

The imagination driving Australia's ICT future.



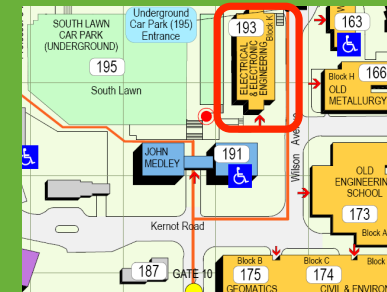
Details available online at [http://nicta.com.au/nicta\\_events/big\\_picture](http://nicta.com.au/nicta_events/big_picture)

# National ICT Australia invites you to the Victoria Research Laboratory Big Picture Seminar Series Monday August 17, 2009

The talk will be followed by light refreshments and an opportunity to meet the speaker.

REGISTRATION IS ESSENTIAL FOR THIS FREE EVENT  
RSVP to [vrlss@nicta.com.au](mailto:vrlss@nicta.com.au) by Thursday 13 August, 2009

Public Parking is available at an hourly rate at the University Square car park. Enter via Bouverie Street. Local street parking is also available.



**When:** 4-5pm, Monday August 17, 2009

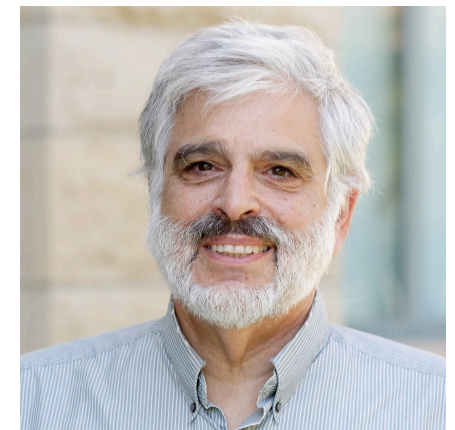
**Where:** Brown Theatre, Electrical & Electronic Engineering (Building 193), University of Melbourne, Parkville

**Jeffrey D. Ullman**, Stanford W. Ascherman Professor of Computer Science (Emeritus) Stanford University, Founder Gradiance Corporation

## How and Why Google Changes the World

**ABSTRACT:** There were search engines before Google, and they should have served us well, but spammers were able to render early search engines useless. The key innovations in Google -- PageRank and believing what others said about you -- were designed to combat the spammers of the day. But the spammers were down but not out, and a new generation of spam has developed. We'll explore the techniques for combating new forms of "link spam" that are designed to fool PageRank. Then, we'll consider some of the consequences of Google and other key denizens of the Internet. Obviously, advertising is going on-line. That in turn is leading to the demise of newspapers. Likewise, the Internet, through Web search and electronic commerce has reduced the market for texts, to the extent that it is unlikely the academic book market can survive.

**BIOGRAPHY:** Professor Ullman worked with Bell Laboratories, Murray Hill – NJ, in 1966, before moving to Princeton University where he was an Associate Professor between 1969 and 1974 and a Professor between 1974 and 1979. He joined Stanford University in 1979 as a Professor, has been the S.W. Ascherman Prof. of Engineering since 1994 and was the Chair of Department of Computer Science from 1990 to 1994. He completed a B.S. in Engineering Mathematics from Columbia University in 1963 and went on to complete a Ph.D. in Electrical Engineering, at Princeton University in 1966. He received an honorary doctorate from Free University of Brussels in 1975, followed by the Einstein Fellowship of Israeli Academy of Sciences in 1984. He holds memberships in the National Academy of Engineering, ACM, EATCS, SIGACT, SIGMOD, TBP and SigmaXi. His interests include database theory, database integration, data mining, and education using the information infrastructure.



[www.nicta.com.au](http://www.nicta.com.au)