# **Web Information Retrieval**

## Introduction to Search Engines

# HeadMind Partners

AI & BLOCKCHAIN



## **Preamble**

In a constantly evolving digital world, search engines play a crucial role in enabling us to explore, analyze, and discover relevant information among the vast amount of data available online. Understanding the inner workings of these engines has become an essential skill for those who aspire to shape the future of information retrieval.

Beyond their apparent simplicity, these systems are actually complex and rely on sophisticated artificial intelligence models and advanced semantic analysis techniques. You will have the opportunity to delve into the underlying architectures that enable search engines to interpret user queries and provide real-time relevant results.

You will work on projects involving emerging technologies, real datasets, and realistic scenarios. This will give you the chance to develop your programming skills, natural language processing expertise, and artificial intelligence model design abilities.

We have selected a web-based data source accessible here: <u>Stack Exchange Data Dump</u>: <u>Stack Exchange, Inc.</u>: <u>Free Download, Borrow, and Streaming: Internet Archive</u>. By making the most of this data, your task for the week is to build a search engine that allows users to find information contained within forum posts. The various tables and metadata available will help you enhance the relevance of your search engine's results.

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## **Course of events**

The labs will take place over 5 days. Here are the objectives of each day:

- Day 1: Exploring and Understanding Data
- Day 2: Creation of a search engine in Python
- Day 3 and 4: Improvement of the search engine by adding semantic features
- **Day 5**: Preparation of the report and other deliverables, oral presentations

## **Deliverables**

Each group will be asked to deliver several things that will be used for the evaluation.

#### Report (for day 5)

Present your work in a synthetic report (less than 10 pages). You should show and discuss your results, explain your choices and the algorithms/strategies you used in this report. You will also find in the different notebooks you will work on some questions that should be answered in the report. The deadline is day 5 (02/06).

#### Oral presentation (for day 5)

Each group will have to prepare an oral presentation of around 15min (+15min discussion) for the last day (02/06). In this presentation you are asked to explain how you built your search engine, discuss your results and your choices. Do not hesitate to be critical of your results, and propose potential improvements you have thought of. You can also explain how you worked as a team, the various difficulties you may have faced and how you overcame them.

#### Code (before day 5)

Each group will be asked to create a gitlab repository for the team to put their final work on. By the end of the week this repo should be shared with us.

Special attention will be asked to the daily notebooks. The code should be clear, commented and the results highlighted and discussed. Notebooks should be stored with the cells' outputs.

In addition to the daily notebooks, you will be asked to complete a "main" notebook, building your own search engine based on what you will have done each day. The same attention will be asked to this notebook. Its readability, the performance of the search engine and the relevance of your remarks will be assessed.

If you are using your own PC and version of Python, you are asked to add an "Installation Folder" in the ReadMe. It will specify the version of Python used but also the different libraries to be installed via a requirements.txt file in order to run your codes. If you work locally, we strongly advise you to create your own virtual environment.

The ReadMe should summarize the objectives and the context of this project but also specify how to use your code in order to test them.

## **Data Source**

The data source selected for this course is based on the Stack Exchange Q&A forum. This choice is motivated by the intention to confront you with challenges that come when using real data from the Web.

Here is the link to access the raw data:

<u>Stack Exchange Data Dump : Stack Exchange, Inc. : Free Download, Borrow, and Streaming : Internet Archive</u>

You can download the zip format of the Data Science sub-forum (allow about 200 MB of space).

## Day by day

## Day 1

#### **Get started**

First of all, you have to clone the Day 1 Notebook from the gitlab repository that will be provided. Most of the information you will need is already included in the notebook. This document recalls and completes these elements.

The goal of this first day is to go through the data and propose some ideas for the creation of your first search engine.

The data are from the Stack Exchange forum. It is available here: https://archive.org/details/stackexchange

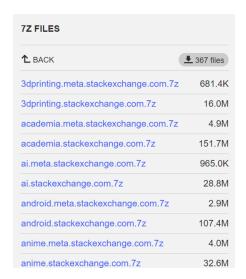
In order to gain time, you can already download the 7zip file of the data science forum (datascience.stackexchange.com.7z). If you work on Colab, we suggest you push it to a specific directory in your drive (it may take a few minutes to upload) and then mount this folder every time you need it from Colab.

