

## In This Issue

Editorial 1

*by Tony Russell-Rose*

Conference Review:  
31st European Conference on  
Information Retrieval 2

*by Deirdre Lungley*

Book Reviews:  
"Rethinking knowledge  
management" 4

*Reviewed by Jennifer Smith and Ben  
Summers*

"Safeguards in a World of Ambient  
Intelligence" 5

*Reviewed by Christina Lioma*

"Search Engines, Link Analysis, and  
User's Web Behaviour" 7

*Reviewed by Zheng Zhu*

Forthcoming Events 9

*Edited by Andy MacFarlane*

Contacts 12

## About Informer

Informer is the quarterly newsletter of the BCS Information Retrieval Specialist Group (IRSG). It is distributed free to all members. The IRSG is free to join via the BCS website (<http://irsg.bcs.org/>), which provides access to further IR articles, events and resources.

The British Computer Society (BCS) is the industry body for IT professionals. With members in over 100 countries around the world, the BCS is the leading professional and learned society in the field of computers and information systems.

Informer is best read in printed form. Please feel free to circulate this newsletter among your colleagues.



Summer's here and that can only mean one thing – time to start planning for Search Solutions.

This year's event will be held at BCS London HQ on October 1<sup>st</sup>, and I'm pleased to report that

once again we are privileged to present a great line up of speakers, with representation both from established names and recent start-ups from the world of web & enterprise search. We can look forward to talks from:

- Mike Taylor, **Microsoft**
- Richard Russell, **Google**
- Vivian Lin Dufour, **Yahoo**
- Greg Grefenstette, **Exalead**
- Tamar Sadeh, **Ex-Libris**
- Tony Russell-Rose, **Endeca**
- Richard Boulton, **Lemur Consulting**
- Dave Mountain, **Placr**
- Gary Jennings, **WebOptimiser**
- Andrew Maisey, **Unified Solutions**

We are also honoured to have the company of BCS President Alan Pollard who has kindly agreed to introduce the event for us. And in common with previous years, the main event will be followed by a drinks reception in the Atrium. Further details for the event (including titles of the talks) will go out shortly, but in the meantime you can keep up with developments via: <http://www.information-interaction.net>

One thing yet to be decided though is the topic of the panel. If you attended SS 2008, you'll no doubt recall the "Here Comes Everybody" discussion on the wisdom of crowds and how mass participation was the key to scalable information organisation. This was one of the highlights of the event, with enthusiastic participation from all present.

This year, we have a couple of ideas to choose from. One suggestion is to expand on a thread that Leonard Will initiated on the IR mailing list, reflecting on the design of online search and retrieval user experiences and how they

still fall so far short of the rich interaction and dialogue we experience when consulting 'human' information services. There are many ways in which the latter could be used to inspire the design of the former, and I think this would make a fascinating and topical panel discussion.

On the other hand, we could focus on something that is unique to Search Solutions itself: the fact that we bring together both the web and enterprise search communities under one roof to share innovations and experiences. What best practices and insights can these two communities learn from each other? I'm sure there are some who'd argue that the answer is less than you would think - but that in itself makes an interesting viewpoint, and could help steer the direction of the event in years to come.

If you have a preference, or perhaps an idea of your own you'd like us to consider, then drop us a line at [irsg@bcs.org](mailto:irsg@bcs.org). In the meantime, have a great summer, and I'll see you at Search Solutions on October 1<sup>st</sup>.

Best regards,  
Tony

Tony Russell-Rose, PhD MBCS CITP  
Editor, Informer  
Vice chair, IRSG  
Email: [irsg@bcs.org.uk](mailto:irsg@bcs.org.uk)  
<http://www.information-interaction.net>

---

## Conference Review: 31st European Conference on Information Retrieval

by *Deirdre Lungley*

The location for this year's ECIR was Toulouse, France, where IRIT, led by Mohand Boughanem, organised a great event. This "European" event had a truly international feel with 192 delegates from 29 countries. It took place from 6th to 9th April, with Monday's "Workshops and Tutorials Day" easing us into the following 3 days of the main conference.

The breadth of workshop and tutorial coverage ensured high participation with over 120 delegates attending Monday's sessions. Workshops covered "Contextual Information Access, Seeking and Retrieval Evaluation", "Information Retrieval over Social Networks" and "Geographic Information on the Internet". Tutorials addressed "Current Developments in Information Retrieval Evaluation", "Information Extraction and Linking in a Retrieval Context" and "Mining Query Logs". Monday's sunshine and high temperatures added to the final session of the day, the outdoor tutorial entitled "Foie Gras and French Culinary Etiquette" delivered with good humour by Josiane Mothe.

