

CS-234

Technologies for  
Democratic society

Fall 2021

Week 4

# Search engines (PageRank)

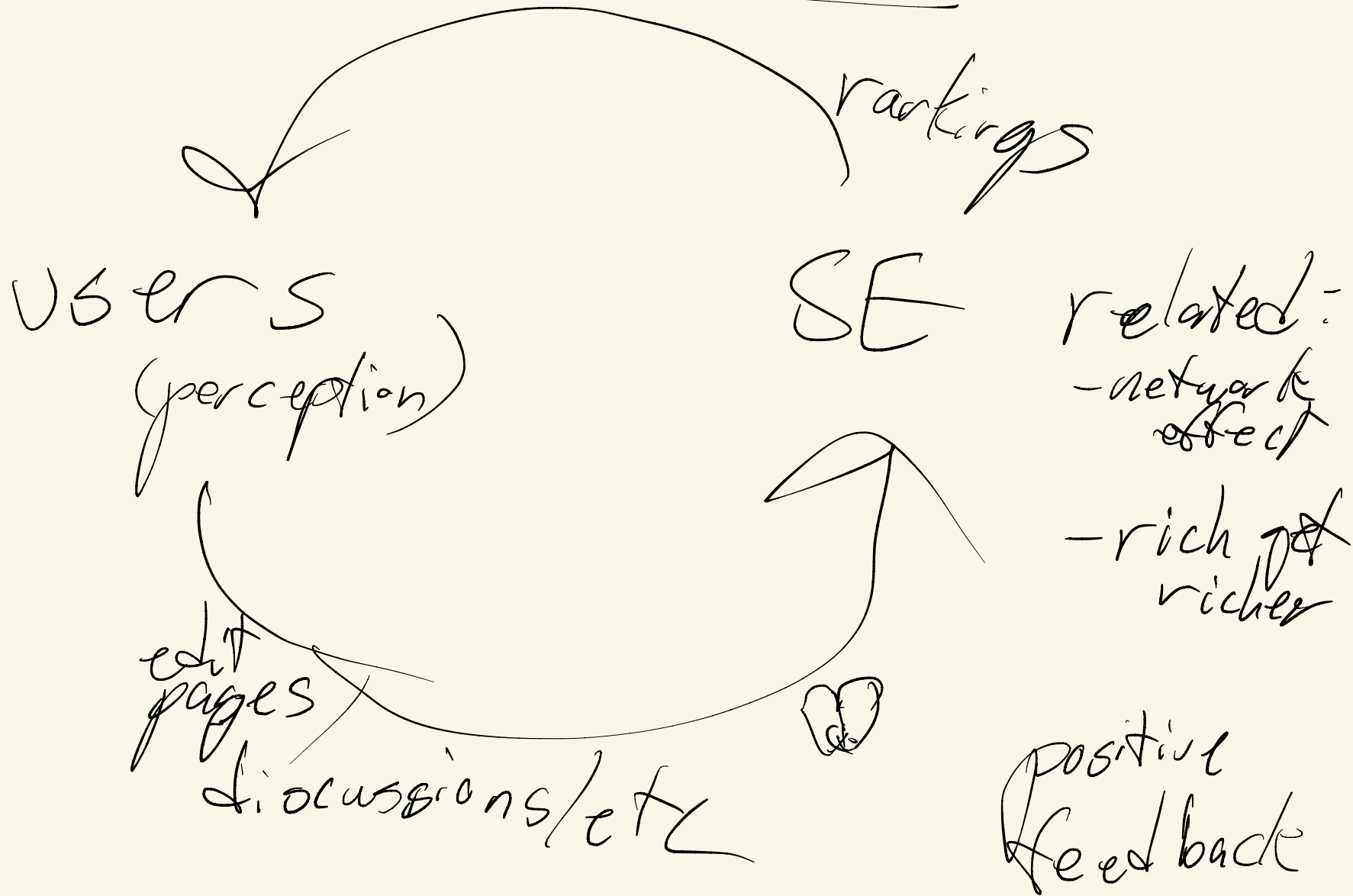
- Search Engine Optimization (SEO)
  - link farming
  - additional/extra text in web pages
    - hidden text (cloaking), hidden links
  - doorway pages
    - optimize presence + freq of keywords
  - commentary in trusted websites
  - getting competitors banned
  - keyword stuffing etc

## Mitigations:

- manual (customized weights - start heavy
- guardianship - narrow perspective
- other sources - complex interactions

# Dynamic effects over time

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# Science, academic reputation

- Scholarly peer review process
  - Royal Society 1665
  - Developed into modern form in 18th + 19th
- Peer review: filter quality (signal/noise)
  - other scientists review submissions
  - journal author → editor → reviewer → editor → author
  - reviewer → editor → author
  - reviewer → reviewer → author

- CS conference/workshops
  - author → chair → reviewers → PC → results
  - author → deadline → chair → reviewers (program committee) → meeting → results
  - revisions

deliberative process