Seek and Ye shall Find

The continuum of computer “intelligence”

COS 116: 2/21/2008

Sanjeev Arora

Recap: Binary Representation

Powers of 2

2^0	2^1	2^2	2^3	2^4	2^5	2^6	2^7	2^8	2^9	2^{10}
1	2	4	8	16	32	64	128	256	512	1024

$2^{10} = 1024 \approx 10^3$

Fact: Every integer can be *uniquely* represented as a sum of powers of 2.

Ex: $25 = 16 + 8 + 1$

$= 1 \times 2^4 + 1 \times 2^3 + 0 \times 2^2 + 0 \times 2^1 + 1 \times 2^0$

$[25]_2 = 11001$

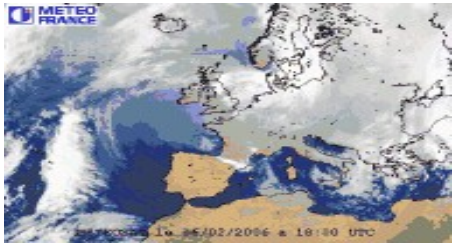
Misconceptions about Computers

Just a calculator on steroids

Just maintains large amount of data

Just does what the programmer tells it

Weather Forecast



Airline Reservation System

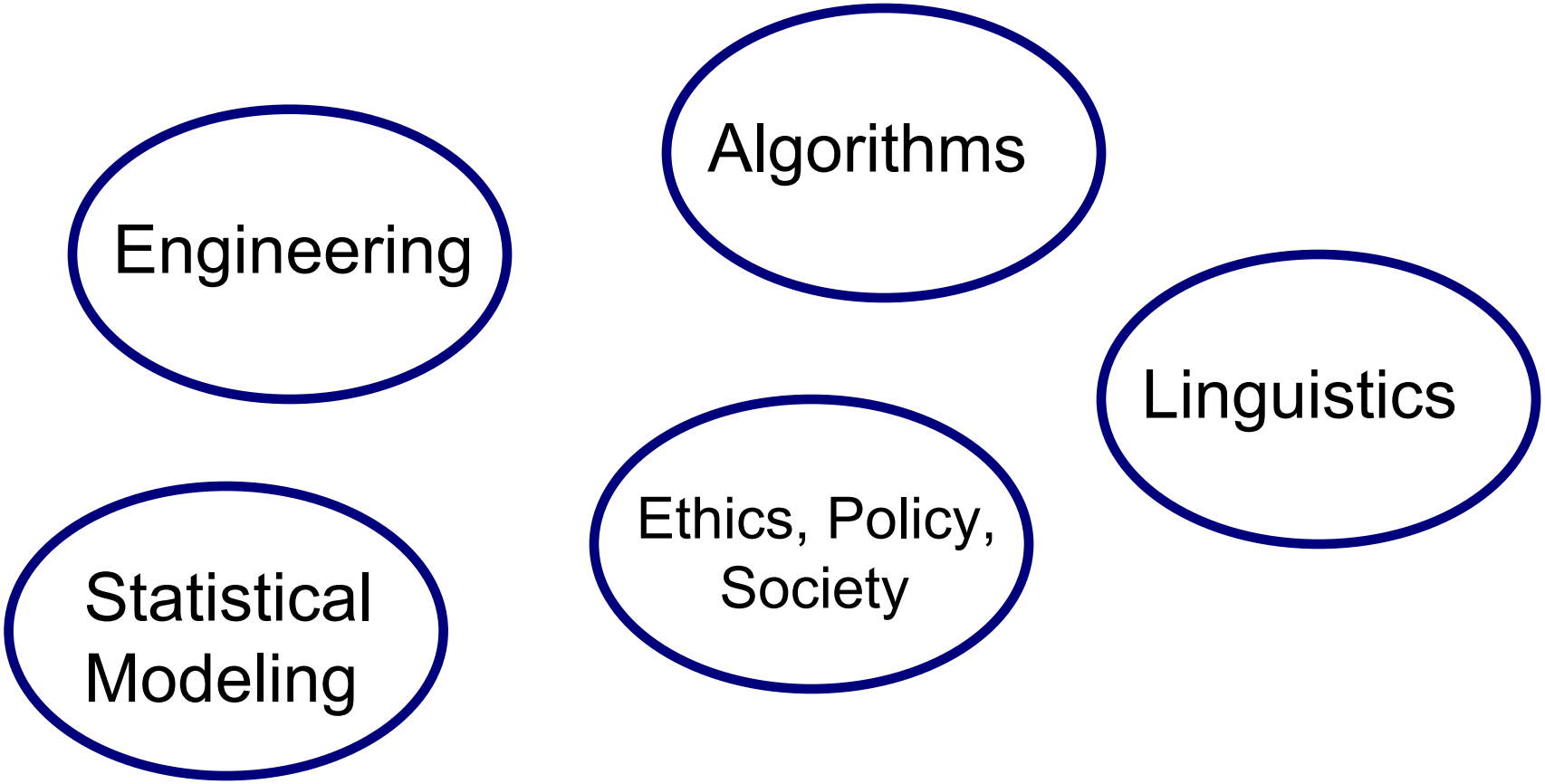
Yes, but …

Various meanings of 

- Look up “Shirley Tilghman” in online phonebook.
