

# Búsqueda y minería de información

---

1. Motores de búsqueda
2. Sistemas de recomendación
3. Análisis de redes sociales

# Búsqueda



Google

🔍 Why did neanderthal go extinct



[https://en.wikipedia.org › wiki › Neanderthal\\_extinction](https://en.wikipedia.org/wiki/Neanderthal_extinction) ⋮

## Neanderthal extinction - Wikipedia

**Neanderthals became extinct** around 40,000 years ago. This timing, based on research published in Nature in 2014, is much earlier than previous estimates, ...

[https://www.si.edu › stories › why-did-neanderthals-go-...](https://www.si.edu/stories/why-did-neanderthals-go-...) ⋮

## Why did Neanderthals go extinct? | Smithsonian Institution

Aug 11, 2015 — Some would say **Neanderthals** didn't **go extinct**, because everyone alive today whose ancestry is from outside of Africa (where **Neanderthals** never ...

[https://www.nature.com › scitable › knowledge › library](https://www.nature.com/scitable/knowledge/library) ⋮

## What Happened to the Neanderthals? - Nature

The **Neanderthal** disappearance is viewed by some as a true extinction. Others however, contend that **Neanderthals did not become extinct**, but instead were ...

[https://www.theguardian.com › science › nov › bad-luc...](https://www.theguardian.com/science/nov/bad-luc...) ⋮

## Bad luck may have caused Neanderthals' extinction – study

Nov 27, 2019 — Scientists broadly agree that the **Neanderthals** died out about 40,000 years ago, after a wave of modern humans migrated out of Africa about ...

