Web Dynamics

Part 1 - Introduction

1.1 Dimensions of dynamics in the Web

1.2 Application examples

Why Web Dynamics?

From Wikipedia:

*In physics the term **dynamics** customarily refers to the time evolution of physical processes.*

Which aspects of the Web are dynamic?

- **Size**: sites/pages added and deleted all the time

Number of sites on the Web

- 1998: 2,636,000 (IP addresses with HTTP server)
- 1999: 4,662,000
- 2000: 7,128,000, ~40% public, 40% dead
- 2001: 8,443,00
- 2002: 8,712,000

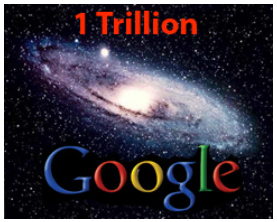
- 2007: 109 million sites (Netcraft)
- 2007: 433 million hosts on Internet (ISC)

1998 – 2002: http://www.oclc.org/research/projects/archive/wcp/stats/size.htm

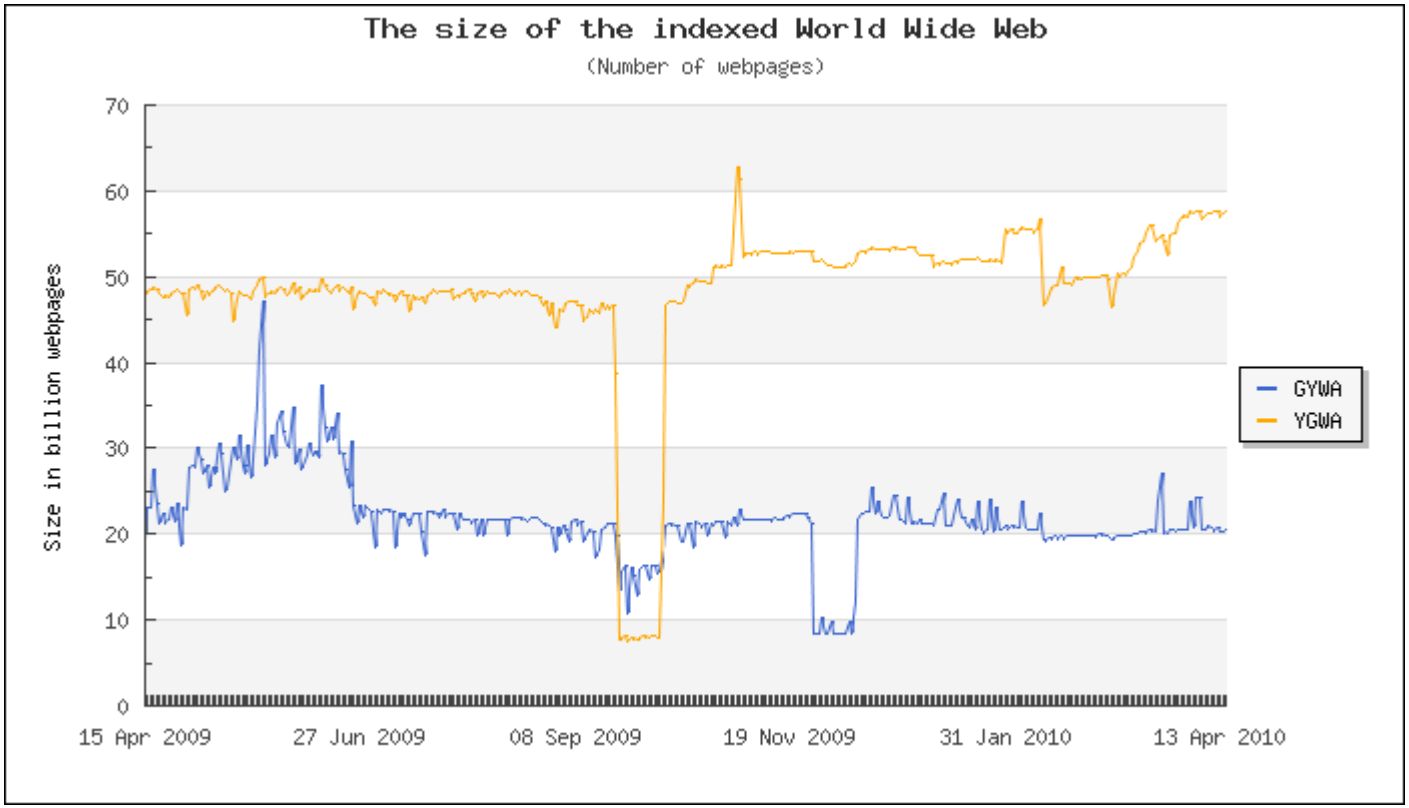
Size estimates for the (indexable) Web

- 1995: ~11.4 million docs (Bray)
- 1997: ~200 million docs (Bharat&Broder)
  (sampling based on Hotbot, Altavista, Excite and Infoseek, overlap ~2%)
- 1998: >800 million docs (Lawrence&Giles)
- January 2005: 11.5 billion docs (Gulli&Signorini)
  (sampling based on Google, MSN, Yahoo! and Ask/Teoma)
- 2005: 19.2 billion documents in Yahoo! index
- 2008: >1 trillion documents counted by Google

http://googleblog.blogspot.com/2008/07/we-knew-web-was-big.html



More size estimates



Estimates based on overlap of search engine results

(from http://www.worldwidewebsize.com/)

[We will discuss this technique later in the course]

The Web is infinite – and growing

- Non-indexable Web not seen by search engines („**Deep Web**“ behind forms):
  - est. 550 billion docs,
  - est. 7.5 petabytes in 2000 (Bright Planet)
- **User-generated content** (social networks, communities, wikis, blogs, …)
- Pages **created on demand** („next week“ link in online calendars)

Some social networks

Flickr: (as of Oct 2009)

- 4+ billion photos (3 billion in Nov 2008, 2 billion in Nov 2007)
- 3 million new photos per day

Facebook: (as of Apr 2010) [http://www.facebook.com/press/info.php?statistics]

- 3+ billion new photos per month, 60 million status updates per day
- 400 million active users (120 million in Nov 2008, 31 million in Apr 2007)
- 150,000 new users per day in Nov 2008 (100,000/day in April 2007)

Myspace: (as of Apr 2007)

- 135 million users (6th largest country on Earth)
- 2+ billion images (150,000 req/s), millions added daily
- 25 million songs
- 60TB videos

StudiVZ.net: (as of Nov 2008)

- 11 million users
- 300 million images, 1 million added daily

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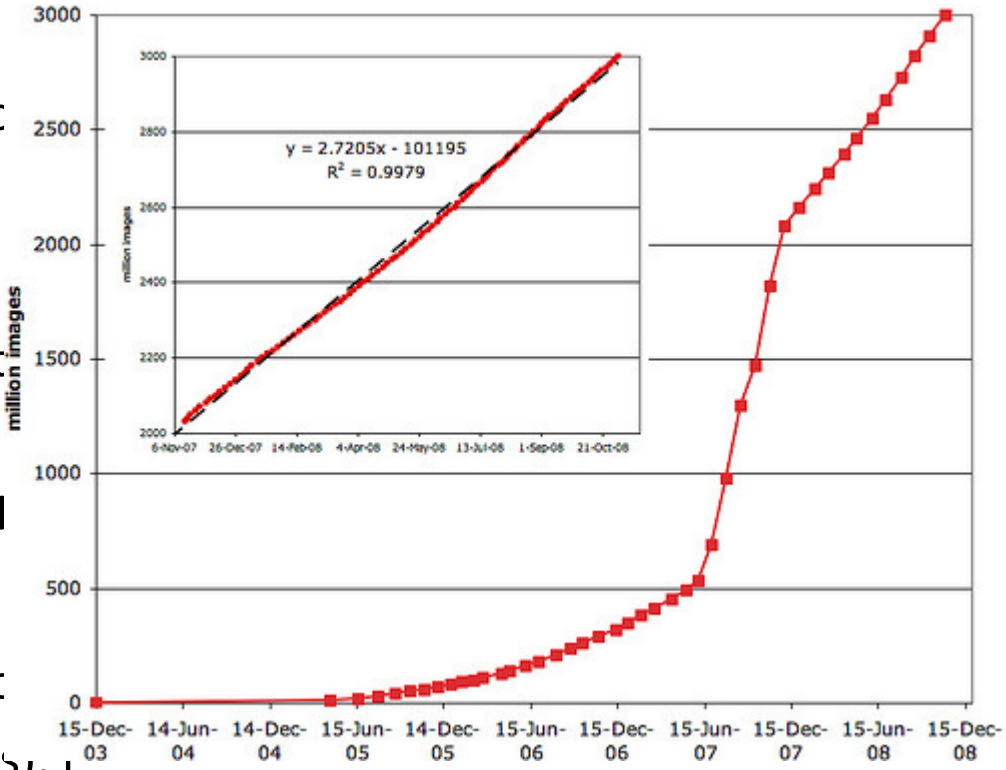

Flickr growth rate 2004-2008,
from http://www.flickr.com/photos/gustavog/3000686815/

Some social networks

MySpace Infrastructure: (as of 2008)

- sending 100 gigabits of data per second to the Internet
  - 10 gigabits HTML content
  - 90 gigabits media (videos, pictures)
- 4500 web servers
- 1200 cache servers
- 500 database servers
- custom distributed file system

(from http://en.wikipedia.org/wiki/MySpace and http://www.infoq.com/presentations/MySpace-Dan-Farino)

