### CE706 - Information Retrieval SU 2022

## **Assignment 1**

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### **Instructions for running your system**

The project demonstrates the capabilities of elastic search engine as a Query tool for reliable search and analysis. The setup involves the following steps:

#### **Assumptions:**

- 1) The setup instructions assume user operating system is Linux/Ubuntu.
- 2) The User system is loaded with a Python3 Environment.
- 3) GitHub access to repository: <a href="https://github.com/panks11/CE706.git">https://github.com/panks11/CE706.git</a>

#### Setup:

1) Downloading Elastic search and Kibana using curl commands:

 $curl - L - O \ \underline{\text{https://artifacts.elastic.co/downloads/elasticsearch/elasticsearch-6.5.1.tar.gz} \\ curl - L - O \ \underline{\text{https://artifacts.elastic.co/downloads/kibana/kibana-6.5.1-linux-x86} \\ 64.tar.gz$ 

2) Install Jave Runtime Environment:

sudo apt install default-jre

3) Run elastic search

elasticsearch-6.5.1/bin/elasticsearch -d and

Kibana elasticsearch-6.5.1/bin/elasticsearch -d.

- 4) To Check, Kibana GUI should open successfully at <a href="http://localhost:5601/">http://localhost:5601/</a>
- 5) For Python Elastic Search API installation execute pip install elasticsearch
- 6) Git clone repository: <a href="https://github.com/panks11/CE706.git">https://github.com/panks11/CE706.git</a>

### **Indexing**

The Signal Media One Million New Article dataset was downloaded after filling a Google Request Form to download the data released by Signal Media on their NewsIR'16 webpage. [Link]. A file 'sample-1M.jsonl' is extracted containing the list of articles. Each article object contains following fields:

id: a unique identification number for the article

**title:** The article Summary

content: Content of the article

source: Publisher details

published: Date of Publication

media-type: The Type of Article: News or Blog

id	content	title	media-type	source	published
864a0952-aae8-4ee6-b3bb-9b11d010cf43	Queen Sandra RULES! however anyone may comment	Queen Sandra owls/ any color/ spoked eye	Blog	DeniseAnnette	2015-07-03 19:51:40
fd824d39-9ffc-4b03-acb2-6944bc20cd5f	Happy 4th of July to all our friends and famil	Happy 4th of July 2015!	Blog	Charlottesville Solutions	2015-07-04 11:41:21
0867cb05-75fd-44b1-ada9-b775c5467d4d	(0 comments - 497 views) \n#1 Video insane cam	Weekly Achievements for 28Jun15 thru 04Jul15	Blog	Latest Blog Entries at VideoSift.com	2015-07-05 07:01:03
e520a3c3-e5dd-4c1e-877e-da9711f8c938	Nasi kandar in Penang Every now and then you h	Nasi Kandar Penang: Insanely Good Curry at Taj	Blog	Migrationology - Food Travel Blog	2015-07-05 13:00:32
c7a71b47-eb09-43de-a222-81cf40a2190d	Nasi kandar in Penang Every now and then you h	Nasi Kandar Penang: Insanely Good Curry at Taj	Blog	Migrationology - Food Travel Blog	2015-07-05 13:00:32

Figure 1: Sample Content of 'sample-1M.jsonl'

The Articles are majorly of 'News' or 'Blog' type and published latest in the year of '2015'. The publishers of these articles include majorly Reuters and other local news sources. The file contains 1 million multi lingual articles mainly in English. The uncompressed dataset file exceeds 2.5 GB of file and cannot be uploaded to Elastic Search at once. Therefore, I have read the json file using Python and **used Python Elastic Search API** to post the documents using es.index() method.

#### **Challenges:**

- 1. Huge size of dataset hampered the direct methods to upload the document using REST API via curl or Kibana
- 2. The Signal dataset documents in the 'jsonl' file did not contain indexes. For Elastic search upload format expect the documents to be tagged with an index.
- 3. The escape sequences and unicode characters disturb the format of an expected JSON file and thus elastic search Bulk API method threw Syntax errors.

To overcome the challenges, Python library to read JSON was used and Elastic Search API es.index() method was used to post documents iteratively. To select the subset, I have sorted the documents according to their published date and posted 100000



Figure 1.1 Document Count for articles

#### **Improvements:**

An improved way to push data in Elastic search would be to involve FileBeat which parses and import data in near real time or Logstash which can push data into Elastic Search from many machines.

### **Indexing and Mapping:**

The elastic search implicitly does the field mapping after understanding the nature of fields, however, I have created the mappings explicitly according to the type of fields as shown in figure. As the default mappings for all the fields were mapped to 'text', I have explicitly mapped the 'published' field to 'Date'. The fields id, content and source are mapped to text, and title and content to text.

```
PUT articles
   "settings": {
      "analysis": {
    "analyzer": {
            "my_english_analyzer": {
               "tokenizer": "uax_url_email",
               "filter": [
                  "lowercase"
                  "asciifolding",
"english_stop",
                  "porter_stem"
           }
       },
"filter": {
    "english_stop": {
        "type": "stop",
        "stopwords": "_english_"
     mappings": {
       news":{
       "source" : {"type":"keyword"},
"published": { "type": "date"},
"media-type": { "type": "keyword"
  }}
}
```

Figure 2: Mapping

### **Tokenization and Normalisation**

Tokenization is breaking a stream of characters into individual tokens usually words. ElasticSearch offer a number of built in tokenizers like standard, Letter, whitespace etc. The builtin tokenizers can be used to create custom analyzers. Additinally the tokenizer records the position of each term, start and end character offsets and token type to identify the term produced as Alphanum, Num etc. I have a **custom analyzer** to implement 'Standard' Tokenizer which was able to divide terms on word boundaries and remove punctuations. For reference, Figure 3. show a sample of Tokenization, where the terms are generated successfully with word boundaries. The special characters were ignored successfully and punctuations are removed.



Figure 3. 'Standard' Tokenization

*However,* Standard Tokenizer is not smart enough to handle email, Url and Timestamps as shown in Figure 4 The terms of the email are separated incorrectly.

```
"tokens" : [
                                                                                                               {
  PUT article
                                                                                                                  "token": "abc",
"start_offset": 1,
"end_offset": 4,
"type": "<ALPHANUM>",
  "settings": {
  "analysis": {
  "analyzer": {
                                                                                                                   "position" : 0
   "my_english_analyzer": {
                                                                                                      9 4
  "type": "custom",
  "tokenizer":"standard",
"stopwords": "_english_
                                                                                                     10 -
                                                                                                                  "token" : "qmail.com".
                                                                                                                   "start_offset" : 5,
                                                                                                                   "end_offset" : 14,
"type" : "<ALPHANUM>",
                                                                                                     14
                                                                                                                   "position" : 1
                                                                                                     15
                                                                                                     16 -
                                                                                                    18 4 }
  GET article/_analyze
   analyzer": "my_english_analyzer",
  "text": "15-09-25T01:37:31Z"}
  GET article/_analyze
   analyzer": "my_english_analyzer",
"text": " abc@gmail.com\""}
```

Figure 4: Tokenization Challenges

I have used **uax\_url\_email** tokenizer which is similar to standard tokenizer except that it can recognise URLs and email as single tokens.

```
-----
                                                                                                                              "tokens" : [
                                                                                                                                 {
PUT article
                                                                                                                                   "token" : "abc@gmail.com",
"start_offset" : 1,
                                                                                                                                   "end_offset" : 14,
"type" : "<EMAIL>",
"analysis": {
"analysis: {
    "analyzer": {
        "my_english_analyzer": {
        "type": "custom",
        "tokenizer":"uax_url_email",
        "stopwords": "_english_"
                                                                                                                                   "position" : 0
                                                                                                                     8
                                                                                                                     9 .
                                                                                                                                }
                                                                                                                    10 -
                                                                                                                             ]
                                                                                                                    11 4 }
GET article/_analyze
{
"analyzer":"my_english_analyzer",
 "text": " abc@gmail.com\""}
```

