Social Networks
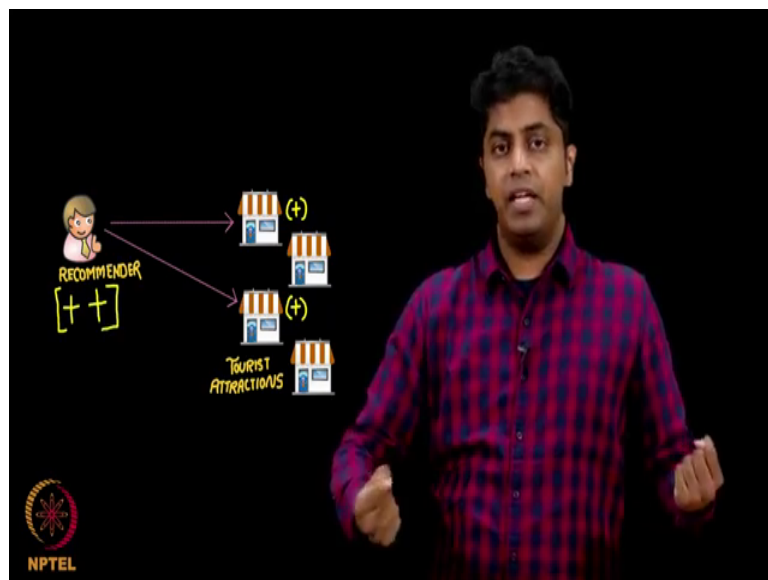**Prof. S. R. S. Iyengar**
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Link Analysis (Continued)
Lecture - 102
**Principle of Repeated Improvement (A story)**

Let us try to, go beyond the simple example; that I gave you what role did Raj take here?

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He was a recommender, what are the places here? The places to visit, tourist attraction right, Raj; was a pointer, to a nice place. Now I will trust Raj; if he points me to a nice place. If the place is nice, I will all the more trust Raj. When I all the more trust raj, his points increases, correct; he becomes more trustworthy, he points to a place, the place is good, the place gets better rating ok. Do you see; what exactly is happening here?

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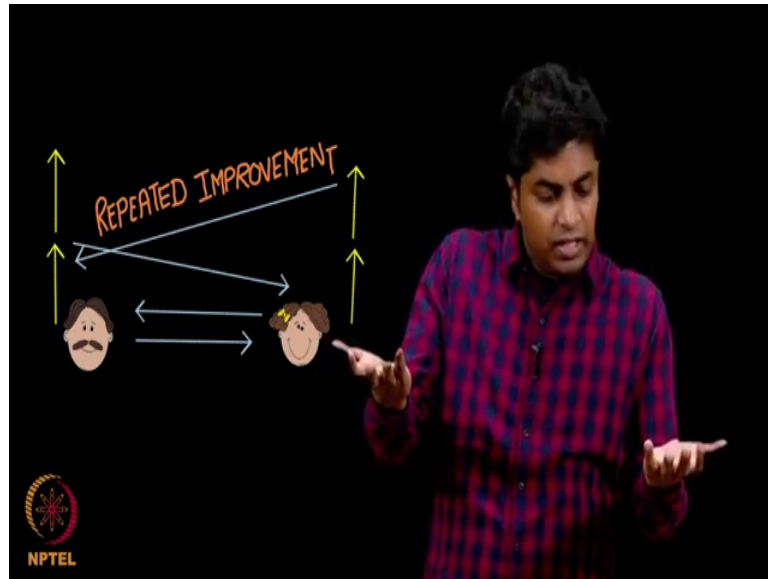
I give you another example; assume you and your spouse. If you treat your spouse well. If you are good, you will treat your spouse well. Let us say you are in the best of your moods, you are mentally very fit; very very fit. So, or you physically and you have all comforts of your life, you are good; your spouse is good. If your spouse is good, you get support, you become better, you become better, your spouse gets good support, and she becomes he or she becomes better so on and so forth, right; this is called the concept of repeated improvement. Because of, the um mother; the daughter does really well in her life?

Because the daughter; mother is very happy she does better, she does better; she does better; she does better, he or she does better, he or she does better this goes on improving right. This is true with, happiness is a nice quote in English which says, divide your sorrow, multiply your; multiply your happiness and divide your sorrow, which means, if you are sad you probably should divide it to your friends, everyone should take an equal share so, that the, an amount of sorrow per person is less.

