

# Internet Scale Publish – Subscribe Prospective Search Structured Blogging



**The other half of Search**

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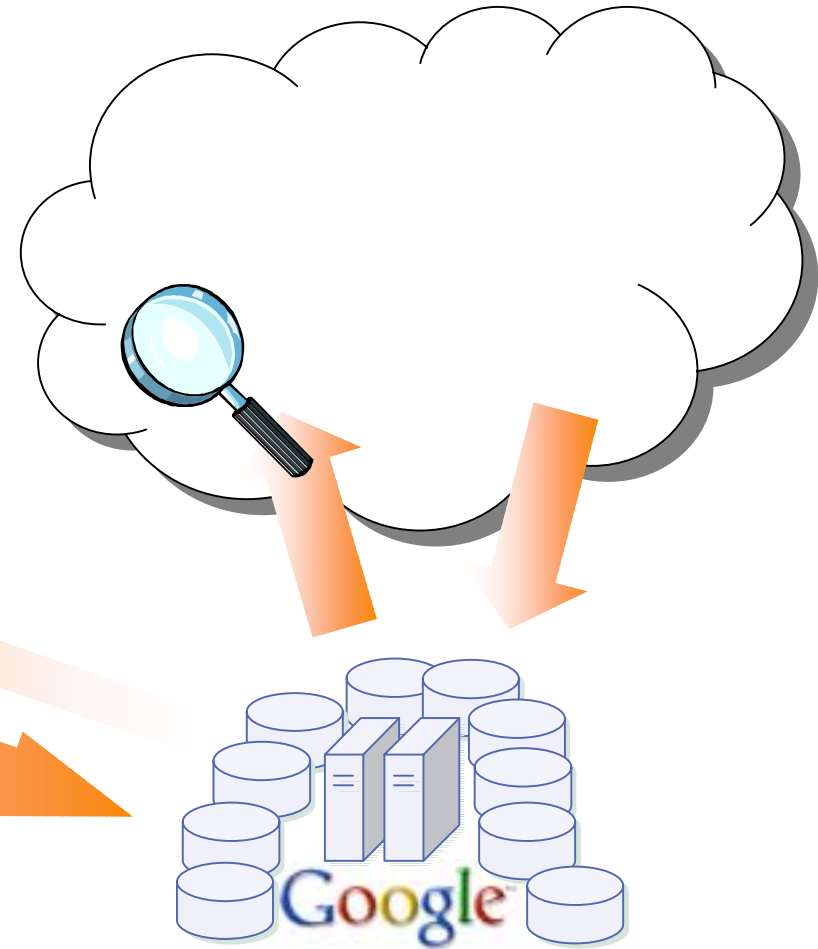
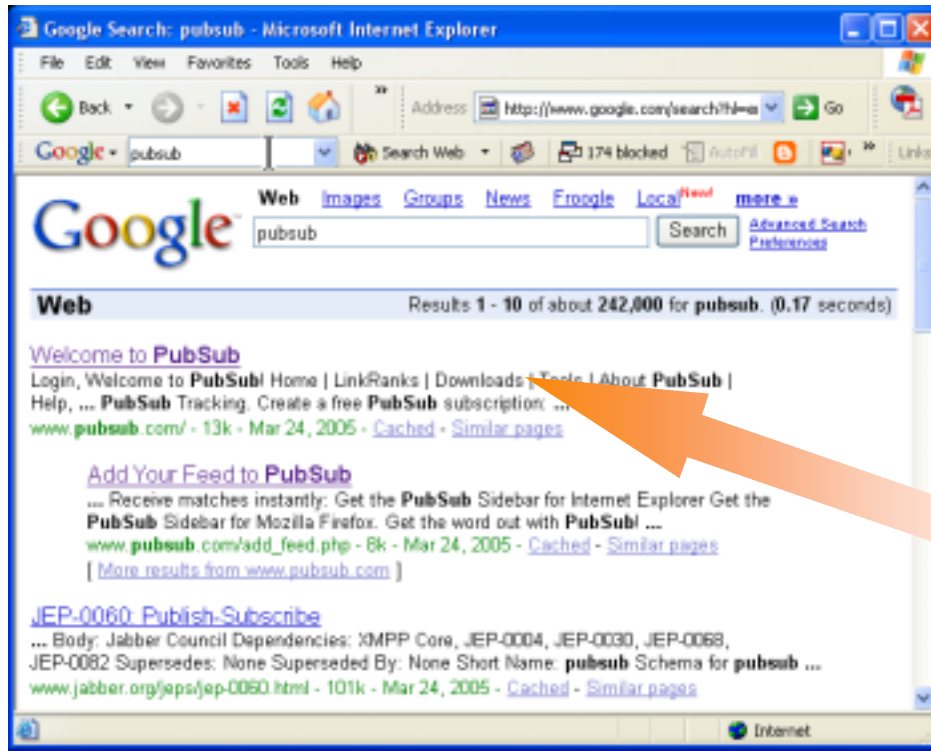
- Visible Web
  - Hidden (Dark) Web
  - Gray Web - Visible but not usefully so
    - Changing Web
      - Changes too fast for traditional SE's to capture
      - PubSub offers Prospective Search
    - Structured Web
      - Requires knowledge of type/structure to use
      - PubSub offers Structured Blogging
-

