

MARKOV CHAINS

~~TWO APPLICATIONS~~

ONE

ANNA KARLIN

SOME SLIDES BY ALEX TSUN

AGENDA

- DISCRETE-TIME STOCHASTIC PROCESSES
- REVIEW MARKOV CHAINS
- PAGERANK
- ~~THE METROPOLIS ALGORITHM~~







DISCRETE-TIME STOCHASTIC PROCESSES

Discrete-Time Stochastic Process (DTSP): A discrete-time stochastic process is a sequence of random variables X_0, X_1, X_2, \dots where X_t is the value at time t .

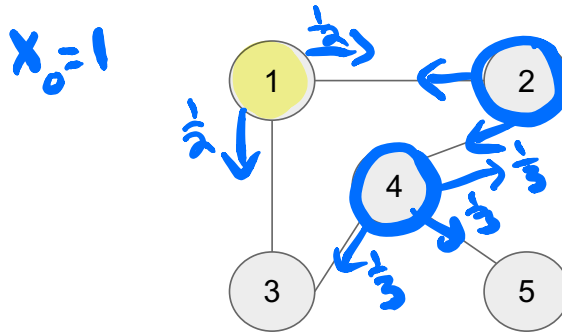
Examples:

- The temperature in Seattle each day.
- The stock price of TESLA each day.
- Your position on a one-dimensional number line during a “random walk”.
- The Bernoulli process (at each time step, flip a coin independently).

DISCRETE-TIME STOCHASTIC PROCESSES

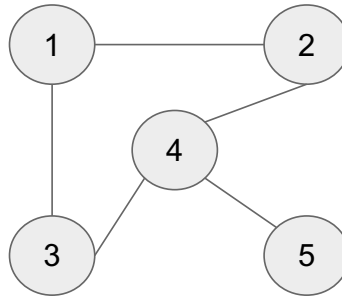
Tue 28	83° /60°	 Sunny	←	X_0
Wed 29	81° /59°	 Sunny	←	X_1
Thu 30	78° /58°	 Mostly Sunny	←	X_2
Fri 31	78° /59°	 Partly Cloudy	←	X_3
Sat 01	79° /59°	 Partly Cloudy	←	X_4
Sun 02	78° /58°	 Mostly Sunny	←	X_5

RANDOM WALK ON A GRAPH EXAMPLE



Suppose we start at node 1, and at each time step, independently step to a neighboring node with equal probability.

RANDOM WALK ON A GRAPH EXAMPLE

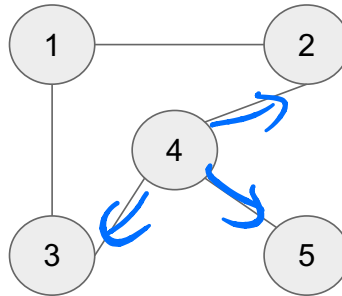


Suppose we start at node 1, and at each time step, independently step to a neighboring node with equal probability.

For example, $X_0 = 1$ since at time $t = 0$ we are at node 1. Then, X_1 is either 2 or 3 (but cannot be 4 or 5 since not neighbors of node 1). And so on.

This DTSP is actually a special type of DTSP called a **Markov Chain**.

RANDOM WALK ON A GRAPH EXAMPLE



Three Key Properties:

1. We only have **finitely many states** (we have 5 in this example: $\{1,2,3,4,5\}$).
2. We **don't care about the past, given the present**. That is, the distribution of where we go next **ONLY** depends on where we are **currently**, and not any past history.
3. The **transition probabilities are the same at each time step** (e.g., if we are at node 1 at time $t = 0$ or $t = 152$, we always are equally likely to go to node 2 or 3).

MARKOV CHAINS

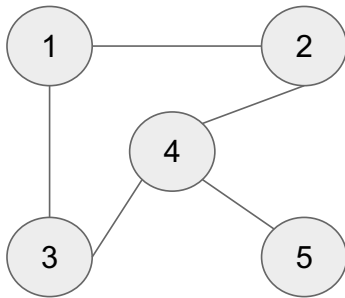
Discrete time stochastic process $X_1, X_2, \dots, X_t, \dots$

