

PageRank in Practice

- Computation can be quite efficient since M is usually sparse
- Normalization doesn't affect ranking, leading to some variants of the formula
- The zero-outlink problem: $p(d_i)$'s don't sum to 1
 - One possible solution = page-specific damping factor ($\alpha=1.0$ for a page with no outlink)
- Many extensions (e.g., topic-specific PageRank)
- Many other applications (e.g., social network analysis)