- In consumer database, find “credit-worthy” consumers.
- Find web pages relevant to “computer music.”
- Among all cell phone conversations originating in Country X, identify suspicious ones.
- Search all religion and philosophy books of the world for meaning of life.

“Data Mining” “Web Search”

These are major scientific problems with many components



Discussion Time

How do you solve this task:

Sorted array of n numbers, find if it contains 58780

Binary search! First thing to check: “Is A[n/2] <58780”?
(Whatever the answer, you halve the range.)

Question: What if the array of numbers is not sorted??

Looking up “Shirley Tilghman” in Electronic Phonebook

- **ASCII:** Agreed-upon convention for representing letters with numbers
- Example:

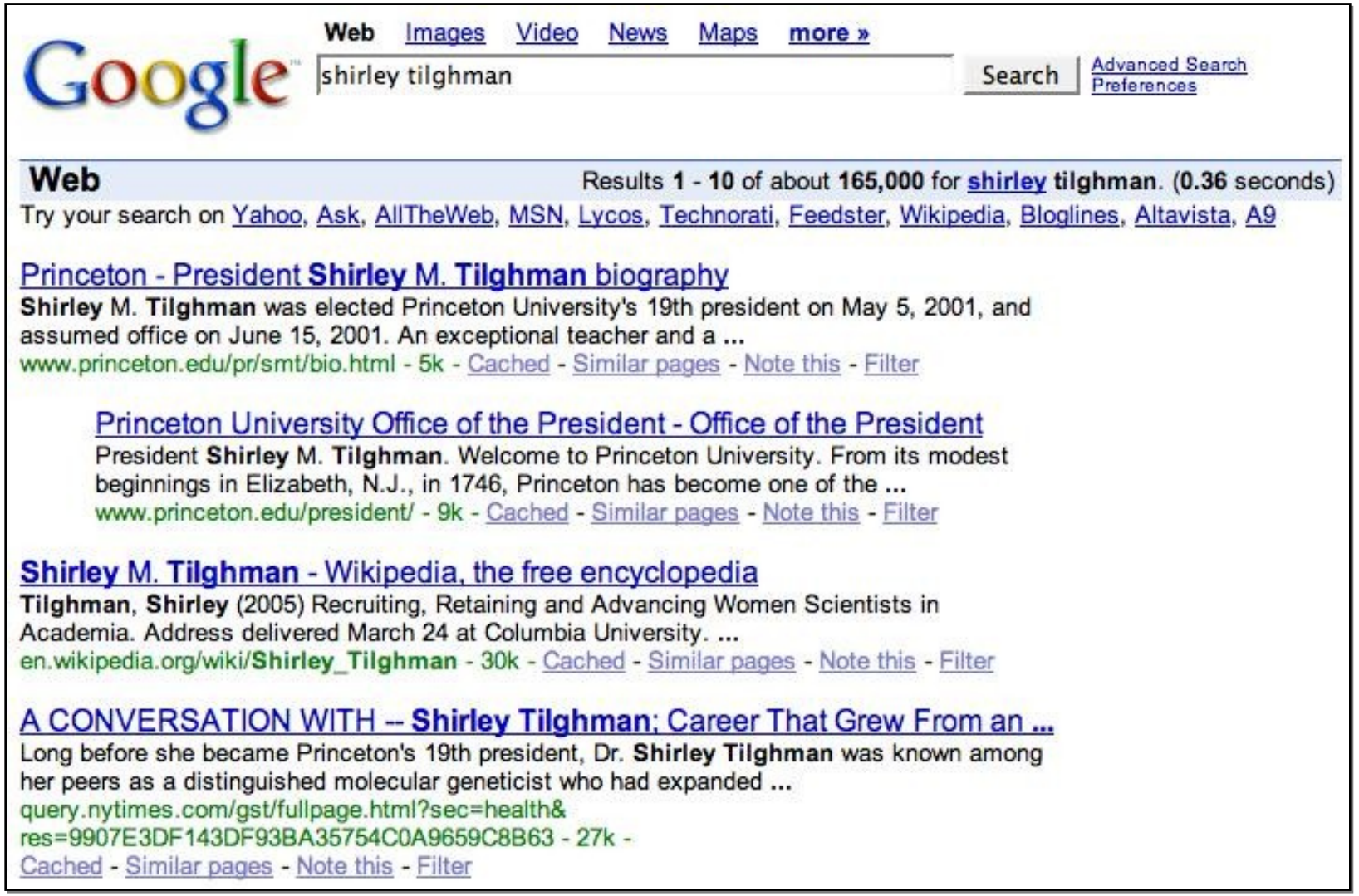
Ideas??

