## Efficient, Automatic Web Harvesting

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# Crawling Is Easy



- Billions of pages have been crawled
- Lots of search engines exist
  - A few "big boys" Google, Yahoo, MSN
  - Lots of interest in the technology
  - Interesting applications like targeted ads
- Specialty sites are out there too
  - fabfotos, findlaw, citeseer, netdoctor
  - Semantic engines are creating new concepts of links and web page relationships
  - There are even search engines about search engines:

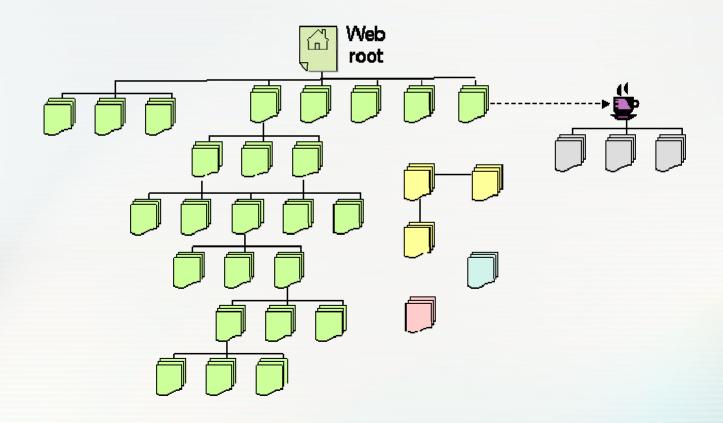
http://www.search-engine-index.co.uk/

- The search engines get around so quickly and so often that a cached copy is usually not too old
- So crawling must be pretty straightforward...

## Or is it?



- So why are we talking about making harvesting more efficient and automatic?
- How does a crawler work?
- HINT: It uses HTTP and it depends on links (URLs)



# HTTP is easy



- Make a request
  - GET blah.html
- Receive a response
  - blah.html

sort of...

### Here's an actual GET request:

GET / HTTP/1.1

Host: www.modoai.org

User-Agent: Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.5) Gecko/20031007

Accept: application/x-shockwave-flash,text/xml,application/xml,application/xhtml+xml,text

/html;q=0.9,text/plain;q=0.8,image/png,image/jpeg,image/gif;q=0.2,\*/\*;q=0.1

Accept-Language: en-us,en;q=0.5 Accept-Encoding: gzip,deflate

Accept-Charset: ISO-8859-1,utf-8;q=0.7,\*;q=0.7

Keep-Alive: 300

Connection: keep-alive

Referer: http://www.google.com/search?hl=en&q=modoai&btnG=Google+Search

If-Modified-Since: Thu, 17 Aug 2006 14:18:36 GMT

If-None-Match: "15b9b090-152c-51c72700"

Cache-Control: max-age=0

### Or is it?



### Now take a look at the response

GET / HTTP/1.1

Host: www.modoai.org

User-Agent: Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.5) Gecko/20031007

Accept: application/x-shockwave-

flash,text/xml,application/xml,application

/xhtml+xml,text/html;

q=0.9,text/plain;q=0.8,image/png,image

/jpeg,image/gif;q=0.2,\*/\*;q=0.1

Accept-Language: en-us,en;q=0.5

Accept-Encoding: gzip,deflate

Accept-Charset: ISO-8859-1,utf-8;q=0.7,\*;q=0.7

Keep-Alive: 300

Connection: keep-alive

Referer: http://www.google.com/search?hl=en&q=

modoai&btnG=Google+Search

If-Modified-Since: Thu, 17 Aug 2006 14:18:36 GMT

If-None-Match: "15b9b090-152c-51c72700"

Cache-Control: max-age=0

The problem is, only a small piece of the page is loaded here



Images, style, come later...

