



Processamento
e Recuperação
de Informação

Search Engine
Ranking

Ranking
Signals

The Ranking
Function

Unsupervised
Rank Fusion

Learning to
Rank

Some Context

Learning to
Rank (cont.)

Processamento e Recuperação de Informação

Learning to Rank

Departamento de Engenharia Informática
Instituto Superior Técnico

1º Semestre
2018/2019



Outline

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- Ricardo Baeza-Yates, Berthier Ribeiro-Neto, Modern Information Retrieval, 2nd edition. Chapter 11.
- T.-Y. Liu, "Learning to rank for information retrieval," Foundations and Trends in Databases, vol. 3, no. 3, pp. 225-331, 2009.



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Search Engine Ranking

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Ranking is the hardest and most important function of a search engine

Main challenges:

- Evaluation
- Managing Web spam
- Identification of relevant content
- Defining the ranking function



Evaluating the Ranking

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- Devise an adequate process of **evaluating the ranking**, in terms of **relevance** of results to the user
- Without such evaluation, it is close to impossible to fine tune the ranking function
- Without fine tuning the ranking, there is no state-of-the-art engine—this is an empirical field of science



Dealing with Web Spam

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- Avoiding, preventing, managing Web spam
- Spammers are malicious users who try to trick search engines by artificially inflating signals used for ranking
- A consequence of the economic incentives of the current advertising model adopted by search engines



Defining Relevant Content

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Evidence of quality can be indicated by several signals such as:

- Domain names
- Text content
- Links (e.g. PageRank)
- Web page access patterns

Additional useful signals are provided by the layout of the Web page, its title, metadata, font sizes, etc.



The Ranking Function

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Following: from simple ranking functions to complex combinations of signals



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Evidences for Relevance

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Three main types of signals:

- 1 Content
- 2 Structure
- 3 Usage

In total we can have hundreds of distinct signals

- Bing claims to use > 1000 (see [here](#))
- Google claims to use > 200 many with > 50 variations



Content Signals

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- Related to the **text** itself
- Can vary from **simple word counts** to a **full IR score**, such as TF-IDF or BM25
- Can be provided by the layout, that is, the HTML source
 - Simple **format** indicators (more weight given to titles/headings)
 - Sophisticated indicators as the **proximity** of certain tags in the page



Structure Signals

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- Intrinsic to the **linked structure** of the Web
- Some of them are textual in nature, such as **anchor text**
- Others pertain to the links themselves, such as **in-links** and **out-links** from a page
- Link-based signals find broad usage beyond classic search engine ranking



Web Usage Signals

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- Main one is the implicit feedback provided by the user clicks (**click-through**)
- Other usage signals include:
 - information on the user's **geographical context** (IP address, language)
 - **technological context** (operating system, browser)
 - **temporal context** (query history by the use of cookies)
 - even **site speed**



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Simple Ranking Scheme

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- Use only **text-based ranking**
 - E.g. BM25 or cosine similarity
- Applied in early search engines

Or...

- Use a global ranking function such as **PageRank**
- Quality of a Web page in the result set is independent of the query
- The query only selects pages to be ranked



Simple Combination of Signals

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- Use a linear combination of different ranking signals

Example

- Consider the pages p that satisfy query Q
- Rank score $R(p, Q)$ of page p with regard to query Q can be computed as

$$R(p, Q) = \alpha BM25(p, Q) + (1 - \alpha) PR(p)$$

- $\alpha = 1$: text-based ranking
- $\alpha = 0$: link-based ranking, independent of the query



A More Complex Combination

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- Current engines combine a text-based ranking with a link-based ranking, most of them a lot more complex than BM25 and PageRank
- Value of α is tuned experimentally using
 - Labeled data as ground truth, or
 - Clickthrough data
- α might even be query dependent
 - for *navigational* queries α could be made smaller than for *informational* queries



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Principle

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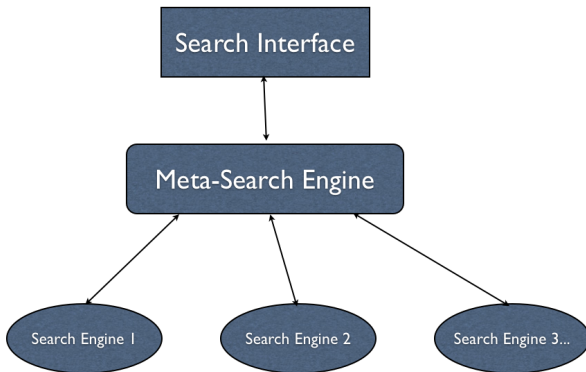
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Combining Similarity Scores

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Learning to
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- ① eliminate **duplicates**
- ② apply a fusion algorithm
 - using similarity scores provided by underlying SE

these techniques can be used also to combine ranking functions within a search engine



Combination Using Similarities

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Learning to
Rank (cont.)

