Lecture 6: Data Acquisition

James Sears*
AFRE 891 SS 24
Michigan State University

*Parts of these slides are adapted from <u>"Data Science for Economists"</u> by Grant McDermott and <u>"Advanced Data Analytics"</u> by Nick Hagerty.

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Prologue

Data Acquisition

In order to wrangle, clean, or visualize data, we first need... data.



There is a whole spectrum, from DIY to plug-and-chug.

1. Pre-cleaned datasets posted on secondary repositories

- General and journal replication repositories
 - e.g. <u>Harvard Dataverse</u>
- Community-based repositories
 - e.g. Kaggle
- Public GitHub repositories
 - e.g. <u>Johns Hopkins COVID-19 caseloads, deaths, and vaccination</u>
 <u>data</u>

There is a whole spectrum, from DIY to plug-and-chug.

2. Open data libraries

- US Gov't: **Data.gov**
- Institutions, non-profits, and thinktanks
 - e.g. <u>World Bank Open Data</u>, <u>Pew Research</u>, <u>NBER Public Use Data</u>,
 <u>Economic Policy Institute</u>, <u>AEA Data Sources</u>
- Tech and other sites
 - e.g. <u>data.world</u>, <u>Our World in Data</u>, <u>Stanford Large Network</u>
 <u>Datasets</u>
- Map of 2600+ Open Data Portals Worldwide

There is a whole spectrum, from DIY to plug-and-chug.

3. Websites of primary data providers

- Government agencies; some private companies and NGOs; scientific researchers.
 - i.e. **EPA + USGS Water Quality Portal**

4. Programmatic data access through Application Program Interfaces (APIs)

We'll talk more about these next lecture

There is a whole spectrum, from DIY to plug-and-chug.

5. Liberate previously inaccessible data

- Build relationships with people in government or the private sector.
- Find the right person, cold-email them and ask politely.
 - i.e. my master's thesis!
- File a Freedom of Information Act (FOIA) request (a last resort; very aggressive move).

6. Compile data yourself

- Assemble systematic information from many disparate sources.
- E.g. historical archives, websites, PDF reports.

7. Collect your own primary data

Run surveys or experiments.

Where to Look for Data?

There is **no "one-stop shop"**. Where to look entirely depends on your topic.

For economics research:

- **Search the literature:** Find papers related to your topic and check the Data section.
 - Good for learning the "standard" sources for common things (e.g., weather data).
- Find your own data that the literature hasn't used yet.
 - It's hard to find a novel use for an already widely-used dataset.
 - Cross-disciplinary arbitrage
- **Combine data in new ways:** most new projects will require joining data from 2+ sources.
 - E.g. state-level policy changes + household-level outcome data.

Where to Look for Data?

There is **no "one-stop shop"**. Where to look entirely depends on your topic.

A few useful starting points:

- "How to Find Data: Tips for Finding Data" (Davidson College Library).
- "Data Sets for Quantitative Research" (University of Missouri Libraries).
- Google Dataset Search, AWS Data Exchange

The majority of data sources described above have the data easily accessible once found.

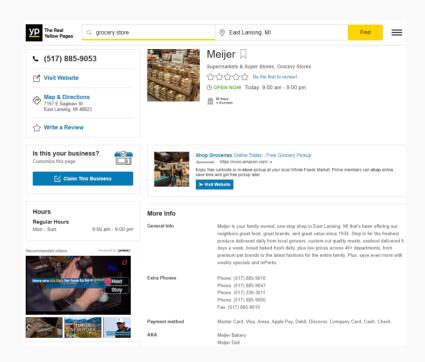
If the data aren't already machine readable, then we can take advantage of...

Intro to Web Scraping

Web Scraping

Web scraping is the process of extracting semi-structured web data and converting into a structured dataset

 Useful when information is already online but not available in a handy format.



Structure of Webpages

Webpages are largely made out of **two types of files** that we have to parse:

HTML

- HyperText Markup Language is a markup language, Like Markdown
- It specifies the **structure** of a webpage.

CSS

- Cascading Style Sheets is a language for formatting the appearance of a webpage
 - CSS properties specify howto format: what font, what color, how wide
 - CSS selectors specify what to format: which structural elements get what rule

How Websites Render Content

It's also worth realising that there are **two ways** that web content gets rendered in a browser:

- 1. Server-side (back-end)
- 2. Client-side (front-end)

You can read <u>here</u> for more details (including example scripts), but for our purposes the essential features are as follows...

