

# URL Tree: Efficient Unsupervised Content Extraction from Streams of Web Documents

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# Identifying Content



27 October 2013 Last updated at 17:49 ET

#### Twitter share sale trial 'a success', says exchange

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make money?

raise \$1.4bn

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Bob Marley's hit reworked as Saudi women defy driving ban



#### Day in pictures

Shared	Read	Video/Audio	
Storm: Tre	e crushes	Amsterdam woman	1
Top Islamists 'killed' in Somalia			
Why is broadband more expensive in the US?			
Accused ex-BBC driver found dead			4
Woman flown to Grenada, not Granada US: Spying 'constraints needed'			5
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# **Identifying Content**

```
type="text/javascript">$\text{javascript} \text{javascript} \text{
<!-- START CPS SITE CLASS: story --> <div id="main-content" class="story blg-clearfix"> <!-- No EWA --> <div id="print-advert"> </div> <div
class="layout-block-a"> <div class="story-body"> <span class="story-date"> <span class="date"> 25 September 2011 </span> <span class="time-text"> Last
updated at </span><span class="time">10:06 GMT</span> </span> <div id="page-bookmark-links-head" class="share-help"> <h3> Share this page</h3> 
class="delicious"> <a title="Post this story to Delicious" href="http://del.icio.us/post?url=http://www.bbc.co.uk/news/world-us-canada-15051554&</li>
amp;title=BBC+News+-+Anti-Wall+Street+protesters+arrested+in+New+York">Delicious</a>  di class="digg"> <a title="Post this story to Digg"
href="http://digg.com/submit?url=http://www.bbc.co.uk/news/world-us-canada-15051554&amp:title=BBC+News+-+Anti-
Wall+Street+protesters+arrested+in+New+York">Digg</a>  </ii> </a title="Post this story to Facebook" href="http://www.facebook.com"
/sharer.php?u=http://www.bbc.co.uk/news/world-us-canada-15051554&t=BBC+News+-+Anti-
Wall+Street+protesters+arrested+in+New+York">Facebook</a>  class="reddit"> <a title="Post this story to reddit" href="http://reddit.com
/submit?url=http://www.bbc.co.uk/news/world-us-canada-15051554&title=BBC+News+-+Anti-
Wall+Street+protesters+arrested+in+New+York">reddit</a>  class="stumbleupon"> <a title="Post this story to StumbleUpon"
href="http://www.stumbleupon.com/submit?url=http://www.bbc.co.uk/news/world-us-canada-15051554&amp:title=BBC+News+-+Anti-
Wall+Street+protesters+arrested+in+New+York">StumbleUpon</a>  class="twitter"> <a title="Post this story to Twitter" href="http://twitter.com/
/home?status=BBC+News+-+Anti-Wall+Street+protesters+arrested+in+New+York+http://www.bbc.co.uk/news/world-us-canada-15051554">Twitter</a> 
class="email"> <a title="Email this story" href="http://newsvote.bbc.co.uk/mpapps/pagetools/email/www.bbc.co.uk/news/world-us-canada-</li>
15051554">Email</a>  </ii> </ii> class="print"> <a title="Print this story" href="?print=true">Print</a>   <!-- Social media icons by Paul Annet
http://nicepaul.com/icons --> </div> <script type="text/javascript"> <!-- $render("page-bookmark-links", "page-bookmark-links")
useForgeShareTools:"true", position:"top", site:'News', headline:'BBC News - Anti-Wall Street protesters arrested in New York', storyId:'15051554',