### HTTP is limited



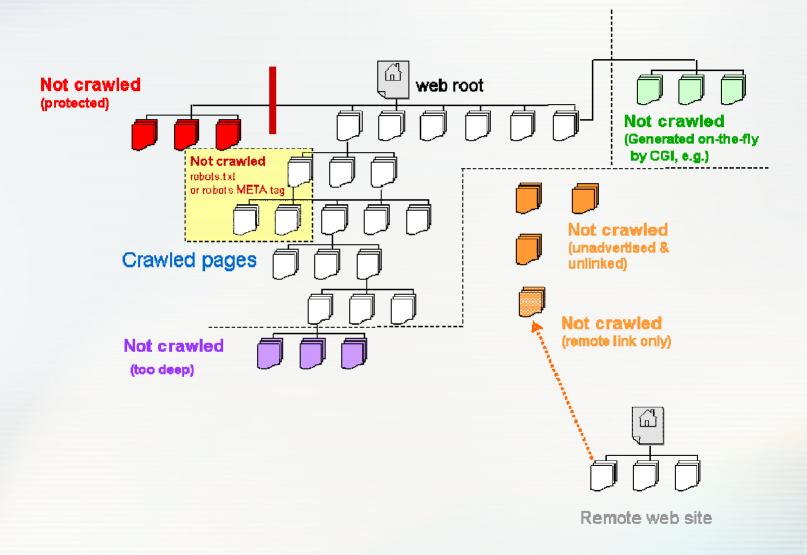
- 1 GET receives 1 resource
- Most URLs require many backand-forth request-response exchanges just to load the single "page" that you see in your browser
- This home page for the mod\_oai project has several images, a CSS style sheet, a bunch of links, and the word content you see on the page.
- A browser or a crawler has to "read" the HTML of the basic page, figure out what else it needs to make the view complete, and go back to get each of those items.



### And that's just for ONE page!

# Crawling is Complicated





## The Hard Life of a Robot



### Results from our experiments watching crawlers: May-Sep 2005

- The google dance
  - About every 2 weeks
  - Thorough breadth, depth span
  - Heavy use of conditional GET (ex:"if-modified-since")
- The yahoo crawl
  - More sporadic, about every 30 days
  - Pretty deep, wide
  - Delayed visits meant it never saw short-lived pages
- MSN
  - Less deep, less broad
  - Hired out robots?
  - Little showed up in caches...
- Biggest problems with crawling
  - Getting everything crawled
  - Keeping new site pages linked
  - Updating search engine cache repositories
  - Time, time, time (and bandwidth and processing power)

# The Elevator Analogy





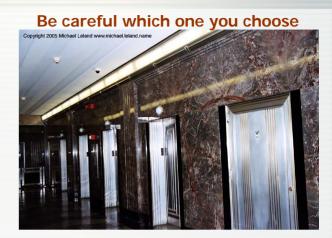
The Empire State Building



A Famous Visitor: He didn't need the elevator

- Really huge buildings are different from the usual
- Elevators do not go to every floor
- Some are "express" going to only a few floors, or directly to the top
- Higher floors may have other banks of elevators that go to more floors
  - Take elevator 1 to floor 31
  - Meet some people...
  - Go to elevator bank 2 and take a different set of elevators from floor 31 to floor 35.
  - Multiple routes to get back down to the first floor
- Crawling has a lot in common with this experience
- If there isn't a button for that floor, you can't get there from here!

What happened to the other floors?





# Isn't there a better way?



### Crawlapalooza vs. Harvester Home Companion

- World Wide Web
  - A free-for-all
  - Not organized
  - Very little metadata
  - Haphazard additions, deletions, modifications



- Digital Library
  - Organized
  - Groomed content
  - Lots of metadata
  - Structured changes



It turns out that web crawling trick is hard to do after all

### What if we could --



- Get a list of all URLs for the site
  - Including those not linked from root
  - Maybe even CGI-related links
- Get a list of everything new since last visit
  - Any pages that have changed
  - Any new pages added
  - Any pages that have been deleted
- Get a list of all <put your mime type here>
  - Images (specific subtype or all of them)
  - HTML pages only
  - PDFs only
  - Whatever mime spec you want...

# Libraries: Inspiration for a Digital Age





### Anatomy of a city library:

- Organized
  - Grouped
    - Topics
    - subtopics
  - Numbered
- Searchable
  - By author, title
  - By topic
  - By edition
- Lots of metadata





### Digital library is similar

- Expands on physical library concepts
- Special protocols let librarians organize and find resources & information
- OAI-PMH is one of these "library" protocols



# **OAI-PMH: Empowering HTTP**



### We said we need a way to

- Get a list of all URLs for the site
- Get a list of changes (new, gone, altered) since last visit
- Get a list by some grouping we specify (e.g., MIME)

### **OAI-PMH** gives us these options

- Works a lot like CGI-style URLs you may see:
   http://www.foo.org/ask.php?pid=3244&uid=jsmith
   (PHP-enabled web server)
  - http://www.foo.org/oaiserver?verb=Identify (OAI-PMH-enabled web server)
- It is designed for the robot, not the browser
  - Gives back valid, XML-formatted response
- mod\_oai is an Apache 2 module that allows OAI-PMH verbs to be used on the web site

## Overview of OAI-PMH Verbs



metadata about the repository

harvesting verbs

Verb	Function
Identify	description of repository
ListMetadataFormats	metadata formats supported by repository
ListSets	sets defined by repository
ListIdentifiers	listing of all OAI unique ids contained in repository
ListRecords	listing of N records
GetRecord	listing of a single record

most verbs take arguments: dates, sets, ids, metadata formats and resumption token (for flow control)

# Efficient, Automatic Harvesting



### A better way: using OAI-PMH to crawl a site

- Identify
  - Gives essential repository information
- ListRecords/ListIdentifiers
  - Lists all of the resources on the site
  - Can be "tweaked":
    - Only those that are new since YYYY-MM-DD
    - Only those of MIME type <???>
  - Streamlines crawling process
- ListSets
  - Tells the crawler what kind of groupings the site supports
- 6 Verbs in All
- Streamlined initial crawl, fast update crawls

# Performance Comparison: Initial Crawl



#### All crawlers

- Must ask for every resource
- Discovery faster, automatic for mod\_oai mod\_oai

#### ListIdentifiers

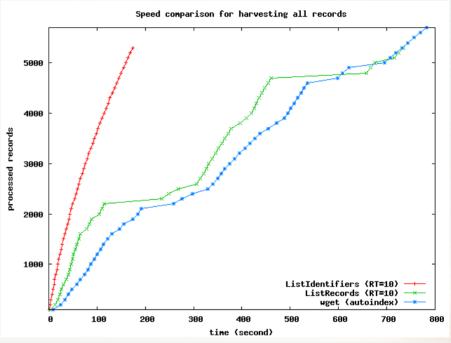
- Only an OAI-PMH verb
- Could be used to create an index of of resource names
- Gets unlinked and linked resources resources

#### ListRecords

- Only an OAI-PMH verb
- Returns metadata plus resource
- Gets unlinked and linked resources resources

#### wget

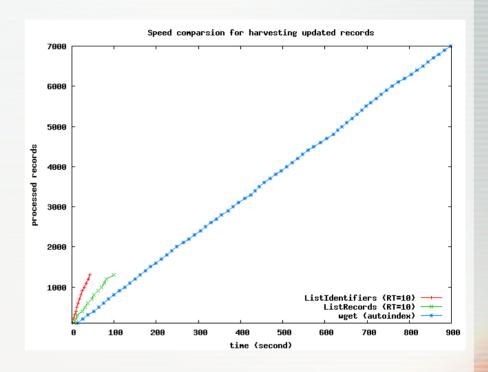
- Behaves like common crawler
- Can only find linked resources



# Performance Comparison: Update Crawl



- Performance improved using using mod\_oai (OAI-PMH)
  - Conditional request is streamlined
- If only new/changed pages pages are requested:
  - OAI-PMH crawler:
    - "GET from yyyy-mm-dd" (last (last visit date)
    - One request gets all the new new data
  - Standard crawler
    - "GET if-modified-since"
    - Must ask for every page



# OAI-PMH Verbs & Special Features



#### Verbs:

- Identify
  - Provides descriptive metadata about the DL
- ListIdentifiers
  - · Returns record headers only
  - Resumption token manages lengthy data set
  - Unique identifier for each site resource
- ListMetadataFormats
  - Specifies types of metadata tracked by the site
  - Options include Dublin Core, MARC, DIDL, RFC1807, others...
  - Dublin Core is required by OAI specification
- ListRecords
  - Sequential transfer of each record
  - Can limit to N records (flow control for crawler)
- ListSets
  - Defined locally via scripts to aggregate common record groups
  - Facilitates selective harvesting of site
  - MIME-Type sets are automatically supported by mod\_oai
- GetRecord
  - Selects specific, single record from site
  - Identified by the OAI unique identifier
- Special Features:
  - Datestamp harvesting
    - Example: Give me all records updated between 2005-10-05 and today "http://www.xyz.us/oai?verb=ListRecords&from=2005-10-05&until=2006-06-11&metadataprefix=oai dc"
  - Metadata only –or:
    - Full record; encapsulated as DIDL -or:
    - A complete package with all of this information
      - Akin to OAIS AIP

# Constructing an OAI-PMH Query



Start with the site's main URL

http://www.foo.org/

Add the baseURL location\*:

http://www.foo.org/modoai

Add the OAI-PMH verb:

http://www.foo.org/modoai?verb=GetRecord

Add the metadataprefix:

http://www.foo.org/modoai?verb=GetRecord&metadataPrefix=oai\_dc

Add any other qualifiers...

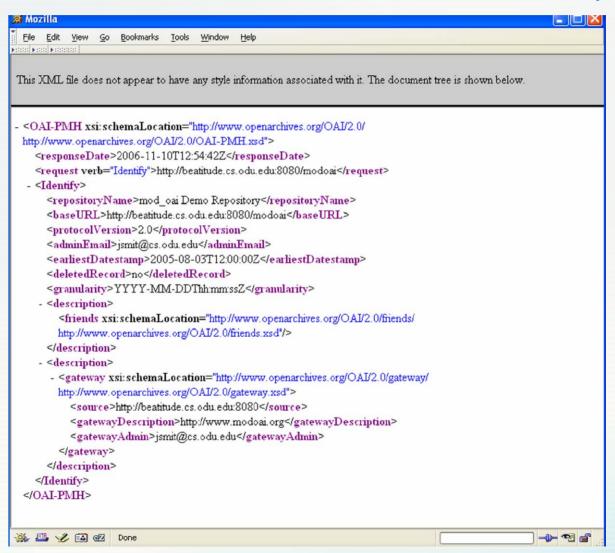
http://www.foo.org/modoai?verb=GetRecord&metadataPrefix=oai\_dc&identifier=http://www.foo.org/bluebells.html

\*usually defined from root URL, but can begin at some other point in the site

# The OAI-PMH Identify Verb



GET: http://beatitude.cs.odu.edu:8080/modoai/?verb=Identify



# ListIdentifiers Response Content



```
₩ Source of: http://beatitude.cs.odu.edu:8080/modoai/?verb=ListIdentifiers&metadataPrefix=oai_dc - Mozilla
 File Edit View Help
 <?xml version="1.0" encoding="UTF-8"?>
 <OAI-PMH xmlns="http://www.openarchives.org/OAI/2.0/"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.openarchives.org/OAI/2.0/
http://www.openarchives.org/OAI/2.0/OAI-PMH.xsd">
 <responseDate>2006-11-10T00:09:03Z</responseDate>
 <request verb="ListIdentifiers"
metadataPrefix="oai dc">http://beatitude.cs.odu.edu:8080/modoai/</request>
 <ListIdentifiers>
 <header>
 <identifier>http://beatitude.cs.odu.edu:8080/modoaitest/joan.html</identifier>
 <datestamp>2006-08-21T22:47:41Z</datestamp>
 <setSpec>mime:text:html</setSpec>
 </header>
 <header>
 <identifier>http://beatitude.cs.odu.edu:8080/modoaitest/diag.jpg</identifier>
 <datestamp>mime/image/jpegZ</datestamp>
 <setSpec>mime:image:jpeg</setSpec>
 </header>
 <header>
 <identifier>http://beatitude.cs.odu.edu:8080/modoaitest/file.sxw</identifier>
 <datestamp>mime/application/vnd.sun.xml.writerZ</datestamp>
 <setSpec>mime:application:vnd.sun.xml.writer</setSpec>
 </header>
Line 37, Col 49
                                                                                                0
```

