Department of Computer Science and Engineering

Distinguished Speakers Series Presents

Prabhakar Raghavan, Yahoo! Research

Web Search: Bridging Information Retrieval and Microeconomic Modeling

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.

 Biographical Information: Prabhakar Raghavan has been Head of Yahoo! Research since 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 Chief Technology Officer at Verity; before that he held a number of technical and managerial positions at IBM Research.

Thursday, April 3, 2008
3:30–4:30 PM

University at Buffalo North Campus - 330 Student Union

This talk is free and open to the public
Refreshments for attendees after the talk in 224 Bell Hall
For more information, please call 645-3180