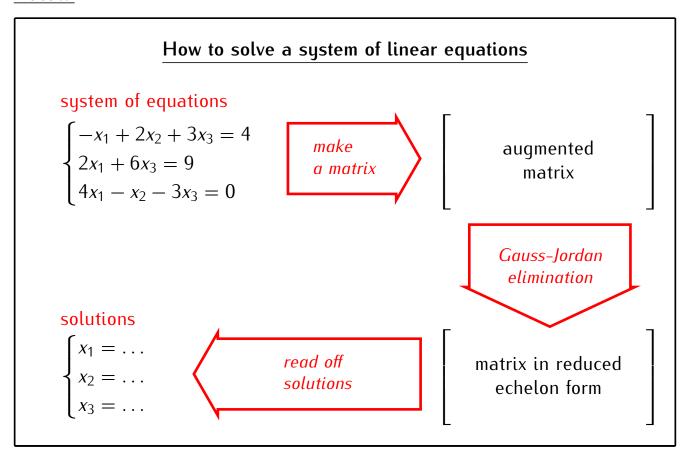
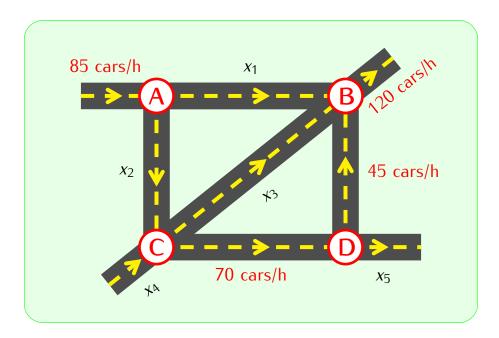
### Recall:



Next: Some applications of systems of linear equations:

- Computations of traffic flow.
- Balancing chemical equations.
- Google PageRank.

# Computations of traffic flow



**Problem.** Find the flow rate of cars on each segment of streets.

## Note:

- flow into an intersection = flow out of that intersection
- total flow in = total flow out

## Balancing chemical equations

### Burning propane:

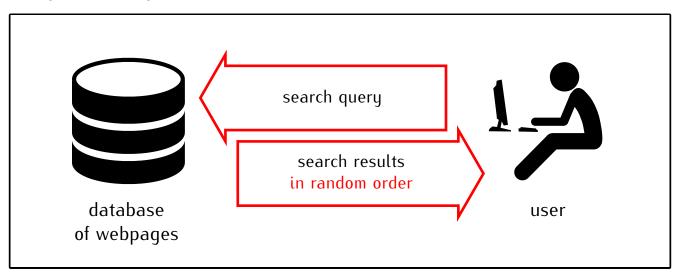
$$x_1C_3H_8 + x_2O_2 \rightarrow x_3CO_2 + x_4H_2O$$

#### Note:

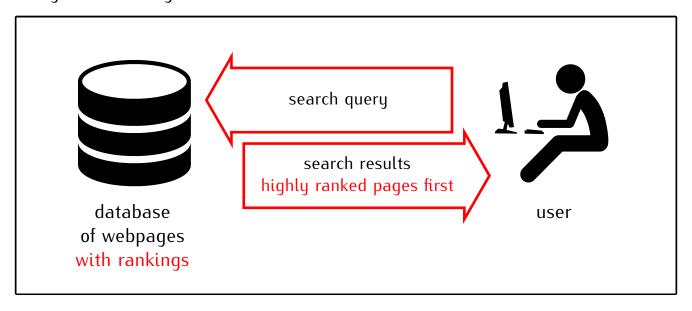
- The numbers  $x_1, x_2, x_3, x_4$  are integers.
- The number of atoms of each element on the left side is the same as the number of atoms of that element on the right side.

# Google PageRank

# Early search engines:



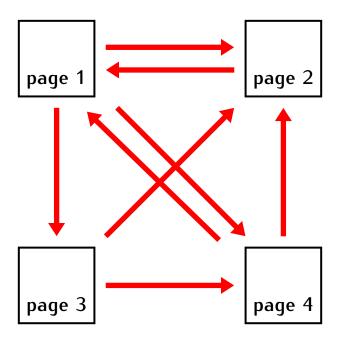
# Google search engine:



# How to rank webpages?

## Very simple ranking:

ranking of a page 
$$=$$
  $\begin{pmatrix} number of links \\ pointing to that page \end{pmatrix}$ 



Network of web pages.

**Problem.** This is very easy to manipulate.

## How to rank webpages?

**Google PageRank:** Links from highly ranked pages are worth more than links from lower ranked pages.

If:

- ullet the rank of a page is x
- ullet the page has n links to other pages

then each link from that page is worth x/n.

