Web Information Retrieval

M2R – MOSIG
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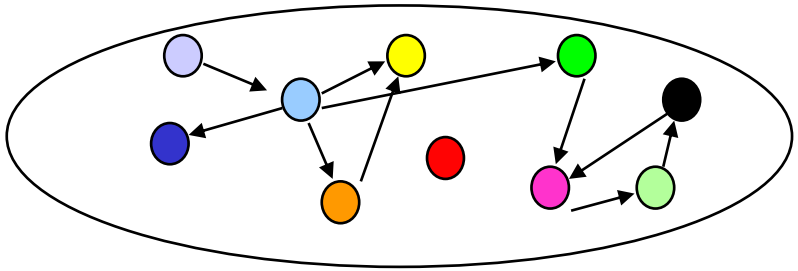
Outline

- The Web as a graph
- Web document access
  - Crawler/Indexing/Content Retrieval
  - Graph Usage
  - Integration of elements for Web retrieval
- Conclusion

The Web as a graph

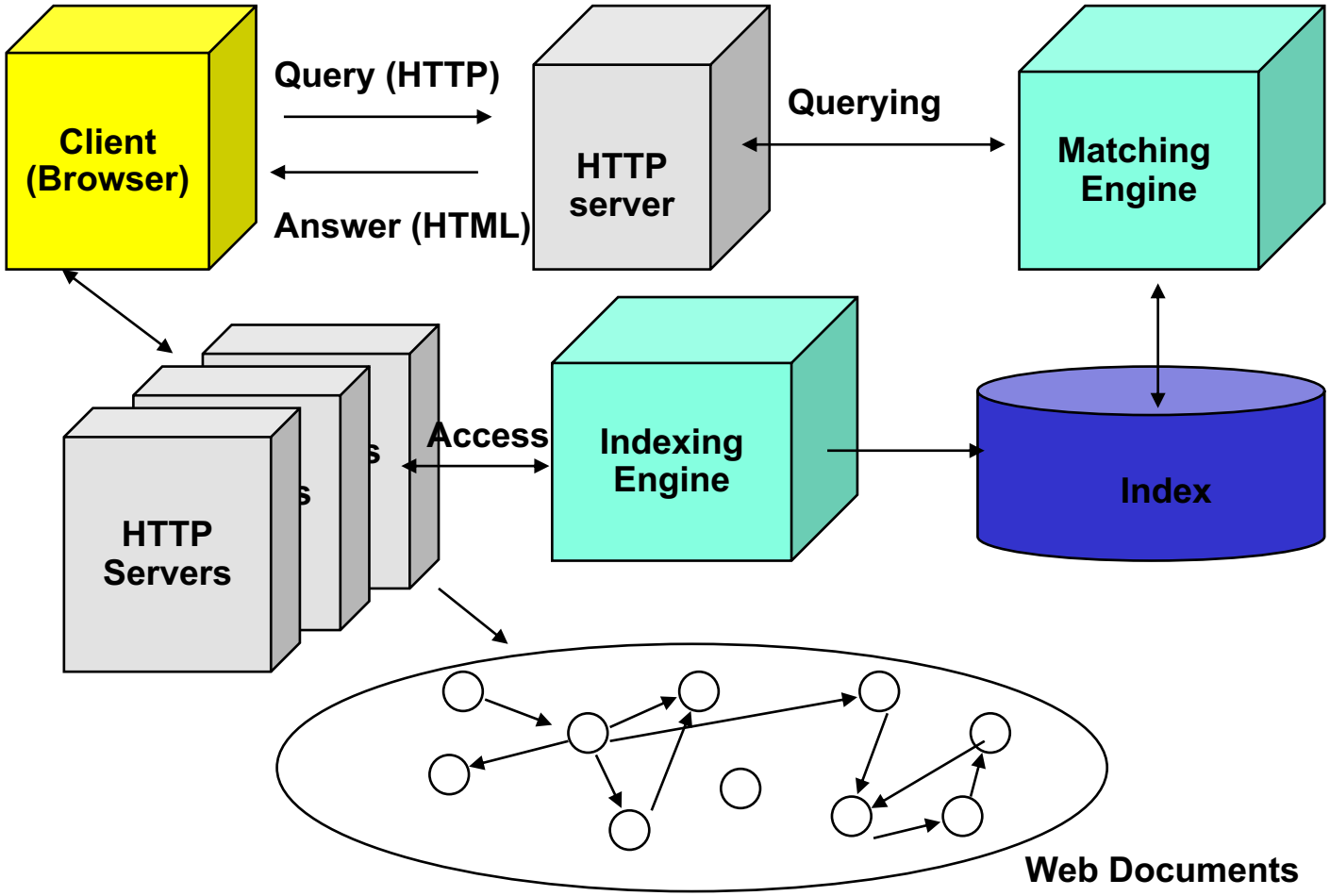
- Web : largest source of information
- Web pages: nodes
- Hypertext links: edges (meanings: structure, recommendation, similarity, reading paths ?)



- The graph structure may be used for IR access

Web documents access

- Information available but not accessible… need for retrieval



Web Retrieval by queries

- General features
  - Automatic indexing
    - Robust: heterogeneity (languages, documents structures & formats)
  - Coverage (Google : 45 billions of pages)
    - Huge storage capacity (hundreds of TeraBytes)
  - Freshness
  - Response time (for interaction, 4 billions queries/day)
    - Multi-level indexing (content and structure)
    - Huge processing
    - Models that mix content/structure/links (boolean models with words position, query logs, social data)

Indexing engine - Crawler

- Dynamic exploration of the web (bots)
  - Googlebot, Bingbot, Slurp (Yahoo), DuckDuckBot
- Simple crawler using a set of seeds URL named E
  - **while** E not empty **do**
    e ← get_one_element_of(E)
    p ← get_page_from_URL(e)
    index(p)
    E = E ∪ outlinks(p)
  - Refinements on
    - Number of pages, Topics
    - Efficiency (wrt. overload of web servers)
- Classical inverted indexes with term position, adapted to high dimensions (terms x documents x queries)
  - Distributed indexes

Content Retrieval

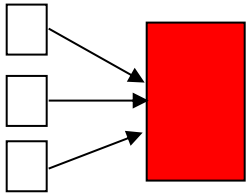
- Queries on the web are generally short (2-4 words)
- « The best place to hide a dead body is page 2 of the Google search results. » (Brian Clark)

  → people are interested in the first result page
    - All elements that may enhance the top-10 reuslts are used (web server features, social tags, HTML validations, …)
- Classical Boolean models with term position
  - AND/OR/NOT
  - Proximity search

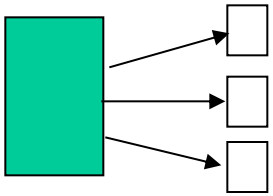
- 100's of other parameters (not only content)

Graph Usage – HITS [Kleinberg99]

- Goal: for a query (topic), to find
  - Good sources of content (Authorities, AUTH)



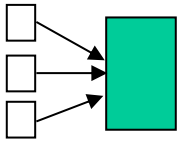
  - Good sources of links (Hubs, HUB)



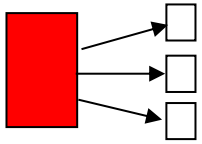
Graph Usage – HITS [Kleinberg99]

- Pages characterized by <HUB; AUTH> value

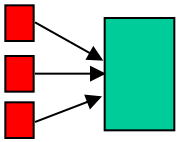
→ Intuition



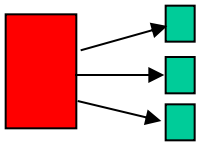
- Authority value from in-links
- Hub value from out-links

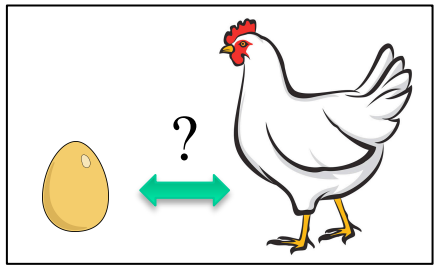


- High Authority if in-links from good Hubs



- High Hub if out-links to good Authorities





Graph Usage – HITS [Kleinberg99]

