Representation of Data

HTML table, Excel Spreadsheet, plain text

ManyEyes html

View as text

		Population Using Internet	Percent of Generation that goes online	Percent of the online population that watch video online
1	Millenials	35%	95%	80%
2	Gen X	21%	86%	66%
3	Younger Boomers	20%	81%	62%
4	Older Boomers	13%	76%	55%
5	Silent Generation	5%	58%	44%
6	G.I.Generation	3%	30%	20%
7	Total Population		79%	66%









Versions (1)

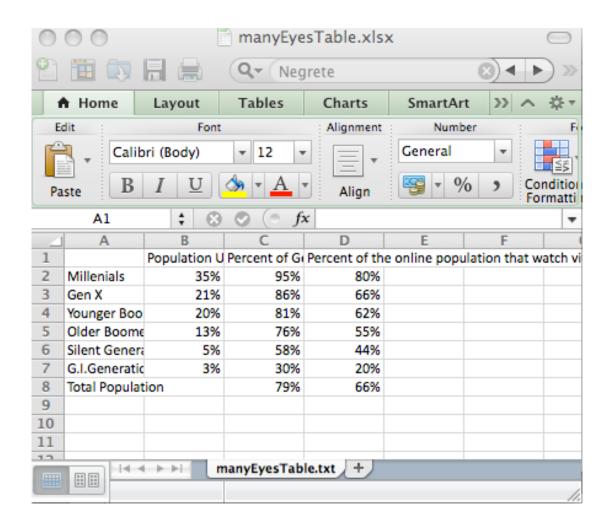
ManyEyes text

Populat	ion Us	ing Inter	net	Percent of Gener
Millenials	35%	95%	80%	
Gen X 21%	86%	66%		
Younger Boomers	20%	81%	62%	
Older Boomers	13%	76%	55%	
Silent Generati	on	5%	58%	44%
G.I.Generation	3%	30%	20%	
Total Populatio	n	79%	66%	

ASCII & Unicode

Character	ASCII	Unicode
Α	0100 0001	0000 0000 0100 0001
а	0110 0001	0000 0000 0110 0001
α		0000 0011 1011 0001

ManyEyes xlsx

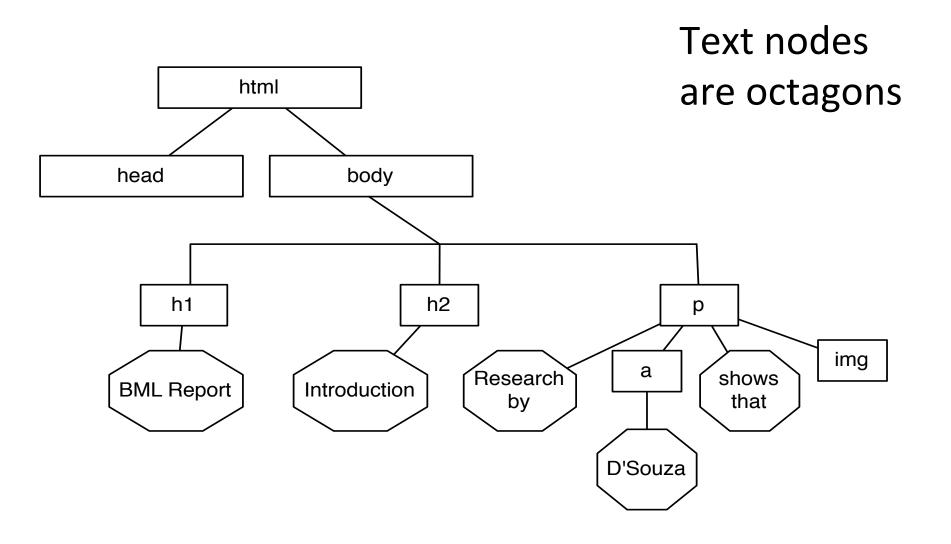


	txt	html	xlsx
browser	Render w/ no markup	Format according to markup	Open file in Excel
Excel	Display as Excel	Display as Excel	Display
TextEditor	Display ASCII characters	See markup as well as content	See nothing or jibberish

Hypertext Markup Language

Tree

Tree Data Structure



Tree Hierarchy

- One root node
- Root node has child nodes and each of these can have child nodes and so on
- Any node must have one and only one parent

Examples of HTML

Table in HTML

```
Appears as:
A B
                  B
25,000
125,000
                 100,000
Can you draw the tree for
7100,000</
td> 
               this document?
```

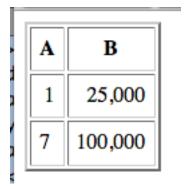
An HTML Table

- Tables are defined with the tag.
- A table has rows marked up with the
 tag.
- Each row is divided into data cells with the tag. (td stands for table data).
- A data cell can contain text, images, lists, paragraphs, forms, horizontal rules, tables, etc.
- Headings in a table are defined with the
 tag.

Modified Table

```
<table cellpadding="6"
border="2">
  A B</
th> 
125,000
7100,000</
td>
```

Appears as:



Unordered Lists

 Unordered lists have items marked with bullets.

Appears as:

```
CoffeeMilk
```

- Coffee
- Milk

 Paragraphs, line breaks, images, links, other lists, etc. can be placed in a list

Ordered Lists

 Ordered lists have items marked with numbers. Appears as:

```
Coffee
Milk
```

1. Coffee

2. Milk

Paragraphs and Sections

<h1>

My BML Report

</h1>

<h2>Introduction</h2>

>

The BML model is a simple traffic model...

