ASSIGNMENT REPORT

Presentation In English II

Google PageRank and Beyond – The Science of Search Engine Rankings

I think the lessons in the Presentation in English II are very helpful and important. It helps to improve our reading, understanding and writing in English skills for our research works, which demands high ability in understanding new knowledge and writing academic papers. The lessons also provided a lot of knowledge about various forms of information retrieval through the history, since the very initial form when information was recorded in papyrus rolls with tags attached to the rolls for information retrieval, until the later form of traditional information retrieval methods and the modest form of web information retrieval. Through we also understand about the Web search methods and systems, which are very popular and currently used in our life today, especially the Google Search Engine. This report aims to outline some aspects of the Google search system and its positive effects in innovation of science and technology.

Although inheriting from traditional information retrieval method, Google search engine is innovative and outstanding since it firstly presented the Web’s hyperlink structure (although HITS also independently present the similar model at the same time), and especially the method for ranking webpages by popularity. In my opinion, PageRank is the most important factor of Google search engine that make it almost the most innovative one among other previous search engines. The PageRank algorithm differentiated the search engine results by its popularity. The achievement here is that the search results can be subsequently ordered according to their importance and relevance to knowledge/information that the users want to search for (which is presented by their input key words). In my opinion, that is the most innovation aspect of the Google search engine that made it an outstanding one in the history of information retrieval. With this key advantage, we see that Google search system become more and more popular nowadays, which satisfy most of users ’s demands in searching the knowledge.

Google search system have been changing the way people reach the information