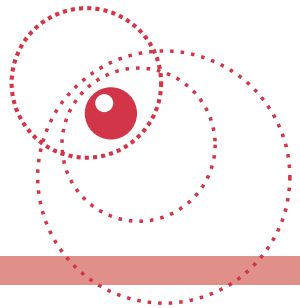


INF344: Données du Web

Web Crawling

3 mai 2016

TELECOM ParisTech

Plan

Web Crawlers

- crawlers, (Web) spiders, (Web) robots: autonomous user agents that retrieve pages from the Web
- Basics of crawling:
  1. Start from a given URL or set of URLs
  2. Retrieve and process the corresponding page
  3. Discover new URLs (cf. next slide)
  4. Repeat on each found URL
- No real termination condition (virtual unlimited number of Web pages!)
- Graph-browsing problem

  deep-first: not very adapted, possibility of being lost in robot traps

  breadth-first

  combination of both: breadth-first with limited-depth deep-first on each discovered website

Sources of new URLs

- From HTML pages:
  - hyperlinks `<a href="...">...</a>`
  - media `<img src="...">` `<embed src="...">` `<object data="...">`
  - frames `<frame src="...">` `<iframe src="...">`
  - JavaScript links `window.open("...")`
  - etc.
- Other hyperlinked content (e.g., PDF files)
- Non-hyperlinked URLs that appear anywhere on the Web (in HTML text, text files, etc.): use regular expressions to extract them
- Referrer URLs
- Sitemaps [sitemaps.org, 2008]

Scope of a crawler

- Web-scale
  - The Web is infinite! Avoid robot traps by putting depth or page number limits on each Web server
  - Focus on important pages [Abiteboul et al., 2003]
- Web servers under a list of DNS domains: easy filtering of URLs
- A given topic: focused crawling techniques [Chakrabarti et al., 1999, Diligenti et al., 2000] based on classifiers of Web page content and predictors of the interest of a link.
- The national Web (cf. public deposit, national libraries): what is this? [Abiteboul et al., 2002]
- A given Web site: what is a Web site? [Senellart, 2005]

Plan

A word about hashing

Definition

A hash function is a deterministic mathematical function transforming objects (numbers, character strings, binary...) into fixed-size, seemingly random, numbers. The more random the transformation is, the better.

Example

Java hash function for the `String` class:

$$\sum_{i=0}^{n-1} s_i \times 31^{n-i-1} \bmod 2^{32}$$

where s_i is the (Unicode) code of character i of a string s.

Identification of duplicate Web pages

Problem

Identifying duplicates or near-duplicates on the Web to prevent multiple indexing

trivial duplicates: same resource at the same canonized URL:

```
http://example.com:80/toto
http://example.com/titi/../toto
```

exact duplicates: identification by hashing

near-duplicates: (timestamps, tip of the day, etc.) more complex!

Near-duplicate detection

Edit distance. Count the minimum number of basic modifications (additions or deletions of characters or words, etc.) to obtain a document from another one. Good measure of similarity, and can be computed in $O(mn)$ where m and n are the size of the documents. But: does not scale to a large collection of documents (unreasonable to compute the edit distance for every pair!).

Shingles. Idea: two documents similar if they mostly share the same succession of k-grams (succession of tokens of length k).

Example

I like to watch the sun set with my friend.
My friend and I like to watch the sun set.

$S = \{$i like, like to, my friend, set with, sun set, the sun, to watch, watch the, with my$\}$
$T = \{$and i, friend and, i like, like to, my friend, sun set, the sun, to watch, watch the$\}$

Hashing shingles to detect duplicates [Broder et al., 1997]

- Similarity: Jaccard coefficient on the set of shingles:

$$J(S,T) = \frac{|S \cap T|}{|S \cup T|}$$

- Still costly to compute! But can be approximated as follows:
  1. Choose N different hash functions
  2. For each hash function h_i and each set of shingles $S_k = \{s_{k1} \dots s_{kn}\}$, store $\phi_{ik} = \min_j h_i(s_{kj})$
  3. Approximate $J(S_k, S_l)$ as the proportion of ϕ_{ik} and ϕ_{il} that are equal
- Possibly to repeat in a hierarchical way with super-shingles (we are only interested in very similar documents)

Plan

Crawling ethics

- Standard for robot exclusion: robots.txt at the root of a Web server [Koster, 1994].

```
User-agent: *
Allow: /searchhistory/
Disallow: /search
```

- Per-page exclusion.

```
<meta name="ROBOTS" content="NOINDEX,NOFOLLOW">
```

- Per-link exclusion.

```
<a href="toto.html" rel="nofollow">Toto</a>
```

- Avoid Denial Of Service (DOS), wait ≈1s between two repeated requests to the same Web server

Legal aspects (France) – 1/2

- General principles:
  - to access or keep access to a “system for automated data processing” *in a fraudulous manner* is punished of two years of prison and 60,000 euros fine (Code pénal 323-1, modified by law 2015-912 on “Renseignement”)
  - to disrupt the functioning of a “system for automated data processing” is punished of five years of prison and 150,000 euros fine, extended to seven years and 300,000 euros when the system is a public one containing personal information (Code pénal 323-2, modified by law 2015-912 on “Renseignement”)
- A Web site hosted in a different country may invoke completely different legal principles, under a different jurisdiction
- Crawling content can be considered accessing and keeping access to a “system for automated data processing” (Cour d’appel de Paris, 5 February 2014, “Bluetouff case”)

