

Building Mashups by Example

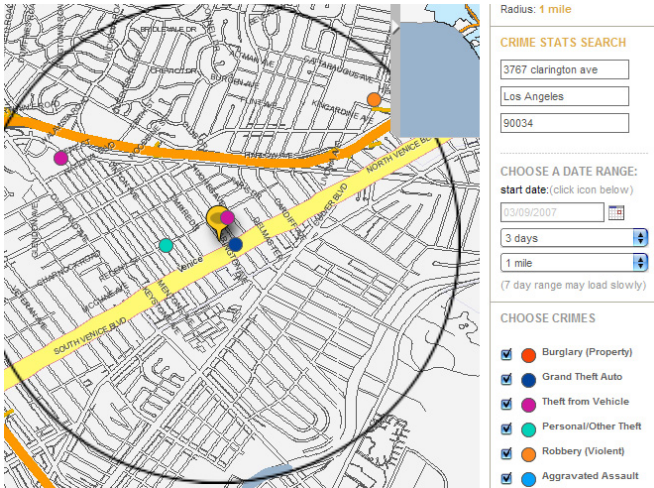
Craig A. Knoblock

University of Southern California

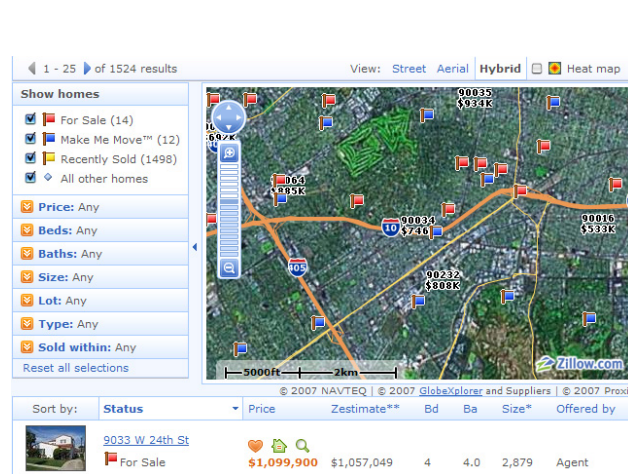
Work in collaboration with Rattapoom
Tuchinda and Pedro Szekeley

What's a Mashup?

A website or application that combines content from more than one source into an integrated experience [wikipedia]



- a) LA crime map
- Crime Report from different counties
 - Map



- b) zillow.com
- Real Estate Listing
 - Property Tax

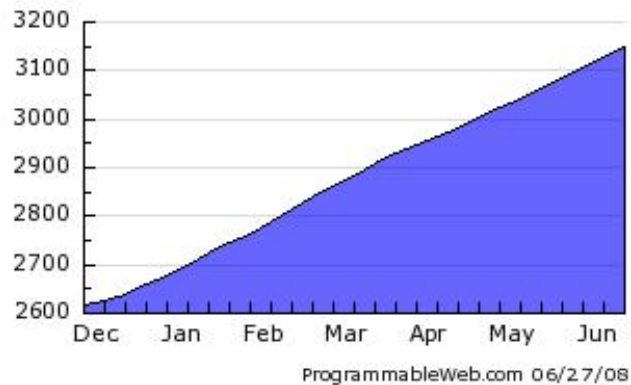


- c) Ski bonk
- Weather
 - Snow Report
 - Snow Resorts

Combined Data gives new insight / provides new services

Statistics and Trends

Mashup Timeline - New mashups here, last 6 months

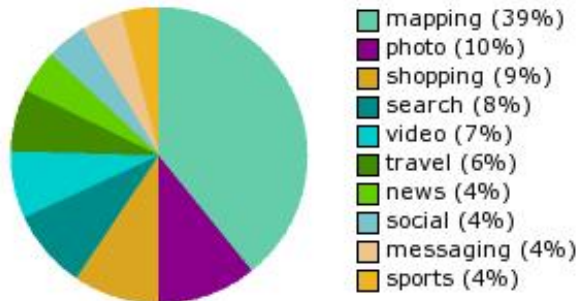


Survey of top 50 Mashups

- Divide into five categories based on programming structures
- Focus of this work is on the first four categories which account for 47% of the most popular Mashups

Top Mashup Tags >>

Last 14 days All



ProgrammableWeb.com 06/27/08

Click on a slice or label to see those mashups

Mashup Building Issues

Data
Retrieval



Wrapper

Attribute

Clean

Wrapper

Attribute

Clean



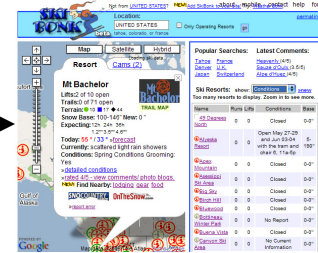
Calibration
-source modeling
-cleaning

Integration

Combine

Display

Customize
Display






[Snow Reports](#)
[On-Snow](#)
[On-Resorts](#)
[News](#)
[Members](#)
[Newsletter](#)
[Rates](#)
[Bus Gear](#)



SNOW REPORTS, DEALS & REVIEWS

Snow News - March 18, 2007 They teach us to wait until the Big Game happens to take a trip to the snow. But now we can go snow playing, where it's never as if it's over! Our user who's making one trip to the snow reports on Utah and having a ball at the slopes. [Read more](#)

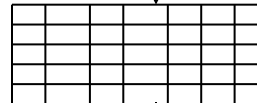
DAILY SNOW REPORTS

Michigan, MI	AZ
Colorado, CO	AZ
California, CA	AZ
Idaho, ID	AZ
Utah, UT	AZ
New York, NY	AZ
Pennsylvania, PA	AZ
Washington, WA	AZ
Wisconsin, WI	AZ
Wyoming, WY	AZ
New Mexico, NM	AZ
North Carolina, NC	AZ
South Carolina, SC	AZ
Texas, TX	AZ
Virginia, VA	AZ
West Virginia, WV	AZ
Florida, FL	AZ
Georgia, GA	AZ
Alabama, AL	AZ
Louisiana, LA	AZ
Mississippi, MS	AZ
Arkansas, AR	AZ
Oklahoma, OK	AZ
Kansas, KS	AZ
Nebraska, NE	AZ
Minnesota, MN	AZ
Illinois, IL	AZ
Indiana, IN	AZ
Ohio, OH	AZ
Michigan, MI	AZ
Wisconsin, WI	AZ
Minnesota, MN	AZ
North Dakota, ND	AZ
South Dakota, SD	AZ
Nebraska, NE	AZ
Kansas, KS	AZ
Oklahoma, OK	AZ
Arkansas, AR	AZ
Louisiana, LA	AZ
Mississippi, MS	AZ
Alabama, AL	AZ
Georgia, GA	AZ
Florida, FL	AZ
Texas, TX	AZ
New Mexico, NM	AZ
Arizona, AZ	AZ
Nevada, NV	AZ
California, CA	AZ
Oregon, OR	AZ
Washington, WA	AZ
Idaho, ID	AZ
Montana, MT	AZ
Wyoming, WY	AZ
Utah, UT	AZ
Colorado, CO	AZ
New Mexico, NM	AZ
Arizona, AZ	AZ
Nevada, NV	AZ
California, CA	AZ
Oregon, OR	AZ
Washington, WA	AZ
Idaho, ID	AZ
Montana, MT	AZ
Wyoming, WY	AZ
Utah, UT	AZ
Colorado, CO	AZ
New Mexico, NM	AZ
Arizona, AZ	AZ
Nevada, NV	AZ
California, CA	AZ
Oregon, OR	AZ
Washington, WA	AZ
Idaho, ID	AZ
Montana, MT	AZ
Wyoming, WY	AZ
Utah, UT	AZ
Colorado, CO	AZ
New Mexico, NM	AZ
Arizona, AZ	AZ
Nevada, NV	AZ
California, CA	AZ
Oregon, OR	AZ
Washington, WA	AZ
Idaho, ID	AZ
Montana, MT	AZ
Wyoming, WY	AZ
Utah, UT	AZ
Colorado, CO	AZ
New Mexico, NM	AZ
Arizona, AZ	AZ
Nevada, NV	AZ
California, CA	AZ
Oregon, OR	AZ
Washington, WA	AZ
Idaho, ID	AZ
Montana, MT	AZ
Wyoming, WY	AZ
Utah, UT	AZ
Colorado, CO	AZ
New Mexico, NM	AZ
Arizona, AZ	AZ
Nevada, NV	AZ
California, CA	AZ
Oregon, OR	AZ
Washington, WA	AZ
Idaho, ID	AZ
Montana, MT	AZ
Wyoming, WY	AZ
Utah, UT	AZ
Colorado, CO	AZ
New Mexico, NM	AZ

Calibration

- source modeling
- cleaning

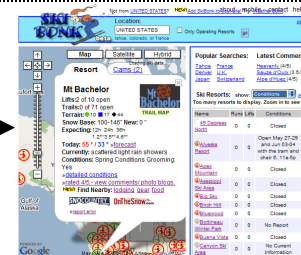
→ Wrapper



Attribute

Clean

Customize Display



Type 2: Union

Data
Retrieval



Wrapper

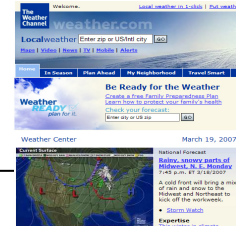
Attribute

Clean

Wrapper

Attribute

Clean



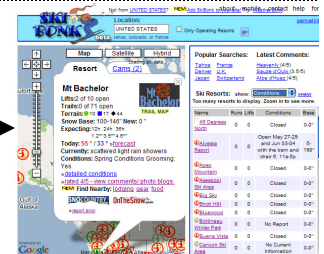
Calibration
-source modeling
-cleaning

Integration

Display

Union

Customize
Display

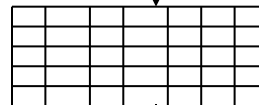


Type 3: One Source with Form

Data Retrieval



Wrapper



Calibration

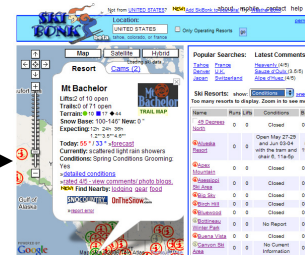
- source modeling
- cleaning

Attribute

Clean

Display

Customize Display



Type 4: Database Join

Data
Retrieval



Wrapper

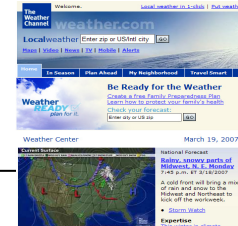
Attribute

Clean

Wrapper

Attribute

Clean



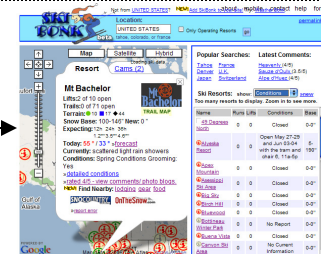
Calibration
-source modeling
-cleaning

Integration

Join

Display

Customize
Display



Type 5: Customized Display

Data
Retrieval



Wrapper

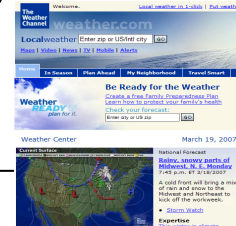
Attribute

Clean

Wrapper

Attribute

Clean

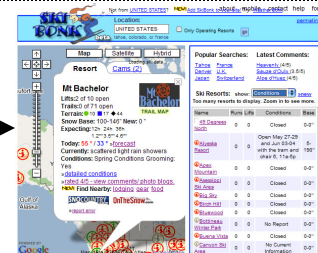


Integration

Combine

Display

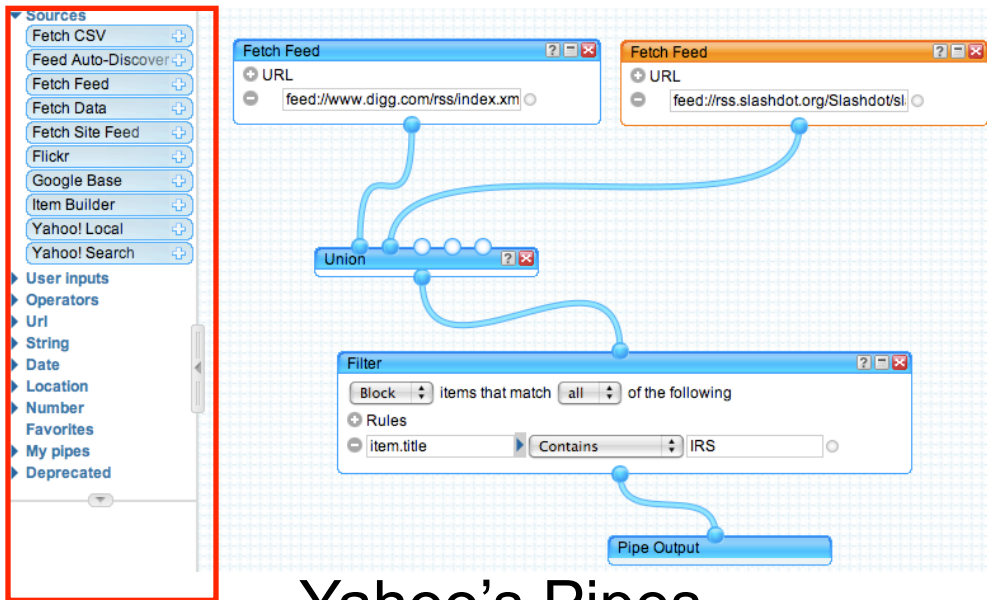
Customize
Display



Existing Approaches

Goal: Create Mashups without Programming

- Doesn't translate to not having to understand programming.



