

Structure and analysis of www

Social and Technological Networks

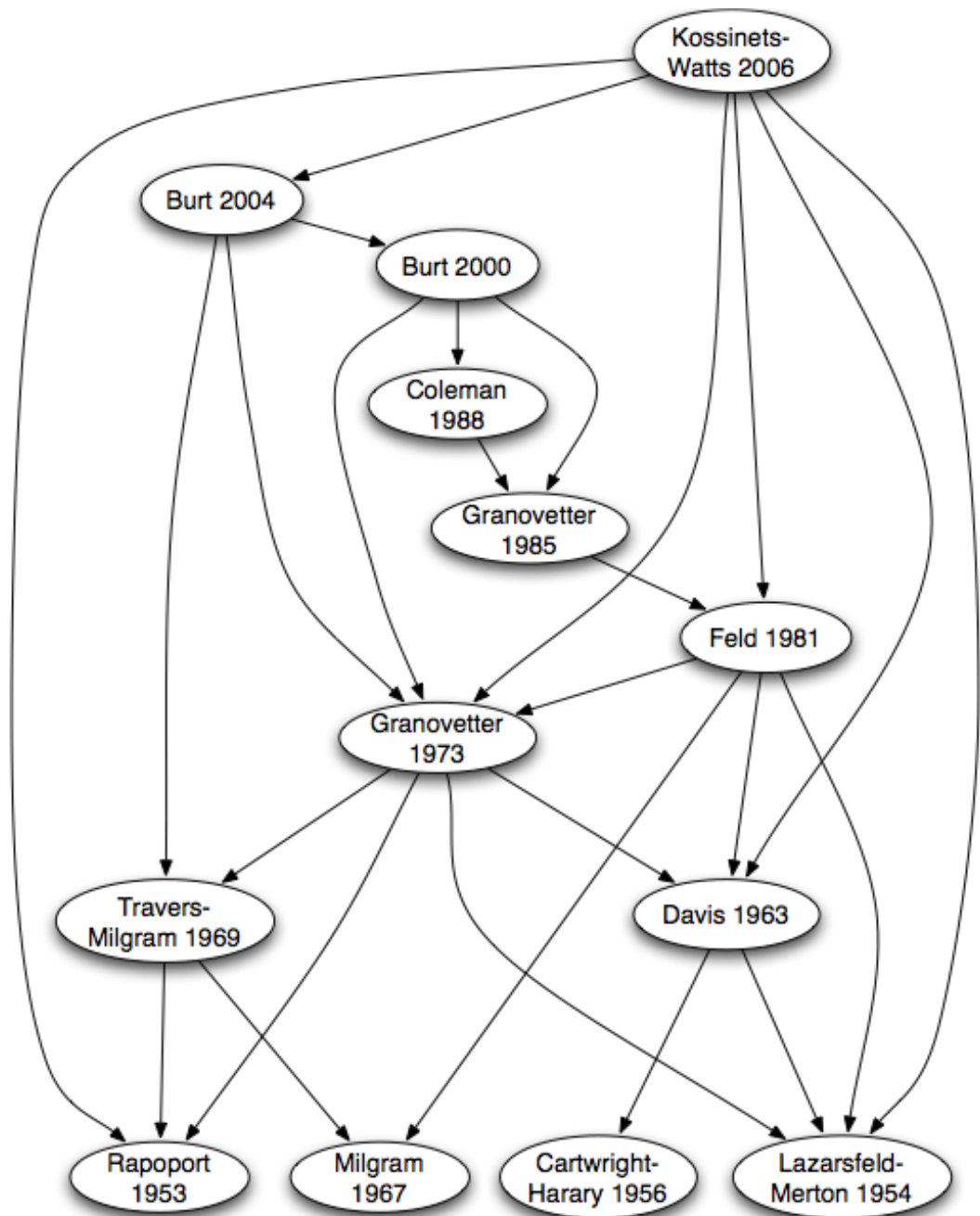
Rik Sarkar

University of Edinburgh, 2019.

