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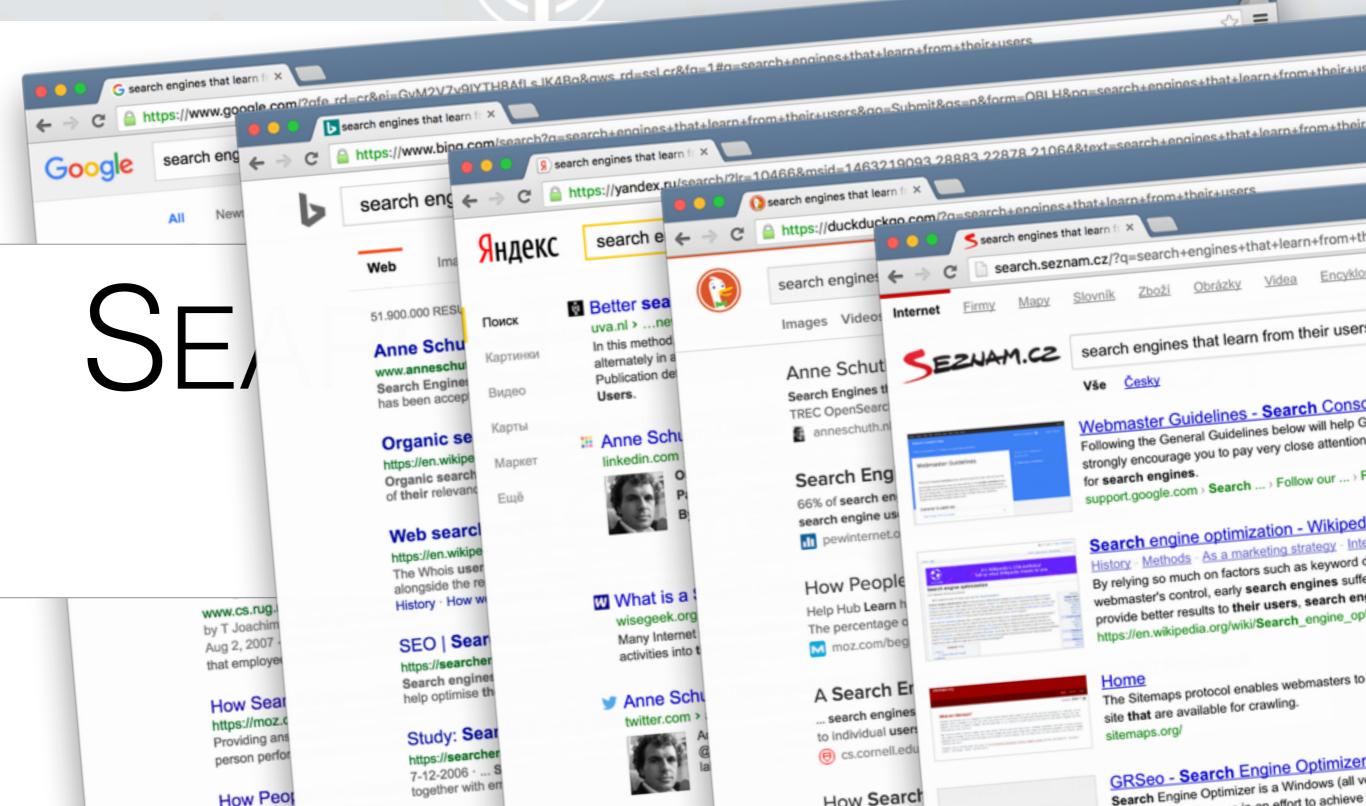
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