

Social Networks
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Lecture – 08
Introduction to Social Networks
Google Page Rank

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Given a friendship network, who is the most important person? How do we judge who is very important? Do you see who has the maximum number of friendships or is there something more than just the number of links that one has?

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In fact, this is the question which yielded 450 billion dollar industry; I am telling you the story of google.

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So, google basically asked this question; given a bunch of web pages that are linked to each other which is the most important web page of all these things?

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And the answer is so straight forward that when we come to this chapter, you will feel how can such an obvious observation result in 450 billion dollar industry. In fact, it might appear to be very obvious or it took team of 2 people to bring this to the lime light and use this seemingly simple concept to solve one of the most important problems in computer science which is how do you rank nodes in a network.