Each day of the main conference commenced with a keynote speech. On Tuesday Bruce Croft of the University of Massachusetts, Amherst, delivered a thought-provoking speech entitled "Query Evolution". Here he unveiled his vision for search technology; better exploitation of linguistic features and relationships, techniques to unleash the power of the longer queries of the future and a query transformation model unifying existing processes. His relaxed, affable manner combined with his depth of knowledge and experience of the IR field made for a delivery which "young researchers" in the audience could aspire to.

The second keynote of the conference was delivered by Maarten de Rijke of the University of Amsterdam, entitled "Searching User Generated Content: What's Next". Maarten and his team, through their large body of research in the area of social media, have gained renowned insight into this

medium. Here he shared with us his view on emerging trends. These ranged from consumer mining by industry, to more general issue management and even to individual dynamic profiling by intelligence agencies. However, his main message to the IR community was not to miss the opportunity to unleash the power of what he called the "Digital Humanities", the fusion of information retrieval and the social sciences in mining this rich source of social data.

---

### **"This European event had a truly international feel with 192 delegates from 29 countries"**

---

Gregory Grefenstette of Exalead delivered the third keynote entitled "Upcoming Industrial Needs for Search". The industrial insight Gregory has gained from directing a successful European search provider, combined with his academic background made this a "must see" speech for those of us interested in the more practical aspects of IR. His main message to us was that enterprise search is not intranet search, it has additional features and dimensions. One of its key features is its users. An enterprise search user is often more experienced and the greater knowledge available about him, means greater potential for personalisation. He illustrated the greater dimensionality of enterprise search by listing enterprise resources users expected to access through their search facility; documents, databases, ERP (Enterprise Resource Planning) systems, even executive calendars. Mashups, combining data from different resources and delivering it in different formats, was one answer presented to meet the challenges of enterprise search and Gregory illustrated this solution with examples both from Exalead and their competitors.

The international aspect of this conference was highlighted again in the range of countries from which submissions were received, 188 submissions from 32 countries. The program committee choose 42 full papers, 18 short papers and 25 posters. The full paper presentations were divided into 12 sessions, running in 2 parallel tracks, which included; Retrieval Models, Evaluation, Learning,

Expert Search, Opinion Detection, Clustering/Categorisation, Distributed IR, Collaborative IR and Multimedia-Metadata. Jun Wang from UCL was awarded best paper for his "Mean-Variance Analysis: A New Document Ranking Theory in Information Retrieval". Best student paper award went to Wei Gao from the University of Hong Kong, for "A Joint Ranking Model for Multilingual Web Search".

A poster session cum Welcome Reception on Tuesday afternoon allowed delegates to mingle with poster presenters in a pleasant relaxed environment. Best poster was awarded to Ismail Sengor Altinogvde for "A Practitioners Guide for Static Index Pruning". On Wednesday a short paper session provided a slightly less relaxed, but stimulating environment. 16 short paper presenters rose to the challenge of condensing their research into a 5 minute slot, enforced by Josiane Mothe and her formidable clock.

Wednesday's session was followed by a banquet at the Mediathèque. This venue at the top of the monumental arch of the Toulouse municipal Media Library, provided a terrace where we could enjoy a view of the whole town. The dinner was complemented by a funky jazz band which tempted many delegates onto the dance floor. After the best paper presentations, Ayse Goker, of City University, London, gave a very moving speech to the audience about Karen Sparck Jones, renowned for her scientific rigour, and the newly created award by the BCS-IRSG.

---

### **"The French have set us a challenge!"**

---

Our French hosts succeeded in delivering, not just a wonderful European IR Conference, but a very pleasant experience of the French way of living. Everyday a leisurely sit-down French lunch provided us with the opportunity, not just to sample French cuisine, but to broaden our network of contacts in the IR community. Students introduced themselves to IR veterans, academics debated with industry delegates and our community strengthened.

Next year's ECIR will be held at The Open University in Milton Keynes, UK from the 28th to the 31st of March 2010. The conference will

be organised by KMi (The Open University) in co-operation with Dublin City University and the University of Essex. The French have set us a challenge!