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Challenges: Size dynamics

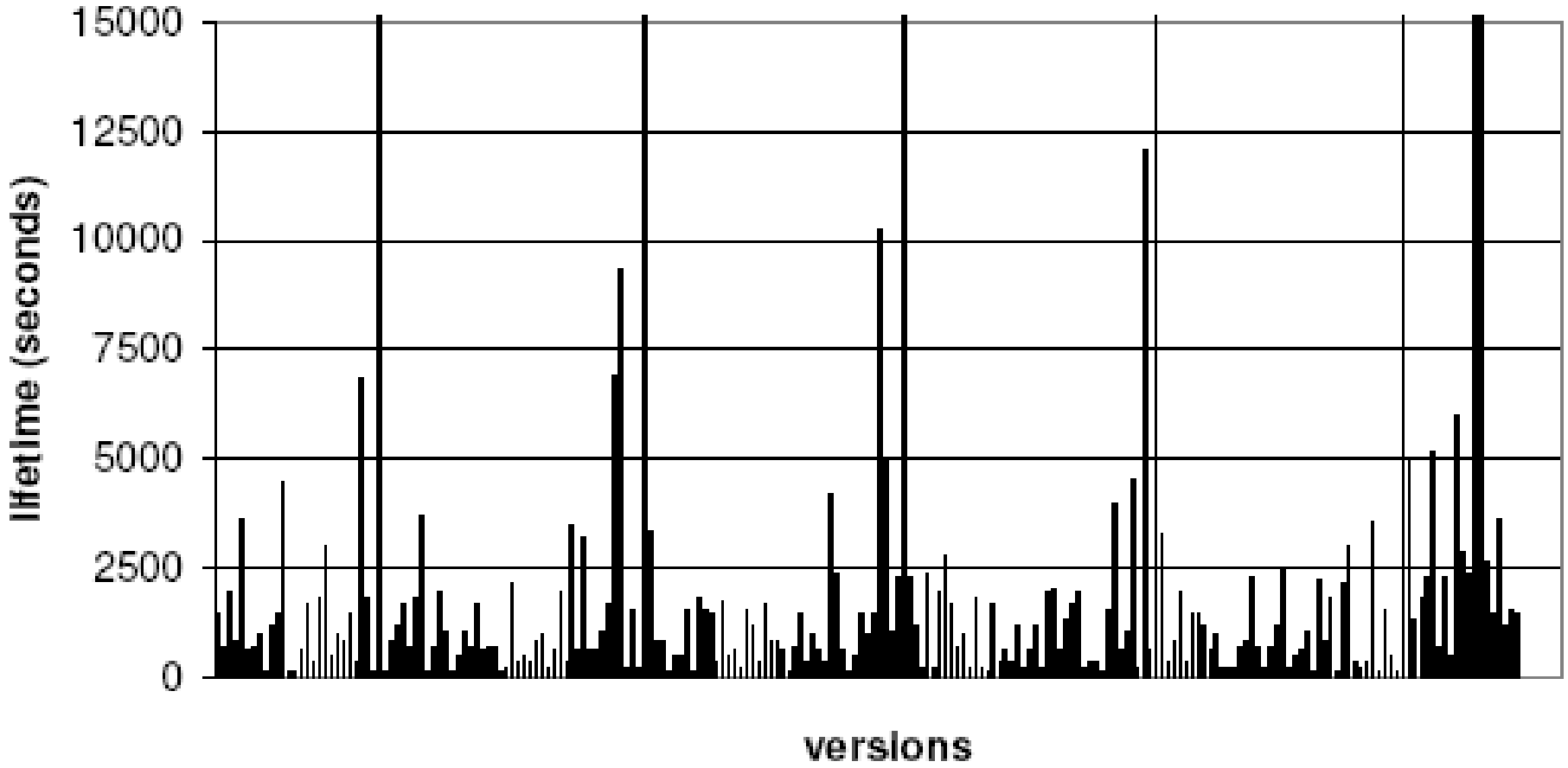
How can a search engine deal with „infinite“ Web?

- Massively parallel, distributed architecture (MapReduce, Hadoop, etc.)
- Detect and remove noise (duplicates, spam etc.)

Which aspects of the Web are dynamic?

- **Size**: pages added and deleted all the time
- **Content**: pages change all the time

Lifetime of versions on heise.de



High-frequency crawl of heise.de over one week in January 2009

new version when news item added or removed [R. Schenkel, ECIR 2010]

Evolution of the Web (Ntoulas et al., 2004)

Large-scale study:

- October 2002 – October 2003
- Weekly crawls of 154 large Web sites (up to 200,000 pages per site)

Average page creation per week

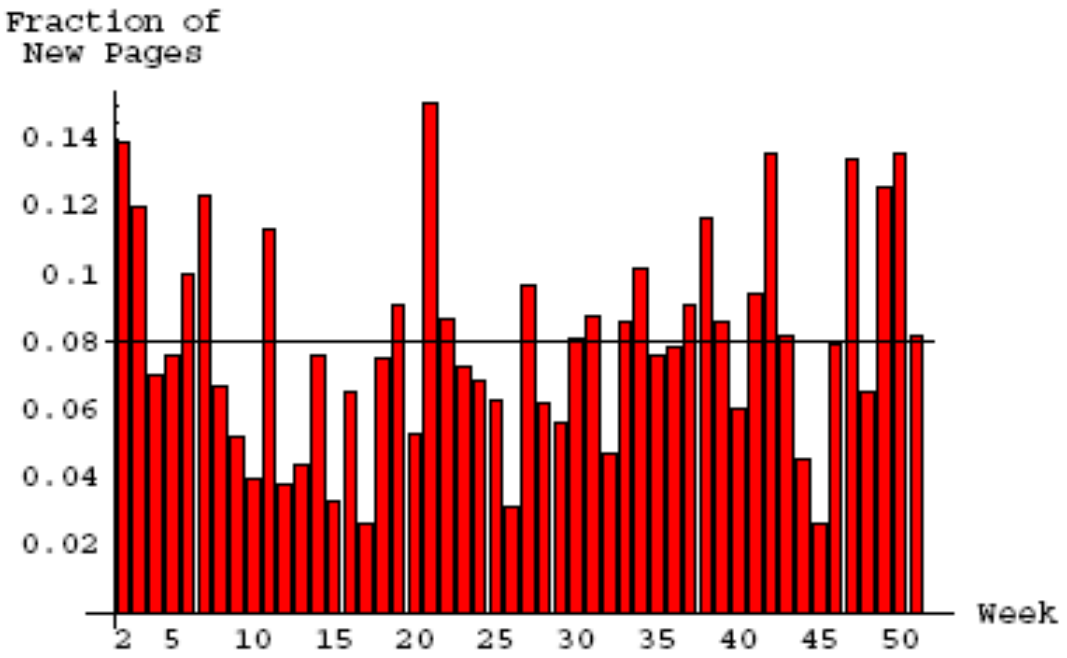


Figure 1: Fraction of new pages between successive snapshots.

About 8% new pages created per week

(A. Ntoulas, J. Cho, C. Olston: What's new on the Web? The Evolution of the Web from a search engine perspective, WWW Conference, 2004)

How long do pages live?

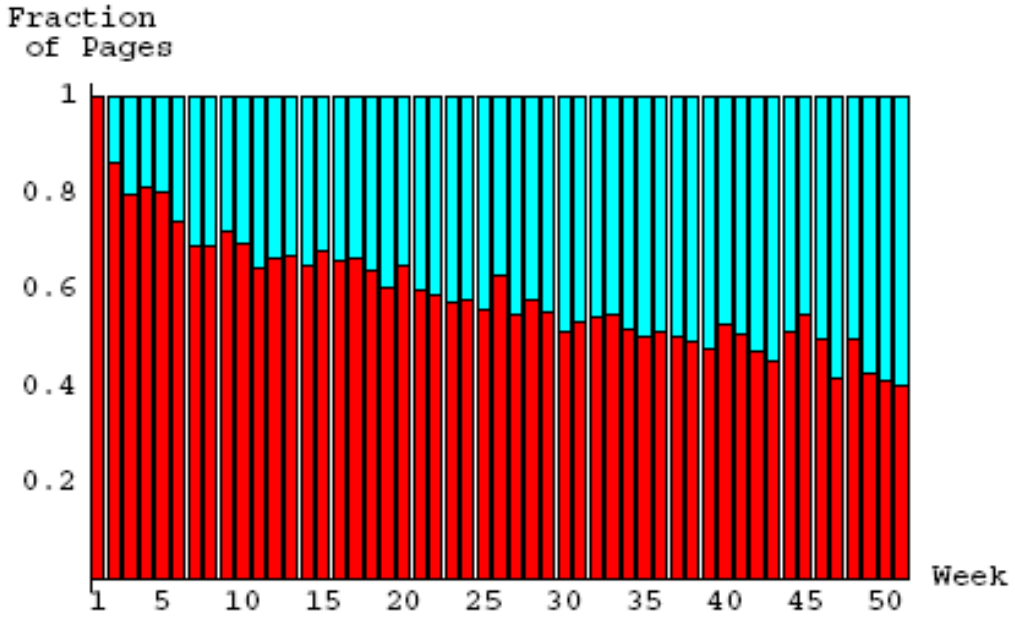


Figure 3: Normalized fraction of pages from the first crawl still existing after n weeks (dark bars) and new pages (light bars).

About 40% of the pages still available after one year

(A. Ntoulas, J. Cho, C. Olston: What's new on the Web? The Evolution of the Web from a search engine perspective, WWW Conference, 2004)

How frequently does a page change?

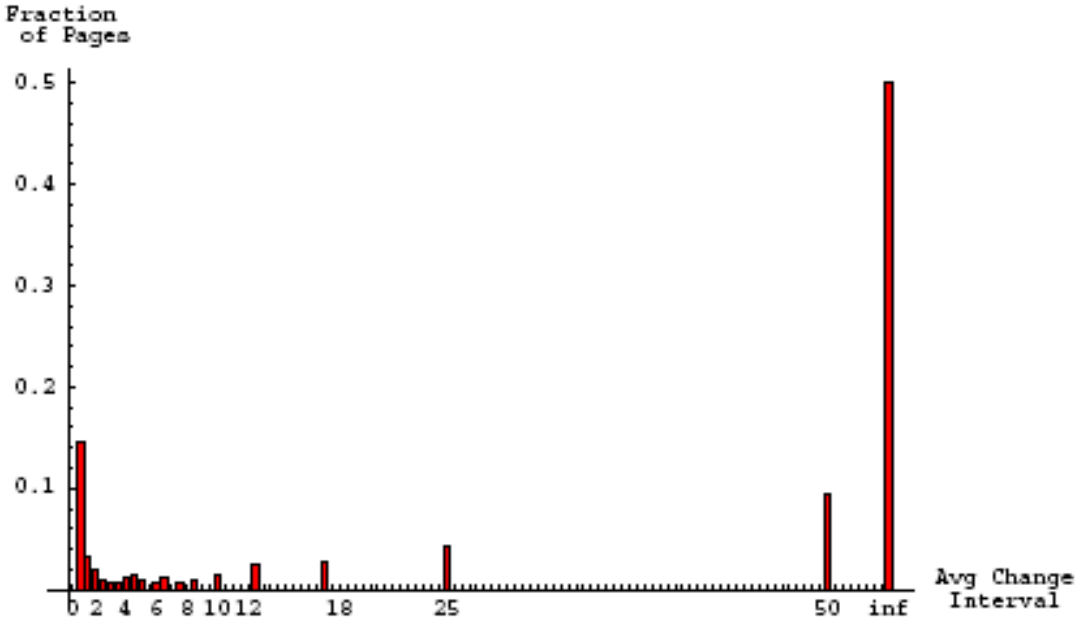


Figure 10: Distribution of the average change intervals of the pages.

Most pages never change, second most change at least weekly

(A. Ntoulas, J. Cho, C. Olston: What's new on the Web? The Evolution of the Web from a search engine perspective, WWW Conference, 2004)

How much do pages change?

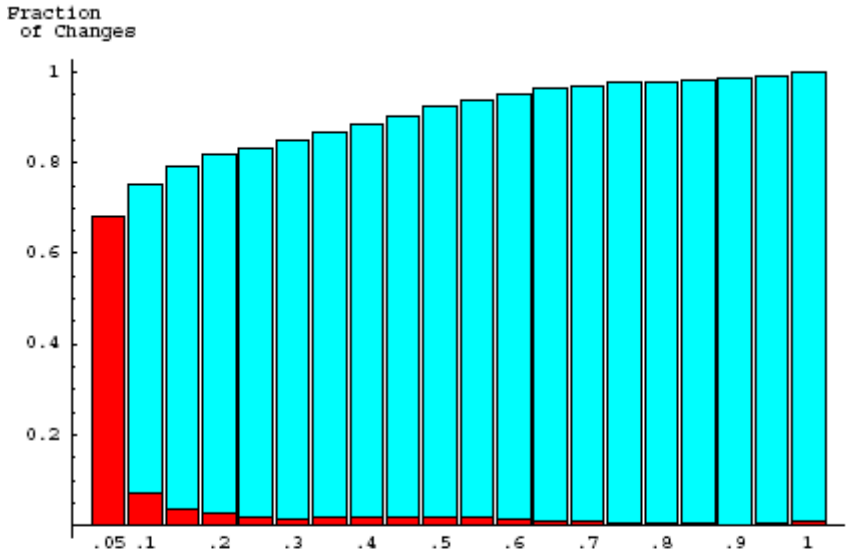


Figure 11: Distribution of cosine distance for all changes. Each dark bar corresponds to changes with cosine distance between the respective x-axis value and the previous one. For example, bin 0.1 corresponds to changes with cosine distance between 0.05 and 0.1. The light bars show the cumulative distribution.

Most of the changes are minor

(A. Ntoulas, J. Cho, C. Olston: What's new on the Web? The Evolution of the Web from a search engine perspective, WWW Conference, 2004)

How large are pages?

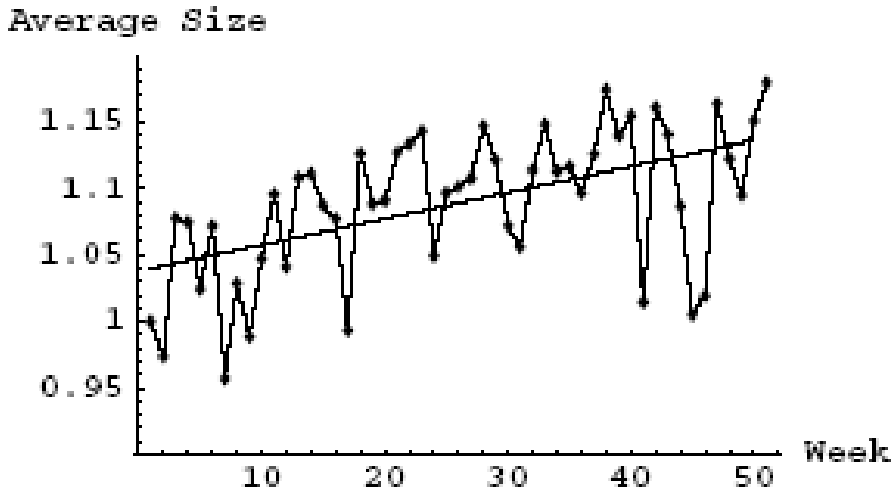


Figure 5: Average page sizes in our snapshots over time.

Average size raised by about 15% in one year

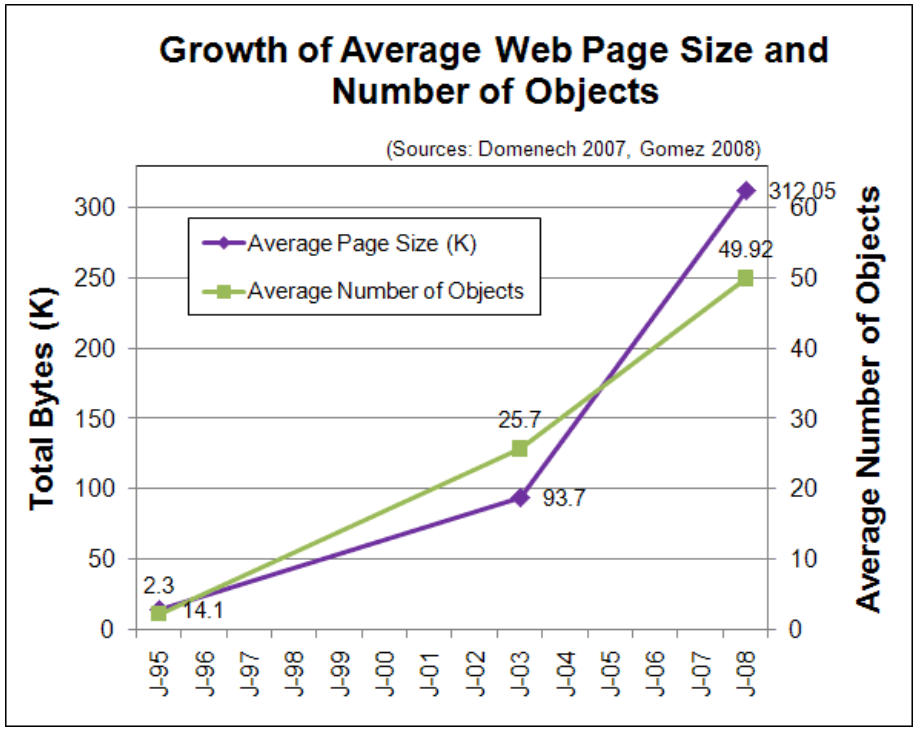
(A. Ntoulas, J. Cho, C. Olston: What's new on the Web? The Evolution of the Web from a search engine perspective, WWW Conference, 2004)