sectionId: '99127', url: 'http://www.bbc.co.uk/news/world-us-canada-15051554', edition: 'International' }); --> </script> <h1 class="story-header"> Anti-Wall Street
 orotesters arrested in New York</h1> <div class="caption body-narrow-width"> <img src="http://news.bbcimg.co.uk/media/images/55571000
/ipg/ 55571732 013006913-1.ipg" width="304" height="171" alt="Protesters on Wall Street. New York (24 Sept 2011)" /> <span style="width:304px:">The
protesters' placards carried demands about a range of causes</span> </div> At least 80 people have been arrested during an
anti-Wall Street march in New York&#039:s financial district. Several hundred people took part in Saturday&#039:s march, which was intended to draw
attention to " corporate greed and corrupt politics" in the US. Participants carried banners supporting a range of other issues, including
healthcare reform, an end to US wars and the scrapping of the death penalty, The march came after a week of protests by the Occupy Wall Street
campaign. The loosely organised group says it is defending 99% of the US population against the wealthiest 1%, and had called for 20,000 people to
&guot:flood into lower Manhattan&guot; on 17 September and remain there for &guot;a few months&guot;. Protesters, who are mostly young, initially
numbered some 1,500 but their numbers had fallen to about 200 by Saturday's march. 
police deploying nets to block off major roads including Fifth Avenue and to protect the New York Stock Exchange. <span class="cross-head">Corporate
enemy'</span> One protester, 21-year-old Ryan Reed, said he joined in &quot; because what I see - and what I feel most people in this country see - is an
economy and a system that & #039;s collapsing & guot;  < div class="caption body-narrow-width"> < img src="http://news.bbcimg.co.uk/media/images
/55572000/jpg/ 55572144 013009012-1.jpg" width="304" height="171" alt="Police carry an arrested man in New York (24 Sept 2011)" /> <span
style="width:304px;">Police said most of the arrests were for disorderly conduct</span> </div> &quot;The enemy is the big business leaders of Wall Street.
the big oil company leaders, the coal company leaders, the big military industrial leaders. "  A number of placards also called for " justice for Troy
Davies&quot:, the US man executed in Georgia last week amid widespread criticism.
conduct and blocking traffic, but one person was charged with assaulting a police officer. One officer also suffered a shoulder injury, said police.
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Apple has reported a fourth quarter profit of \$7.5bn (£4.6bn), beating analysts' expectations.

Although iPhone sales surged 26% to 33.8 million, profits slid for a third consecutive quarter as margins fell.

Apple has finished releasing its new products for the year

On an annual basis, Apple ended its fiscal year with its first earnings decline in 11 years as net profit slipped to \$37bn.

Nonetheless, Apple boss Tim Cook insisted that "business was stronger than ever" on an earnings call.

But analysts were disappointed by forward guidance given by the company, which indicated that future profits might continue to slide

