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
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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”