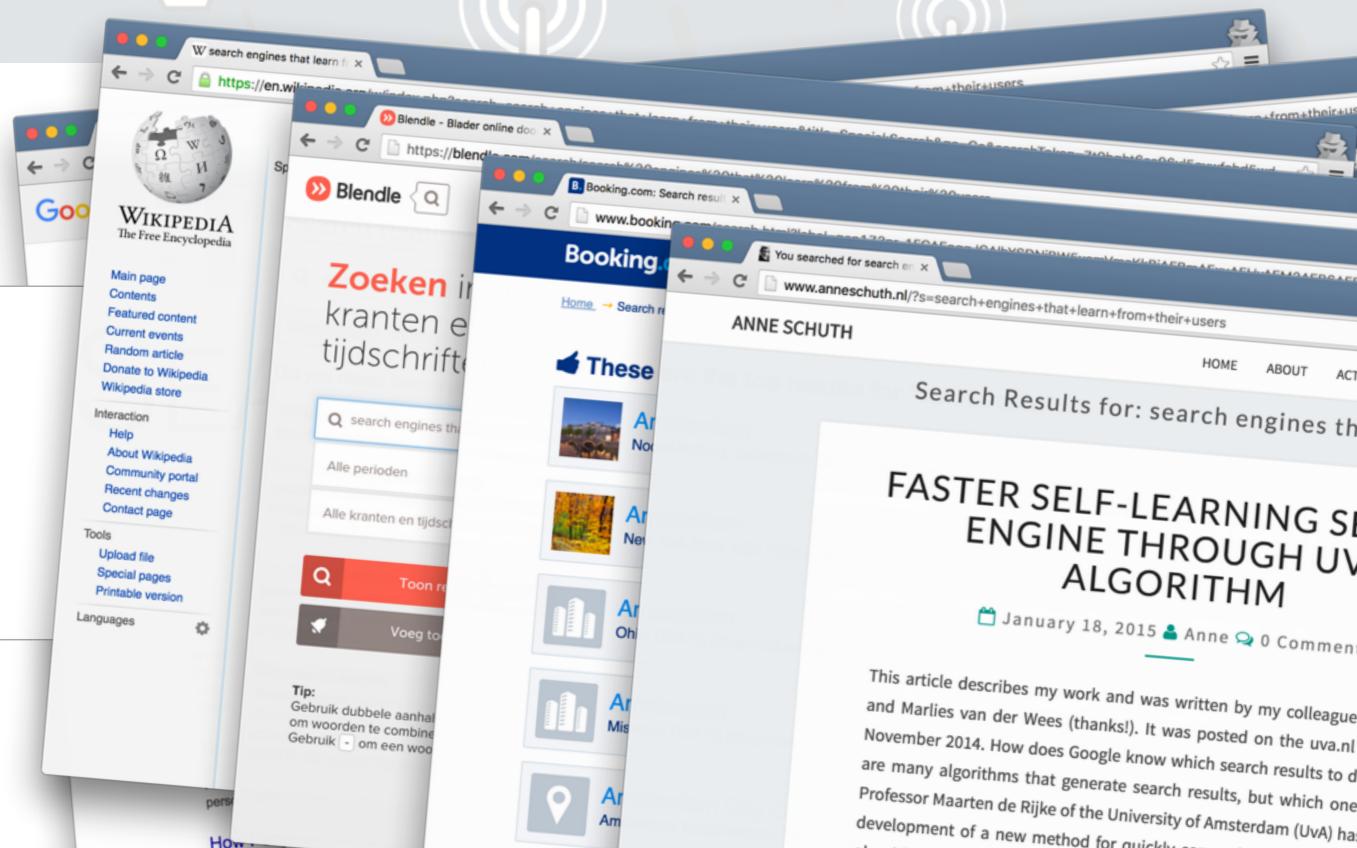
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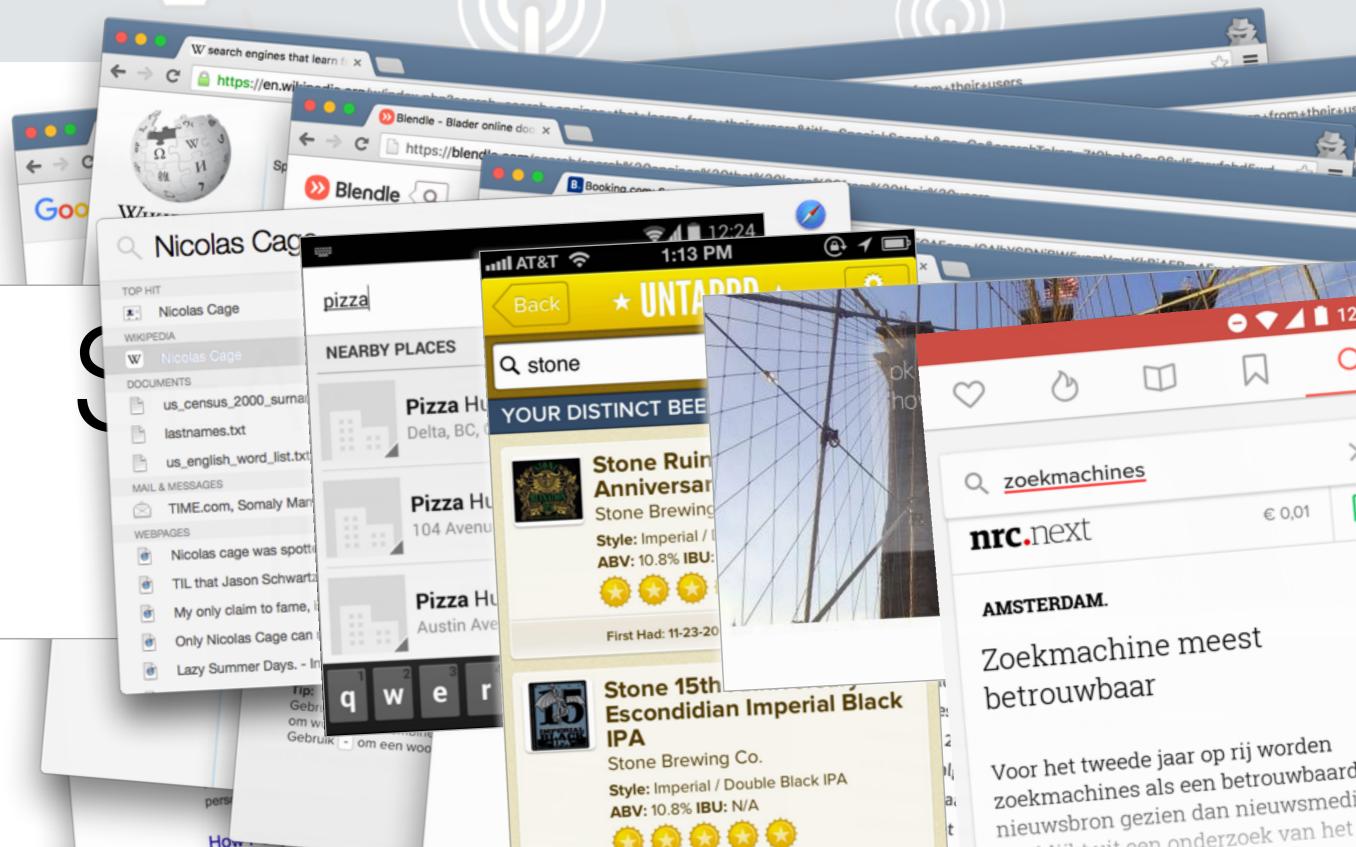
SEARCH IS NOT JUST IN A BROWSER