T	i	l	g	h	m	a	n	,	2	5	8	-	6	1	0	0
84	105	108	103	104	109	97	110	44	50	53	56	45	54	49	48	48

- Sorted Phonebook
  = sorted array of numbers
- Use binary search (prev. slide)

33 !	65 A	97 a
34 "	66 B	98 b
35 #	67 C	99 c
36 $	68 D	100 d
37 %	69 E	101 e
38 &	70 F	102 f
39 '	71 G	103 g
40 (	72 H	104 h
41)	73 I	105 i
42 *	74 J	106 j
43 +	75 K	107 k
44 ,	76 L	108 l
45 -	77 M	109 m
46 .	78 N	110 n
47 /	79 O	111 o
48 0	80 P	112 p
49 1	81 Q	113 q
50 2	82 R	114 r
51 3	83 S	115 s
52 4	84 T	116 t
53 5	85 U	117 u
54 6	86 V	118 v
55 7	87 W	119 w
56 8	88 X	120 x
57 9	89 Y	121 y
58 :	90 Z	122 z
59 ;	91 [	123 {
60 <	92 \	124 |
61 =	93]	125 }
62 >	94 ^	126 ~
63 ?	95 _	127 ▯
64 @	96 `	128 €

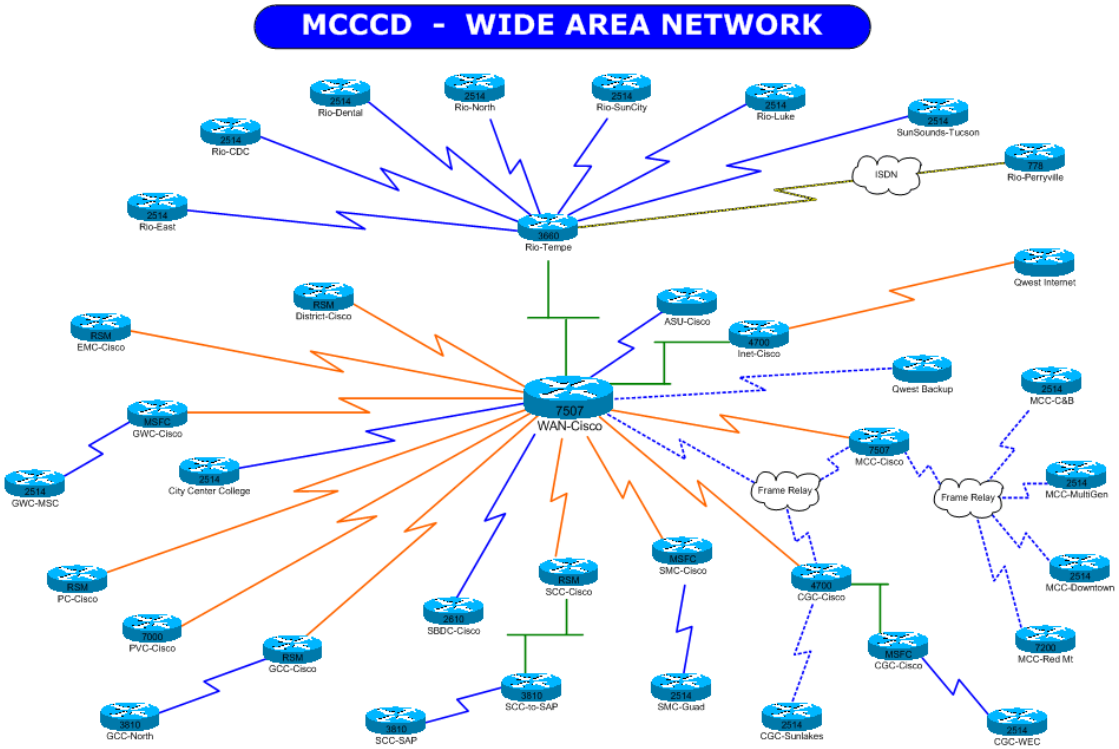
Rest of the lecture: Web Search

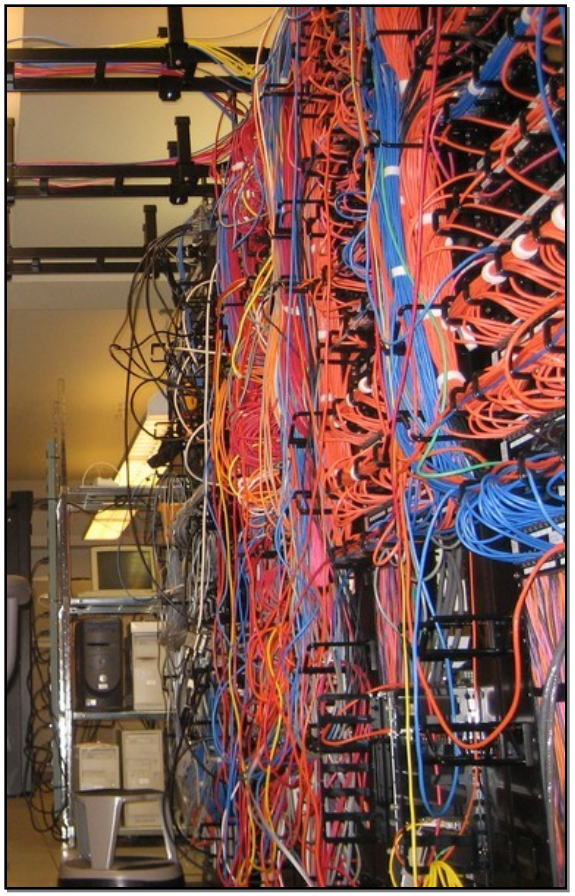


Future lecture: Internet

(physical infrastructure underlying Web)

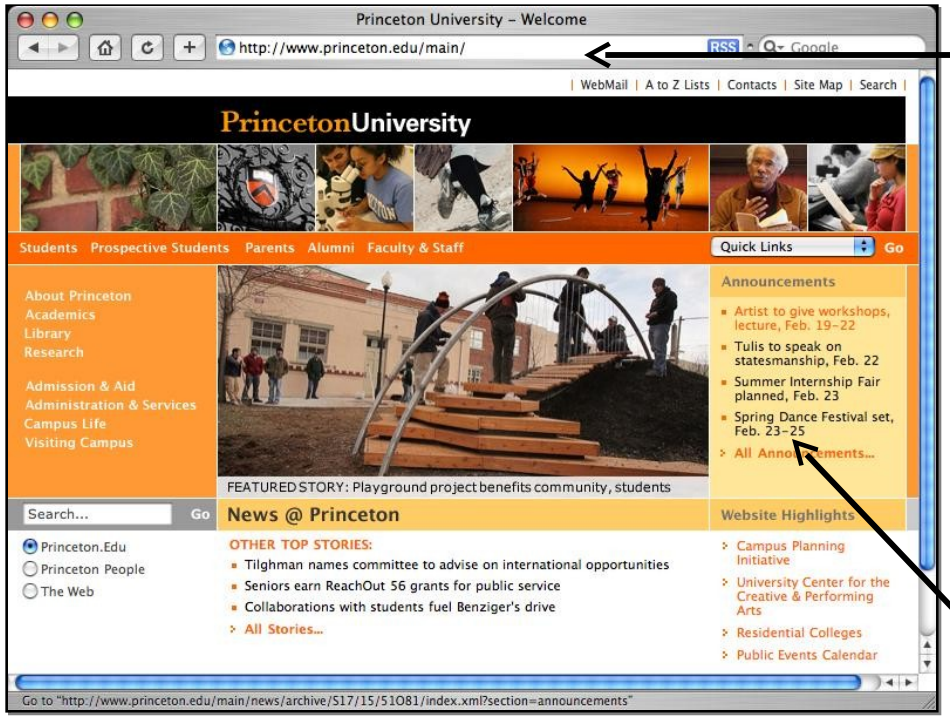
Routers, gateways, DNS, ...
(any computer can send a
msg to any other)





What is World Wide Web?

