

common search:

Ranking the Web with Spark

Apache Big Data Europe 2016

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/usr/bin/whoami

- Jamendo (Founder & CTO, 2004-2011)
- TEDxParis (Co-founder, 2009-2012)
- dotConferences (Founder, 2012-)
- Pricing Assistant (Co-founder & CTO, 2012-)

transparency

reproducibility

**common
search:**



About 41380 results

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www.python.orgThe official home of the **Python** Programming Language

Dive Into **Python**

www.diveintopython.net

This book lives at . If you're reading it somewhere else, you may not have the latest version.

The Eric **Python** IDE

eric-ide.python-proj...Eric is a full featured **Python** editor and IDE, written in **Python**. It is based on the cross platform Qt gui toolkit, integrating the highly flexible Scintilla...

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OK

EN

Results (50)

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docid	-4478921722574158000
static rank	0.7923434
ES score	87.821815

ES explain	<pre>47.75143 sum of: 47.75143 function score, product of: 60.87483 max plus 0.5 times others of: 60.768433 weight(domain_words:python in 77874) [PerFieldSimilarity], result of: 60.768433 score(doc=77874,freq=1.0 = termFreq=1.0), product of: 8.0 boost 5.97652 idf(docFreq=9023, maxDocs=3555860) 1.2709827 tfNorm, computed from: 1.0 termFreq=1.0 1.0 parameter k1 0.75 parameter b 2.31778 avgFieldLength 1.0 fieldLength 0.21279304 weight(body:python in 77874) [PerFieldSimilarity], result of: 0.21279304 score(doc=77874,freq=21.0), product of: 0.14198984 queryWeight, product of: 6.976686 idf(docFreq=9021, maxDocs=3555860) 0.020352047 queryNorm 1.4986497 fieldWeight in 77874, product of: 4.582576 tf(freq=21.0), with freq of: 21.0 termFreq=21.0 6.976686 idf(docFreq=9021, maxDocs=3555860) 0.046875 fieldNorm(doc=77874) 0.78441995 min of: 0.78441995 function score, score mode [multiply] 0.7923434 function score, product of: 1.0 match filter: **</pre>
------------	--

<https://explain.commonsearch.org/?q=python&g=en>

Ranking

Disclaimer: IANASRE

(I Am Not A Search Relevance Engineer)

What's in a score

score = fn(doc, query, language, user, time)

What's in a score

score = fn(doc, query)

What's in a score

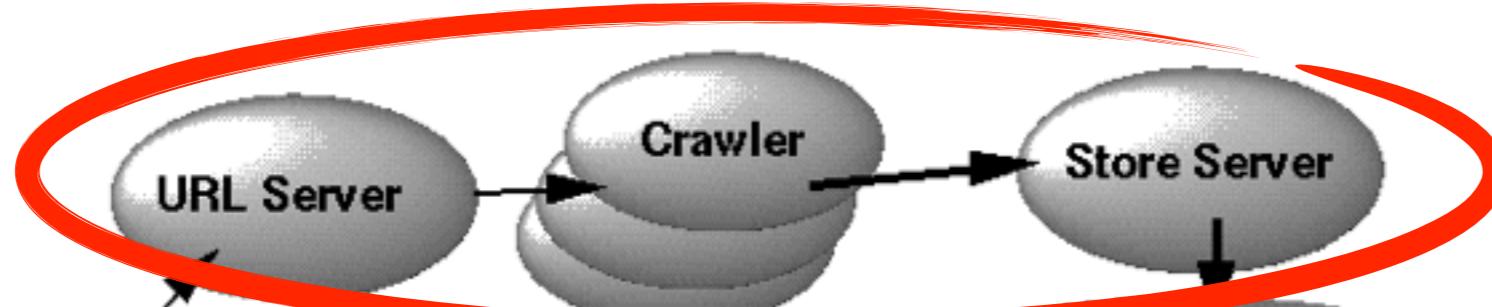
```
score = fn( static_score, dynamic_score ( query ))
```

Static score

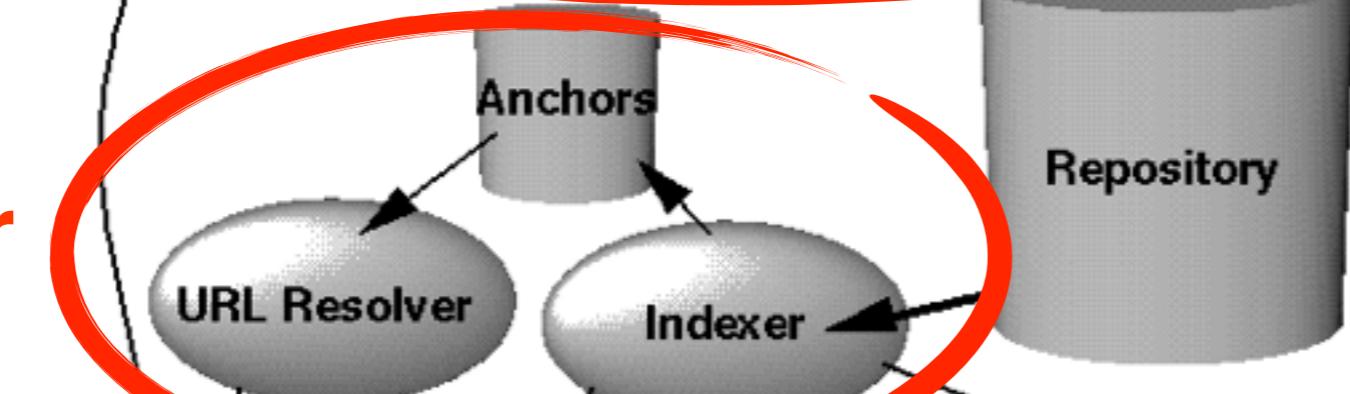
Static features

- Scopes:
 - **Page:** URL depth, markup stats, ...
 - **Domain:** Age, page count, blacklists, ...
 - **WebGraph:** PageRank, ...

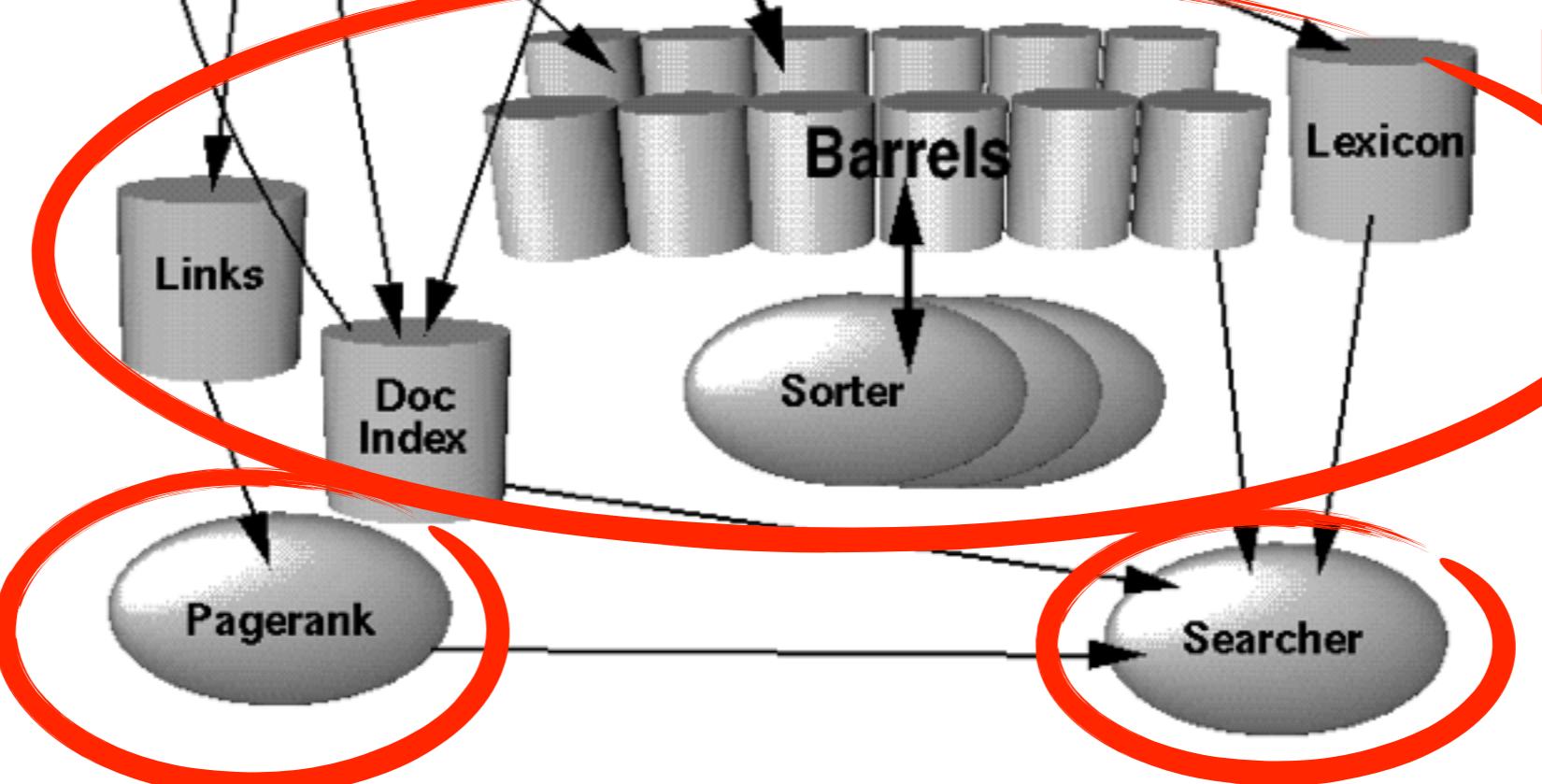
Crawler



Indexer



Ranker



Database

Searcher

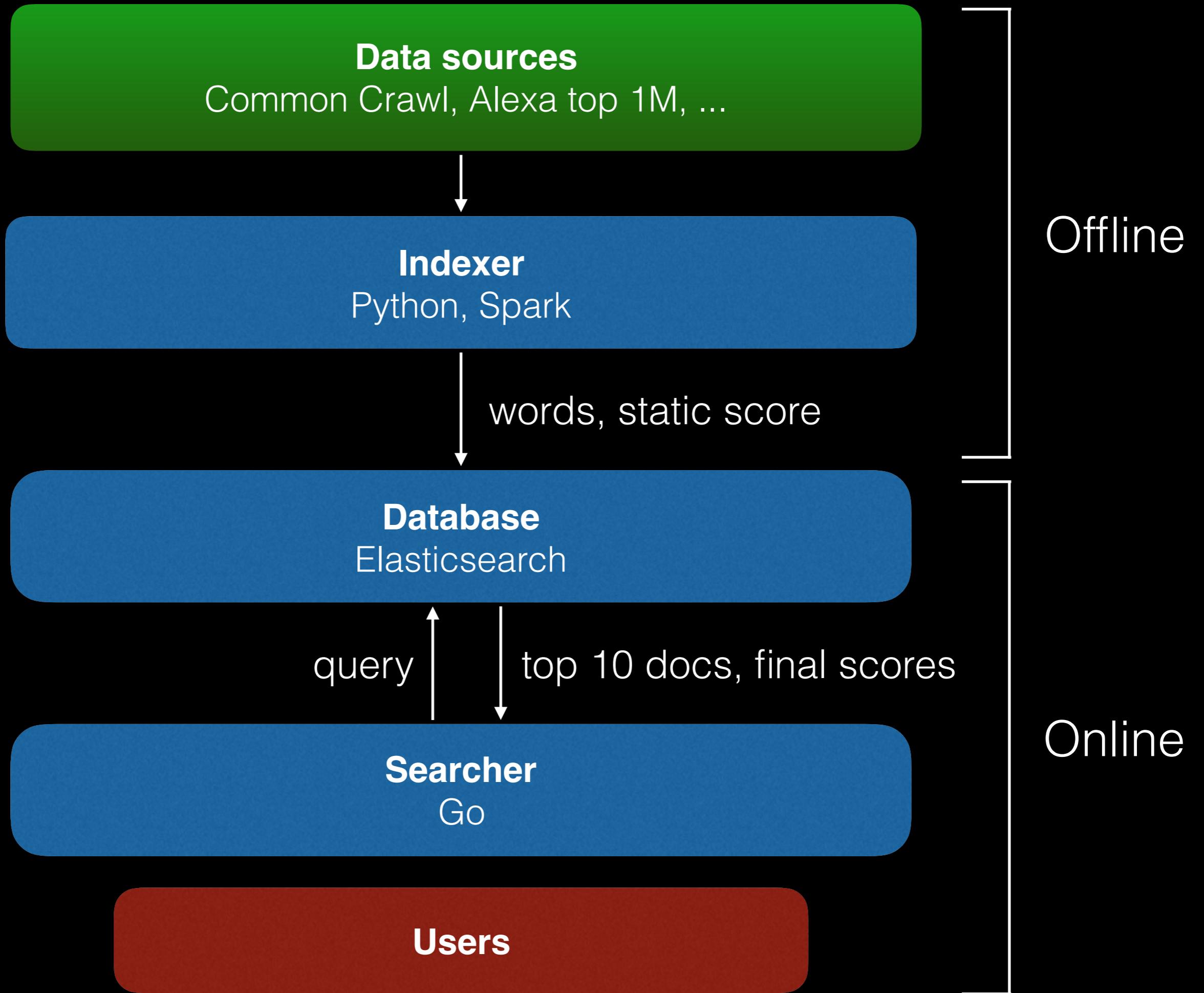
The Anatomy of a Large-Scale Hypertextual Web Search Engine (1998)

Dynamic score

Dynamic features

- **Text match:** TF-IDF, BM25, proximity, topic, ...
- **Query-level:** number of words, popularity, ...
- **Usage:** clicks, dwell time, reformulations, ...
- **Time**

