

CLAIMS

1. A method performed by data processing apparatus, the method comprising:
obtaining search results that are responsive to a received query;
identifying a factual entity referenced by the query;
identifying content for display in a knowledge panel for the factual entity, the content including at least one content item obtained from a first resource and at least one second content item obtained from a second resource different than the first resource; and
providing data that causes the identified search results and the knowledge panel to be presented on a search results page, the knowledge panel presenting the identified content in a knowledge panel area along side at least a portion of the search results.
2. The method of claim 1, wherein the content includes at least two of an image for the factual entity, a title for the factual entity, or a fact regarding the factual entity.
3. The method of claim 1, wherein the knowledge panel area consumes a larger area than each of the search results.
4. The method of claim 1, wherein identifying content for display in the knowledge panel for the factual entity comprises selecting the content for the knowledge panel based on a ranking of content for the factual entity, the ranking being based on user search events related to the factual entity.
5. The method of claim 1, wherein the knowledge panel comprises an interactive user interface object, the method further comprising:
receiving information specifying an interaction with the interactive user interface object; and
providing data that causes additional content to be presented within the knowledge panel, the additional content being selected based on the interaction.

6. The method of claim 1, further comprising:
determining that the received query is associated with multiple distinct meanings; and
identifying content related to each of the distinct meanings,
wherein the knowledge panel includes content for two or more of the distinct meanings.
7. The method of claim 1, further comprising:
identifying a type of entity for the factual entity;
identifying a knowledge panel template based on the type of entity; and
generating the knowledge panel by populating the knowledge panel template with the identified content items.
8. The method of claim 7, wherein identifying content for display in the knowledge panel for the factual entity comprises identifying types of content items specified by the knowledge panel template.
9. The method of claim 1, wherein the factual entity comprises a person, and wherein the knowledge panel includes a placeholder for each of an image of the person, a description of the person, and at least one fact about the person.
10. The method of claim 1, wherein the factual entity comprises a place, and wherein the knowledge panel includes a placeholder for each of an image depicting a map associated with the place, a description of the place, and at least one fact about the place.

11. A computer storage medium encoded with a computer program, the program comprising instructions that when executed by data processing apparatus cause the data processing apparatus to perform operations comprising:
- obtaining search results that are responsive to a received query;
 - identifying a factual entity referenced by the query;
 - identifying content for display in a knowledge panel for the factual entity, the content including at least one content item obtained from a first resource and at least one second content item obtained from a second resource different than the first resource; and
 - providing data that causes the identified search results and the knowledge panel to be presented on a search results page, the knowledge panel presenting the identified content in a knowledge panel area along side at least a portion of the search results.
12. The computer storage medium of claim 11, wherein the content includes at least two of an image for the factual entity, a title for the factual entity, or a fact regarding the factual entity.
13. The computer storage medium of claim 11, wherein the knowledge panel area consumes a larger area than each of the search results.
14. The computer storage medium of claim 11, wherein identifying content for display in the knowledge panel for the factual entity comprises selecting the content for the knowledge panel based on a ranking of content for the factual entity, the ranking being based on user search events related to the factual entity.
15. The computer storage medium of claim 11, wherein:
- the knowledge panel comprises an interactive user interface object; and
 - the instructions, when executed by data processing apparatus, cause the data processing apparatus to perform further operations comprising:
 - receiving information specifying an interaction with the interactive user interface object; and
 - providing data that causes additional content to be presented within the knowledge panel, the additional content being selected based on the interaction.

16. The computer storage medium of claim 11, wherein the instructions, when executed by data processing apparatus, cause the data processing apparatus to perform further operations comprising:

determining that the received query is associated with multiple distinct meanings; and
identifying content related to each of the distinct meanings,
wherein the knowledge panel includes content for two or more of the distinct meanings.

17. The computer storage medium of claim 11, wherein the instructions, when executed by data processing apparatus, cause the data processing apparatus to perform further operations comprising:

identifying a type of entity for the factual entity;
identifying a knowledge panel template based on the type of entity; and
generating the knowledge panel by populating the knowledge panel template with the identified content items.

