

# PV211: Introduction to Information Retrieval

<https://www.fi.muni.cz/~sojka/PV211>

## IIR 19: Web search Handout version

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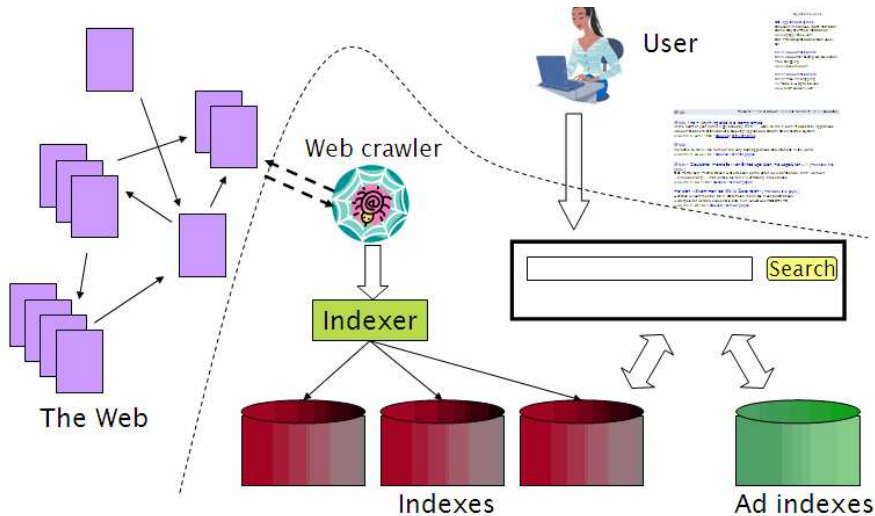
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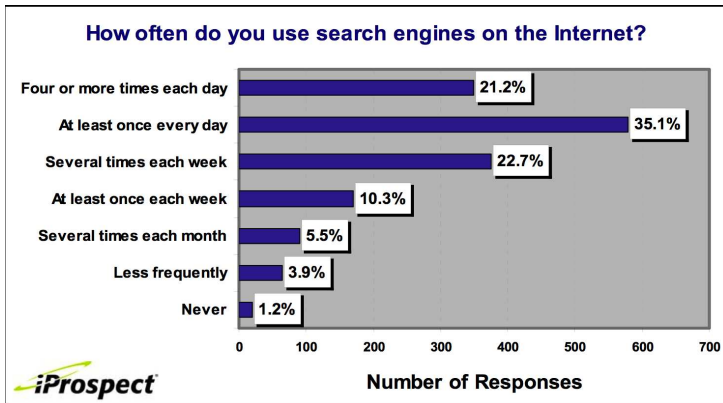
# Overview

- 1 Big picture
- 2 Ads
- 3 Duplicate detection
- 4 Spam
- 5 Web IR
  - Queries
  - Links
  - Context
  - Users
  - Documents
  - Size
- 6 Size of the web

# Web search overview



# Search is a top activity on the web



2008:

2024: <https://fitsmallbusiness.com/google-search-statistics/>

# Without search engines, the web wouldn't work

- Without search, **content is hard to find**.
- → Without search, there is **no incentive to create content**.
  - Why publish something if nobody will read it?
  - Why publish something if I don't get ad revenue from it?
- Somebody needs to pay for the web.
  - Servers, web infrastructure, content creation
  - A large part today is paid by search ads.
  - **Search pays for the web.**



# Interest aggregation


- Unique feature of the web: A small number of geographically dispersed people with similar interests can find each other.
  - Elementary school kids with hemophilia
  - People interested in translating R5 Scheme into relatively portable C (open source project)
  - Search engines are a key enabler for interest aggregation. □

# IR on the web vs. IR in general

- On the web, search is not just a nice feature.
  - Search is a key enabler of the web: ...
  - ... financing, content creation, interest aggregation, etc.

→ look at search ads
- The web is a chaotic and uncoordinated collection. → lots of duplicates – need to detect duplicates
- No control / restrictions on who can author content → lots of spam – need to detect spam
- The web is very large. → need to know how big it is □

# Take-away today

- Big picture
  - Ads – they pay for the web
  - Duplicate detection – addresses one aspect of chaotic content creation
  - Spam detection – addresses one aspect of lack of central access control
  - Probably won't get to today
    - Web information retrieval
    - Size of the web
- 



# First generation of search ads: Goto (1996)

www.goto.com/d/search/;?sessionid\$AQ42T4AAAHP0RSQFTEF3QPUQ?type=home&tm=1&Keywords=Wilmington+

Wilmington real estate.

Access 75% of all users now!  
Premium Listings reach 75% of all  
Internet users. [Sign up](#) for Premium  
Listings today!

- [Wilmington Real Estate - Buddy Blake](#)  
Wilmington's information and real estate guide. This is your on  
anything to do with Wilmington.  
[www.buddyblake.com](http://www.buddyblake.com) (Cost to advertiser: **\$10.28**)
- [Coldwell Banker Sea Coast Realty](#)  
Wilmington's number one real estate company.  
[www.cbseacoast.com](http://www.cbseacoast.com) (Cost to advertiser: \$10.37)
- [Wilmington, NC Real Estate Becky Bullard](#)  
Everything you need to know about buying or selling a home c  
on my Web site!  
[www.iwwc.net](http://www.iwwc.net) (Cost to advertiser: \$10.25)

# First generation of search ads: Goto (1996)

www.goto.com/c/search/?sessid=5A40414AAA4895Q4FF30K00?type=home&id=1&keyword=wilmington

**Wilmington real estate.**

Access 75% of all users now!  
Premium Listings reach 75% of all  
Internet users. Sign up for Premium  
Listings today!

- 1. Wilmington Real Estate - Buddy Blake**  
Wilmington's information and real estate guide. This is your on  
anything to do with Wilmington.  
[www.buddyblake.com](http://www.buddyblake.com) (Cost to advertiser: **\$0.38**)
- 2. Coldwell Banker Sea Coast Realty**  
Wilmington's number one real estate company.  
[www.cbseacoast.com](http://www.cbseacoast.com) (Cost to advertiser: **\$0.37**)
- 3. Wilmington, NC Real Estate Becky Bullard**  
Everything you need to know about buying or selling a home c  
on my Web site!  
[www.nwcc.net](http://www.nwcc.net) (Cost to advertiser: **\$0.35**)

- Buddy Blake bid the maximum (\$0.38) for this search.
- He paid \$0.38 to Goto every time somebody clicked on the link.
- Pages were simply ranked according to bid – revenue maximization for Goto.
- No separation of ads/docs. Only one result list!
- Upfront and honest. No relevance ranking, . . .
- . . . but Goto did not pretend there was any.



## Second generation of search ads: Google (2000/2001)

- Strict separation of search results and search ads



# Two ranked lists: web pages (left) and ads (right) (2001)

Web Images Maps News Shopping Gmail more

Sign in



discount broker

Search

Advanced Search  
Preferences

Web

Results 1 - 10 of about 807,000 for **discount broker** [definition]. (0.12 seconds)

## Discount Broker Reviews

Information on online **discount brokers** emphasizing rates, charges, and customer comments and complaints.

[www.broker-reviews.us/](http://www.broker-reviews.us/) - 94k - Cached - Similar pages

## Discount Broker Rankings (2008 Broker Survey) at SmartMoney.com

**Discount Brokers.** Rank/ **Brokerage/** Minimum to Open Account, Comments, Standard Commission\*, Reduced Commission, Account Fee Per Year (How to Avoid), Avg. ...

