CAIM: Cerca i Anàlisi d’Informació Massiva
FIB, Grau en Enginyeria Informàtica

Slides by Marta Arias, José Luis Balcázar, Ramon Ferrer-i-Cancho, Ricard Gavaldá
Department of Computer Science, UPC

Fall 2020
http://www.cs.upc.edu/~caim
0. Presentation
COVID 19

- Follow the instructions that FIB has sent to you.
- Sit always of the same place.
- Write your row and column somewhere so that you can remember it.
Instructors

- Ramon Ferrer-i-Cancho (lectures + exercises 10 & 20; lab 12)
  - rerrericancho@cs.upc.edu
  - Omega S124, 93 413 4028

- Ignasi Gómez (lab 11, 21 & 22)
  - ignasi.gomez@upc.edu

- Javier Béjar (lab 13)
  - bejar@cs.upc.edu
  - Omega 204, 93 413 7879
Class Logistics

- Fridays, 12–14 (A6E01), 15–17 (A6E02)
  - Theory and exercises. Often, exercises will be proposed in advance.

- Thursdays, lab sessions
  - Guided lab activities; expected to be complemented with an average estimate of 2 additional hours per session of autonomous work.
  - Some lab sessions will finish by handing in a short written report; these count towards the evaluation of the course.
Lab work - important rules

- Lab is done in pairs. Exceptions must have prior permission.
- This semester: keep the same partner for the whole semester (see instructions at Racó).
- Do not exchange information with others, other than general ideas; that will be considered plagiarism.
Exercises

- In class, we will solve only a part of the exercises proposed.
- You are strongly encouraged to try and solve the rest of the exercises.
- Self-study: One or more small topics will not be explained in class. They will appear in the exam.
Evaluation

- Evaluation: as per “Guia Docent”
- Parcial 1 (P1): November 5 16:00-17:30 (during week for partial exams), Parcial 2 (P2): 11/01/2021 15:00-18:00
- On the day of Parcial 2 you may choose to do instead a final exam (F) on the whole course
- 40 % Lab + max(30 % P1 + 30 % P2, 60 % F)
Contents I

First half (until midterm):

- Core Information Retrieval:
  - Introduction: Concept. The IR process
  - Information Retrieval Models
  - Indexing and Searching, Implementation
  - Information Retrieval Evaluation, Feedback Models

- Web Search:
  - Link analysis: Page Rank
  - Crawling the web
  - Architecture of a Web search system
Second half:

- The “Big Data” Slogan
  - Architecture of large-scale web search systems
  - The Map-Reduce paradigm
  - Introduction to NoSQL databases
  - The Apache ecosystem for web search.

- Social Network Analysis:
  - Characterizing of real complex networks
  - Communities, influence, information diffusion

- Clustering and Locality Sensitive Hashing

- Recommender Systems
Bibliography

▶ Russell, Matthew, Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Site. O’Reilly, 2011
▶ ... There’s a whole web out there