

CS-234

Technologies for
Democratic society

Fall 2022

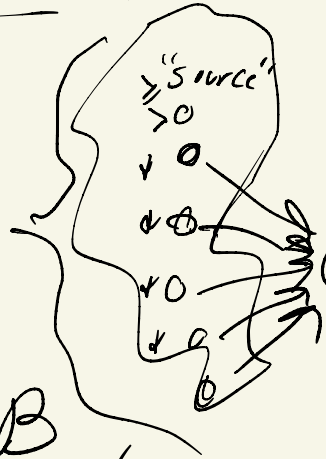
Week 4

Influence - manipulation

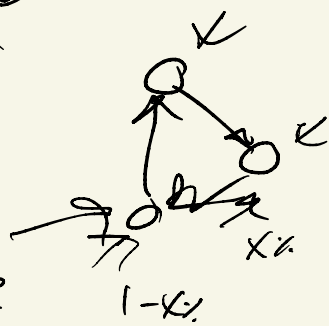
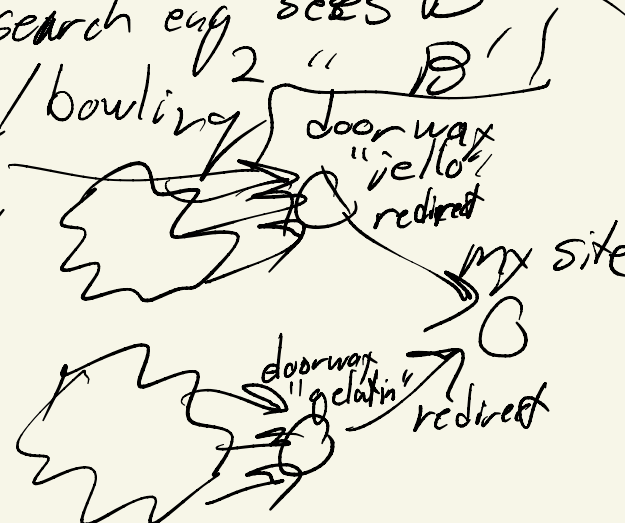
Search engine manipulation

- link farms
- cloaking: "two-faced" - equivocate
user sees A, search eng sees B
- google bombing/bowling
- HTML injection
- pingin' blogs
- doorway pages
- copied content

opt("jello")



my site
"jello"



Scientific peer review

- History: ~ 1665 in Royal Society
 - ~ 18th, 19th → developed strongly
 - ~ 20th → standard practice
- NatCRP - tools for peer review
- Peer review: what is it?
 - provide literature continuity - citations
 - fact checking - quality control - filtering
 - check interpretation
 - check process - conservative exclusionary

Citation metrics

- Publishers \rightarrow judge/promote pubs via "impact factor"
- Individuals \rightarrow judge scientist's output (tenure, grant decisions)

Examples

- h-index: largest n st' n author has n papers cited at least n times

| | Bob |
|----|----------|
| 10 | paper 3 |
| 7 | paper 2 |
| 4 | paper 6 |
| 2 | paper 7 |
| 1 | paper 13 |

- g-index