- $CombMIN(d_j) = \min(s_{1j}, s_{2j}, \dots, s_{kj})$
(use the minimum ranking)
- $CombMAX(d_j) = \max(s_{1j}, s_{2j}, \dots, s_{kj})$
- $CombSUM(d_j) = \sum s_{ij}$
(add the similarity scores)
- $CombMNZ(d_j) = CombSUM(d_j) \times r_j$, where r_j is the number of systems that retrieved d_j

CombSUM and *CombMNZ* perform better. *CombMNZ* slightly outperforms *CombSUM* in most cases.



Combination using ranking positions

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Borda(1770) Ranking: each voter assigns a linear preference order of candidates, n to the first, $n - 1$ to the second, etc. Unranked candidates divide the votes. Winner gets the most points.

Condorcet (1787) Ranking: do pairwise comparisons to count how many times a doc “wins”, “loses” or “ties” against other documents (as in a soccer tournament). Doc with most wins gets highest score. Ties broken on number of losses.

Reciprocal ranking: assign a score $1/pos$ to each doc. Rank based on sum of scores.



Borda Ranking

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5 underlying search engines,
which have ranked four candidate pages *a*, *b*, *c*, *d*.

System 1: *a*, *b*, *c*, *d*

System 2: *b*, *a*, *d*, *c*

System 3: *c*, *b*, *a*, *d*

System 4: *c*, *b*, *d*

System 5: *c*, *b*

Scores:

$$\text{Score}(a) = 4 + 3 + 2 + 1 + 1.5 = 11.5$$

$$\text{Score}(b) = 3 + 4 + 3 + 3 + 3 = 16$$

$$\text{Score}(c) = 2 + 1 + 4 + 4 + 4 = 15$$

$$\text{Score}(d) = 1 + 2 + 1 + 2 + 1.5 = 7.5$$

The final ranking is: *b*, *c*, *a*, *d*



Condorcet Ranking

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System 1: a,b,c,d

System 2: b,a,d,c

System 3: c,b,a,d

System 4: c,b,d

System 5: c,b

comparisons (win:lose:tie):

pair	a	b	c	d
a	-	1:4:0	2:3:0	3:1:1
b	4:1:0	-	2:3:0	5:0:0
c	3:2:0	3:2:0	-	4:1:0
d	1:3:1	0:5:0	1:4:0	-

The final ranking is: *b, c, a, d*



Reciprocal Ranking

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5 underlying search engines,
which have ranked four candidate pages a, b, c, d .

System 1: a, b, c, d

System 2: b, a, d, c

System 3: c, b, a, d

System 4: c, b, d

System 5: c, b

Scores:

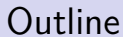
$$\text{Score}(a) = 1 + 1/2 + 1/3 + 0 + 0 = 1.83$$

$$\text{Score}(b) = 1/2 + 1 + 1/2 + 1/2 + 1/2 = 3$$

$$\text{Score}(c) = 1/3 + 1/4 + 1 + 1 + 1 = 3.55$$

$$\text{Score}(d) = 1/4 + 1/3 + 1/4 + 1/3 + 0 = 1.17$$

The final ranking is: c, b, a, d



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Why Learning to Rank?

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- Manual parameter tuning is usually difficult
 - Especially when there are many parameters and the evaluation measures are non-smooth
- Manual parameter tuning sometimes leads to **overfitting**
- It is non-trivial to combine the large number of models proposed in the literature (e.g. BM25, etc.) to obtain an even more effective model



What is Learning to Rank?

