

Formula for Radar 200

1. IDEA

Fame depends on how you set your weights. Radar's is to weigh entertainment over politics and politics over science. Sometimes we wonder about George Bush.

Our strategy was, first, to "scrape" 30 sites for names. The RADAR editors refined this list of nearly 4,000 to slightly more than 500 names. We then looked for articles for each name from several sources: chat rooms (ICQ), news (MSN, Yahoo news, and the New York Times), blogs (technorati), the overall web (Yahoo), and recent US updates (last three months).

For each source, we count the number of articles per person in our refined list and divide that by the total number of articles from that source in all of the refined list. We then weight them according to the RADAR secret weighting and perform what physicists call the *dot product*. We sort in descending order by that resulting score.

Here it is for the mathematicians:

Let n be the total number of people in the refined list. Let C_{ij} be the number of articles about person i from source j . Then the importance of person i in source j $I_{ij} = C_{ij} / \sum_{k=1}^n C_{kj}$

The overall score of person i over all sources is computed based on the weight accorded to each of the s sources and the importance of each person for that source. Let w_k be the weight for source k

Then the score of person i is $S_i = \sum_{k=1}^s w_k \times I_{ik}$

Alternatively, if we let $\hat{W} = w_1, w_2, \dots, w_s$ and $\hat{I}_i = I_{i1}, I_{i2}, \dots, I_{is}$, then the score of person i is simply $\hat{W} \cdot \hat{I}_i$