Apple said it expected revenue next year to be somewhere between \$55 -

It indicated that the gross margin on its products - the difference between the amount the company spends to make a products versus how much consumers pay - would be between 36.5% - 37.5%, less than analysts were

Peter Oppenheimer, Apple's chief financial officer, explained that this was partly because it cost more to manufacture the company's new iPads and Macbooks and that prices weren't boosted accordingly.



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Apple unveils slimmer iPad Air

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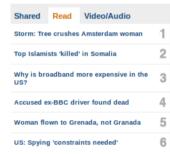
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	Accused ex-BBC driver found dead			4		
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launches lower-fat

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US fast-food workers

Burger King

#### Burger King profits up as costs fall



Fast food vendor Burger King has reported higher profits as sales

The US restaurant chain said its better-than-expected profits for the July-to-September period of this year were due to cost reductions and more franchising.

Burger King's net profit rose to \$68.2m (£42.2m), as against \$6.6m in the same period a year earlier.

However, sales at its North American branches fell 0.3%.

The company has recently introduced Satisfries, a lower-fat variety of chips, in the US and Canada, in an effort to offer a healthier alternative after criticisms of the high fat content of its food.

#### Costs cut

The firm, which is the third-largest burger chain in the US, behind rivals McDonalds and Wendy's, said it has succeeded in reducing costs by 90%. through greater use of franchising instead of owning its restaurants.

In the past year, it refranchised more than 500 restaurants.

Burger King saw sales rise 2.4% in Europe, Africa and the Middle East for the three months to 30 September, with a successful online coupon-driven marketing push in Germany and Spain.

In the Asia Pacific region, Burger King sales rose 3.7%.



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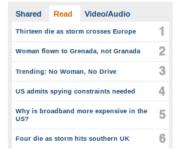
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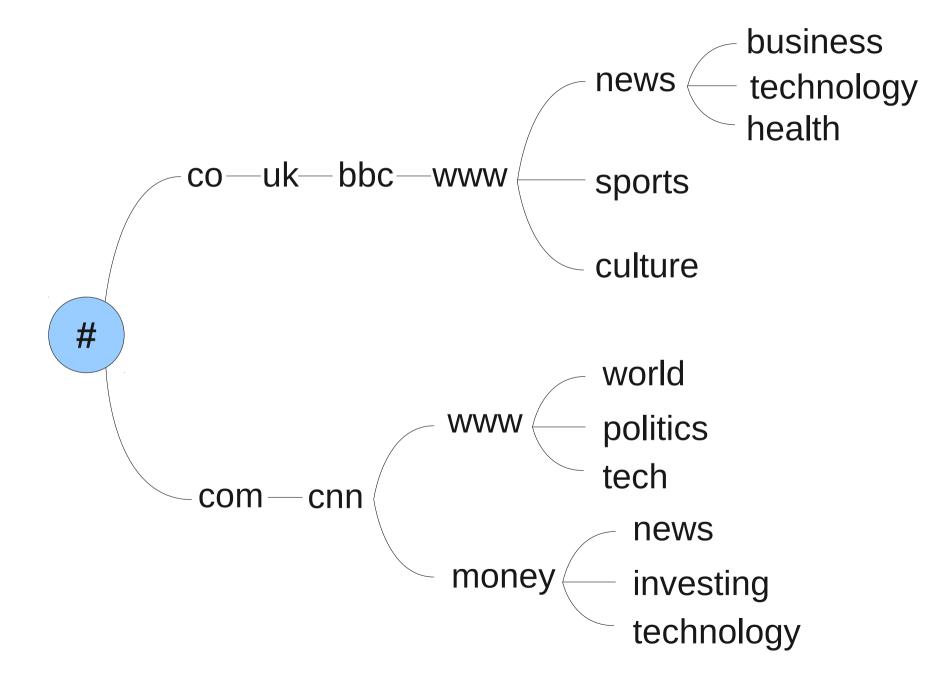
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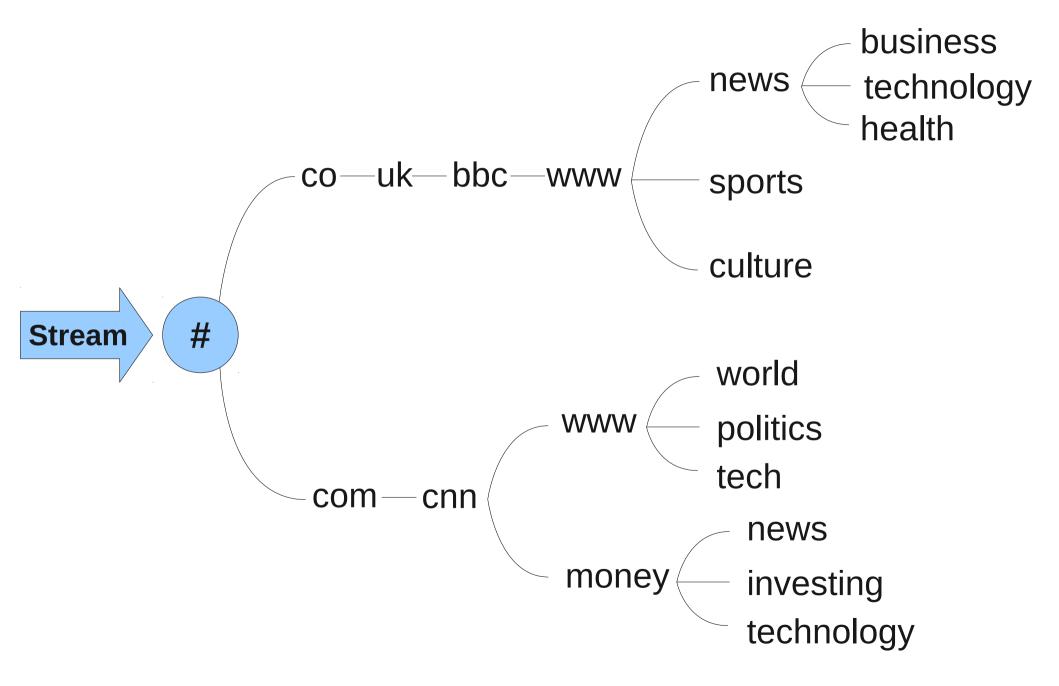
# Assumption

Web pages at a similar web address share common boilerplate, whereas main content appears uniquely.\*

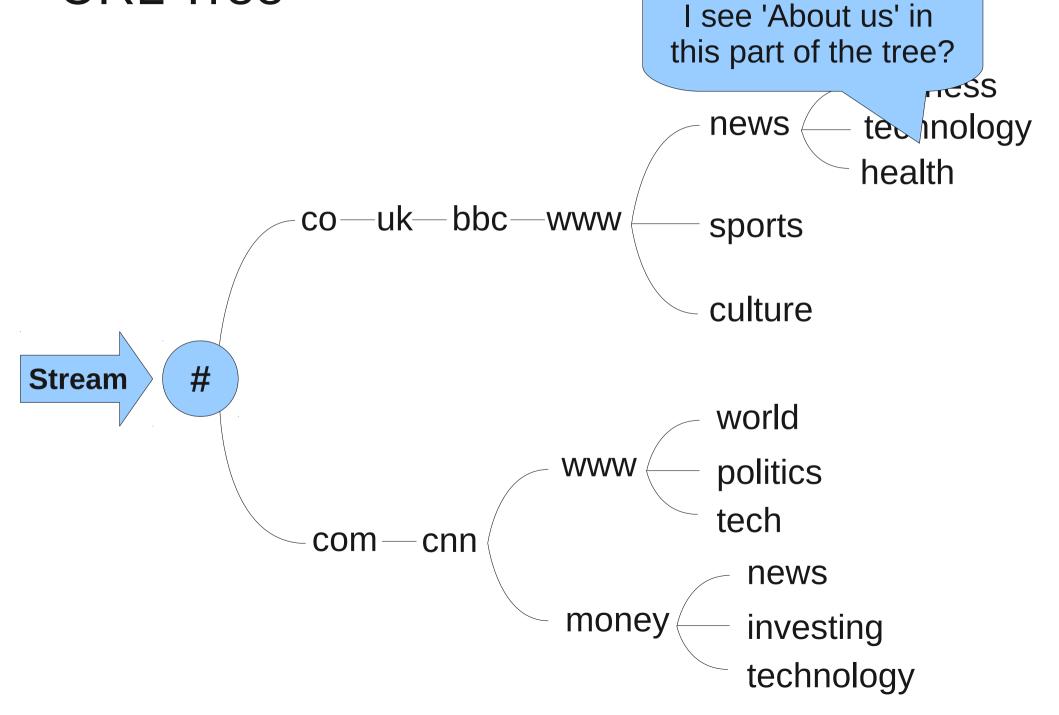
# **URL Tree**



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## **URL** Tree



How many times did

URL Normalization for duplicate removal

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### Why duplicates:

- Same documents served over multiple RSS feeds
- News aggregators

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### Normalize URLs to *URL keys*:

- 1. resolve redirections
- 2. normalize the encoding and order of query params
- 3. normalize the query part according to the query normalization rule list, or drop it if no rule applies

### Request URL:

```
http://news.google.com/news/url?
sa=t&fd=R&usg=AFQjCNHEIIAoeLGPfbkX6IdaQ2xoYptq
-w&url=http://abcnews.go.com/kabc/story?
section%3Dnews/local/los_angeles%26id3D8691010
```

### Request URL:

```
http://news.google.com/news/url?
sa=t&fd=R&usg=AFQjCNHEIIAoeLGPfbkX6IdaQ2xoYptq
-w&url=http://abcnews.go.com/kabc/story?
section%3Dnews/local/los_angeles%26id3D8691010
```

### • Step 1:

```
http://abcnews.go.com/kabc/story?
section=news/local/los_angeles&id=8691010
```

### Request URL:

```
http://news.google.com/news/url?
sa=t&fd=R&usg=AFQjCNHEIIAoeLGPfbkX6IdaQ2xoYptq
-w&url=http://abcnews.go.com/kabc/story?
section%3Dnews/local/los_angeles%26id3D8691010

• Step 1:
http://abcnews.go.com/kabc/story?
section=news/local/los angeles&id=8691010
```

### • Step 2:

```
http://abcnews.go.com/kabc/story?
id=8691010&section=news/local/los_angeles
```

### Request URL:

```
http://news.google.com/news/url?
sa=t&fd=R&usq=AFQjCNHEIIAoeLGPfbkX6IdaQ2xoYptq
-w&url=http://abcnews.go.com/kabc/story?
section%3Dnews/local/los angeles%26id3D8691010