#### **Objectives**

The objectives of this first day are:

- Query the data: explore it using sql queries on the data source web interface(Cheat sheet for SQL basics: SQL Basics).
- Extract the data: understand its format, the various files it is composed of.
- Explore the data: explore the posts, using the library pandas (Cheat sheet: <u>Pandas</u>, documentation: pandas Python Data Analysis Library (pydata.org)).
- Visualize the data: using matplotlib and seaborn, build some useful visualization (cheat sheets: <u>Matplotlib</u>, <u>Seaborn</u>, documentation: https://matplotlib.org/stable/index.html, https://seaborn.pydata.org/).
- Suggest ideas for a powerful search engine: Using what you have learnt from the
  data, propose a structure for your search engine. You do not need to code it entirely
  yet, simply write down some ideas you may already have on how you could build a
  great search engine, which data to use and how to use it.

View of a part of the zip files for each dataset:



View of the XML tables in one of the zip files above:



View of first rows of Posts.xml file:

```
<?xml version="1.0" encoding="UTF-8"?>
<posts>
   <row ContentLicense="CC BY-SA 4.0" CommentCount="4" AnswerCount="1"</pre>
      Tags="<dolphins><whistles>" Title="How many names can a dolphin remember?"
      LastActivityDate="2022-06-22T14:29:40.340" OwnerUserId="33" Body="<a
      href="https://www.science.org/content/article/dolphins-can-call-each-other-not-
      name-whistle" rel="noreferrer">This fascinating article in Science</a> says that each
      dolphin has it's own name (which is communicated as a " whistle "), and
      other dolphins can recognize each other by their "name". However, do we
      have a rough idea about how many names a dolphin can know? For example, is there a
      dolphin that is known to recognize 100+ names? "ViewCount="166" Score="10"
      CreationDate="2022-06-22T01:17:59.667" PostTypeId="1" Id="2"/>
   <row ContentLicense="CC BY-SA 4.0" CommentCount="1" AnswerCount="2"</pre>
      Tags="<distance><attenuation><methods>" Title="Can we measure distance from the
      animal harmonic calls?" LastActivityDate="2022-06-23T11:46:12.600" OwnerUserId="41"
      Body="Harmonic calls have a fundamental frequency (f0) and integral multiples of
      that frequency as harmonic frequencies. Since the lower frequency sound wave has a
      low attenuation rate and the higher frequency band has high attenuation rate, is there
      any possibility to measure animal distance (with a single mic setup) depending on the
      attenuation rate of different frequency bands, now or in future? "ViewCount="142"
```

### Day 2

#### **Get started**

Clone the Day 2 Notebook from the same repository as the last time. You will now start to build the search engine. As a reminder, it should help users access information from the posts of the forum. Therefore, you will have to build an index of this post, and then to implement a search method on this index. Finally, you will estimate the relevance of your results using relevant scoring methods.

#### **Objectives**

- Design your first search engine with Python
- Build an index for the dataset
- Understand and compare different types of indexation techniques
- Implement the search method using the index
- Estimate the performance of the search engine

## Day 3 & 4

#### **Get started**

Clone the Day 3 notebook. The goal now is to improve the performance of your search engine by implementing some NLP¹ features. You will work with various Al algorithms and cover several NLP tasks which should help you make the best choices for your search engine to be the most powerful.

This is the key part of making a great search engine, so do not hesitate to try many things. The notebook will guide you through your first steps, but it is up to you to make the best use of all that. It can be very difficult to build a search engine that always provides relevant results, whatever the query or topic... You will probably need to build a combination of several techniques to do so.

In the report and the notebooks (Day 3 and/or Search\_engine.ipynb) be very exhaustive and critical about what you have tried, and why it worked or not.

#### **Objectives**

- Data Cleaning: Use regular expressions and other techniques to enhance the quality of the data
- Text-specific metadata: Use or create text-specific metadata and discuss how they would be useful for the search engine
- Preprocessing: Preprocess the textual data to make it better suited for the NLP models
- Semantic Similarity: Compare several texts with semantic Al models, compare queries with posts based on their semantic similarity to get the most relevant results
- Text Clustering: Use text clustering models to classify the texts in topics
- Incorporation in the search engine: Integrate the NLP techniques you have implemented to your search engine

<sup>&</sup>lt;sup>1</sup> NLP for Natural Language Processing is a field of study focused on enabling computers to understand, interpret, and interact with human language.

## Day 5

Day 5 will be the day you have to do the oral presentations. As a reminder, it should last around 15min, and be followed by a ~15min Q&A session. In this presentation, you are asked to explain how you worked as a team, what you have tried, what you have done in your final search engine and discuss your results.

You will also have to finish your report and your notebooks. Access to your team's gitlab repository should be granted to us by the end of the day. Don't forget to put your report in it or to send it to us by mail.

