

WEB EVOLUTION

STATIC WEB

self-describing DOCUMENTS

DYNAMIC WEB

LINK: static relation
between documents
(meaningless for computers)

SEMANTIC WEB

METADATA: description of
semantic RELATIONS
between data

PREDICATE LOGIC
(subject, verb, object)

BENEFITS

- + making web pages understandable by computers (standardization)
- + processing together data from different sources (sharing data)
- + more relevant search results

THREATS

- censorship and privacy (easier control)
- time-consuming (two formats: human/machine)

SEARCH ENGINES

STATIC WEB

QUANTITY

(relevance of a document is given by the repetition of a keyword inside it)

DYNAMIC WEB
(Google)

QUANTITY OF LINKS
(relevance of a document is given by the number of links pointing to it)

a LINK is a QUALITY JUDGEMENT (like a scientific citation), while the text describing it (ANCHOR TEXT) is like an annotation

SEMANTIC WEB

METADATA
(relevance of documents and links are given by metadata descriptions)

among others, CLICKSTREAMS (tracking users' search histories) are crucial metadata

+ **DOMAIN-SPECIFIC SEARCH**
(search limited and specialized to a certain domain)

they allow **PERSONALIZED SEARCH** and

PROJECT PROPOSAL

an ONLINE APPLICATION where one can CHAT with Google, about Google

NATURAL LANGUAGE
user experience, refers
to the predicate logic

PERSONALIZED SEARCH:
Google is talking to you, but
tracks of its clickstreams
are kept instead of yours

DOMAIN SPECIFIC SEARCH:
a restriction in the dialogue
topic makes Google appear
more “intelligent”

HOW IT WORKS

A person types some text, Google starts to talk by searching for it and returning the most relevant word within the anchor text, then removing the first words and searching for the new string etc, in order to create a sentence. At any moment user can reply with some new text, making Google start the process again.

Google's sentences will be tracked and inform next users conversations.

INTERFACE

It will play with Google conventions, retaining formal elements but giving them different functions

REFERENCES

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References



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