

**Intelligenza Artificiale
e società**

Search Engines: From the Lab to the Engine Room, and Back

29 Maggio
ore 11.00

Lectio Magistralis di Prabhakar Raghavan, senior vice president at Google, responsabile di Google Search, Assistant, Geo, Ads, Commerce, and Payments products.

Web search engines are examples of scientific research flowing into planet-scale artifacts at unprecedented speed. In this talk, we will review some of these examples and highlight open research areas. We will also spend time on the nuanced policy and societal questions that arise in the operation of a search engine: information quality vs. misinformation, the slowing growth of Web content, notions of bias, and advertising.



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