



# **Multimedia Search**

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**Head of Technology Development  
Yahoo! Search and Marketplace**

**November, 2005**



# Yahoo! Search Vision

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Enable people to find, use, share and expand all human knowledge

- **Find:** Enable people to find what they are looking for
- **Use:** Search not for sake of searching, but to achieve a purpose
- **Share:** Sharing knowledge with people you connect with and connecting to people who you share knowledge with



**Expand**



# FUSE

---

**fuse** (fy<sup>oo</sup>z)

*verb* fused, also fus•ing, fus•es

**To become mixed or united by melting together**

**fusion** (fy<sup>oo</sup>zhun)

*noun*

**A reaction in which nuclei combine to form massive nuclei with the simultaneous release of energy**

## **Knowledge Fusion:**

Enable people to find, use, share and expand all human knowledge



Select Search Category: Web Images Video Directory Local News Shopping

Search the Web:

Search input field

Yahoo! Search

Advanced My Web

HotJobs - Search jobs now, Post your resume, Enter to win \$20,000 in the 'Office Space' sweeps

Check your mail status: Sign In Free mail: Sign Up
360° Autos Finance Games GeoCities Groups Health
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Yahoo! Shopping Avoid the Crowds. Find Deals Online.
Digital Cameras Game Consoles MP3 Players Handbags
Toys DVDs Music Jewelry
Special Offer \$499 Dell Home desktop after instant savings

In the News 7:28am, Mon Nov 14
U.S. held Iraqi with same name as bomber
Iraqis challenge U.S. reconstruction chief
Bush looks to lift image on Asian tour
Pennsylvania teen missing after parents slain
Economic migrants in Russia face hardships
Host Marriott to buy Starwood hotels
AOL, Warner to bring old TV shows online
NBC reportedly drops Stewart's 'Apprentice'
Markets: Dow +0.1% Nasdaq +0.1%
Stock Quotes: Go

Yahoo! Small Business Yahoo! Featured Services

# YAHOO! SEARCH

Web | [Images](#) | [Video](#) | [Directory](#) | [Local](#) | [News](#) | [Shopping](#) [\[Edit\]](#)

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Search the Web

Mail Status: [Sign In](#) New User: [Sign Up](#) ✕

[In the News](#) 7:22am, Mon Nov 14 ✕

- [U.S. held Iraqi with same name as bomber](#)
- [Iraqis challenge U.S. reconstruction chief](#)
- [Bush looks to lift image on Asian tour](#)
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**YAHOO! SEARCH** vishnu

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Search Results Results 1 - 10 of about 6,260,000 for vishnu - 0.03 sec. (About this page)

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- [Vishnu - Wikipedia, the free encyclopedia](#)**  
From Wikipedia, the free encyclopedia. This page contains an Indic script. Without sufficient text support you may see irregular vowel placements and no conjuncts. More... **Vishnu** (Sanskrit: (वसिष्ठ, pronounced as "viShNu") is a form of God, to whom most Hindus pray ...  
[en.wikipedia.org/wiki/Vishnu](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Vishnu](#)**  
**Vishnu** is regarded as a major god in Hinduism and Indian mythology. He is thought as the preserver of the universe while two other major Hindu gods Brahma and Shiva, are regarded respectively, as the creator and destroyer of the universe... The original worship of **Vishnu**, by the Aryan conquerors of India or the original Dravidian inhabitants is ...  
[www.pantheon.org/articles/v/vishnu.html](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Vishnu](#)**  
... **Vishnu**, (from the Sanskrit root 'vish', to pervade) is the second god of the Hindu triad (see Trimurti) and as ... **Vishnu** is represented as a dark man with four arms ...  
[www.gurjari.net/ico/Mystica/html/vishnu.htm](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Vishnu avatars incarnations : Hindu God Vishnu Overview](#)**  
Hindu Gods : **Vishnu** - Hindu God with 10 avatars (incarnations) - includes many pics of paintings ... The Hindu God **Vishnu**. **Vishnu** is the preserver of the universe and ever peaceful. ... basic Hindu Trinity of Brahma, **Vishnu** and Shiva, the Hindu god **Vishnu** is the ...  
[www.sanatansociety.org/hindu\\_gods\\_and\\_goddesses/vishnu.htm](#) - [More from this site](#) - [Save](#) - [Block](#)

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Find **vishnu** items at low prices. With over 5 million items for sale every day, you'll...  
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Find **Vishnu** family history records. Create, grow and share your family tree at...  
[www.ancestry.com](#)

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Shop for **Vishnu** items from over 600 merchants with one cart. Thousands of brands....  
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Image Results

Results 1 - 20 of about 23,283 for vishnu. Search took 0.15 seconds.

Show: All - Wallpaper - Large - Medium - Small | Color - Black & White

Also try: lord vishnu, hindu god vishnu, hinduism vishnu More...



Vishnu2seatedon...ha.jpg  
1331 x 1996 pixels - 729.1kB  
www.missouri.edu/~omshanti/  
Vishnu.html



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1275 x 1650 pixels - 379.3kB  
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vishnu2.jpg  
340 x 450 pixels - 35.8kB  
swami60.tripod.com/vishnu/vishnu.htm



vishnu3.jpg  
150 x 225 pixels - 18.5kB  
s-a-i.info/assoc\_change/  
vishnu\_puja\_4.html



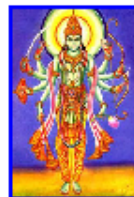
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Image Preview

vishnu image 4 of 23,283

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Name: vishnu3.jpg

Details: 150 x 225 pixels - 18.5kB - JPEG

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Below is the host webpage [http://s-a-i.info/assoc\\_change/vishnu\\_puja\\_4.html](http://s-a-i.info/assoc_change/vishnu_puja_4.html) with the image in its original context.



## Lord Vishnu Vrat

[Introduction](#)

[Main Features](#)

[Legends](#)

**Vrat**

[Sudarshan Prayog](#)

A Vrat (fast or Vow) taken thinking of Vishnu in mind.

Worship after bathing his image on the first day of the vow of the four days, beginning with the second day of the Poonam of Poush month with mustard; on the next day with gingelly seeds, on the third day with Orris root and on the fourth day with medicinal herbs. After bathing the image as given above, worship him as





**YAHOO! SEARCH** Image Preview vishnu image 3 of 23,283

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Name: vishnu2.jpg  
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Below is the host webpage <http://swami60.tripod.com/vishnu/vishnu.htm> with the image in its original context.