Such that

$$S = \{1, 2, \dots, n\}$$

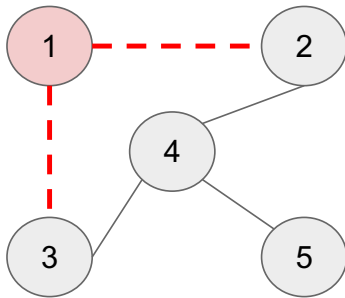
- There is a state space S , such that each X_t is in S .
- $\Pr(X_{t+1} = j \mid X_t = i, \text{history}) = \Pr(X_{t+1} = j \mid X_t = i)$
- $p_{ij} = \Pr(X_{t+1} = j \mid X_t = i)$ for all i and j specified by transition probability matrix (TPM) P

TRANSITION PROBABILITY MATRIX EXAMPLE



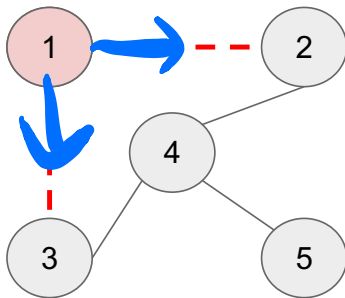
	To s_1	To s_2	To s_3	To s_4	To s_5
From s_1					
From s_2					
From s_3					
From s_4					
From s_5					

TRANSITION PROBABILITY MATRIX EXAMPLE



	To s_1	To s_2	To s_3	To s_4	To s_5
From s_1					
From s_2					
From s_3					
From s_4					
From s_5					

TRANSITION PROBABILITY MATRIX EXAMPLE

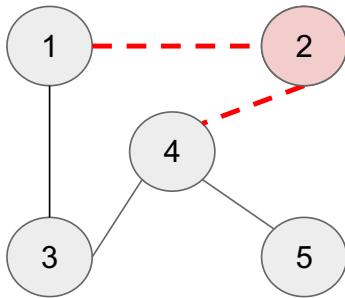


	To s_1	To s_2	To s_3	To s_4	To s_5
From s_1	0	1/2	1/2	0	0
From s_2					
From s_3					
From s_4					
From s_5					

$P(X_{t+1} = 2 \mid X_t = 1)$

$P(X_{t+1} = 3 \mid X_t = 1)$

TRANSITION PROBABILITY MATRIX EXAMPLE

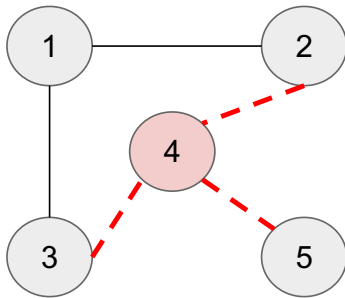


	To s_1	To s_2	To s_3	To s_4	To s_5
From s_1	0	1/2	1/2	0	0
From s_2	1/2	0	0	1/2	0
From s_3					
From s_4					
From s_5					

$P(X_{t+1}=1 \mid X_t=2)$ points to the value 1/2 in the row for From s_2 and column for To s_1 .

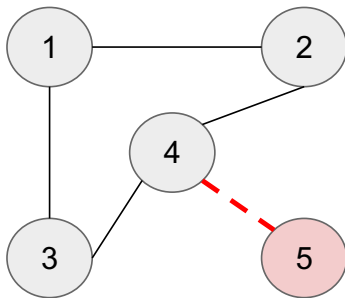
$P(X_{t+1}=4 \mid X_t=2)$ points to the value 1/2 in the row for From s_2 and column for To s_4 .

TRANSITION PROBABILITY MATRIX EXAMPLE



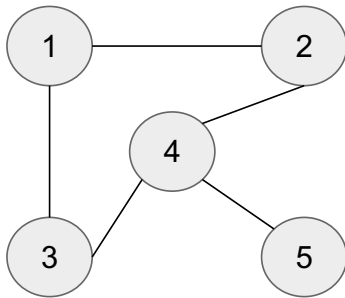
	To s_1	To s_2	To s_3	To s_4	To s_5
From s_1	0	1/2	1/2	0	0
From s_2	1/2	0	0	1/2	0
From s_3	1/2	0	0	1/2	0
From s_4	0	1/3	1/3	0	1/3
From s_5	-	-	-	-	-

