**CS 6200: Information Retrieval**

**Final Project Report**

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**The task** –

The digital space gives us an opportunity to explore and experiment without any limitations – literally anything we dream of can manifest right in front of us with just a few clicks. GIFs are one way we’re pushing these limits, altering the way we communicate with one another in cyberspace.

Even if you can’t define the word “GIF,” you’ve definitely seen one before. They helped define the early internet, and they’re more popular now than ever before. But what exactly is a GIF, and how do you use them? In its simplest form, a GIF (pronounced “gif” or “jiff”) is just an image file. Like the JPEG or PNG file formats, the GIF format can be used to make still images. But the GIF format has a special feature—it can also be used to create animated images like the one below.

A picture containing text

Description automatically generated

GIFs really started infiltrating pop culture when netizens began slicing up iconic moments from TV shows and films and sharing it with their friends. It quickly gained popularity as people can relate to that singular moment and sharing it with their friends is like sharing an inside joke. Just like emoticons, it has slowly evolved into a way to express yourself on the internet.

With the rise in popularity, companies like GIPHY and Tenor are taking advantage of them while using a searchable database like Google. GIPHY is one of the largest search databases and search engines for GIFs. And the second largest after Google. It serves over 10 billion GIFs a day through social media and messaging apps. Another popular GIF search engine is Tenor, acquired by Google in March of 2018.

The main task of this project would be to create a search engine that would retrieve GIFs with queries on description of the GIF, dialogues, captions, and so on. A user would type in a query and would expect a GIF related to that query. That is what the search engine would aim to do.