

# Web Mining (網路探勘)

## Information Retrieval and Web Search (資訊檢索與網路搜尋)

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# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	101/09/12	Introduction to Web Mining (網路探勘導論)
2	101/09/19	Association Rules and Sequential Patterns (關聯規則和序列模式)
3	101/09/26	Supervised Learning (監督式學習)
4	101/10/03	Unsupervised Learning (非監督式學習)
5	101/10/10	國慶紀念日(放假一天)
6	101/10/17	Paper Reading and Discussion (論文研讀與討論)
7	101/10/24	Partially Supervised Learning (部分監督式學習)
8	101/10/31	Information Retrieval and Web Search (資訊檢索與網路搜尋)
9	101/11/07	Social Network Analysis (社會網路分析)

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
10	101/11/14	Midterm Presentation (期中報告)
11	101/11/21	Web Crawling (網路爬行)
12	101/11/28	Structured Data Extraction (結構化資料擷取)
13	101/12/05	Information Integration (資訊整合)
14	101/12/12	Opinion Mining and Sentiment Analysis (意見探勘與情感分析)
15	101/12/19	Paper Reading and Discussion (論文研讀與討論)
16	101/12/26	Web Usage Mining (網路使用挖掘)
17	102/01/02	Project Presentation 1 (期末報告1)
18	102/01/09	Project Presentation 2 (期末報告2)

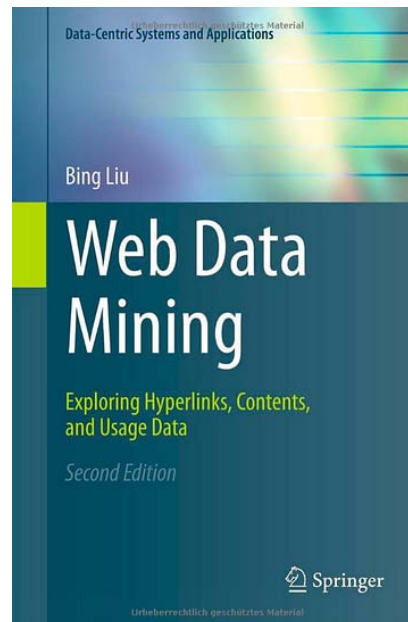
# Chapter 6:

# Information Retrieval and

# Web Search

Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” 2<sup>nd</sup> Edition, Springer.

