

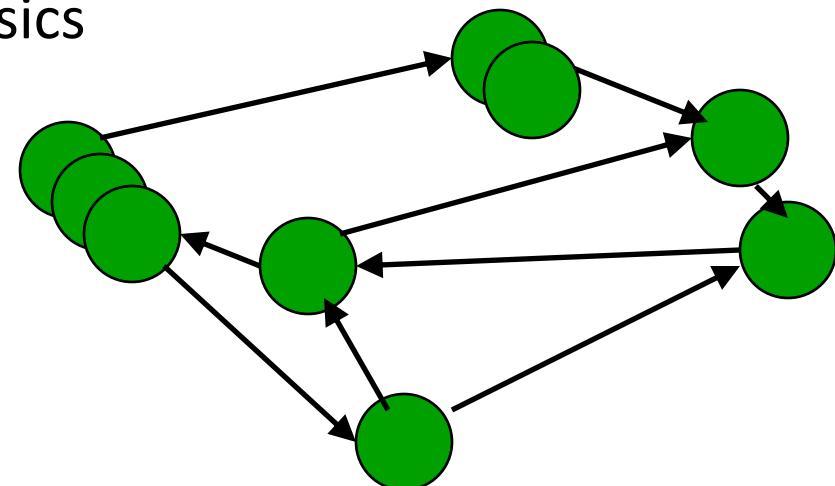
Introduction to
Information Retrieval

Link analysis

Slides borrowed from Stanford with modifications

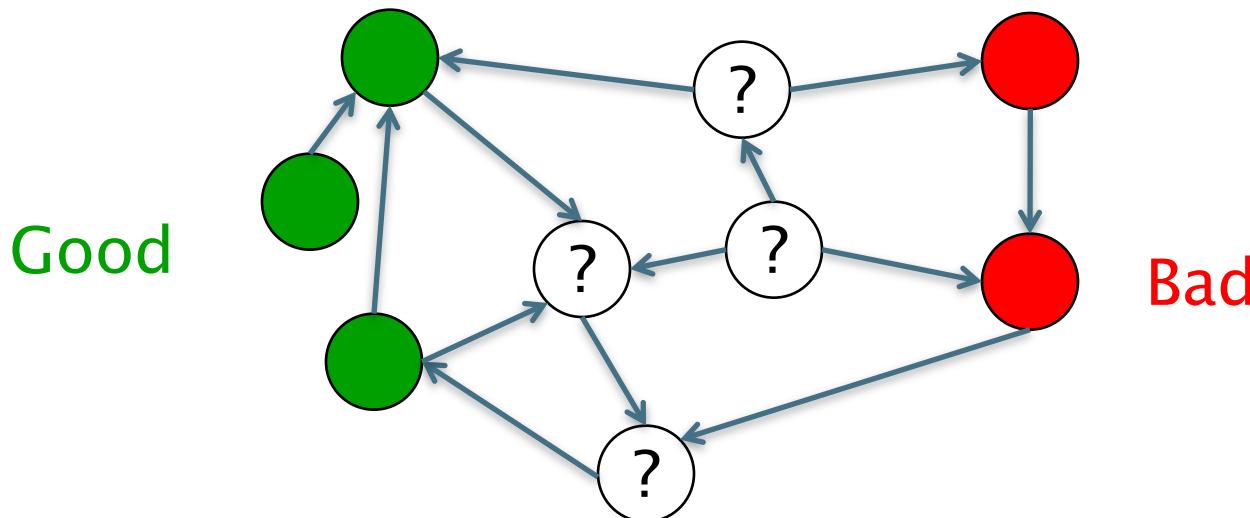
Today's lecture – hypertext and links

- We look beyond the *content* of documents
 - We begin to look at the hyperlinks between them
- Address questions like
 - Do the links represent a conferral of authority to some pages? Is this useful for ranking?
 - How likely is it that a page pointed to by the CERN home page is about high energy physics
- Big application areas
 - The Web
 - Email
 - Social networks



