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Discovery of Concept Entities from Web Sites using Web Unit Mining

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Abstract—A web site usually contains a large number of concept entities, each consisting of one or more web pages connected by hyperlinks. In order to discover these concept entities for more expressive web site queries and other applications, the web unit mining problem has been proposed. Web unit mining aims to determine web pages that constitute a concept entity and classify concept entities into categories. Nevertheless, the performance of an existing web unit mining algorithm, iWUM, suffers as it may create more than one web unit (incomplete web units) from a single concept entity. This paper presents two methods to solve this problem. The first method introduces a more effective web fragment construction method so as to reduce later classification errors. The second method incorporates site-specific knowledge to discover and handle incomplete web units. Experiments show that incomplete web units can be removed and overall accuracy has been significantly improved, especially on the precision and $F_1$ measures.

Index Terms—Web classification, Web information organization

I. INTRODUCTION

A. Motivation

As the World Wide Web grows exponentially, search engines have become important tools to access web information. A large portion of web search activities aim to locate a set of concept entities relevant to the user query. Imagine a graduate student who wants to know about the field of Information Retrieval (IR). Expected concept entities include: an IR course, researchers specialized in IR research, and related conferences. However, in the hypertext environment, a concept entity is sometimes represented by a set of connected web pages instead of a single web page. For example, a concept entity of a professor includes not only his/her homepage but also other pages describing his/her research interests, teaching activities, or curriculum vitae. Concept entities widely exist in web sites such as company web sites hosting staff web pages, university web sites publishing courses, faculty and research information.

Recently, Sun and Lim [1] proposed the concepts of web unit and web unit mining problem. A web unit is a set of web pages that jointly provide information about a concept entity. For example, the set of web pages describing a professor previously constitute a faculty web unit.

Web unit mining consists of two sub-problems, namely web unit construction and web unit classification. In the former, web pages representing a single concept entity are identified so as to form a web unit. The latter involves assigning web units correct concept labels. Sun and Lim [1] proposed an algorithm called iterative Web Unit Mining (iWUM). iWUM carries out web unit construction and web unit classification in an iterative
manner. In this approach, web unit classification results affect web unit construction, and vice versa. Unfortunately, a web unit classification error may cause errors in the next step of web unit construction. One possible problem is that it might create more than one web unit (incomplete web unit) from a single concept entity. Each incomplete web unit contains incomplete information about a concept entity.

In order to address the incomplete web unit problem and to improve web unit mining accuracy, we propose two methods to enhance iWUM. In the first method, we aim to improve the web unit construction before the first classification step. In the second method, we aim to discover and handle incomplete web units produced by iWUM.

B. Contributions

We summarize our contribution in improving the iterative Web Unit Mining (iWUM) problem as follows:

- **Enhanced web fragment generation**

  A new web fragment generation method is proposed to replace the one used by iWUM. It reduces the number of web fragments created so as to reduce possible errors in later classification steps. As a result, the chances of creating incomplete web units have been greatly reduced.

- **Knowledge-based web unit optimization**

  Incomplete web units are distributed in a web site with some discernable patterns. A web unit optimization method is proposed to detect and remove those incomplete web units created by web unit mining.

We also find out that these two methods can be integrated together and deliver even better results.

C. Paper Outline

The rest of this paper is organized as follows. In Section II, we give a detailed discussion on the web unit mining problem and explain how incomplete web units are produced by iWUM. Related work in web unit mining is surveyed in Section III. In Section IV and V, we propose the enhanced web fragment construction method and the kWUM method. An integrated method is discussed in Section VI. Our experiments and results are presented and discussed in Section VII. Finally, we conclude this paper in Section VIII.

II. BACKGROUND: WEB UNIT MINING

A web unit is a set of web pages that jointly provides information about a concept entity [1]. It consists of exactly one key page and zero or more support pages. Consider the course web unit shown in Figure 1. The first page is the course’s (CS100) homepage and the others provide supplementary information of the course. The homepage is the entry point to all information about the course and thus the key page; the others are support pages. Similarly, for a faculty web unit, the key page is a faculty’s homepage; support pages include those pages about his/her research interests, teaching activities, and so on.

If a set of web pages that jointly provides information about a concept entity is constructed into more than one web unit, each of them is regarded as an incomplete web unit. For example, the CS100 web unit contains a set of eight web pages, which are denoted as \( p_1, p_2, \ldots, p_8 \) (according to their listed order in Figure 1). If three web units are created from them, say \( u_1 = \{ p_1, p_2, p_3, p_4 \} \), \( u_2 = \{ p_5, p_6 \} \) and \( u_3 = \{ p_7, p_8 \} \), they are incomplete web units. An incomplete web unit contains incomplete information about a concept entity. It does not comply with the definition of web unit, which requires a single concept instance to be represented by one web unit. Note that incomplete web units are outcomes of web unit mining and considered as errors.

The existence of incomplete web units does harmful to using web units to other applications. One important application is to allow search engines to index web information at the web unit level instead of the web page level. For example, the CS100 course entity can be indexed as a single unit (if the CS100 web unit is successful constructed). However, if three incomplete web units are created from the CS100 course entity, we need to index three units although all of them represent CS100. It is not efficient for search engines. Even worse, since each incomplete web unit contains incomplete information about CS100, it might cause search engines to fail to retrieve them for some user queries.

The web unit mining has two sub-problems, namely web unit construction and web unit classification. iWUM addresses these two sub-problems in an iterative manner. It first groups closely-related web pages (based on hyperlink connectivity) into small units (web fragments), which are then classified and merged with one another to form large web units. This classifying-merging procedure repeats until there is no change of category labels assigned to the web units. The rules of merging allow a single labeled web unit to merge with neighboring unlabeled web units, but not labeled web units. A labeled web unit refers to one that has been assigned a category label; otherwise it is called an unlabeled web unit. Note that those unlabeled web units are intermediate results of iWUM. They are expected to merge with neighboring labeled web units in the next web unit construction phase. When iWUM stops, those remaining unlabeled web units are discarded, only labeled web units are returned. In other words, web unit mining results are all labeled web units.

An example of how iWUM produces incomplete web units is given below, still considering the set of web pages constituting the CS100 web unit. Before conducting the first classification, iWUM groups them into a set of web fragments, say \( f_1 = \{ p_1, p_2, p_3 \} \), \( f_2 = \{ p_4 \} \), \( f_3 = \{ p_5, p_6 \} \), \( f_4 = \{ p_7, p_8 \} \). In order for iWUM to successfully merge \( f_1, f_2, f_3 \) and \( f_4 \) into a single web unit, say \( u \), the following two conditions are
required:

1) The web fragment containing the key page of \( u, f_1 \) in this case, should be classified to one pre-defined category.

2) Web fragments containing only support pages of \( u, f_2, f_3 \) and \( f_4 \) in this case, should not be classified to any pre-defined category but unlabeled instead.

If \( f_3, f_4 \) are classified to some pre-defined categories, they cannot be merged into \( u \). Instead, three incomplete web units, \( u_1 = \{p_1, p_2, p_3, p_4\} \), \( u_2 = \{p_5, p_6\} \) and \( u_3 = \{p_7, p_8\} \), might be created.

As a result, an error in web unit classification will lead to errors in web unit construction, resulting in incomplete web units. The more web pages of a web unit contains, the more web fragments are created during iWUM, and the higher the chance of classification error, therefore the more likely incomplete web units are created. Our initial experiment showed that among the web units mined by iWUM, 15% of them were incomplete web units.

### III. RELATED WORK

One sub-problem of web unit mining, web unit classification, is related to the web classification research, which aims to categorize web objects into pre-defined categories. Depending on what are defined as objects of interest, web classification can be carried out at different levels. Web page classification [2], [3], [4], [5], [6], [7], which attracts most research efforts, considers each web page as an object of interest. It utilizes both content features, e.g. title, body text, and other features, e.g. hyperlink structure, to conduct classification. Meanwhile web site classification [8], [9], [10], treats an entire web site as a single object of interest. Different from these previous work, web unit mining conducts classification at the web unit level.

In both web page and web site classification, the objects to be classified already exist: a web page could be determined by a URL and a web site could be determined by a domain name. However, this is not the case for web unit. Therefore another sub-problem of web unit mining, web unit construction, is to construct a set of web pages into a web unit. It is closely related to the hypertext research that explores ways to group a set or a subgraph of web pages into an information unit [11], [12], [13], [14]. Botafogo et al. [14] proposed to utilize graph theory to analyze hyperlink structure and identify hypertext aggregates from them. In [15], hypertext are divided into connected sub-graphs based on content-based similarities. [11] introduced the concept of compound documents and argued that information retrieval techniques are better suitable for working on compound documents than individual web pages. Although different definitions and approaches are used in these research, they are all based on the same underlying assumption: in hypertext environment, a complete unit of information is often presented by a set of web pages instead of a single web page. This assumption is also adopted by the web unit mining research. A notable difference between them and web unit mining is that information units are not associated with concept labels while web units are.

One major task of web unit construction is to identify the key page of a web unit. This is related to the home page finding problem [16], which is a special type of web search problem. There are studies on web features separating home pages from others. [17] divided URLs into four types, namely root, sub-root, directory, and file, and argued that web pages of the first three types are usually home pages. [18] mentioned that in-links anchor words and web page names are also useful in this task. Those techniques are helpful in identifying key pages of web units.

In our enhanced web fragment generation method, link structure has been extensively explored. Link analysis, which studies hyperlinks among web pages, is a very important research topic. [19] showed that link-based metrics, either simply in-degree or sophisticated HITS, PageRank, are effective in identifying high quality web pages, which could be used by search engines to improve their ranking strategies. Hyperlinks are created with many different purposes. [20] divided links into different levels such as page level, directory level, host level and domain level and argued that best performance is achieved when links of different levels are assigned different weights. In this research, hyperlinks are used to find closely connected web pages that possibly form a single information unit. We analyze hyperlinks within a web site (hierarchical structure) and divide them into different types.

### IV. ENHANCED WEB FRAGMENT GENERATION

#### A. Motivation

First, we discuss the influence of constructed web fragments to web unit construction. If a web unit \( u \) is initially divided into two web fragments, \( u \) can be successfully constructed when the two web fragments are correctly classified. However, if \( u \) is initially divided into four web fragments, it requires all the four web fragments to be correctly classified. It is obvious that the second situation is more prone to classification errors and incomplete web units are more likely to be produced.

In iWUM, the web fragment generation step computes a connectivity index score for each web folder. If the score is higher than a threshold, web pages in this web folder and its sub-folders are constructed as a web fragment. However, this method does not take into consideration different types hyperlink structures. It favors those sets of web pages that are fully-connected by hyperlinks. Furthermore, we also find that this method is unlikely to construct web fragments with web pages from multiple web folders. However, such multi-folder web fragments are desired in some situations.

One straightforward approach to solve the incomplete web unit problem is to reduce the number of web fragments generated from the set of web pages constituting a web unit. Imagine an ideal situation that we are able to generate one and only one web fragment for a web unit, the incomplete web unit problem never exists. However, this is too good to be true. Nevertheless, if we could generate web fragments closer to the corresponding web units, the chances of creating incomplete web units will be greatly reduced.
B. Web Fragments

What is web fragment? According to [1], a web fragment is a set of closely-related web pages, which could be a potential web unit or a part of a web unit. Since web fragments are intermediate outcomes during iWUM, there is no clear definition about its size and scope. Just like a web unit, a web fragment also has one key page and zero or more support pages. The main difference among them is that each web unit has a concept label to indicate its category while a web fragment does not have. We believe that the concept of web fragment is similar to compound document [11], logical domain [12], logical document [13], and aggregate [14].

In order to construct web fragments from a collection of web pages, we mainly rely on two structural evidences: the hierarchical structure reflected by URLs (web directory) and link structure.

C. Web Directory

Given a collection of web pages from a web site, together with web folders extracted from them, a web directory is a tree structure with web folders as internal nodes and web pages as leaf nodes [1]. Note that a typical URL follows the syntax: `type://hostname [:port number] /path][filename]`. Web folders can be extracted from the hostname and path components. As shown in Figure 2, two web folders are extracted from a path component `/courses/cs101/`, namely `courses` and `cs101`, where `cs101` is a sub-folder of `courses`. Similarly, three web folders, `courses`, `cs101`, and `exam` are extracted from `/courses/cs102/exam/`.

A web folder is usually created to contain a set of closely-related web pages. It is interesting to analyze how web pages in a web folder are connected with each other. We identify six connection patterns of a web folder. Note that here we are only interested in those web folders containing at least two web pages.

- **Fully connected**
  There exist hyperlinks between any two web pages.

- **Star**
  There exists one web page that has hyperlinks pointing to all other web pages.

- **Linear**
  There exists a linear hyperlink path to connect all web pages.

- **Hierarchical**
  There exists a hierarchical hyperlink structure to connect all web pages.

- **Isolated**
  There does not exist any hyperlink between any two pages.

- **Partially connected**
  There exist some hyperlinks to connect a few web pages, but cannot find a way to connect all web pages.

A web folder may satisfy more than one connection pattern. For example, star and linear patterns can be satisfied at the same time. To make it simple, when analyzing a web folder, we examine connection patterns in the order of fully connected, star, linear, hierarchical, isolated, and partially connected (from a more specific pattern to a more general one). If it satisfies fully connected, we stop; otherwise we move on to check star, and then linear and so on. As a result, for a web folder satisfying both star and linear, we simply regard it as star.

