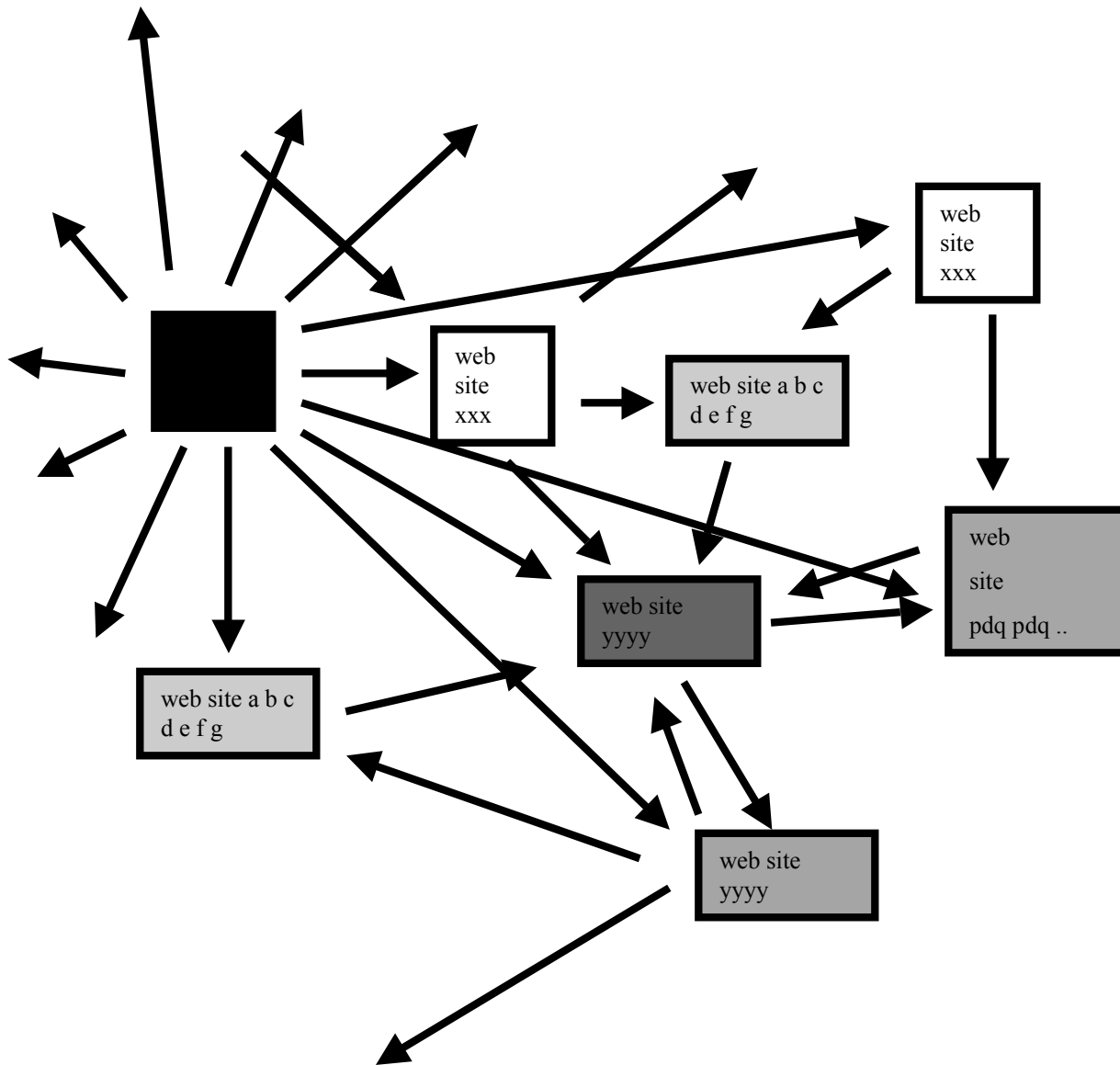


Google's PageRank



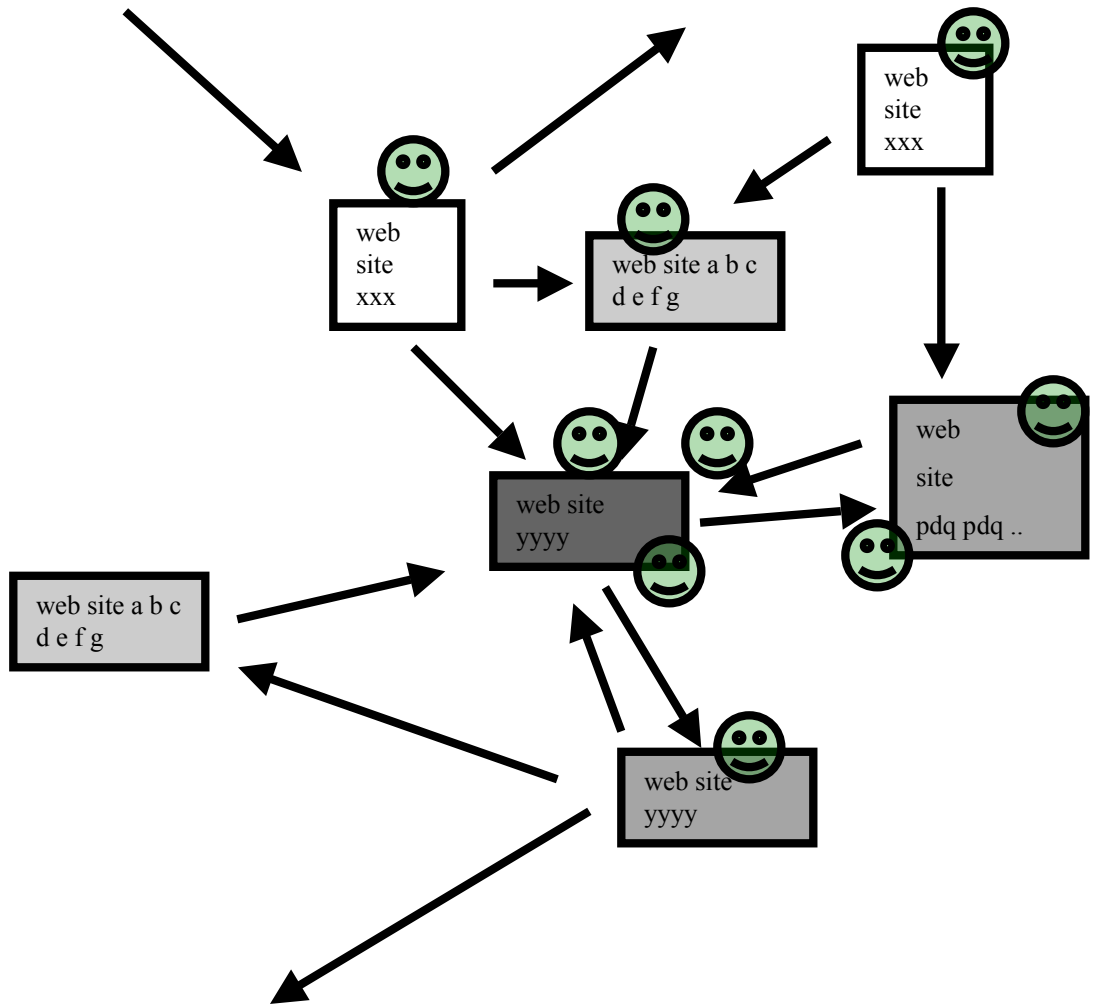
Inlinks are “good”
(recommendations)

Inlinks from a
“good” site are
better than inlinks
from a “bad” site

but inlinks from
sites with many
outlinks are not as
“good”...

“Good” and “bad”
are relative.