Yahoo's Pipes

Widget Paradigm

- Widgets (i.e., 43 for Pipes, 300+ for MS) represents an operation on the data.
- Locating and learning to customize widget can be time consuming
- Most tools focus on particular issues and ignore others.

Can we come up with a framework that addresses all of the issues while still making the Mashup building process easy?

Key Contributions


- A programming by demonstration approach that uses a single table for building a Mashup
- An integrated approach that links data extraction, source modeling, data cleaning, and data integration together.
- A query formulation technique that allows users to specify examples to build complicated queries.

Key Ideas

- Focus on data, not operations
 - Users are more familiar with data.
- Leverage existing data
 - Help source modeling, cleaning, and data integration.
- Consolidate as opposed to Divide-And-Conquer
 - Solving a problem in one issue can help solve another issue.
 - Interacting within a single spreadsheet platform


Embedded Browser

BackForwardRefreshStopURL: 'losangeles.citysearch.com/bestof/winners/sushi?'



Best Sushi 2007

You voted for the best Sushi in Los Angeles, and we counted. Check out the results below.

 [Send to a friend](#)

1.

[Japon Bistro](#)

927 E Colorado Blvd , Pasadena , CA , 91106

Upscale yet affordable Japanese eatery offers the city s largest sake selection.

[Sushi Dokoro Ki Ra La](#)

9777 S Santa Monica Blvd , Beverly Hills , CA , 90211

Intimate and charming Japanese restaurant offers wide range of hand-selected sushi and sashimi.

2.

[Hokusai](#)

8400 Wilshire Blvd , Beverly Hills , CA , 90211

Chic elegance and modern Zen style surround Japanese French this paean to haute cuisine and stylize sushi.

[Sushi Sasabune](#)

12400 Wilshire Blvd Ste 150 , Los Angeles , CA , 90025

Sushi is the singular star at this Zen Westside palace that bows only to the royalty of chef and fish.

4.

[Sushi Roku](#)

8445 W 3rd St , Los Angeles , CA , 90048

High fashion, rock and roll and Hollywood buzz converge over innovative sushi.

ment loading completed.

JDIC API Demo - Browser

[illegible]

Table

Attributes

Clean Data

Integration

Save

Clean column

Column 1

Start cleaning

Finish

Final result is:

☒ Use extracted values

☐ Use suggested values (override extracted values)

☐ Use user defined values (override the first two options)

Update

Embedded Browser

Back **Forward** **Refresh** **Stop** URL: losangeles.citysearch.com/bestof/winners/sushi? **GO**

Best Sushi 2007

You voted for the best Sushi in Los Angeles, and we counted.
Check out the results below.

☒ [Send to a friend](#)

Audience Winner	Editorial Winner
1. Japon Bistro 927 E Colorado Blvd , Pasadena , CA , 91106 Upscale yet affordable Japanese eatery offers the city's largest sake selection.	Sushi Dokoro Ki Ra La 9777 S Santa Monica Blvd , Beverly Hills , CA , 90211 Intimate and charming Japanese restaurant offers wide range of hand-selected sushi and sashimi.
2. Hokusai 8400 Wilshire Blvd , Beverly Hills , CA , 90211 Chic elegance and modern Zen style surround Japanese French cuisine to haute cuisine and stylized sushi.	
3. Sushi Sasabune 12400 Wilshire Blvd Ste 150 , Los Angeles , CA , 90025 Sushi is the singular star at this Zen Westside palace that bows only to the royalty of chef and fish.	
4. Sushi Roku 8445 W 3rd St , Los Angeles , CA , 90048 High fashion, rock and roll and Hollywood buzz converge over innovative sushi.	

restaurant...	select one				
Japon Bistro	927 E Color...				
Sushi Dokor...	9777 S Sant...				
Hokusai	8400 Wilshir...				
Sushi Sasab...	12400 Wilshi...				
Sushi Roku	8445 W 3rd ...				
Hide Sushi	2040 Sawtel...				
Fat Fish	616 N Rober...				
Sushi Katsu-ya	11680 Vent...				
Gindi Thai / ...	4017 W Riv...				
Katana	8439 W Sun...				
Echigo	12217 Sant...				

ment loading completed.

IDIC API Demo - Browser

Embedded Browser

restaurant...	select one				
Japon Bistro	927 E Color...				
Sushi Dokor...	9777 S Sant...				
Hokusai	8400 Wilshir...				
Sushi Sasab...	12400 Wilshi...				
Sushi Roku	8445 W 3rd ...				
Hide Sushi	2040 Sawtel...				
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Katana	8439 W Sun...				
Echigo	12217 Sant...				

Table
Attributes
Clean Data
Integration
Save

Clean column
Column 1 ▼
Start cleaning
Finish

Final result is:

- ☒ Use extracted values
- ☐ Use suggested values (override extracted values)
- ☐ Use user defined values (override the first two options)

Update

Embedded Browser

Interaction Modes

restaurant...	select one				
Japon Bistro	927 E Color...				
Sushi Dokor...	9777 S Sant...				
Hokusai	8400 Wilshir...				
Sushi Sasab...	12400 Wilshi...				
Sushi Roku	8445 W 3rd ...				
Hide Sushi	2040 Sawtel...				
Fat Fish	616 N Rober...				
Sushi Katsu-ya	11680 Vent...				
Gindi Thai / ...	4017 W Riv...				
Katana	8439 W Sun...				
Echigo	12217 Sant...				

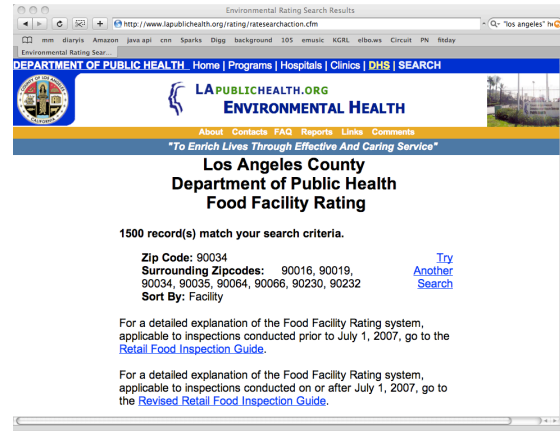
Table	Attributes	Clean Data	Integration	Save
		Clean column	Column 1 ▼	Start cleaning Finish
<p>Final result is:</p> <input checked="" type="checkbox"/> Use extracted values <input type="checkbox"/> Use suggested values (override extracted values) <input type="checkbox"/> Use user defined values (override the first two options)				
<div>Update</div>				



Extract

{Restaurant name, address, phone, Review}

Clean



Extract

{Restaurant name, address, Date of Inspection, Score}

Clean

{Restaurant name, address, phone, review, Date of Inspection, Score}

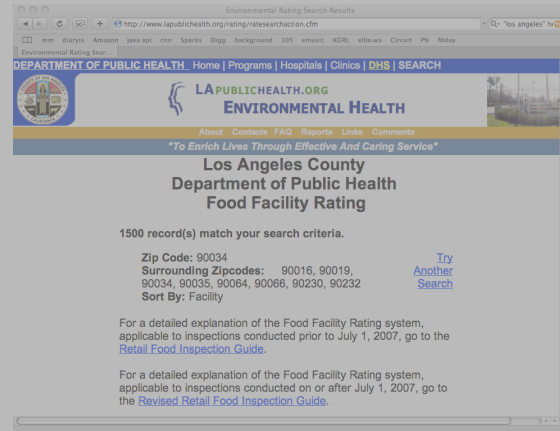
Map



Extract

{Restaurant name, address, phone, Review}

Clean



Extract

{Restaurant name, address, Date of Inspection, Score}

Clean

{Restaurant name, address, phone, review, Date of Inspection, Score}

Map



Extract

{Restaurant name, address, phone, Review}

Clean

{Restaurant name, address, phone, review, Date of Inspection, Score}

Map



Extract

{Restaurant name, address, phone, Review}

Clean

{Restaurant name, address, phone, review, Date of Inspection, Score}

Map





Extract

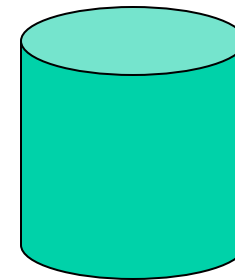
{Restaurant name, address, phone, Review}

Clean

{**Restaurant name, address**, phone, review, Date of Inspection, Score}

Map

Database contains past Mashups and data tables



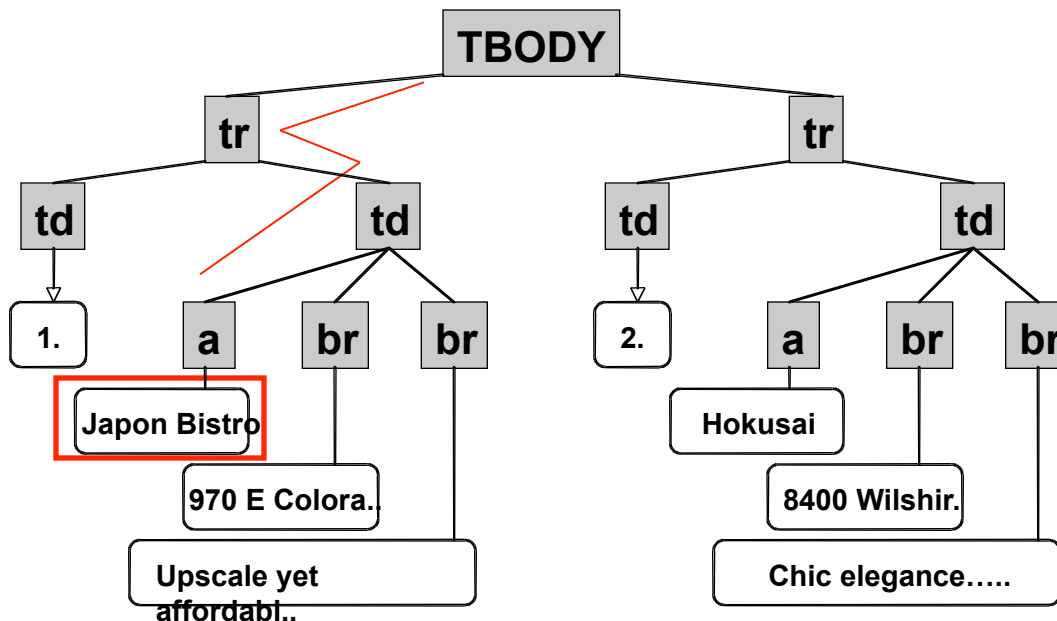
Database

Data Retrieval: Extraction

1. **Japon Bistro**
927 E Colorado Blvd, Pasadena, CA, 91106
Upscale yet affordable Japanese eatery offers the city's largest sake selection.
2. **Hokusai**
8400 Wilshire Blvd, Beverly Hills, CA, 90211
Chic elegance and modern Zen style surround Japanese French this paean to haute cuisine and stylized sushi.
3. **Sushi Sasabune**
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Sushi is the singular star at this Zen Westside palace that bows only to the royalty of chef and fish.
4. **Sushi Roku**
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select one			
Japon Bistro			

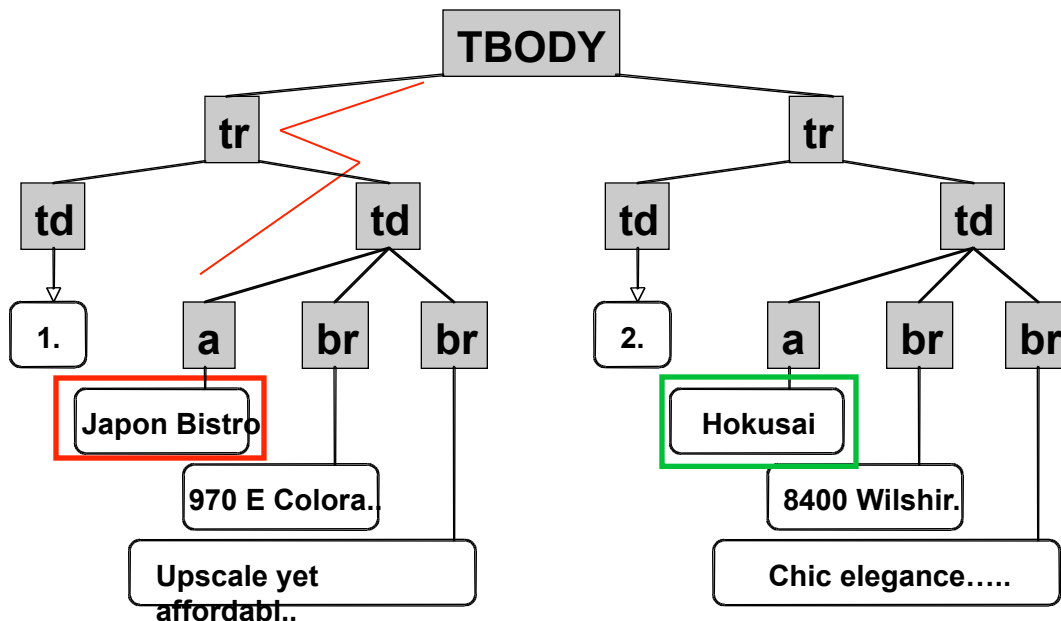


Tbody/tr[1]/td[2]/a

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select one			
Japon Bistro			
Sushi Dokor..			
Hokusai			
Sushi Sasab..			
Sushi Roku			
Hide Sushi			
Fat Fish			
Sushi Katsu-ya			
Gindi Thai /..			
Katana			
Echigo			

