

PageRank: Capturing Page “Popularity”

- Intuitions
 - Links are like citations in literature
 - A page that is cited often can be expected to be more useful in general
- PageRank is essentially “citation counting”, but improves over simple counting
 - Consider “indirect citations” (being cited by a highly cited paper counts a lot...)
 - Smoothing of citations (every page is assumed to have a non-zero pseudo citation count)
- PageRank can also be interpreted as random surfing (thus capturing popularity)