



**SEARCH ENGINES THAT LEARN
FROM THEIR USERS**
ANNE SCHUTH

SEARCH ENGINES

search engines that learn from their users

https://www.google.com/?gfe_rd=cr&ei=GvM2V7y9IYTH8AfLsJK4Bg&gws_rd=ssl,cr&fg=1#q=search+engines+that+learn+from+their+users

Google

search engines that learn from their users

All News Images Videos Shopping More Search tools

About 37,700,000 results (0.46 seconds)

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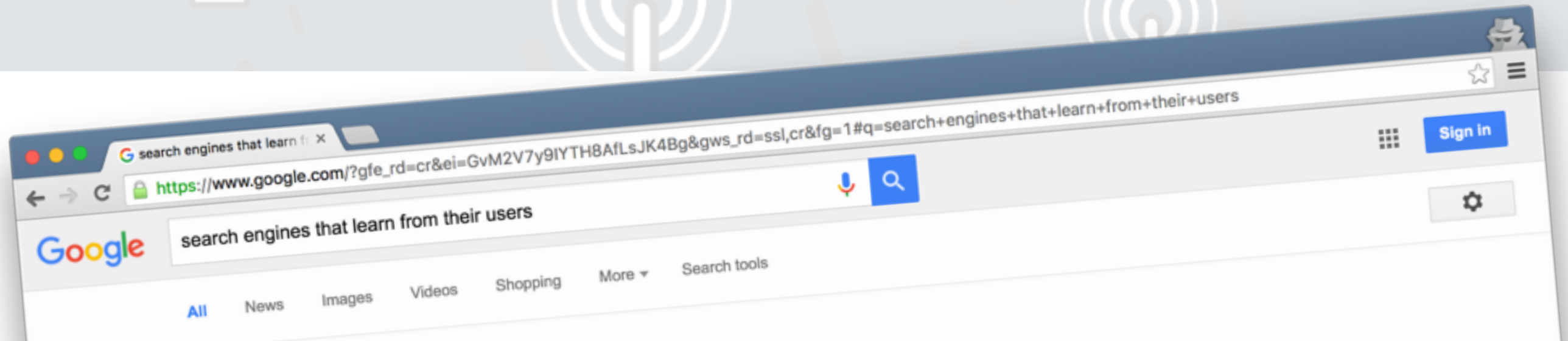
STRIVER - Machine Learning Search Engine
www.cs.cornell.edu/~tj/striver/ Cornell University
The ability to learn enables a search engine to automatically adapt its retrieval strategy to individual users, to specific user groups, and to particular WWW sites.

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<https://moz.com/beginners-guide-to-seo/how-search-engines-operate> Moz
Providing answers to user queries, most frequently through lists of relevant pages that ... When a person performs an online search, the search engine scours its ...

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SEARCH ENGINES



SEARCH IS NOT JUST

Google

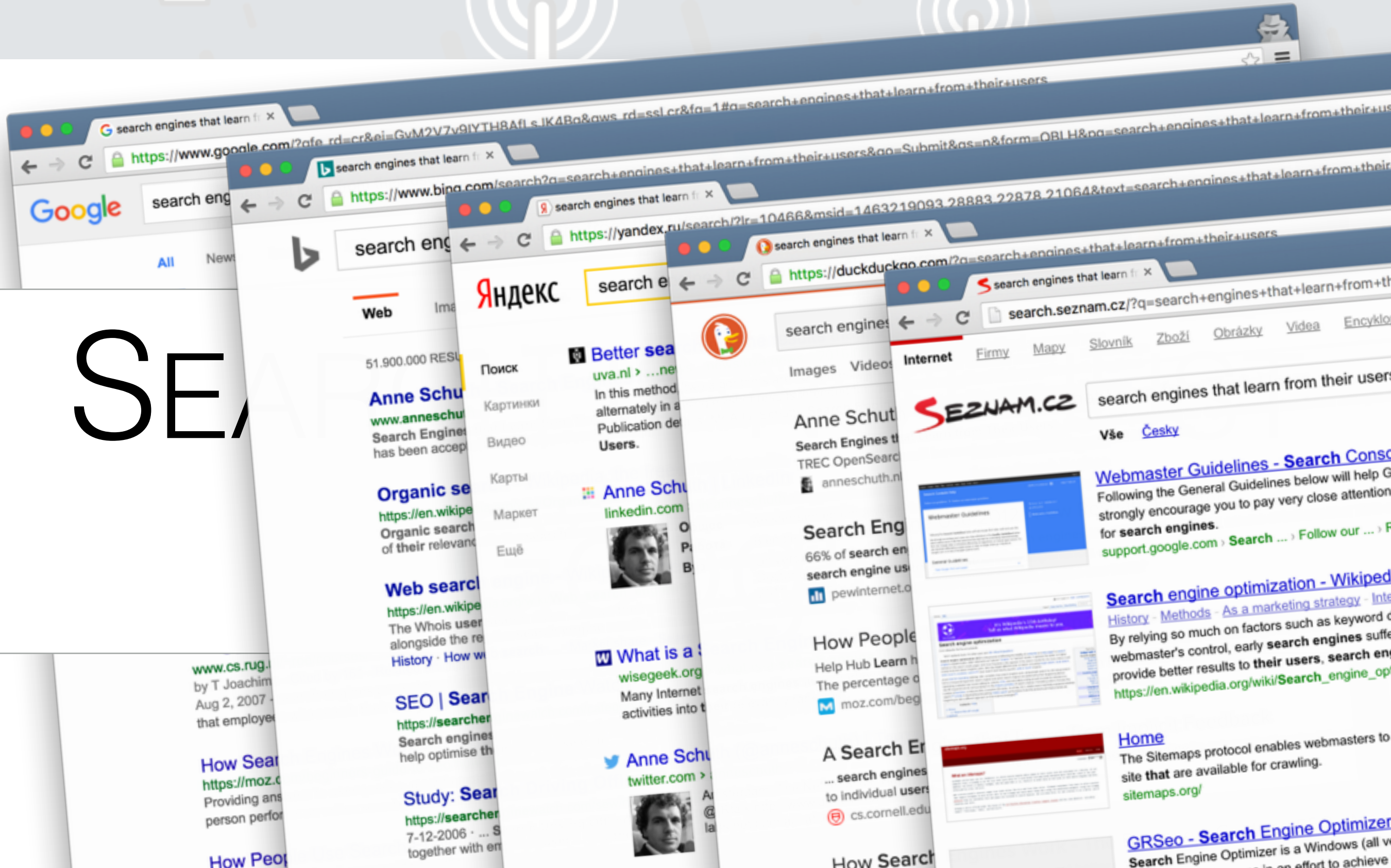
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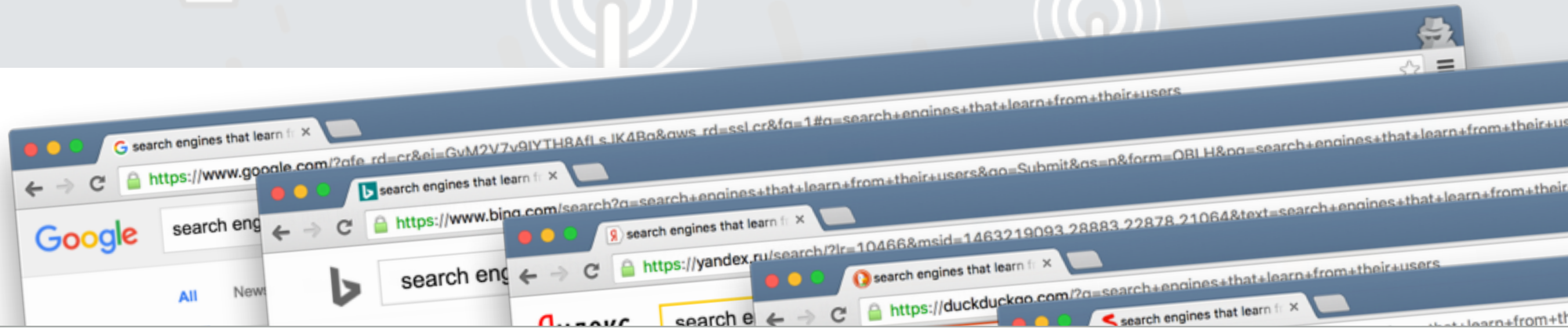
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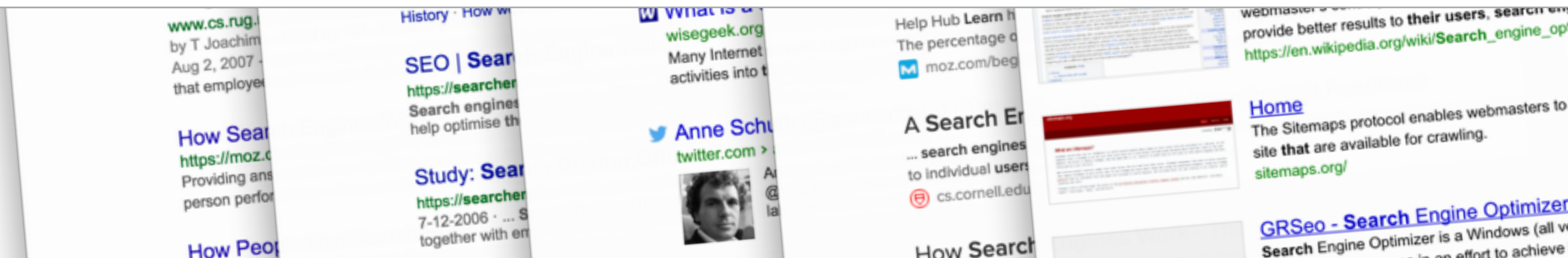
SEARCH



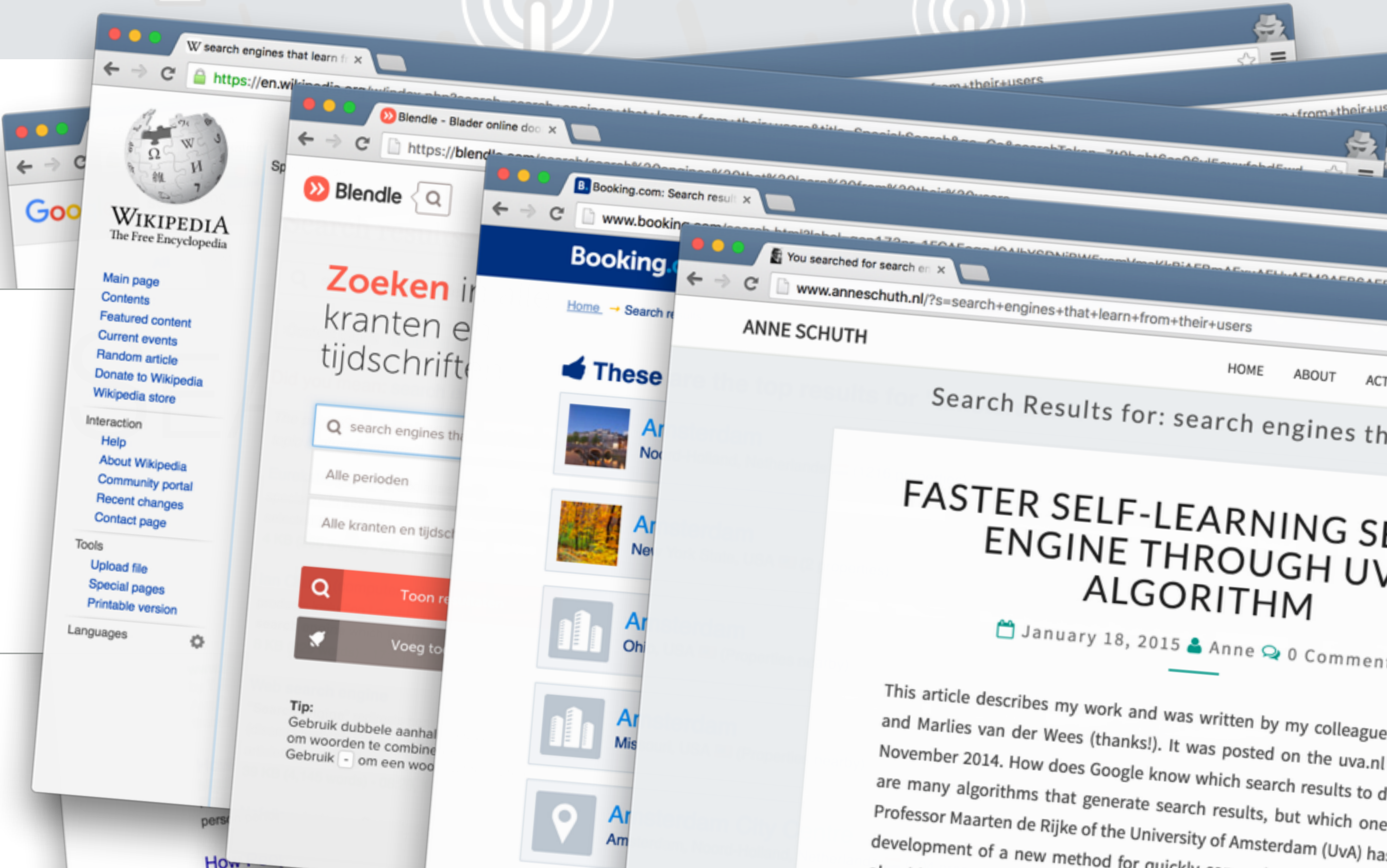
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WEB SEARCH



