

AUTOMATED DATA COLLECTION WITH PYTHON

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DePaul University

GOALS FOR THE SESSION

- **Discuss the Growing Interest in Data**
- **Introduce Automated Data Collection Methodology**
- **Describe the Process of Automating Data Collection**
- **Present Methods to Extract Data from the Web**

Materials available at: github.com/ivanhrndz

DATA TODAY

CHANGING PERSPECTIVES ON DATA

- **Data driven decisions** being emphasized

- **Age of Big Data**


 - Larger

 - More Frequent

 - More Varied

- **Where to access this data?**

SOURCES OF BIG DATA




O*NET OnLine

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→

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Featured Skills & Endorsements

Leadership · 99+




Endorsed by Ambassador Shabazz and 19 others who are highly skilled at this




Endorsed by 134 of Jeff's colleagues at LinkedIn

Entrepreneurship · 99+




Endorsed by Dharmesh Shah and 26 others who are highly skilled at this




Endorsed by 46 of Jeff's colleagues at LinkedIn

Strategy · 99+



Endorsed by Daniel Shapero and 50 others who are highly skilled at this



Endorsed by 77 of Jeff's colleagues at LinkedIn

Jeff is also good at...

Product Develop... · 93

Product Marketing · 99+

Executive Manag... · 99

Business Strategy · 99+

Strategic Planning · 99+

Product Manage... · 78

LinkedIn · 73

Social Media · 68

User Experience · 48

Corporate Develo... · 35

Non-profits · 30

Analytics · 30

Mergers & Acquisi... · 28

Team Leadership · 13

Thought Leadership · 12

Business Operati... · 11

Leadership Devel... · 11

Nonprofits · 10

Mobile Applications · 9

Mentoring · 7

Nonprofits · 10

Motivation · 5

Awesomeness · 5

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Your trust is our top concern, so companies can't alter or remove reviews.

×

Sep 3, 2014

Helpful (601)

D.

Consultant Interview

Anonymous Employee

Accepted Offer

Positive Experience

Average Interview

Application

I applied online. The process took 4+ weeks. I interviewed at Deloitte in August 2014.

Interview

I applied online (I currently work in this field for a competitor) for a consultant position within the Human Capital Practice: Organization, Transformation & Talent Group. Within a week a I heard from a recruiter, who setup a phone interview.

Phone Interview: Basic questions about my background, current employer, and reasons for applying to Deloitte. Lasted 30 mins, was pretty straight forward. Just be confident in your answers.

A day later I...

Show More

Negotiation

I countered the salary (which was already at the top of the Glassdoor range) and they met me in the middle. Always negotiate. One email that took 10 mins to craft pocketed me a decent sum. Also, don't sound too eager when you are offered, and take your time before writing the counter offer.


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Helpful (601)



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• (cur | prev) • 01:43, 5 April 2017 Lowercase signabot III (talk | contribs) m ... (9,704 bytes) (**+4,805**) ... (*Archiving 1 discussion(s) to Talk:Industrial and organizational psychology/Archive 2*) (bot) (undo)

• (cur | prev) • 23:04, 22 March 2017 Charlotte135 (talk | contribs) ... (14,509 bytes) (+969) ... (*←* *Information*) (undo)

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• (cur | prev) • 05:48, 1 February 2017 Charlotte135 (talk | contribs) ... (12,810 bytes) (+159) ... (undo)

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• (cur | prev) • 01:20, 15 January 2017 Is246 (talk | contribs) ... (11,993 bytes) (+493) ... (*←* *Training and training evaluation: Agreed*) (undo)


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• (cur | prev) • 01:19, 15 January 2017 Is246 (talk | contribs) m ... (11,825 bytes) (+12) ... (*←* *Organizational citizenship behavior*) (undo)

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• (cur | prev) • 01:17, 15 January 2017 Charlotte135 (talk | contribs) ... (10,982 bytes) (+173) ... (*←* *Training and training evaluation*) (undo)

• (cur | prev) • 01:16, 15 January 2017 Charlotte135 (talk | contribs) ... (10,809 bytes) (+238) ... (*←* *Organizational citizenship behavior*) (undo)