[Basic Hindu Beliefs](#)  
A Hindu Experience w/ the Bible Read the Role it Played In His Life  
[www.EveryStudent.com](http://www.EveryStudent.com)

[Free "The Bhagavad Gita"](#)  
Get this popular book free. Free shipping. Sign up now.  
[www.freegiftworld.com](http://www.freegiftworld.com)

[Hand carved wooden, brass](#)  
statues and panels. Ganesh, Lakshmi Buddha, Krishna. National delivery.  
[www.bunjara.com](http://www.bunjara.com)

[Hare Krishna Store](#)  
Original Hare Krishna books, DVDs, CD, posters, MP3, incense, Cookbook  
[www.krishna.tv](http://www.krishna.tv)

**VISHNU SAHASRANAMA**



For long and happy married life. For peace and happiness and to get rid of evil forces. Lord Vishnu represents the aspect of the Supreme Reality is the Lord of protection & maintenance. His consort Lakshmi is the possessor of wealth, which is a necessity for maintenance. Goddess Lakshmi represents not only material wealth, but the wealth of grains, courage, valour, offsprings, success, luxurious life, eternal bliss

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Image Results Results 1 - 20 of about 655 for vishnu. Search took 0.59 seconds.

Show: All - Wallpaper - Large - Medium - Small | Color - Black & White

Also try: lord vishnu, hindu god vishnu, hinduism vishnu More...



vishnu.jpg  
159 x 178 pixels - 11.8kB  
www.starteller.com/  
vishnu-sahasranaam.html



vishnu.jpg  
250 x 252 pixels - 6.7kB  
www.adishakti.org/.../  
the\_divine\_unity.htm



mhm\_vishnu\_slee...ha.jpg  
360 x 225 pixels - 10.5kB  
www.adishakti.org/.../  
shri\_vishnu.htm



12-vishnu.jpg  
360 x 225 pixels - 30.9kB  
www.archipelago.org/vol3-4/  
snead12.htm



vishnu.jpg  
92 x 148 pixels - 2.6kB  
www.manadesignz.com/assets/  
2kt/iline.html



CT0052-Vishnu.jpg  
75 x 74 pixels - 2.3kB  
www.wordandimage.ch/media/.../  
index\_2.html



Vishnu.GIF  
194 x 315 pixels - 31.1kB  
courses.smsu.edu/edc113f/images



vishnu32b.jpg  
100 x 150 pixels - 2.6kB  
www.odissiniharika.com/.../  
photogallery.html


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Search Results Results 1 - 10 of about 228,000 for photos of vishnu - 0.27 sec. (About this page)

Image Search Results for vishnu



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Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos to the world, securely and privately show photos to your friends and family, or blog the photos you take with a ... [www.flickr.com/photos/\\_vishnu](#) - 17k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Flickr: Photos from Vishnu Gopal](#)  
Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos to the world, securely and privately show photos to your friends and family, or blog the photos you take with a ... Sign In | Help. Photos: Explore Flickr • Learn More. Vishnu Gopal's photos. Geek Desk ... [www.flickr.com/photos/vishnu](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Vishnu on Encyclopedia.com](#)  
... fully elaborate the myths of Vishnu and his avatara (incarnations): Matsya ... C126/10: Arizona: Vishnu Temple. Date: 01/01/1997. Publication: Archive Photos; Author: ; Source: PICTURES ... [www.encyclopedia.com/html/V/Vishnu.asp](#) - 49k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)

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Search Results

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- [Browse Black and White Photo at Art.com](#) Browse over 250,000 posters, **photos and** fine art prints at Art.com. Have them custom framed at our state-of-the-art framing facility. [www.art.com](http://www.art.com)

[Black and White Photo: Compare and Save](#)  
 Become.com provides you with prices, research **and** information from across the web on...  
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Image Search Results for vishnu



www.starte... www.adisha... www.adisha... www.archip... [More vishnu images](#)

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1. [The Complete Illustrated Book of Yoga by Swami Vishnu-devananda](#)

The Complete Illustrated Book of Yoga by Swami **Vishnu-devananda** is a greata resource for all levels of practitioner. All the basics **and** many advanced postures **and** concepts are fully explained. ... **and** spirit. Swami **Vishnu-devananda** not only demonstrates all the fundamental **and** many advanced yoga postures in 146 **black and white photos** ...  
[www.yogalifestyle.com/BKSVDCompletilustratedBookofYoga.htm](http://www.yogalifestyle.com/BKSVDCompletilustratedBookofYoga.htm) - More from this site - Save - Block



YAHOO! SEARCH Web Images Video Directory Local News Shopping
large black and white photos of vishnu Search

Search Results Results 1 - 10 of about 15,700 for large black and white photos of vishnu - 0.61 sec. (About this page)

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Black and White Photo: Compare and Save Become.com provides you with prices, research and information from across the web on... www.become.com See your message here...

Image Search Results for vishnu



www.tribu... www.phong... www.krishn... www.temple... More vishnu images Yahoo! Shortcut - About

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- In BLACK & WHITE BBSNews 2002: Which God is on the Pledge? Which God is on the Pledge? : In BLACK & WHITE BBSNews Commentary - up to the minute world news about drugs and drugs policy with solutions and commentary. bbsnews.net/bw2002-07-07.html - 28k - Cached - More from this site - Save - Block



## How it works...

---

### **Standard Crawl / Index / Serve paradigm**

- **Automated crawlers spider the web and encounter multimedia content. (Feeds augment the crawl...)**
- **Metadata is generated and indexed, content is fetched and “summary” (thumbnail) is extracted and stored on Yahoo servers**
- **Queries are processed and results are served**





## Challenges: relevance & ranking

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- **What is the “best” match, i.e. the best image for a given query?**
- **Techniques like link-flux or PageRank not as meaningful in multimedia context**
- **Clickstream analysis a useful tool**
  - Unlike web results, users can consume content directly on SRP...
  - Therefore clicks are meaningful “votes”



## Challenges (v. Web Search)

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- **Crawling Multimedia data can be difficult**
- **URLS are often dynamically generated, often intentionally obfuscated.**
- **Huge storage implications (thumbnail cache)**
- **Multimedia objects are binary, and hence “opaque” v. self-describing web pages, thus dependence on heuristic means of deriving metadata**
- **Relevance is difficult to determine**



# Metadata Extraction

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**Any and all means....**

- **Syntactic stuff: Size, dimensions, format, duration, frames per second, etc.**
- **Object name: “dog.gif”**
- **ALT tags, <... ALT=“Picture of a Dog”>**
- **Embedded metadata (headers): ID3 tags, EXIF information, etc.**
- **Analysis:**
  - Color / black & white
  - Acoustic Fingerprinting
  - Speech Recognition
  - Speaker Identification
  - OCR
  - Face Recognition
  - Object Recognition
  - Indoor / outdoor
  - Music / Speech



