Social Intelligence

Raghu Ramakrishnan

Chief Scientist, Search & Cloud Computing

Yahoo! Fellow

Question-Answering Communities

Is the Turing Test obsolete?

(KDD 2001 keynote)

Yahoo! Answers - Home - Mozilla Firefox

File Edit View Go Bookmarks Yahoo! Tools Help

http://answers.yahoo.com/

airbus 343

Search Web Mail My Yahoo! Answers Games Music Personals Sign In

Yahoo! My Yahoo! Mail

Search the Web Search

YAHOO! ANSWERS

[Sign In, My Account]

Home - Help - Forum
What's going on in Answers?

ask.

Ask a question on any topic and get answers from real people.

(you have **110** characters to work with)

Post Question

answer.

Share what you know and you might make someone's day.

Featured Question

Can I buy tile to match my 1950s-era kitchen countertop?

discover.

10 million answers and counting. Learn something new today.

Featured Topic

See what people are asking about in:

Travel

Search Yahoo! Answers: Search Advanced My Q&A

10 million answers. Thanks to all the world's Answerers.

Ready to Participate?
Get Started!

Categories

- Arts & Humanities
- Business & Finance
- Cars & Transportation
- Computers & Internet
- Consumer Electronics

Share what you know. Answer open questions.

How do you get a bleach spot out of your pants?
Asked by girly_antagonist - Cleaning & Laundry - 1 second ago

is there a home remedy forgetting rid of ants out side with out harming my dogs or plants?
Asked by cheetarajade - Other - Home & Garden - 2 seconds ago

which poker site is the most profitable for a tournament player?
Asked by judas - Card Games - 12 seconds ago

what is the website where you can play all those games? there is a new TV commercial about it....?

Done

start MS... Ya... 3 F.. 2 M. ST... C:\ Ad... 10:20 PM

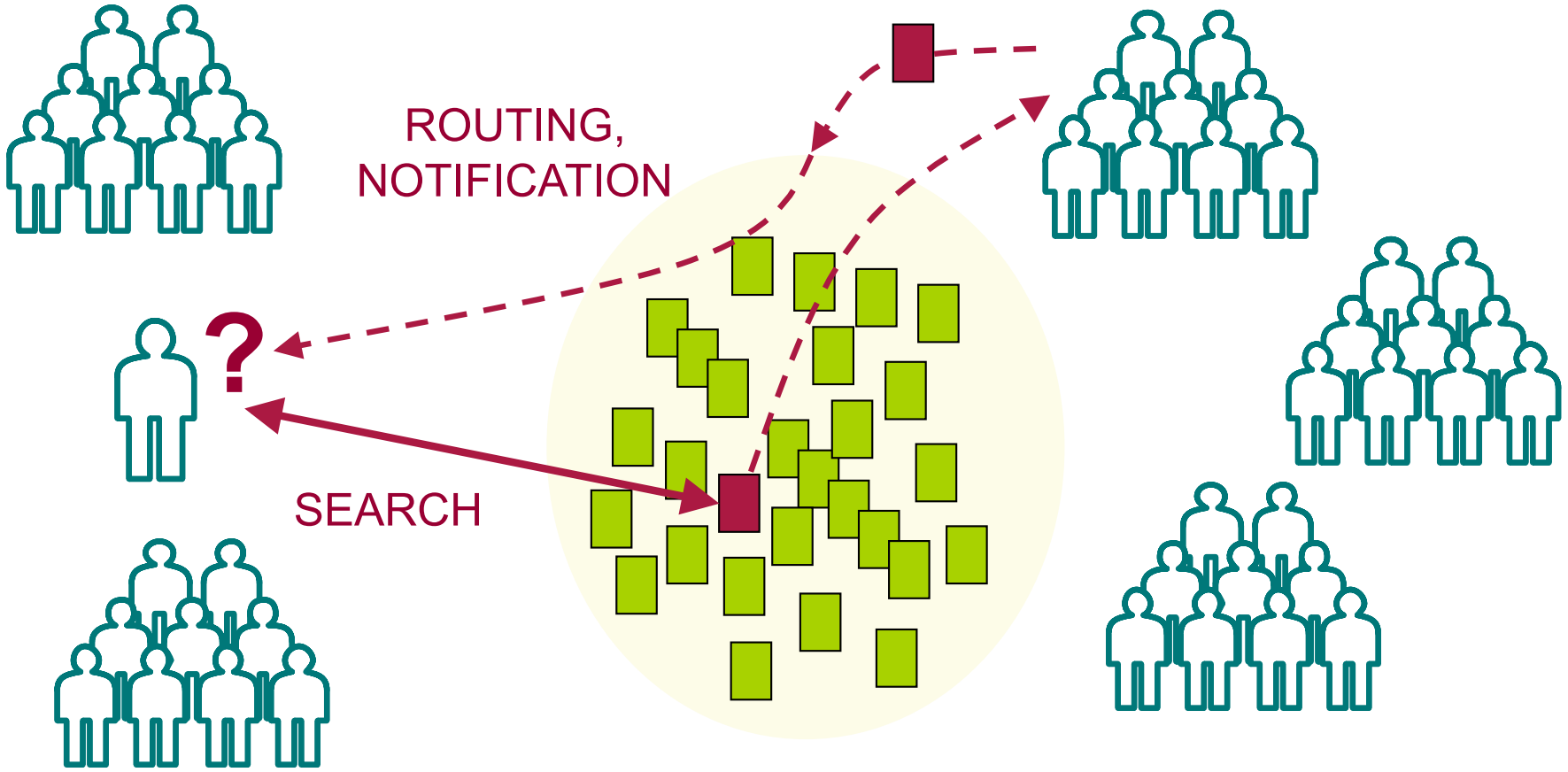
TECH SUPPORT AT COMPAQ

"In newsgroups, conversations disappear and you have to ask the same question over and over again. The thing that makes the real difference is the ability for customers to collaborate and have information be persistent. That's how we found QUIQ. It's exactly the philosophy we're looking for."

"Tech support people can't keep up with generating content and are not experts on how to effectively utilize the product … Mass Collaboration is the next step in Customer Service."