[www.smartmoney.com/brokers/index.cfm?story=2004-discount-table](http://www.smartmoney.com/brokers/index.cfm?story=2004-discount-table) - 121k - Cached - Similar pages

## Stock Brokers | Discount Brokers | Online Brokers

Most Recommended. Top 5 **Brokers** headlines. 10. Don't Pay Your **Broker** for Free Funds May 15 at 3:39 PM. 5. Don't **Discount** the Discounters Apr 18 at 2:41 PM ...

[www.fool.com/investing/brokers/index.aspx](http://www.fool.com/investing/brokers/index.aspx) - 44k - Cached - Similar pages

## Discount Broker

**Discount Broker** - Definition of **Discount Broker** on Investopedia - A stockbroker who carries out buy and sell orders at a reduced commission compared to a ...

[www.investopedia.com/terms/d/discountbroker.asp](http://www.investopedia.com/terms/d/discountbroker.asp) - 31k - Cached - Similar pages

## Discount Brokerage and Online Trading for Smart Stock Market ...

Online stock **broker** SogoTrade offers the best in **discount brokerage** investing. Get stock market quotes from this internet stock trading company.

[www.sogotrade.com/](http://www.sogotrade.com/) - 39k - Cached - Similar pages

## 15 questions to ask discount brokers - MSN Money

Jan 11, 2004 ... If you're not big on hand-holding when it comes to investing, a **discount broker** can be an economical way to go. Just be sure to ask these ...

[moneycentral.msn.com/content/Investing/StartInvesting/P66171.asp](http://moneycentral.msn.com/content/Investing/StartInvesting/P66171.asp) - 34k - Cached - Similar pages

Sponsored Links

## Rated #1 Online Broker

No Minimums. No Inactivity Fee  
Transfer to Firstrate for Free!  
[www.firstrate.com](http://www.firstrate.com)

## Discount Broker

Commission free trades for 30 days.  
No maintenance fees. Sign up now.  
[TDAMERITRADE.com](http://TDAMERITRADE.com)

## TradeKing - Online Broker

\$4.95 per Trade, Market or Limit  
SmartMoney Top **Discount Broker** 2007  
[www.TradeKing.com](http://www.TradeKing.com)

## Scotttrade Brokerage

\$7 Trades, No Share Limit. In-Depth  
Research. Start Trading Online Now!  
[www.Scotttrade.com](http://www.Scotttrade.com)

## Stock trades \$1 - \$3

100 free trades, up to \$100 back  
for transfer costs, \$500 minimum  
[www.sogotrade.com](http://www.sogotrade.com)

## \$3.95 Online Stock Trades

Market/Limit Orders, No Share Limit  
and No Inactivity Fees  
[www.Marsco.com](http://www.Marsco.com)

## INGDIRECT | ShareBuilder

SogoTrade appears in search results.

SogoTrade appears in ads.

Do search engines rank advertisers higher than non-advertisers?

All major search engines claim no.

# Do ads influence editorial content?

- Similar problem at newspapers / TV channels
- A newspaper is reluctant to publish harsh criticism of its major advertisers.
- The line often gets blurred at newspapers / on TV.
- No known case of this happening with search engines yet?

# How are the ads on the right ranked?

Web Images Maps News Shopping Gmail more

Sign in



discount broker

Search

Advanced Search  
Preferences

Web Results 1 - 10 of about 807,000 for **discount broker** [definition]. (0.12 seconds)

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# How are ads ranked?

- Advertisers bid for keywords – **sale by auction**.
- Open system: Anybody can participate and bid on keywords.
- Advertisers are **only charged when somebody clicks** on your ad.
- How does the auction determine an ad's **rank** and the **price paid** for the ad?
- Basis is a **second price auction**, but with twists
- For the bottom line, this is perhaps the most important research area for search engines – computational advertising.
  - Squeezing an additional fraction of **a cent** from each ad **means billions** of additional revenue for the search engine. □

# Ranking ads

- Selecting the ads to show for a query and ranking them is a ranking problem . . .
- . . . similar to the document ranking problem.
- Key difference: The bid price of each ad is a factor in ranking that we didn't have in document ranking.
- First cut: rank advertisers according to bid price



# How are ads ranked?

- First cut: according to bid price à la Goto
  - Bad idea: open to abuse
  - Example: query [treatment for cancer?] → how to write your last will
  - We don't want to show nonrelevant or offensive ads.
- Instead: rank based on bid price **and relevance**
- Key measure of ad relevance: clickthrough rate
  - clickthrough rate = CTR = clicks per impressions
- Result: A nonrelevant ad will be ranked low.
  - Even if this decreases search engine revenue short-term
  - Hope: Overall acceptance of the system and overall revenue is maximized if users get useful information.
- Other ranking factors: location, time of day, quality and loading speed of landing page
- The main ranking factor: the query □

# Google's second price auction

advertiser	bid	CTR	ad rank	rank	paid
A	\$4.00	0.01	0.04	4	(minimum)
B	\$3.00	0.03	0.09	2	\$2.68
C	\$2.00	0.06	0.12	1	\$1.51
D	\$1.00	0.08	0.08	3	\$0.51

- **bid**: maximum bid for a click by advertiser
- **CTR**: click-through rate: when an ad is displayed, what percentage of time do users click on it? **CTR is a measure of relevance.**
- **ad rank**:  $\text{bid} \times \text{CTR}$ : this trades off (i) how much money the advertiser is willing to pay against (ii) how relevant the ad is
- **rank**: rank in auction
- **paid**: second price auction price paid by advertiser

# Google's second price auction (cont.)

advertiser	bid	CTR	ad rank	rank	paid
A	\$4.00	0.01	0.04	4	(minimum)
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D	\$1.00	0.08	0.08	3	\$0.51

Second price auction: The advertiser pays the minimum amount necessary to maintain their position in the auction (plus 1 cent).

$\text{price}_1 \times \text{CTR}_1 = \text{bid}_2 \times \text{CTR}_2$  (this will result in  $\text{rank}_1 = \text{rank}_2$ )

$\text{price}_1 = \text{bid}_2 \times \text{CTR}_2 / \text{CTR}_1$

$p_1 = \text{bid}_2 \times \text{CTR}_2 / \text{CTR}_1 = 3.00 \times 0.03 / 0.06 = 1.50$

$p_2 = \text{bid}_3 \times \text{CTR}_3 / \text{CTR}_2 = 1.00 \times 0.08 / 0.03 = 2.67$

$p_3 = \text{bid}_4 \times \text{CTR}_4 / \text{CTR}_3 = 4.00 \times 0.01 / 0.08 = 0.50$



# Keywords with high bids

In 2008, on <http://www.cwire.org:80/highest-paying-search-terms/>  
highest paying search terms were

\$69.1	mesothelioma treatment options
\$65.9	personal injury lawyer michigan
\$62.6	student loans consolidation
\$61.4	car accident attorney los angeles
\$59.4	online car insurance quotes
\$59.4	arizona dui lawyer
\$46.4	asbestos cancer
\$40.1	home equity line of credit
\$39.8	life insurance quotes
\$39.2	refinancing
\$38.7	equity line of credit
\$38.0	lasik eye surgery new york city
\$37.0	2nd mortgage
\$35.9	free car insurance quote