Google's PageRank

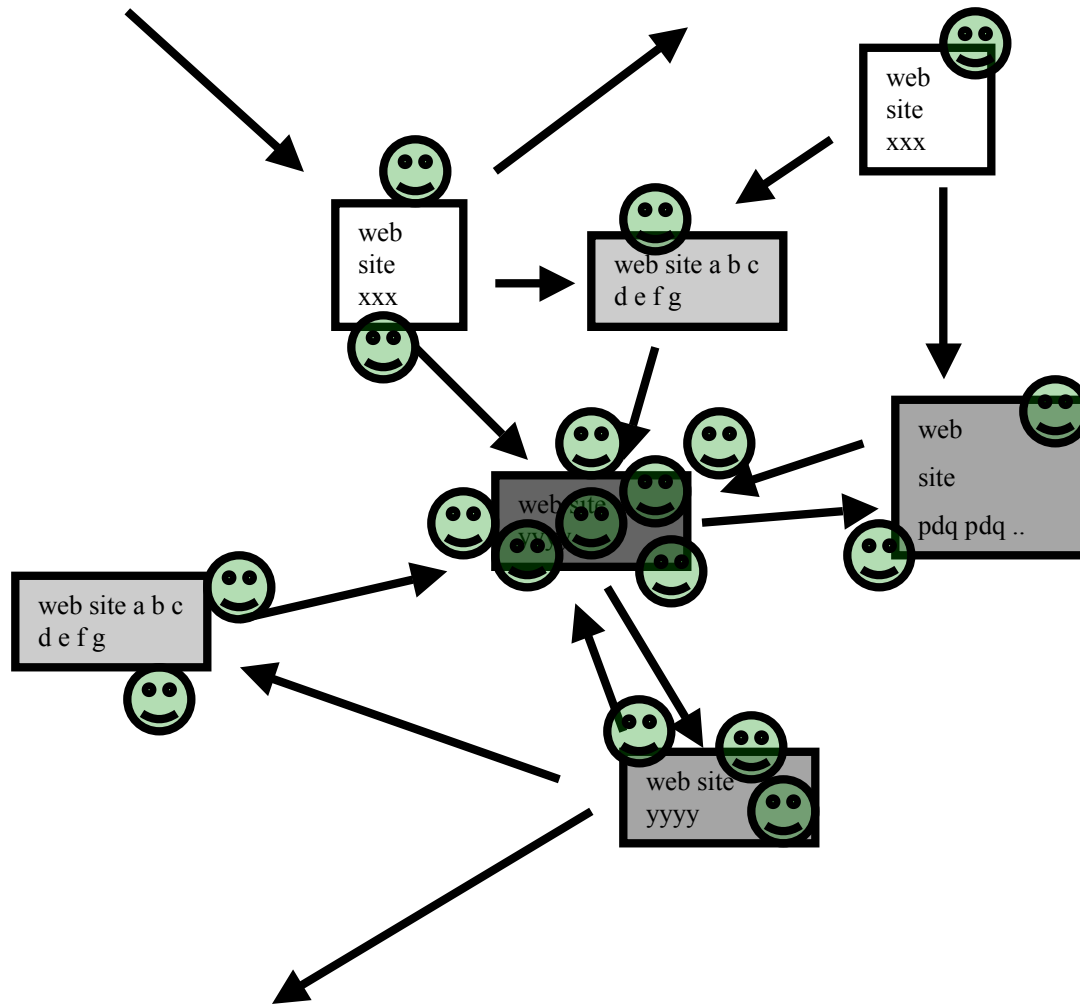


Imagine a “pagehopper” that always either ☺

- follows a random link, or
- jumps to random page

Google's PageRank

(Brin & Page, <http://www-db.stanford.edu/~backrub/google.html>)



Imagine a “pagehopper” that always either

- follows a random link, or
- jumps to random page

PageRank ranks pages by the amount of time the pagehopper spends on a page:

- or, if there were many pagehoppers, PageRank is the expected “crowd size”