### Web Search: Techniques, algorithms and Aplications

Basic Techniques for Web Search

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[Based on slides by Eneko Agirre ... and Christopher Manning and Prabhakar Raghavan]



## Resources

- Information Retrieval book
- Possible coursework

## Basic Techniques for Web Search

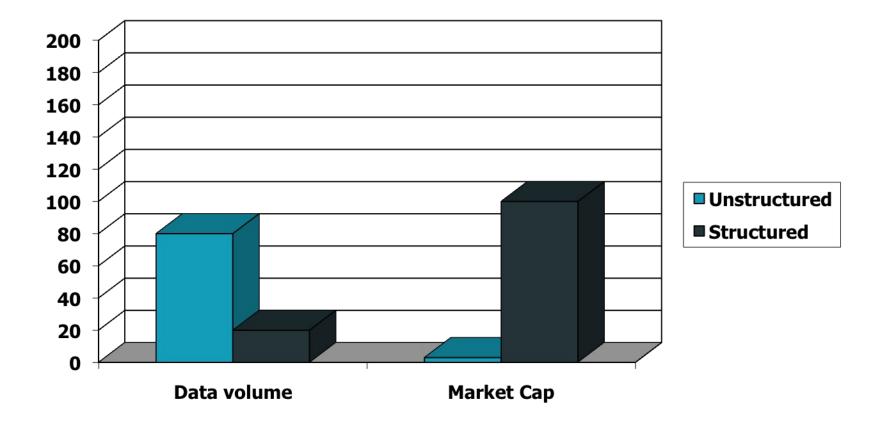
### Review of applications

- Basic Techniques in detail
  - Boolean search
  - Vocabularies, dictionaries, index
  - Scoring, evaluation, complete system
  - Web search
- Semantic search

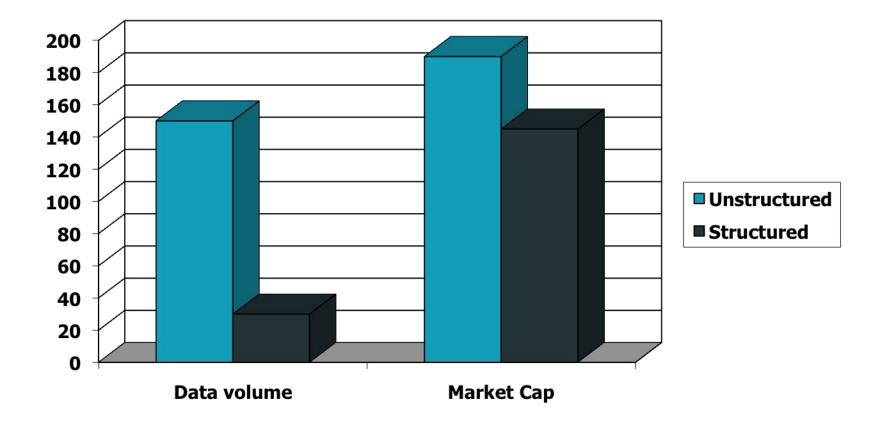
## **Information Retrieval**

 Information Retrieval (IR) is finding material (usually documents) of an unstructured nature (usually text) that satisfies an information need from within large collections (usually stored on computers).

## Unstructured (text) vs. structured (database) data in the 90s



## Unstructured (text) vs. structured (database) data now



## IR vs. databases: Structured vs unstructured data

## Structured data tends to refer to information in "tables"

Employee	Manager	Salary
Smith	Jones	50000
Chang	Smith	60000
Ivy	Smith	50000

Typically allows numerical range and exact match (for text) queries, e.g., Salary < 60000 AND Manager = Smith.

## Unstructured data

- Typically refers to free text
- Allows
  - Keyword queries including operators
  - More sophisticated "concept" queries e.g.,
    - find all web pages dealing with *drug abuse*
- Classic model for searching text documents

## Semi-structured data

- In fact almost no data is "unstructured"
- E.g., this slide has distinctly identified zones such as the *Title* and *Bullets*
- Facilitates "semi-structured" search such as
  - *Title* contains <u>data</u> AND *Bullets* contain <u>search</u>
  - XML search

... to say nothing of linguistic structure (NLP)

## Semi-structured data



## A group of physicians stand by a cow that has died while 'ab

**Description:** A group of physicians stand by a cow that has died while 'aborting' a man; perhaps representing the 'aberration' of vaccination. Coloured etching.