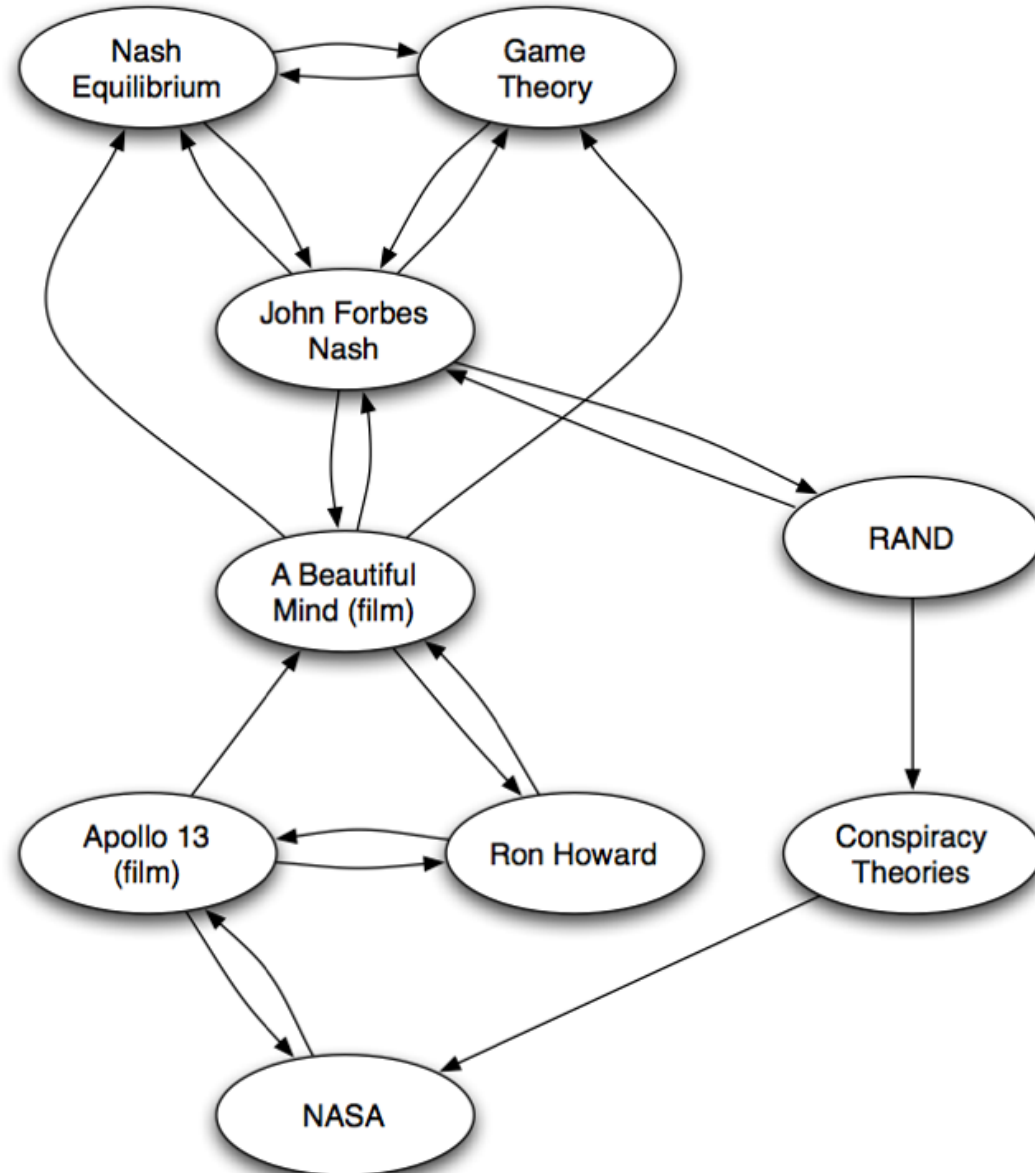
Hyperlinks

- Give a network structure to a set of documents
 - Instead of being a simple set of documents
- Similar structure in:
 - Citations: articles, patents, legal decision,
 - Usually acyclic: citing only past documents
- Web is more dynamic — pages are updated
- not acyclic