Figure 5: uax url email Tokenizer

I have applied case folding using **token filters** to convert the words into lowercase. The case folding helps in reducing the vocabulary size by reducing the difference in same words and different case.

```
"tokens" : [
                                                                                                                                                                        token:
{
    "token" : "my",
    "start_offset" : 1,
    "end_offset" : 3,
    "type" : "<ALPHANUM>",
    "cosition" : 0
PUT article
{
"settings": {
 "analysis": {
"analyzer": {
"my_english_analyzer": {
"type": "custom",
                                                                                                                                                           9 4
"tokenizer": "uax_url_email",
"stopwords": "_english_",
"filter": [ "porter_stem",
                                                                                                                                                          10 -
                                                                                                                                                                              "token" : "email",
"start_offset" : 4,
                                                                                                                                                          11
                                                                                                                                                                               "end_offset" : 9,
"type" : "<ALPHANUM>",
                          "lowercase"
                       "asciifolding"
                                                                                                                                                          14
15
                                                                                                                                                                              "position" : 1
              ]
                                                                                                                                                          16 -
                                                                                                                                                                          },
                                                                                                                                                                          {
                                                                                                                                                                            "token": "is",
"start_offset": 10,
"end_offset": 12,
"type": "<ALPHANUM>",
"position": 2
                                                                                                                                                         19
GET article/_analyze
                                                                                                                                                         23 ^ 24 -
                                                                                                                                                                          "token" : "abc@gmail.com",
{
"analyzer":"my_english_analyzer",
"text": " My Email is abc@gmail.com\""}
                                                                                                                                                          25
                                                                                                                                                                             "start_offset" : 13,
"end_offset" : 26,
"type" : "<EMAIL>",
"position" : 3
                                                                                                                                                          27
                                                                                                                                                          28
                                                                                                                                                          29
                                                                                                                                                          30 -
                                                                                                                                                         31 ^
32 ^ }
                                                                                                                                                          33
```

Figure 6: Case Folding

For Normalization I have used **ASCII Folding** which converts the alphabetic, numeric, and symbolic characters into their ASCII equivalent.

### **Selecting Keywords**

Elastic search provides removal of Stop words using a 'Stop token filter'. I have added a stop word filter to my customized analyzer to remove stop words of English. The stop words do not add much information to the sentence and it is a good practice to remove the stop words to reduce the vocabulary size and improve search performance. Figure 7 shows the English stop word list which will be removed by the analyzer as shown in Figure 8.

```
"a", "an", "and", "are", "as", "at", "be", "but", "by", "for", "if", "in", "into", "is",

"it", "no", "not", "of", "on", "or", "such", "that", "the", "their", "then", "there",

"these", "they", "this", "to", "was", "will", "with");
```

Figure 7: English Stop Word List

```
PUT article
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       "tokens" : [
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  {
           "settings": {
    "analysis": {
        "analyzer": {
        "ana
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 "token" : "fox",
"start_offset" : 5,
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  "end_offset" : 8,
"type" : "<ALPHANUM>",
"position" : 1
                                                                      "my_english_analyzer": {
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      8
                                                                                     "tokenizer": "uax_url_email",
'filter": [
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     9 4
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               10 -
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 "token": "jungle",
"start_offset": 19,
"end_offset": 25,
"type": "<ALPHANUM>",
"position": 5
                                                                                                       'lowercase",
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               11
                                                                                                       'english_stop"
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               12
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               13
                                                             }
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               14
                                            },
"filter": {
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              15
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              16 -
                                                                       'english_stop": {
   "type": "stop",
   "stopwords": "_english_"
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              17 -
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   ]
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              18 - }
               }
}
 GET article/_analyze
 "analyzer":"my_english_analyzer",
"text": " The fox is in the jungle"
```

Figure 8: Stop Word Removal

The boolean model in Elastic Search is similar to a binary search and excludes the documents which do not qualify and does not care about relevancy. For improving relevancy of our search results we can combine TF/IDF and Boolean model to rank the documents. The Vector space model is used to compare multi term queries in a document by calculating a similarity score per field on vectors, Term Frequency i.e. How often a term appears in a document and Inverse Document Frequency i.e. How often a term appears in an index. I have used the 'Scripted' Similarity to apply the TF-IDF for selection and weighting step.

Figure 8.1 Similarity API Method

### Stemming or Morphological Analysis

Stemming can be explained as reducing a word to its root form. This allows the search of variants of a root word. The scope of the search is not limited to a specific word and can be matched to its variants as well. For instance, root word for running and run can be stemmed to same root word: run. I have used algorithmic stemmers as they require less memory and setup to achieve good results. They are also fast in execution in comparison to dictionary stemmers. I have used **porter\_stemmer** which is a recommended stemmer for English language. Since it requires lowercased words to work properly, I have first added the lowercase and then the stemmer in my custom analyzer.

```
PUT article
{ "settings": { "analysis": {
"analyzer": {
    "my_english_analyzer": {
        "tokenizer": "uax_url_email",
        "filter": [ "lowercase", "english_stop", "porter_stem"]}},
        "filter": {"english_stop": { "type": "stop", "stopwords": "_english_"}}
}
```