Coverage: Paris (Rue de Coq) :

Type: Historical Images

**Subject:** COWS; divining-rod; elixir of life; ic; SATIRE; satire: french; Oxygen

Identifier:

http://wellcomeimages.org/indexplus/miropac/V0011694.html; V0011694; ICV No 11959; http://catalogue.wellcomelibrary.org/record=b1174041

Publisher: Michel

Source: V0011694

Data provider: The Wellcome Library

Provider: The European Library

Providing country: Europe



europeana

## **Review of applications**

- Information Retrieval (IR)
  - Cross-lingual Information Retrieval (CLIR)
  - Question Answering (Q/A)
- Related tasks
  - Classification
  - Information Extraction (IE)
  - Summarization
  - Machine Translation

## Need for IR

With the advance of WWW -

http://www.worldwidewebsize.com/

- Corporate Intranets
- Personal PC's
- Various needs for information:
  - Search for (new) documents that fall in a given topic
  - Search for a specific (new) information
  - Search a (new) answer to a question
  - Search for information in a different language
  - ...
  - Search for images!
  - Search for music!
  - Search for a (candidate) friend ... similar hobbies, etc.

## A definition of IR

**Salton (1989):** "Information-retrieval systems process files of records and requests for information, and identify and retrieve from the files certain records in response to the information requests. The retrieval of particular records depends on the similarity between the records and the queries, which in turn is measured by comparing the values of certain attributes to records and information requests."

## Examples of IR systems

- Conventional (library catalog)
  - Search by keyword, title, author, etc.
- Text-based (Google, Yahoo, Bing ...).
  - Search by keywords. Limited search using queries in natural language.
  - Categorized search (dmoz, google directories)
  - Intranets (ehu.es reglamento doctorado)
- Multimedia
  - Google images (it's mostly text)
  - By content (this is more semantic-web)
    - Images
    - Music (Shazam)
- Other:
  - Cross language information retrieval: Elhuyar
  - Question answering systems:
    - How many people live in New York? ... state?
    - What is the population of New York?

## **Review of applications**

- Information Retrieval (IR)
  - Cross-lingual Information Retrieval (CLIR)
  - Question Answering (Q/A)
- Related tasks
  - Classification
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  - Machine Translation

## **Document Classification**

Assign labels to each document or web-page:

- Labels are most often topics such as Dmoz or Amazon e.g., "finance," "sports," "news>world>asia>business"
- Labels may be genres

   e.g., "editorials" "movie-reviews" "news"
- Labels may be opinion e.g., "like", "hate", "neutral"
- Labels may be domain-specific binary e.g., "interesting-to-me" : "not-interesting-to-me" e.g., "spam" : "not-spam" e.g., "is a toner cartridge ad" : "isn't"

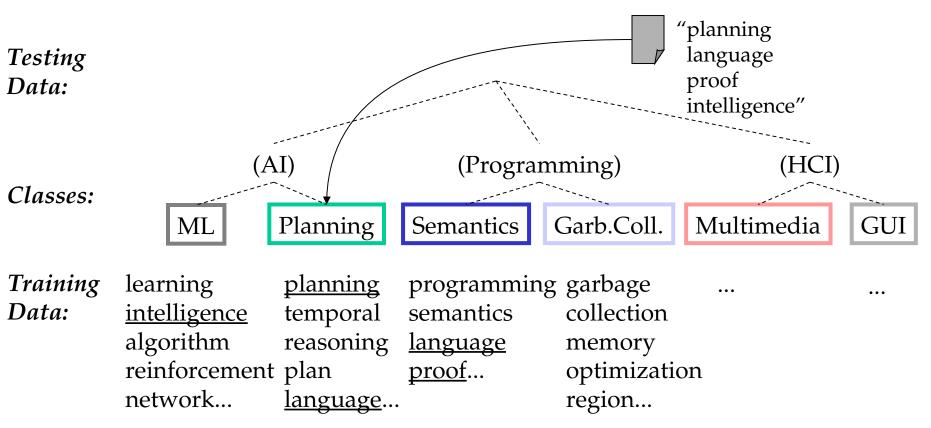
## **Document Classification**

- Given:
  - A description of an instance,  $x \in X$ , where X is a document.
    - Issue: how to represent text documents.
  - A fixed set of categories:

$$C = \{C_1, C_2, \dots, C_n\}$$

- Determine:
  - The category of x:  $c(x) \in C$ , where c(x) is a categorization function whose domain is X and whose range is C.
    - We want to know how to build categorization functions ("classifiers").

