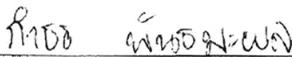


Komthorn Puntumapon 2007: Un-Biasing Boost Farm in PageRank
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Link analysis is one of the important components in the current search engine's ranking system e.g. Google and Yahoo. Since the search result leads to the web pages that will later have implicit effect in business process, there exist many attempts to spam the link structure of the web for boosting up web's ranking. This behavior degrades the search engine's results and we called this behavior "search engine spam". Building an artificial condensed link structure called "boost farm" is a technique that can optimize the link based ranking system. In this paper, we proposed an approach to un-bias the effect of those boost farms in the PageRank computation by creating virtual links for correcting boost farm's link structure, as well as the promising preliminary results.



Student's signature



Thesis Advisor's signature

