Search Engines:
Technology, Society, and Business

Course Summary

Marti Hearst

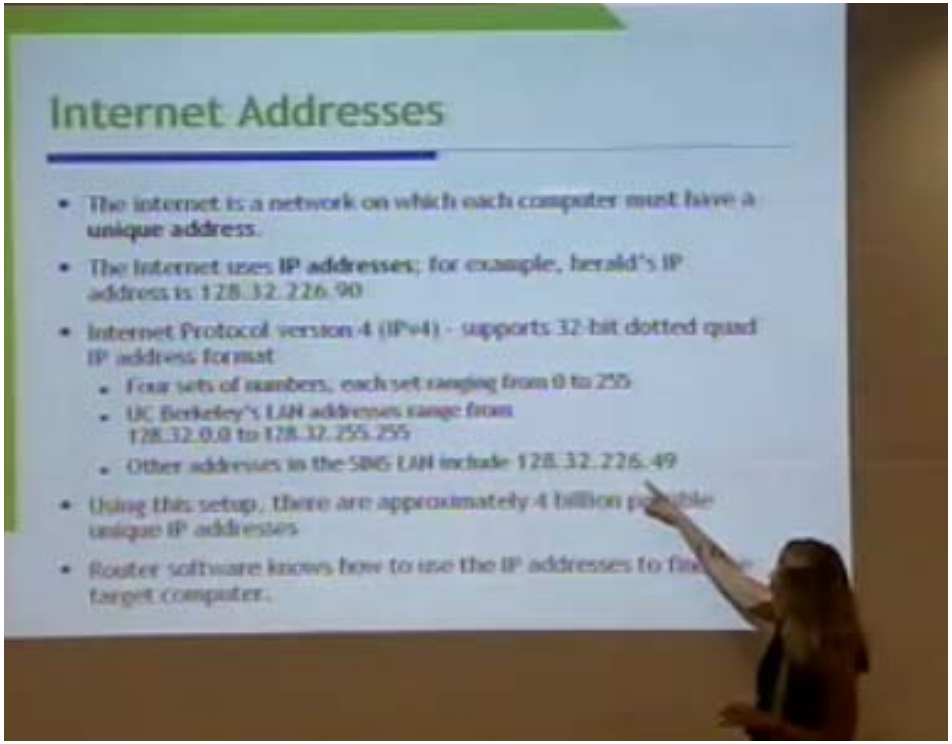
December 10, 2007

Course Goals

- Gain an interdisciplinary understanding of search engines and related technologies.
  - How they work
  - How they affect communication
  - How they affect business
  - How they are changing our understanding of information and knowledge.
- Make the techy parts understandable for everyone.