## **Document Classification**



(Note: in real life there is often a hierarchy, not present in the above problem statement; and you get papers on ML approaches to Garb. Coll.)

## Information Extraction (IE)

- Identify specific pieces of information (data) in a unstructured or semi-structured textual document.
- Transform unstructured information in a corpus of documents or web pages into a structured database.
- Applied to different types of text:
  - Newspaper articles
  - Web pages
  - Scientific articles
  - Newsgroup messages
  - Classified ads
  - Medical notes
  - Attributes of Named Entities (products, people, ...)

## **IE: Sample Job Posting**

Subject: US-TN-SOFTWARE PROGRAMMER Date: 17 Nov 1996 17:37:29 GMT Organization: Reference.Com Posting Service Message-ID: <56nigp\$mrs@bilbo.reference.com>

### SOFTWARE PROGRAMMER

Position available for Software Programmer experienced in generating software for PC-Based Voice Mail systems. Experienced in C Programming. Must be familiar with communicating with and controlling voice cards; preferable Dialogic, however, experience with others such as Rhetorix and Natural Microsystems is okay. Prefer 5 years or more experience with PC Based Voice Mail, but will consider as little as 2 years. Need to find a Senior level person who can come on board and pick up code with very little training. Present Operating System is DOS. May go to OS-2 or UNIX in future.

Please reply to: Kim Anderson AdNET (901) 458-2888 fax kimander@memphisonline.com

## IE: Extracted Job Template

```
computer_science_job
id: 56nigp$mrs@bilbo.reference.com
title: SOFTWARE PROGRAMMER
salary:
company:
recruiter:
state: TN
city:
country: US
language: C
platform: PC \ DOS \ OS-2 \ UNIX
application:
area: Voice Mail
req_years_experience: 2
desired_years_experience: 5
req_degree:
desired_degree:
post_date: 17 Nov 1996
```

## **IE: Amazon Book Description**

```
<br/>
<b class="sans">The Age of Spiritual Machines : When Computers Exceed Human Intelligence</b><br>
<font face=verdana,arial,helvetica size=-1>
by <a href="/exec/obidos/search-handle-url/index=books&field-author=
        Kurzweil%2C%20Ray/002-6235079-4593641">
Ray Kurzweil</a><br>
</font>
<br>
<a href="http://images.amazon.com/images/P/0140282025.01.LZZZZZZZ.jpg">
<img src="http://images.amazon.com/images/P/0140282025.01.MZZZZZZZ.gif" width=90
  height=140 align=left border=0></a>
<font face=verdana,arial,helvetica size=-1>
<span class="small">
<span class="small">
<b>List Price:</b> <span class=listprice>$14.95</span><br>
<b>Our Price: <font color=#990000>$11.96</font></b><br>
<b>You Save:</b> <font color=#990000><b>$2.99 </b>
(20%)</font><br>
</span>
<br>...
```

## IE: Extracted Book Template

Title: The Age of Spiritual Machines : When Computers Exceed Human Intelligence Author: Ray Kurzweil List-Price: \$14.95 Price: \$11.96

## IE: real state

### http://www.nuroa.es/

Código Globaliza: 1470226

### Características específicas

- > 103 m<sup>2</sup> útiles
- > 3 dormitorios
- > Para entrar a vivir
- > 2 baños
- > Puerta de Seguridad
- > Cocina totalmente equipada
- > Agua Caliente Central
- > Calefacción Central
- > Terraza de 12 metros
- > Trastero
- > Tendedero Cubierto
- > Gastos comunidad: 50.0€
- > 3 puertas por planta
- > Ascensor

### Equipamiento

- > 1 plazas de garaje
- > Conserje/Portero/Seguridad
- > Circuito Cerrado de Seguridad
- > Edificio de 5 plantas
- > Antena Parabólica Colectiva



### Observaciones

Piso en el Actur al lado Expo de 103.50m.3 habitacines + salon, cocina con galeria cerrada de 7 metros, salon de 22, terraza de 12 y dos baños completos uno en dormitorio principal.Armario emprotrado de 4 cuerpos, videoportero,urbanización privada,ventanas climalit,puertas roble,puerta blindada,exterior,calefacción central de gasoil,terrazo imitación a mármol.Garaje y trastero.Oportunidad, muy bien situado.Urge venta.350.000 euros.