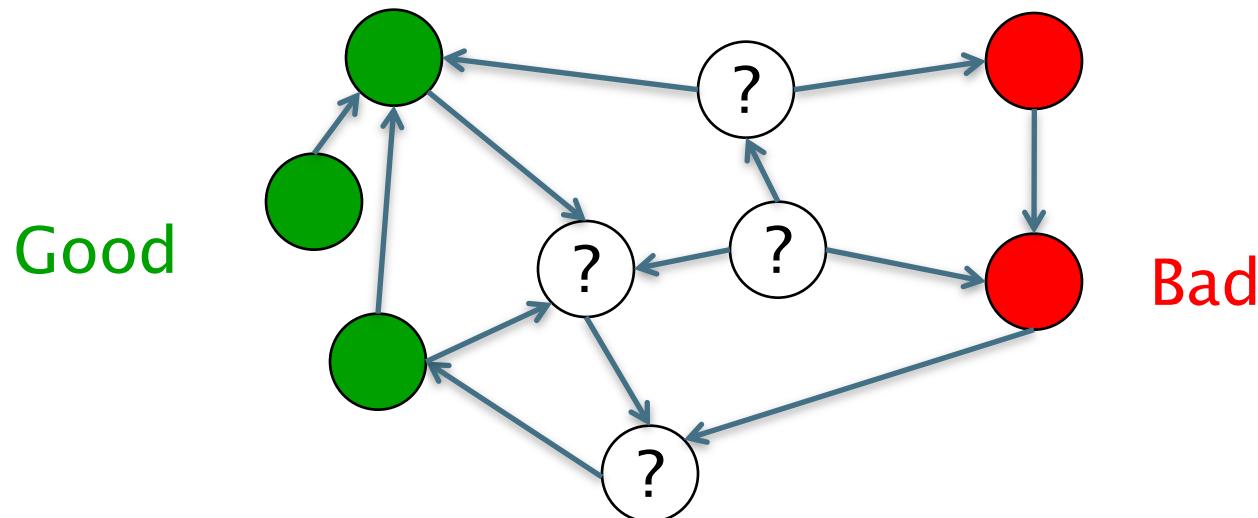
Links are everywhere

- Powerful sources of authenticity and authority
 - Mail spam – which email accounts are spammers?
 - Web page quality – which web pages are “bad”?
 - Phone call logs
- The **Good**, The **Bad** and The Unknown



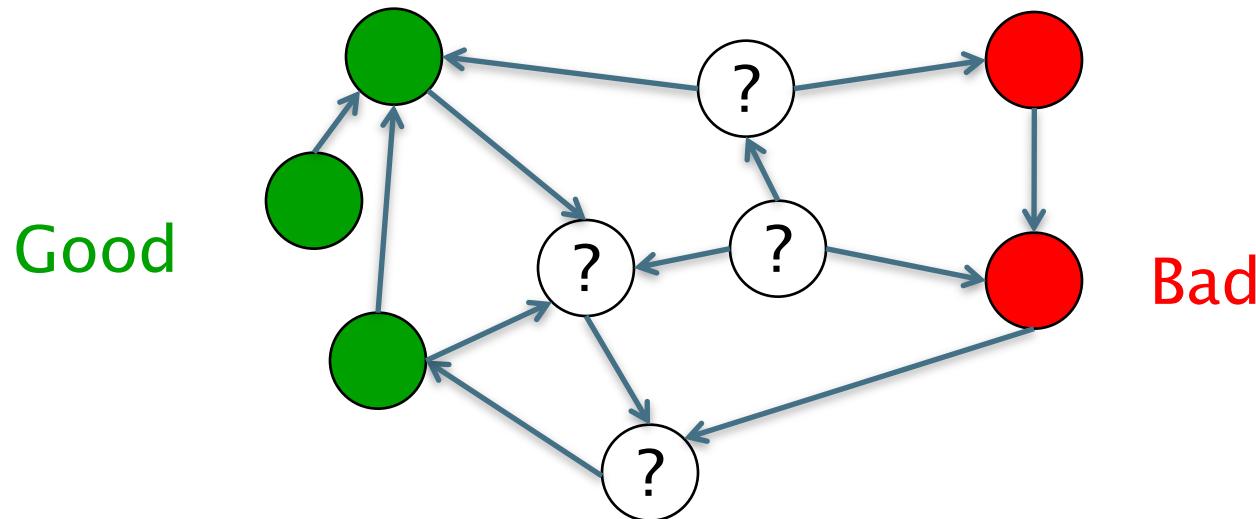
Example 1: Good/Bad/Unknown

- The **Good**, The **Bad** and The **Unknown**
 - **Good** nodes won't point to **Bad** nodes
 - All other combinations plausible



