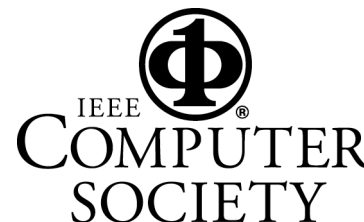


PRINCETON ACM / IEEE-CS CHAPTERS
APRIL 2010 JOINT MEETING



The Foundations and Future of Information Search

Andrea LaPaugh

Everyone googles. Across the United States, there are about 14.5 billion web searches per month (including search engines that aren't Google). When we search the web, we are mostly pleased with the results we get. How can it be that we give an automated system a couple of words and it finds reasonably relevant documents among a few hundred billion or so possibilities? Will our satisfaction with these tools increase or decrease as the Web and our expectations grow?

This talk will give a peek “under the hood” and discuss core techniques used by search engines. Some web search technologies are very old: word occurrence analysis for text documents has been used since the 1960s. Web linking analysis is much newer: Google's 1998 PageRank document ranking method was the first practical link analysis method, and newer techniques have been evolving ever since. The talk will also discuss the utilization of search histories, as well as the challenges of searching through non-text media, such as music and images. The presentation will conclude with current directions of expanding and improving information search.

Andrea LaPaugh is a Professor of Computer Science at Princeton University. Her research is in the development and evaluation of methods for searching and analyzing information. Andrea's Web site is <http://www.cs.princeton.edu/~aslp>.

Date:	Thursday, April 15, 2010, 8:00 pm. (Refreshments and networking at 7:30 pm.)
Place:	Small Auditorium, Room CS 105 Computer Science Building, Princeton University Olden St. between William St. and Prospect Ave. +40.3502,-74.6522
Information:	Dennis Mancl (908) 582-7086, Jan Buzydlowski (610) 902-8343
On-line info:	http://www.acm.org/chapters/princetonacm

All ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

A pre-meeting dinner with the speaker is held at 6:00 p.m. at Ruby Tuesday's Restaurant on Route 1. Please send email to princetonacm@acm.org in advance if you plan to attend the dinner.