Legal aspects (France) – 2/2

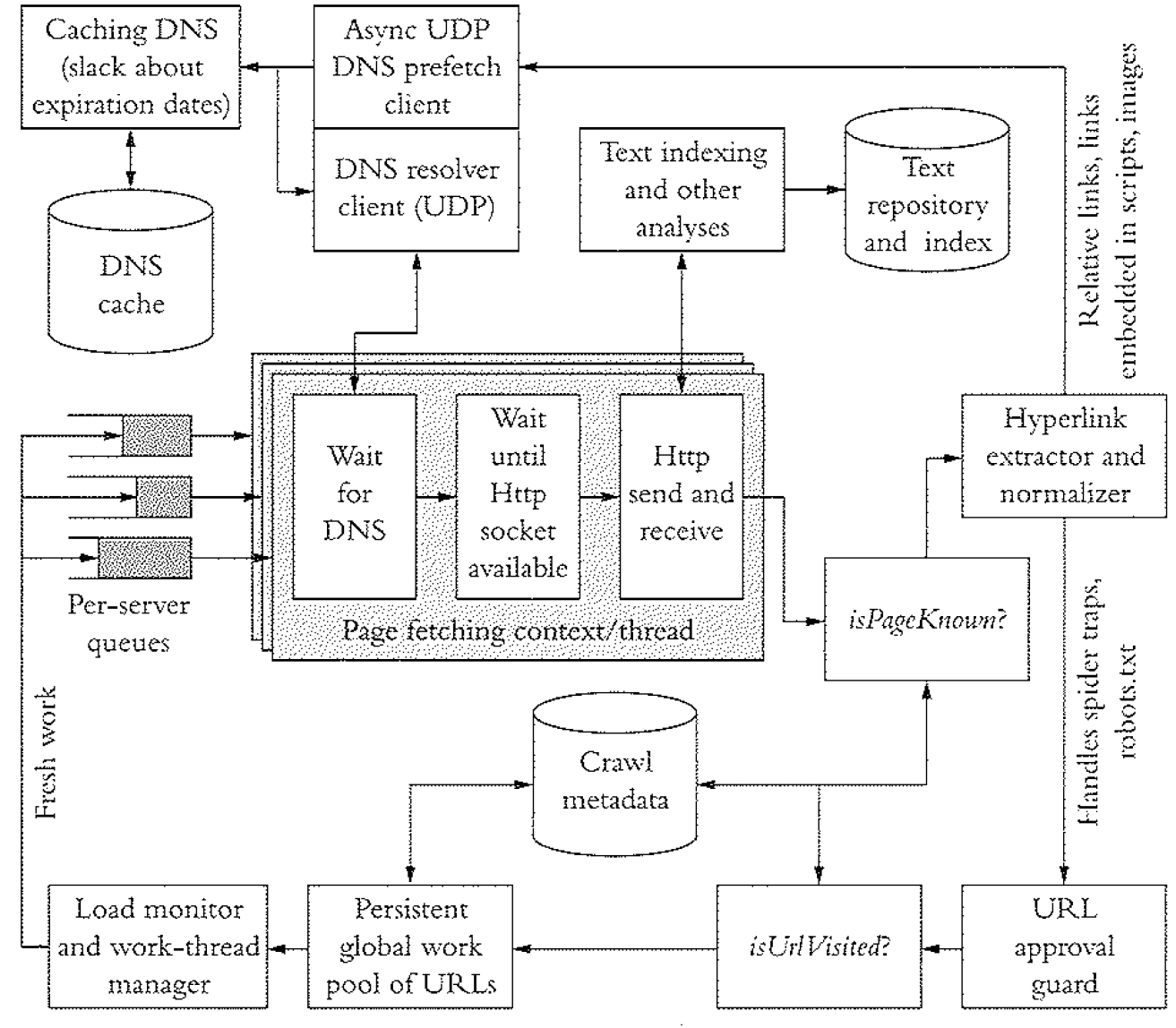
- robots.txt files are a de facto standard, and instructions in robots.txt files can be taken are a receivable way to specify what can be crawled (Cour d'appel de Paris, 26 January 2011, Google vs SAIF)
- Frequent requests to a Web site can be considered as a way to disrupt the functioning of a "system for automated data processing" (Cour d'appel de Bordeaux, 15 November 2011, Cédric M. vs C-Discount), but only if it reaches abusive levels and can be shown to have cause disruption
- Web content is subject to "droit d'auteur" (Code de la propriété intellectuelle, Première partie, Livre Ier) and cannot generally be broadcast by third-parties; only transient copies are allowed (CJEU, 5 June 2014, PRCA vs NLA)
- Web content containing personal data is even more sensitive (Loi "Informatique et Libertés"): personal data should be collected for a specific purpose, and should be kept updated

Parallel processing

Network delays, waits between requests:

- Per-server queue of URLs
- Parallel processing of requests to different hosts:
  - multi-threaded programming
  - asynchronous inputs and outputs (`select`, classes from `java.util.concurrent`): less overhead
- Use of keep-alive to reduce connexion overheads

General Architecture [Chakrabarti, 2003]



Refreshing URLs

- Content on the Web changes
- Different change rates:

  online newspaper main page: every hour or so
  published article: virtually no change
- Continuous crawling, and identification of change rates for adaptive crawling

Plan

Plan

Crawling Modern Web Sites

- Some modern Web sites only work when cookies are activated (session cookies), or when JavaScript code is interpreted
- Regular Web crawlers (wget, Heritrix, Apache Nutch) do not usually perform any cookie management and do not interpret JavaScript code
- Crawling of some Websites therefore require more advanced tools

Advanced crawling tools

Web scraping frameworks such as scrapy (Python) or WWW::Mechanize (Perl) simulate a Web browser interaction and cookie management (but no JS interpretation)

Headless browsers such as htmlunit simulate a Web browser, including simple JavaScript processing

Browser instrumentors such as Selenium allow full instrumentation of a regular Web browser (Chrome, Firefox, Internet Explorer)

OXPath: a full-fledged navigation and extraction language for complex Web sites [Sellers et al., 2011]

Plan

Templated Web Site

- Many Web sites (especially, Web forums, blogs) use one of a few content management systems (CMS)
- Web sites that use the same CMS will be similarly structured, present a similar layout, etc.
- Information is somewhat structured in CMSs: publication date, author, tags, forums, threads, etc.
- Some structure differences may exist when Web sites use different versions, or different themes, of a CMS