<http://www.cs.uic.edu/~liub/WebMiningBook.html>



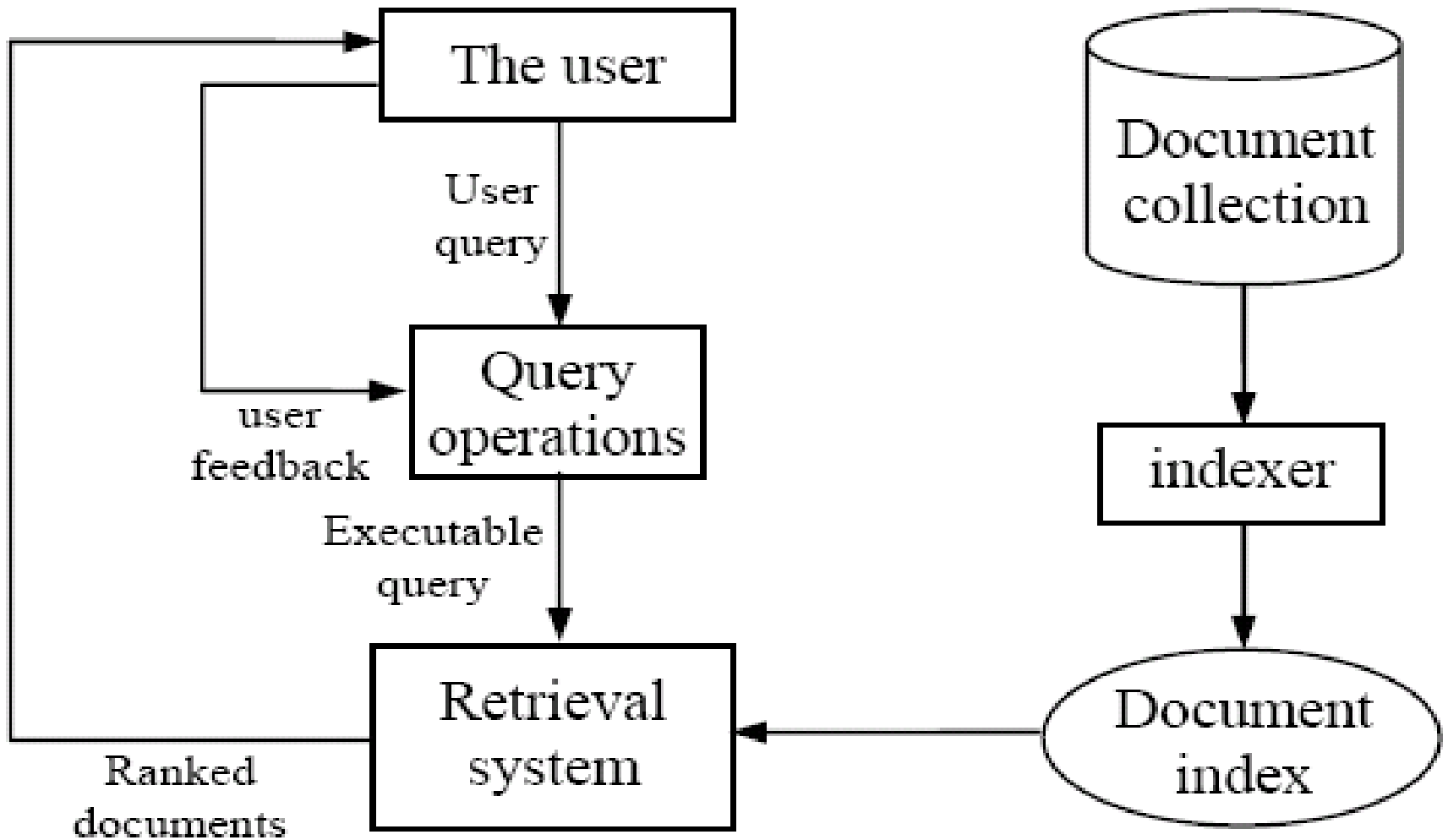
# Introduction

- Text mining refers to data mining using text documents as data.
- Most text mining tasks use **Information Retrieval** (IR) methods to pre-process text documents.
- These methods are quite different from traditional data pre-processing methods used for relational tables.
- Web search also has its root in IR.

# Information Retrieval (IR)

- Conceptually, IR is the study of finding needed information. I.e., IR helps users find information that matches their information needs.
  - Expressed as queries
- Historically, IR is about document retrieval, emphasizing document as the basic unit.
  - Finding documents relevant to user queries
- Technically, IR studies the acquisition, organization, storage, retrieval, and distribution of information.

# IR architecture



# IR queries

- Keyword queries
- Boolean queries (using AND, OR, NOT)
- Phrase queries
- Proximity queries
- Full document queries
- Natural language questions



# Information retrieval models

- An IR model governs how a document and a query are represented and how the relevance of a document to a user query is defined.
- Main models:
  - Boolean model
  - Vector space model
  - Statistical language model
  - etc

# Boolean model

- Each document or query is treated as a “**bag**” **of words** or **terms**. Word sequence is not considered.
- Given a collection of documents  $D$ , let  $V = \{t_1, t_2, \dots, t_{|V|}\}$  be the set of distinctive words/terms in the collection.  $V$  is called the **vocabulary**.
- A weight  $w_{ij} > 0$  is associated with each term  $t_i$  of a document  $\mathbf{d}_j \in D$ . For a term that does not appear in document  $\mathbf{d}_j$ ,  $w_{ij} = 0$ .

$$\mathbf{d}_j = (w_{1j}, w_{2j}, \dots, w_{|V|j}),$$

# Boolean model (contd)

- Query terms are combined logically using the Boolean operators **AND**, **OR**, and **NOT**.
  - E.g., *((data AND mining) AND (NOT text))*
- Retrieval
  - Given a Boolean query, the system retrieves every document that makes the query logically true.
  - Called **exact match**.
- The retrieval results are usually quite poor because term frequency is not considered.

# Vector space model

- Documents are also treated as a “bag” of words or terms.
- Each document is represented as a vector.
- However, the term weights are no longer 0 or 1. Each term weight is computed based on some variations of **TF** or **TF-IDF** scheme.
- **Term Frequency (TF) Scheme:** The weight of a term  $t_i$  in document  $\mathbf{d}_j$  is the number of times that  $t_i$  appears in  $\mathbf{d}_j$ , denoted by  $f_{ij}$ . Normalization may also be applied.