– Steve Young, VP of Customer Care, Compaq

MASS COLLABORATION FOR CRM
aka Crowd-Sourcing



"If it's not there, find someone who knows"
And make "it" easy to find later

HOW IT WORKS

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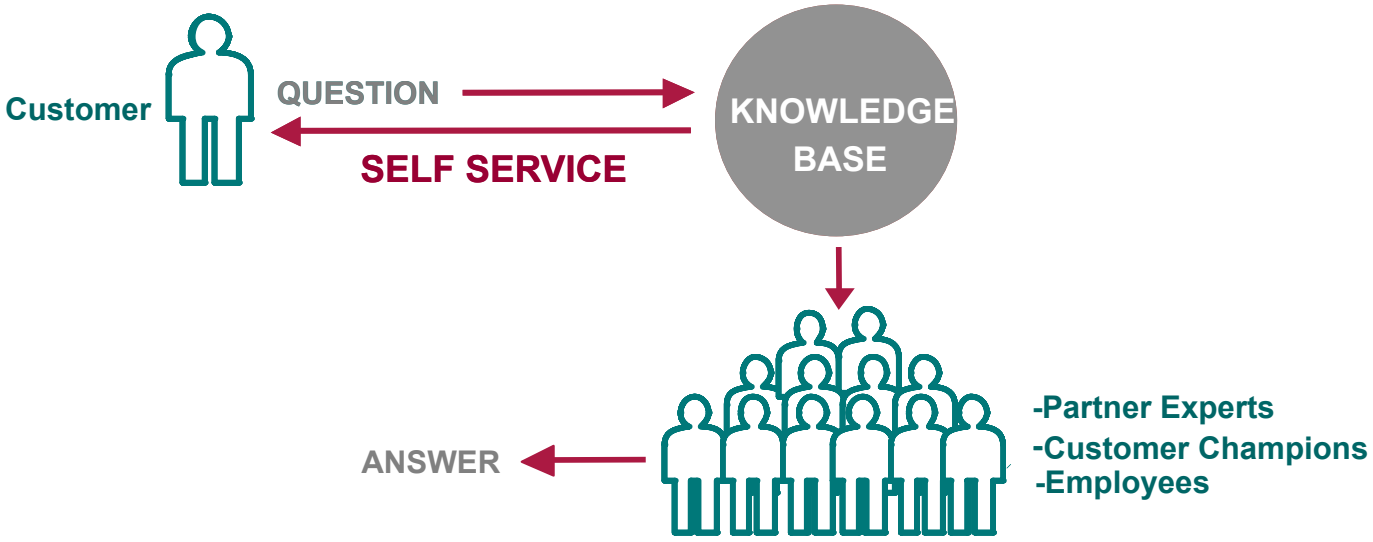
HOW IT WORKS



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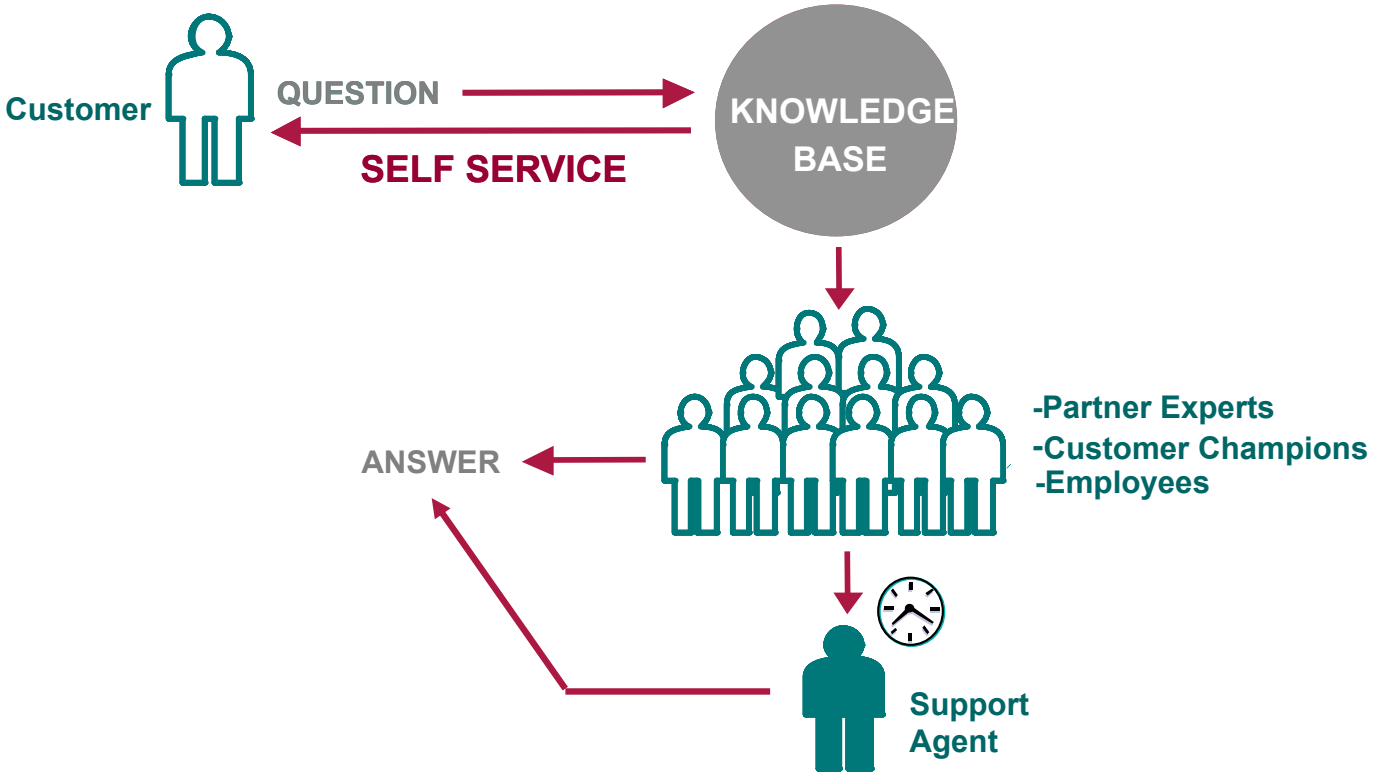
HOW IT WORKS



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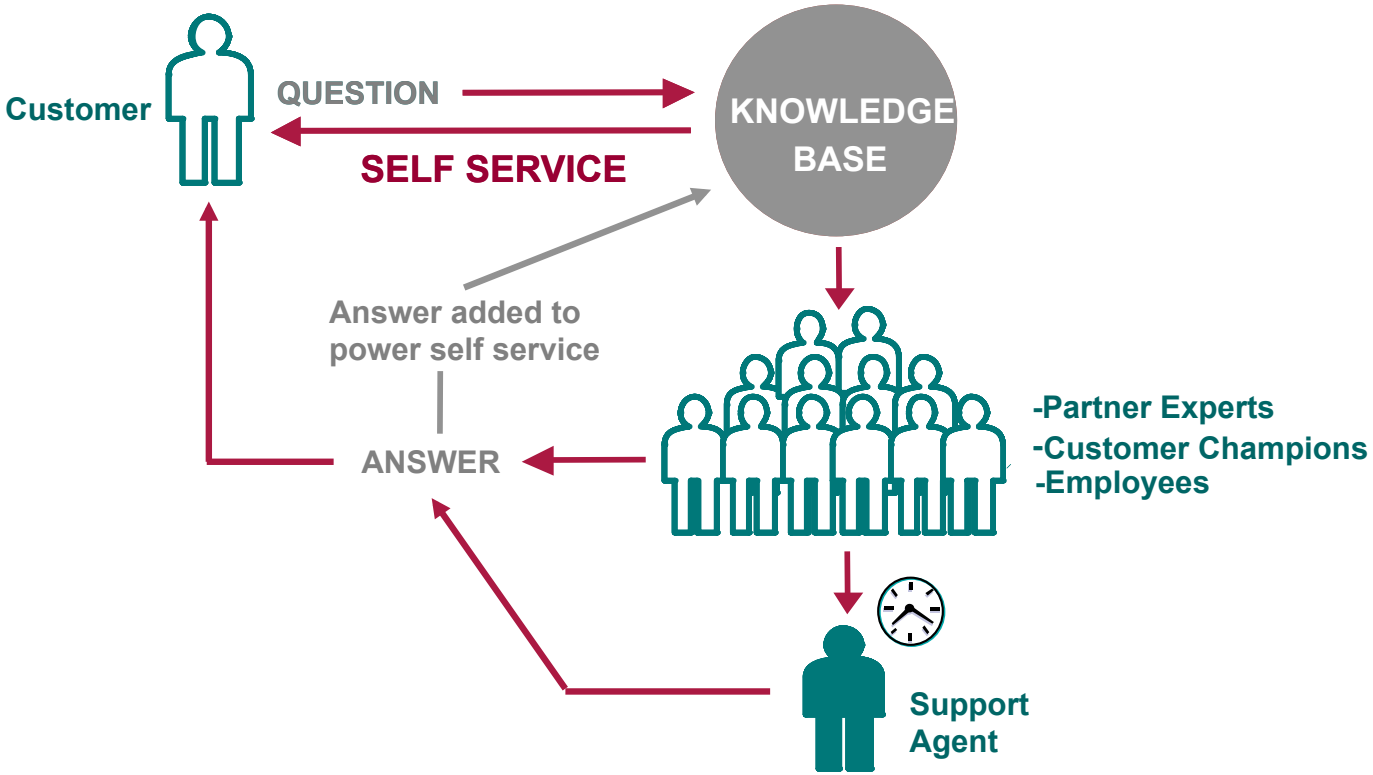
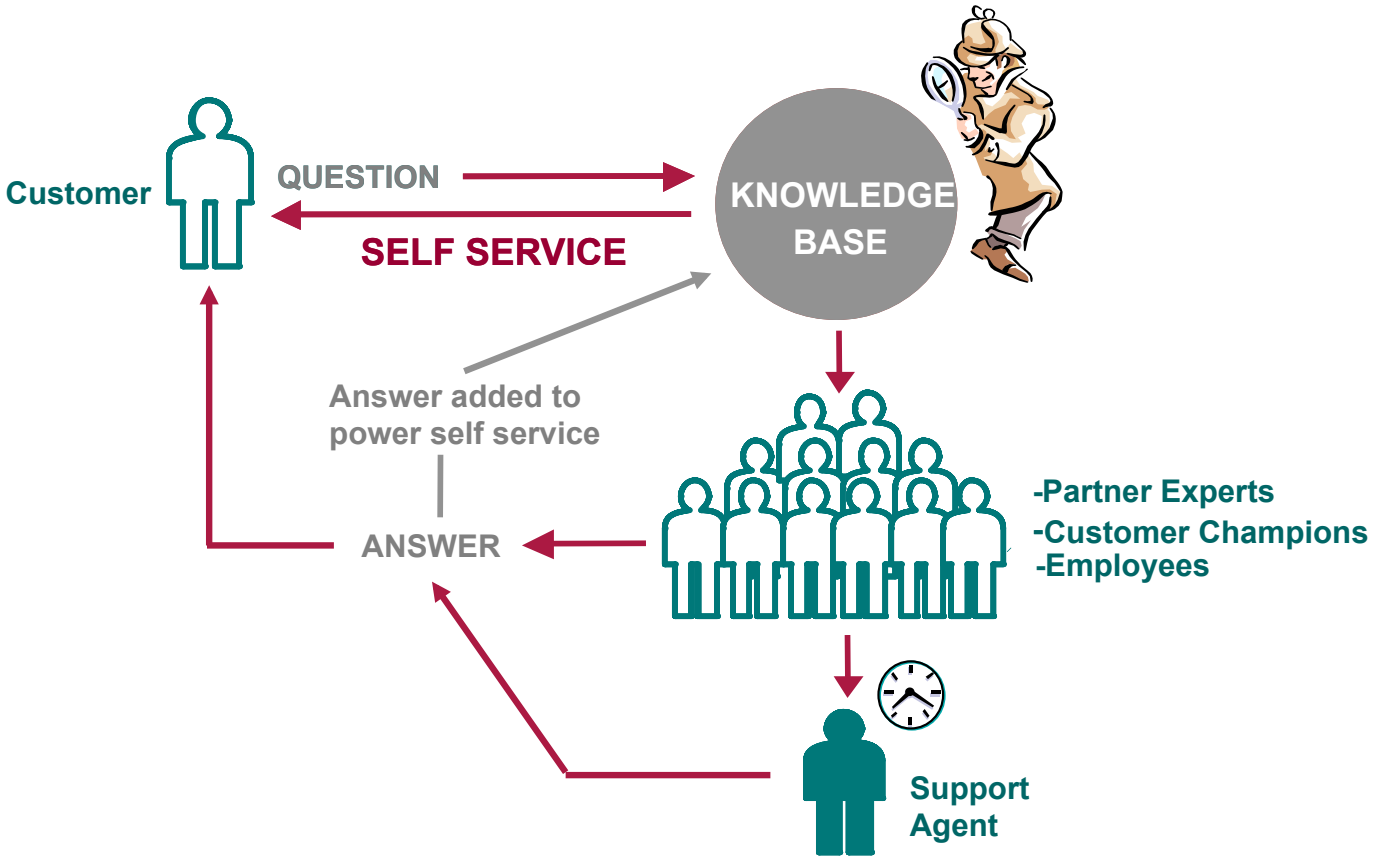
HOW IT WORKS


Customer
QUESTION
SELF SERVICE
KNOWLEDGE BASE
Answer added to power self service
ANSWER
-Partner Experts
-Customer Champions
-Employees
Support Agent