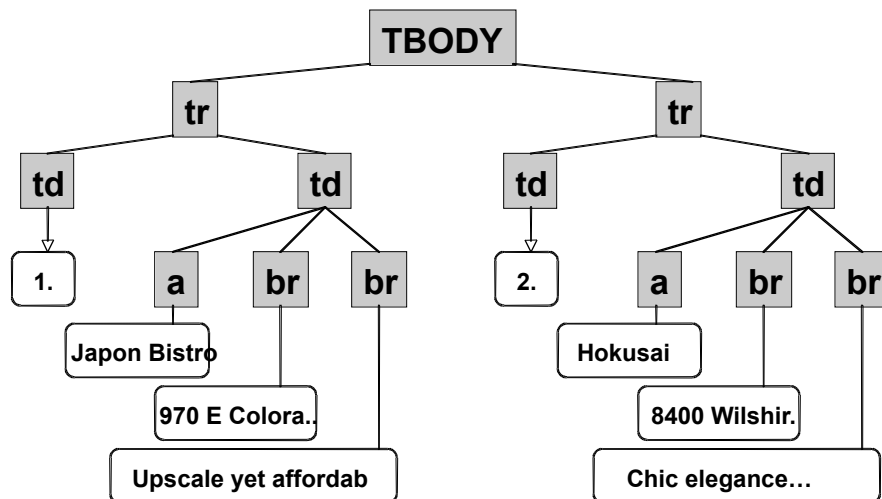


Tbody/tr[1]/td[2]/a

Tbody/tr*/td*/a

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Japon Bistro

927 E Colorado Blvd
Pasadena, CA 91106
Phone: (626) 744-1751

★★★★★
31 Reviews | [Write a Review](#)



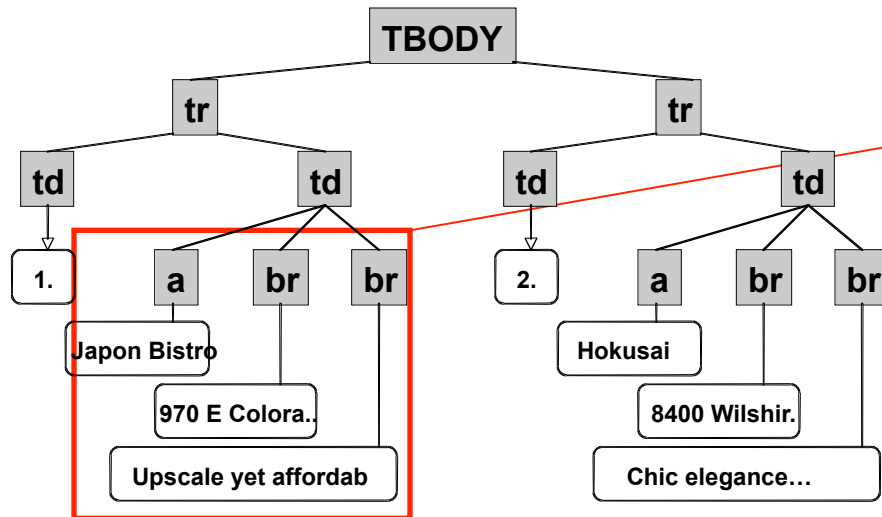
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Have Updated Info?
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select one	address	select one	select one
Japon Bistro	927 E Color...	Upscale yet...	31 Reviews
Sushi Dokor..	9777 S Sant..	Intimate an...	
Hokusai	8400 Wilshir...	Chic eleganc...	
Sushi Sasab..	12400 Wilshi...	Authentic Ja...	
Sushi Roku	8445 W 3rd...	High fashion...	
Hide Sushi	2040 Sawtel...	No fuss, jus...	
Fat Fish	616 N Rober...	Inventive ro...	
Sushi Katsu-ya	11680 Vent...	The MOCA o...	
Gindi Thai /..	4017 W Riv...	Burbank res...	
Katana	8439 W Sun...	Rustic Japa...	
Echigo	11217 Sant...	Stellar sushi...	

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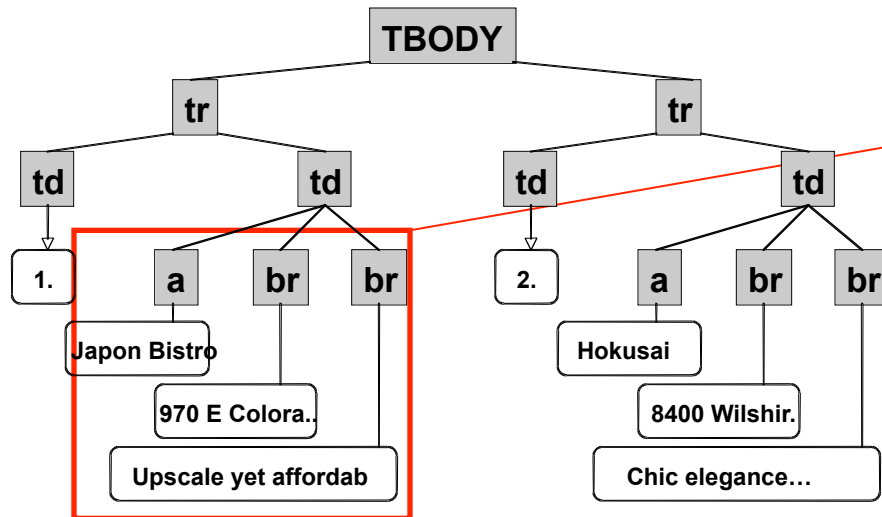


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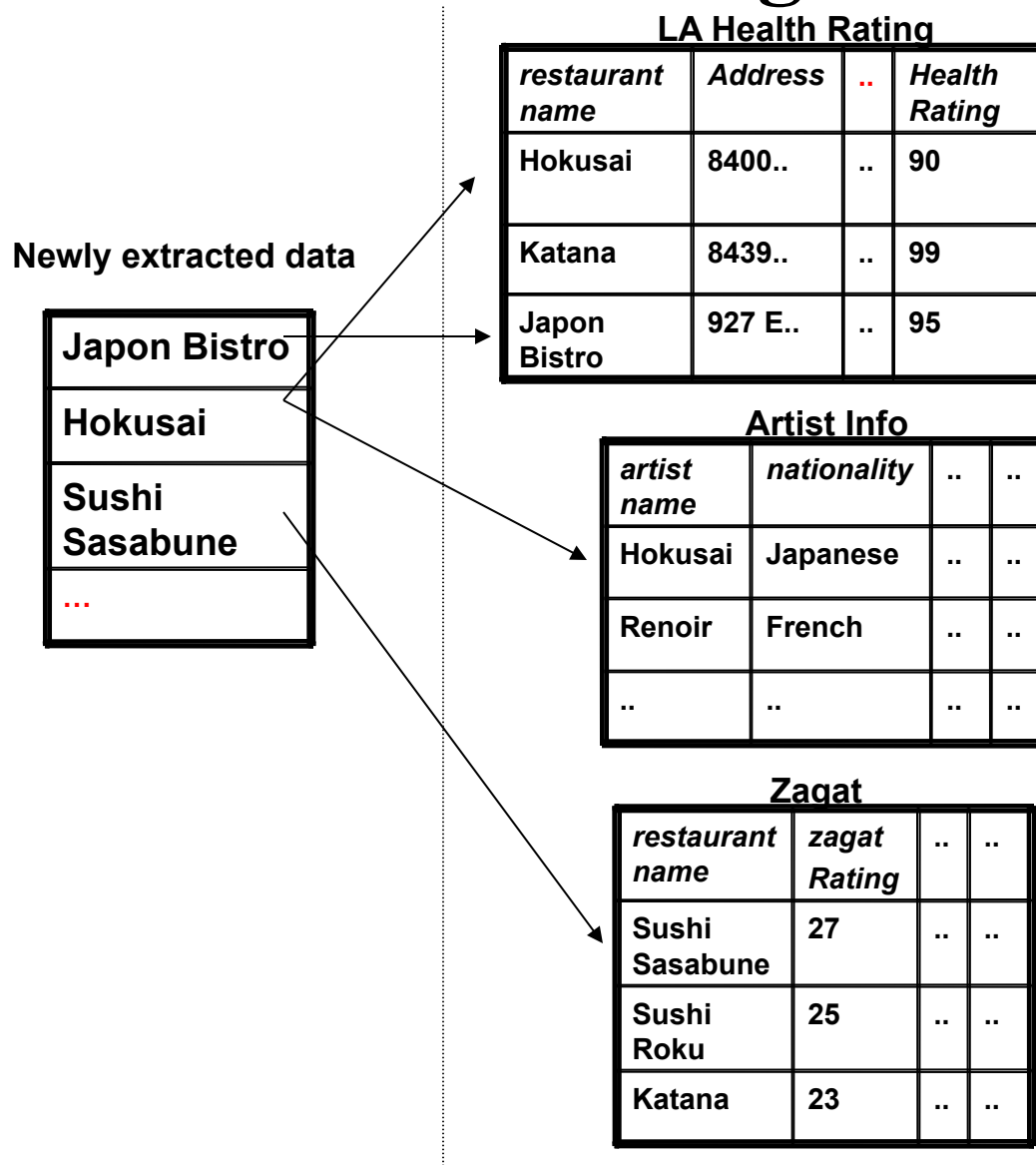
★★★★★
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select one	address	select one	select one
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Sushi Dokor..	9777 S Sant..	Intimate an...	3 Reviews
Hokusai	8400 Wilshir...	Chic eleganc...	30 Reviews
Sushi Sasab..	12400 Wilshi...	Authentic Ja...	66 Reviews
Sushi Roku	8445 W 3rd...	High fashion ...	62 Reviews
Hide Sushi	2040 Sawtel...	No fuss, jus...	25 Reviews
Fat Fish	616 N Rober...	Inventive ro...	38 Reviews
Sushi Katsu-ya	11680 Vent...	The MOCA o...	49 Reviews
Gindi Thai /..	4017 W Riv...	Burbank res...	29 Reviews
Katana	8439 W Sun...	Rustic Japa...	96 Reviews
Echigo	11217 Sant...	Stellar sushi...	49 Reviews

Source Modeling (Attribute selection)



Possible Attribute

$\{a \mid a, s: a \in \text{att}(s) \wedge (\text{val}(a, s) \subset V)\}$

restaurant name (3)

artist name (1)

Database

Data Cleaning: using existing values

Newly extracted data

Japon Bistro
Hokusai
Sushi Sasabune
Sushi Roka

Restaurant name

Data repository

LA Health Rating

<i>restaurant name</i>	<i>Address</i>	<i>..</i>	<i>Health Rating</i>
Hokusai	8400..	..	90
Katana	8439..	..	99
Japon Bistro	927 E..	..	95

Zagat

<i>restaurant name</i>	<i>zagat Rating</i>	<i>..</i>	<i>..</i>
Sushi Sasabune	27
Sushi Roku	25
Katana	23

Data Cleaning: using existing values

Newly extracted data

Japon Bistro
Hokusai
Sushi Sasabune
Sushi Roka

Restaurant name

Data repository

LA Health Rating

<i>restaurant name</i>	<i>Address</i>	<i>..</i>	<i>Health Rating</i>
Hokusai	8400..	..	90
Katana	8439..	..	99
Japon Bistro	927 E..	..	95

Zagat

<i>restaurant name</i>	<i>zagat Rating</i>	<i>..</i>	<i>..</i>
Sushi Sasabune	27
Sushi Roku	25
Katana	23

Data Cleaning: using predefined rules

	description	number of r...	suggest	user defined	final
..	Upscale yet...	31 Reviews		31	
..	Intimate an...	3 Reviews			
...	Chic eleganc...	30 Reviews			
...	Authentic Ja...	66 Reviews			
..	High fashion...	62 Reviews			
...	No fuss, jus...	25 Reviews			
...	Inventive ro...	38 Reviews			
..	The MOCA o...	49 Reviews			
..	Burbank res...	29 Reviews			
...	Rustic Japa...	96 Reviews			
..	Stellar sushi...	49 Reviews			

