

# PageRank

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Fall 2021

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# Motivation

- ▶ Problem: the internet has a *lot* of web pages
- ▶ A lot of the information out there either isn't relevant to us, or is inaccurate
- ▶ Motivation: we want a program that, when provided a phrase, returns webpages with information relevant to the input
- ▶ Intuitive solution: return back websites that either contain that phrase, or contain similar phrases
- ▶ This helps us find more *relevant* pages, but we can't know if we're getting the best information (much less *accurate* information) without manually going through each result
- ▶ We desire a stronger solution

# PageRank

- ▶ Invented by Sergey Brin and Larry Page (1998)<sup>1</sup>
  - ▶ Publication marks them becoming co-founders of Google
- ▶ Idea: we want some way to numerically score each webpage based on how "important" it is
- ▶ Algorithm numerically scores each page  $p$  based on
  - ▶ How many other pages link to  $p$  (or "cite" it)
  - ▶ The "importance" of each of  $p$ 's citations
- ▶ We then numerically order pages to rank them
- ▶ PageRank: the procedure for scoring each website
- ▶ Google: the database that indexes the PageRank of each website for search

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<sup>1</sup>Many use the year of the original manuscript, 1996  4/12

# Underlying Assumption

- ▶ Running our basic search engine gives us a collection of pages with information relevant to our query
- ▶ Assumption: More "important" and useful websites will be the ones with proportionally more inbound links
- ▶ Pages with very reliable, primary information are likely to be cited by lots of website authors, and therefore will have lots of "flow" into them

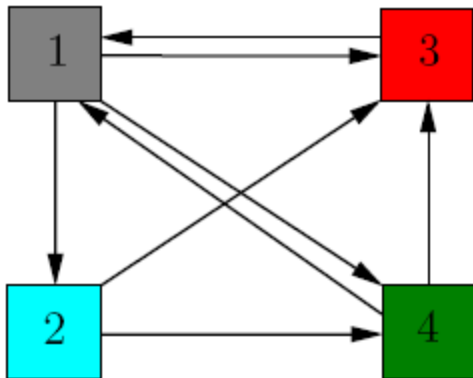
# Finding Less Important Information

- ▶ A worry you may have is that we'll only find pages with lots of inbound links
- ▶ You can still find niche information by making your query more specific so that it won't match more general pages
- ▶ Searching "PageRank" will likely get you Wikipedia, but "Anatomy of PageRank architecture" gives you the original research literature.
- ▶ Your returned urls are still proportionally important results, your query just filtered out the numerically more "important", yet less relevant pages.

# Formalizing the PageRank problem

- ▶ We're going to construct a directed graph  $G = (V, E)$
- ▶ For each website we consider, we construct a node  $v_i \in V$
- ▶ For two distinct nodes  $v_i, v_j \in V$ , the *directed* edge  $v_i v_j \in E$  iff there is a link on website  $i$  that goes to website  $j$ .
- ▶ If  $v_i$  and  $v_j$  are not distinct (a website is linking to itself), we ignore the link and do not construct a loop edge.
  - ▶  $G$  is not a psuedograph
- ▶ Multiple hyperlinks on page  $i$  to page  $j$  are all represented by the single, directed edge
  - ▶  $G$  is not a multigraph.

# Visual Representation

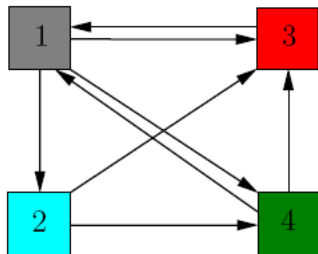


- ▶ We have a set of 4 websites
- ▶ Each edge represents a hyperlink from the origin node to the destination node



# Applying PageRank Values

- ▶ At first, we assign each vertex  $v \in V$  with a weight of  $\frac{1}{|V|}$ .
- ▶ All vertices have equal weight, and our weights sum up to 1. The weight of a particular vertex  $v_i$  is denoted  $PR(v_i)$ .
- ▶ Consider the set  $V_i$  of vertices that  $v_i$  has an edge to:
  - ▶  $V_i = \{v_j | v_i v_j \in E\}$
- ▶ A user on page 1 can choose to click a link to traverse to either 2, 3, or 4. In other words,  $V_1 = \{2, 3, 4\}$ .



# Traversing from Page to Page

- ▶ Assumption: A user on page  $i$  is equally likely to choose to visit each vertex in  $V_i$  (our set of vertices that  $v_i$  cites)
- ▶ In our example from before, the probability that our user on page 1 visits page 2 is  $P(v_2) = \frac{1}{|V_1|} = \frac{1}{3}$
- ▶ So a third of page 1's visitors will "flow" to page 2, a third to page 3, and a third to page 4
- ▶ From  $v_i$ ,  $P(v_j) = \frac{1}{|V_i|}$  if  $v_j \in V_i$ , and 0 else.

# Iteration Model

- ▶ All at once, all users will click one of the links on their current page
- ▶ At "click 0", the PageRank value of all vertices  $PR(v) = \frac{1}{|V|}$
- ▶ On click 1, each page will equally split its PageRank value among the pages it cites

- ▶ Page 1 starts with  $PR(v_1) = \frac{1}{4}$  at click 0, and contributes  $\frac{1}{12}$  to each of 2, 3, and 4 on click 1

- ▶ Conversely, page 1 will receive nothing from page 2, all of  $PR(v_3)$ , and half of  $PR(v_4)$ . So after click 1,  
$$PR(v_1) = 0 \cdot PR(v_2) + PR(v_3) + \frac{1}{2}PR(v_4) = \frac{1}{4} + \frac{1}{8} = \frac{3}{8}$$

- ▶ After click  $n$ ,  
$$PR(v_1) = \frac{1}{|V_2|}PR(v_2) + \frac{1}{|V_3|}PR(v_3) + \frac{1}{|V_4|}PR(v_4)$$

## Example iterations

Click:	0	1	2
$PR(v_1)$	$\frac{1}{4}$		
$PR(v_2)$	$\frac{1}{4}$		
$PR(v_3)$	$\frac{1}{4}$		
$PR(v_4)$	$\frac{1}{4}$		