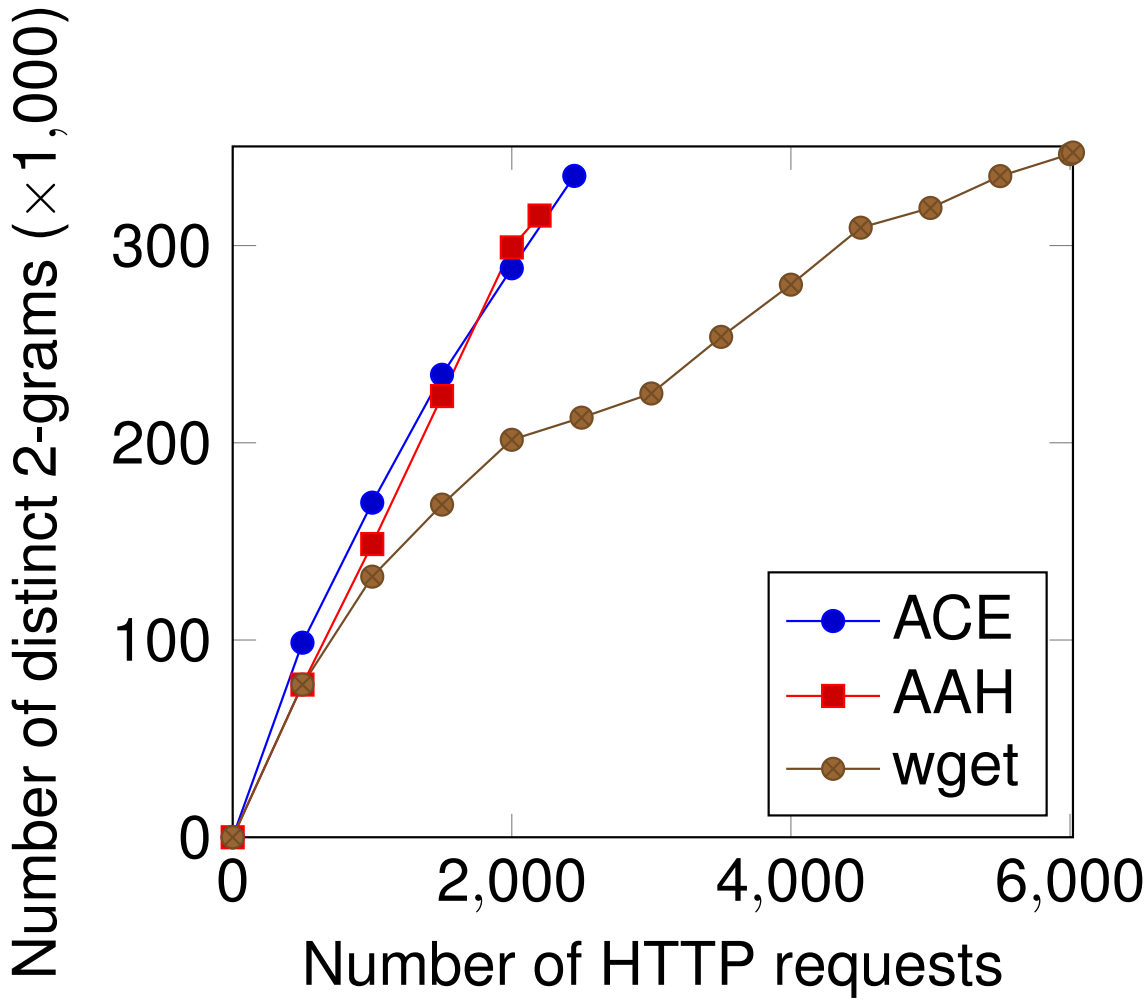
Crawling CMS-Based Web Sites

- Traditional crawling approaches crawl Web sites independently of the nature of the sites and of their CMS
- When the CMS is known:
  - Potential for much more efficient crawling strategies (avoid pages with redundant information, uninformative pages, etc.)
  - Potential for automatic extraction of structured content
- Two ways of approaching the problem:
  - Have a handcrafted knowledge base of known CMSs, their characteristics, how to crawl and extract information [Faheem and Senellart, 2013b,a] (AAH)
  - Automatically infer the best way to crawl a given CMS [Faheem and Senellart, 2014] (ACE)
- Need to be robust w.r.t. template change

Detecting CMSs

- One main challenge in intelligent crawling and content extraction is to identify the CMS and then perform the best crawling strategy accordingly
- Detecting CMS using:
  1. URL patterns,
  2. HTTP metadata,
  3. textual content,
  4. XPath patterns, etc.
- These can be manually described (AAH), or automatically inferred (ACE)
- For instance the vBulletin Web forum content management system, that can be identified by searching for a reference to a `vbulletin_global.js` JavaScript script by using a simple `//script/@src` XPath expression.

Crawling http://www.rockamring-blog.de/ [Faheem and Senellart, 2014]



Plan

Social data on the Web

Huge numbers of users (2012):

Facebook	900 million
QQ	540 million
W. Live	330 million
Weibo	310 million
Google+	170 million
Twitter	140 million
LinkedIn	100 million

Social data on the Web

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Twitter	140 million
LinkedIn	100 million

Huge volume of shared data:

250 million tweets per day on Twitter (3,000 per second on average!)...

... including statements by heads of states, revelations of political activists, etc.

Crawling Social Networks

- Theoretically possible to crawl social networking sites using a regular Web crawler
- Sometimes not possible:
  `https://www.facebook.com/robots.txt`
- Often very inefficient, considering politeness constraints
- Better solution: Use provided social networking APIs
  `https://dev.twitter.com/docs/api/1.1`
  `https://developers.facebook.com/docs/graph-api/reference/v2.1/`
  `https://developer.linkedin.com/apis`
  `https://developers.google.com/youtube/v3/`
- Also possible to buy access to the data, directly from the social network or from brokers such as `http://gnip.com/`

Social Networking APIs

- Most social networking Web sites (and some other kinds of Web sites) provide APIs to effectively access their content
- Usually a RESTful API, occasionally SOAP-baed
- Usually require a token identifying the application using the API, sometimes a cryptographic signature as well
- May access the API as an authenticated user of the social network, or as an external party
- APIs seriously limit the rate of requests:
  `https://dev.twitter.com/docs/api/1.1/get/search/tweets`

REST

- Mode of interaction with a Web service
- Follow the KISS (Keep it Simple, Stupid) principle
- Each request to the service is a simple HTTP GET method
- Base URL is the URL of the service
- Parameters of the service are sent as HTTP parameters (in the URL)
- HTTP response code indicates success or failure
- Response contains structured output, usually as JSON or XML
- No side effect, each request independent of previous ones

The Case of Twitter

- Two main APIs:
  - REST APIs, including search, getting information about a user, a list, followers, etc. `https://dev.twitter.com/docs/api/1.1`
  - Streaming API, providing real-time result
- Very limited history available
- Search can be on keywords, language, geolocation (for a small portion of tweets)

Cross-Network Crawling

- Often useful to combine results from different social networks
- Numerous libraries facilitating SN API accesses (twipy, Facebook4J, FourSquare VP C++ API...) incompatible with each other... Some efforts at generic APIs (OneAll, APIBlender [Gouriten and Senellart, 2012])
- Example use case: No API to get all check-ins from FourSquare, but a number of check-ins are available on Twitter; given results of Twitter Search/Streaming, use FourSquare API to get information about check-in locations.

Plan

The Deep Web

Definition (Deep Web, Hidden Web, Invisible Web)

All the content on the Web that is not directly accessible through hyperlinks. In particular: HTML forms, Web services.

Size estimate: 500 times more content than on the surface Web! [BrightPlanet, 2000]. Hundreds of thousands of deep Web databases [Chang et al., 2004]

Sources of the Deep Web

Example

- *Yellow Pages* and other directories;
- Library catalogs;
- Weather services;
- US Census Bureau data;
- etc.

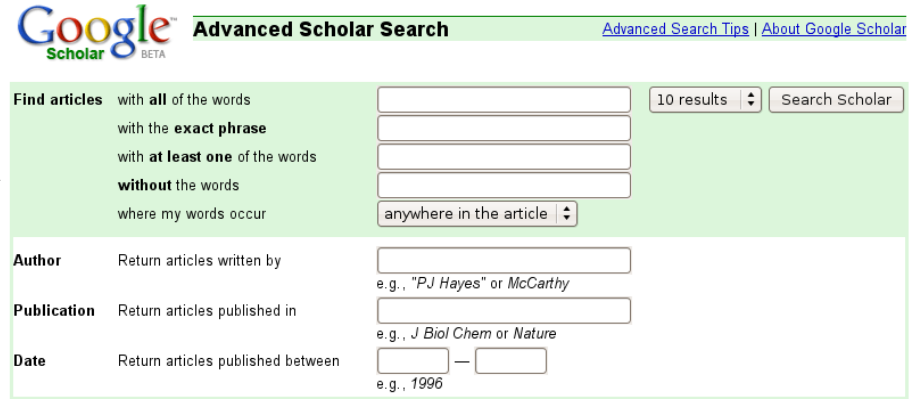
Discovering Knowledge from the Deep Web [Nayak et al., 2012]

- Content of the deep Web hidden to classical Web search engines (they just follow links)
- But very valuable and high quality!
- Even services allowing access through the surface Web (e.g., e-commerce) have more semantics when accessed from the deep Web
- How to benefit from this information?
- How to analyze, extract and model this information?