TRANSITION PROBABILITY MATRIX EXAMPLE



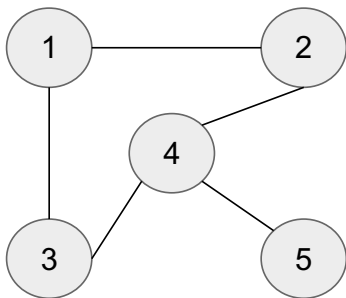
	To s_1	To s_2	To s_3	To s_4	To s_5
From s_1	0	1/2	1/2	0	0
From s_2	1/2	0	0	1/2	0
From s_3	1/2	0	0	1/2	0
From s_4	0	1/3	1/3	0	1/3
From s_5	0	0	0	1	0

TRANSITION PROBABILITY MATRIX EXAMPLE



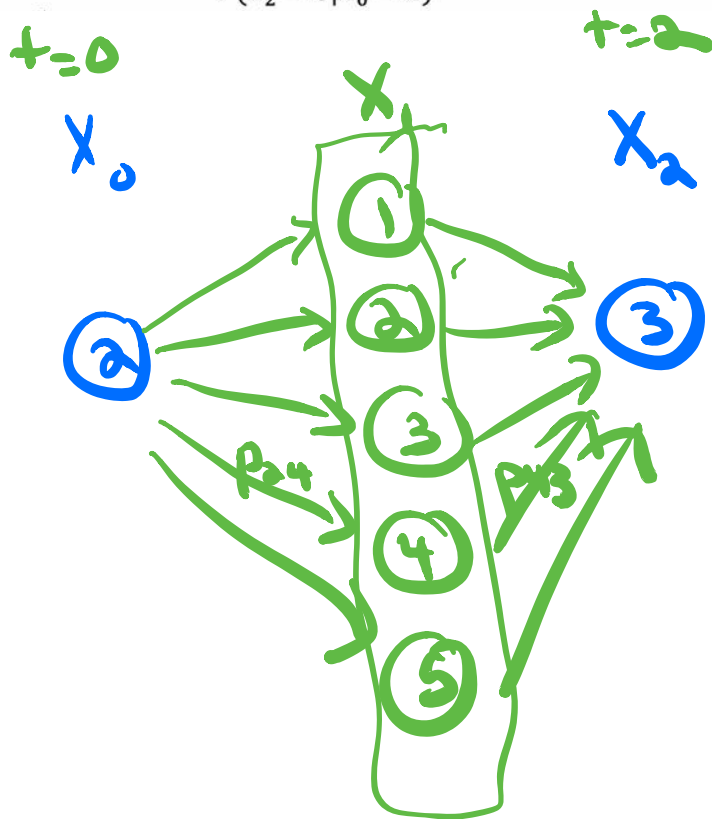
$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

COMPUTING PROBABILITY EXAMPLE

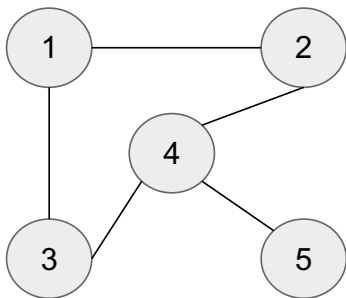


$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$P(X_2 = 3 | X_0 = 2)$$



COMPUTING PROBABILITY EXAMPLE



$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

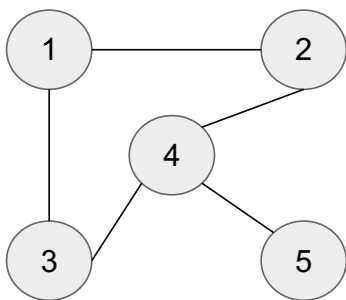
instak 3
tree at the 0

$$P(X_2 = 3 | X_0 = 2)$$

$$= \sum_{i=1}^5 P(X_2 = 3 | X_0 = 2, X_1 = i) P(X_1 = i | X_0 = 2) \text{ [LTP]}$$

$$P(X_2 = 3 | X_1 = i)$$

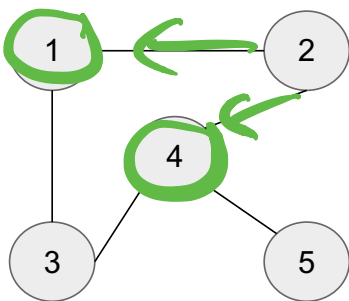
COMPUTING PROBABILITY EXAMPLE



$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$\begin{aligned}
 & P(X_2 = 3 | X_0 = 2) \\
 &= \sum_{i=1}^5 P(X_2 = 3 | X_0 = 2, X_1 = i) P(X_1 = i | X_0 = 2) \text{ [LTP]} \\
 &= \sum_{i=1}^5 P(X_2 = 3 | X_1 = i) P(X_1 = i | X_0 = 2) \text{ [Markov property]} \\
 & \quad \underbrace{P_{i3}} \quad \underbrace{P_{i1}} \\
 & \quad P_{i1} \cdot P_{i3}
 \end{aligned}$$

