


MINSUK CHANG WITH HYEUNGSIK JUNG
WITH VIVIAN HARE, JUHO KIM & MANEESH AGRAWALA

RecipeScape: mining and analyzing diverse processes in cooking



DO YOU LIKE CHOCOLATE CHIP COOKIES?





“There’s no such thing as an ideal chocolate chip cookie. At least, not one that we can all agree upon. Like pizzas and hamburgers, the ideal chocolate chip cookie varies from person to person, from mood to mood.”

**J. Kenji López-Alt
on Serious Eats**

Recipe sharing online


YouTube

KR


chocolate chip cookie

Filters


About 495,000 results




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2 years ago • 1,641,027 views
PERFECT Easy Chocolate Chip Cookies Recipe Easy ! Chocolate Chip Cookies Recipe !
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Classic Chocolate Chip Cookies | Oh Yum with Anna Olson
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5:35




How to Make the Best Chocolate Chip Cookies!
kawaiisweetworld
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Hey everyone! This is the best chocolate chip cookie recipe for chewy on the inside, crispy on the outside cookies! These cookies ...
2:40




The BEST Oatmeal Chocolate Chip Cookies
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LIVE NOW NEW



Baking Chocolate Chip Cookies with Shopkins Kooky Cookie from Official Magazine Recipe
CookieSwirlC
7 months ago • 2,884,299 views
Let's bake up so Shopkins Chocolate chip cookies using the recipe in the Shopkins Official Magazine #3. Make no egg cookies ...
5:09



Queen Elsa from Disney Frozen Makes Homemade Chocolate Chip Cookies - Cookieswirlc Video
CookieSwirlC

chocolate chip cookie recipes

6,526 results

Options

AllMy Recipes

Desserts (5,646)

Breakfast (48)

Other (27)

Appetizers (22)

Bread (9)

Main Dish (6)

Drinks (3)

Marinades and Sauces (1)

Side Dish (1)



31

Chocolate Chip Cookies

★★★★ 2



126

Chocolate Chip Cookie Dough Bars

★★ 1



752

Chocolate Chip Cookie Dough Bites

★★★★ 1



48

Oatmeal Chocolate Chip Cookie 7 Layer Bars



174

Peanut Butter Chocolate Chip Cookie Dough Dip



96

Chocolate Chip Cookie Dough Blondies

★★★★ 1



96

Chocolate Chip Cookie Dough Brownies ("brookies")

★★★★ 3



51

Peanut Butter Caramel Toffee Chocolate Chip Cookie Bars









Recipe sharing online

By nature, recipes are:

- instructional
- procedural
- (usually) descriptive

Recipe sharing online

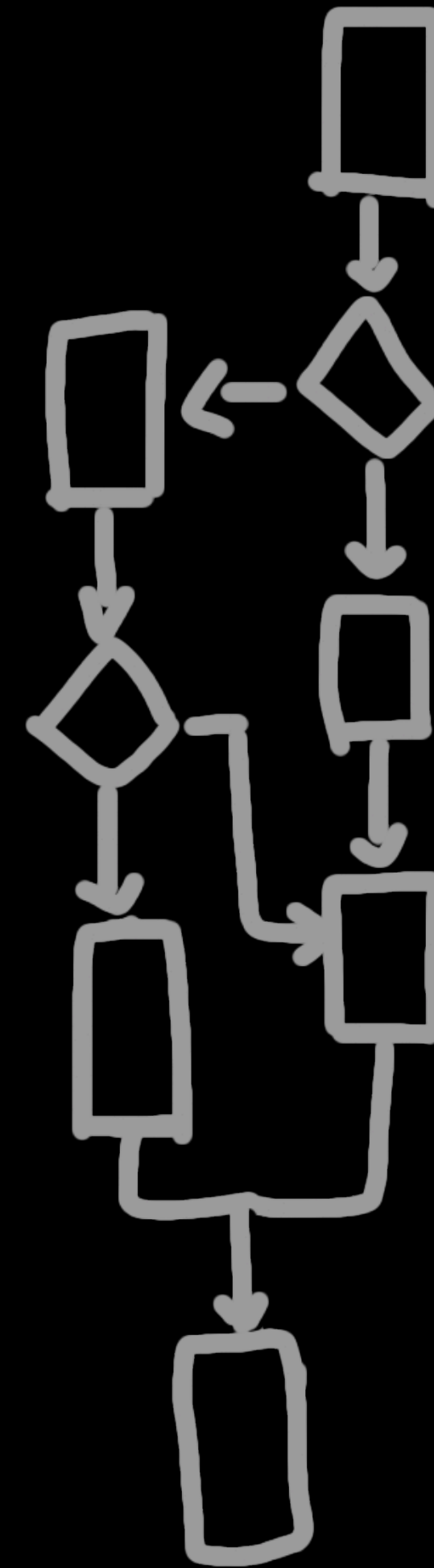
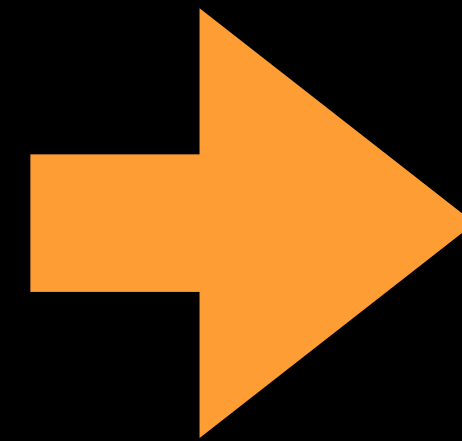
**naturally crowdsourced
instructions toward a shared
goal !!**

“Proportion of ingredients is important, but the final result is also a matter of how you put them together.”

Alain Ducasse



a matter of how you
put them together



PROCESS!

RECIPE = PROCESS

Obs 1. Cooking is a very important activity in our lives

Obs 2. We have hundreds of ~~recipes~~ naturally crowdsourced processes for a single dish

RECIPE = PROCESS

Obs 1. Cooking is a very

Obs 2. We have hurried
for a single dish

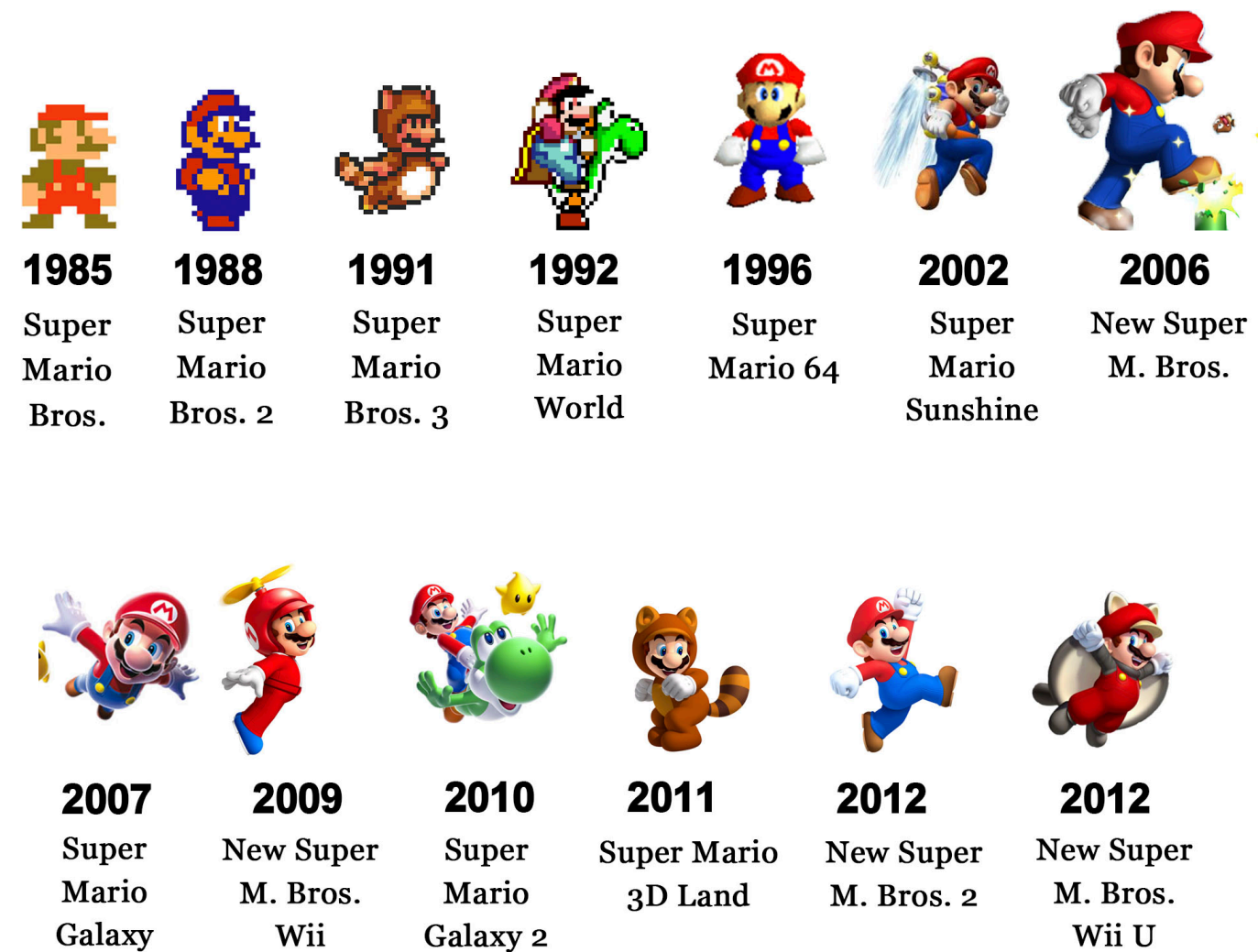
ed processes

**Can we
understand the
collective knowledge
and practices around
cooking? How?**

Cultural analytics

"Longitudinal"

how individual entities
evolve, influence with
time



"Cross-sectional"

what's the current
state of the world



Cultural analytics

"Cross-sectional"

what's the current
state of the world



What can we learn from analyzing the embedded processes in hundreds of recipes for a single dish?

- 🍪 What makes a cookie a cookie?
- 🍪 Average recipe? Creative variants or outliers?
- 🍪 Simplest vs most complex recipe?
- 🍪 What are some common skills?
- 🍪 Can we discover ordering constraints?
- 🍪 Can we cluster fundamentally different ways of making a cookie?