Server-Side Content Rendering

The scripts that build a **server-side** website aren't run on our computer

- Rather, the script that "builds" the site is run on a host server
 - All information is .hiblue[directly embedded] in the webpage's HTML
- e.g. Wikipedia tables are already populated with all the info we see in our browser

The 125 most topographically prominent summits on Earth											
No. ¢	Peak ◆	Range (or island)	Location •	Coordinates [1]	Prominence (m)	Height (m) •	Col (m) ◆				
1.	Mount Everest	Himalayas	China Nepal	27°59'17.6500'N 86°55'30.0652'E	8,848.86	8,848.86	0				
2.	Aconcagua	Andes	Argentina	© 32°39'11'S 70°0'42'W	6,960.8	6,960.8	0				
3.	Denali / Mount McKinley*	Alaska Range	United States	© 63°4′10°N 151°0′26′W	6,155	6,191	47				
4.	Mount Kilimanjaro*	Eastern Rift mountains	Tanzania	© 3°4'0'S 37°21'33'E	5,885	5,895	10				
5.	Pico Cristóbal Colón	Sierra Nevada de Santa Marta	Colombia	Q 10°50'18'N 73°41'12'W	5,509	5,700	191				

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- Webscraping process: finding the correct selectors (CSS or Xpath), iterating through (dynamic) webpages (e.g. "Next page" and "Show more" tabs)
- **Key concepts:** CSS, Xpath, HTML

Client-Side Content Rendering

The scripts that build a **client-side** website aren't run on our computer

- Website contains an empty template of HTML and CSS
 - May contain a "skeleton" table without any values
- When we visit the page URL, our browser sends a request to the host server
- If everything is okay (e.g. our request is valid), then the server sends a **response** script, which our browser executes and uses to populate the HTML template with the specific information that we want.

Client-Side Content Rendering

• If everything is okay (e.g. our request is valid), then the server sends a **response** script, which our browser executes and uses to populate the HTML template with the specific information that we want.



Web Scraping

Over the next two lectures we'll cover the main differences between the two approaches and general workflows.

However, I want to forewarn that web scraping typically involves a fair bit of **detective work**, iterating and adjusting steps

- According to the type of data you want
- To match the specifics of a given website

In short, web scraping involves as much art as it does science.

The good news, though: if you can see it, you can scrape it.

Caveat: Ethical and Legal

The last line brings up an important consideration: just because you **can** scrape it, doesn't mean you **should**.

Legality

- In short, it is currently legal to scrape data from the web using automated tools as long as the data are publicly available (hiQ Labs vs. Linkedin)
 - We'll chat more later on about what this means for "hidden" APIs
- May get blocked due to

Ethicality

- Need to consider the impact your scraper will have on the host server
 - Easy to write a function that can overwhelm a website's host with rapid requests
 - We'll return to the "be nice" mantra later on

Scraping Static Websites

Static Scraping: Preliminaries

Today we'll be using <u>SelectorGadget</u>, which is a Chrome extension that makes it easy to discover CSS selectors.

• Install the extension directly **here**.

Please note that SelectorGadget is only available for **Chrome**. If you prefer using **Firefox**, then you can try **ScrapeMate**.

Static Scraping: Preliminaries

The primary R package that we'll be using today is <u>rvest</u>, a simple webscraping library inspired by Python's <u>Beautiful Soup</u>, but with extra tidyverse functionality. **rvest** is designed to work with webpages that are built server-side and thus requires knowledge of the relevant CSS selectors...

Which means that now is probably a good time for us to cover what these are in more detail. First, let's load some packages

```
pacman::p_load(lubridate, rvest, tidyverse)
```

CSS Selectors and SelectorGadget

CSS **selectors** are the **"what"** of the display rules. They identify which rules should be applied to which elements.

• E.g. Text elements that are selected as ".h1" (i.e. top line headers) are usually larger and displayed more prominently than text elements selected as ".h2" (i.e. sub-headers).

The key point is that if you can **identify the CSS selector(s)** of the content you want, then you can **isolate it from the rest** of the webpage content that you don't want.

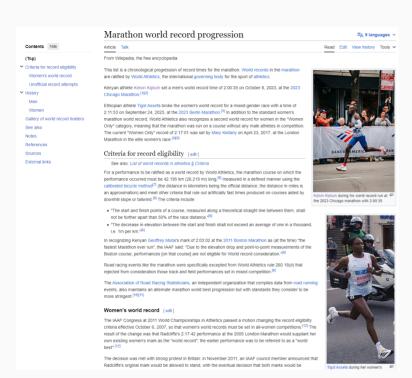
CSS Selectors and SelectorGadget

This where SelectorGadget comes in. We'll work through an extended example (with a twist!) below, but I highly recommend looking over this **quick vignette** soon.