We studied the BML model behavior for...

Appears as:

My BML Report

Introduction

The BML model is a simple traffic model...

We studied the BML model behavior for...

Colors: (rgb)

(255, 0, 0) #FF0000

(255, 255, 0) #FFFF00

(100, 149, 237) #6495ED

#E41A1C99

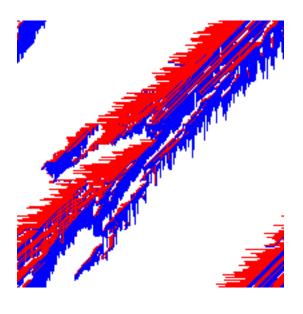
Images

 The img tag is used to embed images in a Web page

```
<img
src="images/bml34.png"
width ="400"/>
```

- The src attribute give the file name for the image
- The width attribute is optional
- This tag is empty the start and end tag are collapsed.

Appears as:



Links

D'Souzza discovered

Appears as: **Introduction**

D'Souzza discovered

<a> is an anchor tag
The content is the text that is "clickable"
The link can be to another place within the document

Element Syntax

- Each HTML element has an element name,
 e.g.
 - body : the main content of the page
 - h1 : largest header
 - p : paragraph
 - br : line break

Element Syntax

```
<h1> This is a title </h1>
Start tag Text Content End tag
```

- The end tag is a slash and the name surrounded by angle brackets </h1>
- Some HTML elements have no content
is for a line break

Element Content

Simple content is plain text:

```
<h1> This is a title </h1>
```

Complex content includes other elements.

```
This paragraph includes <a href="http://...">a link</a> and sentences.
```

How many child elements does this node contain? 3

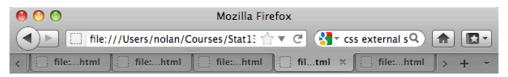
Attribute Syntax

- Attributes provide additional information to an HTML element.
- Attributes always come in name/value pairs like this: name="value"
- Attributes are always specified in the start tag of an HTML element.

Well-formed XHTML

- Well-formed HTML is called XHTML.
- Tag names follow strict rules for matching case
- Attribute values must be in quotes
- Elements must be properly nested (i.e. you can draw a tree with it)

A BML Report



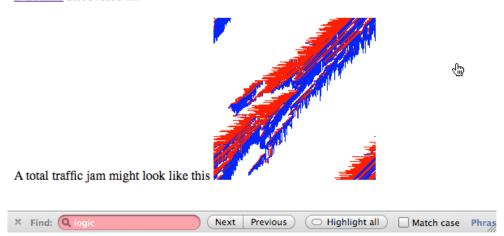
BML Model Simulation Study

Introduction

The BML model is a simple traffic model...

Earlier Findings

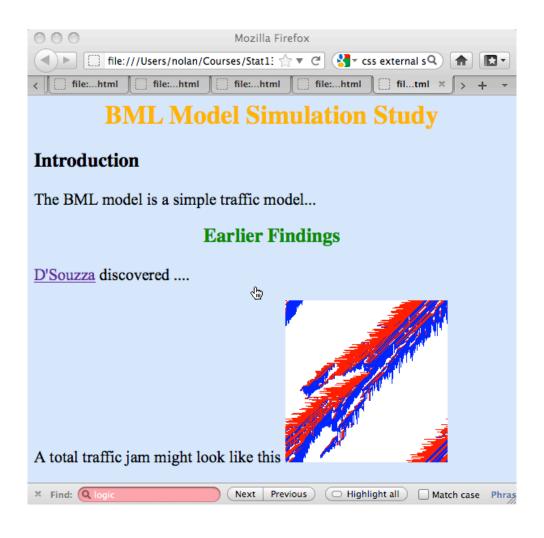
D'Souzza discovered



Raw HTML for the Stylized Report

```
<html>
<head></head>
<body>
 <h1>BML Model Simulation Study</h1>
 <h2>Introduction</h2>
  The BML model is a simple traffic model... 
 <h2>Earlier Findings</h2>
 >
<a href="http://mae.ucdavis.edu/dsouza/">D'Souzza</a> discovered ....
>
A total traffic jam might look like this
<img src="images/bml34.png" width ="200"/>
</body>
</html>
```

A prettied up BML Report



Raw HTML for the Stylized Report

```
<html>
<head>
<link rel="stylesheet" type="text/css" href="bmlStyle.css" />
</head>
<body>
<h1>BML Model Simulation Study</h1>
 <h2>Introduction</h2>
  The BML model is a simple traffic model... 
 <h2 class="bml">Earlier Findings</h2>
 >
<a href="http://mae.ucdavis.edu/dsouza/">D'Souzza</a> discovered ....
>
A total traffic jam might look like this
<img src="images/bml34.png" width ="200"/>
</body>
</html>
```

Cascading Style Sheet

```
body
{ background-color:#d0e4fe; }
h1
{ color:orange; text-align:center; }
h2.bml
{ color:green; text-align:center; }
p
{ font-family: "Times New Roman"; font-size: 20px; }
```

CSS

selector {property: value; }

Selector may be:

HTML tag name h1 {color: green;}

attribute value for id #idXYZ {color:blue;}

• class .bml {font-size: 2em}

Web Scraping

Data Available on the Web

- HTML
 - Table
 - plain text format
 - HTML form to request data
- Other Format:
 - JSON
 - XML

Scraping data from a Web page

- Means to write code to automatically extract data from one or more web pages.
- HTML is like XML We can use parsing capabilities in the XML package.
 htmlParse() can create a tree structure from ill-formed HTML.
- The information is all in text and we may need to use regular expressions to extract the relevant pieces

HTML

 Much of the data available on the web is not provided as a separate downloadable file; it's embedded in the website itself.

All incidents within 7 days

Displaying 1 - 25 of 28 incidents. < Previous | Next >



Top categories			
Theft	10	36%	
Disturbances	5	18%	
VANDALISM	5	18%	
Aggravated Assault	3	11%	
Burglary	3	11%	
Stolen Auto	1	4%	
Robbery	1	4%	

Case num	Date		Category	Offense	Location
10066504	2010-11-01	03:40PM	Disturbances	Disturbance	1600 Block Milvia St
10066476	2010-11-01	11:45AM	Burglary	BURGLARY RESIDENTIAL	2400 Block Warring 5
10066502	2010-11-01	10:30AM	Aggravated Assault	ASSAULT/BATTERY FELONY	600 Block Gilman St
10066447	2010-11-01	09:59AM	Theft	THEFT FELONY	2100 Block Mcgee Av
10066443	2010-11-01	09:35AM	Theft	THEFT FROM AUTO	1600 Block Carleton
10066431	2010-11-01	07:58AM	Disturbances	DOMESTIC VIOLENCE	3000 Block Martin Lu
10066419	2010-11-01	03:05AM	Robbery	Robbery	2700 Block Haste St

Popular Baby Names



Popular Names by Birth Year

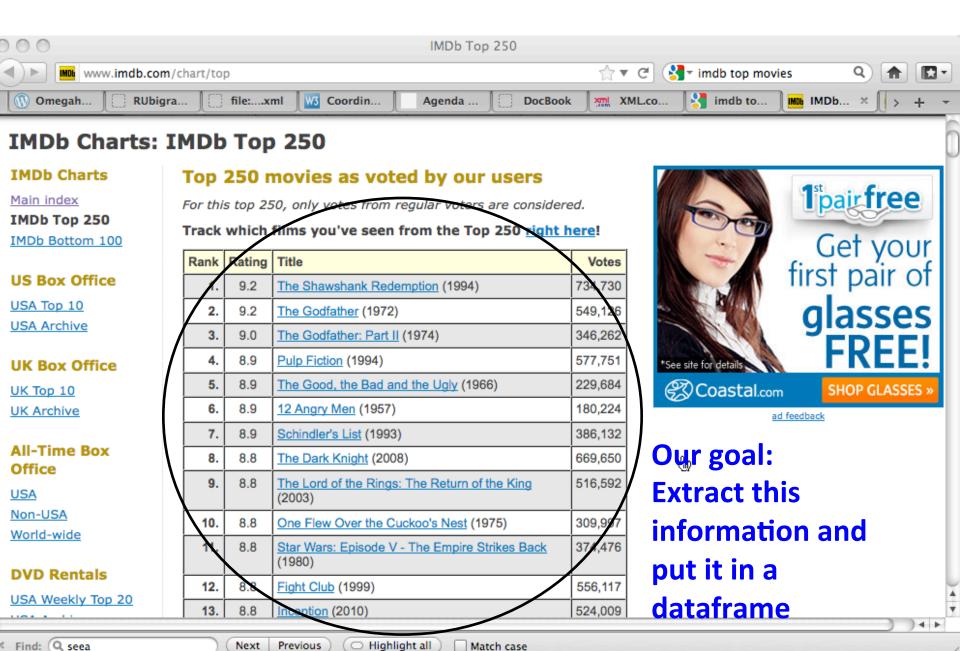
November 7, 2010

Popularity in 2009

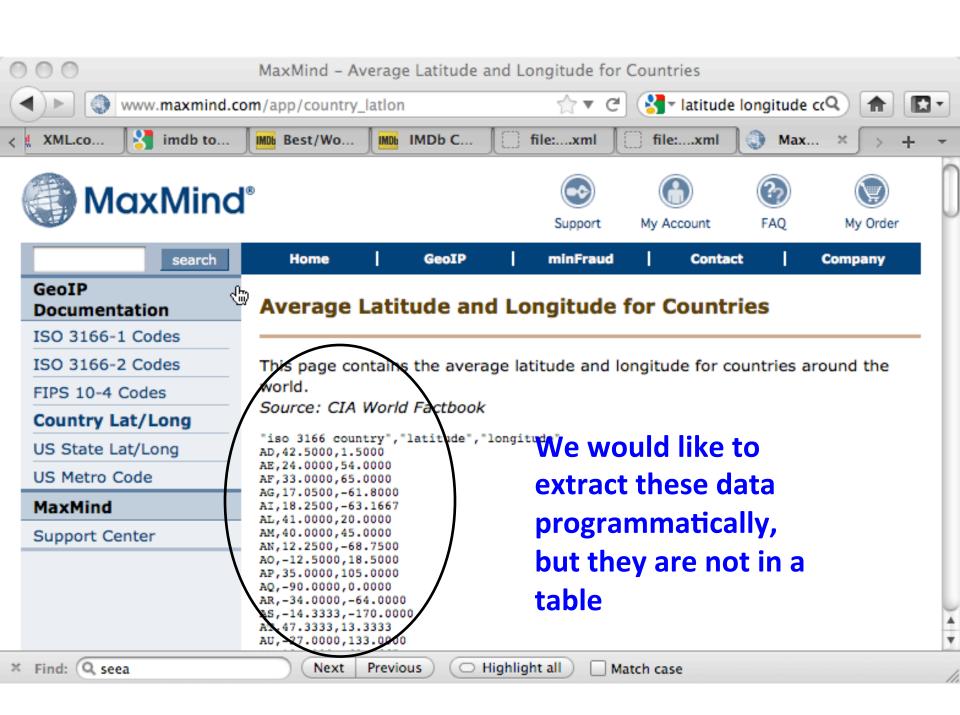
Rank	Male name	Female name
1	Jacob	Isabella
2	Ethan	Emma
3	Michael	Olivia
4	Alexander	Sophia
5	William	Ava
6	Joshua	Emily
7	Daniel	Madison
8	Jayden	Abigail
9	Noah	Chloe
10	Anthony	Mia
11	Christopher	Elizabeth
12	Aiden	Addison
13	Matthew	Alexis
14	David	Ella
15	Andrew	Samantha
16	Joseph	Natalie
17	Logan	Grace
18	James	Lily
19	Ryan	Alyssa
20	Benjamin	Ashley
21	Elijah	Sarah
22	Gabriel	Taylor