RecipeScape: Recipe Analytics Interface

2 Main visualizations

- RecipeMap
- RecipeDeck

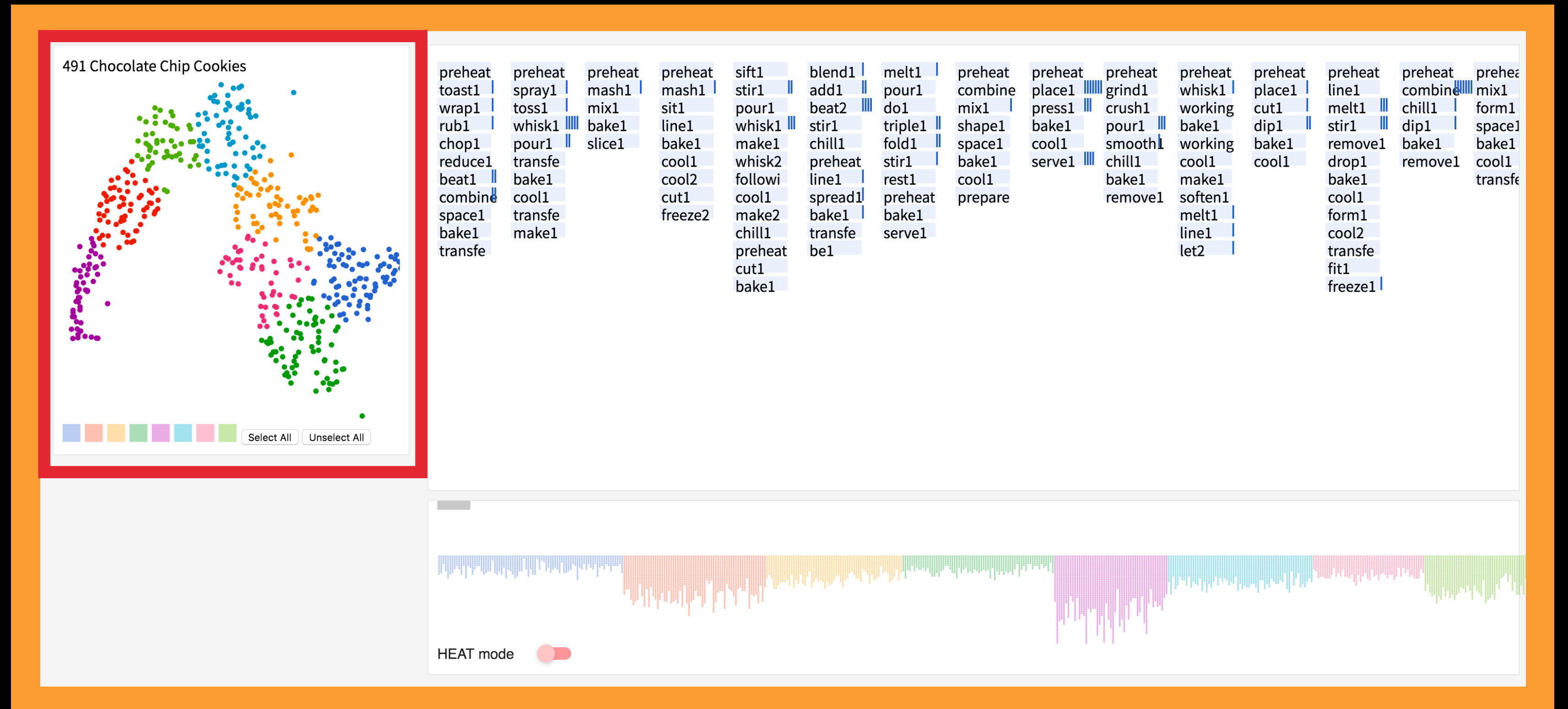


RecipeScape: Recipe Analytics Interface

2 Main visualizations

- RecipeMap

- RecipeDeck



RecipeMap

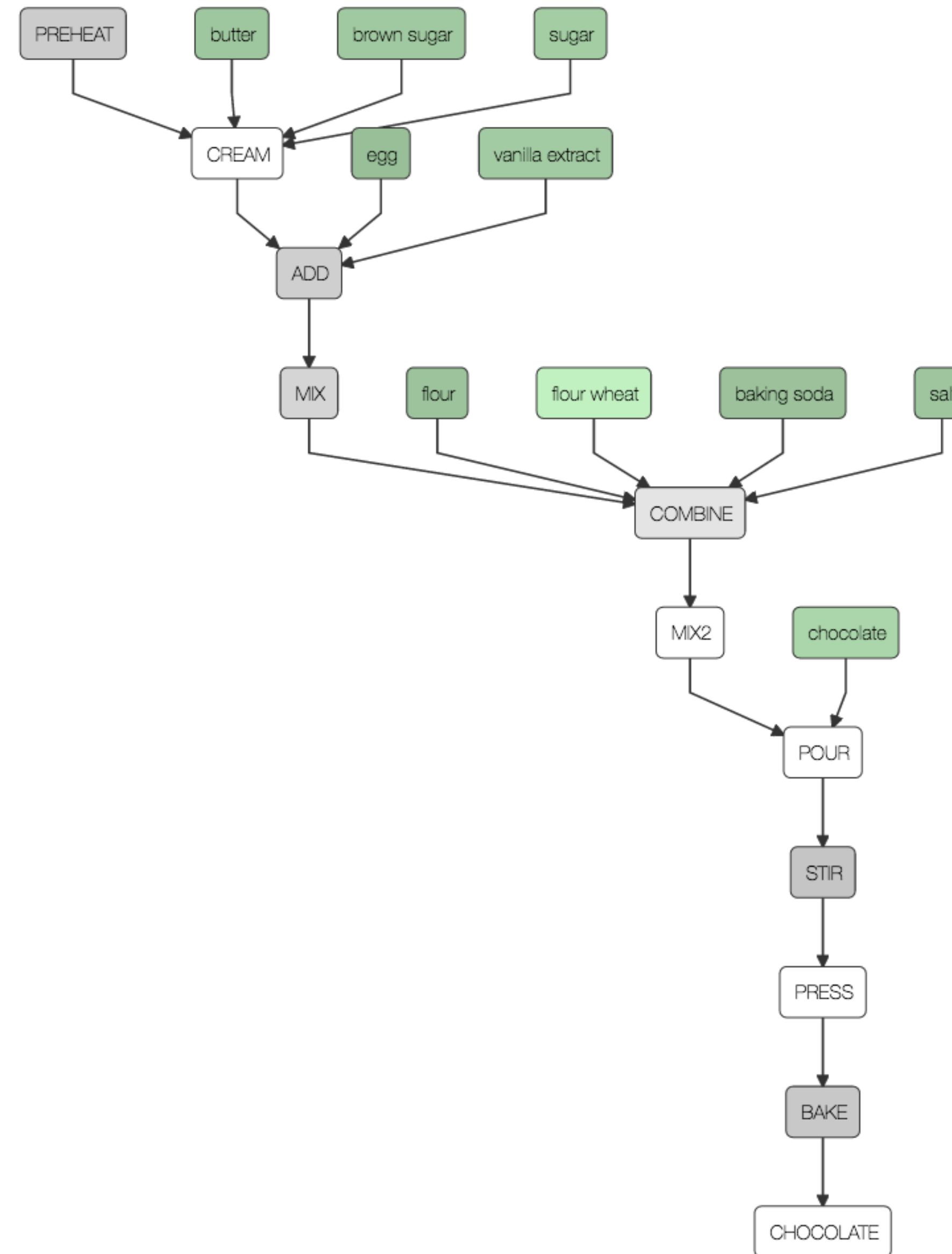
491 Chocolate Chip Cookies



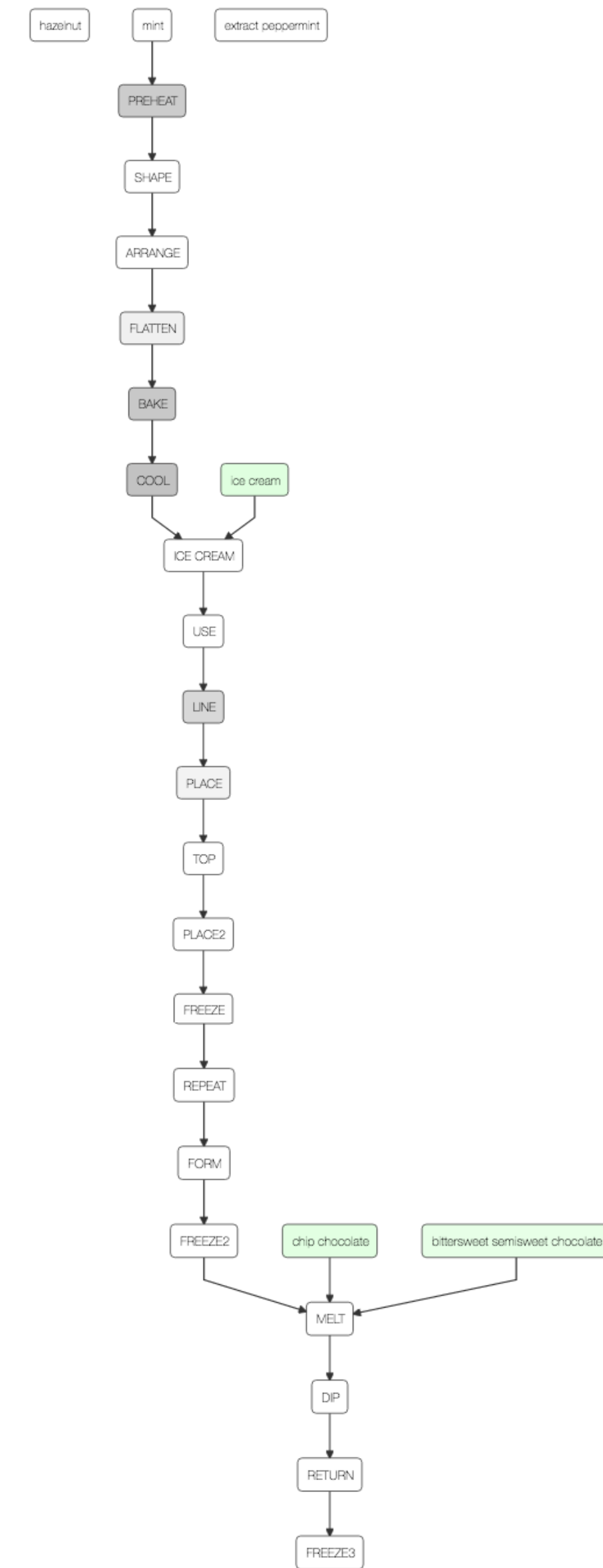
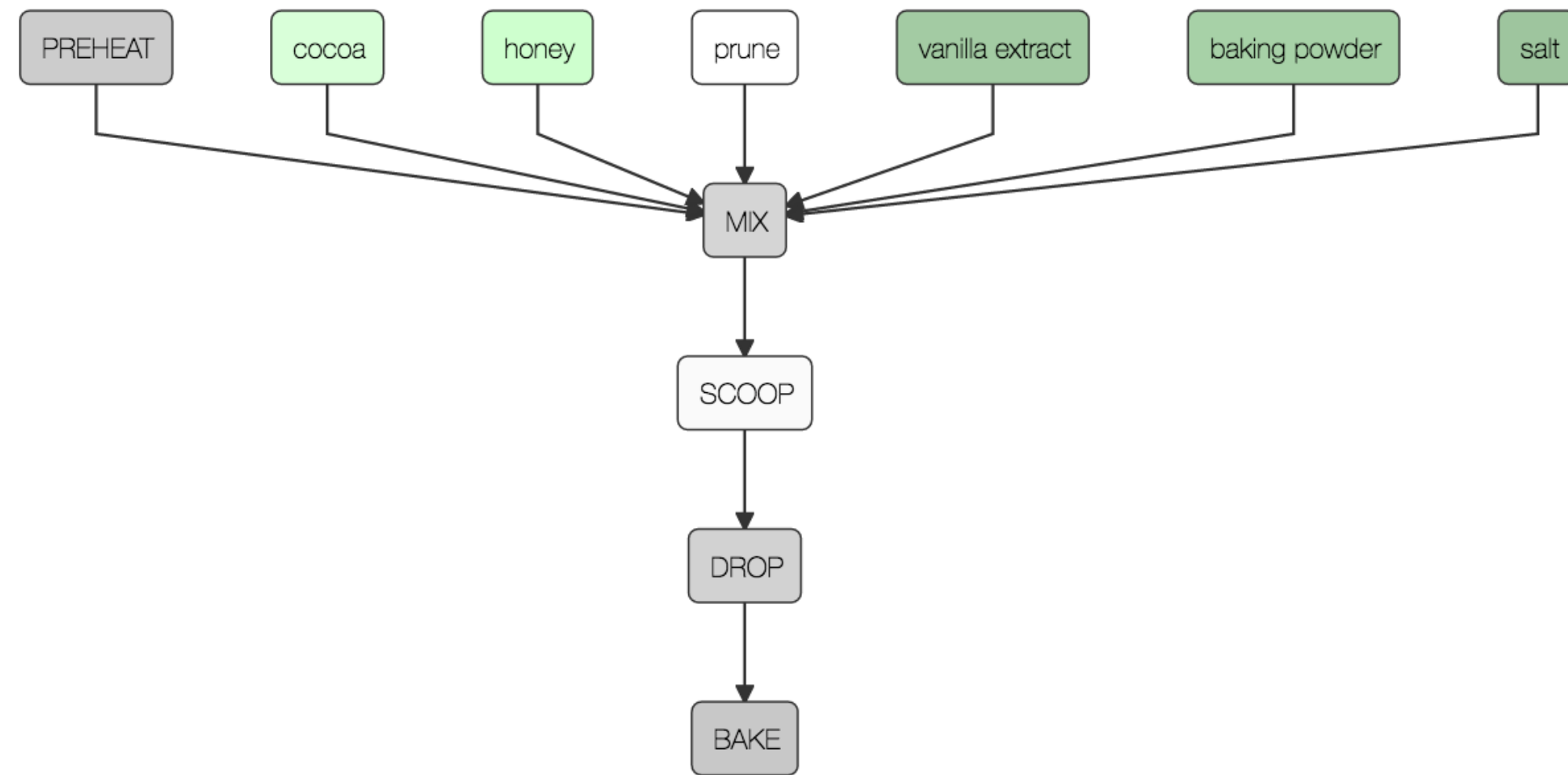
Select All