31 Reviews → 31

Subset Rule:

$(s_1 s_2 \dots s_k) \rightarrow (d_1 d_2 \dots d_t) \wedge$
 $(k \leq t) \wedge$

$s_i \in \{d_1, d_2, \dots, d_t\} \wedge$
 $d_i \neq d_j$



Predefined Rules

Data Cleaning: using predefined rules

	description	number of r...	suggest	user defined	final
..	Upscale yet...	31 Reviews		31	
..	Intimate an...	3 Reviews			
...	Chic eleganc...	30 Reviews			
...	Authentic Ja...	66 Reviews			
..	High fashion...	62 Reviews			
...	No fuss, jus...	25 Reviews			
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..	Stellar sushi...	49 Reviews			

31 Reviews → 31

Subset Rule:

$(s_1 s_2 \dots s_k) \rightarrow (d_1 d_2 \dots d_t) \wedge$
 $(k \leq t) \wedge$

$s_i \in \{d_1, d_2, \dots, d_t\} \wedge$
 $d_i \neq d_j$



Predefined Rules

Data Integration [tuchinda 2007]

restaurant...	address	description	number o...		
Japon Bistro	927 E Color...	Upscale yet ...	31		
Sushi Dokor...	9777 S Sant...	Intimate an...	3		
Hokusai	8400 Wilshir...	Chic eleganc...	30		
Sushi Sasab...	12400 Wilshi...	Authentic Ja...	66		
Sushi Roku	8445 W 3rd ...	High fashion...	62		
Hide Sushi	2040 Sawtel...	No fuss, jus...	25		
Fat Fish	616 N Rober...	Inventive ro...	38		
Sushi Katsu-ya	11680 Vent...	The MOCA o...	49		
Gindi Thai / ...	4017 W Riv...	Burbank res...	29		
Katana	8439 W Sun...	Rustic Japa...	96		
Echigo	12217 Sant...	Stellar sushi ...	49		

able

Attributes

Clean Data

Integration

Save

Load

Activate Data Integration

Start

Finish

Suggestions:

Cell:

Update

Fill

Data Integration [tuchinda 2007]

restaurant...	address	description	number o...		
Japon Bistro	927 E Color...	Upscale yet ...	31		
Sushi Dokor...	9777 S Sant...	Intimate an...	3		
Hokusai	8400 Wilshir...	Chic eleganc...	30		
Sushi Sasab...	12400 Wilshi...	Authentic Ja...	66		
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Sushi Katsu-ya	11680 Vent...	The MOCA o...	49		
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Katana	8439 W Sun...	Rustic Japa...	96		
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able

Attributes

Clean Data

Integration

Save

Load

Activate Data Integration

Start

Finish

Suggestions:

Cell:

Update

Fill

Data Integration [tuchinda 2007]

restaurant...	address	description	number o...		
Japon Bistro	927 E Color...	Upscale yet ...	31		
Sushi Dokor...	9777 S Sant...	Intimate an...	3		
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able

Attributes

Clean Data

Integration

Save

Load

Activate Data Integration

Start

Finish

Suggestions:

Cell:

Update

Fill

Data Integration (cont.)

restaurant ...	address	description	number of r...	
Japon Bistro	927 E Color..	Upscale yet...	31	
Sushi Dokor..	9777 S Sant..	Intimate an...	3	
Hokusai	8400 Wilshir...	Chic eleganc...	30	
Sushi Sasab..	12400 Wilshi...	Authentic Ja...	66	
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Sushi Katsu-ya	11680 Vent...	The MOCA o...	49	
Gindi Thai /..	4017 W Riv...	Burbank res...	29	
Katana	8439 W Sun...	Rustic Japa...	96	
Echigo	11217 Sant...	Stellar sushi...	49	

Data repository

LA Health Rating

<i>restaurant name</i>	<i>Address</i>	<i>..</i>	<i>Health Rating</i>
Hokusai	8400..	..	90
Katana	8439..	..	99
Japon Bistro	927 E..	..	95

Zagat

<i>restaurant name</i>	<i>zagat Rating</i>	<i>..</i>	<i>..</i>
Sushi Sasabune	27
Sushi Roku	25
Katana	23

Data Integration (cont.)

restaurant ...	address	description	number of r...	
Japon Bistro	927 E Color..	Upscale yet...	31	
Sushi Dokor..	9777 S Sant..	Intimate an...	3	
Hokusai	8400 Wilshir...	Chic eleganc...	30	
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<i>restaurant name</i>	<i>Address</i>	<i>..</i>	<i>Health Rating</i>
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Zagat

<i>restaurant name</i>	<i>zagat Rating</i>	<i>..</i>	<i>..</i>
Sushi Sasabune	27
Sushi Roku	25
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Data Integration (cont.)

restaurant ...	address	description	number of r...	
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Data repository

LA Health Rating

<i>restaurant name</i>	<i>Address</i>	<i>..</i>	<i>Health Rating</i>
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Japon Bistro	927 E..	..	95

Zagat

<i>restaurant name</i>	<i>zagat Rating</i>	<i>..</i>	<i>..</i>
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Data Integration (cont.)

restaurant ...	address	description	number of r...	
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Fat Fish	616 N Rober...	Inventive ro...	38	
Sushi Katsu-ya	11680 Vent...	The MOCA o...	49	
Gindi Thai /..	4017 W Riv...	Burbank res...	29	
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Data repository

LA Health Rating

restaurant name	Address	..	Health Rating
Hokusai	8400..	..	90
Katana	8439..	..	99
Japon Bistro	927 E..	..	95

Zagat

restaurant name	zagat Rating
Sushi Sasabune	27
Sushi Roku	25
Katana	23

$\{a\}_R$ = possible new attribute selection for row i .

$\{x\}$ = Set intersection($\{a\}$) over all the value rows.

$\{v\} = \text{val}(a,s)$ where $a \in \{x\}$

s is any source where $\text{att}(s) \cap \{x\} \neq \emptyset$

Single Column Example

City
Los Angeles
Honolulu

$a \in \text{all attribute}$

$v \in \text{all value}$

Attribute, Source

Los Angeles : $\{(\text{city}, \text{tax_properties}),$
 ~~$(\text{song_name}, \text{pop_music})\}$~~

$v \in \text{all values} \wedge \text{attributeOf}(v) \in \{\text{city, song name}\}$

Can we determine the attribute now? Yes

Honolulu : $\{(\text{city}, \text{tax_properties}),$
 $(\text{city}, \text{favorite vacation spot})\}$

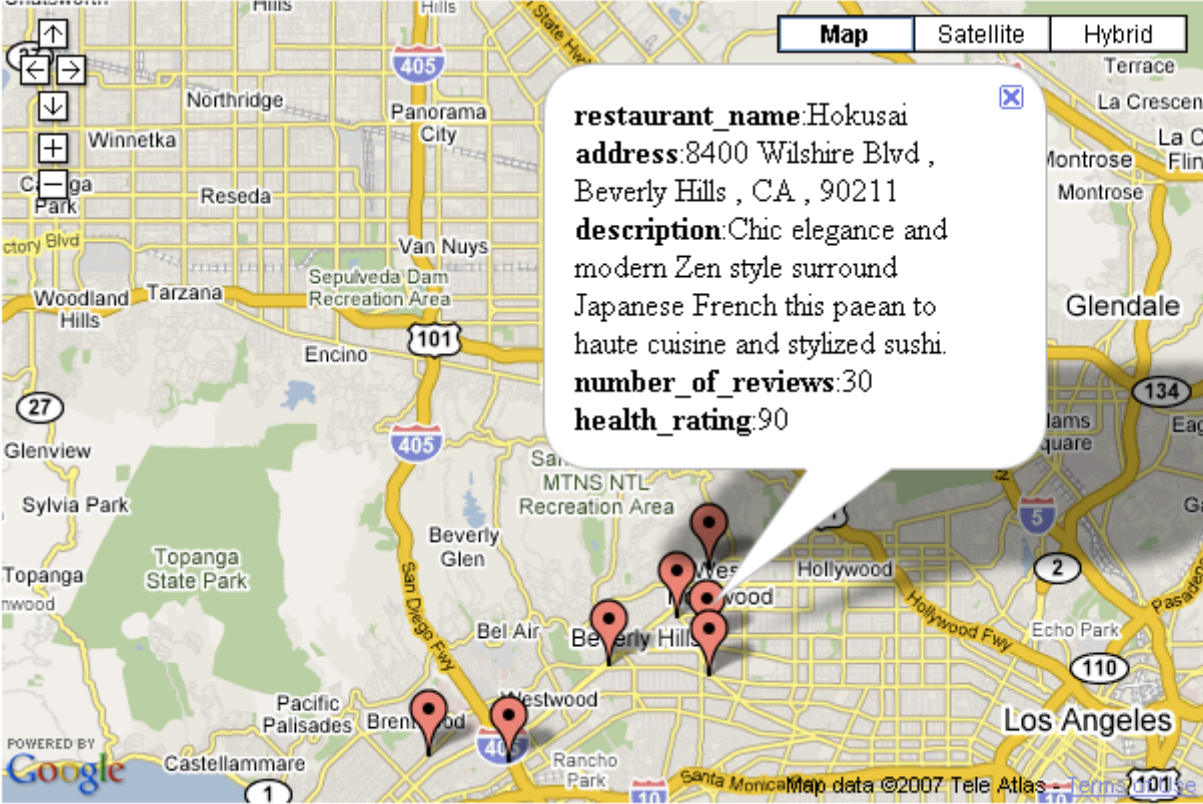
$\{x\} = \text{Set intersection}(\{a\}) \text{ over all the value rows.}$

$\{v\} = \text{val}(a,s) \text{ where } a \in \{x\} \wedge s \text{ is any source where } \text{att}(s) \cap \{x\} \neq \{\}$

Map Generation

← Back → Forward ↻ Refresh ⏹ Stop URL: → GO

restaurant_name: address:
description:
number_of_reviews: health_rating: Go!

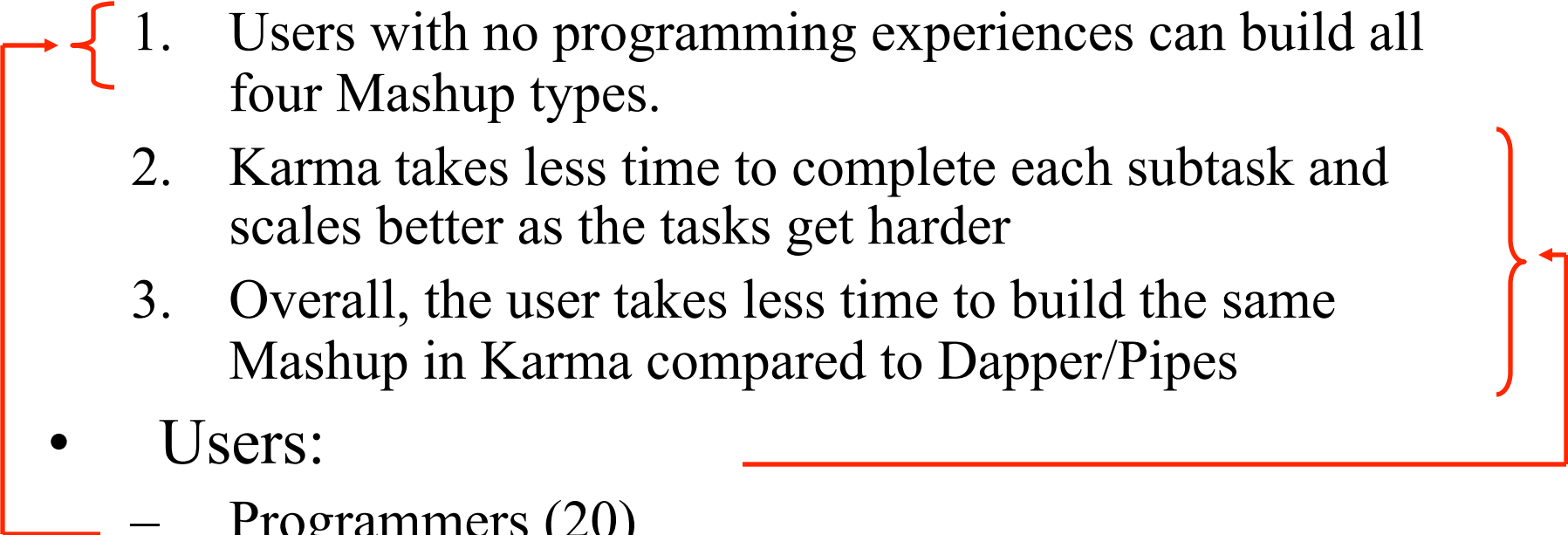


Map Satellite Hybrid

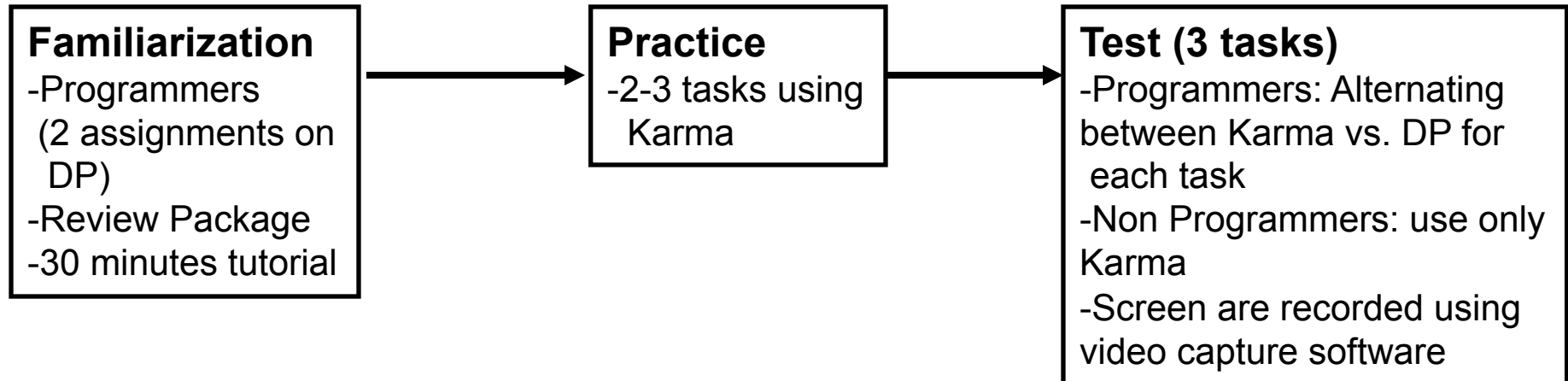
restaurant_name:Hokusai
address:8400 Wilshire Blvd ,
Beverly Hills , CA , 90211
description:Chic elegance and
modern Zen style surround
Japanese French this paean to
haute cuisine and stylized sushi.
number_of_reviews:30
health_rating:90