Files residing on “servers” that are connected to internet.

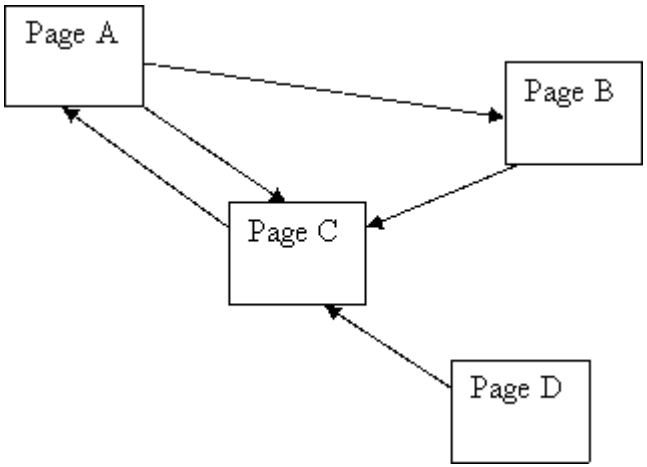


URL (uniform resource locator); basically an “address”

A file “index.html” in “public_html” directory on some server belonging to PU.

“hyperlinks”: URL of other files;could be on another server.

Logical Structure of the Web



"Directed graph"

"edges" = link from one node to another

- **Important:** This logical structure is created by independent actions of 100s of millions of users

1st step for search engines: create snapshot of the web

- **Webcrawler: "**browser on autopilot"

- Maintains array of web pages it has seen
- 2 types of pages: "visited", "fully explored"
- Do forever

```
{
  Pick any webpage marked "visited" from array.
  Mark it "fully explored."
  Open all its linked pages in browser.
  Save them in array and mark them "visited."
}
```

Better: just the pages not "fully explored" yet.

First Web Crawler

From: bp@cs.washington.edu (Brian Pinkerton)
Newsgroups: comp.infosystems.announce
Subject: The WebCrawler Index: A content-based Web index
Date: 11 June 1994 21:33:42 GMT
Organization: University of Washington

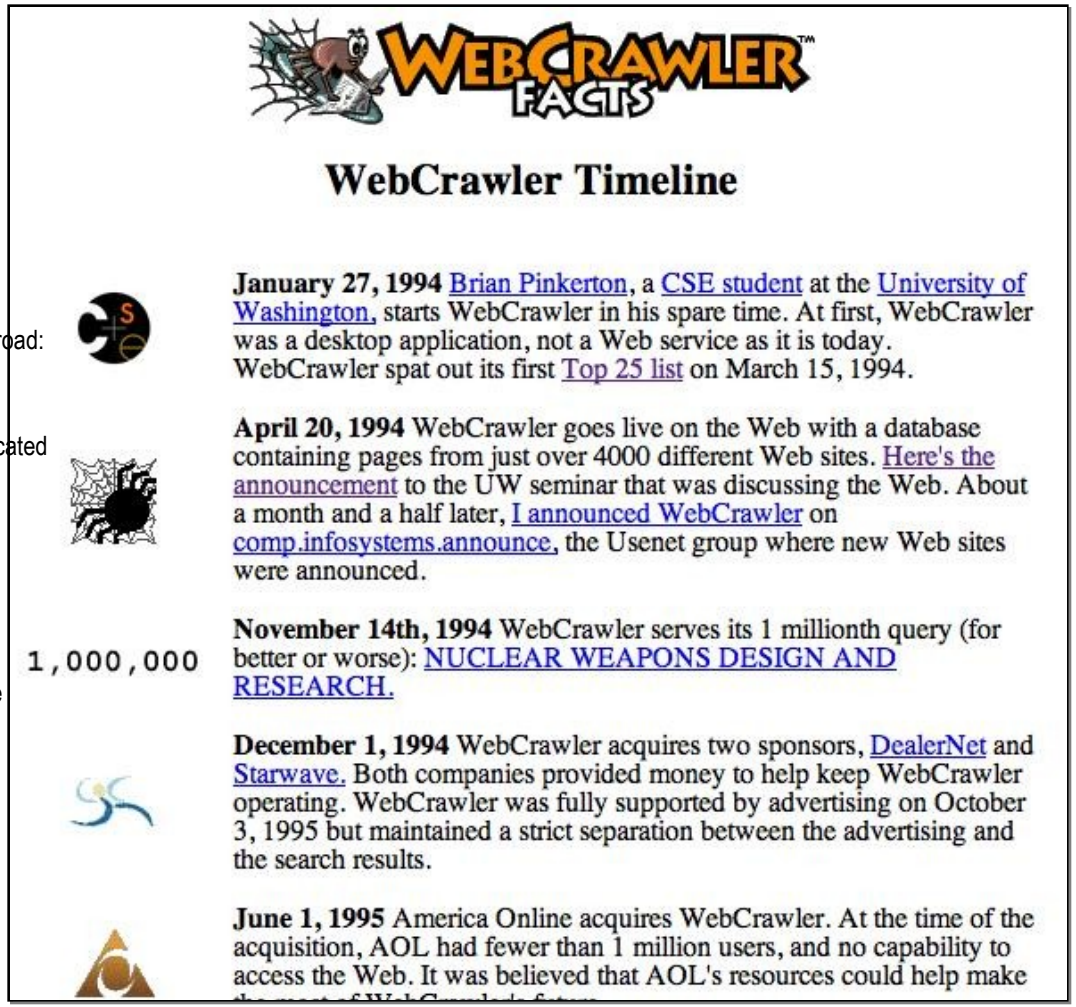
The WebCrawler Index is now available for searching! The index is broad: it contains information from as many different servers as possible. It's a great tool for locating several different starting points for exploring by hand. The current index is based on the contents of documents located on nearly 4000 servers, world-wide.