## IE: Scientific bibliography

- We can improve the library catalog with a citation index
- Match
  - Citation (Agirre & Rigau, 1996)
  - Reference: Agirre, E. and G. Rigau. 1996. Word sense disambiguation using conceptual density.
     Proceedings of COLING, 1996
  - Paper
- http://scholar.google.com
- http://academic.research.microsoft.com

	what is t	he population of new y	ork city - Google Search	- Mozilla Firefo
<u>F</u> itxategia <u>E</u> ditatu <u>I</u> kus	si <u>H</u> istoria <u>L</u> aster-markak S	S <u>p</u> lit <u>T</u> resnak Hiztegiak	<u>L</u> aguntza	
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Web Images Videos Maps	<u>News</u> <u>Shopping</u> <u>Gmail</u> <u>more</u> ▼			
Google	what is the population o	of new york city		× Search

About 41,500,000 results (0.17 seconds)

### New York City population — 8,008,278 - Feedback

According to infoplease.com, nyc.gov, demographia.com and 1 other - - Hide sources

population of new york in ... - trueknowledge.com - **8008278** is the 2000 US census population of New ... <u>New York City Metropolitan</u> ... - demographia.com - CITY, **8008278**, 8164706, 8143197, (808552), 511018 ... <u>Top 50 Cities in the U.S.</u> - infoplease.com - New York, N.Y., 8391881, 8143197, **8008278**, 7322564 ... <u>Population - New York City</u> ... - nyc.gov - New York City, **8008278**, 8391881, 383603, 4.8 ...

Advanced search

Show search tools

🚼 Everything

Images

Videos

More

### New York City - Wikipedia, the free encyclopedia

The **city's** 2009 estimated **population** approached 8.4 million, and with a land area of 305 square miles (790 km2), **New York City** is the most densely populated ... Borough - Demographics - Neighborhoods - Transportation en.wikipedia.org/wiki/**New\_York\_City** - Cached - Similar

### New York metropolitan area - Wikipedia, the free encyclopedia

However, the **New York City** television designated market area (DMA) includes ... Components of the metropolitan ... - Geography - Transportation en.wikipedia.org/wiki/**New\_York\_**metropolitan\_area - Cached - Similar

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Google squared	digital cameras	Square it	Add to this Square
labs			-60

digital cameras						
	Item Name	Image 🔀	Description	Weight 💌 🗙	Dimensions 💌 🗙	Vi
X	Nikon Coolpix P50		The <b>Coolpix P50</b> is <b>Nikon's</b> attempt at a middle-ground camera: it's neither a point- and-shoot-only ultra compact nor a fully- fledged photographers' camera	5.6 oz	1.7 in.	R
X	Nikon Coolpix 950		Since the story broke back in midFebruary, the <b>Nikon Coolpix 950</b> (referred to as the <b>950</b> from now onwards) has generated a fever which has gripped the	0.4 Kg	1.4 in.	0
X	Sony Cyber-shot DSC-W80		While the <b>Sony Cyber-shot DSC-W80</b> has quite a few things going for it (such as image stabilization and robust performance), the negatives outweigh the	4.4 oz	3.6 x 2.3 x 0.9 in. www.dcresource.com Choose from 4 values »	R
X	Ricoh Caplio GX100	3	Announced back in March the <b>Ricoh Caplio</b> <b>GX100</b> is officially the successor to the GX8, but it could equally well be described as a zoom version of the	220 g	25 mm	E
X	Canon Powershot SD990 IS	1)	When you're ready to experience a higher level of pace-setting technology and image brilliance, the <b>PowerShot SD990 IS</b> Digital ELPH is ready for you	5.6 oz	1.10 in.	0
X	Vivitar	No.	Vivitar - effortless experience. Search.	0.22 lb	2.2 in.	

## Named Entity Disambiguation (aka Entity linking)

string entity Given Knowledge Base Paul Newman E0181364

Given target string and surrounding text:

I watched "Slapshot", the 1977 hockey classic starring <u>**Paul Newman**</u> for the first time.

