• 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
Jan Pedersen, Yahoo!
Dennis Fetterly, Microsoft Research
Carlos Castillo, Univ. di Roma “La Sapienza”
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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