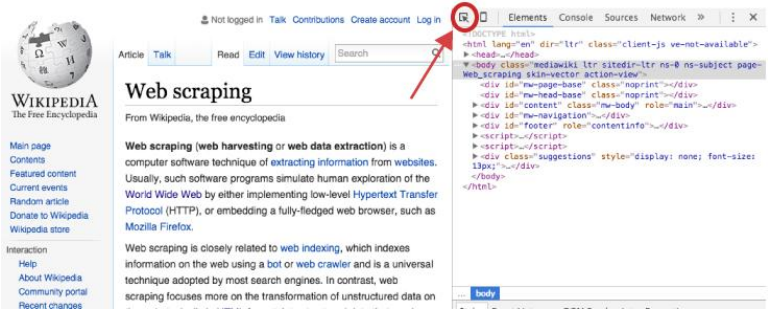
Applied Web Scraping I

Agenda - Schedule

1. Warm Up
2. HTML Review
3. Introduction to Web Scraping
4. Using BS4
5. Break
6. Web Scraping Lab



Web scraping software may directly access the World Wide Web using the Hypertext Transfer Protocol or a web browser. While web scraping can be done manually by a software user, the term typically refers to automated processes implemented using a bot or web crawler.
https://en.wikipedia.org/wiki/Web_scraping

Agenda - Announcements

- **Monthly Satisfaction Survey** due 4/7 https://theknowledgehouse.typeform.com/to/JyoK7IHd
- **Week 5 Pre-Class Quiz** due 4/8
- **TLAB #2** due 4/21
- Add music to your respective Cohort Link!
    - We will use this for the music recommendation algorithm in Phase 2!
- Lastly, look for announcements from **#data-science-fellowship-instructor-announcements**

Agenda - Goals

- Interpret HTML pages and tags
- Learn how to request data over the web and scrape via the bs4 package
- Learn about common Web-scraping Methods

Warm-Up

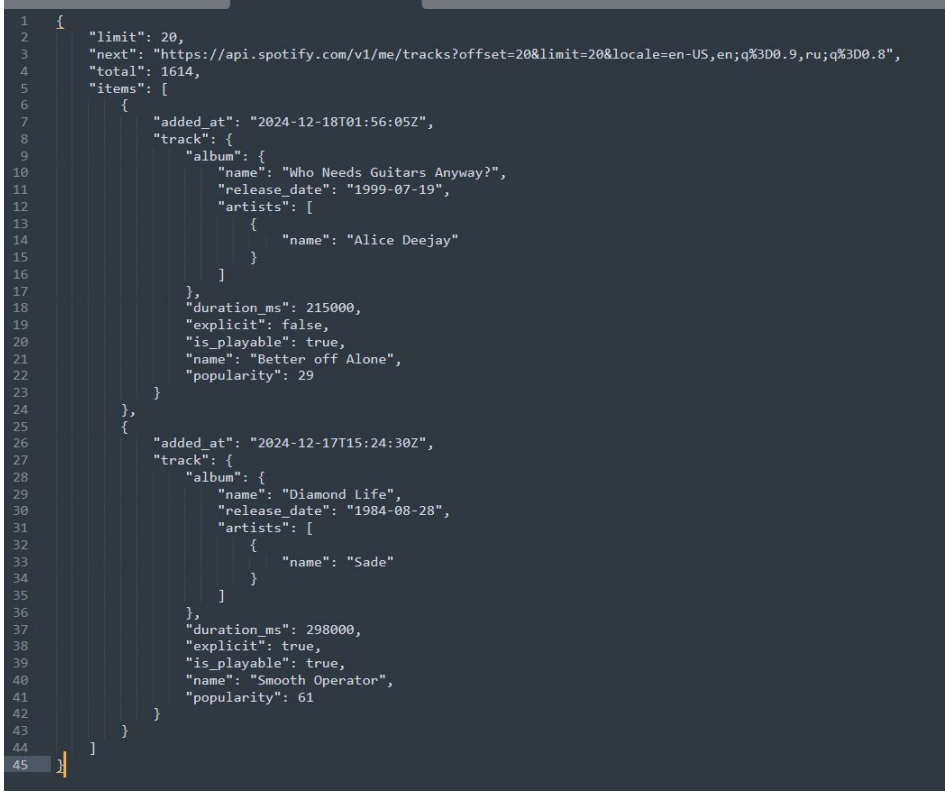
```
import requests

url = "https://api.spotify.com/v1/me/tracks"
r = requests.get(url)

data = r.json()

vals = []
for item in data["items"]:
        track = item["track"]
        name = track["name"]
        vals.append(name)

print(vals)
```



Join your pod groups and evaluate this chunk of code. Work together to figure out what will occur when we run this code. Assume the JSON object to the right is the resource we get when running this code.