HOW IT WORKS



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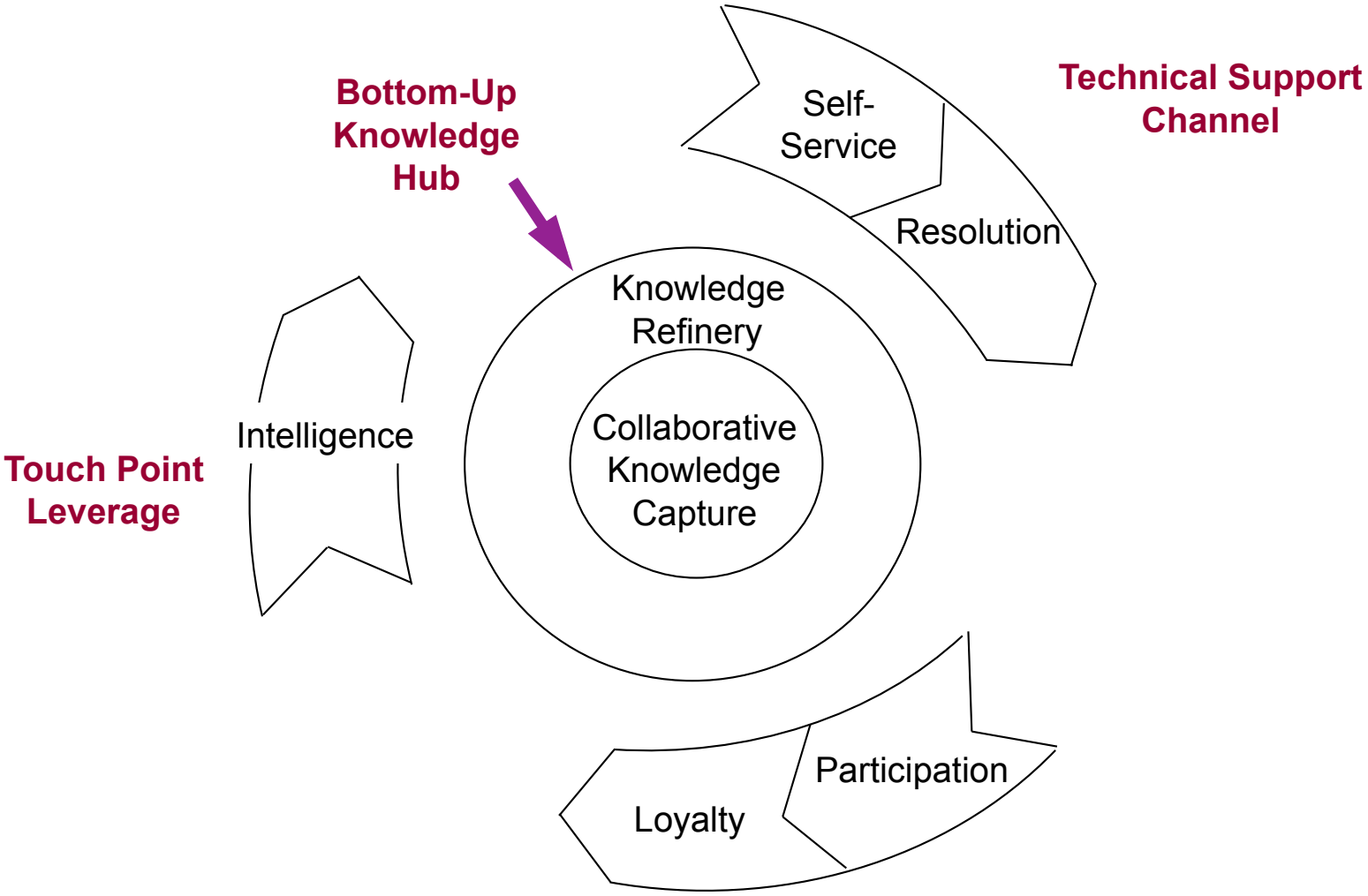
QUIQ COMMUNITIES



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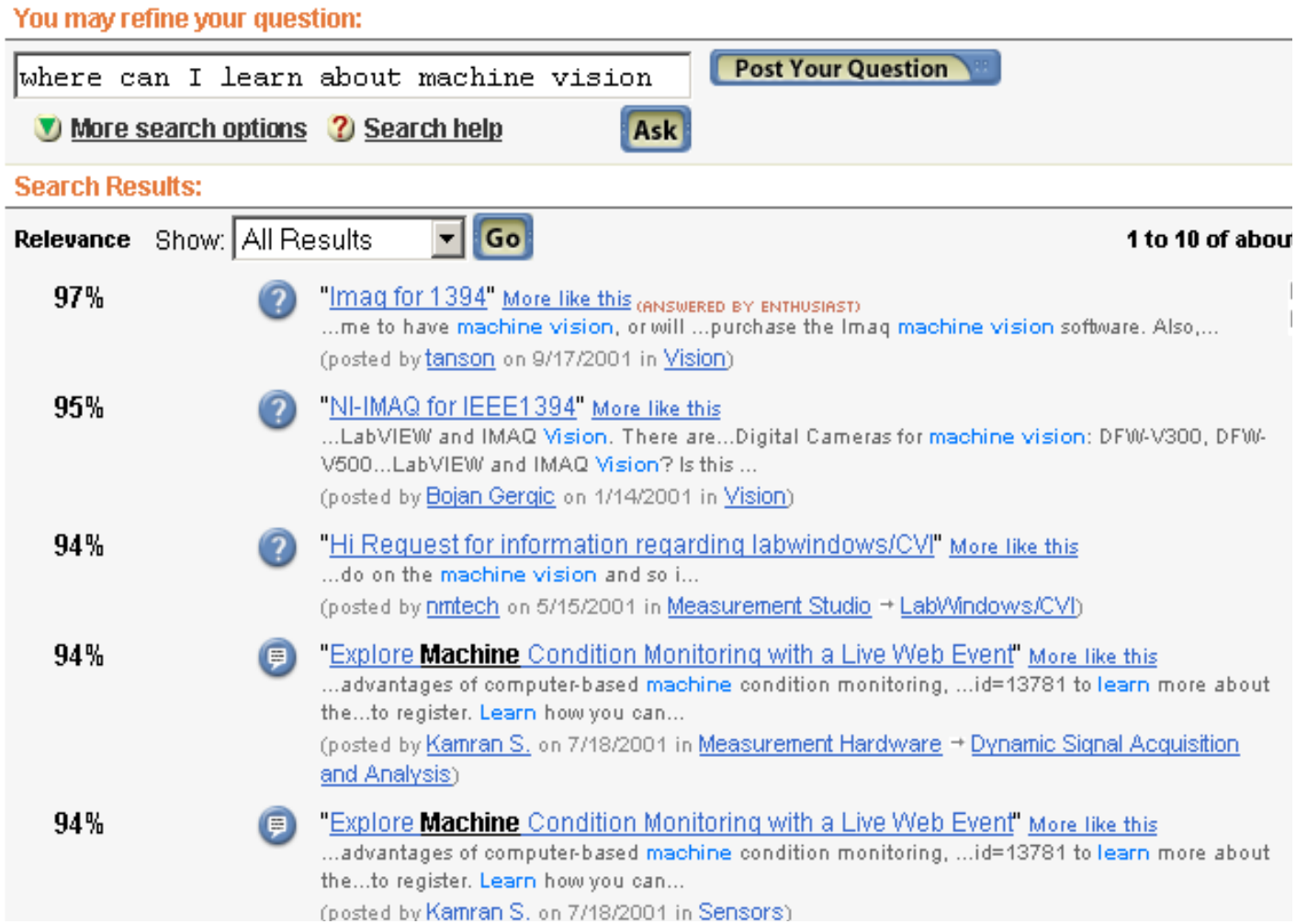
SELF-SERVICE



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PARTICIPATION

Recently answered questions: view all

Learn from the Customer Communities! Click on these questions to see all answers. (Updated every 10 minutes.)

new reply question "After downloading IE 6, my computer keeps asking me if I want to disconnect from my ISP. How can I keep this "disconnect" request from poping up." (answered by expert) (posted by rxist on 1/23/2002)

new reply question "i set up a pop mail account(from yahoo) in outlook express. It said the account was successfully installed and I can see it when I go view accounts but I don't know how to view the mail from the yahoo pop account.When I click receive all mail it shows it's downloading from the yahoo box but it's not inside my outlook express box. Where do I go to view it?" (answered by enthusiast) (posted by jkg on 1/26/2002) Especially helpful

new post question "When Windows 98SE came pre-installed, why don't we get a CD with the computer? Alot of times when you update a driver, they ask you to insert your CD." (answered by expert) (posted by Judy75 on 1/28/2002)