Map data ©2007 Tele Atlas

Evaluation

- Baseline: A combination of Dapper/Pipes
 - Claims:
 1. Users with no programming experiences can build all four Mashup types.
 2. Karma takes less time to complete each subtask and scales better as the tasks get harder
 3. Overall, the user takes less time to build the same Mashup in Karma compared to Dapper/Pipes
 - Users:
 - Programmers (20)
 - Non-programmers (3)
- 

Evaluation: Setup



Task2	Dapper/Pipes					Karma				
Subject	E	M	C	I	Total	E	M	C	I	Total
No.1	4:38	0:22	2:45	1:15	9:00	1:26	0:43	0:43	0:00	2:52
No.2	1:35	0:12	3:30	0:12	5:29	0:50	0:57	0:57	0:00	2:44
No.3	*5:00	0:25	*5:00	*5:00	15:25	2:52	1:00	3:00	0:00	5:52
No.4	4:49	0:17	3:29	0:38	9:14	1:26	0:48	1:03	0:00	3:18
No.5	*5:00	0:29	1:44	1:16	8:29	1:43	0:45	1:20	0:00	3:48
No.6	*5:00	0:20	*5:00	*5:00	15:20	2:07	0:30	0:50	0:00	3:27

5 minute cut off time

Evaluation: Tasks

Task No.	Mashup Type	Data Extraction	Source Modeling	Data Cleaning	Data Integration
1	1 (1 source)	Moderate	Simple	Difficult	N/A
2	2,3 (union+form)	Difficult	Simple	Simple	Union (simple)
3	4 (join 2 sources)	Simple	Simple	N/A	Join (difficult)

Claim 1 Claim 2 Claim 3

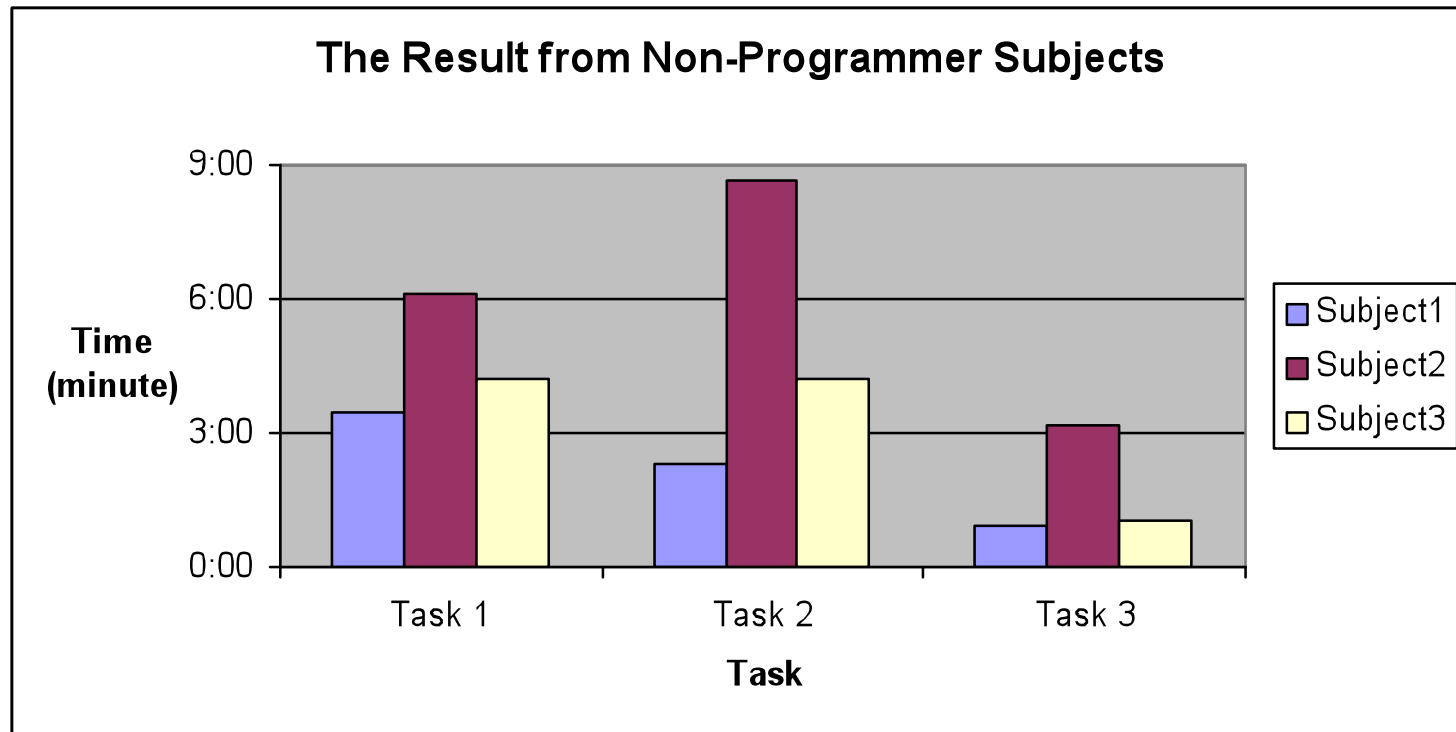
Users with no programming experiences can build all four Mashup types.

Karma takes less time to complete that subtask and scales better as the get harder

Overall, the user takes less time to build the same Mashup in Karma compared to Dapper/Pipes

Claim 1: Users with no programming experiences can build all four Mashup types

Evaluation: Non-Programmers

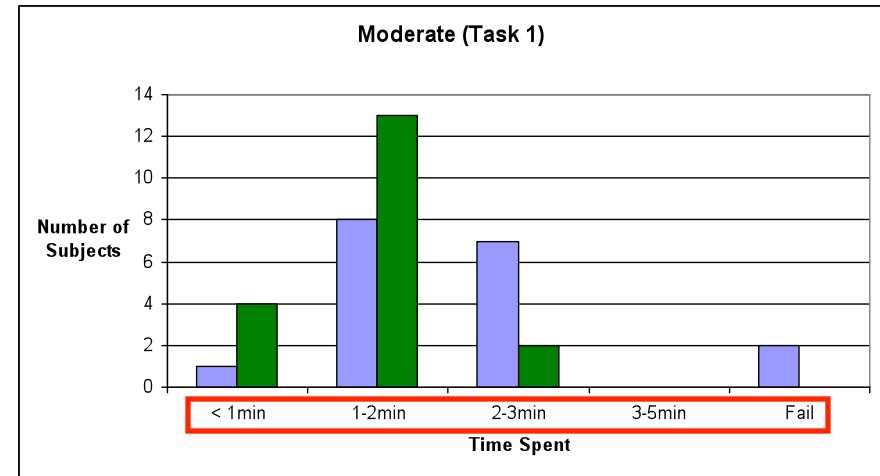
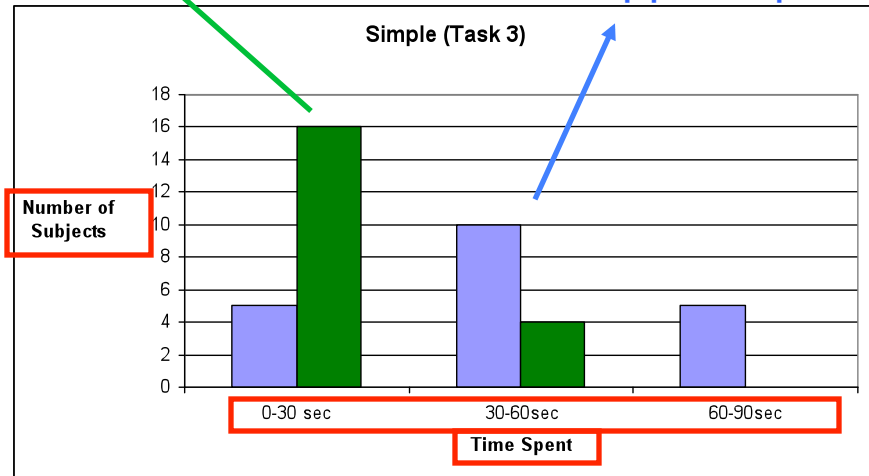


Claim 2: Karma takes less time to complete each subtask

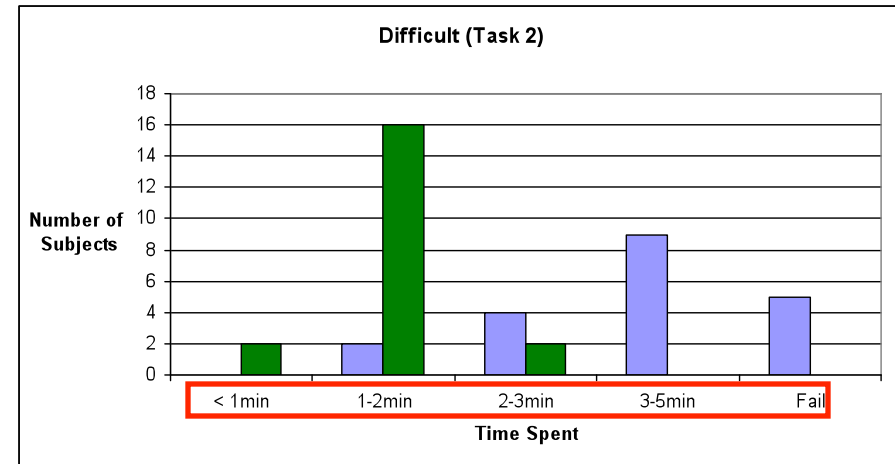
Evaluation: Extraction

Karma
(programmer)

Dapper/Pipes

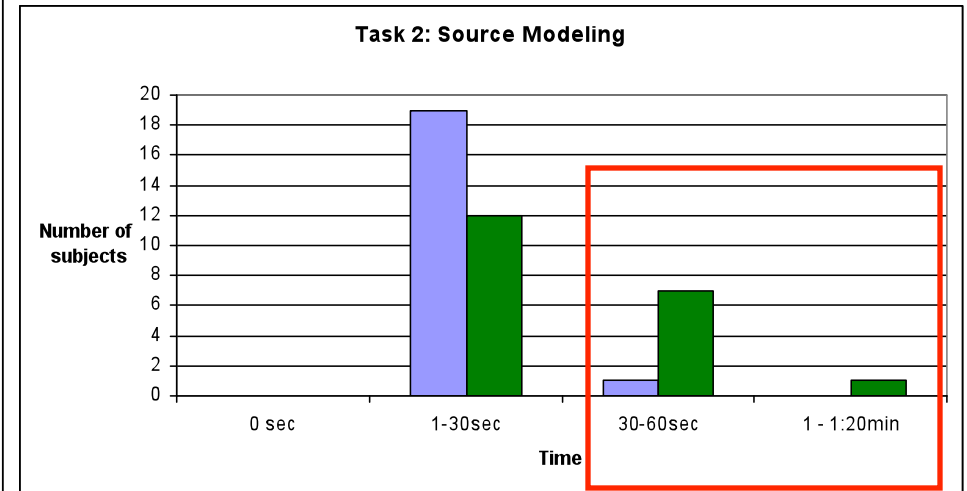
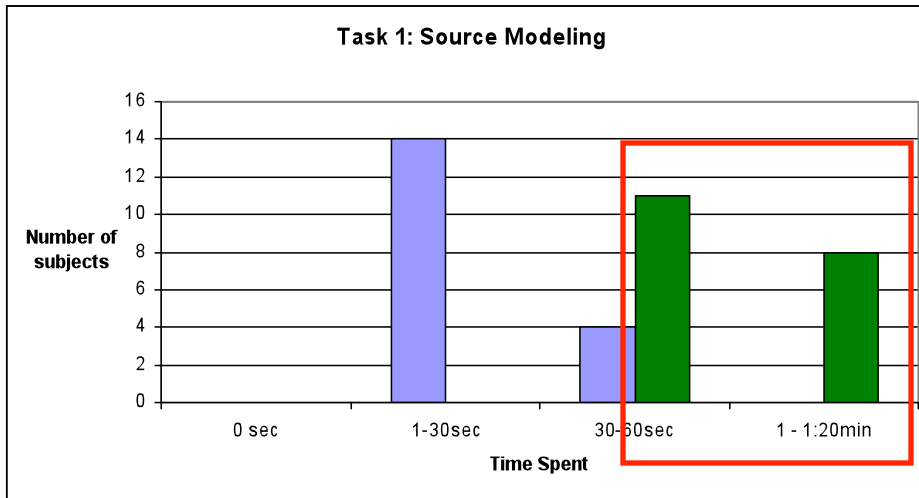


