Boosting Search with Deep Understanding of Contents and Users

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ABSTRACT

Recent years have witnessed dramatic changes in how people interact with search engines. Search engines are expected to be more intelligent in understanding users' intention and fulfilling users' needs with direct answers rather than raw information. Furthermore, search engines are expected to be equipped with recommendation and dialogue capabilities, making the interaction with users more natural and smoother. In this talk, I will introduce Baidu's work on how to make some of them come true through the deep understanding of users, queries and web pages, and discuss challenges behind these technologies.

Categories and Subject Descriptors

H.3.1 INFORMATION STORAGE AND RETRIEVAL, Content Analysis and Indexing: Linguistic

Keyword

Deep question answering, Dialogue, Recommendation