COMPUTING PROBABILITY EXAMPLE



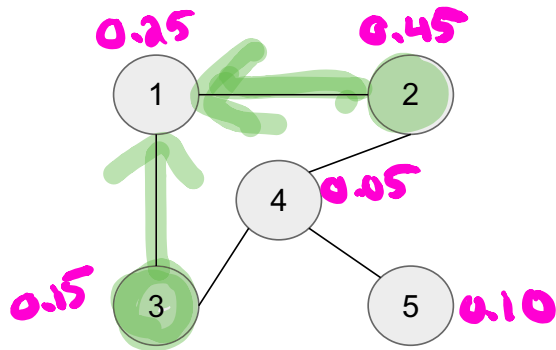
$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$\begin{aligned}
 & P(X_2 = 3 | X_0 = 2) \\
 &= \sum_{i=1}^5 P(X_2 = 3 | X_0 = 2, X_1 = i) P(X_1 = i | X_0 = 2) \text{ [LTP]} \\
 &= \sum_{i=1}^5 P(X_2 = 3 | X_1 = i) P(X_1 = i | X_0 = 2) \text{ [Markov property]} \\
 &= P(X_2 = 3 | X_1 = 1) P(X_1 = 1 | X_0 = 2) + P(X_2 = 3 | X_1 = 4) P(X_1 = 4 | X_0 = 2) \\
 &= P_{13} P_{21} + P_{43} P_{24} = \frac{1}{2} \cdot \frac{1}{2} + \frac{1}{3} \cdot \frac{1}{2} = \frac{5}{12}
 \end{aligned}$$

RANDOM PICTURE



APPLYING A TRANSITION MATRIX



Suppose we start at a random state with these probabilities (sum to 1).

$$v = [0.25, 0.45, 0.15, 0.05, 0.10]$$

$$P(X_0=1) \quad P(X_0=2) \quad P(X_0=3) \quad P(X_0=4) \quad P(X_0=5)$$

What is my belief distribution for where I am next?

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$\boxed{\Pr(X_i=1)}$$

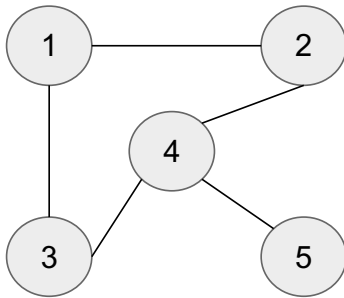
a) 0.25

b) 1

c) $0.45 \cdot \frac{1}{2} + 0.15 \cdot \frac{1}{2}$

d) $\sum_{i=1}^5 \Pr(X_0=i) \Pr(X_i=1 | X_0=i)$

APPLYING A TRANSITION MATRIX



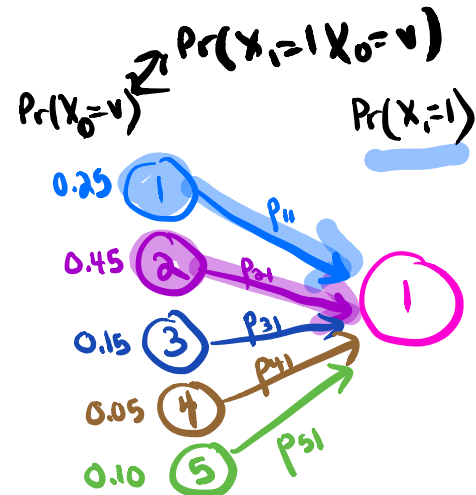
$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

Suppose we start at a random state with these probabilities (sum to 1).

$$v = [0.25, \quad 0.45, \quad 0.15, \quad 0.05, \quad 0.10]$$

$$P(X_0=1) \quad P(X_0=2) \quad P(X_0=3) \quad P(X_0=4) \quad P(X_0=5)$$

What is my belief distribution for where I am next?