BASKETBALL REFERENCE

PlayersTeamsSeasonsLeadersScores²Playoffs



CHICAGO BULLS

2016-17 Chicago Bulls Schedule and Results

« Previous Season

Record: 41-41, 8th in [NBA Eastern Conference](#)
Last Game: [L 97-108 at BOS](#)
Next Game: Friday, Apr. 28 vs. BOS
Coach: [Fred Holberg](#) (41-41)
PTS/G: 102.9 (23rd of 30) Opp PTS/G: 102.4 (6th of 30)
SRS: 0.03 (14th of 30) Pace: 95.3 (20th of 30)
Off Rtg: 107.4 (20th of 30) Def Rtg: 107.0 (6th of 30)
Expected W-L: 42-40 (14th of 30)

More Team Info ▾


Bulls Franchise IndexTeam ClubhouseRoster & StatsSchedule & ResultsTransactions

More 2016-17 Bulls F

Regular Season

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G	Date		Opponent		Tm	Opp	W	L	Streak	Notes
1	Thu, Oct 27, 2016	8:00p ET	Box Score Box Score	Boston Celtics	W	105	99	1	0	W 1
2	Sat, Oct 29, 2016	8:00p ET	Box Score Box Score	Indiana Pacers	W	118	101	2	0	W 2
3	Mon, Oct 31, 2016	7:30p ET	Box Score Box Score	Brooklyn Nets	@	118	88	3	0	W 3
4	Wed, Nov 2, 2016	8:00p ET	Box Score Box Score	Boston Celtics	L	100	107	3	1	L 1
5	Fri, Nov 4, 2016	8:00p ET	Box Score Box Score	New York Knicks	L	104	117	3	2	L 2
6	Sat, Nov 5, 2016	7:00p ET	Box Score Box Score	Indiana Pacers	L	94	111	3	3	L 3
7	Mon, Nov 7, 2016	8:00p ET	Box Score Box Score	Orlando Magic	W	112	80	4	3	W 1
8	Wed, Nov 9, 2016	7:30p ET	Box Score Box Score	Atlanta Hawks	L	107	115	4	4	L 1
9	Thu, Nov 10, 2016	8:00p ET	Box Score Box Score	Miami Heat	W	98	95	5	4	W 1
10	Sat, Nov 12, 2016	8:00p ET	Box Score Box Score	Washington Wizards	W	106	95	6	4	W 2
11	Tue, Nov 15, 2016	10:00p ET	Box Score Box Score	Portland Trail Blazers	W	113	88	7	4	W 3
12	Thu, Nov 17, 2016	10:30p ET	Box Score Box Score	Utah Jazz	W	85	77	8	4	W 4
13	Sat, Nov 19, 2016	10:30p ET	Box Score Box Score	Los Angeles Clippers	L	95	102	8	5	L 1
14	Sun, Nov 20, 2016	9:30p ET	Box Score Box Score	Los Angeles Lakers	W	118	110	9	5	W 1
15	Tue, Nov 22, 2016	9:00p ET	Box Score Box Score	Denver Nuggets	L	107	110	9	6	L 1
16	Fri, Nov 25, 2016	7:30p ET	Box Score Box Score	Philadelphia 76ers	W	105	89	10	6	W 1
17	Wed, Nov 30, 2016	8:00p ET	Box Score Box Score	Los Angeles Lakers	L	96	96	10	7	L 1
18	Fri, Dec 2, 2016	8:00p ET	Box Score Box Score	Cleveland Cavaliers	W	111	105	11	7	W 1
19	Sat, Dec 3, 2016	8:30p ET	Box Score Box Score	Dallas Mavericks	L	87	107	11	8	L 1



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By THE NEW YORK TIMES 3:51 PM ET

President Trump says he won't immediately try to terminate the North American Free Trade Agreement, but some sectors would be vulnerable in a renegotiation.

Trump Says He Will Renegotiate Nafta or Terminate It



A woman carrying goods across the Paso del Norte International Bridge connecting El Paso and Ciudad Juárez, Mexico, in March.

