PSS – Person Search System

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Matthew Rowe



Outline

- Motivation
- Approach
 - Crawling
 - Indexing
 - Information Extraction
 - Clustering
- Conclusions
- Future Work



Motivation

- Web users increasingly use the Web to search for information about specific people, however:
 - Person names are ambiguous





Simon Tucker

Search

About 3,520,000 results (0.25 seconds)

Advanced search

Everything





The web

Pages from the UK

All results Sites with images

▼ More search tools

Simon Tucker: Multimedia Interface Researcher

S. **Tucker**, A. Ramamoorthy, O. Bergman and S. Whittaker: Catchup: A Useful Application of Time-Travel in Meetings; O. Bergman, S. **Tucker**, R. Beyth-Marom, ... www.dcs.shef.ac.uk/~sat/ - Cached - Similar

Simon Tucker Surf Academy ::

Simon Tucker's Surfing Academy, established in 2002, was opened by Tom Curren, four times World Professional Champion. Whether learning or wanting to ... www.bridgend.gov.uk/web/groups/tourism/.../002130.hcsp - Cached - Similar

Graduate School of the Environment - Simon Tucker

arrow About Us arrow Staff Members arrow **Simon Tucker** ... S. Tucker, (2007) Integrating energy efficiency into building design using a simplified thermal ... www2.cat.org.uk/graduateschool/index.php?...id... - Cached - Similar

Images for Simon Tucker - Report images











Simon Tucker resigns as number two at Telegraph Media Group ... :

23 May 2008 ... Simon Tucker, chief executive Murdoch MacLennan's number two at the Telegraph Media Group, has left the company after 14 months in the job. www.guardian.co.uk/.../telegraphmediagroup.pressandpublishing - Cached - Similar

Simon Tucker | Launchpad \$\frac{1}{2}\$

Simon Tucker. Simon joined the Young Foundation to establish Launchpad in 2005. He oversees all Launchpad programmes and projects as well as currently ... launchpad.youngfoundation.org/about/people/.../simon-tucker - Cached - Similar

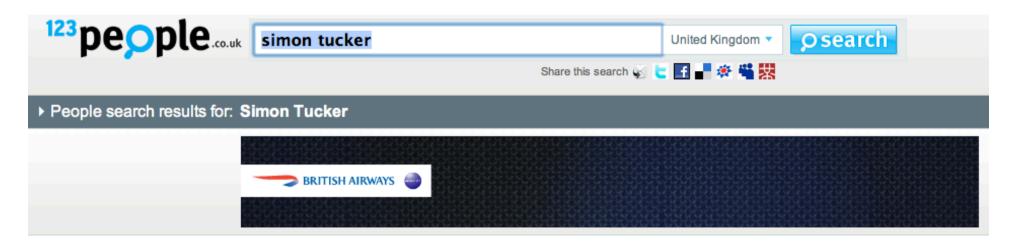
simontucker.net \$\frac{1}{2}\$

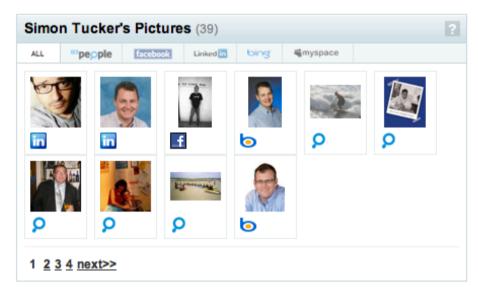
Printing a directory listing. Just thought I'd share a quick tip that will let you list all files/folders within a directory in a text file. ... www.simontucker.net/ - Cached

Motivation

- Web users increasingly use the Web to search for information about specific people, however:
 - Person names are ambiguous
- Current people search engines do not disambiguate
 - Concentrate on specific content sources
 - Limits information found: domain specific patterns
 - Limited in extracting information from new web documents















Name Emai	<u>il Username P</u>	<u>hone</u>	BETA Business	
simon	tucker		Search S	lear
First Name	Last Name	City	State Country	

Simon Tucker

Quick Facts Simon Tucker is Associate Director at the Young Foundation and director of	www.socialinnovationexchange.org
Simon Tucker is Manager, Corporate Strategy for Fonterra Cooperative Group Limited, based in Auckland, New Zealand	www.nzuscouncil.com
Simon Tucker is an experienced enterprise marketing professional	www.linkedin.com
Tucker is with the Department of Information Studies, University of	www.dcs.shef.ac.uk

21 additional Quick Facts »

Personal Profiles

Simon Tucker. Simon. 32 / male. London, United Kingdom Personal Web Space - MySpace	profile.myspace.com - Deep Web
Rainman. 24 / male. Reading - Caversham, South, United Kingdom Personal Web Space - MySpace	profile.myspace.com - Deep Web
simon tucker. ***super simon***. 22 / male. exeter/devon, United Kingdom Personal Web Space - MySpace	profile.myspace.com - Deep Web
Tucker. 20 / male. Leeds, East, United Kingdom Personal Web Space - MySpace	profile.myspace.com - Deep Web
Sponsored Tip: Find secret profiles and photos across MySpace, Facebook and 40+ networks	www.spokeo.com
46 additional Personal Profiles »	

Professional & Business

Simon Tucker, Attorney, Law, License: State: Dist. of Columbia , Status : Attorney Rating - Avvo	www.avvo.com - Deep Web
Simon Tucker, GB, Opodo Limited Web Extracted Biography - ZoomInfo	www.zoominfo.com - Deep Web
Simon Tucker, GB, Image Source Ltd Web Extracted Biography - ZoomInfo	www.zoominfo.com - Deep Web
Simon Tucker, AU, Biota Holdings Limited Web Extracted Biography - ZoomInfo	www.zoominfo.com - Deep Web
46 additional Professional & Business »	

Photos	
Jennifer MARANA PhotoPages - Myspace	viewmorepics.myspace.com - Deep Web
Jennifer Beller PhotoPages - Myspace	viewmorepics.myspace.com - Deep Web
Solar Captive PhotoPages - Myspace	viewmorepics.myspace.com - Deep Web
Maxie Ray Mills	









































Sponsored Links



Motivation

- Web users increasingly use the Web to search for information about specific people, however:
 - Person names are ambiguous
- Current people search engines do not disambiguate
 - Concentrate on specific content sources
 - Limits information found: domain specific patterns
 - Limited in extracting information from new web documents
- Our solution = PSS (Person Search System)
 - Crawl the Web
 - Extract person information
 - Disambiguate between namesakes



Approach

- Build a "Reverse Index of Names"
 - Allowing pages containing specific names to be quickly located
 - Achieved by
 - Crawling The Web
 - Indexing Content
- Cluster based on Full Name
 - Create a list of URLs which contain names
 - Query the index looking of instances of adjacent First and Last names
 - Extract Content Windows from URLs
 - Identify features in Content Windows
 - Cluster URLs based on window features
- Web based interface for searching and clustering online
 - Clustering is expensive so clusters are temporarily cached
 - Offline clustering of popular names can also be enabled

