

$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)} \text{***}$$

WHERE DO SEARCH RESULTS COME FROM?

When you put words or questions into a search engine, the algorithm takes in to account some of the following questions before it shows you your results!

What words did you use?

- What words did you type? How did you mean to spell them?
- Of all the information on the internet, what matches the words you used?

Is this what you want?

- If a website has the words you used, will this website answer your question or be the information you are looking for? For example, if you search for “pizza,” do you want a website telling you where to buy pizza or a website explaining what pizza is?
- If a website has the words you used, is this website paying to have itself listed close to the top of your search results?

What does the internet know about you?

- Where do you live and what does that tell us about what you are searching for? For example, if you search for ‘zoo’, does the algorithm show you a website for your local zoo or a website explaining what a zoo is?
- What have you searched for before and what does that tell us about what you are searching for now?

***Google’s website search ranking algorithm, PageRank, used as a way of measuring the importance of website pages