Unselect All

The Median Chocolate Chip Cookie Recipe



Far Away from the Median Recipe



RecipeScape: Recipe Analytics Interface

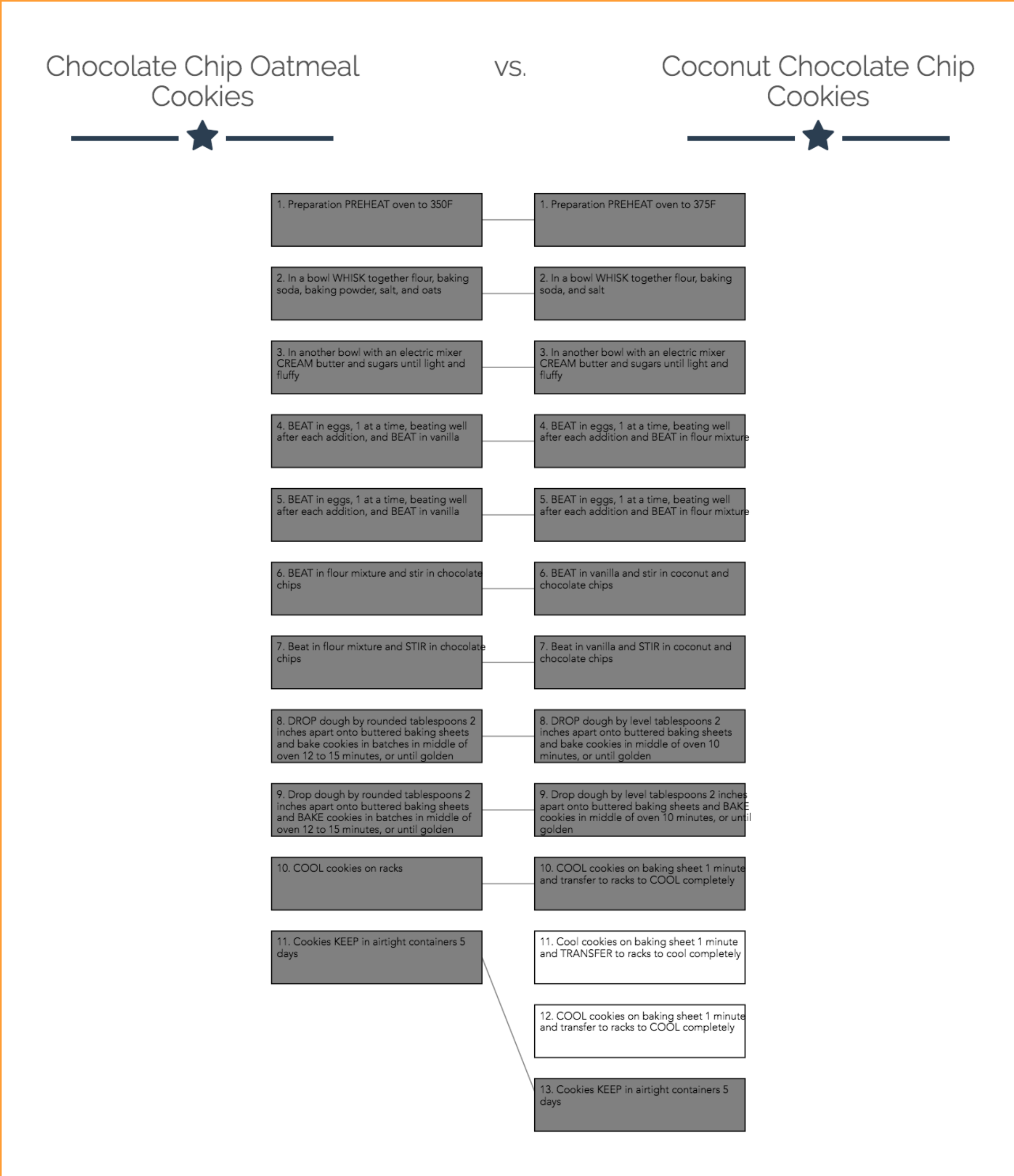
2 Main visualizations

- RecipeMap
- RecipeDeck

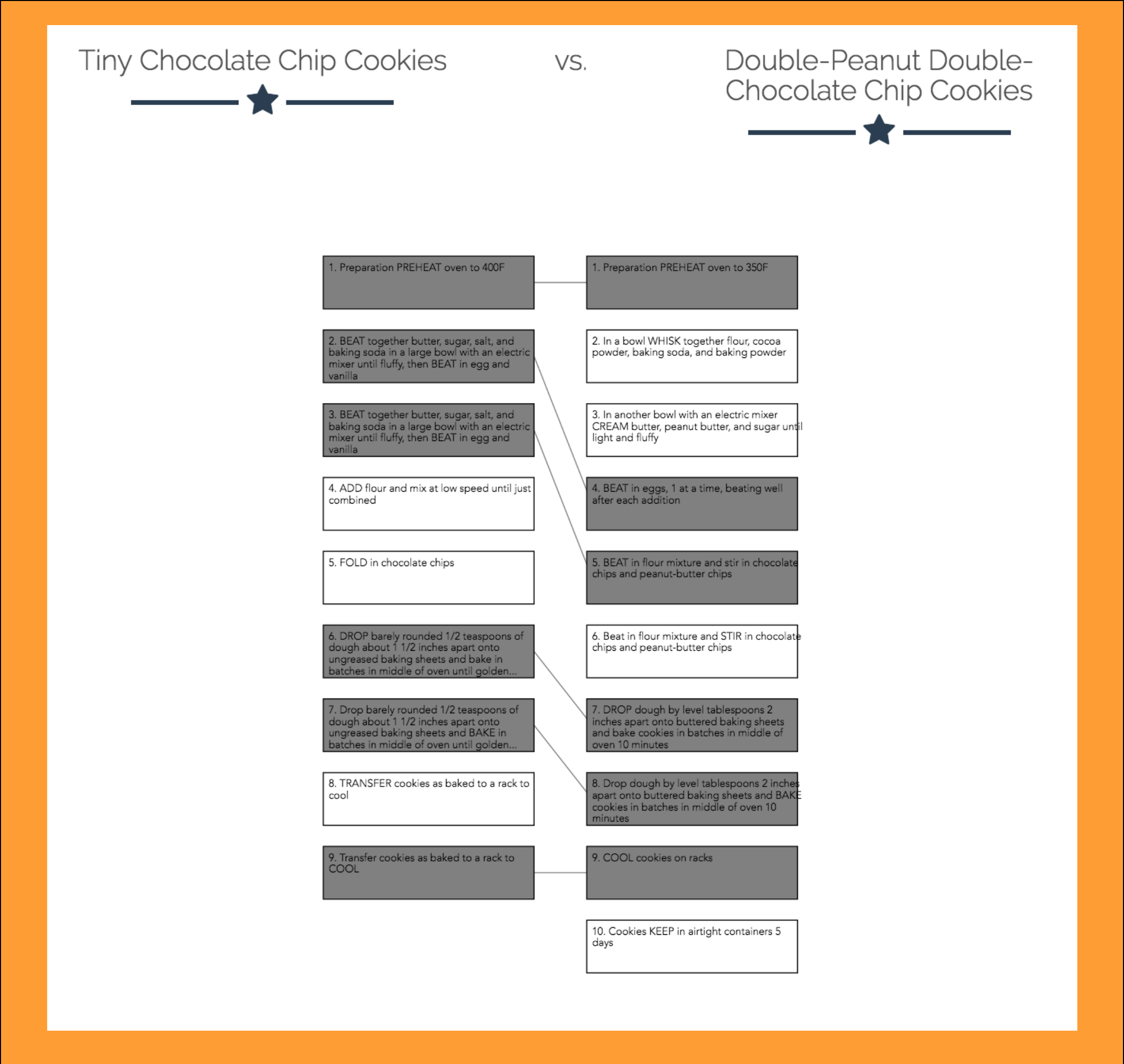


pairwise comparison view – union graph

High similarity



Medium similarity



RecipeScape: Recipe Analytics Interface

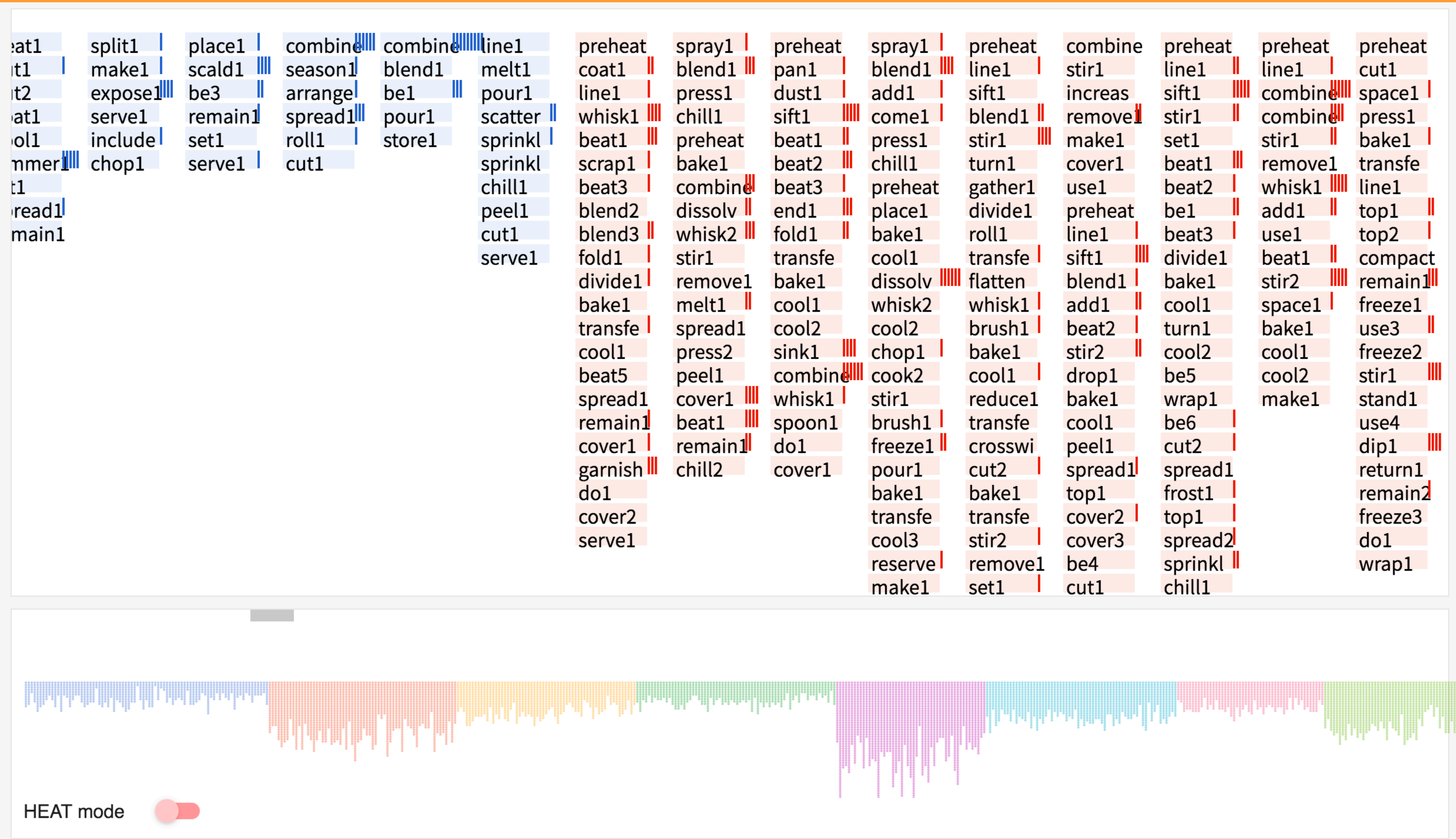
2 Main visualizations

- RecipeMap

- RecipeDeck

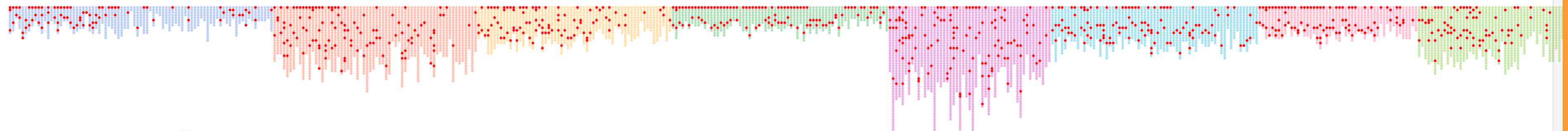


RecipeDeck: looking at all the recipes at once



RecipeDeck: heat mode

eat1	split1	place1	combine1	combine1	line1	preheat	spray1	preheat	spray1	preheat	combine	preheat	preheat	preheat
eat1	make1	scald1	season1	blend1	melt1	coat1	blend1	pan1	blend1	line1	stir1	line1	line1	cut1
eat2	expose1	be3	arrange	be1	pour1	line1	press1	dust1	add1	sift1	increas	sift1	combine	space1
eat1	serve1	remain1	spread1	pour1	scatter	whisk1	chill1	sift1	come1	blend1	remove1	stir1	combine	press1
bol1	include	set1	roll1	store1	sprinkl	beat1	preheat	beat1	press1	stir1	make1	set1	stir1	bake1
number	chop1	serve1	cut1		sprinkl	scrap1	bake1	beat2	chill1	turn1	cover1	beat1	remove1	transfe
eat1					chill1	beat3	combine	beat3	preheat	gather1	use1	beat2	whisk1	line1
read1					peel1	blend2	dissolv	end1	place1	divide1	preheat	be1	add1	top1
main1					cut1	blend3	whisk2	fold1	bake1	roll1	line1	beat3	use1	top2
					serve1	fold1	stir1	transfe	cool1	transfe	sift1	divide1	beat1	compact
						divide1	remove1	bake1	dissolv	flatten	blend1	bake1	stir2	remain1
						bake1	melt1	cool1	whisk2	whisk1	add1	cool1	space1	freeze1
						transfe	spread1	cool2	cool2	brush1	beat2	turn1	bake1	use3
						cool1	press2	sink1	chop1	bake1	stir2	cool2	cool1	freeze2
						beat5	peel1	combine	cook2	cool1	drop1	be5	cool2	stir1
						spread1	cover1	whisk1	stir1	reduce1	bake1	wrap1	make1	stand1
						remain1	beat1	spoon1	brush1	transfe	cool1	be6		use4
						cover1	remain1	do1	freeze1	crosswi	peel1	cut2		dip1
						garnish	chill2	cover1	pour1	cut2	spread1	spread1		return1
						do1			bake1	bake1	top1	frost1		remain2
						cover2			transfe	transfe	cover2	top1		freeze3
						serve1			cool3	stir2	cover3	spread2		do1
									reserve	remove1	be4	sprinkl		wrap1
									make1	set1	cut1	chill1		

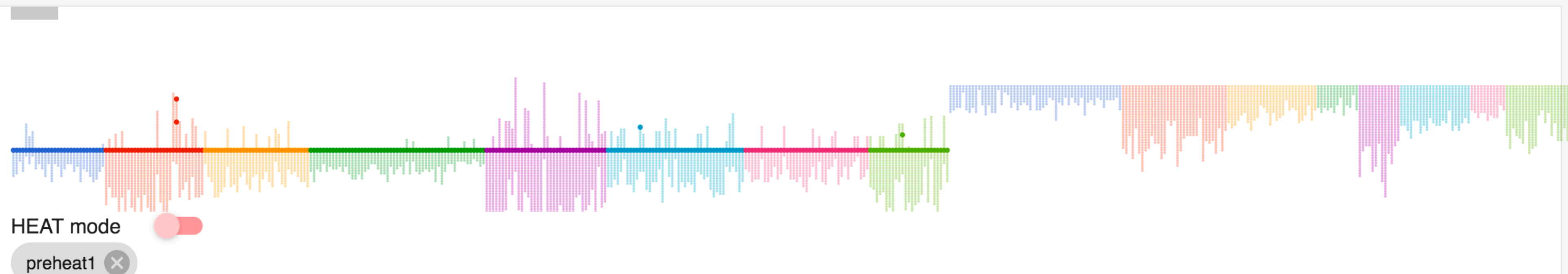


HEAT mode



RecipeDeck: select individual action

preheat	preheat	preheat	preheat	sift1	blend1	melt1	preheat	preheat	preheat	preheat	preheat	preheat	preheat	preheat
toast1	spray1	mash1	mash1	stir1	add1	pour1	combine	place1	grind1	whisk1	place1	line1	combine	mix1
wrap1	toss1	mix1	sit1	pour1	beat2	do1	mix1	press1	crush1	working	cut1	melt1	chill1	form1
rub1	whisk1	bake1	line1	whisk1	stir1	triple1	shape1	bake1	pour1	bake1	dip1	stir1	dip1	space1
chop1	pour1	slice1	bake1	make1	chill1	fold1	space1	cool1	smooth1	working	bake1	remove1	bake1	bake1
reduce1	transfe		cool1	whisk2	preheat	stir1	bake1	serve1	chill1	cool1	cool1	drop1	remove1	cool1
beat1	bake1	Transfer to prepared baking sheet.			ine1	rest1	cool1		bake1	make1		bake1		transfe
combine	cool1		cut1	cool1	spread1	preheat	prepare		remove1	soften1		cool1		
space1	transfe		freeze2	make2	bake1	bake1				melt1		form1		
bake1	make1			chill1	transfe	serve1				line1		cool2		
transfe				preheat	be1					let2		transfe		
				cut1								fit1		
				bake1								freeze1		



RecipeDeck: select more than one action

re	preheat	preheat	hold1	preheat	preheat	preheat	preheat	preheat	preheat	sift1	preheat	preheat	preheat	preheat	sift1
1	combine	knock1	cut1	stir1	line1	line1	line1	blend1	butter1	set1	melt1	combine	combine	bake1	beat1
.	set1	whisk1	cut2	sift1	melt1	sift1	scrape1	drop1	line1	beat1	cool1	stir1	use1	transfe	beat1
	granula	melt1	peel1	beat1	blend1	beat1	beat1	press1	blend1	beat2	beat1	remove1	chop1	increas	beat1
	blend1	cool1	make1	beat2	rise1	beat2	marshma	bake1	sift1	squeeze	beat2	whisk1	transfe	bake1	stir1
	add2	be1	transfe	blend1	stir1	beat3	fold1	touch1	spread1	form1	resembl	combine	divide1	whisk1	cove
	beat1	combine	combine	spread1	do1	fold1	drop1	cool1	bake1	roll1	whisk1	cool1	roll1	pour1	be1
	place1	spread1	preheat	sprinkl	fold1	drop1	bake1	be1	dissolv	chill1	beat4	whisk3	cut2	spread1	keep
	arrange	cool2	divide1	remain1	mix1	flatten	transfe	simmer1	whisk1	preheat	stir1	whisk4	transfe	bake3	soft
t	press1	turn1	pour1	bake1	freeze1	bake1	transfe	reduce1	read1	line1	place1	pour1	gather1	bake4	pref
	continu	remove1	bake1	cool1	drop1	reverse	simmer1	be2	remove1	remove1	roll1	bake1	remain1	cool1	line
	brown1	stir3	chill1		bake1	bake1	stir1	spread1	pour1	lay1	space1	cool2	re1		roll1
	lift1	cool3	serve1		transfe	cool1	dip1	remain1	cut1	bake1	bake1	cut1	sprinkl		arra
	let1	spoon1				freeze1	chocola	chill1	chill1	cool1	cool2	be1	bake1		bake
	wax1	squeeze				spoon1	remain1	make1	prepare	can1	transfe		cool1		let1
	melt1	squeeze				top1	chill1	cover1	cover1				transfe		tran
	melt2	chill1				wrap1	make1	serve1					be1		mak
	coat1	bring2				remain1	cover1								wax
	press2					do1	serve1								