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This article describes my work and was written by my colleague and Marlies van der Wees (thanks!). It was posted on the uva.nl November 2014. How does Google know which search results to d are many algorithms that generate search results, but which one Professor Maarten de Rijke of the University of Amsterdam (UvA) ha development of a new method for quickly as



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Search is everywhere

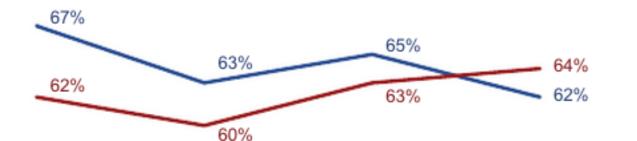


• Over 500 000 000 web searches every day

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

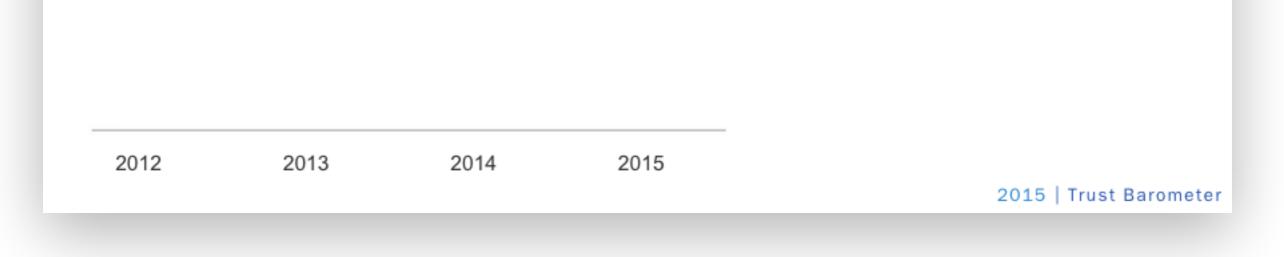
- Over 500 000 000 web searches every day
- More than half the world's population uses web search
- Web search is trusted more than traditional media