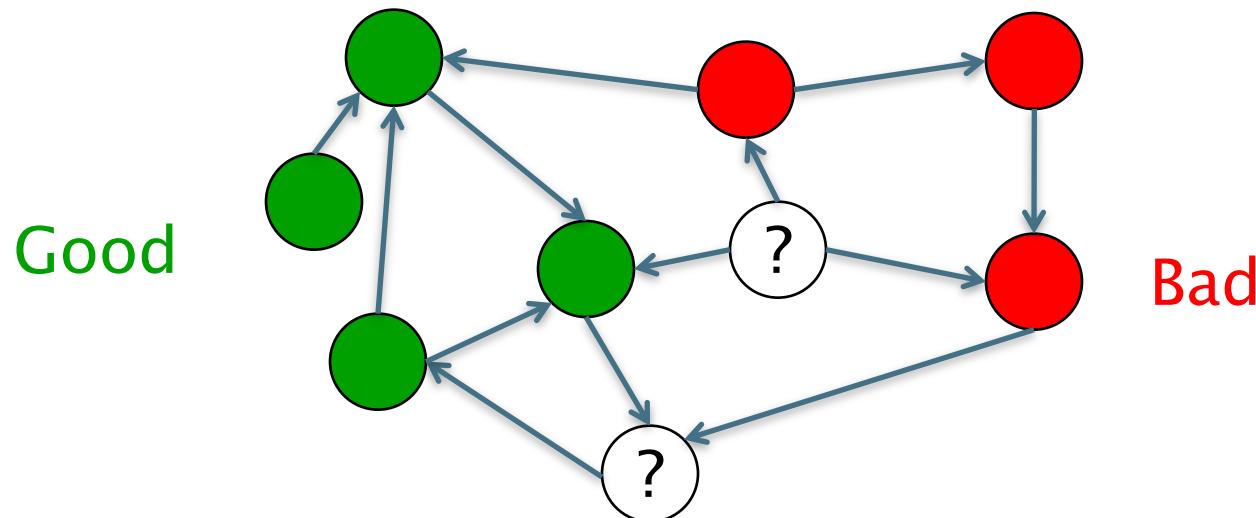
Simple iterative logic

- **Good** nodes won't point to **Bad** nodes
 - If you point to a **Bad** node, you're **Bad**
 - If a **Good** node points to you, you're **Good**



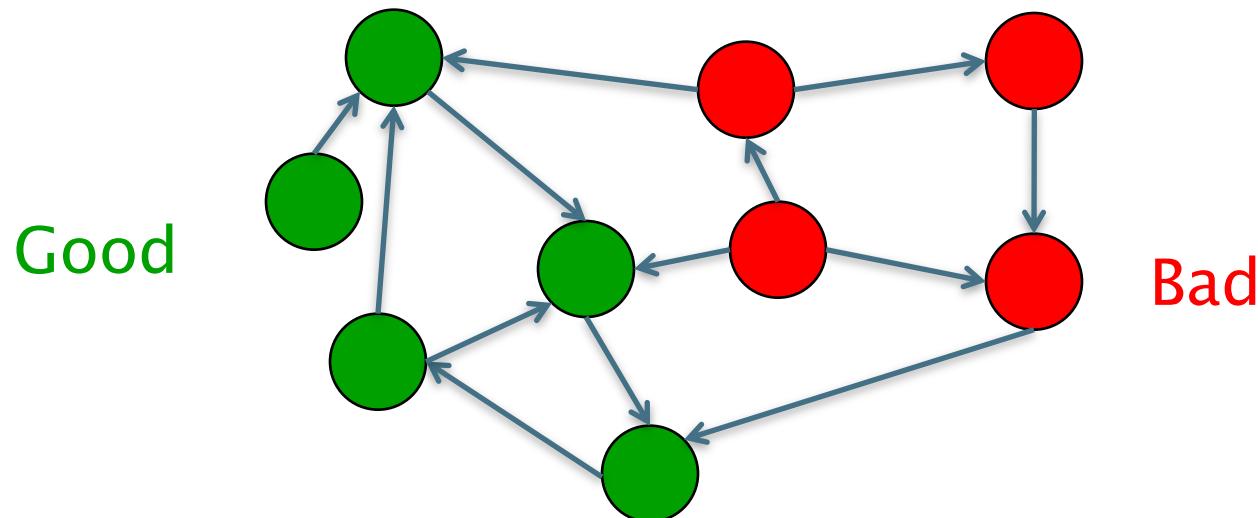
Simple iterative logic

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Simple iterative logic

- Good nodes won't point to Bad nodes
 - If you point to a Bad node, you're Bad
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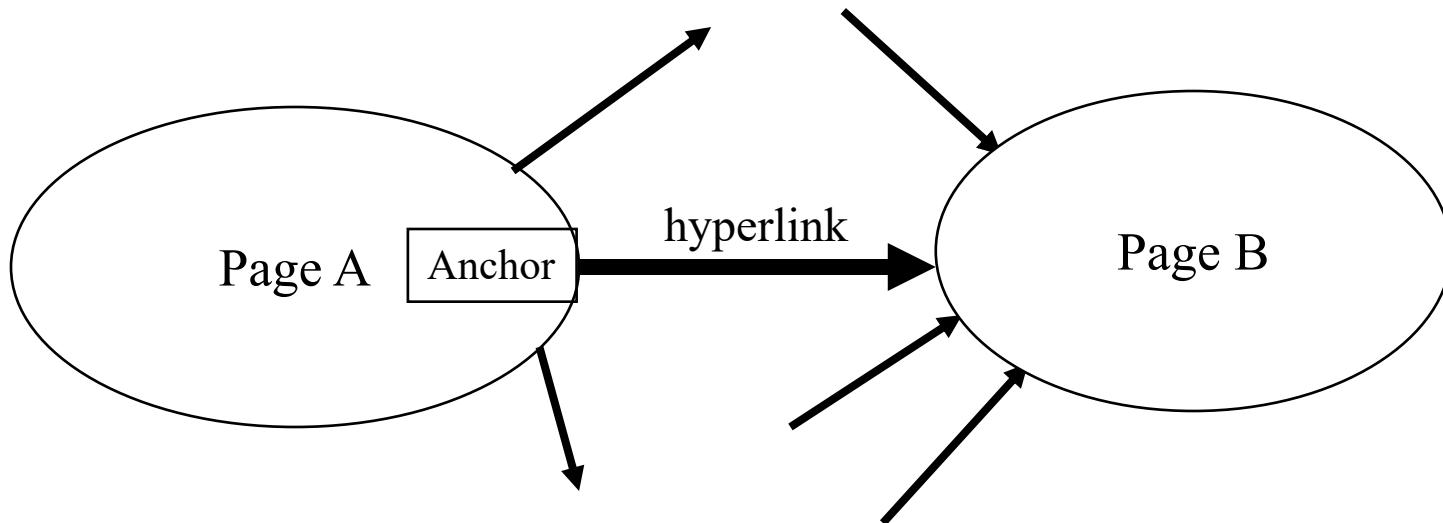
Many other examples of link analysis