If a web folder contains only one web page or satisfies any of the four connection patterns, namely fully connected, star, linear, or hierarchical, we consider it as well-connected. In a well-connected web folder, there exists one entry page by which any other web page in the web folder (if existing) can be accessed without navigating through intermediate web pages outside the web folder. Such entry pages could be any node in fully connected, center node in star, first node in linear, or root node in hierarchical. Those entry pages are very likely to be the key pages of web fragments.

D. Link Structure

With the introduction of the web directory concept, we can divide hyperlinks into six different types. We analyze the relative locations of a link’s source page and target page in the web directory. Let $f_s$ and $f_t$ denote the web folders containing a link’s source page and target page respectively. Note that here we are only interested in hyperlinks within the web directory. Those hyperlinks involving web pages outside the web directory are ignored.

- **From-parent links**
  A link that $f_s$ is the parent folder of $f_t$.

- **From-ancestor links**
  A link that $f_s$ is the ancestor folder of $f_t$.

- **Sibling links**
  A link whose source page and target page are in the same web folder.

- **From-child links**
  A link that $f_s$ is the child folder of $f_t$.

- **From-descendant links**
  A link that $f_s$ is the descendant folder of $f_t$.

- **Across links**
  A link that $f_s$ and $f_t$ does not satisfy any of above conditions.

The first two types of links, from-parent links and from-ancestor links are mainly created to access web pages in lower levels of the web directory. Sibling links connect web pages in the same web folder. They account for the largest portion of hyperlinks within the web directory and are used to analyze the connection pattern of each web folder. From-child links and from-descendant links are mainly for the back to
home purpose. Unlike links of previous types that mainly help navigating web pages organized in a hierarchical structure, across links are more likely to indicate relationship between web pages. A typical across link is a link from a student’s homepage to one of courses he/she takes. It is obvious that the student’s homepage is not the common start point to access the course (except for the student). This link indicates there is a kind of relation between the student and the course (the student takes the course). An interesting observation is that the target page of an across link is often the entry page of a set of related web pages. When a student creates a link to a course, he/she tends to point to the homepage of the course instead of other web pages. This observation is also reported in [11].

Each type of link has different clues for identifying web fragments. For example, if a web page p is pointed by many from-child links, p together with web pages in its sub-folders are likely to form a web fragment. Web pages(s) in a well-connected web folder (connected by sibling links) are likely to form a web fragment. A web page pointed by many across links is likely to be the key page of a web fragment, but unlikely to be a support page of a web fragment. Furthermore, in a set of web pages p1,p2,...,pn, if there exists one and only one web page pi that is pointed by many across links, p1,p2,...,pn is likely to form a web fragment and pi is the key page. Otherwise, if there does not exist such a pi, p1,p2,...,pn has no well recognized entry page and it might be a part of a web fragment (need to merge with others); if there exists more than one pi, p1,p2,...,pn is likely to contain more than one web fragment.

E. WebFragGen

After discussing the web directory and hyperlink structure, we characterize the web fragments we want to construct from three aspects as follows:

- **Locality**
  A web fragment contains a set of web pages located near each other, in the same or neighboring web folder(s) in the web directory.

- **Internal connectivity**
  Internal connectivity studies hyperlinks between web pages within a web fragment. A web fragment has a key page, through which all other pages in the fragment can be accessed, either directly or indirectly.

- **External connectivity**
  External connectivity studies the hyperlinks that cross the boundary of a web fragment. We use the notation external incoming link to refer to a hyperlink from a web page outside of a web fragment to a web page inside the web fragment. If a web fragment has a large number external incoming links, most of those links should point to the key page, not to other web pages.

We propose a new web fragment construction algorithm, as shown in Algorithm 1. We create a web directory and run WebFragGen(root), where root is the root web folder of the web directory. Note that sub(f) denotes the sub-folders of web folder f, subT(f) denotes the subtree rooted at web folder f, including f, its sub-folders and descendent folders.

The web directory is traversed in a bottom-up manner. A web folder will be examined only after all its child web folders have been examined or it has no child web folder (Algorithm 1, Line 1-5). If a web folder f has no child web folder and is well-connected, a candidate web fragment frag is created with all web pages in f. frag is then checked by a function named Is_Fragment, which determines whether frag is a web fragment or not (Algorithm 1, Line 8-12). Once Is_Fragment returns true value, frag is added to the web fragment list wfl and f is removed from the web directory (Algorithm 1, Line 23-26). If the currently-visited web folder f has some child web folders sub(f), it indicates that web fragments are not found in sub(f). We first create a candidate web fragment frag with all pages in subT(f) and test it. If it fails, we construct another candidate web fragment frag with all pages in f and test it again (Algorithm 1, Line 14-21). Note that we gradually remove web folders(together with their sub-folders) from the web directory once web fragments are constructed.

When constructing a candidate web fragment, we also identify one candidate key page based on the connection pattern of the corresponding web folder. Here, center node
in star, first node in linear, or root node in hierarchical is the key page. For fully-connected, we cannot find one based on link structure information. Therefore a heuristic based on the name of the web page is utilized: a web page with the name such as "default", "index", "home" and "welcome" is the key page. For a candidate web fragment of pages from multiple web folders, we search the key page in the top web folder.

F. Web Fragment Classifiers

In the WebFragGen algorithm, we propose a systematic way to construct candidate web fragments, identify possible key pages, and test them. However, how to determine a candidate web fragment is a web fragment or not, which is the function Is_Fragment supposed to handle, is not discussed yet. This is a difficult task. It might depend on many factors such as external connectivity, internal connectivity, the location in the web directory, number of pages, folders and so on.

It is hard to design explicit rules or mathematical formula make a judgement. Therefore we adopt the machine learning approach: classifiers are trained by learning from a collection of sample web fragments and then they are used to determine whether a candidate web fragment is a web fragment or not. Note that they are binary classifiers, only 1 or 0 returned.

The number of pages in a web fragment varies. One could consist of only one web page, while another may consist of web pages from multiple web folders. We divide web fragments into three types.

- **Single page web fragment**
  A web fragment consists of only one web page. Single page web fragments are usually constructed from those web folders containing only one web page.

- **Single folder multi-page web fragment**
  A web fragment consists of more than one web pages, all of which are from the same web folder.

- **Multi-folder web fragment**
  A web fragment consists of web pages from more than one web folder, usually a sub tree of web folders.

Different feature sets can be extracted from different types of web fragments. For example, a single page web fragment does not contain any support page. Therefore we can extract the number of external incoming links to support pages for the other two types of web fragments but not for single-page web fragments. Furthermore, we could even extract some features based on folder structure for multi-folder web fragments.

In order to improve classification accuracy, we create three classifiers, named single page web fragment classifier, single folder multi-page web fragment classifier and multi-folder web fragment classifier, to classify the three types of web fragments correspondingly. Although these three classifiers serve the same purpose—to determine whether a candidate web fragment is a web fragment or not, they are trained with different feature sets and by different training datasets.

