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# Introduction: Machine Learning in Digital Libraries

#### Compiled by Cornelia Caragea & Sujatha Das

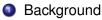
Credits for slides: Hofmann, Mihalcea, Mobasher, Mooney, Schutze

August 18, 2014

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Course Title: Case studies in applying Machine Learning for Document Analysis and Retrieval Tasks in Scientific Digital Libraries

# **Quick Survey**



- CS/non-CS
- Industry vs. graduate student
- Coding experience
- Prior course on IR?
- Prior course in ML?
- 2 Expectations from RuSSIR
- Expectation from this course

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## Machine Learning: Basics

# What is "Learning"?

#### We "learn" many things:

- Motor skills: walk, ride a bicycle, drive, play tennis or golf, play the piano.
- Visual concepts: man-made objects, faces, natural objects.
- Language: Speech recognition, read and write natural languages
- Spatial knowledge: Navigate between spatial locations, physical layout of a room.
- Symbolic knowledge: algebra, arithmetic, calculus.
- Social rules: how to interact with people, animals, machines....

### Abstract definition of "Learning"

Definition due to Herbert Simon (1980):

"Learning" denotes changes in a system that are adaptive in that they enable the system to perform the same task or similar tasks drawn from the same population better over time.

### Well-posed learning problem

Definition due to Tom Mitchell (1998):

A computer program is said to learn from experience E with respect to some task T and some performance measure P, if its performance on T, as measured by P, improves with experience E.

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# Spam Filtering



Suppose your email program watches which emails you do or do not mark as spam, and based on that learns how to better filter spam. What is the task T in this setting?

- Classifying emails as spam or not spam.
- Watching you label emails as spam or not spam.
- The number (or fraction) of emails correctly classified as spam/not spam.
- One of the above this is not a machine learning problem.

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# Fields of application

- **Biology**: Brain, Development, Evolution, Genetics, Neuroscience.
- Information Theory: Coding Theory, Entropy.
- Linguistics: Grammars, Language acquisition
- Mathematics: Calculus, Linear Algebra, Optimization.
- Psychology: Analogy, Concept Learning, Curiosity, Discovery, Memory, Reinforcement
- Philosophy: Causality, Induction, Theory Formation
- Statistics: Probability Distributions, Estimation, Hypothesis Testing.

# Some applications of ML in practice

- "If you invent a breakthrough in artificial intelligence, so machines can learn, that is worth 10 Microsofts", Bill Gates quoted in NY Times, Monday March 3, 2004.
- Information extraction from the web: Google, Microsoft, Yahoo
- Spam filtering
- Speech/handwriting recognition
- Object detection/recognition
- Weather prediction
- Stock market analysis
- Search engines (e.g, Google)
- Ad placement on websites
- Adaptive website design
- Credit-card fraud detection
- Webpage clustering (e.g., Google News)

- Social Network Analysis
- Machine Translation (e.g., Google Translate)
- Recommendation systems (e.g., Netflix, Amazon)
- Predicting a protein's functions
- Automatic vehicle navigation
- Performance tuning of computer systems

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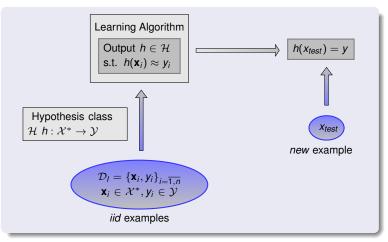
- Predicting good compilation flags for programs
- ... and many more

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#### Three fundamental problems in ML

- Classification: Learning to predict discrete labels associated with given observations.
  - Binary classification: article related to politics or sports
  - Multiclass classification: digit recognition on postal addresses
- Regression: Learning to predict continuous outputs associated with given observations
  - Example: Predict the sales for a particular coffee-mix product
- Unsupervised learning: Learning to group objects into categories, without any training labels.
  - Examples: clustering search results into topics

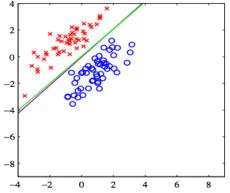
# Supervised framework



#### Learning = Search in Hypothesis Class

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#### Linearly-separable classifiers



- Spam vs. not spam
- Tumor (malignant, benign)

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### Learning from relevant, labeled examples

- Distinguish a picture of me from a picture of someone else?
  - Provide examples pictures of me and pictures of other people and let a classifier learn to distinguish the two.
- Determine whether a sentence is grammatical or not?
  - Provide examples of grammatical and ungrammatical sentences and let a classifier learn to distinguish the two.
- Distinguish cancerous cells from normal cells?
  - Provide examples of cancerous and normal cells and let a classifier learn to distinguish the two.