Return entity in KB (E0181364) or NIL

KB subset/superset of Wikipedia





A KBP TAC 2009 - NLP:

🚝 090601-KBPTaskGuid..

W Paul Newman - Wi... 🔀

UKB: Graph based W.

# Slot filling (Infobox generation)

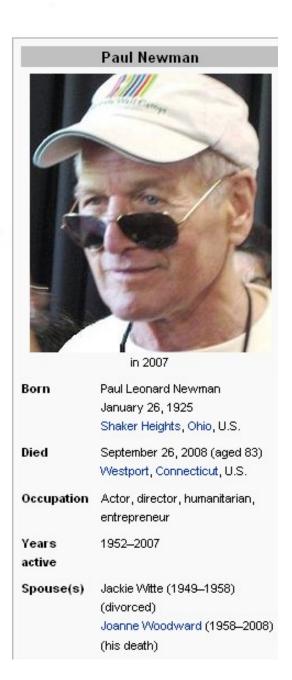
Distant supervision (Mintz et al. 09):

- Use facts in Knowledge Base
   => gold-standard entity\_slot\_filler
- Search for spans containing entity—filler pair in document base

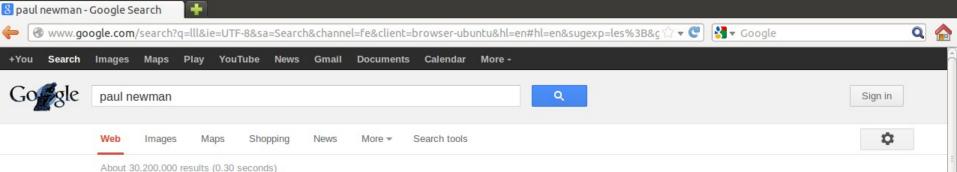
=> positive examples to train

- Train classifier per slot
- Search for mentions of target entity in document collection
- Run each of the classifiers

Manual work kept to a minimum.



## Google Knowledge Graph



### Paul Newman - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Paul Newman

Paul Leonard Newman (January 26, 1925 - September 26, 2008) was an American actor, film director, entrepreneur, humanitarian, professional racing driver, ...

Joanne Woodward - Scott Newman (actor) - Newman's Own - Cool Hand Luke

### Paul Newman - IMDb

### www.imdb.com/name/nm0000056/

Paul Newman, Actor: Butch Cassidy and the Sundance Kid. Paul Leonard Newman was born in January of 1925, the second son of Arthur and Theresa (nee' ...

### Newman's Own

#### www.newmansown.com/

The Official Website of Newman's Own. ... Sign up for Newsletter · Life & Legacy of Paul Newman · Newman's Own Foundation · SeriousFun Children's Network ...

### Images for paul newman - Report images



### Paul Newman, a Magnetic Titan of Hollywood, Is Dead at 83 ... www.nytimes.com/2008/09/28/movies/28newman.html?...all

27 Sep 2008 - Mr. Newman, one of the last of the great 20th-century stars, acted in more than 65 movies over half a century.

### Paul Newman



Paul Leonard Newman was an American actor, film director, entrepreneur, humanitarian, professional racing driver, auto racing team owner, and auto racing enthusiast. Wikipedia

Born: January 26, 1925, Shaker Heights

Died: September 26, 2008, Westport

Height: 1.77 m

Spouse: Joanne Woodward (m. 1958-2008), Jackie Witte (m. 1949-1958)

Children: Scott Newman, Nell Newman, Melissa Newman, Claire Olivia Newman, More

1973

#### Movies and TV shows



the S...

1969



1961



The Color of Money 1986

#### People also search for

1967



## Google Knowledge Graph

durango					Sig		
Web	Images	Maps	Shopping	More 👻	Search tools		
About 2	113,000,000 r	esults (0.24	seconds)				
Color	ado Vacati	on: Color	ado Sightse	eina - <b>Dur</b>	<b>ango</b> Area Tourism	See results about	

www.durango.org/ The **Durango** Area Tourism Office offers a variety of information about Colorado tourist attractions, **Durango** hotels, and everything you need to plan your next ...

