

Microsoft's Bing and User Behavior Evaluation

John Nave

Principal Development Manager, Search Technology Center, Microsoft

Abstract

Microsoft's Bing takes a different approach to web search. Why do we call Bing a "decision engine" and what are the unique benefits this approach provides to users? This talk will describe the vision and design principles of Bing and how this translates into what we build. Behind the code there is a great deal of customer research and a few fundamental insights that motivate our designs. Evaluation of user behaviors suggest that there are many areas where they could be getting much more benefit from a web search engine. The vision for Bing is global in nature, but what about searchers in Japan? We will cover the areas where searchers in here appear similar to searchers worldwide, and also touch on areas where their behaviors are unique.

Bio

John Nave is the Principal development Manager in Microsoft Search Technology Center Japan, leading Bing development for Japanese market. He has been developing and shipping many products that apply technology to bring benefit to Microsoft's customers for the last 14 years. The very first of these products was a Japanese tokenizer, followed by natural language products for several languages. With extensive experience in Japan language processing and Japanese market, John is now focused on understanding the needs of customers in Japan and bringing new and more useful solutions to this market. Prior to Microsoft, John worked in finance and software start-up businesses in Japan and the US. He is a graduate of the University of Washington, and attended Keio University as a Monbusho invited scholar. (Many years ago!)