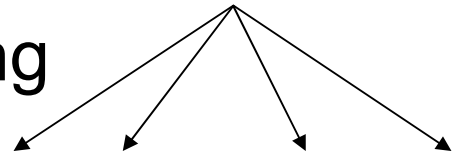
Focus here: Automatic, unsupervised, methods, for a given domain of interest

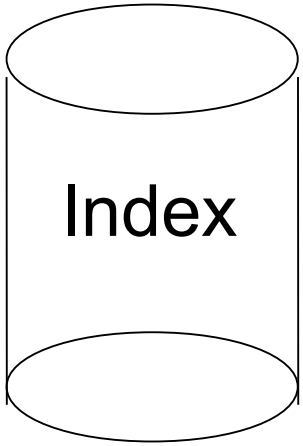
Extensional Approach

discovery

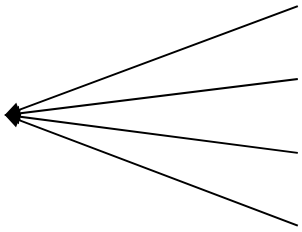


siphoning





indexing



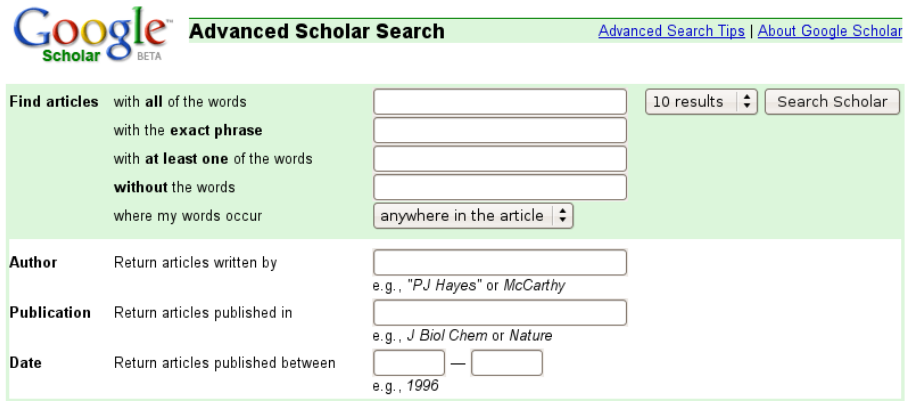
bootstrap

Notes on the Extensional Approach

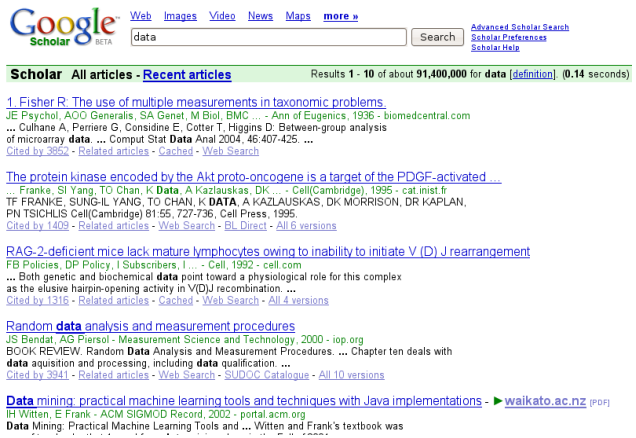
- Main issues:
  - Discovering services
  - Choosing appropriate data to submit forms
  - Use of data found in result pages to bootstrap the siphoning process
  - Ensure good coverage of the database
- Approach favored by Google, used in production [Madhavan et al., 2006]
- Not always feasible (huge load on Web servers)

Intensional Approach

discovery



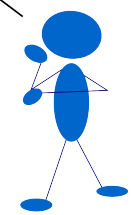
probing



analyzing

Form wrapped as a Web service

query



Notes on the Intensional Approach

- More ambitious [Chang et al., 2005, Senellart et al., 2008]
- Main issues:
  - Discovering services
  - Understanding the structure and semantics of a form
  - Understanding the structure and semantics of result pages
  - Semantic analysis of the service as a whole
  - Query rewriting using the services
- No significant load imposed on Web servers

A Quirky Deep Web

- Numerous works on form understanding and information extraction from the deep Web [He et al., 2007, Varde et al., 2009, Khare et al., 2010]
- Formal models for answering queries under access pattern restrictions [Li and Chang, 2001, Calì and Martinenghi, 2008, Calì and Martinenghi, 2010, Benedikt et al., 2012]
- Siphoning of hidden Web databases [Barbosa and Freire, 2004, Jin et al., 2011, Sheng et al., 2012]

- Those works ignore lots of quirky dimensions of deep Web interfaces
- Here: towards a more comprehensive framework for deep Web modeling and querying

Views

Deep Web sources offer views over (most often relational) data, through, at the very least:

- selection (depending on user's query, or implicit in the service), in particular inequalities
- projection (not available attributes are exported by a given service)

And also (but less critically):

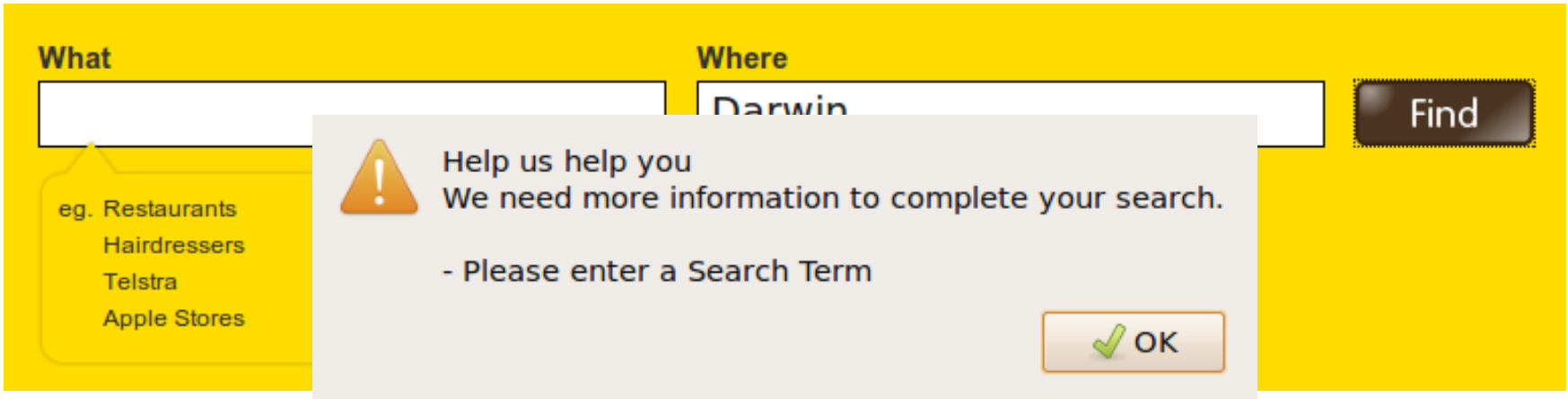
- joins (quite common in a Web application – but from an outsider's perspective, often enough to see the result of a join as the relation of interest)
- union, intersection, difference, etc. (relatively rare)
- aggregation (usually not the most important part of the service)
- more complex processing (rare in practice)