- Example:
 - Citations

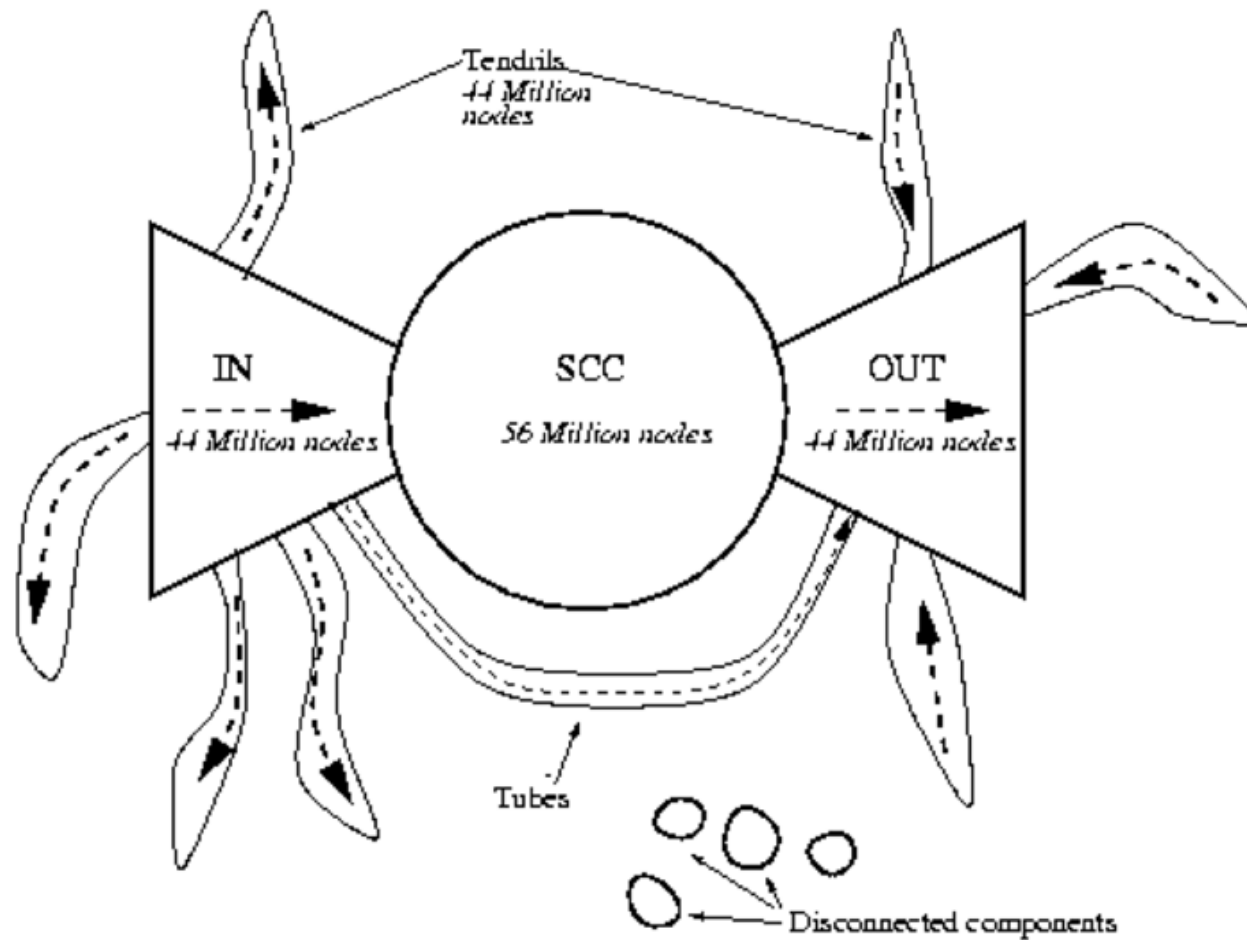


- Topics



Bow tie structure of the web

- Broder '99

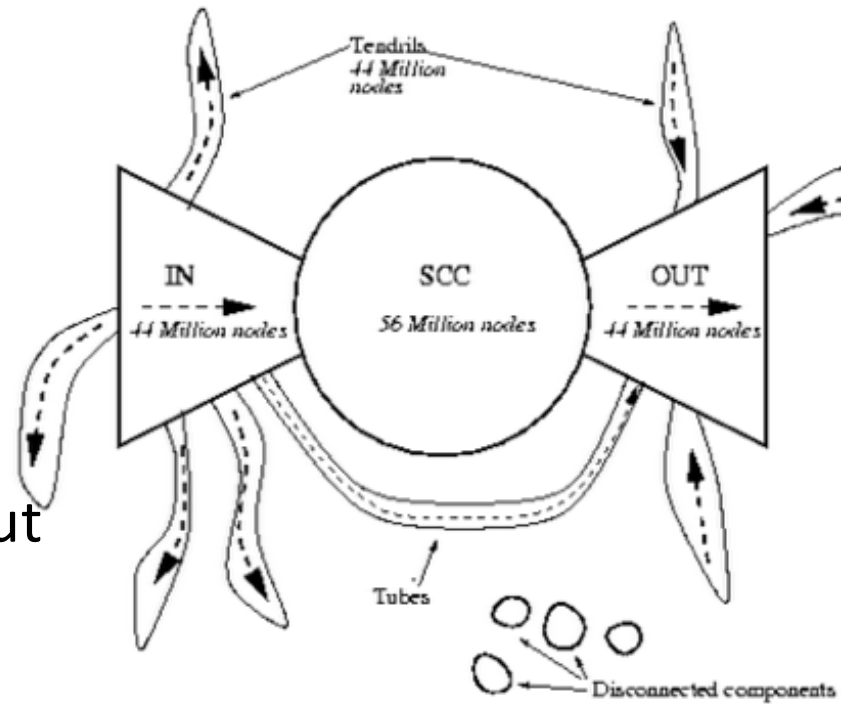


Bow tie structure of the web

- *Single* Giant strongly connected component
- Largely due to:
 - Many topics are related to each-other (e.g. wikipedia)
 - Many search/directory sites have links to important sites, and these have links to directory/landing sites

