

**Social Networks**  
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**Link Analysis (Continued)**  
**Lecture - 101**  
**Introduction to Hubs and Authorities (A Story)**

It has been customary that we start the chapter with an example. Now telling you everything about the chapter, we are going to follow the tradition. In this chapter too, I am going to start with an example and slowly after the example I will ask you few questions and then start telling you what this chapter is all about.

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So, assume I went to a new city. I have no clue what is the city all about and if I type in what are the best things to, what are the nice tourist spots in this place. There will be some ten hits online Wikipedia or some tourist information and things like that. That may not really interest me. We needs it is very personality dependent. So, what do we generally do? We ask the good friend of ours.

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Let me assume I ask this friend I go to the city in the first place and then I ask I ring this good friend of mine who stays in the same city his name is let us say Ramesh. I ask Ramesh. Ramesh, can you please tell me a nice place to visit. I am done with my I came here for a business trip I am done with my business whatever was the official work, now I am free to go around the city and then see the city.

Tell me what all I can do in your city. Ramesh will say my city has beautiful beach which is very close by to where you are staying. You should go and explore it I ask him where exactly it is he tells me the place and exactly route and I go there. So, Ramesh suggested that I go to this beach on the seaside. I see the place a lot of eat outs nice things to shop at things like that. But now the person that I am I do not really enjoy let us say I did not enjoy going to this seaside and eating something which is considered sea food and things like that.

I did not enjoyed I come back, then next day I have more time to explore the city. I will probably not ask Ramesh, why? I will infer that Ramesh recommendation that he gave he does not suit my personality type. If I ask him once again, he will give a similar suggestion. So, I will not now talk to Ramesh I will ring another friend of mine by name Raj, I call up Raj and Raj says Sudarshan, there is a beautiful place near by a couple of kilometers from where you stay it is a beautiful book stores you can sit there read

whatever book you want and buy a book if you wish that is a nice place with the great ambience.

You must visit there I say fine let us let me try over Raj's suggestion. So, Ramesh just said the beach I did not like I did not ask Ramesh anything further. Now Raj comes and he suggests go and see this book centre. I got the book centre at it is plane awesome. I really loved the book centre. It is a great experience to go through the popular science books and the fiction side in the general reading side, great stationary stuff there a something that really really a gives me a high. I thoroughly enjoyed visiting this place I comeback and I message Raj I tell him, dude thank you very much. This is one of the best things I can ever do in a new city.

I was extremely happy. What do I do? What just happened, I asked Ramesh. He said something, I did not like. So, I did not ask Ramesh. And then I rang Raj, Raj said go to a book centre I loved going to this book centre and then I now like Raj's recommendation. For the next day, I again ring him ring, whom? Raj and ask him come on give me another suggestion as good as what you did yesterday.

And raj says go to this coffee store which is really famous. Go with a notebook and pen and you can we can we can scribe something there are or write something there. It is a nice place; we can even read a magazine or two sipping the cities best possible freshly brewed coffee.

Fine, I go there and again I enjoy the ambience. It is a fantastic place; I drink my favorite espresso and I am on caffeine high I start writing on what is the next NPTEL course I must offer and I am all very happy. I come back and I now have high regards for Raj right.

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Let us see what just happened. Here is a person who recommends me a place is the place is good, you give some star rating to the place not only to the place, you also give some rating to the person who recommends this place. The place is good, the person gets more points. The person has more points whatever recommendation he says will be valued by me. Let us think of this slowly, patiently and observe what just happened.