# Recomendación

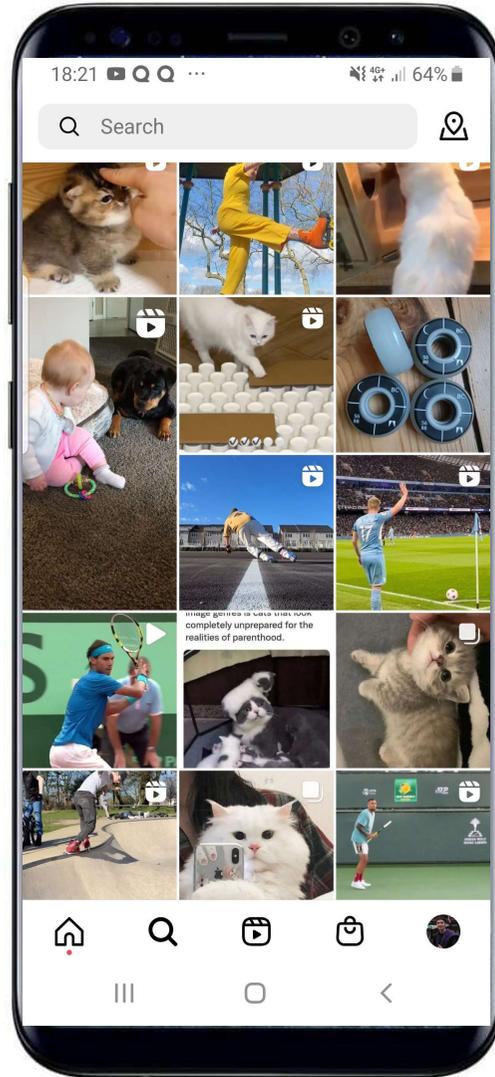
N



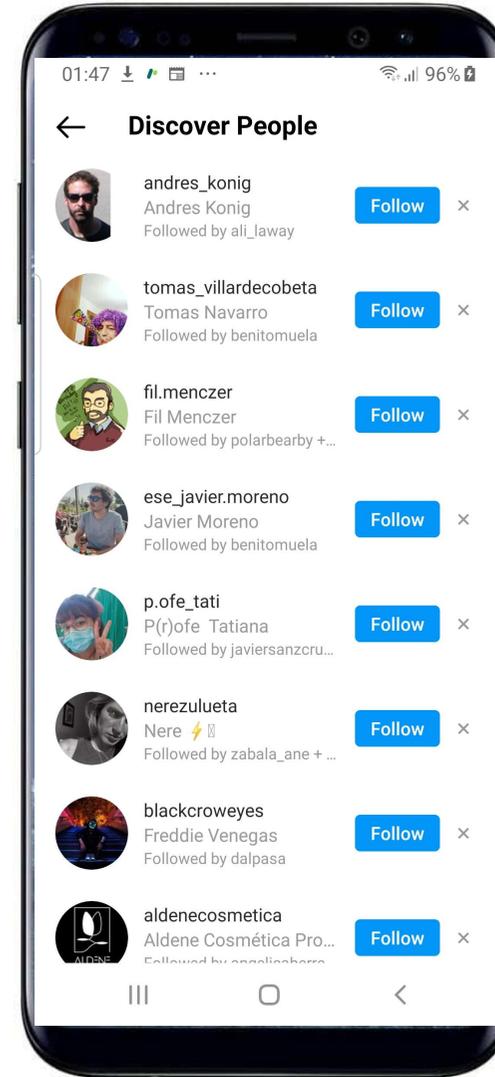
N



# Recomendación



# Red social



# Búsqueda y minería de información

## 1. Motores de búsqueda

- Algoritmos: booleano, vectorial, proximal
- Implementación: indexación, ránking
- Experimentación: métricas, metodologías

## 2. Búsqueda en la Web

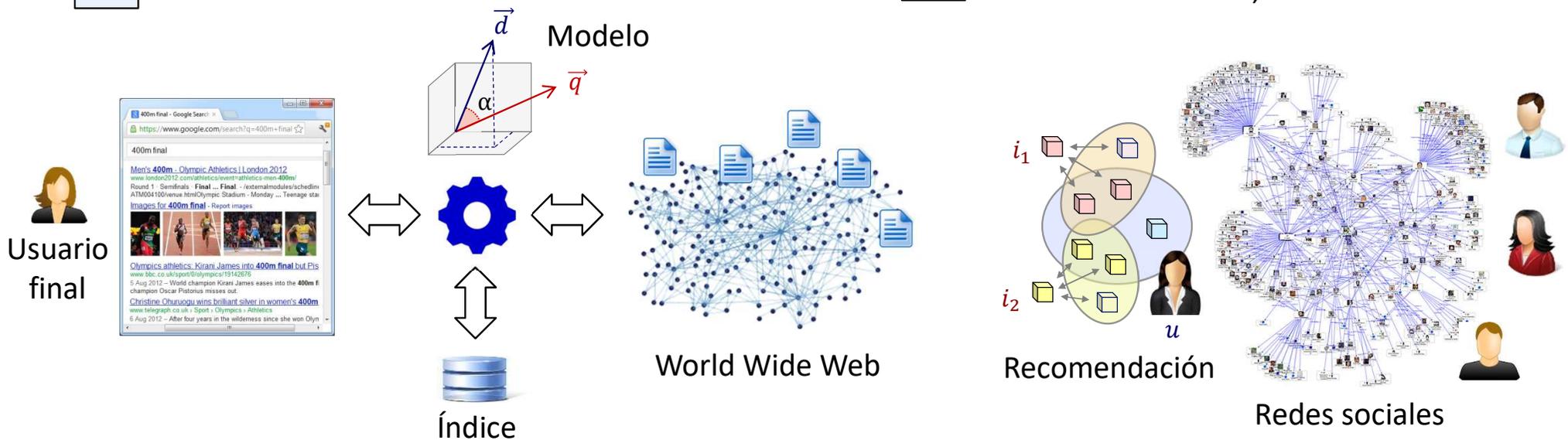
- Crawling, PageRank

## 3. Sistemas de recomendación

- Filtrado colaborativo
- Algoritmos basados en contenido

## 4. Análisis de redes sociales

- Análisis de estructura, comunidades
- Modelos de red, viralidad



# Búsqueda y minería de información

2h teoría

2h prácticas

Evaluación

## Teoría 60%

Evaluación continua

Prueba intermedia liberatoria

Entrega de ejercicios

Examen final

## Prácticas 40%

Motores de búsqueda

Recomendación kNN

Análisis de redes

*En Python*

# Búsqueda y minería de información

---



Pablo Castells

<https://castells.github.io>



Alejandro Bellogín

<https://abellogin.github.io>

- Grupo de Recuperación de Información
- Motores de búsqueda, sistemas de recomendación
- Departamento de Ing. Informática & Amazon Scholar