

2006 RESCUE Next Generation Search Series
The Changing Face of Web Search



Bradley Horowitz

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Bradley Horowitz, head of Yahoo!'s product strategy group, is responsible for leading the company's efforts in building innovative products and platforms. Bradley's expertise helps drive initiatives that enable the company to provide comprehensive and compelling offerings to customers. Previously he managed a portfolio of products for Yahoo!, including media search, desktop search and the Yahoo! Toolbar.

Prior to joining Yahoo!, Bradley served as both the chief technical officer and the vice president of engineering for the Virage division of Autonomy, where he was responsible for the technical delivery of five major product lines. Prior to Autonomy, he co-founded Virage, the company widely recognized as the market creator and leader for advanced media indexing and analysis. Bradley helped grow the company from "a garage startup" through its NASDAQ IPO.

Bradley was a PhD candidate at the MIT Media Lab. While at the Media Lab, he worked on a number of topics related to computer vision, graphics and image processing, which resulted in a patented new technique for the recovery of structure, motion and camera parameters from video sequences. Bradley holds an MS in Media Science from MIT and a BS in Computer Science from the University of Michigan.

Monday, May 1, 2006

Refreshments at 9:15 am; talk begins at 9:30 am

Calit2 Room 3008

Sponsored by Professor Ramesh Jain

Web search is now entering its second decade. We identify and discuss several distinct phases of its evolution. Early attempts at organizing the web (such as the Yahoo Directory) relied on human editorial to classify web sites. The next phase introduced massive automation and applied standard information retrieval techniques. The next breakthrough was the realization that the topology and link structure of the web itself was crucial to improving relevancy. This takes us to the modern era of web search, and while there are many dimensions which can be improved (comprehensiveness, relevancy, freshness, user-experience, etc.) we will discuss what Yahoo believes to be the next important phase in the state of the art: social search. The concept and attendant technical challenges of social search will be discussed and presented, as well as disclosing Yahoo's progress and strategy in this area.