## Problems with automated Metadata Extraction

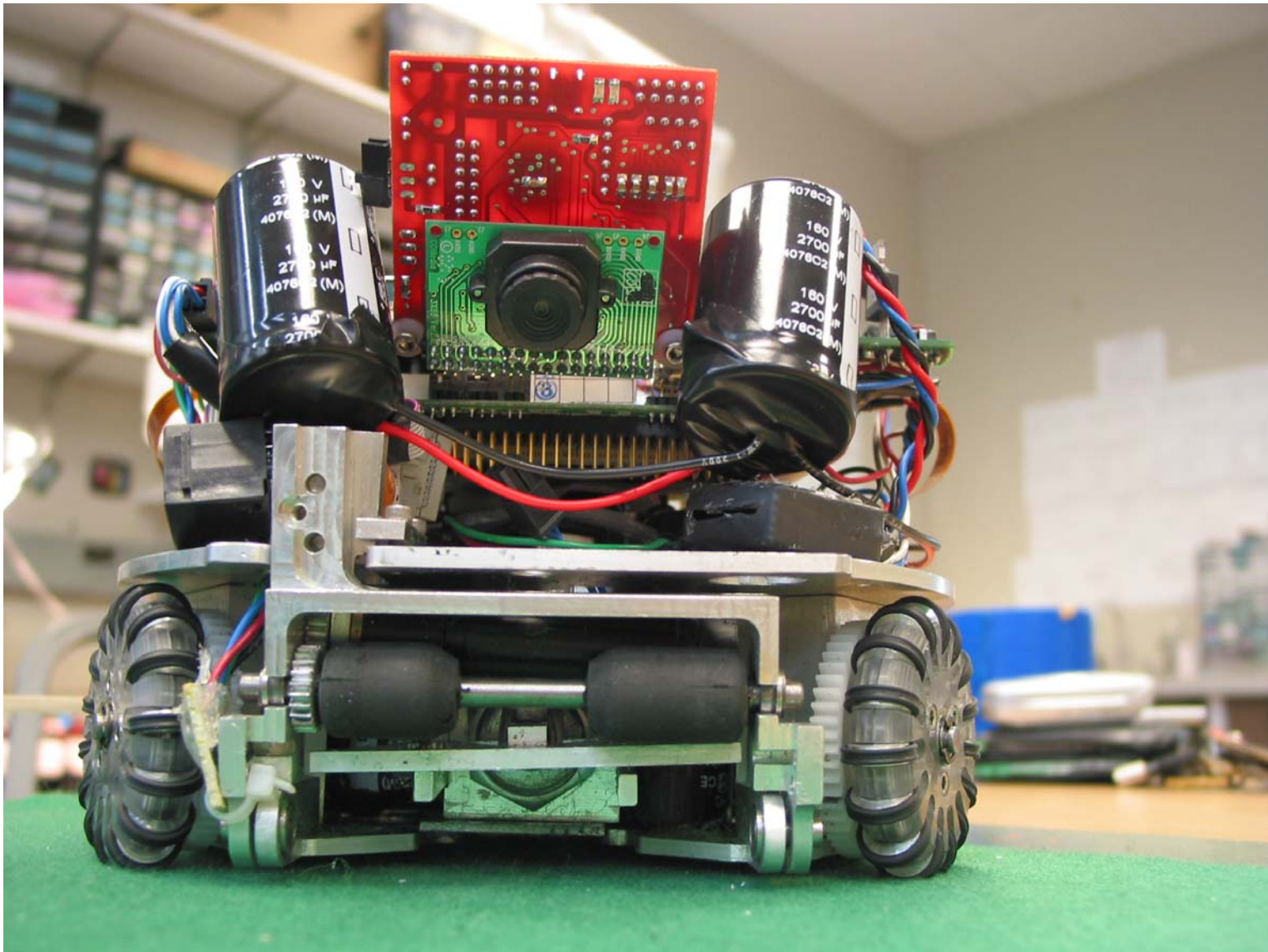
---

- **Techniques are computationally *expensive*, very difficult to compute at web scale**
- **Results are noisy, prone to error...**
- **Some of these drawbacks can be mitigated by using *context***
- **Biggest problem is that techniques do not extract most valuable level of information**



## A long digression on metadata

---



10 MILLION LABELS COLLECTED

# The ESP Game beta

As seen on CNN and newspapers around the world!

50 Players LOGGED in

## Today's Best Players

ALAZAR	126885
FATCAMP	110570
GORTHEAD	42010
HENRYD	39645
ABETRDA	30890
CYBERRY	28075

Most points in the last 24 hours (Updated every hour; click reload)

Welcome, BRADLEY23 (Not BRADLEY23? [click here](#))

HOW TO Play  
) Play NOW (  
your Profile  
top scores



Did you know?

The ESP Game is helping to label all images on the Web! learn more...

Play our new game **NEW** Peekaboom **NEW**

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# ESP Game

http://www.espgame.org - The ESP Game - Mozilla Firefox

**2:16**  
Time Left


**The ESP Game**

**0000**  
score

**Your Guesses**

**Taboo Words**

- PAGEANT
- BEAUTY
- DRESS
- WOMAN
- WHITE

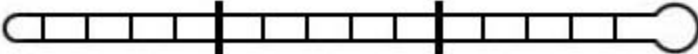


**Guess what your partner is typing on each image**

**Type your next guess:** \*

Pass

Your partner has entered a guess



Flag

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Applet PlayerClient started



# ESP Game

http://www.espgame.org - The ESP Game - Mozilla Firefox

**0:25**  
Time Left

**The ESP Game**

**0190**  
score

**Taboo Words**  
BUY

**Your Guesses**  
JAMAICA

**BUY YOUR JAMAICA T-SHIRTS NOW!!!**

Type your next guess:

Pass

Your partner has entered a guess 

Flag

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Applet PlayerClient started



Great fun!

http://www.espgame.org - The ESP Game - Mozilla Firefox

Score:	250
Time Bonus:	0
Total for this Game:	250
Percentile: <small>(Percent of all Games with a lower score)</small>	2
Cumulative score:	24095
Rank:	NOVICE
Points needed for next rank:	905

[Play Again](#) [View Images and Guesses](#)

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Applet PlayerClient started

10 MILLION LABELS COLLECTED

# The ESP Game

beta

50 Players LOGGED in

As seen on CNN and newspapers around the world!


### Today's Best Players

ALAZAR	126885
FATCAMP	110570
GORTHEAD	42010
HENRYD	39645
ABETRDA	30890
CYBERRY	28075

Most points in the last 24 hours  
(Updated every hour; click reload)

Welcome, BRADLEY23  
(Not BRADLEY23? [click here](#))

HOW TO Play  
) Play NOW (  
your Profile  
top scores



**Did you know?**  
The ESP Game is helping to label all images on the Web!  
learn more...

**Play our new game**  
**NEW** [Peekaboom](#) **NEW**

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# Over 10m photos tagged...

http://www.espgame.org - The ESP Game Project - Mozilla Firefox


## The ESP Game beta

As seen on CNN and newspapers around the world!

# 12,177,860

Labels collected since October 5, 2003  
(This number is updated every 12 hours)

Labeling an image means associating word descriptions to it, as shown below. Computer programs can't yet determine the contents of arbitrary images, but the ESP game provides a novel method of labeling them: players get to have fun as they help us determine their contents. If the ESP game is played as much as other popular online games, we estimate that all the images on the Web can be labeled in a matter of weeks!



guys  
sitting  
music  
picture

Having proper labels associated to each image on the Internet would allow for very accurate image search, would improve the accessibility of the Web (by providing word descriptions of all images to visually impaired individuals), and would help users block inappropriate (e.g.,

Done



# **FUSE Case Study: Flickr**





## What's important about Flickr?

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“An online photo sharing community...”

- Filled with high-quality, timely, topical photographic content...

*content entirely user-generated.*

- Richly annotated and indexed, searchable, browsable and navigable...

*metadata entirely user-generated.*

- Tens of thousands of distribution partners...

*each “deal” brokered by flickr users...*

- Hundreds of applications written against flickr platform...

*by 1000s of flickr developers*



# Flickr

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.flickr.com/

Customize Links Flickr Replac My Yahoo! Photostream Bookm... Wayback Windows Marketplace Windows Media Windows Yahoo! Bookmarks Yahoo! Mail

Search Web Mail My Yahoo! Games Personals HotJobs Music Finance Sign In

Home Tags Groups People Invite Logged in as bradley23 (44 new) Your Account Help Sign Out

Photos: Yours Upload Organize Your Contacts Explore flickr <sup>BETA</sup>

**Bonjour bradley23!**

You have [44 new messages](#).

**Flickr News**  
21 Sep 05  
Sometimes we take a really really long time to add no-brainer features. Case in point: we just now gave you the ability to easily sort a photaset... [read more](#)  
» [Flickr Blog](#) Great photos & latest news, daily!

**Holy smokes! That's cheap!**  
Just **\$24.95** for a 1 year pro account.  
[Find out how to upgrade your account](#)  
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» [Photos from your contacts](#)

From [nathanarnold](#) From [nathanarnold](#) From [caterina](#) From [straup](#)

» [Everyone's photos](#) ( [Hide](#) )

Done



# Photos from my Contacts

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.flickr.com/photos/friends/


Customize Links Flickr Replacr My Yahoo! Photostream Bookm... Wayback Windows Marketplace Windows Media Windows Yahoo! Bookmarks Yahoo! Mail

Search Web Mail My Yahoo! Games Personals HotJobs Music Finance Sign In

Home | Tags | Groups | People | Invite Logged in as bradley23 (44 new) | Your Account | Help | Sign Out


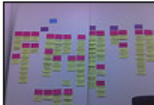
















Photos: [Yours](#) • [Upload](#) • [Organize](#) • [Your Contacts](#) • [Explore](#)

**flickr** BETA

[View as slideshow](#)  
(New window )

### Photos from your contacts

Or, [only show photos from your family and friends](#)

 From <a href="#">nathanyarnold</a>	 From <a href="#">caterina</a>	 From <a href="#">straup</a>	 From <a href="#">ichaddickerson</a>	 From <a href="#">Bruno Martins</a>	 From <a href="#">Stewart</a>
 From <a href="#">ispaw</a>	 From <a href="#">heather</a>	 From <a href="#">mroth</a>	 From <a href="#">lantzila</a>	 From <a href="#">Esthr</a>	 From <a href="#">Ross Mayfield</a>
 From <a href="#">uminski</a>	 From <a href="#">adamb90</a>	 From <a href="#">George</a>	 From <a href="#">Kenneth Norton</a>	 From <a href="#">izawodn</a>	 From <a href="#">jeff05</a>

Done



# Photos from Nathan

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.flickr.com/photos/nyamedia/47499140/

Customize Links Flickr Replacr My Yahoo! Photostream Bookm... Wayback Windows Marketplace Windows Media Windows Yahoo! Bookmarks Yahoo! Mail

Search Web Mail My Yahoo! Games Personals HotJobs Music Finance Sign In


Home Tags Groups People Invite Logged in as bradley23 (44 new) Your Account Help Sign Out

Photos: Yours Upload Organize Your Contacts' Explore

**flickr** BETA

## VERY asleep

ADD TO FAVES BLOG THIS



Sometimes she just crawls right up into Kim's arms and falls asleep.

Comments

Uploaded on September 28, 2005 by [nathanyarnold](#)

**nathanyarnold's photostream**

You are at the last photo 153 photos [View as slideshow](#)

< prev

This photo also belongs to:

**Smidgen (Set)**

You are at the last photo 15 photos [View as slideshow](#)

< prev

Tags

- smidgen
- 2005
- september

Done



# Photos from Nathan via RSS

The screenshot shows a web browser window with the address bar at <http://www.flickr.com/photos/nyamedia/>. The browser's menu bar includes File, Edit, View, Go, Bookmarks, Yahoo!, Tools, and Help. The address bar contains the URL. Below the address bar is a toolbar with various icons and a search bar. The main content area displays the Flickr profile for 'nathanyarnold's photos'. The profile includes a header with the name 'nathanyarnold's photos' and a sub-header 'nathanyarnold is one of your contacts. (Change)'. Below the header are three photo thumbnails. The first thumbnail is titled 'Harvest 2005, Pinot Noir' and has 20 photos. The second thumbnail is titled 'VERY asleep' and has a description: 'Sometimes she just crawls right up into Kim's arms and falls asleep. This photo is public. ( 1 Comment )'. The third thumbnail is titled 'Killer Smidge' and has a description: 'Uploaded on Sep 28, 2005'. A context menu is open over the 'My Yahoo!' link in the browser's toolbar, showing options: 'Add Flickr: Photos from natha... to My Yahoo!', 'Turn Off Add to My', and 'What is Add to My?'. The browser's status bar at the bottom shows 'Done' and some icons.



# Photos from Nathan via RSS

The screenshot shows a Yahoo! My Business Page interface. At the top, there is a navigation bar with "Web" selected, and a search bar. Below the navigation bar, there are several widgets:

- Calendar:** A calendar for September 2005, showing the current date as September 28, 2005. It includes a "Quick Add" button and "Add Event" links for Today, Thursday, and Friday.
- nathanyarnold's Photos:** A photo feed with two items: "VERY asleep" (one hour ago) and "Killer Smidge" (one hour ago).
- Ramesh Jain:** A text feed with three items: "Moving blog to UCI" (3 months ago), "1st Anniversary!! (5)" (4 months ago), and "EVDB" (4 months ago).
- The Gillmor Gang (Archives Only):** A text feed with three items: "The Gillmor Gang: February 4, 2005" (7 months ago), "The Gillmor Gang: January 28, 2005" (8 months ago), and "The Gillmor Gang: January 21, 2005" (8 months ago).
- Technorati Search for: flickr:** A text feed with two items: "reach for the sky!" (one hour ago) and "Topic: our near..." (partially visible).
- Weather:** A weather widget showing temperatures and icons for various cities: Cambridge (45...62 F), Hong Kong (80...90 F), London, UK (50...63 F), Mumbai (75...86 F), Singapore (79...91 F), Tokyo (65...76 F), Boston, MA (59...68 F), New York, NY (65...75 F), Newburgh, NY (60...75 F), and Plymouth, MI (49...77 F).