# Evolution Over Time

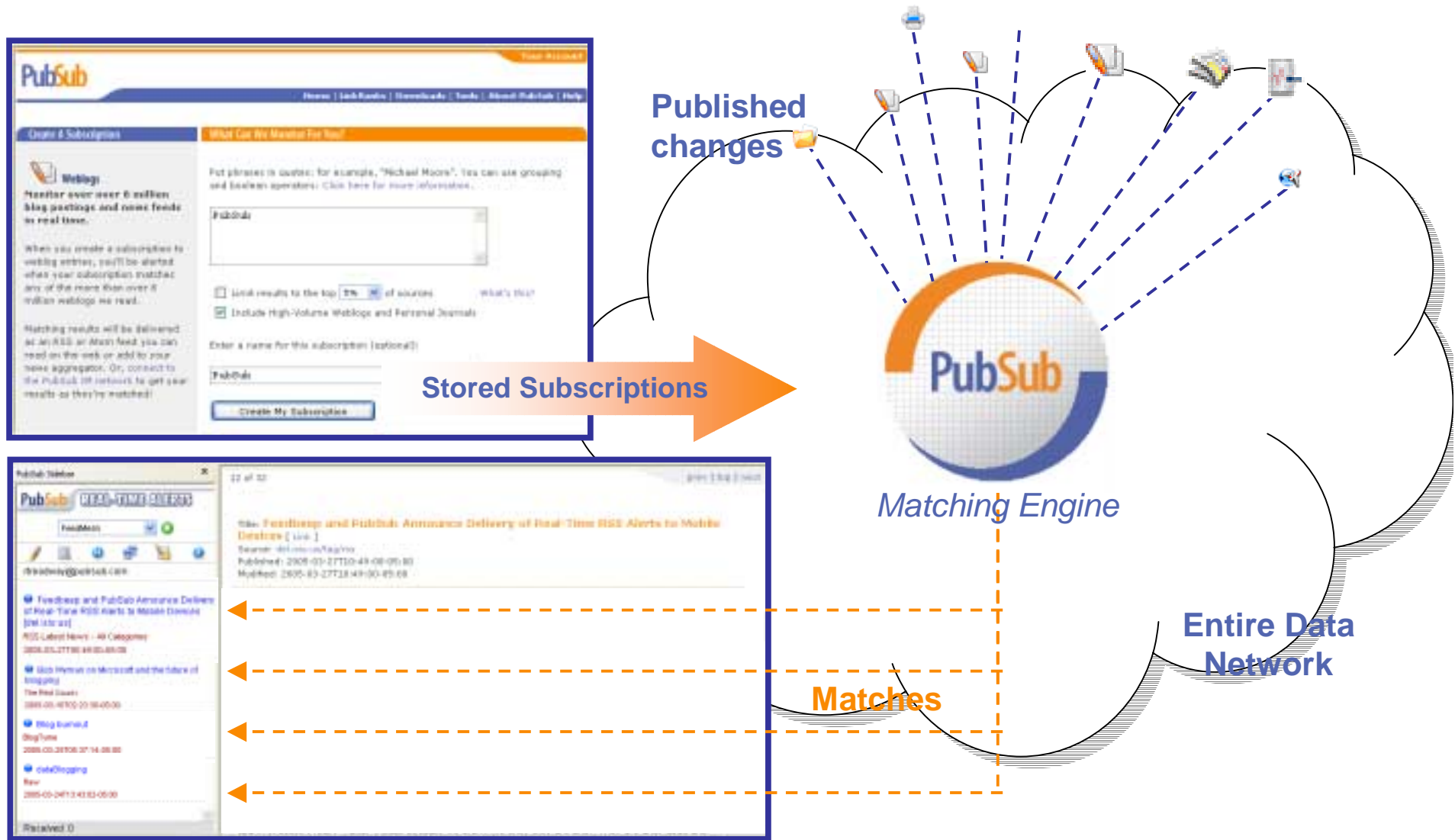
Information Transfer	Evolution of the Identifier		
Messaging	80s	Email What's your email address?	Sending
Request Response	90s	Web Browser What's your Website?	Searching
<b><i>Publish Subscribe</i></b>	00s	Aggregator What's your Feed?	<b><i>Watching</i></b>