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If it is happiness, you should probably multiply it. the more you give happiness, the many folds it becomes. So, the point that I am trying to make here is happiness yields happiness and this happiness yields more happiness this side and so on and so forth ok, all right. So, this is very true with Raj and his recommendations.

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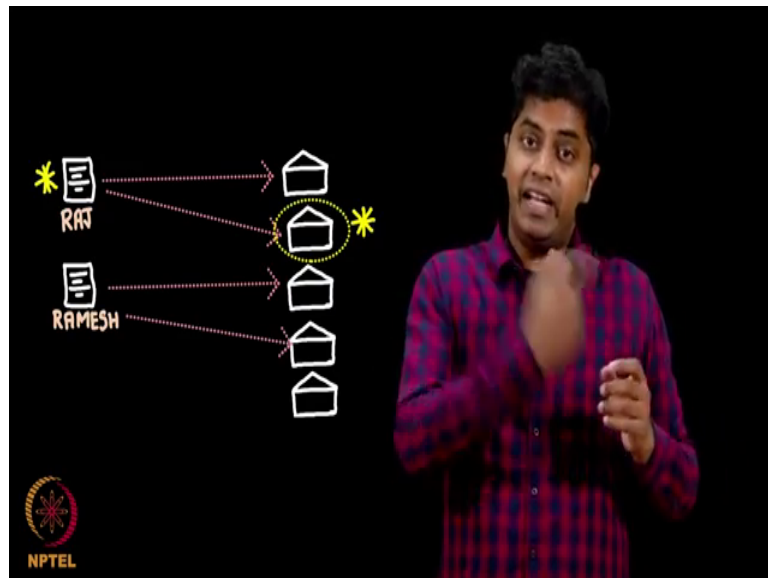
Raj role is what is called, a list, a list of recommendations. Assume there are plenty many such lists available for tourists to come to the city, Raj is basically a bold; he says go to this place, this place, this place, this place.

Ramesh is another bold; basically it is a sheet of paper, which says go to this place, this place, this place, this place. And people come read this list, and go to the place. If the place is good they give some rating for the place, and come back and give some rating for the person, for the list right.

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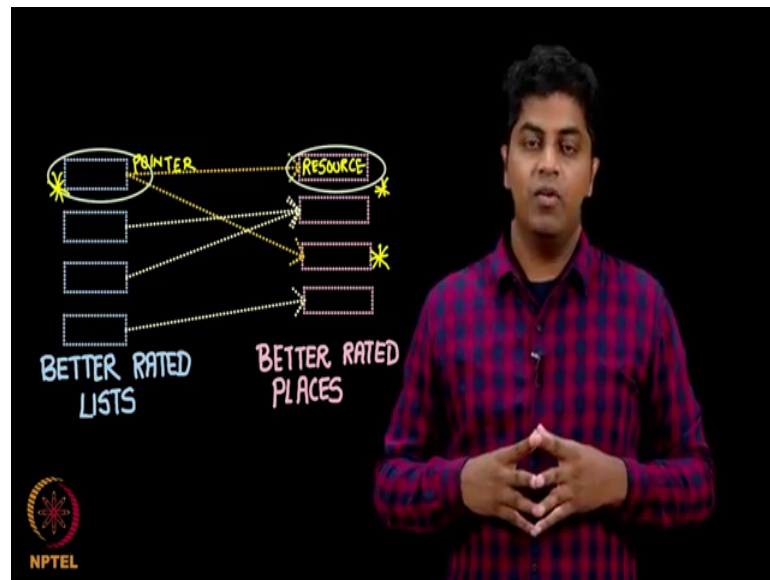
Now, better rated lists; should point to better rated places, and better rated places should be pointed by better rated lists, correct very intuitive.

If you did not get the intuition, you do not worry, as I proceed with this example, you will get good intuition. So, all I am trying to say here, is that; the pointer to a resource, and the resource itself, pointer and the resource. If the resource is good, the pointer get some credit, if the pointer has good credit, whatever he points to; also is a good resource, and resource gets good credit to; is all I am that I am saying. What has this to do; with our subject, what has this to do with let us say networks.