At the bottom of the page, there is a status bar that reads "Transferring data from e.my.yahoo.com..."





# Tagging

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.flickr.com/photos/nyamedia/47498736/in/photostream/

Customize Links Flickr Replacr My Yahoo! Photostream Bookm... Wayback Windows Marketplace Windows Media Windows Yahoo! Bookmarks Yahoo! Mail

Search Web My Web Briefcase Music Bookmarks My Yahoo! Yahoo! Finance Mail


Home | Tags | Groups | People | Invite Logged in as bradley23 (44 new) | Your Account | Help | Sign Out

Photos: [Yours](#) • [Upload](#) • [Organize](#) • [Your Contacts](#) • [Explore](#)

**flickr** BETA

## Killer Smidge

ADD TO FAVES BLOG THIS



Uploaded on September 28, 2005 by [nathanyarnold](#)

**nathanyarnold's photostream**

153 photos View as slideshow

This photo also belongs to:

- Smidgen (Set)

Tags

- smidgen
- 2005
- September
- sanfrancisco
- california

Additional Information

© All rights reserved.

Done

[Add your comment](#)



# Tagging / cats

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.flickr.com/photos/tags/cat/

Customize Links Flickr Replacr My Yahoo! Photostream Bookm... Wayback Windows Marketplace Windows Media Windows Yahoo! Bookmarks Yahoo! Mail

Search Web My Web Briefcase Music Bookmarks My My Yahoo! Yahoo! Finance Mail

Home | Tags | Groups | People | Invite Logged in as bradley23 (44 new) | Your Account | Help | Sign Out

Photos: [Yours](#) • [Upload](#) • [Organize](#) • [Your Contacts](#) • [Explore](#)

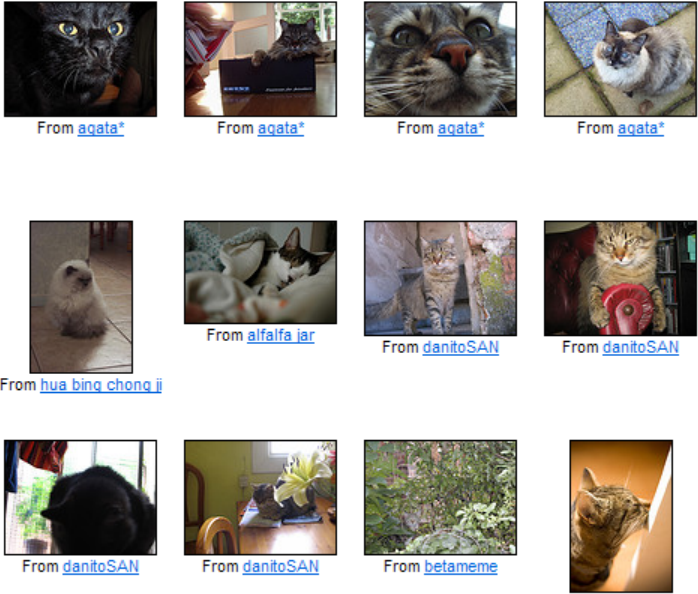
## Tags / cat

[View as slideshow](#)  
(New window)

Sort by:  
Most recent • [Most interesting](#)

**cat clusters**  
NEW Explore and refine cat photos with our brand new clustery goodness!

Find similar images on [Yahoo! image search](#)



Done



# Tagging / interestingness

The screenshot shows a web browser window displaying the Flickr website. The address bar shows the URL <http://www.flickr.com/photos/tags/cat/interesting/>. The browser's menu bar includes File, Edit, View, Go, Bookmarks, Yahoo!, Tools, and Help. The browser's toolbar shows various icons for navigation and search. The Flickr page header includes navigation links: Home, Tags, Groups, People, Invite. It also shows the user is logged in as 'bradley23' with 44 new messages. The main content area is titled 'Tags / cat' and features a 'View as slideshow' button. Below the title, there are sorting options: 'Sort by: Most recent • Most interesting'. A section titled 'cat clusters' includes a 'NEW' badge and text: 'Explore and refine cat photos with our brand new clustery goodness!'. Below this, there is a link to 'Find similar images on Yahoo! image search'. The main content area displays a grid of 12 photo thumbnails, each with a caption indicating its source: 'From Ellenvanqee!', 'From junku', 'From junku', 'From junku', 'From junku', 'From Cilest', 'From junku', 'From Mviens', 'From junku', 'From junku', 'From Kevin Steele', and 'From junku'. The browser's status bar at the bottom shows 'Waiting for static.flickr.com...' and system tray icons.



# Tagging / clusters

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.flickr.com/photos/tags/cat/clusters/

Customize Links Flickr Replacr My Yahoo! Photostream Bookm... Wayback Windows Marketplace Windows Media Windows Yahoo! Bookmarks Yahoo! Mail

Search Web My Web Briefcase Music Bookmarks My Yahoo! Yahoo! Finance Mail

Home Tags Groups People Invite Logged in as bradley23 (44 new) | Your Account | Help | Sign Out






Photos: Yours Upload Organize Your Contacts' Explore

**flickr** BETA

## Tags / cat / clusters






cat

(Or, try an [advanced search](#).)





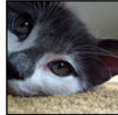
[cats](#), [pet](#), [animal](#), [pets](#), [animals](#), [eyes](#), [black](#), [dog](#), [bw](#), [portrait](#)

→ [See more in this cluster...](#)






[kitty](#), [kitten](#), [cute](#), [sleep](#), [sleeping](#), [tabby](#), [feline](#), [kittens](#), [orange](#), [meow](#)

→ [See more in this cluster...](#)

[macro](#), [nose](#), [whiskers](#), [eye](#), [closeup](#)

→ [See more in this cluster...](#)

[gato](#), [gatos](#), [chat](#)

Connected to static.flickr.com...