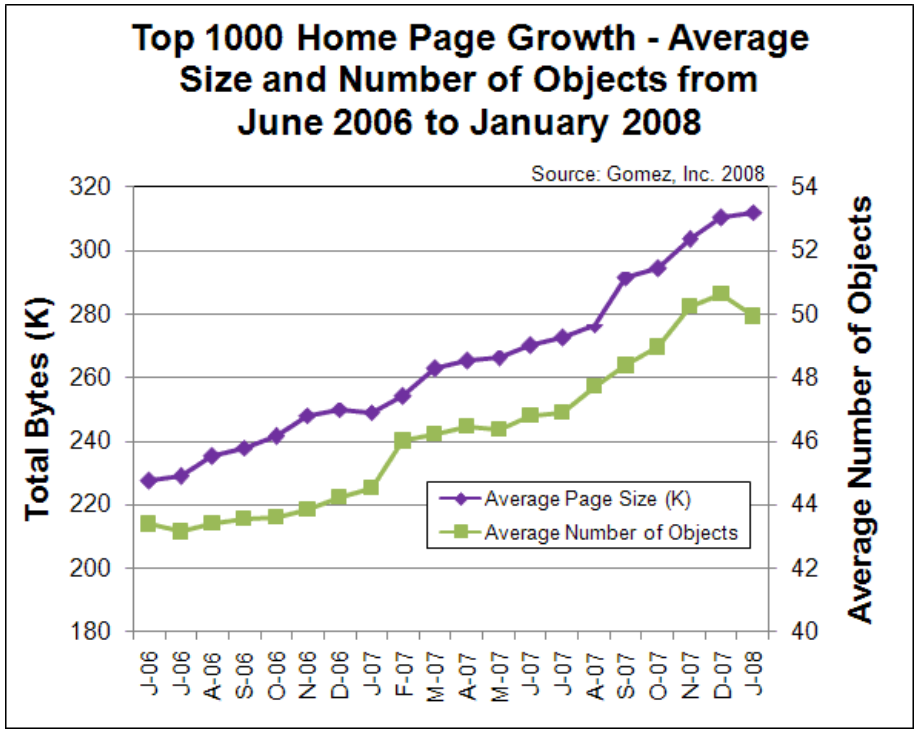
More recent numbers…

- Average size of Web pages more than tripled since 2003 from 93.7K to over 312K
- Average number of objects per Web page nearly doubled from 25.7 to 49.9
- Since 1995 average size of Web pages increased by 22 times
- Since 1995 average number of objects per Web page increased by 21.7 times

(from http://www.websiteoptimization.com/speed/tweak/average-web-page/)

More recent charts…





(from http://www.websiteoptimization.com/speed/tweak/average-web-page/)

Challenges: Content dynamics

How can a search engine maintain a reasonably accurate snapshot of the Web?

- Model how/when documents updated
- Recrawl policy based on expected changes
- Decide if a page‘s content changed (enough to replace old version in snapshot)

How can we maintain the Web of the past?

- Web archiving

Which aspects of the Web are dynamic?

- **Size**: pages added and deleted all the time
- **Content**: pages change all the time
- **Structure**: links added all the time (and dropped)

How frequently do links change?

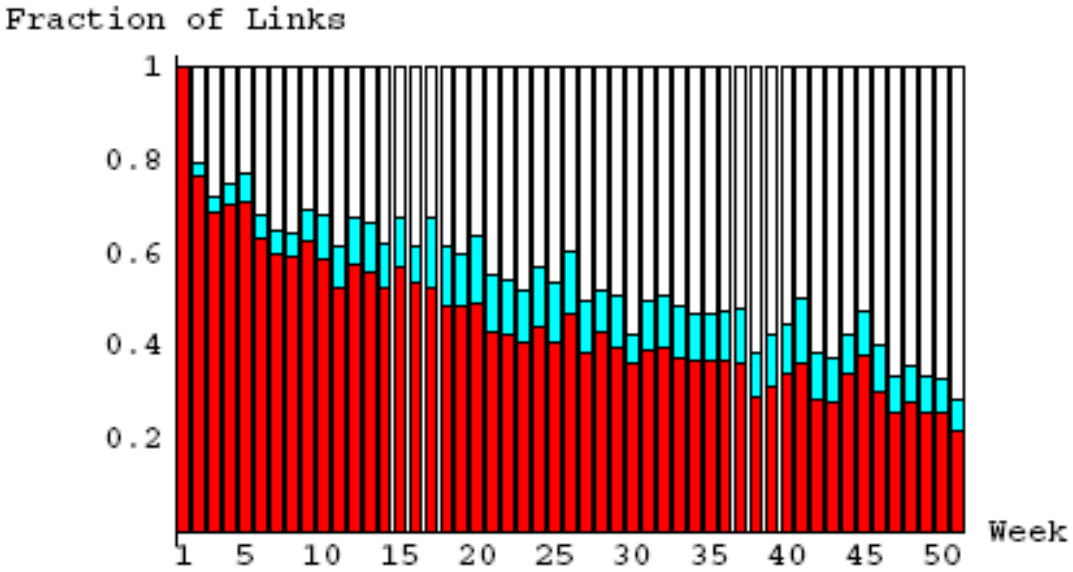


Figure 9: Normalized fraction of links from the first weekly snapshot still existing after n weeks (dark/bottom portion of the bars), new links from existing pages (grey/middle) and new links from new pages (white/top).

25% new links created per week, 80% of links replaced within a year

(A. Ntoulas, J. Cho, C. Olston: What's new on the Web? The Evolution of the Web from a search engine perspective, WWW Conference, 2004)

Challenges: Structure dynamics

How can a search engine maintain a reasonably accurate snapshot of the Web graph?

- Massively parallel, distributed architecture (MapReduce, Hadoop, etc.)
- Distributed approximation algorithms for computing authority measures (PageRank)

Which aspects of the Web are dynamic?

- **Size**: pages added and deleted all the time
- **Content**: pages change all the time
- **Structure**: links added all the time (and dropped)
- **Usage**: Behaviour of users changes all the time

Reasons why user behaviour changes

- Global trends and changes, Web 2.0
  (Flickr, Youtube, social networks, twitter, …)
- Different situation/context
  - Roles (private vs. professional)
  - Locations (home vs. office vs. travelling)
  - Date & Time
  - Tasks (ordering a book, booking a flight, …)

$\Rightarrow$ **influence browsing and search behaviour**

Challenges: User dynamics

How can a search engine adapt to changing users?

- Identify user (e.g., Google‘s cookie)
- Collect user behaviour
- Personalize search results based on past actions
- Personalize based on current context

This can be done

- For each user
- For groups of users
- For all users („global user model“)

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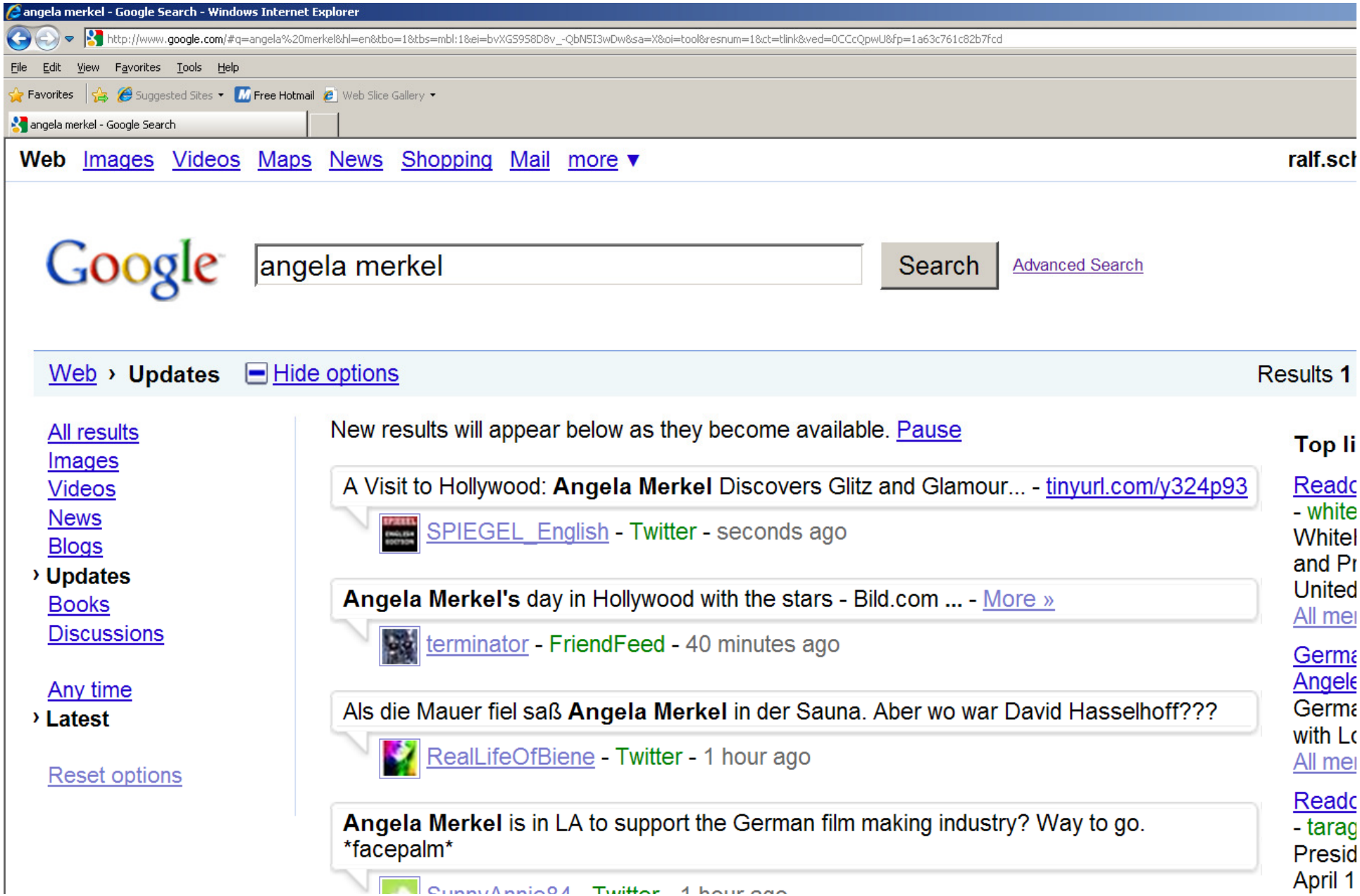
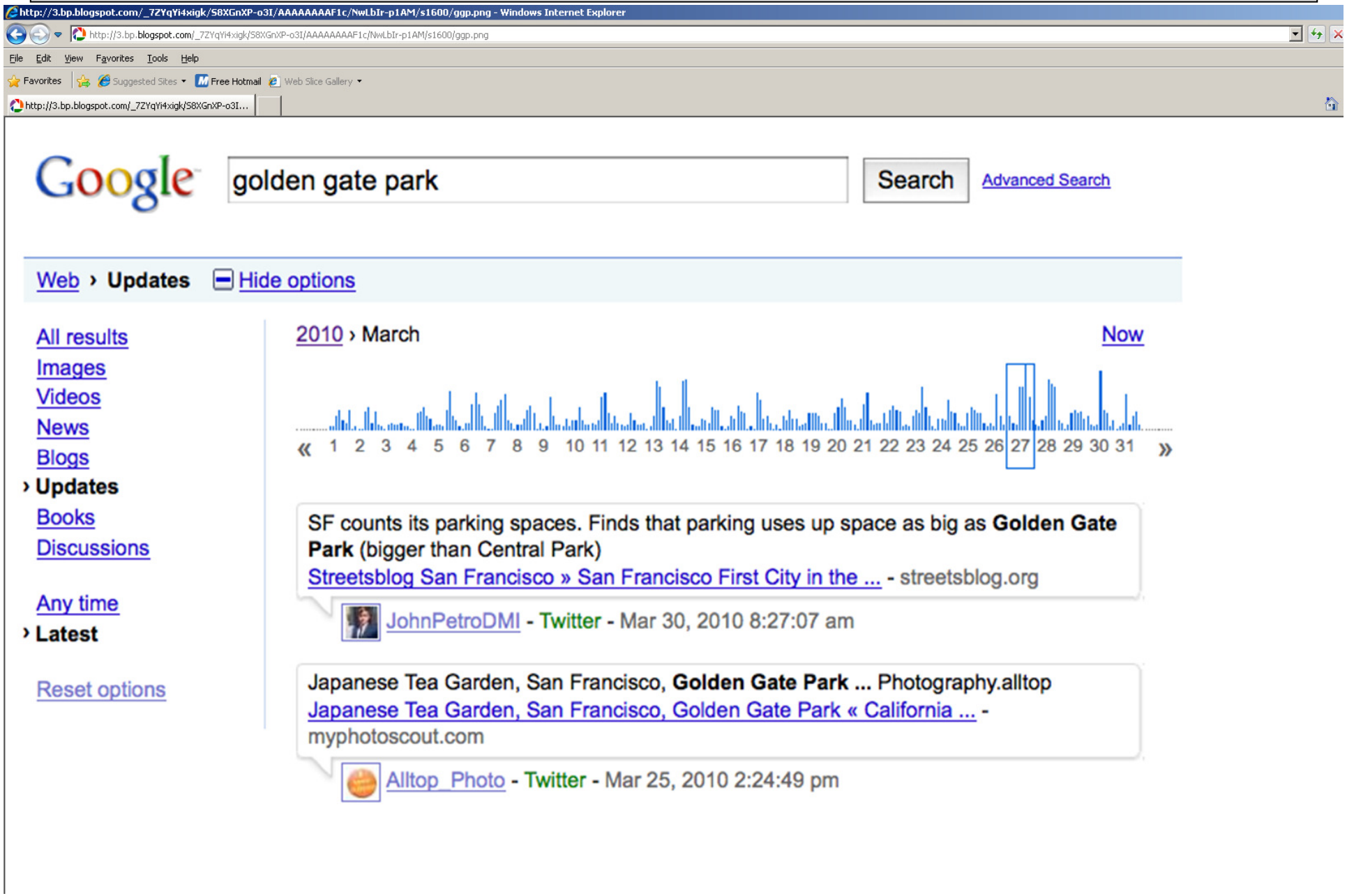
Live Search in News Streams