HEAT mode ☒

preheat1

bake1

RecipeScape : within clusters

491 Chocolate Chip Cookies



Select All Unselect All

hold1	rack1	combine	preheat	preheat	whisk1	preheat	coat1	preheat	preheat	sift1	preheat	stir1	preheat	preheat
cut1	place1	beat1	line1	line1	beat1	melt1	cook1	combine	bake1	beat1	dissolv	combine	grind1	line1
cut2	melt1	mix1	melt1	scrape1	combine	cool1	cool1	use1	transfe	beat2	blend1	beat1	set1	stir1
peel1	whisk1	beat2	blend1	beat1	blend1	beat1	whisk1	chop1	increas	beat3	prepare	beat2	stir1	whisk1
make1	whisk2	stir1	rise1	marshma	stir1	beat2	form1	transfe	bake1	stir1	press1	combine	transfe	bake1
transfe	blend1	divide1	stir1	fold1	cover1	resembl	blend1	divide1	whisk1	cover1	brush1	chill1	cool1	combi
combine	stand1	form1	do1	drop1	make1	whisk1	be1	roll1	pour1	be1	bake1	preheat	melt1	divide
preheat	scoop1	wrap1	fold1	bake1	keep1	beat4	beat4	cut2	spread1	keep1	transfe	powder1	blend1	bake2
divide1	spray1	make1	mix1	transfe	continu	stir1	fold1	transfe	bake3	soften1	release	form1	blend2	transfe
pour1	press1	keep1	freeze1	transfe	form1	place1	drop1	gather1	bake4	preheat	cut1	roll1	roll1	
bake1	remove1	cut1	drop1	simmer1	space1	roll1	bake1	remain1	cool1	line1	cool1	space1	cut1	
chill1	sprinkl	space1	bake1	stir1	flatten	space1	reverse	re1		roll1		press1	transfe	
serve1	bake1	bake1	transfe	dip1	bake1	bake1	cool2	sprinkl		arrange		bake1	cut2	
	cool1	transfe		chocola	bake1	cool2	transfe	bake1		bake1		transfe	brush1	
	transfe	transfe		remain1	cool1	transfe		cool1		let1		prepare	bake1	
	do1	make2		chill1	transfe			transfe		transfe		freeze1	cool2	
	store1			make1	make2			be1		wax1			transfe	
				cover1	store1									
				serve1										



HEAT mode

transfer1



preheat1



Computational Pipeline behind RecipeScape

Recipe Text

INGREDIENTS

8 ounces unsalted butter (2 sticks; 225g)

1 standard ice cube (about 2 tablespoons; 30mL frozen water)

10 ounces all-purpose flour (about 2 cups; 280g)

3/4 teaspoon (3g) baking soda

2 teaspoons Diamond Crystal kosher salt or 1 teaspoon table salt (4g)

5 ounces granulated sugar (about 3/4 cup; 140g)

2 large eggs (100g)

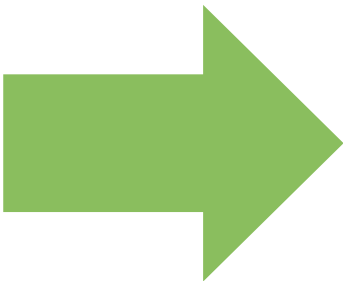
2 teaspoons (10mL) vanilla extract

5 ounces dark brown sugar (about 1/2 tightly packed cup plus 2 tablespoons; 140g)

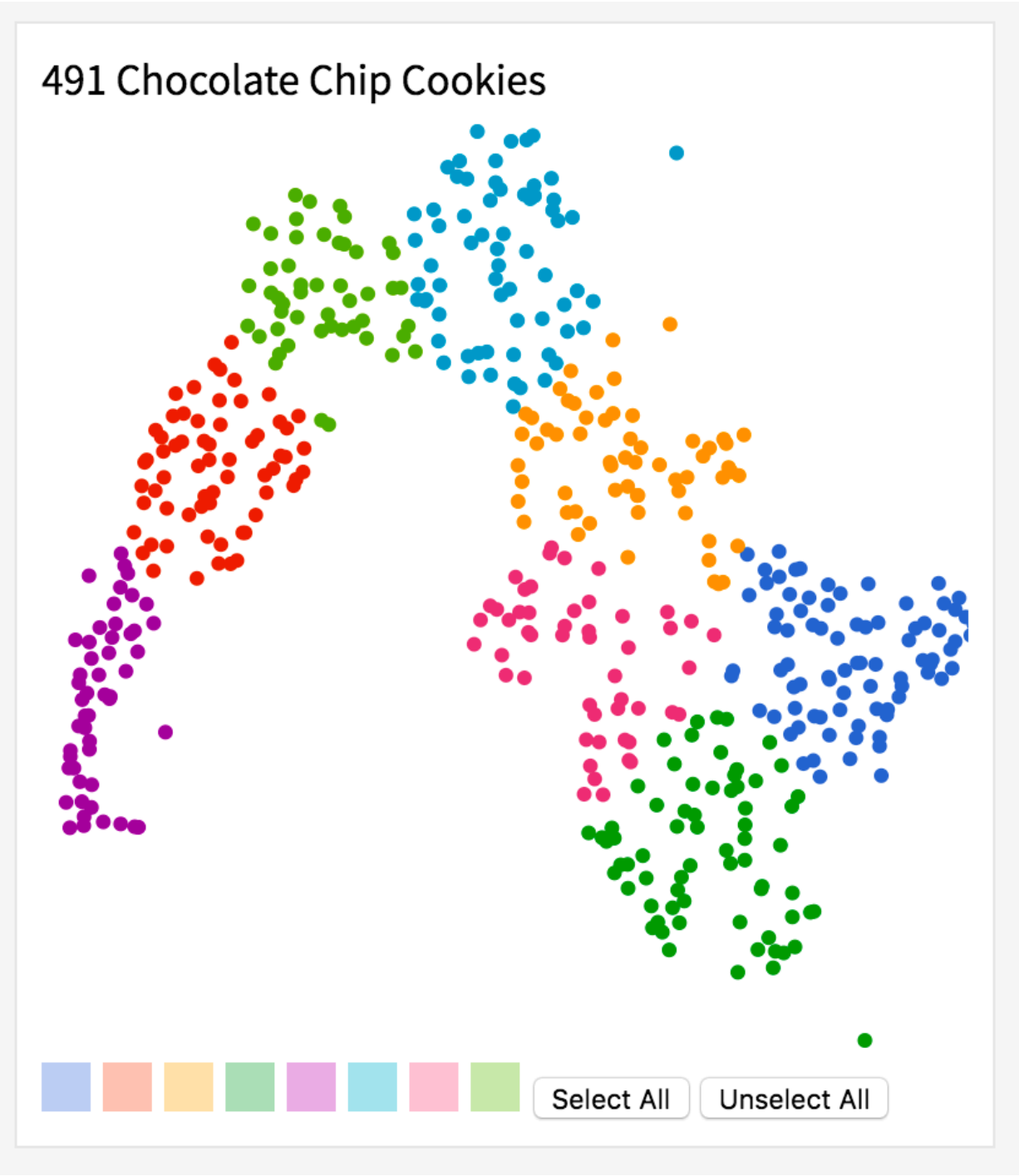
8 ounces (225g) semisweet chocolate, roughly chopped with a knife into 1/2- to 1/4-inch chunks

DIRECTIONS

1. Melt butter in a medium saucepan over medium-high heat. Cook, gently swirling pan constantly, until particles begin to turn golden brown and butter smells nutty, about 5 minutes. Remove from heat and continue swirling the pan until the butter is a rich brown, about 15 seconds longer. Transfer to a medium bowl, whisk in ice cube, transfer to refrigerator, and allow to cool completely, about 20 minutes, whisking occasionally. (Alternatively, whisk over an ice bath to hasten the process.)
2. Meanwhile, whisk together flour, baking soda, and salt in a large bowl. Place granulated sugar, eggs, and vanilla extract in the bowl of a stand mixer fitted with the whisk attachment. Whisk on medium-high speed until mixture is pale brownish-yellow and falls off the whisk in thick ribbons when lifted, about 5 minutes.
3. Fit paddle attachment onto mixer. When brown butter mixture has cooled (it should be just starting to turn opaque again and firm around the edges), add brown sugar and cooled brown butter to egg mixture in stand mixer. Mix on medium speed to combine, about 15 seconds. Add flour mixture and mix on low speed until just barely combined, with some dry flour still remaining, about 15 seconds. Add chocolate and mix on low speed until dough comes together, about 15 seconds longer. Transfer to an airtight container and refrigerate dough at least overnight and up to 3 days.



RecipeScape



How to extract structural similarity measure from recipe text?

Recipe Text

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1 standard ice cube (about 2 tablespoons; 30mL frozen water)

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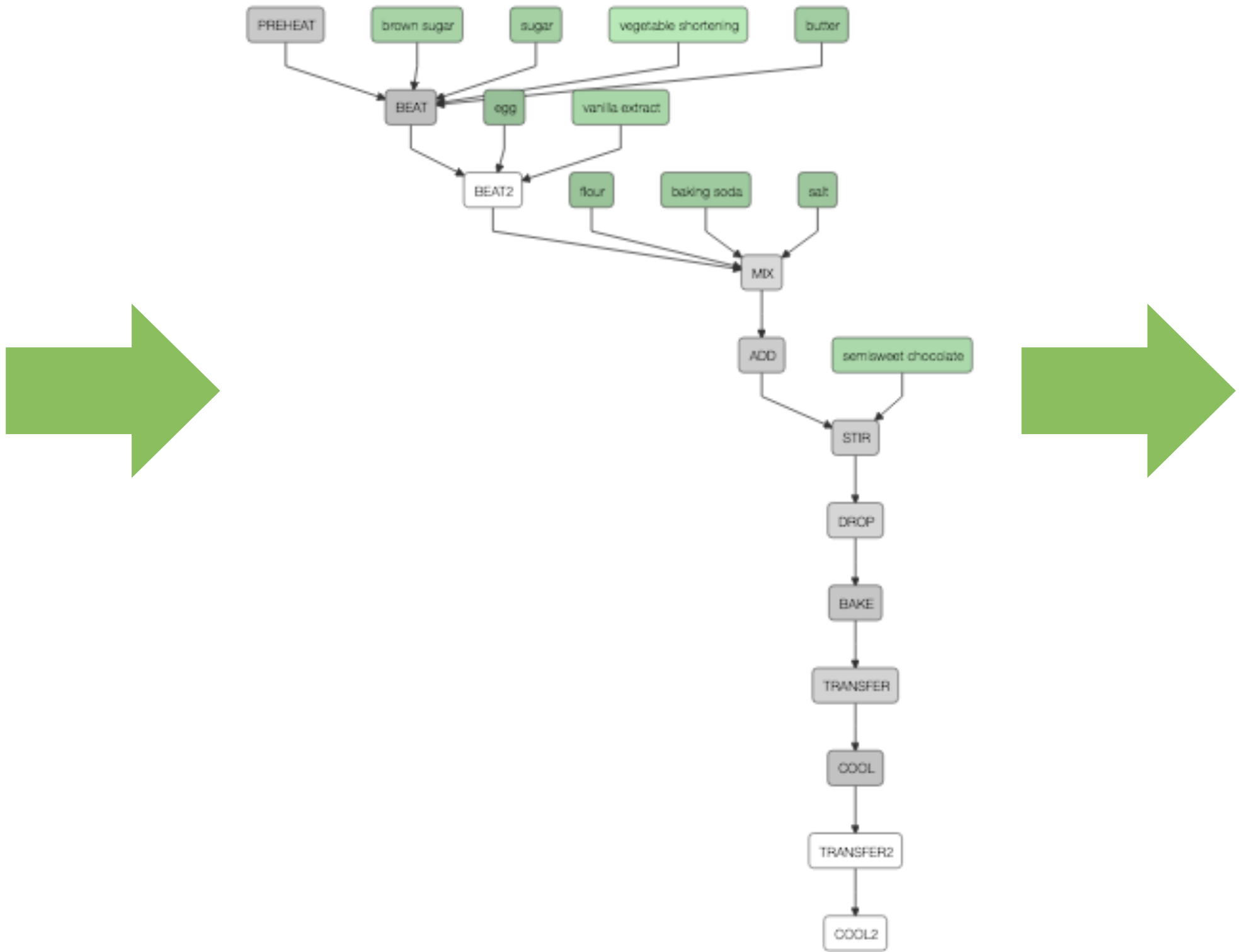
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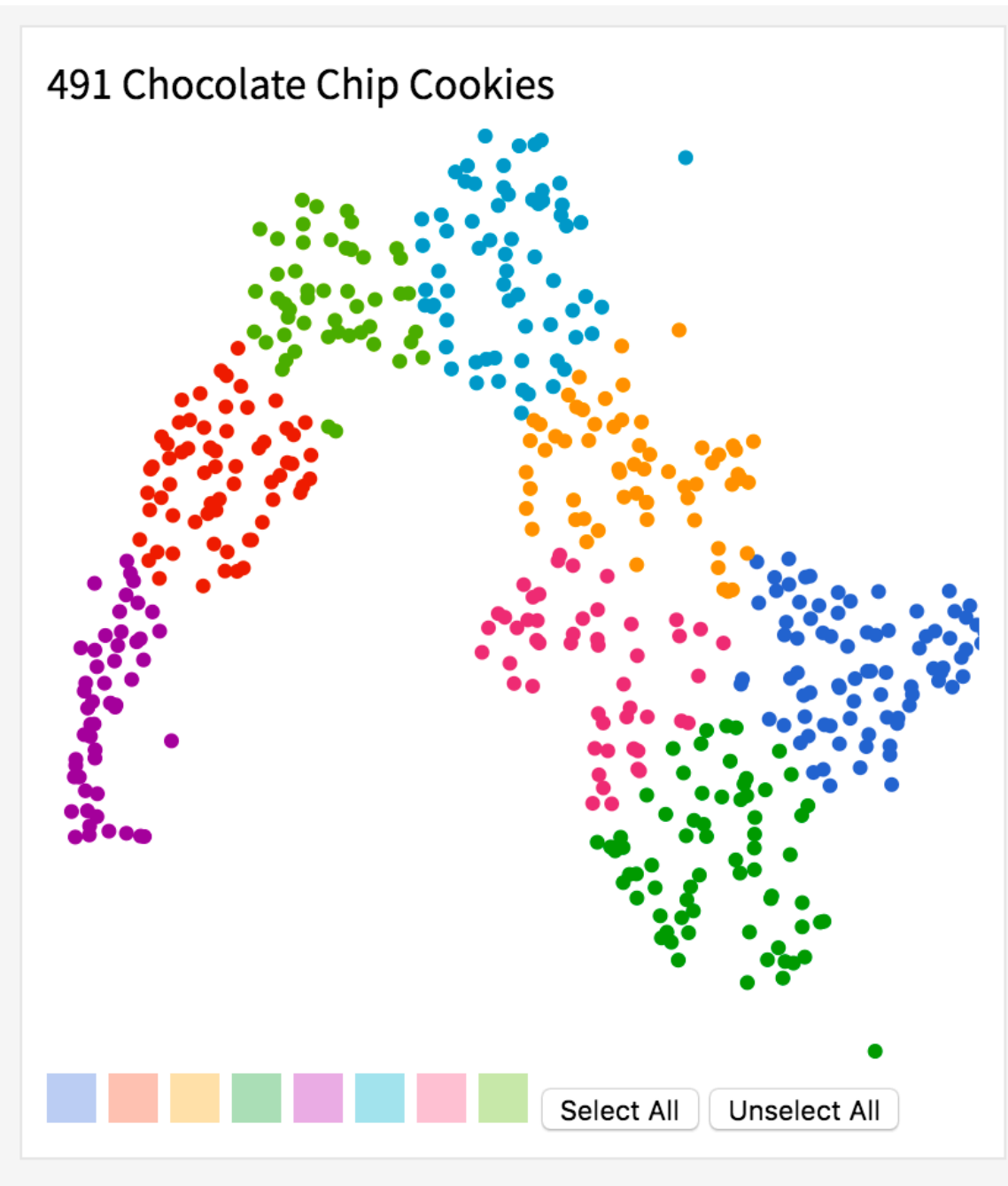
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Graphical Representation