G. Feature Sets

Table I lists the feature set for each type of web fragment classifier. The features are mainly based on hyperlink structure, which reflect the internal connectivity and external connectivity of a web fragment.

A single page web fragment consists of only one key page and zero support pages. The feature sets are rather simple:

- **Inlinks**: number of incoming links to the key page.
- **Outlinks**: number of outgoing links from the key page.
- **Depth**: number of child web folders in the web fragment (which contains the key page) in the web directory.
- **InLeafFolder**: 1 or 0 based on whether the web folder is a leaf folder in the web directory (which has no child web folder).

A single folder multi-page web fragment consists of one key page and one or more support pages. The set of web pages can be treated as a whole and some features based on its internal and external connectivity can be extracted.

- **External inlinks of the key page**: number of incoming links from web pages outside of the web fragment to the key page.
- **External inlinks of support pages**: number of all incoming links from web pages outside of the web fragment to all support pages.
- **Internal inlinks of the key page**: number of incoming links from support pages to the key page.
- **Depth**: same as that defined in single-page web fragment.
- **# Pages**: number of web pages in this web fragment.
- **InLeafFolder**: same as that defined in single-page web fragment.

The feature set of the multi-folder web fragment classifier contains all features used by the single folder multi-page web fragments classifier except the last one, InLeafFolder. It is obvious that the key page of a multi-folder web fragment is not in a leaf folder. As a result, we ignore it. Since a multi-folder web fragment contains a sub tree of web folders, a few additional features can be extracted as follows:

- **# of folders**: number of web folders in the web fragment.
- **Depth of folder sub-tree**: depth from the root of the sub-tree to the lowest web folder.
- **Max fan-out of folders**: the number of child web folders in the sub-tree that
I. Training Dataset Construction

There are several features that count the number of links, such as inlinks, outlinks, external inlinks and so on. Note that we divide links into six types, from-parent links, from-ancestor links, sibling links, from-child links, from-descendant links and across links. We also argue that links of different types have different hints for identifying web fragments. Consider two single-page web fragments, \textit{frag}_1 and \textit{frag}_2, both of which have 5 incoming links. \textit{frag}_1 has 1 from-parent link and 4 from-child links while \textit{frag}_2 has 1 from-parent link and 4 across links. The 4 from-child links might indicate \textit{frag}_1 needs to merge with some pages in its child folder to form a large web fragment; meanwhile the 4 across links might indicate that \textit{frag}_2 is a good web fragment. Therefore if we count only the total number of inlinks, the difference between \textit{frag}_1 and \textit{frag}_2 is ignored. In order to keep this difference, which might be crucial for the classifier to make a correct decision, we count each type of links separately. As a result, we use six features instead of one. The inlinks of \textit{frag}_1 and \textit{frag}_2 are then represented as 1, 0, 0, 4, 0, 0 and 1, 0, 0, 0, 0, 4 respectively.

H. Normalization

These three classifiers are constructed base on \textit{SV M}\textsuperscript{light}[21], which is an implementation of the Support Vector Machines (SVMs) — an accurate classifier widely used in various classification tasks. Since \textit{SV M}\textsuperscript{light} requires that the value of each feature ranging from [0,1]. The normalization of some features is required.

- **Normalization of link count**
  For link count, we adopt a non-linear function \( \text{count}_n = 1 - e^{-\text{count}/2} \), where \( \text{count}_n \) is normalized score, and \text{count} is the absolute link count value.

- **Normalization of depth**
  An average depth \( \text{dep}_\text{ave} \) is calculated from positive training samples. We measure the distance away from \( \text{dep}_\text{ave} \). The function \( \text{dep}_n = 1 - ||\text{dep} - \text{dep}_\text{ave}||/\text{dep}_{\text{max}} \) is used, where \( \text{dep}_n \) is the normalized depth score, \( \text{dep} \) is the absolute depth value, and \( \text{dep}_{\text{max}} \) is the maximum absolute depth value.

- **Normalization of other attributes**
  For all other features, we adopt a simple linear normalization function \( \text{x}_n = (\text{x}_n - \text{x}_{\text{min}})/(\text{x}_{\text{max}} - \text{x}_{\text{min}}) \), where \( \text{x}_n \) is the normalized score, \( \text{x} \) is original feature value, \( \text{x}_{\text{max}} \) and \( \text{x}_{\text{min}} \) are maximum and minimum values of the feature.

I. Training Dataset Construction

The training datasets for these three classifier are extracted from our manually-constructed web units. In order to make constructed web fragments close to web units, we simply use those web units as positive training samples. Here the concept label associated with each web unit is ignored. Note that we can also divide web units into three types, single page web unit, single folder multi-page web unit, and multi-folder web unit, by the same rule we use to divide web fragments.

 Naturally, single-page web units are positive training samples for the single page web fragment classifier; so are single folder multi-page web units, multi-folder web units to the other two types of classifiers.

The negative training samples are not web units, but subsets of web units. They are extracted from multi-folder web units. Figure 3 shows a multi-folder web unit consisting of web pages \( p_1, p_2, \ldots, p_9 \). From this web unit, we extract seven subsets, which are used as negative training samples:

- **Negative single page web fragments** \( \{p_4\}, \{p_5\}, \{p_6\}, \{p_9\} \).
- **Negative single folder multi-page web fragments** \( \{p_2, p_3\} \) provided that \( f_2 \) well-connected,
  \( \{p_6, p_7\} \) provided that \( f_5 \) well-connected.
- **Negative multi-folder web fragments** \( \{p_4, p_6, p_7, p_8\} \) provided that \( f_3 \) well-connected,
  \( \{p_5, p_9\} \) provided that \( f_4 \) well-connected.

Suppose that our \textit{WebFragGen} will construct \( p_1, p_2, \ldots, p_9 \) into a web fragment \textit{frag}. During the construction process, web fragment classifiers will examine these seven subsets, testing whether they are web fragments by themselves. Only if all these tests return negative results, could \textit{frag} be eventually constructed. Therefore, these seven subsets are naturally negative training samples for our web fragment classifiers.

V. KNOWLEDGE-BASED WEB UNIT MINING (kWUM)

In this section, we propose a different approach to solve the \textit{incomplete} web unit problem. We are interested in analyzing web units constructed by web unit mining. We aim to discover \textit{incomplete} web units (if existing) and conduct web unit optimization to handle them. In this approach, site-specific knowledge about the constraints of web unit distribution in a web site are utilized.

A. Web Unit Distribution

We are interested in analyzing the distribution of web units within a web site. Therefore a web directory is constructed with web units and web folders extracted from them. Unlike the web directory mentioned in previous section that constituting web pages and web folder, the one constructed here consists of web units and web folders. An example web directory is shown in Figure 4.