Let's say you watched the U.S. Olympic Marathon Trials earlier this month and now want to scrape the wikipedia page on <u>marathon world record</u> <u>progression</u>

• Women's record: 3:40:22 in 1926 to 2:11:53 last year!

First, open up this page in your browser. Take a look at its structure: What type of objects does it contain? How many tables does it have? Do these tables all share the same columns? What row- and columns-spans? Etc.



Time	Name	Nationality	Date	Event/Place	Source	Notes
5:40:xx	Marie-Louise Ledru	France	September 29, 1918	Tour de Paris Marathon	ARRS ^[10]	
3:40:22	Violet Piercy	United Kingdom	October 3, 1926	London [nb 7]	IAAF ^[53]	The ARRS indicates that Piercy's 3:40:22 was set on August 2, 1926, during a time trial on a course that was only 35.4 km. ^[10]
3:37:07	Merry Lepper	United States	December 16, 1963 ^[nb 8]	Culver City, United States	IAAF ^[53]	Disputed (short course).[95]
3:27:45	Dale Greig	United Kingdom	May 23, 1964	Ryde	IAAF, ^[53] ARRS ^[10]	
3:19:33	Mildred Sampson	New Zealand	July 21, 1964 ^[nb 9]	Auckland, New Zealand	IAAF ^[53]	Disputed by ARRS as a time trial.[nb 9][98]
3:14:23	Maureen Wilton	■◆■ Canada	May 6, 1967	Toronto, Canada	IAAF, ^[53] ARRS ^[10]	The ARRS notes Wilton's extended time as 3:14:22.8 ^[10]
3:07:27.2	Anni Pede- Erdkamp	West Germany	September 16, 1967	Waldniel, West Germany	IAAF, ^[53] ARRS ^[10]	The ARRS notes Pede-Erdkamp's extended time as 3:07:26.2 ^[10]
3:02:53	Caroline Walker	United States	February 28, 1970	Seaside, OR	IAAF, ^[53] ARRS ^[10]	
3:01:42	Elizabeth Bonner	United States	May 9, 1971	Philadelphia, United States	IAAF, ^[53] ARRS ^[10]	
2:55:22	Elizabeth Bonner	United States	September 19, 1971	New York City Marathon	IAAF, ^[53] ARRS ^[10]	
2:49:40	Cheryl Bridges	United States	December 5, 1971	Culver City, United States	IAAF, ^[53] ARRS ^[10]	
2:46:36	Michiko Gorman	United States	December 2, 1973	Culver City, United States	IAAF, ^[53] ARRS ^[10]	The ARRS notes Gorman's extended time as 2:46:37 ^[10]
2:46:24	Chantal Langlacé	France	October 27, 1974	Neuf-Brisach, France	IAAF, ^[53] ARRS ^[10]	
2:43:54.5	Jacqueline Hansen	United States	December 1, 1974	Culver City, United States	IAAF, ^[53] ARRS ^[10]	The ARRS notes Hansen's extended time as 2:43:54.6 ^[10]

Once you've familiarised yourself with the structure, read the whole page into R using the rvest::read_html() function.

```
mthn = read_html("https://en.wikipedia.org/wiki/Marathon_world_record_prog
mthn

## {html_document}

## <html class="client-nojs vector-feature-language-in-header-enabled vector-feature-languag
```

As you can see, this is an **XML** document that contains **everything** needed to render the Wikipedia page.¹

It's kind of like viewing someone's entire LaTeX document (preamble, syntax, etc.) when all we want are the data from some tables in their paper.

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¹ XML stands for Extensible Markup Language and is one of the primary languages used for encoding and formatting web pages.

Let's start by scraping our first table from the page, which documents the **women's record progression**.

The first thing we need to do is identify the table's unique CSS selector using SelectorGadget.

Note: this will require trial and error - and a lot of clicking.

