#### Old Dominion University ODU Digital Commons

**Computer Science Presentations** 

**Computer Science** 

10-2-2009

#### (Re-) Discovering Lost Web Pages

Martin Klein Old Dominion University

Michael L. Nelson Old Dominion University, mnelson@odu.edu

Follow this and additional works at: https://digitalcommons.odu.edu/ computerscience\_presentations Part of the <u>Archival Science Commons</u>, and the <u>Computer Sciences Commons</u>

#### **Recommended** Citation

Klein, Martin and Nelson, Michael L., "(Re-) Discovering Lost Web Pages" (2009). *Computer Science Presentations*. 23. https://digitalcommons.odu.edu/computerscience\_presentations/23

This Book is brought to you for free and open access by the Computer Science at ODU Digital Commons. It has been accepted for inclusion in Computer Science Presentations by an authorized administrator of ODU Digital Commons. For more information, please contact digitalcommons@odu.edu.

# (Re-) Discovering Lost Web Pages

Mathematics & Computer Science Seminar Emory University October 2, 2009

#### Martin Klein & Michael L. Nelson

Department of Computer Science Old Dominion University Norfolk VA www.cs.odu.edu/~{mklein,mln}

# **The Problem**

- Web links "break"
  - 404 http status code -- "not found"
  - "soft 404" -- http server returns "200 OK", but the resource isn't really there
- Is the content really gone?
  - Did it just move somewhere else in the web?
  - Is there a copy in search engine caches or web archives?
- To find new or different copies, we need to augment *digital preservation* with *information retrieval* techniques

## **The Actors**



Put a human -- lots of humans -- in the loop for preservation purposes

# The Environment

## Web Infrastructure (WI) [McCown07]

- Web search engines (Google, Yahoo, MSN Live) and their caches
- Research Projects (CiteSeer, NSDL)
- Web archives (Internet Archive, Web Base)



NASA Technical Memorandum 109025 (Revision 1)

11 11 1 12:23 1. 71



A Comparison of Queueing, Cluster and Distributed Computing Systems

#### ftp://techreports.larc.nasa.gov/pub/techreports/larc/93/tm109025.ps.Z http://techreports.larc.nasa.gov/ltrs/PDF/tm109025.pdf

Joseph A. Kaplan and Michael L. Nelson Langley Research Center, Hampton, Virginia

> N94-36932 (NASA-TM-109025) A COMPARISON OF QUEUEING, CLUSTER AND DISTRIBUTED COMPUTING SYSTEMS (NASA. Langley Unclas Research Center) 51 p

G3/62 0015723

June 1994

National Aeronautics and Space Administration Langley Research Center Hampton, Virginia 23681-0001

#### Web Infrastructure: Refreshing & Migrating



# Lapsed Website



## **URI** Content Mapping Problem



## Scenario 1: Same URI, Same Content

#### **JCDL 2008**

#### http://www.jcdl2008.org/ July 2008



#### http://www.jcdl2008.org/ Today

#### **JCDL 2008** ture, Bridging - te June 16-20, 2008 Pittsburgh, PA, USA CDL'08 Hom Joint Conference on Digital Libraries HYPERTEXT 2008 June 16-20, 2008 - Pittsburgh, Pennsylvania FOR PARTICIPANTS Since 2001, the Joint Conference on Digital Libraries has served as the major international forum focused on digital libraries and associated technical, practical, and social issues. ICDL encompasses the many meanings of the term "digital libraries", including (but not limited to) new forms of information institutions; operational information systems with all manner of digital content; new means of selecting, collecting, organizing, and distributing digital content; and theoretical models of information media, including document genres and electronic publishing. Digital libraries may be viewed as a new form of information institution or as an extension of the services libraries currently provide. Representatives from academe, government, industry, and others are invited to participate in this annual conference. The conference draws from a broad array of disciplines including computer science, information science, librarianship, archival science and practice, museum studies and practice, technology, medicine, social ABOUT sciences, and humanities. JCDL 2008 was held in Pittsburgh, Pennsylvania. JCDL 2008 was hosted by the University of Pittsburgh's School of rogran Information Sciences and was organized by an international committee of scholars and leaders in the Digital Libraries field. Over three hundred attendees participated in five days of events including a day of cutting edge Travel Information tutorials; 3 days of papers, panels, and keynotes; and a day of research workshops. Area Attractions **Conference Chair's Welcome** Program Chairs' Welcome ledia Inquiri CONTACT

### Scenario 2: Same URI, Different Content

#### Hypertext 2006

http://www.ht06.org/ August 2006

Home Calls for participation Submissions Program Conference information News	3 & <b>***</b>		Home   Links   Contact Us	Post a job   Book	mark	
TOOLS FOR SUPPORTING SOCIAL STRUCTURES		find a better job	Search jobs:	Searc	:h)	
HYP	ERTEXT 2006	Accounting Job Earn a Degree in Accounting! Attend of Anytime, Day or Night. online.southuniversity.edu	Land the Right Job on Monster - Search G Listings & Get Career Advice S www.Monster.com w	Iorfolk Accounting iet Your Finances in Ord ieason. Call for Services www.VBsTax.com Iorfolds Bank	er in Time for Ads by (	r Tax Google Jobs
Tools for Supporting Social Structures Print Version	News:	Home & Accounting and Aug	liting Services			
Hypertext 2006 — Seventeenth ACM Conference on Hypertext and Hypermedia Odense, Denmark — 23-25 August 2006 Hypertext and hypermedia are technologies for supporting structured knowledge work. The Seventeenth International ACM Conference	Date: 03-09-2006 10:02:18 The Hypertext 2006 program committee has selected the best paper for the Engelbart Award.	Ads by Google A	stichs	De		of 507'
on Hypertext and Hypermedia: Tools for Supporting Social Structures (HT 2006) will focus specifically on tools that help us represent, model and interact with social structures, including cultural, literary, linguistic, and other types of social structures. Recently, in fields ranging from anthropology to linguistics, three has been an increasing focus on representing complex social phenomena using networks	Read news*	Find Job Descriptions Land the Right Job on	Page 1 / 200	« First 1 2 3 4	5 6 >	Last »
or outer structure-intensive models. An 2006 will ofing digether social scienciss with inspertext and inspermental researchers who specialize in building tools to build, manipulate, and manage structure-intensive models. The conference will take place in the Radisson SAS H.C. Andersen Hotel in Odense, Denmark. The hotel is located within the central part of Odense, with easy access to several tourist attractions and the historic pedestrian walking areas of the old city. The conference hotel has extended our attendes a special inplify rate of 850 DKK, which includes breakfast and free wireless internet access. Odense, birthplace of legendary storyteller H.C. Andersen, is one of the most beautiful cities in Denmark. With its nary 200,000 inhabitants, it is Denmark's third largest city. Located in the middle of the country. Odense is easily reachable by air, rail, and car.	Visitors: 19864	Nonster - Search Listings & Get Career Advice Offi www.Monster.com Norfolk Accounting Court	ce Administrator preneurial, growing and reputable Concrete Construct oportunity for you to use your generalist accounting an rise to conthuise to the strategic developmenRead rtry: USA, Location: Wyoming-Cheyenne Cheyenne	ction Company has nd administrative More ne, WY 82007	updated	Apply (40)
Co-location with WikiSym 2006 ACM Hypertext 2006 will be co-located with WikiSym 2006. WikiSym 2006 will take place from August 21-23, 2006. There will be a joint workshops day shared between ACM Hypertext 2006 and WikiSym 2006. The two events will also have a joint conference dinner and share a keynote speaker on August 23, 2006. Co-operation with ACM SIGCAS		Get Your Finances in Order in Time for Tax Season. Call for Services. and www.VBsTax.com Court	countant mary Performs a variety of accounting duties related to he reconciliation of balance sheet accounts, ensuring ity of the company's general ledg Read More ntry: USA, Location: Wisconsin-Northern Wausau,	o financial reporting the accuracy and WI 54401	updated	Apply (22)
[ACM SIGCAS logo]		Become an Accountant Attend College Online. Earn your Accountant Degree 100% Online!	rnational Tax Staff e is a tax implication for almost every transaction a cor trading to acquisition to offshoring, teven the most som anies often struggle with balancing com Read More ntry: USA, Location: Wisconsin-Milwaukee Milwauk	mpany undertakes, histicated global e kee, WI 53202	updated	Apply (5)
University of Southern Denmark   Maersk Institute, Campusvej 55   5230. Odense M, Denmark   E-mail: info@ht0l	5.org	Post a Resume - Get a Job Tons of Free Listings & Cour Resources for Finance &	istant Controller tant Controller Reporting to the Monster Controller a d Service Division in Milwaukee the Assistant Contro nsible to manage, coordinate, and oversee the Rea htry: USA, Location: Wisconsin-Milwaukee Milwauk	nd part of the oller will be ad More kee, WI 53223	updated	Apply (42)
Copyright @ 2005-2006 Hypertext 2006. All Rights Reserved   Design & CMS: WebVizion		Accounting Jobs. www.FinanciaUobBank.com	taff Auditor ription:Position Summary Reporting to the Manager of position performs audits throughout Rockwell Automati	f IT Internal Audit, ion. Responsibilities	updated	Apply (35)