## Search Engine Use of OAI-PMH



- Google sitemaps: OAI-PMH or Do-It-Yourself
  - Via OAI-PMH
    - Just send them the baseURL!
    - Google does a ListRecords query on your site
  - Via Google's tool or manually constructed
    - XML-formatted file; URI/IRI compliant
    - Follow schema: http://www.google.com/schemas/sitemap/0.84/sitemap.xsd
    - ASCII and UTF-8 encoded (escaped quotes, ampersands, etc)
    - Limited size: 50,000 urls, 10mb max (per sitemap file)
- MSN Academic Live
  - Digital-library-centric (not general web)
  - Specifically states it can access OAI-PMH repositories
  - Unclear if role will grow to include MSN Search
    - http://academic.live.com/Publishers Fag.htm
- Yahoo
  - No sign-up guidelines for OAI-PMH-enabled sites
  - Yet... research showed good coverage of OAI-PMH Repositories
    - Outsourced OAI-PMH crawls [1]
    - OAlster (U Michigan Library) provides Yahoo with OAI repository information
- Professional Digital Libraries
  - Many support OAI-PMH
  - Many are not open to commercial search engines

# Google Sitemaps Using OAI-PMH



Change Language: English

Search Help Center

Search

#### http://www.google.com/support/webmasters/bin/answer.py?answer=34655&ctx=sibling



#### Webmaster Help Center

≺oai de:de

Google Help > Help Center Home > Managing my Google Sitemaps files > Creating Google Sitemaps files

#### Documentation

Webmaster Guidelines

How do I add my site?

About Google webmaster tools

Webmaster Central

#### Tools

Google webmaster tools

Submit your content to Google

Google services and tools

#### How do I submit my OAI-PMH path?

Google accepts the OAI-PMH version 2.0 protocol. You can't use this format for Mobile Sitemaps. If you use this format for your site, simply add the baseURL of your OAI repository (for instance, http://www.example.com/oaiserver). When we query the baseURL, we automatically add query parameters (such as ?verb=ldentify or ?verb=ListRecords), so you can simply add the baseURL itself. When we extract the URLs for your site, we expect the records in the repository to be formatted using <u>Dublin Core</u>, with the URLs embedded in <dc:identifier> tags. Below is a sample record that includes the <dc:identifier> tag in bold. The URL listed in that tag is what we extract.

xmlns:oai\_dc="http://www.openarchives.org/OAI/2.0/oai\_dc/"
xmlns:dc="http://purl.org/dc/elements/1.1/"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.openarchives.org/OAI/2.0/oai\_dc/
http://www.openarchives.org/OAI/2.0/oai\_dc.xsd">
<dc:title xml:lang="en">& title of extraordinary things</dc:title>
<dc:creator>McCormack, Michael</dc:creator>
<dc:subject>LCSH:Ausdehnungslehre; LCCN QAZOS.H99; Greatness:Amanda</dc:subject>

<dc:publisher>J. Wiley &amp; Sons</dc:publisher> <dc:date>Created: 1906; Available: 1991</dc:date>
<dc:type>texts/dc:type>
<dc:identifier>http://example.com/physics/1796949</dc:identifier>
<dc:lanquage>english</dc:language>

<dc:rights xml:lang="en">Public Domain</dc:rights> </oai dc:dc>

As with other Sitemaps, the URLs must be within the same site and at the same directory location or lower than the baseURL. For instance, if you add http://www.example.com/oaiserver as the baseURL, the following URLs would be valid:

- http://www.example.com/
- http://www.example.com/samples.html
- http://www.example.com/images/

However, if you add http://www.example.com/dataprovider/oaiserver, then none of those URLs would be valid.