MEDIA SOURCES: SEARCH ENGINES NOW MOST TRUSTED

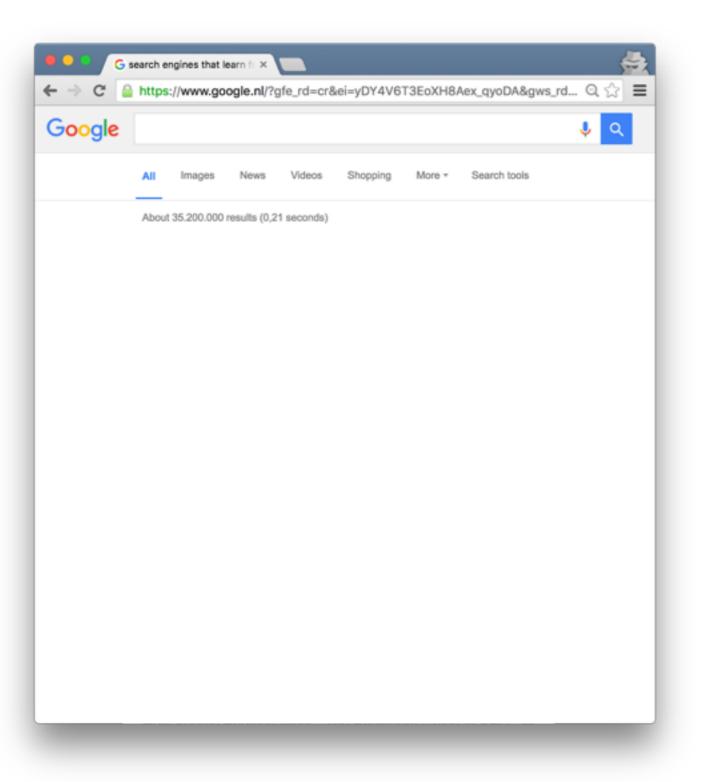


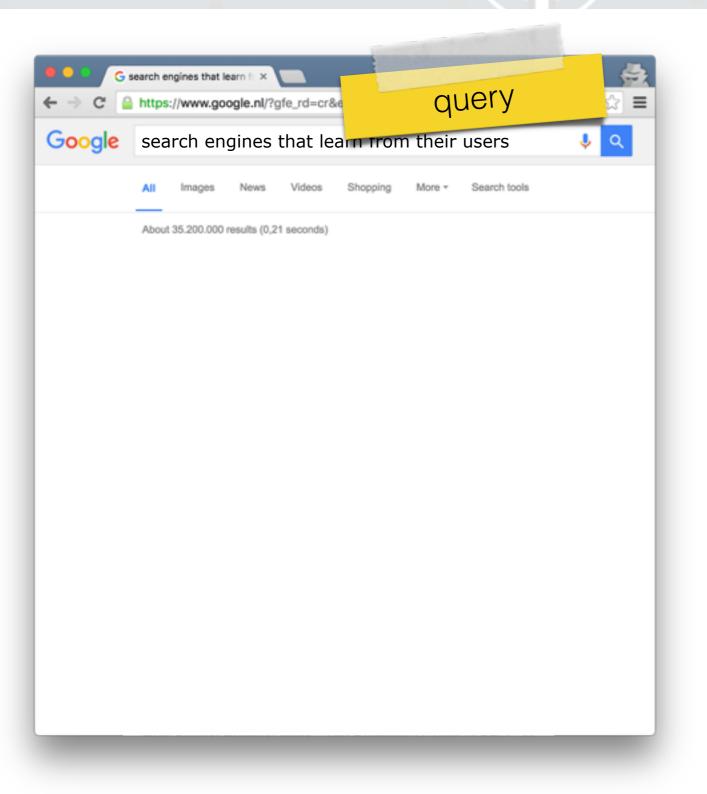


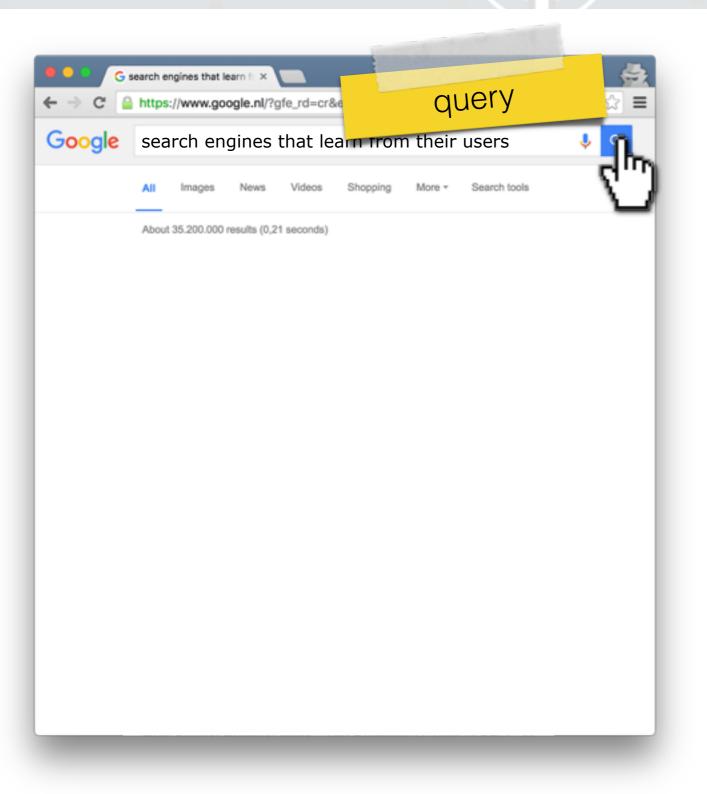
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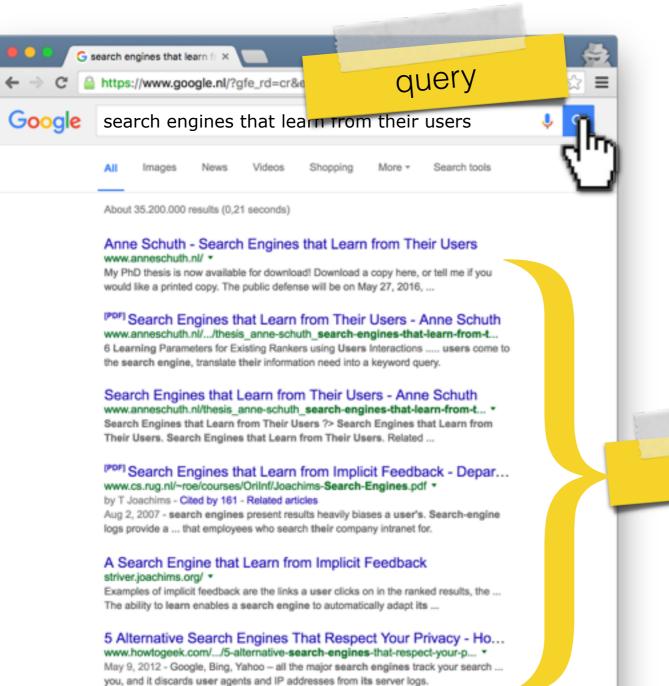


- Over 500 000 000 web searches every day
- More than half the world's population uses web search
- Web search is trusted more than traditional media
- It matters whether search performs well

