The Changing Face of Web Search

Prabhakar Raghavan

Yahoo! Research,
701 First Avenue,
Sunnyvale, California 94089, USA
pragh@yahoo-inc.com

Abstract. Dr. Prabhakar Raghavan is an invited keynote speaker for PAKDD 2006. Web search has come to dominate our consciousness as a convenience we take for granted, as a medium for connecting advertisers and buyers, and as a fast-growing revenue source for the companies that provide this service. Following a brief overview of the state of the art and how we got there, this talk covers a spectrum of technical challenges arising in web search – ranging from spam detection to auction mechanisms.

Biography

Prabhakar Raghavan joined Yahoo! Research in July 2005. His research interests include text and web mining, and algorithm design. He is a Consulting Professor of Computer Science at Stanford University and Editor-in-Chief of the Journal of the ACM. Raghavan received his PhD from Berkeley and is a Fellow of the ACM and of the IEEE. Prior to joining Yahoo, he was Senior Vice-President and Chief Technology Officer at Verity; before that he held a number of technical and managerial positions at IBM Research.