*Deirdre Lungley is a PhD candidate at the University of Essex, working with the University's School of Computer Science and Electronic Engineering. Her research lies in the overlap of information retrieval, natural language processing and machine learning, in particular the mining of usage data to automatically adapt intranet search. Email: [dmlung@essex.ac.uk](mailto:dmlung@essex.ac.uk)*

## Designing Effective Search & Discovery User Experiences

A half-day tutorial at HCI 2009  
Sept 4, Cambridge, UK

**Instructors:** Tony Russell-Rose, PhD and Mark Burrell, PhD (Endeca)

This half-day tutorial aims to provide a practical introduction to Human Centred Design for information search, access and discovery. We will present a concise overview of how our "Design for Discovery" framework can be applied to optimize the effectiveness of information search and retrieval user experiences, and facilitate the application of these skills in a practical group exercise.

**Audience:** This tutorial is aimed at those who wish to improve their ability to design and develop effective solutions to UI design problems in search & information retrieval. It does not assume familiarity with any particular conceptual model, proprietary technique or development methodology.

**Cost:** Half-day tutorials at HCI 2009 are just £40. *Participants do not have to register for the conference itself.*

Visit [www.hci2009.org](http://www.hci2009.org) for further details or to book.

## Book Review

### Rethinking knowledge management: from knowledge objects to knowledge processes

*By Claire McInerney and Ronald Day (Eds.)*

*Reviewed by Jennifer Smith and Ben Summers*



It is an increasingly rare pleasure to come across such a well printed and bound book as *Rethinking Knowledge Management*. The typography is easy on the eye and the classic design aides reading. The spine and binding are strong and flexible, likely to withstand many years use in an academic library.

Indeed, it is on the shelves of an academic library, rather than on a practitioner's desk, that this book will most likely be used. It is a collection of fourteen chapters written by academics in the US and Europe. It provides a snapshot of thinking on various aspects of knowledge management. A better title for the book might have been "Reflecting on knowledge management", for we had difficulty identifying any radical rethinking and failed to spot any of the "new and exciting views" promised on the backcover.

### Selected chapter reviews

*Trust and knowledge sharing in organizations*  
by Claire R. McInerney and Stewart Mohr

This chapter provides a good summary and analysis of how trust is crucial to encouraging collaboration and knowledge sharing within organisations.

*Managing knowledge for innovation* by Jacky Swan

One of the more engaging chapters, arguing that maintaining a store of know-how does not necessarily lead to innovation as it fails to take

into account the social and political mediation through which any innovation occurs.

*Knowledge processes and communication dynamics in mobile telework* by Donald Hislop

Through analysis of the working practices of two organisations, the author comes to some pretty obvious conclusions: for example, mobile phones are useful for people who travel a lot but occasionally calls are dropped on the motorway, and the type of work you can usefully do depends on where you are. Insights into how people can transfer knowledge are similarly shallow, essentially observing that if your workforce meets once a week, they talk more than if they saw each other every day.

*The critical role of the Librarian/Information Officer as boundary spanner across cultures* by Robert M. Mason

Given the title, this chapter was rather puzzlingly lacking in analysis of the role of the Librarian/Information Officer in cross-cultural knowledge management initiatives. As a former Information Officer in two global firms heavily involved in knowledge management, I know there is a vast amount that can be written about this role. What the chapter did cover was an interesting discussion on how cultural influences in early life affect learning styles and the implications for creating a global knowledge management system. I presume the author was suggesting librarians could play a useful role as boundary spanners in designing knowledge management systems, controlled vocabularies, and the use of those systems to ease how people of different cultural backgrounds would use them. However, apart from a brief mention on controlled vocabularies, there was little else to suggest why the author believed librarians in particular are well placed to perform this role.

*Sensemaking and the creation of social webs* by Minu Ipe

This chapter concludes that people like telling stories, and they're a good way to exchange knowledge. Observing that people talk to each other formally and informally within an organisation, choosing their peers by hierarchy and by friendships, it suggests that the design

of workplaces could be adjusted to influence who talks to whom.

*Knowledge process and organisational learning* by Angela Lacerda Nobre

This is a very philosophical chapter, and while it uses the word "pragmatic" many times, it is difficult to see how its suggestions could be applied in an organisation. It may be more useful to concentrate on an early observation that people have different learning styles and it is wise to bear this in mind when creating a plan to share information in an organisation.

*Management of the knowing and the known in transactions theory of action* by Manuel Zacklad

Halfway through the chapter, the title is explained, and you realise that it's about the difference between facts found as a result of research, and conclusions drawn from these facts. The author's extensive vocabulary is impressive, but acts to obscure his points about the ways in which these facts are communicated through interactions with colleagues.

