**Weekly Assignment-3**

**Saisrikar Paruchuri**

**44751575**

**S4475157**

**INFS7410**

**Weekly Assignment-3**

**Disadvantages of PageRank**

1. The major disadvantage of page rank is it gives priority to older web pages even if a new web page which has a quality content will not have many links unless it is a part of an existing site.
2. PageRank can be easily increased by the concept of “link-farms”. However, while indexing the search activity tries to find the flaws.

**Link-farms:** 99 vertices point to vertex 1. Every page has a minimum of PageRank 0.15.

1. We can also increase the efficiency of the PageRank is purchasing the link on a web page with a high PageRank. However, Google has publicly warned web masters that if they did any of the above things their links might be ignored in the future or they might even take out from the Google’s index.
2. If any user inaccurately quotes something on a web page then subsequent users (readers) also quotes it on another web page, search engine index all the inaccurate pages, and we end up with a mess where fiction is accepted as a reality.
3. Search results depend on the literal (keywords, tags, meta data) things but do not depend on the meaning.