Implement a vertical search engine on film with domaincombination search

Yang Bao, 2020/4/07

Github link:

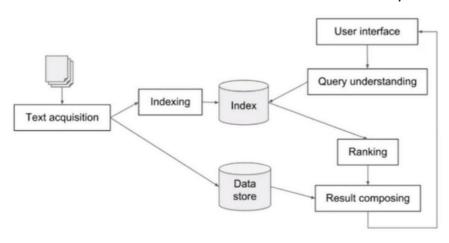
https://github.com/baoyangisapig/Final-Project-for-information-retrieval

Abstraction

MetaCritic is a movie review site(https://www.metacritic.com/). For each movie, the site would provide the averaged scores by film critics and movie viewers. Also, we can review all the details about a movie including the comments and the summary. As to the search engine of the site, the functionality is basic. This is to say, we can only search for the name of a film. I want to add more functionality to the site to improve the search engine. The improvement is called a combination search.

The information retrieved from the website has several domains: the name of the film, director, movie poster image, comments, a summary of the movie plot, the user score and the professional score. In my opinion, These three domains have more useful information and can be used to locate a movie: name, comments and the summary of a specific movie. So I would implement two kinds of search models: the first kind is searching in one of the three domains and find the most related films, and the second one is to do a search in multiple domains. O f course, the second model is based on the first one. In the following article, I will show details on how to implement the functionality in a search engine.

Here is the basic structure of the information retrieval system



Preparation before designing the system

1. Write a web crawler and clean origin data.

Before we implement the search system, we need to implement a web crawler to get the data we need. I use Selenium to implement the crawler.

Selenium is an open-source tool that automates web browsers. It provides a single interface that lets you write test scripts in programming languages like Ruby, Java, NodeJS, PHP, Perl, Python, and C#, among others.

A browser-driver then executes these scripts on a browser-instance on your device (more on this in a moment).

This is how web crawler works. Firstly, we write a spider script and execute it with web driver. Then we can get the crude data from web. After cleaning the data, we can get organized data. The final step is to write it down in files and store it.

Core Code in the crawler:

```
try {
summary=driver1.findElement(By.xpath("//*[@id=\"main_content\"]/div[1]/div[2]/div[1]/div[1]/div[1]/div[2]/div[2]/div[4]/span[2]/span")).getText();

metascore=driver1.findElement(By.xpath("//*[@id=\"main_content\"]/div[1]/div[1]/div[1]/div/table/tbody/tr/td[2]/div/table/tbody/tr/td[1]/div/div/div[2]/table/tbody/tr/td[2]/a/span")).getText();

userScore=driver1.findElement(By.xpath("//*[@id=\"main_content\"]/div[1]/div[1]/div/table/tbody/tr/td[1]/div/div/div/div[3]/div/table/tbody/tr/td[2]/a/span")).getText();
    List
List
director=driver1.findElement(By.className("director")).findElements(By.tagName("span"))
.get(1).getText();
for(int k=0;k<=elements.size()-1;k++){
    if (k=0) continue;
    else comment.append(modify(elements.get(k).getText())).append("&&");
}
catch (Exception e){
    continue;
}
</pre>
```

2. Parse XML file.

Here is the data harvested in the website. I store these data in XML files. So I need to read and parse the files to get organized data.

This is the structure of the XML files. I read the data line by line and get the value of each domain with BufferedWriter.

number: 1

title: Hoop Dreams

director: Steve James

image: https://static.metacritic.com/images/products/movies/2/18e6a88baf392f8b0f84213eed85be13-98.jpg

summary: Two inner-city Chicago boys with hopes of becoming professional basketball players struggle to become college players.

metascore: 98

userScore: 8.0

From Mark: 1866 Dreams 13 Without peer among \$50.45 SMented documentaries to the extent that it's about people before it's about athlet

①Number: the index of a specific film.

②Title: the name of the film.

③Director: director of the movie.

4 Image: the URL of the movie poster image.

⑤Summary: the summary of the movie plot.

6 metaScore: the professional score of the movie

⑦userScore: user socre of a specific movie

(8) comment: movie comments

Steps and explanation on how to implement the IR

algorithm

1. construct the inverted index.

Steps to build an inverted index:

1) Fetch the Document

Removing of Stop Words: Stop words are most occuring and useless words in document like "I", "the", "we", "is", "an".