Search in Past News Streams



Google Trends: Hot Searches

Google Trends: volcanic eruptions, Apr 15, 2010 - Windows Internet Explorer

http://www.google.com/trends/hottrends?q=volcanic+eruptions&date=2010-4-15&sa=X

File Edit View Favorites Tools Help

Favorites Suggested Sites Free Hotmail Web Slice Gallery

Google Trends: volcanic eruptions, Apr 15, 2010

Google trends

Search Trends

Tip: Use commas to compare multiple search terms.

Hot Searches (USA)

Apr 15, 2010 - change date
Updated 28 minutes ago

Hot Searches

11. tim chapman divorce
12. meteor in wisconsin
13. oksana grigorieva
14. brooke white america...
15. ugly betty finale
16. **volcanic eruptions**
17. lebron flocka james ...
18. kaki king
19. south park 200th epi...
20. billie holiday

Showing 11 - 20

« Previous

View entire list

Hot Topics (USA)

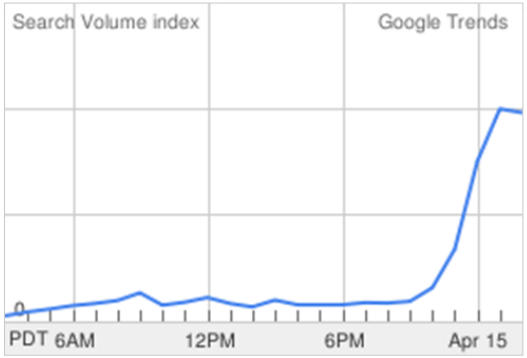
1. volcano in iceland
2. tea party
3. katie stevens
4. uk airports
5. obama nasa

volcanic eruptions

Hotness: Mild

Related searches:
bbc news, volcanic eruption, volcanic eruption in iceland, volcanic eruption iceland, iceland volcanic activity

Peak:
3 hours ago



News articles

Iceland volcano: **volcanic eruptions** and activity around the world - right
The Guardian (blog) - 24 minutes ago
The best source is the Global Volcanism Program, which compiles a rolling tally of **volcanic** activity across the globe. This is the list of what's happening ...

How **volcanic eruptions** affect weather plans
Independent - 3 hours ago
Volcanic eruptions sending ash and gas into the atmosphere can have a massive effect on the weather. In 1815 a huge eruption on the Indonesian island of ...

Volcanic ash sees all Dublin flights grounded

Blog posts

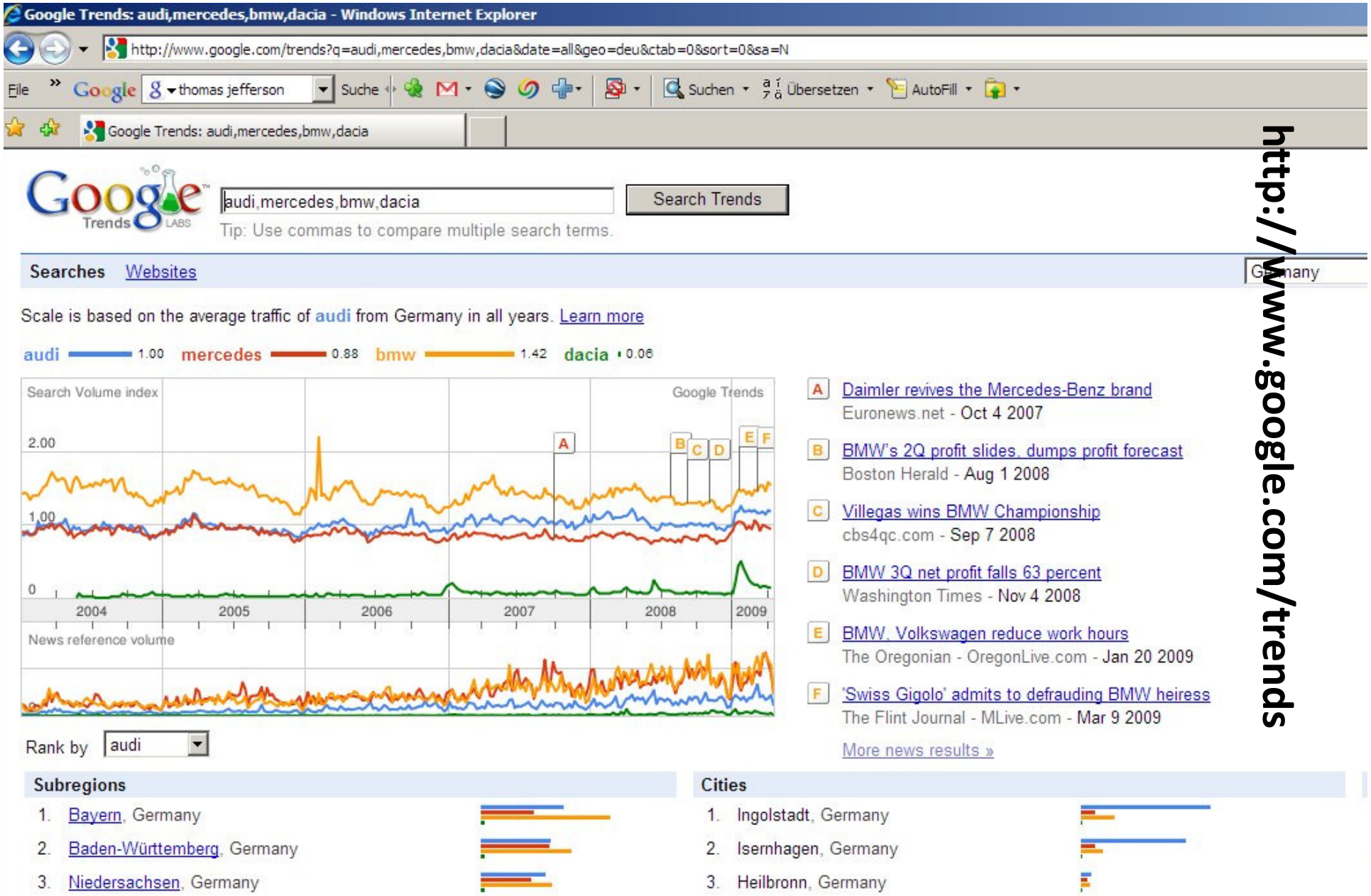
How **volcanic eruptions** affect weather plans : HMS Weather
3 hours ago
How **volcanic eruptions** affect weather plans. April 15, 2010 by adm Leave a Comment. **Volcanic eruptions** sending ash and gas into the atmosphere can have a massive effect on the weather. Go here to re the rest: ...
http://www.hmsweather.com/