System tray: [Progress bar] [RSS] [User icon]



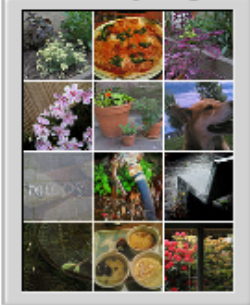
# Flickr Flash Widget

[Home](#) | [Tags](#) | [Groups](#) | [People](#) | [Invite](#) Logged in as [bradley23](#) (15 new) | [Your Account](#) | [Help](#) | [Log Out](#)

Photos: [Yours](#) • [Upload](#) • [Organize](#) • [Your Contacts'](#) • [Everyone's](#) **flickr** BETA

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## Get your Daily Zeitgeist here!



GET YOUR OWN

All you need to do to get your own Daily Zeitgeist up and running is tell us which Flickr photos you'd like to include. Doing that will customize the script you see in the text area below, and then you simply copy and paste that code into your web page.

**Which photos would you like to display?**

- Everyone's photos
- Your photos
- Your contacts' photos
- You and your contacts' photos

**Copy and paste the code below into your own web page:**

```
<script
src="http://www.flickr.com/fun/zeitgeist/badge.
js.gne" type="text/javascript"></script>
```

The Daily Zeitgeist is a little bit of fun that you can add to your website. It is built in Flash, and displays recent photos from Flickr.

This is just an initial version. We'll be playing around with it and adding more features. We'll let you know when new versions are available.



# Inline on a blog...

So Apple is currently processing my order for a spankin' new 20-inch unit, stock except for a 1-DIMM 1GB RAM upgrade. The 20 inchers are almost vulgarly large, but oh boy is that widescreen display pretty, and after the cramped 15.1 of the graphite iMac it's going to feel like a wealth of real estate.

I have a history of buying Apple products immediately BEFORE a major update (Lisa's iBook is probably one of the last 800mhz ones they sold before shipping the 1.0ghz models, any the 6GB iPod mini launched about 2 weeks after I got my 4GB for the same money and 1/3 of the battery life), so it feels good to jump on the rising wave of this one. I'm sure this will give us at least four or five years before I'm allowed to start grumbling again.

UPDATE: Sent to Manufacturing ↗

Special Bonus Nana Sanna WANT IT: [Bissell 2070 Quicksteamer Powerbrush Lightweight Deep Cleaner](#) - let us know how it works!

Posted by rjt at [04:41 PM](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)


**SAINTLY PSEUDONYM**  
filed under: [Idle Chatter](#)

Via Mimi Smartypants I found my way to the [Calendar of Saints](#) on the Catholic Forum. It turns out my birthday, which just passed (happy birthday to me!) is the feast/memorial day for several saints. I'm a fan of

## RESUME

[My resume as a stage director](#)

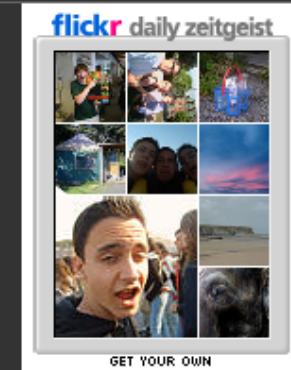
## BLOGOSPHERICAL OUTREACH

Technorati Profile 



 i'm on the map  
myblogges.com

## FLICKR'S DAILY ZEITGEIST



## SHOPPING







# Flickr publishing

File Edit View Go Bookmarks Tools Help

http://noloafing.blogspot.com/2004\_07\_01\_noloafing\_archive.html

Welcome to Flickr - P... Synergy Save to Y! ... Customize Links My Yahoo! Wayback Windows Media Windows Yahoo! Bookmarks Yahoo! Mail

Search Web My Yahoo! Choose Buttons Bookmarks Mail Sign Out

## 7.25.2004

### about me

**Name:**  
lorna

**Location:**  
haverford, Pennsylvania,  
United States

I'm a college student just outside Philly, transplanted from Virginia...

[View my complete profile](#)

### previous posts


- [Three of us](#)
- [Anniversary dinner](#)
- [I have no words...](#)
- [Camp, camp, camp!](#)
- [Ponging it up](#)
- [Hi Chloe!](#)
- [Online fun](#)
- [Awww!](#)
- [One more before bed](#)
- [My Girls](#)

### archives

### Ponging it up

Here's an old beer pong picture from Gummere basement days. Last night some pong was going, but I didn't play any. Haverford is pretty into the pong, but 26 has stopped playing obsessively as of late.

Last night Chloe and Marlowe were here which was cool, and it was nice to see a lot of people who were visiting. It wasn't a very exciting night though, just a lot of chillin' out.



[The Ford's favorite game](#)  
Originally uploaded by [lquandt](#).


posted by lorna @ 11:08 AM [0 comments](#)

## 7.17.2004

### Hi Chloe!

This was a good night in Gummere basement. Chloe may or may not remember all of it...

Today we went into Philly and had quite the exciting day. However, on the way home, my heel started hurting a lot, and now I

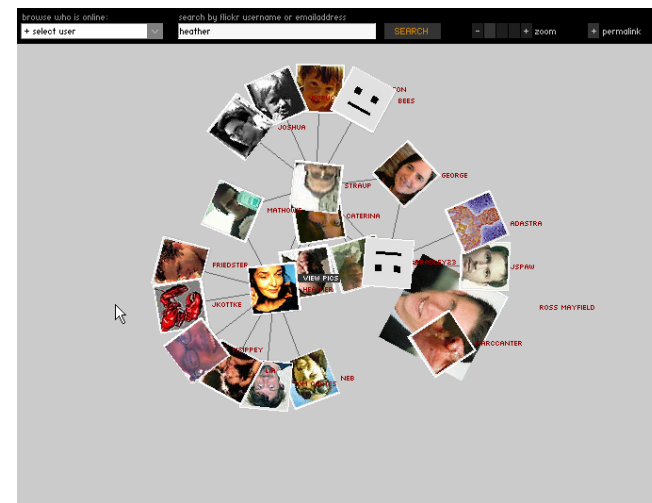
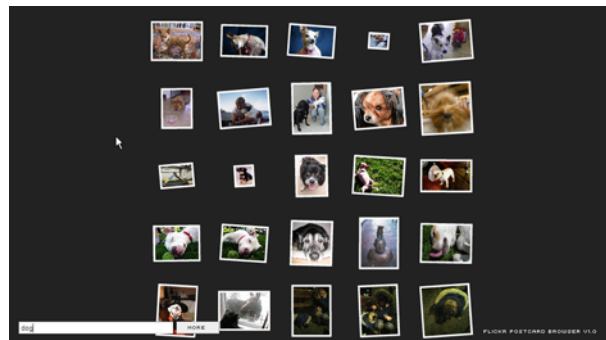
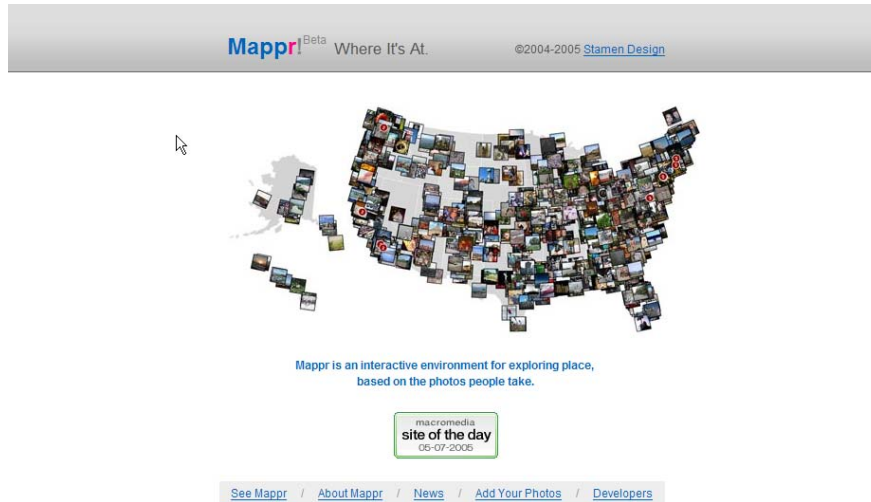