 Web pages are created when your browser software represents or "renders" a specially formatted (HTML) text file. Most browsers allow you to see this file under something like View > Page Source.

```
<!DOCTYPE HTML PUBLIC "-/W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<meta http-equiv="X-UA-Compatible" content="IE=EmulateIE7" />
<meta http-equiv="content-type" content="text/html; charset=iso-8859-1">
<title>IMDb Charts</title>
k rel="canonical" href="http://www.imdb.com/chart/" />
<meta name="title" content="IMDb Charts">
<meta name="description" content="IMDb: The biggest, best, most award-winning movie site on the planet.">
<meta name="keywords" content="movies,films,movie database,actors,actresses,directors,hollywood,stars,quotes">
</l></l></l></l></l></l
<script type="text/javascript" src="http://i.media-imdb.com/images/SF3ee6861263732f8e66aaecfd1850b466/a/js/ads.js">
<script type="text/javascript">
   generic.monitoring.set twilight info("chart", "US", "83e50b7a3b50b8f7118fc7864f59906f20c5aeb4", "2009-10-07T18%
</script>
<script type="text/javascript">
   generic.monitoring.start timing("page load");
</script>
<script type="text/javascript">
   var aan = {
       url: "http://aan.amazon.com/2009-05-01/imdb/default?slot=sitewide-iframe&ord=[CLIENT SIDE ORD]",
       oncall:custom.amazon.aan iframe oncall
</script>
<iframe src="/images/SFed0def01846066a8fbf875202fe91fcd/a/js/scriptloader.html#aan" style="width:0px;height:0px;dis</pre>
k rel="icon" href="http://i.imdb.com/favicon.ico" />
<link rel="apple-touch-icon" href="http://i.media-imdb.com/apple-touch-icon.png" />
```



• Look at website then switch to Rstudio.



```
<img src="/images/spacer.gif" width="15" height="100">
 <img src="/images/spacer.gif" width="540" height="15" vspace="0" align=
<span class="PageHeader">Average Latitude and Longitude for Countries </span>
<img src="/img/lx1.gif" width="1" height="3">
>
<i>Source: CIA World Factbook</i>
"iso 3166 country", "latitude", "longitude"
AD, 42.5000, 1.5000
AE, 24.0000, 54.0000
                               The page source
AF,33.0000,65.0000
AG, 17.0500, -61.8000
                               shows us that the
AI,18.2500,-63.1667
AL,41.0000,20.0000
                                data are within a
AM, 40.0000, 45.0000
AN, 12.2500, -68.7500
                                AO,-12.5000,18.5000
AP,35.0000,105.0000
AQ,-90.0000,0.0000
AR,-34.0000,-64.0000
AS,-14.3333,-170.0000
```

htmlParse

```
> library(XML)
> latlon = htmlParse(
  "http://www.maxmind.com/app/country latlon")
> llRoot = xmlRoot(latlon)
> xmlName(llRoot)
[1] "html"
> pres = getNodeSet(llRoot, "//pre")
> length(pres)
[1] 1
> xmlValue(pres[[1]])
[1] "\n\"iso 3166 country\",\"latitude\",
\"longitude\"\nAD,42.5000,1.5000\nAE,
24.0000,54.0000\nAF,33.0000,65.0000\nAG,
```

Extract the data from pres

- > content = xmlValue(pres[[1]])
- > IIDF = read.table(text = content)

Error in scan(file, what, nmax, sep, dec, quote, skip, nlines, na.strings, : line 2 did not have 2 elements

- > IIDF = read.table(text = content, skip = 2)
- > head(IIDF)

V1

- 1 AD,42.5000,1.5000
- 2 AE,24.0000,54.0000

Remember other arguments:

header sep

colClasses

Warning: Regular Expressions and HTML strings

The regular expression matching engine performs something called "greedy matching." This means that it will always try to find the *longest* pattern that satisfies the match. So we need to be careful about specifying exactly what we want.

