

Homework 6

Student Number:

Name:

Problem 1. (20 points) The Goto method ranked advertisements matching a query by bid: the highest-bidding advertiser got the top position, the second-highest the next, and so on. What can go wrong with this when the highest-bidding advertiser places an advertisement that is irrelevant to the query? Why might an advertiser with an irrelevant advertisement bid high in this manner?

Problem 2. (20 points) Two web search engines A and B each generate a large number of pages uniformly at random from their indexes.

- 35% of A's pages are present in B's index
- 55% of B's pages are present in A's index.

What is the number of pages in A's index relative to B's?

Problem 3. (20 points) Instead of using the process depicted in shingle sketches, consider instead the following process for estimating the Jaccard coefficient of the overlap between two sets S1 and S2:

We pick a random subset of the elements of the universe from which S1 and S2 are drawn; this corresponds to picking a random subset of the rows of the matrix A in the proof. We exhaustively compute the Jaccard coefficient of these random subsets.

Why is this estimate an unbiased estimator of the Jaccard coefficient for S1 and S2?

Problem 4. (40 points) Web search engines A and B each crawl a random subset of the same size of the Web. Some of the pages crawled are duplicates – exact textual copies of each other at different URLs.

Assume that duplicates are distributed uniformly amongst the pages crawled by A and B. Further, assume that a duplicate is a page that has exactly two copies – no pages have more than two copies. A indexes pages without duplicate elimination whereas B indexes only one copy of each duplicate page. The two random subsets have the same size before duplicate elimination. If, 45% of A's indexed URLs are present in B's index, while 50% of B's indexed URLs are present in A's index.

What fraction of the Web consists of pages that do not have a duplicate?