# TF-IDF term weighting scheme

- The most well known weighting scheme

- TF: still **term frequency**
- IDF: **inverse document frequency.**

$N$ : total number of docs

$df_i$ : the number of docs that  $t_i$  appears.

- The final TF-IDF term weight is:

$$tf_{ij} = \frac{f_{ij}}{\max\{f_{1j}, f_{2j}, \dots, f_{|V|j}\}}$$

$$idf_i = \log \frac{N}{df_i}$$

$$w_{ij} = tf_{ij} \times idf_i.$$

# Retrieval in vector space model

- Query  $\mathbf{q}$  is represented in the same way or slightly differently.
- **Relevance of  $\mathbf{d}_j$  to  $\mathbf{q}$** : Compare the similarity of query  $\mathbf{q}$  and document  $\mathbf{d}_j$ .
- Cosine similarity (the cosine of the angle between the two vectors)

$$\text{cosine}(\mathbf{d}_j, \mathbf{q}) = \frac{\langle \mathbf{d}_j \bullet \mathbf{q} \rangle}{\|\mathbf{d}_j\| \times \|\mathbf{q}\|} = \frac{\sum_{i=1}^{|\mathcal{V}|} w_{ij} \times w_{iq}}{\sqrt{\sum_{i=1}^{|\mathcal{V}|} w_{ij}^2} \times \sqrt{\sum_{i=1}^{|\mathcal{V}|} w_{iq}^2}}$$

- Cosine is also commonly used in text clustering

# An Example

- A document space is defined by three terms:
  - hardware, software, users
  - the vocabulary
- A set of documents are defined as:
  - $A1=(1, 0, 0)$ ,       $A2=(0, 1, 0)$ ,       $A3=(0, 0, 1)$
  - $A4=(1, 1, 0)$ ,       $A5=(1, 0, 1)$ ,       $A6=(0, 1, 1)$
  - $A7=(1, 1, 1)$        $A8=(1, 0, 1)$ .       $A9=(0, 1, 1)$
- If the Query is “hardware and software”
- what documents should be retrieved?

# An Example (cont.)

- In Boolean query matching:
  - document A4, A7 will be retrieved (“AND”)
  - retrieved: A1, A2, A4, A5, A6, A7, A8, A9 (“OR”)
- In similarity matching (cosine):
  - $q=(1, 1, 0)$
  - $S(q, A1)=0.71, S(q, A2)=0.71, S(q, A3)=0$
  - $S(q, A4)=1, S(q, A5)=0.5, S(q, A6)=0.5$
  - $S(q, A7)=0.82, S(q, A8)=0.5, S(q, A9)=0.5$
  - Document retrieved set (with ranking)=
    - {A4, A7, A1, A2, A5, A6, A8, A9}



# Okapi relevance method

- Another way to assess the degree of relevance is to directly compute a relevance score for each document to the query.
- The **Okapi** method and its variations are popular techniques in this setting.

The Okapi relevance score of a document  $d_j$  for a query  $q$  is:

$$okapi(d_j, q) = \sum_{t_i \in q, d_j} \ln \frac{N - df_i + 0.5}{df_i + 0.5} \times \frac{(k_1 + 1)f_{ij}}{k_1(1 - b + b \frac{dl_j}{avdl}) + f_{ij}} \times \frac{(k_2 + 1)f_{iq}}{k_2 + f_{iq}},$$

where  $k_1$  (between 1.0-2.0),  $b$  (usually 0.75) and  $k_2$  (between 1-1000)

# Relevance feedback

- Relevance feedback is one of the techniques for improving retrieval effectiveness. The steps:
  - the user first identifies some relevant ( $D_r$ ) and irrelevant documents ( $D_{ir}$ ) in the initial list of retrieved documents
  - the system expands the query  $\mathbf{q}$  by extracting some additional terms from the sample relevant and irrelevant documents to produce  $\mathbf{q}_e$
  - Perform a second round of retrieval.
- **Rocchio method** ( $\alpha$ ,  $\beta$  and  $\gamma$  are parameters)

$$\mathbf{q}_e = \alpha \mathbf{q} + \frac{\beta}{|D_r|} \sum_{\mathbf{d}_r \in D_r} \mathbf{d}_r - \frac{\gamma}{|D_{ir}|} \sum_{\mathbf{d}_{ir} \in D_{ir}} \mathbf{d}_{ir}$$

# Rocchio text classifier

- In fact, a variation of the Rocchio method above, called the **Rocchio classification** method, can be used to improve retrieval effectiveness too
  - so are other machine learning methods. Why?
- Rocchio classifier is constructed by producing a prototype vector  $\mathbf{c}_i$  for each class  $i$  (*relevant* or *irrelevant* in this case):

$$\mathbf{c}_i = \frac{\alpha}{|D_i|} \sum_{\mathbf{d} \in D_i} \frac{\mathbf{d}}{\|\mathbf{d}\|} - \frac{\beta}{|D - D_i|} \sum_{\mathbf{d} \in D - D_i} \frac{\mathbf{d}}{\|\mathbf{d}\|}$$

- In classification, cosine is used.

# Text pre-processing

- Word (term) extraction: easy
- Stopwords removal
- Stemming
- Frequency counts and computing TF-IDF term weights.

# Stopwords removal

- Many of the most frequently used words in English are useless in IR and text mining – these words are called *stop words*.
  - the, of, and, to, ....
  - Typically about 400 to 500 such words
  - For an application, an additional domain specific stopwords list may be constructed
- Why do we need to remove stopwords?
  - Reduce indexing (or data) file size
    - stopwords accounts 20-30% of total word counts.
  - Improve efficiency and effectiveness
    - stopwords are not useful for searching or text mining
    - they may also confuse the retrieval system.

# Stopwords

- a, about, an, are, as, at, be, by, for, from, how, in, is, of, on, or, that, the, these, this, to, was, what, when, where, who, will, with

# Stemming

- Techniques used to find out the root/stem of a word.  
E.g.,

– user	engineering
– users	engineered
– used	engineer
– using	

- stem: use                      engineer

## Usefulness:

- improving effectiveness of IR and text mining
  - matching similar words
  - Mainly improve recall
- reducing indexing size
  - combining words with same roots may reduce indexing size as much as 40-50%.

# Basic stemming methods

Using a set of rules. E.g.,

- remove ending
  - if a word ends with a consonant other than s, followed by an s, then delete s.
  - if a word ends in es, drop the s.
  - if a word ends in ing, delete the ing unless the remaining word consists only of one letter or of th.
  - If a word ends with ed, preceded by a consonant, delete the ed unless this leaves only a single letter.
  - .....
- transform words
  - if a word ends with “ies” but not “eies” or “aies” then “ies --> y.”



# Frequency counts + TF-IDF

- Counts the number of times a word occurred in a document.
  - Using occurrence frequencies to indicate relative importance of a word in a document.
    - if a word appears often in a document, the document likely “deals with” subjects related to the word.
- Counts the number of documents in the collection that contains each word
- TF-IDF can be computed.

# Evaluation: Precision and Recall

- Given a query:
  - Are all retrieved documents relevant?
  - Have all the relevant documents been retrieved?
- Measures for system performance:
  - The first question is about the **precision** of the search
  - The second is about the completeness (**recall**) of the search.

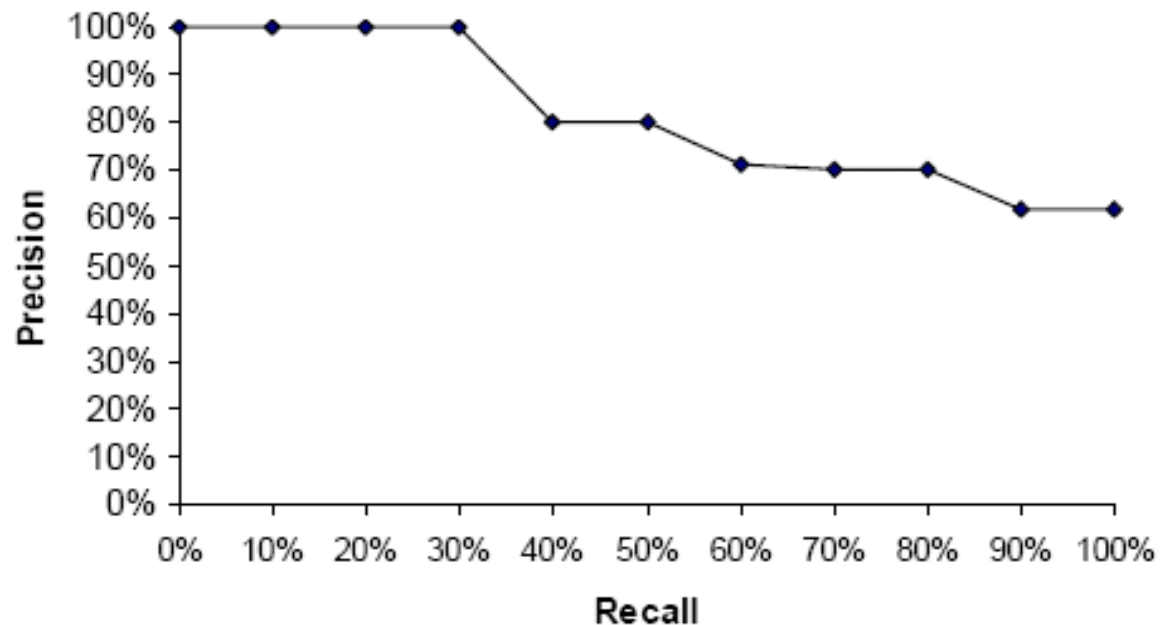
# Precision and recall values at each rank position

Rank $i$	+/-	$p(i)$	$r(i)$
1	+	1/1 = 100%	1/8 = 13%
2	+	2/2 = 100%	2/8 = 25%
3	+	3/3 = 100%	3/8 = 38%
4	-	3/4 = 75%	3/8 = 38%
5	+	4/5 = 80%	4/8 = 50%
6	-	4/6 = 67%	4/8 = 50%
7	+	5/7 = 71%	5/8 = 63%
8	-	5/8 = 63%	5/8 = 63%
9	+	6/9 = 67%	6/8 = 75%
10	+	7/10 = 70%	7/8 = 88%
11	-	7/11 = 63%	7/8 = 88%
12	-	7/12 = 58%	7/8 = 88%
13	+	8/13 = 62%	8/8 = 100%
14	-	8/14 = 57%	8/8 = 100%
15	-	8/15 = 53%	8/8 = 100%
16	-	8/16 = 50%	8/8 = 100%
17	-	8/17 = 53%	8/8 = 100%
18	-	8/18 = 44%	8/8 = 100%
19	-	8/19 = 42%	8/8 = 100%
20	-	8/20 = 40%	8/8 = 100%

# Precision-recall curve

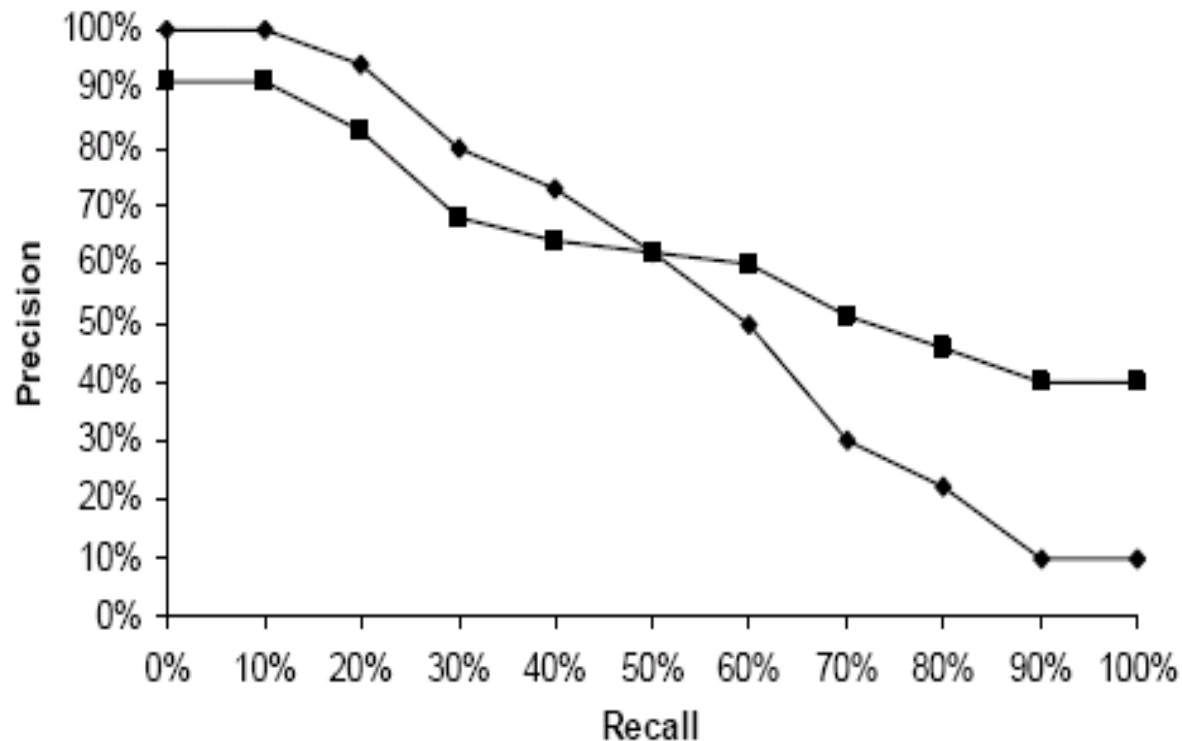
**Example 2:** Following Example 1, we obtain the interpolated precisions at all 11 recall levels in the table of Fig. 6.4. The precision-recall curve is shown on the right.