# Labeled data ("play" prediction)

#### Example dataset:

Class	Outlook	Temperature	Windy?
Play	Sunny	Low	Yes
No play	Sunny	High	Yes
No play	Sunny	High	No
Play	Overcast	Low	Yes
Play	Overcast	High	No
Play	Overcast	Low	No
No play	Rainy	Low	Yes
Play	Rainy	Low	No

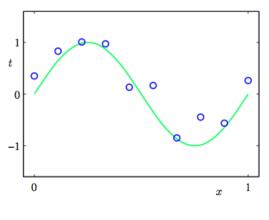
#### Three principle components:

- 1. Class label (aka "label", denoted y)
- 2. Features (aka "attributes")
- 3. Feature values (aka "attribute values", denoted x)
  - $\Rightarrow$  Features can be binary, nomial or continuous

#### A *labeled* dataset is a collection of (x, y) pairs

#### Regression

Plot of a training data set of N = 10 points, shown as blue circles, each comprising an observation of the input variable x along with the corresponding target variable t. The green curve shows the function  $\sin(2\pi x)$  used to generate the data. Our goal is to predict the value of t for some new value of x, without knowledge of the green curve.



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#### **Regression in Medicine**

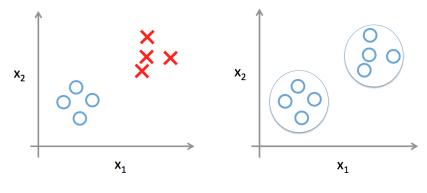
#### TABLE 1

Diabetes study: 442 diabetes patients were measured on 10 baseline variables; a prediction model was desired for the response variable, a measure of disease progression one year after baseline

	AGE	SEX BMI	BP	Serum measurements			Response				
Patient x <sub>1</sub> x <sub>2</sub>	x <sub>3</sub> x <sub>4</sub>	x5	x <sub>6</sub>	$\mathbf{x}_7$	x8	X9	$\mathbf{x}_{10}$	у			
1	59	2	32.1	101	157	93.2	38	4	4.9	87	151
2	48	1	21.6	87	183	103.2	70	3	3.9	69	75
3	72	2	30.5	93	156	93.6	41	4	4.7	85	141
4	24	1	25.3	84	198	131.4	40	5	4.9	89	206
5	50	1	23.0	101	192	125.4	52	4	4.3	80	135
6	23	1	22.6	89	139	64.8	61	2	4.2	68	97
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441	36	1	30.0	95	201	125.2	42	5	5.1	85	220
442	36	1	19.6	71	250	133.2	97	3	4.6	92	57

[Efron et al., Least Angle Regression, Annals of Statistics, 2004]

## Unsupervised learning

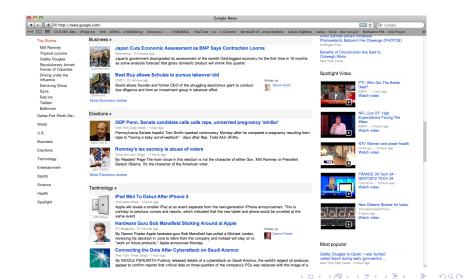


Supervised learning

#### Unsupervised learning

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#### Clustering "news" articles



#### References

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- Machine Learning, Tom Mitchell.
- The Elements of Statistical Learning: Data Mining, Inference and Prediction, Trevor Hastie, Robert Tibshirani, Jerome Friedman.