- Social networks are a rich source of grouping behavior
- E.g., Shoppers' affinity – Goel+Goldstein 2010
 - Consumers whose friends spend a lot, spend a lot themselves
- <http://www.cs.cornell.edu/home/kleinber/networks-book/>

Our primary interest in this course

- Link analysis for most IR functionality thus far based purely on text
 - Scoring and ranking, classification and clustering
 - Link-based clustering – topical structure from links
 - Links as features in classification – documents that link to one another are likely to be on the same subject
- Crawling
 - Based on the links seen, where do we crawl next?

The Web as a Directed Graph

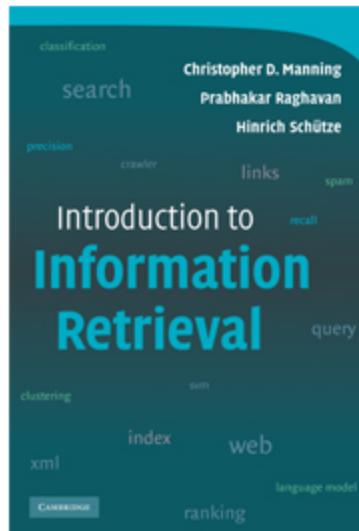


Hypothesis 1: A hyperlink between pages denotes a conferral of authority (quality signal)

Hypothesis 2: The text in the anchor of the hyperlink on page A describes the target page B

Assumption 1: reputed sites

Introduction to Information Retrieval



This is the companion website for the following book.

Christopher D. Manning, Prabhakar Raghavan and Hinrich Schütze, *Introduction to Information Retrieval*

You can order this book at CUP, at your local bookstore or on the internet. The best search

The book aims to provide a modern approach to information retrieval from a computer science perspective. It is available at the University of Stuttgart.

We'd be pleased to get feedback about how this book works out as a textbook, what is missing, and other comments to: informationretrieval (at) yahoogroups (dot) com

Assumption 2: annotation of target

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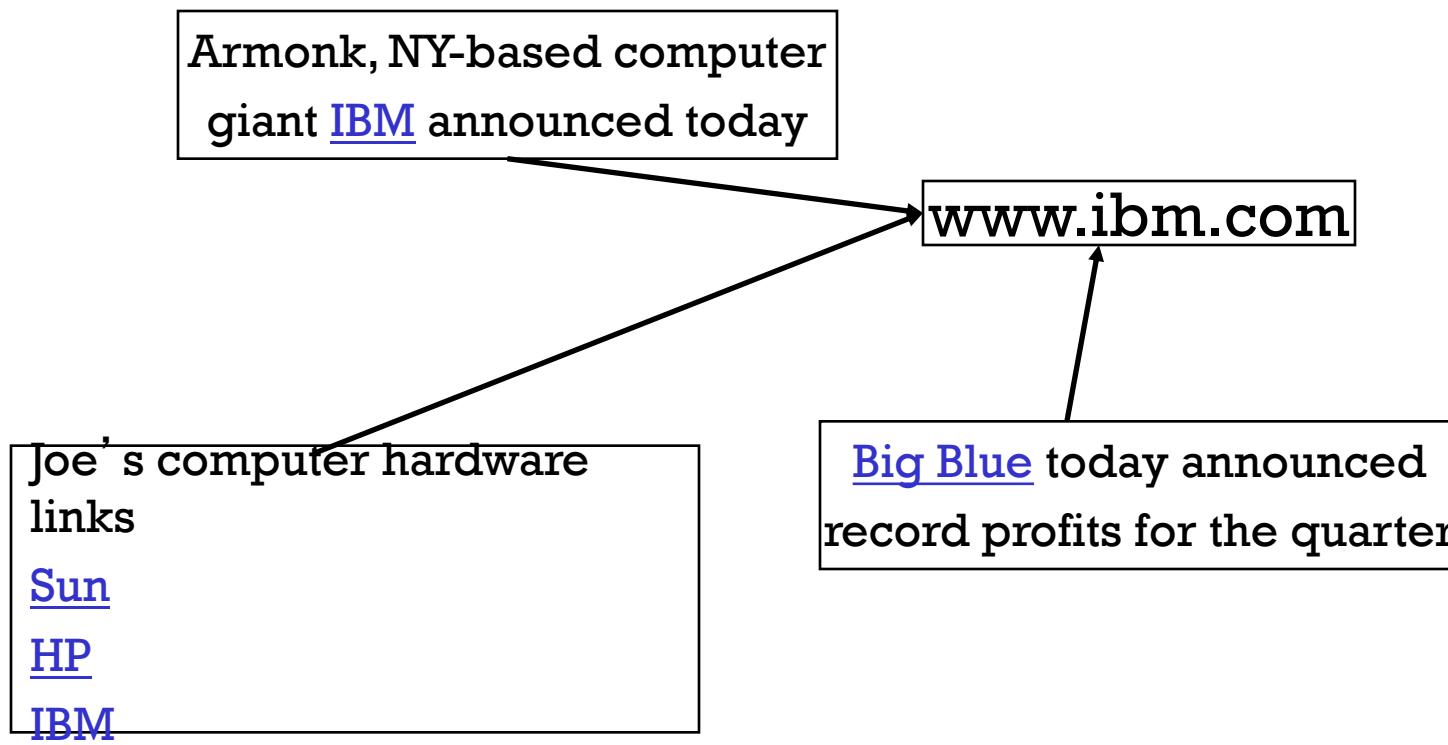
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Indexing anchor text