 To specify what was inside the HTML tag, what we really wanted was anythin except the character ">":

JSON

JavaScript Object Notation

- Text format
- Lightweight data-interchange
- Easy for humans to read and write.
- Easy for machines to parse and generate

JSON Structure

- JSON is built on two structures:
- An unordered collection of comma-separated name:value pairs

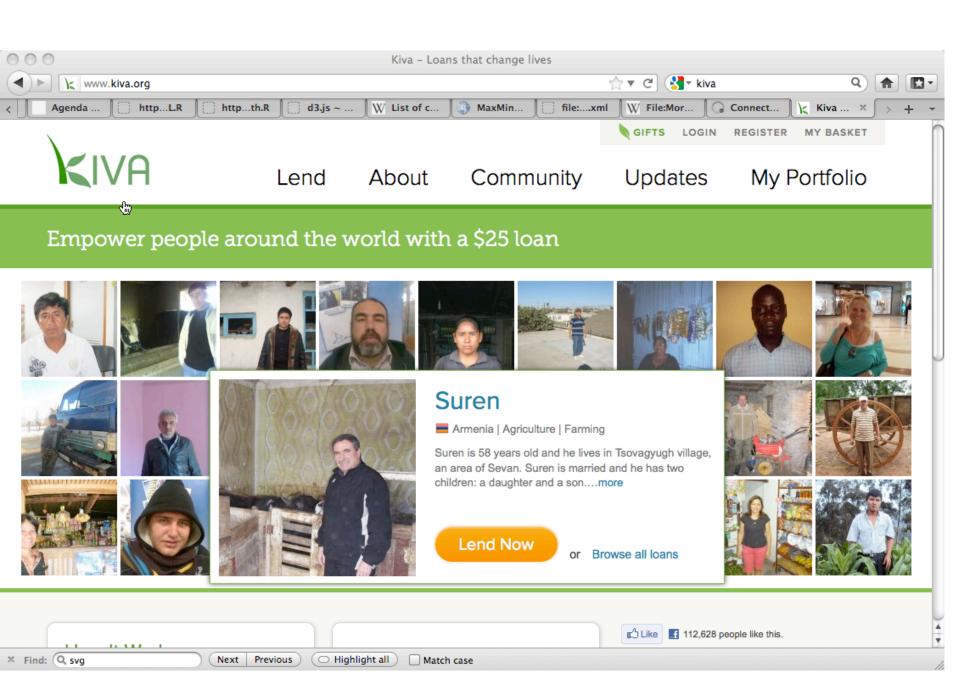
```
{"lender_id":"matt", "loan_count":23}
```

An ordered array of values

```
[{"lender_id":"matt", "loan_count":23}, 
{"lender_id":"skylar", "loan_count":1}]
```

Comparison to XML

- JSON is simpler
- Not as rich no attributes, unordered, no schema for describing acceptable format
- Compressed JSON and XML not much different in size

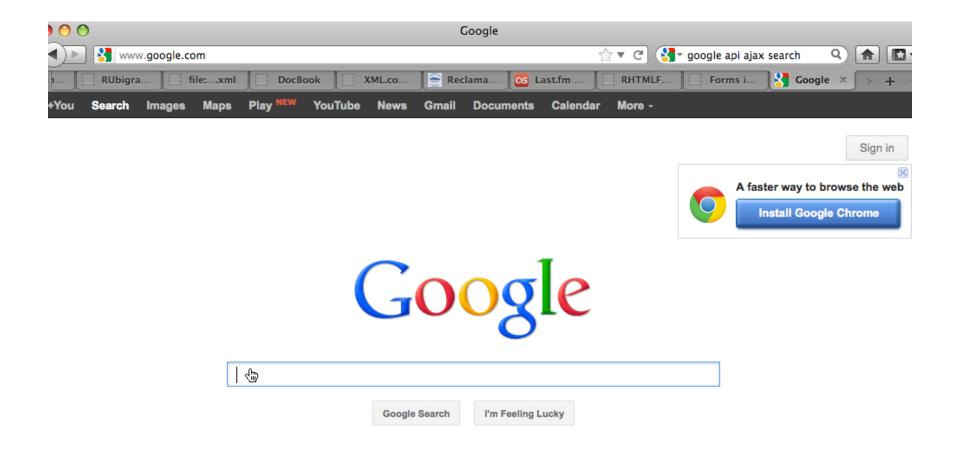


```
{"header":{"total":"576803","page":1,"date":"2010-01-29T20:00:23Z","page_size":
1000},
"lenders":[
{"lender id":"matt",
 "name":"Matt",
 "image":{"id":12829,"template_id"1}, "whereabouts":"San Francisco CA",
 "country code":"US",
 "uid":"matt",
 "member since":"2006-01-01T09:01:01Z",
 "personal url": "www.socialedge.org\/blogs\/kiva-chronicles",
 "occupation": "Entrepreneur",
 "loan because":"I love the stories. ",
 "occupational info":"I co-founded a startup nonprofit (this one!) and I work with an
amazing group of people dreaming up ways to alleviate poverty through personal
lending. ",
 "loan count":89,
 "invitee count":23},
{"lender id":"jessica",
 "name":"Jessica",
 "image":{"id":197292,
 "template id":1}, ...
```

Let's Try It

HTML Forms

Simple Form



View the Google page source and See

```
<form id=gbqf name=gbqf
      method=get
      action="/search"
  onsubmit="gbar.logger.il(31);">
<input id=gbqfq class=gbqfif</pre>
       name=q type=text
       autocomplete=off value="">
```

The GET method

- This is the default method so if no method attribute appears in <form> the it is GET
- The query is constructed as a URL
 - with ? separating URL from parameters
 - & separating parameters
 - parameters supplied as name=valueFor example:

There are two parameters here, x and y. The value of x is 2 and the value of y is "ab cdef"

Google API

- The Google Custom Search API lets you develop websites and programs to retrieve and display search results from Google Custom Search programmatically.
- With this API, you can use RESTful requests to get either web search or image search results in JSON or Atom format.