2Stemming of Root Word

Whenever I want to search for "cat", I want to see a document that has information about it. But the word present in the document is called "cats" or "catty" instead of "cat". To relate the both words, I'll chop some part of each and every word I read so that I could get the "root word". There are standard tools for performing this like "Porter's Stemmer".

③Record Document IDs

If word is already present add reference of document to index else create new entry. Add additional information like frequency of word, location of word etc.

4 Repeat for all documents and sort the words.

The algorithm is based on multiple domains, so we need to construct an inverted index for each domain. So, after following the steps above, we would have three inverted indexes: name, comment and summary.

2. implement BM25 algorithm to get the basic score of each document.

The ranking function is based on BM25 algorithm but I will adjust the weight of each variable and add some new variables.

3

This part requests us to add a ranking function to the existed system and evaluate the performance of the whole search engine.

First,we have already built the inverted indexs . Based on the given data. The next thing we should focus on is that how to SCORE a document according to the input query. The higher score one document gets, the higher possible it is required by the user.

Second, we need to deal with the SCORE. Based on the textbook and notes on the class, I choose BM25 algorithm as a "SCORE" function to evaluate the degree of a document fits for the query. The reason I choose BM25 is easy to implement and it performs well on many existed models. Besides, there are a few parameters for programmers to adjust due to a specific document.

Third, we need to implement the BM25 algorithm. BM25 comes from the idea of TF-IDF. It solves the problem in the traditional TF-IDF that TERM frequency will influence the performance when it grows big enough.

with the help of the parameter k, it helps us to limit the influence from the size of tf. Now, Let's dive deep into it. Below is the method to calculate the BM25 score(here we just omit a large sum of mathematical justification).

$$R(q_i, d) = \frac{f_i \cdot (k_1 + 1)}{f_i + K} \cdot \frac{qf_i \cdot (k_2 + 1)}{qf_i + k_2}$$
$$K = k_1 \cdot (1 - b + b \cdot \frac{dl}{avgdl})$$

R is the result we want, qi means each word in the Query, d means document, fi means the frequency of qi occurs in the document d. K is a constant number and we need to calculate the length of the current document dl and the average document length of the whole database avgdl. K means that the longer a document is, the smaller the document's score will be. And we use

$$Score\left(Q,d\right) = \sum_{i}^{n} IDF\left(q_{i}\right) \cdot \frac{f_{i} \cdot \left(k_{1}+1\right)}{f_{i} + k_{1} \cdot \left(1 - b + b \cdot \frac{dl}{avgdl}\right)}$$

to calculate the final results for each document.

Finally, we have already known the power SCORE function, bm25, and then we could (1)score every documents (2)use a priorityqueue to get the top-k documents as the result of best fit document (3)return document ids to the user. Another thing is to separate the input query into a bag of words. This procedure can be ascribed as the following steps: (1)change them into a word array (2)find all stop words (3)there may be phrase in the query, so pick them out and deal with them separately (4)some words may not exist in the documents so find a proper way to deal with them (5)rearrange the score list and return the result to the user.

3. implement single-domain search

This part is very easy. We have implemented the BM25 algorithm to calculate the score of each film. Then we use a min Heap to sort these film by their score. So we can provide a Restful API to select the top K films given s specific movie id.

So we can get the top K movies in a single domain. For example, the query is "teenager love", we can search the keywords in comments and get the top K results based on the algorithm above.

4 implement combination-domain search

This is the core part of the information retrieval system. I would use three domains to implement the search: name, comment, and summary. When we use the single-domain search, we can know the score of each film. The higher the score, the more related the movie is to the query. So based on the three inverted indexes, we can get three kinds of a score, the scoring base on the film name S_1 , the score based on film summaries S_2 and the score based on film comments S_3 .

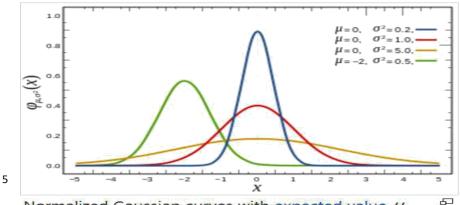
As we know, it is a combination search, the user can search for any kind of information related to the target film, so we need to analyze the intention of users. My assumption is that the closer the length of query keywords is to the average length of movie names, the more likely the user is to query the film by its name. So when the length of query keywords is close to the length of the averaged film name, the weight of S₁ increases in the final score in this query.