http://www.ht06.org/

Today

### Scenario 3a: Same Content, Different URI

#### PSP 2003

http://www.pspcentral.org/events/annual\_meeting\_2003.html

#### **August 2003**

http://www.pspcentral.org/events/archive/annual\_meeting\_2003.html

Today

February 3-5, 2003	February 3-5, 2003
The Association of American Publishers, PSP Division	The Association of American Publishers, PSP Division
invites you to join us for	invites you to join us for
SMART CONTENT: NEW WAYS TO ADD VALUE	SMART CONTENT: NEW WAYS TO ADD VALUE
2003 PSP Annual Conference	2003 PSP Annual Conference
Renaissance Mayflower Hotel Washington, DC • Download the brochure (.doc) • Click here to register (.doc) • Exhibitor Information Program of Events	Renaissance Mayflower Hotel Washington, DC • Download the brochure (.doc) • Click here to register online / Postal mail (.doc) • Exhibitor Information
MONDAY, FEBRUARY 3, 2003         8:30am- 3:00pm       Pre-Conference Session (separate registration fee) Where&s the Customer for Smart Content? (pre-conference full-day seminar/separate registration fee) Moderator: Elieen Dolan, Vice President, Wiley InterScience, John Wiley & Sons, Inc.         This seminar will discuss: <ul> <li>Why the online customer is important</li> <li>Identifying the needs, desires and priorities of the online customer</li> <li>Creating value for the online customer</li> </ul>	PSP 103 Annual Conference Planning Committee Pieter Bolman (PSP ExCo Chair), Patrick Bernuth, Donald Burden, Nigel Fletcher-Jones, Andrew Grabois, Doug LaFrenier, Eric Massant, Ted Nardin, Hill Slowinski AAP: Barbara Meredith, Sara FIrestone Program of Events MONDAY, FEBRUARY 3, 2003 8:00am- 9:00am 3:00pm- Your chance to visit the New Technologies/Services Exhibitors
4:00pm       Conference Opens         4:00pm       Public Policy is Everyone's Concern: Copyright A Perennial Rallying Point         6:00pm       Moderator: Marc Brodsky, Executive Director & CEO, American Institute of Physics	4.500m 9:00am- 3:00pm Pre-Conference Session (separate registration fee) WHERE IS THE USER FOR YOUR SMART CONTENT? Produced by the AAP/PSP Electronic Information Committee 9:00am-9:15am Moderator: Eileen Dolan, Vice President, Wiley InterScience, John Wiley & Sons, Inc.

## Scenario 3b: Similar Content, Different URI

#### ECDL 1999

http://www-rocq.inria.fr/EuroDL99/ October 1999

http://www.informatik.uni-trier.de/~ley/db/conf/ercimdl/ercimdl99.html

Today



### Scenario 4: Content Not Findable At Any URI

#### Greynet 1999

http://www.konbib.nl/infolev/greynet/2.5.htm 1999

Today

7

?



**Miller**: A lot o' people don't realize what's really going on. They view life as a bunch o' unconnected incidents 'n things. They don't realize that there's this, like, lattice o' coincidence that lays on top o' everything. Give you an example; show you what I mean: suppose you're thinkin' about a plate o' shrimp. Suddenly someone'll say, like, *plate, or shrimp, or plate o' shrimp* out of the blue, no explanation. No point in lookin' for one, either. It's all part of a cosmic unconsciousness.

**Otto**: You eat a lot of acid, Miller, back in the hippie days?

# Synchronicity

- Experience of causally unrelated events occurring together in a meaningful manner
- Events reveal underlying pattern, framework bigger than any of the synchronous systems
- Carl Gustav Jung (1875-1961)
  - "meaningful coincidence"



## **Synchronicity Architecture**



Firefox extension catches
404 error (or initiated by user if a "soft" 404 is suspected)

- Discovers copy of missing page in WI (1) and provides to user (2)
- Generates a search engine query based on what the missing page is "about" (3)

• Finds old content at new URI or provides a "good enough" alternative page (4,5,6)

### What Was That Web Page About?

- If an "old" copy can be found:
  - Lexical Signatures
  - <title>...</title>
- If no archived/cached copy:
  - Tags
  - Link Neighborhoods; LSs, anchor tags

GET https://user:pass@api.del.icio.us/v1/posts/suggest?url=http://yahoo.com/
<?xml version="1.0" encoding="UTF-8"?>
<suggest>
 <popular>web</popular>
 <popular>tools</popular>
 <popular>tools</popular>
 <recommended>yahoo!</recommended>
 <recommended>web</recommended>
 <recommended>tools</recommended>
 <recommended>tools</recommended>
 <recommended>search</recommended>
 <recommended>reference</recommended>
 <recommended>portal</recommended>
 <recommended>portal</recommended>
 <recommended>portal</recommended>
 </recommended>portal</recommended>
 </recommended>portal</recommended>
 </recommended>news</recommended>
 </recommended></recommended>
 </recommended>news</recommended>
</recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></recommended></r





#### What is a Signature?

(aka "message digest", examples include "md5" and "sha-1")



image from Eddie Kohler http://www.cs.ucla.edu/~kohler/

## What is a Lexical Signature?

- First introduced by Phelps and Wilensky [Phelps00]
- Small set of terms capturing the "aboutness" of a document
  - Phelps and Wilensky assumed 5
- "lightweight metadata"



"Removal Policies in Network Caches for World-Wide Web Documents"

## LSs as Proposed by Phelps and Wilensky

"Robust Hyperlink Cost Five Words Each" Append LS to URL:

http://www.cs.berkeley.edu/~wilensky/NLP.html

becomes:

http://www.cs.berkeley.edu/~wilensky/NLP.html?lexical-signature=texttiling+wilensky+disambiguation+subtopic+iago

#### • Limitations:

- 1. Applications (browsers) need to be modified to exploit LSs
- 2. LSs need to be computed a priori
- 3. Works well with most URLs but not with all of them

### Lexical Signatures -- Examples

Rank/Results	URL	LS
1/1	http://www.cs.berkeley.ed u/~wilensky/NLP.html	texttiling wilensky disambiguation subtopic iago http://www.google.com/search?q=texttiling+wi lensky+disambiguation+subtopic+iago
<b>1/221,000</b> (1/174,000 in 01/2008)	http://www.loc.gov	library collections congress thomas american <u>http://www.google.com/search?q=library+</u> <u>collections+congress+thomas+american</u>
<b>1/51</b> (2/77 in 01/2008)	http://www.jcdl2008.org	libraries jcdl digital conference pst http://www.google.com/search?q=libraries +jcdl+digital+conference+pst
0/10	http://www.dli2.nsf.gov	nsdl multiagency imls testbeds extramural http://www.google.com/search?q=nsdl+m ultiagency+imls+testbeds+extramural

A "Googlewhack" (<u>http://en.wikipedia.org/wiki/Googlewhack</u>) can be thought of as a two-term LS that produces a 1/1 ranking.