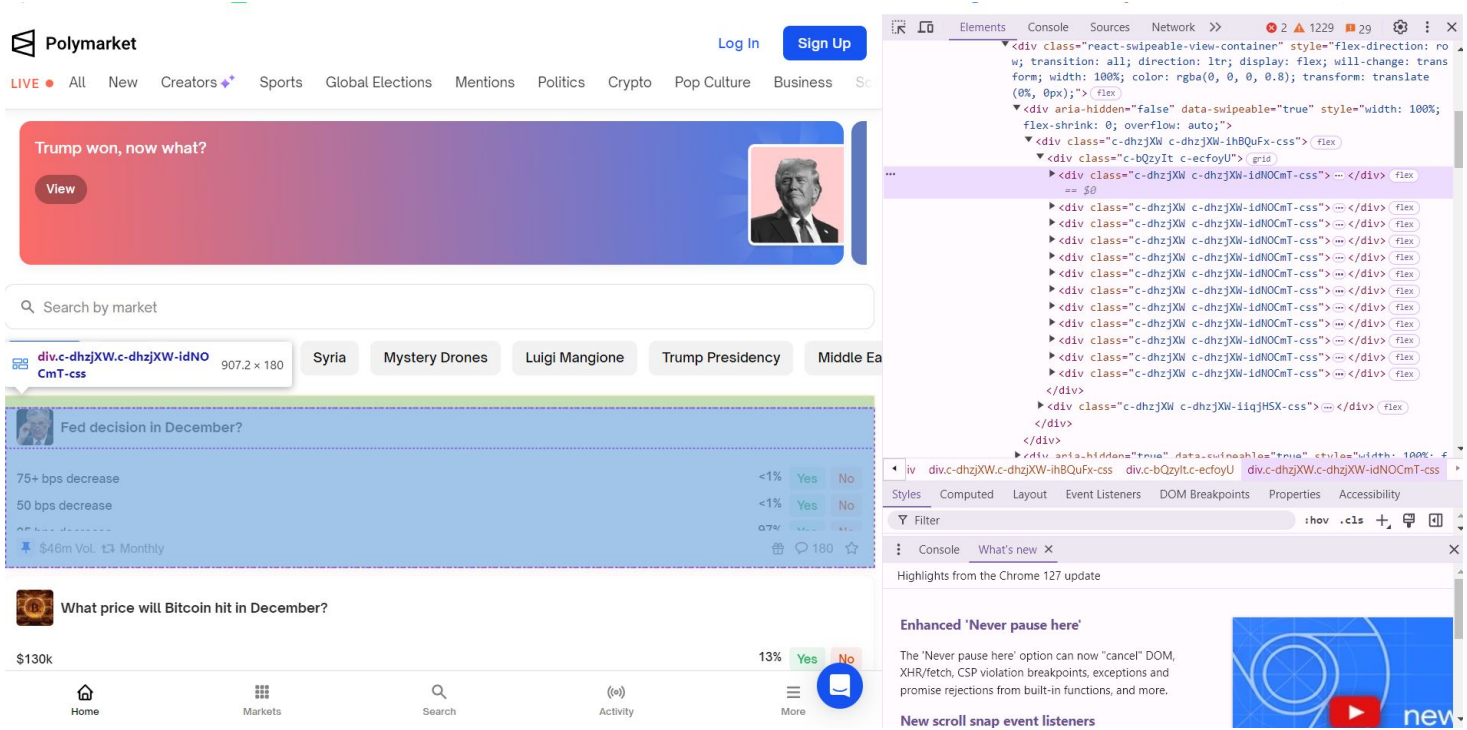
HTML Review

Layers of Data Access

However, what if the data that we need is not provided by an API? What do we do then?

1. **Structured CSV** files/folders
    a. *Usually provided freely by organization (but boring and not transformative)*
2. **API** calls to get JSON files
    a. *Either offered freely or through a paid service*
3. **Web-scraping**
    a. *Always free, but not always appreciated*

Well in such cases, we go forward with **carefully** web-scraping a web-page to extract information. But how do we tell a computer to interpret this structure?



As it turns out, all web-pages are structured via **HTML**. This is a semi-structured format that we can interpret in our code just like JSON. But first, how do we read HTML?

Hyper Text Markup Language (HTML)

- HTML acts as the structure code of a webpage
- HTML creates “tags” to create a human-readable format of the layout code of the web
- It includes the ability to format documents and link to other documents and resources.
- While HTML was a huge step forward, alone it only created static web pages with very limited style and no interaction.

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport"
content="width=device-width,
initial-scale=1.0">
    <title>Document</title>
</head>
<body>

