

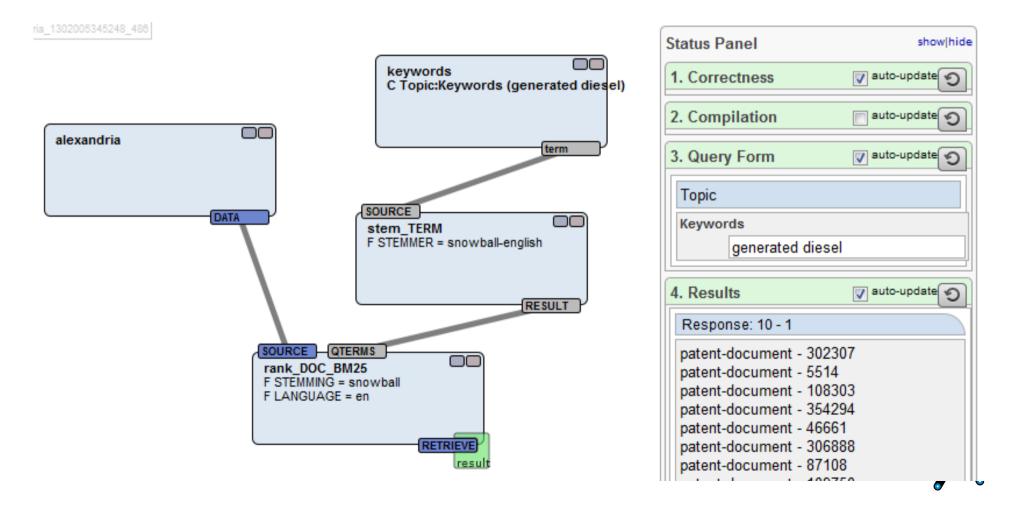
## Search by strategy

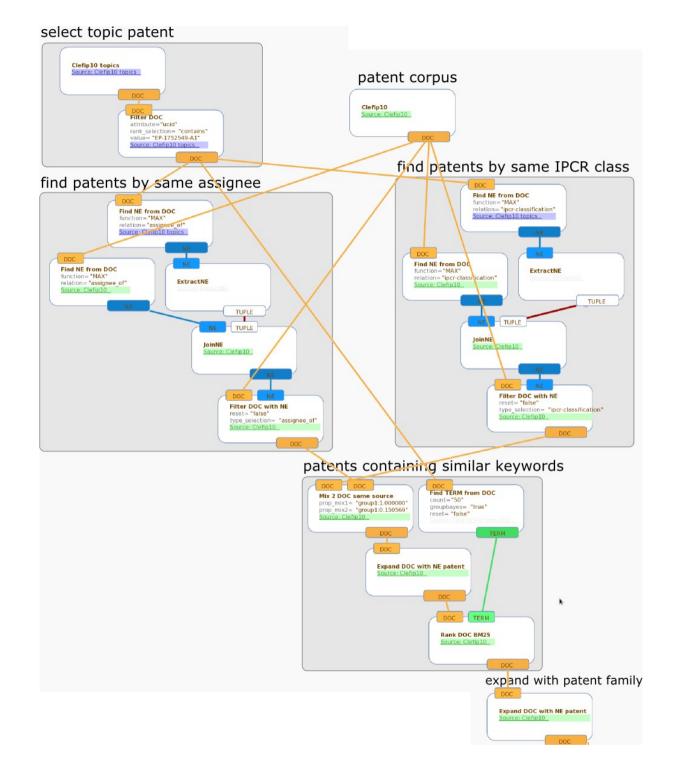
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## Strategy Builder

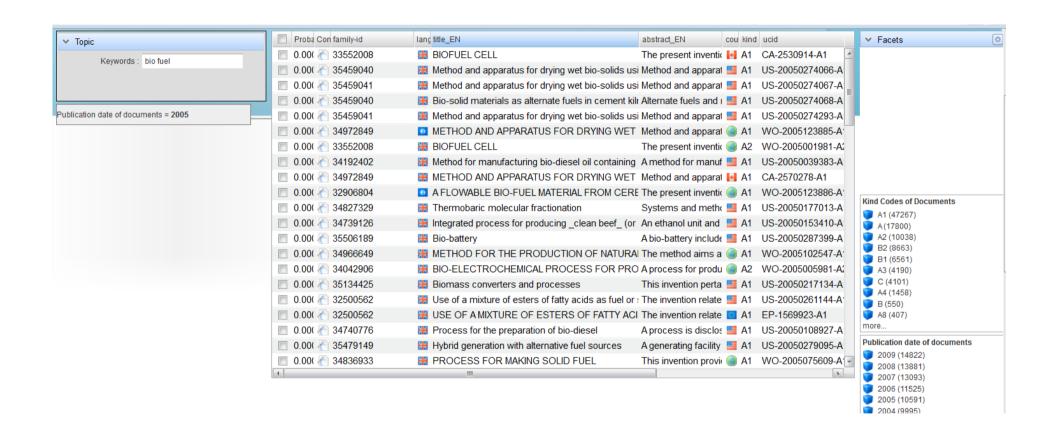
# Visually construct search strategies by connecting building blocks







## Generate Search Engine





### How Strategies Help

- Strategies improve communication between search intermediary and user
  - Encapsulate domain expert knowledge
  - Abstract representation of search expert knowledge
  - Analyze information seeking process at any stage
- Strategies facilitate knowledge management
  - Store / share / publish / refine
- Strategies mix exact (DB) and ranked (IR) searches
  - Avoid the need for "human (probabilistic) joins"