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# Information Retrieval Systems: Basics

# What is Information Retrieval (IR)

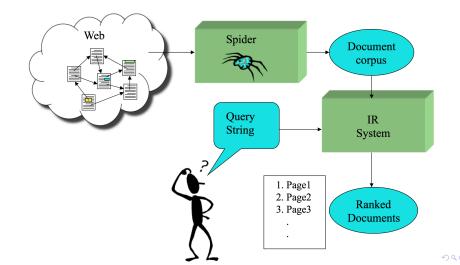
- The processing, indexing and retrieval of textual documents.
- • tretrieving relevant documents to a query.
  - retrieving from large sets of documents efficiently.

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# Key terms

- Query: a representation of what the user is looking for can be a list of words or a phrase.
- Document: webpage/pdf/image...what user wants to retrieve
- Collection or corpus: a set of documents
- Index: a set of data structures that make querying efficient
- Term: word or concept that appears in a document or a query

#### Typical IR system architecture



# What is a Digital Library?

- An electronic library for a focused collection of digital objects
- Objects can include text, visual material, audio material ... (electronic media formats)
- A type of information retrieval system.
- Examples: CiteSeer<sup>x</sup>, PubMed, ACM DL, LawNet ...

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## Web Search (Google) vs. Digital Libraries

- "All the Web" vs. domain-specific collections/special types of documents
- Everybody vs. users with "special" needs
- "Documents" vs. "Documents, Authors, Connections..."
- For a DL (or a typical IR system)
  - Must assemble a document corpus (spidering the Web or from trusted sources)
  - Document collections need to be constantly updated
  - Different types of search, ranking, and visualization tasks

# ACM Digital Library

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## Components in an IR system

- Crawl/Acquire\* documents that need to be indexed in the system.
- Index/Search retrieves documents that contain a given query token from the inverted index.
- Rank scores all retrieved documents according to a relevance metric.
- Visualize manages interaction with the user:

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# Typical IR Search

- Given:
  - A corpus
  - A user query in the form of a textual string
- Find:
  - A ranked set of documents that are relevant to the query

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## **Relevance and Ranking**

- Relevance is a subjective judgment and may include:
  - Being on the proper subject.
  - Being timely (recent information).
  - Being authoritative (from a trusted source).
  - Satisfying the goals of the user and his/her intended use of the information (information need)
- Main relevance criterion: an IR system should fulfill a user's information need
- Relevance is "hard to measure"
- Measures such as Precision, Recall, Mean Reciprocal Rank, NDCG on benchmark collections (example, from TREC)

### Information Retrieval

- The processing, indexing and retrieval of documents.
- retrieving relevant documents to a query.
   retrieving from large sets of documents efficiently.
- Matching documents and queries
  - Handling vocabulary mismatch ("PRC" vs "China")
  - Handling ambiguity ("bat", "jaguar")

#### Implementation and User Experience concerns

- Fast search (efficient data structures such as inverted indices)
- What queries are possible?
- How many results?
- Query suggestions?
- Show similar searches?
- Cluster results, other visualizations?

#### References

- "Introduction to Information Retrieval", C.D. Manning, P. Raghavan, H. Schütze
- "Mining the Web: Discovering Knowledge from Hypertext", Soumen Chakrabarti
- "Search Engines: Information Retrieval in Practice", *Bruce Croft, Donald Metzler and Trevor Strohman*

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# ML in a practical IR system (CiteSeer)

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# What is CiteSeer/CiteSeer<sup>x</sup>?

- Scientific digital library for Computer and Information Science
- Indexes (free) PostScript and PDF research articles on the Web
- Automated techniques for acquiring and harvesting research articles
- Several functionalities: citation indexing, metadata extraction, author disambiguation, citation statistics and trends

### CiteSeer: Document Search and Metadata

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### CiteSeer: Citations and Trends