Explanation for the assumption: When the user use domain-combination search, there are two possible usage scenarios: the first one is that the user has a target film before search, so he will search the film by name, another one is that the searcher wants to find some interesting films by keywords (exploratory search) without a target one. So the weight assignment method is based on the assumption that: the closer the length of query keywords is to the average length of movie names, the more likely the user is to query the film by its name. With such assumption, I can improve the BM25 algorithm and have a better performance.

Suppose that the average length of film names in the data set is l_1 , then the weight increases when the length of the query approaches l_1 . I use the Gaussian function to simulate the process.

This is the gaussian function. σ is the standard deviation and μ is the mathematical expectation.

$$g(x) = rac{1}{\sigma\sqrt{2\pi}}e^{-rac{1}{2}\left(rac{x-\mu}{\sigma}
ight)^2}.$$



Normalized Gaussian curves with expected value μ and variance σ^2 . The corresponding parameters are $a=\frac{1}{\sigma\sqrt{2\pi}}$, $b=\mu$, and $c=\sigma$.

From the graph above, we can know that when $x = \mu$, the value of function reaches the highest point. Also, the highest point is smaller than 1. I use the value of gaussian function to simulate the weight of S_1 in the final score.

We let σ =1, μ =I₁, so when the length of query is equal to I₁, the weight of S₁ is the highest, which is the value of g(x) . So we can get the calculation formula of final Score.

Based on BM25, the score of a film in single domain is:

$$Score\left(Q,d\right) = \sum_{i}^{n} IDF\left(q_{i}\right) \cdot \frac{f_{i} \cdot \left(k_{1}+1\right)}{f_{i} + k_{1} \cdot \left(1 - b + b \cdot \frac{dl}{avgdl}\right)}$$

Define the final score as Sf

$$g(x) = rac{1}{\sigma\sqrt{2\pi}}e^{-rac{1}{2}\left(rac{x-\mu}{\sigma}
ight)^2}.$$

 $k_1=g(x)$, let $\sigma=1$, $\mu=l_1$. $K_2=(1-k_1)*\epsilon_1$, $K_3=(1-k_1)*\epsilon_2$, let $\epsilon_1=0.4$, $\epsilon_2=0.6$.

Based on that, we can get the calculation formula of final score

$$S_{f=g(x)*S_1+(1-g(x))*} \epsilon_1 *S_2+(1-g(x))* \epsilon_2 *S_3.$$

Now,we still need to do some improvement on Sf, because the value of S1,,S2 and S3 are not in the same range. So we need to do Normalization on the original Score.

$$S_{i. j} = S_{i. j} / \sum_{k=1}^{N} S_{i, k}$$

So the value of Si,j is also in [0,1]. Also, we multiply the result by N to offset the effect of normalization on the result value, in which N is the number of films in the data set.

$$\mathsf{S}_{\mathsf{f}} = [\ \mathsf{g}(\mathsf{x})^* \mathsf{S}_{\mathsf{1}} / \sum_{k=1}^N S_{\mathsf{1}, \ k} \ + (1 - \mathsf{g}(\mathsf{x}))^* \ \epsilon_{\mathsf{1}}^* \mathsf{S}_{\mathsf{2}} / \sum_{k=1}^N S_{\mathsf{2}, \ k} \ + (1 - \mathsf{g}(\mathsf{x}))^* \ \epsilon_{\mathsf{2}}^* \mathsf{S}_{\mathsf{3}} / \sum_{k=1}^N S_{\mathsf{3}, \ k} \]^* \mathsf{N}.$$

Base on the calculation formula, we can calculate the final score of each film. With a min Heap, we can sort all these films and get the top K films based on the user's query. This is the result of the combination-domain search.

Core code to calculate the final score:

```
public double combineScore(String recordId,String query, Map<String,Double> weight1,
Map<String,Double> weight2){
   if (k1==-1)
   k1=gaussianFunction(query.replaceAll("[^a-zA-Z]"," ").split("\\s+").length);
   double k2=(1-k1)*0.6;
   double k3=(1-k1)*0.4;
   return
k1*calScore(query,recordId)+k2*scoreOfDocument(weight2,recordId,wordFreqForSummary,sum
mary)+k3*scoreOfDocument(weight1,recordId,wordFreqForComment);
}
```

Implement the search engine based on improved ranking algorithm.

I implement the core part of the search engine without open-source code. The search engine is based on Restful APIs in the back-end part of the website. When the user inputs the query in the search bar, with the Ajax technology, the front end would be sent an HTTP request to the back-end with necessary parameters. The back end calls the corresponding Restful API with the ranking service, then the MVC controllers of the back end part would format the return value as JSON objects. Finally, the message of all the top-ranking items would be parsed and represented as images and film descriptions on the front page.