</body>
</html>
```

To learn more about HTML, let’s take a look at some web-dev slides (***Slides 8 - 16***): https://docs.google.com/presentation/d/13xZTXU_fwg_Df5ukBNKMY4f_wg06sEP_mFX-oRBdc0s/edit#slide=id.g25d81a010a0_0_0

Web-Scraping

Web Scraping - Challenges

Before we get started with web-scraping, let's address a few challenges you will encounter in this process:

- **Variability**: when designing a web-scraper for a **unique** website, you will often have to start from scratch and design a unique scraper.
- **Durability**: websites change! A scraper that works one day might not work the next.
- **Responsibility**: too many requests for information will result in your scraper getting kicked

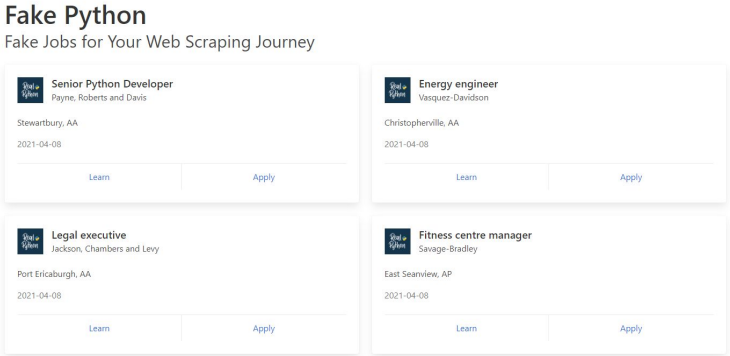
Therefore, even as we learn more about these new concepts, the previous lessons of **documentation** and **testing** still apply!

Web Scraping – Getting Started

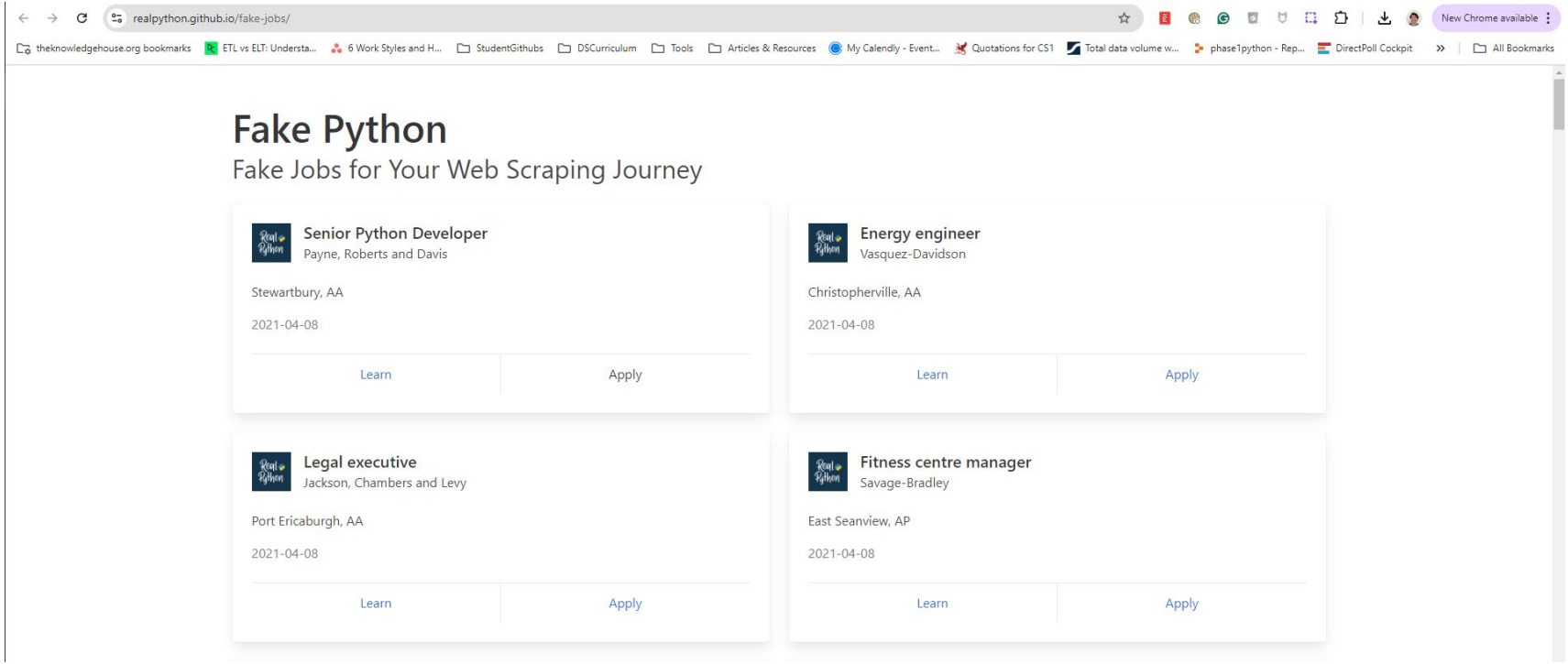
Before we begin, we should **inspect** the website that we will be scraping in order to understand its **structure** and **URL**.

We can accomplish this by **accessing our website** and browsing through while noting the following objects:

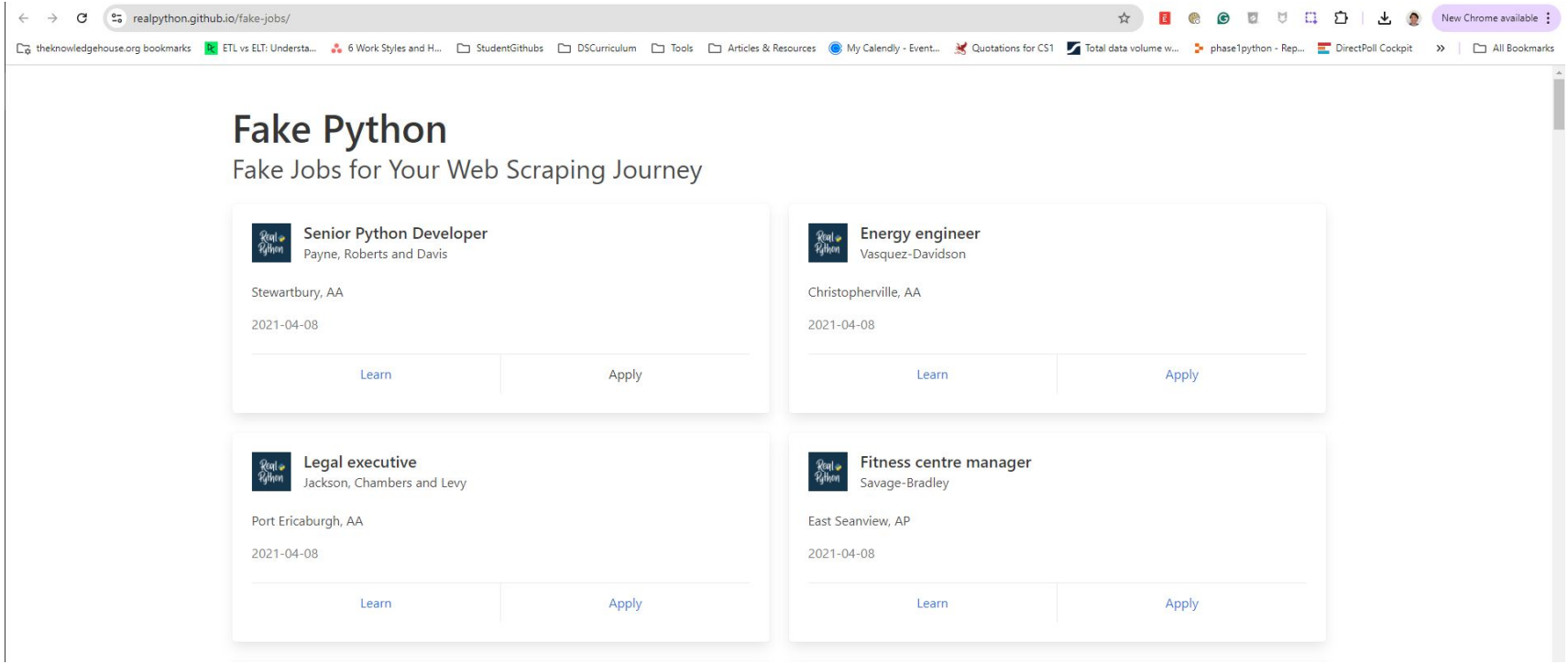
- **Interactions**: How can I access “next” pages in my website?
- **The URL**: How do I modify my URL to access different parts of the website?
- **Format of website**: Where does my data reside?



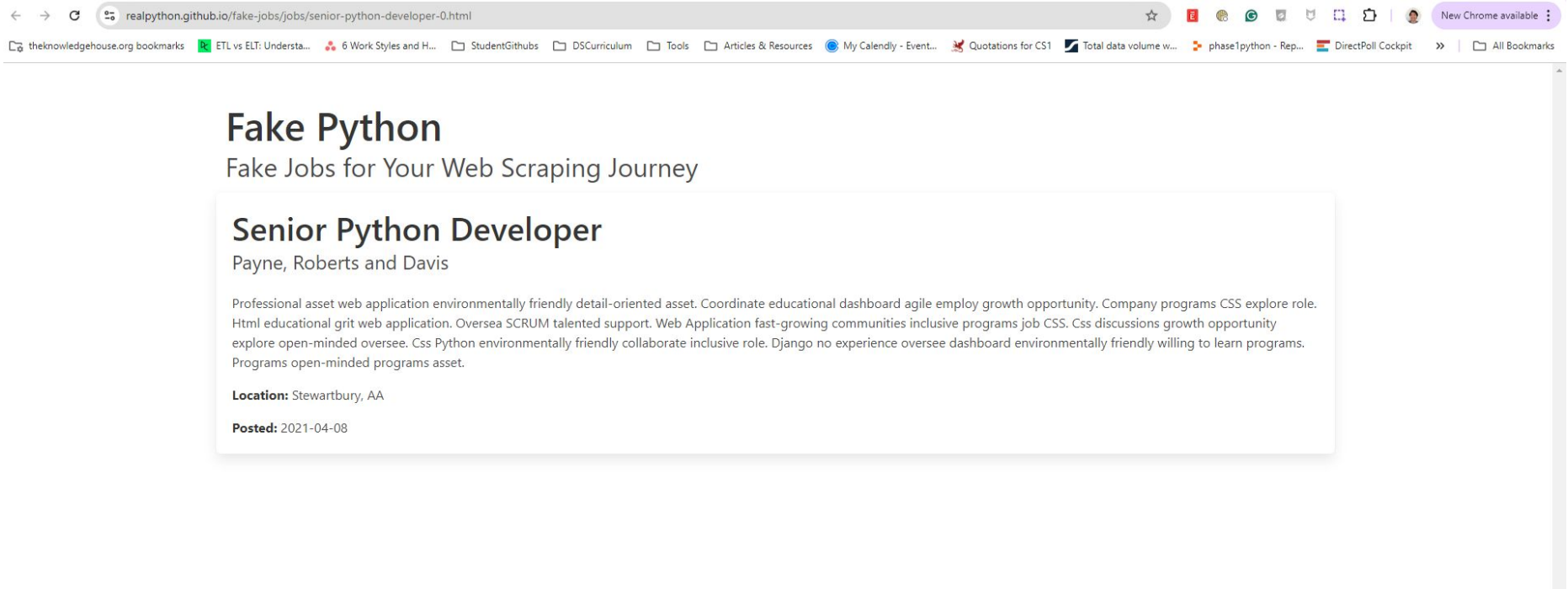