- **Observation 1.** Web units are not evenly distributed in a web directory. Instead, most web units are distributed...
under a few hub folders. A hub folder is one that has many sub-folders containing web units.

For example, a university web site will give each faculty, student, or course a folder to publish their web pages. Those folders are often located near to each other, likely under a common parent web folder, which is a hub folder. Sub-folders of a hub folder are the most likely places in a web directory to contain web units. In Figure 4, h1 and h2 are two example hub folders. Most web units in this web directory are located in the sub-folders of h1 or h2.

- **Observation 2.** Incomplete web units are likely located in lower-level web folders under sub-folders of a hub folder.

The key page of a web unit is usually at the highest-level web folder compared to support pages. Since incomplete web units consists of only support pages of a web unit, they tend to be located at lower-level web folders.

- **Observation 3.** Incomplete web units are either located in the same web folder or form invalid parent-child pairs.

A set of incomplete web units that split a single concept entity are located near each other. Some are even in the same web folder. Others are in different web folders and form invalid parent-child pairs. Two web units, e.g., $u_i$ and $u_j$, can form a parent-child pair if the web folder containing $u_j$ is a sub-folder or descendant folder of the web folder containing $u_i$. This parent-child web unit pair is denoted as $pc(u_i, u_j)$. In Figure 4, $pc(u_1, u_2)$ and $pc(u_1, u_3)$ are parent-child web unit pairs. Based on web units’ category labels, we have different types of parent-child web unit pairs such as faculty-course pairs, faculty-faculty pairs, and so on. We then divide them into two groups: valid or invalid, based on the site-specific knowledge described in Section V-B.

**B. Site-specific Knowledge**

Given a web site and a set of concepts relevant to the web site, there are some constraints on how the concept entities are located in the web directory. We model these constraints as invalid parent-child concept pairs and call them **site-specific knowledge**. Each invalid parent-child concept pair suggests that it is highly unlikely to have an entity of the child concept be found in the sub-folder or descendant folder of the web folder containing an entity of the parent concept. The set of invalid parent-child concept pairs varies from web site to web site. Consider university web sites that contain three categories of web units, faculty, student, and course. Faculty-faculty and faculty-student concept pairs are invalid concept pairs as it is unlikely that a faculty or a student puts his/her own home page under another faculty’s home page. For some specific university web sites, more invalid parent-child concept pairs may be specified. If a university web site $W_1$ has dedicated web space for course materials, it is unlikely that course web pages are stored under the web folder assigned to faculty. As a result, faculty-course concept pairs is invalid for $W_1$. We assume that this site-specific knowledge about invalid parent-child concept pairs of a web site is provided by a domain expert who is familiar with that web site.

**C. kWUM Algorithm**

The details of kWUM are given in Algorithm 2. kWUM requires three inputs, a collection of web pages from a web site, a set of category labels, and the parent-child pair validity table that represents the site-specific knowledge.

**Algorithm 2 kWUM Algorithm**

| Input: | A collection of web pages from a web site, A set of category labels, Parent-child pair validity table |
| Output: | Web units |
| 1: | generate an initial set of web units by applying iwUM, \{u\} |
| 2: | build a web directory with web units in \{u\}, root as the root folder |
| 3: | hf1 = FindHubFolders(root) |
| 4: | for each hub folder hf $\in hf1$ do |
| 5: | for each sub-folder sh $\in \text{sub}(hf)$ do |
| 6: | merge multiple web units within the same web folders under subT(sh) |
| 7: | RemoveInvalidPair(sh) |
| 8: | end for |
| 9: | end for |

We first utilize iwUM to create a preliminary set of web units (Algorithm 2, Line 1). We then discover and handle incomplete web units based on web structure and site-specific knowledge. A web directory is built with web units produced by iwUM (Algorithm 2, Line 2). Web folders whose sub trees contain many web units, or hub folders, are discovered by FindHubFolders (Algorithm 2, Line 3). A hub folder is one that has many sub-folders possibly containing incomplete web units. We then discover and handle incomplete web units in each sub-folder of the hub folders (Algorithm 2, Line 4-9). For each sub-folder of hub folders, sh, we first merge web units within the same web folder under subT(sh) (Algorithm 2, Line 6). The key page of each merged web unit is identified based on filenames and hyperlinks. Then we carry out the removal of invalid parent-child web unit pairs (Algorithm 2, Line 7).

As shown in Algorithm 3, hub folders are found by traversing the web directory in a breadth-first manner, where web folder root is examined first, followed by its sub-folders and descendant folders. For each web folder $f$, $E(f)$ is calculated as defined in Equation 1 (Algorithm 3, Line 6). Note that $N(f)$ denotes the number of labeled web units under subT(f). We set a minimum threshold $E_{\text{min}}$ such that web folders satisfying $E(f) \geq E_{\text{min}}$ will be determined as hub folders. If $f$ is a hub folder, it is inserted into a hub folder list, hf (Algorithm 3, Line 7).
Finally, when that no hub folders should be found under another hub folder. folder will not be further examined. This is because we assume
queue, pairs, in the sub-tree of We take a top-down approach to examine each web folder

\begin{equation}
E(f) = \begin{cases}
- \sum_{cu_j \in \text{sub}(f)} \frac{N(cu_j)}{N(f)} + \log_2 \frac{N(cu_j)}{N(f)} & \text{if } f \text{ has sub-folders} \\
0 & \text{otherwise}
\end{cases}
\end{equation}

Algorithm 3 FindHubFolders

Input: web folder \( r \)
Output: list of hub folder
1: create an empty key folder list \( kfl \)
2: create an empty folder list \( fl \)
3: \( fl.push.back(root) \)
4: while \( |fl| > 0 \) do
5: \( f = fl.pop.front() \)
6: calculate \( E(f) \)
7: if \( E(f) > E_{\text{min}} \) then
8: \( kfl.push(f) \)
9: else
10: for each sub-folder \( cu_j \in \text{sub}(f) \) do
11: \( fl.push.back(cu_j) \)
12: end for
13: end if
14: end while
15: return \( kfl \)

Line 8); otherwise, all sub-folders of \( f \) are inserted into a queue, \( fl \), in order to find hub folders among them later (Algorithm 3, Line 10–12). Note that sub-folders of a hub folder will not be further examined. This is because we assume that no hub folders should be found under another hub folder. Finally, when \( fl \) is empty, all hub folders are stored in \( hfl \).