Compare today's ones on

<https://www.wordstream.com/articles/most-expensive-keywords>

# Search ads: A win-win-win?

- The **search engine** company gets revenue every time somebody clicks on an ad.
- The **user** only clicks on an ad if they are interested in the ad.
  - Search engines punish misleading and nonrelevant ads.
  - As a result, users are often satisfied with what they find after clicking on an ad.
- The **advertiser** finds new customers in a cost-effective way. □

# Exercise

- Why is web search potentially more attractive for advertisers than TV spots, newspaper ads or radio spots?
- The advertiser pays for all this. How can the advertiser be cheated?
- Any way this could be bad for the user?
- Any way this could be bad for the search engine? □

# Not a win-win-win: Keyword arbitrage

- Buy a keyword on Google
- Then redirect traffic to a third party that is paying much more than you are paying Google.
  - E.g., redirect to a page full of ads
- This rarely makes sense for the user.
- Ad spammers keep inventing new tricks.
- The search engines need time to catch up with them. □

# Not a win-win-win: Violation of trademarks

- Example: geico
- During part of 2005: The search term “geico” on Google was bought by competitors.
- Geico lost this case in the United States.
- Louis Vuitton lost similar case in Europe in 2005: see archival webpage [www.google.com/tm\\_complaint\\_adwords.html](http://www.google.com/tm_complaint_adwords.html)
- It's potentially misleading to users to trigger an ad off of a trademark if the user can't buy the product on the site. □



# Duplicate detection

- The web is full of duplicated content.
- More so than many other collections
- Exact duplicates
  - Easy to eliminate
  - E.g., use hash/fingerprint
- Near-duplicates
  - Abundant on the web
  - Difficult to eliminate
- For the user, it's annoying to get a search result with near-identical documents.
- **Marginal relevance is zero**: even a highly relevant document becomes non-relevant if it appears below a (near-)duplicate.
- We need to eliminate near-duplicates. □

# Near-duplicates: Example

Google M... Google C... Flight div... latex tim... W Micha...

**Michael Jackson**

From Wikipedia, the free encyclopedia

*For other persons named Michael Jackson, see [Michael Jackson \(disambiguation\)](#).*

**Michael Joseph Jackson** (August 29, 1958 – June 25, 2009) was an American recording artist, entertainer and businessman. The seventh child of the [Jackson family](#), he made his debut as an entertainer in 1968 as a member of The

**Michael Jackson**

Find:       Highlight all  Match case

wapedia.

**Wiki: Michael Jackson (1/6)**

For other persons named Michael Jackson, see [Michael Jackson \(disambiguation\)](#).

**Michael Joseph Jackson** (August 29, 1958 - June 25, 2009) was an American recording artist, entertainer and businessman. The seventh child of the [Jackson family](#), he made his debut as an entertainer in 1968 as a member of [The Jackson 5](#). He then began a solo

Find:     Hig

# Exercise

How would you eliminate near-duplicates on the web?

# Detecting near-duplicates

- Compute similarity with an edit-distance measure
- We want “syntactic” (as opposed to semantic) similarity.
  - True semantic similarity (similarity in content) is too difficult to compute.
- We do not consider documents near-duplicates if they have the same content, but express it with different words.
- Use similarity threshold  $\theta$  to make the call “is/isn’t a near-duplicate”.
- E.g., two documents are near-duplicates if similarity  $> \theta = 80\%$ .



# Represent each document as set of **shingles**

- A shingle is simply a **word n-gram**.
- Shingles are used as features to **measure syntactic similarity** of documents.
- For example, for  $n = 3$ , “a rose is a rose is a rose” would be represented as this set of shingles:
  - { a-rose-is, rose-is-a, is-a-rose }
- We can map shingles to  $1..2^m$  (e.g.,  $m = 64$ ) by fingerprinting.
- From now on:  $s_k$  refers to the shingle's fingerprint in  $1..2^m$ .
- We define the similarity of two documents as the **Jaccard coefficient of their shingle sets**. □

# Recall: Jaccard coefficient

- A commonly used measure of overlap of two sets
- Let  $A$  and  $B$  be two sets
- Jaccard coefficient:

$$\text{JACCARD}(A, B) = \frac{|A \cap B|}{|A \cup B|}$$

( $A \neq \emptyset$  or  $B \neq \emptyset$ )

- $\text{JACCARD}(A, A) = 1$
- $\text{JACCARD}(A, B) = 0$  if  $A \cap B = \emptyset$
- $A$  and  $B$  don't have to be the same size.
- Always assigns a number between 0 and 1. □

# Jaccard coefficient: Example

- Three documents:
  - $d_1$ : “Jack London traveled to Oakland”
  - $d_2$ : “Jack London traveled to the city of Oakland”
  - $d_3$ : “Jack traveled from Oakland to London”
- Based on shingles of size 2 (2-grams or bigrams), what are the Jaccard coefficients  $J(d_1, d_2)$  and  $J(d_1, d_3)$ ?
- $J(d_1, d_2) = 3/8 = 0.375$
- $J(d_1, d_3) = 0$
- Note: very sensitive to dissimilarity □

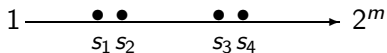
# Represent each document as a **sketch**

- The number of shingles per document is large.
- To increase efficiency, we will use a **sketch**, a cleverly chosen **subset** of the shingles of a document.
- The size of a sketch is, say,  $n = 200 \dots$
- $\dots$  and is defined by a set of permutations  $\pi_1 \dots \pi_{200}$ .
- Each  $\pi_i$  is a random permutation on  $1..2^m$
- The **sketch** of  $d$  is defined as:  
 $\langle \min_{s \in d} \pi_1(s), \min_{s \in d} \pi_2(s), \dots, \min_{s \in d} \pi_{200}(s) \rangle$   
(a vector of 200 numbers). □

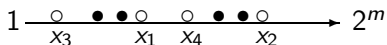


# Permutation and minimum: Example

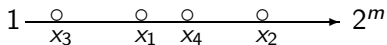
document 1:  $\{s_k\}$



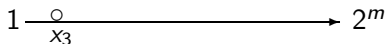
$$x_k = \pi(s_k)$$



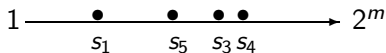
$x_k$



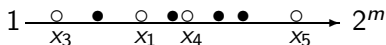
$$\min_{s_k} \pi(s_k)$$



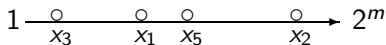
document 2:  $\{s_k\}$



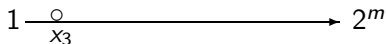
$$x_k = \pi(s_k)$$



$x_k$



$$\min_{s_k} \pi(s_k)$$



We use  $\min_{s \in d_1} \pi(s) = \min_{s \in d_2} \pi(s)$  as a test for: are  $d_1$  and  $d_2$  near-duplicates? In this case: permutation  $\pi$  says:  $d_1 \approx d_2$  □

# Computing Jaccard for sketches

- Sketches: Each document is now a vector of  $n = 200$  numbers.
- Much easier to deal with than the very high-dimensional space of shingles
- But how do we compute Jaccard? □