- When indexing a document D , include (with some weight) anchor text from links pointing to D .



Indexing anchor text

- Can sometimes have unexpected effects, e.g., spam, **miserable failure**
- Can score anchor text with weight depending on the authority of the anchor page's website
 - E.g., if we were to assume that content from cnn.com or yahoo.com is authoritative, then trust (more) the anchor text from them
 - Increase the weight of off-site anchors (non-nepotistic scoring)

Connectivity servers

Getting at all that link information
Inexpensively

Connectivity Server

- Support for fast queries on the web graph
 - Which URLs point to a given URL?
 - Which URLs does a given URL point to?

Stores mappings in memory from

- URL to outlinks, URL to inlinks

- Applications
 - Link analysis
 - Web graph analysis
 - Connectivity, crawl optimization
 - Crawl control

Boldi and Vigna 2004

- <http://www2004.org/proceedings/docs/1p595.pdf>
- Webgraph – set of algorithms and a java implementation
- Fundamental goal – maintain node adjacency lists in memory
 - For this, compressing the adjacency lists is the critical component

Link analysis: Pagerank

Citation Analysis

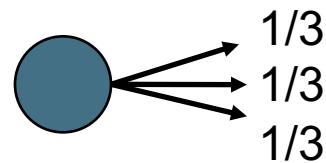
- Citation frequency
- **Bibliographic coupling frequency**
 - Articles that co-cite the same articles are related
- **Citation indexing**
 - Who is this author cited by? (Garfield 1972)
- Pagerank preview: Pinckner and Narin '60s
 - Asked: which journals are authoritative?

The web isn't scholarly citation

- Millions of participants, each with self interests
- Spamming is widespread
- Once search engines began to use links for ranking (roughly 1998), link spam grew
 - You can join a *link farm* – a group of websites that heavily link to one another

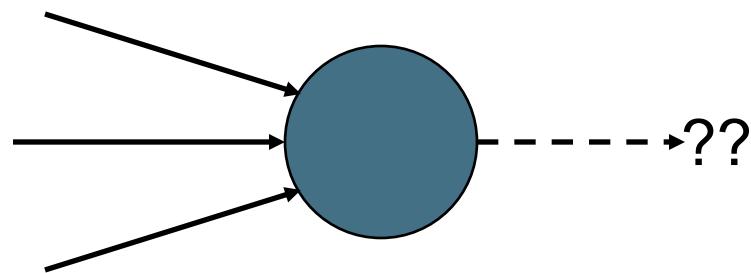
Pagerank scoring

- Imagine a user doing a random walk on web pages:
 - Start at a random page
 - At each step, go out of the current page along one of the links on that page, equiprobably
- “In the long run” each page has a long-term visit rate
 - use this as the page’s score.



Not quite enough

- The web is full of dead-ends.
 - Random walk can get stuck in dead-ends.
 - Makes no sense to talk about long-term visit rates.



Teleporting

- At a dead end, jump to a random web page.
- At any non-dead end, with probability 10%, jump to a random web page.
 - With remaining probability (90%), go out on a random link.
 - 10% - a parameter.

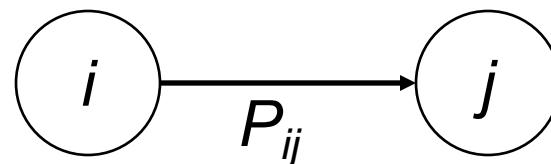
Result of teleporting

- Now cannot get stuck locally.
- There is a long-term rate at which any page is visited (not obvious, will show this).
- How do we compute this visit rate?