- As the extraction task gets more difficult, Dapper/Pipes takes
 - longer
 - more subjects failing to complete the task (11% for moderate and 25% for difficult)

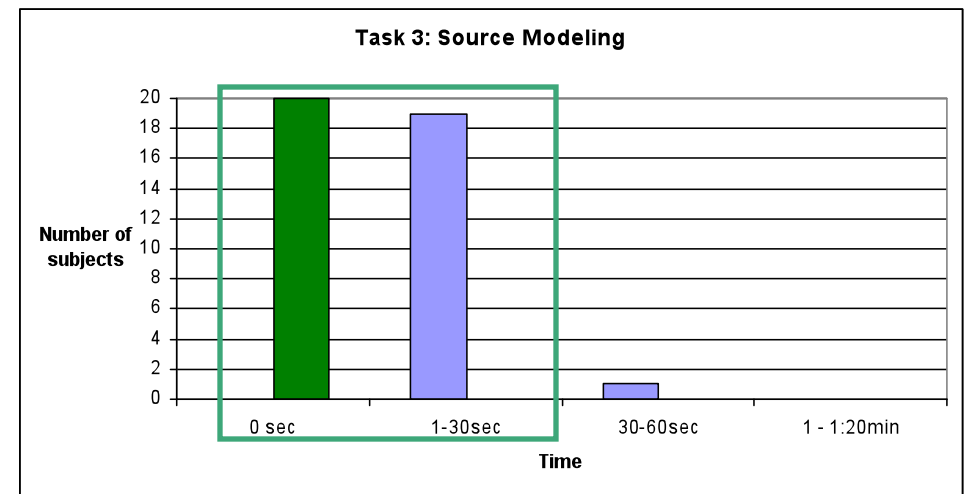


Dapper/Pipes Karma

Evaluation: Source Modeling

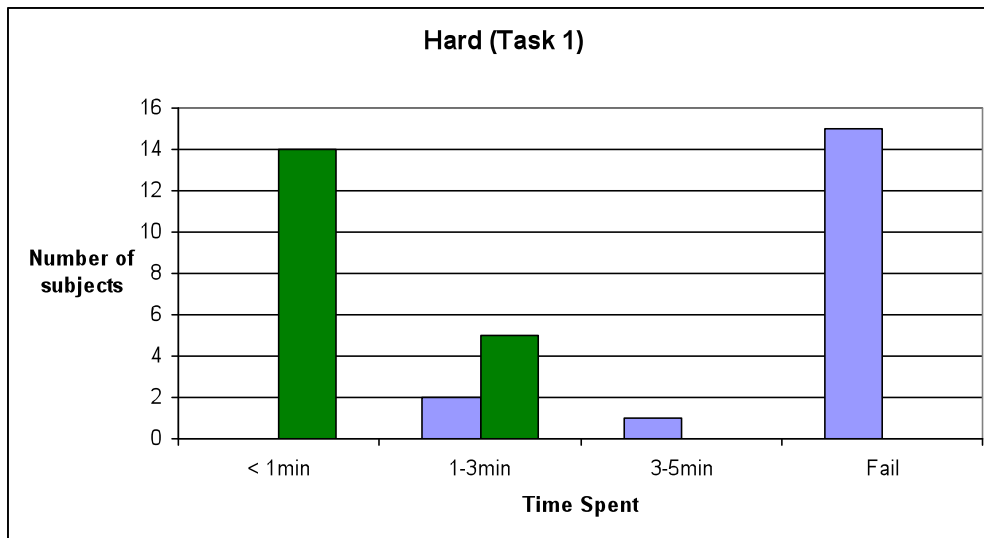
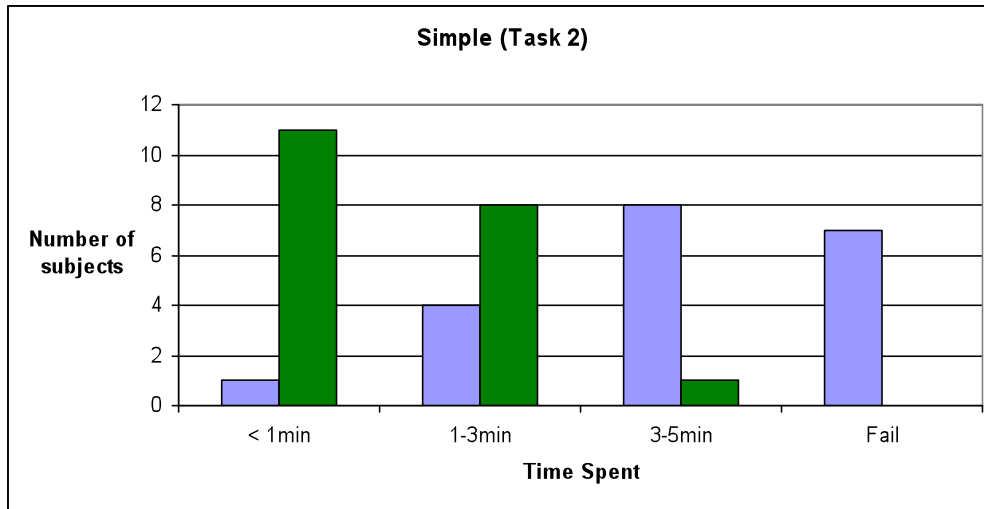


- Karma performed worse in task 1 and tasks 2
 - only 30 sec difference
 - subjects take times selecting attributes
 - the saving will be realized in the data integration step.
- Karma performed better in task 3 because of it can automatically identify the attribute



■ Dapper/Pipes ■ Karma

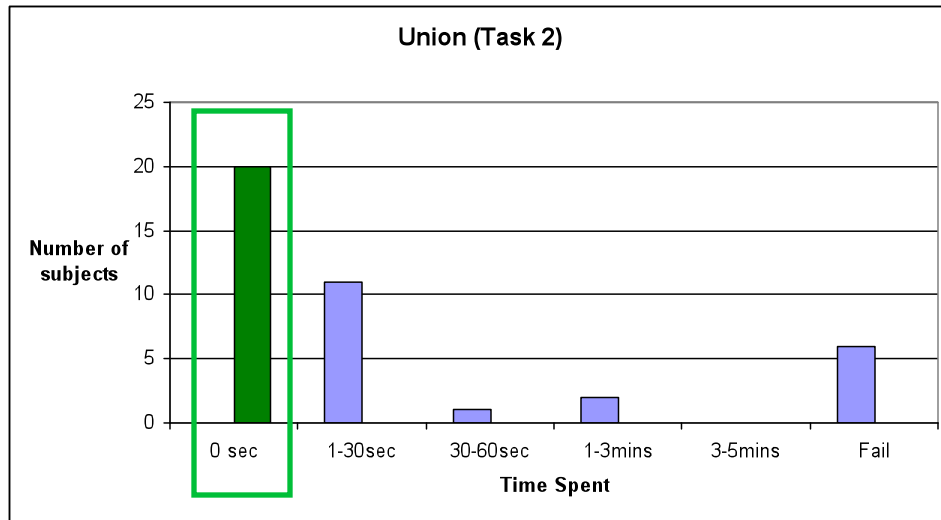
Evaluation: Data Cleaning



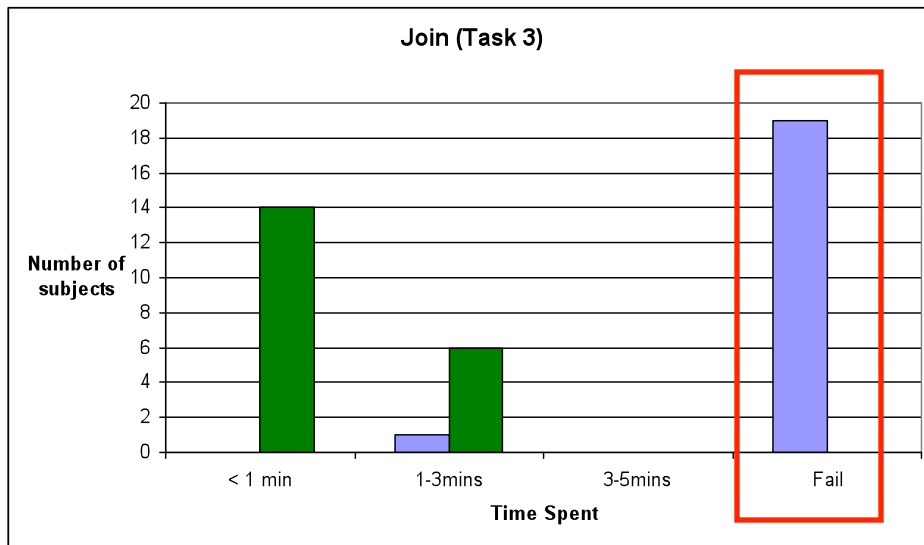
- Karma performed better in both tasks
- When the cleaning task gets harder, more subjects are failing in Dapper/Pipes (35% for simple and 83% in hard)

■ Dapper/Pipes ■ Karma

Evaluation: Data Integration



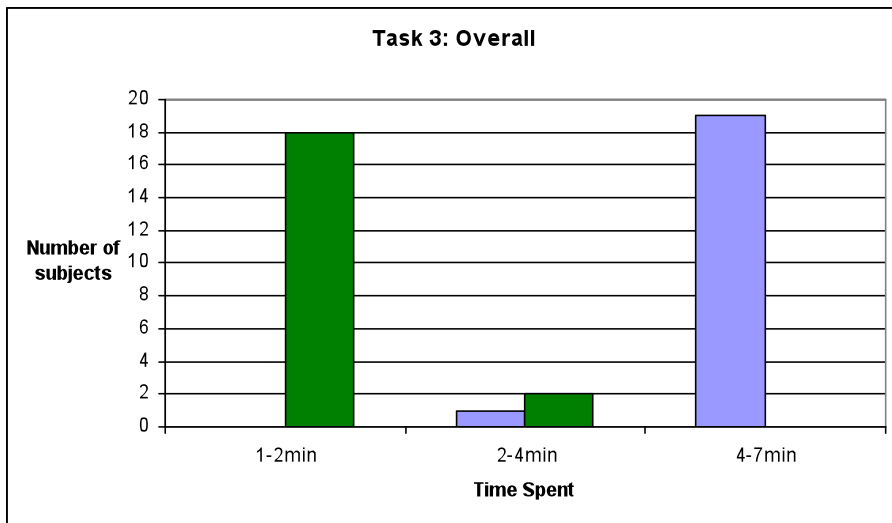
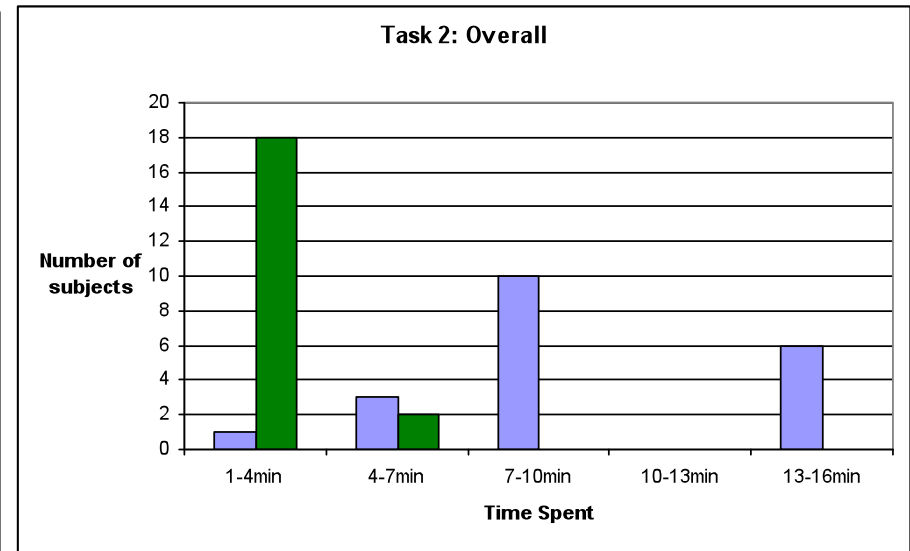
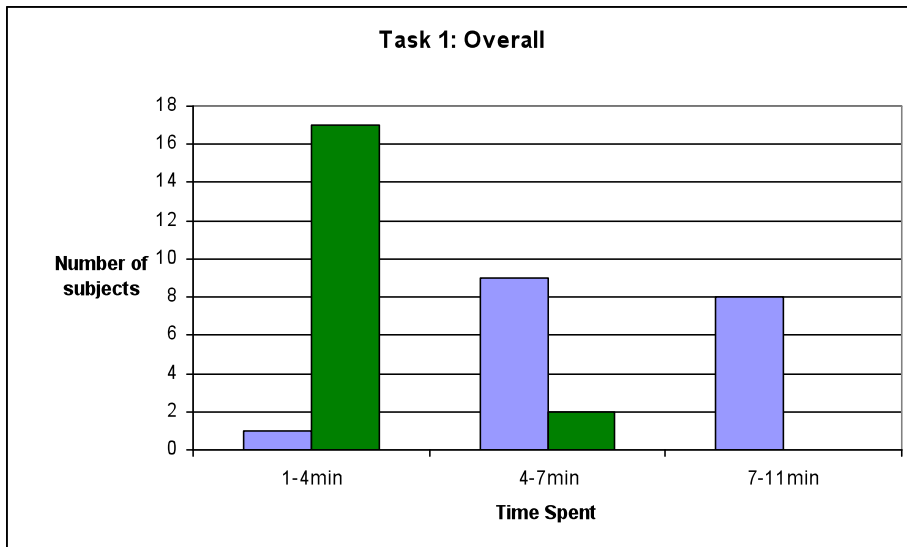
- Because of the table structure, subjects can specify union indirectly by dropping data into the right cell
- The time spent in source modeling step allows Karma to suggest the linking source
- Dapper/Pipes: 30% fail in the union case and 95% fail in the join case