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All Ordinaries5,937.30-7.13 -0.12%

COLLECTING BIG DATA

- How to collect this available data?
- **Human collection method:**
 - Sit in front of a computer
 - Go to a website of interest
 - Copy the relevant data
 - Paste into a common file
 - Repeat 1,000,000 times for other data and other websites



COLLECTING BIG DATA

‣ Limitations of Human Collection:

- Menial

- Mental Demands

- Inaccuracy

- Cost

- Scalability

COLLECTING BIG DATA



COLLECTING BIG DATA



COLLECTING BIG DATA



AUTOMATED DATA COLLECTION

AUTOMATED DATA COLLECTION EXAMPLE

- Automated Data collection is about being able to translate what **you would do** as a human collecting the data to what your **computer can do**
- **Goal: Give a computer a set of instructions to follow**
 - **First do this**
 - **Then do that**
 - **Finally do this**
- Let the computer carry-out those instructions, and you come back to a completed project
- How do you talk to a computer?

HOW TO TALK TO A COMPUTER

‣ **We can tell a computer what to do using programming languages:**

‣ Python

‣ R

‣ C

‣ Java

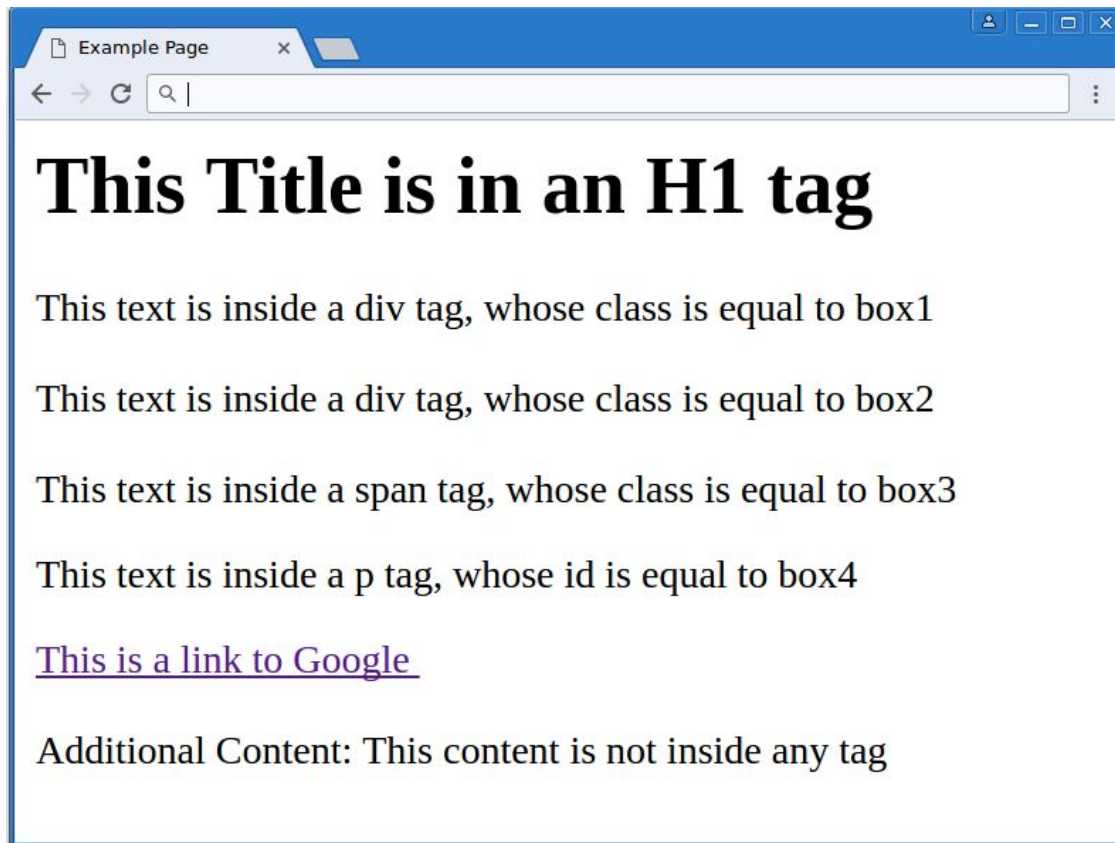
‣ **To tell a computer what to do using a programming language requires:**