For this guided exercise, we are scraping the fake job-posting site: https://realpython.github.io/fake-jobs/



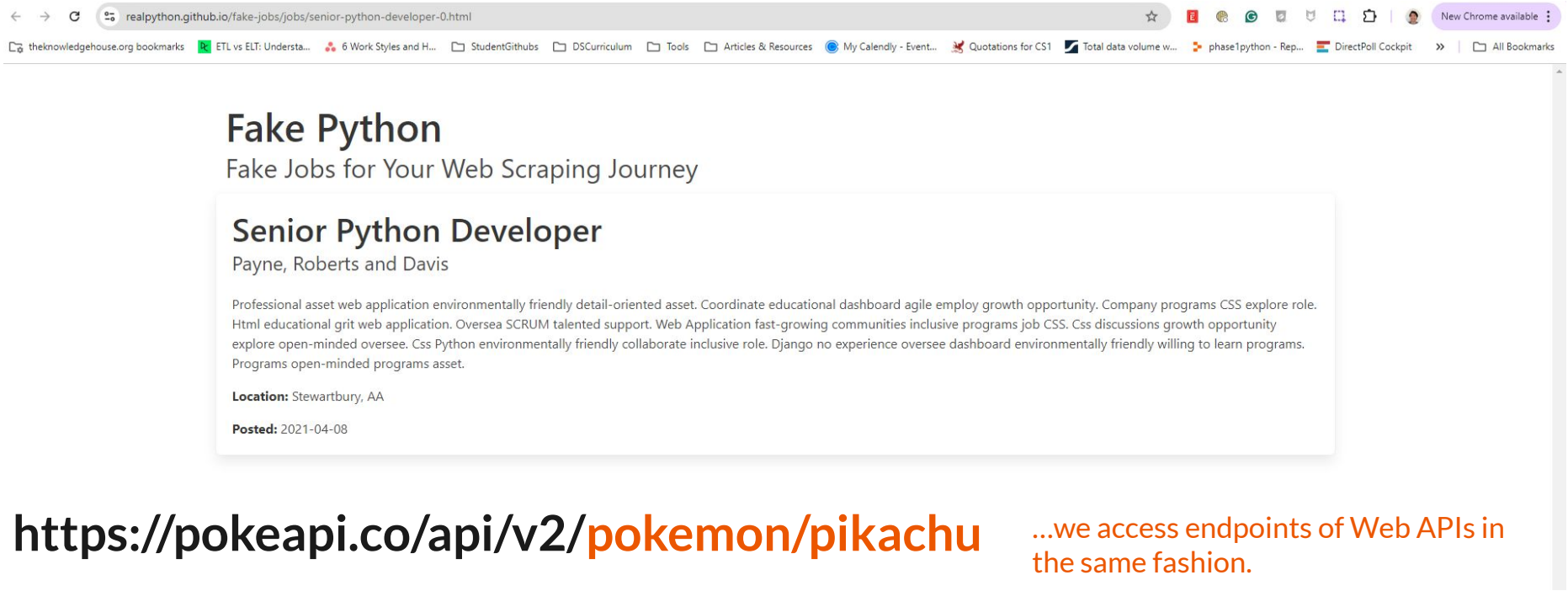
Let's explore the different sections we can access through simple clicks.
Firstly, let's recognize how our jobs are formatted on this site.



Next, let's note how our URL changes as we click into different parts of the site. Currently we are on "realpython.github.io/fake-jobs"



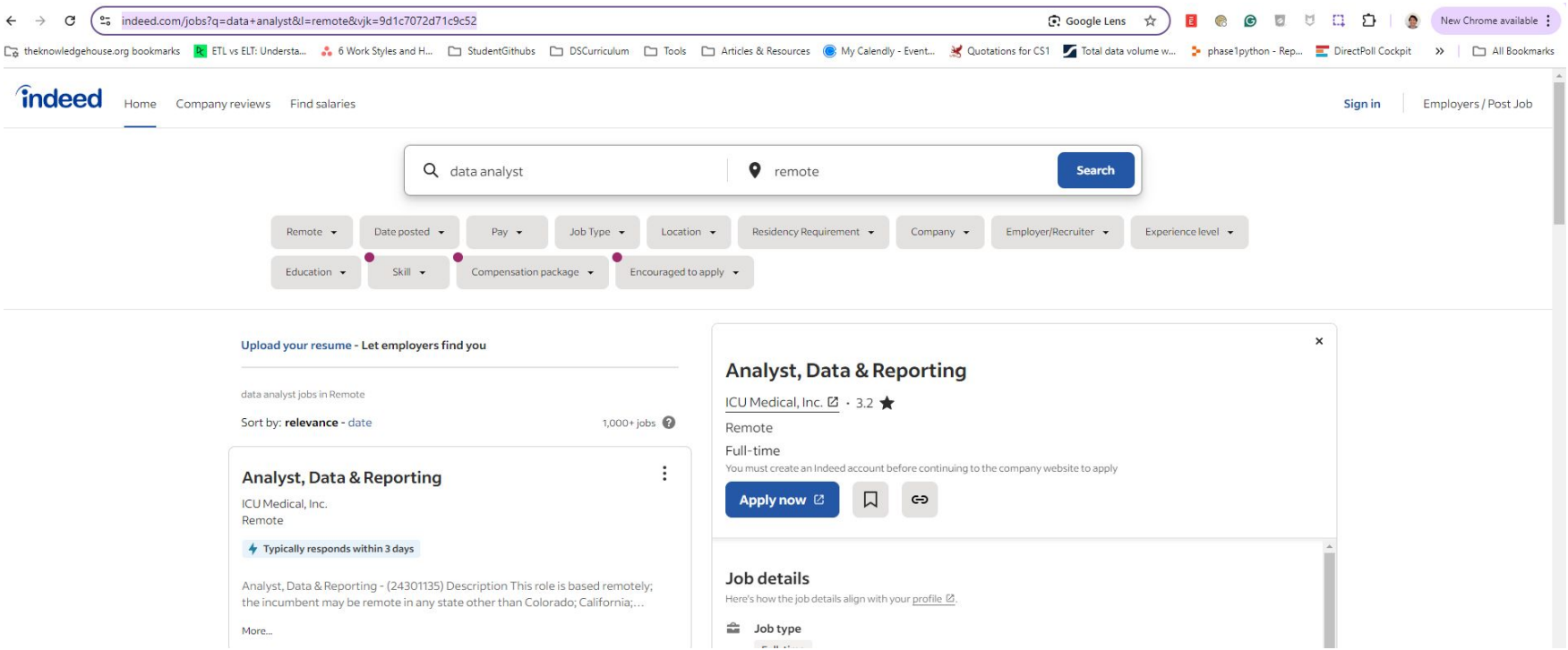
But when clicking “apply” on a certain job posting, our url transforms to “**realpython.github.io/fake-jobs/senior-python-developer-0.html**”. Does this **pattern** remind you of any other type of URL that we’ve been using?



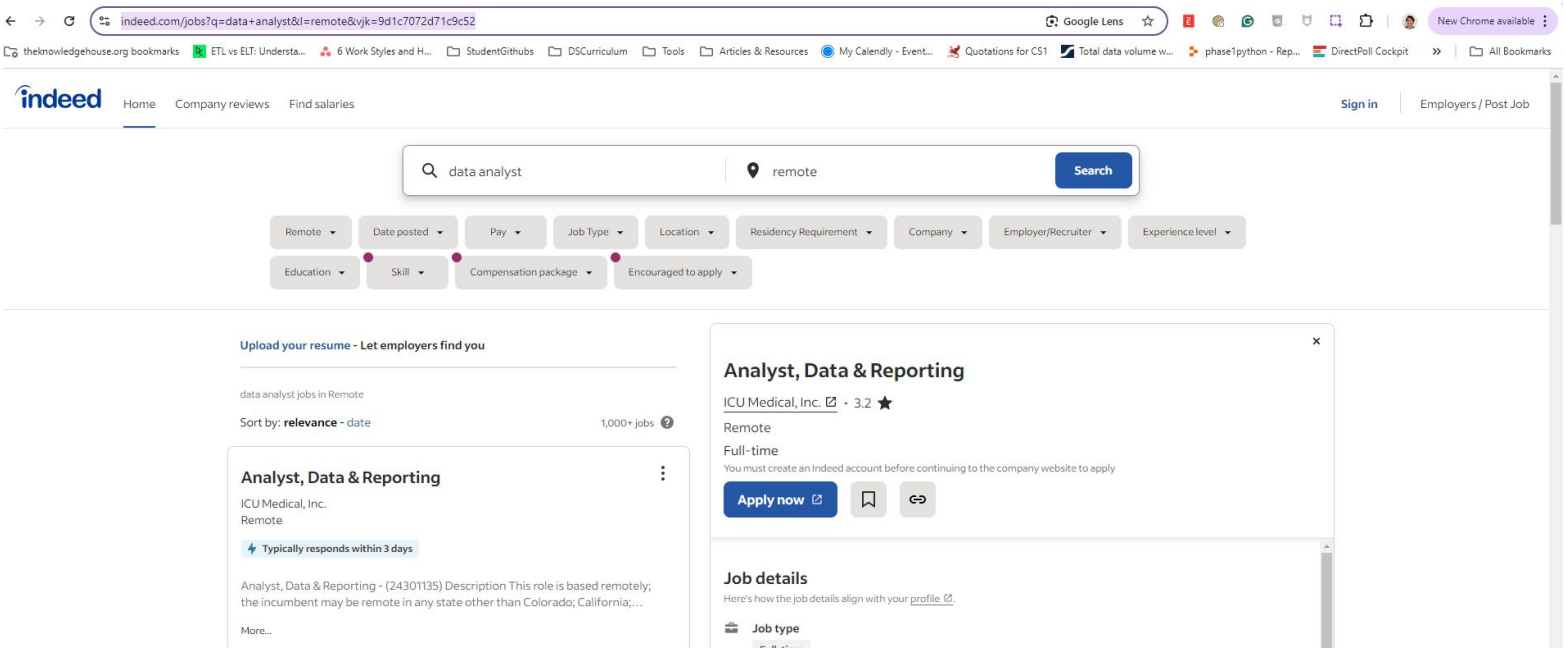
https://pokeapi.co/api/v2/pokemon/pikachu

…we access endpoints of Web APIs in the same fashion.

But when clicking “apply” on a certain job posting, our url transforms to “realpython.github.io/fake-jobs/senior-python-developer-0.html”. Does this **pattern** remind you of any other type of URL that we’ve been using?

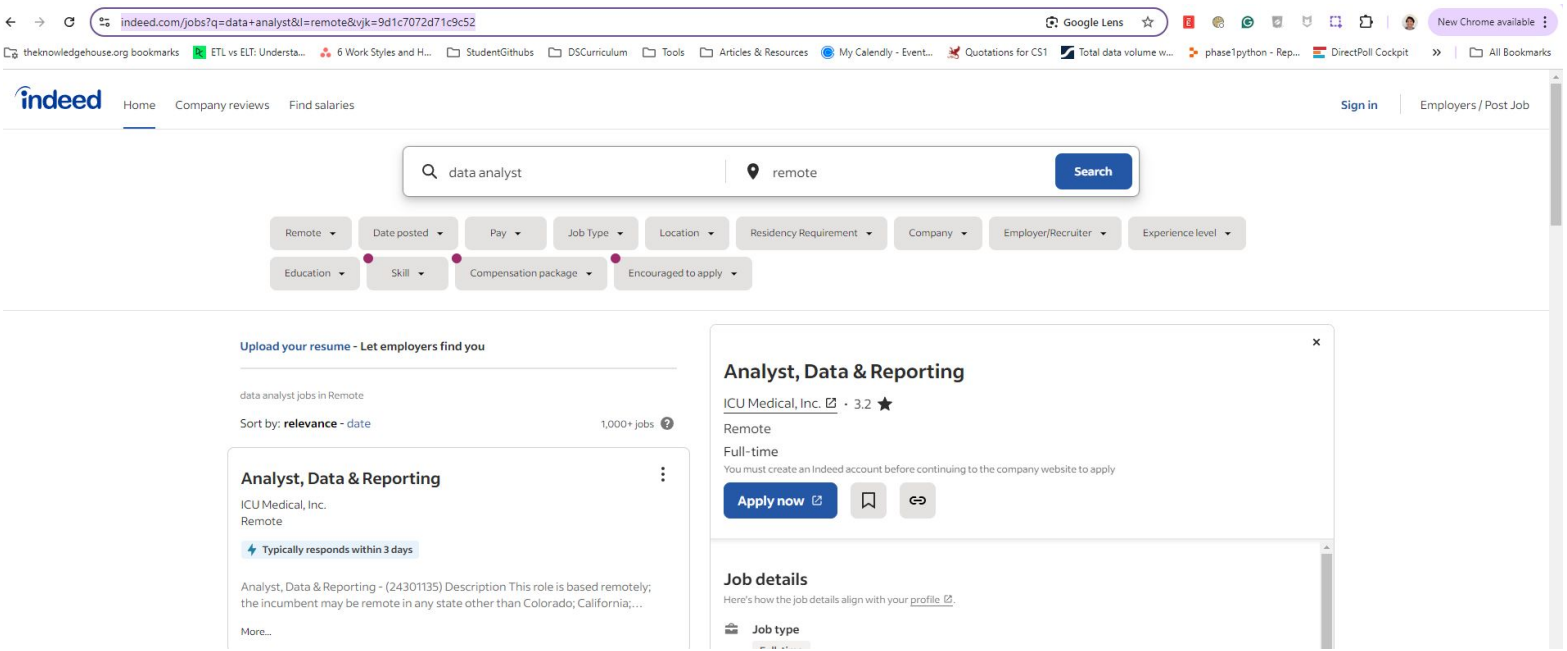


This is sufficient for simple websites, but what if we are scraping other websites that entail a search-engine? How can we modify **which resource** we access?



In this case, we begin using search parameters. For example, to pull all “remote data analyst” jobs in Indeed, we would use the following URL:
https://www.indeed.com/jobs?q=data+analyst&l=remote

Again, does this **pattern** remind you of any other type of URL that we’ve been using?