18. The computer storage medium of claim 17, wherein identifying content for display in the knowledge panel for the factual entity comprises identifying types of content items specified by the knowledge panel template.

19. The computer storage medium of claim 11, wherein the factual entity comprises a person, and wherein the knowledge panel includes a placeholder for each of an image of the person, a description of the person, and at least one fact about the person.

20. The computer storage medium of claim 11, wherein the factual entity comprises a place, and wherein the knowledge panel includes a placeholder for each of an image depicting a map associated with the place, a description of the place, and at least one fact about the place.

21. A system comprising:
a data store for storing content items; and
one or more processors configured to interact with the data store, the one or more processors being further configured to perform operations comprising:
obtaining search results that are responsive to a received query;
identifying a factual entity referenced by the query;
identifying content for display in a knowledge panel for the factual entity, the content including at least one content item obtained from a first resource and at least one second content item obtained from a second resource different than the first resource; and
providing data that causes the identified search results and the knowledge panel to be presented on a search results page, the knowledge panel presenting the identified content in a knowledge panel area along side at least a portion of the search results.
22. The system of claim 21, wherein the content includes at least two of an image for the factual entity, a title for the factual entity, or a fact regarding the factual entity.
23. The system of claim 21, wherein the knowledge panel area consumes a larger area than each of the search results.
24. The system of claim 21, wherein identifying content for display in the knowledge panel for the factual entity comprises selecting the content for the knowledge panel based on a ranking of content for the factual entity, the ranking being based on user search events related to the factual entity.
25. The system of claim 21, wherein:
the knowledge panel comprises an interactive user interface object; and
the one or more processors are further configured to perform operations comprising:
receiving information specifying an interaction with the interactive user interface object; and
providing data that causes additional content to be presented within the knowledge panel, the additional content being selected based on the interaction.

26. The system of claim 21, wherein the one or more processors are further configured to perform operations comprising:
- determining that the received query is associated with multiple distinct meanings; and
 - identifying content related to each of the distinct meanings,
- wherein the knowledge panel includes content for two or more of the distinct meanings.
27. The system of claim 21, wherein the one or more processors are further configured to perform operations comprising:
- identifying a type of entity for the factual entity;
 - identifying a knowledge panel template based on the type of entity; and
 - generating the knowledge panel by populating the knowledge panel template with the identified content items.
28. The system of claim 27, wherein identifying content for display in the knowledge panel for the factual entity comprises identifying types of content items specified by the knowledge panel template.
29. The system of claim 21, wherein the factual entity comprises a person, and wherein the knowledge panel includes a placeholder for each of an image of the person, a description of the person, and at least one fact about the person.
30. The system of claim 21, wherein the factual entity comprises a place, and wherein the knowledge panel includes a placeholder for each of an image depicting a map associated with the place, a description of the place, and at least one fact about the place.

CLAIMS

1. A method performed by data processing apparatus, the method comprising:
receiving, from a client device, a query that references a given factual entity;
identifying one or more electronic resources related to the received query;
selecting, from the one or more electronic resources related to the given factual entity,
content for display in a knowledge panel for the given factual entity, each given content item of
the selected content being selected based on a number of received queries that reference both (i)
the given factual entity and (ii) content depicted by the given content item; and
providing, to the client device, data that cause the knowledge panel to be presented at the
client device, the presented knowledge panel including the selected content.
2. The method of claim 1, wherein the knowledge panel includes a first content item
obtained from a first electronic resource of the one or more electronic resources and a second
content item obtained from a second electronic resource of the one or more electronic resources,
the second electronic resource being different from the first electronic resource.
3. The method of claim 2, wherein the first content item is an image of the given factual
entity and the second content item is text specifying a fact about the given factual entity.
4. The method of claim 1, wherein the knowledge panel is presented on a search results
page that includes one or more search results for the received query.
5. The method of claim 4, wherein the knowledge panel comprises an interactive user
interface object, the method further comprising:
receiving data specifying an interaction with the interactive user interface object; and
providing data that cause additional content to be presented within the knowledge panel
without navigating away from the search results page and while maintaining presentation of the
knowledge panel and the one or more search results, the additional content being selected based
on the interaction.
6. The method of claim 1, wherein at least one content item of the selected content includes

a link that, when selected, causes the client device to initiate a search for search results related to content depicted by the at least one content item.