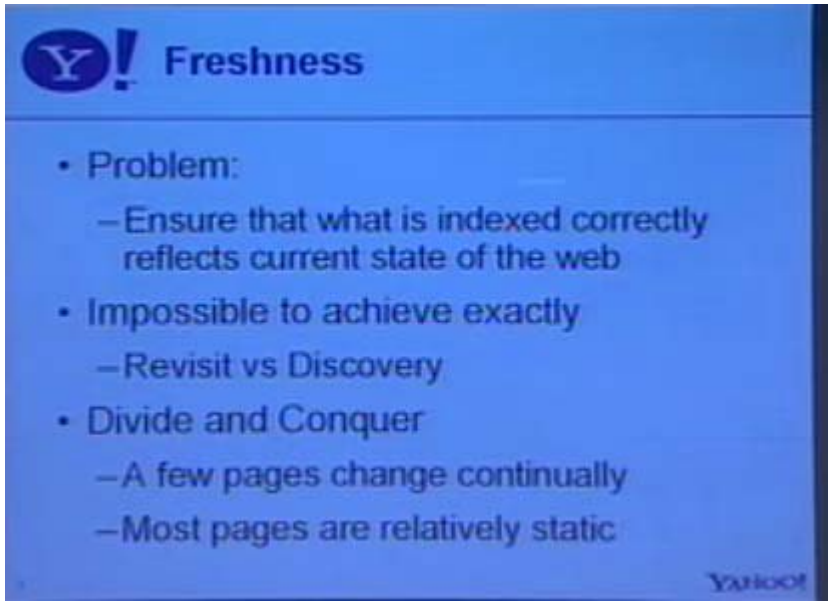
Intro to the Internet & WWW

- Prof. Hearst



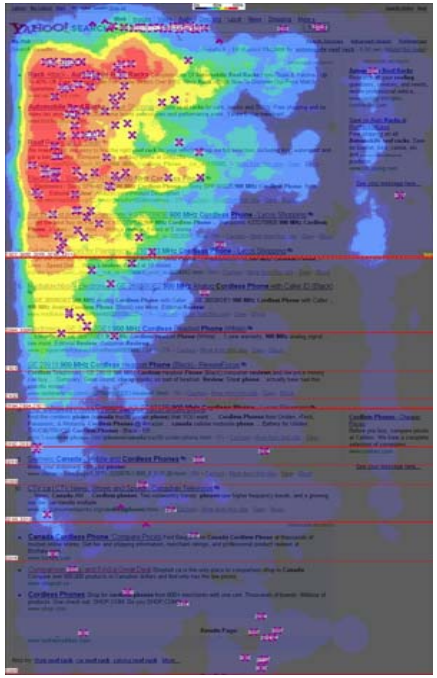
Dr. Jan Pedersen

- The Four Dimensions of Search Quality



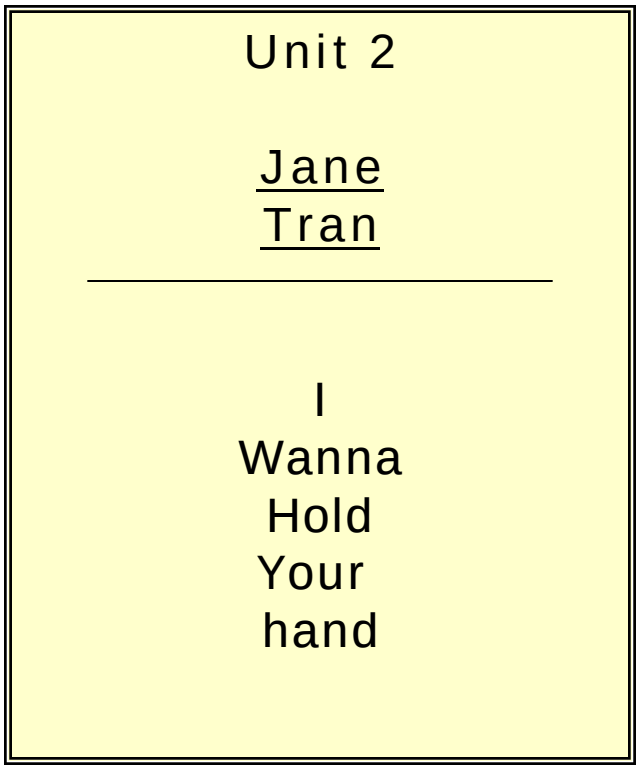
Dr. Daniel Russell

- User Experience Issues in Web Search



Class Exercise

- Students as web pages and a search engine
- Web pages:
  - Web site = where you live
  - Hyperlinks = who you know in class
  - Web page = Beatle's song title



Dr. Hal Varian

- Search advertising

Factors affecting revenue

$$\text{Monetization (RPM)} = \frac{\text{Revenue}}{\text{Queries}} \times (1K)$$

$$= \frac{\text{Revenue}}{\text{Clicks}} \times \frac{\text{Clicks}}{\text{Queries}}$$

$$= \frac{\text{Revenue}}{\text{Clicks}} \times \frac{\text{Queries w/ Ads}}{\text{Queries}} \times \frac{\text{Ads}}{\text{Queries w/ Ads}} \times \frac{\text{Clicks}}{\text{Ads}}$$

$$= \textit{CPC} \times \textit{Coverage} \times \textit{Depth} \times \textit{CTR per Ad}$$