‣ Understanding how a computer sees things

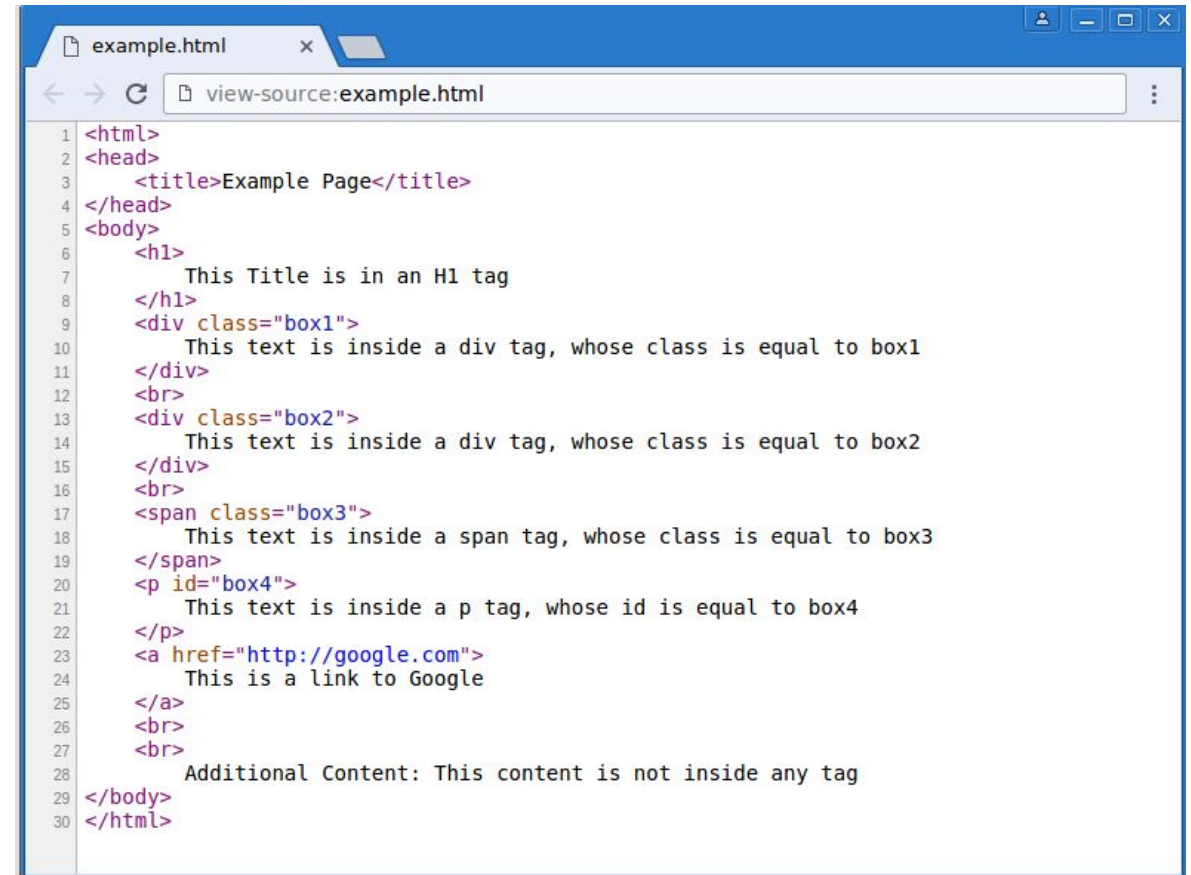
‣ Understanding what the functions that are available

THINKING LIKE A COMPUTER

- ▶ Automating requires you to consider what are the capabilities and limitations of a computer