Bow tie structure of the web

- *Single* giant SCC
 - Hard to have 2 without links between them..
- IN nodes:
 - Flow into the GSCC
- OUT nodes:
 - Flow out of the GSCC
- Structures that do not touch GSCC
 - Tendrils: Flow into OUT and out of IN
 - Tubes: go from IN to out
 - Disconnected pieces

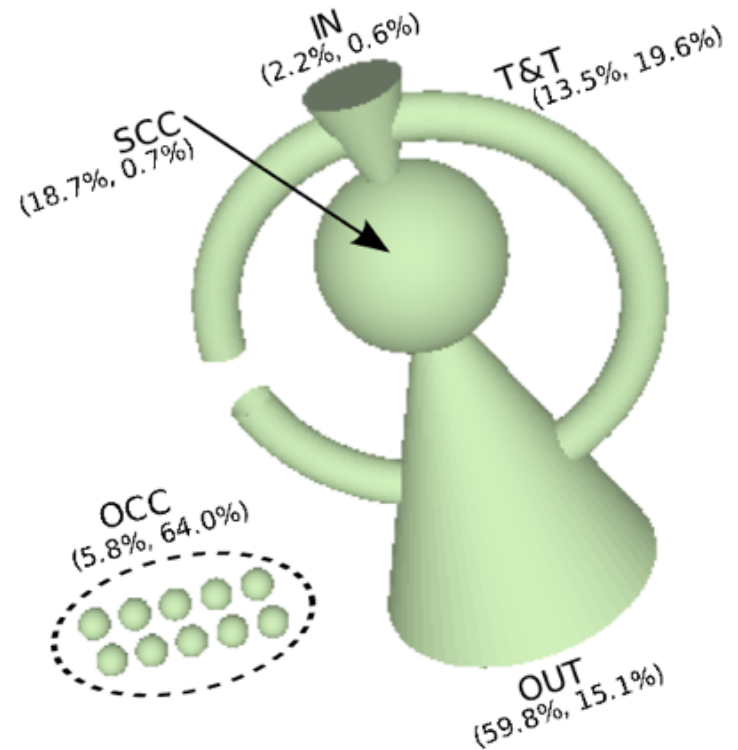


Bow tie structure

- Similar structures in
 - Larger & recent web graphs
 - Wikipedia
 - ...

