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L'intelligence collective d'usage

François Bourdoncle

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L'INTELLIGENCE COLLECTIVE D'USAGE

FRANÇOIS BOURDONCLE

CO-FONDATEUR, EXALEAD
IC2010, NÎMES, 10 JUIN 2010



Exalead en quelques chiffres

- **Leader européen** des moteurs de recherche d'entreprise
 - 1/3 clients « online »
 - 2/3 clients « entreprise »
- Entreprise créée en 2000
 - AltaVista en 1996-1998
- Croissance très rapide
- 150 salariés dans le monde
- 7 filiales (incluant les U.S.)
- 250+ clients



Le modèle d'affaires d'Exalead

- **Editeur logiciel (B2B)**
 - Logiciel d'infrastructure pour l'accès à l'information
 - Licenses, maintenance & services
- **Nouvelle génération d'applications métiers**
 - Au delà du classique « Enterprise Search »
 - **Search-Based Applications (SBA)**
 - CRM, BI, logistique, etc.
- **Très grandes applications en ligne**
 - Skyrock, 118218.fr, ViaMichelin, Lagardère, Rightmove, etc.
 - **100 millions de visiteurs uniques/mois** (1000 req/s soit 10% de Google)
- **www.exalead.com**
 - 8 milliards de Web pages (bientôt 16 milliards)
 - 1 million de visiteurs uniques/mois



Recherche Web

exalead connect the dots

Web Images Videos Wikipedia More

"global warming" keyword:"Fossil Fuel" Search Advanced Search

Related Searches: Causes Of Global Warming, Effect Of Global Warming, Global Temperature

Home > Web results 1-10 of 196,971 for "global warming" keyword:"...", Page 1 - Next page

Global Warming International Center - Home
[...] Breakthrough on **Global Warming** Tuesday, 05 September 2006 California's Breakthrough on **Global Warming** Could Have a Major Impact on Policy in Washington August 30, 2006 Governor Schwarzenegger has embraced a ...
www.globalwarming.net - Cached - Bookmark

Global warming - Wikipedia, the free encyclopedia
Global warming From Wikipedia, the free encyclopedia Jump to: navigation, search For past climate change, see [...] and, more speculatively, **geoengineering** to reverse **global warming**.
en.wikipedia.org/wiki/Global_warming - Cached - Bookmark

Global Warming Frequently Asked Questions
DOC > NOAA > NESDIS > NCDC Search Field: **Global Warming** Frequently Asked Questions National Oceanic and Atmospheric Administration National Climatic Data Center Introduction Frequently Asked ...
www.ncdc.noaa.gov/oa/climate/globalwarming.html - Cached - Bookmark

Atmosphere, Climate & Environment Information Programme
Burning **fossil fuels** - coal, oil and natural gas - releases carbon dioxide into the atmosphere. [...] This is known as **GLOBAL WARMING**. [...] All over the world, sea levels may rise, perhaps by as much as 20 to ...
www.ace.mmu.ac.uk/kids/globalwarming.html - 20 Apr 2005 - Cached - Bookmark

Breaking the Global-Warming Gridlock - 00.07
EPA **Global Warming** Site The EPA's page on all things **global-warming**-related. Offers news, reference materials, events listings, answers to common scientific questions, and proposed action plans.
www.theatlantic.com/issues/2000/07/sarewitz.htm - 01 Jul 2000 - Cached - Bookmark

Global Warming And The Climate

Site type:
» Blog
» Forum

Multimedia:
» Audio
» Video

Filetype:
» pdf
» word
» text
» rtf

Related terms:
» Carbon emission
» Greenhouse Gases
» Carbon dioxide emis...
» CO2 emission
» Energy Efficiency
» Greenhouse Effect
» **Fossil Fuel**

Languages :
English (100%)

Countries :

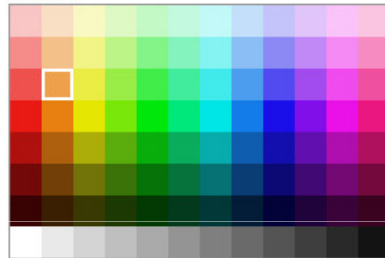


Recherche par couleurs (labs.exalead.com)

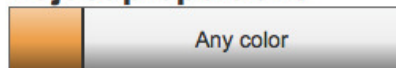


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Hue



Adjust proportions



You can move the colors separators.