https://api.polygon.io/v2/aggs/ticker/AAPL/range/1/day/2023-01-09/2023-02-10?adjusted=true&sort=asc&apiKey=123456

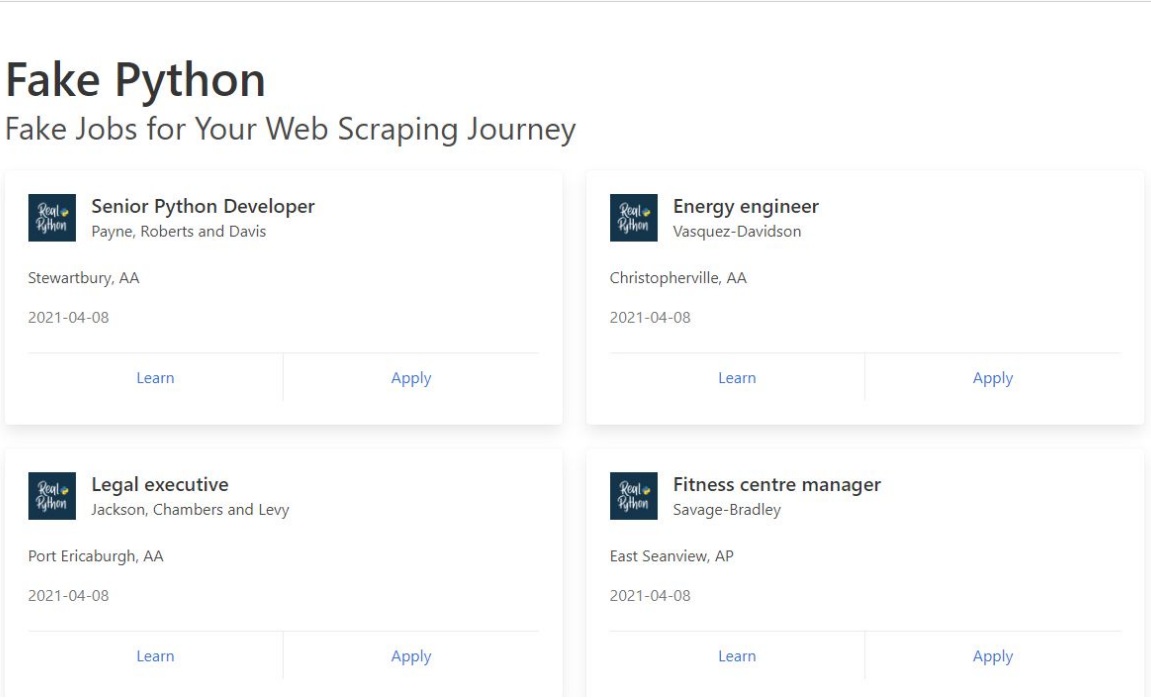
In this case, we begin using search parameters. For example, to pull all "remote data analyst" jobs in Indeed, we would use the following URL:
https://www.indeed.com/jobs?q=data+analyst&l=remote

Again, does this **pattern** remind you of any other type of URL that we've been using?

Web Scraping – Getting Started

After getting an understanding of the URL and structure, we can then move on to **inspecting the HTML of the website**. This will give us an understanding of the tags we will need to access to scrape pertinent data.

We can do this by selecting "**Inspect**" from the menu that appears when we right-click on the page itself.



By viewing the HTML, we can **anticipate** the HTML tags that we will need to **access** when coding our web-scraping script. Here we see that all of our job cards are inside of a tag called "**div**", with the id "**ResultsContainer**."

Web Scraping – Pulling HTML

In order to scrape our own web-pages, we first need to "*request*" the HTML page itself to pull it **programmatically** into our computer, does anyone recall which Python package we can use to make **HTTP GET** request?

Web Scraping – Pulling HTML

We use the **requests** module once more, along with the **get** method. However, this time, instead of accessing a ***Web API***, we are simply pulling an **HTML page** as if we are browsing the web.