Limited access patterns

Australian Yellow Pages search form:

Limited access patterns

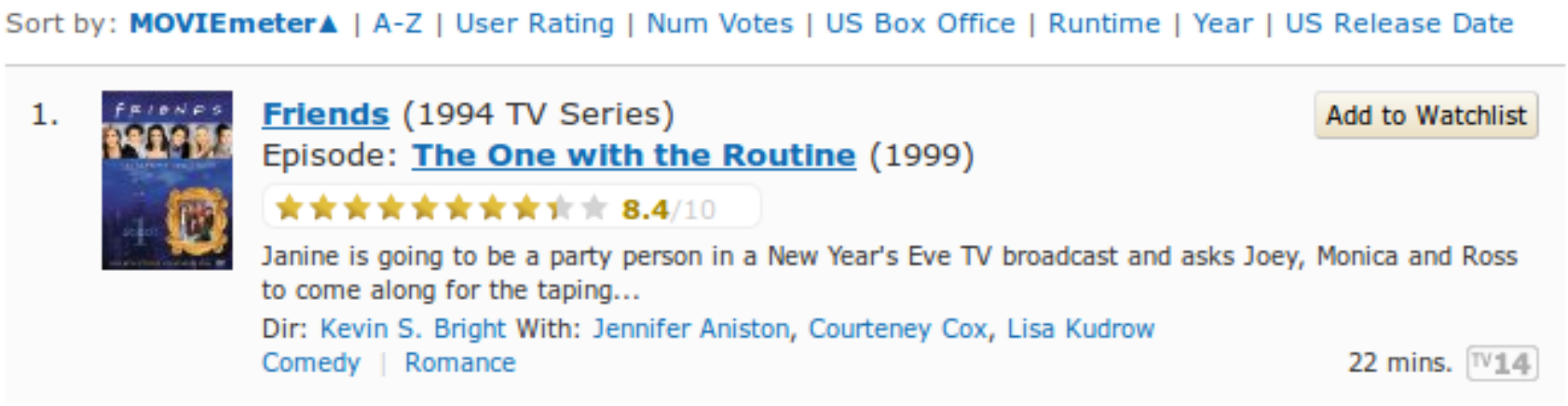
Australian Yellow Pages search form:



Required attributes, dependencies between attributes of the form, etc.

Ranking of results

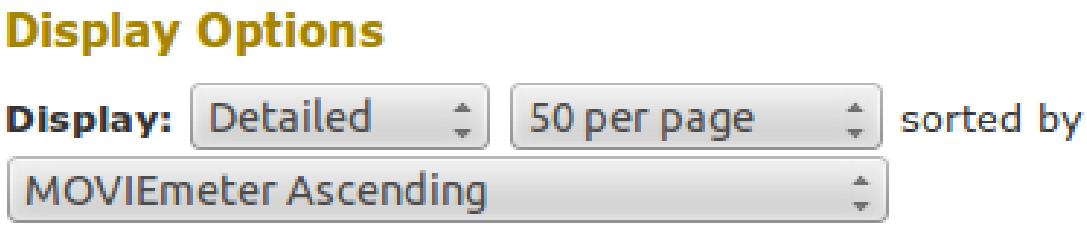
IMDb advanced search sort criteria:



Different possible sort criteria, some according to non-exported attributes

Paging

Paging in IMDb:



10,001-10,050 of 100,289 titles. « Prev Next »

Each page of results requires a separate network access, and therefore has a cost

Overflow

What you get when you try to access the 100,001-th result to an IMDb advanced query:

Error

Sorry, IMDb does not serve more than 100000 results for any query. (You asked for results starting from 100001)

Only a (top-ranked) subset of the results is available for each access

Policy limitations

Twitter API rate limitation:

REST API Rate Limiting

The default rate limit for calls to the REST API varies depending on the authorization method being used and whether the method itself requires authentication.

- Unauthenticated calls are permitted 150 requests per hour. Unauthenticated calls are measured against the public facing IP of the server or device making the request.
- OAuth calls are permitted 350 requests per hour and are measured against the `oauth_token` used in the request.

Limited rate of queries per minute, hour, query... Several services of the same source may share the same limits.

Incomplete information: Projection

Several views of the same information on IMDB:

Incomplete information: Projection

Several views of the same information on IMDB:

1. It's a Wonderful Life (1946)
   - aka "Frank Capra's It's a Wonderful Life" - USA *(complete title)*
   - aka "La vie est belle" - Belgium *(French title)*, Canada *(French title)*, France
   - aka "¡Qué bello es vivir!" - Peru *(imdb display title)*, Spain
   - aka "Ist das Leben nicht schön?" - Austria *(TV title)*, West Germany *(TV title)*
   - aka "¡Que bello es vivir!" - Uruguay
   - aka "A Felicidade Não Se Compra" - Brazil
   - aka "Az élet csodaszép" - Hungary
   - aka "Det er herligt at leve" - Denmark
   - aka "Divan život" - Serbia
   - aka "Divan zivot" - Yugoslavia *(Croatian title)* *(imdb display title)*
   - aka "Do Céu Caiu Uma Estrela" - Portugal
   - aka "Ihmeellinen on elämä" - Finland
   - aka "La vita è meravigliosa" - Italy
   - aka "Livet är underbart" - Sweden
   - aka "Livet er vidunderlig" - Norway *(imdb display title)*
   - aka "Mens, durf te leven" - Netherlands *(informal literal title)*
   - aka "Mia yperohi zoi" - Greece *(transliterated ISO-LATIN-1 title)*
   - aka "O viata minunata" - Romania *(imdb display title)*
   - aka "Qué bello es vivir" - Argentina
   - aka "Que bonic és viure!" - Spain *(Catalan title)*
   - aka "Que la vie est belle" - Belgium *(French title)*
   - aka "Sahane hayat" - Turkey *(Turkish title)* *(DVD title)*
   - aka "Subarashiki kana, jinsei!" - Japan
   - aka "To wspaniale zycie" - Poland
   - aka "Wat een mooi leven" - Belgium *(Flemish title)*
   - aka "Zycie jest cudowne" - Poland

Incomplete information: Projection

Several views of the same information on IMDB:

1.  **It's a Wonderful Life** (1946) — Add to Watchlist
★★★★★★★★★½ 8.7/10
An angel helps a compassionate but despairingly frustrated businessman by showing what life would have been like if he never existed.
Dir: Frank Capra With: James Stewart, Donna Reed, Lionel Barrymore
Drama | Fantasy — 130 mins. UR

2.  **It Happened One Night** (1934) — Add to Watchlist
★★★★★★★★½☆ 8.3/10
A spoiled heiress, running away from her family, is helped by a man who's actually a reporter looking for a story.
Dir: Frank Capra With: Clark Gable, Claudette Colbert, Walter Connolly
Comedy | Romance — 105 mins. UR

3.  **Mr. Smith Goes to Washington** (1939) — Add to Watchlist
★★★★★★★★½☆ 8.4/10
A naive man is appointed to fill a vacancy in the US Senate. His plans promptly collide with political corruption, but he doesn't back down.
Dir: Frank Capra With: James Stewart, Jean Arthur, Claude Rains
Comedy | Drama — 129 mins. Approved

