Text Technologies for Data Science
INFR11145

Web Search

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Lecture Objectives

• Learn about:
  • Working with Massive data
  • Link analysis (PageRank)
  • Anchor text
The Web Document Collection

- Huge / Massive
- Graph / Connected
- No design/co-ordination
- Distributed content publishing
- Content includes truth, lies, obsolete information, contradictions …
- Unstructured (text, html, …), semi-structured (XML, annotated photos), structured (DB) …
- Growth – slowed down from initial “volume doubling every few months” but still expanding
- Content can be dynamically generated

Effect of Massive data

- Web search engines work with huge amount of data
  - 20 PB/day in 2008 → 160 PB/day in 2013 → now??
  - 1 PB = 1,000 TB = 1,000,000 GB
- How this would affect a search engine?
  - Very challenging (storage, processing, networking, …)
  - Very useful still (makes stuff easier), how?
- Assume two good search engines the collects two sub-sets of the web
  - Search engine A collected N docs → precision@10 = 40%
  - Search engine B collected 4N docs → precision@10??
**Effect of Massive data on Precision**

- Assume two good search engines that collect two sub-sets of the web
  - Search engine A collected N docs → precision@10 = 40%
  - Search engine B collected 4N docs → precision@10??
    - Distribution of positive/negative scores stays the same
    - Precision/Recall at a given score stays the same
    - In any decent IR system: more relevant docs exist at the top → \( P@n \uparrow \Rightarrow \text{precision}@10 = 60\% \) (increases)

![Distribution of scores](image)

**Big Data or Clever Algorithm?**

- For Web search, larger index usually would beat a better retrieval algorithm
  - Google Index vs Bing Index
- Similar to other applications
  - Google MT vs IBM MT
    - Statistical methods trained over 10x training data beat deep NLP methods with 1x training data
  - In general ML, the more data, the better the results
    - Tweets classification: using 100x of noisy training data beats 1x of well prepared training data, even with absence of stemming & stopping
  - Question answering task:
    - IBM Watson vs Microsoft experiment
Big Data or Clever Algorithm?

• Question answering task:
  • Q: Who created the character of Scrooge?
  • A: Scrooge, introduced by Charles Dickens in “A Christmas Carol”
  • Requires heavy linguistic analysis, lots of research in TREC

• 2002, Microsoft
  • Identify (subj verb obj), rewrite as queries:
    • Q1: “created the character of Scrooge”
    • Q2: “the character of Scrooge was created by”
  • Search the web for exact phrase, get top 500 results
  • Extract phrase: Q1 or Q2, get most frequent
  • Very naive approach, ignores most answers patterns
  • Who cares!! Web is huge, you will find matches anyway

Search “Microsoft”

Doc1

Microsoft.com

“Microsoft” mentioned 5 times

Doc2

Tutorial.com

Tutorial on MS word

“Microsoft” mentioned 35 times
**The Web as a Directed Graph**

**Assumption 1:** A hyperlink between pages denotes author perceived relevance (quality signal)

**Assumption 2:** The text in the anchor of the hyperlink describes the target page (textual context)

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**Links between Pages**

- **Google Description of PageRank:**
  - Relies on the "uniquely democratic" nature of the web
  - Interprets a link from page A to page B as "a vote"
  - A → B: means A thinks B worth something
    - "wisdom of the crowds": many links means B must be good
    - **Content-independent** measure of quality of B
  - Use as ranking feature, combined with content
    - But not all pages that link to B are of equal importance!
      - Importance of a link from CNN >>> link from blog page
  - **Google PageRank, 1998**
    - How many "good" pages link to B?
Search “Microsoft”

Doc1
Microsoft.com
“Microsoft” mentioned 5 times

Doc2
Tutorial.com
Tutorial on MS word
“Microsoft” mentioned 35 times

PageRank: Random Surfer

• Analogy:
  • User starts browsing at a random page
  • Pick a random outgoing link → goes there → repeat forever
  • Example:
    G → E → F → E → D → B → C
  • With probability 1-λ jump to a random page
    • Otherwise, can get stuck forever A, or B ↔ C

• PageRank of page x
  • Probability of being at page x at a random moment in time
PageRank: Algorithm

- Initialize $PR_0(x) = \frac{100\%}{N}$
  - $N$: total number of pages
  - $PR_0(A) = \ldots = PR_0(K) = \frac{100\%}{11} = 9.1\%$
- For every page $x$
  \[
  PR_{t+1}(x) = \frac{1 - \lambda}{N} + \lambda \sum_{y \rightarrow x} \frac{PR_t(y)}{L_{out}(y)}
  \]
- $y \rightarrow x$ contributes part of its PR to $x$
- Spread PR equally among out-links
- Iterate till converge $\rightarrow$ PR scores should sum to 100%

PageRank: Example

- Let $\lambda = 0.82$
- $PR(B) = \frac{0.18}{11} + 0.82 \times [PR(C) + \frac{1}{2}PR(D) + \frac{1}{3}PR(E) + \frac{1}{2}PR(F) + \frac{1}{2}PR(G) + \frac{1}{2}PR(H) + \frac{1}{2}PR(I)]$
  $\approx 0.31 = 31\%$
- $PR(C) = \frac{0.18}{11} + 0.82 \times PR(B)$
  $= 0.18 \times 9.1\% + 0.82 \times 9.1\%$
  $= 9.1\%$
- $PR_{t+1}(C) = 0.18 \times 9.1\% + 0.82 \times 31\%$
  $\approx 26\%$
PageRank: Example result

- Algorithm converges after few iterations

- Observations
  - Pages with no inlinks: \( PR = (1 - \lambda)/N = 0.18/11 = 1.6\% \)
  - Same (or symmetric) inlinks \( \rightarrow \) same PR (e.g. D and F)
  - One inlink from high PR >> many from low PR (e.g. C vs E)

Anchor Text

- Anchor Text (text of a link):
  - Description of destination page
  - Short, descriptive like a query
  - Re-formulated in different ways
    - Human "query expansion"
  - Used when indexing page content
    - Add text of all anchor text linking the page
    - Different weights for different anchor text
      - Weighted according to PR of linking page
  - Significantly improves retrieval
Link Spam

• Trackback links (blogs that link to me)
  • Based on $HTTP\_REFERER$
  • Artificial feedback loops
    • Similar to "follow back" in Twitter

• Links from comments on sites with high PR
  • Links in comments on CNN
  • One solution: insert rel=nofollow into links
    • Link ignored when computing PR

• Link farms
  • Fake densely-connected graph
  • Hundreds of web domains / IPs can be hosted on one machine

The Reality

• PageRank is used in Google, but is hardly the full story of ranking
  • A big hit when initially proposed, but just one feature now
  • Many sophisticated features are used
  • Machine-learned ranking heavily used
    • Learning to Rank (L2R)
    • Many features are used, including PR
  • Still counted as a very useful feature
Summary

• Web data is massive
  • Challenging for efficiency, but useful for effectiveness

• PageRank:
  • Probability than random surfer is currently on page x
  • The more powerful pages linking to x, the higher the PR

• Anchor text:
  • Short concise description of target page content
  • Very useful for retrieval

• Link Spam
  • Trackable links, link farms

How Search Engine Works?
Resources

- Text book 1: Intro to IR, Section 21.1
- Text Book 2: IR in Practice: 4.5, 10.3
- Page Rank Paper:
- Additional reading: