Exercise 8.1
What are the major differences between Web search and classical information retrieval?
Exercise 8.2
How does a Web search provider make its money?
Exercise 8.3
What are the major challenges for Web crawlers?
Exercise 8.4
How can you estimate the size of the Web? What are possible problems here?
Exercise 8.5
How does the Web look like?
A typical Web search engine:
Lecture 11:
Web Crawling

1. How the Web Works
2. Web Crawling
The World Wide Web = Resources + hyperlinks
Web Resources are uniquely identified by Uniform Resource Identifiers (URIs):

```
foo://example.com:8042/over/there?name=ferret#nose
```

Most common: HTTP, the Hypertext Transfer Protocol
Typical HTTP URIs look like this:

http://www.google.com/search?q=ifis

http://en.wikipedia.org/wiki/New_South_Wales#History
In HTTP, every **URI** has a **normalized form**

Normalization affects:
- (Un)quoting of special characters (e.g. %7E represents ~)
- Case normalization (i.e. transform the hostname to lowercase)
- Remove the default port (HTTP’s default port is 80)
- Remove path segments “.” and “..”

...
HTTP is a request/response standard between a client and a server.

HTTP works on top of TCP/IP.
- Servers are identified by IP addresses (e.g. 134.169.32.171).
- Hostnames are mapped to IP addresses using the Domain Name System (DNS).
- There is a many-to-many relationship between IP addresses and hostnames.
TCP/IP is based on IP addresses

Therefore: When some client wants to contact the host www.google.com, it has to look up the host’s IP address first.

How Does HTTP Work? (2)

1. What’s the IP address of www.google.com?
2. Today it’s 209.85.129.99, amongst others...
3. Send some HTTP request to 209.85.129.99 (port 80)
4. Get back the server’s HTTP response
• How do HTTP requests look like?
• Example: `http://www.google.com/search?q=ifis`

**HTTP request:**

`GET /search?q=ifis HTTP/1.1`

`Host: www.google.com`

`Connection: close`

`User-Agent: Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0)`

`Accept-Encoding: gzip`

`Accept-Charset: ISO-8859-1,UTF-8;q=0.7,*;q=0.7`

`Cache-Control: no`

`Accept-Language: de,en;q=0.7,en-us;q=0.3`

Carriage return followed by line feed

“GET” request method

Name of resource

Hostname (since there could be different hosts having the same IP address)
• Matching **HTTP response** of www.google.com:

HTTP/1.1 200 OK
Cache-Control: private, max-age=0
Date: Tue, 27 Jan 2009 10:03:57 GMT
Expires: -1
Content-Type: text/html; charset=UTF-8
Server: gws
Transfer-Encoding: chunked

```html
<!doctype html><head><meta http-equiv=content-type content="text/html; charset=UTF-8"><title>ifis - Google Search</title><script></script><style> [...]
```

- **Status code** (200 means “resource found”)
- **Some information related to caching**
- **MIME type of this resource**
- **The resource itself**
Important types of **HTTP requests** are:

- **GET:** Requests a representation of the specified resource
- **HEAD:** Asks for the response identical to the one that would correspond to a GET request, but without the response body (useful to determine whether the resource has changed)
- **POST:** Submits data to be processed (e.g., from an HTML form) to the identified resource, which may result in the creation of a new resource or the updates of existing resources or both
Important types of HTTP status codes are:

- **200 (OK):**
  Standard response for successful HTTP requests

- **301 (Moved Permanently):**
  This and all future requests should be directed to a given URI

- **302 (Found / Moved Temporarily):**
  Only this request should be directed to a given URI

- **304 (Not Modified):**
  The resource has not been modified since last requested

- **404 (Not Found):**
  The requested resource could not be found (but may be available again in the future)

- **410 (Gone):**
  The resource requested is no longer available (and will not be available again)
• What we have learned:
  – How Web resources are identified (URIs)
  – How Web resources can be retrieved (HTTP)
• What’s still missing: How do resources look like?
• Most web resources are of MIME type text/html, i.e. they are text documents written using HTML
• HTML stands for Hypertext Markup Language
• HTML was invented by Tim Berners-Lee in 1991
• HTML is a **markup language**, i.e., it provides means to **describe the structure** of text-based information in a document

• In HTML you can denote certain text as...
  
  – **Headings:**
    `<h1>Main heading</h1>  <h2>Sub Heading</h2>`
  
  – **Paragraphs:**
    `<p>Some text...</p>`
  
  – **Lists:**
    `<ul><li>First item</li><li>Second item</li></ul>`
  
  – **Links:**
    `<a href="http://www.google.com">Link to Google</a>`
  
  – ...

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<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
<html>
<body>
<h1>Main Heading</h1>
<p>Some text</p>
<p>Next paragraph containing a</p>
<p>Sub heading</p>
<p>Some list:</p>
<ul>
<li>Item 1</li>
<li>Item 2</li>
</ul>
<p>Again, some text</p>
</body>
</html>
• Currently, HTML is available in many different versions:
  – 1995: HTML 2.0 (based on SGML)
  – 1997: HTML 3.2
  – 1997: HTML 4.0
  – 1999: HTML 4.01
  – 1999: “ISO HTML”
  – 2000: XHTML 1.0 (based on XML)
  – 2001: XHTML 1.1

• Current working draft:
  – HTML 5 (close to final release)
• Before 1989
  – Hypertext and the Internet are separate, unconnected ideas

• 1989
  – The English physicist Tim Berners-Lee is working at CERN, the European Organization for Nuclear Research, in Geneva
  – He recognizes an important problem: Researchers from around the world needed to share data, with no common presentation software
  – He wrote a proposal for “a large hypertext database with typed links”, but it generated little interest, so he began implementing this system on a NeXT workstation
Berners-Lee’s NeXTcube:

• 25 MHz CPU, 8 MB–64 MB RAM
• 1990
  – CERN computer scientist Robert Cailliau joins Berners-Lee’s vision and rewrites the proposal
  – Both present their idea at the European Conference on Hypertext Technology but find no vendors who support them
  – The name World Wide Web is born
  – By Christmas 1990, all tools for a working Web have been created by Berners-Lee:
    • HTML
    • HTTP
    • A Web server software: CERN httpd
    • A Web server: http://info.cern.ch
    • A Web browser/editor: WorldWideWeb (runs only on NeXT)
The first Web browser:
• 1991

- Nicola Pellow creates a **simple text browser** that could run on almost any computer
- To encourage use within CERN, they put the CERN **telephone directory** on the Web, which previously was located on a mainframe
- Berners-Lee announces the Web in the alt.hypertext newsgroup:
  “The WorldWideWeb (WWW) project aims to allow all links to be made to any information anywhere. […] The WWW project was started to allow high energy physicists to share data, news, and documentation. We are very interested in spreading the web to other areas, and having gateway servers for other data. Collaborators welcome!”
• 1993
  – The Web spreads around the world
  – The graphical Web browser **Mosaic** is developed by a team at the National Center for Supercomputing Applications (NCSA) at the University of Illinois at Urbana-Champaign; the team is led by the later founder of Netscape, **Marc Andreessen**

• 1994
  – Netscape is founded
  – Mosaic becomes the **Netscape Navigator**
  – The **World Wide Web Consortium (W3C)** is founded by Berners-Lee at the Massachusetts Institute of Technology with support from the Defense Advanced Research Projects Agency (DARPA) and the European Commission
Lecture 11:  
Web Crawling

1. How the Web Works
2. Web Crawling
A Basic Crawler

- A basic crawler (aka robot, bot, spider) consists of:
  - A **queue** of URIs to be visited
  - A method to **retrieve** Web resources and process HTTP data
  - A **page parser** to extract links from retrieved resources
  - A **connection** to the search engine’s **indexer**

- The basic mode of operation:
  1. Initialize the queue with URIs of known **seed pages**
  2. Take URI from queue
  3. Retrieve and parse page
  4. Extract URIs from page
  5. Add new URIs to queue
  6. GOTO (2)
• The Web is large: **60 billion pages** (more or less…)
• Let’s assume we want to **crawl each page once a year**

• **How many pages do we have to crawl per second** then?
  – 60,000,000,000 pages per year
  – 5,000,000,000 pages per month
  – 166,666,667 pages per day
  – 6,944,444 pages per hour
  – 115,740 pages per minute
  – **1929 pages per second**

• Well, it seems like we need a **highly scalable** crawler…
Apart from scalability, there are further issues:

- How to detect spam pages?
- How to detect duplicates or pages already seen?
- How to avoid spider traps?
- We need many machines, how do we distribute?
- How to handle latency problems?
- How to limit the used bandwidth?
- How deep should we crawl sites?
- How to comply with the site owner’s wishes?
• Robustness

  – **Golden rule:**
    For every crawling problem you can (or cannot) think of, there will be a Web page exhibiting this problem
  – Web pages, URLs, HTTP responses, and network traffic as such can be **malformed** and might **crash your software**
  – Therefore, use **very robust software**
  – “Very robust” usually means non-standard
  – Robustness also refers to the ability to **avoid spider traps**
• Politeness
  – Web site owner’s usually have to pay for their Web traffic
  – Do not generate unnecessarily high traffic!
  – Do not slow down other people’s servers by “hammering,” i.e., keep the number of requests per time unit low!
  – Obey explicit crawling policies set by site owners (e.g. robots.txt)!

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The robot exclusion standard

- **Exclude some resources** from access by robots, and thus from indexing by search engines
- Put a file named `robots.txt` in your domain’s top-level directory (e.g. `http://en.wikipedia.org/robots.txt`), which specifies what resources crawlers are allowed to access
- **Caution:** This “standard” is not a standard in the usual sense, it’s purely advisory!

**Examples:**

- **Allow all robots to view all files:**
  
  ```
  User-agent: *
  Disallow: 
  ```
• More examples:

  – Keep all robots out:
    User-agent: *
    Disallow: /

  – Exclude certain resources:
    User-agent: *
    Disallow: /cgi-bin/
    Disallow: /private/

  – Exclude a specific bot:
    User-agent: BadBot
    Disallow: /private/

  – Limit the number of requests per second:
    Request-rate: 1/5

  – Recommend a visit time interval (in GMT):
    Visit-time: 0600-0845
A look at http://www.wikipedia.org/robots.txt:

```
# robots.txt for http://www.wikipedia.org/ and friends
#
# Please note: There are a lot of pages on this site, and there are
# some misbehaved spiders out there that go _way_ too fast. If you're
# irresponsible, your access to the site may be blocked.
#
# advertising-related bots:
User-agent: Mediapartners-Google*
Disallow: /

# Wikipedia work bots:
User-agent: IsraBot
Disallow: 
```
User-agent: Orthogaffe
Disallow:

# Crawlers that are kind enough to obey, but which we'd rather not have
# unless they're feeding search engines.
User-agent: UbiCrawler
Disallow: /

User-agent: DOC
Disallow: /

User-agent: Zao
Disallow: /

# Some bots are known to be trouble, particularly those designed to copy
# entire sites. Please obey robots.txt.
User-agent: sitecheck.internetseer.com
Disallow: /
## Sorry, wget in its recursive mode is a frequent problem.
# Please read the man page and use it properly; there is a
# --wait option you can use to set the delay between hits,
# for instance.
#
User-agent: wget
Disallow: /

#
# The 'grub' distributed client has been *very* poorly behaved.
#
User-agent: grub-client
Disallow: /
# Doesn't follow robots.txt anyway, but...

User-agent: k2spider
Disallow: /

# Hits many times per second, not acceptable
# http://www.nameprotect.com/botinfo.html
User-agent: NPBot
Disallow: /

# A capture bot, downloads gazillions of pages with no public benefit
# http://www.webreaper.net/
User-agent: WebReaper
Disallow: /
# Friendly, low-speed bots are welcome viewing article pages, but not
dynamically-generated pages please.

# Inktomi's "Slurp" can read a minimum delay between hits; if your
# bot supports such a thing using the 'Crawl-delay' or another
# instruction, please let us know.

# User-agent: *
Disallow: /w/
Disallow: /trap/
Disallow: /wiki/Especial:Search
Disallow: /wiki/Especial%3ASearch
Disallow: /wiki/Special:Collection
Disallow: /wiki/Spezial:Sammlung
SHOULD-Have Features

• **Distributed:**
  – The crawler should have the ability to execute in a distributed fashion across multiple machines

• **Scalable:**
  – The crawler architecture should permit scaling up the crawl rate by adding extra machines and bandwidth

• **Performance and efficiency:**
  – The crawl system should make efficient use of various system resources including processor, storage, and network bandwidth

• **Quality:**
  – The crawler should be biased towards fetching “useful” pages first and updating them more often than “useless” ones
• **Freshness:**
  - The crawler should operate in **continuous mode**, i.e. it should obtain fresh copies of previously fetched pages
  - Crawl a page with a frequency that approximates the **rate of change** of that page
  - Be able to **update** a given set of pages **on demand**, e.g. if there is some current highly popular topic (“World Cup”)

• **Extensible:**
  - Be able to cope with **new data formats, new protocols, ...**
  - This amounts to having a **modular architecture**
Anatomy of a Large-Scale Crawler

- DNS handler
- Local URI queue
- Resource parser and URI extractor
- URI approval guard
- Persistent URL pool
- Load monitor and work-thread manager
- Crawl statistics

Duplicate content checker

Duplicate URI checker

Text indexing and other analyses

Repository and index

Resource fetcher

Distributes work

Handles e.g. robots.txt

Crawl statistics

Load monitor and work-thread manager

Persistent URL pool
The DNS Handler

• Fetching DNS information usually is slow due to network latency and the need to query many servers in parallel

• The DNS handler is a customized local DNS component
  – Prefetches DNS information that will be needed by some work-thread in the near future
  – Uses a relaxed policy regarding DNS updates, i.e., break the DNS standard to avoid unnecessary DNS queries
• **Task:**
  - Find out whether a given URI is contained in the URI pool
  - But: As quick as possible!

• **Problems:**
  - Doing string comparisons with all pool URIs is too expensive
  - Even using index structures does not help much here since string operations as such are very expensive

• **Solution:**
  - Use **fingerprints**!
• **Fingerprinting**
  
  – First, only use URIs in their normalized forms
    * This reduces the number of different URIs that must be handled
  
  – Then, for any normalized URI, compute its **hash value** (aka **fingerprint**) with respect to some **hash function**
  
  – A popular hash function is **MD5**, which can be computed quickly and yields a **128-bit fingerprint**
  
  – **Example of MD5**: http://www.ifis.cs.tu-bs.de becomes 75924e8d184c52dd9bc5b368361093a8 (hexadecimal)

• Now, build a **B-tree** (or hash table) of all fingerprints containing pointers to the original URIs
A B-tree:

- B-trees can be searched efficiently
- **Numerical comparisons** can be done quickly
The whole process:

1. Is the given URIs fingerprint contained in the B-tree?
   - Yes: Do the matching fingerprints originate from the same URI strings?
     - Yes: It's a known URI
     - No: It's a new URI
   - No: It's a known URI
• **Problem size?**
  - Let’s say we have collected *1 billion URIs*
  - Each URI’s fingerprint requires at least *16 bytes*
  - To store *1 billion URIs*, we need *about 15 GB of storage*
  - Plus much more space to store URI strings and metadata

• There are two options of storage:
  - A distributed *main memory* index
  - Put it on *disk*

• In both cases, it would be reasonable to **enforce some locality** by grouping URIs together that usually will be accessed in **quick succession**
How to enforce locality?

Observation: URIs having the same hostname are usually accessed together in crawling

Idea: Take two fingerprints per URI
  - One for the hostname
  - One for the rest
  - Concatenate both to form a URI’s fingerprint

Then, URIs of the same hostname are located in the same sub-tree of the index

http://en.wikipedia.org/wiki/New_South_Wales

57c6caa6d66b0d64f9147075a219215f  c4b591806d11a2ffa9b81c92348eeaf9
• In principle, we could check for duplicate content in the same way as we did it for duplicate URIs

• But what about this page?

• Or, think of pages with ads that change on every visit
• This problem is called **near-duplicate detection**

![](image)

• **First step:** Focus on content!
  
  – Remove all styling information from the Web resource
  – Convert the resource into a text-only view
  – Drop textual information like navigation structures
  – Drop images and dynamic content
Example:

The Institute for Information Systems at Technische Universität Braunschweig, Germany, focuses on research and teaching in the area of databases and information systems.
After this step, the problem amounts to near-duplicate detection on plain text documents (word sequences).

It can be solved using a technique called shingling.

- **Given**: A positive number $k$ and a sequence of terms $d$
- **Definition**: The $k$-shingles of $d$ are the set of all consecutive sequences of $k$ terms in $d$
- **Example**:
  - $d = “a rose is a rose is a rose”$
  - $k = 4$ (a typical value used in the near-duplicate detection of Web pages)
  - The 4-shingles of $d$ are:
    - “a rose is a”
    - “rose is a rose”
    - “is a rose is”
• **Intuitive idea:** Two documents are near-duplicates if the two sets of shingles generated from them are nearly the same

• **A more precise definition:** Let $d$ and $d'$ be documents and let $S(d)$ and $S(d')$ be their respective sets of shingles.

• Remember the **Jaccard coefficient** from fuzzy retrieval.

• We use it to measure the **overlap** between the sets:

$$J\left(S(d), S(d')\right) = \frac{|S(d) \cap S(d')|}{|S(d) \cup S(d')|}$$

• Define $d$ and $d'$ to be near-duplicates if $J(\ldots)$ is “large,” e.g. larger than 0.9
The Duplicate Content Checker (6)

\[ J(S(d), S(d')) = \frac{|S(d) \cap S(d')|}{|S(d) \cup S(d')|} \]

• Computing the value of \( J(S(d), S(d')) \) directly is easy

• **Complexity is** \( O(n \log n) \)
  - Sort each set of shingles
  - Find intersection and union by merging the two sorted lists

• **However, the typical situation** is different:
  - We already have a large document collection
  - We want to check whether a new document is a near-duplicate
  - Compare the new document with all existing ones?
    • Too expensive, **we need some clever indexing technique**…
A very clever indexing technique (to be discussed later) relies on a **randomized approximation algorithm** for computing $J(S(d), S(d'))$.

To explain this algorithm, we need the following:

- Map every shingle into a **hash value** over a large space, say the space of all **64-bit integers**.
- Let $H(d)$ be the **set of hash values** derived from $S(d)$.

Then, it is $J(S(d), S(d')) \approx J(H(d), H(d'))$. 

---

**The Duplicate Content Checker (7)**

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Let \( \pi \) be a random permutation on the set of all 64-bit integers, i.e. \( \pi \) is a one-to-one function that maps any 64-bit integer to some 64-bit integer

- The simplest permutation is the identity mapping (every 64-bit number is mapped to itself)
- Another example of a permutation is \( \pi(x) = (x + 1) \mod 2^{64} \)
- Here, “random” means chosen at random according to the uniform distribution over the set of all permutations on the set of all 64-bit integers

When applying a single permutation \( \pi \) to each hash value in \( H(d) \), we get a new set of 64-bit numbers \( \Pi(d) \)

Furthermore, let \( \min(\Pi(d)) \) be the smallest number in \( \Pi(d) \)
Illustration:

\[ d = \text{a rose is a rose is a rose} \]

\[ S(d) = \{ \text{a rose is a}, \text{rose is a rose}, \text{is a rose is} \} \]

\[ H(d) = \{ 57892145, 110457815, 9235647 \} \]

\[ \Pi(d) = \{ 2002547458, 698458, 8398774125 \} \]

\[ \min \Pi(d) \]
Then, the following is true, for any documents $d$ and $d'$:

$$J(H(d), H(d')) = \Pr\left(\min(\Pi(d)) = \min(\Pi(d'))\right)$$

- Intuitive meaning: The overlap between the sets of shingles (measured by the Jaccard coefficient) is same as the probability that their corresponding hash sets have the same smallest number when permuted randomly.

- This identity will allow us to build an indexing schema that supports efficient near-duplicate detection for new documents.

- How to prove this identity?
The Duplicate Content Checker (11)

- Given:
  - \( S(d) \) and \( S(d') \): The sets of shingles
  - \( H(d) \) and \( H(d') \): The sets of corresponding hash values
  - \( \pi \): A random permutation on the set of 64-bit integers
    - Random = Chosen uniformly over the set of all permutations on the 64-bit numbers
  - \( \Pi(d) \) and \( \Pi(d') \): The result of applying \( \pi \) to \( H(d) \) and \( H(d') \)
  - \( \min(\Pi(d)) \) and \( \min(\Pi(d')) \): The minima in \( \Pi(d) \) and \( \Pi(d') \)

- Note that \( \pi \), \( \Pi(d) \), \( \Pi(d') \), \( \min(\Pi(d)) \), and \( \min(\Pi(d')) \) are random

- We have to prove the following:
  \[
  J\left( H(d), H(d') \right) = \Pr\left( \min(\Pi(d)) = \min(\Pi(d')) \right)
  \]
We have to prove the following:

\[ J(H(d), H(d')) = Pr(\min(\Pi(d)) = \min(\Pi(d'))) \]

Proof:

- First, represent the sets \( H(d) \) and \( H(d') \) as bit strings of length \( 2^{64} \), where the \( i \)-th bit is set if number \( i \) is contained in \( H(d) \) or \( H(d') \), respectively.

Example: \( H(d) = \{1, 2, 4, \ldots, 2^{64} - 2, 2^{64} - 1\} \) \( H(d') = \{0, 2, 4, 5, \ldots, 2^{64} - 1\} \)

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>\ldots</th>
<th>2^{64} - 3</th>
<th>2^{64} - 2</th>
<th>2^{64} - 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>( H(d) )</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>\ldots</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>( H(d') )</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>\ldots</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

- The permutation \( \Pi \) corresponds to a random swapping of columns, resulting in bit strings \( \Pi(d) \) and \( \Pi(d') \)

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>\ldots</th>
<th>2^{64} - 3</th>
<th>2^{64} - 2</th>
<th>2^{64} - 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>( \Pi(d) )</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>\ldots</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>( \Pi(d') )</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>\ldots</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Proof (continued):

- \( \min(\Pi(d)) \) and \( \min(\Pi(d')) \) are the positions of the first “1” columns
- \( \Pr(\min(\Pi(d)) = \min(\Pi(d'))) \) is the probability that \( \Pi(d) \) and \( \Pi(d') \) have their first “1” column at the same position

- What’s the probability that both \( \Pi(d) \) and \( \Pi(d') \) have their first “1” column at the same position?
  - Since “0–0” columns can be ignored, it’s the same as the probability that the first non-“0–0” column is a “1–1” column

- Therefore:
  - \( \Pr(\min(\Pi(d)) = \min(\Pi(d'))) = \Pr(\text{the first non-“0–0” column is a “1–1” column}) \)

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>...</th>
<th>(2^{64} - 3)</th>
<th>(2^{64} - 2)</th>
<th>(2^{64} - 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(\Pi(d))</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>...</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>(\Pi(d'))</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>...</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
The Duplicate Content Checker (14)

\[ J\left(H(d), H(d')\right) = \Pr\left(\min(\Pi(d)) = \min(\Pi(d'))\right) \]

\[ \Pr(\min(\Pi(d)) = \min(\Pi(d'))) = \Pr(\text{the first non-"0–0" column is a "1–1" column}) \]

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>...</th>
<th>2^{64} – 3</th>
<th>2^{64} – 2</th>
<th>2^{64} – 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>(\Pi(d))</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>...</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>(\Pi(d'))</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>...</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Proof (continued):

• What’s \(\Pr(\text{the first non-"0–0" column is a "1–1" column})\)?
  – Since \(\Pi\) is uniformly distributed over all permutations of columns:
    \[ \Pr(\text{the first non-"0–0" column is a "1–1" column}) = \frac{\text{number of "1–1" columns}}{\text{number of non-"0–0" columns}} \]
  – This is exactly the definition of the Jaccard coefficient!

• QED
• That’s great!
  
  – We can **estimate the overlap** between \( H(d) \) and \( H(d') \) by applying random permutations and comparing the minima
    
    • Estimate \( \Pr(\min(\Pi(d)) = \min(\Pi(d'))) \) by drawing random samples
    
    • The literature says that **200 is a good number** of random permutations/samples to use in practice
  
  – Therefore, let \( \pi_1, \pi_2, \ldots, \pi_{200} \) be a fixed(!) set of permutations, which has been generated randomly
  
  – Let \( \psi(d) = (\min(\pi_1(d)), \min(\pi_2(d)), \ldots, \min(\pi_{200}(d))) \)
  
  – \( \psi(d) \) is called the **sketch** of \( d \)
  
  – Then, the Jaccard coefficient of \( H(d) \) and \( H(d') \) can be estimated by counting the number of places in which \( \psi(d) \) and \( \psi(d') \) agree
  
  – Since \( J(H(d), H(d')) \) and \( J(S(d), S(d')) \) usually are very similar, we finally arrived at a method for **estimating** \( J(S(d), S(d')) \)
The number of equal places (between 0 and 200)

Divide it by 200 and get an approximation of $J(S(d), S(d'))$
• Now back to our initial problem:
  – Given:
    • A large collection of documents (and their pre-computed sketches)
    • A new document $d_{\text{new}}$
  – Near-duplicates of $d_{\text{new}}$ can be found by computing the sketch of $d_{\text{new}}$ and comparing to the sketches of all existing docs
  – This is much faster than computing shingles and their overlap

• But:
  – Finding near-duplicates is still quite expensive if we have to compare the sketch of every new document to all the sketches of the documents that already have been indexed
  – Linear complexity in the size of the index… Bad!
• Again, there is a trick:
  – For each indexed document \(d\) and each entry \(\psi_i(d)\) of its sketch \(\psi(d)\), create a pair \((\psi_i(d), \text{id}(d))\), where \(\text{id}(d)\) is \(d\)'s document id
  – If \(n\) is the number of documents, we get \(200 \cdot n\) pairs in total
  – Finally, create a **B-tree index** that is sorted by the \(\psi_i(d)\)s
  – Then, for each new document \(d\), we can scan through its sketch and look up all other documents having at least one number in common—only these have to checked in detail…
Use the B-tree to find all indexed documents whose sketch contains at least one of $\psi_1(d), \psi_2(d), \ldots, \psi_{200}(d)$.

Only these documents’ sketches can have a non-zero overlap with $d$’s sketch.
• **Extension:**
  
  – If we consider two documents to be near-duplicates if their sketches have at least \( m \) matching places, we restrict our search to all documents in the B-tree which have at least \( m \) numbers in common.

  – The set of all these documents can be found by intersecting the sets of documents having at least 1 number in common.
Focused Crawling

• Now, assume that you own a Web search engine that focuses on a **specific topic**, e.g. sports
  – Then, it would be reasonable to do some kind of “**focused crawling**” to avoid crawling unrelated pages

• How to do it?
  – Train a **classifier** that is able to detect whether a web page is about the relevant topic
  – Start crawling with a hand-crafted set of highly on-topic pages
  – When crawling, only follow out-links of on-topic pages

• Possible extension:
  – For any yet unseen page, estimate the probability that this page is on-topic using a clever model
  – Do the crawl in order of descending probabilities
Comparison to unfocused crawling:
• **How to build crawler-friendly web sites?**
  
  – Use a robots.txt to exclude “uninteresting” content
  – Create a static sitemap
  – Write “good” HTML
  – Avoid scripted content whenever you can
  – Provide caching and freshness information in the HTTP headers
    • [http://www.ircache.net/cgi-bin/cacheability.py](http://www.ircache.net/cgi-bin/cacheability.py)
  – Send correct HTTP status codes
    • In particular: Use standard redirects
  – Send the correct MIME types and content encodings
  – Use canonical hostnames
  – Avoid spider traps (e.g. stupidly designed session IDs)
  – Annotate images (ALT/LONGDESC attribute) if appropriate(!)
• Exploiting the Web graph for ranking
  – HITS
  – PageRank