Scoring function



```
{  
  "query": {  
    "function_score": {  
      "query": {  
        "bool": {  
          "must": {  
            "multi_match": {  
              "query": query_string,  
              "minimum_should_match": "-25%",  
              "type": "cross_fields",  
              "tie_breaker": 0.5,  
              "fields": ["title^3", "body", "url_words^2"]  
            }  
          }  
        }  
      }  
    },  
    "functions": [{  
      "field_value_factor": {  
        "field": "static_score",  
        "factor": 1  
      }  
    }]  
  }  
}
```

OK

EN

Results (50)

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docid	-4478921722574158000
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------------	--

<https://explain.commonsearch.org/?q=python&g=en>

Issues with this architecture

- Static & dynamic scoring are in different codebases
- No control over result diversity
- Hard to optimize
- Very dependent on Elasticsearch

Rescoring

Indexer

words, static score, features

Database

query

Rescorer

top 1k docs, features

final 10 docs

Searcher

Users

Issues with rescoring

- Latency
- Pagination
- Harder to explain

Learning to rank

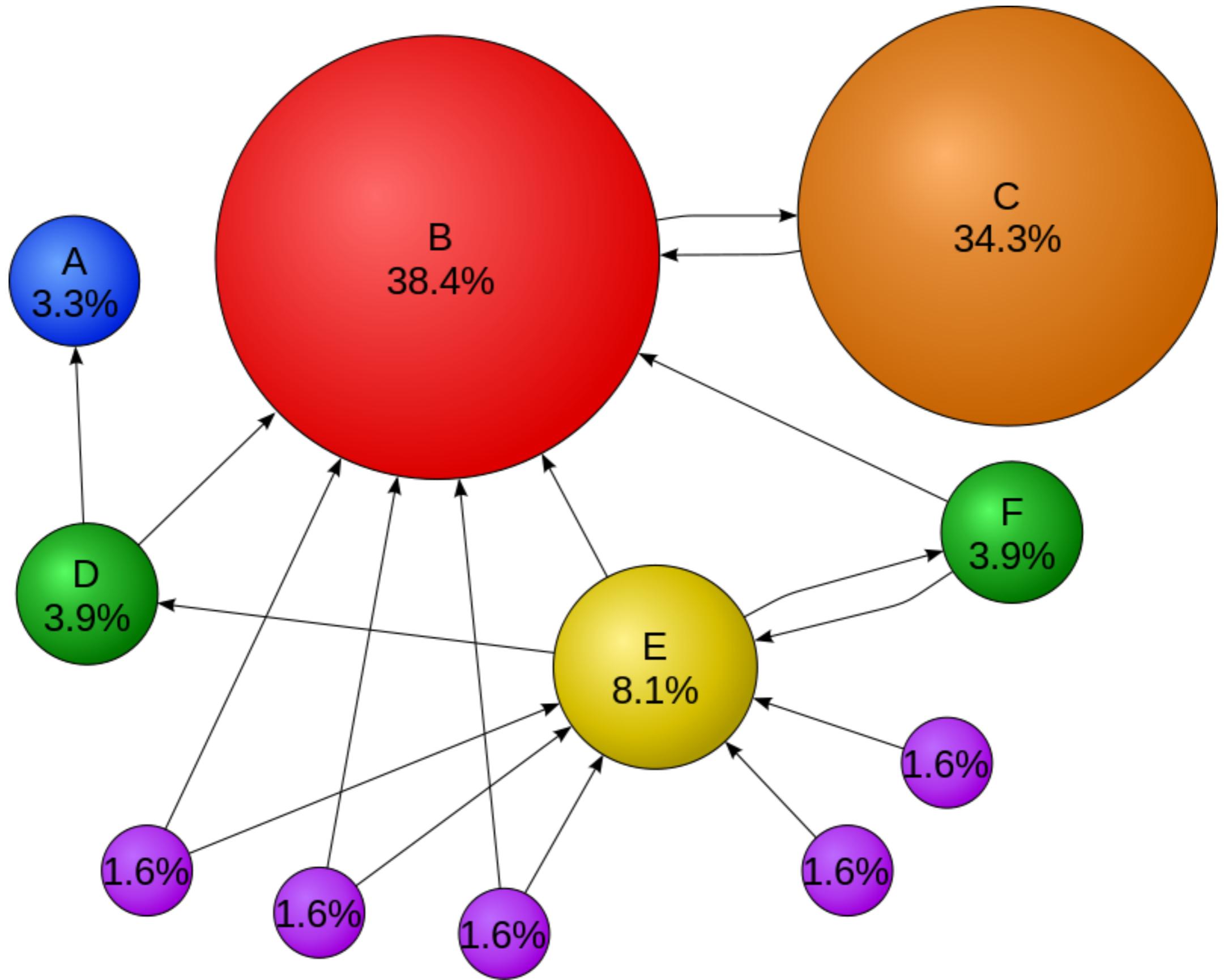
LTR Model

- Features
- Training dataset
- Evaluation: NDCG, ERR, ...
- Algorithms: AdaRank, ListNet, LambdaMART, ...
- Learning with Spark!