RecipeScape



Step 1: Scrape online recipes



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RECIPES & MENUS

EXPERT ADVICE

INGREDIENTS

HOLIDAYS & EVENTS

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CHOCOLATE-CHOCOLATE CHIP COOKIE AND STRAWBERRY GELATO SANDWICHES

BY GABE SORIA & AMANDA ZUG-MOORE | BON APPÉTIT MAY 2009

4/4

REVIEWS (10)

100%

MAKE IT AGAIN

INGREDIENTS

- 2 1/4 cups all purpose flour
- 1/2 cup natural unsweetened cocoa powder
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1 cup (2 sticks) unsalted butter, room temperature
- 1 cup (packed) dark brown sugar
- 1/2 cup sugar
- 2 large eggs
- 1 teaspoon vanilla extract
- 1/2 teaspoon almond extract
- 2 cups semisweet chocolate chips
- Fresh Strawberry Gelato , slightly softened

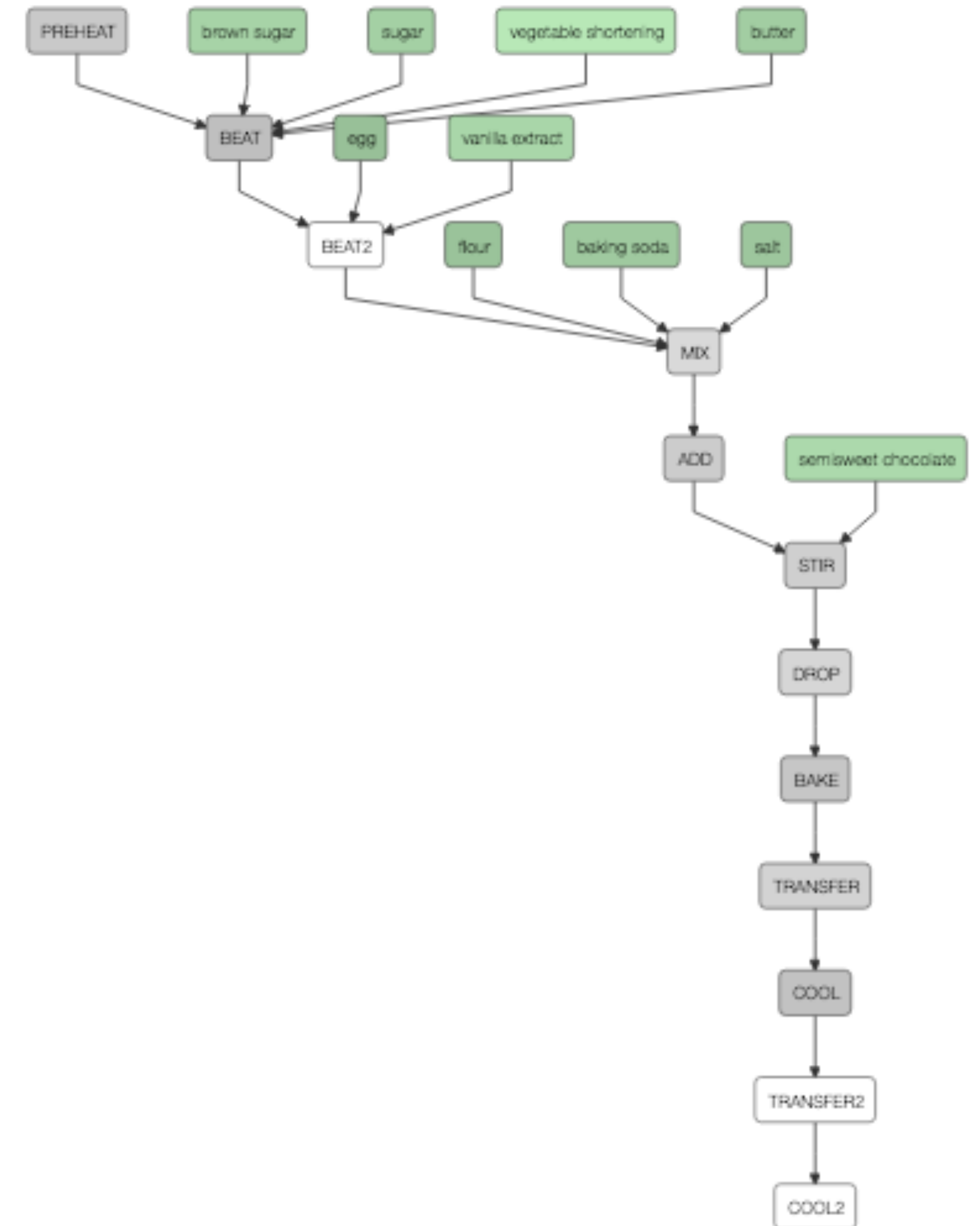
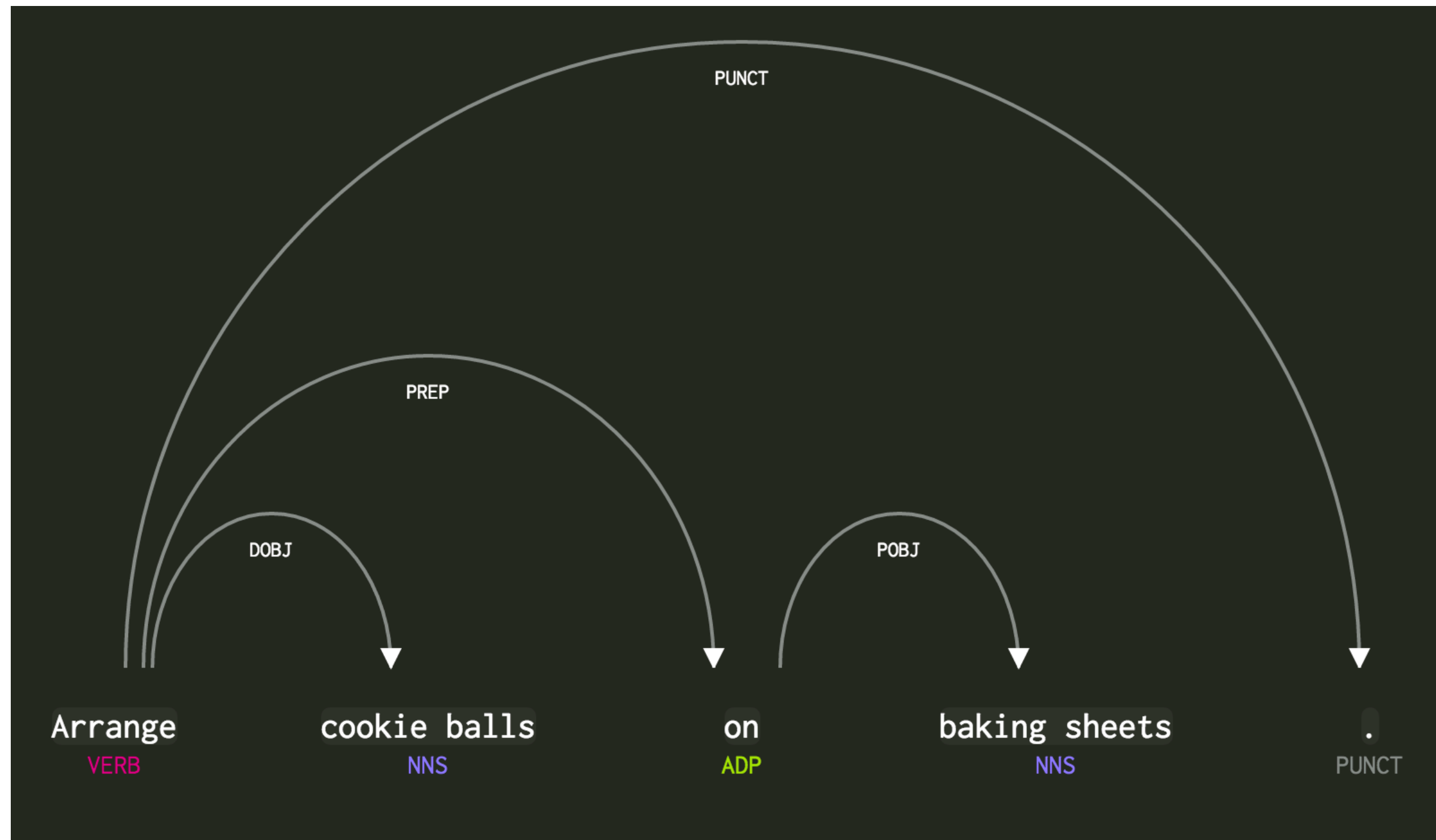
PREPARATION

Preheat oven to 375°F. Line 2 large rimmed baking sheets with parchment. Sift first 4 ingredients into bowl. Using electric mixer, beat butter in large bowl until fluffy. Beat in both sugars, then eggs, 1 at a time. Beat in extracts, then flour mixture. Fold in chocolate chips. Drop batter by heaping tablespoonfuls onto prepared sheets, spacing mounds 2 to 3 inches apart. Using moist fingertips, flatten mounds to 3/4-inch thickness.

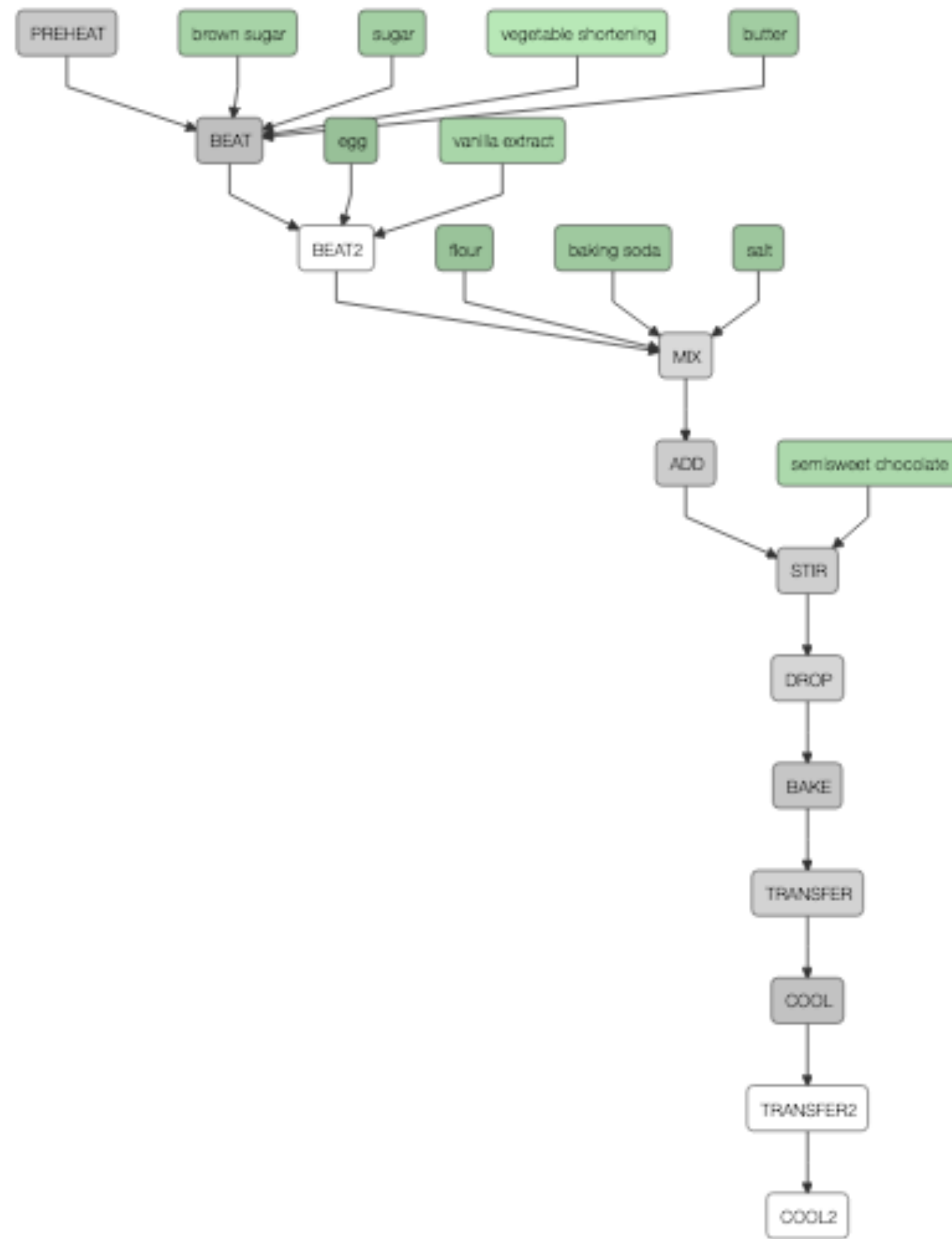
Bake cookies 5 minutes. Reverse sheets. Bake until cookies are puffed and dry-looking but soft to touch, about 5 minutes. Cool completely. Freeze on sheets 15 minutes.