Questions that need your answers: view all

We need your help to answer every question in the Customer Communities. Please contribute answers and solicit the help of your colleagues!

new post question "When trying to install software using CDROM, I get the following message Error 2894. Internal error 2894." (posted by fieldbrook farms on 1/28/2002) ANSWER this

new post question "video higthway xtreme drivers" (posted by italobru on 1/28/2002) ANSWER this

new post question "need 32-bit for CD in computer, I guess I only have 16 bit and cannot d/l turbotax, where can I get 32-bit?" (posted by ceezmu on 1/28/2002) ANSWER this

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RATINGS, QUALITY

mrduque has indicated
that this issue is **resolved.**

2 out of 3 users found this answer helpful

Rate this insight:

14

REPUTATION

Enthusiast Profile:

msb113 VIEW MY EXPERTISE

Member Since: March 9, 2001

"I have been doing on-site tech work for the past eight years in the Chicagoland area and hope that I can bring some informative information for those who need it.
I don't claim to have all the answers, as anyone in this field is constantly learning something new on a month to month basis as computers are always changing.
I can tell you this... We as humans build these pesky things... so we can solve the problems of these pesky things, sometimes it just takes time and trial and error."

msb113's contributions were rated helpful 1143 out of 1712 times

msb113 has posted:	**0**	Questions		
	2538	Answers	**0**	Opinions
	967	Comments	**0**	Replies

SUBSCRIBE TO THIS USER when msb113 posts a new answer.

Recent answers by msb113:

Sort answers by: date posted | **date of last activity** 1 to 10 of about 2600 NEXT

new reply answer "You would need to contact Compaq at 1-800-952-7689 to order one. Hope this helps Mark" (This answer has not yet been rated.)
(posted on 1/25/2002 in Getting Started and Learning More → First Time User Assistance)

new reply answer "There is no other place to view the mail through Outllook... Just because it shows it checking the mail from yahoo does not mean that you have any mail. All mail, 1 out of 1 users found this answer helpful

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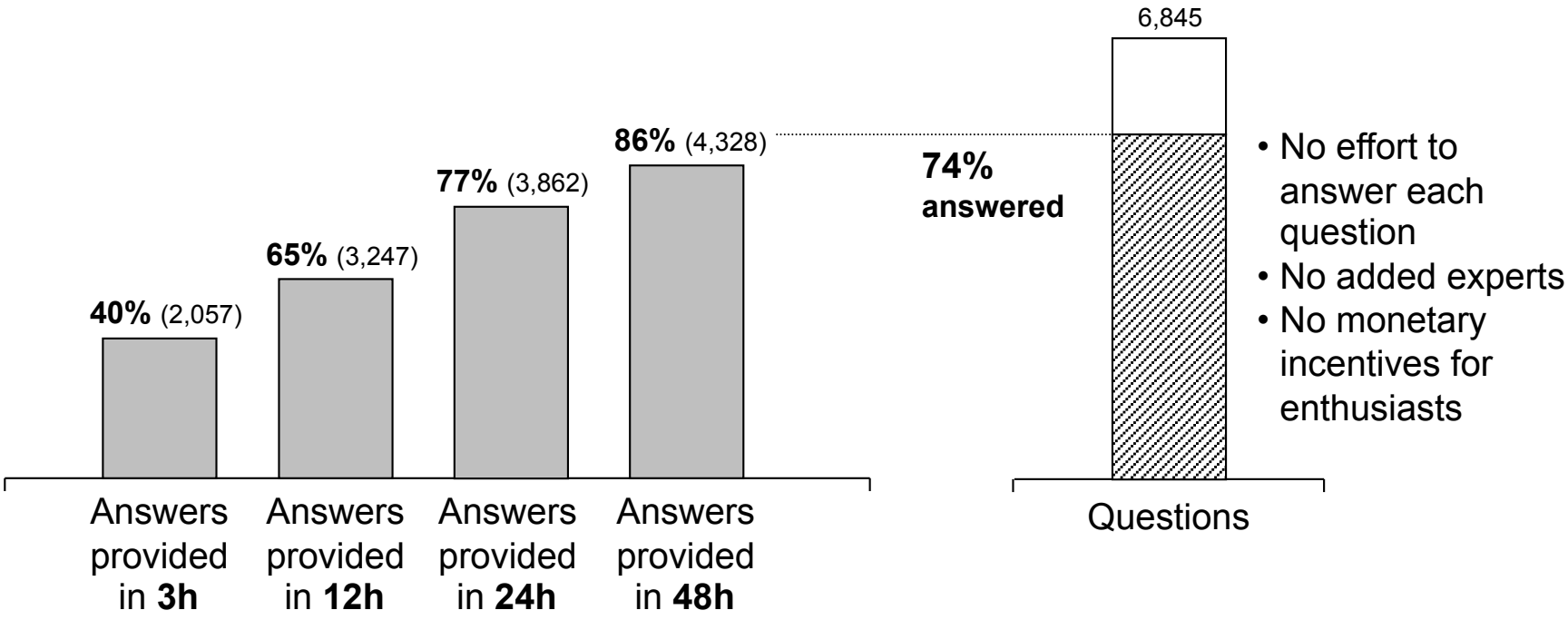
TIMELY ANSWERS

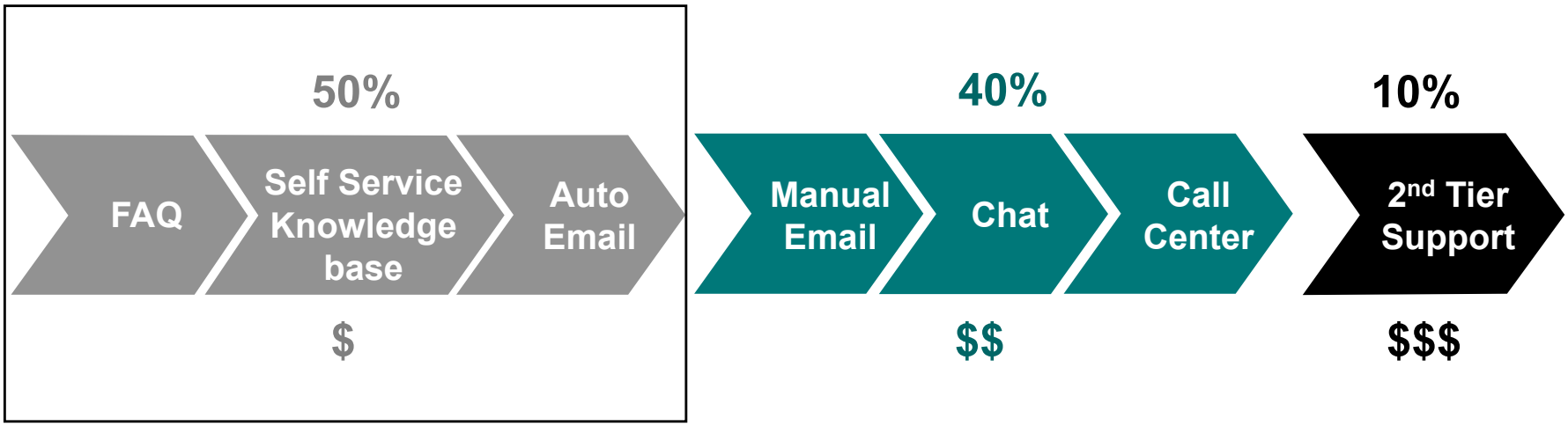
- 77% of answers are provided within 24h