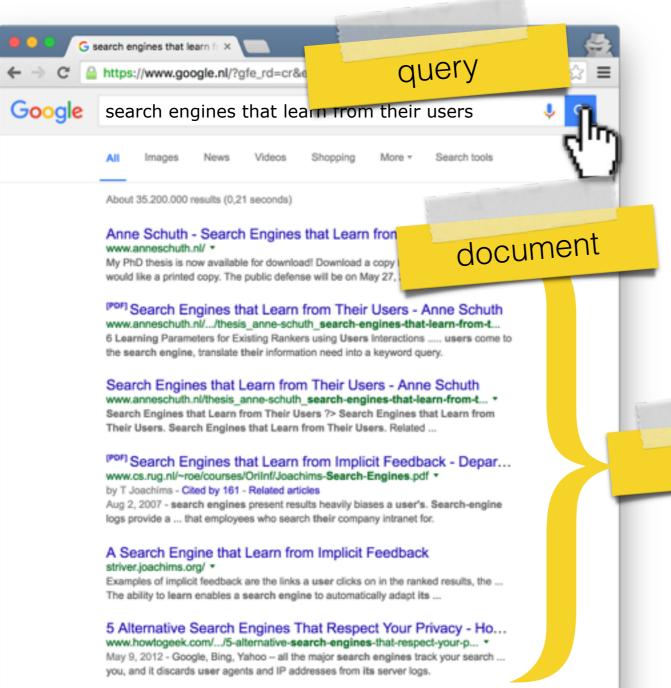






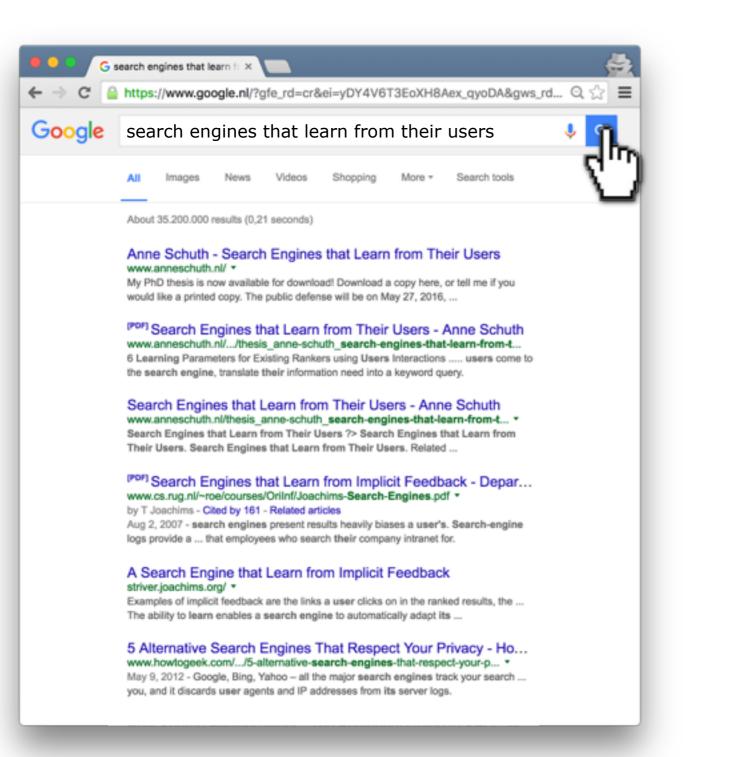


ranking





RANKING



RANKING

search engines that learn from their users

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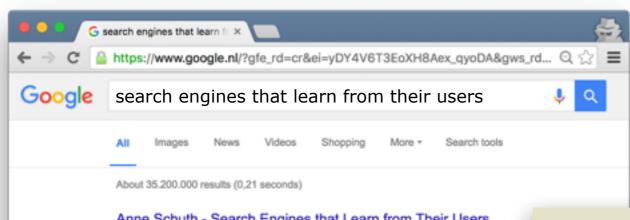
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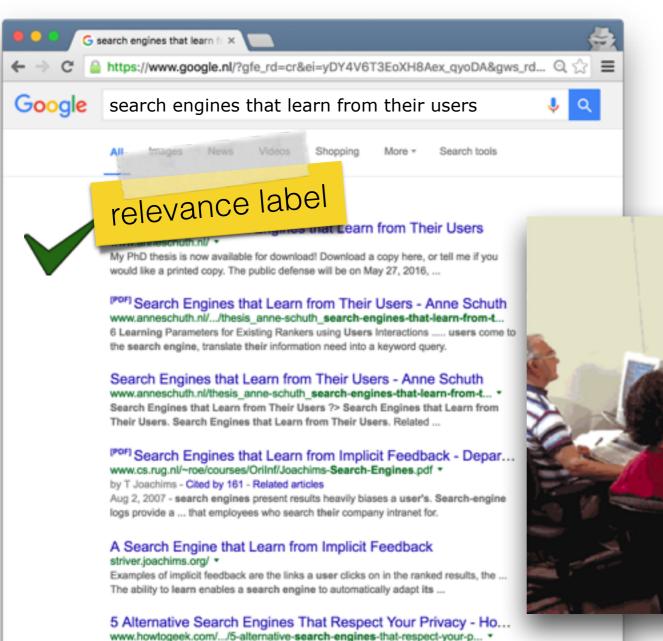
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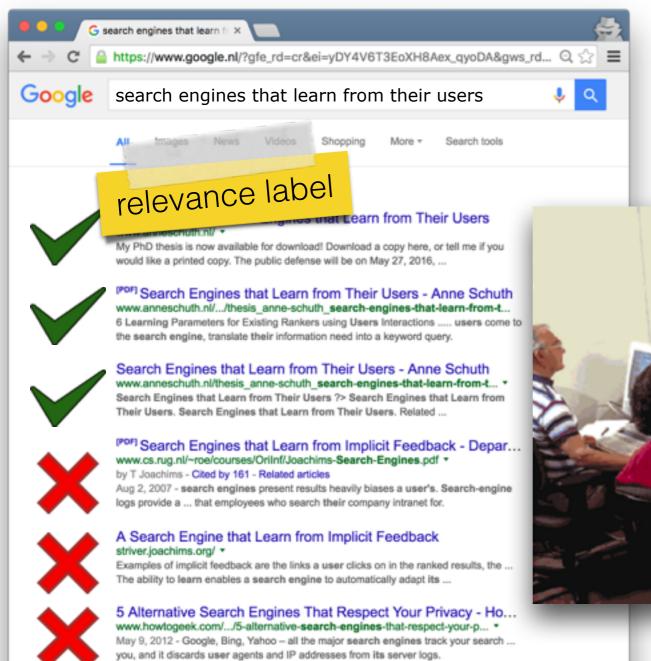
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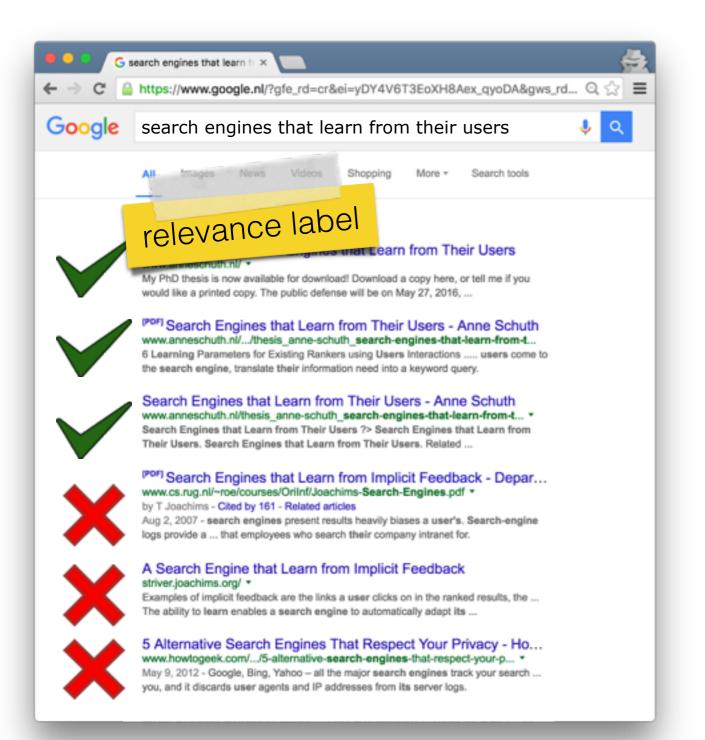