### **Generating LSs**

- Term Frequency (TF)
  - "How often does this term occur in this document?"
- Inverse Document Frequency (IDF)
  - "In how many documents does this term appear?"

 $TF_{ij} = rac{f_{ij}}{m_i}$  $f_{ij} = freq \ of \ j \ in \ i$  $m_i = max \ freq \ in \ i$ 

$$IDF_{j} = \log\left(\frac{N}{n_{j}}\right) + 1$$
  

$$N = total \ number \ of \ documents$$
  

$$n_{j} = number \ of \ documents \ j \ occurs \ in$$

## **Generating LSs**

 Park et al. [Park03] investigated performance of various LS generation algorithms

- Evaluated "tunability" of TF and IDF
  - Weight on TF increases recall (completeness, ex. "photography, blog")

• Weight on IDF improves precision (exactness, ex. "nicnichols, penitentiary")

- Computed IDF on closed system (not live web)
- Also assumed "5" to be a good number
- Compared results after 6 months, but did not do an indepth analysis of LSs over time

## Theoretical Underpinnings of Synchronicity

- Estimating IDF values for the Web (WIDM 2008, ECIR 2009)
- Investigated how lexical signatures change over time (ECDL 2008)
- Compared retrieval performance of lexical signatures with titles, tags and lexical signatures generated from link neighborhoods (submitted)
- Investigated how titles change over time (InDP 2009, in preparation)

## **Hacks for Estimating IDF**

emory – Ge	oogle Search
+ ttp://www.google.com/search?client=sa	fari&rls=en-us&q=emory&ie= C Q= emory 💿
Web Images Videos Maps News Shopping Gmail more ▼	Search settings   Sign in
Google	Search Advanced Search
Web 💽 Show options	Results 1 - 10 of about 8,790,000 for emory. (0.11 seconds)
Emory University Home Page Official site for the research university in Atlanta offering graduat degrees; tour the campus, learn about the college, www.emory.edu/ - <u>Cached</u> - <u>Similar</u>	e and under graduate
Admission     Directory       Faculty & Staff     About Emory       Prospective Students     Students       Academics     Life at Emory       Search emory.edu	)
Emory University   Atlanta, GA   Admission Emory's undergraduate and graduate schools all manage their or Prospective students are invited to contact the specific school th www.emory.edu/home/admission/index.html - <u>Cached</u> - <u>Similar</u> Atlanta's hospital of choice - <u>Emory Healthcare</u> , a pre Emory hospitals have been in Atlanta for over 100 years. Emory comprehensive healthcare system in Georgia with four Atlanta ho www.emoryhealthcare.org/ - <u>Cached</u> - <u>Similar</u>	wn admission process. ney are e <mark>mier health</mark> y has the most ospitals and
Emory Law: More Than Practice: Home Site features information for current and prospective students, in School's Interdisciplinary Study of Religion program. www.law.emory.edu/ - Cached - Similar Emory University - Wikipedia, the free encyclopedia	cluding information about the
Emory University is a private research university in the metropol	

- 1. everyone knows this value is flaky
- 2. get N from: <u>http://www.worldwidewebsize.com/</u>

#### For LS purposes, it doesn't matter much...

#### URL: http://www.perfect10wines.com Year: 2007 Union: 12 unique terms

	Local Ur	niverse	Screen Sc	raping	N-grams		
Rank	Term	TF-IDF	Term	TF-IDF	Term	TF-IDF	
1	perfect	7.77	wines	5.97	wines	7.56	
2	wines	6.95	robles	5.3	perfect	7.25	
3	10	6.57	perfect	4.35	robles	7.18	
4	paso	6.29	paso	4.27	paso	6.93	
5	wine	6.18	wine	3.26	wine	4.86	
6	robles	5.4	sauvignon	3.16	10	4.52	
7	sauvignon	3.54	chardonnay	3.15	chardonnay	3.99	
8	cabernet	3.54	robles84	3.11	sauvignon	3.93	
9	monterey	3.36	cabernet	3.09	cabernet	3.89	
10	chardonnay	3.36	enthusiast85	2.91	monterey	3.49	