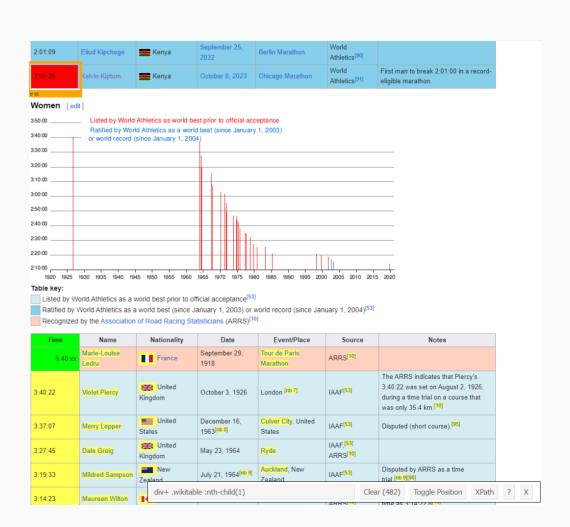
Start by activating SelectorGadget and clicking on a chart element.



Clicking on another chart element expands the selection (but too much!)



Click the elements you don't want until they turn red:



Working through this iterative process yields

```
"div+ .wikitable :nth-child(1)".
```

We can use this unique CSS selector to isolate the women's record table content from the rest of the HTML document.

- **Extract the table content** with html_element()
- Parse the HTML table into an R data frame with html_table()

- **Extract the table content** with html_element()
- Parse the **HTML table into an R data frame** with html_table()

```
women ← mthn %>%
  html_element("div+ .wikitable :nth-child(1)") %>% ## select table element
  html_table() ## convert to data from
women
```

```
## # A tibble: 43 × 7
     Time
                Name
                                   Nationality Date Event/Place Source No
##
                                                  <chr> <chr>
###
     <chr>
               <chr>
                                   <chr>
                                                                       <chr> <
               Marie-Louise Ledru France
   1 5:40:xx
                                                  Septe... Tour de Pari... ARRS[... '
###
                                  United Kingdom Octob... London [nb 7] IAAF[... '
###
   2 3:40:22
               Violet Piercy
                                  United States
                                                  Decem... Culver City,... IAAF[... '
###
   3 3:37:07
               Merry Lepper
###
   4 3:27:45
                Dale Greig
                                  United Kingdom May 2... Ryde
                                                                       IAAF,...'
               Mildred Sampson
                                   New Zealand
                                                  July ... Auckland, Ne... IAAF[... '
###
   5 3:19:33
   6 3:14:23
               Maureen Wilton
                                   Canada
                                                  May 6... Toronto, Can... IAAF,... '
###
   7 3:07:27.2 Anni Pede-Erdkamp
                                                  Septe... Waldniel, We... IAAF,... '
###
                                   West Germany
                                                                       I36A/F48. '
               Caroline Walker
                                   United States Febru... Seaside, OR
###
   8 3:02:53
```

First Table: Women's Records

women %>%

Great, it worked! Now convert the date string to a format that R actually understands.²

```
mutate(Date = mdy(Date)) %>% ## convert string to date format
head(4)

## # A tibble: 4 × 7

## Time Name Nationality Date Event/Place Source N
```

² Note: If column name had spaces or capital letters, we could use the janitor::clean_names() convenience function to clean them. (Q: How else could we have done this?)

First Table: Women's Records

A tibble: 43 × 7

Alright that mostly worked, but there are a few hyperlink references in the dates leading to NAs.

 This is a case where using a regular expression is convenient: match the pattern "[nb x]" at the end of the strings

```
Time
                              Nationality Date Event/Place Source No
###
             Name
  <chr> <chr>
                              ###
  1 5:40:xx
             Marie-Louise Led... France 1918-09-29 "Tour de Par... ARRS[... '
###
             Violet Piercy United Kin... 1926-10-03 "London " IAAF[... '
  2 3:40:22
##
              Merry Lepper
                             United Sta... 1963-12-16 "Culver City... IAAF[48. '
   3 3:37:07
###
              Dale Greig
                              United Kin... 1964-05-23 "Rvde"
##
   4 3:27:45
                                                               IAAF....'
```

Table 2: Men's Records

We could stop here and plot the women's records, but while we're here let's grab the men's records as well.

Challenge: take a couple minutes to use SelectorGadget and find the CSS selector for the men's record table.

• Don't peek at next slide until you give it a shot!