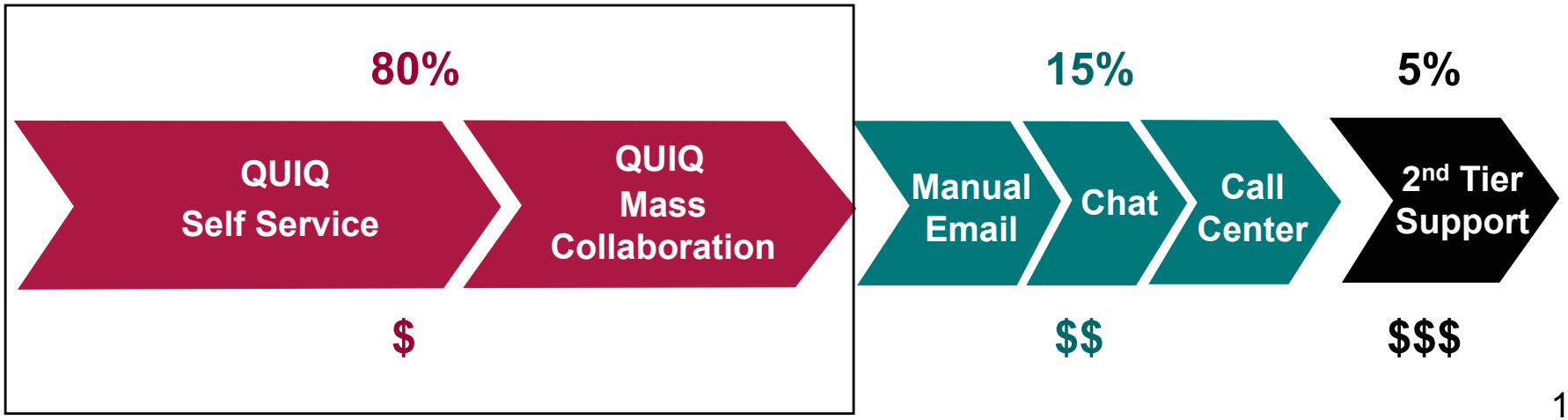
But are any good answers? Yes, but most are bad.



Answer quality, trust, reputation

QUIQ SERVICE CHAIN





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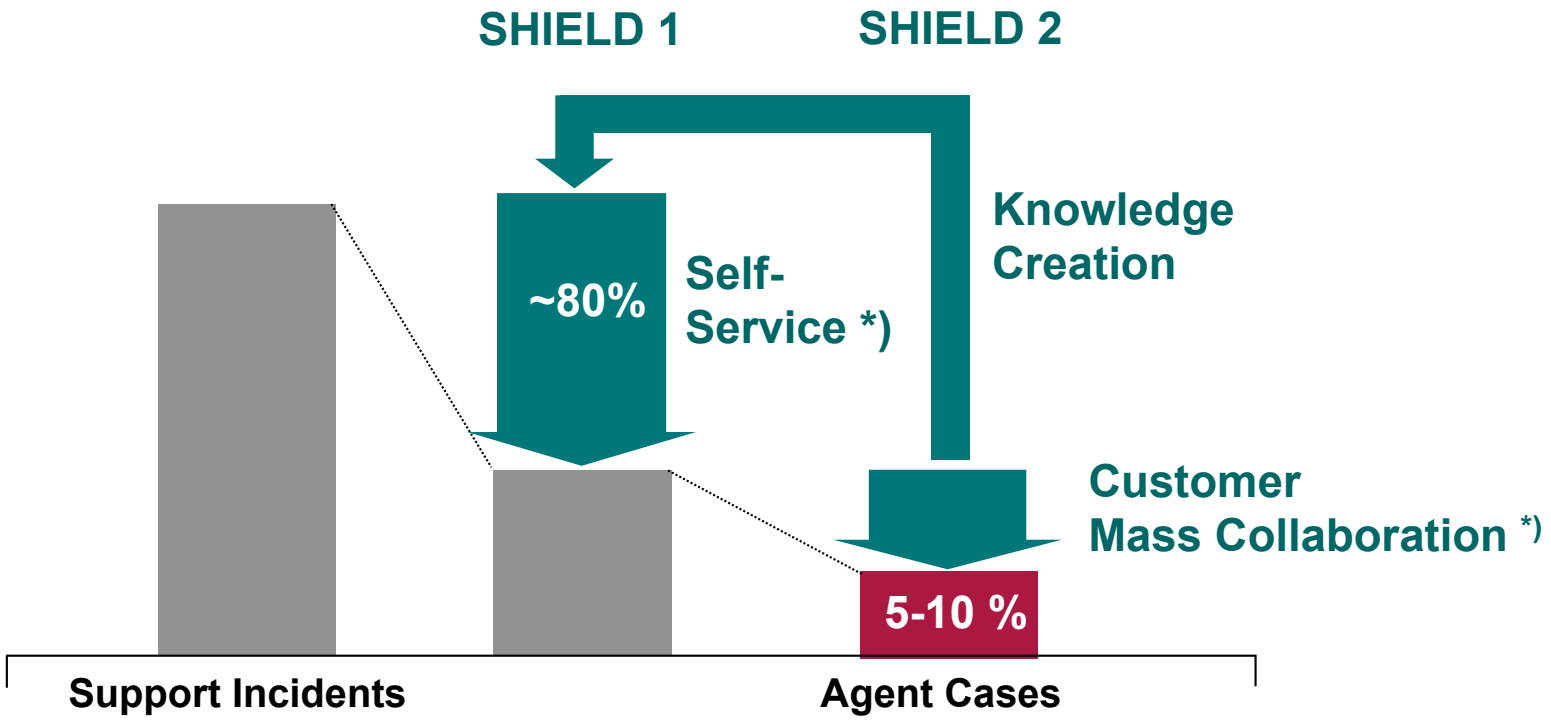
POWER OF KNOWLEDGE CREATION