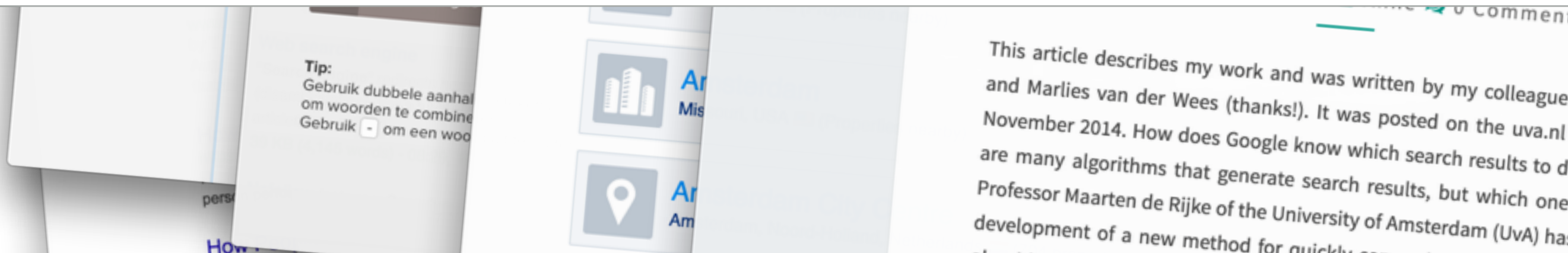
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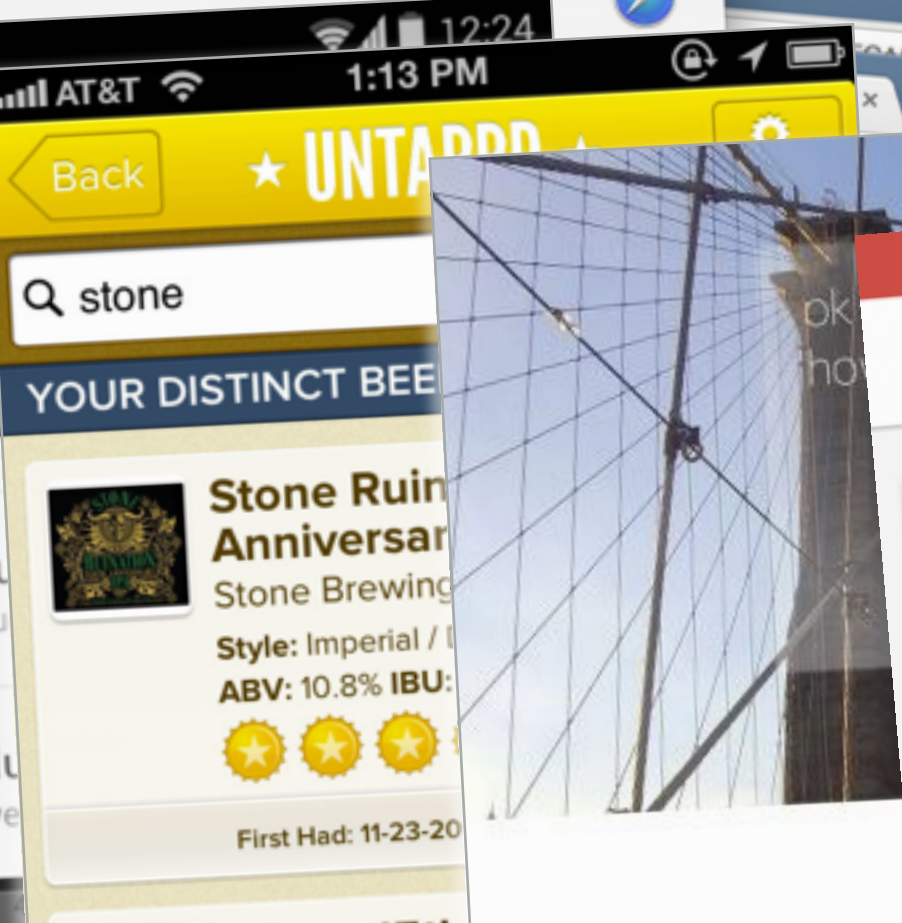
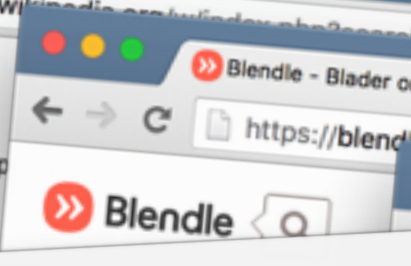
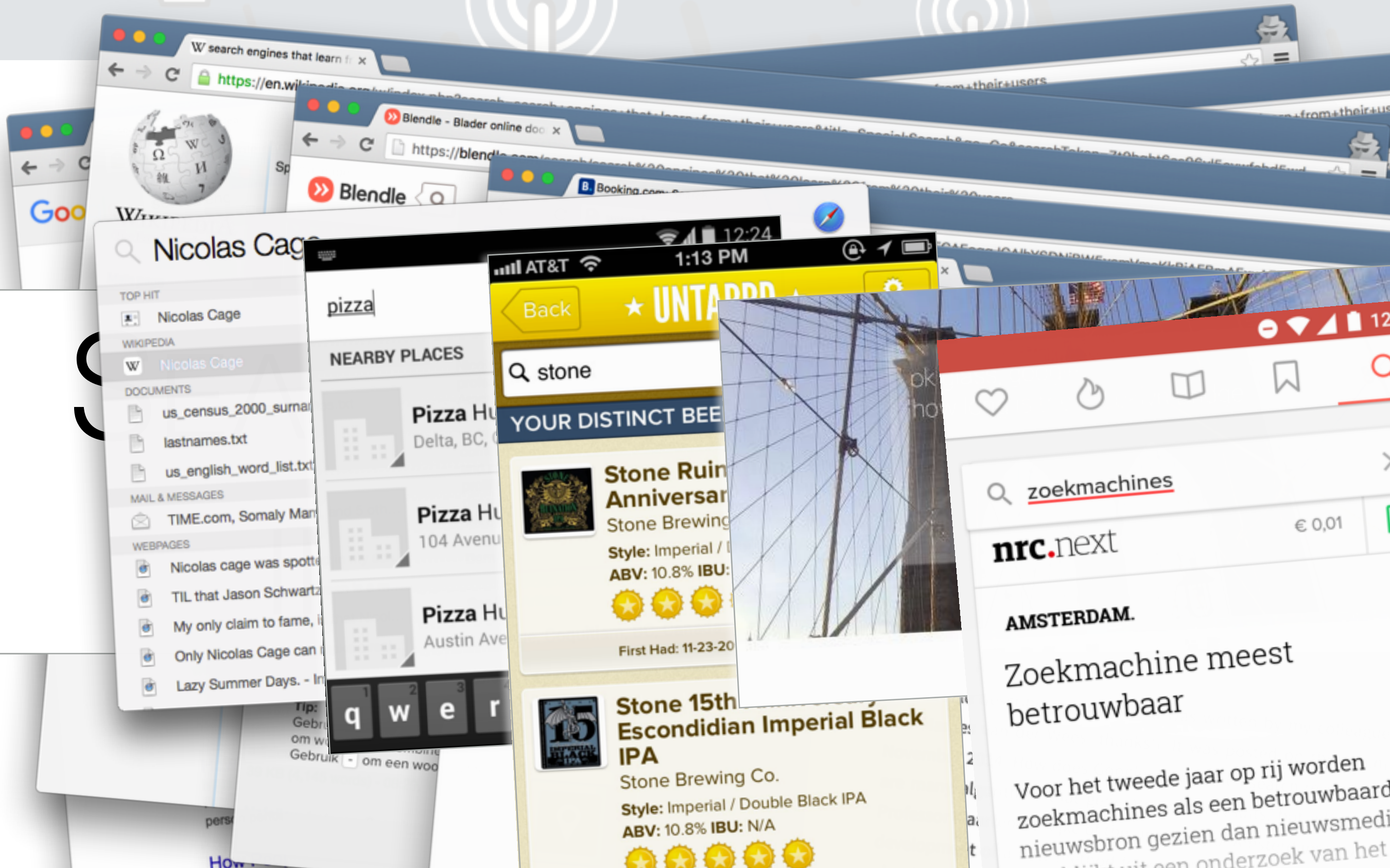
SEARCH ENGINES



SEARCH IS NOT JUST
IN A BROWSER



SEARCH ENGINES



SEARCH ENGINES



SEARCH IS



SEARCH ENGINES



SEARCH IS
EVERYWHERE





SEARCH ENGINES

- Over **500 000 000** web searches every day



SEARCH ENGINES



- Over **500 000 000** web searches every day
- More than **half the world's** population uses web search



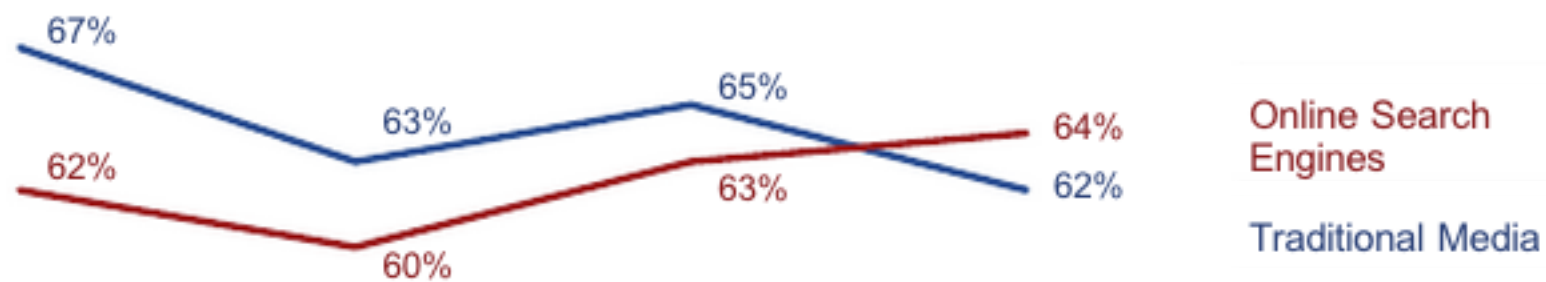
SEARCH ENGINES



- Over **500 000 000** web searches every day
- More than **half the world's** population uses web search
- Web **search is trusted** more than traditional media

SEARCH ENGINES

MEDIA SOURCES: SEARCH ENGINES NOW MOST TRUSTED



2012

2013

2014

2015

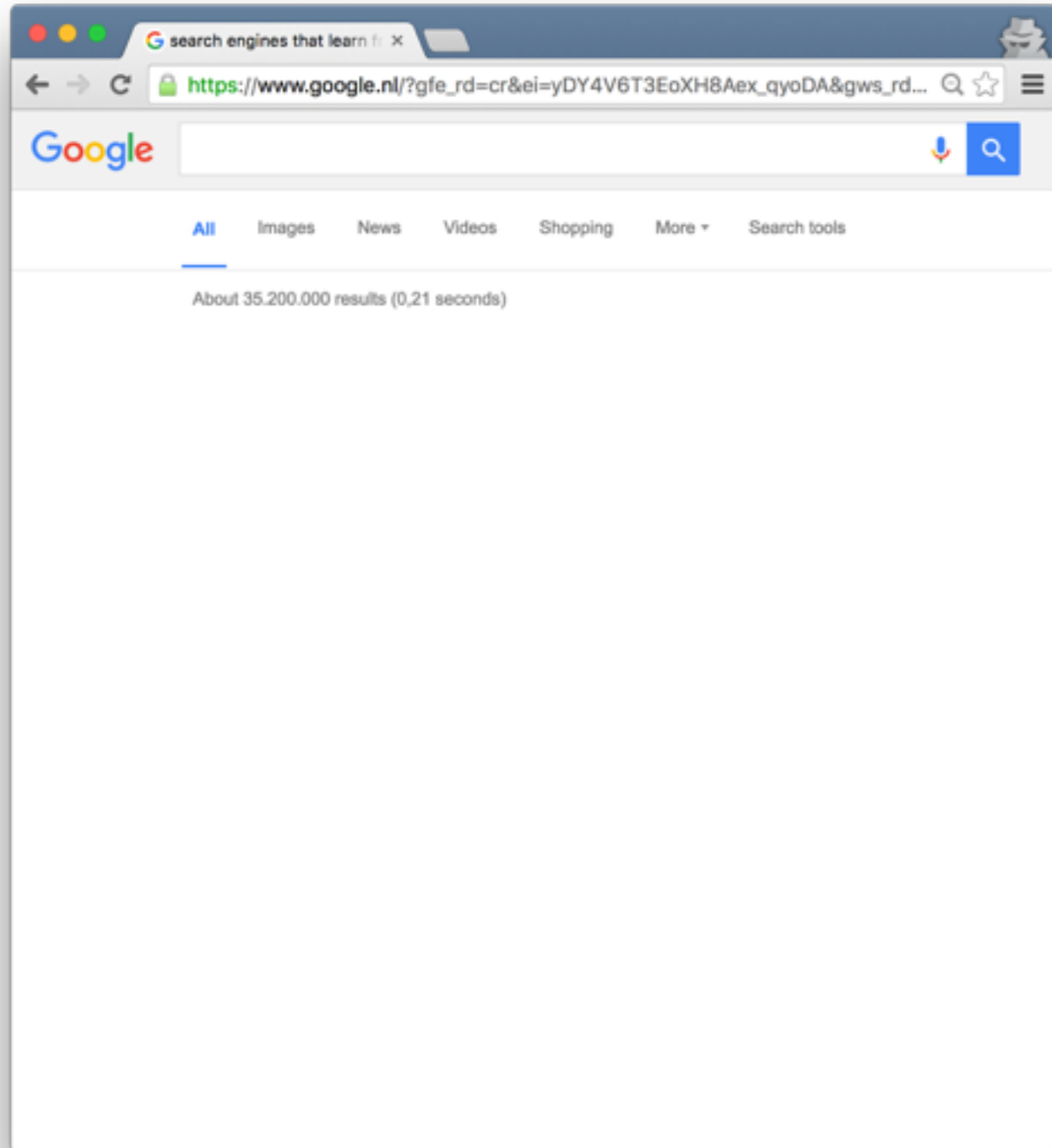


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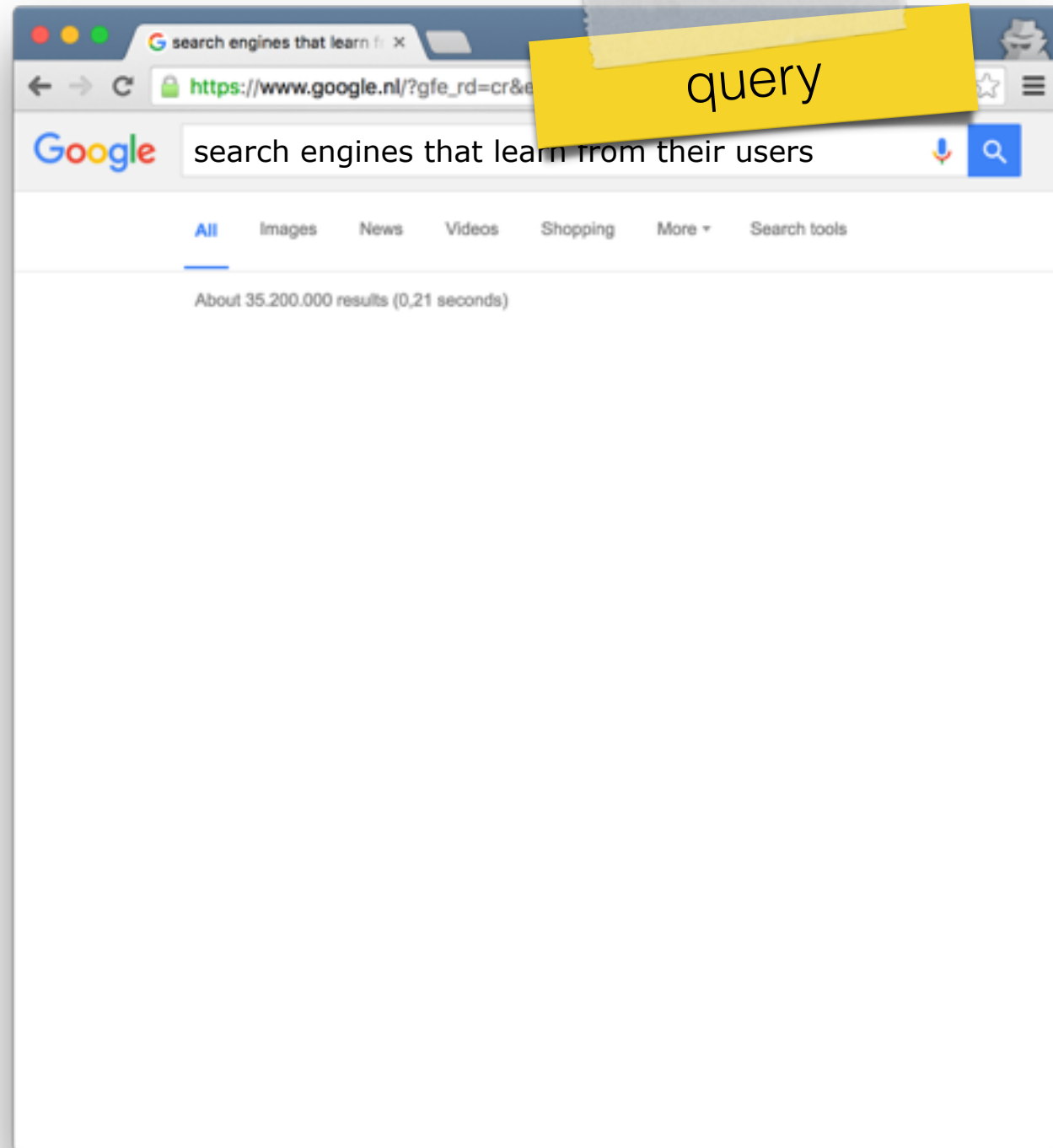


- Over **500 000 000** web searches every day
- More than **half the world's** population uses web search
- Web **search is trusted** more than traditional media
- **It matters** whether search performs well

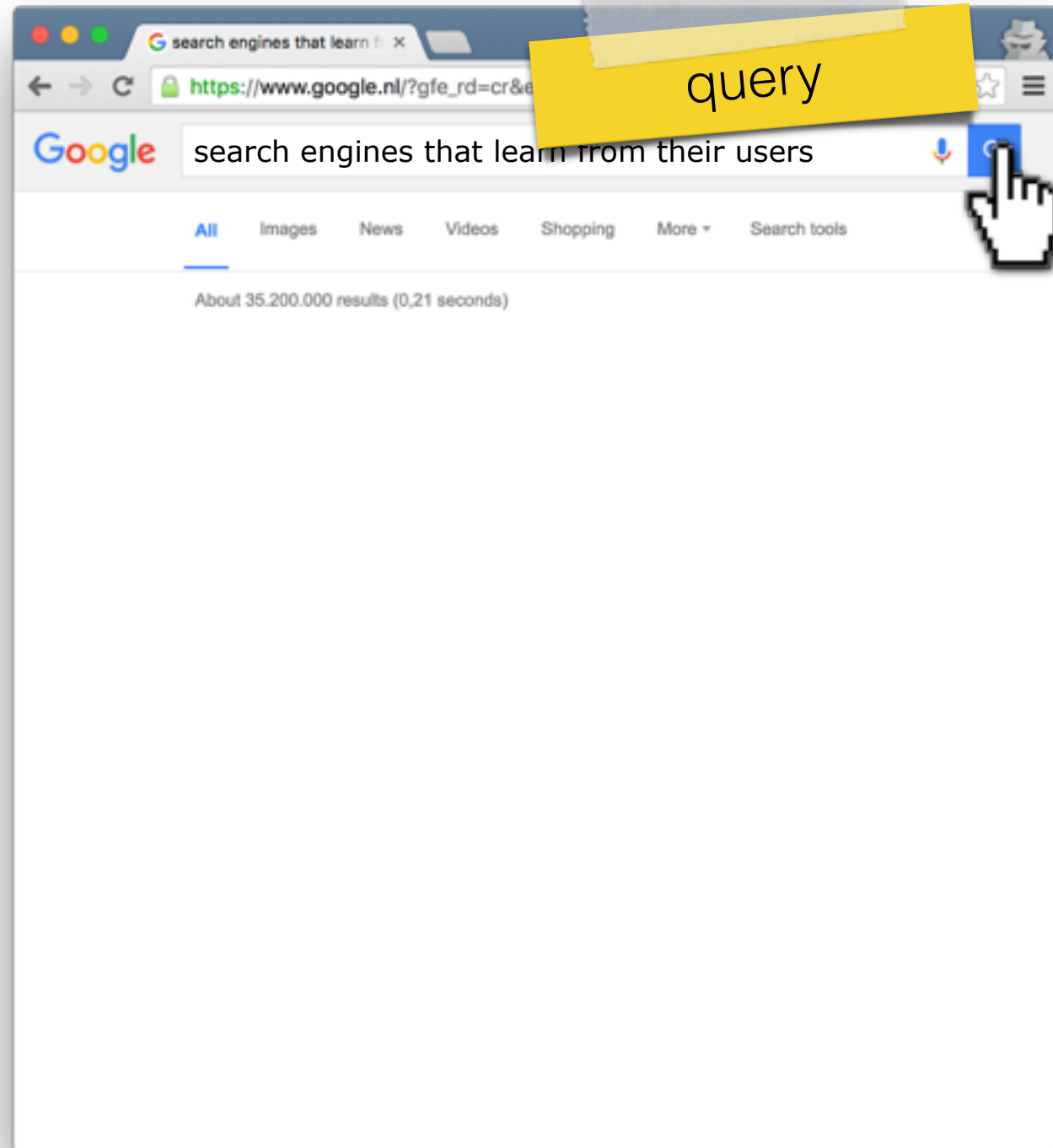
SEARCH ENGINES



SEARCH ENGINES



SEARCH ENGINES



SEARCH ENGINES

The screenshot shows a Google search results page. The search bar contains the text "search engines that learn from their users". A yellow sticky note with the word "query" is placed over the search bar. Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Shopping", "More", and "Search tools". The search results show "About 35.200.000 results (0,21 seconds)". The first result is "Anne Schuth - Search Engines that Learn from Their Users" with the URL "www.anneschuth.nl/". A yellow bracket on the right side of the page groups the first five search results, with a yellow sticky note labeled "ranking" pointing to it. The search results include titles, URLs, and short descriptions of each result.

query

search engines that learn from their users

All Images News Videos Shopping More Search tools

About 35.200.000 results (0,21 seconds)

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ranking

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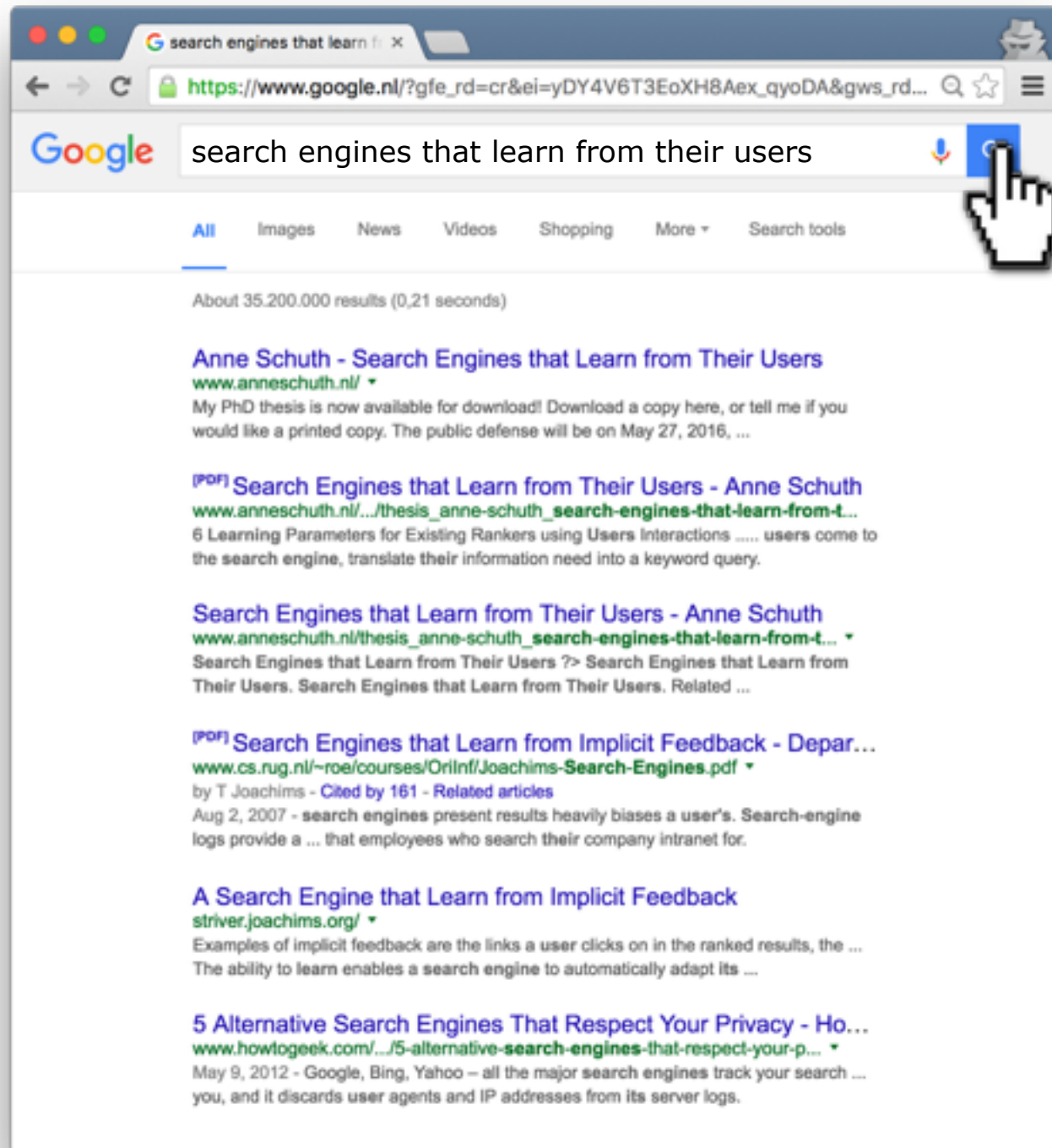
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query

document

ranking


RANKING





The image shows a screenshot of a Google search results page. The search query is "search engines that learn from their users". The page displays several search results, including a PhD thesis by Anne Schuth and a paper by T. Joachims. A hand cursor is visible over the search button.


search engines that learn from their users


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#query terms	#document terms
7	500
7	80000
7	80000
7	5000
7	2000
7	1000

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May 9, 2012 - Google, Bing, Yahoo – all the major search engines track your search ... you, and it discards user agents and IP addresses from its server logs.