Algorithm 4 RemoveInvalidPair

Input: Web folder \( sh_i \)
1: create an empty list \( fl \)
2: \( fl.push.back(sh_i) \)
3: while \( |fl| > 0 \) do
4: \( f = fl.pop.front() \)
5: get web unit \( u \) contained in \( f \)
6: get the set of web units \( \{cu_j\} \) such that \( \forall cu_j \in \{cu\}, \text{pc}(u, cu_j) \)
7: count number of valid and invalid parent-child pairs, \( num_v \) and \( num_i \)
8: if \( num_v < num_i \) then
9: if exists category \( cat \) for web unit \( u \) such that \( num_v > num_i \) then
10: assign \( u \) to category \( cat \) that maximizes \( num_v - num_i \)
11: end if
12: end if
13: for each web unit \( cu_j \in \{cu\} \) do
14: if \( \text{pc}(u, cu_j) \) is invalid pair then
15: merge \( cu_j \) and its descendent web units with \( u \)
16: else
17: get web folder \( f_j \) that contains \( cu_j \)
18: \( fl.push.back(f_j) \)
19: end if
20: end for
21: end while

The detailed removal procedure is shown in Algorithm 4. We take a top-down approach to examine each web folder \( f \) in the sub-tree of \( sh_i \), \( \text{sub}(sh_i) \). Let \( u \) be the web unit in \( f \), all parent-child web unit pairs with \( u \) as the parent web unit are examined (Algorithm 4, Line 5–7). We conduct a majority voting between the number of valid pairs and invalid pairs, \( num_v \) and \( num_i \). If \( num_v \geq num_i \), the category label of \( u \) is assumed to be correct. Otherwise, we try to assign another category \( cat \) for \( u \) such that after re-computing the number of valid and invalid parent-child pairs, \( num_v - num_i \) is maximized and non-negative. If such a \( cat \) is not found, \( u \)'s category label is not changed (Algorithm 4, Line 8–12). For each child web unit of \( u, cu_j \), if it forms an invalid parent-child pair with \( u \), it is merged into \( u \), \( u \)'s key page unchanged (Algorithm 3, Line 15); otherwise the web folder containing \( cu_j \), is inserted into a queue, \( fl \) (Algorithm 4, Line 17–18). In this way, all invalid parent-child pairs with \( u \) as the parent web unit are removed. We then pop up a web folder from \( fl \) and repeat the same processing. Finally, when \( fl \) is empty, all invalid pairs under \( \text{sub}(sh_i) \) are removed.

VI. INTEGRATED APPROACH

We have discussed two different methods to address the incomplete web unit problem. In Section IV, we propose a more effective web fragment construction method to reduce the number of web fragments, so as to reduce later classification errors. In Section V, we propose kWUM to discover and remove invalid parent-child web units pairs from web unit mining results, based on the observation that incomplete web units often form invalid parent-child pairs.

Note that these two methods are used in the different stages of the web unit mining process. The enhanced web fragment generation method is applied before the first classification is conducted, known as a pre-classification step. Meanwhile kWUM is applied after the last run of classification is finished, known as a post-classification step. The two methods can be used either individually or combined together to improve the web unit mining results. Therefore the integrated approach is to first use the enhanced web fragment generation method to improve web fragment generation step and then use kWUM to further improve web unit mining results. Since enhanced web fragment generation method and kWUM handle incomplete web units from different perspectives, we expect the integrated approach to deliver even better performance.

VII. EXPERIMENTS

In this section, we conduct experiments on a dataset called UniKB to evaluate the enhanced web fragment generation method, kWUM, and the integrated method. Web units produced by incorporating these methods are compared with the original iWUM results. Note that experiment performance are measured by a variant of precision, recall, and F1 measure, as defined in [1] (described in Appendix A).

A. UniKB

Web unit mining was originally evaluated using the WebKB dataset\(^1\). WebKB is a widely used dataset for the web classification task, containing 4159 pages from four university web sites collected in 1997.

However, WebKB is a small and relatively old dataset. The small number of web pages in each web site cannot reflect present web sites of complex structures. Therefore, we create a new dataset, UniKB. In early April 2004, we downloaded web pages (HTML, HTM, SHTML) from two web sites: www.cs.washington.edu and www.cs.utexas.edu (Those two web sites are also used by WebKB). Web pages of the following types were then removed:

- Web pages of restricted access
- Web pages that contain error messages such as “HTTP 403” and “credentials required”.

\(^1\)http://www-2.cs.cmu.edu/ webkb/
Dynamic pages
Web pages whose URLs contain a "?" followed by a list of parameters.

PowerPoint slides
Web pages that are converted from PowerPoint slides, containing only images and no text content. They are unusable for web unit mining due to a lack of text.

Email archives
Web pages that contain only email archives.

Reference documentations
Web pages that contain stand-alone documentations such as Java Documentation and Ant Manuals.

After removal, a total of 25,522 and 11,105 web pages remained in Washington and Texas respectively. This collection of web pages is named as UniKB. Entities of three concepts, namely course, faculty, and student are manually identified in UniKB and web units are constructed accordingly. First, the homepage of each course, faculty, and student is identified. Then web units are constructed as follows: for a homepage like /domain/home/allen/index.htm, web pages starting with /domain/home/allen/ form a web unit, say u1, with the homepage as the key page. There is only one exception: if there exists another homepage, /domain/home/allen/cs101/index.htm, web pages starting with /domain/home/allen/cs101/ are no longer part of u1, but form a new web unit, say u2.

The statistics of manually-labeled web units in UniKB are shown in Table II, where u and p refer to the number of web units and web pages respectively; and other refers to those web pages not belonging to any web unit. A web unit in UniKB has 16 web pages on average while a web unit in WebKB has only 4.

Note that both Washington and Texas contain a large number of course web units. This is because there might many different “versions” of a single course. For example, a course like cs100 might have a winter 2000 version, a summer 99 version and so on. Different versions are independent of each other: each version has its own homepage and other pages describing course materials; each version has its own dedicated web space, e.g. course/cs100/00wi for the winter 2000 version, course/cs100/99su for the summer 99 version; there seldom exists hyperlinks connecting different versions. Based on the above situation, we treat each version as an individual web unit. This is the reason why there are 989 course in Washington.

After labeling web units, we analyzed their distribution in the web site structure and determined the validity of different types parent-child concept pairs. As shown in Table III, Washington has only one valid parent-child concept pair, course-course. This pair is valid because two course web units (different versions of a course) could form parent-child web unit pairs. Meanwhile Texas has two, course-course and faculty-course. Note that in Table III, 1 denotes a valid parent-child concept pair and 0 denotes an invalid one.

B. Web Fragment Generation
In order to evaluate the enhanced web fragment generation algorithm proposed in Section IV, we adopt two different methods to construct web fragments with web pages in UniKB. In method I, web fragments are constructed by the original iWUM web fragment generation step, which relies on the connectivity index and a few heuristics. This method could be regarded as a baseline method and be used to evaluate method II. Note that in the original iWUM approach, each input web page will be eventually associated with a web fragment. On the contrary, in WebFragGen, some web pages are not associated with any web fragment. In order to make a fair comparison, method II thus takes a mixed approach: first, web fragments are constructed by the WebFragGen algorithm; second, the remaining web pages not belonging to any web fragment are fed to the original iWUM to construct web fragments again.