Markov chains

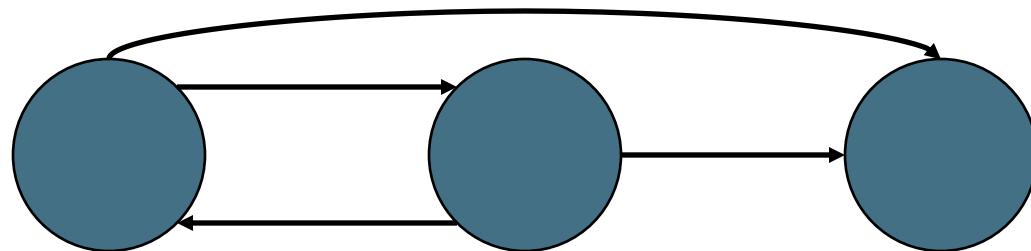
- A Markov chain consists of n states, plus an $n \times n$ transition probability matrix \mathbf{P} .
- At each step, we are in one of the states.
- For $1 \leq i, j \leq n$, the matrix entry P_{ij} tells us the probability of j being the next state, given we are currently in state i .

$P_{ii} > 0$
is OK.



Markov chains

- Clearly, for all i , $\sum_{j=1}^n P_{ij} = 1$.
- **Markov chains are abstractions of random walks.**
- *Exercise:* represent the teleporting random walk from 3 slides ago as a Markov chain, for this case:



Ergodic Markov chains

- For any *ergodic* Markov chain, there is a unique long-term visit rate for each state.
 - *Steady-state probability distribution.*
- Over a long time-period, we visit each state in proportion to this rate.
- It doesn't matter where we start.

Probability vectors

- A probability (row) vector $\mathbf{x} = (x_1, \dots x_n)$ tells us where the walk is at any point.
- E.g., (000...1...000) means we're in state i .

1 i n

More generally, the vector $\mathbf{x} = (x_1, \dots x_n)$ means the walk is in state i with probability x_i .

$$\sum_{i=1}^n x_i = 1.$$

Change in probability vector

- If the probability vector is $\mathbf{x} = (x_1, \dots x_n)$ at this step, what is it at the next step?
- Recall that row i of the transition prob. Matrix \mathbf{P} tells us where we go next from state i .
- So from \mathbf{x} , our next state is distributed as $\mathbf{x}\mathbf{P}$
 - The one after that is $\mathbf{x}\mathbf{P}^2$, then $\mathbf{x}\mathbf{P}^3$, etc.
 - (Where) Does this converge?

How do we compute this vector?

- Let $\mathbf{a} = (a_1, \dots, a_n)$ denote the row vector of steady-state probabilities.
- If our current position is described by \mathbf{a} , then the next step is distributed as $\mathbf{a}\mathbf{P}$.
- But \mathbf{a} is the steady state, so $\mathbf{a}=\mathbf{a}\mathbf{P}$.
- Solving this matrix equation gives us \mathbf{a} .
 - So \mathbf{a} is the (left) eigenvector for \mathbf{P} .
 - (Corresponds to the “principal” eigenvector of \mathbf{P} with the largest eigenvalue.)
 - Transition probability matrices always have largest eigenvalue 1.