Luminosity



Saturation

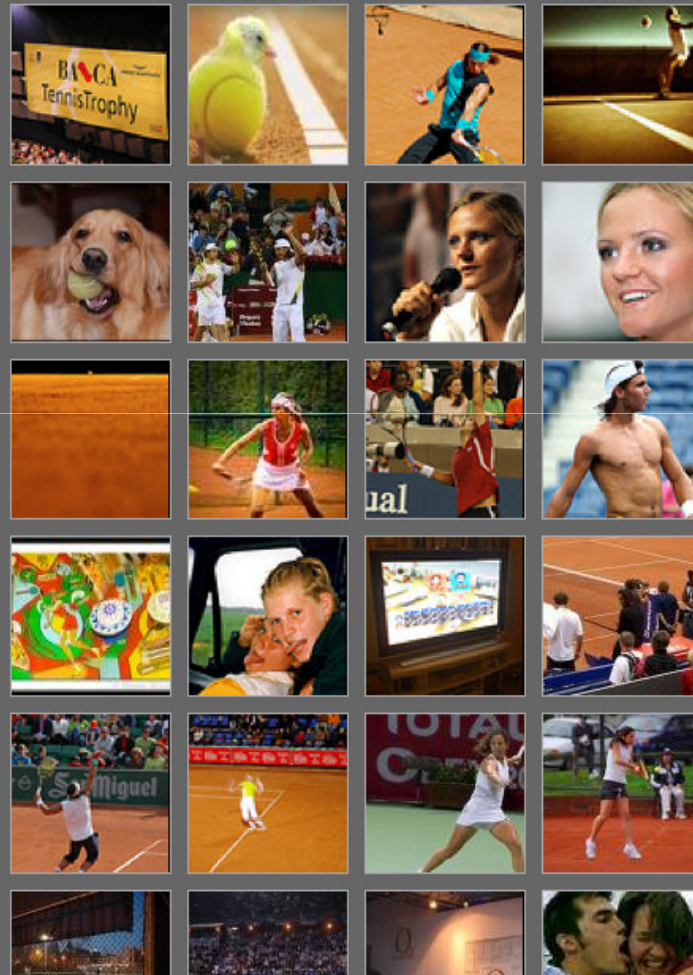


Search specific images

tennis

Search

Displaying images about "tennis" with at least 19% of





Voxalead (labs.exalead.com)

Exalabs Exallght Wikifier MiiGet Constellations **Voxalead** Chromatik Tweepz Feedback this demo !

« Return to results »

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6 days ago.

In this video :

People, Organization, Location

EU European Union France G20

Germany

The European Union the doubts but come out the sole fourth by it either goes on all the until twenty all we want the land I must missed the issues to be implemented bottle we also busy guitar notes unit number not matters you in I think some thoughts of all be believed in on the beach in my chuffed he has to even be unable to try and I share the skit and the that if it all farm governments we got to have an itchy national regulations that Cobb one yanked my not being able to whom pressure by governments and therefore this at every day the size of the banks take a good the so is it have international seizures up going to have his does Indian boy instrument...



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Accueil > Médiathèque > Vidéos > 2010 > Janvier

Vidéos Photos

Ouverture du Colloque « Nouveau monde, nouveau capitalisme »

Cela concerne 6 milliards d'individus

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...s'écroulait. Et moi, les **banques** centrales étaient contentes ... [08:04.2]

...d'intervenir pour sauver des **banques** (et je ne ... [09:27.0]

...parle pas spécialement des **banques** françaises, qui se ... [09:30.7]

