**ASSIGNMENT REPORT**

Presentation In English II

*Google PageRank and Beyond – The Science of Search Engine Rankings*

Student name: Phan Xuan Thien

Student ID: 20141712

I think the lessons about Google PageRank and the science of search engine rankings in the Presentation in English II subject 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 the lessons 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 methods, Google search engine is innovative and outstanding since it firstly presented the Web’s hyperlink structure (as we know HITS also presented the similar model at almost the same time but they were independently proposed), especially the method for ranking webpages by popularity. In my opinion, PageRank is the most important factor of Google search engine that makes it almost the most innovative one among other previous search engines. The PageRank algorithm differentiates the search engine results by its popularity. It allows the search results to be ordered according to their importance and relevance to information that the users want to search for, which is presented by their input key words. In my opinion, PageRank is the most innovative achievement of the Google search engine that made it an outstanding one in the history of information retrieval. With this key advantage, as we know, Google search system becomes more and more popular nowadays, which satisfy most of people’s demands in searching the knowledge.

In my opinion, the search engines in general and the Google search system in particular have been motivating the world, especially the science and technology, to be changed rapidly toward the direction to be more and more completing. Together with the development and popularity of the Internet nowadays, search engines have facilitated the process of searching for the knowledge. They help researchers and scientists easily and quickly find the information and knowledge they need for their research works. As the time and effort for information retrieval is freed, as the processes of knowledge sharing and reaching become easy and efficient, science and technology have a big advantage to be developed faster and faster. Moreover, search engines also contribute in spreading and popularizing the knowledge and achievement of science and technology to the human society quickly. In my opinion, it is not overestimated to say that the search engines, especially the Google search engine, are one of the most important factors to the development of our science and technology nowadays.