In summary, there are many more engaging texts on knowledge management, but the short chapters and comprehensive bibliographies could provide an useful introduction to a student or researcher to the specific aspects of KM covered by each chapter. The book has very little to offer the non-academic and has minimal coverage of technology.

*Jennifer Smith MCLIP and Ben Summers BCS CITP have worked together for the last two years, pooling their information management and IT expertise to develop ONEIS, an information management system for small organisations. Jennifer completed her Masters dissertation on KM in universities and subsequently worked in knowledge and information management roles within the legal sector. They can be contacted via [jennifer.smith@joneis.co.uk](mailto:jennifer.smith@joneis.co.uk) and [ben.summers@joneis.co.uk](mailto:ben.summers@joneis.co.uk).*

## Book review: Safeguards in a World of Ambient Intelligence

By D. Wright, S. Gutwirth, M. Friedewald, E. Vildjiounaite, Y. Punie, (Eds.)

Reviewed by Christina Lioma



Ambient Intelligence (AmI), also known as ubiquitous or pervasive networked computing, is defined as the ostensive embedding of 'intelligence' in virtually everything around us, by means of low visibility network sensors

integrated in a seamless and unobtrusive way within and across environments. Broadly speaking, the general aim of AmI is to support human interactions, by combining know-how from ubiquitous computing, ubiquitous communication and user-adjustable interfaces.

Over the last 10 years, the focus of AmI has been to further its technological potential with solutions that change people's lives for the better through novel user-centric technology. However not much attention has been paid to the ethics of AmI, such as the alienation, digital divide, and social responsibility of its solutions, as well as issues pertaining to trust, security, and law. This book addresses exactly these issues, as approached by the SWAMI (Safeguards in a World of Ambient Intelligence) community. Specifically, the book includes contributions from 35 experts, as well as feedback from numerous SWAMI activities.

The aim of this book is not to reject AmI, but to warn about threats and vulnerabilities related to its use, and to recommend safeguards that minimise such dangers. The structure of the book is as follows. The book begins with a six page-long summary, followed by seven chapters. The initial summary is a very useful, succinct overview of the book, particularly suitable for the hasty reader, but also handy as a preview for the general reader. This summary informs about

the core questions addressed in the book, which are nicely summarised in Table 1, page xv. For instance, such questions are whether data should be seen as a private property of those who collect it, those for whom it is collected, or as a public record; or the tension between the goals of authentication, personalised service and validity, and those of privacy and security.

The first chapter is an overview and introduction into AmI. This chapter is very nicely rendered, with up-to-date information, and an objective critical assessment. This chapter includes a treatment of the challenges in AmI deployment, which appear rather vague at this stage, but are further clearly presented in Chapter 2. Chapter 1 also treats in a general way challenges for EU policy making. It would have been very useful and interesting to have a wider coverage of this treatment, not only on a European, but on a global scale.

---

### **"the general aim of AmI is to support human interactions"**

---

Chapter 2 presents key AmI technologies, with respect to their development and deployment, highlighting the most important visions, scenarios, roadmaps, strategic research agendas, platforms and projects associated to them. The association between all these is clearly shown schematically in Figure 2.1, page 18. Unfortunately the focus is once again solely European.

Chapter 3 presents four dark scenarios, showing realistic situations where things can go wrong in the AmI world, as well as the methodology used to arrive at these scenarios. These scenarios deal with situations where either bad/incompetent people use good AmI technology, or good people use inappropriate technology, with particular focus on the contextual nature of people's behaviour. These scenarios are analysed in a clear, straightforward way, and are also assisted by very detailed and often technical footnotes, for those readers who seek further details. A less demanding reader may skip these long footnotes and focus on the scenarios. In addition, the book describes the process

followed to construct these scenarios. This process is quite thorough, as it involves an extensive review of related work, a workshop of AmI experts, a technology check ('is the technology feasible?'), and a reality check ('is the scenario realistic?'). Such a thorough methodology is a credit to this book. An overview of this process is schematically shown in Figure 1, page xxv.

Chapter 4 reviews the threats and vulnerabilities of AmI, in the context of privacy, identity, trust, security and the digital divide. Each of these issues is addressed in a separate subsection. Furthermore, the relations between these issues are also discussed under various different angles, such as lack of enforcement and erosion rights, or unequal access and voluntary exclusion. The discussion is short and clear. A more demanding reader would welcome a more elaborate treatment of these issues perhaps.