Older Google Web Search API

Try entering this URL in a browser:

```
"http://ajax.googleapis.com/ajax/services/search/web?v=1.0&q=Stat+133")
```

You will get back:

```
{"responseData": {"results": [{"GsearchResultClass":"GwebSearch","unescapedUrl":"http://www.stat.berkeley.edu/users/spector...
```

 Do you recognize the format of the return request? JSON

In R we can do the search programmatically

```
> searchResults = getURL(
"http://ajax.googleapis.com/ajax/services/
search/web?v=1.0&q=Stat+133")
> SRlist = fromJSON(searchResults)
> SRlist[[1]]
http://www.stat.berkeley.edu/users/spector/s133/
index.html
https://schedulebuilder.berkeley.edu/explore/
courses/FL/2012/688
```

RCurl – package in R

- R interface to libcurl curl is a command line tool for transferring data with URL syntax
- Provides HTTP facilities such as GET and POST to:
 - Post forms to extract data
 - Download files from Web servers
- Functions getForm() and postForm()

HTTP

Hypertext Transfer Protocol

HTTP

- Protocol for exchanging information
- Foundation of data communication on the Web
- Client-server computing model:
 - Client: e.g. Browser
 - Server: e.g. Application hosting a Web Site

Transaction

- Client submits an HTTP request message to the server.
- Server returns a response message to the client.
- Response message contains status information about the request and, possibly, content requested by the client.

POST Forms



reat Plains Home bout Us >>

rea Offices

ultimedia

ewsroom

ograms & Activities

eservoirs, Dams & ydropower

griMet

AgriMet Station List

About Crop Water Use

AgriMet Weather
Parameters

Other Crop Water Use LET Programs in the BP Region



AgriMet Data Collection Station, near Bozeman, Montana, part of the Great Plains Agricultural Data Collection System. For more information about AgriMet, see the About AgriMet page, accessible from the menu on the left.

AgriMet: Weather & Crop Water Use Charts

Bozeman, Montana



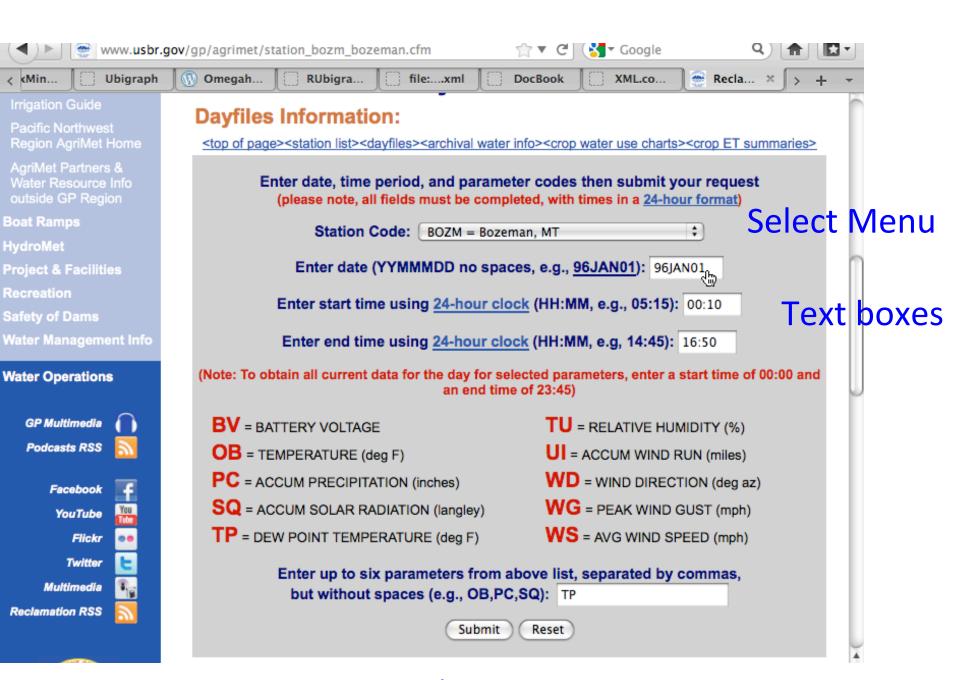
- AgriMet Home
- AgriMet Station List
- Daily Weather Information
- Archival Weather Information
- Crop Water Use Charts
- Crop Evapotranspiration Summaries

he AgriMet station BOZM was installed October 17, 1989. The cooperating agencies involved with this station are the Bureau of

Reclamation, Gallatin County Soil Conservation District, and Department of Natural Resources and Conservation.

The site is approximately 4 miles west of Bozeman, Montana. latitude: 45 40 25 longitude: 111 09 00 elevation-4775'