*) Averages from QUIQ implementations

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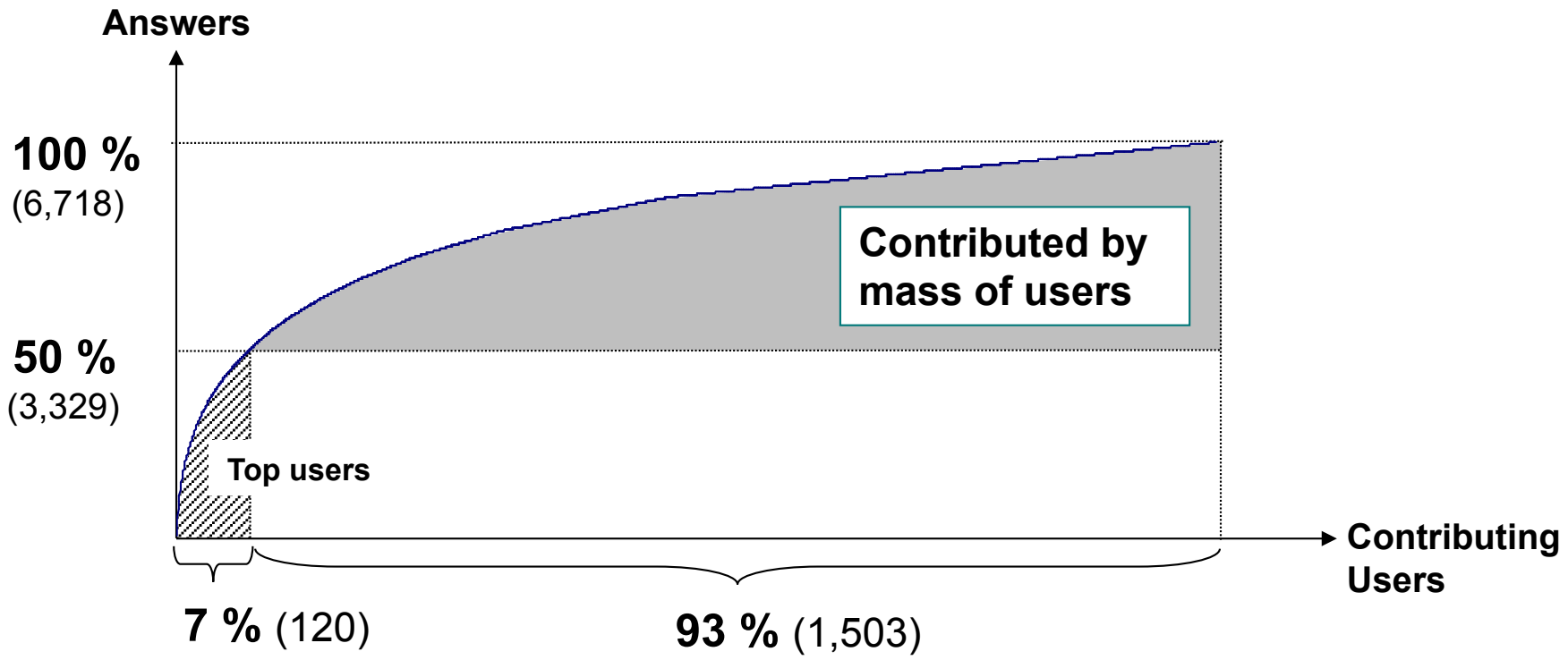
MASS CONTRIBUTION

- Users who on average provide only 2 answers provide 50% of all answers



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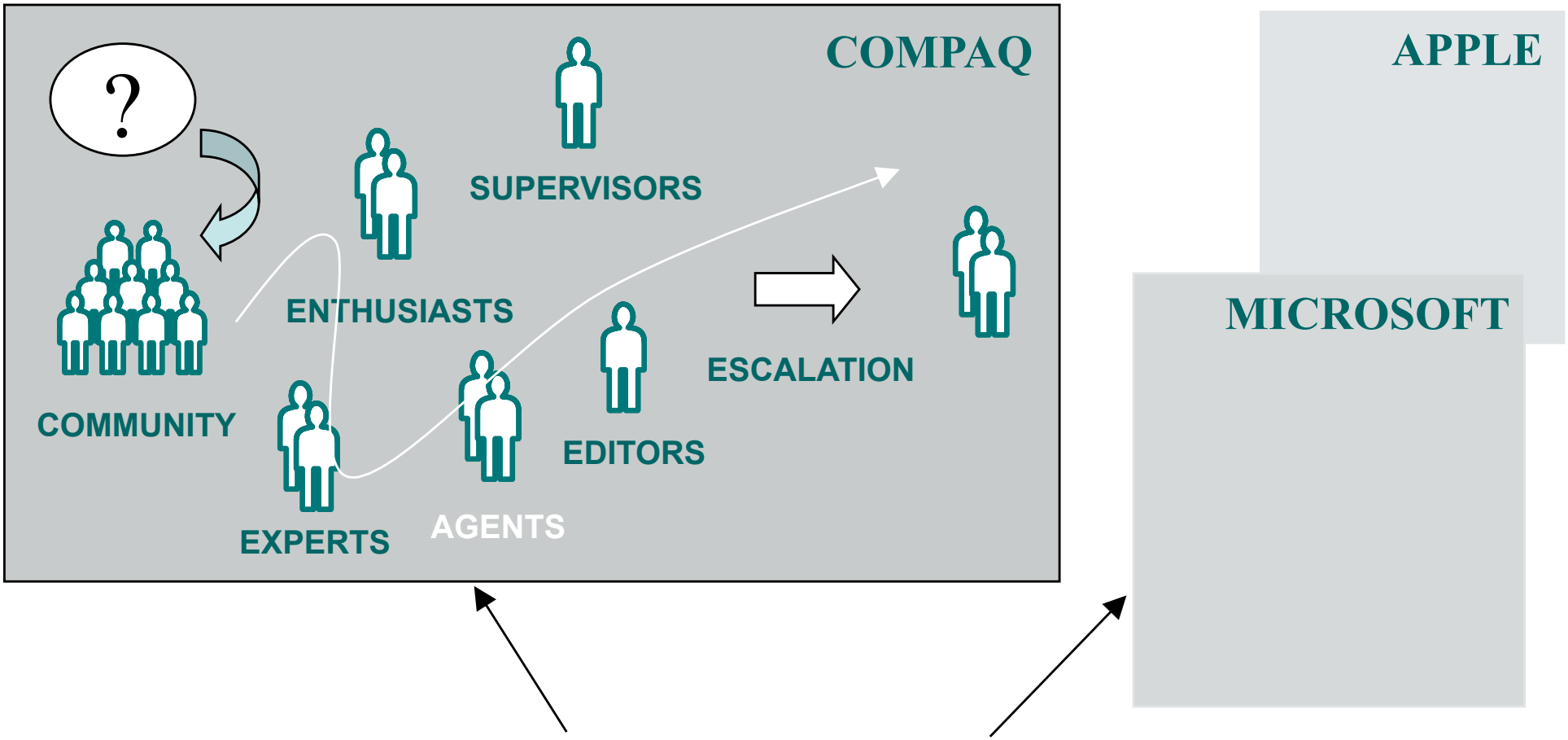
COMMUNITY STRUCTURE