---

**"This book would make an excellent companion not only to the technology-oriented audience"**

---

Chapter 5 proposes answers and solutions to the issues raised in Chapter 4. These solutions are given in the form of safeguards, grouped as technological, socio-economic, or legal/regulatory. This chapter is one of the most important contributions of this book, because the suggestions are insightful, educated, informed, impeccably analysed, and clearly and coherently put. The safeguards suggested in this chapter cover most aspects of AmI with a refreshing attention to detail, specificity, and with reference to the latest legal, political, or other appropriate agents. This is perhaps one of the most heavy-going parts of the book; however this is a small price to pay for the quality of the work presented.

Chapter 6 follows coherently from Chapter 5, and presents specific recommendations in relation to the safeguards identified previously in Chapter 5. These recommendations are organised into separate subsections specifically for individuals, the industry, the academia, or the EU for instance. This level of analysis makes the chapter readable and easy to

follow, however it also accentuates the only disadvantage of the whole book, namely the focus on a European rather than global scale.

The book ends with a succinct chapter on conclusions, which recapitulates on the main issues treated in the book and presents a final short list of the top six recommendations made in this book, specifically addressed to the European Commission, Member States, industry, academia, civil society organisations and individuals. A succinct list of these recommendations is summarised on page xxvi for the hasty reader. This list is well-placed at the end of the book as the main information for the reader to take away, because it underlines the main purpose of this book, namely to recommend safeguards rather than scare the reader about the dangers of AmI.

Overall, this book constitutes a smooth-flowing, consistent, integrated piece of work, where metaphors and scenarios are used wisely to illustrate the problems addressed. Throughout the book, the focus remains clearly within the boundaries of recommending safeguards that will allow to develop AmI solutions that optimise rather than maximise what is gained over what is lost (and for whom, under what conditions) with different technical arrangements and policy regimes. Much of the supporting documentation and reference material is available online, inviting the reader to pursue topics in more detail. This book would make an excellent companion not only to the technology-oriented audience of computer science professionals and practitioners, but also to those interested in the legal, political, societal and ethical impact of technology upon everyday life.

*Christina Lioma is a postdoctoral fellow at Katholieke Universiteit Leuven (Belgium), Language Intelligence and Information Retrieval group. She holds a PhD in Information Retrieval (University of Glasgow), an MSc in Natural Language Processing with Distinction (University of Manchester), and an MA Hons in Languages & Linguistics (University of Glasgow). Her research interests include IR, NLP and Quantitative Linguistics.*

---

**Book Review:**  
**Search Engines, Link Analysis, and  
User's Web Behaviour – A  
Unifying Web Mining Approach**

*By Georg Meghabghab & Abraham Kandel  
Reviewed by Zheng Zhu*



Search Engines, Link Analysis, and User's Web Behaviour is intended for researchers in the fields of Information Sciences, Engineering, Computer Science, Statistics and Management. It presents a unified framework to understanding search

engine technology. Unlike most other books about information retrieval, the author focus on the link-based perspective rather than the content-based one (such as vector space model, language models, and models based on supervised and unsupervised learning), and also on user's behaviour in the web context.

Chapter 1 introduces the basic notions pertaining to web technologies, and the motivation for the necessity of search engine. Some features and statistics about search engines are also presented. The authors describe some basic concepts about the web graph, which are quite fundamental and useful. The accompanying examples and figures make this easy to understand.

Chapters 3 and 4 discuss two popular link analysis algorithms, i.e. HITS and PageRank, applied to the web graph and its derivatives. The limitations of these algorithms are also discussed. In Chapter 5 the author proposes rejected WWW pages as a criterion to evaluate search engines and a method to realise this using an ANN meta-model.

In my opinion the most interesting part of the book is Chapter 6, where modelling human behaviour on the web is discussed. Search engines rely on human interaction and it is thus a vital part of the technology. Research into web navigation and query log analysis is topical, and, moreover, there are few books that are dedicated to these issues. The authors

firstly present user browsing strategies, and this is followed by statistical characteristics of queries when users interact with a search engine. Then they introduce the Fuzzy Cognitive Maps model and the Fuzzy Bags Model together with Rough Set theory and Information Theory in order to interpret user's web interaction behaviour. The models and theories are supplied with examples and figures to illustrate the idea.

This book discusses search engines from a specific perspective and does not cover broader aspects of search engines. Thus it is not suitable for readers who wish to understand the general ideas pertaining to search engines. However, much of the material in the book is interesting and informative, although targeted at the more advanced reader.