Spoon 1/3 cup gelato onto flat side of 1 cookie. Top with second cookie, flat side down; press together. Wrap and freeze. Repeat with remaining gelato and cookies. DO AHEAD: *Keep frozen up to 2 days.*

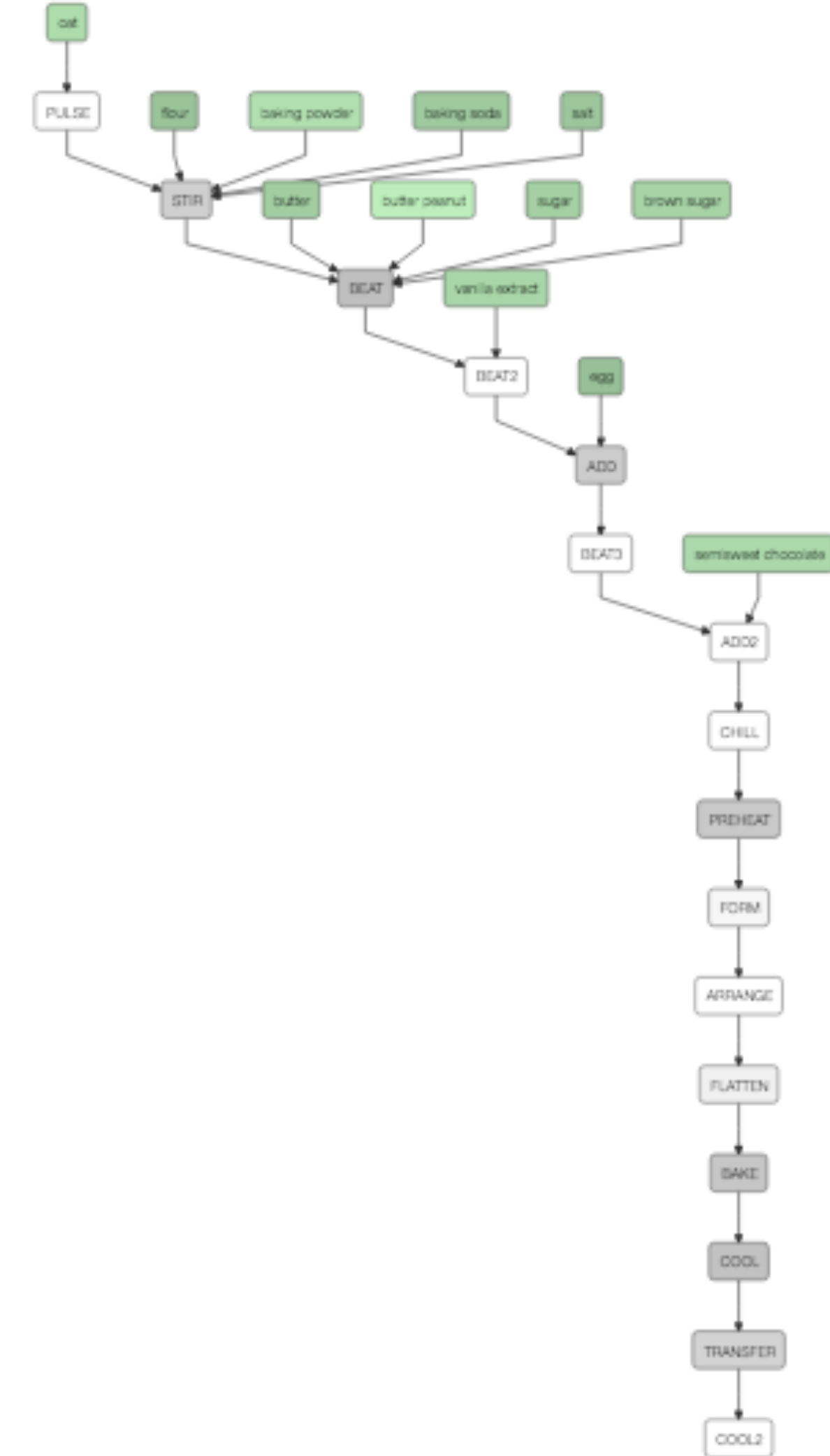
Step 2: Parse recipes and produce a tree



Step 3: Compute similarity between recipe topologies

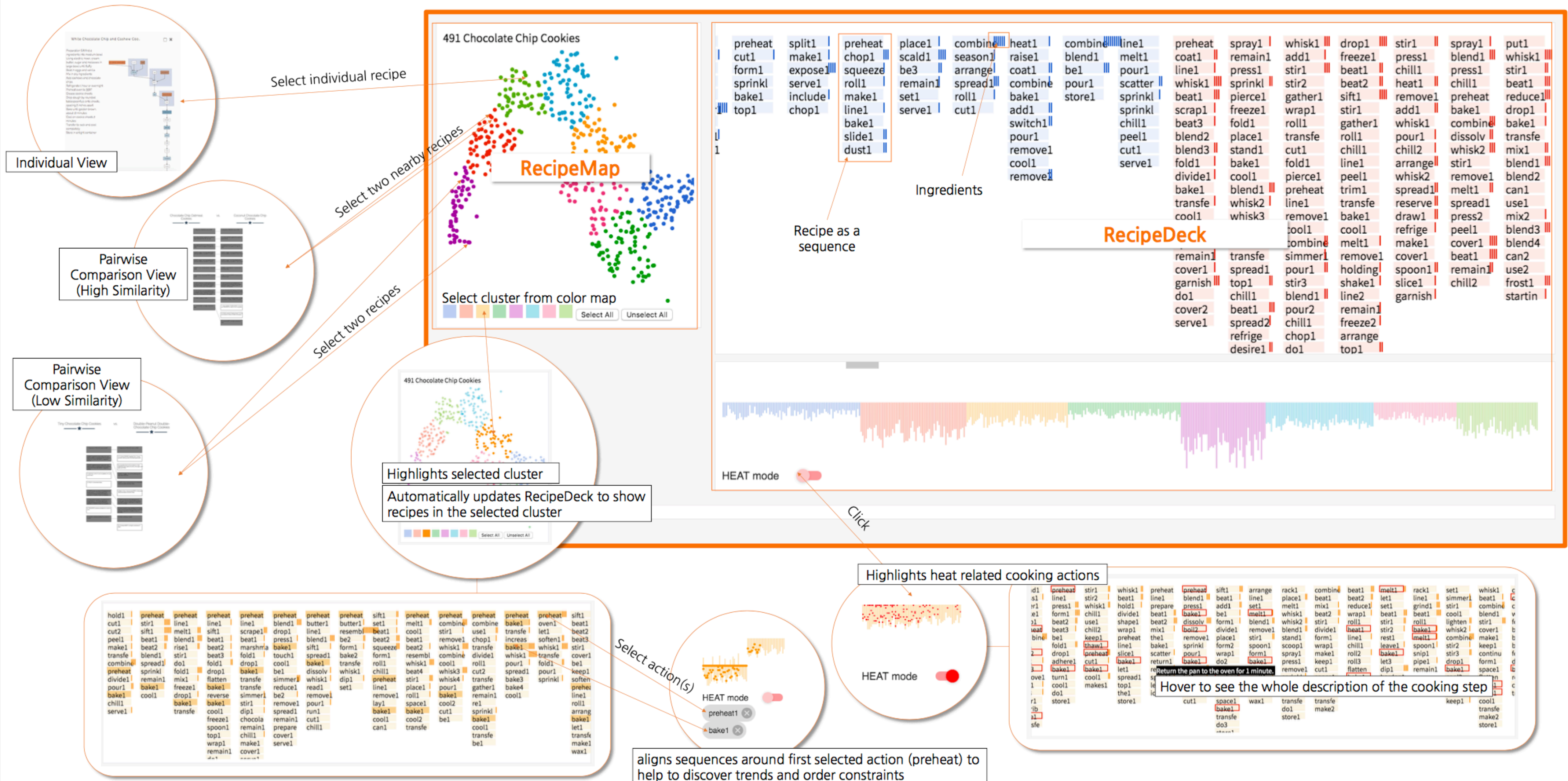


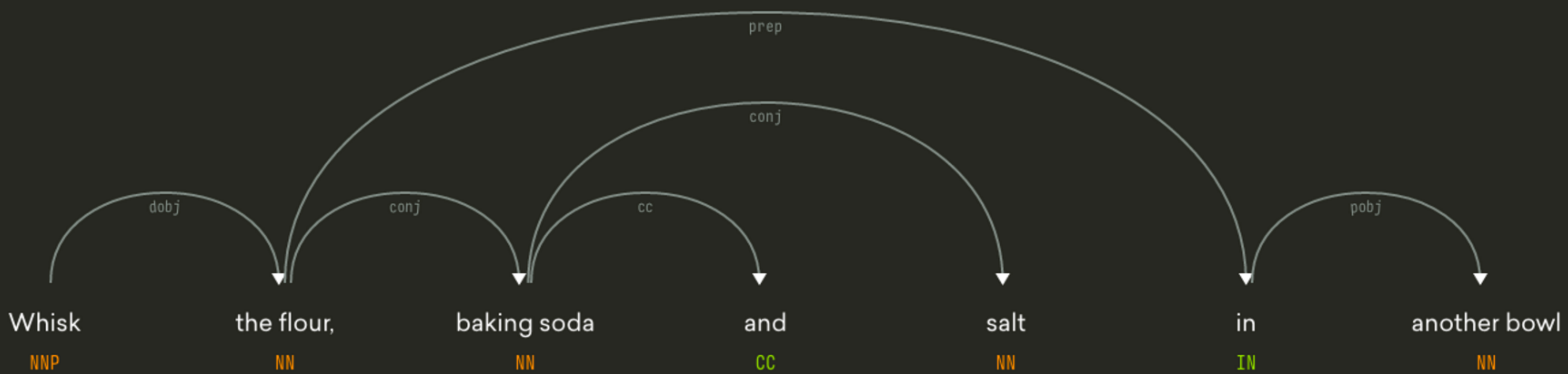
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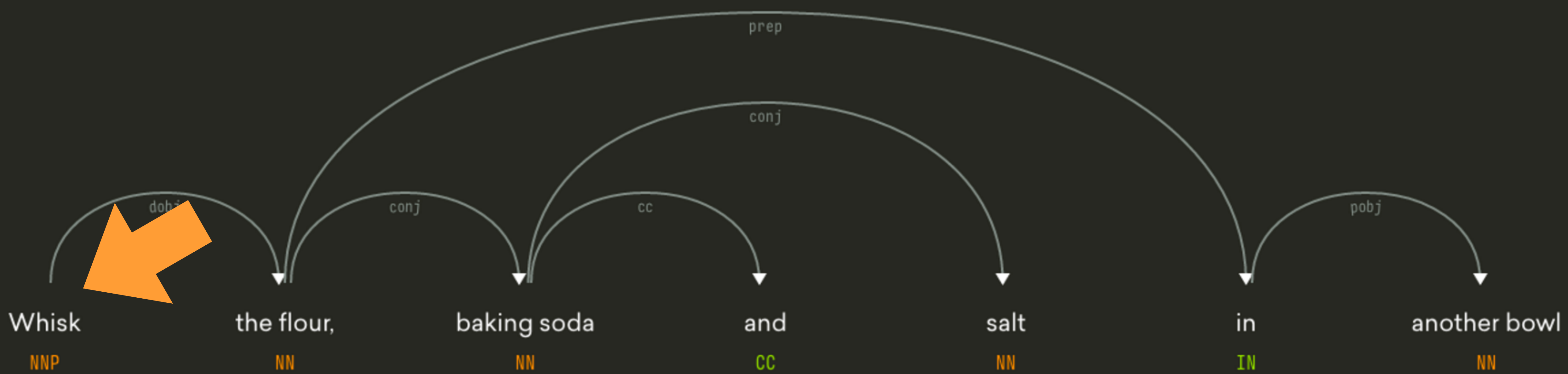
Step 4: Visualize & support analytics

RecipeScape Prototype Interface

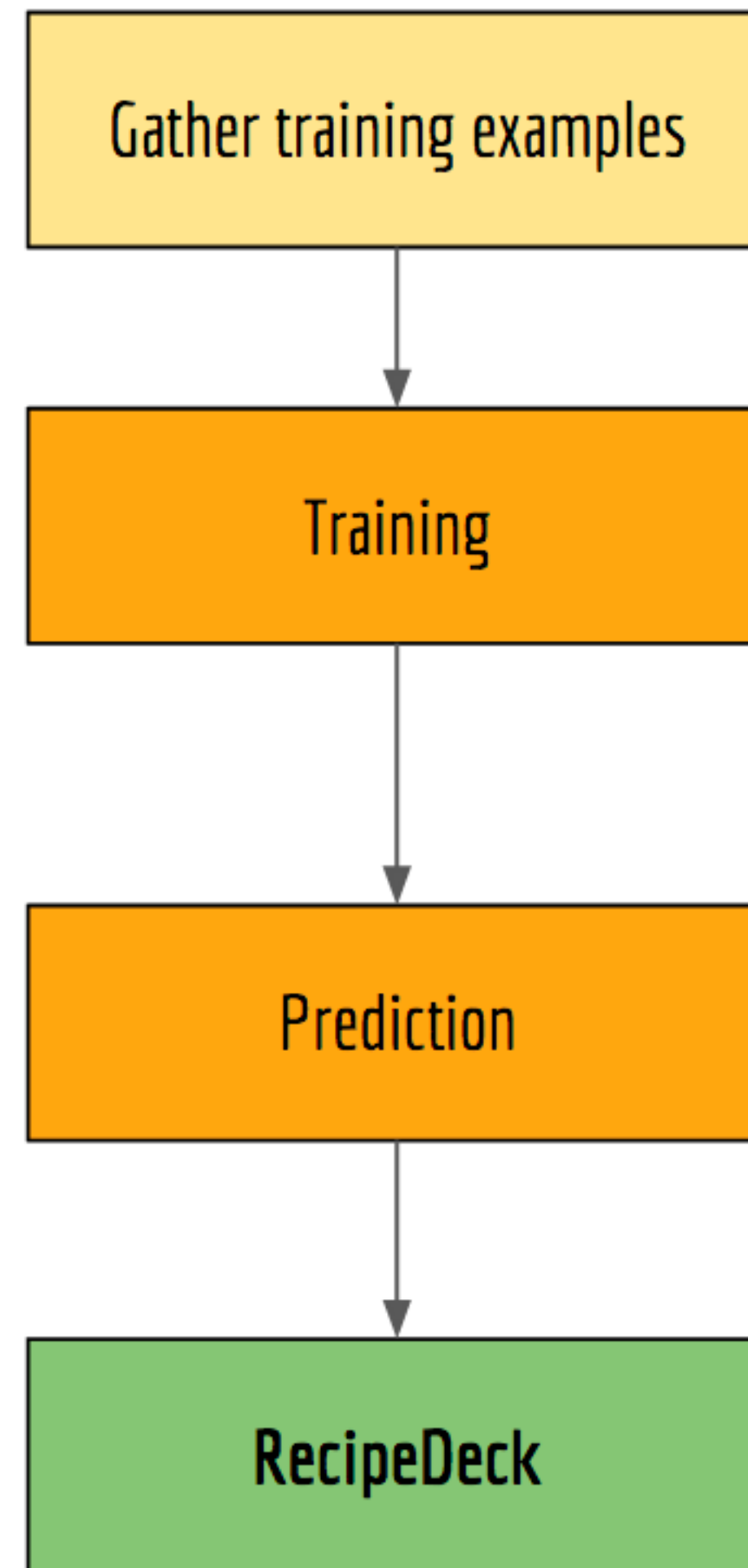




Problem 1: Decomposing and detecting
cooking actions from the
sentences



Problem 1: Decomposing and detecting
cooking actions from the
sentences



1) Upgraded version of NYT Cooking's Ingredient Tagger
How do we collect labeled training examples? → crowdsourcing

2) Training: Feed labeled examples to the CRF
ex) Whisk-Verb, Beat-Verb, Salt-Ingredient, etc...

