

Homework #4 Question 1

Chapter 3 covers the concept of page rank and how they are determined. One method of determining a PageRank is the hyperlink trick where the more links to a page exist, the higher it is ranked. One issue with this is that it does not count for links that indicate bad pages. Another method of determining a PageRank is the Authority trick. The authority of a page is calculated by summing the authorities of all the pages that link to it. It is then ranked according to its authority. One issue is that this can create a never ending cycle. The last method is the random surfer method. Here, it is assumed that the random surfer starts at a random website and randomly goes to any site linked on that first site. This process continues for a large number of sites. The sites that are visited the most are then ranked higher.