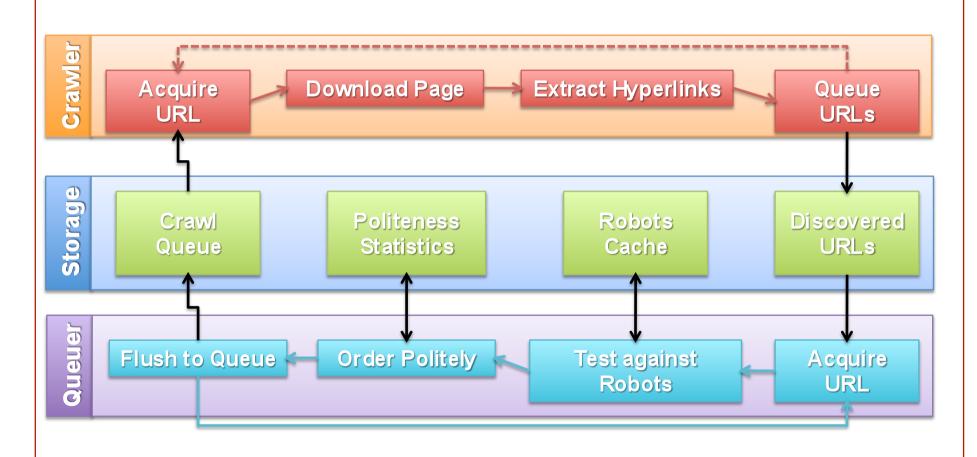


Crawling: Summary

- In the simplest form
 - Crawl a page from the Queue
 - Download the Page
 - Extract links
 - Queue links not yet crawled
 - Start over
- Problems
 - Too many to list!
 - Main problems
 - Storage (needed for indexing too)
 - Scalability
 - Large scale "politeness"
 - · Required continuous monitoring
- Re-crawling
 - Not implemented, however the infrastructure supports it



Crawling: Approach





Crawling: Problems - Storage

- Crawling the Web requires lots of information to be stored
 - Even if not indexing or caching pages!
 - Lots of crawled pages must be stored
 - Queued URLs must be stored
 - Ideally (realistically) the data must be stored logically
- Solution:
 - Scalable Storage
 - Hadoop HDFS
 - Scalable Database System
 - Hadoop HBase



Crawling: Problems - Storage

- The Hadoop Distributed File System (HDFS) is a distributed
 - Files are broken up into chunks (64 Mb)
 - Chunks are distributed across the cluster and replicated several (three) times.

file system designed to run on "commodity hardware" clusters.

- Hadoop HBase is a distributed database system aimed at situations where a table could have billions of rows and millions of columns requiring random read/write access
 - Scales instantly by adding new "region servers" which host row based regions of tables stored on HDFS



HBase Table Example

The example below shows a table used to track when URLs were crawled and discovered

Row	crawled:/	crawled:/ imghp	crawled:/links	seen:/about	crawled:/robots.txt
google.com	10:32 AM	10:33 AM			10:31 AM
shef.ac.uk			11:42 AM	09:12 AM	09:10 AM

- Each row can have completely different columns as they are not defined by any schema.
- The prefix on each row (crawled: or seen:) is known as the column family.
 These are predefined in the schema.
- Each column family can have specific parameters
 - TTL (Time to Live) Expiry
 - Versions Each cell also has an internal timestamp allowing the order of versions to be determined
- ALL data (rows, column families, columns and cells) are byte arrays
 - Very flexible!



Crawling: Problems – Scalability

- As the crawl space grows operations often get slower
 - Removing duplicate URLs can be especially slow
 - Using a binary search method each lookup will take *roughly* $log_2[urls\ crawled]$ operations.
 - Checking against 256 URLs will take 8 operations
 - Checking against 1,000,000 URLs will take 20 operations
 - This might not seem much, but when crawling up to 400 page/sec when each page could have 10s or 100s of links on this adds up rapidly
 - Centralized 'history' of URLs crawled is ideally required
 - May put the load on one machine
 - Solution
 - » HBase indexed regions across many nodes with much RAM reduces lookup time
- Each type of operation should ideally have the same complexity, regardless of the crawl space so that crawling can occur at a steady speed
 - Otherwise exponential slow down



Crawling: Problems – Scalability

- As URLs are discovered they are added to a HBase table 'discovered'
 - The row they are added to corresponds to time of discovery, to the nearest second. This is known as a discovery window.
 - Each column is a URL found
 - The cell value is essentially pointless
 - The windows are processed sequentially by the Queuer
 - The window is emptied
 - Each URL is checked against the 'history' table and duplicates are removed
 - The URL is then checked against the appropriate robots file
 - Robots data is cached and prefetched for performance
 - The resulting URLs are queued AND added to the 'history' table
 - Domain based rows for quick lookups
 - Once in the history table a URL will not make it through the queuer again



Crawling: Problems - Politeness

- When crawling lots of pages as quickly as possible it is easy to over crawl a site
 - especially if it is a link-rich seed site
 - or contains a sitemap, allowing rapid discovery of all internal links
- Solution
 - Time frame based crawl queue
 - As URLs are discovered they are put into the queue
 - The queue is broken up into frames
 - Each frame, at most can only contain one URL from each domain
 - If a frame is emptied in under a second a wait (sleep) is imposed until a second has elapsed
 - Therefore:
 - NO domain is crawled more than once per second
 - Re-crawl delay in robots can be adhered to
 - » Add domain every *n* frames, where *n* is the re-crawl delay in seconds



Crawling: Problems - Politeness

- Frames are allowed a limited number of URLs to ensure emptier frames can be balanced out so that sleeps are not required
- Framed Queue example:

'second' 1	'second' 2	'second' 3
http://www.shef.ac.uk/ http://www.dcs.shef.ac.uk/ http://www.google.com/ http://www.w3c.org/ http://www.internic.net/ http://www.dell.com/ http://www.192.com/ http://www.123people.com/ http://oak.dcs.shef.ac.uk/	http://www.shef.ac.uk/links/ http://www.dcs.shef.ac.uk/intranet/ http://www.google.com/imghp/ http://www.dell.com/sales/ http://www.192.com/directory/ http://oak.dcs.shef.ac.uk/tools/	http://www.shef.ac.uk/about/ http://www.google.com/news/ http://www.192.com/search/ http://oak.dcs.shef.ac.uk/blog.

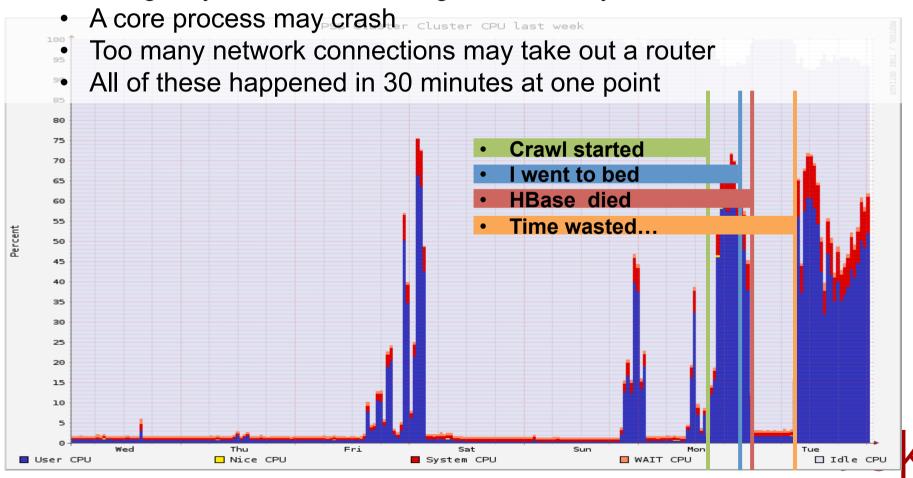
- Quick note: Robots rules are applied to discovered URLs before adding them to queue frames
- The last frame used by a domain and robots data is stored in a `politeness` table

