

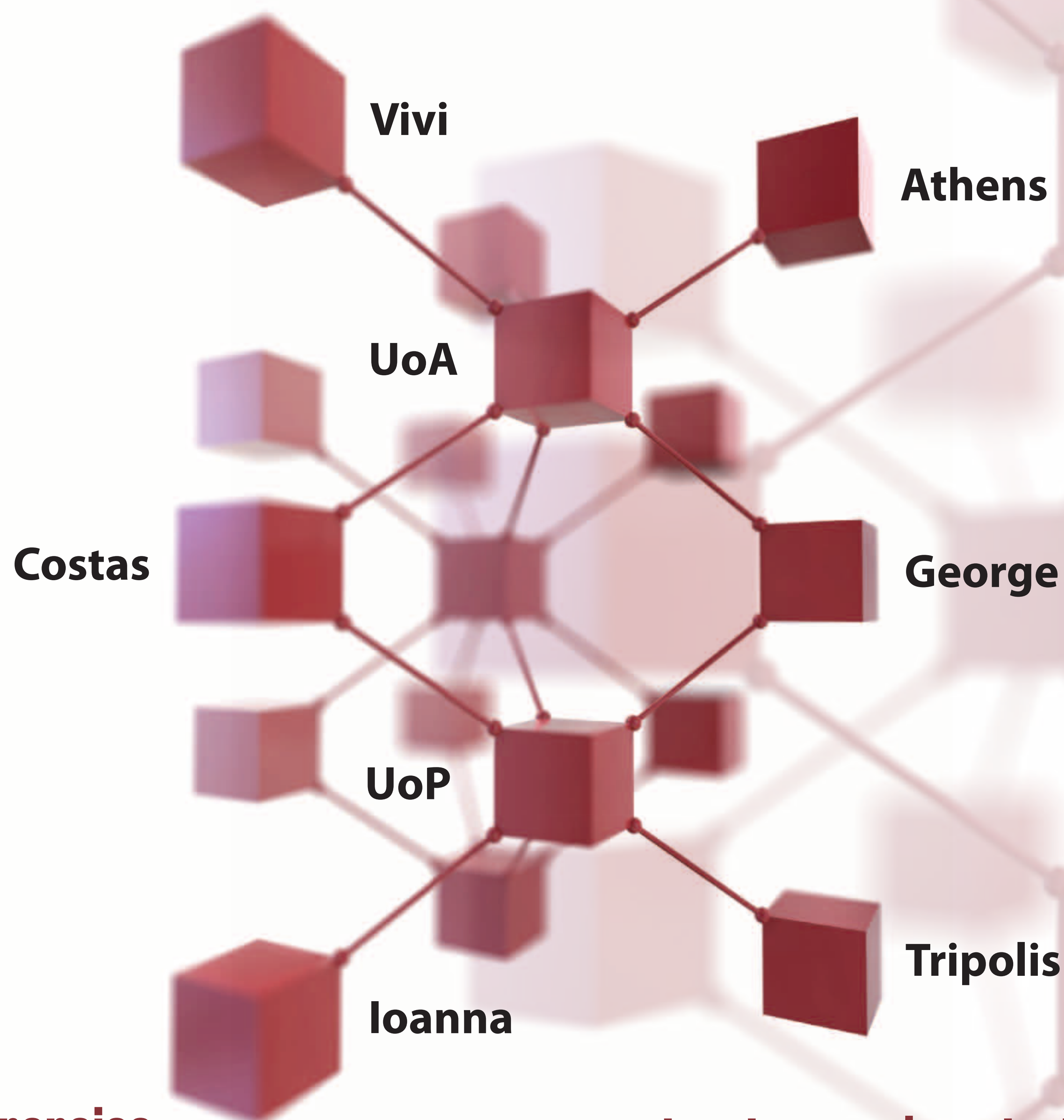
# Spreading activation for web scale reasoning: promise and problems

## spreading activation

Human inspiration  
Computer implementation for context inference & for generalisation

## web scale reasoning

Unbounded scope but natural locality  
cache and fetch strategy



## data forensics

Real data + simulation

## structure and context

Graph matters initial  
activation matters

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shared innovation™