As to the web frameworks, I implement the front-end part of the website with Bootstrap and implement the back-end part with Spring Boot. I integrated them to construct an MVC structure.

As to the user query procession and experience, when we search on the website, the request will be redirected to a Restful API by a corresponding controller in the MVC structure. Based on the information retrieval algorithm and ranking function, we can get the results of a query. All the calculations would be finished in less than 1 second based on the Ajax and Calculation acceleration with HashMap. So the user can get the result immediately.

Core code in the interaction of back end and front end:

Back end:

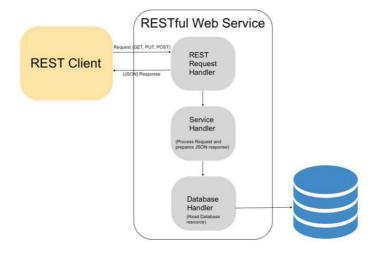
```
ResponseBody
DRequestMapping("searchTop")
oublic String SearchTop(@RequestParam(value="query")String
query,@RequestParam(value="type") String type,@RequestParam("metaScore") String metaScore,@RequestParam("userScore")String userScore) {
    Queue<Pair<String,Double>> queue=null;
    if (type.equals("1")){
        if (metaScore.equals("")||userScore.equals(" ")) {
        queue=Modified_BM25.selectTopByName(query,6,40,4);
queue=Modified BM25.selectTopByName(query,6,Double.parseDouble(metaScore),Double.parse
Double(userScore));
    else if (type.equals("2")){
        if (metaScore.equals("")||userScore.equals(" ")){
queue=Modified BM25.selectTopK(query,6,Modified BM25.wordFreqForComment,Modified BM25.
queue=Modified BM25.selectTopK(query,6,Modified BM25.wordFreqForComment,Modified BM25.
comment,Double.parseDouble(metaScore),Double.parseDouble(userScore));
    else if(type.equals("3")){
        if (metaScore.equals("")||userScore.equals(" ")){
, Modified_BM25.selectTopK(query,6,Modified_BM25.wordFreqForSummary,Modified_BM25.
summary,40,4);
, Modified_BM25.wordFreqForSummary, Modified_BM25.wordFreqForSummary, Modified_BM25.
summary,Double.parseDouble(metaScore),Double.parseDouble(userScore));
    else if (type.equals("4")){
        if (metaScore.equals("")||userScore.equals(" ")){
            queue= new JointSearch().selectTopK(query,6,40,4);
            queue= new
JointSearch().selectTopK(query,6,Double.parseDouble(metaScore),Double.parseDouble(user
```

```
List<Film> list=new ArrayList<>();
while (!queue.isEmpty()){
    Film film=new Film();
    String key=queue.poll().getKey();
    film.setDirector(Modified_BM25.director.get(key));
    film.setTitle(Modified_BM25.title.get(key));
    film.setImage(Modified_BM25.image.get(key));
    film.setMetaScore(Double.parseDouble(Modified_BM25.metascore.get(key)));
    film.setUserScore(Double.parseDouble(Modified_BM25.userScore.get(key)));
    film.setComment(Modified_BM25.comment.get(key));
    film.setSummary(Modified_BM25.summary.get(key));
    list.add(film);
}
Collections.reverse(list);
    return new JSONArray(list).toString();
}
```

Front end (Ajax):

```
<script>
    window.onload=function (ev) {
        $.post(
                 metaScore:40,
                 userScore:4
             function (data) {
                  var data1=JSON.parse(data);
                  $('#biao').html("");
                  for(i=0;i<data1.length;i++){</pre>
                      var title=data1[i].title;
                      var director=data1[i].director;
                      var summary=data1[i].summary;
                      var comment=data1[i].comment;
                      var image=data1[i].image;
                      var metaScore=data1[i].metaScore;
                      var userScore=data1[i].userScore;
<br/><br/><br/><br/><br/>" + director + "" + comment +
'<img src='" + image + "' width='380px' height='500px'/><br/>" + summary +
greenyellow\"><strong>"+metaScore+"</strong></div></div><br/>></br> <br/>></br> <div style=\"position:relative;\"><img
src=\"https://harperlibrary.typepad.com/.a/6a0105368f4fef970b01b7c8ada1a9970b-800wi\"
red\"><strong>"+userScore+"</strong></div></div>";
                      $('#biao').append(str);
         ).error(function (msg) {
             alert("error");
         })
 /script>
```