■ Dapper/Pipes ■ Karma

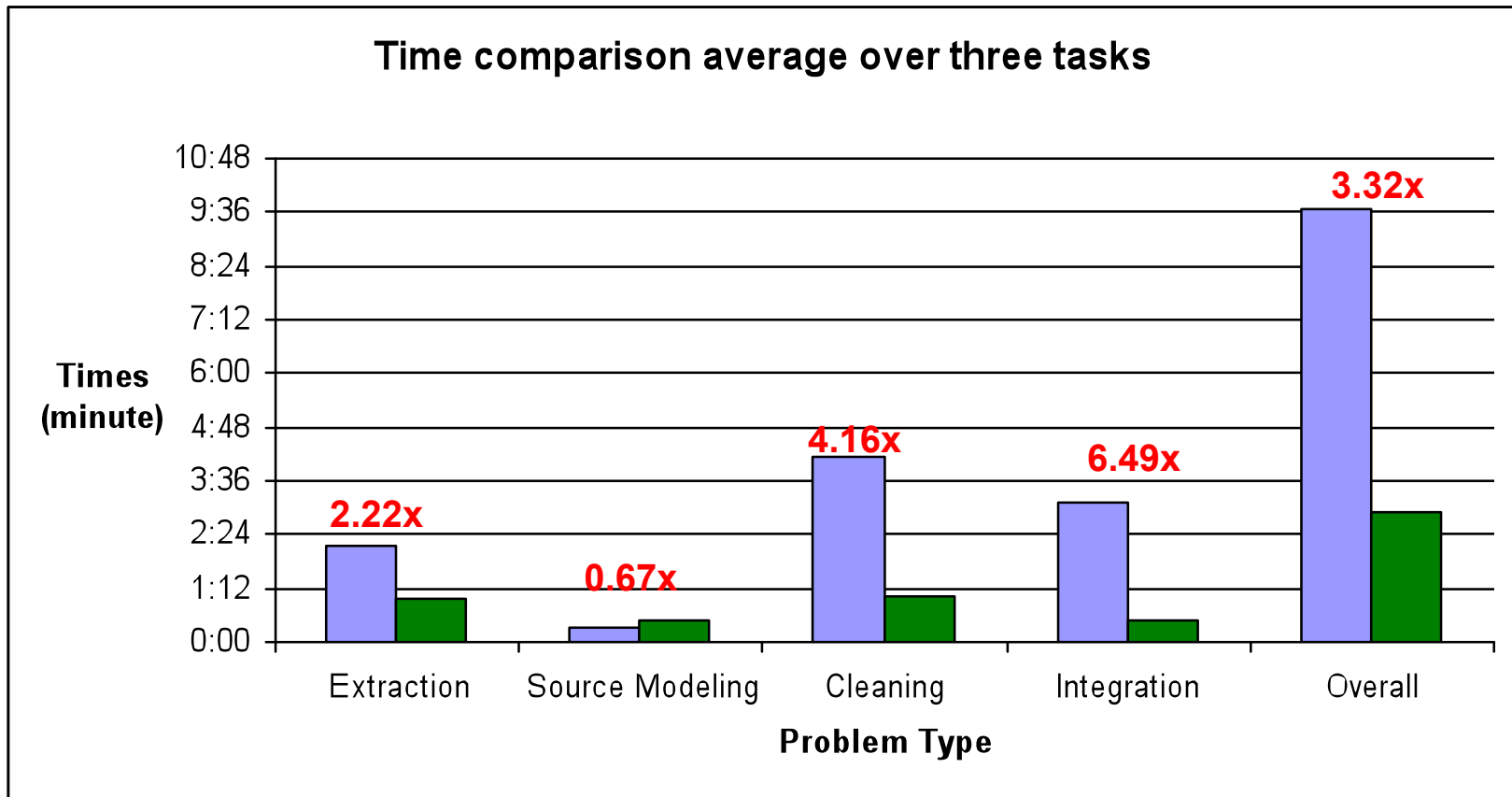
Claim 3: Overall, the user takes less time to build the same Mashup in Karma compared to Dapper/Pipes

Evaluation: Overall



■ Dapper/Pipes ■ Karma

Evaluation: Average



■ Dapper/Pipes ■ Karma

53

Evaluation: T-test

- Karma is faster than DP in data extraction subtasks
 - $t=5.35$, $df=114$, $p < 0.01$
- DP is faster than Karma in source modeling subtasks
 - $t=2.54$, $df=114$, $p < 0.01$
- Karma is faster than DP in data cleaning subtasks
 - $t=13.54$, $df=74$, $p < 0.01$
- Karma is faster than DP in data integration subtasks
 - $t=7.05$, $df=78$, $p < 0.01$
- Karma is faster than DP overall
 - $t=13.24$, $df=114$, $p < 0.01$

Not susceptible to time-bound bias because only DP's result (and not Karma) contains time-bound values.

Related Work: Mashup Systems

System	Data Retrieval	Source Modeling	Data Cleaning	Data Integration	Mashup Type Supported
MIT's Simile	Early work. Focus on DOM, too basic				1
MIT's Pot Luck	RDF / Manually specify data int				1,3,4
Dapper	Mainly focus on extraction / linear				1,2,4
Yahoo's Pipes	Widgets				1,2,3
MS's Popfly	Fancier UI/ more widgets				1,2,4
CMU's Marmite	Fewer Widgets / Confusion on workflow				1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Create points on Map				1,2
Agent Wizard	Q/A approach / linear / scalability				1,3,4
Cards	Tuple = card. Drawing links for relations				1,2,4
Karma	DOM	Database	PBD	PBD	1,2,3,4

Related Work: Mashup Systems

System	Data Retrieval	Source Modeling	Data Cleaning	Data Integration	Mashup Type Supported
MIT's Simile	DOM	Manual	N/A	N/A	1
MIT's Pot Luck	RDF	Manual	PBD	Manual	1,3,4
Dapper	DOM	Manual	Manual	Join only	1,2,4
Yahoo's Pipes	Widgets	Manual	Widgets	Union only	1,2,3
MS's Popfly	Widgets	Manual	Widgets	Widgets	1,2,4
CMU's Marmite	Widgets	Manual	Widgets	Widgets	1,2,4
Intel's Mashmaker	Dapper	Manual	Widgets	Expert	1,2,3,4
Google MyMap	Widgets	Manual	N/A	Union only	1,2
Agent Wizard	Q/A	Q/A	Q/A	Q/A	1,3,4
Cards	DOM	Manual	N/A	Manual	1,2,4
Karma	DOM	Database	PBD	PBD	1,2,3,4

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Yahoo's Pipes	Widgets	Manual	Widgets	Union only	1,2,3
MS's Popfly	Widgets	Manual	Widgets	Widgets	1,2,4
CMU's Marmite	Widgets	Manual	Widgets	Widgets	1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Widgets	Manual	N/A	Union only	1,2
Agent Wizard	Q/A	Q/A	Q/A	Q/A	1,3,4
Cards	DOM	Manual	N/A	Manual	1,2,4
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MS's Popfly	Widgets	Manual	Widgets	Widgets	1,2,4
CMU's Marmite	Widgets	Manual	Widgets	Widgets	1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
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MS's Popfly	Widgets	Manual	Widgets	Widgets	1,2,4
CMU's Marmite	Widgets	Manual	Widgets	Widgets	1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Widgets	Manual	N/A	Union only	1,2
Agent Wizard	Q/A	Q/A	Q/A	Q/A	1,3,4
Cards	DOM	Manual	N/A	Manual	1,2,4
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MS's Popfly	Widgets	Manual	Widgets	Widgets	1,2,4
CMU's Marmite	Widgets	Manual	Widgets	Widgets	1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Widgets	Manual	N/A	Union only	1,2
Agent Wizard	Q/A	Q/A	Q/A	Q/A	1,3,4
Cards	DOM	Manual	N/A	Manual	1,2,4
Karma	DOM	Database	PBD	PBD	1,2,3,4

Related Work: Mashup Systems

System	Data Retrieval	Source Modeling	Data Cleaning	Data Integration	Mashup Type Supported
MIT's Simile	Early work. Focus on DOM, too basic				1
MIT's Pot Luck	RDF / Manually specify data int				1,3,4
Dapper	Mainly focus on extraction / linear				1,2,4
Yahoo's Pipes	Widgets				1,2,3
MS's Popfly	Fancier UI/ more widgets				1,2,4
CMU's Marmite	Fewer Widgets / Confusion on workflow				1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Widgets	Manual	N/A	Union only	1,2
Agent Wizard	Q/A	Q/A	Q/A	Q/A	1,3,4
Cards	DOM	Manual	N/A	Manual	1,2,4
Karma	DOM	Database	PBD	PBD	1,2,3,4

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MS's Popfly	Fancier UI/ more widgets				1,2,4
CMU's Marmite	Fewer Widgets / Confusion on workflow				1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Create points on Map				1,2
Agent Wizard	Q/A	Q/A	Q/A	Q/A	1,3,4
Cards	DOM	Manual	N/A	Manual	1,2,4
Karma	DOM	Database	PBD	PBD	1,2,3,4

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Dapper	Mainly focus on extraction / linear				1,2,4
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MS's Popfly	Fancier UI/ more widgets				1,2,4
CMU's Marmite	Fewer Widgets / Confusion on workflow				1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Create points on Map				1,2
Agent Wizard	Q/A approach / linear / scalability				1,3,4
Cards	DOM	Manual	N/A	Manual	1,2,4
Karma	DOM	Database	PBD	PBD	1,2,3,4

Related Work: Mashup Systems

System	Data Retrieval	Source Modeling	Data Cleaning	Data Integration	Mashup Type Supported
MIT's Simile	Early work. Focus on DOM, too basic				1
MIT's Pot Luck	RDF / Manually specify data int				1,3,4
Dapper	Mainly focus on extraction / linear				1,2,4
Yahoo's Pipes	Widgets				1,2,3
MS's Popfly	Fancier UI/ more widgets				1,2,4
CMU's Marmite	Fewer Widgets / Confusion on workflow				1,2,4
Intel's Mashmaker	Require an expert				1,2,3,4
Google MyMap	Create points on Map				1,2
Agent Wizard	Q/A approach / linear / scalability				1,3,4
Cards	Tuple = card. Drawing links for relations				1,2,4
Karma	DOM	Database	PBD	PBD	1,2,3,4

Related Work: Data Extraction

- Automatic extraction: **table and lists only**
 - RoadRunner (**exploit HTML structure**) [Crescenzi et al., 2001]
 - Adel (**grammar induction to detect rows**) [Lerman+ 2001]
 - VisualWeb (**OCR technique to detect tables**) [Gatterbauer+ 2007]
- Semi-Automatic: **require more label examples**
 - WIEN (**inductive – less expressive than stalker**) [Kushmerick 1997]
 - Stalker (**Cotesting**) [Muslea+ 1999]
 - SoftMealy (**finite state transducer**) [Hsu 1998]
 - WHISK (**rigid format, exact delimiter**) [Soderland 1998]
- DOM: **rely on well-formed HTML and less labeling**
 - Simile [Huynh+ 2005]
 - Dapper
 - Interactive Wrapper Generation (**ML + prediction on DOM**) [Irmak+ 2006]
 - PLOW (**add natural language**) [Allen+ 2007]
 - Cards [Dontcheva+ 2007]
 - **Karma** [Tuchinda+ 2008]