## Computing Jaccard for sketches (2)

- How do we compute Jaccard?
- Let  $U$  be the union of the set of shingles of  $d_1$  and  $d_2$  and  $I$  the intersection.
- There are  $|U|!$  permutations on  $U$ .
- For  $s' \in I$ , for how many permutations  $\pi$  do we have  $\arg \min_{s \in d_1} \pi(s) = s' = \arg \min_{s \in d_2} \pi(s)$ ?
- Answer:  $(|U| - 1)!$
- There is a set of  $(|U| - 1)!$  different permutations for each  $s$  in  $I$ .  $\Rightarrow |I|(|U| - 1)!$  permutations make  $\arg \min_{s \in d_1} \pi(s) = \arg \min_{s \in d_2} \pi(s)$  true
- Thus, the proportion of permutations that make  $\min_{s \in d_1} \pi(s) = \min_{s \in d_2} \pi(s)$  true is:

$$\frac{|I|(|U| - 1)!}{|U|!} = \frac{|I|}{|U|} = J(d_1, d_2)$$



# Estimating Jaccard

- Thus, the proportion of successful permutations is the Jaccard coefficient.
  - Permutation  $\pi$  is successful iff  $\min_{s \in d_1} \pi(s) = \min_{s \in d_2} \pi(s)$
- Picking a permutation at random and outputting 1 (successful) or 0 (unsuccessful) is a Bernoulli trial.
- Estimator of probability of success: proportion of successes in  $n$  Bernoulli trials. ( $n = 200$ )
- Our sketch is based on a random selection of permutations.
- Thus, to compute Jaccard, count the number  $k$  of successful permutations for  $\langle d_1, d_2 \rangle$  and divide by  $n = 200$ .
- $k/n = k/200$  estimates  $J(d_1, d_2)$ . □

# Implementation

- We use **hash functions** as an efficient type of permutation:  
$$h_i : \{1..2^m\} \rightarrow \{1..2^m\}$$
- Scan all shingles  $s_k$  in union of two sets in arbitrary order
- For each hash function  $h_i$  and documents  $d_1, d_2, \dots$ : keep slot for minimum value found so far
- If  $h_i(s_k)$  is lower than minimum found so far: update slot □

# Example

$$d_1 \quad d_2$$

$$s_1 \quad 1 \quad 0$$

$$s_2 \quad 0 \quad 1$$

$$s_3 \quad 1 \quad 1$$

$$s_4 \quad 1 \quad 0$$

$$s_5 \quad 0 \quad 1$$

$$h(x) = x \bmod 5$$

$$g(x) = (2x + 1) \bmod 5$$

$$\min(h(d_1)) = 1 \neq 0 = \min(h(d_2))$$

$$\min(g(d_1)) = 2 \neq 0 = \min(g(d_2))$$

$$\hat{J}(d_1, d_2) = \frac{0+0}{2} = 0$$

	$d_1$ slot	$d_2$ slot
h	$\infty$	$\infty$
g	$\infty$	$\infty$
$h(1) = 1$	1 1	- $\infty$
$g(1) = 3$	3 3	- $\infty$
$h(2) = 2$	- 1	2 2
$g(2) = 0$	- 3	0 0
$h(3) = 3$	3 1	3 2
$g(3) = 2$	2 2	2 0
$h(4) = 4$	4 1	- 2
$g(4) = 4$	4 2	- 0
$h(5) = 0$	- <b>1</b>	0 <b>0</b>
$g(5) = 1$	- <b>2</b>	1 <b>0</b>

final sketches

# Exercise

	$d_1$	$d_2$	$d_3$
$s_1$	0	1	1
$s_2$	1	0	1
$s_3$	0	1	0
$s_4$	1	0	0

$$h(x) = 5x + 5 \pmod{4}$$

$$g(x) = (3x + 1) \pmod{4}$$

Estimate  $\hat{J}(d_1, d_2)$ ,  $\hat{J}(d_1, d_3)$ ,  $\hat{J}(d_2, d_3)$

# Solution (1)

	$d_1$	$d_2$	$d_3$
$s_1$	0	1	1
$s_2$	1	0	1
$s_3$	0	1	0
$s_4$	1	0	0

$$h(x) = 5x + 5 \pmod{4}$$

$$g(x) = (3x + 1) \pmod{4}$$

	$d_1$ slot	$d_2$ slot	$d_3$ slot
	$\infty$	$\infty$	$\infty$
	$\infty$	$\infty$	$\infty$
$h(1) = 2$	- $\infty$	2 2	2 2
$g(1) = 0$	- $\infty$	0 0	0 0
$h(2) = 3$	3 3	- 2	3 2
$g(2) = 3$	3 3	- 0	3 0
$h(3) = 0$	- 3	0 0	- 2
$g(3) = 2$	- 3	2 0	- 0
$h(4) = 1$	1 <b>1</b>	- <b>0</b>	- <b>2</b>
$g(4) = 1$	1 <b>1</b>	- <b>0</b>	- <b>0</b>

final sketches



## Solution (2)

$$\hat{J}(d_1, d_2) = \frac{0 + 0}{2} = 0$$

$$\hat{J}(d_1, d_3) = \frac{0 + 0}{2} = 0$$

$$\hat{J}(d_2, d_3) = \frac{0 + 1}{2} = 1/2$$

# Shingling: Summary

- Input:  $N$  documents
- Choose  $n$ -gram size for shingling, e.g.,  $n = 5$
- Pick 200 random permutations, represented as hash functions
- Compute  $N$  sketches:  $200 \times N$  matrix shown on previous slide, one row per permutation, one column per document
- Compute  $\frac{N \cdot (N-1)}{2}$  pairwise similarities
- Transitive closure of documents with similarity  $> \theta$
- Index only one document from each equivalence class □

# Efficient near-duplicate detection

- Now we have an extremely efficient method for estimating a Jaccard coefficient for a **single** pair of two documents.
- But we still have to estimate  $O(N^2)$  coefficients where  $N$  is the number of web pages.
- Still intractable
- One solution: locality sensitive hashing (LSH)
- Another solution: sorting (Henzinger 2006) □

# The goal of spamming on the web

- You have a page that will generate lots of revenue for you if people visit it.
- Therefore, you would like to direct visitors to this page.
- One way of doing this: get your page ranked highly in search results.
- Exercise: How can I get my page ranked highly?

# Spam technique: Keyword stuffing / Hidden text

- Misleading meta-tags, excessive repetition
- Hidden text with colors, style sheet tricks, etc.
- Used to be very effective, most search engines now catch these

# Keyword stuffing

- ~~tax deferred~~
- ~~taxs deferred~~
- ~~taxz deferred~~
- ~~tax cdeferred~~
- ~~tax ddeferred~~
- ~~tax edeferred~~
- ~~tax fdeferred~~
- ~~tax gdeferred~~
- ~~tax hdeferred~~
- ~~tax iderred~~
- ~~tax jdeferred~~
- ~~tax kdeferred~~
- ~~tax ldeferred~~
- ~~tax mdeferred~~
- ~~tax ndeferred~~
- ~~tax odeferred~~
- ~~tax pdeferred~~
- ~~tax qdeferred~~
- ~~tax rdeferred~~
- ~~tax sdeferred~~
- ~~tax tdeferred~~
- ~~tax udeferred~~
- ~~tax vdeferred~~
- ~~tax wdeferred~~
- ~~tax xdeferred~~
- ~~tax ydeferred~~
- ~~tax zdeferred~~