Service-based MVC structure of the website:

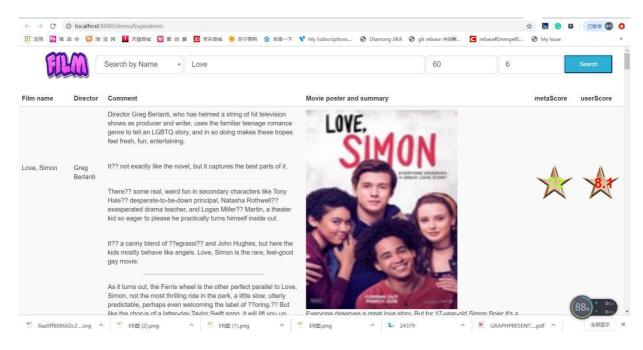


Introduction on the user interface and result display.

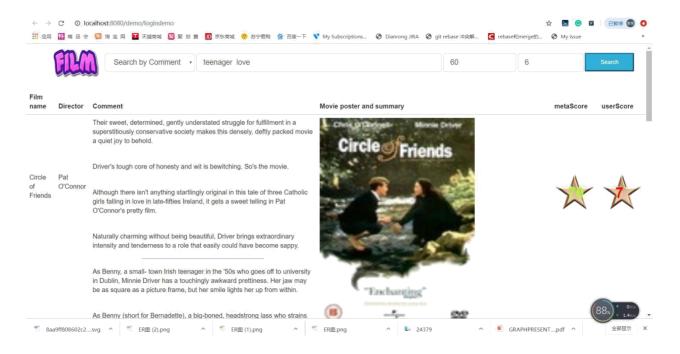
You can choose search in one domain or in multiple domains. Also, you can set the limit value of userScore and metaScore, in which the userScore is the average score of users and the metaScore is the average score of professionals.

There are four function of the web interface:

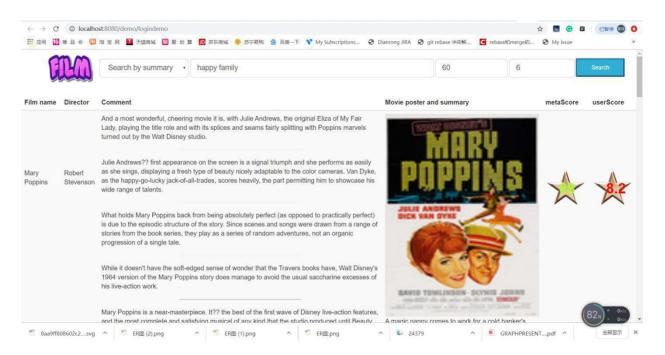
① Search by Name:



② Search By Movie Comments:



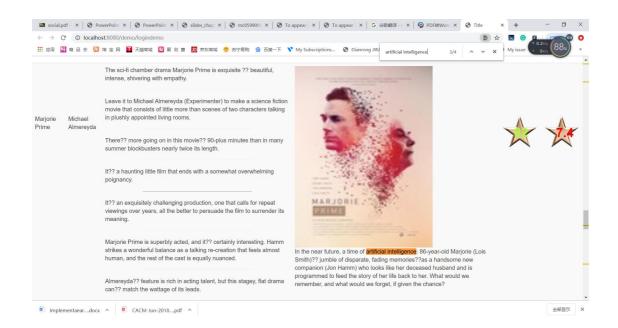
③Search By Summary

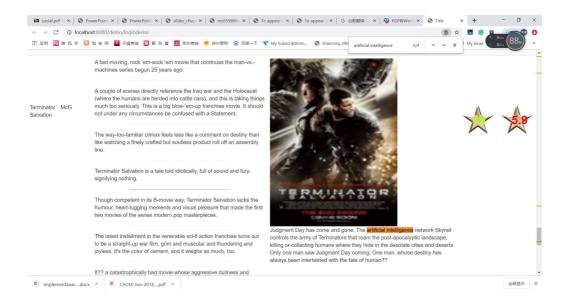


(4) Domain-Combination Search

When the user search "artificial intelligence" in the combination-search engine. He can get some movies related to the topic of Al.







The users can use the four kinds of search function to find their target film in the search engine. They will get all the related film after clicking the search button. There are several components of a film's description: film name and poster, director, comment, summary and film scores given by professionals and general users.

These are the target films that the system think the user may interested in based on the input query.