## **Information**

We will be available every working day from 26/05 to 02/06 from 9h to 17h.

Here are our contact information:

- vgorce320@headmind.com
- vgillo155@headmind.com
- ebarrere220@headmind.com
- marsaoui463@headmind.com
- <u>fvillenave318@headmind.com</u>

#### Days of attendance

- Friday 26 (D1) Florent Vivien
- Tuesday 30 (D2) Florent Elise
- Wednesday 31 (D3) : Elise Mehdi
- Thursday 1 (D4): Vivien Mehdi
- Friday 2 (D5 evaluation) : Valentin Mehdi

# **Appendix**

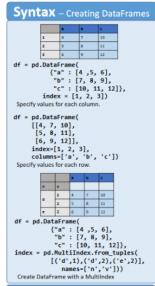
### **Cheat sheets**

#### **SQL Basics:**



#### Pandas:





#### **Method Chaining**

Most pandas methods return a DataFrame so that another pandas method can be applied to the result. This improves readability of code. result. This improves re df = (pd.melt(df) 

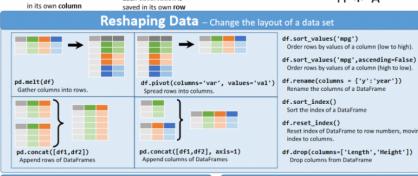
### Tidy Data - A foundation for wrangling in pandas



Tidy data complements pandas's vectorized operations. pandas will automatically preserve observations as you manipulate variables. No other format works as intuitively with pandas.



Each observation is saved in its own row M \* A



#### **Subset Observations** (Rows)



df[df.Length > 7]

- df.drop\_duplicates() Remove duplicate rows (only considers columns).

  df.head(n)
- Select first n rows.

  df.tail(n) Select last n rows.

### df.sample(frac=0.5) Randomly select fraction of rows. df.sample(n=10) Randomly select n rows. df.iloc[10:20]

df.iloc[10:20]
Select rows by position.
df.nlargest(n, 'value')
Select and order top n entries.
df.nsmallest(n, 'value')
Select and order bottom n entries.

	Logic in Python (and pandas)		
<	Less than	!=	Not equal to
>	Greater than	df.column.isin(values)	Group membership
==	Equals	pd.isnull(obj)	Is NaN
<=	Less than or equals	pd.notnull(obj)	Is not NaN
>=	Greater than or equals	&, ,~,^,df.any(),df.all()	Logical and, or, not, xor, any, all

#### **Subset Variables (Columns)**



- df[['width','length','species']]
- df['width'] or df.width
  Select single column with specif Select single column with specific name.

  df.filter(regex='regex')

  Select columns whose name matches regular expression regex.

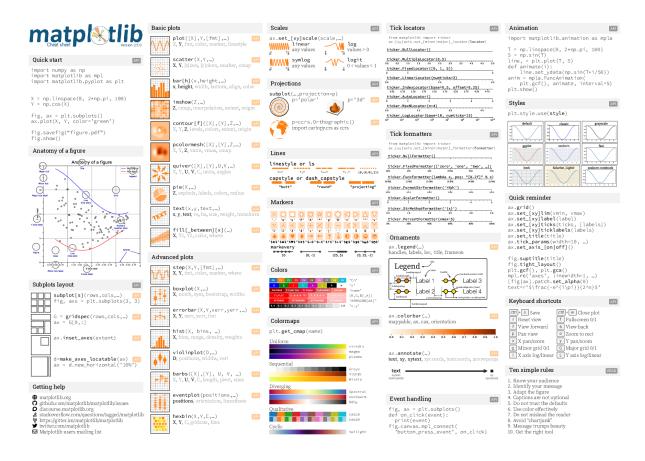
regex (negular Expressions) Examples		
./*.	Matches strings containing a period '.'	
'Length\$'	Matches strings ending with word 'Length'	
'^Sepal'	Matches strings beginning with the word 'Sepal'	
'^x[1-5]\$'	Matches strings beginning with 'x' and ending with 1,2,3,4,5	
'^(?!Species\$).*'	Matches strings except the string 'Species'	

- df.loc[:,'x2':'x4']
- Select all columns between x2 and x4 (inclusive).

  df.iloc[:,[1,2,5]]

  Select columns is a select column is a select column
- df.1lo([:,[1,2,5]]
  Select columns in positions 1, 2 and 5 (first column is 0).
  df.loc[df['a'] > 10, ['a','c']]
  Select rows meeting logical condition, and only the specific columns .

#### Matplotlib:



#### Seaborn:

