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Following over a year of collaborative research with Dartmouth College (USA) and with the support of Microsoft Research Cambridge (United Kingdom), Tecnia presented a new way of improving the results of web page browsers at SIGIR (the biggest conference on search engines).

Although it is a simple approach, it is one that has never been used until now to achieve this: it involves relying on the content appearing in web page photos to gain a better idea of the subject matter of the web page itself. That way, search engines “will also take a look at” and analyse what is in the photos to decide whether the web pages are of interest to users or not.

http://www.basqueresearch.com/berria_irakurri.asp?Berri_Kod=4718&hizk=l

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