IB Computer Science

Web Sciences

Student_____

Date: _____

Directions

    Use the resources listed on the agenda web page to answer these questions.
    http://www.sirgroane.net/google-page-rank/
        Pay particular attention to the examples

1) Explain how that the calculation of PageRanks is an iterative process.

2) Explain the consequential effects that a change in PageRank of one page will have on other pages/.

3) Differentiate between white hat search engine optimization and black hat optimization.

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Directions

https://en.wikibooks.org/wiki/IB/Group_4/Computer_Science/Web_Science#Web_Crawlers
        Read all material for Web Science Section C.2
HWMath.net/IBCS
        read all material for Web Science sections C.2

4) Define each of the following:
- bots

- deep web

- HITS algorithm

- meta-tag

- parallel web crawling

- search engine metrics

- search engines

- surface web

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- web crawler

- web indexing

5) Explain why the effectiveness of a search engine is determined by the assumptions made when developing it.

6) Discuss the use of parallel web crawling.

7) Describe the different metrics used by search engines.