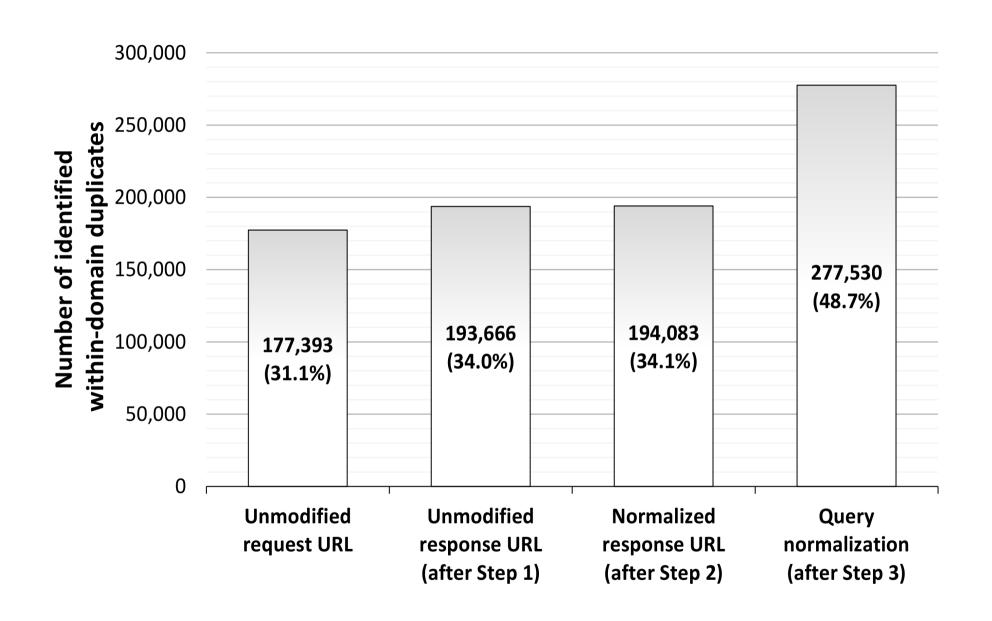
    Step 1:

http://abcnews.go.com/kabc/story?
section=news/local/los angeles&id=8691010
• Step 2:
http://abcnews.go.com/kabc/story?
id=8691010&section=news/local/los angeles