APPLYING A TRANSITION MATRIX

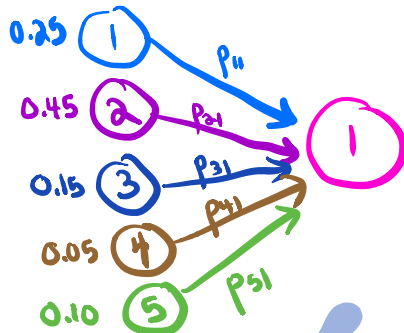
Let's compute the matrix product vP (we'll see why soon!).

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

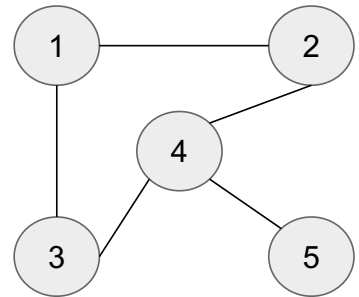
$$P(X_0 = 1) \quad P(X_0 = 2) \quad P(X_0 = 3) \quad P(X_0 = 4) \quad P(X_0 = 5)$$

$$v = [0.25, 0.45, 0.15, 0.05, 0.10] \left[\sum_{i=1}^5 P_{i1} v_i \right]$$

$\Pr(X_0 = v)$



$\Pr(X_i = 1)$



APPLYING A TRANSITION MATRIX

Let's compute the matrix product vP (we'll see why soon!).

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$P(X_0 = 1)$ $P(X_0 = 2)$ $P(X_0 = 3)$ $P(X_0 = 4)$ $P(X_0 = 5)$

$$v = [0.25, 0.45, 0.15, 0.05, 0.10] \left[\sum_{i=1}^5 P_{i1} v_i, \right]$$

$P(X_1 = 1)$

$$\sum_{i=1}^5 P_{i1} v_i = \sum_{i=1}^5 P(X_1 = 1 | X_0 = i) P(X_0 = i) = P(X_1 = 1)$$

Def of TPM (works for any time)
Def of v
LTP

APPLYING A TRANSITION MATRIX

Let's compute the matrix product vP (we'll see why soon!).

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$P(X_0 = 1) \quad P(X_0 = 2) \quad P(X_0 = 3) \quad P(X_0 = 4) \quad P(X_0 = 5)$$

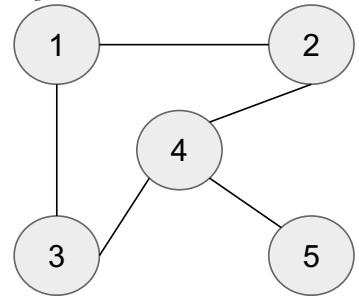
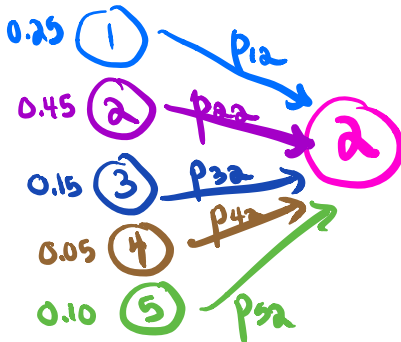
$$v = [0.25, 0.45, 0.15, 0.05, 0.10] \left[\sum_{i=1}^5 P_{i1} v_i, \sum_{i=1}^5 P_{i2} v_i, \dots \right]$$

$P(X_1 = 1)$

$P(X_1 = 2)$

$Pr(X_0 = i)$

$Pr(X_1 = 2)$



APPLYING A TRANSITION MATRIX

Let's compute the matrix product vP (we'll see why soon!).

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$P(X_0 = 1)$ $P(X_0 = 2)$ $P(X_0 = 3)$ $P(X_0 = 4)$ $P(X_0 = 5)$

$$v = [0.25, \quad 0.45, \quad 0.15, \quad 0.05, \quad 0.10] \left[\sum_{i=1}^5 P_{i1} v_i, \quad \sum_{i=1}^5 P_{i2} v_i, \right]$$

$P(X_1 = 1)$ $P(X_1 = 2)$

$$\sum_{i=1}^5 P_{i2} v_i = \sum_{i=1}^5 P(X_1 = 2 | X_0 = i) P(X_0 = i) = P(X_1 = 2)$$

Def of TPM (works for any time) Def of v LTP

APPLYING A TRANSITION MATRIX

Let's compute the matrix product vP (we'll see why soon!).