Same relation(s), different attributes projected out

Incomplete information: Granularity

Release date API on IMDb:

Release dates for

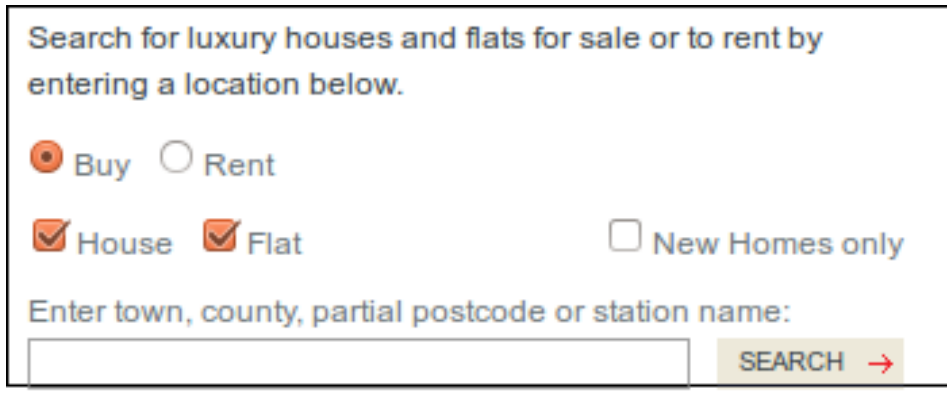
It's a Wonderful Life (1946) More at IMDbPro »

Country	Date
USA	20 December 1946 (New York City, New York)

The granularity of the presented information may not be the most precise one

Recency

Savills property search:

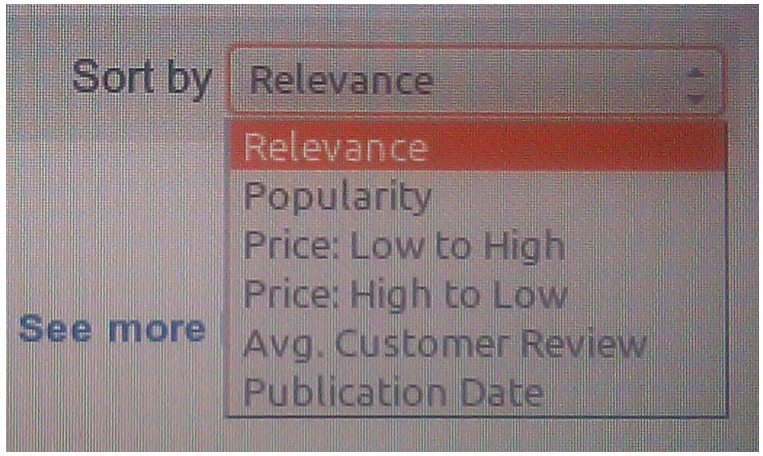


Publication time is a special attribute of interest:

- may or may not be exported
- may or may not be queriable (sometimes in a very weird way!)
- often used as a ranking criterion
- granularity plays an important role
- publication date $<$ query date

Uncertainty in the ranking

Amazon Books sorting options:



- Proprietary ranking functions
- Weighted combination of attributes with unknown weights [Soliman et al., 2011]
- Ranking according to an unexported attribute

Dependencies across services

Some of IMDb advanced search options:

Advanced Title Search

Want to get a list of comedies from the 1970s that have at least 1000 votes and an average rating of 7.5 or higher? Use Advanced Title Search.

Advanced Name Search

Want a list of males in the database who are Virgos and over 6 feet tall? Use Advanced Name Search.

Collaborations and Overlaps

Want a list of titles in which both Brad Pitt and George Clooney appeared? Or a list of people who worked on both Forrest Gump and Apollo 13? Try searching Collaborations and Overlaps.

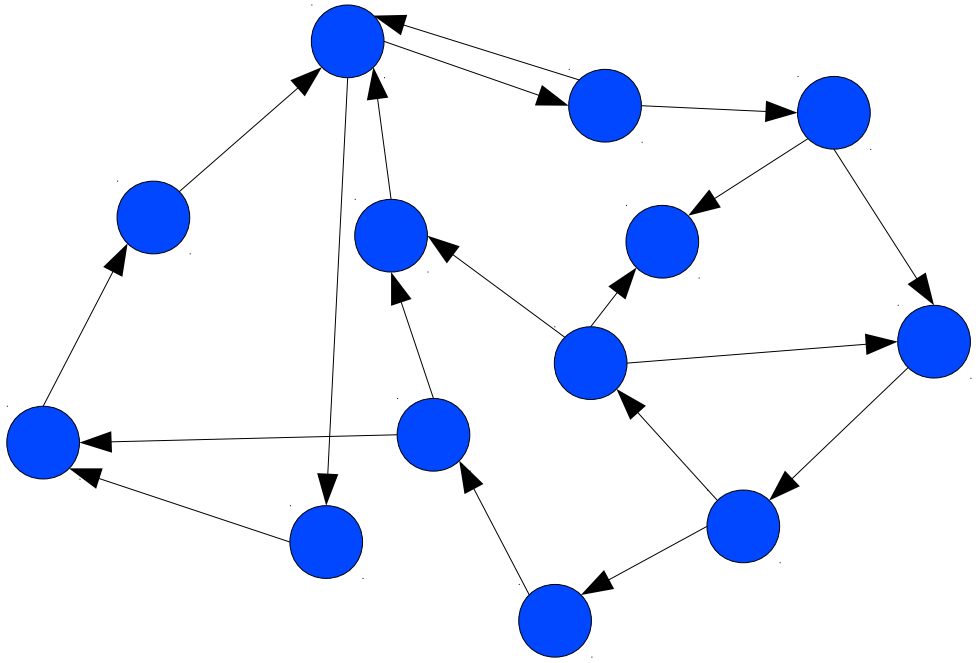
- services of the same source provide different correlated views of the same data
- dependencies (inclusion) across services are common too
- a given service often satisfies some key dependencies

But also…

- non-conjunctive forms (common in digital library applications)
- unknown characteristics of information retrieval systems (keyword querying vs exact querying, indexing of stop words, stemming used, etc.)
- intricate interactions (AJAX autocompletion, submitting a form as a first step before submitting another form, etc.)
- potential side effects of a service