The right questions

- What do users expect?
- What features?
- How to evaluate and fine-tune in the real world?

PageRank with Spark



October 2016 Crawl Archive Now Available

November 7, 2016 **Sebastian Nagel**

The crawl archive for October 2016 is now available! The archive is located in the **commoncrawl** bucket at [crawl-data/CC-MAIN-2016-44/](#). It contains more than 3.25 billion web pages.

Similar to the [September crawl](#), we used [sitemaps](#) to improve the crawl seed list, including sitemaps named in the robots.txt file of the [top-million domains from Alexa](#), and sitemaps from the top 150,000 hosts in [Common Search's host-level page ranks](#). The maximum number of URL's extracted per domain was 200,000. The resulting crawl included 2 billion new URLs, not contained in previous crawls.

We are grateful to [webxtract](#) for donating a list of 14 million verified, DNS-resolvable domain names of European country-code TLDs (eu, .fr, .be, .de, .ch, .nl, .pl). We included these domains into the October crawl and we hope for a ongoing partnership with webxtract to improve the coverage of the crawls.

To assist with exploring and using the dataset, we provide gzipped files that list:

- [all segments](#) (CC-MAIN-2016-44/segment.paths.gz)
- [all WARC files](#) (CC-MAIN-2016-44/warc.paths.gz)
- [all WAT files](#) (CC-MAIN-2016-44/wat.paths.gz)
- [all WET files](#) (CC-MAIN-2016-44/wet.paths.gz)
- [robots.txt files](#) (CC-MAIN-2016-44/robotstxt.paths.gz)
- [non-200 HTTP status code responses](#) (CC-MAIN-2016-44/non200responses.paths.gz)

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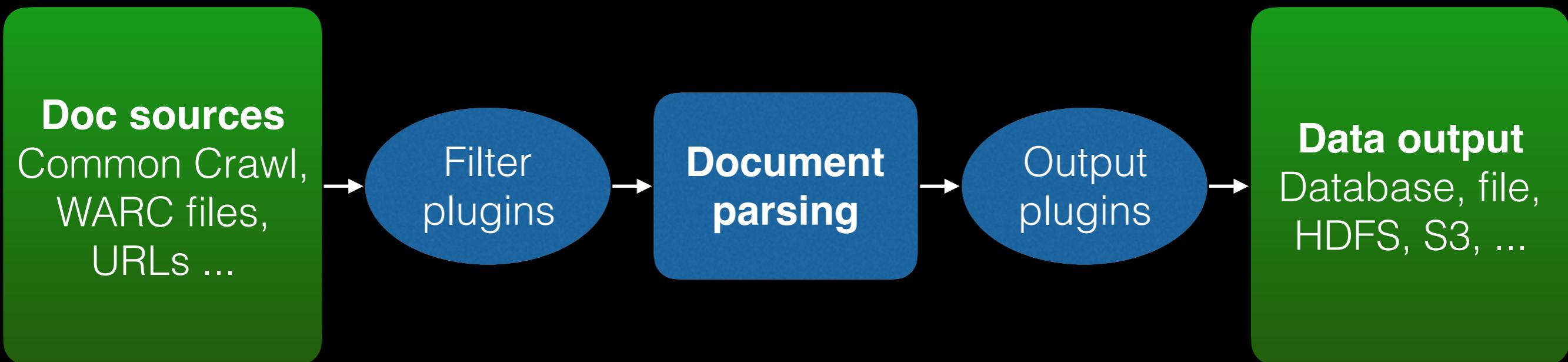
Backend of Common Search. Analyses webpages and sends them to the index. <https://about.commonsearch.org> — [Edit](#)

[111 commits](#)[3 branches](#)[0 releases](#)[11 contributors](#)[Apache-2.0](#)Branch: [master](#) ▾[New pull request](#)[Create new file](#)[Upload files](#)[Find file](#)[Clone or download](#) ▾

 HenriqueLimas committed with sylvinus	Add Commonsearch PageRank Signal (#70)	...	Latest commit 6b44fee 14 days ago
 cosrlib	Add Commonsearch PageRank Signal (#70)		14 days ago
 explainer	Initial Python 3 prep work		2 months ago
 plugins	PageRank fixes for upcoming tutorial		2 months ago
 scripts	Scale back on the use of DataFrames because of Java Heap issues		3 months ago
 spark	Bug correction #62 adding option --overwrite for pagerank job. (#69)		15 days ago
 tests	Add Commonsearch PageRank Signal (#70)		14 days ago
 urlserver	Add Commonsearch PageRank Signal (#70)		14 days ago
 .coveragerc	Add coverage via coveralls for #32		8 months ago
 .dockerhash	Upgrade Protobug (wasn't building properly anymore)		2 months ago
 .dockerignore	Inspect docker images on Travis		4 months ago
 .gitignore	Upgrade to Spark 2.0.0 and refactor WebGraph + PageRank jobs to use S...		3 months ago