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$P(X_0 = 1)$ $P(X_0 = 2)$ $P(X_0 = 3)$ $P(X_0 = 4)$ $P(X_0 = 5)$

$$v = [0.25, 0.45, 0.15, \text{HMMMM}, P_{i2}v_i]$$

$$\sum_{i=1}^5 P_{i2}v_i = \sum_{i=1}^5 P(X_1 = 2 | X_0 = i)P(X_0 = i) = P(X_1 = 2)$$

Def of TPM (works for any time)

Def of v

LTP

APPLYING A TRANSITION MATRIX

Let's compute the matrix product vP (we'll see why soon!).

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$P(X_0 = 1) \quad P(X_0 = 2) \quad P(X_0 = 3) \quad P(X_0 = 4) \quad P(X_0 = 5)$$

$$v = [0.25, \quad 0.45, \quad 0.15, \quad 0.05, \quad 0.10]$$

$$\left[\sum_{i=1}^5 P_{i1}v_i, \quad \sum_{i=1}^5 P_{i2}v_i, \quad \sum_{i=1}^5 P_{i3}v_i, \quad \sum_{i=1}^5 P_{i4}v_i, \quad \sum_{i=1}^5 P_{i5}v_i \right]$$

$$P(X_1 = 1) \quad P(X_1 = 2) \quad P(X_1 = 3) \quad P(X_1 = 4) \quad P(X_1 = 5)$$

Right-multiplying by P gives the belief distribution at the next time step!

$$\boxed{v} P = \left(P(X_1=1), P(X_1=2), P(X_1=3), P(X_1=4), P(X_1=5) \right) \cdot P$$

$$v P^2 = \left(P(X_2=1), P(X_2=2), \dots \right)$$

$$v P^t = \left(P(X_t=1), P(X_t=2), \dots \right)$$

APPLYING A TRANSITION MATRIX

Let's compute the matrix product vP (we'll see why soon!).

$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$P(X_0=1) \quad P(X_0=2) \quad P(X_0=3) \quad P(X_0=4) \quad P(X_0=5)$$

$$v = [0.25, \quad 0.45, \quad 0.15, \quad 0.05, \quad 0.10] \quad \left[\sum_{i=1}^5 P_{i1}v_i, \quad \sum_{i=1}^5 P_{i2}v_i, \quad \sum_{i=1}^5 P_{i3}v_i, \quad \sum_{i=1}^5 P_{i4}v_i, \quad \sum_{i=1}^5 P_{i5}v_i \right]$$

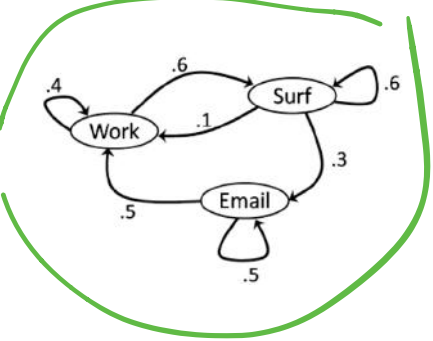
$$(1, 0, 0, 0, 0)$$

$$P(X_1=1) \quad P(X_1=2) \quad P(X_1=3) \quad P(X_1=4) \quad P(X_1=5)$$

Right-multiplying by P gives the belief distribution at the next time step!

By induction (repeatedly applying this matrix P), vP^t is the distribution after t time steps.

$$v P^t = (\Pr(X_t=1), \dots)$$



$$P^2 = \begin{matrix} & W & S & E \\ \begin{matrix} W \\ S \\ E \end{matrix} & \begin{pmatrix} .22 & .6 & .18 \\ .25 & .42 & .33 \\ .45 & .3 & .25 \end{pmatrix} \end{matrix}$$

$$P^3 = \begin{matrix} & W & S & E \\ \begin{matrix} W \\ S \\ E \end{matrix} & \begin{pmatrix} .238 & .492 & .270 \\ .307 & .402 & .291 \\ .335 & .450 & .215 \end{pmatrix} \end{matrix}$$

$$P^{10} \approx \begin{matrix} & W & S & E \\ \begin{matrix} W \\ S \\ E \end{matrix} & \begin{pmatrix} .2940 & .4413 & .2648 \\ .2942 & .4411 & .2648 \\ .2942 & .4413 & .2648 \end{pmatrix} \end{matrix}$$