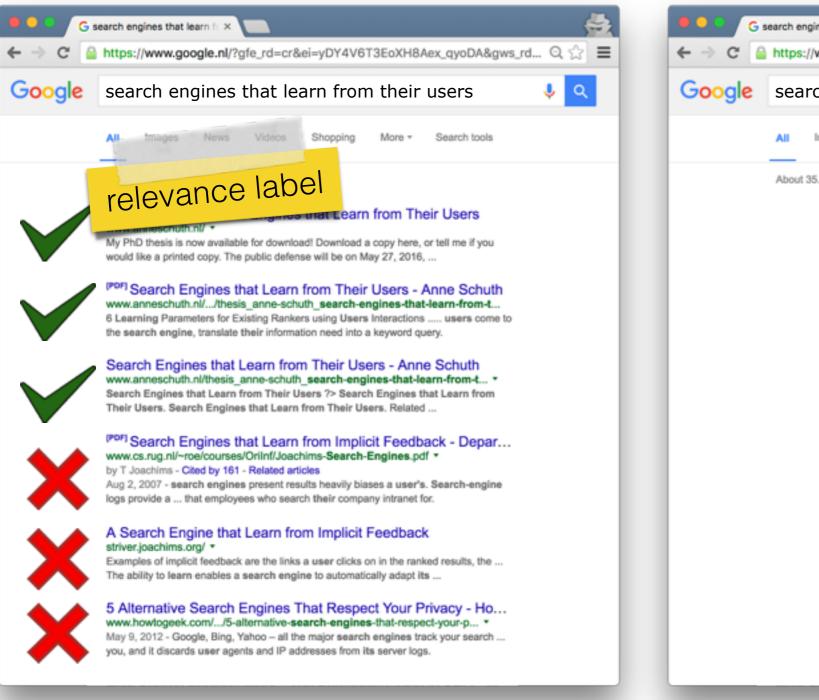
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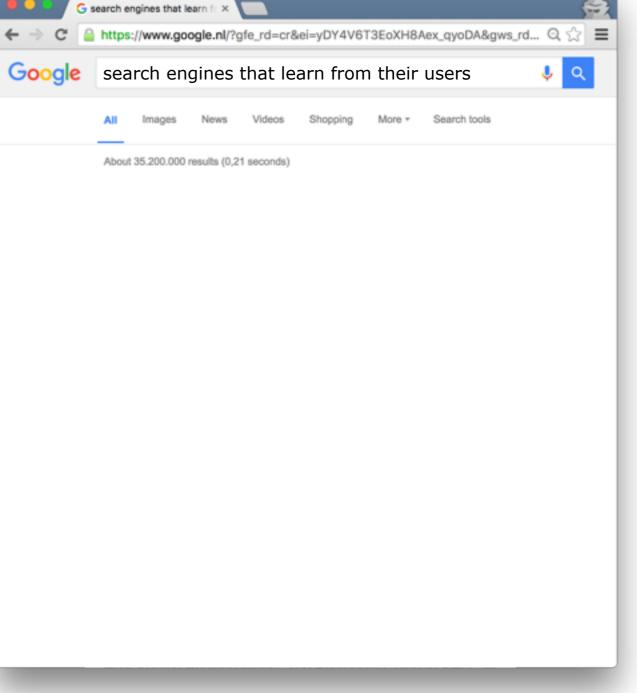