) 4 b



Submit Button

```
<span class="red12px">(please note, all fields must be completed, with
times in a <a href="javascript:;" onclick="MM openBrWindow('../info/24 hour clock.cfm','','scro
  <form action="http://www.usbr.gov/gp-bin/agrimet dayfiles.pl" method="post" name="dayfiles" t
    <span class="subheader3blue10ptbold">Station Code:</span>&nb
<select name="station code" size="1" id="station code">
  <option selected="selected">BOZM = Bozeman, MT </option> 
  <option>BOMT = Broken-O Ranch, MT </option>
  <option>BFTM = Big Flat, Turner, MT </option>
  <option>BRGM = Buffalo Rapids, Glendive, MT </option>
  <option>BRTM = Buffalo Rapids, Terry, MT </option>
  <option>BFAM = Blackfeet, MT </option>
  <option>DLNM = Dillon, MT </option>
  <option>GLGM = Glasgow, MT </option>
  <option>GFMT = Greenfields, MT </option>
  <option>HRLM = Harlem, MT </option>
  <option>HVMT = Helena Valley, MT </option>
  <option>JVWM = Jefferson Valley, MT </option>
  <option>LMMM = Lower Musselshell, Melstone, MT </option>
  <option>MATM = Malta, MT </option>
  <option>MWSM = Moccasin, MT </option>
  <option>RBYM = Ruby Valley, MT </option>
  <option>SVWM = Shields River Valley, MT </option>
  <option>TRFM = Teton River, MT </option>
  <option>TOSM = Toston, MT </option>
  <option>UMHM = Upper Musselshell, MT </option>
  <option>WSSM = White Sulphur Springs, MT </option>
</select>
dEditable --> 
    <span class="subheader3blue10ptbold">Enter da
       <input name="date" size="7" ,type="text" , />
    <span class="subheader3blue10ptbold">Enter st
       <input name="start time" size="5" ,type="text" , />
    <span class="subheader3blue10ptbold">Enter er
       <input name="end time" ,type="text" , size="5" />
    (Note: To obtain all current data for the day for selected)
```

HTML Form

```
<form action="url" method="post">
<select name="station_code">
 <option>Bozeman</option>
<option>Teton River
</select>
<input name="date" size="7" type="text"/>
<input name="submit2" type="submit"
class="search" value=" Submit " />
</form>
```

HTTP - facilities

<form action="http://www.url" method="post">

If the method is "post" and the action is an HTTP URI, the user agent conducts an HTTP "post" transaction using the URL and a message created according to the content type specified in the body of the request.

We can examine the form in R

```
> formURL = "http://www.usbr.gov/gp/agrimet/
station bozm bozeman.cfm"
> doc = htmlParse(formURL)
> forms = getNodeSet(doc, "//form")
> length(forms)
[1] 5
xmlAttrs(forms[[2]])
```

We can examine the form in R

```
> xmlAttrs(forms[[2]])
action
"http://www.usbr.gov/gp-bin/agrimet_dayfiles.pl"
method name target id
"post" "dayfiles" "_blank" "dayfiles"
```

Construct a call to postForm

```
> args = list(
       station code = "BOZM",
       date = "11NOV27",
       start time = "00:00", end time = "23:45",
       parameters = "OB,TP")
> url = "http://www.usbr.gov/gp-bin/agrimet_dayfiles.pl"
> ans = postForm(url, .params = args,
                  style = "POST")
```

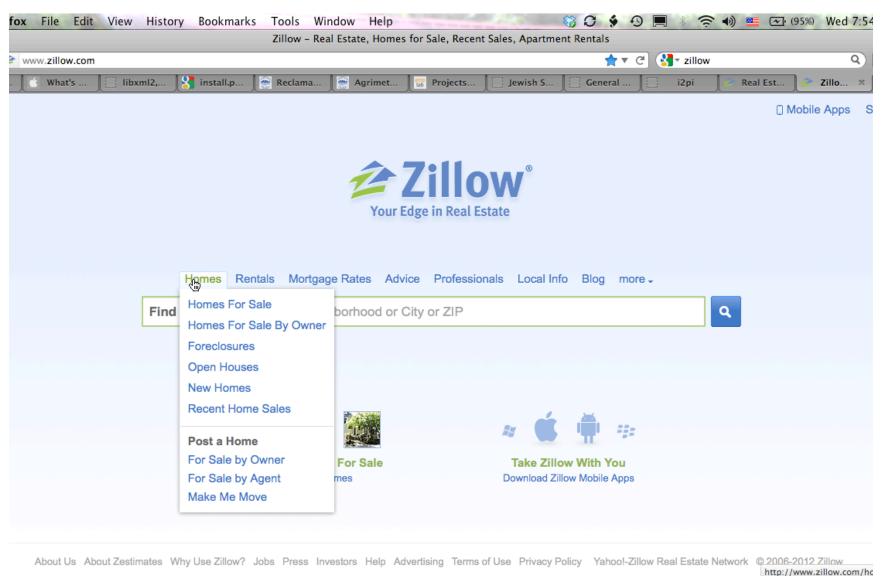
Examine the results

```
> htmlTree = htmlParse(ans, asText = TRUE)
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN"</p>
"http://www.w3.org/TR/REC-html40/loose.dtd">
<html>
<head><title>Agrimet Hourly Data for BOZM</title></head>
<body>
BOZEMAN | 11NOV27 | AIRTEMP | DEWPT |
    | 00:00 | 29.29 | 17.86 |
    | 00:15 | 29.12 | 16.72 |
                                            Extract the
    | 00:30 | 29.79 | 16.47 |
                                            data from
    | 00:45 | 29.92 | 16.57 |
                                            within the
    | 01:00 | 30.16 | 14.13 |
    | 01:15 | 35.71 | 16.17 | .....
                                            <
```

The rest is regular expressions!

