

Boosting Search with Deep Understanding of Contents and Users

Kaihua Zhu

Baidu

Baidu Campus, No. 10 Shangdi

10th Street, Beijing, China

zhukaihua@baidu.com

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

Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage, and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honored. For all other uses, contact the owner/author(s). Copyright is held by the author/owner(s).

WSDM'15, February 2–6, 2015, Shanghai, China.

ACM 978-1-4503-3317-7/15/02.

<http://dx.doi.org/10.1145/2684822.2697047>