$i$	$p(r_i)$	$r_i$
0	100%	0%
1	100%	10%
2	100%	20%
3	100%	30%
4	80%	40%
5	80%	50%
6	71%	60%
7	70%	70%
8	70%	80%
9	62%	90%
10	62%	100%



**Fig. 6.4.** The precision-recall curve

# Compare different retrieval algorithms



**Fig. 6.5.** Comparison of two retrieval algorithms based on their precision-recall curves

# Compare with multiple queries

- Compute the average precision at each recall level.

$$\bar{p}(r_i) = \frac{1}{|Q|} \sum_{j=1}^{|Q|} p_j(r_i), \quad (22)$$

where  $Q$  is the set of all queries and  $p_j(r_i)$  is the precision of query  $j$  at the recall level  $r_i$ . Using the average precision at each recall level, we can also draw a precision-recall curve.

- Draw precision recall curves
- Do not forget the **F-score** evaluation measure.

# Rank precision

- Compute the precision values at some selected rank positions.
- Mainly used in Web search evaluation.
- For a Web search engine, we can compute precisions for the top 5, 10, 15, 20, 25 and 30 returned pages
  - as the user seldom looks at more than 30 pages.
- Recall is not very meaningful in Web search.
  - Why?

# Web Search as a huge IR system

- A Web crawler (robot) crawls the Web to collect all the pages.
- Servers establish a huge inverted indexing database and other indexing databases
- At query (search) time, search engines conduct different types of vector query matching.



# Inverted index

- The inverted index of a document collection is basically a data structure that
  - attaches each distinctive term with a list of all documents that contains the term.
- Thus, in retrieval, it takes constant time to
  - find the documents that contains a query term.
  - multiple query terms are also easy handle as we will see soon.

# An example

**Example 3:** We have three documents of  $id_1$ ,  $id_2$ , and  $id_3$ :

$id_1$ : Web mining is useful.

1      2      3      4

$id_2$ : Usage mining applications.

1              2              3

$id_3$ : Web structure mining studies the Web hyperlink structure.

1      2              3      4      5      6      7              8

Applications:	$id_2$	Applications:	$\langle id_2, 1, [3] \rangle$
Hyperlink:	$id_3$	Hyperlink:	$\langle id_3, 1, [7] \rangle$
Mining:	$id_1, id_2, id_3$	Mining:	$\langle id_1, 1, [2] \rangle, \langle id_2, 1, [2] \rangle, \langle id_3, 1, [3] \rangle$
Structure:	$id_3$	Structure:	$\langle id_3, 2, [2, 8] \rangle$
Studies:	$id_3$	Studies:	$\langle id_3, 1, [4] \rangle$
Usage:	$id_2$	Usage:	$\langle id_2, 1, [1] \rangle$
Useful:	$id_1$	Useful:	$\langle id_1, 1, [4] \rangle$
Web:	$id_1, id_3$	Web:	$\langle id_1, 1, [1] \rangle, \langle id_3, 2, [1, 6] \rangle$

