

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

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The image shows a man in a blue polo shirt speaking. To his right is a diagram of a 'Friendship Network' consisting of 10 stylized human figures connected by dashed lines. One figure at the top is highlighted in yellow, with an arrow pointing to it and the text 'Is it she?'. A thought bubble next to the diagram contains the text 'Who is most important?'. Below the diagram is the text 'Friendship Network'. In the bottom right corner is the NPTEL logo.

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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Larry Page and Sergey Brin

Google Page Ranking

Google PageRank Checker CR PR checker tool to check PR of a...

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.