# End of Class

Introduction to Information Retrieval
INF 141/ CS 121
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## What we did

- The history of web search
  - Goto, Google, Yahoo, Bing
  - Web Search page layout
- The incentives and ad model in IR
  - Who uses search?
  - What is it for?
  - How is it funded?
- Scaling
  - WEB IR vs Class IR

- Ranking

- The web as a corpus

- The web as a graph

- The size of the web

- Web search user behavior

- Query variation

- SEO

## What we did

- Crawling algorithm and architecture
  - Mercator
- Index construction
- Term-Document matrices
- Term-Document representation
- Latent Semantic Indexing
- MapReduce architecture
- Evaluation
- Recent advances in IR

# What we did

- Went through the IR text book

- Read 7 papers

- Assignments

  - Text processing

  - Crawling

  - Posting lists *2

    - Hadoop

  - Query execution

- 4 quizzes

# What we did

- The end (of lecture)