#query terms	#document terms	pagerank
7	500	0.2
7	80000	0.2
7	80000	0.2
7	5000	0.5
7	2000	0.4
7	1000	0.6

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#query terms	#document terms	pagerank	#query terms in document
7	500	0.2	7
7	80000	0.2	7
7	80000	0.2	7
7	5000	0.5	7
7	2000	0.4	7
7	1000	0.6	6

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#query terms	#document terms	pagerank	#query terms in document	#query terms in title
7	500	0.2	7	7
7	80000	0.2	7	7
7	80000	0.2	7	7
7	5000	0.5	7	5
7	2000	0.4	7	5
7	1000	0.6	6	3

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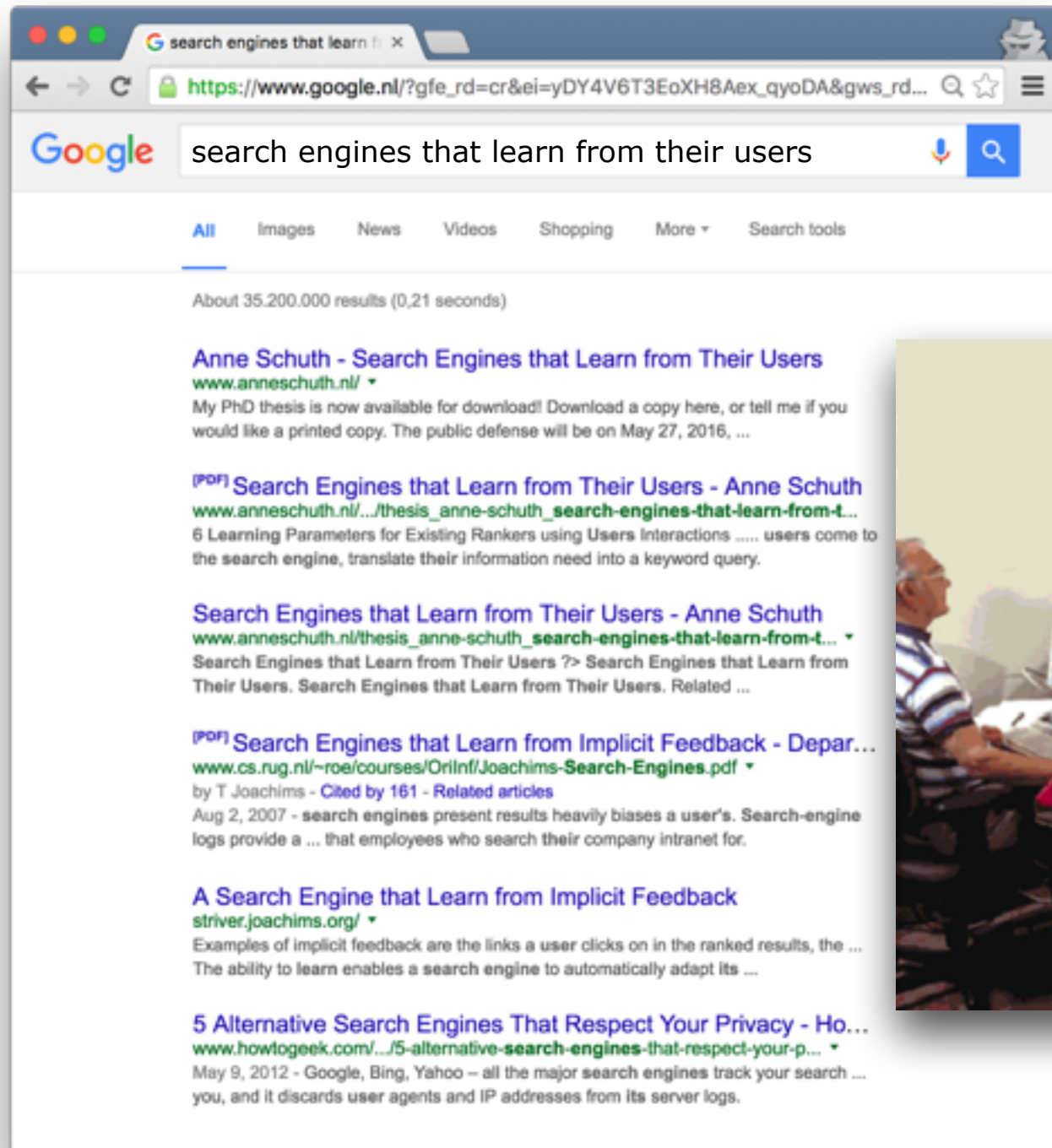
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7	5000	0.5	7	5	
7	2000	0.4	7	5	
7	1000	0.6	6	3	