**Blogs are Publish & Subscribe**

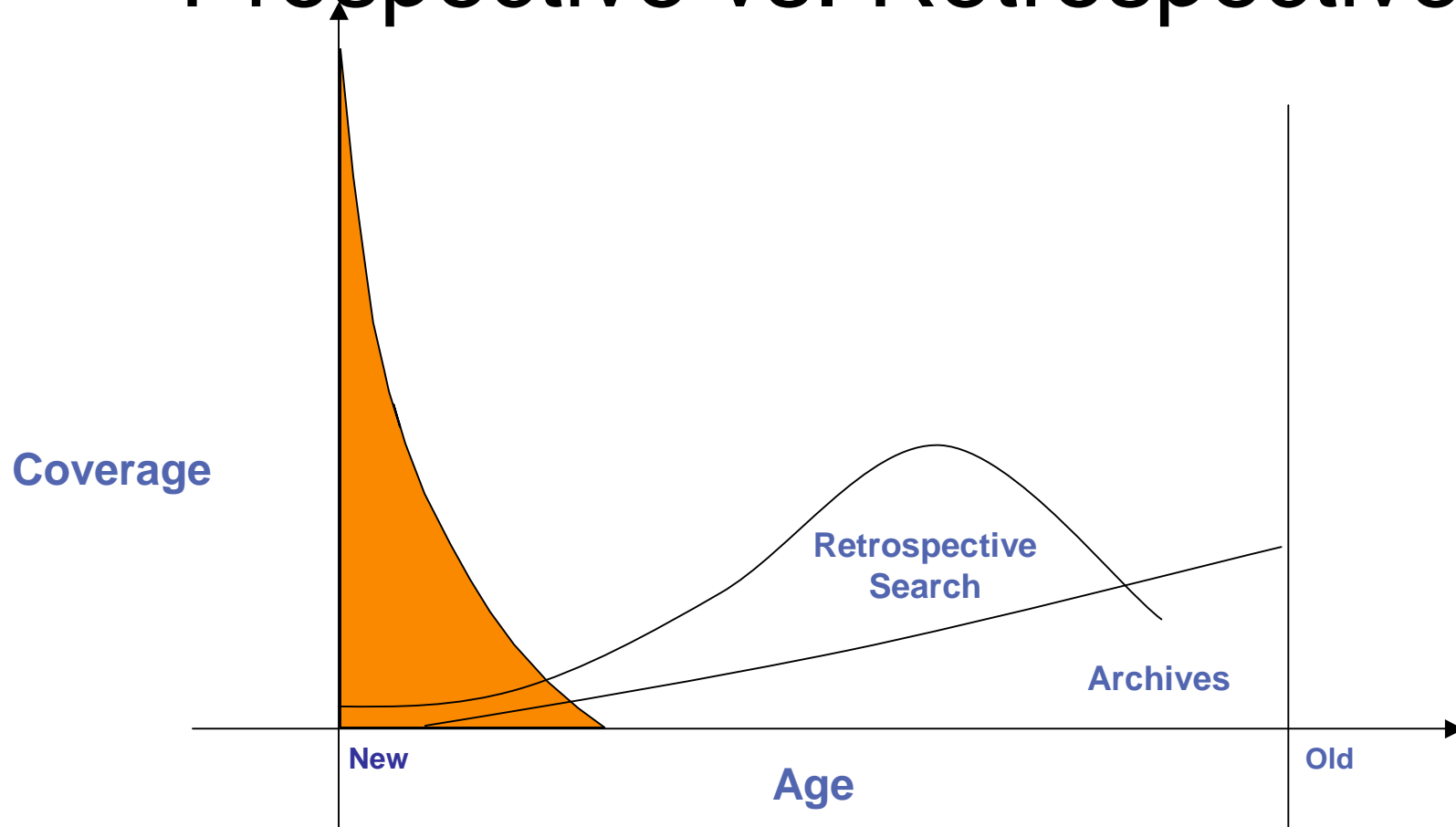
# Retrospective Search Engines



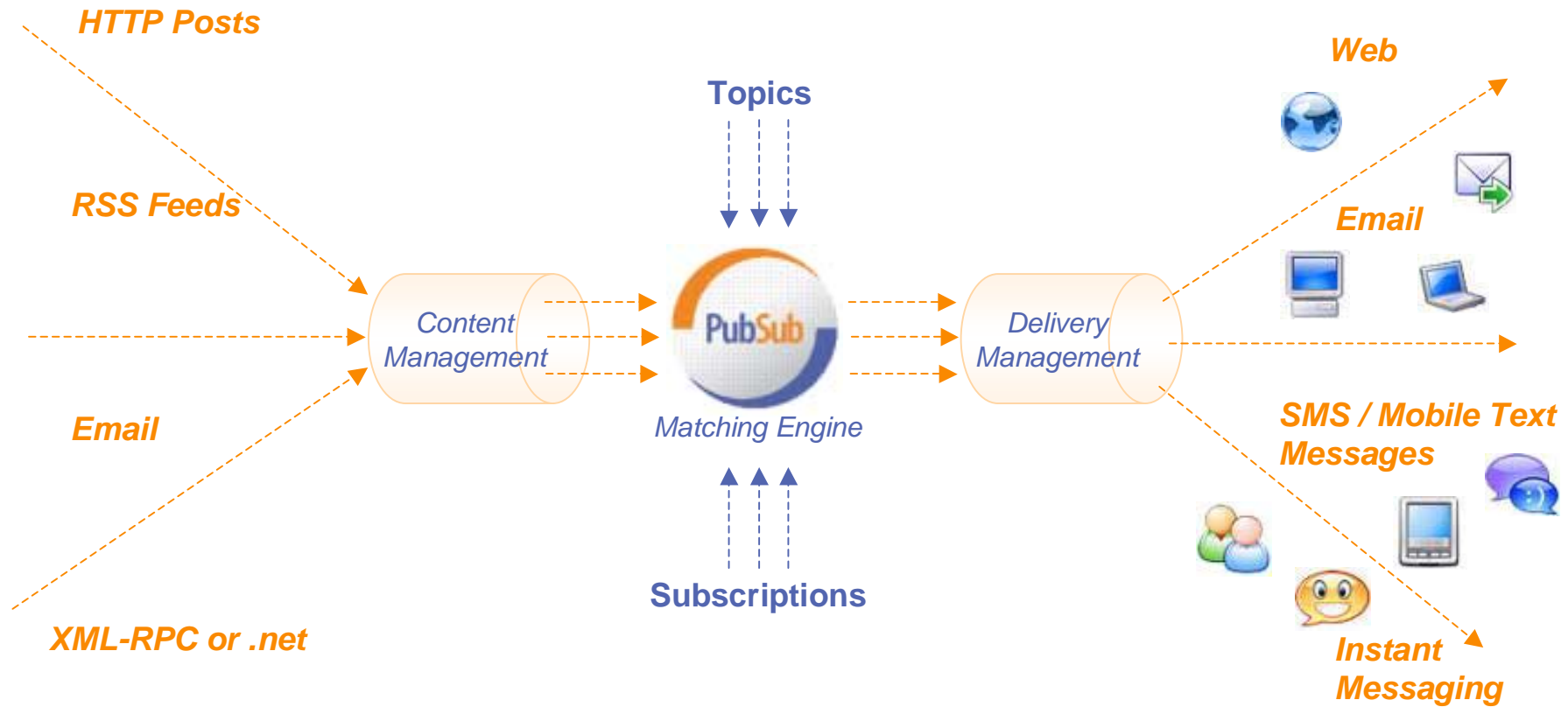
# Prospective Search Engines



# Prospective vs. Retrospective



# The PubSub Platform






# Un-Structured Blogging

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**Blog** | Event | Review | Video | Audio | List | People Showcase | Group Showcase

Event Title:

**B** *I* U   

**Route this post to:**

Internal Blog  External Blog (MT)  External Blog (Typepad)  Tribe  MySpace  MyYahoo

Tags:

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# Structured Blogging

**Blog** **Event** **Review** **Video** **Audio** **List** **People Showcase** **Group Showcase**

**Local Review** **Global Review**

Restaurant/Eatery  Bar/Club  Hotel/Resort  Event  Local Service

**Post Title:**

**Type:**

**Event Name:**

**Date:**

**Official URL:**


**Location:**

**Map Link:**

**My Rating:** Overall:

**Review:**




**Links to Other Reviews:**



Choose Image

no file selected

Upload File