# How Does Google N-grams TC Relate to DF?

- Google N-grams has only Term Count (TC), not Document Frequency
  - where TC >= DF
  - http://googleresearch.blogspot.com/2006/08/all-our-n-gram-are-belong-to-you.html

$d_1 = P$	leas	se Pl	$ease \ M$	1e	$d_3 = All You Need Is Love$						
$d_2 = Can't \ Buy \ Me \ Love$						$d_4 = Long, \ Long, \ Long$					
Term	erm All Buy Can't Is Love					Me	Need	Please	You	Long	
TC	1	1	1	1	2	2	1	2	1	3	
DF	1	1	1	1	2	2	1	1	1	1	

- Idea: compare TC & DF in a known collection, then compare that collection's TC to the Google N-grams TC
  - we used ukWaC, from WaCKy: <a href="http://wacky.sslmit.unibo.it/">http://wacky.sslmit.unibo.it/</a>

#### TC Ranks vs DF Ranks Within ukWaC



TC Ranks

#### Rank Correlation Within ukWaC



p-value < 2.2e-16

p-value < 2.2e-16

semi-log scale

#### **TC Frequencies in ukWaC and N-Grams**



TC Frequency

#### **LS Evolution Over Time**

Copies of web pages from the IA (1996-2007)



300 Random URLs, winnowed to 98, 10493 observations over 12 years

### **Evolution Over Time -- Example**

### **10-term LSs generated for** http://www.perfect10wines.com

	2005		2006		2007	
	Term	Score	Term	Score	Term	Score
1	wines	8.56	wines	6.52	wines	5.25
2	perfect	5.00	wine	4.80	wine	4.50
3	wine	3.03	perfect	4.70	paso	4.50
4	10	2.60	10	3.45	perfect	4.10
5	monterey	2.24	paso	3.01	robles	3.75
6	chardonnay	2.24	robles	2.89	10	3.40
7	merlot	2.20	monterey	2.79	monterey	2.25
8	robles	1.99	chardonnay	2.79	cabernet	2.25
9	paso	1.99	ripe	1.86	chardonnay	2.25
10	blonde	1.38	vanilla	1.86	sauvignon	2.25

for all terms:  $|\cup| = 14$  and  $|\cap| = 8$ 

## **Two Methods for Measuring Evolution**

# Idea

- Generate LSs from copies of URLs
- Conduct overlap analysis



#### **Evolution Over Time - Rooted**

compare				Y	ear of F	irst Ob	servatio	on			
to	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1997	0.33										
1998	0.13	0.33									
1999	0.13	0.20	0.56								
2000	0.13	0.33	0.49	0.51							
2001	0.20	0.27	0.31	0.46	0.58						
2002	0.13	0.33	0.33	0.32	0.48	0.64					
2003	0.13	0.13	0.40	0.40	0.47	0.54	0.66				
2004	0.13	0.13	0.36	0.35	0.40	0.53	0.60	0.66			
2005	0.13	0.07	0.38	0.37	0.37	0.42	0.50	0.63	0.58		
2006	0.13	0.20	0.31	0.35	0.38	0.48	0.51	0.46	0.62	0.80	
2007	0.20	0.20	0.27	0.29	0.37	0.44	0.50	0.37	0.52	0.60	0.90

- Little overlap between the early years and more recent ones
- Highest overlap in the first 1-2 years after creation of the LSs
- Rarely peaks after that once terms are gone they do not return

## **Evolution Over Time - Sliding**

				Y	ear of F	'irst Ob	servatio	on			
comparison	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1996-1997	0.33										
1997-1998	0.40	0.33									
1998-1999	0.73	0.27	0.56								
1999-2000	0.53	0.40	0.49	0.51							
2000-2001	0.47	0.87	0.56	0.62	0.58						
2001-2002	0.53	0.73	0.51	0.52	0.63	0.64					
2002-2003	0.60	0.73	0.67	0.55	0.67	0.64	0.66				
2003-2004	0.93	0.80	0.76	0.69	0.80	0.83	0.73	0.66			
2004-2005	0.87	0.80	0.73	0.66	0.82	0.68	0.83	0.74	0.58		
2005-2006	0.93	0.47	0.71	0.72	0.77	0.72	0.84	0.51	0.76	0.80	
2006-2007	0.87	0.53	0.80	0.68	0.83	0.76	0.81	0.49	0.68	0.80	0.90

- Overlap increases over time
- Seem to reach steady state around 2003

## **Performance of LSs**

#### Idea

- Measure performance in respect to age of LS and number of terms it contains
- Query Google search API with LSs
- Identify URL in result set:
- 1. Top ranked
- 2. Ranked between 2-10
- 3. Ranked between 11-100
- 4. Ranked beyond 100 (considered undiscovered)

### **Performance – Number of Terms**

	1	2-10	11-100	≥ <b>101</b>	MR
2-term	24.3	14.9	13.2	47.6	53.1
3-term	40.2	15.0	15.0	29.8	36.5
4-term	43.9	15.7	11.4	29.0	33.8
5-term	47.0	19.4	3.4	30.2	32.7
6-term	51.2	11.4	3.4	34.1	36.0
7-term	54.9	9.4	1.5	34.2	35.5
8-term	49.8	7.7	2.2	40.4	41.9
9-term	47.0	6.6	0.9	45.5	46.4
10-term	46.1	4.0	0.9	49.0	49.8
15-term	39.8	0.8	0.6	58.9	59.5

- 2-, 3- and 4-term LSs perform poorly
- 5-, 6- and 7-term LSs seem best
  - Top mean rank (MR) value with 5 terms
  - Most top ranked with 7 terms
  - Binary pattern: either top 10 or undiscovered
- 8+ terms -- decreased performance

#### **Performance – Age**

Score of LSs consisting of 2, 5, 7 and 10 terms

Fair

**Optimistic** 



•Example, scores for the position of an URL in a list of 10:

• fair: 10/10, 9/10, 8/10 ... 1/10, 0

• optimistic: 1/1, 1/2, 1/3 ... 1/10, 0

## Titles (TI), 5- & 7-term Lexical Signatures (LS5, LS7), Tags (TA)

		G	oogle			Y	ahoo		MSN				
	Top	Top10	<b>Top100</b>	Undis	Top	Top10	<b>Top100</b>	Undis	Top	Top10	<b>Top100</b>	Undis	
LS5	50.8	12.6	4.2	32.4	67.6	7.8	2.3	22.3	63.1	8.1	1.6	27.2	
LS7	57.3	9.1	2.6	31.1	66.7	4.5	1.9	26.9	62.8	5.8	1.6	29.8	
TI	69.3	8.1	2.9	19.7	63.8	8.1	0.6	27.5	61.5	6.8	1.0	30.7	
TA	2.1	10.6	12.8	75.5	6.4	17.0	12.8	63.8	0	8.5	10.6	80.9	

Table 2: Relative Number of URLs Retrieved with one Single Method from Google, Yahoo and MSN

