The Future of Search: An Online Content Perspective

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Abstract. Nonprofessional creation of public online content has outstripped professional content creation of all forms, both online and offline. And two orders of magnitude more content is created daily to flow through social networks, with as much as two more orders of magnitude still to come as user engagement increases. Content is diversifying in creation, consumption, and nature. Web search engines provide rapid targeted access to this page content, and increasingly to other information such as news articles, weather, movie showtimes, and product and restaurant listings. In this talk, I'll discuss these trends from the standpoint of the search engine, I'll cover some research results in this area, and I'll close with some challenges for the future.