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Learning to
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L2R: apply machine learning techniques to learn the ranking of the results

- Use a **learning algorithm** fed with **training data** that contains ranking information
- **loss function to minimize:** number of mistakes done by the learned model



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Supervised Learning

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Input: $\{(x_i, y_i)\}_{i=1}^N, x_i \in \mathcal{R}^M, y_i \in \mathcal{R}$

Hypothesis space: $h^* \in H$

Loss function: $L(h(x), y)$

Learning Algorithm: $\hat{h} = A(\{(x_i, y_i)\}_{i=1}^N)$, such that
$$\hat{h} = \operatorname{argmin}_h \sum_{i=1}^N L(h(x_i), y_i)$$

I.e. given a set of **training data** as input, use **learning algorithm** A to discover the function \hat{h} that minimizes the **loss** (e.g. the error)



An Example: Linear Regression

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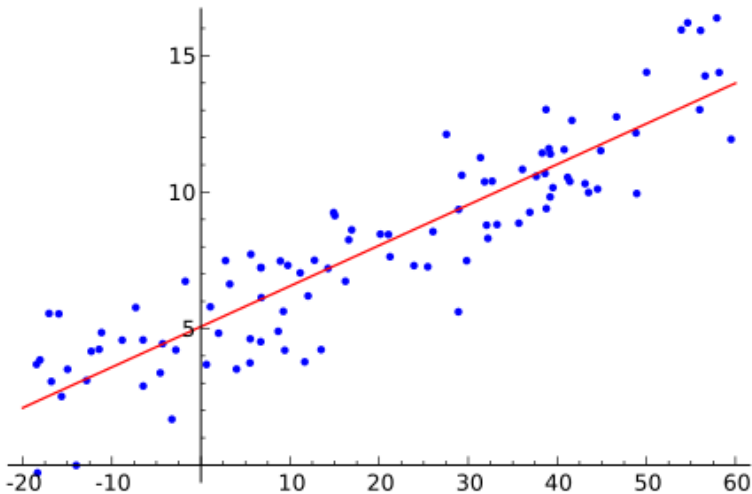
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(source: [wikipedia](#))



Linear Regression (cont.)

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Learning to
Rank (cont.)

- The hypothesis space:

$$h_{\vec{w}}(x) = w_0 + w_1 x$$

where $\vec{w} = [w_0, w_1]$

- The loss function:

$$L(h_{\vec{w}}, y) = \sum_{i=1}^N (y_i - h_{\vec{w}}(x_i))^2$$

i.e. the sum of the squared error

- We want to find

$$w^* = \underset{w}{\operatorname{argmin}} L(h_{\vec{w}}, y)$$



Minimizing the Loss

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Learning to
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- In the most simple case, we can easily find one (or more) solution(s)
 - Just take the derivatives and equal to 0
- In many cases this is not possible (or we may want to enforce some constraints on the parameters)
- In practice, there are many ways to estimate w^*



An Example: Gradient Descent

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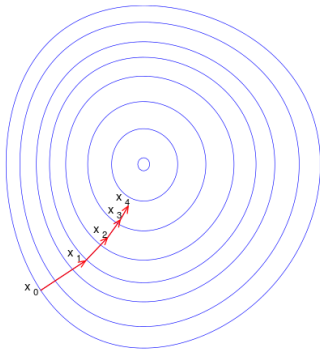
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Learning to
Rank (cont.)

$w \leftarrow$ any point in the
parameter space
loop until convergence **do**
 for each w_i **in** \vec{w} **do**
 $w_i \leftarrow w_i - \alpha \frac{\partial}{\partial w_i} L(h_{\vec{w}}, y)$

$\alpha =$ learning rate



(source: [wikipedia](#))



Other Types of Supervised Learning

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Learning to
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(besides regression and ranking)

- Classification
 - Classify email as spam vs. ham
 - Loss: accuracy
- Structured prediction
 - Find faces in an image
 - Loss: Precision/Recall of faces



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The L2R Framework

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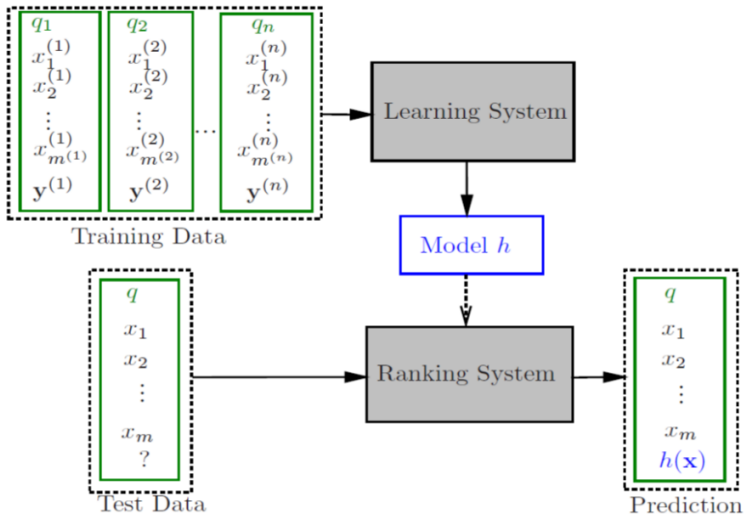
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L2R Techniques