I have added a screenshot of sample data from our dataset and highlighted a stemmed example.

```
"tokens" : [
                                                                                                                                                                                                                                                                                                                                                                                  "token": "new",
"start_offset": 0,
"end_offset": 3,
"type": "<ALPHANUM>",
"position": 0
GET article/ analyze
    analyzer":"my_english_ana
     text": "New Product Gives Marketers Access to Real Keywords,
Conversions and Results Along With 13 Months of Historical Data
    Conversions and Results ALONG WITH 13 Months of Historical Data \n\nSAN FRANCISCO, CA -- (Marketwired) -- 09\/17\/15 -- Jumpshot, a marketing analytics company that uses distinctive data sources to paint a complete picture of the online customer journey, today announced the launch of Jumpshot Elite, giving marketers insight into what their customers are doing the 99% of the time they're not on your site. For years, marketers have been unable to see what organic and paid search terms users were entering, much less tie those searches to purchases. Jumpshot not only injects that user search visibility back into the market, but also makes it possible to tie those keywords to conversions -- for any web site. \n\n\n\Ever since search engines encrypted search results, marketers have been in the dark about keywords, impacting not only the insight into their own search investments, but also their ability to unearth high converting keywords for their competitors,\" said Deren Baker, CEO of Jumpshot. \"Our platform eliminates the hacks, assumptions, and guesswork that marketers are doing now and provides real data: actual searches tied to actual conversions conducted by real people with nothing inferred \"\n\n\nUnUnlike other keyword research tools that receive data through
                                                                                                                                                                                                                                                                                                                                        10 +
                                                                                                                                                                                                                                                                                                                                                                                                                           "product".
                                                                                                                                                                                                                                                                                                                                                                                   "start_offset" : 4,
"end_offset" : 11,
"type" : "<ALPHANUM>",
                                                                                                                                                                                                                                                                                                                                        12
13
14
15
                                                                                                                                                                                                                                                                                                                                                                                    "position" : 1
                                                                                                                                                                                                                                                                                                                                      16 ^
17 \times
18
19
20
21
22
23 ^
24 \times
                                                                                                                                                                                                                                                                                                                                                                                  "token": "give",
"start_offset": 12,
"end_offset": 17,
"type": "<ALPHANUM>",
"position": 2
                                                                                                                                                                                                                                                                                                                                        25
26
27
28
                                                                                                                                                                                                                                                                                                                                                                                   "token": "market", "start_offset": 18,
                                                                                                                                                                                                                                                                                                                                                                                    "end_offset": 27,
"type": "<ALPHANUM>",
"position": 3
        .\" \n\nUnlike other keyword research tools that receive data through
the Adwords API or send bots to cobble together various data inputs
       and implied metrics, Jumpshot leverages its panel of over 115 million global consumers to analyze real search activity. As a result, Jumpshot is able to provide companies with actionable data to improve
                                                                                                                                                                                                                                                                                                                                        29
30 -
                                                                                                                                                                                                                                                                                                                                        31 <del>-</del>
32
33
34
35
36
37 •
                                                                                                                                                                                                                                                                                                                                                                                   "token": "access",
"start_offset": 28,
"end_offset": 34,
"type": "<ALPHANUM>",
                       ROI of their search marketing campaigns, SEO tactics and content
       marketing initiatives. \n\nAvailable today, Jumpshot Elite provides 13 months of backward-looking data as well as: \n\nAccess to real queries used by searchers \n\nPaid and organic results for any website
      "position" : 4
                                                                                                                                                                                                                                                                                                                                        38 ~
39
                                                                                                                                                                                                                                                                                                                                                                                  "token": "real",
"start_offset": 38,
"end_offset": 42,
"type": "<ALPHANUM>",
"position": 6
       \(\n\narrangle\) to the Reywords to real transactions on any website \(\n\narrangle\) nature to the Reywords to real transactions on any website \(\narrangle\) n\narrangle\) nature to the ambitions \(\narrangle\) n\narrangle\) and scientists who were frustrated about the limitations of the data they had access to, and excited about the opportunity to provide new insights into online behavior. \(\n\narrangle\) n\narrangle\) norder of the policy world for hydrogeness. From where customers report time.
                                                                                                                                                                                                                                                                                                                                        40
41
                                                                                                                                                                                                                                                                                                                                       42
43
                                                                                                                                                                                                                                                                                                                                       44 ~
45 ~
                                                                                                                                                                                                                                                                                                                                                                                  "token": "keyword",
"start_offset": 43,
"end_offset": 51,
"type": "<ALPHANUM>",
"position": 7
       company uses distinctive data sources to paint a complete picture of the online world for businesses, from where customers spend time online to what they do there and how they get from place to place. By tracking the online customer journey down to each click, Jumpshot reveals how and why customers arrive at purchase decisions. The company tracks more data in more detail than other services, tracking 160 billion monthly clicks generated by its extensive data panel.
                                                                                                                                                                                                                                                                                                                                       46
47
                                                                                                                                                                                                                                                                                                                                        48
```