$$P^{60} = P^{60} + P^{60} + P^{60} = 1$$

$$P^{30} \approx \begin{matrix} & W & S & E \\ \begin{matrix} W \\ S \\ E \end{matrix} & \begin{pmatrix} .29411764705 & .44117647059 & .26470588235 \\ .29411764706 & .44117647058 & .26470588235 \\ .29411764706 & .44117647059 & .26470588235 \end{pmatrix} \end{matrix}$$

$$P^{60} \approx \begin{matrix} & W & S & E \\ \begin{matrix} W \\ S \\ E \end{matrix} & \begin{pmatrix} .294117647058823 & .441176470588235 & .264705882352941 \\ .294117647068823 & .441176470588235 & .264705882352941 \\ .294117647068823 & .441176470588235 & .264705882352941 \end{pmatrix} \end{matrix}$$

$$V = (0.51, 0.32, 0.17)$$

$$0.51 + 0.32 + 0.17 = 1$$

α_1

α_2

α_3

$$0.51 \alpha_1 + 0.32 \alpha_2 + 0.17 \alpha_3$$

$$v P^{60} = (\alpha_1, \alpha_2, \alpha_3)$$

$$= \alpha_i$$

APPLYING A TRANSITION MATRIX

for + large $P^t =$

0.2	0.2	0.2	0.3	0.1
0.2	0.2	0.2	0.3	0.1
0.2	0.2	0.2	0.3	0.1
0.2	0.2	0.2	0.3	0.1
0.2	0.2	0.2	0.3	0.1

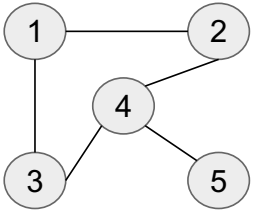
$$P(X_0=1) \quad P(X_0=2) \quad P(X_0=3) \quad P(X_0=4) \quad P(X_0=5)$$

$$v = [0.25, \quad 0.45, \quad 0.15, \quad 0.05, \quad 0.10]$$

$$\left[\sum_{i=1}^5 P_{i1} v_i, \quad \sum_{i=1}^5 P_{i2} v_i, \quad \sum_{i=1}^5 P_{i3} v_i, \quad \sum_{i=1}^5 P_{i4} v_i, \quad \sum_{i=1}^5 P_{i5} v_i \right]$$

$$P(X_1=1) \quad P(X_1=2) \quad P(X_1=3) \quad P(X_1=4) \quad P(X_1=5)$$

$$v P^t = (0.2 \quad 0.2 \quad 0.2 \quad 0.3 \quad 0.1)$$



APPLYING A TRANSITION MATRIX

Let's compute the matrix product vP (we'll see why soon!).

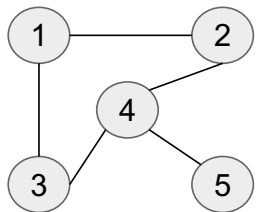
$$P = \begin{bmatrix} 0 & 1/2 & 1/2 & 0 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 1/2 & 0 & 0 & 1/2 & 0 \\ 0 & 1/3 & 1/3 & 0 & 1/3 \\ 0 & 0 & 0 & 1 & 0 \end{bmatrix}$$

$$P(X_t=1) \quad P(X_t=2) \quad P(X_t=3) \quad P(X_t=4) \quad P(X_t=5)$$

$$(0.2 \quad 0.2 \quad 0.2 \quad 0.3 \quad 0.1)$$

$$\left[\sum_{i=1}^5 P_{i1}v_i, \quad \sum_{i=1}^5 P_{i2}v_i, \quad \sum_{i=1}^5 P_{i3}v_i, \quad \sum_{i=1}^5 P_{i4}v_i, \quad \sum_{i=1}^5 P_{i5}v_i \right]$$

$$P(X_1=1) \quad P(X_1=2) \quad P(X_1=3) \quad P(X_1=4) \quad P(X_1=5)$$



$$\pi = (0.2, 0.2, 0.2, 0.3, 0.1)$$

vP^t as t gets large

$$\pi P = \pi$$

STATIONARY DISTRIBUTION OF A MARKOV CHAIN

Stationary Distribution: The stationary distribution of a Markov Chain with n states (which doesn't always exist), is the n -dimensional row vector π (which must be a probability distribution - nonnegative and sums to 1), such that

$$\pi P = \pi$$

Intuitively, it means that the distribution at the next time step is the same as the distribution at the current time step. This typically happens after a "long time" (called the mixing time) in the process (meaning after lots of transitions are taken).

$$(\pi_1, \pi_2, \dots, \pi_n)$$

STATIONARY DISTRIBUTION OF A MARKOV CHAIN

Fundamental Theorem of Markov Chains

Let P be the TPM for a Markov chain. Under minor technical conditions, including "connectivity"

$$\lim_{t \rightarrow \infty} P_{ij}^t = \pi_j \quad \forall i, j$$

where

$$\pi_j = \sum_{i=1}^n \pi_i p_{ij} \quad j = 1, \dots, n$$
$$\pi_1 + \pi_2 + \dots + \pi_n = 1$$

π is stationary

$$\pi = \pi P$$



No more CCs.

