# 7 Unique Technologies for Genealogy Discoveries

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## Why is technology important for genealogy?
- In the past two decades technology has revolutionized genealogy, opening many new frontiers for research, preservation, and sharing
- Genealogy has always required human intelligence and always will
- There is one human asset in the world that is becoming more and more scarce – time

## Effective genealogy technologies are predominantly meant to save you time
- More time researching, analyzing, and thinking
- Point your way to discoveries you may not have found yourself
- Impossible and impractical to cover all possible research directions and repeat them frequently as new sources of information become available
- Better technology allows you to achieve in days what once required years

## Smart Matching
- Tree to Tree matching
- Accuracy is paramount
  - Special technology to reduce false positives
  - Accuracy level as measured by ratio of user confirmations to rejections exceeds 97.6%
  - Technology improves as more confirmations and rejections are collected
  - In a typical month we see 23 million confirmed Smart Matches and half of a million rejected ones
- A match means a person in another tree is thought to be the same person in your tree
- These tree-to-tree matches are based on names, dates, places, relationships, and other facts

## Record Matching
- Tree to Record matching
- Record matching works automatically on new data added to your tree and whenever new records are added to online collections
- Saving and extracting matched records to your tree is streamlined
- These tree-to-record matches are also based on names, dates, places, relationships, and other facts

## Newspaper & Free-Text Matching
- Newspapers are an important but often difficult record type to use in genealogy research
- Technology to apply semantic analysis to newspapers and other free-text content
- These techniques are used to help search engines find and match content in newspapers to family trees

## Record Detective
- Record to record matching
- Related records are additional records associated with the current historical record
- Related people are individuals in family trees on MyHeritage associated with the current historical record
- With Record Detective every record you find may lead to more records of the same person

## Instant Discoveries
- A relatively new technology released in November 2014
- Based on Smart Matches and Record Matches
- Unique benefit – allows adding entire branches to your tree in one click
- Entire branches with related people, their information, and photos are added
- Source citations too

## Search Connect
- Imagine this scenario…
  - You are looking for an ancestor of yours for which no information exists or is not online
  - You receive zero results
  - One year later a relative of yours you've never heard of searches for the same ancestor
  - He doesn't get any records but he finds you and gets in touch with you
  - Success story!
- Search Connect turns every search you make into a record for other users
- Users can easily opt out
- Fosters collaboration between genealogists interested in searching the same people and families

## Global Name Translation
- Genealogy data is available in English, German, French, Russian, Greek, Hebrew, etc.
- Few genealogists speak or read the languages their ancestors spoke and the language of the records where they were recorded
- Most searches are done in only one language
- Information exists but is often never found
- Based on data from hundreds of thousands of bi-lingual family trees built using MyHeritage Family Tree Builder
- Incorporated into the MyHeritage search engine (SuperSearch), Smart Matches, Record Matches, and Instant Discoveries
- First phase supports all Latin-based languages, Russian, Hebrew, Ukrainian, and Greek
- Search in any language and get results in any language
- Results in other languages are back-translated into the user's language