#### You may also be interested in...

- How do I create a text file to submit as a Sitemap?
- . What other formats can I use for a Sitemap?
- . How do I submit a syndication feed?

@2006 Google

#### XML Format info here:

https://www.google.com/webmasters/sitemaps/docs/en/protocol.html#sitemapXMLFormat

### What's A Dublin Core?



- Basic data set (fields) about something
  - Like the information on a library card catalog
  - Specifies certain elements
  - More than one "style" of DC: simple & qualified
  - Most people mean "simple" when then say DC
- Simple DC has 15 information fields:
  - 1. Title
  - 2. Creator
  - 3. Subject
  - 4. Description
  - 5. Publisher
  - 6. Contributor
  - 7. Date
  - 8. Type

- 9. Format
- 10. Identifier
- 11. Source
- 12. Language
- 13. Relation
- 14. Coverage
- 15. Rights

# Improving Crawls Using mod\_oai



- Google sitemaps for OAI-PMH sites
  - currently harvests Dublin Core only
  - Uses your baseURL to crawl your site
  - Uses the date feature to get newest information
- Complex-object format/MPEG-21 DIDL
  - New OAI-PMH approach combines resource + metadata
  - Big files, but
    - Could use gzip, deflate if server supports it (many do)
    - Still more efficient than traditional crawling
    - Can provide lots of useful metadata
  - Simplifies crawls
    - ListRecords gets everything
    - ListRecords + date range = fast updates
- Any crawler could request MPEG-21 DIDL format (oai\_didl)
  - Google could easily adopt it since they already use ListRecords
  - Any search engine looking for competitive edge could implement DIDL metadata metadata prefix to streamline crawls
  - Intranets could adopt this approach for archiving their internal web
  - Encoded base64 resource is also easy to decode for analysis or restoration restoration

## How does mod oai work?



- Code
  - Written in C
  - Designed to be platform-independent
    - Requires Apache 2
    - Uses APSX2 calls
    - Linux, MAC compatible
- Runs as a web server process
  - Installed like mod\_perl or mod\_deflate, for example
  - Config file handles module specifics (baseURL location, etc)
  - Enables OAI-PMH verbs to appear in the HTTP request
    - baseURL + verb gets OAI-PMH response
- The rest of the site works as normal
  - Users see no change
  - Standard crawlers can operate as usual

## Complex Object Formats: Characteristics



- Representation of a digital object by means of a wrapper XML document. document.
- Represented resource can be:
  - simple digital object (consisting of a single datastream)
  - compound digital object (consisting of multiple datastreams)
- Include datastream:
  - By-Value: embedding of base64-encoded datastream
  - By-Reference: embedding network location of the datastream
  - Descriptive metadata, rights information, technical metadata, ...
- MPEG-21 DIDL is one type of complex object format
  - Can be used in OAI-PMH
  - Metadata prefix for mod\_oai is "oai\_didl"

#### In other words:

 Instead of just looking at the index card about the book, we can actually get the book, too

Let's look at an example GetRecord verb for a very simple resource (<a href="http://beatitude.cs.odu.edu/modoaitest/joan.html">http://beatitude.cs.odu.edu/modoaitest/joan.html</a>)

### GetRecord: Get the Id and the Data



http://beatitude.cs.odu.edu:8080/modoai?verb=GetRecord &Identifier=http://beatitude.cs.odu.edu:8080/modoaitest/joan.html &metadataPrefix=oai\_didl

- oai\_didl metadata format (prefix)
- Complex object response
  - Encapsulates resource within the response
  - Encodes it as base64
- Everything known about the URL is in the response
  - All of the metadata types and the contents
    - Dublin Core
    - HTTP Headers
    - Any others that might be used by that server...