<table>
<thead>
<tr>
<th>Method</th>
<th>WebFragGen</th>
<th>Connectivity Index</th>
<th>Web fragments</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1</td>
<td>15331</td>
<td>25522</td>
</tr>
<tr>
<td>II</td>
<td>2223</td>
<td>23088</td>
<td>908</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method</th>
<th>WebFragGen</th>
<th>Connectivity Index</th>
<th>Web fragments</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1</td>
<td>8656</td>
<td>11005</td>
</tr>
<tr>
<td>II</td>
<td>838</td>
<td>10063</td>
<td>351</td>
</tr>
</tbody>
</table>

The web fragments constructed by these two methods are shown in Table IV (Washington) and Table V (Texas). As in Table IV, the total 25,522 web pages are constructed into 15,331 web fragments by method I. In method II, WebFragGen constructs 2,223 web fragments with 23,088 web pages. The remaining 2,434 web pages are then constructed into 908 web fragments by the original iWUM. In both Washington and Texas, the original iWUM is less effective at constructing web fragments (less than 2 web pages per web fragment). As we expected, WebFragGen greatly reduces the total number of web fragments constructed.

C. Results and Discussion
Our web unit mining experiments compared the web units mined by four different methods: 1) iWUM, 2) kWUM, 3)
EnhancedFrag, and 4) Integrated. The first two methods utilize web fragments constructed by method I while the last two methods utilize web fragments constructed by method II. Table VI shows the number of web units mined in each category by the four methods. The last column “labeled” displays the number of web units we manually labeled. Note that $<\text{Cat}>$ ($W$) and $<\text{Cat}>$ ($T$) denote the category $\text{Cat}$ in Washington and Texas respectively. Web units mined by the last two methods are much less than those mined by the first two.

**TABLE VI**

<table>
<thead>
<tr>
<th>Category</th>
<th>iWUM</th>
<th>kWUM</th>
<th>EnhancedFrag</th>
<th>Integrated</th>
<th>Labeled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course($W$)</td>
<td>775</td>
<td>825</td>
<td>620</td>
<td>681</td>
<td>989</td>
</tr>
<tr>
<td>Faculty($W$)</td>
<td>87</td>
<td>69</td>
<td>63</td>
<td>62</td>
<td>65</td>
</tr>
<tr>
<td>Student($W$)</td>
<td>276</td>
<td>249</td>
<td>181</td>
<td>187</td>
<td>207</td>
</tr>
<tr>
<td>Course($T$)</td>
<td>259</td>
<td>198</td>
<td>143</td>
<td>129</td>
<td>245</td>
</tr>
<tr>
<td>Faculty($T$)</td>
<td>78</td>
<td>78</td>
<td>49</td>
<td>55</td>
<td>62</td>
</tr>
<tr>
<td>Student($T$)</td>
<td>255</td>
<td>106</td>
<td>139</td>
<td>136</td>
<td>172</td>
</tr>
<tr>
<td>Total</td>
<td>1770</td>
<td>1585</td>
<td>1195</td>
<td>1250</td>
<td>1725</td>
</tr>
</tbody>
</table>

The precision ($Pr$), recall ($Re$), and $F^2$ value for each category of these four methods are shown in Table VII, in which the highest score of each measure for each category is displayed in bold font. The $F^1$ values of the following 3 methods are compared with those of iWUM (the percentage improvement is shown in parenthesis).

Web units are extracted with reasonable accuracies using iWUM although the performance of different categories varies. In general, iWUM results in high recall but low precision. For all categories except Course($W$), $Re$ scores are much better than $Pr$ scores. The low precision of iWUM is mainly due to the existence of incomplete web units. Different from all others, Course($W$) has a very high $Pr$ (0.875), even better than the corresponding $Re$ (0.686). We notice that Washington has dedicated web space for all course materials and the homepage of each course follows a similar style or template for its content. As a result, course web units are easily distinguished from others by iWUM, which determines concept labels mainly based on the key page content. On the contrary, in Texas, course materials are often embedded in faculties’ web folders and there is no common style or content in their homepages. In summary, web site structure and key page content are the two major factors that affect the performance of iWUM. The iWUM results could be regarded as a baseline results to evaluate the performance of later three methods.

kWUM handles the incomplete web unit problem by removing invalid parent-child web unit pairs and thus improves the precision. For all categories except Course($W$), $Pr$ scores from kWUM are significantly increased compared to those from iWUM. kWUM has mixed influence on recall. It significantly improves $Re$ on Faculty($T$) (from 0.661 to 0.806), somewhat reduces $Re$ on Faculty($W$) (from 0.800 to 0.785) and Course($T$) (from 0.777 to 0.669), and slightly improve $Re$ for the other categories. The varied performance is due to that the web unit optimization method adopted by kWUM occasionally removes some good web units. Despite different influences in $Pr$ and $Re$, the overall performance, which is measured by $F^1$ value, is improved for the six categories.

In EnhancedFrag, a much smaller set of web fragments is constructed and replace those constructed by iWUM itself. In this approach, the incomplete web unit problem is handled by reducing the possible classification errors. Its influence on the web unit mining performances are two-fold and consistent for all the six categories: $Pr$ scores are higher than those from iWUM or kWUM; $Re$ scores are lower compared to iWUM or kWUM results. Considering the overall performance, for some categories, $F^1$ values are higher than those from kWUM while for other categories, $F^1$ values are even lower than those from iWUM. The improved precision scores are mainly because the number of incomplete web units have been greatly reduced through a more effective web fragment construction step. The reduced recall scores are mainly because EnhancedFrag failed to identify some low quality web units as web fragments and considered them as part of other web fragments.

During the process of manually labeling web units, we notice that our labeled web units are of different quality or authority. Some web units contain more information than others. For example, a student/faculty web unit could have a lot of information about his/her study, research or publication while another one just briefly indicates he/she is a student/faculty. A course web unit of “current quarter” may contain more information than the same course of “winter 99”, which is merely an archive and has become obsolete. It is not surprising that those high quality web units are more likely to be linked by many other web pages. Since our EnhancedFrag utilizes linkage structure to identify web fragments, those high quality web units of many incoming links are likely to be constructed into web fragments. Meanwhile those less well-known web units are often ignored by EnhancedFrag. As a result, EnhancedFrag tends to mine high quality web units successfully and ignore low quality ones. That is why its recall scores have been reduced.

In the Integrated method, kWUM is used to optimize the web units mined by EnhancedFrag. Just like what kWUM does to iWUM results, the Integrated method also has mixed influence on EnhancedFrag results: it further improves the precision scores for all categories except Course($W$); meanwhile it improves the recall scores and the overall $F^1$ scores for all categories except Course($T$).