3) Run CRF for unlabeled sentences to get cooking verbs

4) The cooking verbs are stacked in the order they appear

Recipe Tagger

Navigate

Recipe 1 ▾

Sentence 3 ▾

GO

NEXT SENTENCE

Sentence

Sprinkle with 1/2 cup nuts ; press nuts into dough .

Available Tags

Ingredients

1

Cooking Action

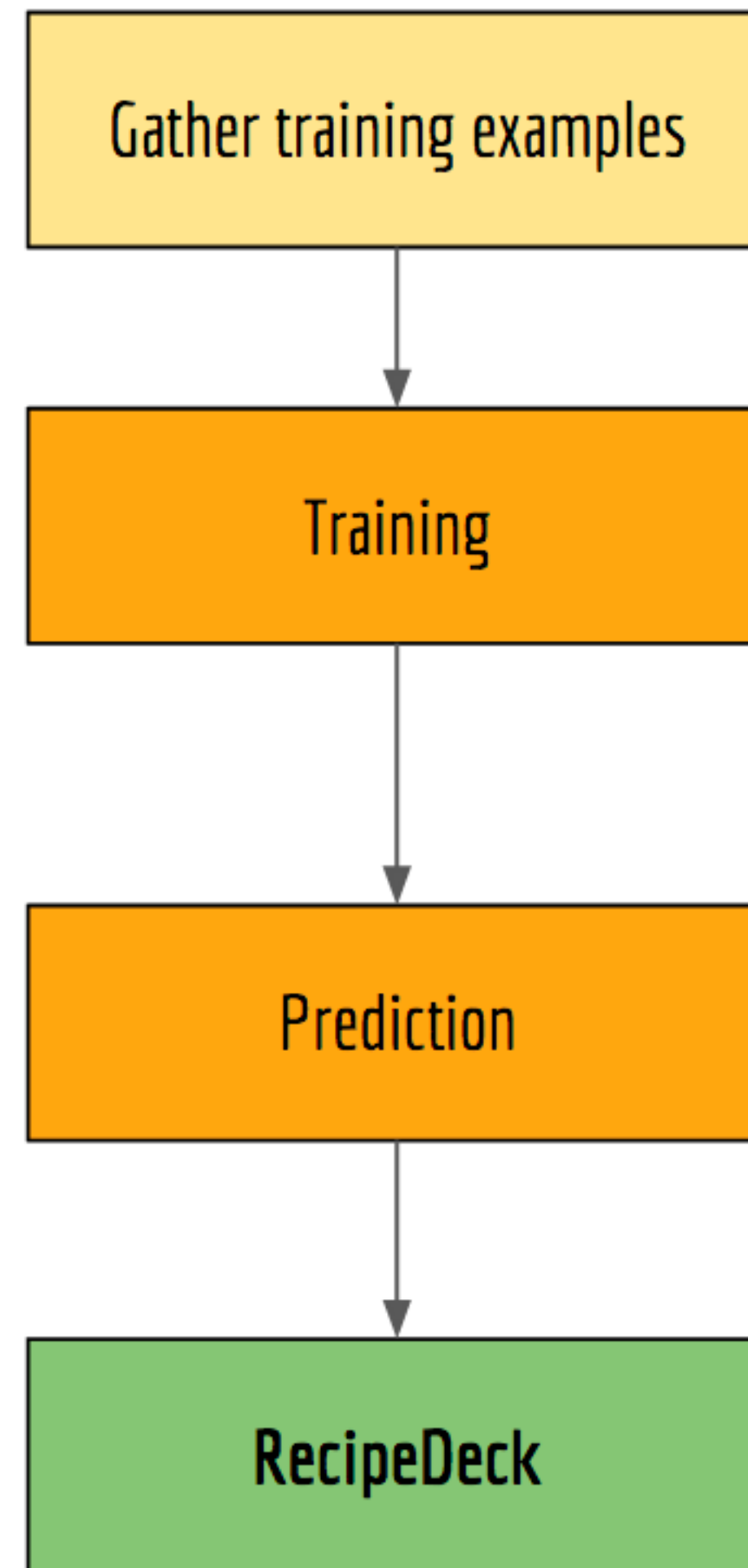
2

Cooking Tool

3

Cancel

4



1) Upgraded version of NYT Cooking's Ingredient Tagger
How do we collect labeled training examples? → crowdsourcing

2) Training: Feed labeled examples to the CRF
ex) Whisk-Verb, Beat-Verb, Salt-Ingredient, etc...

3) Run CRF for unlabeled sentences to get cooking verbs

4) The cooking verbs are stacked in the order they appear

Problem 2:

Finding the appropriate representation for recipes!



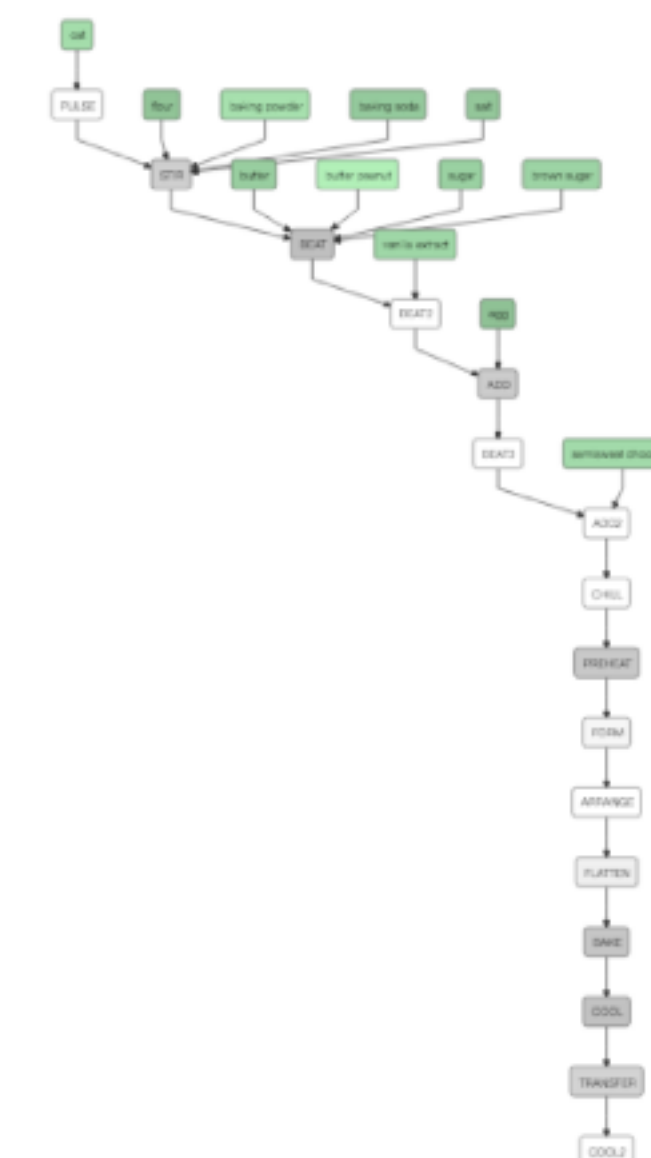
PREPARATION

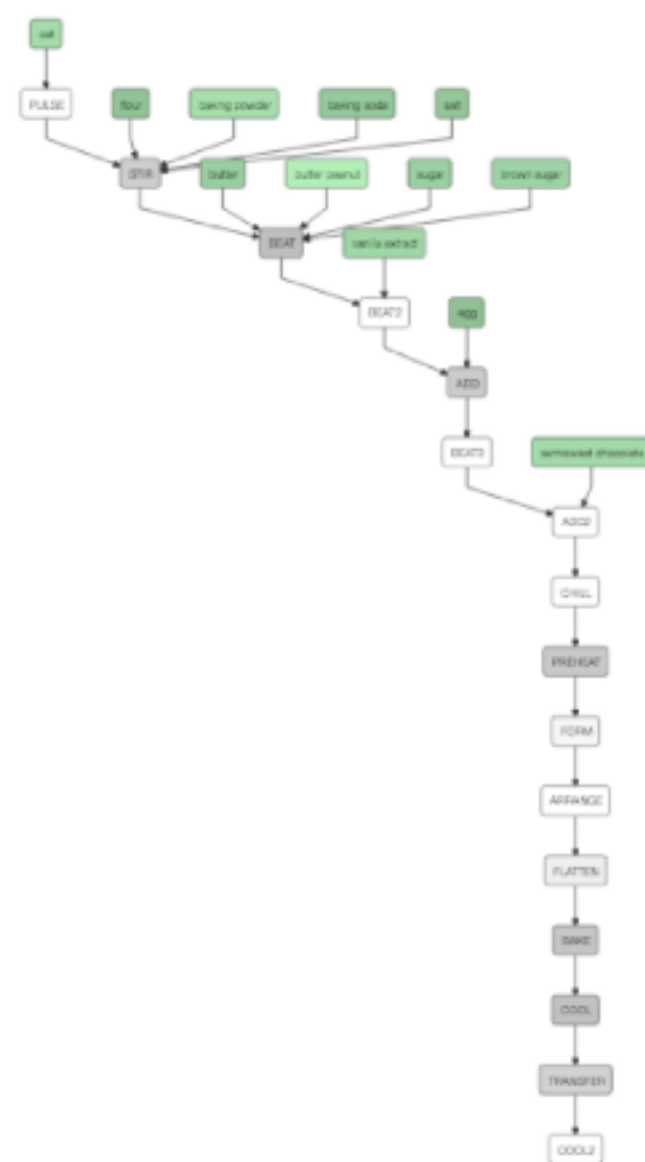
Preheat oven to 160°C (325°F). Place the butter, both the sugars, egg, vanilla, flour, baking soda and cocoa in a food processor and process until a dough forms.

Press the dough out to a 10-inch round on a baking tray lined with non-stick baking paper, scatter with the chocolate and lightly press the pieces into the dough. Bake for 15–20 minutes or until firm to the touch. Allow to cool slightly on the tray. Serve warm with ice cream and caramel sauce.

Press the dough out to a 10-inch round on a baking tray lined with non-stick baking paper, scatter with the chocolate and lightly press the pieces into the dough. Bake for 15–20 minutes or until firm to the touch. Allow to cool slightly on the tray. Serve warm with ice cream and caramel sauce.

Cooking Action	Ingredient
Preheat	
Place	{Butter, sugar, egg, r...}
Process	
...	