Table 2: Men's Records

```
## # A tibble: 6 × 7
    Time Name
                           Nationality Date
                                                 Event/Place Source
###
                                                                          No
   <chr> <chr>
                          <chr>
                                       <date>
                                                 <chr>
                                                                  <chr>
###
## 1 2:03:38 Patrick Makau Kenya
                                                                  IAAF,[82... '
                                       2011-09-25 Berlin Marathon
                                                                  IAAF[85]... '
## 2 2:03:23 Wilson Kipsang Kenya
                                       2013-09-29 Berlin Marathon
                                                                  IAAF[87]... '
## 3 2:02:57 Dennis Kimetto Kenva
                                       2014-09-28 Berlin Marathon
                                       2018-09-16 Berlin Marathon IAAF[89] '
## 4 2:01:39 Eliud Kipchoge Kenya
                                                                  World At... '
## 5 2:01:09 Eliud Kipchoge Kenya
                                       2022-09-25 Berlin Marathon
## 6 2:00:35 Kelvin Kiptum Kenya
                                       2023-10-08 Chicago Marathon World At... '
```

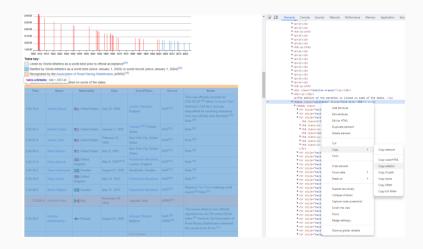
Browser Inspection Tools

SelectorGadget is a great tool, but sometimes it **takes more work than necessary** and isn't available in all browsers.

Alternate approach: use the inspect web element

- Chrome: Right-click > "Inspect" (Ctrl + Shift + I)
- Scroll over source elements until the table of interest is highlighted
- Use the selector that pops up over the element

```
∘ i.e. "table.wikitable"
```



Duplicate Selectors

If we look at the source code a bit more we can see that the selector table.wikitable **isn't unique**!

In cases like this, use html_elements() to retrieve all matching elements as a list

```
mthn_tabs \( \) mthn %>%
   html_elements("table.wikitable") ## select all elements matching the se

# first match is men's results
men2 \( \) mthn_tabs[[1]] %>% html_table()

# second match is women's results
women2 \( \) mthn_tabs[[2]] %>% html_table()
```

Marathon Progression

Challenge: combine both tables into a single dataframe and plot the record progression

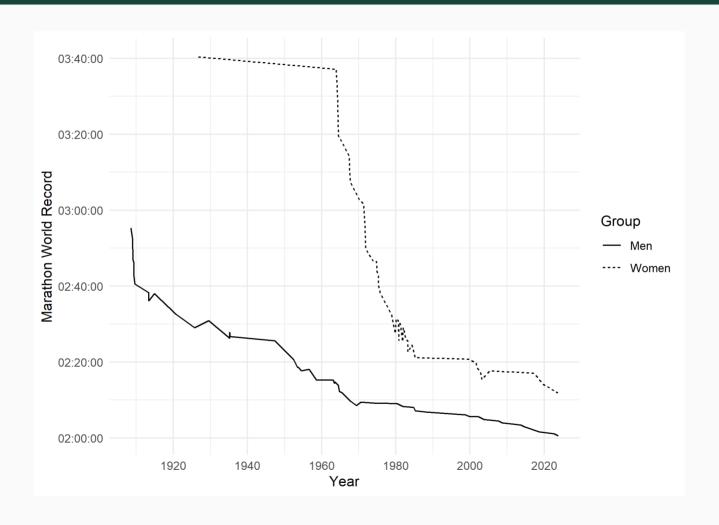
- Clean the Time variable (get rid of alphanumeric characters at the end)
- Separate the time variable into hours/minutes/seconds using separate()
- Use hours(), minutes(), seconds() from lubridate to create a time variable for the marathon time
- Create a plot with
 - Marathon time on the y-axis
 - Make sure to include a scale_y_time() layer!
 - Date on the x-axis
 - Linetype aesthetic mapping based on the group (men vs. women)
 - Use a nice theme

Answer in a few slides (no peeking until you've tried first)

Marathon Progression

```
men ← mutate(men, Group = "Men")
women ← mutate(women, Group = "Women")
mthn prog \leftarrow rbind(men, women) \%>\%
  mutate(Time = str_replace_all(Time, "[:alpha:]", "")) %>%
   separate(col = "Time", into = c("Hours", "Minutes", "Seconds"), sep = '
  # add time variable using lubridate functions
  mutate(mthn time = hours(Hours) + minutes(Minutes) + seconds(Seconds))
ggplot(mthn_prog, aes(x = Date, y = mthn_time)) +
  geom line(aes(linetype = Group)) +
  scale y time() +
  labs(y = "Marathon World Record",
      x = "Year") +
  theme minimal()
```

Marathon Progression



Scraping Static Sites

Next time we'll see another case of how to get specific text elements that aren't in a nice table format before talking about considerations for dynamically-generated sites and APIs.

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