Related Work: Source Modeling

- 1:1 mapping, N:M mapping
 - Schema-level match
 - TranScm [Milo+ 98]
 - DIKE [Palopoli+ 99]
 - Artemis [Castano+ 01]
 - Delta [Clifton+ 97]
 - +Instance-based matcher
 - SemInt [Li 00]
 - LSD [Doan 01]
 - ILA [Etzioni 95]
 - iMapp [Dhamanka 04]
 - Clio (interactive) [Ling 01]
 - Inducing Source Description [Carman 07]
- **Karma leverages existing techniques to narrow candidate matches**
 - String Similarities [Cohen+ 2003]

Related Work: Data Cleaning

- Commercial Tools: **Focus on writing transformation**
 - ACR/Data, Migration Architect [Chaudhuri+ 1997]
- Discrepancy Detection: **Use as a stepping stone for record linkage and cleaning system**
 - Levenshtein distance [Needleman+ 70]
 - Vector based [Baeza-Yates+ 99]
 - EM [Ristad+ 98]
 - SVM [Bilenko+ 03]
- Record linkage & cleaning systems: **Focus on ranking** [Winkler 06]
 - Fuzzy Match [Chaudhuri+ 03]
 - Apollo [Michalowski+ 05]
 - Phoebus [Michelson+ 07]
 - Potter's wheel [Raman+ 01]
- **Karma**
 - Gained reference sources through source modeling process
 - Provided predefined transformations

Related Work: Data Integration

- Universal Relation: Make it easier to formulate the query but users still need to formulate the query [Ullman 1980, 1988]
- Query by example: Need to know which data sources to use and the query may not return results
 - QBE [Zloof 1975]
- Retrieval by formulation: Need to understand domain model to formulate partial description
 - Helgon [Fischer 1989]
 - RABBIT [Williams 1982]
- Graphical Query Language: Users still need to navigate through sources (graphs)
 - Gql [Benzi 1998, Haw 1994, Papantonakis 1988]
- Question-Answering Technique: Understanding about database operations required.
 - Agent Wizard [Tuchinda+ 2004]
- Interactive Schema/data integration: Understanding about source schema required
 - Clio [Ling 01]
- Karma is based on Programming by Demonstration [Cyper 2001; Lau2001]

Conclusion

- Mashup is a fast growing area
 - Need an efficient way to for casual web users to build them
- Contributions
 - A PBD approach that uses a single table for building a Mashup
 - An integrated approach that solves four Mashup building issues
 - A query formulation technique that allows users to specify examples to build complicated queries
- Evaluated the validity of the Karma approach
 - Subjects were able to complete Mashup building tasks in Karma
 - The overall improvement is at least a factor of 3.5

Future Work

- Customizing display by examples
 - Interface today is limited to the table of data or a map if the points can be geocoded
- Learn and generalize over the task
 - Store the integration plan so that it can be reexecuted on new data
- Integrate in work on machine learning of extraction tasks
 - In collaboration with Fetch Technologies
- Integrate in work on automatic source modeling

Papers

- Building mashups by example,
Rattapoom Tuchinda, Pedro Szekely, and Craig A.
Knoblock.
*Proceedings of the 2008 International Conference on
Intelligent User Interfaces, 2008*
- Building data integration queries by demonstration,
Rattapoom Tuchinda, Pedro Szekely, and Craig A.
Knoblock.
*In Proceedings of the International Conference on
Intelligent User Interfaces, 2007*

Thank You!

Backup Slides

Task1	Dapper/Pipes				Karma			
Subject	E	M	C	Total	E	M	C	Total
No.1	*5:00	0:20	*5:00	10:20	2:19	1:08	1:00	4:27
No.2	1:43	0:30	*5:00	7:13	1:00	0:40	0:29	2:09
No.3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
No.4	0:52	0:48	*5:00	6:40	1:12	1:00	0:50	3:02
No.5	5:00	0:35	*5:00	10:35	1:15	1:18	1:20	3:53
No.6	2:30	0:15	*5:00	7:45	1:00	0:54	0:28	2:22
No.7	1:20	0:22	*5:00	6:42	0:51	0:51	0:46	2:28
No.8	1:40	0:14	*5:00	6:54	1:04	0:41	0:33	2:19
No.9	1:26	0:16	*5:00	6:42	1:14	1:00	1:10	3:24
No.10	1:39	0:10	*5:00	6:49	0:53	0:42	0:50	2:26
No.11	2:00	0:19	*5:00	7:19	1:04	1:00	0:53	2:57
No.12	2:00	0:49	2:00	4:49	1:07	1:00	0:40	2:47
No.13	2:00	0:05	*5:00	7:05	0:58	0:50	0:56	1:44
No.14	2:46	0:15	*5:00	8:01	1:12	0:45	0:48	2:45
No.15	2:27	0:14	3:11	5:52	1:10	0:49	1:20	3:19
No.16	1:16	0:12	*5:00	6:28	0:58	0:42	0:25	2:05
No.17	n/a	n/a	n/a	n/a	2:00	1:00	0:50	3:50
No.18	2:30	0:14	*5:00	7:44	1:06	1:10	1:46	4:02
No.19	1:38	0:47	1:20	3:45	1:20	0:49	0:35	2:44
No.20	1:30	0:16	*5:00	6:46	1:04	0:44	0:35	2:23
No.21	n/a	n/a	n/a	n/a	1:11	1:17	0:59	3:27
No.22	n/a	n/a	n/a	n/a	2:58	1:46	1:24	6:08
No.23	n/a	n/a	n/a	n/a	1:19	1:40	1:14	4:13

Task2	Dapper/Pipes					Karma				
Subject	E	M	C	I	Total	E	M	C	I	Total
No.1	4:38	0:22	2:45	1:15	9:00	1:26	0:43	0:43	0:00	2:52
No.2	1:35	0:12	3:30	0:12	5:29	0:50	0:57	0:57	0:00	2:44
No.3	*5:00	0:25	*5:00	*5:00	15:25	2:52	1:00	3:00	0:00	5:52
No.4	4:49	0:17	3:29	0:38	9:14	1:26	0:48	1:03	0:00	3:18
No.5	*5:00	0:29	1:44	1:16	8:29	1:43	0:45	1:20	0:00	3:48
No.6	*5:00	0:20	*5:00	*5:00	15:20	2:07	0:30	0:50	0:00	3:27
No.7	2:17	0:15	4:46	0:18	7:36	1:13	0:25	0:52	0:00	2:31
No.8	3:23	0:21	*5:00	*5:00	13:44	1:10	0:21	0:24	0:00	1:55
No.9	4:11	0:21	*5:00	*5:00	14:32	1:22	0:47	2:11	0:00	4:20
No.10	2:16	0:07	3:14	0:20	5:50	1:04	0:20	1:06	0:00	2:30
No.11	3:04	0:17	*5:00	*5:00	13:21	1:06	0:34	0:53	0:00	2:33
No.12	2:00	0:27	*5:00	0:20	7:47	1:23	0:30	0:37	0:00	2:30
No.13	*5:00	0:07	1:43	0:10	7:00	1:42	0:32	0:41	0:00	2:55
No.14	3:03	0:23	4:42	0:10	8:21	1:40	0:31	0:56	0:00	3:07
No.15	2:06	0:12	3:13	0:22	5:53	1:30	0:24	2:05	0:00	3:59
No.16	3:58	0:11	3:29	0:27	8:05	0:51	0:17	1:00	0:00	2:08
No.17	4:15	0:28	3:39	0:30	8:52	1:04	0:28	1:18	0:00	2:50
No.18	*5:00	0:23	*5:00	*5:00	15:23	1:17	0:30	1:10	0:00	2:57
No.19	4:01	0:14	2:42	0:21	7:16	1:39	0:21	0:50	0:00	2:50
No.20	1:36	0:43	0:36	0:22	3:17	1:07	0:28	0:40	0:00	2:15
No.21	n/a	n/a	n/a	n/a	n/a	1:03	0:21	0:55	0:00	2:19
No.22	n/a	n/a	n/a	n/a	n/a	3:56	1:52	2:50	0:00	8:38
No.23	n/a	n/a	n/a	n/a	n/a	2:15	0:31	1:27	0:00	4:13

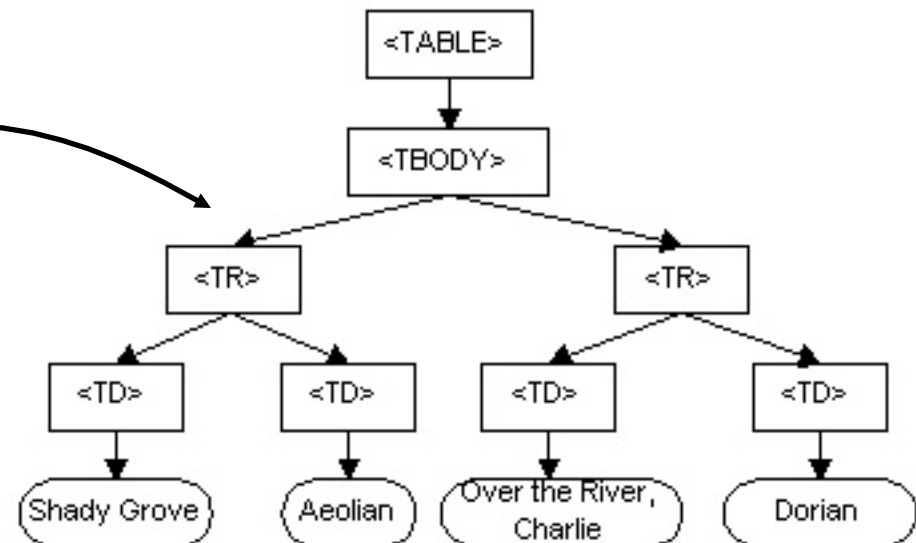
Task3	Dapper/Pipes				Karma			
Subject	E	M	I	Total	E	M	I	Total
No.1	1:30	0:26	*5:00	6:56	0:14	0:00	2:16	2:30
No.2	0:30	0:10	*5:00	5:40	0:25	0:00	0:26	0:54
No.3	1:00	0:15	*5:00	6:15	0:15	0:00	0:44	0:59
No.4	0:40	0:16	*5:00	5:56	0:20	0:00	1:06	1:26
No.5	0:40	0:14	*5:00	5:54	0:20	0:00	0:37	0:57
No.6	0:30	0:10	*5:00	5:40	0:20	0:00	0:31	0:51
No.7	0:27	0:10	*5:00	5:37	0:14	0:00	0:50	1:04
No.8	0:29	0:20	*5:00	5:49	0:30	0:00	0:51	1:21
No.9	0:40	0:23	*5:00	6:03	0:13	0:00	0:44	0:57
No.10	0:30	0:10	*5:00	5:40	0:20	0:00	0:35	0:55
No.11	0:51	0:20	*5:00	6:11	0:16	0:00	1:05	1:21
No.12	1:05	0:18	*5:00	6:23	0:30	0:00	0:46	1:16
No.13	0:31	0:14	*5:00	5:45	0:16	0:00	0:57	1:13
No.14	0:36	0:14	*5:00	5:50	0:14	0:00	2:00	2:14
No.15	0:26	0:21	*5:00	5:47	0:30	0:00	0:45	1:15
No.16	0:27	0:13	*5:00	5:40	0:15	0:00	0:56	1:11
No.17	0:33	0:38	1:56	3:07	0:30	0:00	0:46	1:16
No.18	1:03	0:07	*5:00	6:10	0:20	0:00	1:10	1:30
No.19	0:33	0:17	*5:00	5:50	0:25	0:00	1:20	1:45
No.20	0:18	0:13	*5:00	5:31	0:12	0:00	0:44	0:56
No.21	n/a	n/a	n/a	n/a	0:15	0:00	0:39	0:54
No.22	n/a	n/a	n/a	n/a	0:21	0:00	2:50	3:11
No.23	n/a	n/a	n/a	n/a	0:12	0:00	0:51	1:03

Table 8.7: Individual and Overall failure rate in Dapper/Pipes.

Task	Task 1	Task 2	Task 3
Data Extraction	5%	25%	0%
Source Modeling	0%	0%	0%
Data Cleaning	83%	35%	n/a
Data Integration	n/a	30%	95%
Overall	83%	45%	95%

Document Object Model (DOM)

```
<TABLE>
<TBODY>
<TR>
<TD>Shady Grove</TD>
<TD>Aeolian</TD>
</TR>
<TR>
<TD>Over the River, Charlie</TD>
<TD>Dorian</TD>
</TR>
</TBODY>
</TABLE>
```



Vertical Expansion