- Initialisation :

$$\sum AUTH[V]^2 = \sum HUB[V]^2 = 1 \quad (if\ N\ pages: AUTH[V] = HUB[V] = \frac{1}{\sqrt{N}})$$

- Iteration until convergence
  1. For each V :

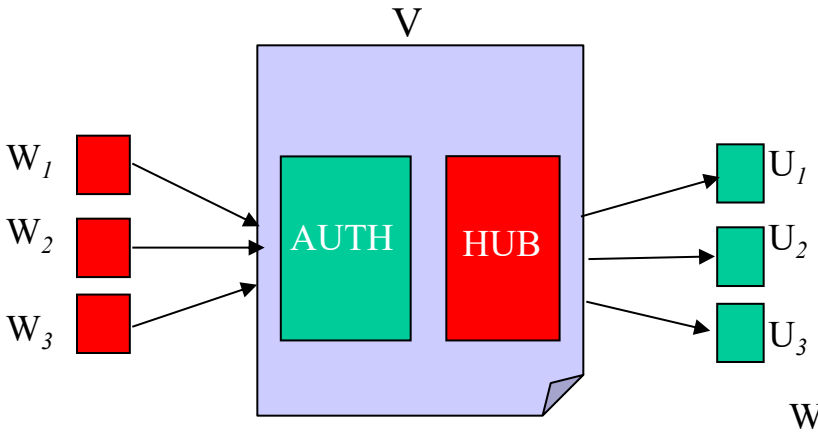
$$AUTH'[V] = \sum_{Edge(W_i,V)} HUB[W_i]$$

$$HUB'[V] = \sum_{Edge(V,U_i)} AUTH[U_i]$$

  2. Normalization:

$$AUTH[V] = \frac{AUTH'[V]}{\sqrt{\sum_U AUTH'[U]^2}}$$

$$HUB[V] = \frac{HUB'[V]}{\sqrt{\sum_U HUB'[U]^2}}$$



so that $\sum AUTH[U]^2 = \sum HUB[U]^2 = 1$

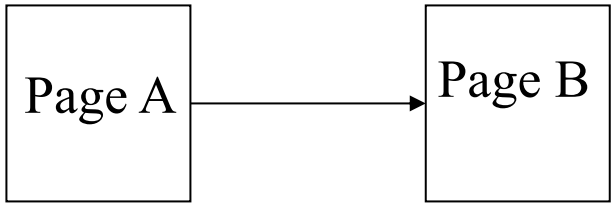
Graph Usage – HITS [Kleinberg99]

- Example

  - AUTH[A]=HUB[A]=1

Graph Usage – HITS [Kleinberg99]

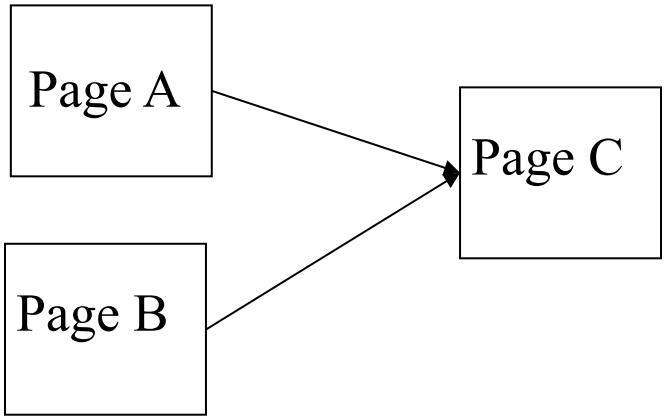
- Example



	AUTH[A]	HUB[A]	AUTH[B]	HUB[B]	$\sqrt{\sum AUTH'[U]^2}$	$\sqrt{\sum HUB'[U]^2}$
0	0.71	0.71	0.71	0.71		
1.1	0	0.71	0.71	0	0.71	0.71
1.2	0	1	1	0		
2.1	0	1	1	0	1	1
2.2	0	1	1	0		

Graph Usage – HITS [Kleinberg99]

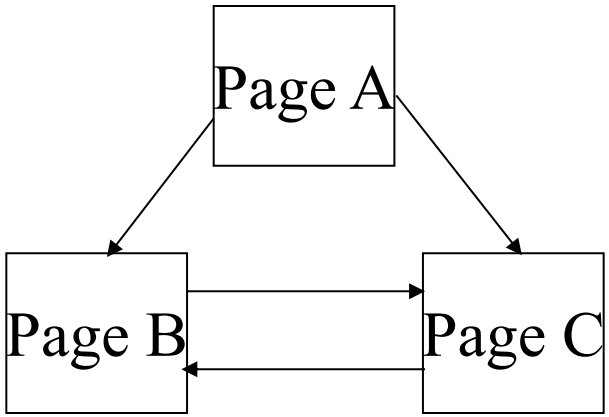
- Example



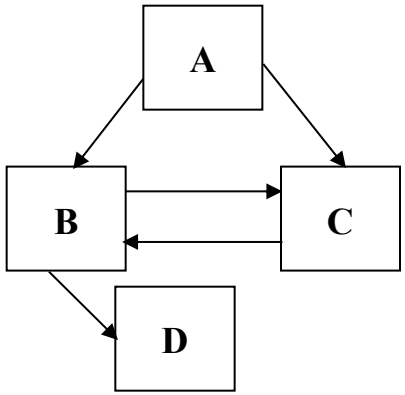
	AUTH[A]	HUB[A]	AUTH[B]	HUB[B]	AUTH[C]	HUB[C]	$\sqrt{\sum A[U]^2}$	$\sqrt{\sum H[U]^2}$
0								
1.1	0.58	0.58	0.58	0.58	0.58	0.58		
1.2	0	0.58	0	0.58	1.15	0	1.15	0.82
2.1	0	0.71	0	0.71	1	0		
2.2	0	1	0	1	1.41	0	1.41	1.41
	0	0.71	0	0.71	1	0		

Graph Usage – HITS [Kleinberg99]

- Example



	AUTH[A]	HUB[A]	AUTH[B]	HUB[B]	AUTH[C]	HUB[C]
0	0.58	0.58	0.58	0.58	0.58	0.58
1.1	0	1,15	1,15	0,58	1,15	0,58
1.2	0	0,82	0,71	0,41	0,71	0,41
2.1	0	1,41	1,22	0,71	1,22	0,71
2.2	0	0,82	0,71	0,41	0,71	0,41



Note : stop when mean of differences ≤ 0.02

	AUTH[A]	HUB[A]	AUTH[B]	HUB[B]	AUTH[C]	HUB[C]	AUTH[D]	HUB[D]
0	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
1.1	0,00	1,00	1,00	1,00	1,00	0,50	0,50	0,00
1.2	0,00	0,67	0,67	0,67	0,67	0,33	0,33	0,00
2.1	0,00	1,33	1,00	1,00	1,33	0,67	0,67	0,00
2.2	0,00	0,74	0,56	0,56	0,74	0,37	0,37	0,00
3.1	0,00	1,30	1,11	1,11	1,30	0,56	0,56	0,00
3.2	0,00	0,72	0,62	0,62	0,72	0,31	0,31	0,00
4.1	0,00	1,34	1,03	1,03	1,34	0,62	0,62	0,00
4.2	0,00	0,74	0,57	0,57	0,74	0,34	0,34	0,00
5.1	0,00	1,32	1,09	1,09	1,32	0,57	0,57	0,00
5.2	0,00	0,73	0,60	0,60	0,73	0,32	0,32	0,00

Graph Usage – HITS [Kleinberg99]

- Conclusion
  - Overload for each query processed
  - « Heavy » computation (top-200 pages)
  - Easy to spam with automatically generated links

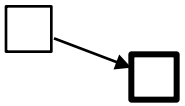
- How to avoid these drawbacks ?

  → Pagerank

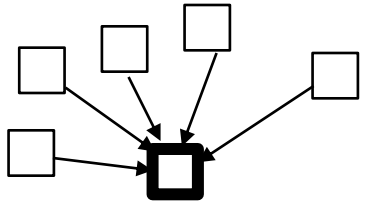
Graph Usage – Pagerank

- Google [Brin & Page 1998]
  - Pagerank computes the popularity of web pages
    - +++ independently of any query
  - A Pagerank value is one positive floating point value
    - +++ simple
  - Graphically:

Low popularity



Medium popularity



High popularity

Graph Usage – Pagerank

- All web pages vote for the popularity of one Web page.
- An in-link on a page is voting « for » the page.
- No link is an « abstention » about the page

- Pagerank computes the « chances » to access one page A from any other page on the web, according A’s in-links

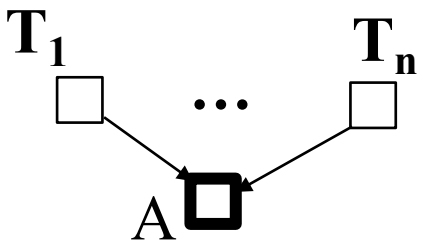
Graph Usage – Pagerank

- The Pagerank, PR, of a page A is defined as:

$$PR(A) = (1-d) + d * (\frac{PR(T_1)}{C(T_1)} + ... + \frac{PR(T_n)}{C(T_n)})$$

avec

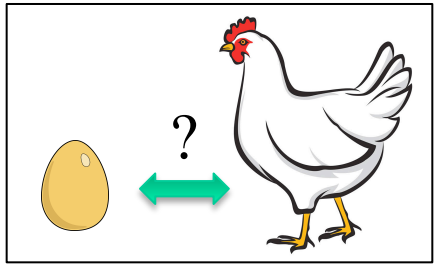
- d : dumping factor in [0,1]
  - » 1-d chances to jump directly to A
  - » d chances to get to A through links
- T_i : Web page that links to A
- $C(T_i)$: number of out-links from T_i



- PR in [1-d, +∞[

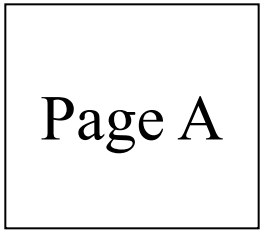
– How to compute PR(A)???

- Iteration until convergence, with initial values of 1.0



Graph Usage – Pagerank

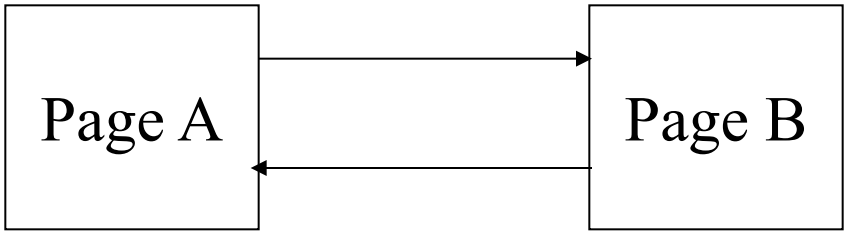
- Example



  - d=0.85 and initial PR(A) = 1
  - PR(A)=(1-d) = 0.15

Graph Usage – Pagerank

- Example
  –



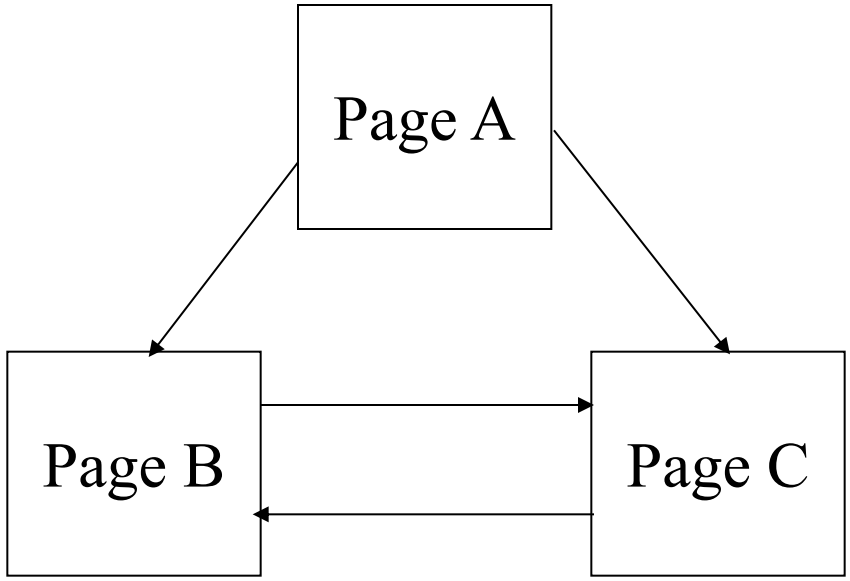
  – d=0.85, init PR(A) = PR(B) = 1

  – PR(A)=(1-d)+d(PR(B)/1) = 0.15+0.85*1 =1
  – PR(B)=(1-d)+d(PR(A)/1) = 0.15+0.85*1 =1

  – Initial values do not change in this case.

Graph Usage – Pagerank

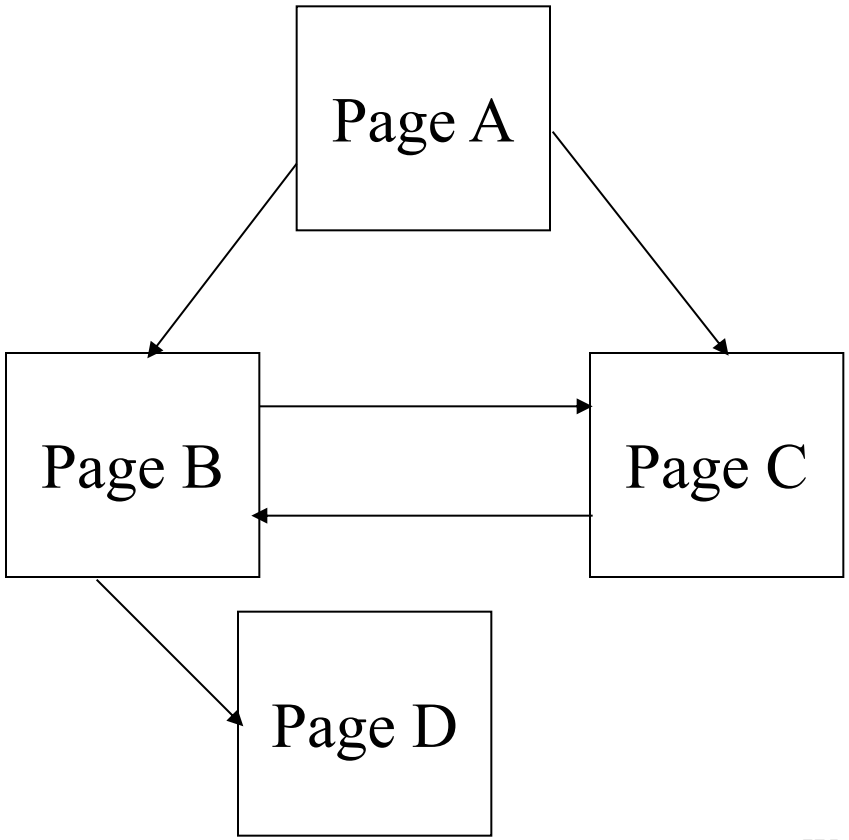
- Example
  - d=0.85, init PR(A) = PR(B) = PR(C)=1



	PR(A)	PR(B)	PR(C)
0	1	1	1
1	0,15	1,425	1,425
2	0,15	1,425	1,425

Graph Usage – Pagerank

- Example

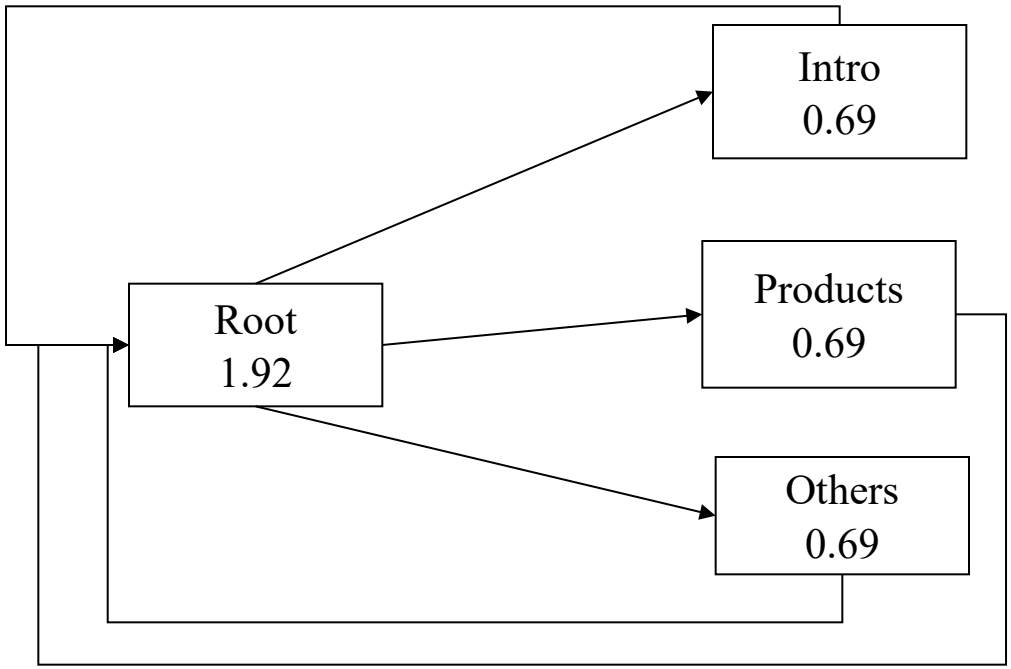


	PR(A)	PR(B)	PR(C)	PR(D)
0	1	1	1	1
1	0.15	1.425	1	0.575
2	0,15	1,06	0,82	0,76
3	0,15	0,91	0,67	0,60
4	0,15	0,78	0,60	0,54
5	0,15	0,72	0,55	0,48
6	0,15	0,68	0,52	0,46
7	0,15	0,66	0,50	0,44

Note : stop when average of différences lower that threshold 0.02.

Graph Usage – Pagerank

- Example (www.iprcom.com/papers/pagerank plus actif)
  - Simple hierarchy



Graph Usage – Pagerank

- Conclusion
  - + A priori computation
  - + Hard to spam
  - - Complex to compute on billions of pages
  - - Disavantages novelty
  - - Choice of one interpretation of links

Integration of elements for Web retrieval

- Integration with content-based matching using learning to rank
  - Letor 3.0 GOV corpus

    [Qin, Liu, Xu, Li 2010]
    - 64 features
    - 575 queries
    - Features of top 1000 docs

21	BM25 of body	Q-D
22	BM25 of anchor	Q-D
23	BM25 of title	Q-D
24	BM25 of URL	Q-D
25	BM25 of whole document	Q-D
26	LMIR.ABS of body	Q-D
27	LMIR.ABS of anchor	Q-D
28	LMIR.ABS of title	Q-D
29	LMIR.ABS of URL	Q-D
30	LMIR.ABS of whole document	Q-D
31	LMIR.DIR of body	Q-D
32	LMIR.DIR of anchor	Q-D
33	LMIR.DIR of title	Q-D
34	LMIR.DIR of URL	Q-D
35	LMIR.DIR of whole document	Q-D
36	LMIR.JM of body	Q-D
37	LMIR.JM of anchor	Q-D
38	LMIR.JM of title	Q-D
39	LMIR.JM of URL	Q-D
40	LMIR.JM of whole document	Q-D