Volcanic eruptions UK Flights - MotorhomeFun
1 hour ago
Hi, This sounds a bit worring as I assume this cloud has got to come down somewhere, and knowning my luck it will be over Norfolk as tha

Done

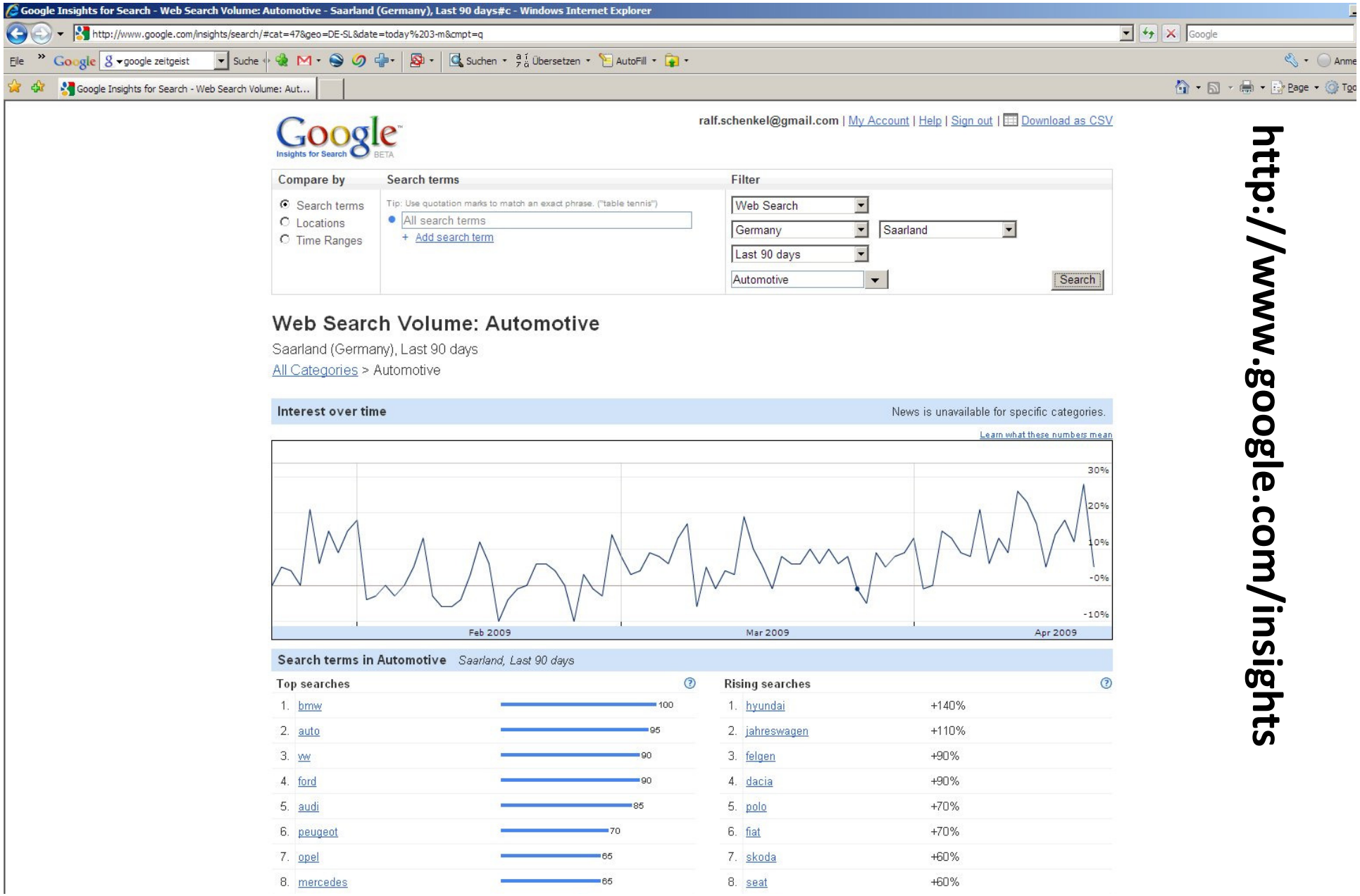
Internet

Google Trends: Search stats



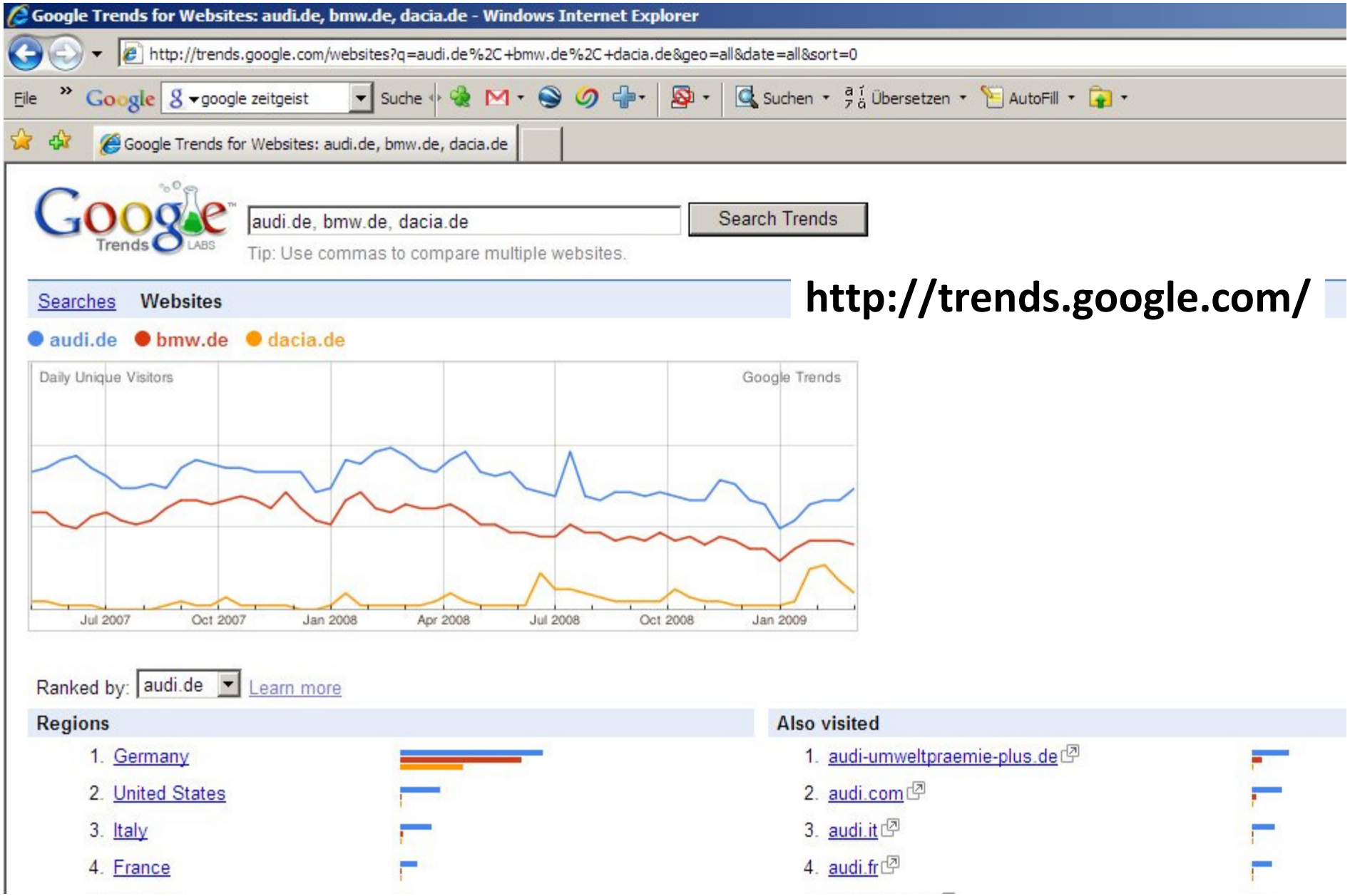