Link analysis: HITS

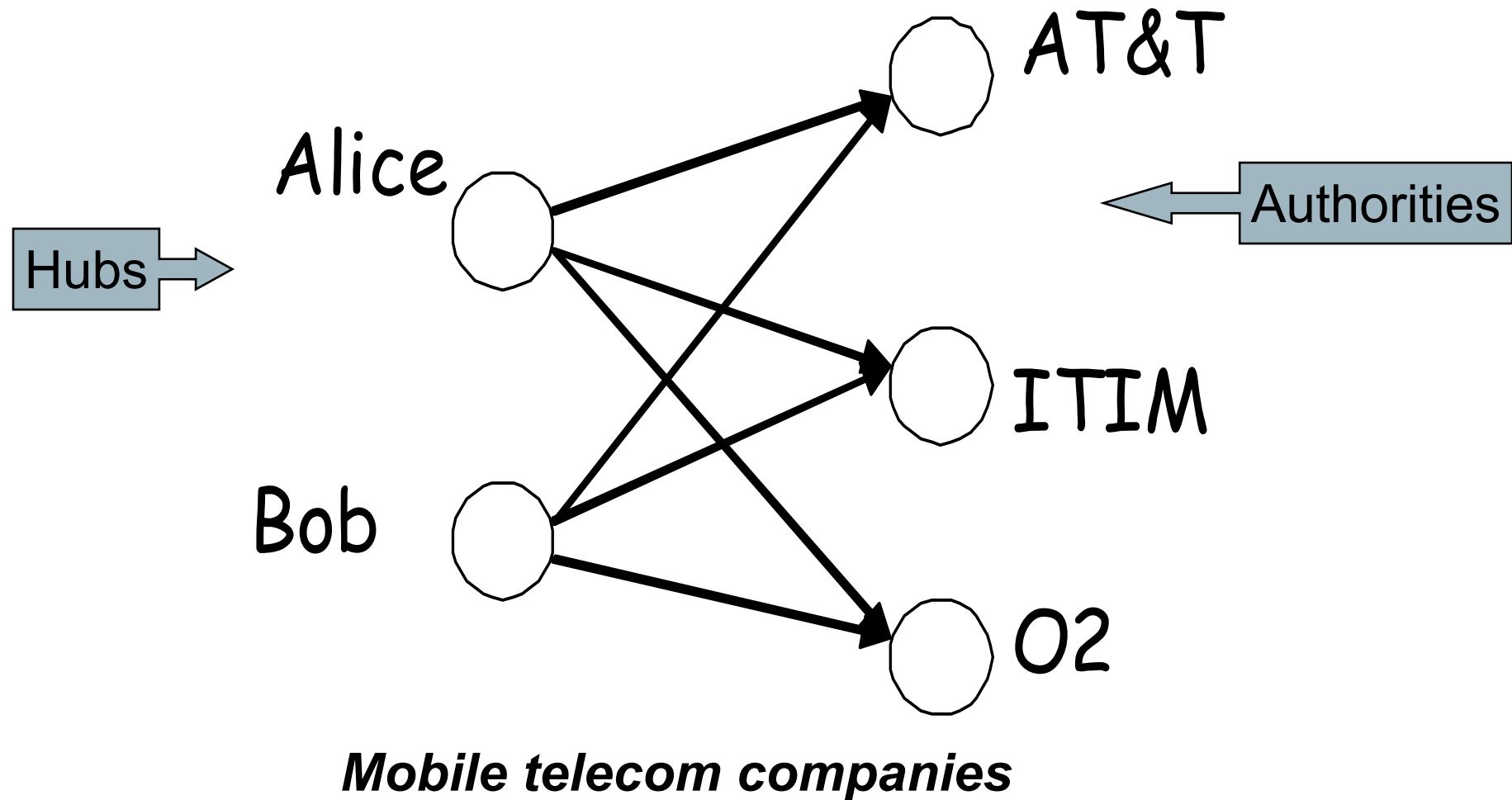
Hyperlink-Induced Topic Search (HITS)

- In response to a query, instead of an ordered list of pages each meeting the query, find two sets of inter-related pages:
 - *Hub pages* are good lists of links on a subject.
 - e.g., “Bob’s list of cancer-related links.”
 - *Authority pages* occur recurrently on good hubs for the subject.
- Best suited for “broad topic” queries rather than for page-finding queries.
- Gets at a broader slice of common *opinion*.

Hubs and Authorities

- Thus, a good hub page for a topic *points* to many authoritative pages for that topic.
- A good authority page for a topic is *pointed* to by many good hubs for that topic.
- Circular definition - will turn this into an iterative computation.

The hope



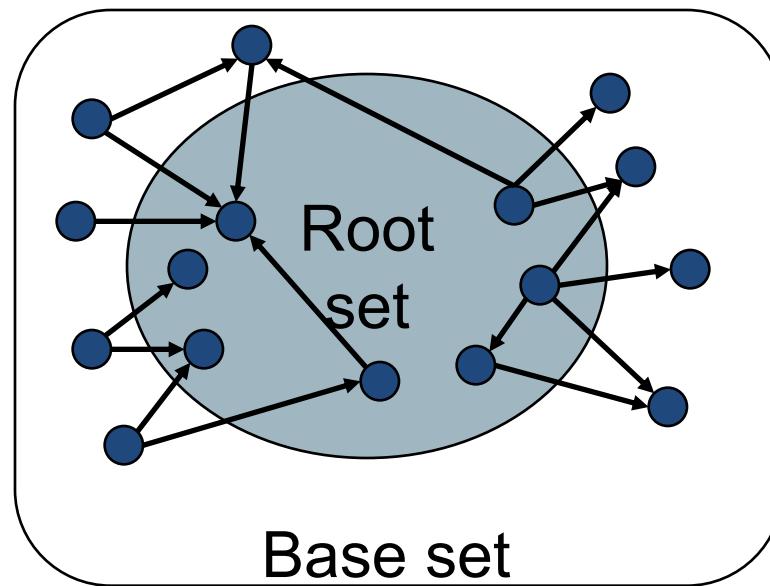
High-level scheme

- Extract from the web a base set of pages that *could* be good hubs or authorities.
- From these, identify a small set of top hub and authority pages;
→iterative algorithm.

Base set

- Given text query (say ***browser***), use a text index to get all pages containing ***browser***.
 - Call this the root set of pages.
- Add in any page that either
 - points to a page in the root set, or
 - is pointed to by a page in the root set.
- Call this the base set.