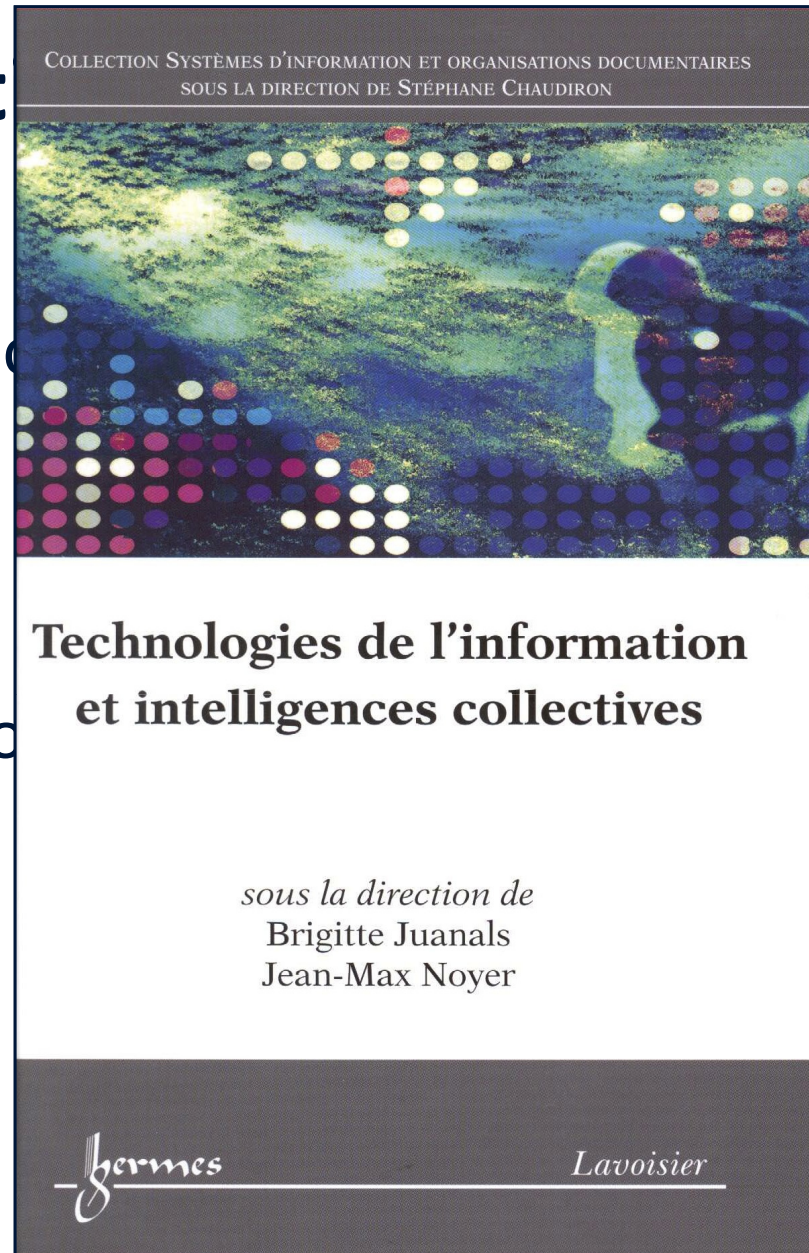
...d'intervenir pour sauver des **banques**, des banques que ... [09:36.0]

...sauver des banques, des **banques** que nous sauvons ... [09:36.0]



Intelligence collective

- **Approche normative** (top-down)
 - L'hétérogénéité du Web
 - Le Web sémantique
 - Les obstacles pratiques
- **Approche émergente** (bottom-up)
 - Les logiques d'usage
 - Semantic mashups
 - Wisdom of crowds
 - Social tagging
 - Machine learning



** François Bourdoncle « L'intelligence collective d'usage » dans
Technologies de l'information et intelligences collectives (Lavoisier, avril 2010)



Le Web sémantique

- Les approches Yahoo/Google
- Les standard technologiques
 - RDL, OWL
 - Triplet sémantiques
- Les questions ouvertes
 - Passage à l'échelle
 - Rentabilité de l'approche
 - Adéquation aux besoins
 - Classification par l'auteur?



Les logiques d'usage

- Analyse de tendances
 - Politique
 - Mode
 - Produits
- Suivi des effets secondaires de médicaments
- Source de frustration de consommateurs
- Comparateur de produits
- Analyse concurrentielle



Search-Based Applications (1/2)



Pure Food And Wine 🍷🍷🍷🍷
 54 Irving Pl, New York, NY 10003, USA
 Phone: (212) 477-1010
 Subway: 4, 5, 6, L, N, Q, R, W at 14th St.-Union Sq.
 Website: <http://www.purefoodandwine.com> - **Book Online!**
 Kind of food: Vegetarian, Health Food, Vegetarian/Vegan

Overview **Comments** Menu

Overview

Review

«pure food and wine serves upscale raw vegan cuisine - food in its natural and purest state. in order to preserve the food's natural enzymes, vitamins and minerals, nothing is heated above 118 degrees. only the freshest seasonal, organic ingredients are used to produce handcrafted flavors that rejuvenate the mind, body and spirit. an extensive collection of organic and biodynamic wines and sakes are available.»