Plan

A directed graph



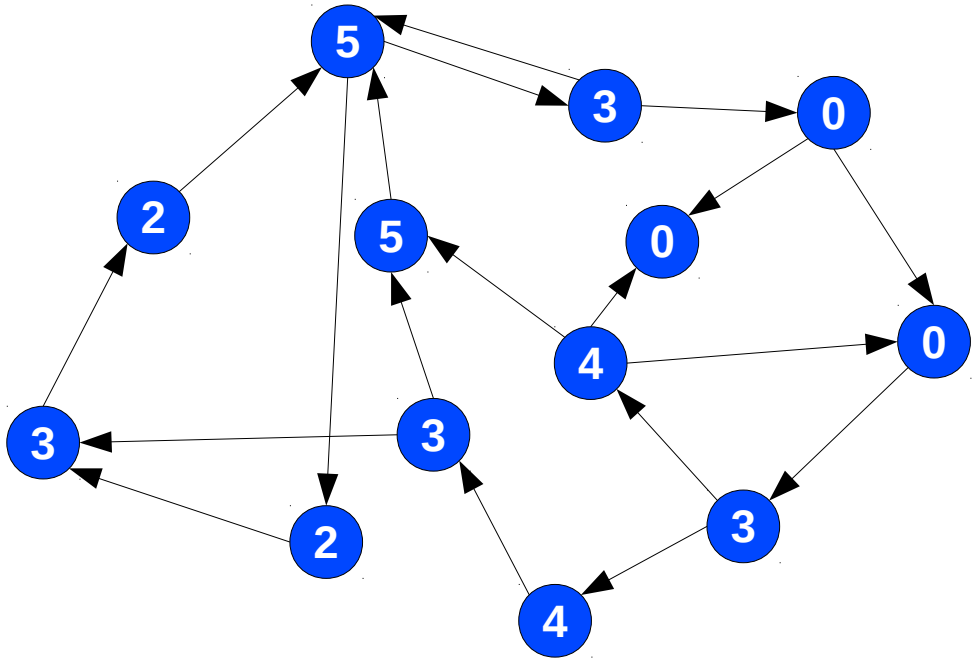
Web

Social network

P2P

etc.