Comparing the performance of these four methods for different categories, we notice that highest precision scores lie in the last two methods (5 in Integrated and 1 in EnhancedFrag); highest recall scores lies in first two methods (4 in kWUM and 2 in iWUM); highest $F^1$ scores lies in second and fourth methods (4 in Integrated and 2 in kWUM).

Finally, we measure the overall performance of each method by macro-average and micro-average, denoted as MacroAve and MicroAve. The macro-average weights equally all the six categories, regardless of how many web units belong to it. The micro-average weights equally all the web units. As shown in Table VII, for both macro-average and micro-average, the Integrated method delivers the best $Pr$ and $F^1$ scores and kWUM deliver the best $Re$ scores.

\[ F^1 = 2 \times Pr \times Re / (Pr + Re) \]
In a summary, both of the enhanced web fragment construction (EnhancedFrag) and kWUM can solve the incomplete web unit problem and thus greatly improve web unit mining precision. However, EnhancedFrag usually reduces web unit mining recall as it may ignore some low quality web units while kWUM has mixed influence on recall. Furthermore, we explored the combination of these methods (Integrated method) and show that it delivers even better performance, achieving highest precisions for all categories and highest overall F1 for most categories.

VIII. CONCLUSION AND FUTURE WORK

Web unit mining aims to discover the set of web pages that represent a single concept entity from a web site. Mined web units are usually objects of interest for people who search in that web site, e.g. courses, professors, or students entities from a university web site. As a result, a major application of web units is to incorporate them into search engines so as to support better indexing and searching.

An existing web unit mining algorithm, iWUM, creates incomplete web units, with each covering only a subset of web pages of a single concept entity. The existence of incomplete web units does harmful to using web units to index web information. In order to address this problem, we have proposed two different methods, the enhanced web fragment generation method and the KWUM method. Experiments with the UniKB dataset show that a large portion of incomplete web units could be removed and web unit mining performance is thus improved, especially on the precision measures. The integration of these two methods delivers even better results. The removal of incomplete web units make mined web units more useful to web information organization and other applications.

Web unit mining is a new research field. There is still much room for further improvement. For example, as existing web unit mining algorithms heavily rely on web site structure to construct web units and key page content to classify web units, we need to conduct experiments with other web sites. More research efforts are required to improve web unit mining performance on those web sites not well-structured and on those web units with key pages of little content. In another direction of our future work, we focus on utilizing mined web units to enhance web information retrieval. We will explore ways for modeling web units and develop web unit-based ranking strategies.

### TABLE VII

<table>
<thead>
<tr>
<th>Concept</th>
<th>iWUM</th>
<th>kWUM</th>
<th>EnhancedFrag</th>
<th>Integrated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course(W)</td>
<td>0.875</td>
<td>0.686</td>
<td>0.769</td>
<td>0.867</td>
</tr>
<tr>
<td>Faculty(W)</td>
<td>0.598</td>
<td>0.800</td>
<td>0.688</td>
<td>0.739</td>
</tr>
<tr>
<td>Student(W)</td>
<td>0.438</td>
<td>0.599</td>
<td>0.506</td>
<td>0.514</td>
</tr>
<tr>
<td>Course(T)</td>
<td>0.674</td>
<td>0.777</td>
<td>0.722</td>
<td>0.822</td>
</tr>
<tr>
<td>Faculty(T)</td>
<td>0.526</td>
<td>0.661</td>
<td>0.586</td>
<td>0.641</td>
</tr>
<tr>
<td>Student(T)</td>
<td>0.447</td>
<td>0.711</td>
<td>0.349</td>
<td>0.747</td>
</tr>
<tr>
<td>Macro ave</td>
<td>0.593</td>
<td>0.706</td>
<td>0.636</td>
<td>0.722</td>
</tr>
<tr>
<td>Micro ave</td>
<td>0.680</td>
<td>0.694</td>
<td>0.687</td>
<td>0.777</td>
</tr>
</tbody>
</table>

### REFERENCES

APPENDIX A - PERFORMANCE METRICS FOR WEB UNIT MINING

It is difficult to use the standard precision and recall measures to evaluate web unit mining performance. A web unit is set of web pages. A mined web unit could only partially match a labeled web units. Furthermore, the key page and support pages may have different importance.

### TABLE VIII

**Contingency table for web unit $u_i$**

<table>
<thead>
<tr>
<th>Web unit evaluation</th>
<th>Perfect web unit $u'_i$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$u'_i.k$</td>
</tr>
<tr>
<td>Constructed web unit $u_i$</td>
<td>$u_i.k$</td>
</tr>
<tr>
<td>NU</td>
<td>$N_{NK_i}$</td>
</tr>
</tbody>
</table>

Given a web unit $u_i$ constructed by a web unit mining method, we must first match it with an appropriate labeled web unit $u'_i$, also known as the perfect web unit. We define $u'_i$ to be the labeled web unit containing $u_i.k$ and $u'_i$ has the same label as $u_i$; $u_i.k$ can be either the key page or a support page of $u'_i$. The contingency table for matching a web unit $u_i$ with its perfect web unit $u'_i$ is shown in Table VIII. Each table entry represents the overlapping web pages between the key/support pages of $u_i$ and $u'_i$. For example $TK_i = \{u_i.k\} \cap \{u'_i.k\}$ and $TS_i = u_i.s \cap \{u'_i.s\}$. The entries in the last column and row account for pages that appear either in $u_i$ or $u'_i$, but not both. $FS_i = u_i.s - (u'_i.s \cup \{u'_i.k\})$, $NK_i = \{u'_i.k\} - \{u_i.k\} - u_i.s$, $NS_i = u'_i.s - \{u_i.k\} - u_i.s$.

Note that $|TK_i| + |KS_i| + |NK_i| = 1$ and $|TK_i| + |SK_i| = 1$. If the perfect web unit for $u_i$ does not exist, $u_i$ is considered invalid and will be assigned zero precision and recall values. Otherwise, the precision and recall of a web unit $u_i$ are defined as follows.

\[
Pr_{u_i} = \frac{\alpha \cdot |TK_i| + (1 - \alpha) \cdot |TS_i|}{\alpha + (1 - \alpha) \cdot (|KS_i| + |TS_i| + |FS_i|)}
\]

\[
Re_{u_i} = \frac{\alpha \cdot |TK_i| + (1 - \alpha) \cdot |TS_i|}{\alpha + (1 - \alpha) \cdot (|SK_i| + |TS_i| + |NS_i|)}
\]

To account for the importance of key pages, a weight factor $\alpha$ to represent the degree of importance is introduced. $|u|$ is the number of web pages in web unit $u$. If $\alpha = 1$, the importance of key page completely dominates over the support pages. By choosing a $\alpha$ value, we can assign appropriate importance to key and support pages in a web unit mining performance metric. More information about the performance metrics for web unit mining can be found in [1].