From OpenTable

Most viewed comment

«Having hesitated for months to try a raw dining experience, we finally made our way to PF&W;, with hesitant optimism. What we found was a restaurant with pleasant atmosphere, warm staff, attentive service, and tasteful food delicately prepared. rnrnThe cocktails were fun—a blackberry mojito-style, and a glass of vegan Pinot Grigio—and generously large. An appetizer of the Spicy Thai Lettuce Wraps was refreshing and stimulating. And entrees of the Tamales and Ravioli were bursting with flavor and beautifully served. Light but filling, both main dishes boast fillings and sauces th... [More >>](#)»

From New York Magazine

Bloggers entries about Pure Food And Wine

- Raw-Food Guru Matthew Kenney Tries His Luck in Orlando (*Grub Street*)

Details

Payment options: AMEX, Diners Club, MasterCard, Visa

Chef: Matthew Kenney and Sarma Melngalis

Price range: Moderate, Expensive

Dining style: Casual Elegant

Special features: Bar/Lounge/Patio/Outdoor Dining Personal wines welcome (corkage fee applies) Takeout, Good for Groups, Outdoor Dining, Take-Out, Outdoor Dining, Tasting Menu, Online Reservations

Opening Hours

monday	12pm - 3pm
tuesday	12pm - 3pm
wednesday	12pm - 3pm
thursday	12pm - 3pm
friday	12pm - 3pm
saturday	5:30pm - 12am
sunday	5:30pm - 11pm



People sentiments

exceptional gracious intense flavorful astounding
 refreshing disappointing hard titillating inexpensive
 pleasant extortionate peculiar responsible surprising

spicy smaller **delicious** apologetic sloppy

fascinated honored unpleasant **pretty creative**
 cozy unlikely sour tasteful selected huge

good flavourful high

great tiresome minded charming superb liked

base exquisite cute phenomenal subtle rich shocking
healthy wealthy dramatic delectable okay outrageous

mushy interested arranged mixed baked peaceful
 available impressed **pretentious incredible**

irritating attentive **excellent** acceptable decorated
 needless demanding big comfortable amazed **beautiful**

advanced **gorgeous** high-class excited outstanding
 fantastic discouraged undiscovered **impeccable**
 modern unappetizing impressive ecstatic rude fair



Search-Based Applications (2/2)

The image displays the Urbanizer website and its iPhone application. On the left, an iPhone screen shows the app's interface for Montreal, featuring mood sliders for service (quick to leisurely), cuisine (homey to refined), and ambiance (casual to upscale). A 'Find.' button is at the bottom. The website on the right has a dark theme with a 'View your city's mood' header and a 'Français' language option. It features a 'BETA' badge, the app's logo, and the text 'urbanizer for iPhone Discover your city by mood!'. A description states: 'Urbanizer is an innovative interactive application that recommends places in your city based on mood. Whether you are planning a romantic dinner, or an evening out with friends, Urbanizer will help you discover the perfect place that suits the mood.' A 'FREE' badge is present. Below is an 'Available on the iPhone App Store' badge. A voting section asks users to 'Vote for your city, enter your email, select city and vote:' with an email input field, a 'Select City' dropdown, and a 'Vote' button. At the bottom, four feature cards are shown: 'service' and 'cuisine' sliders, 'Feed' (View your friends), 'Friends' (Find out what your favorites places), 'Mood Tags' (Friends, Reviews), and a list of restaurant recommendations including '13. Restaurant Strc' and '14. Taj Restaurant'.

Urbanizer is powered by YellowPages.
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Enjeux technologiques

- Extraction de faits et de relations entre ces faits
- Apprentissage automatique
 - Traduction automatique
 - Classification
 - Détection de similarité d'images
 - Existence de « pierres de Rosette »
- Problème du passage à l'échelle
- Dilemme du « long tail » v.s « qualité »



Conclusion

- Approches concurrentes mais complémentaires
- Pragmatisme v.s rigueur
- Approches hybrides
- Enjeux économiques

