

Introduction to Bing Web Search API



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Overview



Azure Cognitive Services

- What, how, and why
- Main categories

Bing Web Search API

- Features
- Provisioning
- Documentation and pricing

Demo

- Azure Cognitive Services home page
- Provisioning a Bing search resource



Azure Cognitive Services



Cognition

The mental action or process of acquiring knowledge and understanding through thought, experience, and the senses.

- Oxford Dictionary



What Are Azure Cognitive Services?

APIs within your applications

Add variety of cognitive features

Hosted on Azure

- Availability
- Compliance



How Do They
Work?

Machine learning and AI

Algorithms and models

Testing

Large data set

Continuous improving



Why Do We Need Them?

No need to reinvent the wheel

No need to understand background processing

SLA backed services

Easy learning curve

Easy to set features and options



Azure Cognitive Services - Categories



Decision



Vision



Speech



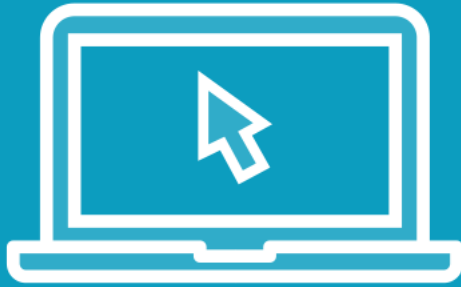
Search



Language



Demo



Azure Cognitive Services

- General features
- Pricing
- Documentation



Bing Web Search API



Bing Web Search API



RESTful API service

- <https://api.cognitive.microsoft.com/bing/v7.0>

Search web based on the user's query

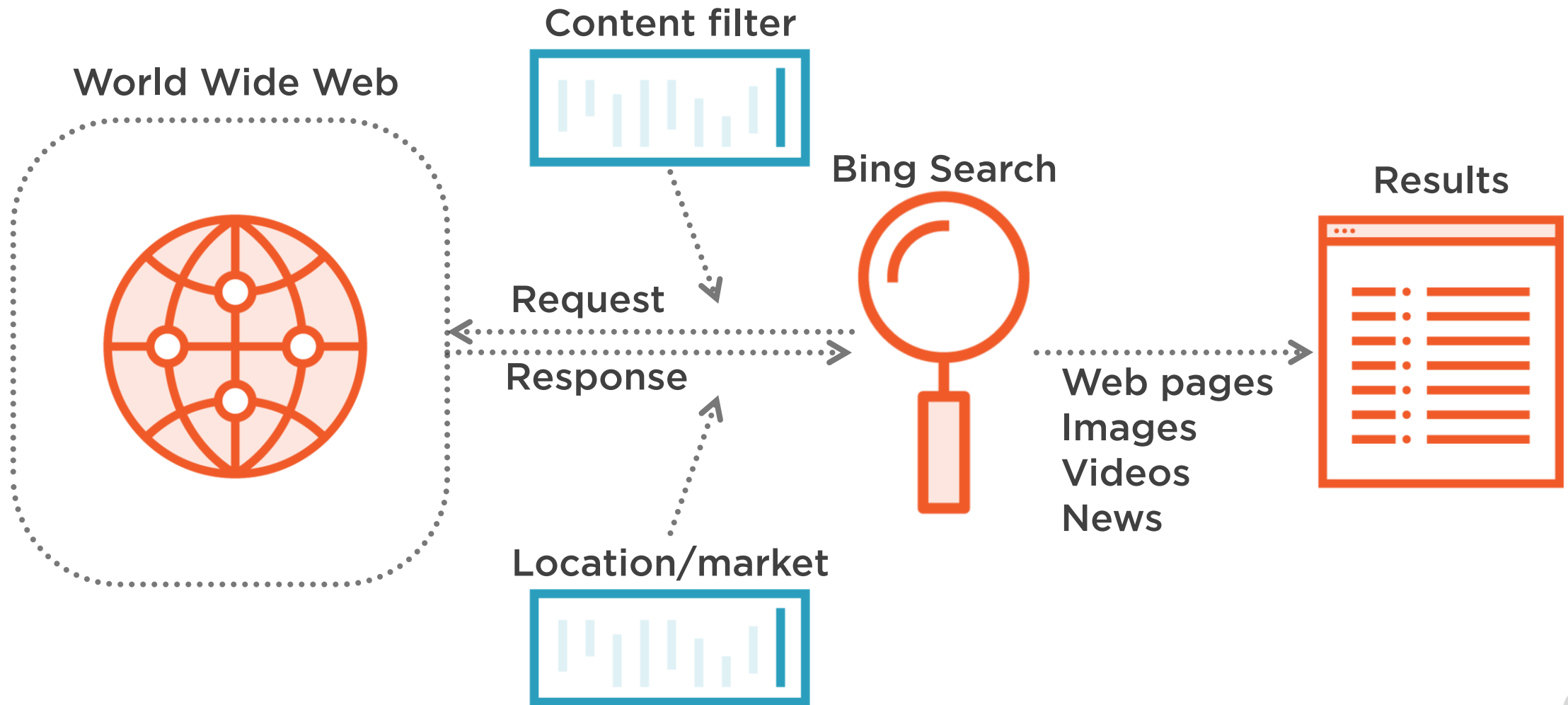
- Web pages
- Images/news/video/entity

Customize

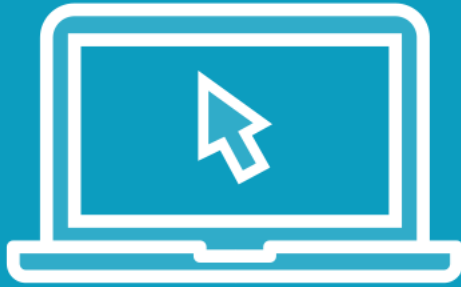
- Location/market
- Filters



Bing Web Search Flow



Demo



Bing Web Search API

- Documentation and pricing
- Creating Bing search resource
- Getting the API key



Summary



Azure Cognitive Services

- What, why, and how
- Categories

Bing Web Search API

- Provisioning
- API Key