Visualization



Get in-links (and out-links) from a *connectivity server*

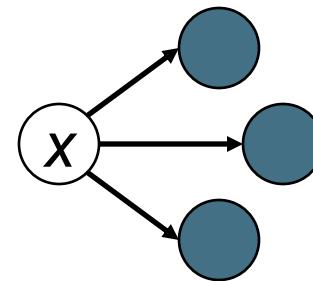
Distilling hubs and authorities

- Compute, for each page x in the base set, a hub score $h(x)$ and an authority score $a(x)$.
- Initialize: for all x , $h(x) \leftarrow 1$; $a(x) \leftarrow 1$;
- Iteratively update all $h(x)$, $a(x)$;  Key
- After iterations
 - output pages with highest $h()$ scores as top hubs
 - highest $a()$ scores as top authorities.

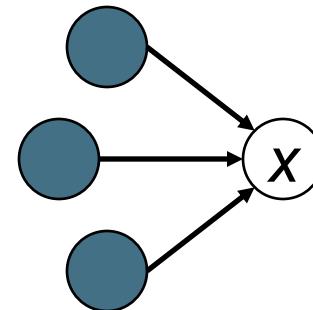
Iterative update

- Repeat the following updates, for all x :

$$h(x) \leftarrow \sum_{x \mapsto y} a(y)$$



$$a(x) \leftarrow \sum_{y \mapsto x} h(y)$$



Scaling

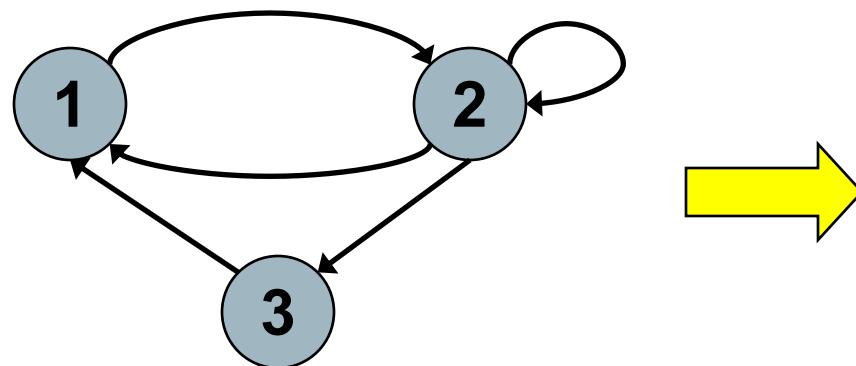
- To prevent the $h()$ and $a()$ values from getting too big, can scale down after each iteration.
- Scaling factor doesn't really matter:
 - we only care about the *relative* values of the scores.

How many iterations?

- Claim: relative values of scores will converge after a few iterations:
 - in fact, suitably scaled, $h()$ and $a()$ scores settle into a steady state!
 - proof of this comes later.
- In practice, ~5 iterations get you close to stability.

Proof of convergence

- $n \times n$ adjacency matrix A:
 - each of the n pages in the base set has a row and column in the matrix.
 - Entry $A_{ij} = 1$ if page i links to page j , else = 0.



	1	2	3
1	0	1	0
2	1	1	1
3	1	0	0

Hub/authority vectors

- View the hub scores $h()$ and the authority scores $a()$ as vectors with n components.
- Recall the iterative updates

$$h(x) \leftarrow \sum_{x \mapsto y} a(y)$$

$$a(x) \leftarrow \sum_{y \mapsto x} h(y)$$

Rewrite in matrix form

- $\mathbf{h} = \mathbf{A}\mathbf{a}$.
- $\mathbf{a} = \mathbf{A}^t\mathbf{h}$.

Recall \mathbf{A}^t is the transpose of \mathbf{A} .

Substituting, $\mathbf{h} = \mathbf{A}\mathbf{A}^t\mathbf{h}$ and $\mathbf{a} = \mathbf{A}^t\mathbf{A}\mathbf{a}$.

Thus, \mathbf{h} is an eigenvector of $\mathbf{A}\mathbf{A}^t$ and \mathbf{a} is an eigenvector of $\mathbf{A}^t\mathbf{A}$.

Further, our algorithm is a particular, known algorithm for computing eigenvectors: the *power iteration* method.

Guaranteed to converge.

Issues

- Topic Drift
 - Off-topic pages can cause off-topic “authorities” to be returned
 - E.g., the neighborhood graph can be about a “super topic”
- Mutually Reinforcing Affiliates
 - Affiliated pages/sites can boost each others’ scores
 - Linkage between affiliated pages is not a useful signal

Resources

- IIR Chap 21
- <http://www2004.org/proceedings/docs/1p309.pdf>
- <http://www2004.org/proceedings/docs/1p595.pdf>
- <http://www2003.org/cdrom/papers/refereed/p270/kamvar-270-xhtml/index.html>
- <http://www2003.org/cdrom/papers/refereed/p641/xhtml/p641-mccurley.html>
- [The WebGraph framework I: Compression techniques \(Boldi et al. 2004\)](#)