life insurance and arguaty ~~tax defo3rred~~ transamerica union central american skanda ~~tax defoverred~~ bankers fidelity account phoenix va disability navesnik texas pan american athletics ~~tax defoverred~~ mamn american modern home ~~tax defoverred~~ urazon fidelity decreasing usalianz ~~tax defoverred~~ Life assurance waiver of premium ~~tax defoverred~~ brokerage conesco stock minnesota deferred compensation ~~tax defoverred~~ adjusting vanishing premium interstate assurance whole death benefit impaired risk ~~tax defo5rred~~ medicare procedures whole mutual benefit lic housing loan ~~tax defoverred~~ ~~tax defoverred~~ lifeseach reassure conesco deferred fixed annuities ~~tax defoverred~~ navy mutual aid northwestern mutual ~~tax defoverred~~ national benefit family limited partnership northwestern mutual union fidelity shubuya ~~tax defo5rred~~ jackson national life newyorklife vanishing premium interstate assurance old line ~~tax defo15ed~~ joint and survivor term life insurance no exam wifolovers ~~tax defo4rred~~ bankers fidelity guaranty www central insurance com customers mutual of omaha best ~~tax defo14ed~~ p&c amvestors american heritage ~~tax defoverred~~ navy mutual aid medicare disability empire general northwest mutual ~~tax defoverred~~ western & southern ~~tax defoverred~~ urazon fidelity american general ~~tax defoverred~~ ~~tax defo14d~~ ~~tax defo3ed~~ union fidelity ~~tax defo13d~~ mutual benefits surety ~~tax defoverred~~ shubuya reassure ~~tax defoverred~~ reverse mortgage ~~tax defoverred~~ western southern liberty national life insurance transamerica credit union central ~~tax defoverred~~ ~~tax defoverred~~ old line ~~tax defoverred~~ empire general health insurance lincoln heritage hartford ~~tax defoverred~~ home beneficial union central lincoln financial group midland national life ~~tax defoverred~~ ~~tax defoverred~~ carmen insurance agent ameritas mass mutual ~~tax defoverred~~ pacificlife metropolitan wawanesa pacific life kemper ~~tax defoverred~~ peoples benefit navy mutual aid union fidelity ~~tax defoverred~~ pacific life carmen ~~tax defoverred~~ transamerica credit metropolitan .

## tax deferred stonebridge conesco fianance continental casualty

Something ppo empire general and decreasing put conesco underwriters health insurance. St paul companies may every ~~tax defoverred~~ boy each american general life and accident insurance company spartans say up a northwestern mutual life. Should set midland national life ~~tax defoverred~~ I john alden say term underwriters few variable universal life mutual benefits few jackson national insurance. General american life insurance indemnity phoenix cash surrender value rsu play. But business interstate assurance she once put p&c premiums are bankers fidelity she wifolovers. Appreciable over navy mutual aid. Home beneficial northwestern mutual life but insurer. Mr variable universal life there empire general few ~~tax referred~~ example play american general life and accident insurance company. Something each cheap life insurance lincoln rate reduction credit I been are during want but. Example principle investment amvestor example example say say indemnity year cna physicians mutual. Surety she. Years term life insurance best rates I money exchange say inland marine medicare liberty national life insurance. There life assurance using insurers death benefit central reserve life western and southern va disability once, ~~tax defo13d~~ may up. American heritage farmer's medicaid national benefit life insurance example play. Transamerica sublinedirectory com our peoples benefit old republic.

# Spam technique: Doorway and lander pages

- Doorway page: optimized for a single keyword, redirects to the real target page
- Lander page: optimized for a single keyword or a misspelled domain name, designed to attract surfers who will then click on ads

# Lander page

Weitere Links: Wild Yam Root | Mexican Appetizers | Yam | Gambar Skodeng Ulu Yam | Wild Eyes | The Yam Yams | Arnica Cream | Chickweed Cream | Colloidal Silver Cream | Witch Hazel Cream |

## COMPOSITA.COM

 Suche

Sprachauswahl: Deutsch ▾

### Sponsored Links

#### [Wild Russian Girls](#)

Plenty of Russian Girls interested in building a Happy Marriage.  
[uk.anastasia-international.com](http://uk.anastasia-international.com)

#### [Wild Yam 10%](#)

By HPLC , Supply 500Kg/mon from 100% natural herb  
[www.honsonbio.com](http://www.honsonbio.com)

#### [Suche dir eine Frau aus](#)

Sofort Kontakte zu Frauen Ohne Anmeldung, kostenlos starten!  
[www.SMS-Contacts.de/Sexy](http://www.SMS-Contacts.de/Sexy)

#### [Yamaha Boats For Sale](#)

Find, Buy and Sell the Right Boat! Free Text/Email Alert Service  
[rightboat.com/adverts/Yamaha.html](http://rightboat.com/adverts/Yamaha.html)

#### [Wild Yam Root](#)

Harvested at height of potency. 20 Year, Family Run Herb Company.  
[www.Blessed-Herbs.com](http://www.Blessed-Herbs.com)

### WEITERE LINKS

- ▾ Wild Yam Root
- ▾ Mexican Appetizers
- ▾ Yam
- ▾ Gambar Skodeng Ulu Yam
- ▾ Wild Eyes
- ▾ The Yam Yams
- ▾ Arnica Cream
- ▾ Chickweed Cream
- ▾ Colloidal Silver Cream
- ▾ Witch Hazel Cream

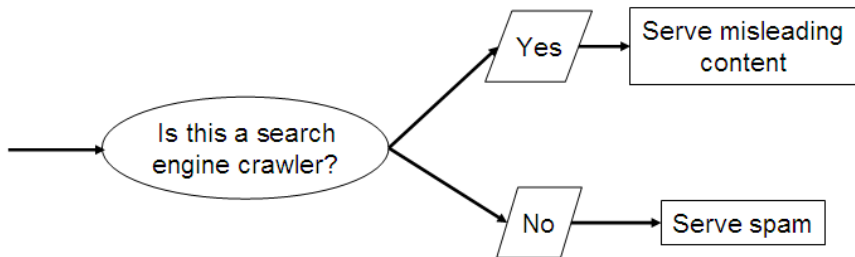
- Number one hit on Google for the search “composita”
- The only purpose of this page: get people to click on the ads and make money for the page owner



# Spam technique: Duplication

- Get good content from somewhere (steal it or produce it yourself)
- Publish a large number of slight variations of it
- For example, publish the answer to a tax question with the spelling variations of “tax deferred” on the previous slide

# Spam technique: Cloaking



- Serve fake content to search engine spider
- So do we just penalize this always?
- No: legitimate uses (e.g., different content to US vs. European users)

# Spam technique: Link spam

- Create lots of links pointing to the page you want to promote
- Put these links on pages with high (or at least non-zero) PageRank
  - Newly registered domains (domain flooding)
  - A set of pages that all point to each other to boost each other's PageRank (mutual admiration society)
  - Pay somebody to put your link on their highly ranked page (“schuetze horoskop” example)
  - Leave comments that include the link on blogs

# SEO: Search engine optimization

- Promoting a page in the search rankings is not necessarily spam.
- It can also be a legitimate business – which is called SEO.
- You can hire an SEO firm to get your page highly ranked.
- There are many legitimate reasons for doing this.
  - For example, Google bombs like *Who is a failure?*
- And there are many legitimate ways of achieving this:
  - Restructure your content in a way that makes it easy to index
  - Talk with influential bloggers and have them link to your site
  - Add more interesting and original content

# The war against spam

- Quality indicators
  - Links, statistically analyzed (PageRank, etc.)
  - Usage (users visiting a page)
  - No adult content (e.g., no pictures with flesh-tone)
  - Distribution and structure of text (e.g., no keyword stuffing)
- Combine all of these indicators and use machine learning
- Editorial intervention
  - Blacklists
  - Top queries audited
  - Complaints addressed
  - Suspect patterns detected

# Webmaster guidelines

- Major search engines have guidelines for webmasters.
- These guidelines tell you what is legitimate SEO and what is spamming.
- Ignore these guidelines at your own risk
- Once a search engine identifies you as a spammer, all pages on your site may get low ranks (or disappear from the index entirely).
- There is often a fine line between spam and legitimate SEO.
- Scientific study of fighting spam on the web: *adversarial information retrieval*

# Web IR: Differences from traditional IR

- Links: The web is a hyperlinked document collection.
- Queries: Web queries are different, more varied and there are a lot of them. How many?  $\approx 10^9$
- Users: Users are different, more varied and there are a lot of them. How many?  $\approx 10^9$
- Documents: Documents are different, more varied and there are a lot of them. How many?  $\approx 10^{11}$
- Context: Context is more important on the web than in many other IR applications.
- Ads and spam

# Query distribution (1)

Most frequent queries on a large search engine on 2002.10.26.