---

**"This book is helpful if you want to model human behaviour on the web"**

---

The author assumes the reader has similar background knowledge as he does and thus does not explain some of the abbreviation in a timely manner, which causes some inconveniences for readers that are new to the subject. The author uses many figures to illustrate the ideas, which is very useful, however, the quality of figures could be improved, for example, figure 6.7, 6.8.

In general, this book is helpful if you want to know link analysis on the web and model human behaviour on the web. But if you would like to know general knowledge, I don't recommend this book.

*Zheng Zhu received his Bsc in Electrical and Electronic Engineering from NanJing University China. Now he is a research student in Birkbeck college, University of London. His research interests are information retrieval on the web, machine learning and data mining.*

---

## Forthcoming Events

*Edited By Andy MacFarlane*

### AGM/Talks/One Day Events

#### Search Solutions 2009

The IRSG's annual practitioner focused event. BCS building, Covent Garden, London, 1<sup>st</sup> October 2009

### Conferences/Workshops

#### Workshop on Exploring Musical Information Spaces (WEMIS 2009)

Of interest to members working in the Music IR. Held in conjunction with the European Conference on Digital Libraries (ECDL 2009) Corfu, Greece, 1<sup>st</sup> to 2<sup>nd</sup> October 2009

<http://www.dlsi.ua.es/wemis09/>

#### International Conference on Knowledge Discovery and Information Retrieval (KDIR 2009)

Of interest to members working in the area AI and IR. Madeira, Portugal, 6<sup>th</sup> to 8<sup>th</sup> October 2009

<http://www.kdir.ic3k.org>

#### The Third International Conference on Advances in Semantic Processing (SEMAPRO 2009)

Of interest to members working in the area of the semantic web and search. Sliema, Malta, 11<sup>th</sup> to 16<sup>th</sup> October 2009

<http://www.iaia.org/conferences2009/SEMAPRO09.html>

#### 3rd International Symposium on Intelligent Distributed Computing (IDC 2009)

A general distributed computing conference of interest to members working in such areas as peer to peer search. Ayia Napa, Cyprus, 12<sup>th</sup> to 14<sup>th</sup> October 2009.

<http://www.idc2009.cs.ucy.ac.cy>

#### 4th International Symposium for Health Information Management Research (ISHIMR)

A general health information management conference of interest to members working health search. Kalmar, Sweden, 14<sup>th</sup> to 16<sup>th</sup> October 2009

<http://dagda.shef.ac.uk/ishimr09/index.html>

#### ACM Multimedia 2009

A top multimedia conference of interest to members working in the general area of multimedia IR. Beijing, China, 19<sup>th</sup> to 24<sup>th</sup> October 2009

<http://www.acmmm09.org>

#### The Fifth Asia Information Retrieval Symposium (AIRS 2009)

Asian IR conference with various themes such as Asian language IR included. Sapporo, Hokkaido, Japan, 21<sup>st</sup> to 23<sup>rd</sup> October 2009.

<http://www-kb.ist.hokudai.ac.jp/AIRS2009/>

#### Third ACM Conference on Recommender Systems (RecSys'09)

A conference of interest to members working in the area of collaborative IR. New York City, 22<sup>nd</sup> to 25<sup>th</sup> October 2009.

<http://recsys.acm.org/>

#### 3rd Annual Workshop on Human-Computer Interaction and Information Retrieval (HCIR '09)

A conference of interest to members working in the area of HCI and IR. Catholic University of America, Washington, DC, 23<sup>rd</sup> October 2009.

<http://cuaslis.org/hcir2009/>

#### ACM Recommender Systems 2009

A conference of interest to members working in the recommender and IR, particularly social search. New York, New York, DC, 23<sup>rd</sup> to 25<sup>th</sup> October 2009.

<http://recsys.acm.org/>

#### The Tenth International Conference on Music Information Retrieval (ISMIR 2009)

The top music information retrieval conference. Kobe International Conference Center, Japan, 26<sup>th</sup> to 30<sup>th</sup> October 2009.

<http://ismir2009.ismir.net/>

#### Eighth International Conference on Flexible Query Answering Systems (FQAS 2009)

A conference more focused on query and answering type problems. Roskilde University, Denmark, 26<sup>th</sup> to 28<sup>th</sup> October 2009.