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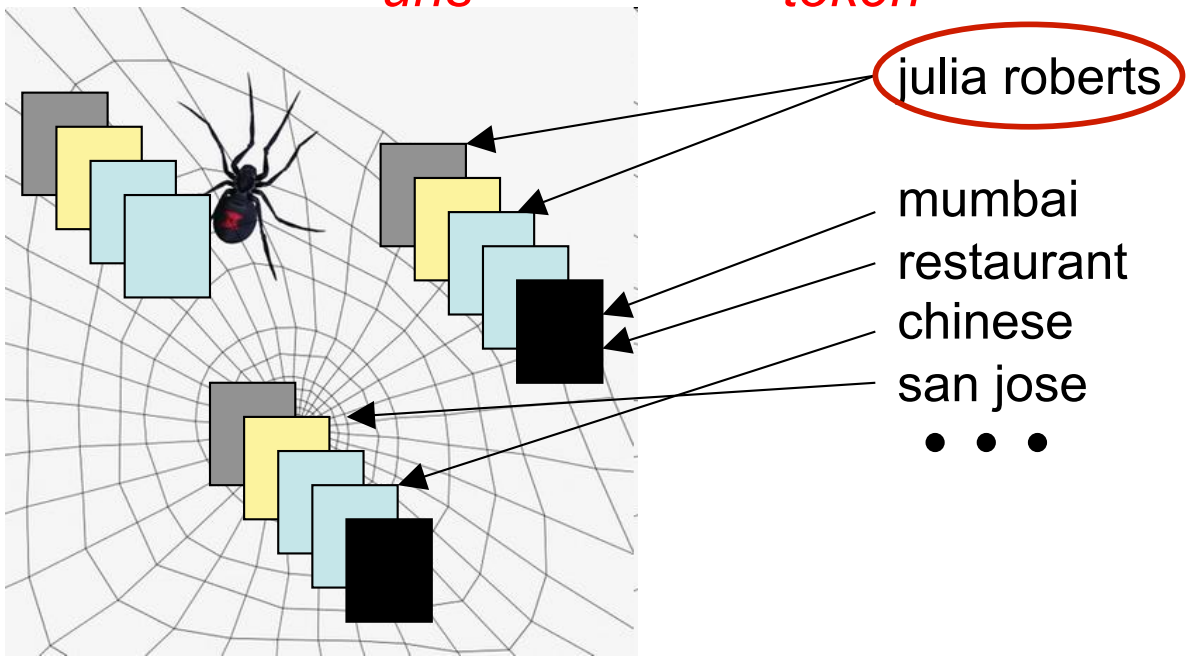
Interesting Problems

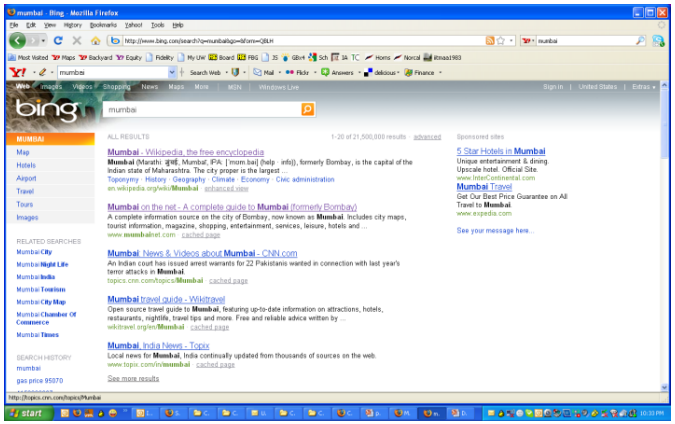
- Question categorization
- Detecting undesirable questions & answers
- Identifying “trolls”
- Ranking results in Answers search
- Finding related questions
- Estimating question & answer quality

(Byron Dom: SIGIR talk)

Understanding Web Content

Web of Pages



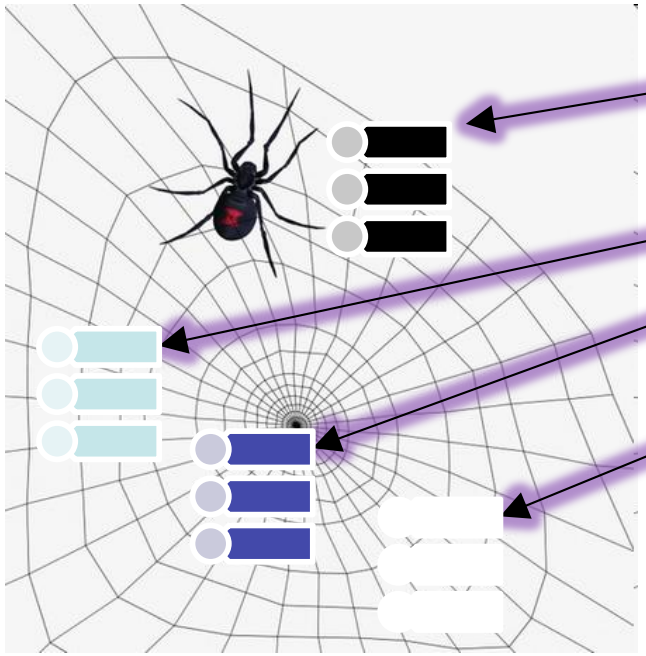


WEB **INDEX** **SERP**

Web of Concepts

structured data

concept



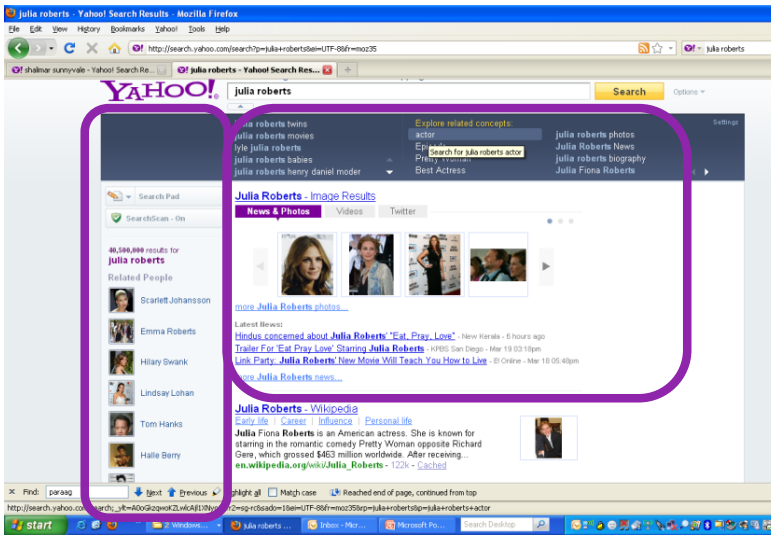
julia roberts

mumbai

restaurant

san jose

• • •



Aggregated KB **INDEX** **SERP**

The “index” is keyed by concept instance, and organizes all relevant information, wherever it is drawn from, in semantically meaningful ways

ANSWERS, NOT LINKS

Web of Concepts

- The web is a source of information about concepts people care about
- The “index” is keyed by concept instance, and organizes all relevant information, wherever it is drawn from, in semantically meaningful ways
  - E.g., Information about Mumbai, or the Dish-Dash restaurant, is organized in terms of meaningful attributes (population, type of cuisine) and can be retrieved and presented to address whatever the user wants to know about Mumbai or Dish-Dash

Why WoC? How do we get there?

DBLife: Community Information Mgmt

- Integrated information about a (focused) real-world community
- Collaboratively built and maintained by the community
  - Semantic web, “bottom-up”
- Joint work with AnHai Doan, Pedro Domingos, Warren Shen and others at Wisconsin