Related: Who controls the world?

- The network of global corporate (TNC) control
- Bow tie structure
- The SCC is relatively *small*
- TNCs in SCC own most of each-other
- A group of 147 entities in SCC control About half of World's economic value
- 3/4 of the SCC are financial intermediaries



S. Vitali et al. 2011

Searching the web

- Search for “Edinburgh” (Information retrieval)
- Find pages that match “Edinburgh”
- Decide which pages are important



Web Maps News Images Videos More Search tools

About 146,000,000 results (0.59 seconds)

The City of Edinburgh Council

www.edinburgh.gov.uk/

Based in Scotland's capital city, the Council provides a range of public services to over 444000 citizens and promotes the city worldwide.

Edinburgh & The Lothians - Scotland | VisitScotland

www.visitscotland.com/destinations-maps/edinburgh-lothians/

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In the news



Alexander Wallace named as Edinburgh hit-and-run victim

BBC News - 17 hours ago

A 57-year-old man who died in a hit-and-run in Edinburgh is named by police as a man from ...

Edinburgh street 'most polluted in Scotland'

Edinburgh Evening News - 2 hours ago

Edinburgh charity Mercy Corps help struggling families on their long walk to freedom in Lesbos

Scottish Daily Record - 5 hours ago

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www.ed.ac.uk/

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Edinburgh fringe festival 2015: what to see and ...

www.theguardian.com/.../edinburgh-festival-2015-what-to-... - The Guardian

So the 2015 Edinburgh fringe programme is finally out. The days when I waited like a terrier for ... Edinburgh fringe 2015 lineup: grab your chance to see theatre's future. Lyn Gardner.



Edinburgh

Capital of Scotland

Hilly Edinburgh, Scotland's capital, has a medieval Old Town and an elegant Georgian New Town, with gardens and neoclassical buildings. It's home to Arthur's Seat, an extinct volcano in Holyrood Park with sweeping views from its peak. Looming over the city is hilltop Edinburgh Castle, home to Scotland's crown jewels and the Stone of Destiny, traditionally used in the coronation of Scottish rulers.

Weather: 9°C, Wind W at 3 mph (5 km/h), 73% Humidity

Population: 492,680 (2014)

Local time: Tuesday 10:39

Upcoming events

Midas Fall	Sat 17 Oct
Rudimental Edinburgh Com Exchange	Tue 13 Oct
Johnny Marr The Liquid Room	Wed 14 Oct

Points of interest

[View 10+ more](#)



Edinburgh Castle



Holyrood Palace



Royal Botanic Garden E...



HMY Britannia



Arthur's Seat



[More about Edinburgh](#)

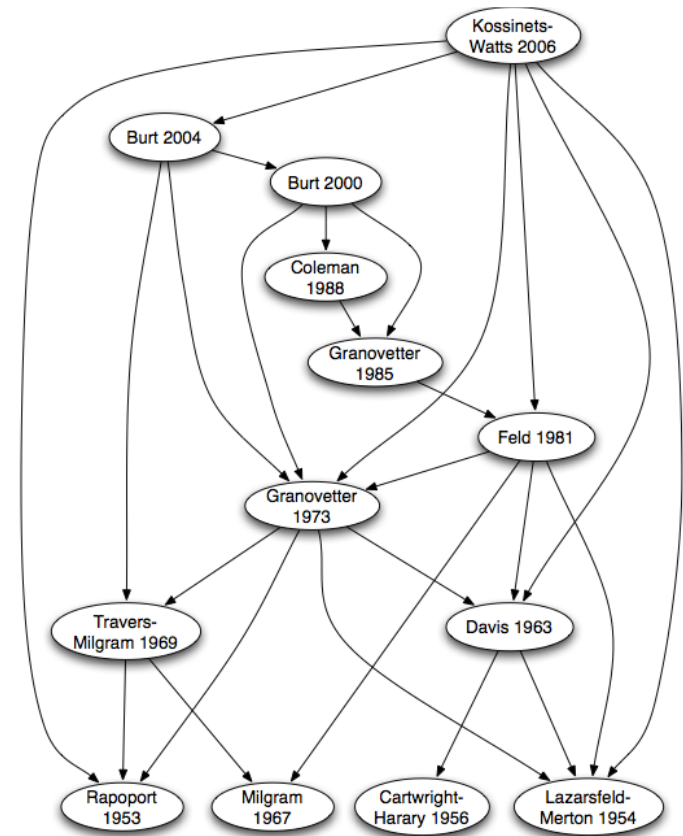
[Feedback](#)

