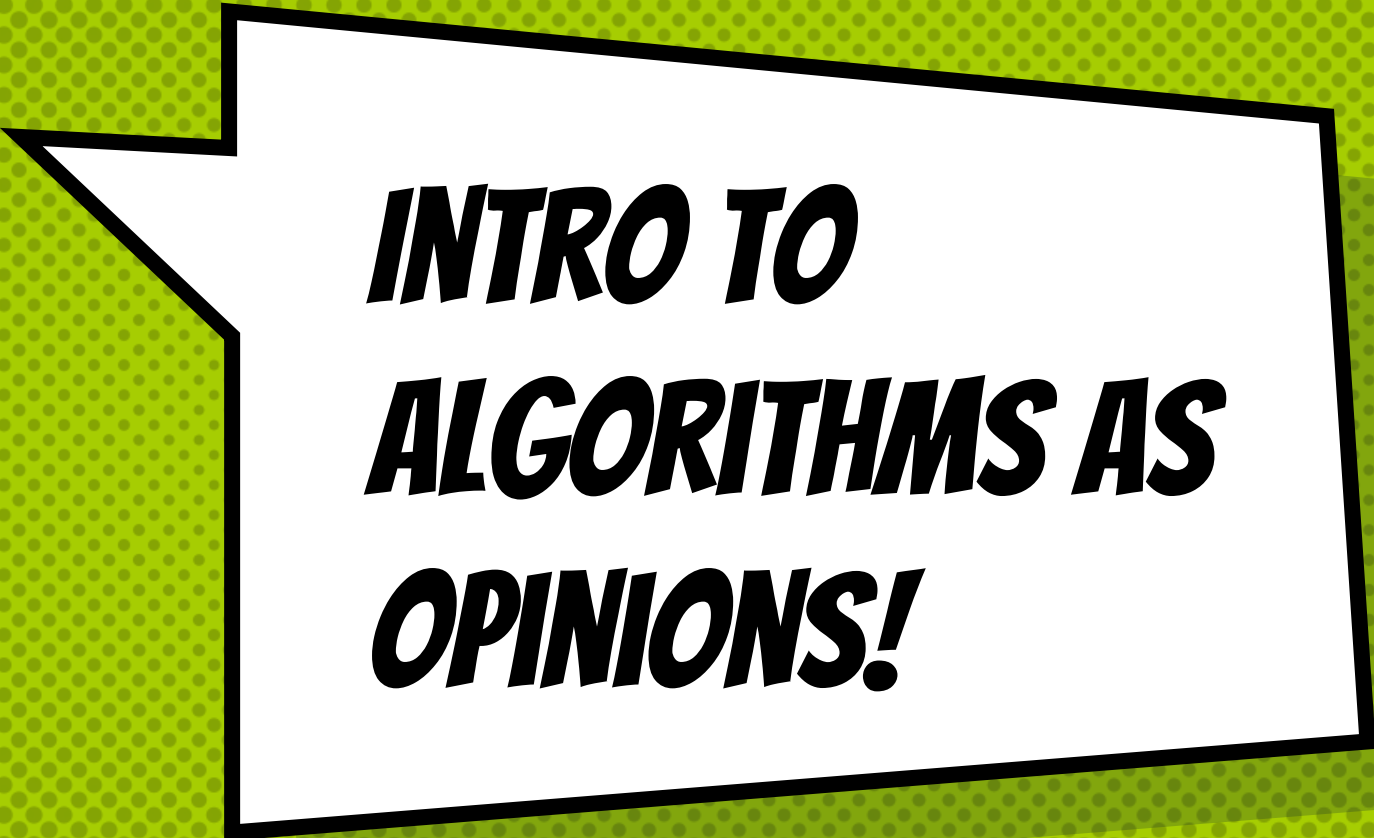
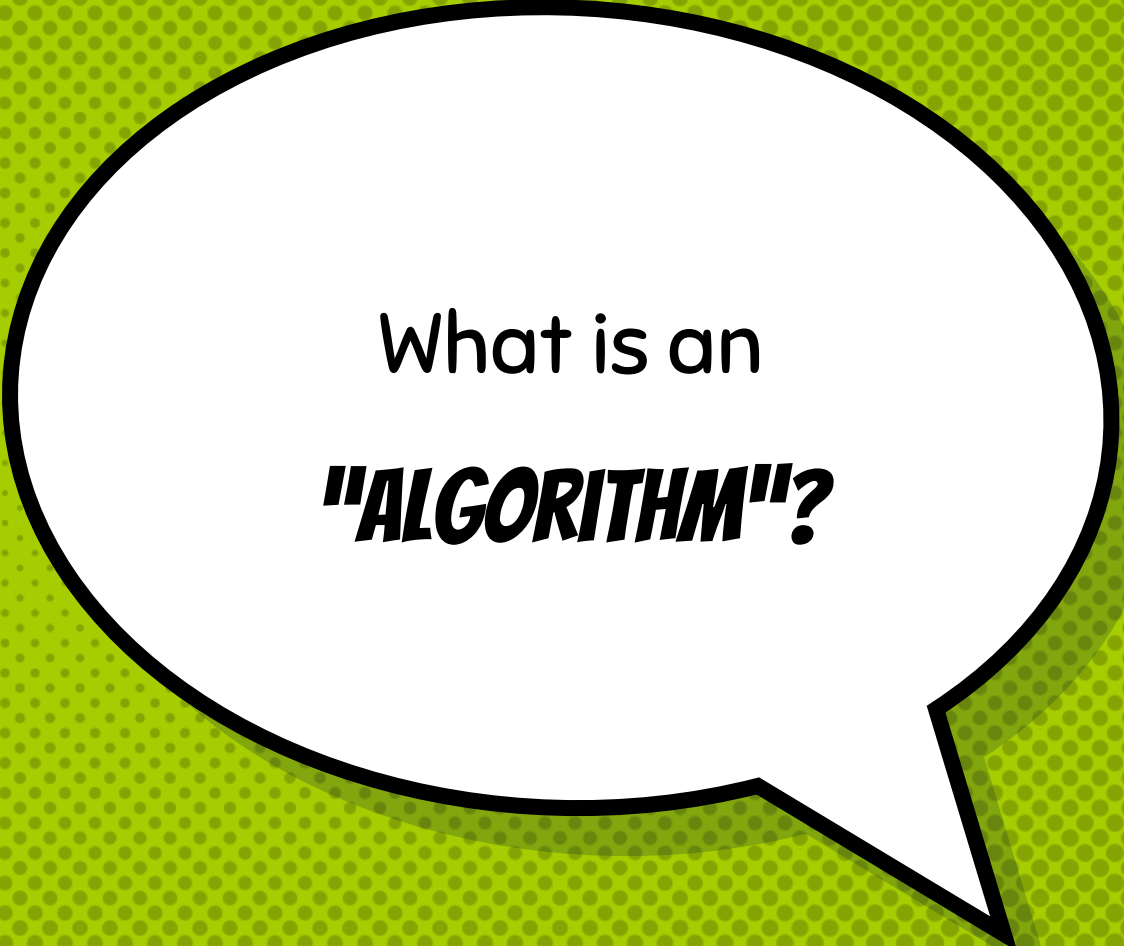