```
r = requests.get("https://realpython.github.io/fake-jobs/")
```

Web Scraping – Pulling HTML

Now that we have pulled our HTML web-page, we can print out the **raw binary data** from this request using the **“.content”** field

Notice that this gives you the HTML content along with a **b**”” in the front.

This is what we call a **binary string**. Each character represents a byte (8 bits)

```
URL = "https://realpython.github.io/fake-jobs/"

page = requests.get(URL )

page = r.content

print(page)
```

```
b'<!DOCTYPE html>\n<html>\n  <head>\n...'
```

This is the first object we access (the **root**) before analyzing the rest of the web-page.

Parsing HTML Using BeautifulSoup4

However, we still need a way to **interpret** this structure. We will use **BeautifulSoup** to parse this HTML structure.

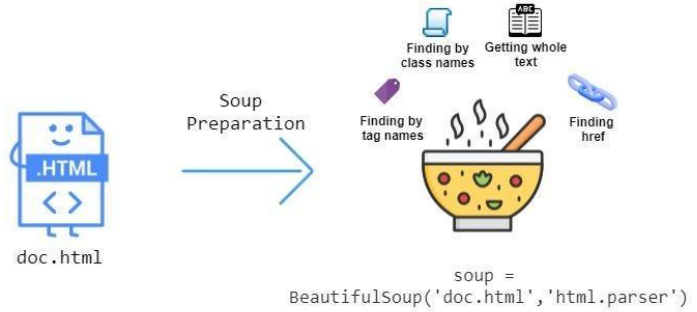
First we create a BeautifulSoup object by passing in the **page.content** as the **first** argument, with **“html.parser”** as the **second** argument.

This extracts **key attributes** from this page, which we can then access via **methods** and **fields**.

```
URL = "https://realpython.github.io/fake-jobs/"

page = requests.get(URL )

soup = BeautifulSoup(page.content, "html.parser")
```



Parsing HTML Using BeautifulSoup4

Just like our JSON object, we must access our web-page hierarchically (with soup as the entry point).

The two most common methods that you will use when parsing a web-page are:

- **find**(*name*, *attributes*) : find one element
- **find_all**(*name*, *attributes*) : find all elements

We use these methods to **find unique tags** inside of web-pages and the data located inside of these tags.