EVALUATION OF SEARCH





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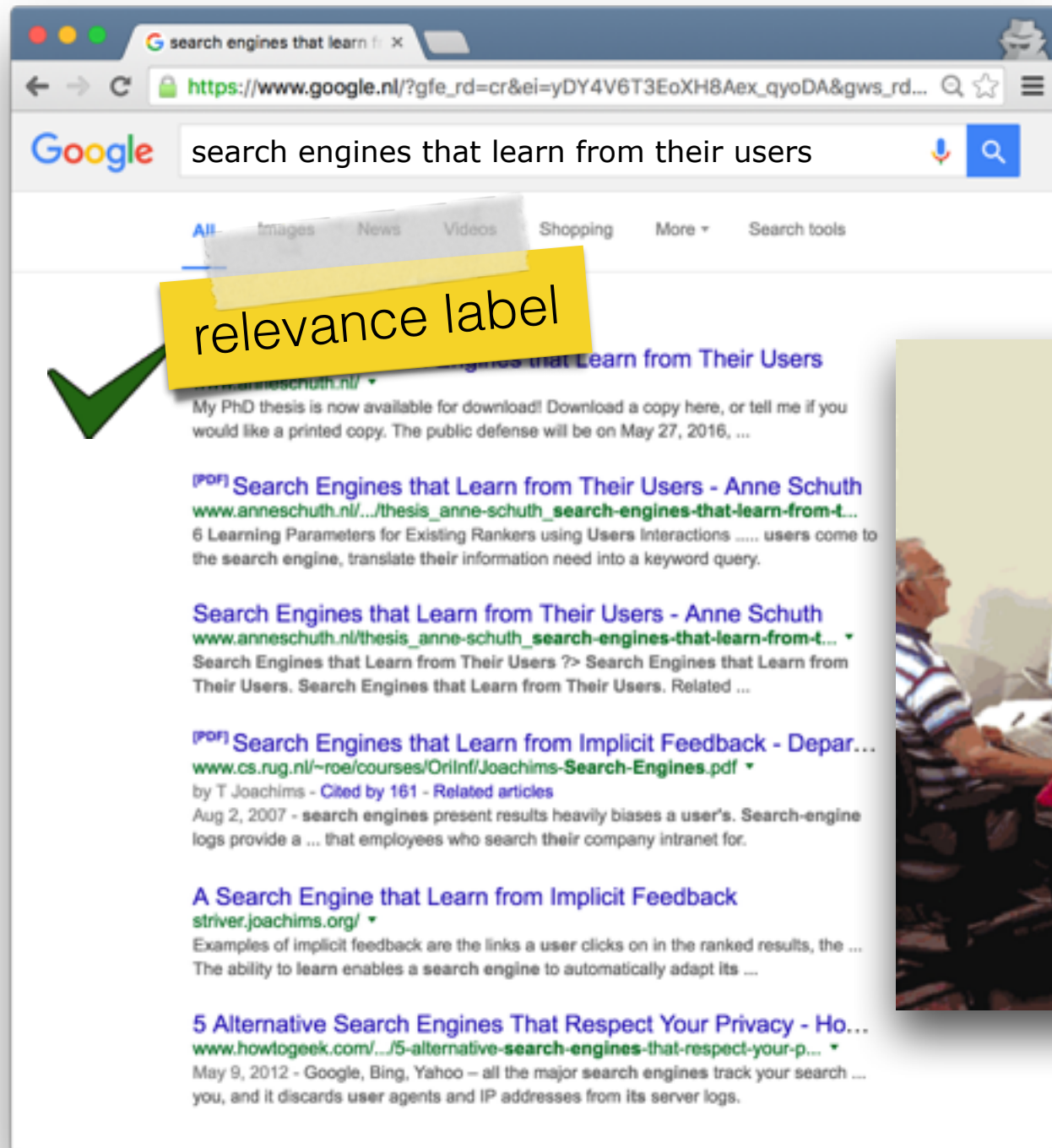
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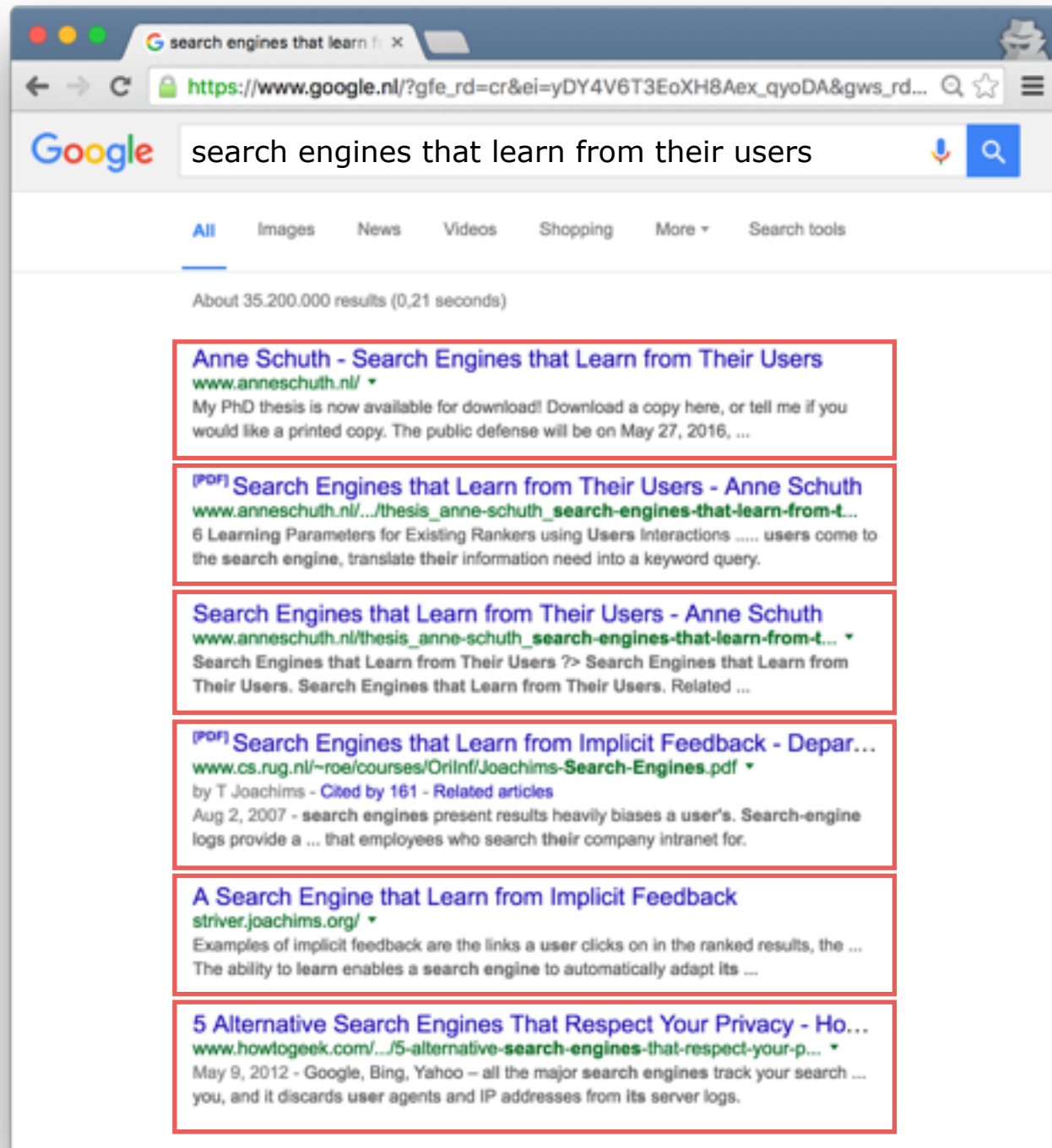
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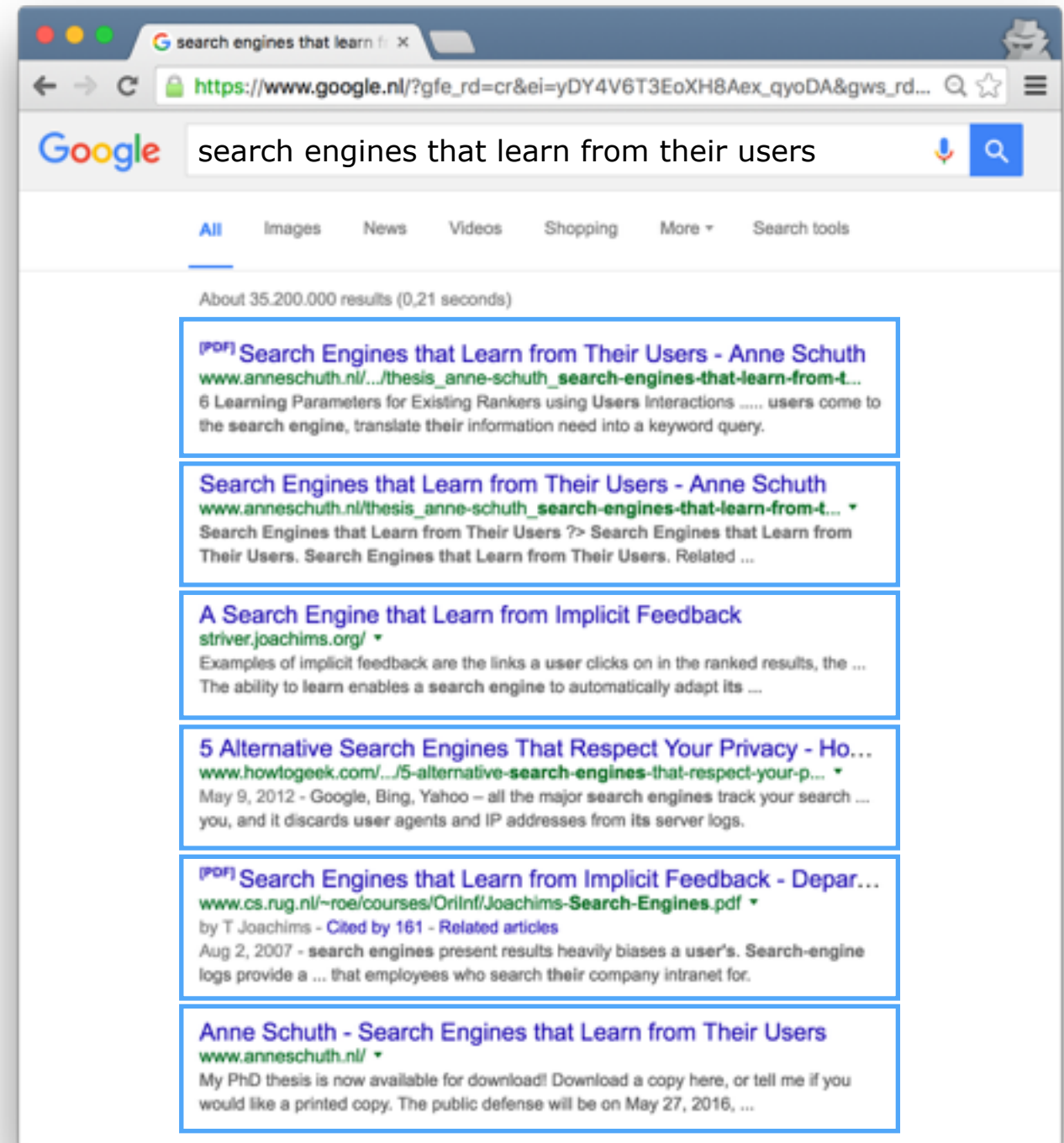
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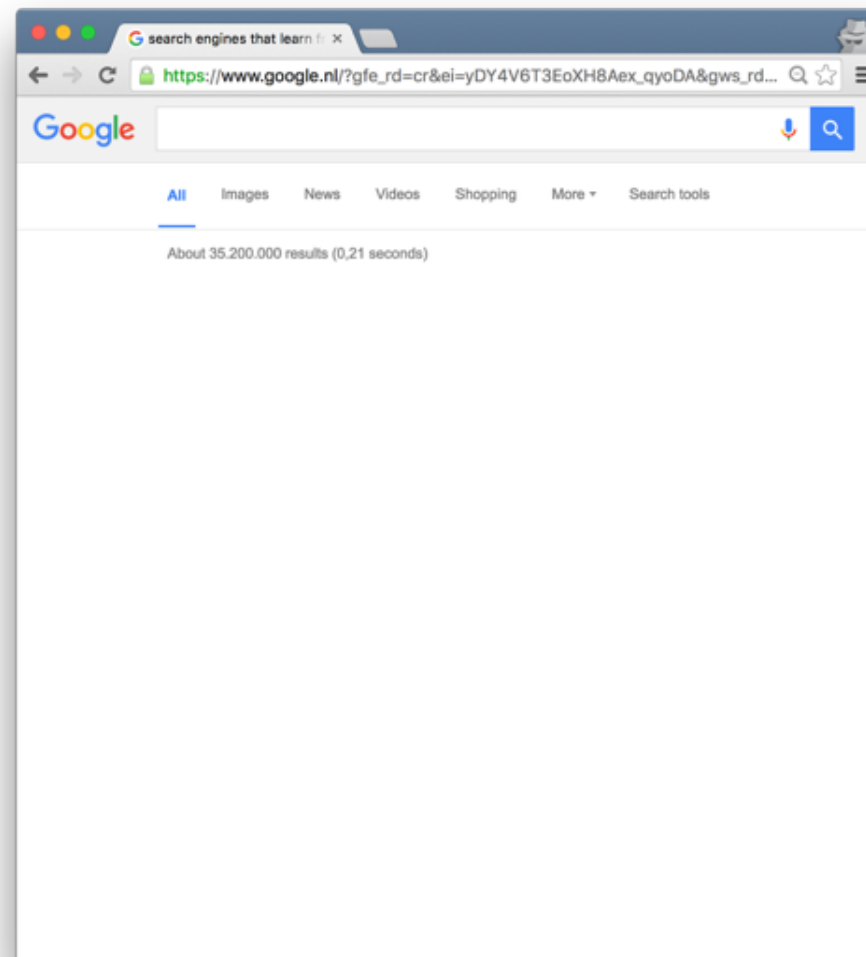
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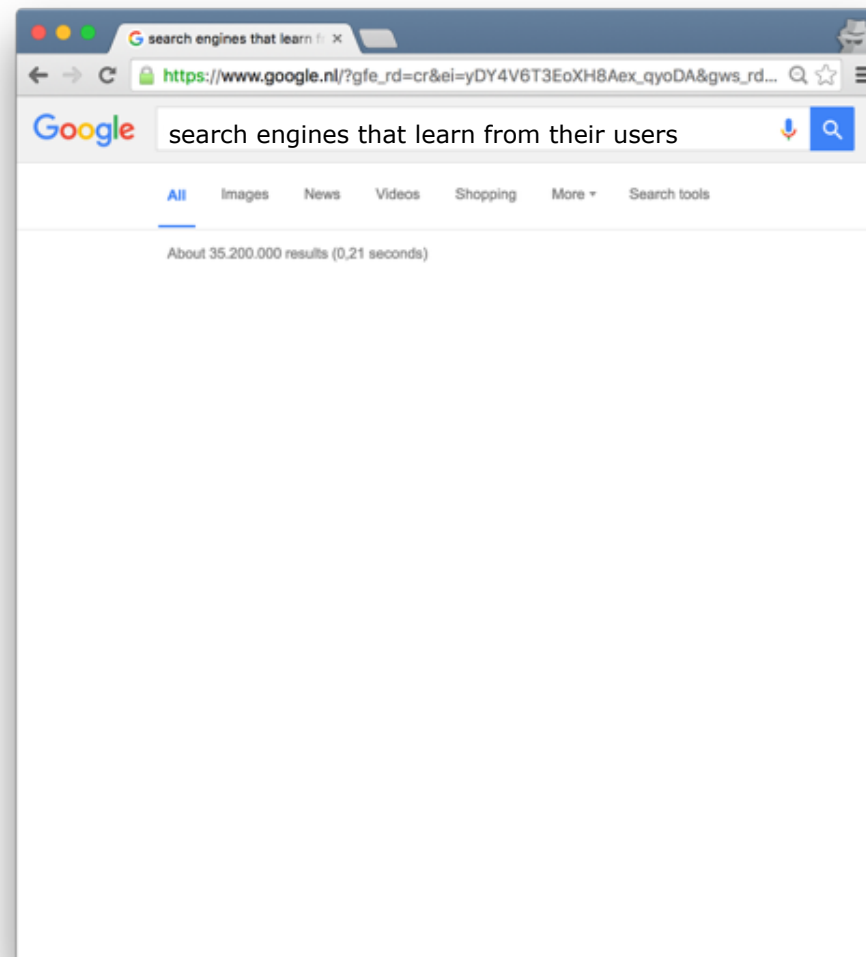
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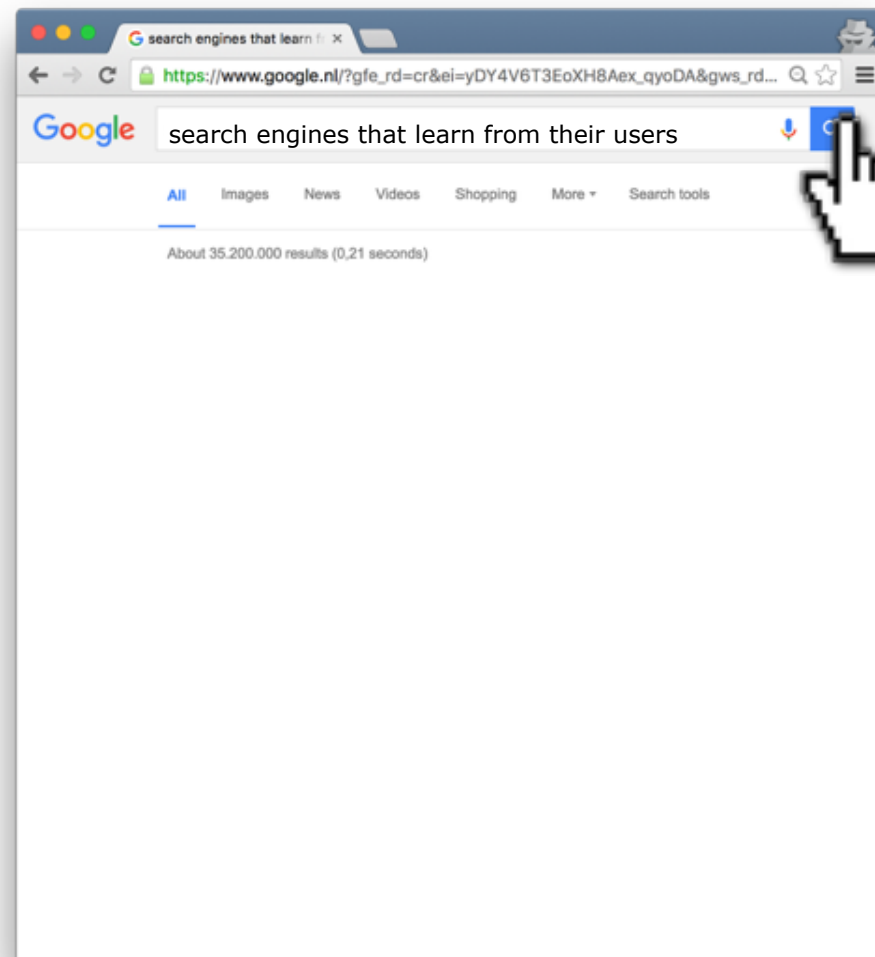
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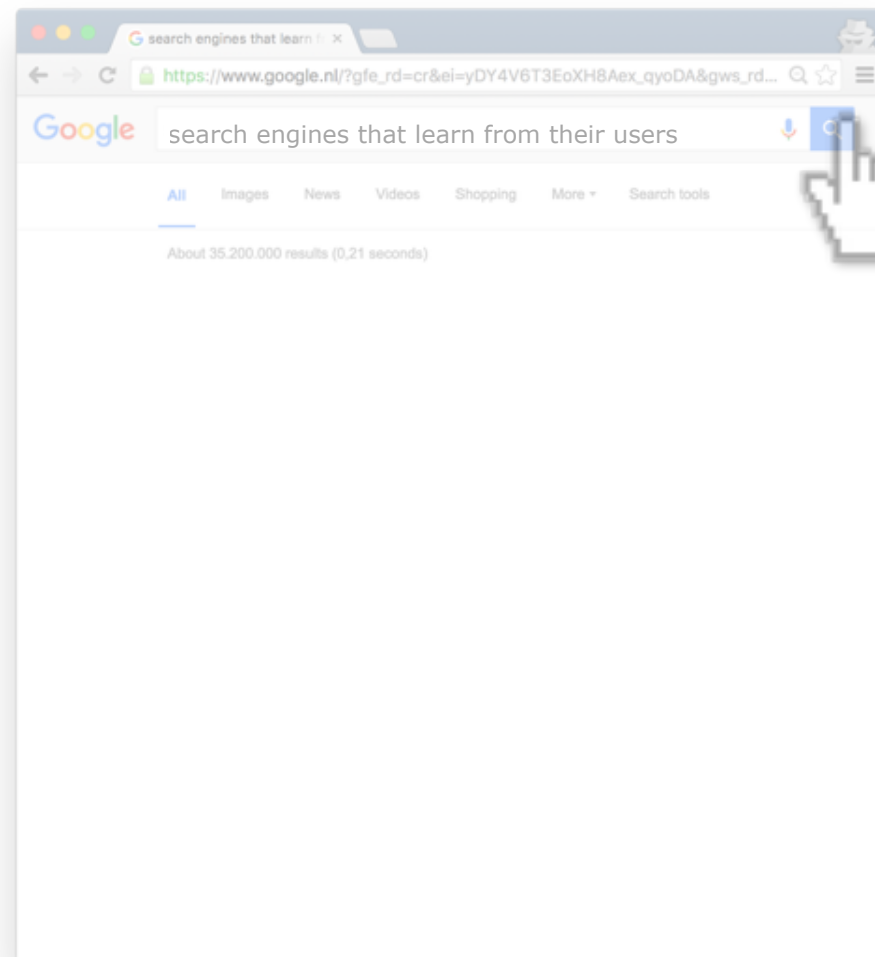
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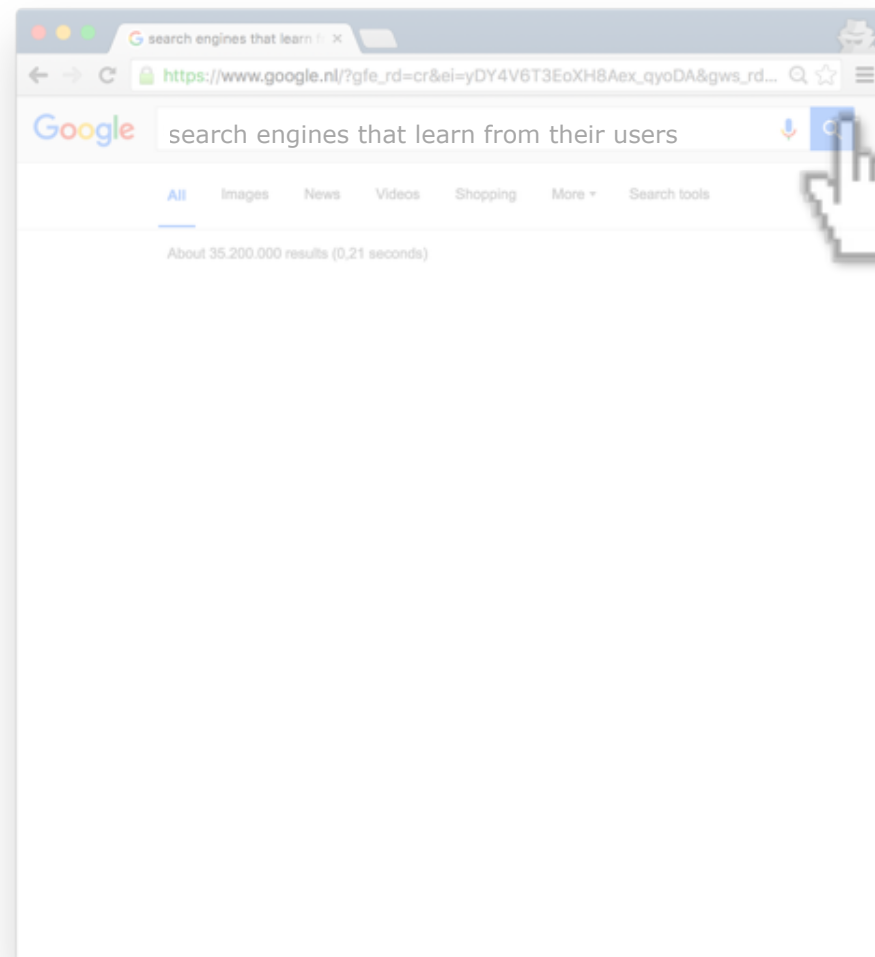
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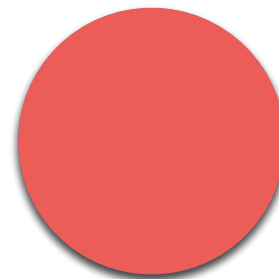
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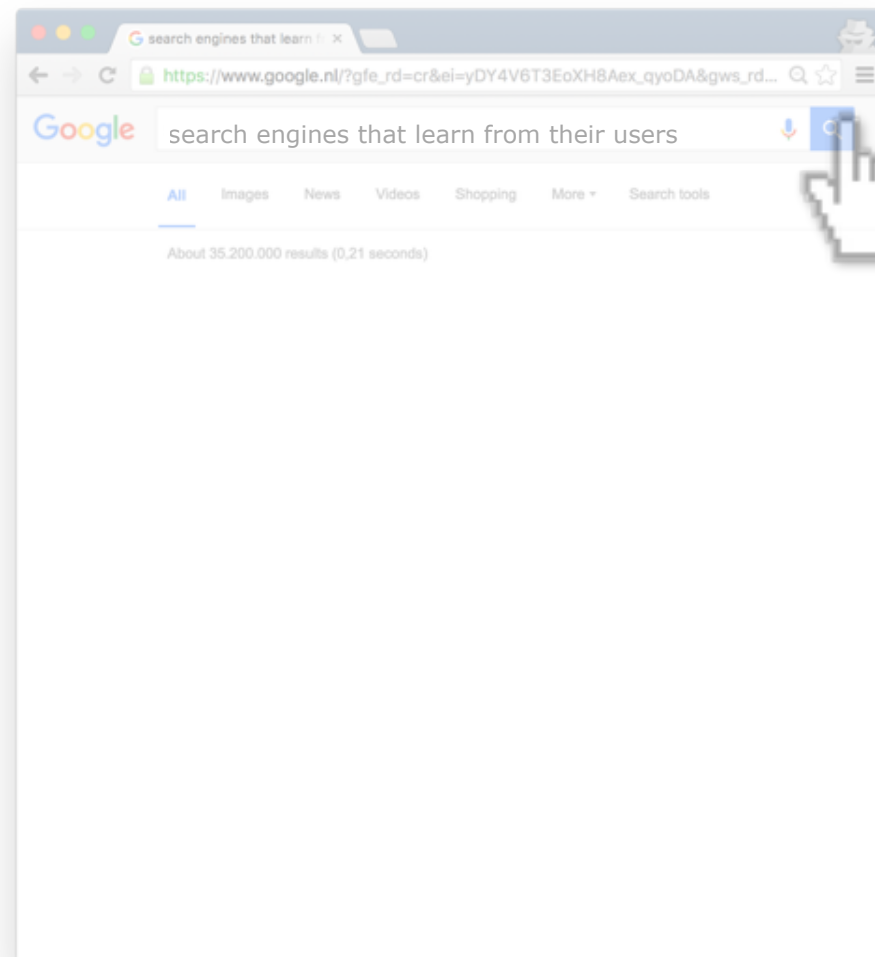
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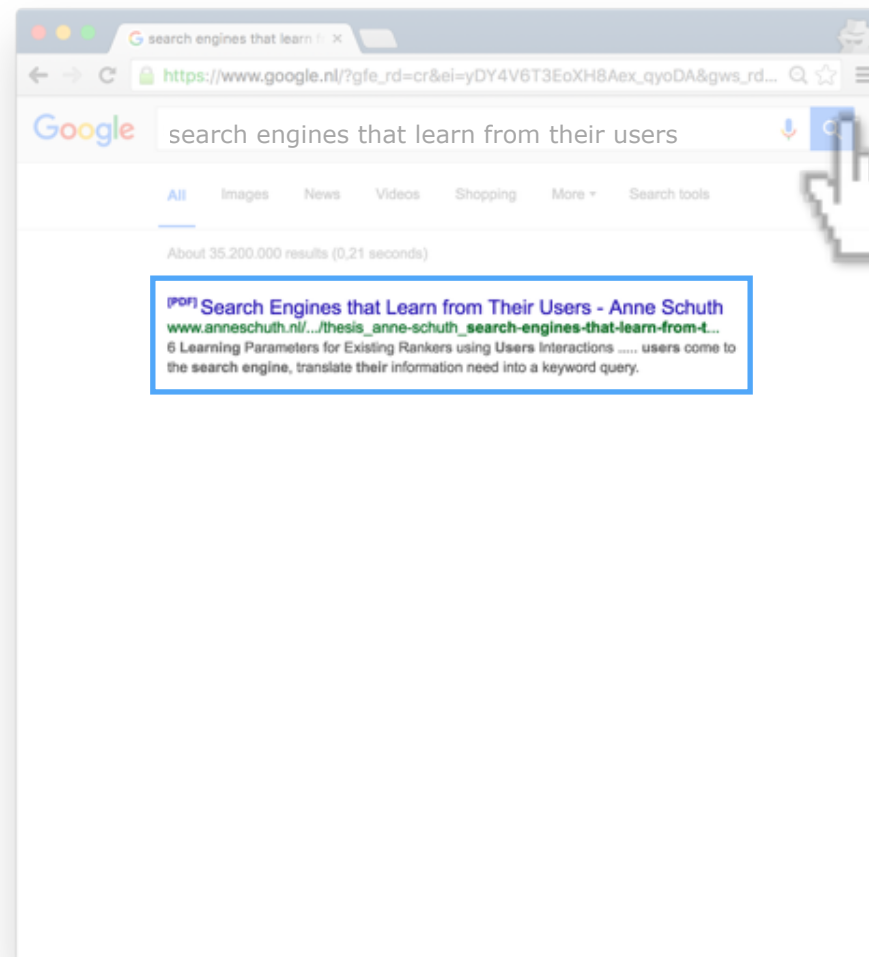
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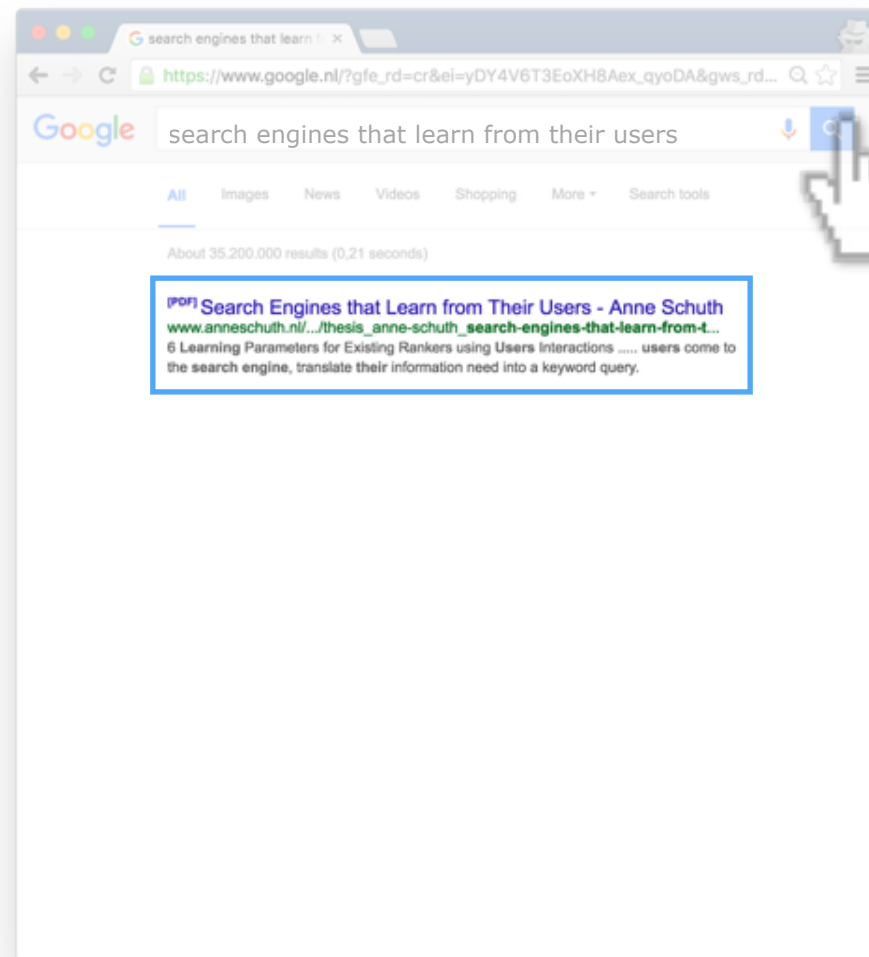
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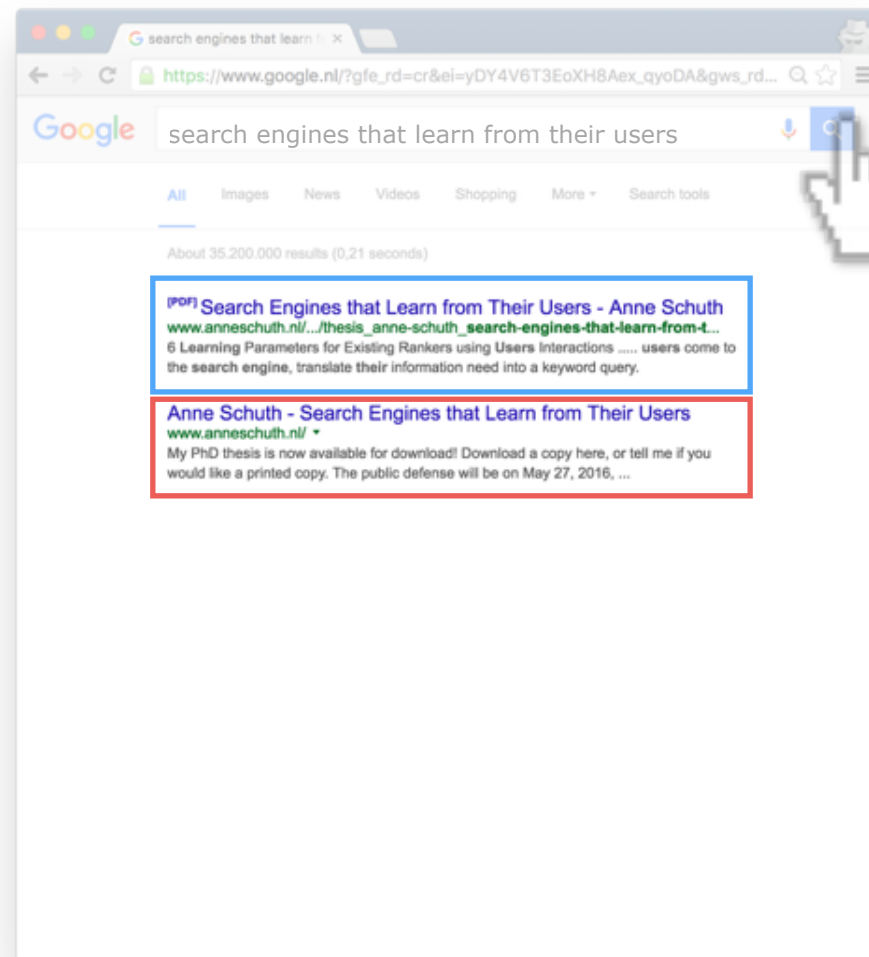
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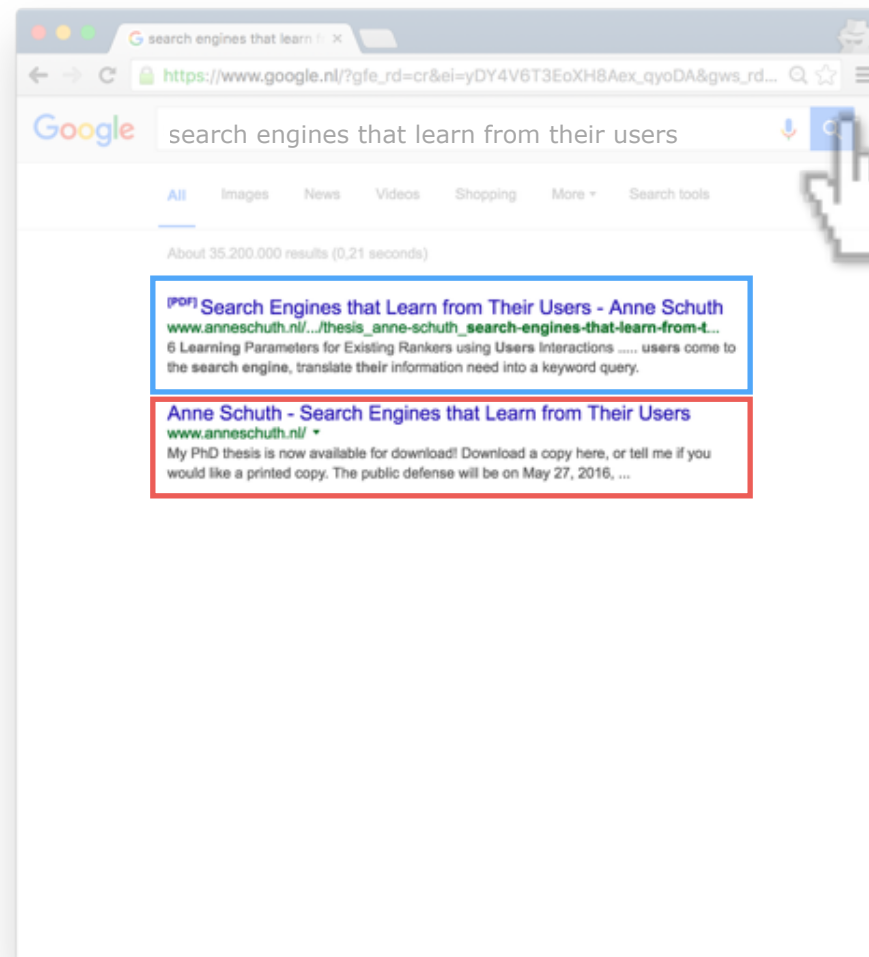
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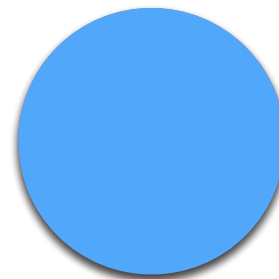
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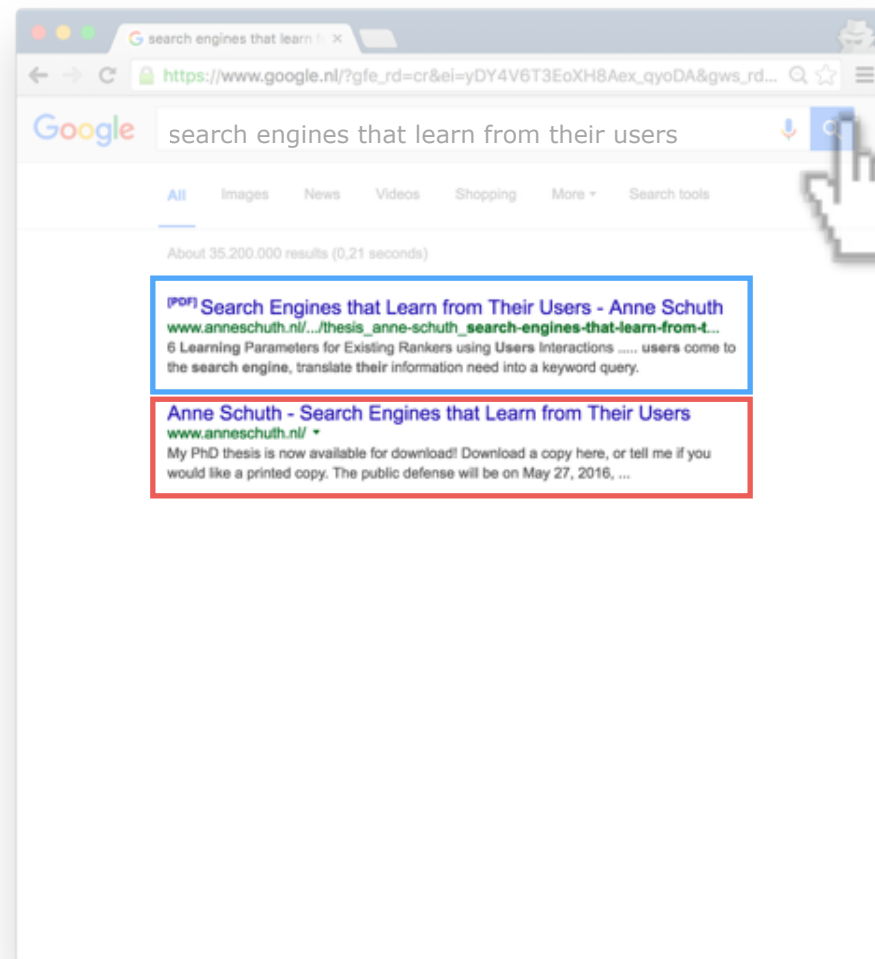
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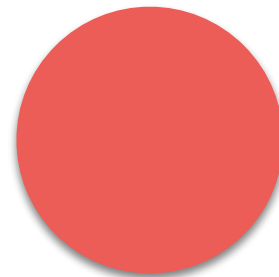
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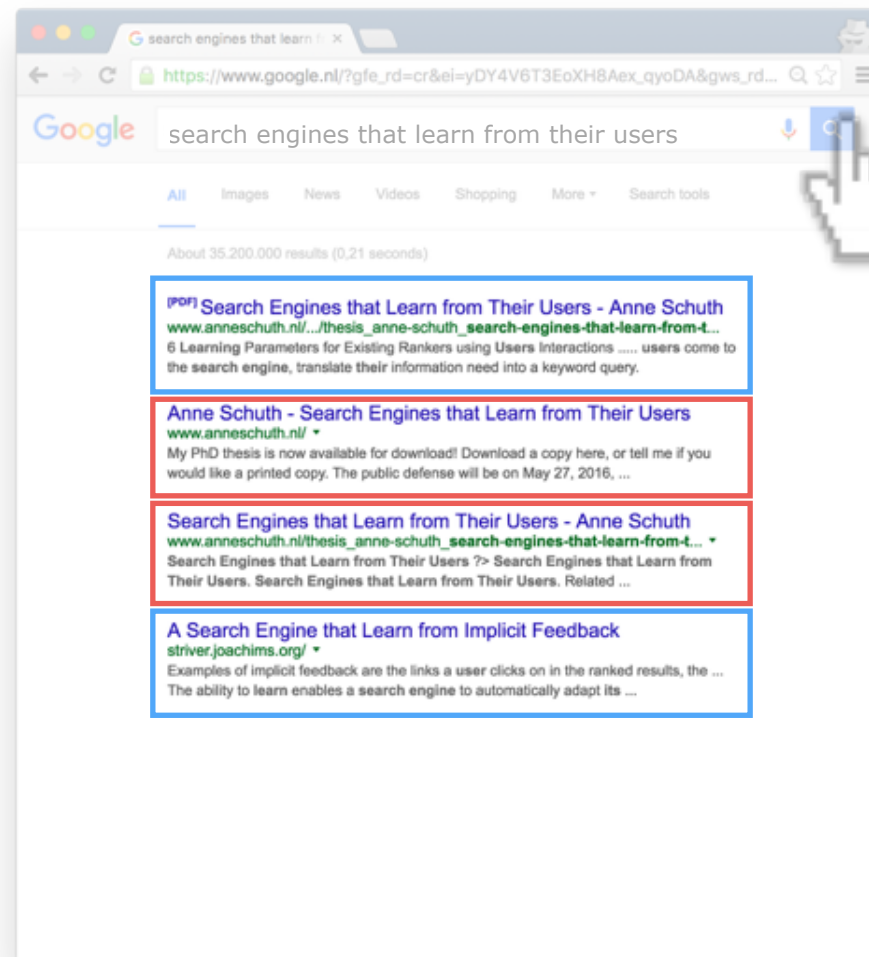
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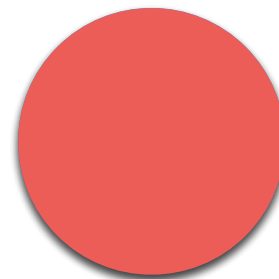


