

The \$25,000,000,000 Vector

— How Google Knows
What You Want to Search for

Dr. Dawn Archey

University of Detroit Mercy

Google can instantly decide which of the web pages containing your search terms are most relevant. How can this happen?

It is done by solving a linear algebra problem known as finding an eigenvector, an idea worth \$25,000,000,000!

Sounds fancy, huh? You do NOT need to know much math to understand this talk. Dr. Dawn Archey will make you appreciate the amazing ideas behind Google's search engine. For those who actually know enough math, you will be able to see eigenvectors peeking through.

Thursday, Feb. 2, 2012

12:30—1:45pm

Science Building, S217

A free pizza lunch will be provided.

Everyone is welcome!

Dr. Dawn Archey grew up in Coldwater, Michigan, received her Bachelor's in Math at Kalamazoo College, and received her Ph.D. in Math from the University of Oregon. She then spent two years on a postdoctoral research fellowship at Ben Gurion University in Beer Sheva, Israel. She is currently an assistant professor at the University of Detroit Mercy.