```
URL = "https://realpython.github.io/fake-jobs/"

page = requests.get(URL )

soup = BeautifulSoup(page.content, "html.parser")

results = soup.find(id="...")
```

What is label of the tag that contains all of our job data?

The BS4 Application Programming Interface

We can specify the **type of tag we want to extract**, as well as the **class** or **id** of the tag by using different positional arguments.

When we call functions or methods, we can **mix the position of arguments** as long as we specify which argument goes to which parameter.

soup.find(“tag-label”, class_=“class name”)

Parsing HTML Using BeautifulSoup4

Now that we've extracted the "**ResultsContainer**" tag, we will continue with our pattern of finding tags hidden inside of this new object. Note that we are no longer using the "soup" object.

Which tags contain our job data, and which method should we use to get **all** of these objects?

- **find**(*name*, *attributes*) : find one element
- **find_all**(*name*, *attributes*) : find all elements

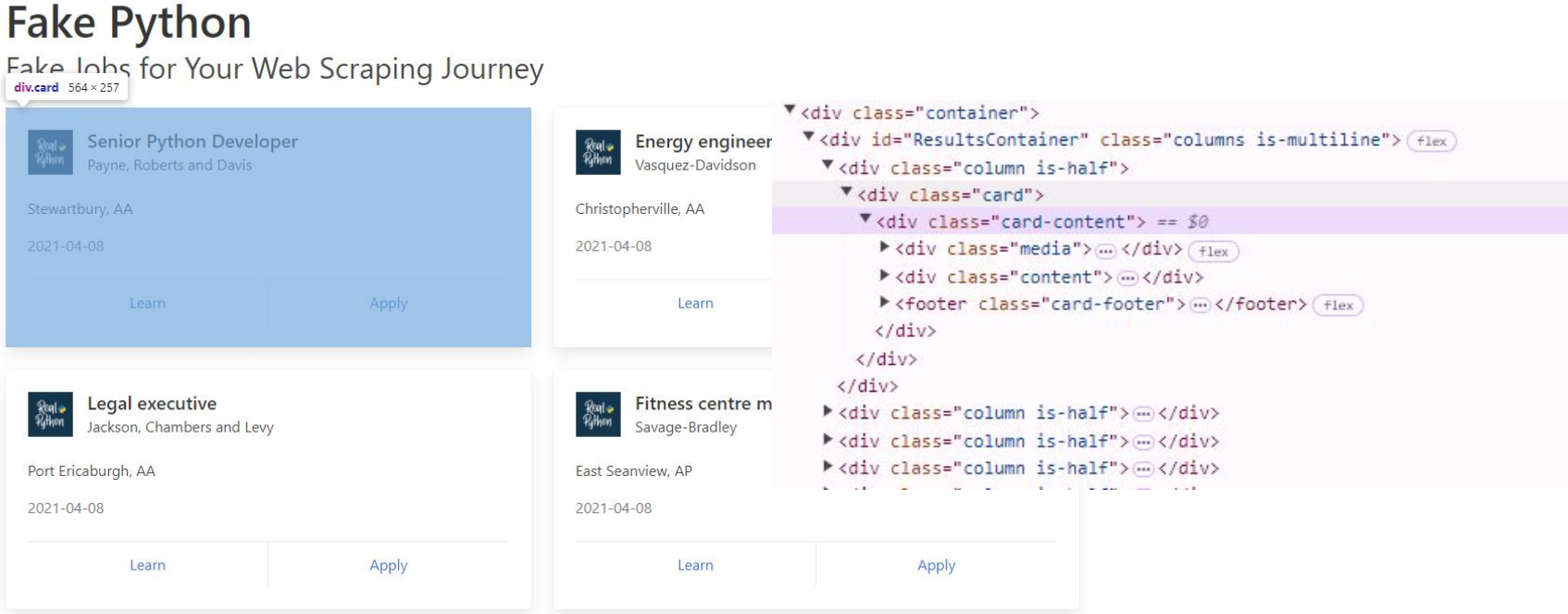
```
URL = "https://realpython.github.io/fake-jobs/"

page = requests.get(URL )

soup = BeautifulSoup(page.content, "html.parser")

results = soup.find(id="ResultsContainer")

job_elements = ...
```



Inspecting our web-page, we can see that the div that contains our content is a class called "**card**." You may want to try using the "**column is-half**" div, but we always want to opt for the last possible div before accessing the content itself, but feel free to experiment with different approaches.

Parsing HTML Using BeautifulSoup4

Using the **find_all()** method, we can specify that we want to find all divs of class “**card**” inside of the “**results**” object.

We’ll focus in on extracting the **title**, **company**, and **location** of each job.

How can we iterate on this list of job elements?

```
URL = "https://realpython.github.io/fake-jobs/"

page = requests.get(URL )

soup = BeautifulSoup(page.content, "html.parser")

results = soup.find(id="ResultsContainer")

job_elements = results.find_all(“div”, class_=”card”)
```

[“ ...”, “ ...”, “ ...”]

Parsing HTML Using BeautifulSoup4

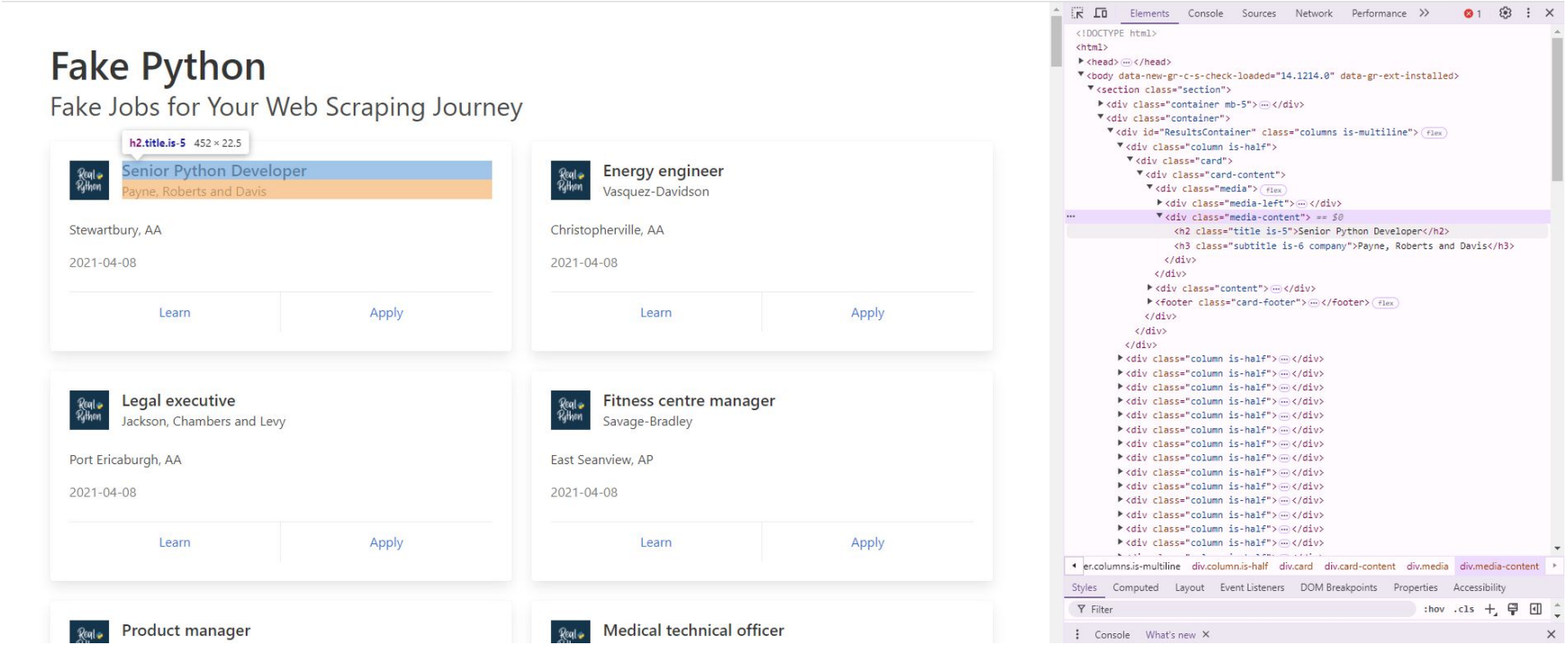
By looping through each element in our list, we can continue to use the **find()** and **find_all()** methods as we search for our targeted data.

Which tags contain information about **job title**, **company**, and **location**?

Again, let's look back to our HTML structure.

