

# Search Engines: From the Lab to the Engine Room, and Back

**29** Maggio  
ore 11.00

Web search engines are examples of scientific research flowing into planet-scale artifacts at unprecedented speed. In this talk, we will review some of these examples and highlight open research areas. We will also spend time on the nuanced policy and societal questions that arise in the operation of a search engine: information quality vs. misinformation, the slowing growth of Web content, notions of bias, and advertising.

**Lectio Magistralis** di **Prabhakar Raghavan**, senior vice president at Google, responsabile di Google Search, Assistant, Geo, Ads, Commerce, and Payments products.



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