### Durango - Wikipedia, the free encyclopedia

### en.wikipedia.org/wiki/Durango

**Durango** officially Free and Sovereign State of **Durango** (Spanish: Estado Libre y Soberano de **Durango**), is one of the 31 states which, with the Federal District, ... Durango, Durango - Durango, Biscay - Gómez Palacio - Ciudad Lerdo

Durango, Colorado Vacation Guide: Official Tourism & Travel guide ... www.durango.com/

Press Enter to search.

### Colorado The City of Durango is a Home Rule Municipality that is the county seat and the most populous city of La ...

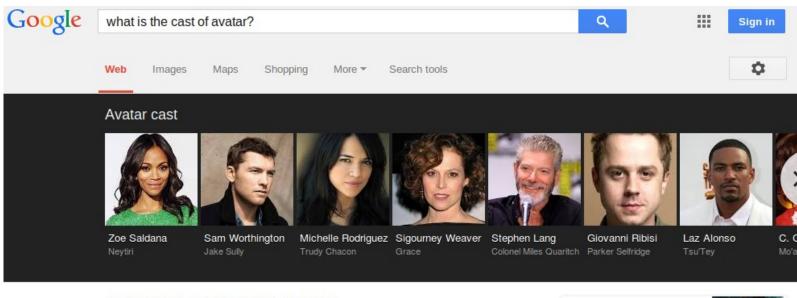
### Durango

Durango

Durango, officially Free and Sovereign State of Durango, is one of the 31 states which, with the ...

Goggle	durango	
	durango	
	durango – City in Colorado	
	durango – Mexican state	
	durango herald	
	durango boots	
	durango mountain resort	

## Google Knowledge Graph



### Avatar (2009) - Full Cast & Crew - IMDb

www.imdb.com/title/tt0499549/fullcredits \*

Sam Worthington ... Jake Sully · Zoe Saldana ... Neytiri (as Zoë Saldana). Sigourney Weaver ... Grace · Stephen Lang ... Colonel Miles Quaritch · Michelle ...

### Images for what is the cast of - Report images



Avatar (2009 film) - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/Avatar\_(2009\_film) ▼ Jump to Cast - Further information: Fictional universe of Avatar ... Cameron cast the Australian actor after a worldwide search for promising young actors, ... Sam Worthington - Stephen Lang - Unobtainium - Fictional universe

### Avatar



2009 Film

Avatar is a 2009 American epic science fiction action film written and directed by James Cameron, and starring Sam Worthington, Zoe Saldana, Stephen Lang, Michelle Rodriguez, Joel David Moore, Giovanni Ribisi, and Sigourney Weaver. Wikipedia

Release date: December 18, 2009 (USA)

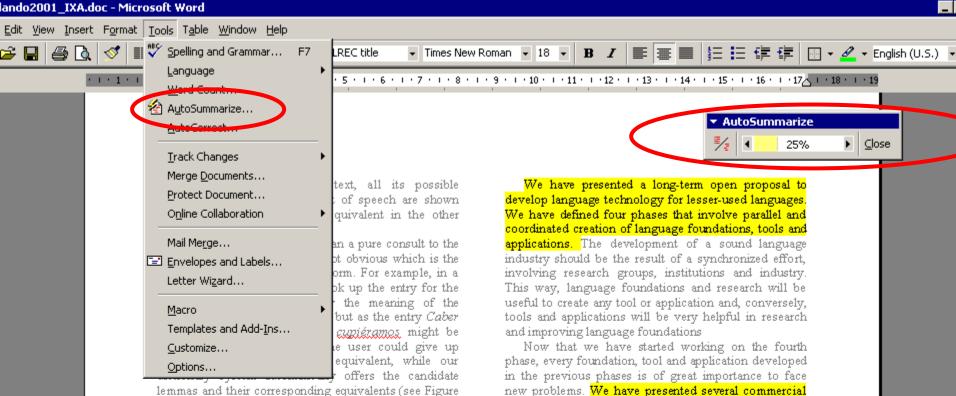
Director: James Cameron

Sequel: Avatar 2

Budget: 237 million USD (2009)

People also search for

## Summarization



5).

### 4.3. A lemmatization based web-crawler

GAIN is a tool for Internet/Intranet search engine composed by a robot, an indexer and a client for queries. It contains two NLP modules that make it a powerful tool: a language identification module and the lemmatizer.

The Swish-E tool<sup>2</sup>, from the University of Berkeley, has been adapted, as it provides the required features: modularity, completeness, freeware, multiplatform and multiformat. It has been installed on a Web Linux-Apache server.