```
job_elements = results.find_all("div", class_="card")

for job in job_elements:
    title = job.find(...)
    company = job.find(...)
    location = job.find(...)
```



Once again, we find the **last tag** that contains the title in our "card" divs. What **kind of tag** contains our title, which type of **class** is this? We do the same kind of search for company and location.

Parsing HTML Using BeautifulSoup4

Now that we've identified the tags that contain our pertinent information, we can stop our **recursion** and simply extract the text located in each tag via the **.text** attribute.

We also call the **.strip()** method to remove any remaining **new-line** or **white-space** characters.

```
job_elements = results.find_all("div", class_="card")

for job in job_elements:
        title = job.find("h2", class_="title")
        company = job.find("h2", class_="company")
        location = job.find("h2", class_="location")

        print(title.text.strip())
        print(company .text.strip())
        print(location .text.strip())
```

Parsing HTML Using BeautifulSoup4

While this is sufficient to get all job information from our HTML, what if we wanted to instead **filter** our HTML tags and instead find only roles that have certain keywords?

For example, if we were interested in developer careers, we might want to instead look for the keyword “Python.”

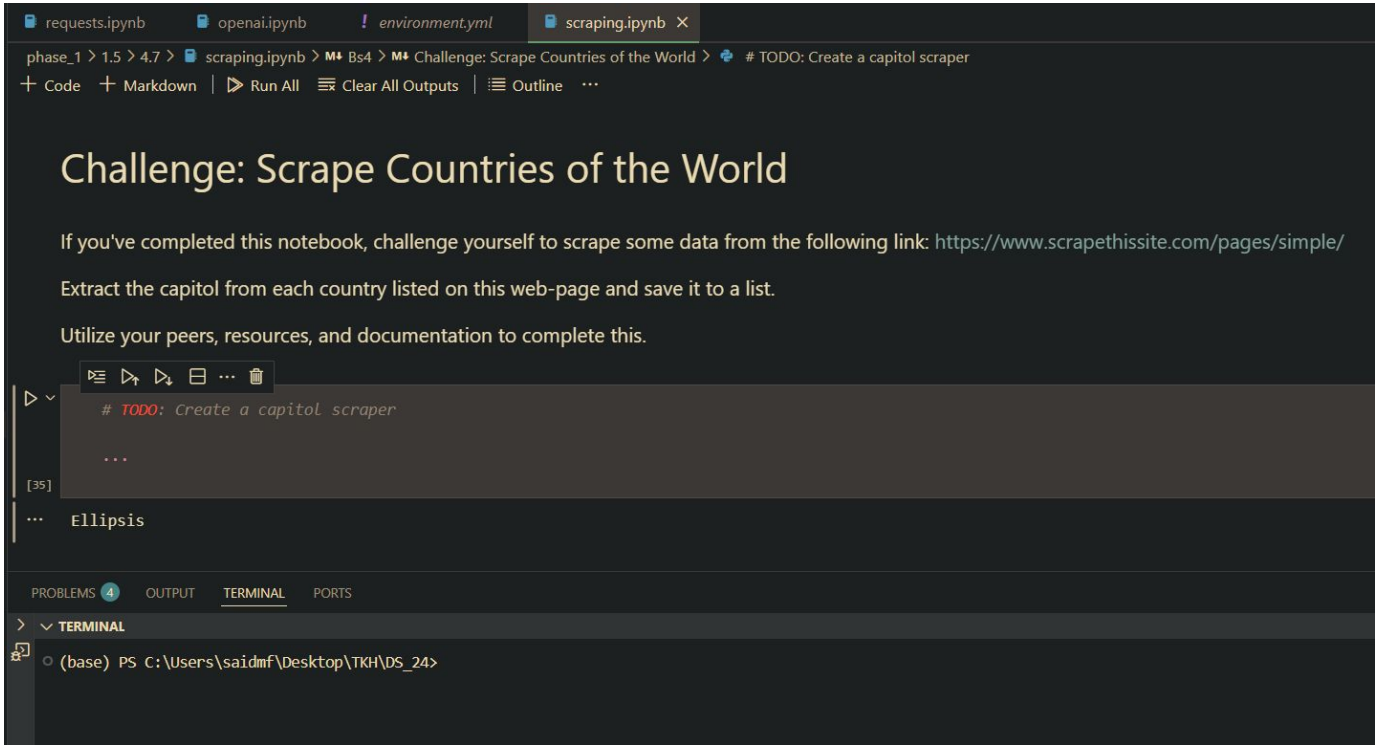
To accomplish this, we use **regular expressions (regex)**

```
job_elements = results.find_all(“div”, class_=”card”)

for job in job_elements:
        title = job.find(“h2”, class_=”title”)
        company = job.find(“h2”, class_=”company”)
        location = job.find(“h2”, class_=”location”)

        print(title.text.strip())
        print(company .text.strip())
        print(location .text.strip())
```

Web Scraping Lab



Using this syntax, get started with your web-scraping lab!

Wrap-Up

Lab (Due 04/21)

Vancouver, Canada

You are a growth analyst at a Vancouver-based consulting firm called Monica Group. Your manager is spearheading the completion of a a new analytical tool which will automatically label if a review is positive, neutral, negative, or irrelevant.

You will be kicking off completion of this milestone by independently implementing a minimal-viable-product. **This will be a Python pipeline that ingests a text-file of review data and interfaces with the Open AI API in order to automatically label each review.**

We released API keys.

Tuesday

Tuesday will entail:

- More web-scraping!
- Regular expressions

Jupyter: scratchpad of the data scientist

If you understand what you're doing, you're not learning anything. - Anonymous