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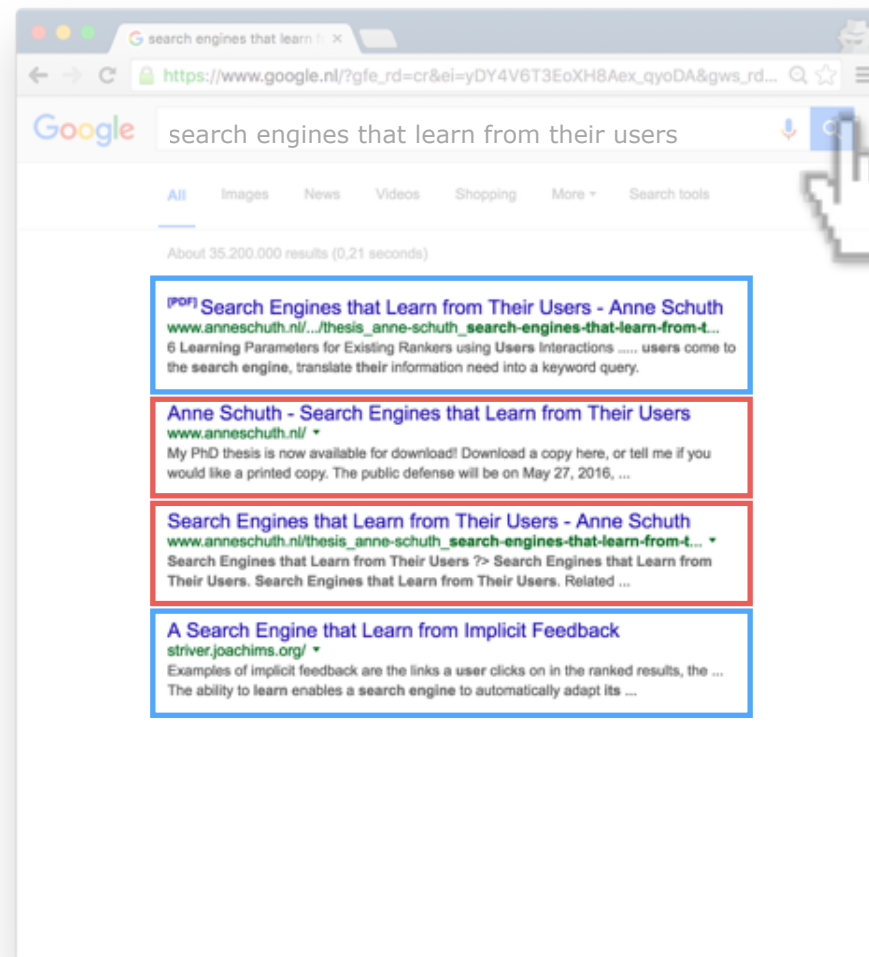
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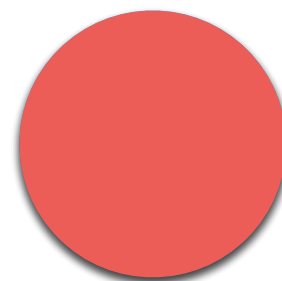


