

The History of PageRank

- PageRank was developed by Larry Page (hence the name *Page*-Rank) and Sergey Brin at Stanford in 1999.
- Shortly after, Page and Brin founded Google.
- Challenges: Web contains many sources of information – including spam.
 - What is the *best* answer to a web query “google” in 1998?
 - A good web search algorithm enables *trust*
- Use links as *votes* to rank pages
- Are all links equally important?
 - Links from important pages count more.
 - This question is *recursive*.