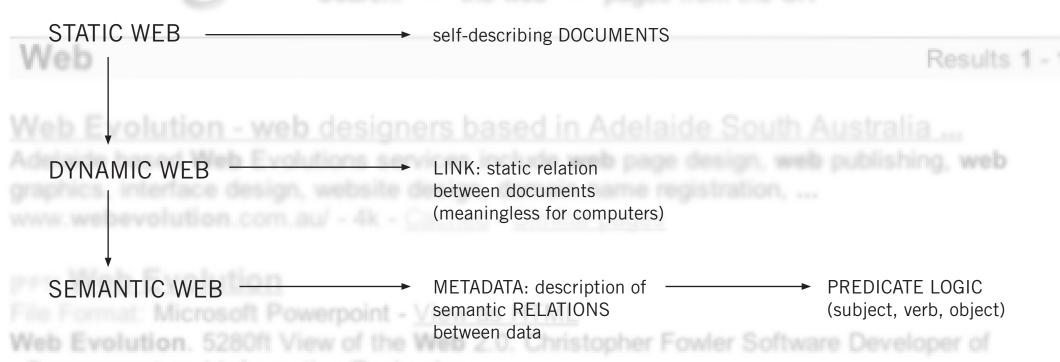
# WEB EVOLUTION



Web\_Evolution\_Web2\_0.ppt - Similar pages

# **BENEFITS**

+ making web pages understandable by computers (standardization)

Information Technology ...

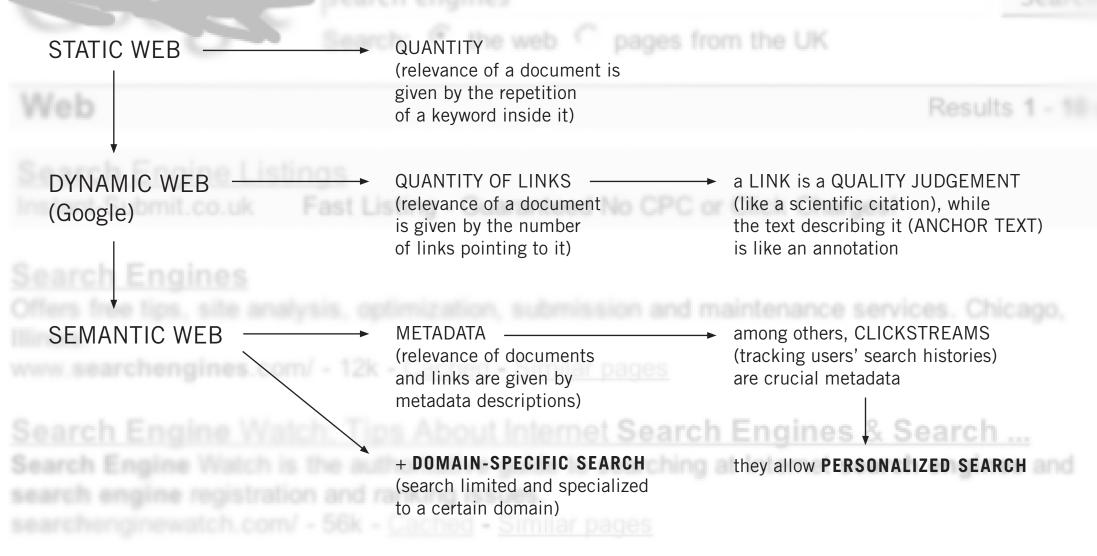
the Evolution of Clusters of Near-Duplicate

- + 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**



# PROJECT PROPOSAL

are born brainy, what emotional

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

• the web pages from the UK

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

This procedure is called cit

em used in Bournemo



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