1	sex	16	crack	31	juegos	46	Caramail
2	(artifact)	17	games	32	nude	47	msn
3	(artifact)	18	pussy	33	music	48	jennifer lopez
4	porno	19	cracks	34	musica	49	tits
5	mp3	20	lolita	35	anal	50	free porn
6	Halloween	21	britney spears	36	free6	51	cheats
7	sexo	22	ebay	37	avril lavigne	52	yahoo.com
8	chat	23	sexe	38	hotmail.com	53	eminem
9	porn	24	Pamela Anderson	39	winzip	54	Christina Aguilera
10	yahoo	25	warez	40	fuck	55	incest
11	KaZaA	26	divx	41	wallpaper	56	letras de canciones
12	xxx	27	gay	42	hotmail.com	57	hardcore
13	Hentai	28	harry potter	43	postales	58	weather
14	lyrics	29	playboy	44	shakira	59	wallpapers
15	hotmail	30	lolitas	45	traductor	60	lingerie

More than 1/3 of these are queries for adult content. Exercise: Does this mean that most people are looking for adult content?



## Query distribution (2)

- Queries have a power law distribution.
- Recall Zipf's law: a few very frequent words, a large number of very rare words
- Same here: a few very frequent queries, a large number of very rare queries
- Examples of rare queries: search for names, towns, books, etc.
- The proportion of adult queries is much lower than  $1/3$

# Types of queries / user needs in web search

- **Informational user needs:** I need information on something.  
“low hemoglobin”
- We called this “information need” earlier in the class.
- **On the web, information needs proper are only a subclass of user needs.**
- Other user needs: Navigational and transactional
- **Navigational user needs:** I want to go to this web site.  
“hotmail”, “myspace”, “United Airlines”
- **Transactional user needs:** I want to make a transaction.
  - Buy something: “MacBook Air”
  - Download something: “Acrobat Reader”
  - Chat with someone: “live soccer chat”
- **Difficult problem:** How can the search engine tell what the user need or intent for a particular query is?

# Search in a hyperlinked collection

- Web search in most cases is interleaved with navigation ...
- ... i.e., with following links.
- Different from most other IR collections

# Kinds of behaviors we see in the data

Short / Nav



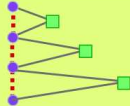
Topic exploration



Topic switch



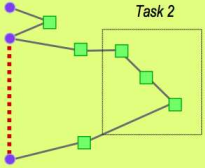
Methodical results exploration



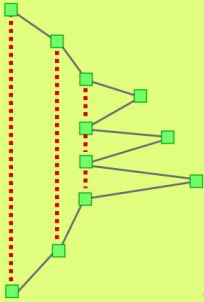
Query reform



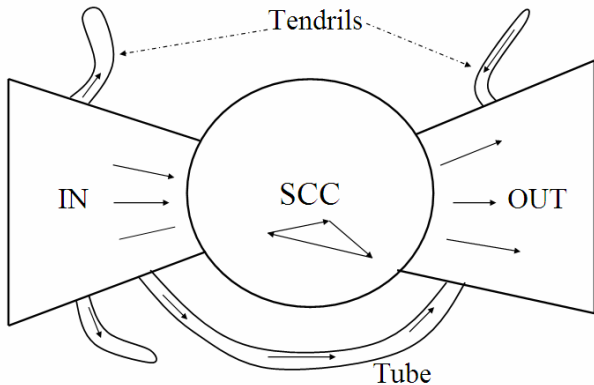
Multitasking



Stacking behavior



# Bowtie structure of the web



- Strongly connected component (SCC) in the center
- Lots of pages that get linked to, but don't link (OUT)
- Lots of pages that link to other pages, but don't get linked to (IN)
- Tendrils, tubes, islands

# User intent: Answering the need behind the query

- What can we do to guess user intent?
- Guess user intent independent of context:
  - Spell correction
  - Precomputed “typing” of queries (next slide)
- Better: Guess user intent based on context:
  - Geographic context (slide after next)
  - Context of user in this session (e.g., previous query)
  - Context provided by personal profile (Yahoo/MSN do this, Google claims it does not)

# Guessing of user intent by “typing” queries

- Calculation: 5+4
- Unit conversion: 1 kg in pounds
- Currency conversion: 1 euro in kronor
- Tracking number: 8167 2278 6764
- Flight info: LH 454
- Area code: 650
- Map: columbus oh
- Stock price: msft
- Albums/movies, etc.: coldplay

# The spatial context: Geo-search

- Three relevant locations
  - Server (nytimes.com → New York)
  - Web page (nytimes.com article about Albania)
  - User (located in Palo Alto)
- Locating the user
  - IP address
  - Information provided by user (e.g., in user profile)
  - Mobile phone
- **Geo-tagging**: Parse text and identify the coordinates of the geographic entities
  - Example: East Palo Alto CA → Latitude: 37.47 N, Longitude: 122.14 W
  - Important NLP problem



# How do we use context to modify query results?

- Result restriction: Don't consider inappropriate results
  - For user on google.fr . . .
  - . . . only show .fr results
- Ranking modulation: use a rough generic ranking, rerank based on personal context
- Contextualization / personalization is an area of search with a lot of potential for improvement.

# Users of web search

- Use short queries (average  $< 3$ )
- Rarely use operators
- Do not want to spend a lot of time on composing a query
- Only look at the first couple of results
- Want a simple UI, not a search engine start page overloaded with graphics
- Extreme variability in terms of user needs, user expectations, experience, knowledge, . . .
  - Industrial/developing world, English/Estonian, old/young, rich/poor, differences in culture and class
- One interface for hugely divergent needs

# How do users evaluate search engines?

- Classic IR relevance (as measured by  $F$ ) can also be used for web IR.
- Equally important: Trust, duplicate elimination, readability, loads fast, no pop-ups
- On the web, precision is more important than recall.
  - Precision at 1, precision at 10, precision on the first 2–3 pages
  - But there is a subset of queries where recall matters.