<https://github.com/commonsearch/cosr-back>

Common Search Pipeline



```
spark-submit [spark_options] \
  /cosr/back/spark/jobs/pipeline.py \
  --source [source_options] \
  --plugin [plugin_options] \
  [other_pipeline_options]
```

Most popular Wikipedia pages

```
spark-submit --verbose \
/cosr/back/spark/jobs/pipeline.py \
--source commoncrawl:limit=8,maxdocs=1000 \
--plugin "plugins.filter.Domains:skip=1,domains=tumblr.com wordpress.com" \
--plugin plugins.backlinks.MostExternallyLinkedPages:domain=wikipedia.org,path=out/top_wikipedia/ \
--stop_delay 600
```

Dumping the web graph

```
spark-submit --verbose \
/cosr/back/spark/jobs/pipeline.py \
--source commoncrawl:limit=4,maxdocs=100 \
--plugin plugins.webgraph.DomainToDomainParquet:path=out/webgraph/
```

Naive pyspark PageRank

```
from operator import add

def compute_contribs(urls, rank):
    """Calculates URL contributions to the rank of other URLs."""
    num_urls = len(urls)
    for url in urls:
        yield (url, rank / num_urls)

labels = sqlc.read.load(os.path.join(self.args.webgraph, "vertices")).rdd
lines = sqlc.read.load(os.path.join(self.args.webgraph, "edges")).rdd

# Loads all URLs from input file and initialize their neighbors.
links = lines.map(lambda row: (row.src, row.dst)).distinct().groupByKey().mapValues(list).cache()

# Loads all URLs with other URL(s) link to from input file and initialize ranks of them to one.
ranks = links.map(lambda url_neighbors: (url_neighbors[0], 1.0))

# Calculates and updates URL ranks continuously using PageRank algorithm.
for iteration in range(self.args.maxiter):

    # Calculates URL contributions to the rank of other URLs.
    contribs = links.join(ranks).flatMap(
        lambda url_urls_rank: compute_contribs(url_urls_rank[1][0], url_urls_rank[1][1]))

    # Re-calculates URL ranks based on neighbor contributions.
    ranks = contribs.reduceByKey(add).mapValues(lambda rank: rank * 0.85 + 0.15)

# Restores the labels from the vertices file
labelled_ranks = labels.leftOuterJoin(ranks).map(
    lambda row: "%s %s" % (row[1][0], row[1][1] or 0.15)
)

if self.args.output:

    labelled_ranks.coalesce(1).saveAsTextFile(
        self.args.output
    )
```

GraphFrames

```
from graphframes import GraphFrame # pylint: disable=import-error

edge_df = sqlc.read.load(os.path.join(self.args.webgraph, "edges"))
vertex_df = sqlc.read.load(os.path.join(self.args.webgraph, "vertices"))

graph = GraphFrame(vertex_df, edge_df)

ranked_graph = graph.pageRank(maxIter=self.args.maxiter)

final_df = sql(sqlc, """
    SELECT CONCAT(ranks.domain, ' ', ranks.pagerank) r
    FROM ranks
    ORDER BY ranks.pagerank DESC
""", {"ranks": ranked_graph.vertices})

if self.args.output:

    final_df.coalesce(1).write.text(
        self.args.output,
        compression="gzip" if self.args gzip else "none"
    )
```