# Actual GetRecord Response (oai\_didl)



```
🕱 Source of: http://beatitude.cs.odu.edu:8080/modoai/?verb=GetRecord&metadataPrefix=oai_didl&identifier=http://beatitude<u>.cs.odu.edu:8080/modoaite... 📘 🗖 🗙</u>
 File Edit View Help
<?xml version="1.0" encoding="UTF-8"?>
<OAI-PMH xmlns="http://www.openarchives.org/OAI/2.0/" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.openarchives.org/OAI/2.0/ http://www.openarchives.org/OAI-2.0/OAI-PMH.xsd">
<responseDate>2006-11-10T00:48:04Z</responseDate>
<request verb="GetRecord" identifier="http://beatitude.cs.odu.edu:8080/modoaitest/joan.html"</pre>
metadataPrefix="oai didl">http://beatitude.cs.odu.edu:8080/modoai/</request>
<GetRecord>
<record>
<header>
<identifier>http://beatitude.cs.odu.edu:8080/modoaitest/joan.html</identifier>
<datestamp>2006-08-21T22:47:41Z</datestamp>
<setSpec>mime:text:html</setSpec>
</header>
<metadata>
<didl:DIDL xmlns:didl="urn:mpeq:mpeq21:2002:02-DIDL-NS" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="urn:mpeg:mpeg21:2002:02-DIDL-NS http://purl.lanl.gov/STB-RL/schemas/2004-11/DIDL.xsd">
<did1:Item>
<didl:Descriptor>
<didl:Statement mimeType="application/xml; charset=utf-8">
<dii:Identifier xmlns:dii="urn:mpeg:mpeg21:2002:01-DII-NS" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"</pre>
xsi:schemaLocation="urn:mpeg:mpeg21:2002:01-DII-NS
http://purl.lanl.gov/STB-RL/schemas/2003-09/DII.xsd">http://beatitude.cs.odu.edu:8080/modoaitest/joan.html</dii:Identifier>
</didl:Statement>
</didl:Descriptor>
<didl:Descriptor>
<didl:Statement mimeType="application/xml; charset=utf-8">
<a href="http://www.wo.modoai.org/OAI/2.0/http header/" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" thttp://www.w3.org/2001/XMLSchema-instance" thttp://www.w3.org/2001/XMLSchema-instance</a>
xsi:schemaLocation="http://www.modoai.org/OAI/2.0/http header/ http://purl.lanl.gov/STB-RL/schemas/2004-08/HTTP-HEADER.xsd">
<http:Content-Length>69</http:Content-Length>
<http:Server>Apache/2.0.49 (Fedora)</http:Server>
<http://content-Type>text/html</http://content-Type>
<http:Last-Modified>Mon, 21 Aug 2006 22:47:41 GMT</http:Last-Modified>
                                                                                                                   "joan.html"
<http:Date>Fri, 10 Nov 2006 00:48:04 GMT</http:Date>
</http://header>
                                                                                                            encoded in base64
</didl:Statement>
</didl:Descriptor>
<didl:Component>
<didl:Resource mimeType="text/html"
encoding="base64">PGh0bWw+Cgk8Ym9keT4KCQ13b28taG9vCgkJPHVsPgoJCQk8bGk+YmxhaloJCTwvdWw+Cgk8L2JvZHk+CjwvaHRtbD4K</didl:Resource>
<didl:Resource mimeType="text/html" ref="http://beatitude.cs.odu.edu:8080/modoaitest/joan.html"/>
</didl:Component>
</didl:Item>
</didl:DIDL>
</metadata>
</record>
</GetRecord>
</OAI-PMH>
```

# Summary: mod\_oai to the rescue!



- Search engines are taking a real interest in OAI-PMH as a means to improve crawling
- mod\_oai is an Apache 2.0 module that provides OAI-PMH interface for your site (currently Linux & Mac)
- You can send the baseURL to Google
- The module is relatively simple to install
- It won't affect regular site users and regular web crawlers
- Any changes to your site will be reflected by the mod\_oai server
- It makes crawling much faster, more efficient, more useful

### For more information



 A website with mod\_oai releases, demos and documentation is maintained by Old Dominion University and LANL:

http://www.modoai.org/

- New release next month
- Improved installation process
- The Open Archives Initiative also maintains a web site:

http://www.openarchives.org/

- Forum, tutorials, news, research
- OAI-PMH information
- There are active research projects at ODU using mod\_oai
  - Web preservation
  - Repository ingestion/handling