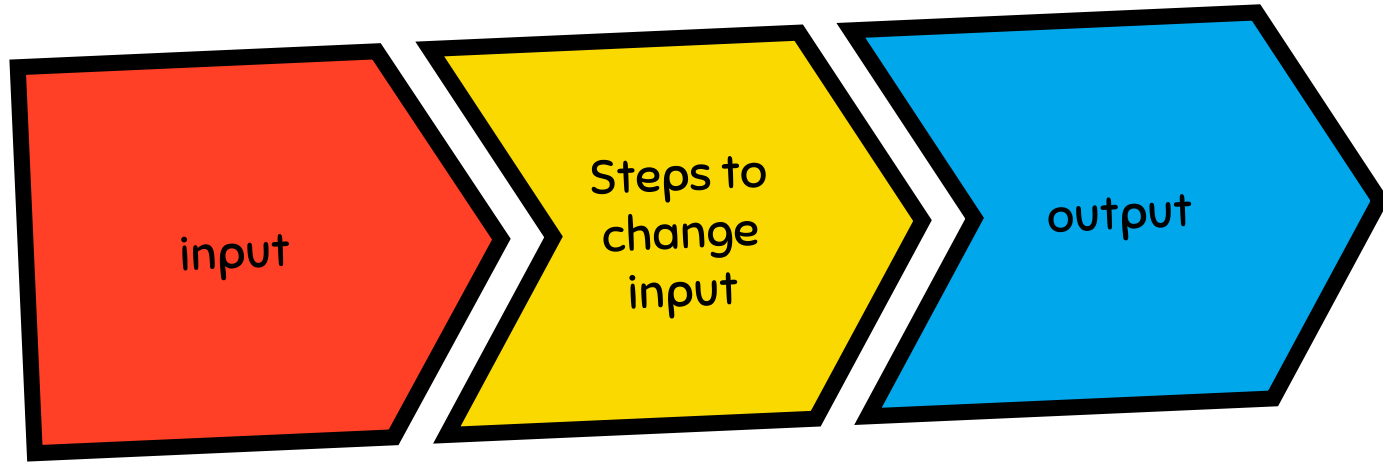


***INTRO TO
ALGORITHMS AS
OPINIONS!***



What is an
"ALGORITHM"?

ALGORITHM



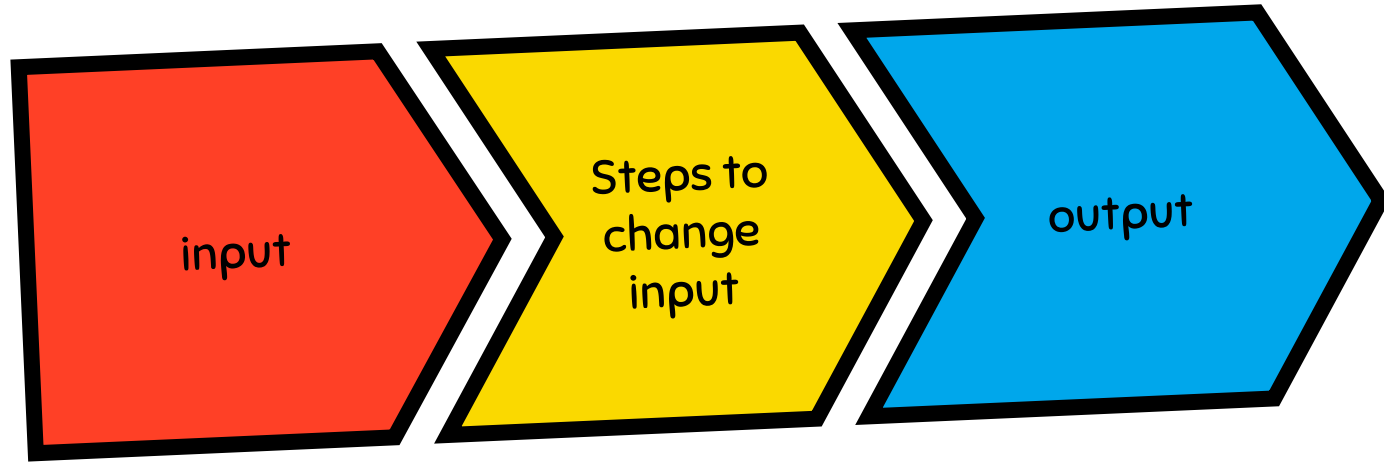
CAKE ALGORITHM



1. Preheat oven
2. Mix dry ingredients
3. Mix wet ingredients
4. Mix wet ingredients into dry
5. Blah blah blah



WRITE AN ALGORITHM FOR THE BEST PB&J SANDWICH





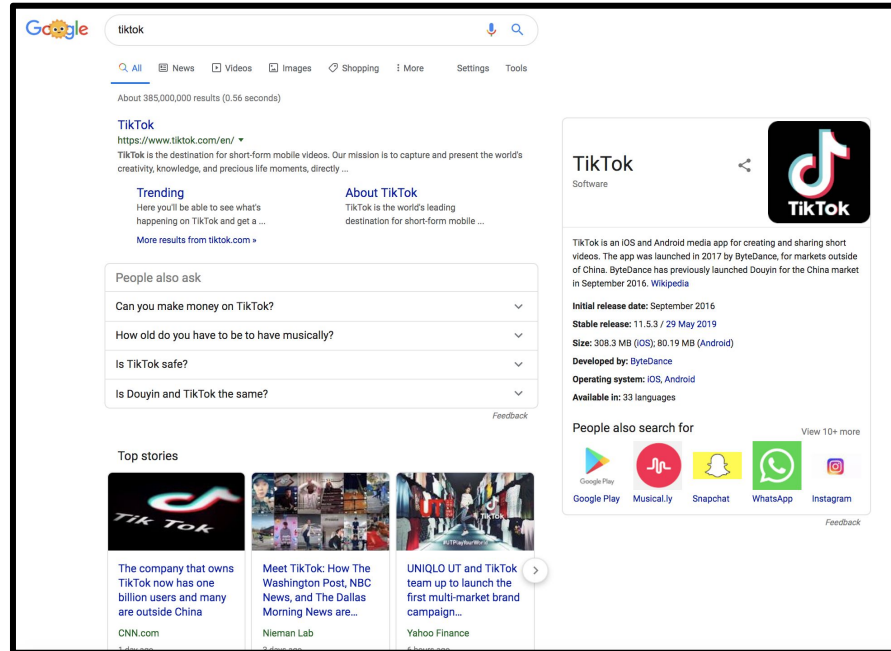
***WRITE AN
ALGORITHM FOR
THE BEST PB&J***



