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Yahoo! Search and Marketplace

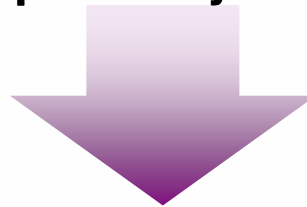
February, 2006



Yahoo! Search Vision

Enable people to find, use, share and expand all human knowledge

- **Find:** Enable people to find what they are looking for
- **Use:** Search not for sake of searching, but to achieve a purpose
- **Share:** Sharing knowledge with people you connect with and connecting to people who you share knowledge with



Expand



FUSE

fuse (fy^{oo}z)

verb fused, also fus•ing, fus•es

To become mixed or united by melting together

fusion (fy^{oo} zhun)

noun

A reaction in which nuclei combine to form massive nuclei with the simultaneous release of energy

Knowledge Fusion:

Enable people to find, use, share and expand all human knowledge



FUSE means

“Better Search Through People”



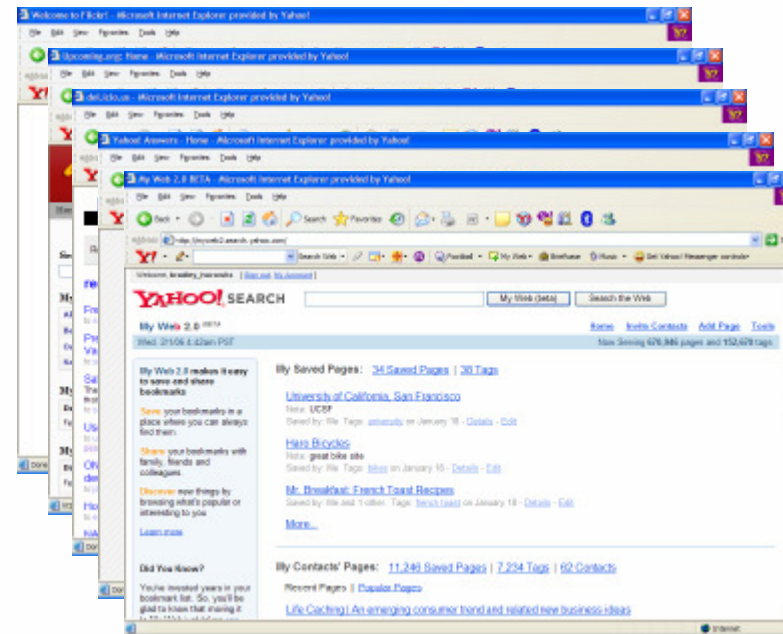
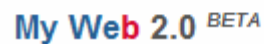
The Pasture of Search

- **Yahoo**
Jerry & David create a directory
- **Altavista**
Search for words in documents
- **Google**
Leverage topology of the web itself
- **What's next?**





Yahoo! “Social Search” Investments / Acquisitions





Web 2.0 Phenomenon

- **User-generated content**
- **User-generated metadata**
- **User distribution**
- **Users as developers**

**Flickr team was less than <10 people yet generated
a global internet phenomenon**

Yahoo! Answers - Home - Microsoft Internet Explorer provided by Yahoo!

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print W Search Web Bluetooth Messenger

Address http://answers.yahoo.com/index Go

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