Price | Quantity | Quality

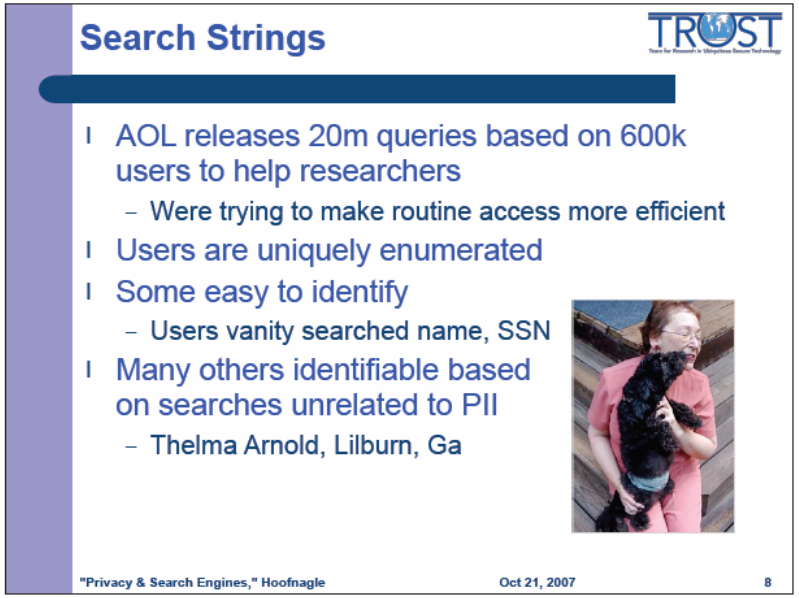
Dr. Mark Najork

- Web Spam

Examples of synthetic content

Chris Hoofnagle

- Privacy and Online Information



Dr. Lynn Wilcox

- Multimedia Search

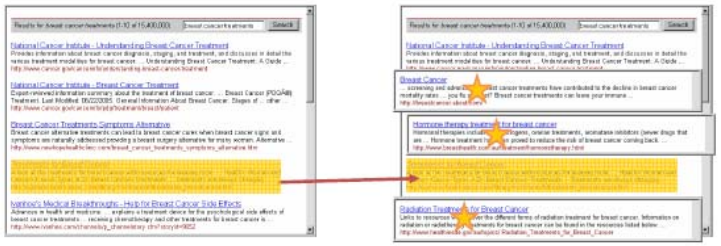
Jason Schultz

- Search and Intellectual Propery

Dr. Jaime Teevan

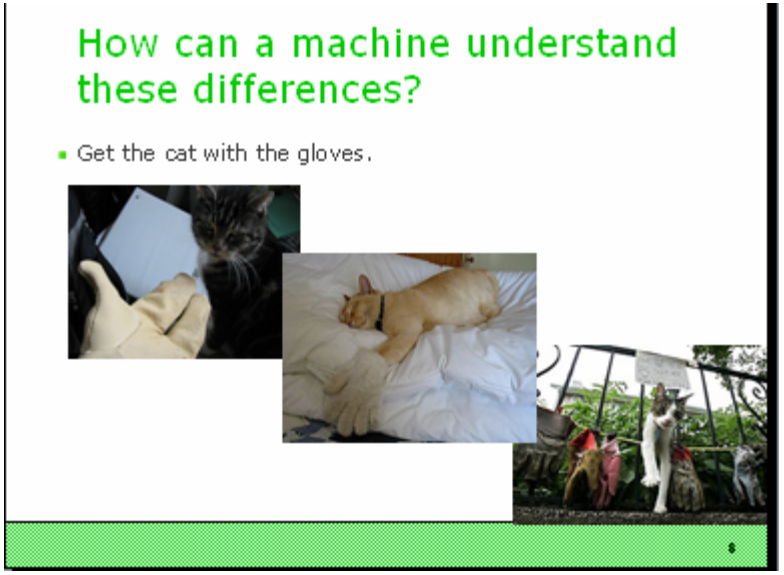
- Personalization and Search

Ranking Results for Re-Finding



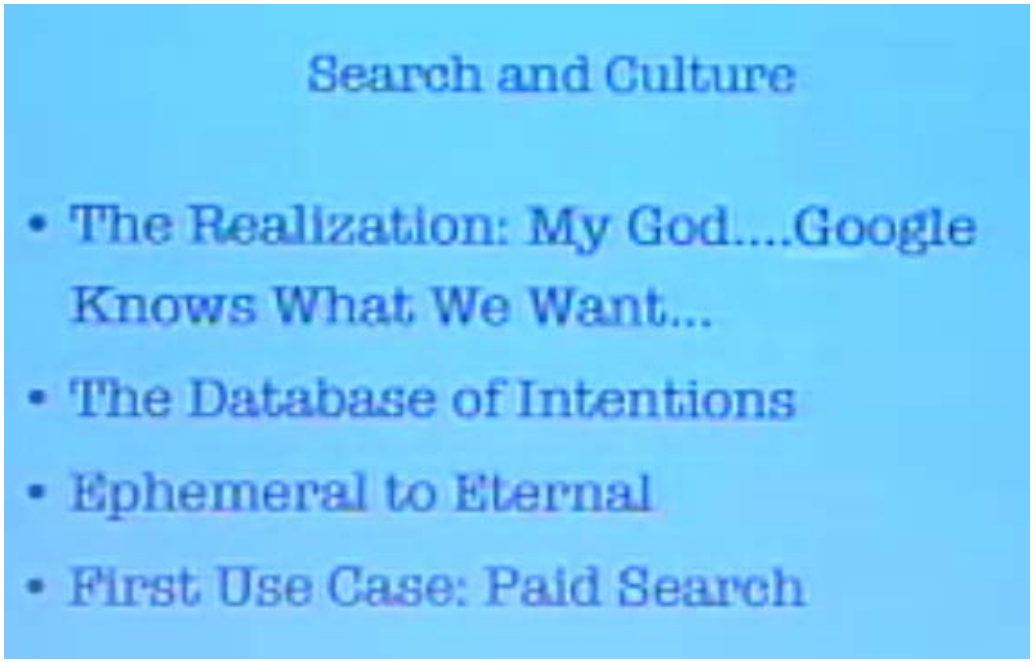
Natural Language Processing

- Prof. Hearst



John Battelle

- The Search



What was most surprising?

Final Projects

- Turn them in using online link
- http://courses.ischool.berkeley.edu/i141/f07/assignments/projects.html
- HARD DEADLINE!
- Due Sunday Dec 16, 9am
- Feel free to turn yours in early!

Course Evaluations

- This is the iSchool form
  - First page is instructor evaluation
  - Back of page is course evaluation
- I've also added another sheet with a few specific questions about future course format.
- Instructor does NOT see these until after she turns in the grades.
- Turn in the form to a TA, who will then check you off for attendance.
  - TAs will not accept forms until 10 minutes after they are distributed.

Let’s Thank Our TAs!

Eun Kyoung Choe and Ani Sen

Thank you!

And Happy Searching!