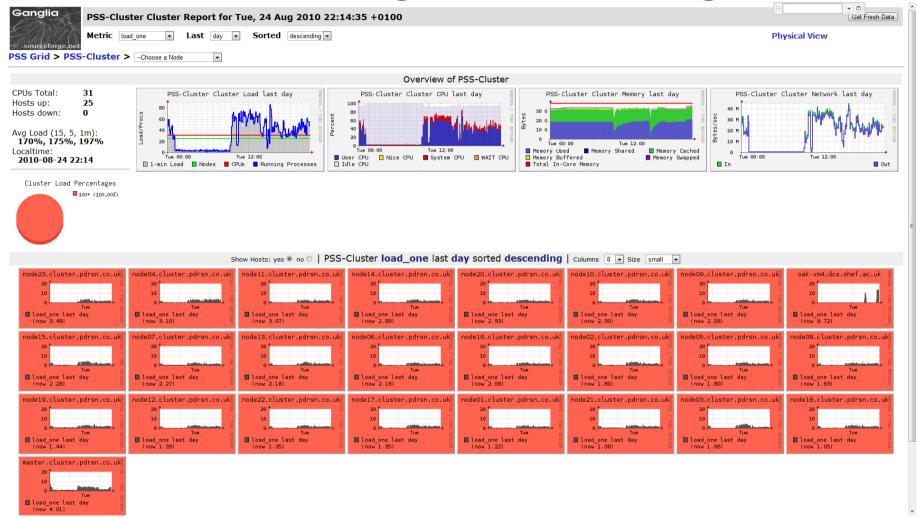


Events occur very rapidly when crawling on a large scale

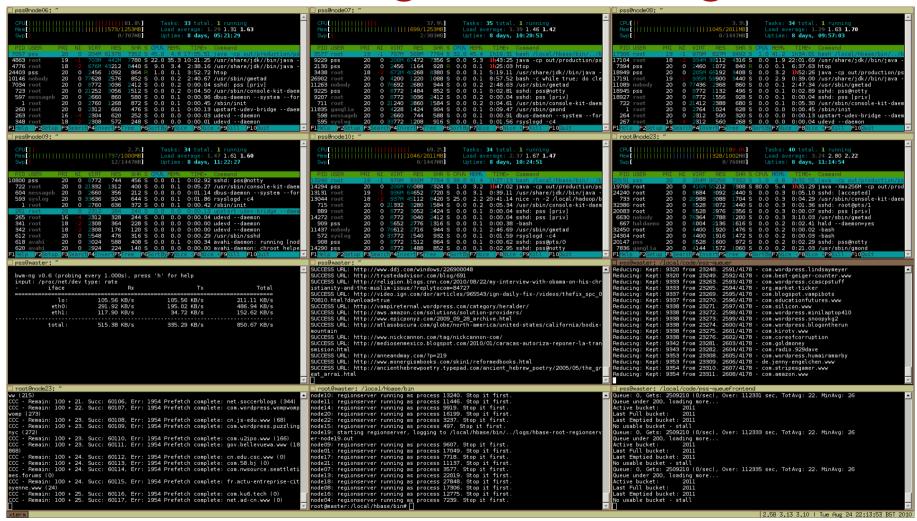
PSS – Person Search System

A bug may cause a server to get 'abused' by the crawler











NameNode 'master.cluster.pdrsn.co.uk:54310'

Started: Tue Aug 24 15:07:58 BST 2010

Version: 0.20.2, r911707

Compiled: Fri Feb 19 08:07:34 UTC 2010 by chrisdo **Upgrades:** There are no upgrades in progress.

Browse the filesystem Namenode Logs

Cluster Summary

8010 files and directories, 5786 blocks = 13796 total. Heap Size is 12.38 MB / 739.56 MB (1%)

Configured Capacity : 1.35 TB **DFS Used** 293.87 GB Non DFS Used : 101.11 GB DFS Remaining : 988.32 GB DFS Used% 21.24 % DFS Remaining% 71.45 % Live Nodes 21 **Dead Nodes** 0

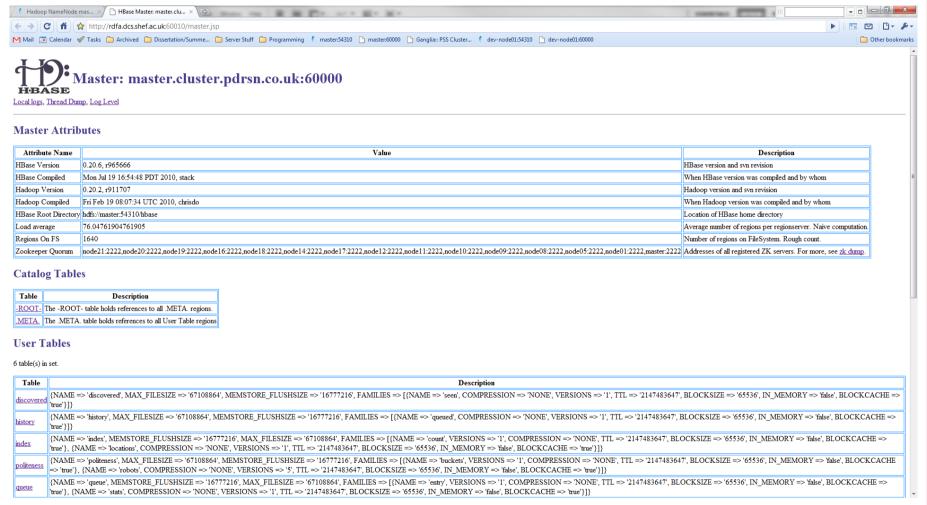
NameNode Storage:

Storage Directory	Туре	State
/hadoop-name	IMAGE_AND_EDITS	Active

Hadoop, 2010.