    Step 3:
```

http://abcnews.go.com/kabc/story?id=8691010

# **URL Normalization Results**



• 569,583 timestamped documents – the stream

- 569,583 timestamped documents the stream
- From Oct 24 Dec 19, 2011

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- From Oct 24 Dec 19, 2011
- 31 Web sites

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- Sampled from the data acquired during the European project FIRST (http://www.project-first.eu)

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- 292,053 documents after URL normalization

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### Evaluation set:

56,436 documents annotated with manually designed regular expressions tailored for specific Web site templates

# Content extraction with URL Tree

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• Performance measured by cumulative *F*-score:

$$\overline{F_1} = \frac{1}{j} \sum_{i=1}^{j} F_{1i}$$

- Compared to 10 algorithms from 4 open source projects:
  - Boilerpipe (5 variants)
  - jusText
  - NCleaner (2 variants)
  - Readability (2 implementations)

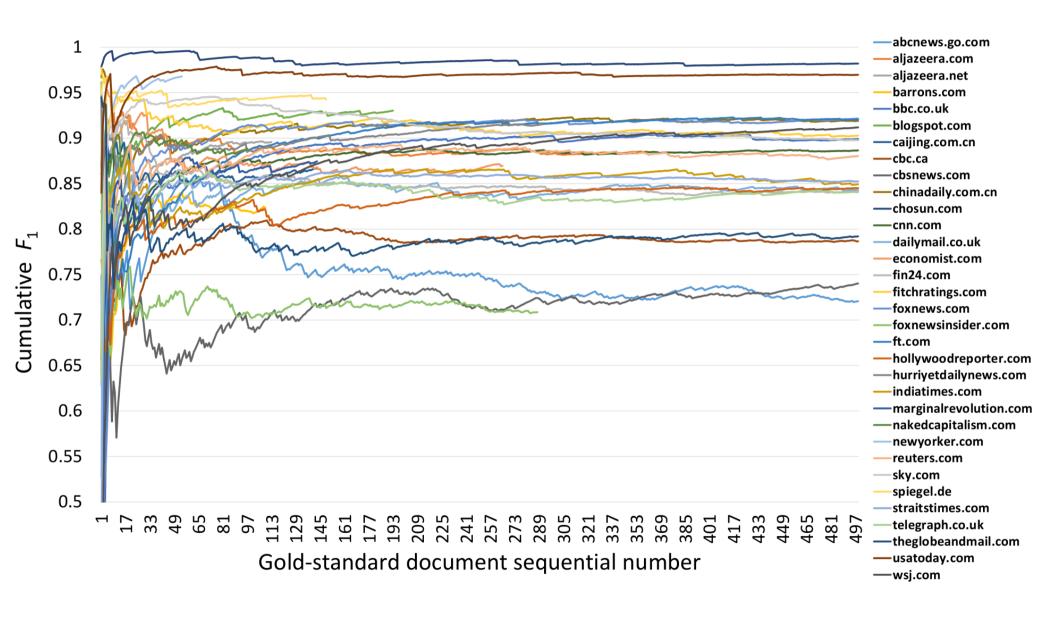
Boilerpipe: Kohlschütter et al. (2010) – Boilerplate detection using shallow text features.

jusText: Pomikalek (2011) – Removing Boilerplate and Duplicate Content from Web Corpora.

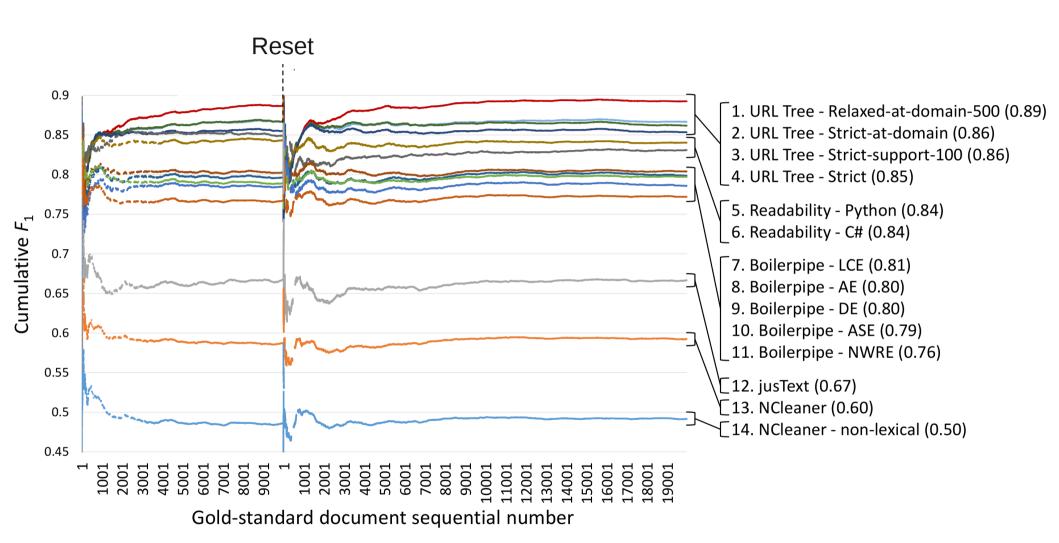
NCleaner: Evert (2008) – A lightweight and efficient tool for cleaning web pages.

Readability: http://www.readability.com, http://code.google.com/p/nreadability,https://github.com/buriy/python-readability

# URL Tree results per domain



# Aggregated results - comparison



- Proposed a new approach to content extraction from streams of HTML documents, which is:
  - online
  - unsupervised
  - language independent

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- URL normalization for detection of duplicates
- Annotated dataset available for download and preview

http://first.ijs.si/urltreedataset

#### **FIRST Content Extraction Dataset**

#### Dataset Info

This dataset is a sample of the dataset that was acquired during the EU project FIRST through RSS feeds of mainly news and blog sites. It is primarily intended for evaluating and training content extraction (boilerplate removal) algorithms. It was semi-automatically annotated by employing regular expressions and performing manual revisions.

Number of documents: 56,436

Number of web sites: 31

Number of domains: 33

Acquisition time:

From Until
2011-10-23 22:26:14 2011-10-31 23:59:05
2011-11-10 00:00:55 2011-11-30 23:58:18
2011-12-09 23:59:58 2011-12-19 19:22:09

TextBlock Annotations\*: Headline Supplement Fulltext Comment

#### **Dataset Download**

The "FIRST Content Extraction Dataset" is available for download as a .zip archive (~350 MB).

Download the dataset.

#### Cite

If you use this dataset, please include the following reference:

B. Sluban and M. Grčar (2013) - URL Tree: Efficient Unsupervised Content Extraction from Streams of Web Documents. http://dx.doi.org/10.1145/2505515.2505654

#### View Annotated Document

Domain name	Documents	Site type
abcnews.go.com	4,878	news site
aljazeera.com	360	news site
aljazeera.net	113	news site
barrons.com	109	news site
bbc.co.uk	6,687	news site
blogspot.com	193	blog
caijing.com.cn	143	news site
cbc.ca	4,231	news site