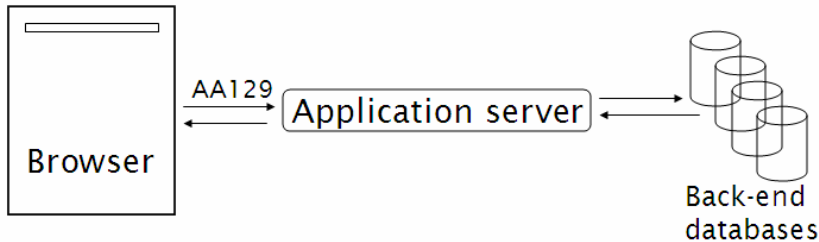
# Web information needs that require high recall

- Has this idea been patented?
- Searching for info on a prospective financial advisor
- Searching for info on a prospective employee
- Searching for info on a date

# Web documents: different from other IR collections

- Distributed content creation: no design, no coordination
  - “Democratization of publishing”
  - Result: extreme heterogeneity of documents on the web
- Unstructured (text, html), semistructured (html, xml), structured/relational (databases)
- Dynamically generated content

# Dynamic content

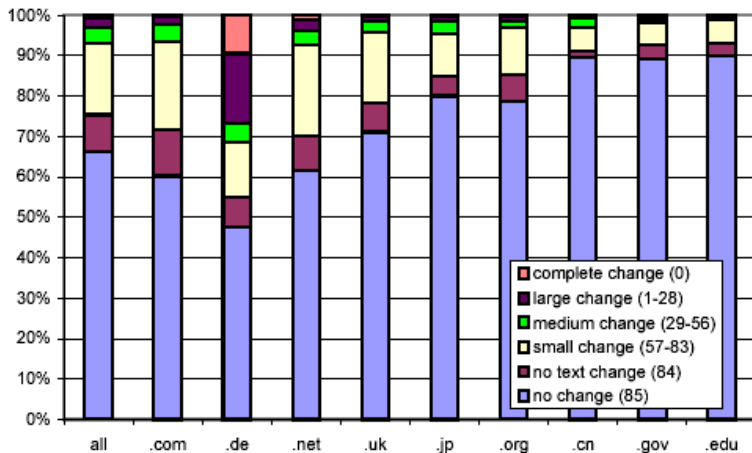


- Dynamic pages are generated from scratch when the user requests them – usually from underlying data in a database.
- Example: current status of flight LH 454

## Dynamic content (2)

- Most (truly) dynamic content is ignored by web spiders.
  - It's too much to index it all.
- Actually, a lot of “static” content is also assembled on the fly (asp, php, etc.: headers, date, ads, etc.)

# Web pages change frequently (Fetterly 1997)





# Multilinguality

- Documents in a large number of languages
- Queries in a large number of languages
- First cut: Don't return English results for a Japanese query
- However: Frequent mismatches query/document languages
- Many people can understand, but not query in a language.
- Translation is important.
- Google example: "Beaujolais Nouveau -wine"

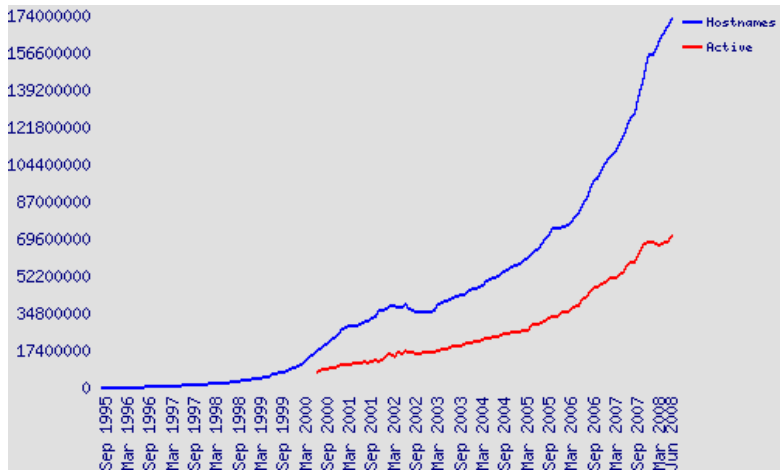
# Duplicate documents

- Significant duplication – 30%–40% duplicates in some studies.
- Duplicates in the search results were common in the early days of the web.
- Today's search engines eliminate duplicates very effectively.
- Key for high user satisfaction.

# Trust

- For many collections, it is easy to assess the trustworthiness of a document.
  - A collection of Reuters newswire articles
  - A collection of TASS (Telegraph Agency of the Soviet Union) newswire articles from the 1980s
  - Your Outlook email from the last three years
- Web documents are different: In many cases, we don't know how to evaluate the information.
- Hoaxes abound.

# Growth of the web



- The web keeps growing.
- But growth is no longer exponential?

# Size of the web: Issues

- What is size? Number of web servers? Number of pages?  
Terabytes of data available?
- Some servers are seldom connected.
  - Example: Your laptop running a web server
  - Is it part of the web?
- The “dynamic” web is infinite.
  - Any sum of two numbers is its own dynamic page on Google.  
(Example: “2+4”)

# “Search engine index contains $N$ pages”: Issues

- Can I claim a page is in the index if I only index the first 4,000 bytes?
- Can I claim a page is in the index if I only index anchor text pointing to the page?
  - There used to be (and still are?) billions of pages that are only indexed by anchor text.

# Simple method for determining a lower bound

- OR-query of frequent words in a number of languages
- According to this query: Size of web  $\geq 21,450,000,000$  on 2007.07.07 and  $\geq 25,350,000,000$  on 2008.07.03
- But page counts of Google search results are only rough estimates.

# Size of the web: Who cares?

- Media
- Users
  - They may switch to the search engine that has the best coverage of the web.
  - Users (sometimes) care about recall. If we underestimate the size of the web, search engine results may have low recall.
- Search engine designers (how many pages do I need to be able to handle?)
- Crawler designers (which policy will crawl close to  $N$  pages?)



# What is the size of the web? Any guesses?

# Simple method for determining a lower bound

- OR-query of frequent words in a number of languages
- According to this query: Size of web  $\geq 21,450,000,000$  on 2007.07.07
- Big if: Page counts of Google search results are correct. (Generally, they are just rough estimates.)
- But this is just a lower bound, based on one search engine.
- How can we do better?

# Size of the web: Issues

- The “dynamic” web is infinite.
  - Any sum of two numbers is its own dynamic page on Google. (Example: “2+4”)
  - Many other dynamic sites generating infinite number of pages
- The static web contains duplicates – each “equivalence class” should only be counted once.
- Some servers are seldom connected.
  - Example: Your laptop
  - Is it part of the web?

# “Search engine index contains $N$ pages”: Issues

- Can I claim a page is in the index if I only index the first 4,000 bytes?
- Can I claim a page is in the index if I only index anchor text pointing to the page?
  - There used to be (and still are?) billions of pages that are only indexed by anchor text.

How can we estimate the size of the web?

# Sampling methods

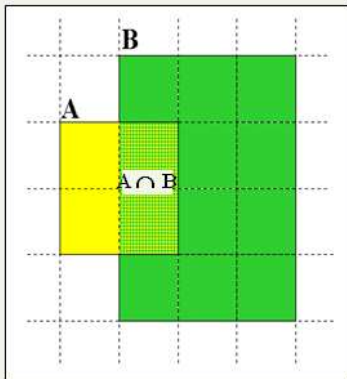
- Random queries
- Random searches
- Random IP addresses
- Random walks

# Variant: Estimate relative sizes of indexes

- There are significant differences between indexes of different search engines.
- Different engines have different preferences.
  - max URL depth, max count/host, anti-spam rules, priority rules etc.
- Different engines index different things under the same URL.
  - anchor text, frames, meta-keywords, size of prefix etc.