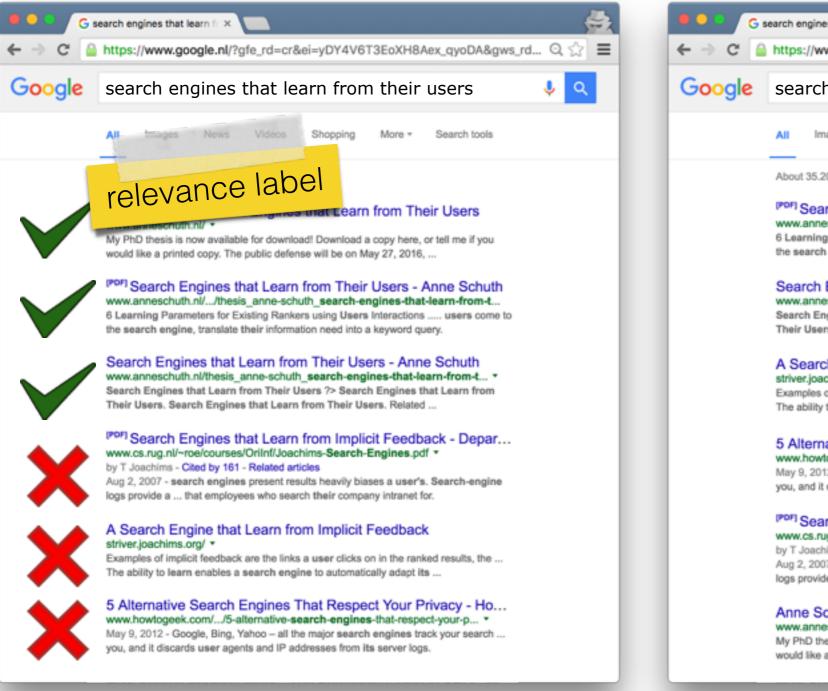


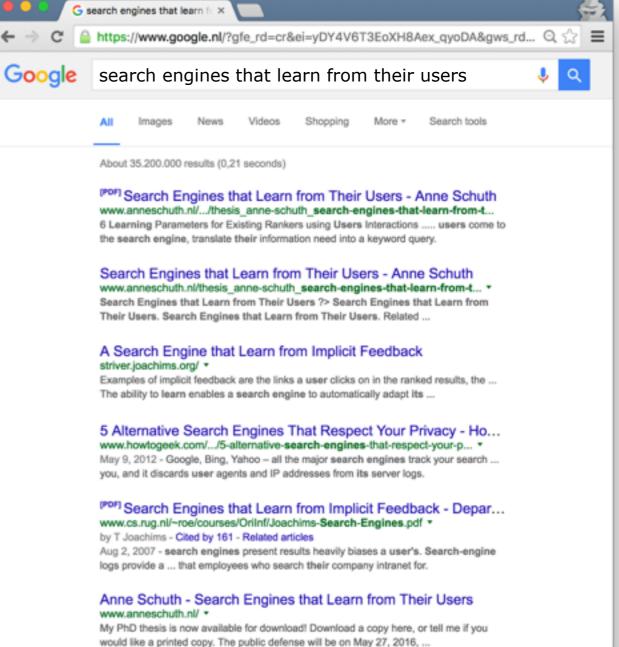


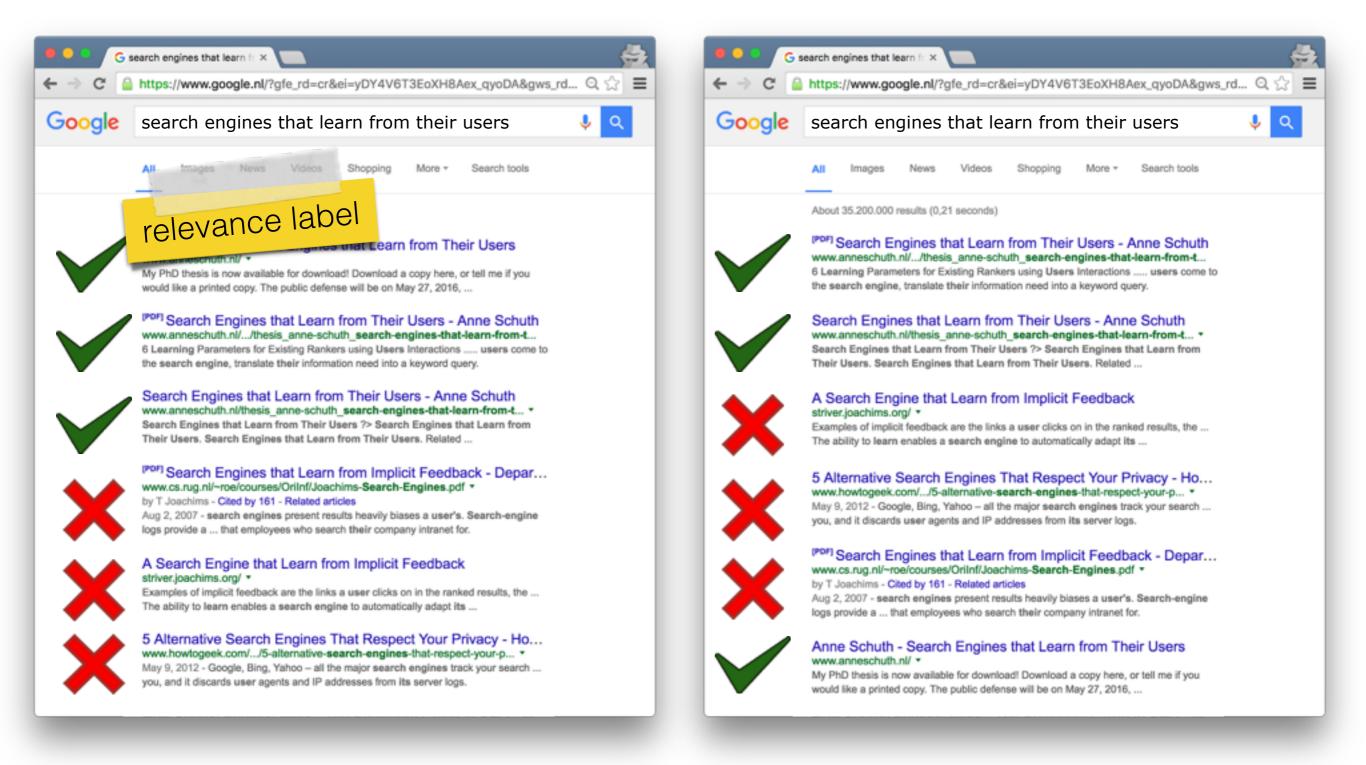




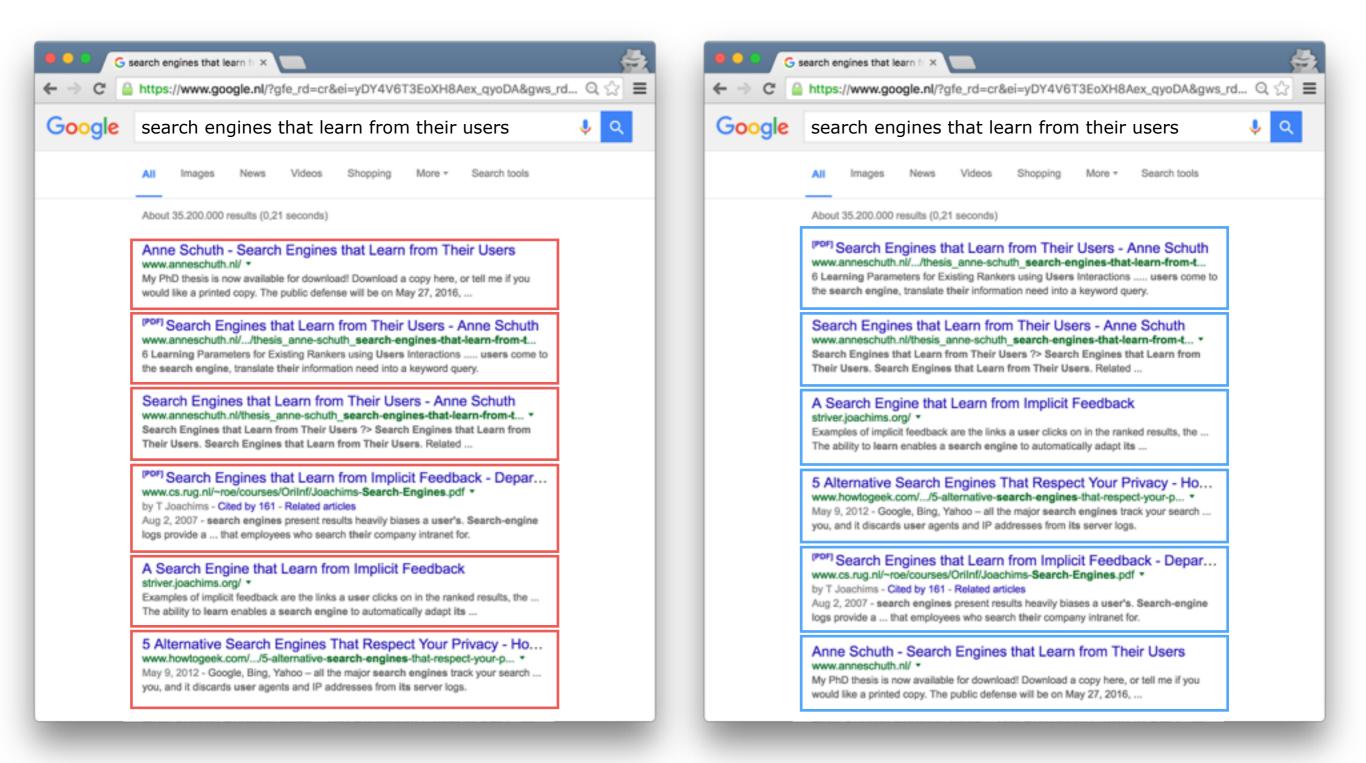


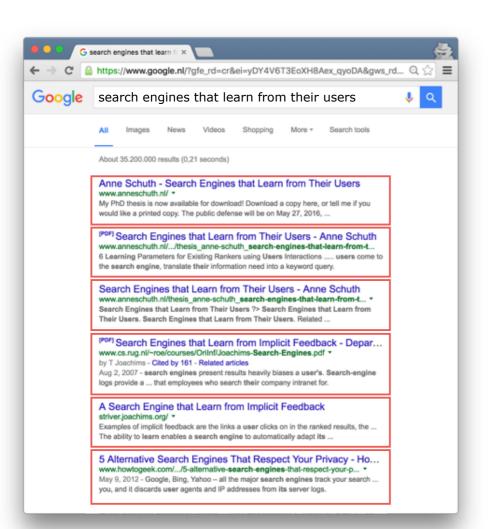






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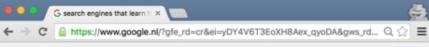
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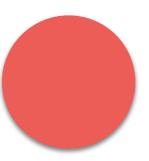
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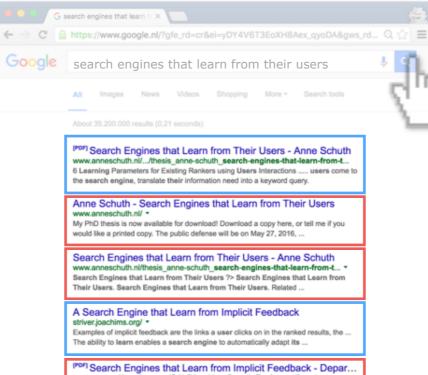