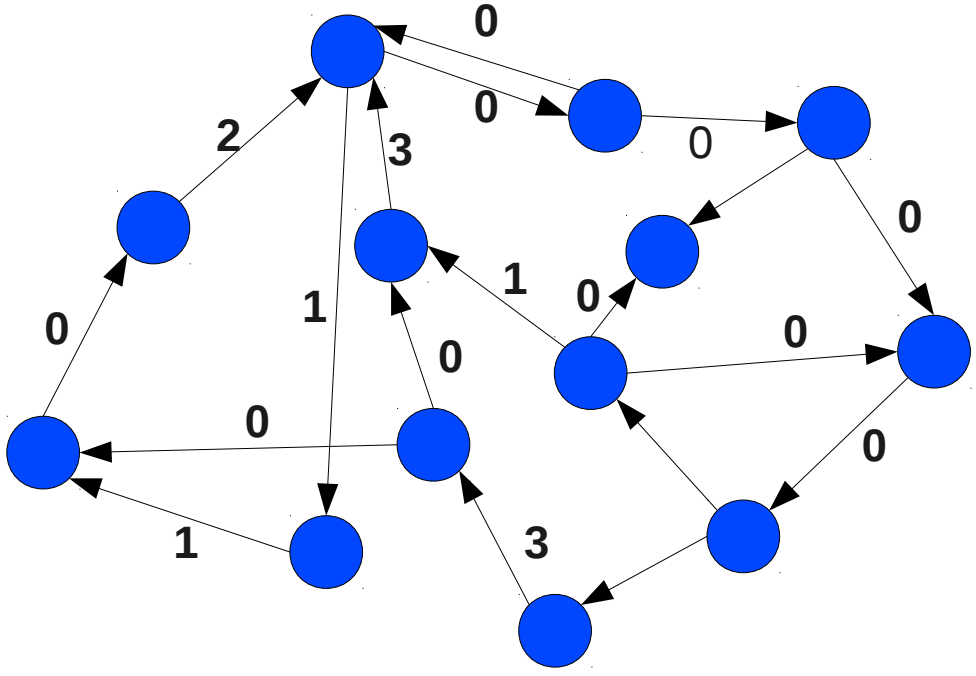
Weighted



Let *u* be a node,

β(u) = count of the word *Bhutan* in all the tweets of u

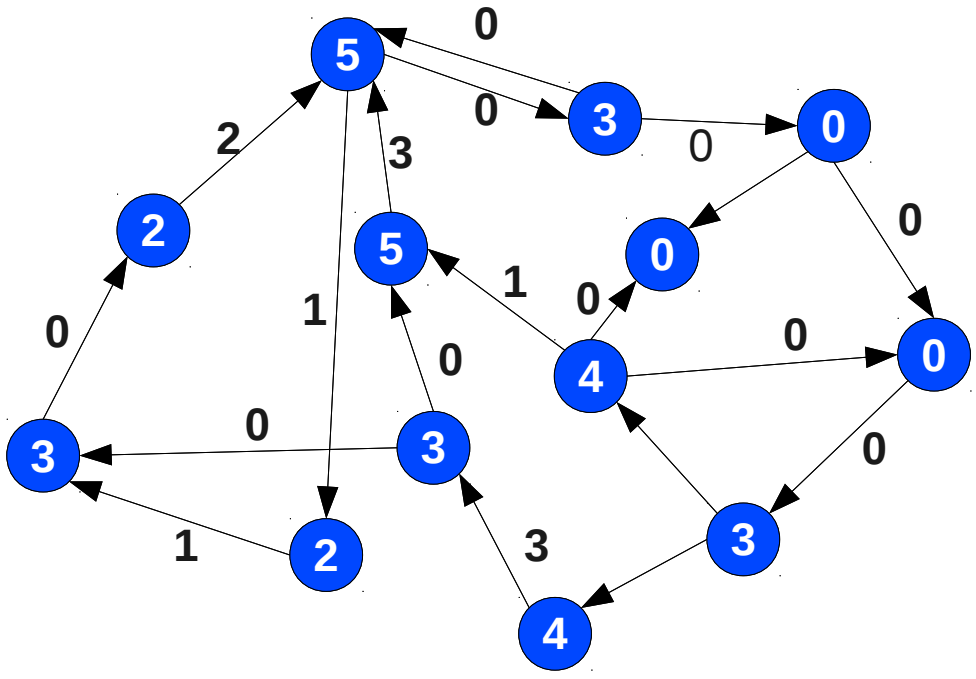
Even more weighted



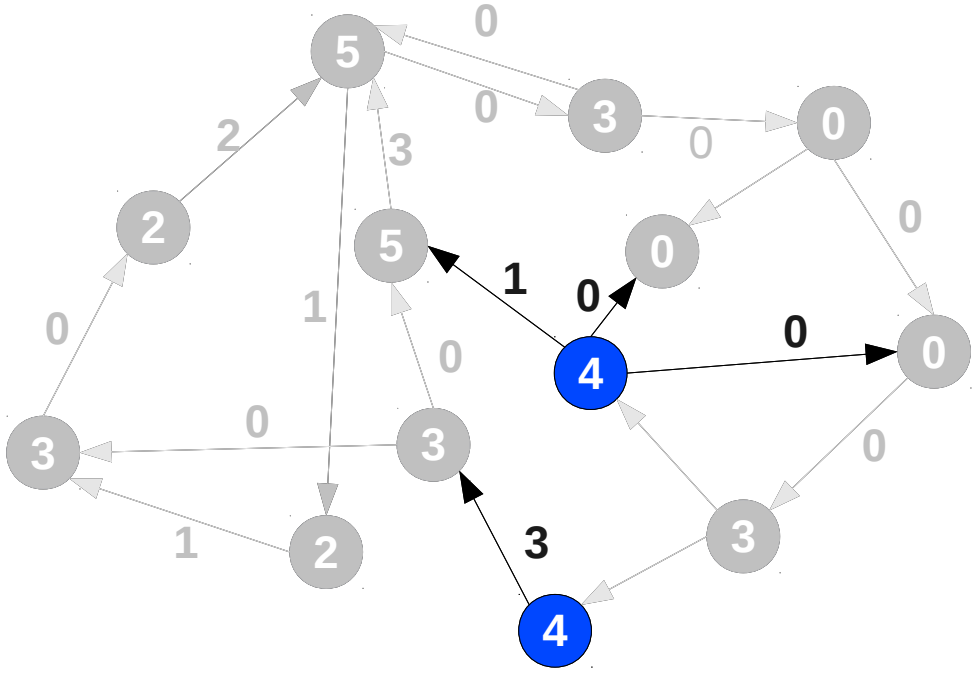
Let (*u*, *v*) be an edge,

α(u) = count of the word *Bhutan* in all the tweets of u mentioning v

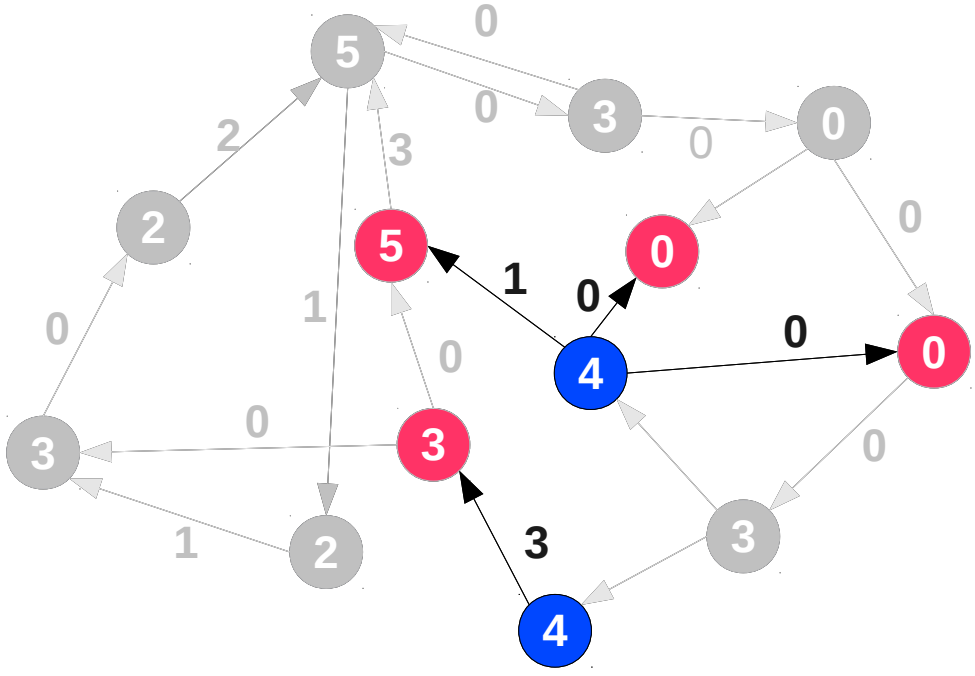
The total graph



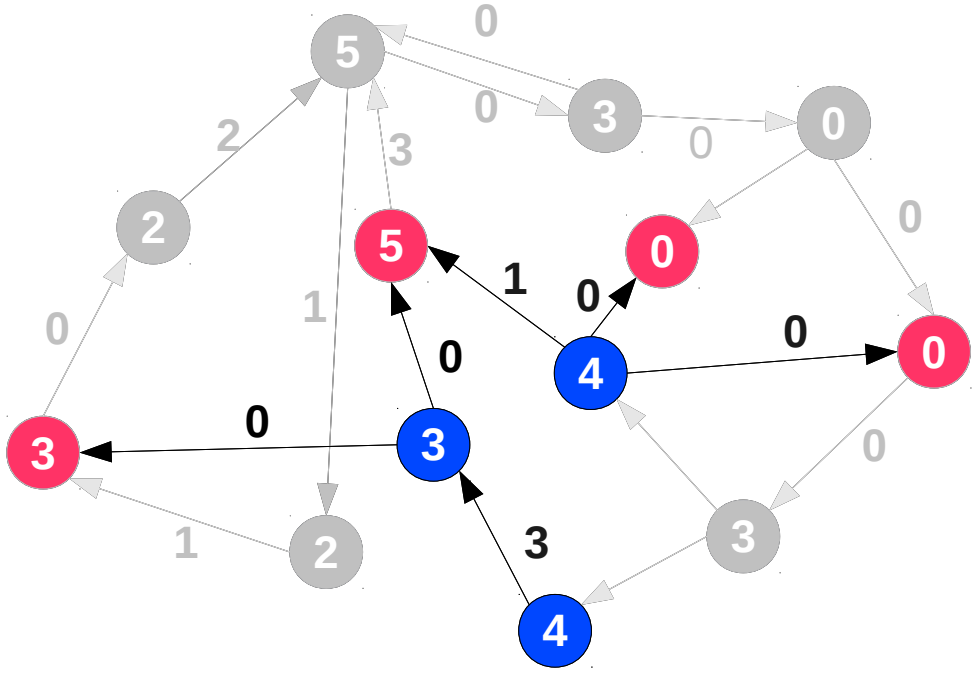
A seed list



The frontier



Crawling one node



A crawl sequence

Let V_0 be the seed list, a set of nodes,
a *crawl sequence,* starting from V_0, is

$$\{ v_i, v_i \text{ in frontier}(V_0 \cup \{v_0, v_1, .. , v_{i-1}\}) \}$$

Goal of a focused crawler

Produce crawl sequences with

global scores (sum) as high as possible

A high-level algorithm

Estimate scores at the frontier

Pick a node from the frontier

Crawl the node

Estimators

- Different estimators can be used:
  - Distance with respect to a seed node
  - Average score of pages pointing to a node
  - Average score of pages pointed to by pages pointing to a node
  - etc.
- Possible to automatically find the estimators best adapted to a given focus crawl using reinforcement learning [Gouriten et al., 2014]

Plan

Conclusion

What you should remember

- Crawling as a graph-browsing problem.
- Shingling for identifying duplicates.
- Numerous engineering issues in building a Web-scale crawler.
- Crawling modern Web content is not as easy as launching a traditional Web crawler
- Often critical to focus the crawl towards content of interest
- Ideally: a traditional large-scale crawler that knows when to delegate to more specialized crawling mechanisms (tools querying social networking APIs, deep Web crawlers, JS-aware crawlers, etc.)
- Huge variety of tools, techniques, suitable for different needs

References

Free software

wget	simple yet effective Web spider
Heritrix	Web-scale highly configurable Web crawler, used by the Internet Archive
Beautiful Soup	Python module for parsing real-world Web pages
Scrapy	rich Python module for Web crawling and content extraction
Selenium	browser instrumentor, with API in several languages

To go further

- A good textbook [Chakrabarti, 2003]
- Main references:
  - HTML 4.01 recommendation [W3C, 1999]
  - HTTP/1.1 RFC [IETF, 1999]

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