

# 50 YEARS

## DISTINGUISHED LECTURE

### The Next Frontier for Web Search and Knowledge Mining: My Journey since Alexandria Digital Library Project at UCSB



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Director,  
Microsoft Research Asia

Wei-Ying Ma began his research career in 1994 as a graduate student in the ECE department at UCSB. During that time the National Science Foundation selected UCSB to participate in the Alexandria Digital Library (ADL) project just as the Internet and digital media started to emerge. Working with his advisor, Professor B.S. Manjunath, Ma was introduced to a research direction that would later become important to the industry and create great opportunities for him over the next 15 years. In his talk he will share his journey since his days at UCSB and introduce what might be ahead for next-generation web search with a new mission to empower people with knowledge. As we enter the era of big data, this research area continues to be one of the most exciting and important, and could lead to the development of technologies that could change the world.

## LOCATION & TIME

**Thursday, March 14, 2013**

**3:00 pm Engineering Science Bldg., Room 2001**

Check [www.ece.ucsb.edu](http://www.ece.ucsb.edu)  
for information about events all year long!

**RSVP REQUESTED: [Gibson-admin@ece.ucsb.edu](mailto:Gibson-admin@ece.ucsb.edu)**