		G	oogle		Yahoo				MSN			
	Тор	<b>T10</b>	<b>T100</b>	Undis	Top	<b>T10</b>	<b>T100</b>	Undis	Top	<b>T10</b>	<b>T100</b>	Undis
LS5-TI	65.0	15.2	6.1	13.6	73.8	10.0	2.3	14.0	71.5	10.0	1.9	16.5
LS7-TI	70.9	11.7	4.2	13.3	75.7	7.4	1.9	14.9	73.8	9.1	1.9	15.2
TI-LS5	73.5	9.1	3.9	13.6	75.7	9.1	1.3	13.9	73.1	9.1	1.3	16.5
TI-LS7	74.1	9.4	3.2	13.3	75.1	8.7	1.3	14.9	74.1	9.1	1.6	15.2
LS5-TI-LS7	65.4	15.2	6.5	12.9	73.8	10.0	2.6	13.6	72.5	10.4	2.6	14.6
LS7-TI-LS5	71.2	11.7	4.2	12.9	76.4	7.8	2.3	13.6	74.4	9.1	1.9	14.6
TI-LS5-LS7	73.8	9.1	4.2	12.9	75.7	9.1	1.6	13.6	74.1	9.4	1.9	14.6
TI-LS7-LS5	74.4	9.4	3.2	12.9	75.7	9.1	1.6	13.6	74.8	9.1	1.6	14.6
LS5-LS7	52.8	12.9	6.5	27.8	68.0	7.8	2.9	21.4	64.4	8.4	2.6	24.6
LS7-LS5	59.9	9.7	2.6	27.8	71.5	4.9	2.3	21.4	66.7	7.1	1.6	24.6

#### Table 3: Relative Number of URLs Retrieved with Two or More Methods Combined

500 random URLs from dmoz.org winnowed to 309 (only 47 of 309 had tags in delicious.com). Due to query restrictions, link neighborhood only run on Yahoo -- results were similar to tags.

#### Number of Title Changes and Observations in the IA



6000 random URLs from dmoz.org, winnowed to 1090 URLs and 100k+ observations

#### Mean Time Delta Between Changes Time Span Between First and Last Observation in the IA



- time span between observations decreases with increasing number of observations
- overall time span just slightly increases
- URLs with many observations are being crawled frequently in a short period of time

#### **Mean Levenshtein Scores of all Titles - Sliding**



#### **Mean Levenshtein Scores of all Titles - Rooted**



- 9 URLs with score = 0
- 56% of URLs with score >=0.8
- titles more likely to change compared to their first observation

http://www.sun.com/solutions mean Levenshtein score sliding: 0.84 rooted: 0.29

1998-01-27 Sun Software Products Selector Guides -Solutions Tree

1999-02-20 Sun Software Solutions

2002-02-01 Sun Microsystems Products

2002-06-01 Sun Microsystems - Business & Industry Solutions

2003-08-01 Sun Microsystems - Industry & Infrastructure Solutions

2004-02-02 Sun Microsystems - Solutions

2004-06-10 Gateway Page - Sun Solutions

2006-01-09 Sun Microsystems Solutions & Services

2007-01-03 Services & Solutions

2007-02-07 Sun Services & Solutions

2008-01-19 Sun Solutions http://www.datacity.com/mainf.html mean Levenshtein score sliding: 0.68 rooted: 0.15

2000-06-19 DataCity of Manassas Park Main Page

2000-10-12 DataCity of Manassas Park sells Custom Built Computers & Removable Hard Drives

2001-08-21 DataCity a computer company in Manassas Park sells Custom Built Computers & Removable Hard Drives

#### 2002-10-16

computer company in Manassas Virginia sells Custom Built Computers with Removable Hard Drives Kits and Iomega 2GB Jaz Drives (jazz drives) October 2002 DataCity 800-326-5051 toll free

2006-03-14

Est 1989 Computer company in Stafford Virginia sells Custom Built Secure Computers with DoD 5200.1-R Approved Removable Hard Drives, Hard Drive Kits and Iomega 2GB Jaz Drives (jazz drives), introduces the IllumiNite® lighted keyboard DataCity 800-326-5051 Service Disabled Veteran Owned Business SDVOB



Title Edit Distance

## **Conclusions & Future Work**

- LSs decay over time, Titles decay less
  - Rooted: quickly after generation
  - Sliding: seem to stabilize
- Titles give comparable performance to LSs
- Titles + LSs give better performance
- Future work:
  - can we know in advance if a title is "good"? (i.e., not "welcome to my home page")
  - can we use tags to augment titles / LS?
  - how big should a link neighborhood be?
- Contact us to get a beta version of the Firefox extension (real soon now!)

#### Necronomicon

