



Stanford eCorner

Shedding Light on the "Dark" Web

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Video URL: <http://ecorner.stanford.edu/videos/2282/Shedding-Light-on-the-Dark-Web>

In an effort to index the 99 percent of the "dark" web - that is, the vast majority of web pages unreachable by most search tools - Robin Li, CEO of China's Baidu, launched a product called Aladdin. The goal of the open interface is to allow for and encourage user content submission, and to provide the site's users with a deeper, unbridled search capability.



Transcript

About a year ago, we started a project called Aladdin. It's really a technology initiative that's aimed to index the "dark" web or the hidden web, because according to computer scientists, right now the conditional search engines only index about 1% of the information on the Internet. The rest 99 is the so-called the dark web. They are not easily accessible by following the links. We came up with this idea that we open up the interface so that people who owns the data, who owns the content, can submit it to us and we will integrate into our search results. For example, Facebook -- but in China there are a number of Facebook-like services, some of them very popular. One of them is called Xiao Nei. It really started with the college students with real identity. We had a partnership with them. They submit their data about their people, their users to us, so Baidu users can easily find information related to that.

Those kinds of information are not easily accessible by following links or using the traditional search engine technology.