http://www.flickr.com/photo.gne?id=81019





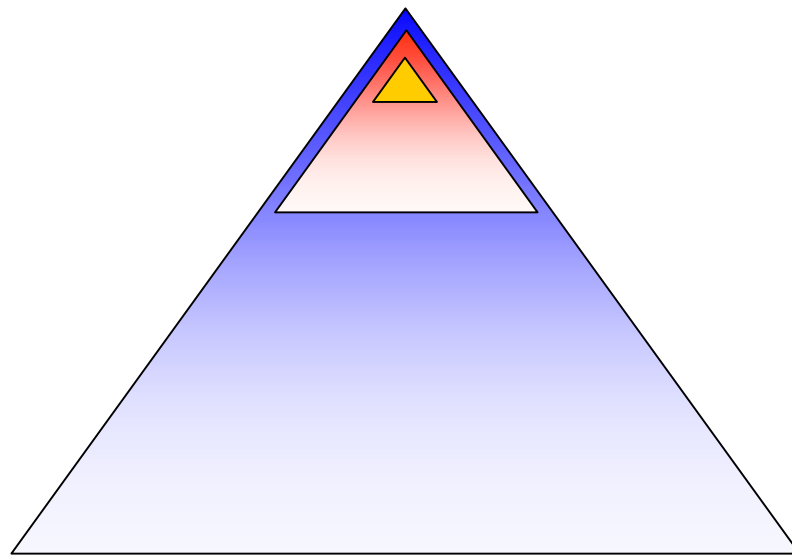
# Flickr as a service...





# Culture of Participation

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1 creators

10 synthesizers

100 consumers



---

**Mass Media**  
**Micro Media**  
**My Media**



## Mass Media as artifact...

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- Negroponte: “Being Digital” - bits v. atoms
- Current system of media production & consumption is largely an artifact of “atom-based” distribution
- Media has been relatively difficult for individuals to create, and virtually impossible for individuals to distribute at scale
- Led to a high-stakes economic model
- *Mass media* has flourished, in part, because *micro-media* wasn't viable...

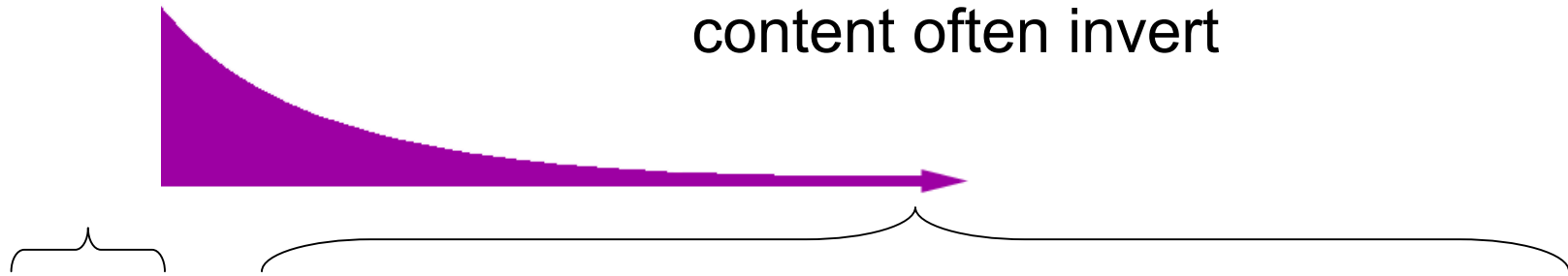


# The Tale of the Head & the Tail

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## Postulates

- Area under the curve of “long tail” is significant...
- Economics around this “tail” content often invert



Popular content

...everything else



# Mass v. Micro Media

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## Mass Media

- Appeals to Large Audiences
- Controlled and manicured distribution
- Expensive to produce
- Studio model, high-stakes economics

## Micro Media

- May have limited audience
- Uncontrolled, unmoderated distribution
- Cheap to produce
- Different, developing economic model