Check it out at:

http://www.biotech.washington.edu/WebCrawler/WebQuery.html

Other information is available from there, including a description of the WebCrawler (the robot itself), and a list of the 25 most frequently referenced sites on the Web.

Brian Pinkerton
Dept of Computer Science and Engineering
University of Washington



[http://thinkpink.com/bp/WebCrawler/History.html]

Still Feasible Today?

- About 15 billion web pages today (could be off by 2x).
- Say 10 kb (10,000 bytes) of data per page
- 15 X 10^{13} bytes to store the web
- ≈ 150, 000 Gb
- ≈ 500 hard disks
- ≈ \$50,000 in '07

Searching for “computer music”

Ideas?

- Identify all pages that contain “computer music”.
- Sort according to number of occurrences of “computer music” in the page.
- Human staff computes answers to all possible questions.

Some pitfalls

- “Spamming” by unscrupulous websites
- Synonymy (car, auto, vehicle …)
- Polysemy (jaguar: car or cat?)

Solution

IBM's CLEVER – 1996

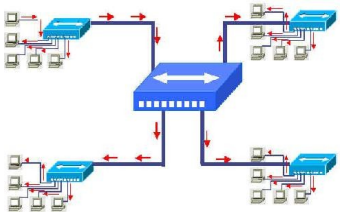
Google's PAGERANK – 1997

Take advantage of the link structure of the web

Web link confers "approval"

CLEVER

Authorities: Sites that are viewed "with respect" by many
- New York Times
- International Computer Music Association



Hubs: Clearinghouses of information
- "My favorite computer music links"

Typically Authorities point to hubs and hubs point to authorities

Circular Definition?

Circular Definition – *see* Definition, Circular

Breaking Circularity

- Iterative algorithm
- Start with
  - Pages containing “Computer music”
  - All pages they point to
- At every step each page has:
  - “Hub Score”
  - “Authority Score”

  } Initially all 1

Score Calculation

- Do forever

{

Next Hub Score for page ⇦ Sum of current Authority Scores of pages that link to it.

Next Authority Score for page ⇦ Sum of current Hub Scores of pages that link to it.

}

Fact The scores converge.