<http://fqas2009.org/>

#### Classification at a Crossroads: Multiple Directions to Usability (UDC Seminar 2009)

Of interest to members working in the area of classification and knowledge organisation. The Hague, The Netherlands, 29<sup>th</sup> to 30<sup>th</sup> October 2009.

<http://www.udcc.org/seminar2009/index.htm>

#### Fourth International Conference on Digital Information Management (ICDIM 2009)

Of interest to members working in the area of information management including search.

University of Michigan, Ann Arbor, USA, 1<sup>st</sup> to 4<sup>th</sup> November 2009.

<http://www.icdim.org/>

#### The 18th ACM Conference on Information and Knowledge Management (CIKM 2009)

Of interest to members working in the area of knowledge management and/or search. Hong Kong, China, 2<sup>nd</sup> to 6<sup>th</sup> November 2009.

<http://www.comp.polyu.edu.hk/conference/cikm2009/about/>

**International Workshop on Location Based Social Networks (LBSN 2009)**

Of interest to members working in the area of Geographical search. Held in conjunction with the 17th ACM SIGSPATIAL International Conference on Advances in Geographic Information Systems. Seattle, WA, USA, 3<sup>rd</sup> November 2009.

<http://research.microsoft.com/en-us/um/people/xingx/LBSN2009.htm>

**ASIST Annual Meeting: Thriving on Diversity - Information Opportunities in a Pluralistic World**

The annual meeting of the American Society for association of Information Science & Technology. Hyatt Regency Vancouver, Vancouver, British Columbia, Canada, 6<sup>th</sup> to 11<sup>th</sup> November 2009.

<http://www.asis.org/Conferences/AM09/>

**4th LANGUAGE AND TECHNOLOGY CONFERENCE: Human Language Technologies for Computer Science and Linguistics (LTC 2009)**

Of interest to members working in the area of NLP and search. Poznan, Poland, 6<sup>th</sup> to 8<sup>th</sup> November 2009. <http://www.ltc.amu.edu.pl/>

**First International Workshop on Mining Social Media**

Of interest to members working in the area of social search. Workshop at CAEPIA 2009. Seville, Spain, 9<sup>th</sup> November 2009.

<http://www.socialgamingplatform.com/msm09/>

**The IEEE International Conference on Signal & Image Processing Applications (ICSIPA09)**

Of interest to members working in the area of multimedia search. Kuala Lumpur, Malaysia, 18<sup>th</sup> to 19<sup>th</sup> November 2009.

<http://www.sp.ieeemalaysia.org/ICSIPA09/>

**IADIS INTERNATIONAL CONFERENCE WWW/INTERNET 2009**

Of interest to members working in the area of web search. Rome, Italy, 19<sup>th</sup> to 22<sup>nd</sup> November 2009.

<http://www.internet-conf.org/>

**The 1st ACM International Conference on Internet Multimedia Computing and Service (ICIMCS 2009)**

Of interest to members working in the area of Multimedia search. Kunming, Yunnan, China, 23<sup>rd</sup> to 25<sup>th</sup> November 2009.

<http://www.nlpr.ia.ac.cn/icimcs2009/index.htm>

**1st International Workshop on Internet Multimedia Mining (IMM 2009)**

A workshop of interest to members working in the area of Multimedia IR. In Conjunction with the IEEE International Conference on Data Mining 2009. Miami, Florida, USA, 6<sup>th</sup> December 2009.

<http://www.cp.jku.at/conferences/admire2009/>

**International Workshop on Advances in Music Information Research (AdMIRe 2009)**

A workshop of interest to members working in the area of Music IR. In Conjunction with the IEEE International Symposium on Multimedia 2009, San Diego, California, USA, 14<sup>th</sup> to 16<sup>th</sup> December 2009.

<http://research.microsoft.com/en-us/um/people/xshua/imm2009/>

**4th Indian International Conference on Artificial Intelligence (IICAI-09) - Special Session on Information Retrieval**

A general AI conference with a special session dedicated to IR issues. Tumkur (near Bangalore), India, 16<sup>th</sup> to 18<sup>th</sup> December 2009.

<http://www.iiconference.org>

**32nd European Conference on Information Retrieval (ECIR 2010)**

The annual conference of the IRSG. The Open University, Milton Keynes, 28<sup>th</sup> to 31<sup>st</sup> March 2010.