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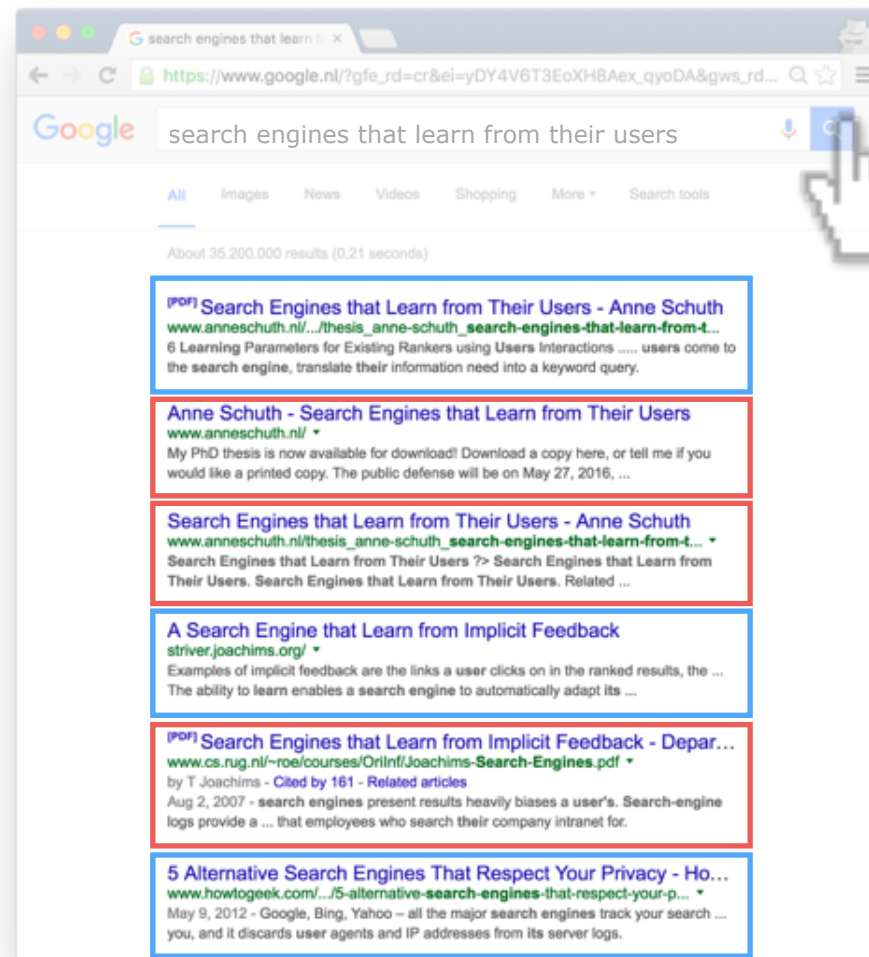
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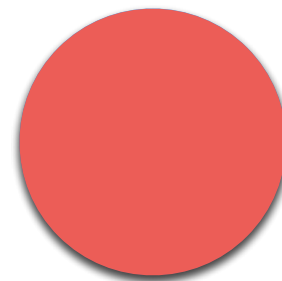