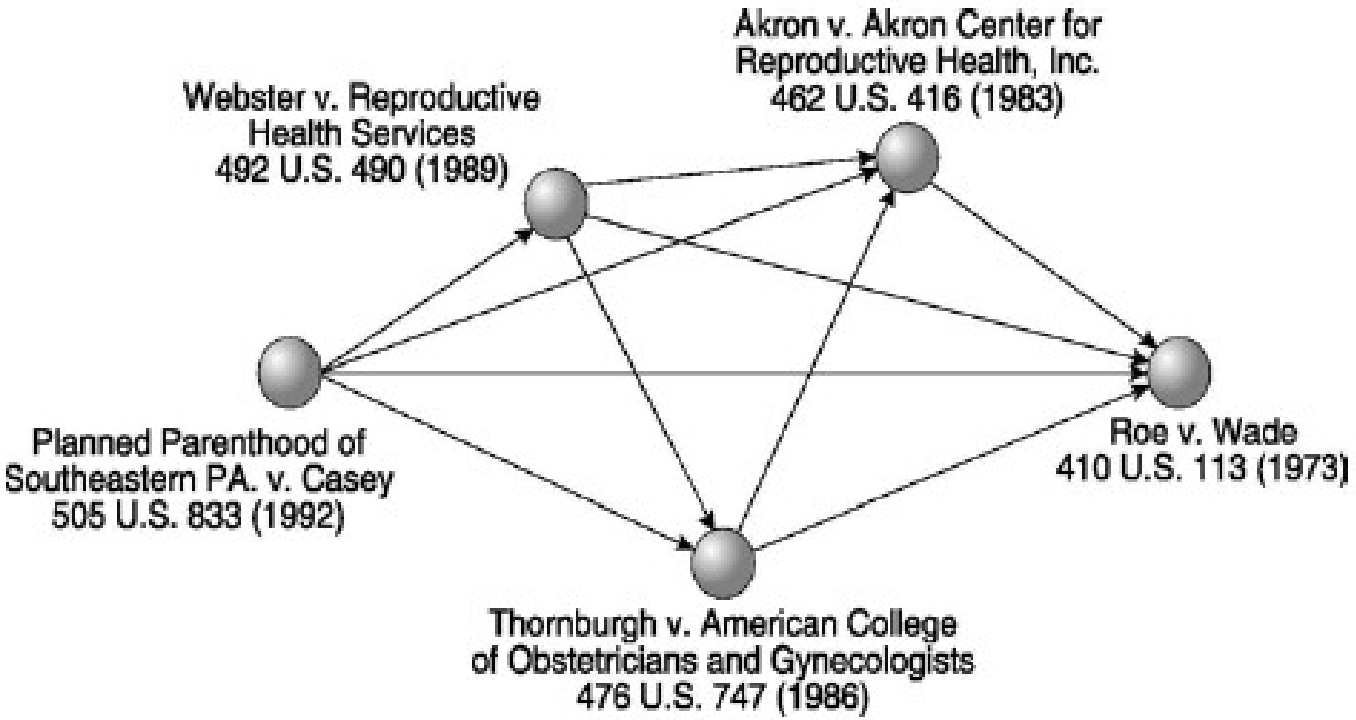
(Proof uses Linear Algebra, Eigenvalues)

The Economist

Computer models and jurisprudence
Aug 25th 2005

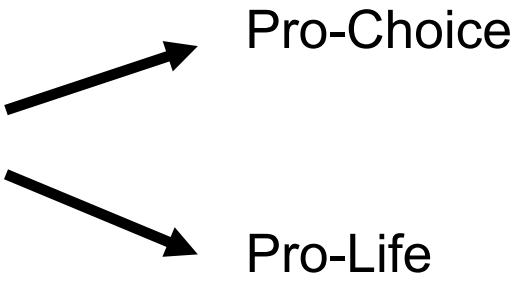
[Fowler and Jeon, ’05]

FIGURE 1. Network of Selected Landmark Abortion Decisions



- By product of CLEVER algorithm– it reveals clusters

Example: "Abortion"



- Data Mining – Process of finding answers that are not in the data and must be inferred.

Example: "How is a person who shops at Whole Foods & REI likely to vote?"

Concerns

From **users**:

- Privacy
- Privacy
- Privacy

From **Computer scientists**:

- Formalize privacy
- How to safeguard privacy
  while allowing legitimate computations

NEWS | ALUMNI

Former Tigers reach finals of $1 million Netflix competition

By ILYA SABNANI
STAFF WRITER
Published: Monday, February 18th, 2008

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Three friends from the Class of 2007 reached the finals of the Netflix Challenge, a competition held by the internet DVD rental service with the goal of improving its method of predicting customer movie preferences.

Team leader David Weiss '07 and teammates Lester Mackey '07 and David Lin '07 won the "progress prize," an honor that came with a cash prize of $50,000.

