Internet Econ: Google/Facebook POV

- How does Google make money?
  - Advertising
  - How do you buy an add? What is Ad Sense?
  - (see links from class)

- How does Facebook make money?
  - What is pay-per-click v. pay-per-view?
  - How do you target an audience?

What is Page Rank? How to calculate?

- What is a website that lists good websites?
  - What is StumbleUpon?

- What about a website that lists bad sites?
  - How does censorship/blacklisting work?

- What about those sites that list themselves?
  - What about a website of sites that don't?
  - What does this have to do with Google?

Search Engine Optimization (SEO)

- How do you get your website "up front"
  - What is organic search?
  - What about paid search?
  - How much does it cost?

- How do we get "good sites" to link to ours?
  - What is rankophilia? Rankophiliac?
  - Who is Luis von Ahn?

reCAPTCHA

- Completely Automated Public Turing Test to Tell Computers and Humans Apart
  - Email registration, Web forms, Blogs
  - Online polls

- Alan Turing: good, bad, ugly
GWAP: Games With A Purpose

- Hello World: Sixteen months, 103,417 lines of code, 154 meetings, 1,034 cans of Mountain Dew, and GWAP.com is finally here!
  - building gwap.com
- Why will people play these games?
  - Fun, Points, Humanitarian reasons, ...
  - Will the games keep getting played?
- Side effect: gender-labeling by image choice