49	HITS authority	Q-D
50	HITS hub	Q-D
51	PageRank	D

Integration of elements for Web retrieval

- Ex.: Learning to rank using logistic regression (Pointwise)
- Idea : to learn the best combination of coefficients using a set of values to estimate relevance
  - Example (2 params (ex. <PageRank, BM25> as <x1, x2>, 3 coeffs for the learned function) : $\text{output(item)} \leftarrow b_0 + b_1 . x_1 + b_2 * x_2$ (1)
    - Logistic regression: $p(\text{class}=1|\text{item}) = 1 / (1+e^{-\text{output(item)}})$ (2)
  - Iteration (e.g. using stochastic Gradient Descent)
    1. Output using current values of coefficients
    2. Re-estimate coeffs based on the prediction error (i items with class Y_i, j coeffs, m learning rate parameter)

$$b_j' = b_j - m.\sum_i \left((p(class=1|item_i) - Y_i) \; . \; item_{i,j} \right) \quad (3)$$

  - Decision
    - if P(class=1)>0.5 then decision=1

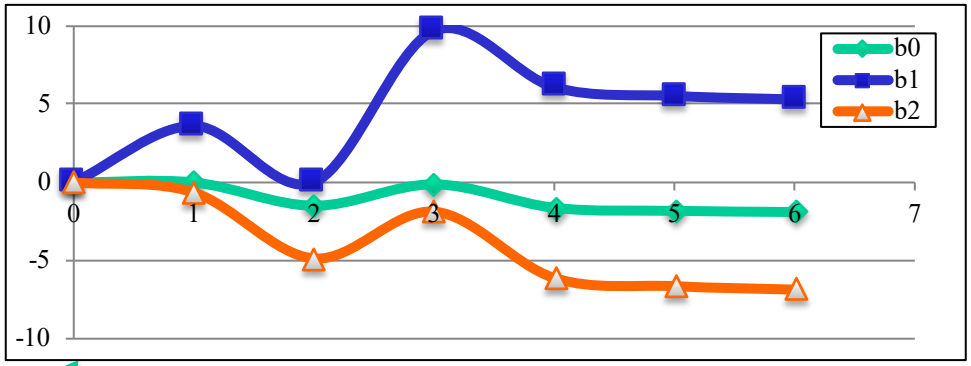
      else decision=0

Integration of elements for Web retrieval

Input
(Y == relevant)

Item id	x1	x2	Y
0	2,781	2,551	0
1	1,465	2,362	0
2	3,397	4,400	0
3	1,388	1,850	0
4	3,064	3,005	0
5	7,628	2,759	1
6	5,332	2,089	1
7	6,923	1,771	1
8	8,675	-0,242	1
9	7,674	3,509	1

Optimization (m=0.3)



Item Id	Y	P(class = 1)	decision
0	0	0,034	0
1	0	0,001	0
2	0	0,001	0
3	0	0,011	0
4	0	0,207	0
5	1	1	1
6	1	1	1
7	1	1	1
8	1	1	1
9	1	1	1

init : b1 = b2 = b3 = 0.0
At the end of epoch 6 :

epoch	b0	b1	b2
6	-1,739	4,140	-7,267

Integration of elements for Web Retrieval

- Others factors
  - Correlation study http://www.searchmetrics.com/wp-content/uploads/Ranking_Correlations_EN_print.pdf
  - Guesses on Google http://backlinko.com/google-ranking-factors
  - User data (clicks, …)
  - Site speed, extension
  - Pages : number of backlinks, size
  - Social : refs in Twitter, Google+ …

Conclusion

- Short view of web retrieval techniques
  - Web search specificities
- For meta-search (fusion of runs from several search engines), Learning to Rank can be used
- Research problems
  - Integration of users input (logs) to enhance results
  - Dimensionality (users, web pages, queries,languages, dynamicity)
  - Integration of content an semantics (RDF Resource Description Framwork)

Work to be done

- Compute the values en HUB/AUTH + Pagerank on the slides example
- Look at Letor 3.0 and learning to rank papers, redo the example.

References

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