

The Second International Workshop
AIRWeb 2006
Adversarial Information Retrieval on the Web

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Importance of Topic

- **The WWW has changed much over the past decade**
 - **In size**
 - **In usage**
 - **As a means of commerce**
- **Web search is a huge business**
 - **100s of millions of queries per day**
- **Lots of interest**
 - **Both for organic and paid search**

Importance, continued

- **Content Providers**
 - Want to understand ranking system
 - Want to optimize their content to rank well on certain queries
 - Other providers dislike spam (digital graffiti)
- **Search Engine Providers**
 - Want to provide best retrieval service (e.g., without manipulation)

- **In adversarial systems,**
 - **There are multiple interested participants**
 - **Each can affect performance of system**
 - **Interactions can be complex**
- **Exactly the situation for web search**
 - **Thus, interest in Adversarial Web IR**
- **Search engine spam is the focus of this year's workshop**
 - **Link spam, blog spam, cloaking**

AIRWeb 2006

- **Four full papers and two synopses out of thirteen submissions**
- **A good mixture:**
 - **Two of six presenters are students**
 - **Four of six are primarily academics**
 - **Four countries are represented by speakers**
- **Builds on successful first workshop at WWW last year in Japan**

Acknowledgements

- **Program Committee members**
 - Lent their time, advice, and reputation
- **Authors**
 - Submitted interesting papers
- **Panelists**
 - Willing to be cross-examined
- **Workshop participants**
 - Letting us all get to know you!

PC Members

Tao Yang, Ask.com/UCSB

Matt Cutts, Google

Jan Pedersen, Yahoo!

Lada Adamic, Univ. of Michigan

Dennis Fetterly, Microsoft Research

Erik Selberg, Microsoft Search

Carlos Castillo, Univ. di Roma "La Sapienza"

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Mark Manasse, Microsoft Research

Bruce Smith, Yahoo! Search

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Abdur Chowdhury, AOL Research

Nick Craswell, Microsoft Research

Andrew Tomkins, Yahoo! Research

Sibel Adali, Rensselaer Polytechnic Institute

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Workshop Schedule

9:00 Welcome

9:10 1st Paper Session

10:30 Morning Break

11:00 Invited Talk – Jan Pedersen

12:30 Lunch Break

1:30 2nd Paper Session

3:00 Afternoon Break

3:30 Blog Spam Panel

5:00 Discussion & Final Remarks