cbsnews.com	3,493	news site
chinadaily.com.cn	1,545	news site
chosun.com	597	news site
cnn.com	2,108	news site
dailymail.co.uk	2,306	news site
economist.com	265	news site
fin24.com	569	news aggregator
fitchratings.com	789	analysts' reports
foxnews.com	1,631	news site
foxnewsinsider.com	288	blog
ft.com	561	news site
hollywoodreporter.com	1,896	news site
hurriyetdailynews.com	291	news site
indiatimes.com	1,455	news site
marginalrevolution.com	143	blog
nakedcapitalism.com	97	blog
newyorker.com	54	news site
reuters.com	9,908	news site
sky.com	873	news site
spiegel.de	149	news site
straitstimes.com	1,558	news site
telegraph.co.uk	2,860	news site
theglobeandmail.com	791	news site
usatoday.com	981	news site
wsj.com	4,514	news site









<sup>\*</sup> Unannotated TextBlocks are considered to be boilerplate. Note that TextBlocks annotated with Supplement and Comment can be also considered as boilerplate.

#### Annotation tree



#### Features

quid = e0837a12fe08c178a2adbfc653aad49d

pubDate = 2011-10-24 00:09:13 +02:00

time = 2011-10-24 00:16:58 +02:00

link = http://rss.cnn.com/~r/rss/edition\_americas /~3/dPZA2yWaiBw/index.html

responseUrl = http://edition.cnn.com/2011/10/23/world /americas/tropical-weather/index.html?eref=edition\_americas& utm source=feedburner&utm medium=feed& utm\_campaign=Feed:+rss/edition\_americas+(RSS:+Americas)

domainName = cnn com

#### Tropical depression forms near Honduras, Nicaragua

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Tropical depression forms near Honduras, Nicaragua

By the CNN Wire Staff

October 23, 2011 -- Updated 2209 GMT (0609 HKT)

STORY HIGHLIGHTS

The tropical depression is the 18th of the hurricane season

It is forecast to become Tropical Storm Rina late Sunday or Monday

A tropical storm watch is issued for portions of the Honduran coast

(CNN) -- A tropical depression formed in the western Caribbean Sea on Sunday, and is likely to become Tropical Storm Rina as it skirts the Honduran coastline, the National Hurricane Center said.

The depression -- the 18th of the 2011 Atlantic hurricane season -- was located off the Nicaragua/Honduras border late Sunday afternoon, forecasters said. The government of Honduras issued a tro eastward to the Nicaraguan border. A tropical storm watch means tropical storm conditions, including sustained winds of at least 39 mph, are possible within 48 hours.

The depression was moving northwest at near 12 mph, and was expected to turn west-northwest Monday.

"On the forecast track, the center of the depression is expected to pass north of the northeastern coast of Honduras during the next couple of days," the center said.

The depression's maximum sustained winds were at 35 mph, just shy of tropical storm strength, forecasters said.

"Gradual strengthening is expected during the next day or two and the depression is forecast to become a tropical storm tonight or Monday," the center said.

The depression is expected to dump 2 to 4 inches of rain over eastern Honduras, with isolated maximum amounts of 7 inches possible in some spots, according to the center.

The forecast track shows the system brushing Belize as a tropical storm and making landfall near Chetumal, Mexico, on Friday. However, such long-range forecasts are subject to change. Share this on:

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