APPLICATION 1: PAGERANK

1997

- Bill Clinton in White House
- Deep Blue beat world chess champion (Kasparov)

And the Internet kind of sucked

[Nov '97: only one of the top 4 commercial search engines actually *found itself* when you search

THE PROBLEM

Search engines worked by matching words

Top search for Bill Clinton

- `Bill Clinton Joke of the Day' Website

Deeply susceptible to spammers and advertisers

HOW TO FIX?

Collect pages with decent textual match

Then **rank** them by some measure of 'quality' or 'authority'.

Enter two groups:

- Jon Kleinberg (prof at Cornell)
- Larry Page and Sergey Brin (Ph.D. students at Stanford)

BOTH GROUPS HAD THE SAME BRILLIANT IDEA



Larry Page and Sergey Brin (Ph.D. students at Stanford)

- Took the idea and founded Google, making billions

Jon Kleinberg (professor at Cornell)

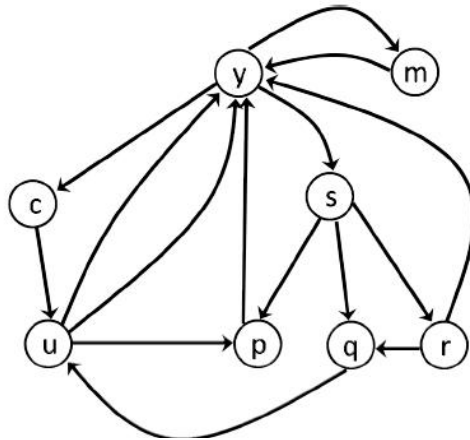


- MacArthur Genius Prize, Nevanlinna Prize and many other academic honors.

PAGERANK



- Key idea is **hyperlink analysis**: take into account the directed graph structure of the web

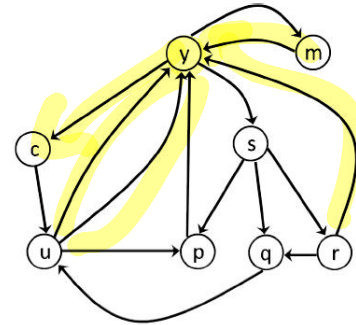


PAGERANK



Idea 1: “Citations”

As with academic publishing, it’s a good idea to think of each link to a page as a “citation” or “vote of quality”.



Rank pages by in-degree?

PROBLEMS WITH RANKING PAGES BY INDEGREE

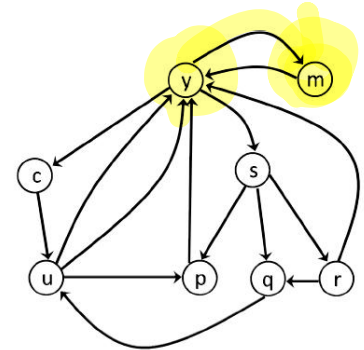
- Spamming
- Some linkers not discriminating
- Not all links created equal.

Perhaps we should weight the links somehow and then use the weights of the in-links to rank pages.

INCHING TOWARDS PAGERANK



- Web page has **high quality** if it's linked to by lots of **high quality** pages.
- A page is high quality if it links to lots of **high quality** pages.
- So kind of a recursive definition



INCHING TOWARDS PAGERANK

- If web page x has d outgoing links, one of which goes to y , then this contributes $1/d$ to the importance of y .
- But, we want to take importance/quality of x into account.
- Recursive definition.

q_y quality/importance of web page y .

$$q_y = q_u \frac{2}{3} + q_p \frac{1}{2} + q_r \frac{1}{2} + q_m \frac{1}{2}$$

$$P_{ij} = \begin{cases} \frac{1}{d_i} & \text{if } (i, j) \in E \\ 0 & \text{o.w.} \end{cases}$$