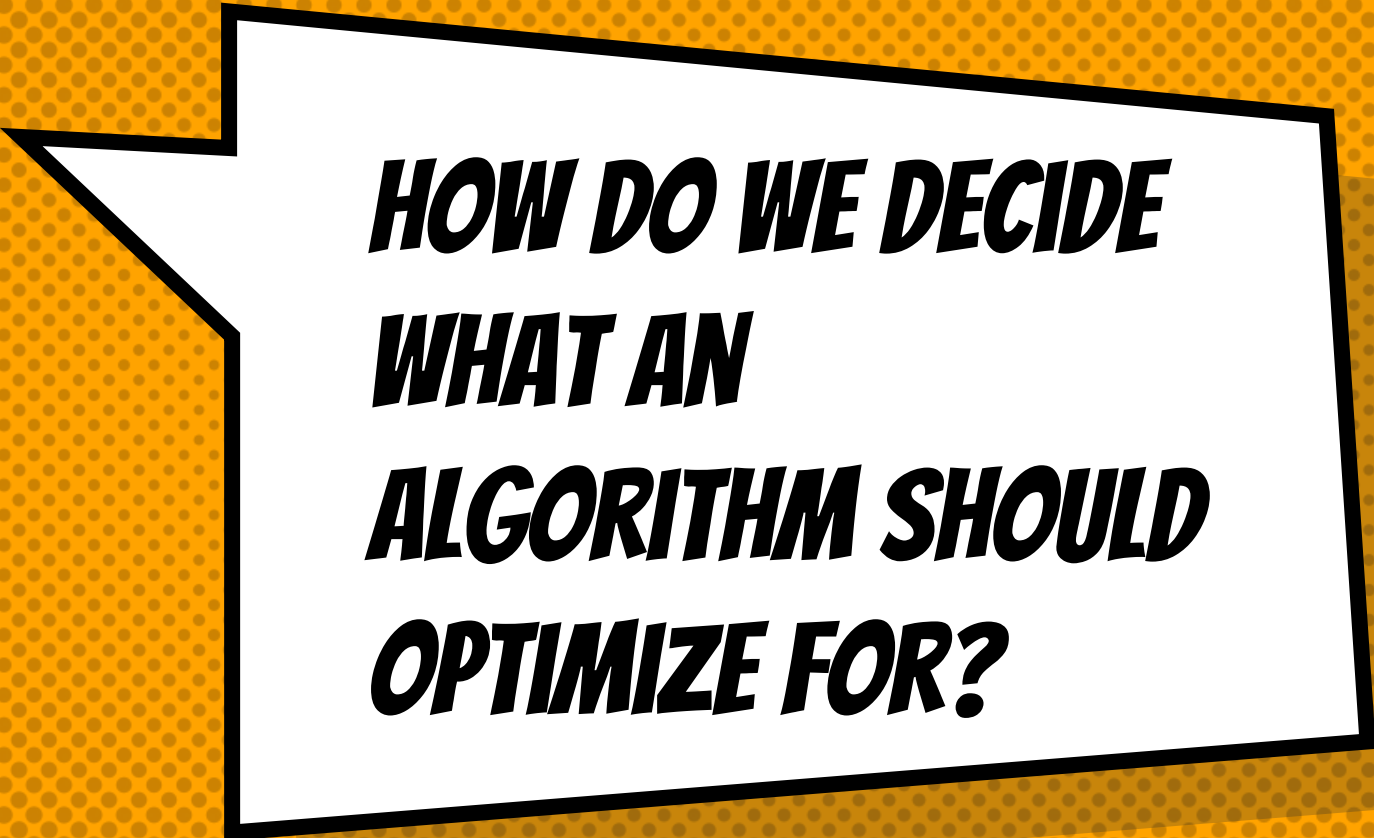
SHARE



The “best” PB&J sandwich could mean a lot



What do you think Google Search results are optimized for?



***HOW DO WE DECIDE
WHAT AN
ALGORITHM SHOULD
OPTIMIZE FOR?***