REST

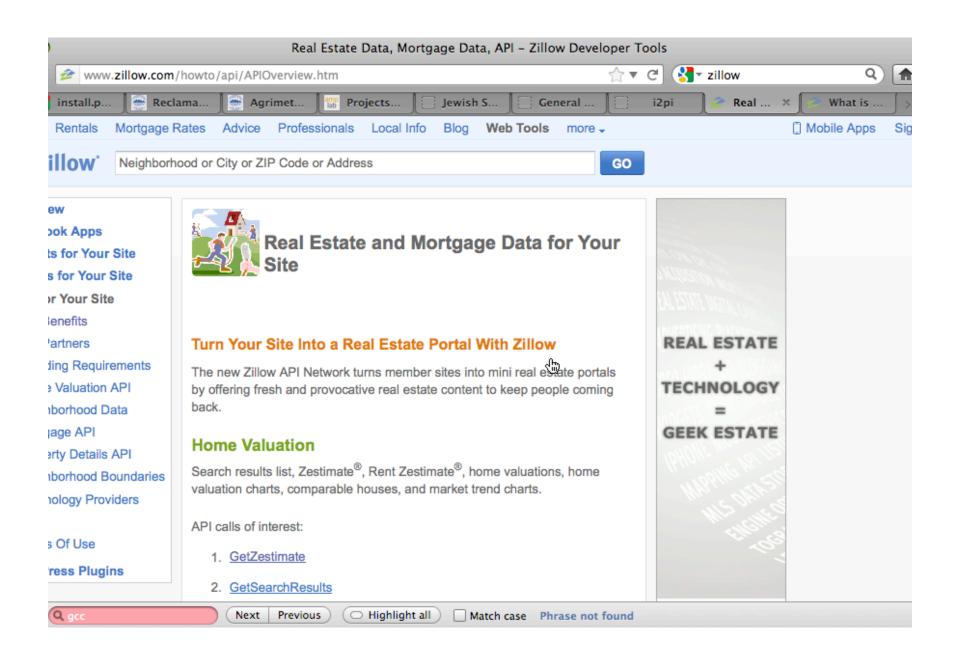
Representational State Transfer





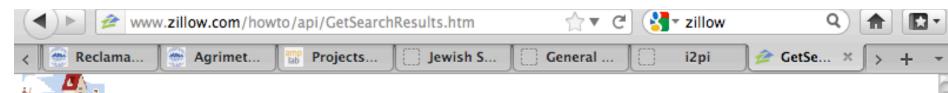
Zillow

- Zillow is a home and real estate marketplace with information about homes, real estate and mortgages.
- It is a "living database" of more than 100 million U.S. homes - including homes for sale and rent.
- Borrowers can connect with lenders to find loans and get the best mortgage rates



Zillow API

- Zillow offers a portal to connect to its data base programmatically
- Get Estimates: For a specified property you can get the most recent Zillow estimate of the property value, a valuation range, and 30 day change.
- Get Comparables: For a specified property you can get the Zillow estimates for comparable properties





Zillow API Network

GetSearchResults API

The GetSearchResults API finds a property for a specified address. The content returned contains the address for the property or properties as well as the Zillow Property ID (ZPID) and current Zestimate®. It also includes the date the Zestimate was computed, a valuation range and the Zestimate ranking for the property within its ZIP code.

The GetSearchResults API Web Service is located at: http://www.zillow.com/web ... sults.htm

The parameters of the API are:



Parameter	Description	Required
zws-id	The Zillow Web Service Identifier. Each subscriber to Zillow Web Services is uniquely identified by an ID sequence and every request to Web services requires this ID. Click here to get yours.	Yes
address	The address of the property to search. This string should be URL encoded.	Yes
citystatezip	The city+state combination and/or ZIP code for which to search. This string should be URL encoded. Note that giving both city and state is required. Using just one will not work.	Yes
rentzestimate	Return Rent Zestimate information if available (boolean true/false, default: false)	No

GetSearchResults API

• URL

http://www.zillow.com/webservice/
GetSearchResults.htm

- Parameters:
 - zws-id: required identifier of the subscriber
 - address: required property address,
 e.g. 1280 Monterey Avenue
 - citystatezip: either the city+state or the zip code
 - rentzestimate: optional boolean to request rental information

GET request

```
> zid = "X1-ZWz1c...."
> address = "1280 Monterey Avenue"
> zip = "94707"
> zillowURL = "http://www.zillow.com/webservice/
GetSearchResults.htm"
> reply = getForm(zillowURL,
         'zws-id'= zid, address = address,
         citystatezip = zip)
```

Return

```
<?xml version="1.0" encoding="utf-8"?>
<SearchResults:searchresults .... >
 <request>
  <address>1280 Monterey Avenue</address>
  <citystatezip>94707</citystatezip>
</request>
<message>
  <text>Request successfully processed</text>
  <code>0</code>
 </message>
```

Return

```
<response>
 <results>
                                  The Zillow Property
  <result>
                                  ID can be used to
   <zpid>24842790</zpid>
                                  get comparables
<zestimate>
    <amount currency="USD">663900</amount>
    <last-updated>04/04/2012/last-updated>
    <oneWeekChange deprecated="true"/>
    <valueChange duration="30" currency="USD">6000</valueChange>
    <valuationRange>
     <low currency="USD">199170</low>
     <high currency="USD">843153</high>
    </valuationRange>
    <percentile>0</percentile>
   </zestimate>
```

Extract the data from the return

```
> doc = xmlParse(reply, asText = TRUE)
> amount =
as.numeric(xmlValue(est[["amount"]]))
> amount
[1] 663900
```

Technologies for Accessing Data on the Web

- HTML page
- HTML Forms: GET and POST
- REST
- SOAP a rich (XML-based technology)
- XML-RPC an older (XML-based) technology