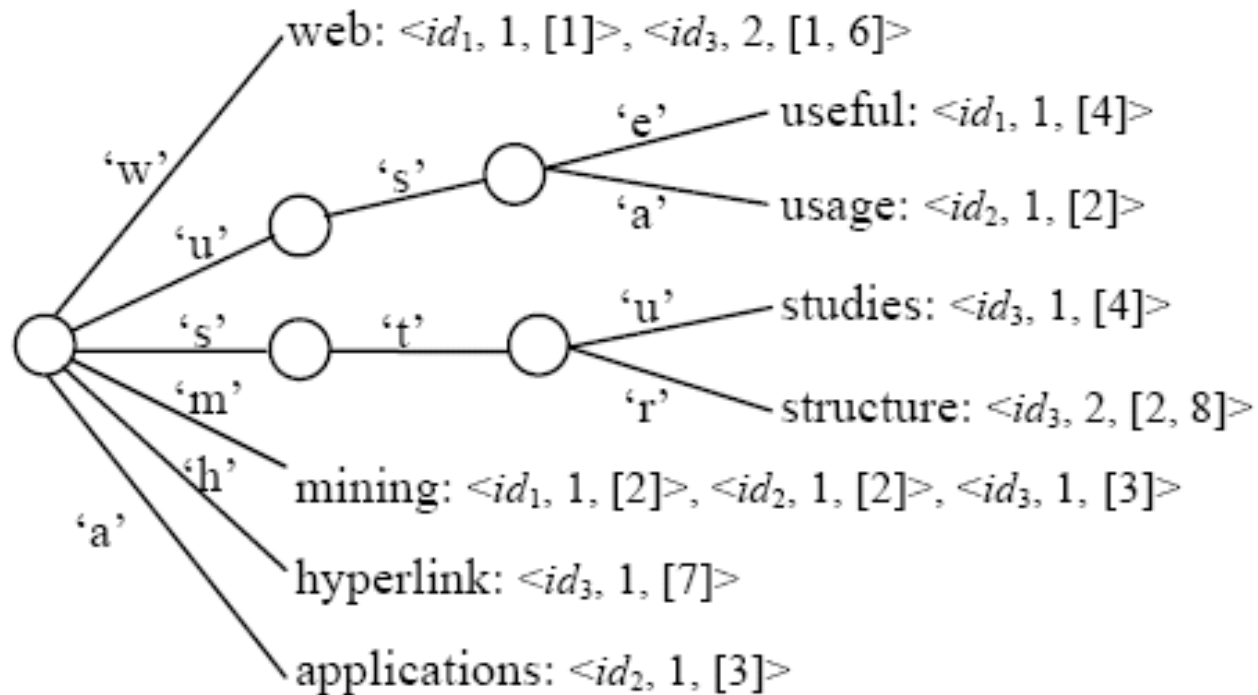
(A)

(B)

**Fig. 6.7.** Two inverted indices: a simple version and a more complex version

# Index construction

- Example:



**Fig. 6.8.** The vocabulary trie and the inverted lists

# Search using inverted index

Given a query  $q$ , search has the following steps:

- Step 1 (**vocabulary search**): find each term/word in  $q$  in the inverted index.
- Step 2 (**results merging**): Merge results to find documents that contain all or some of the words/terms in  $q$ .
- Step 3 (**Rank score computation**): To rank the resulting documents/pages, using,
  - content-based ranking
  - link-based ranking

# Different search engines

- The real differences among different search engines are
  - their index weighting schemes
    - Including location of terms, e.g., title, body, emphasized words, etc.
  - their query processing methods (e.g., query classification, expansion, etc)
  - **their ranking algorithms**
  - Few of these are published by any of the search engine companies. They are tightly guarded secrets.

# Summary

- Introduction to Information Retrieval and Web Search
- Related topics
  - Statistical language model
  - Latent semantic indexing (LSI and SVD).
  - Web search
    - Index compression
    - Ranking: combining contents and hyperlinks
  - Web page pre-processing
  - Combining multiple rankings and meta search
  - Web spamming

# References

- Bing Liu (2011) , “Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data,” 2<sup>nd</sup> Edition, Springer.  
<http://www.cs.uic.edu/~liub/WebMiningBook.html>