7. The method of claim 1, further comprising:

identifying a type of entity for the given factual entity;

identifying, from a set of different knowledge panel templates, a knowledge panel template specified for the type of entity, the identified knowledge panel template including placeholders for content relevant to the type of entity; and

generating the knowledge panel for the given factual entity by populating the placeholders of the identified knowledge panel template with the selected content.

8. A system comprising:

a data processing apparatus; and

a computer storage medium encoded with a computer program, the program comprising data processing apparatus instructions that when executed by the data processing apparatus cause the data processing apparatus to perform operations comprising:

receiving, from a client device, a query that references a given factual entity;

identifying one or more electronic resources related to the received query;

selecting, from the one or more electronic resources related to the given factual entity, content for display in a knowledge panel for the given factual entity, each given content item of the selected content being selected based on a number of received queries that reference both (i) the given factual entity and (ii) content depicted by the given content item; and

providing, to the client device, data that cause the knowledge panel to be presented at the client device, the presented knowledge panel including the selected content.

9. The system of claim 8, wherein the knowledge panel includes a first content item obtained from a first electronic resource of the one or more electronic resources and a second content item obtained from a second electronic resource of the one or more electronic resources, the second electronic resource being different from the first electronic resource.

10. The system of claim 9, wherein the first content item is an image of the given factual entity and the second content item is text specifying a fact about the given factual entity.

11. The system of claim 8, wherein the knowledge panel is presented on a search results page that includes one or more search results for the received query.
12. The system of claim 11, wherein the knowledge panel comprises an interactive user interface object, the method further comprising:
- receiving data specifying an interaction with the interactive user interface object; and
 - providing data that cause additional content to be presented within the knowledge panel without navigating away from the search results page and while maintaining presentation of the knowledge panel and the one or more search results, the additional content being selected based on the interaction.
13. The system of claim 8, wherein at least one content item of the selected content includes a link that, when selected, causes the client device to initiate a search for search results related to content depicted by the at least one content item.
14. The system of claim 8, wherein the operations further comprise:
- identifying a type of entity for the given factual entity;
 - identifying, from a set of different knowledge panel templates, a knowledge panel template specified for the type of entity, the identified knowledge panel template including placeholders for content relevant to the type of entity; and
 - generating the knowledge panel for the given factual entity by populating the placeholders of the identified knowledge panel template with the selected content.
15. A non-transitory computer storage medium encoded with a computer program, the program comprising instructions that when executed by one or more data processing apparatus cause the data processing apparatus to perform operations comprising:
- receiving, from a client device, a query that references a given factual entity;
 - identifying one or more electronic resources related to the received query;
 - selecting, from the one or more electronic resources related to the given factual entity, content for display in a knowledge panel for the given factual entity, each given content item of the selected content being selected based on a number of received queries that reference both (i) the given factual entity and (ii) content depicted by the given content item; and

providing, to the client device, data that cause the knowledge panel to be presented at the client device, the presented knowledge panel including the selected content.

16. The non-transitory computer storage medium of claim 15, wherein the knowledge panel includes a first content item obtained from a first electronic resource of the one or more electronic resources and a second content item obtained from a second electronic resource of the one or more electronic resources, the second electronic resource being different from the first electronic resource.

17. The non-transitory computer storage medium of claim 16, wherein the first content item is an image of the given factual entity and the second content item is text specifying a fact about the given factual entity.

18. The non-transitory computer storage medium of claim 15, wherein the knowledge panel is presented on a search results page that includes one or more search results for the received query.

19. The non-transitory computer storage medium of claim 18, wherein the knowledge panel comprises an interactive user interface object, the method further comprising:

receiving data specifying an interaction with the interactive user interface object; and
providing data that cause additional content to be presented within the knowledge panel without navigating away from the search results page and while maintaining presentation of the knowledge panel and the one or more search results, the additional content being selected based on the interaction.

20. The non-transitory computer storage medium of claim 15, wherein at least one content item of the selected content includes a link that, when selected, causes the client device to initiate a search for search results related to content depicted by the at least one content item.