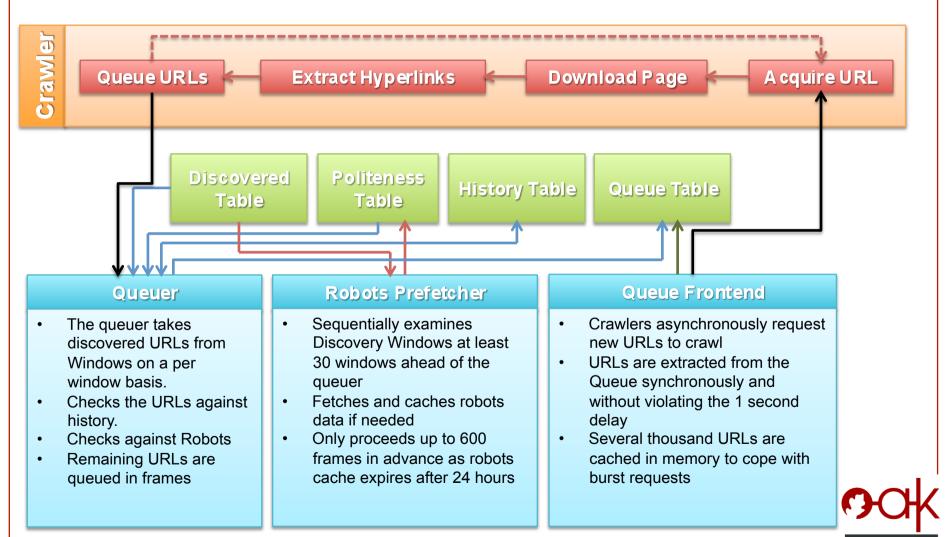
Node	Last Contact	Admin State	Configured Capacity (GB)	Used (GB)	Non DFS Used (GB)	Remaining (GB)	Used (%)	Used (%)	Remaining (%)	Blocks
node01	0	In Service	72.5	16.3	5.16	51.04	22.49		70.4	785
node02	0	In Service	73.21	14.86	5.09	53.26	20.3		72.74	900
node04	0	In Service	71.44	14.86	5.11	51.47	20.8		72.05	780
node05	2	In Service	72.5	14.85	5.18	52.46	20.49		72.36	836
node06	1	In Service	73.21	15.56	5.08	52.57	21.25		71.8	801
node07	2	In Service	4.39	2.42	1.62	0.35	55.07		8	148
node08	0	In Service	72.5	15.41	5.14	51.96	21.25		71.66	791
node09	0	In Service	72.5	15.1	5.09	52.31	20.82		72.15	879
node10	1	In Service	72.5	14.37	5.08	53.05	19.82		73.17	759
node11	0	In Service	70.73	15.05	4.96	50.71	21.28		71.7	813
node12	1	In Service	70.73	15.21	5.01	50.5	21.51		71.4	857
node13	0	In Service	73.21	14.65	5.07	53.49	20.02		73.07	769
node14	1	In Service	72.5	14.9	5.12	52.48	20.56		72.38	876
node15	1	In Service	8.17	6.02	1.82	0.33	73.71		3.99	342
node16	2	In Service	70.73	14.88	5.07	50.77	21.04		71.79	741
node17	0	In Service	72.85	15.56	5.17	52.12	21.36		71.55	812
node18	1	In Service	72.5	16.13	5.14	51.24	22.24		70.67	888
node19	2	In Service	71.79	14.83	5.17	51.78	20.66		72.13	907
node20	2	In Service	71.08	16.12	5.11	49.85	22.68		70.14	886
node21	1	In Service	71.08	14.96	5. 1 5	50.97	21.04		71.72	893
node22	0	In Service	73.21	15.02	5.07	53.13	20.51		72.57	933







Crawling: Implementation



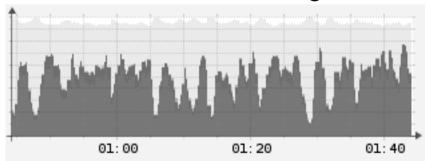
PSS – Person Search System

Simples...

