

CS347

Lecture 6

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# Today's topic

- Link-based ranking in web search engines

# Web idiosyncrasies

- Distributed authorship
  - Millions of people creating pages with their own style, grammar, vocabulary, opinions, facts, falsehoods ...
  - Not all have the purest motives in providing high-quality information - commercial motives drive “spamming”.
  - The open web is largely a marketing tool.
    - IBM’s home page does not contain *computer*.