Searching the web

- How do you decide:
 - University of Edinburgh is more important than
 - Say, Edinburgh dry-cleaners
- Analyze the web graph to see which node is more important

The basic idea

- In-links constitute a vote for importance
 - If somebody is linking to a web page, that means they see something of value in it
 - If many people are linking to it, then likely the page is valuable to many other people as well
- Simple idea: Count the number of in-edges



Enhanced idea

- Not all links imply equal importance
- Links from *Important* pages are more valuable than links from unimportant pages

Enhanced idea

- Not all links imply equal importance
- Links from *Important* pages are more valuable than links from unimportant pages
- Recursive property
 - Importance depends on importance of in-edges

Enhanced idea

- Not all links imply equal importance
- Links from *Important* pages are more valuable than links from unimportant pages
- Thus, we have an iterative idea:
 1. Decide importance of pages
 2. Update importance of their neighbors suitably
 3. Repeat

The HITS algorithm

- Not all pages are similar
- **Authorities:** Some are important for the information they contain (e.g. course pages)
- **Hubs:** Some are important for the links they contain (e.g. list of courses)
 - They guide you to the right authorities
- Let's rank them separately, but depending on each other
 - A hub linking to good authorities is likely good
 - An authority linked by good hubs is likely good

Hubs and authorities

- For each page p , estimate its score both as:
 - A hub: $hub(p)$
 - An authority: $auth(p)$
- Repeatedly in each round

Update rules

- Start with all hub and auth = 1
- Apply Authority update to all nodes:
 - $\text{auth}(p) = \text{sum of all } \text{hub}(q) \text{ where } q \rightarrow p \text{ is a link}$
- Apply Hub update to all nodes:
 - $\text{hub}(p) = \text{sum of all } \text{auth}(r) \text{ where } p \rightarrow r \text{ is a link}$
- Repeat for k rounds
- Kleinberg's HITS algorithm

Normalize

- We need only relative values.
- Divide each $auth(p)$ by sum of all $auth$ scores
- Divide each $hub(p)$ by sum of all hub scores

Pagerank

- Idea: Not all pages have good classification as hubs/authorities
- Sometimes authorities link directly to each other
 - Eg. wikipedia pages

Pagerank: basic algorithm

- Overall “value” in the system is conserved = 1
- Start: Assign “value” $1/n$ to each node
- In each round
 - Each node divides equal portion of its pagerank value to its out-going links
 - Updates its own value to be sum of values it receives

What are the difficulties of pagerank?

What are the difficulties of pagerank?

- Acyclic graph:
- Some nodes can get all the values
 - Lakes/seas at the local minima
- Some nodes can end without any value
 - Mountains or peaks (maxima)

Scaled pagerank

- In every round:
 - Divide s fraction of your pagerank equally among neighbors
 - Divide $(1-s)$ fraction equally among all nodes in the network

The random-walk interpretation

- Suppose Users start at random web pages
- Then click links on them randomly
- Sometimes (with $Pr = 1-s$) they decide to leave the page and jump to a random page in the web
- Pagerank: The probability of a user being at that page at any particular time

Other improvements

- Use textual information
- Use usage data: which links people click
- Use other contextual data
 - Location, personal history etc...
- Adjustment to SEO
- Adaptation to the fast changing web...

Properties

- HITS converges
- Pagerank Converges
 - They give clear values for each node
- Pagerank is equivalent to random walk

- Next topic: Distances and metrics
 - Go through lecture notes on web page before next class.