This is what you see



This is what your computer sees

AUTOMATED DATA COLLECTION EXAMPLE

- Know the functions/instruction that are available from the programming language
- Automated Data collection is about being able to translate what **you would do** as a human collecting the data to corresponding steps of what your **computer can do**
- **Example: Download the Main Headline from the New York Times**

‣ What you would do:

- Go to the New York Times website
- Look at the text in the main heading
- Copy that headline with the mouse
- Open a text file called “data.txt”
- Paste the copied text in the file
- Save it

‣ What your computer can do:

- `page = requests.get("http://nyt.com").text`
- `headline = page.find("h1")`
- `text = headline.text`
- `file = open("data.txt", "wb")`
- `file.write(text)`
- `file.close()`

THINK ABOUT HOW YOU WOULD DO IT FIRST

- You have to think about everything you would do, and how your computer can do it.
- First, think how would YOU download the latest stock prices for Apple?
 - I would go to Google Finance (<https://www.google.com/finance>)
 - I would type in “Apple” at the search bar
 - I would look for the bold number
 - I would copy the price
 - I would open a text file
 - I would paste the price into the file
 - I would save the file and close it



TRANSLATING TO A COMPUTER

- **Next, think about how can you have your COMPUTER do those same steps:**
 - It would be hard to have a computer type in a search box, so I have to think of a way for it to access a stock another way - THINK ABOUT WHAT A COMPUTER CAN DO
 - Notice that the url for Apple's stock price page is:
 - <https://www.google.com/finance?q=APPL>
 - The stock name always comes after "q="
- If I know the stock name, I can tell a computer to go to that page
- I can tell a computer to look for text tagged as bold
- I can tell a computer to save the bold text as a variable called "price"
- I can tell the computer to open a file
- I can tell the computer to write the stock price variable in the file
- I can tell the computer to save and close the file

The underlined text are all things that your computer knows how to do

FOUR STEPS OF AUTOMATED DATA COLLECTION

- Four Steps to Automatically Collecting Data (Scraping)
 - **Download the HTML source of a page**
 - **Extract the content from the HTML**
 - **Save the content**
 - **Repeat the process on a different Page**
- Each of those steps has specific commands in Python (and R) associated with it
- Successfully collecting data requires chaining those commands together

STEP 1: DOWNLOAD THE HTML SOURCE

‣ Download the HTML source of a page

‣ Python command:

```
import urllib
page = urllib.urlopen("https://www.google.com/finance?q=APPL")
```

‣ R Command

```
library(RCurl)
page <- getURL("https://www.google.com/finance?q=APPL")
```

STEP 2: EXTRACTING THE CONTENT

▸ **Extract the content**

We'll get to this part in a minute...

STEP 3: SAVE THE CONTENT

▸ Save the Content

▸ Python command:

```
textfile = open("data.txt", "a")  
textfile.write(content)  
textfile.close()
```

▸ R Command

```
write(content, "data.txt", append=TRUE)
```

STEP 4: REPEAT THE PROCESS

▸ Repeat the Processes

▸ Python command:

```
stocks = ["AAPL", "GOOGL", "MSFT"]  
for stock in stocks:  
    *** extract content ***
```

▸ R Command

```
stocks <- c("AAPL", "GOOGL", "MSFT")  
for (stock in stocks){  
    *** extract content ***  
}
```

STEP 2: EXTRACTING THE CONTENT

- The hardest part of automated data collection is extracting the content
- Code must be customized to your particular situation
- Depends on:
 - How much content is needed (one thing or many?)
 - The structure of the HTML (is it bold?, is it a heading?, is it italicized?)
 - The kind of content (is it text?, is it a url?, is it an image?)
- We will go over the major cases/situations that you could have

EXTRACTING CONTENT FROM WEB SITES

THE STRUCTURE OF A WEBSITE

- **Extracting content from a website requires understanding how websites are written**
- **Websites are written in HTML**
 - Text is formatted by putting it in between “tags”, which describe the way it should be displayed in a browser
 - Typically each tag has an opening tag and a closing tag, which isolate the specific text to be formatted
 -
 - **Example:**
 - `<h1>Hello</h1>`
 - `<i>Hello</i>`
 - `Hello`

VIEWING THE STRUCTURE OF A WEBSITE

‣To view the raw HTML of a website (i.e., the source), you can

‣Chrome/Firefox/Opera/Internet Explorer: Ctrl + U

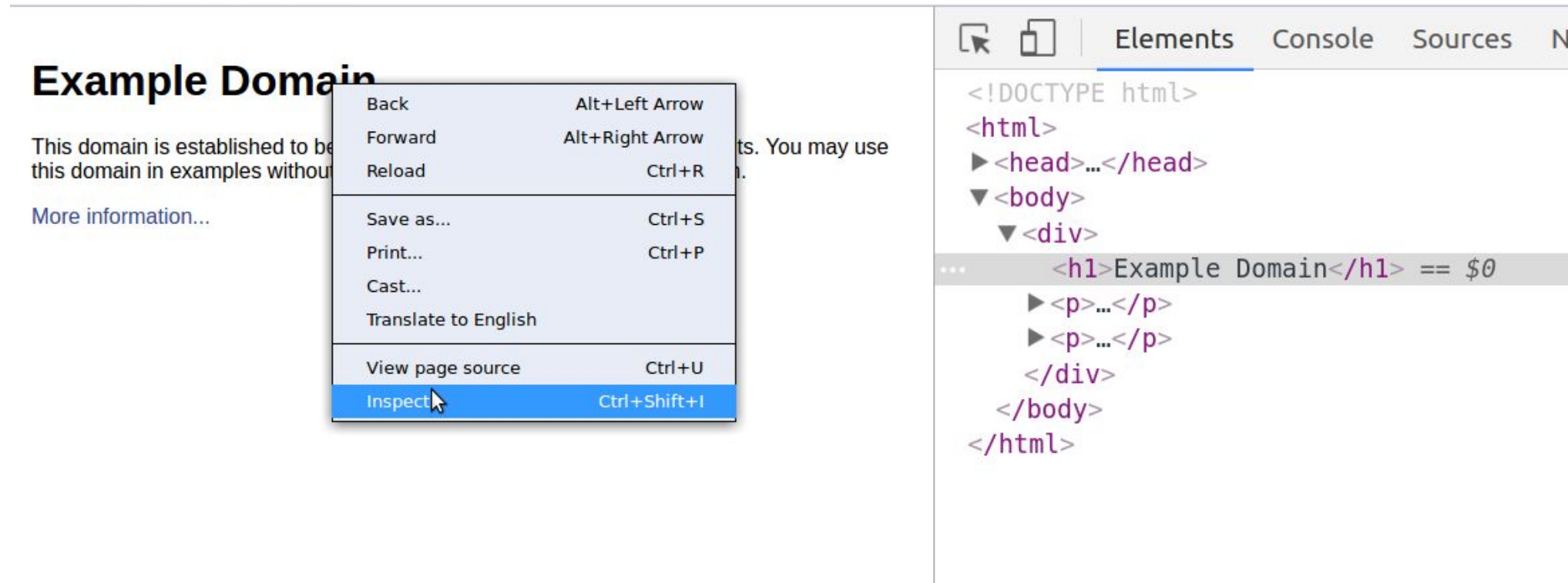
‣Safari: Command + Option + U

```
<html>
▼<head>
  <title>Example Domain</title>
</head>
▼<body>
  ▼<div>
    <h1>Example Domain</h1>
    ▼<p>
      "This domain is established to be used for illustrative examples in documents.
      You may use this
        domain in examples without prior coordination or asking for permission."
    </p>
    ▼<p>
      <a href="http://www.iana.org/domains/example">More information...</a>
    </p>
  </div>
</body>
</html>
```

The HTML source of
<http://example.com>

VIEWING THE STRUCTURE OF A WEBSITE

- You can also right-click on a specific part of a website and select “Inspect” to more easily examine a specific part of the HTML



READING THE STRUCTURE OF A WEBSITE

The image illustrates the relationship between the visual presentation of a website and its underlying HTML structure. It is divided into two panels:

Left Panel (Browser View): Shows a web browser window titled "Example Page". The content includes:

- This Title is in an H1 tag** (Large heading)
- This text is inside a div tag, whose class is equal to box1
- This text is inside a div tag, whose class is equal to box2
- This text is inside a span tag, whose class is equal to box3
- This text is inside a p tag, whose id is equal to box4
- [This is a link to Google](http://google.com) (Underlined link)
- Additional Content: This content is not inside any tag

Right Panel (Source Code View): Shows the source code for "example.html". The code is as follows:

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

An arrow points from the title "This Title is in an H1 tag" in the browser view to the `<h1>` tag in the source code.

READING THE STRUCTURE OF A WEBSITE

The image illustrates the relationship between the visual presentation of a website and its underlying HTML structure. It is divided into two panels:

- Left Panel (Browser View):** Shows a web browser displaying a page titled "Example Page". The content includes:
 - A large heading: **This Title is in an H1 tag**
 - Text: "This text is inside a div tag, whose class is equal to box1"
 - Text: "This text is inside a div tag, whose class is equal to box2"
 - Text: "This text is inside a span tag, whose class is equal to box3"
 - Text: "This text is inside a p tag, whose id is equal to box4"
 - A link: [This is a link to Google](http://google.com)
 - Text: "Additional Content: This content is not inside any tag"
- Right Panel (Source Code View):** Shows the raw HTML code for "example.html". The code is as follows:

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

An arrow points from the heading "This Title is in an H1 tag" in the browser view to the `<h1>` tag in the source code, highlighting that the visual heading is defined by the `<h1>` tag in the HTML.

The main heading is inside of an `<h1>` tag

READING THE STRUCTURE OF A WEBSITE

The image displays two side-by-side browser windows. The left window, titled 'Example Page', shows the rendered HTML content. The right window, titled 'example.html', shows the source code of the same page. An arrow points from the second line of text in the rendered page to the corresponding HTML tag in the source code.

Rendered Page Content (Left Window):

- This Title is in an H1 tag**
- This text is inside a div tag, whose class is equal to box1
- This text is inside a div tag, whose class is equal to box2
- This text is inside a span tag, whose class is equal to box3
- This text is inside a p tag, whose id is equal to box4
- [This is a link to Google](http://google.com)
- Additional Content: This content is not inside any tag

Source Code (Right Window):

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

The second line is inside a `<div>` tag with a class equal to “box1”

READING THE STRUCTURE OF A WEBSITE

The image illustrates the relationship between the visual content of a website and its underlying HTML structure. It is divided into two panels:

- Left Panel (Browser View):** Shows a web browser displaying a page titled "Example Page". The content includes:
 - A large heading: **This Title is in an H1 tag**
 - Text: "This text is inside a div tag, whose class is equal to box1"
 - Text: "This text is inside a div tag, whose class is equal to box2" (indicated by an arrow from the source code)
 - Text: "This text is inside a span tag, whose class is equal to box3"
 - Text: "This text is inside a p tag, whose id is equal to box4"
 - A link: [This is a link to Google](http://google.com)
 - Text: "Additional Content: This content is not inside any tag"
- Right Panel (Source Code View):** Shows the raw HTML code for "example.html", with line numbers 1 through 30:

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

The third line is inside a `<div>` tag with a class equal to “box2”

READING THE STRUCTURE OF A WEBSITE

The image displays two side-by-side browser windows. The left window, titled 'Example Page', shows the rendered HTML. The right window, titled 'example.html', shows the source code of the same page. An arrow points from the fourth line of text in the rendered page to the corresponding HTML tag in the source code.