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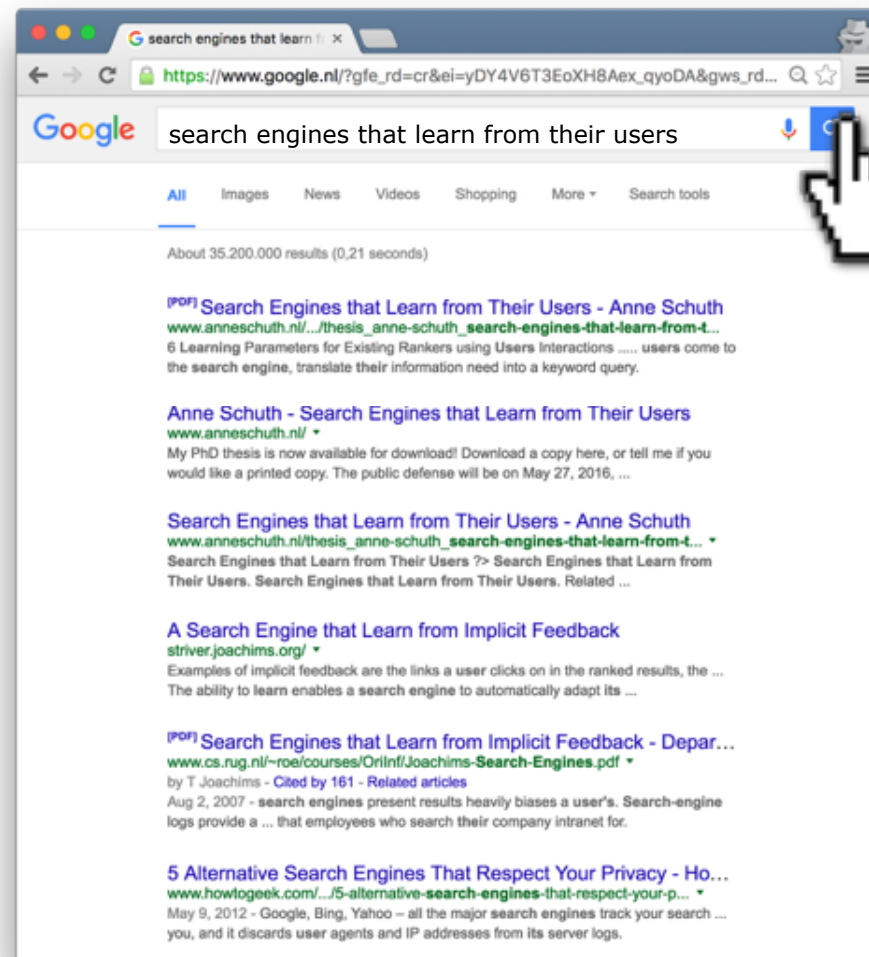


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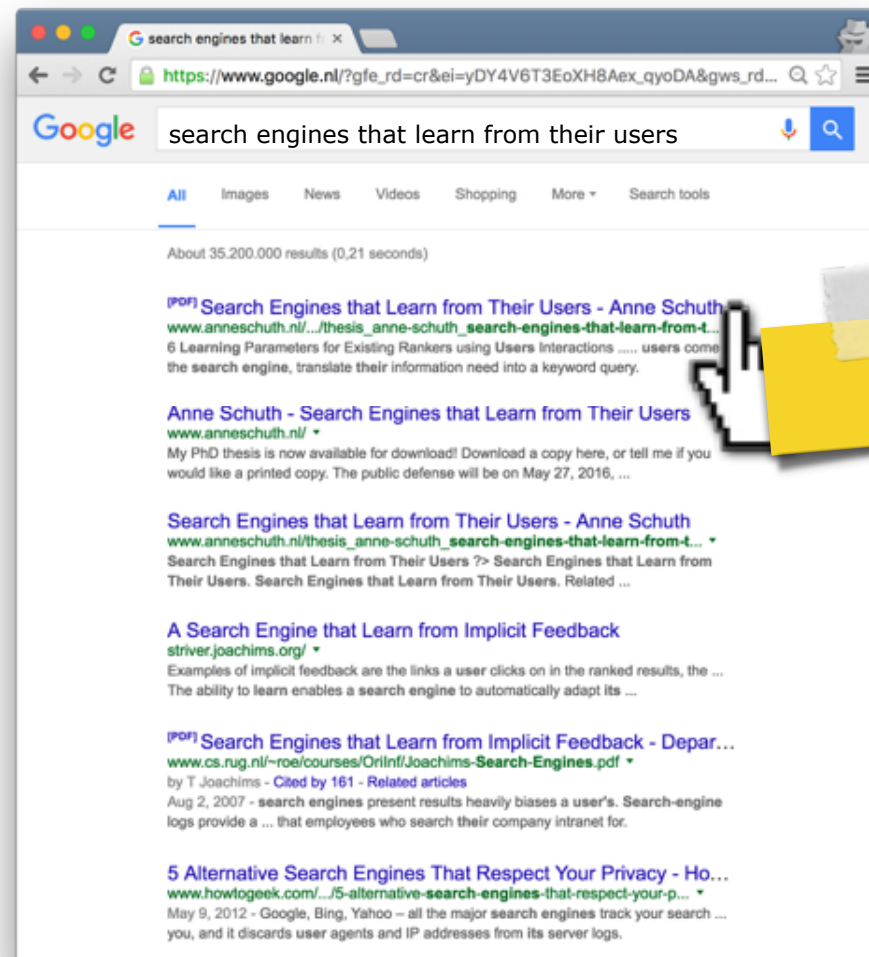
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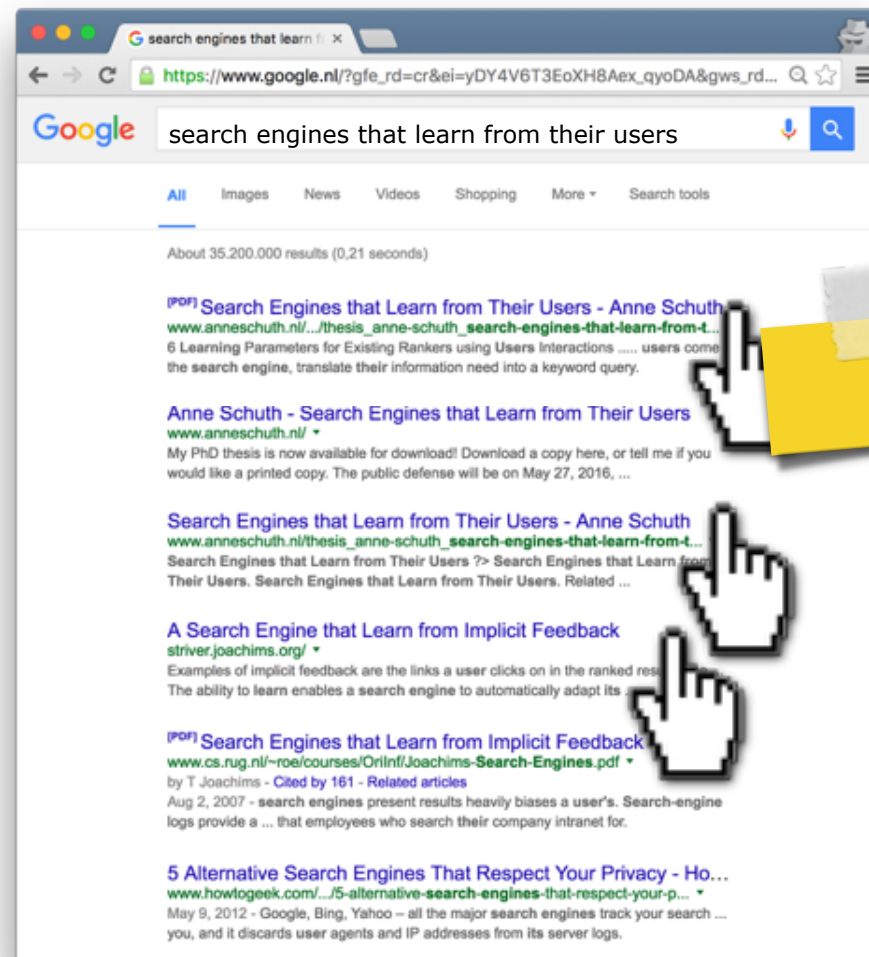
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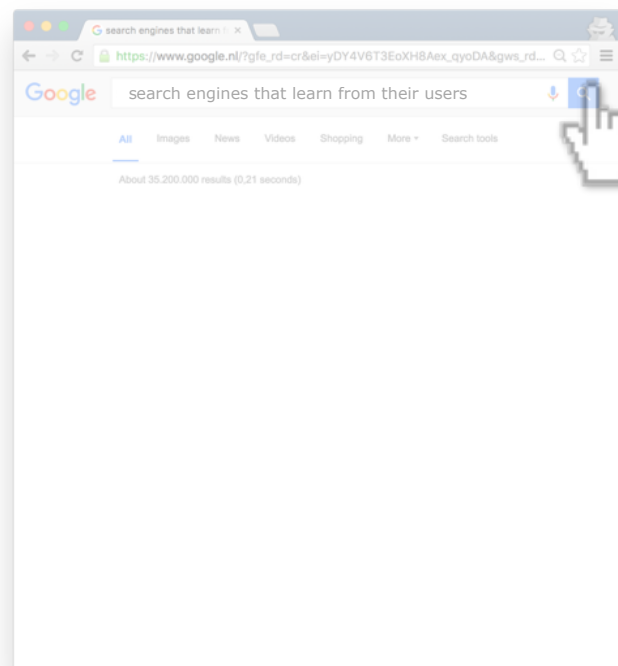
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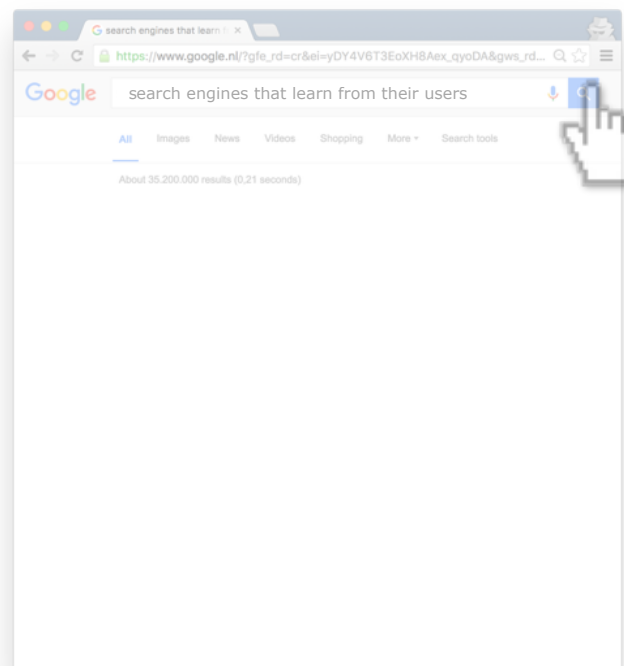
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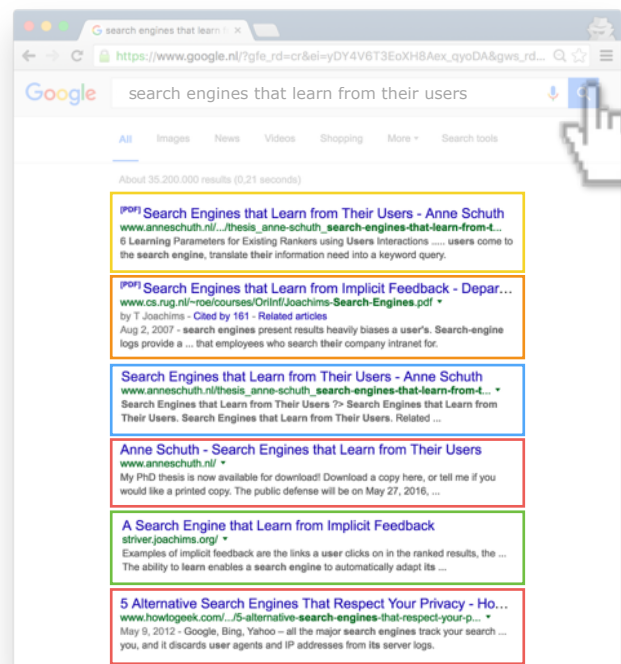
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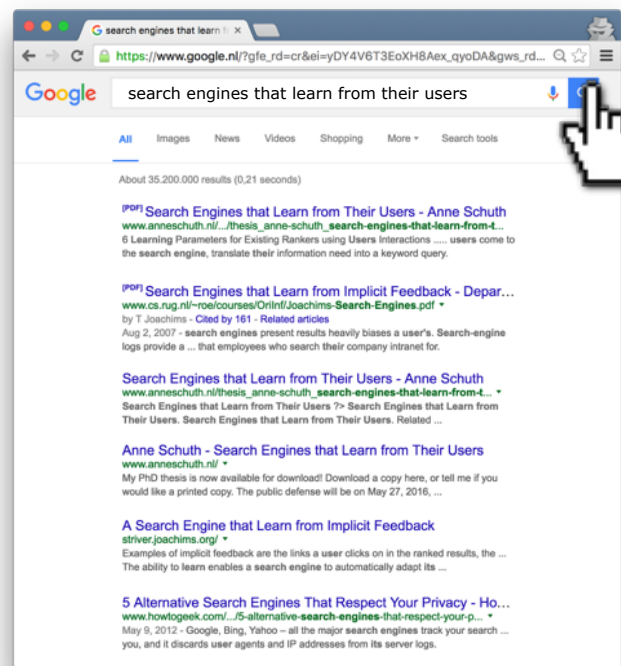
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- Part II - Learning
 - Learning from Interleaving
 - Learning from Multileaving
- Part III - Methodology
 - Simulation Framework
 - Experimentation with Real Users



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