**B** **I** **U**   

# Structured Blogging

The screenshot shows a Microsoft Internet Explorer browser window with the title "StructredBlogging.org - Microsoft Internet Explorer". The address bar contains "http://structuredblogging.org/wordpress?". The browser's toolbar includes "Back", "Forward", "Home", "Search", "Favorites", "Go", "Links", "Onfolio", and "amazon.com". The main content area displays a blog post titled "Great Jam Band" dated "March 11th, 2005". The post features a sub-header "Doin' Something" and a rating of "4 out of 5" with five headphones icons, four of which are filled. The text of the post discusses the band Soulive and their album "Soulive - Live at Montreux". An album cover image for "Soulive - Live at Montreux" is shown, featuring three men in suits. Below the main text, there is a link "Posted in Sample Content | 1 Comment >". At the bottom of the visible content, there is a section titled "First Responses" dated "March 10th, 2005" with the text "Thanks to everyone who's downloaded, tried out, and commented on".

StructredBlogging.org - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Home Search Favorites Go Links Onfolio amazon.com

Address http://structuredblogging.org/wordpress/?


Alexa Search Info 288,971 PubSub.com WordPress

## Great Jam Band

March 11th, 2005

### Doin' Something

My rating: 4 out of 5



Soulive is one of the great jam bands. They're almost impossible to capture well on CD, but this disc comes the closest. I don't really know what to call it: acid jazz, or just jazz, or trip-jazz, or something. It's basically just a really good flow.

And there's no singing (except for some guest vocals on a couple of tracks). Not necessarily good or bad, just different. I probably would have given this disc 5 / 5, but part of the reason for the post is showing off the "stars", and I wanted to demonstrate an empty one too.

Posted in [Sample Content](#) | [1 Comment >](#)

### First Responses

March 10th, 2005

Thanks to everyone who's downloaded, tried out, and commented on

- Prospective Search
    - Captures the Changing Web
    - Monitoring: The other half of search
  - Structured Blogging
    - Captures typed/structured data
    - Pioneering the practical semantic web
-

# The PubSub Platform

