

# CS101: HW 6

Due: November 14, 2018

**Submission Instructions:** Type your answers to the following questions in a .doc or .txt file and submit on Canvas.

## Servers and Backend

1. Why might a website not come up on Google?
2. What is Search Engine Optimization? What is something you could do to make your website more relevant?
3. Why does Google frequently re-crawl the internet?
4. What are degrees of separation? How is the average number of degrees of separation between Facebook users likely to change in the future (and why)?
5. Describe two criticisms of Facebook's news feed algorithm.
6. What is another example of the Friendship Paradox in real life (outside of Facebook)?
7. Design an ad campaign on Facebook with a target audience of fewer than 1000 people. Describe the settings/filters you used.
8. What are third-party cookies? What are they used for? How can you block them?

## Core Application Components

9. Describe a unit test (i.e. what it'd test for) for green screen.
10. Find a company we didn't discuss in class that uses AWS. What specific services does that company use?
11. Find a distributed system that we didn't discuss in class. Is it primarily used for storing information or for making calculations?
12. Find an API online - what types of information can you get from that API?
13. Describe how companies ensure that the code they release works.
14. What's the purpose of version control?