

New search paradigms by Agents for the automation of social networks

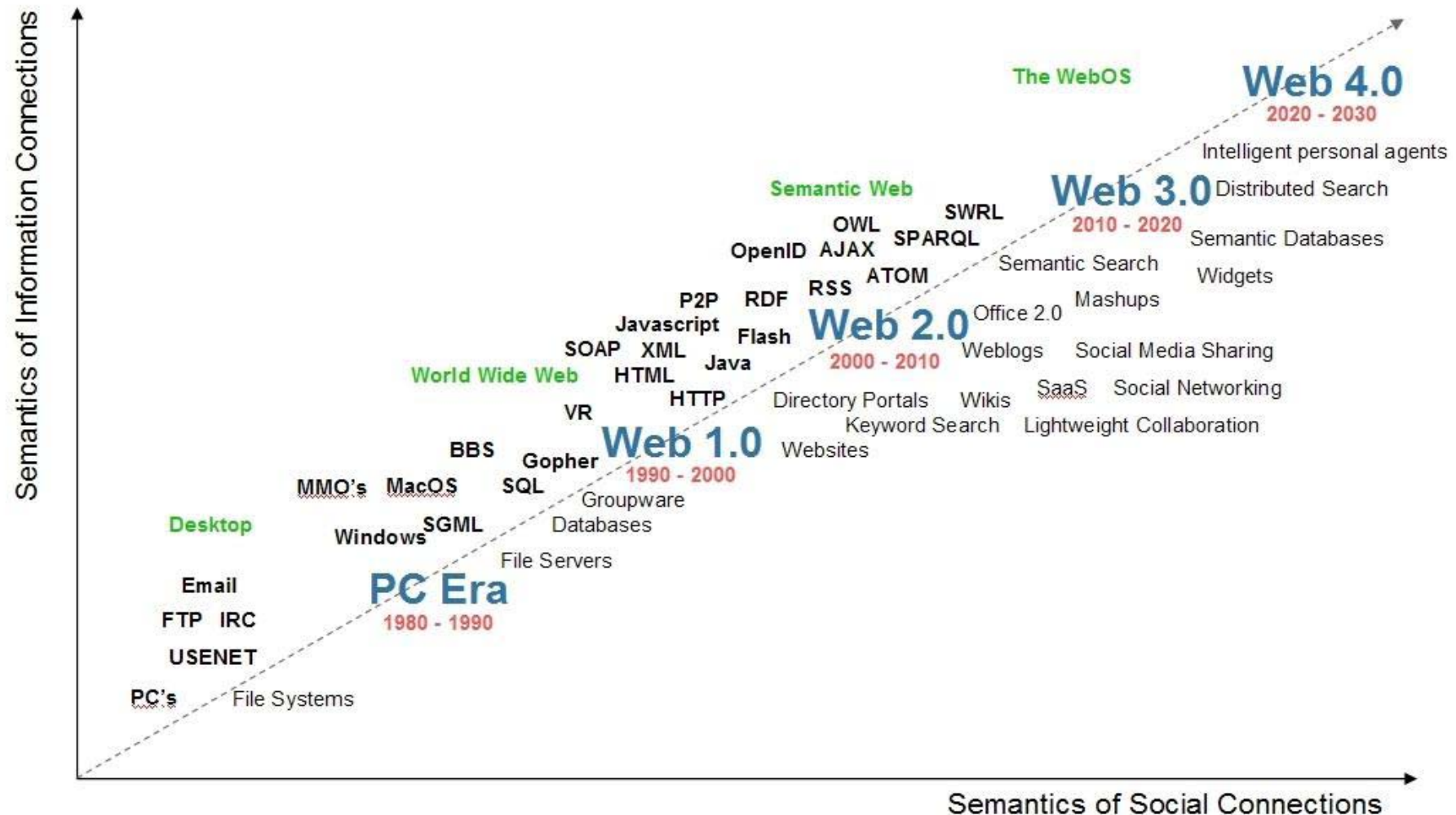
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New Generation of Search

- New ideas such as cloud computing, social-networking sites are replacing search engines and news sites as people's favored homepages, and a new generation of applications are centering on **large groups of people collaborating** over an increasingly distributed network [Hendler 2007]
- However, any human based activity tend to be a **bottleneck**
- The social properties of **agents** can **automate social interactions**, boosting its core properties of sharing while reducing answering burdens and rewarding the knowledge contributions, avoiding the bottleneck
- Every **personal agent** will be a **door to Internet**

Intelligent Personal Agents Search through agentified web search spaces



Arguments for agent based search as the future internet search engine

1 – *CF search (Google-like) performs worse than Trust (agent-like) guided search*

2 – Direct context by 1to1 QA matching has lower relevance than a chain of intermediate contexts by agents.

3 – Agents Reach further the Deep Web than today's SET

4 – Today's SET explores (crawls) over a flat search space, while agents explore an intentional search space.

5 - Every user provides knowledge with its own ontology so agents naturally do the same while search engines or semantic web cannot, at a first instance

The applications of the concept are endless, for internal search (deep web), for communities of learning, and for general search. This requires of private and public approaches of PPP partnership.