- Lots (too much) to potentially talk about
- Most importantly:
 - Scalability is always a major problem
 - Constant (or at least not exponential) complexity of operations
 - Especially duplication checking
 - Politeness
 - It is easy to annoy a lot of people (we got 2 complaints, so far...)
 - Especially as small sites pay for bandwidth
 - Bottlenecks always shift, you <u>cannot</u> eliminate them!
 - Strange patterns occur even when running well
 - Ripple effect

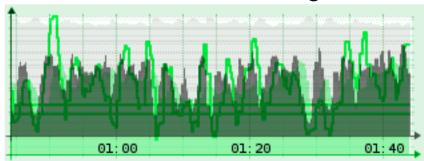


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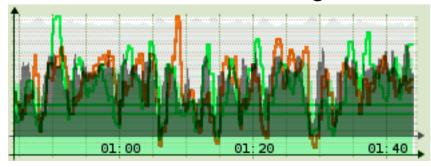


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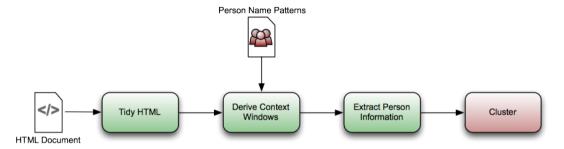




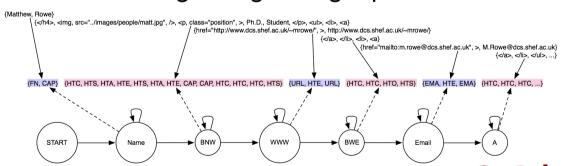
Indexing

- Indexing is carried out as part of the crawling process
 - Once a page is downloaded it is scanned
 - Each word is identified (<u>not</u> using RegExs)
 - Locations of Pronouns (words starting with a capital letter) are recorded
 - Each page ends up with a list of Pronouns which Resolve to their original position in the Page
 - HashMap<String,HashSet<Integer>>
 - The Index table is then updated
 - Each Pronoun has it's own row
 - Each URL has a column
 - The value at the coordinates (row,column) represents a list of locations stored as sequential 32-bit integers
- For clustering later it would be useful to cache pages, unfortunately this requires lots of disk space...

Information Extraction



- Extracts person information (i.e., relation extraction)
 - Pages to extract from identified by index
 - Spot occurrences <first_name> <last_name>
 - Content Windows derived using name patterns
 - Use HMMs to extract information regarding a single person
 - Name
 - Email
 - Website
 - Location





Clustering

- Goal =
 - Query index using:<first name> <last name>
 - Returns set of documents: contains different namesakes
 - Group documents into separate clusters, where
 - One cluster contains documents referring to one namesake
- Tested 3 methods for clustering
 - DBScan (measures density outliers)
 - Xmeans (extension of k-means: estimates k)
 - Agglomerative Hierarchical Clustering (singleton cluster merging)
- Feature vector composition
 - Bag-of-words model for each document (from extracted features)
 - Features weighted based on TF/IDF scores
- Tuning: Web People Search Evaluation (WEPS) 07 training split
 - Choosing maximum params based on F0.5(purity,inverse_purity)
- Testing: WEPS07 and WEPS09 test splits
 - Measured: purity, inverse purity, Bcubed Precision, Bcubed Recall, F0.2 (prec, rec), F0.5(prec, rec), F0.5(pur,inv_pur)



Clustering

		Purity	Inverse Purity	B3 Precision	B3 Recall	F02	F05	F05(P,IP)
weps07	DBScan (m=1, e=0.9)	0.476	0.759	0.494	0.748	0.620	0.550	0.500
	Xmeans	0.929	0.263	0.897	0.155	0.171	0.214	0.528
	Agglomerative (t=0.1)	0.692	0.428	0.657	0.345	0.321	0.367	0.556
weps09	DBScan (m=1, e=0.9)	0.263	0.693	0.408	0.679	0.544	0.466	0.284
	Xmeans	0.927	0.436	0.919	0.276	0.304	0.366	0.677
	Agglomerative (t=0.1)	0.476	0.553	0.530	0.444	0.396	0.391	0.438