http://www.google.com/trends

Google insights: Trends in searches



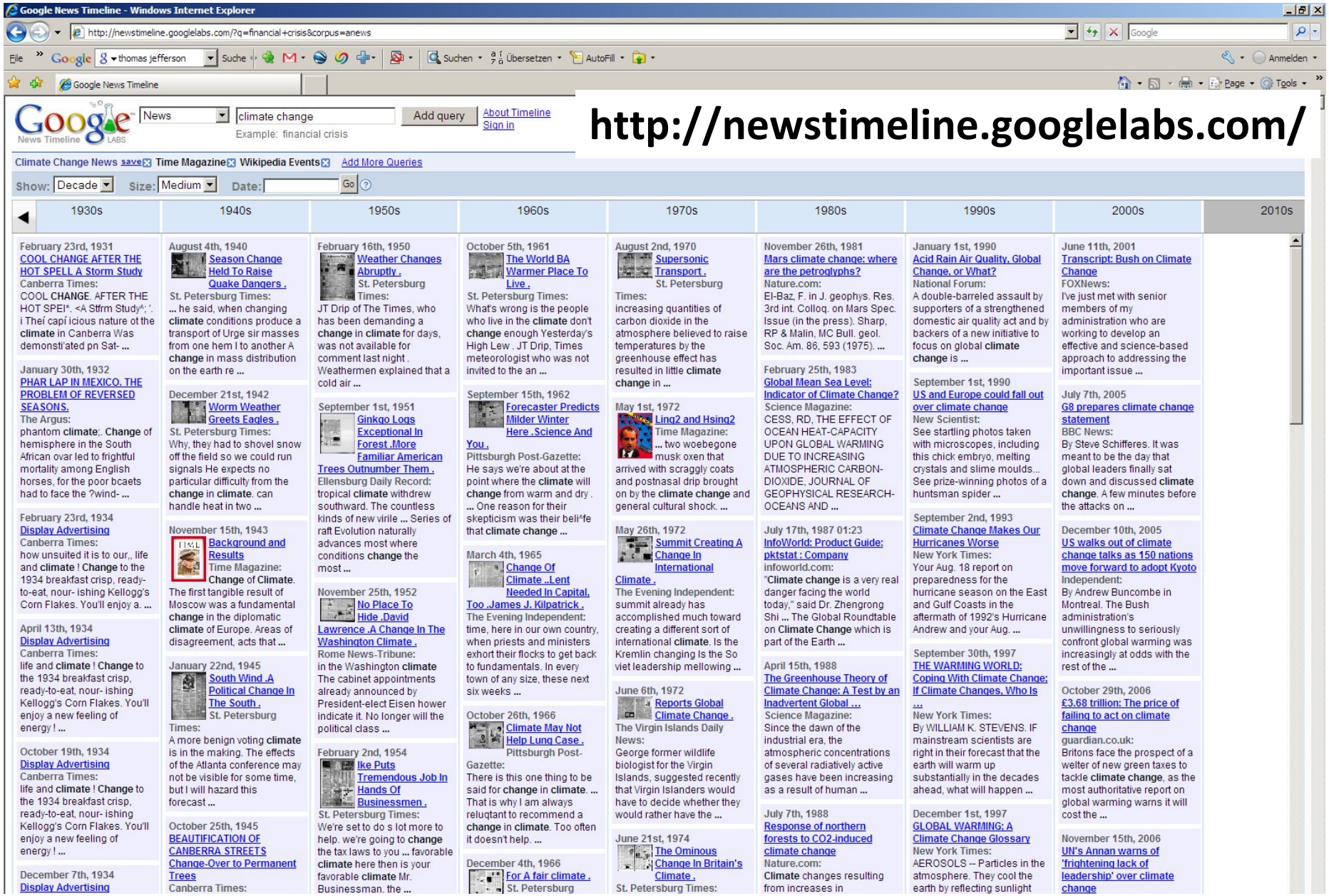
http://www.google.com/insights

Google Website trends: access stats

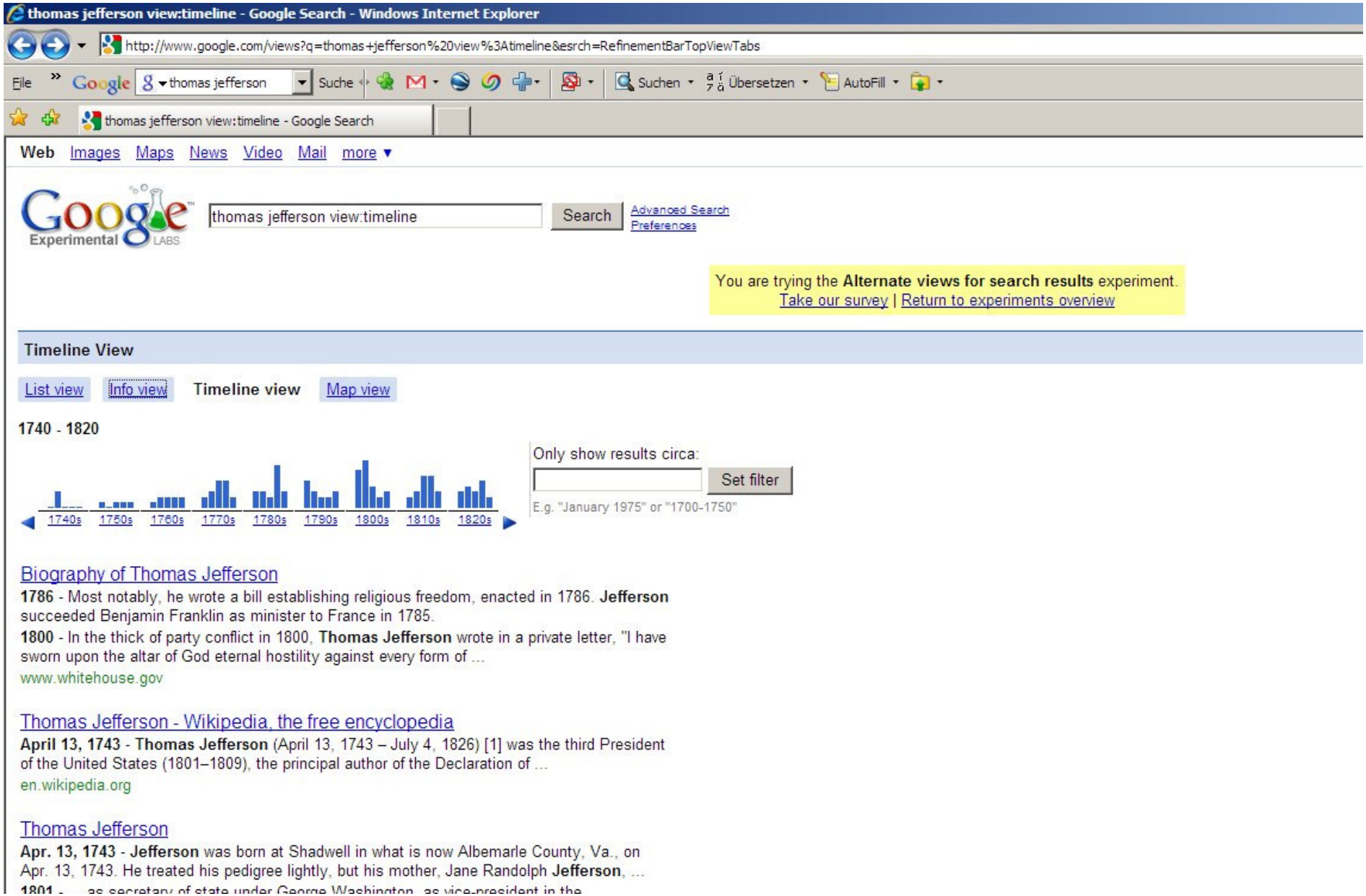


http://trends.google.com/

Google News Timeline: News trends

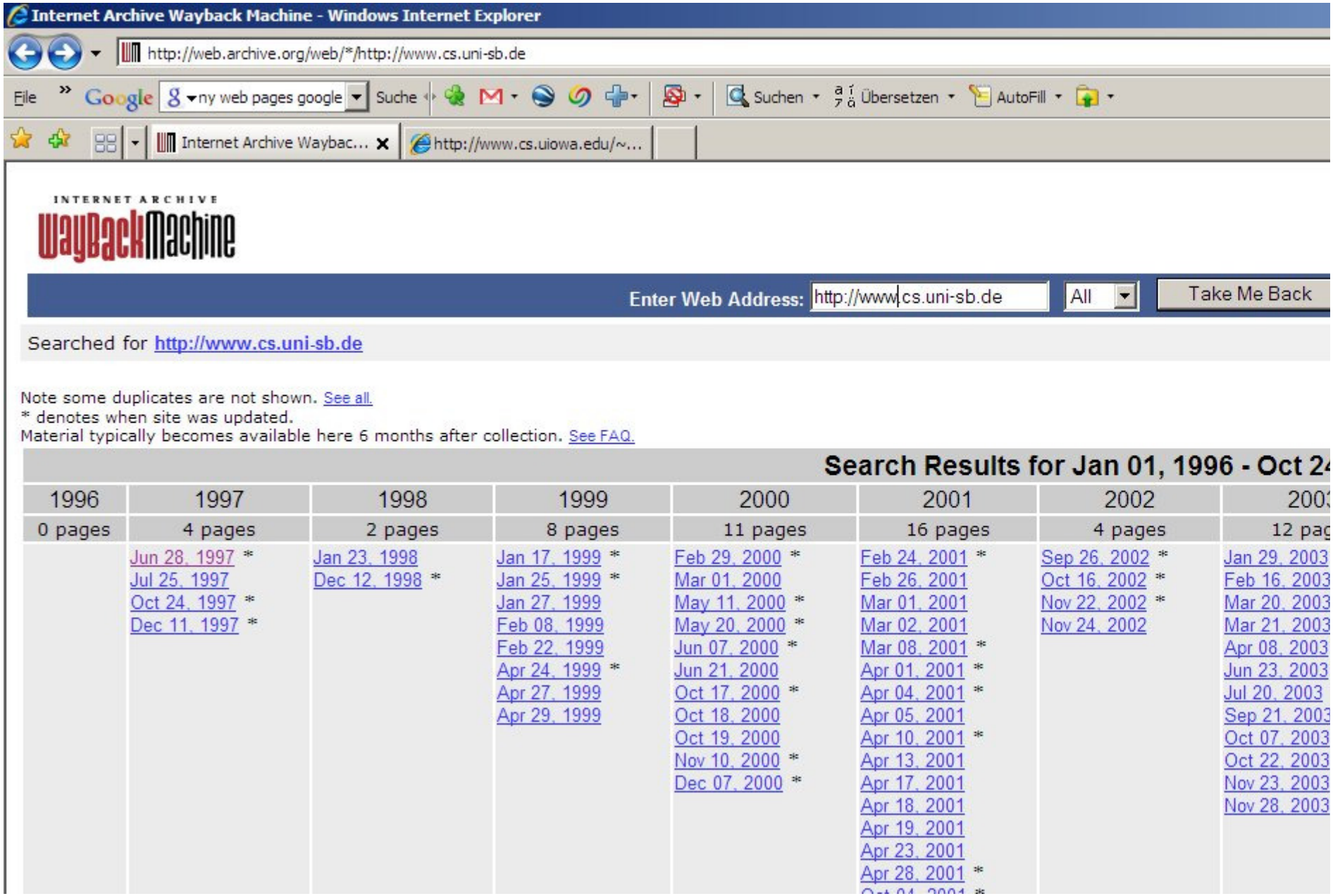


