

Mining Queries^{*}

Ricardo Baeza-Yates

Yahoo! Research, Barcelona, Spain
and Yahoo! Research Latin America, Santiago, Chile
ricardo.baeza@upf.edu

Abstract. User queries in search engines and Websites give valuable information on the interests of people. In addition, clicks after queries relate those interests to actual content. Even queries without clicks or answers imply important missing synonyms or content. In this talk we show several examples on how to use this information to improve the performance of search engines, to recommend better queries, to improve the information scent of the content of a Website and ultimately to capture knowledge, as Web queries are the largest wisdom of crowds in Internet.

* Invited speakers at ECML/PKDD are supported by the PASCAL European network of excellence.