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	2148 Support-vector networks - Cortes, Vapnik - 1995	40	
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	1684 Text categorization with support vector machines: Learning with many relevant features - Joachims - 1998	20	
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	1074 Practical Methods of Optimization - Fletcher - 1989		
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	308 Introduction to Applied Mathematics - Strang - 1986	Bookmark	
	282 Theoretical foundations of the potential function method in pattern recognition learning - Aizerman, Braverman, et al 1964	📕 🛞 🗶 📕 🗐 👳	
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	251 Numerical Recipes, The Art of Scientific Computing (Cambridge U.E - Press, Flannery, et al 1986		
	249 Improved training algorithm for support vector machines - Osuna, Freund, et al.	OpenURL	
	203 An equivalence between sparse approximation and support vector machines - Girosi - 1998		
	193 Nonlinear programming - Mangasarian - 1994		
	191 Support vector method for function approximation, regression estimation, and signal processing - Vapnik, Golowich, et al 1997		
	183 Extracting support data for a given task - Scholkpof, Burges, et al 1995		

# Author Disambiguation

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# Upcoming Lectures/Hands-on

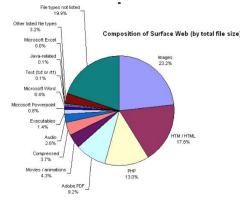
- How are we applying Machine Learning techniques for these tasks in CiteSeer?
  - Day 1: Introduction + Heritrix (crawling) exercise
  - Day 2: Classification + Weka exercise
  - Day 3: Pagerank/graph-based analysis + Gephi demo
  - Day 4: Topic Modeling + Mallet (LDA) exercise
  - Day 5: Information Extraction + OpenCalais demo
- Requirements for exercises: Familiarity with Java and Linux environments

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# Crawling the Web

# The Web (Corpus) by the Numbers

- 43 million web servers
- 167 Terabytes of data
  - About 20% text/html
- 100 Terabytes in "deep Web"
- 440 Terabytes in emails



[Lyman & Varian: How much Information? 2003]

http://www.sims.berkeley.edu/research/projects/how-much-info-2003/

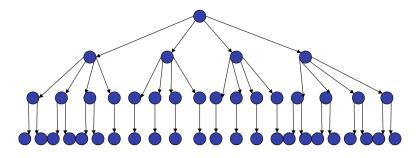
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## Spiders (Robots/Bots/Crawlers)

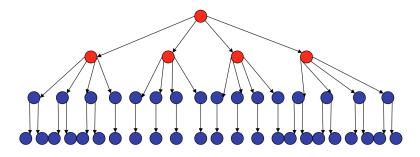
- Spidering represents the main difference between traditional IR and IR these days.
  - Start with a comprehensive set of root URL's from which to start the search.
  - Follow all links on these pages recursively to find additional pages.
  - Index/Process all **novel** found pages in an inverted index as they are encountered.
  - May allow users to directly submit pages to be indexed (and crawled from).

#### Breadth-first Search



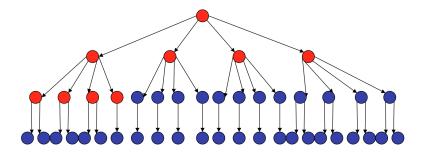
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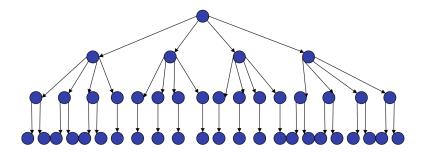
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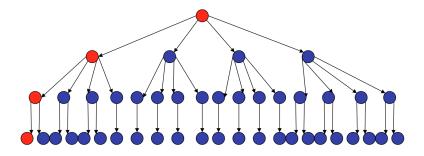
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#### Depth-first Search



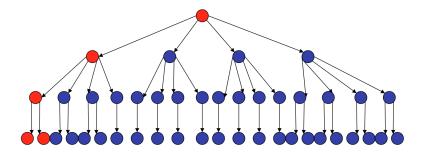
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#### Depth-first Search



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### Some challenges/concerns

- Must detect when revisiting a page that has already been spidered (web is a graph not a tree, link canonicalization).
- Must efficiently index visited pages to allow rapid recognition test.
- Restricting the crawl (robots.txt, content/anchor-text decide-rules)
- How often should we crawl?
- Directed/Focused Spidering

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# Hands-on with Heritrix