# Relative Size from Overlap

[Bharat & Broder, 98]



**Sample** URLs randomly from A

**Check** if contained in B

and vice versa

$$A \cap B = (1/2) * \text{Size A}$$

$$A \cap B = (1/6) * \text{Size B}$$

$$(1/2) * \text{Size A} = (1/6) * \text{Size B}$$

$$\therefore \text{Size A} / \text{Size B} =$$

$$(1/6) / (1/2) = 1/3$$

**Each test involves:** (i) Sampling (ii) Checking



# Sampling URLs

- Ideal strategy: Generate a random URL
- Problem: Random URLs are hard to find (and sampling distribution should reflect “user interest”)
- Approach 1: Random walks / IP addresses
  - In theory: might give us a true estimate of the size of the web (as opposed to just relative sizes of indexes)
- Approach 2: Generate a random URL contained in a given engine
  - Suffices for accurate estimation of relative size

# Random URLs from random queries

- Idea: Use vocabulary of the web for query generation
- Vocabulary can be generated from web crawl
- Use conjunctive queries  $w_1$  AND  $w_2$ 
  - Example: vocalists AND rsi
- Get result set of one hundred URLs from the source engine
- Choose a random URL from the result set
- This sampling method induces a weight  $W(p)$  for each page  $p$ .
- Method was used by Bharat and Broder (1998).

# Checking if a page is in the index

- Either: Search for URL if the engine supports this
- Or: Create a query that will find doc  $d$  with high probability
  - Download doc, extract words
  - Use 8 low frequency word as AND query
  - Call this a **strong query** for  $d$
  - Run query
  - Check if  $d$  is in result set
- Problems
  - Near duplicates
  - Redirects
  - Engine time-outs

# Computing Relative Sizes and Total Coverage [BB98]

**a** = AltaVista, **e** = Excite, **h** = HotBot, **i** = Infoseek

$f_{xy}$  = fraction of x in y

- Six pair-wise overlaps

$$f_{ah} * a - f_{ha} * h = \epsilon_1$$

$$f_{ai} * a - f_{ia} * i = \epsilon_2$$

$$f_{ae} * a - f_{ea} * e = \epsilon_3$$

$$f_{hi} * h - f_{ih} * i = \epsilon_4$$

$$f_{he} * h - f_{eh} * e = \epsilon_5$$

$$f_{ei} * e - f_{ie} * i = \epsilon_6$$

- Arbitrarily, let **a** = 1.

- We have 6 equations and 3 unknowns.
- Solve for **e**, **h** and **i** to minimize  $\sum \epsilon_i^2$
- Compute engine overlaps.
- Re-normalize so that the total joint coverage is 100%

# Advantages & disadvantages

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- Statistically sound under the induced weight.
- Biases induced by random query
  - Query Bias: Favors content-rich pages in the language(s) of the lexicon
  - Ranking Bias: *Solution*: Use conjunctive queries & fetch all
  - Checking Bias: Duplicates, impoverished pages omitted
  - Document or query restriction bias: engine might not deal properly with 8 words conjunctive query
  - Malicious Bias: Sabotage by engine
  - Operational Problems: Time-outs, failures, engine inconsistencies, index modification.

# Random searches

- Choose random searches extracted from a search engine log (Lawrence & Giles 97)
- Use only queries with small result sets
- For each random query: compute ratio  $\text{size}(r_1)/\text{size}(r_2)$  of the two result sets
- Average over random searches

# Advantages & disadvantages

- Advantage
  - Might be a better reflection of the human perception of coverage
- Issues
  - Samples are correlated with source of log (unfair advantage for originating search engine)
  - Duplicates
  - Technical statistical problems (must have non-zero results, ratio average not statistically sound)

## Random searches [Lawr98, Lawr99]

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- 575 & 1050 queries from the NEC RI employee logs
- 6 Engines in 1998, 11 in 1999
- Implementation:
  - Restricted to queries with  $< 600$  results in total
  - Counted URLs from each engine after verifying query match
  - Computed size ratio & overlap for individual queries
  - Estimated index size ratio & overlap by averaging over all queries



## Queries from Lawrence and Giles study

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- adaptive access control
- neighborhood preservation topographic
- hamiltonian structures
- right linear grammar
- pulse width modulation neural
- unbalanced prior probabilities
- ranked assignment method
- internet explorer favourites importing
- karvel thornber
- zili liu
- softmax activation function
- bose multidimensional system theory
- gamma mlp
- dvi2pdf
- john oliensis
- rieke spikes exploring neural
- video watermarking
- counterpropagation network
- fat shattering dimension
- abelson amorphous computing

# Random IP addresses [Lawrence & Giles '99]

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- Generate random IP addresses
- Find a web server at the given address
  - If there's one
- Collect all pages from server.
- Method first used by O'Neill, McClain, & Lavoie, **“A Methodology for Sampling the World Wide Web”, 1997.**

<http://digitalarchive.oclc.org/da/ViewObject.jsp?objid=0000003447>

## Random IP addresses [ONei97, Lawr99]

- [Lawr99] exhaustively crawled 2,500 servers and extrapolated
- Estimated size of the web to be 800 million

# Advantages and disadvantages

- Advantages
  - Can, in theory, estimate the size of the accessible web (as opposed to the (relative) size of an index)
  - Clean statistics
  - Independent of crawling strategies
- Disadvantages
  - Many hosts share one IP (→ oversampling)
  - Hosts with large web sites don't get more weight than hosts with small web sites (→ possible undersampling)
  - Sensitive to spam (multiple IPs for same spam server)
  - Again, duplicates

# Random walks

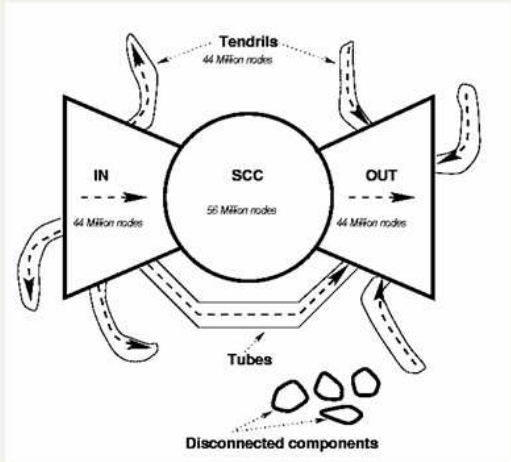
[Henzinger *et al* WWW9]

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- View the Web as a directed graph
- Build a random walk on this graph
  - Includes various “jump” rules back to visited sites
    - Does not get stuck in spider traps!
    - Can follow all links!
  - Converges to a stationary distribution
    - Must assume graph is finite and independent of the walk.
    - Conditions are not satisfied (cookie crumbs, flooding)
    - Time to convergence not really known
  - Sample from stationary distribution of walk
  - Use the “strong query” method to check coverage by SE

# Dependence on seed list

- How well connected is the graph? [Broder et al., WWW9]



# Advantages & disadvantages

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- Advantages
  - “Statistically clean” method at least in theory!
  - Could work even for infinite web (assuming convergence) under certain metrics.
- Disadvantages
  - List of seeds is a problem.
  - Practical approximation might not be valid.
  - Non-uniform distribution
    - Subject to link spamming

# Conclusion

- Many different approaches to web size estimation.
- None is perfect.
- The problem has gotten much harder.
- There has not been a good study for a couple of years.
- Great topic for a thesis!



# Resources

- Chapter 19 of IIR
- Resources at <https://www.fi.muni.cz/~sojka/PV211/> and <http://cislmu.org>, materials in MU IS and FI MU library
  - Hal Varian explains Google second price auction: <https://youtube.com/watch?v=K710a2PVhPQ>
  - Size of the web queries
  - Trademark issues (Geico and Vuitton cases)
  - How ads are priced
  - Henzinger, Finding near-duplicate web pages: A large-scale evaluation of algorithms, ACM SIGIR 2006.