"Netflix Prize seeks to substantially improve the accuracy of predictions about how much someone is going to love a movie based on their movie preferences" (top prize: $1M)

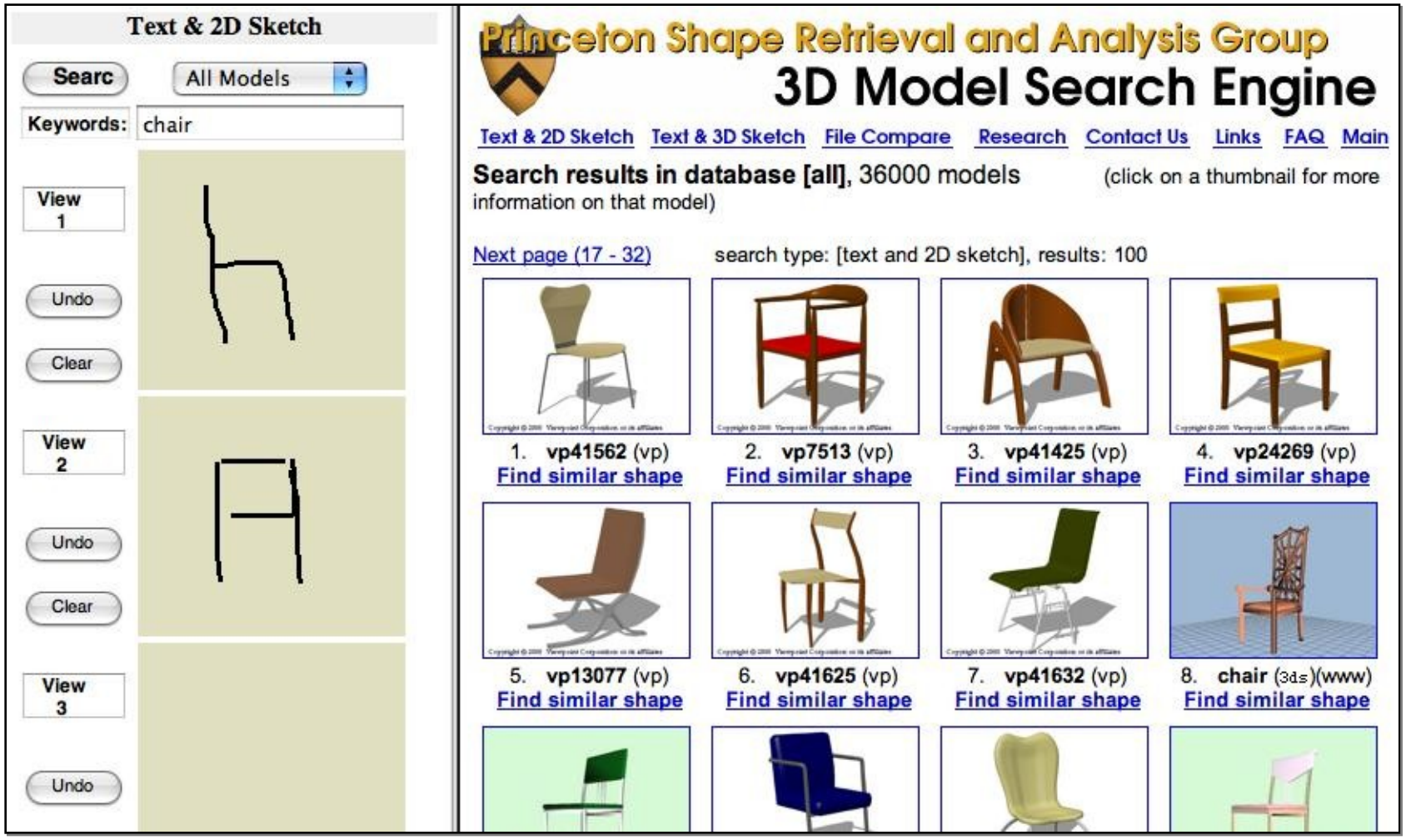
Trends in web search

Algorithms to “guess” what user generating the query had in mind (using AI, Psychology, User History, News tracking).

Seamless integration with e-commerce, and click-based revenue harvesting (interesting meeting point of economics and computer science)

“Semantic web”: Allow users to attach “meaning” to web-based documents; allowing search engines to make sense of them.

Shape of things to come:



[http://shape.cs.princeton.edu/search.html]

Next Time…

Digital Audio / Music