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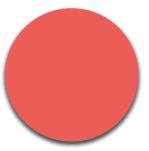
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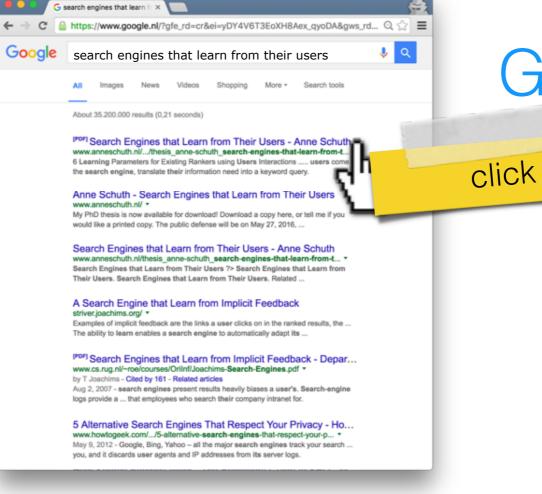
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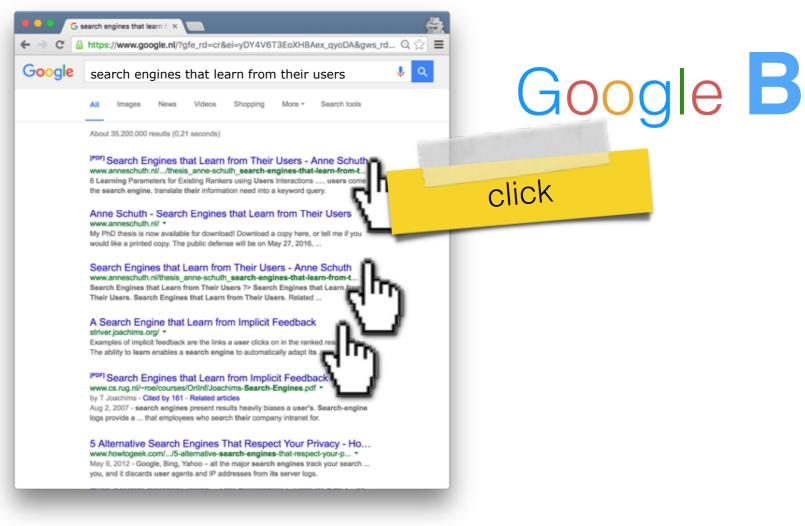
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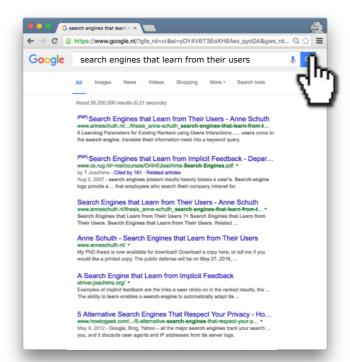
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