<http://kmi.open.ac.uk/events/ecir2010/>

## Industry News:

### Microsoft, Yahoo! Change Search Landscape

SUNNYVALE, CA and REDMOND, WA — July 29, 2009 — Yahoo! and Microsoft announced an agreement that will improve the Web search experience for users and advertisers, and deliver sustained innovation to the industry. In simple terms, Microsoft will now power Yahoo! search while Yahoo! will become the exclusive worldwide relationship sales force for both companies' premium search advertisers.

For Web users and advertisers, this deal will accelerate the pace and breadth of innovation by combining both companies' complementary strengths and search platforms into a market competitor with the scale to fuel sustained development in search and search advertising. Users will find what they care about faster and with more personal relevance. Microsoft's competitive search platforms will lead to more value for advertisers, better results for Web publishers, and increased innovation and efficiency across the Internet.

Under this agreement, Yahoo! will focus on its core business of providing consumers with great experiences with the world's favourite online destinations and Web products.

The key terms of the agreement are as follows:

- The term of the agreement is 10 years;
- Microsoft will acquire an exclusive 10 year license to Yahoo!'s core search technologies, and Microsoft will have the ability to integrate Yahoo! search technologies into its existing Web search platforms;
- Microsoft's Bing will be the exclusive algorithmic search and paid search platform for Yahoo! sites. Yahoo! will continue to use its technology and data in other areas of its business such as enhancing display advertising technology;
- Yahoo! will become the exclusive worldwide relationship sales force for both companies' premium search advertisers. Self-serve advertising for both companies will be fulfilled by Microsoft's AdCenter platform, and prices for all search ads will continue to be set by AdCenter's automated auction process;
- Each company will maintain its own separate display advertising business and sales force;
- Yahoo! will innovate and "own" the user experience on Yahoo! properties, including the user experience for search, even though it will be powered by Microsoft technology;
- Microsoft will compensate Yahoo! through a revenue sharing agreement on traffic generated on Yahoo!'s network of both owned and operated (O&O) and affiliate sites;
- Microsoft will pay traffic acquisition costs (TAC) to Yahoo! at an initial rate of 88 percent of search revenue generated on Yahoo!'s O&O sites during the first five years of the agreement; and
- Yahoo! will continue to syndicate its existing search affiliate partnerships.

The companies have established a website at <http://www.choicevalueinnovation.com> to provide consumers, advertisers and publishers with additional information about the benefits of the agreement.

## Featured Job: **Search Architect / Consultant**

Location: London  
Salary: £55,000 - £77,500  
Company: ANSON MCCAIDE  
Job type: Permanent  
Date posted: 11/08/2009

Search Technical/Solutions Architect/Consultant is required for an award winning and multi-national organisation based in the heart of London. You will be working in a strategic integration group so there is a very good career path ahead of you. The right Architect will have experience of translating business requirements into system, scope, solutions and architecture definition.

This opportunity will offer the right candidate to carry on their career growth, and further enhance their experience. You as an Architect should have strong experience where domain knowledge is not important but business knowledge is. Your technical knowledge should be centred on Search and Endeca / FAST / Autonomy, so any experience of any is a necessity. Any candidates who can also display experience of SEO (Search Engine optimization) would be given an advantage. But this is not just a technical role so strong experience of SOA and business knowledge especially in the retail domain is an added plus.

Candidates should also have experience of working on Solution/Software architecture and Service Orientated Architecture (SOA). Finally your CV should also read as a solid career path as opposed to jumping from company to company each year. The right candidate will be rewarded with a strong package and the opportunity to further progress their career with this leading organisation. To learn more about this Search Architect forward your CV to David Burke.

For further information please contact **David Burke** on **020 7780 6700 / 020 7025 0420**, or alternatively via e-mail **David.Burke@AnsonMcCade.Com**

Contact: David Burke  
Email: [David.Burke@AnsonMcCade.Com](mailto:David.Burke@AnsonMcCade.Com)  
Telephone: 020 7780 6700 / 020 7025 0420  
For further details contact: [RMW Consulting Ltd](#)

## Contacts

Web: <http://irsg.bcs.org/>  
Email: [irsg@bcs.org.uk](mailto:irsg@bcs.org.uk)  
Subscriptions: <http://irsg.bcs.org/membership.php>  
ISSN: 0950-4974

To subscribe, unsubscribe, change email address or contact details please visit <http://irsg.bcs.org/> or email [irsgmembership@bcs.org.uk](mailto:irsgmembership@bcs.org.uk).

The IRSG is a specialist group of the [British Computer Society](#).  
To automatically receive your own copy of Informer, simply join the IRSG via the [IRSG website](#).