Google Web timeline: Date extraction



Google Zeitgeist: Frequent searches

Internet Archive: Wayback machine



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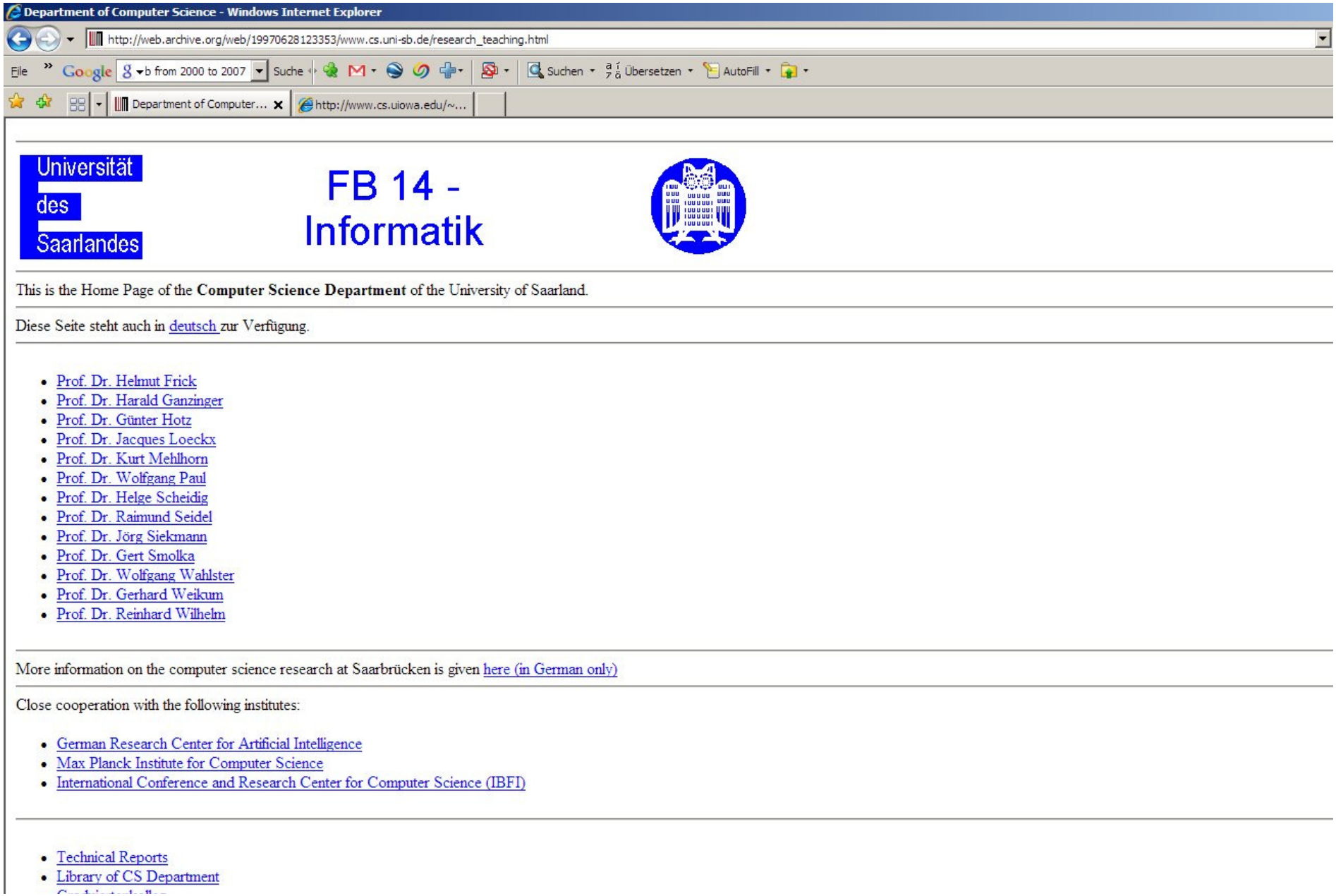
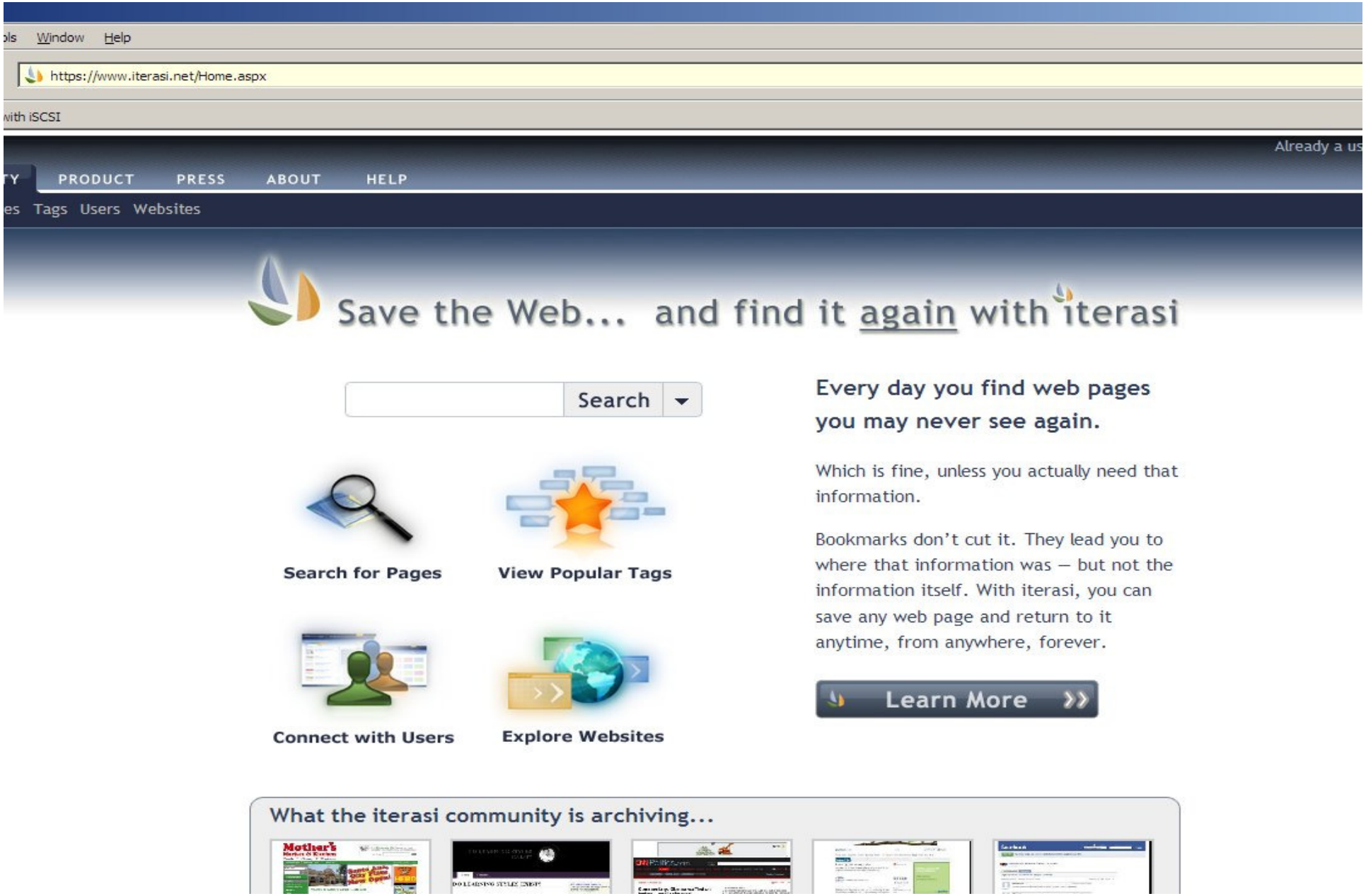


More Web Archiving: Iterasi



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