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Three main approaches:

Pointwise: focuses on individual pages

Pairwise: focuses on comparing pairs of pages

Listwise: focuses on the ranked list of pages



The Pointwise Approach

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	The Pointwise Approach		
	Regression	Classification	Ordinal Regression
Input Space	Single documents y_j		
Output Space	Real values	Non-ordered Categories	Ordinal categories
Hypothesis Space	Scoring function $f(x)$		
Loss Function	Regression loss	Classification loss	Ordinal regression loss
	$L(f; x_j, y_j)$		



An Example: Ranking Perceptron

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Koby Crammer and Yoram Singer, "Pranking with ranking," In Proceedings of the 14th International Conference on Neural Information Processing Systems (NIPS'01), 2001.

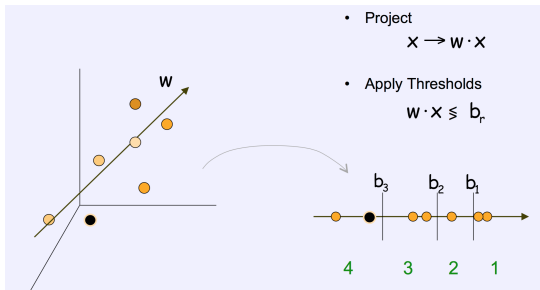
Adaptation of the *Perceptron algorithm*:

Input space: $\mathbf{x} = \{x_j\}_{j=1}^m$

Output space: $y_j \in \{1, 2, 3, \dots\}$

Hypothesis Space: $f(\mathbf{x}) = \mathbf{w} \cdot \mathbf{x}$

Loss function: $L(f, x_j, y_j) = \sum_{j=1}^T |y_j - f(x_j)|$





The Ranking Perceptron Algorithm

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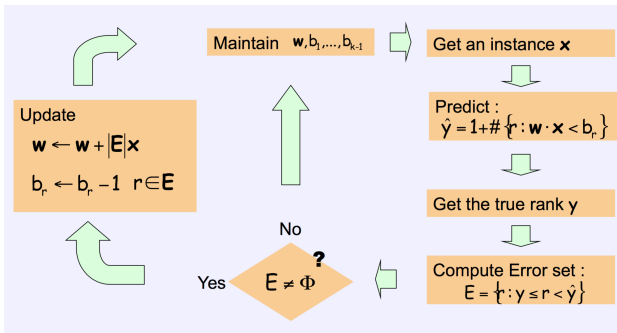
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Koby Crammer and Yoram Singer, "Pranking with ranking," In Proceedings of the 14th International Conference on Neural Information Processing Systems (NIPS'01), 2001.

Adaptation of the *Perceptron algorithm*:





Problem with the Pointwise Approach

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- The position of documents in the ranked list is invisible to the loss functions
- The overall loss function will be dominated by queries with a large number of documents



The Pairwise Approach

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	The Pairwise Approach
Input Space	Document pairs (x_u, x_v)
Output Space	Preference $y_{u,v} \in \{+1, -1\}$
Hypothesis Space	Preference function $h(x_u, x_v) = 2 \cdot I_{\{f(x_u) > f(x_v)\}} - 1$
Loss Function	Pairwise classification loss $L(h; x_u, x_v, y_{u,v})$



An Example: RankBoost

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Y. Freund, R. Iyer, R. E. Schapire, and Y. Singer, "An efficient boosting algorithm for combining preferences," Journal of Machine Learning Research, vol. 4, pp. 933–969, 2003.

Input space: Document pairs (x_u, x_v)

Output space: Relative order $y_{u,v} \in \{-1, +1\}$

Hypothesis Space: $f(x) = \sum_t \alpha_t f_t(x)$

Loss function: $L(f; x_u; x_v; y_{u,v}) = e^{-y_{u,v}(f(x_u) - f(x_v))}$

Algorithm 1 Learning Algorithm for RankBoost

Input: document pairs

Given: initial distribution \mathcal{D}_1 on input document pairs.

For $t = 1, \dots, T$

 Train weak ranker f_t based on distribution \mathcal{D}_t .

 Choose α_t

 Update $\mathcal{D}_{t+1}(x_u^{(i)}, x_v^{(i)}) = \frac{1}{Z_t} \mathcal{D}_t(x_u^{(i)}, x_v^{(i)}) \exp(\alpha_t(f_t(x_u^{(i)}) - f_t(x_v^{(i)})))$

 where $Z_t = \sum_{i=1}^n \sum_{u,v: y_{u,v}=1} \mathcal{D}_t(x_u^{(i)}, x_v^{(i)}) \exp(\alpha_t(f_t(x_u^{(i)}) - f_t(x_v^{(i)})))$.