### **Searching**

### Query 1:

# Find all articles of a given media-type for a specific publisher and sort them according to their Publish Date.

The query is composed of filtering and sorting. It matches Media Type and filters the source field using the User Input. The sorting is done on published field.

Here, since articles index fields media-type and source are mapped to 'keywords', Matching Part of Phrases is not working. The fields can be mapped to 'text' for more flexible search.

```
GET /articles/_search
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            "took" : 1,
"timed_out" : false,
"_shards" : {
  "total" : 5,
  "successful" : 5,
  "successful" : 5,
3 * {
4 * "query": {
5 * "bool": {
6 * "must": {
7 * "match": {
                           "media-type": "News"
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           "skipped" : 0,
"failed" : 0
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        }, "hits" : {
  "total" : 347,
  "max_score" : null,
  "hits" : [
0 ^ },
1 * "filter": {
2 * "term": {
                                                                                                                                                                                                                                                                                                                                                                                                                                                                        10 -
                       "term": {
"source": "4 Traders"
                                                                                                                                                                                                                                                                                                                                                                                                                                                                        11
12
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  "_index" : "articles",
    "_type" : "news",
    "_id" : "dd7f96a6-18ab-47fe-ab88-9620e989f56d",
    "_score" : null,
    "_source" : {
                                                                                                                                                                                                                                                                                                                                                                                                                                                                        14 - 15
                           "sort": { "published": { "order": "desc" } }
                                                                                                                                                                                                                                                                                                                                                                                                                                                                        19 +
                                                                                                                                                                                                                                                                                                                                                                                                                                                                        53 <del>-</del> 54 55 •
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  ]
```

### Query 2:

#### Find the total number of Blogs and News type articles in the dataset

The query use Filter aggregations, where a multi bucket aggregation is created using a Filter.

The two buckets consist of 'News' and 'Blog' media type.

```
GET articles/_search
                                                                                                                                                                                                                                                          "took" : 2,
"timed_out" : false,
"_shards" : {
  "total" : 5,
  "successful" : 5,
  "skipped" : 0,
"filla" : 0,
     "size":0,
       "aggs": {
   "Articles": {
               "filters": {
   "filters": {
    "Blog": {"term":{"media-type": "Blog"}},
    "News":{"term":{"media-type": "News"}}
                                                                                                                                                                                                                                                              "failed" : 0
                                                                                                                                                                                                                                                        },
"hits" : {
  "total" : 99999,
  "and score" : 0.
                                                                                                                                                                                                                                            9 4
                                                                                                                                                                                                                                          10 -
                  }
              }
                                                                                                                                                                                                                                                              "max_score" : 0.0,
"hits" : [ ]
                                                                                                                                                                                                                                          12
13
         }
}
                                                                                                                                                                                                                                                            "aggregations" : {
    "Articles" : {
        "buckets" : {
            "Blog" : {
                  "doc_count" : 26661
                                                                                                                                                                                                                                          15 •
16 •
17 •
                                                                                                                                                                                                                                          18 - 19
                                                                                                                                                                                                                                                                       },
"News" : {
"doc_count" : 73338
                                                                                                                                                                                                                                          21 <del>-</del>
22
                                                                                                                                                                                                                                                              }
                                                                                                                                                                                                                                          25 4
                                                                                                                                                                                                                                          26 ^ } 27 ^ }
```

### Query 3:

# Find relevant documents matching a User defined query boosting the search using TF-IDF score.

The query searches all the articles related to Scotland:

### **Challenge:**

It was difficult to identify non English documents in the huge dataset. The Text preprocessing steps like tokenization, stop word removal are done majorly considering 'English' as main language.

### **Improvements:**

Using NLTK library language detection model the language of the articles can be detected and text pre processing steps can be configured accordingly.

## **Elastic Search API:**

The above mentioned operations have been developed in Python using the Python Client API for Elastic Search.

And the control of th