- With respect to SoA systems using same datasets
 - WEPS07
 - Agglo ranks 12th out of 16 Entries for F0.5(P,IP)
 - Xmeans ranks 1st out of 16 Entries for Purity
 - WEPS09
 - Xmeans ranks 1st out of 16 Entries for Purity
 - Xmeans ranks 12th out of 22 Entries for F0.5(P,IP)



per.sn

Query:

Enter a name in the format first last: simon tucker Search

☐ Ignore cache

Results

Note: This result was retrived from the cache

Cluster 1

- http://www.iuiconf.org/pastiui/09program.html
- http://www.informatik.uni-trier.de/%7Eley/db/conf/naacl/naacl2007.html
- http://www.informatik.uni-trier.de/%7Elev/db/indices/a-tree/m/Moore:Johanna D=.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/m/Moore:Johanna D=.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/c/Carletta:Jean.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/c/Carletta:Jean.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/h/Hsueh:Pei=yun.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/h/Hsueh:Pei=yun.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/w/Wellner:Pierre.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/w/Wellner:Pierre.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/r/Renals:Steve.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/r/Renals:Steve.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/t/Tucker:Simon.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/t/Tucker:Simon.html
- http://www.informatik.uni-trier.de/%7Eley/db/conf/mlmi/mlmi2008.html
- http://oak.dcs.shef.ac.uk/people/
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/m/Murray:Gabriel.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/m/Murray:Gabriel.html
- http://www.informatik.uni-trier.de/%7Eley/db/conf/mlmi/mlmi2004.html
- http://www.informatik.uni-trier.de/%7Eley/db/conf/mlmi/mlmi2005.html
- http://videolectures.net/mlmi04ch_martigny/
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/k/Kilgour:Jonathan.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/k/Kilgour:Jonathan.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/f/Flynn:Mike.html
- http://www.informatik.uni-trier.de/%7Eley/db/indices/a-tree/f/Flynn:Mike.html
- http://www.idiap.ch/events/workshop-mlmi04

Associated People

, Andreas Pleuss, Robert Farrell, Shlomo Argamon, Anja Belz, John S., Kofi Boakye, Aria Haghighi, Alfred Dielmann, Mari Ostendorf, Stephen Isard, Edward Loper, Ye-Yi Wang, Xavier Anguera, E., Brian Lathrop, Nicolas Moënne-Loccoz, .O. Box, Mike Hochberg, Joe Mattis, Kenneth Ward, Sameer Pradhan, Jose San, .J. Watson, Michael Voit, D. A., Stefan Sauer, Tracy Hammond, Stanley Peters, Ilana Bromberg, Ben J., Lucian Galescu, Liang Zhou, Chuck Wooters,, Gabriel Murray,, Robert Moore, Daniel Jurafsky, Laura Smith, Katherine Forbes-Riley, Mary Shaw, Angel Puerta, Irene Kimbara, Lukas Burget, Jean, Barry Schiffman, Stephen Perona, Emilia Stoica, Iain Mccowan, Karl Gyllstrom, Frank Shipman, Martin Karafiát, Vivek Kumar, Jon Oberlander, Giuseppe Attardi, Jamie Callan, Simone Stumpf, Steve Renals,, Melissa Kronenthal, Gregoire Burel, Antonio Sanfilippo, James Allan, Ulrich

Conclusions

- Crawling
 - Scalability: hard to scale linearly
 - Politeness: increased speed inhibits politeness
- Information Extraction
 - Limited by supervised training
 - Semi-supervision could increase features collected
- Clustering
 - Performance is too low
 - Xmeans: inverse purity is too low
 - Produces insufficient cluster numbers (low k)
 - Agglomerative: purity is too low
 - Produces too many clusters (high k)



Future Work

- Information Extraction
 - Retrain HMMs using induced observation patterns
 - Boost coverage over URLs
- Clustering
 - Increase features used:
 - Additional person attributes
 - From WEPS Attribute Extraction Challenge
 - Pronouns
 - 2 phase clustering:
 - Apply Xmeans followed by Agglomerative
 - Split initial high purity clusters to boost recall



Questions?

