Human Language Technology in Tomorrow's Search Applications

A Panel Discussion at LangTech 2008

Moderated by Hans Uszkoreit

German Research Center for Artificial Intelligence GmbH

Motivation

★ As texts constitute the fabric of the web, advanced web search is one of the most exciting and challenging application areas for language technology.

★ But experts enthusiastically disagree on the exact role of language processing in advanced search

★ ...and they differ even more in their predictions on the maturity of the proposed solutions.

Strong Skepticism

Hello Natural Language Search,
My Old Over-Hyped Search Friend

This is a rant. It's a rant from over 10 years of watching people trot out natural language search as the "killer" solution to the current state of search, something that's happening once again with Powerset. That's a search engine you can't even use at the moment, but the hype will no doubt continue. To counteract that, my thoughts on and some history about natural language search.

Natural language search makes a compelling pitch for those who really don't know search or haven't heard the natural language mantra before. I've seen the pitch time and time again.

Posted by Danny Sullivan at October 5, 2006 9:50 AM

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Questions

★ What will be the role of language technology
in tomorrow's search engines?

★ What are the grand challenges?

Questions

Will we need/have language technology for

★ improving the interface to search technology?

★ mobile search?

★ question answering?

★ the search for relational information?

★ translation?

★ summarization?

★ better classification?

More Questions

★ How could LT be combined with multimedia search?

★ How could LT be combined with knowledge technologies such as semantic web technology?

★ Will we soon have true natural language search?

★ Do we really need it?

★ Is it feasible?

★ When will see first competitive systems on the Web?

Panelists

★ **Christian F. Hempelmann**, Linguist and Chief Scientific Officer of Hakia Inc, the New York City based natural language web search company

★ **Thomas Hofmann,** expert in machine learning including natural language learning and Director of Engineering at Google Engineering Center Zurich

★ **Mario Lenz**, expert in information and knowledge management CTO of Empolis AG, the coordinator of the German R&D project Theseus on tomorrow's search technology

★ **Geoffrey Zweig**, specialist in speech technology, especially in mobile voice enabled search, Senior Researcher at Microsoft Research in Redmond, WA