SparkSQL PageRank

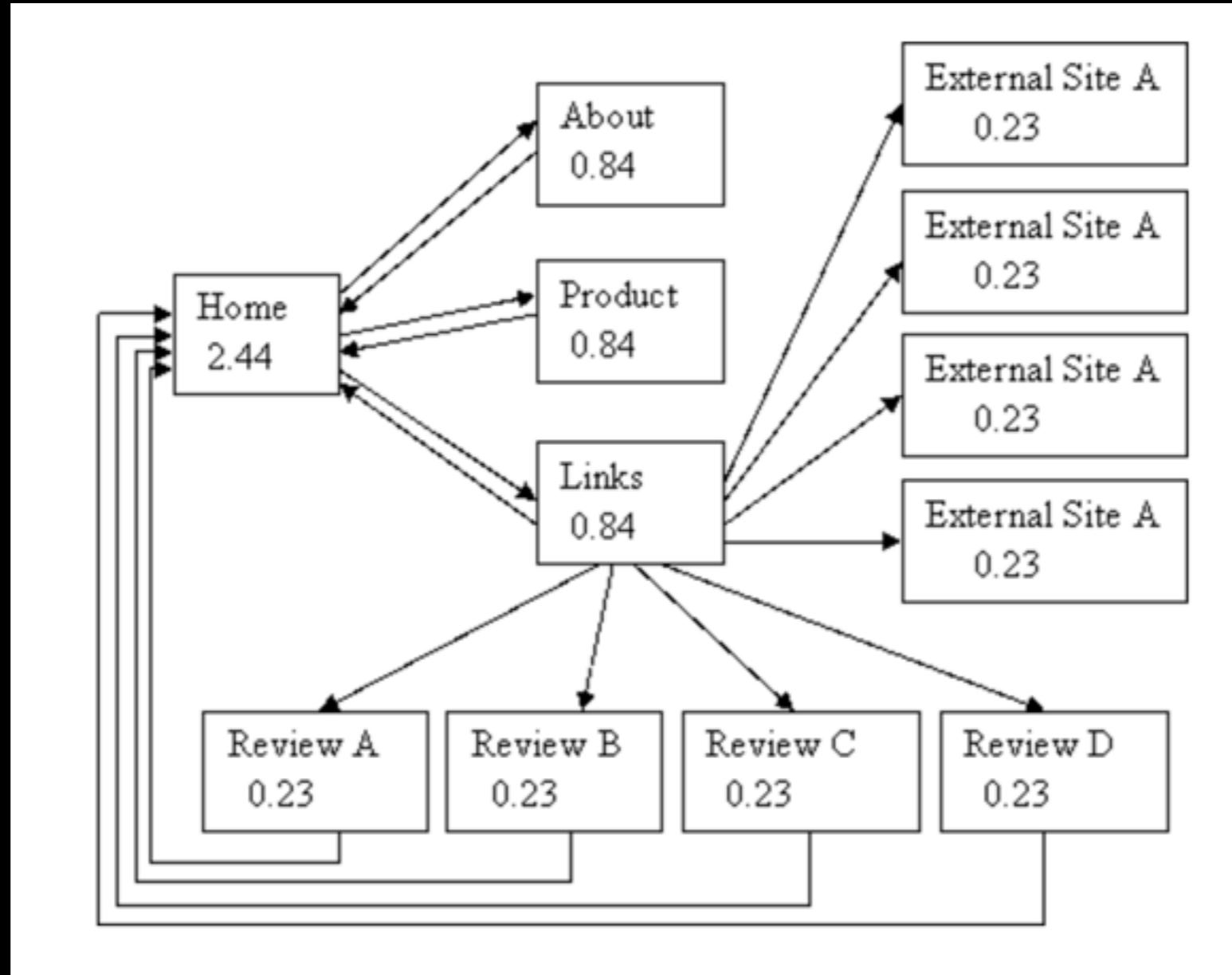
```
for iteration in range(self.args.maxiter):
    changed_ranks_df = sql(sqlc, """
        SELECT
            edges.dst id,
            cast(
                0.15 + 0.85 * sum(COALESCE(ranks_src.rank, 0.15) * edges.weight)
                as float
            ) rank_new,
            first(ranks_dst.rank) rank_old
        FROM edges
        LEFT OUTER JOIN ranks_src ON edges.src = ranks_src.id
        LEFT OUTER JOIN ranks_dst ON edges.dst = ranks_dst.id
        GROUP BY edges.dst
        HAVING ABS(rank_old - rank_new) > %s
    """ % self.args.precision, {"ranks_src": ranks_df, "ranks_dst": ranks_df, "edges": edge_df})

    new_ranks_df = sql(sqlc, """
        SELECT ranks.id id, COALESCE(changed_ranks.rank_new, ranks.rank) rank
        FROM ranks
        LEFT JOIN changed_ranks ON changed_ranks.id = ranks.id
    """, {"ranks": ranks_df, "changed_ranks": changed_ranks_df})
```

SparkSQL PageRank

```
stats_df = sql(sqlc, """  
    SELECT  
        sum(abs(rank_new - rank_old)) as sum_diff,  
        count(*) as count_diff,  
        min(abs(rank_new - rank_old)) as min_diff,  
        max(abs(rank_new - rank_old)) as max_diff,  
        avg(abs(rank_new - rank_old)) as avg_diff,  
        stddev(abs(rank_new - rank_old)) as stddev_diff  
    FROM changes  
""", {"changes": changed_ranks_df})
```

Tests



<http://www.cs.princeton.edu/~chazelle/courses/BIB/pagerank.htm>

https://github.com/commonsearch/cosr-back/blob/master/tests/sparktests/test_pagerank.py

Tutorial: Running PageRank on the Web

Get Started
Architecture

Backend

Frontend
Operations

Result Quality

Tutorial: 1st
Frontend patch

Tutorial:
Analyzing the
web with Spark

Tutorial:
Running
PageRank on
the web

This tutorial get you through all the steps required to run PageRank on billions of pages using Common Search's codebase and tools such as Apache Spark and AWS.