The most important improvement we have made has been a lemma-based indexing. The lemmatizer has been integrated and, as a result, we have obtained both an advised assign and a more compact index. In new problems. We have presented several commercial applications, including the spelling checker and the lemmatizer, which are very active tools in the standardization process of Basque.

### Acknowledgements

This work has been supported by the Department of Economy of the Government of Gipuzkoa. The University of the Basque Country, the Department of Education of the Basque Government and the Commission of Science and Technology of the Spanish <u>Government</u>

### References

Aduriz I., Agirre E., Aldezabal I., Alegria I., Arregi X., Arriola J.M., Artola X., Gojenola K., Maritxalar A., Sarasola K., Urkia M.]"A Word-grammar based

## **Machine Translation**

🚈 Búsqueda en Google: J.K. Rowling - Microsoft Internet Explorer 📃 🗗 🔀
File Edit View Favorites Tools Help
🗇 Back 🔹 🔿 🔹 🔯 🚮 🔞 Search 😨 Favorites 🔇 History 🛛 🔂 🕶 🚍
Address 🖗 http://www.google.es/search?hl=es&ie=ISO-8859-1&q=J.K.+Rowling+&btnG=B%FAsqueda&meta= 🔹 🎓 🌀 🗍 Links 🔮 Customize Links 🔹
La Web       Imágenes       Grupos       Directorio       News ¡Nuevo!         J.K. Rowling       Búsqueda       Búsqueda       Búsqueda         Búsqueda:       © la Web ○ páginas en español ○ páginas de España       © páginas de España
La Web Resultados 1 - 10 de aproximadamente 594,000 de J.K. Rowling . (0.18 segundos)
JK.Rowling Official Site - Harry Potter and more - [Traduzca esta página] Jump aboard the Hogwart Express to come on a fantastic adventure at the official JK Rowling Website. See what's on my desk All rights reserved JK Rowling. www.jkrowling.com/ - 4k - 21 Jun 2004 - En caché - Páginas similares Harry Potter: Meet JK Rowling - [Traduzca esta página] JK Rowling has won the Hugo Award, the Bram Stoker Award, the Whitbread Award for Best Children's Book, a special commendation for the Anne Spencer Lindbergh www.scholastic.com/harrypotter/author/ - 23k - En caché - Páginas similares
Harry Potter - [ <u>Traduzca esta página</u> ] The Scholastic Store. Select www.scholastic.com/harrypotter/home.asp - 16k - 21 Jun 2004 - <u>En caché</u> - <u>Páginas similares</u> [ <u>Más resultados de www.scholastic.com</u> ] <u>JK Rowling</u> - [ <u>Traduzca esta página</u> ] Like that of her own character, Harry Potter, JK Rowling's life has the luster
of a fairy tale Courtesy of Book Magazine. An Interview with JK Rowling

www.kidsreads.com/harrypotter/jkrowling.html - 26k - En caché - Páginas similares

# Applications and tools: what is the relation?

- Information Retrieval (IR) Tools
  - Conventional (library catalog)
  - Text-based
  - Multimedia by content
  - Cross-lingual Information Retrieval (CLIR)
  - Question Answering (Q/A)
- Related tasks
  - Information Extraction (IE)
  - Classification
  - Summarization
  - Machine Translation

- Tokenization
- Sentence Splitting
- Language Identifiers
- Lemmatization, POS tagging
- Named Entity Recognizers and Categorizers (NERC)
- Parsing
- Named Entity Dis. (NED Word Sense Dis. (WSD)
- Semantic Role Labelling (SRL)

# Applications and resources: what is the relation?

- Information Retrieval (IR) Resources
  - Conventional (library catalog)
  - Text-based
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  - Question Answering (Q/A)
- Related tasks
  - Information Extraction (IE)
  - Classification
  - Summarization
  - Machine Translation

- Wordnets, EuroWordnets, MCR
- Topic signatures
- FrameNet
- SUMO
- CYC
- ..
- Domain ontologies: UMLS
- Wikipedia / DBpedia / Freebase /Linked-open-data

### Web Search: Techniques, algorithms and Aplications

Basic Techniques for Web Search

German Rigau <german.rigau@ehu.es>

[Based on slides by Eneko Agirre ... and Christopher Manning and Prabhakar Raghavan]