## My Media

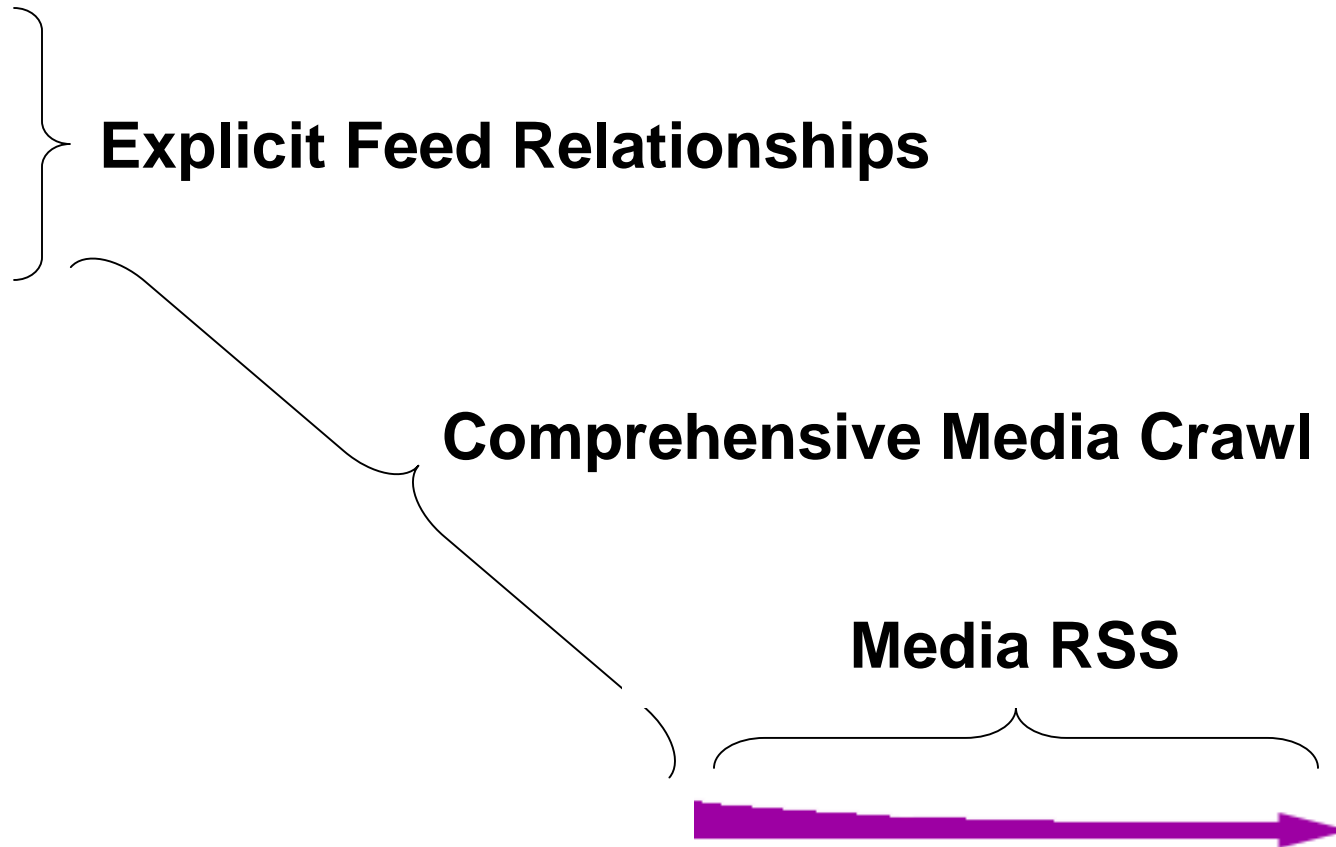
**Ability to consume from both head and tail**

**Ability to create and share “my” content**



# Content Acquisition Strategy

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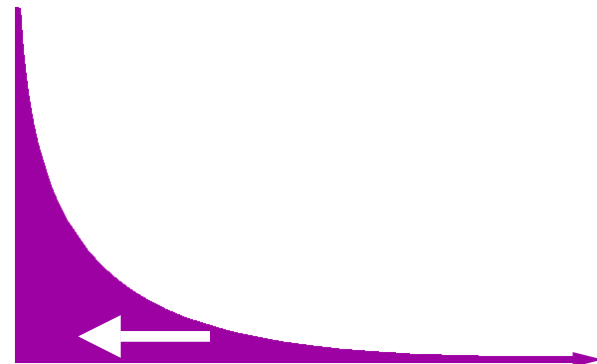
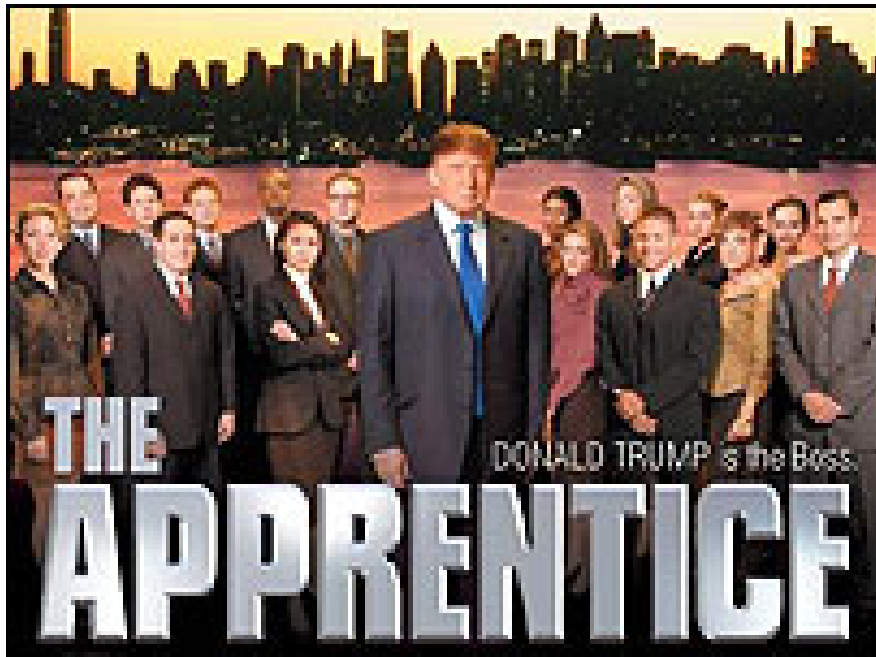
# Media RSS 1.0

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- **Simple extension to wildly popular RSS format**
- **Builds on “podcasting” movement, and extends to other media data types**
- **Designed for “grass-roots” publishing, enabling audiences for content previously unavailable through traditional channels**
- **Working with community “to get something done,” in partnership and collaboration**



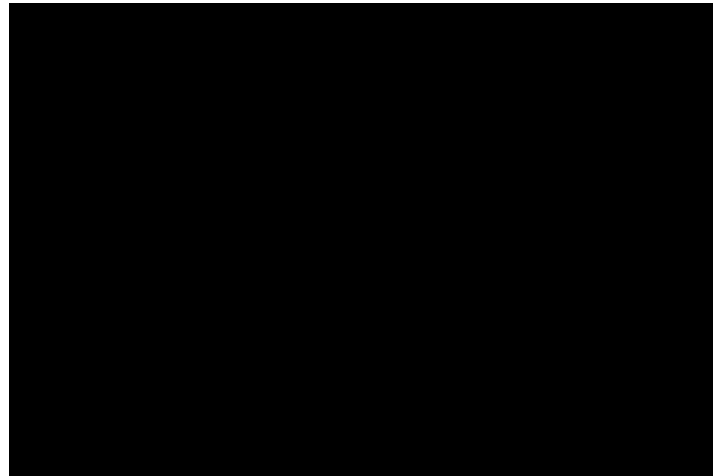
# Mass Media + Micro Media = My Media





Numa Numa

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# Yahoo Video Search

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- **Straightforward video search *a la* Image Search**
- **Yahoo is *extremely* sensitive to rights holders**
  - 24 hour take-down policy
  - Working in partnership and collaboration with studios and networks to serve their needs
  - Leveraging existing business models and objectives – we drive traffic to your property
  - Great tool for monitoring and dealing with infringing content
- **Extremely successful, more innovation in the works**
- **Video Search is not a technology problem per se, but a “business problem” Yahoo is well-poised to address.**



**Thanks!**

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**[bradleyh@yahoo-inc.com](mailto:bradleyh@yahoo-inc.com)**