Output: $f(x) = \sum_t \alpha_t f_t(x)$.



Improvement of Pairwise Approach

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Advantage

Predicting relative order is closer to the nature of ranking than predicting class label or relevance score

Problems

- Relative order of two documents still does not predict their final position
- The distribution of document pair number is more skewed than the distribution of document rank, with respect to different queries



Document Pair Distribution

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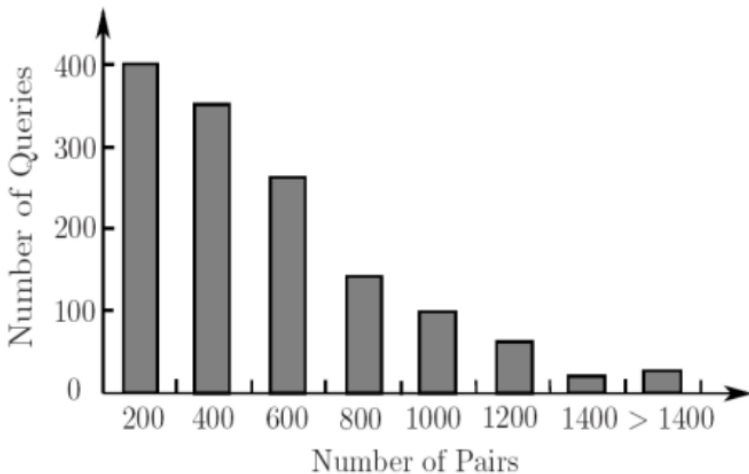
The Ranking
Function

Unsupervised
Rank Fusion

Learning to
Rank

Some Context

Learning to
Rank (cont.)





The Listwise Approach

Processamento
e Recuperação
de Informação

Search Engine
Ranking

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Learning to
Rank (cont.)

	The Listwise Approach	
	Listwise Loss Minimization	Direct Optimization of IR Measure
Input Space	Document set $\mathbf{x} = \{x_j\}_{j=1}^m$	
Output Space	Permutation π_y	Ordered categories $\mathbf{y} = \{y_j\}_{j=1}^m$
Hypothesis Space	$h(\mathbf{x}) = \text{sort}_\circ f(\mathbf{x})$	$h(\mathbf{x}) = f(\mathbf{x})$
Loss Function	Listwise loss $L(h; \mathbf{x}, \pi_y)$	1-surrogate measure $L(h; \mathbf{x}, \mathbf{y})$



Direct Optimization of IR Measures

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Learning to
Rank (cont.)

- It is natural to directly optimize what is used to evaluate the ranking results
- However, it is non-trivial
- Evaluation measures such as NDCG are **non-continuous** and **non-differentiable** since they depend on the rank positions
- It is challenging to optimize such objective functions, since most optimization techniques in the literature were developed to handle continuous and differentiable cases



Solutions

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Learning to
Rank (cont.)

- Approximate the objective
 - Soften (approximate) the evaluation measure so as to make it smooth and differentiable
- Bound the objective
 - Optimize a smooth and differentiable upper bound of the evaluation measure
- Optimize the non-smooth objective directly
 - Use IR measure to update the distribution in Boosting
 - Use genetic programming



An Example: RankGP

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Learning to
Rank (cont.)

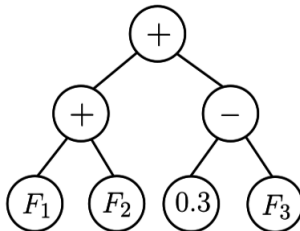
J.-Y. Yeh et al, "Learning to rank for information retrieval using genetic programming," in SIGIR 2007 Workshop in Learning to Rank for Information Retrieval, 2007.

Input space: $\mathbf{x} = \{x_j\}_{j=1}^m$

Output space: Relative order $\mathbf{y} = \{y_j\}_{j=1}^m$

Hypothesis Space: $f(x)$

Loss function: IR evaluation measure





Improvement of Listwise Approach

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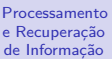
Learning to
Rank (cont.)

Advantages

- Take all the documents associated with the same query as the learning instance
- Rank position is visible to the loss function

Problems

- Complexity



Ranking Signals

Unsupervised Rank Fusion

Some Context

Learning to Rank (cont.)

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