1. Prerequisites

You should go through our [Analyzing the web with Spark on EC2](#) first, to install the required software, understand the basic concepts of our pipeline, and run a simpler job first, at least on your local machine.

You should also be familiar with basic [Graph theory](#).

2. Dumping the Web Graph

Before computing PageRank, we need to parse all the link in our corpus and save them as a directed graph.

(In some cases, you can actually skip this step by using one of the [dumps we publish](#) directly.)

To dump the web graph, we are doing to use the `webgraph` plugin. Here is how you would dump it for the first 400 URLs from Common Crawl, at the host level:

```
spark-submit --verbose \
  /cosr/back/spark/jobs/pipeline.py \
  --source commoncrawl:limit=4,maxdocs=100 \
  --plugin plugins.webgraph.DomainToDomainParquet:path=out/webgraph/ \
  --stop_delay 600
```

This will actually create 2 subdirectories in `out/webgraph/`: one for the vertices and one for the edges. Both dumps will be stored as Apache Parquet format, so that we can easily reuse them in the next step.

You might notice this command will go over the source documents multiple times. This shouldn't be a big issue with so few

Our first public datasets: Host-level WebGraph and PageRank!

 Jul 31, 2016  [Back to blog](#)

[Common Search](#) is building an open source search engine with [transparent](#) rankings, and analyzing the hyperlinks on the web is a major part of this effort.

To make that possible, we are going to publish datasets that will let contributors, students and researchers reproduce the rankings, submit improvements and hopefully use the underlying data for their own work.

The first two we are happy to announce today are a [host-level WebGraph](#) and a list of [host-level PageRanks](#).

We want to give credit to both [Common Crawl](#) for their amazing work and to the [Web Data Commons](#) project who published [similar dumps](#) in 2012 and 2014.

Our datasets are released under a [Creative Commons Attribution 4.0 license](#).

Host-level WebGraph

This dataset is based on the [June 2016 Common Crawl](#). It represents the directed graph of all hyperlinks aggregated at the hostname level (e.g. "about.commonsearch.org").

- [vertices.txt.gz](#) (575M lines, 2.3 GB). Format: `[int64 id] [hostname]`
- [edges.txt.gz](#) (112M lines, 4.7 GB). Format: `[int64 src_id] [int64 dst_id]`

The Python code used to generate these files is [available on GitHub](#)!

Host-level PageRank

This dataset was generated directly from the Host-level WebGraph above and contains a PageRank for

Top 10

facebook.com	244660.58
twitter.com	164232.66
blogger.com	77521.93
youtube.com	62967.95
plus.google.com	61344.234
instagram.com	39883.676
linkedin.com	34856.848
wordpress.org	33809.844
google.com	27425.883
pinterest.com	25640.172

```
#Grab the data
df <- read.csv("pagerank-top1m.txt", header = F, sep = " ")

#Log Normalize
logNorm <- function(x){

  #Normalize
  x <- (x-min(x))/(max(x)-min(x))
  10 / (1 - (log10(x)*.25))
}

#Append a Column named PR to the dataset
df$pr <- (round(logNorm(df$V2),digits = 0))
```

	V1	V2	pr
1	facebook.com	244660.580	10
2	twitter.com	164232.660	10
3	blogger.com	77521.930	9
4	youtube.com	62967.950	9
5	plus.google.com	61344.234	9
6	instagram.com	39883.676	9
7	linkedin.com	34856.848	9
8	wordpress.org	33809.844	9
9	google.com	27425.883	8
10	pinterest.com	25640.172	8
11	blog.instagram.com	20564.566	8
12	irisvisia.com	20118.588	8
13	myfunfan.com	17735.658	8
14	adobe.com	17735.658	8
15	help.instagram.com	16960.008	8
16	networkadvertising.org	16117.567	8
17	4.bp.blogspot.com	15581.531	8

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19-07-2016: Tumhara Pyar O Baba... Lyrics & Translation for this divine meditation song by
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Den richtigen Broker finden:

Computernet.de potsdam

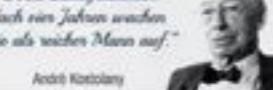
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Trading strategy pdf zusammenfassen

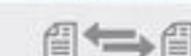
Walter werkzeughandel e.k.

"Gehen Sie an die Börse, und stecken Sie Ihr Geld in Aktien. Dazu kaufen Sie sich in einer Apotheke eine große Dosis Schlafmittel. Nach ein Jahren werden Sie als reicher Mann auf."

André Kotány



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Spamdexing

- Keyword stuffing, hidden text
- Scraper sites, Mirrors
- Link farms
- Splogs, Comment spam
- Domaining
- Cloaking
- Bombing

Questions?

<https://about.commonsearch.org/contributing>

<https://github.com/commonsearch>

contact@commonsearch.org

slack.commonsearch.org