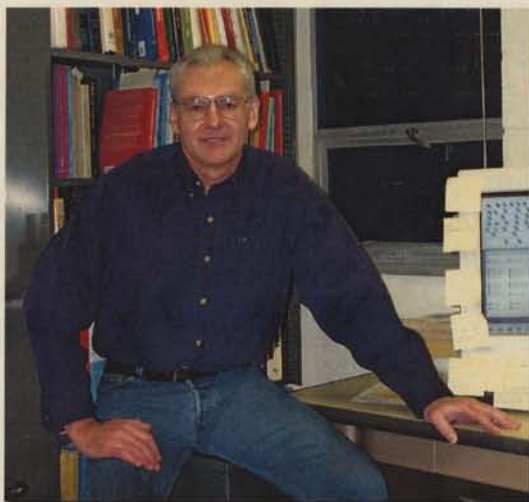


The Department of Mathematics
University of Wisconsin - Madison
Announces

2007 LAA Lecture

Carl D. Meyer, Jr.

**Professor of Mathematics
North Carolina State University, Raleigh**



Friday, May 4, 2007

**4:00 PM -- Lecture
B239 Van Vleck Hall**

**Reception following the lecture
in the 9th Floor Lounge**

“Google’s PageRank and Beyond”

Abstract:

Why is Google so good at what it does? There are a variety of reasons, but the fundamental thing that distinguishes Google and has put them so far ahead of other search engines is their patented PageRank concept. PageRank has revolutionized Web search to the extent that it has been charged in Federal Court with driving the direction of commerce on the Internet. Many mathematicians are therefore surprised when they learn that a technology of such consequence is predicated on the same mathematics that is available to undergraduate students. This talk will survey some of these concepts.

Professor Meyer is author (with Amy Langville) of the recent book *Google’s PageRank and Beyond: The Science of Search Engine Rankings* (Princeton University Press), and author of *Matrix Analysis and Applied Linear Algebra* (SIAM).