Rendered Page Content (Left Window):

- This Title is in an H1 tag
- This text is inside a div tag, whose class is equal to box1
- This text is inside a div tag, whose class is equal to box2
- This text is inside a span tag, whose class is equal to box3
- This text is inside a p tag, whose id is equal to box4
- [This is a link to Google](http://google.com)
- Additional Content: This content is not inside any tag

Source Code (Right Window):

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

The fourth line is inside a `` tag with a class equal to “box3”

READING THE STRUCTURE OF A WEBSITE

The image displays two side-by-side browser windows. The left window, titled 'Example Page', shows the rendered HTML. The right window, titled 'example.html', shows the source code of the same page. An arrow points from the fourth line of text in the browser view to the corresponding HTML tag in the source code.

Browser View (Left):

- This Title is in an H1 tag
- This text is inside a div tag, whose class is equal to box1
- This text is inside a div tag, whose class is equal to box2
- This text is inside a span tag, whose class is equal to box3
- This text is inside a p tag, whose id is equal to box4
- [This is a link to Google](http://google.com)
- Additional Content: This content is not inside any tag

Source Code View (Right):

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

The fourth line is inside a `<p>` tag with an id equal to “box4”

READING THE STRUCTURE OF A WEBSITE

The image displays two side-by-side browser windows illustrating the relationship between rendered HTML and its source code.

Left Window (Example Page): Shows the rendered HTML. The title is "This Title is in an H1 tag". Below the title, there are four lines of text, each with a comment describing the tag used: "This text is inside a div tag, whose class is equal to box1", "This text is inside a div tag, whose class is equal to box2", "This text is inside a span tag, whose class is equal to box3", and "This text is inside a p tag, whose id is equal to box4". Below these is a link "This is a link to Google" and a final line of text "Additional Content: This content is not inside any tag".

Right Window (example.html): Shows the source code of the page. The code is as follows:

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

An arrow points from the rendered link "This is a link to Google" in the left window to the corresponding `` tag in the source code on the right.

The fifth line is inside an `<a>` tag with an href that directs to google.com”

READING THE STRUCTURE OF A WEBSITE

The image displays two side-by-side browser windows. The left window, titled 'Example Page', shows the rendered HTML content. The right window, titled 'example.html', shows the source code of the same page. An arrow points from the fifth line of the rendered page to the corresponding line in the source code.

Rendered Page Content:

- This Title is in an H1 tag
- This text is inside a div tag, whose class is equal to box1
- This text is inside a div tag, whose class is equal to box2
- This text is inside a span tag, whose class is equal to box3
- This text is inside a p tag, whose id is equal to box4
- [This is a link to Google](http://google.com)
- Additional Content: This content is not inside any tag

Source Code (example.html):

```
1 <html>
2 <head>
3   <title>Example Page</title>
4 </head>
5 <body>
6   <h1>
7     This Title is in an H1 tag
8   </h1>
9   <div class="box1">
10     This text is inside a div tag, whose class is equal to box1
11   </div>
12   <br>
13   <div class="box2">
14     This text is inside a div tag, whose class is equal to box2
15   </div>
16   <br>
17   <span class="box3">
18     This text is inside a span tag, whose class is equal to box3
19   </span>
20   <p id="box4">
21     This text is inside a p tag, whose id is equal to box4
22   </p>
23   <a href="http://google.com">
24     This is a link to Google
25   </a>
26   <br>
27   <br>
28   Additional Content: This content is not inside any tag
29 </body>
30 </html>
```

The fifth line is NOT inside any tags

EXTRACTING THE CONTENT

‣ **Extracting Content from a Web Page**

‣ **When you have the HTML source of a website, you need to examine where in the source is the content you want to extract**

‣ What are its closest tags?

‣ Are those tags unique to the content?

‣ Does the tag have an id or class name?

‣ Does some specific word or character always precede the content of interest?

‣ When you know the answers to the above questions, you direct Python to extract the content based on the identifying information.

DEMONSTRATION OF DATA EXTRACTION

SUMMARY

SUMMARY

- There's a growing interest in the benefits of “Big Data”
- The internet provides a vast source of data
- Data can be collected from the internet at scale through automation
- Automated data collection involves thinking of the steps a human would take when collecting the data, and translating those steps to procedures a computer can understand
- Using the urllib and BeautifulSoup libraries, Python provides a method for automating data collection from the internet.

CONTACT INFORMATION

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