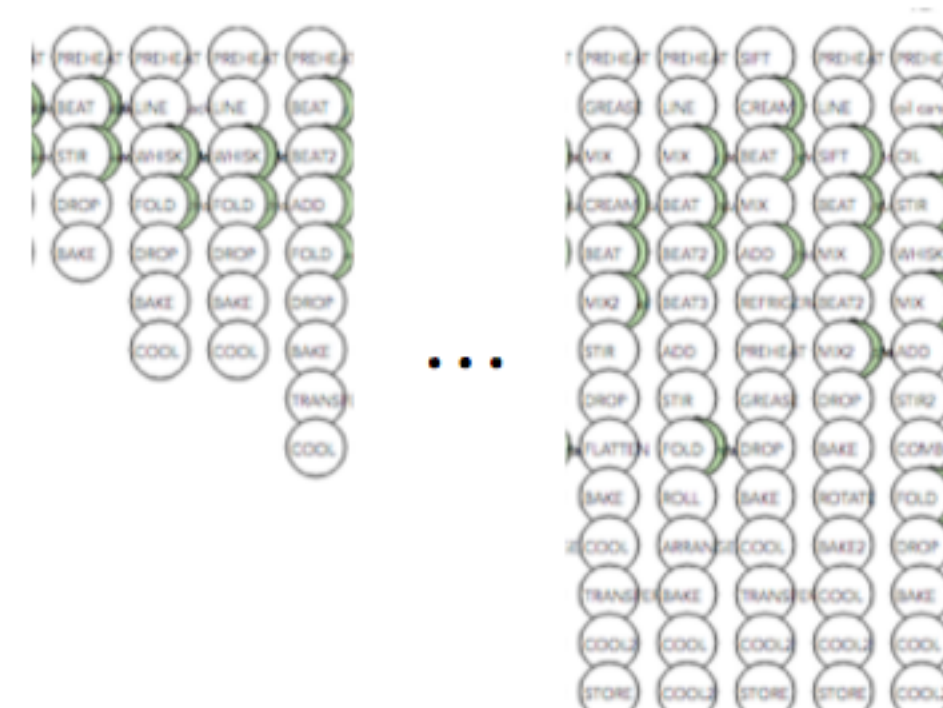


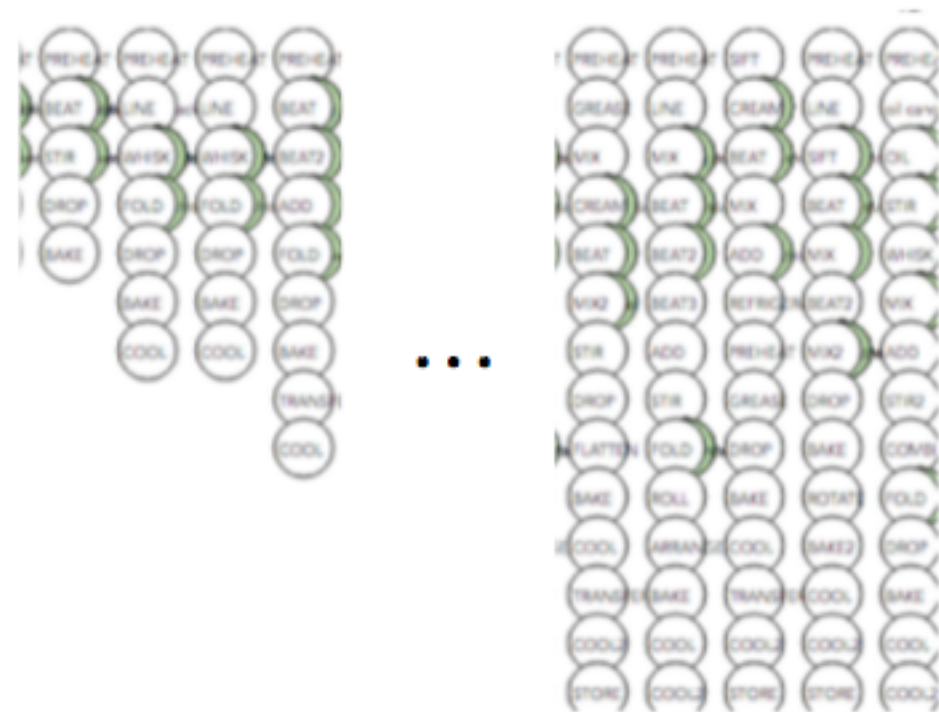


Topological
Sort



Repeat all
steps upto
here for all
Recipes

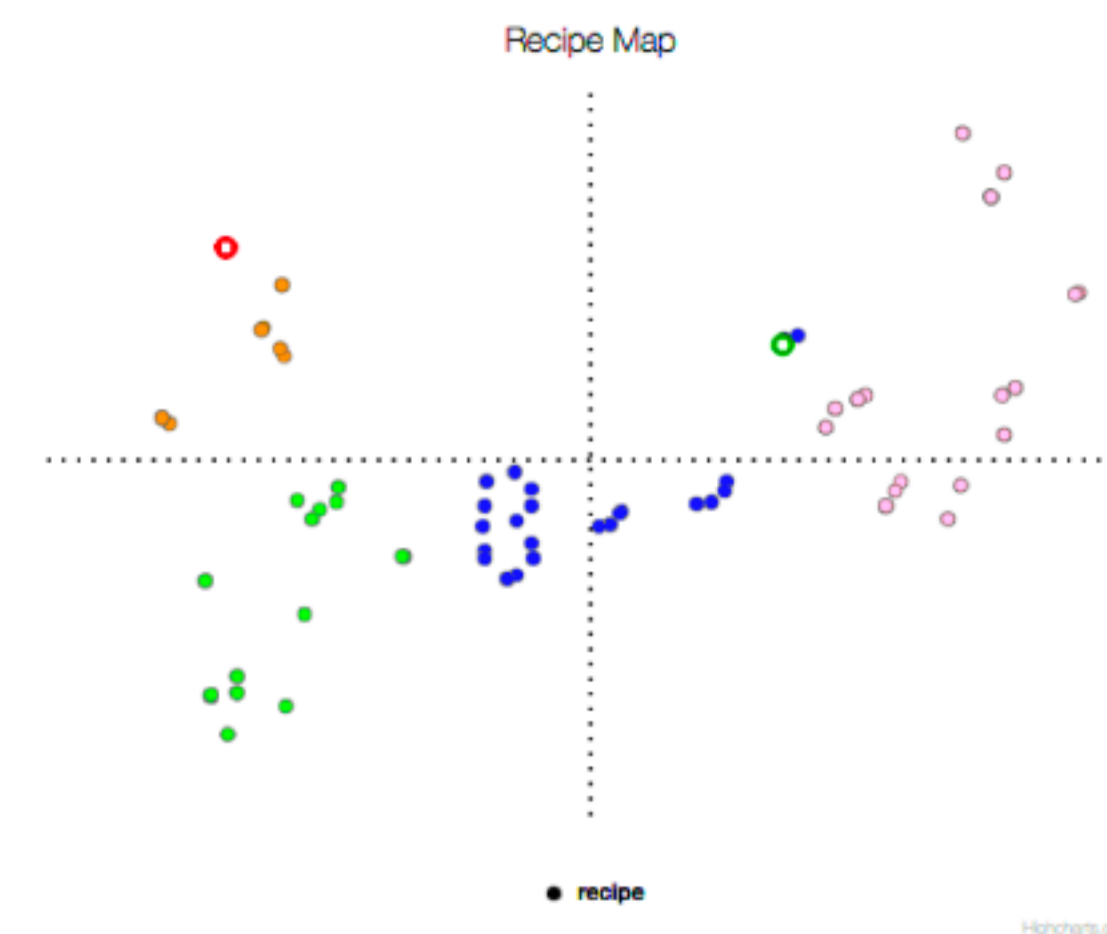




→
Edit Distance

	Recipe 1	...	Recipe N
Recipe 1			
...			
Recipe N			

→
T-SNE



VISION AND NEXT STEPS

- 🍪 RecipeScape: Recipe analytics tool
- 🍪 Analyzing cooking recipes in aggregate and at scale helps us better understand collective knowledge and practice around cooking.
- 🍪 Generalizable technique. Interesting & fun applications like makeup instructions, travel guides, path planning etc
- 🍪 Cooking is essentially applying different kinds of heat transfer to various ingredients. How can we utilize this insight?
- 🍪 Can we augment all recipes to support learning/cooking applications?
- 🍪 Video-based recipes?

A top-down view of various baking ingredients on a rustic wooden surface. In the upper left, a white ceramic pitcher with a blue rim contains milk. Next to it is a small glass bowl filled with white powder, likely flour or sugar, with a metal sifter resting on its rim. A large white bowl on the left is filled with flour. In the center, a block of butter sits on a piece of brown parchment paper. At the bottom, a white bowl contains two cracked eggs. A wooden rolling pin is partially visible in the bottom left corner.

kixlab

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RECIPE TAGGER INTERFACE

Recipe Tagger

Navigate

Recipe 1

Sentence 3

GO

NEXT SENTENCE

Sentence

Sprinkle

with 1/2 cup nuts ; press nuts into dough .

Available Tags

Ingredients

1

Cooking Action

2

Cooking Tool

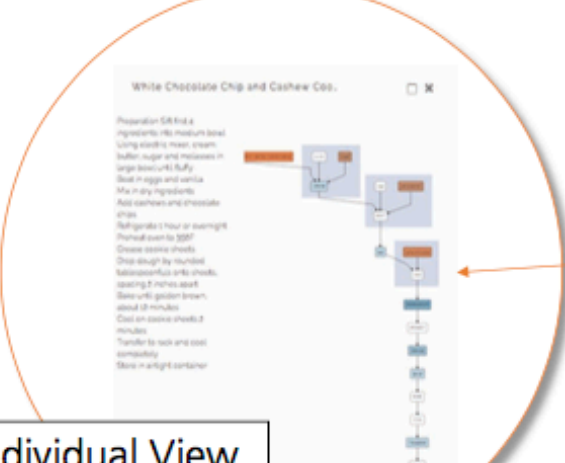
3

Cancel

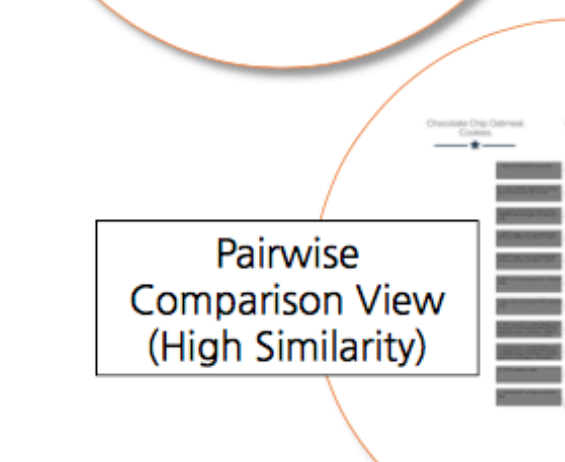
4

RecipeScape Prototype Interface

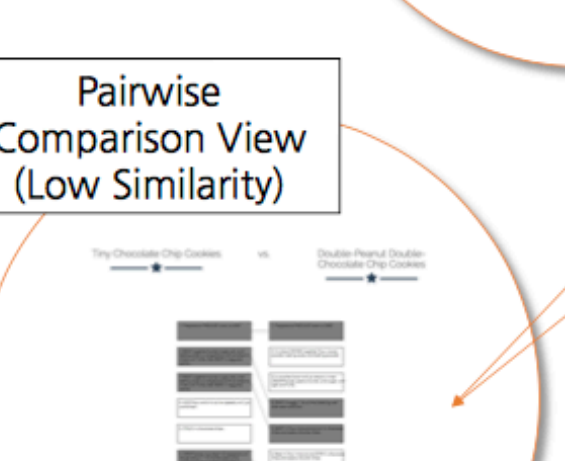
Individual View




Pairwise Comparison View (High Similarity)



Pairwise Comparison View (Low Similarity)



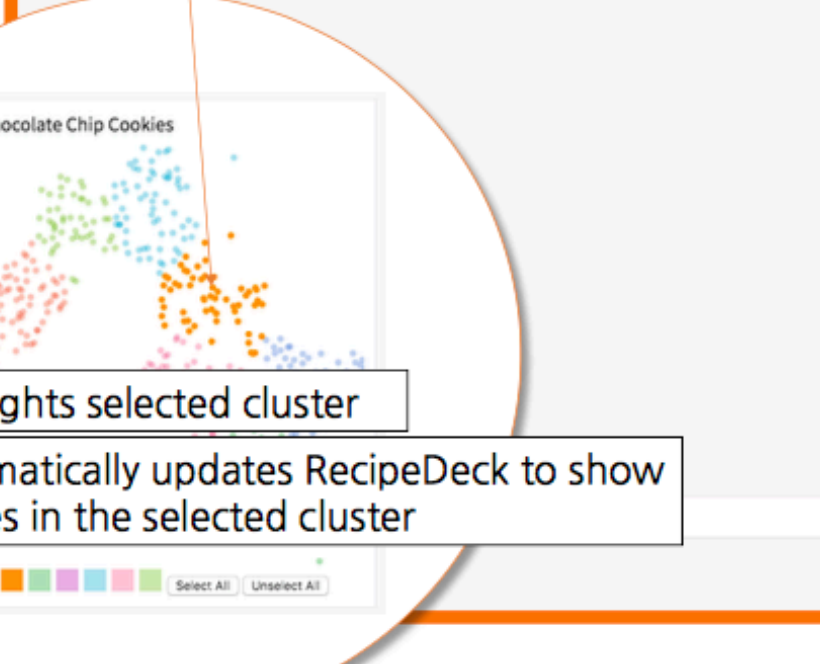
491 Chocolate Chip Cookies



Select cluster from color map

Select All Unselect All

491 Chocolate Chip Cookies



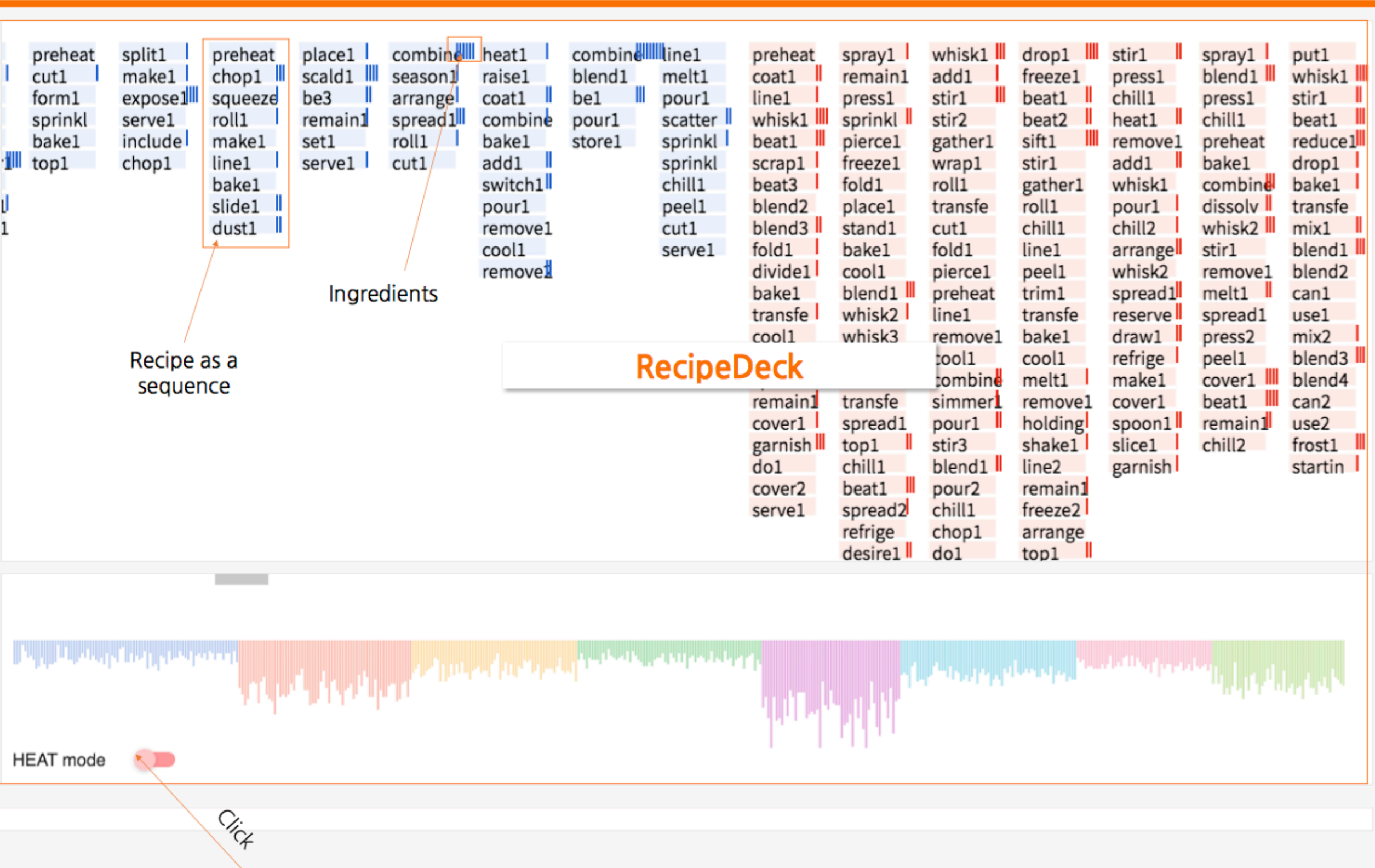
Highlights selected cluster

Automatically updates RecipeDeck to show recipes in the selected cluster

Ingredients

Recipe as a sequence

RecipeDeck



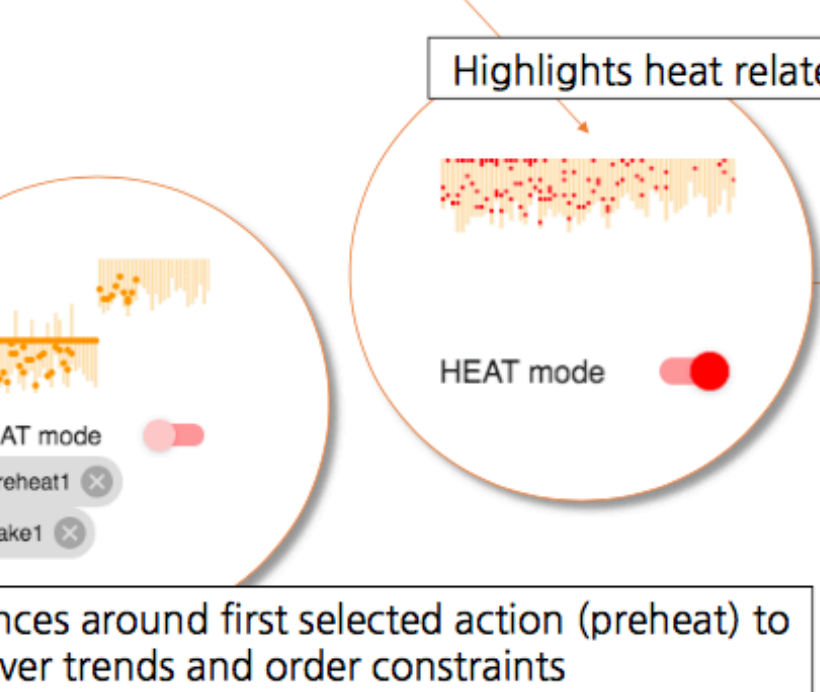
HEAT mode

Click

Select action(s)

HEAT mode

aligns sequences around first selected action (preheat) to help to discover trends and order constraints



Highlights heat related cooking actions

Hover to see the whole description of the cooking step

