

Introduction to the Social Web

Recommendation and Mining

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Nov 9th, 2016

Nov 16th, 2016

Social Content Sites

- **Web destinations that let users:**
 - Consume and produce content
 - Videos / photos / articles /...
 - tags / ratings / reviews /...
 - Engage in social activities with
 - friends / family / colleagues / acquaintances /...
 - people with similar interests / located in the same area /...
- **Questions today:**
 - Understand and explore user populations on those sites.
 - Extract useful content from user actions.

Course Outline

- **Nov 9th, 2016: Recommendation**
- **Nov 16th, 2016: Social data mining**

Last week's outline

- Recommender Systems
 - What are recommender systems and how do they work?
 - Example application: Hotlist Recommendation on Delicious
 - How are recommender systems evaluated?
- Recommendation challenges
 - Well-known challenges
 - Recommendation diversity
 - Group recommendation

Social Data Mining Outline

- **Understand:** Mine and explore user groups
 - Target social content site: social rating sites and social tagging sites
- **Exploit:** Extract useful content from user actions
 - Target social content site: social tagging site

Collaborative rating systems

- **Places where users express their opinion on a content item in the form of a rating**
- **Of great interest to:**
 - Analysts who seek to explore users' opinion on items
 - End-users who seek to make choices, find similar/dissimilar users



last.fm



movielens

User data on collaborative rating systems

– a set of rating records:

<item attributes, user attributes, rating>

ID	Movie	Name	Gender	Age	Occup.	Rating
r ₁	Toy Story	John	M	young	teacher	4
r ₂	Toy Story	Jennifer	F	old	teacher	3
r ₃	Toy Story	Mary	F	old	teacher	2
r ₄	Titanic	Carine	F	old	other	4
r ₅	Toy Story	Sara	F	young	student	3
r ₆	Toy Story	Martin	M	young	student	5
r ₇	Titanic	Peter	M	young	student	1

Data from MovieLens

MovieLens and IMDb

ID	Title	Genre	Director	Name	Gender	Location	Rating
1	Titanic	Drama	James Cameron	Amy	Female	New York	8.5
2	Schindler's List	Drama	Steven Spielberg	John	Male	New York	7.0

	MovieLens (+IMDb)	BookCrossing
#Users	6,040	38,511
#Items	3,900	260
#Ratings	1,000,209 (million)	196,842
Rating Scale	1 to 5	1 to 10

MovieLens

<http://grouplens.org/datasets/movielens/>

MovieLens 100k

100,000 ratings from 1000 users on 1700 movies.

- [README.txt](#)
- [ml-100k.zip](#)
- [Index of unzipped files](#)

MovieLens 1M

1 million ratings from 6000 users on 4000 movies.

- [README.txt](#)
- [ml-1m.zip](#)

MovieLens 10M

10 million ratings and 100,000 tag applications applied to 10,000 movies by 72,000 users.

- [README.html](#)
- [ml-10m.zip](#)

Social data mining: definition

- **Define social data mining as group-based exploration**
 - because labeled user groups exhibit less sparsity and less noise than individual records
 - because labeled groups provide new insights
- **Group: set of rating records describable by a set of attribute values**

Example user groups

- *Young people who rated Woody Allen movies*
- *Middle-aged females in California*
- *People who rated movies starring Scarlett Johansson*
- *Female engineers who rated Star Wars*
- *[25-35] year-old professionals who live in Grenoble and who rated movies starring Sean Penn*

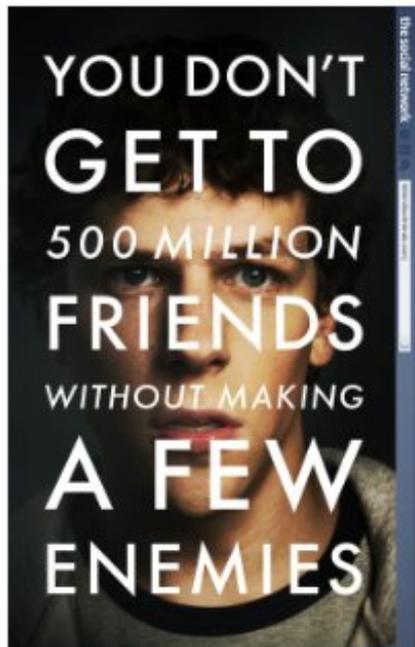
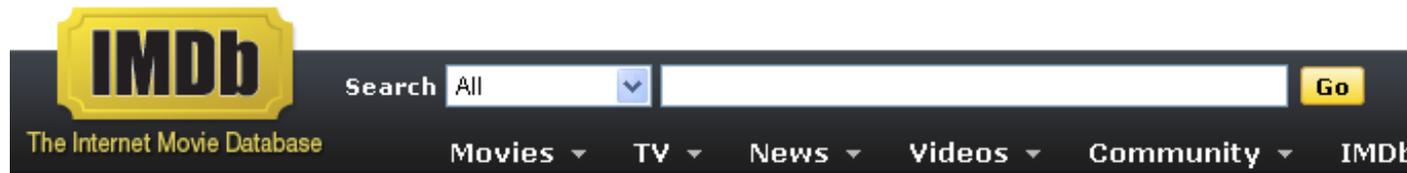
Social data mining problem

Given a rating dataset, discover *good* groups

Challenges and outline

- **Challenges:**
 - How to express group quality?
 - How to find groups quickly?
- **Outline:**
 - One-shot exploration
 - Interactive exploration
 - Some perspectives

Pre-defined user groups on IMDb



The Social Network (2010)

PG-13 120 min - [Biography](#) | [Drama](#) - [1 October 2010 \(USA\)](#)



Ratings: **8.0/10** from 146,847 users Metascore: 95/100
Reviews: 522 user

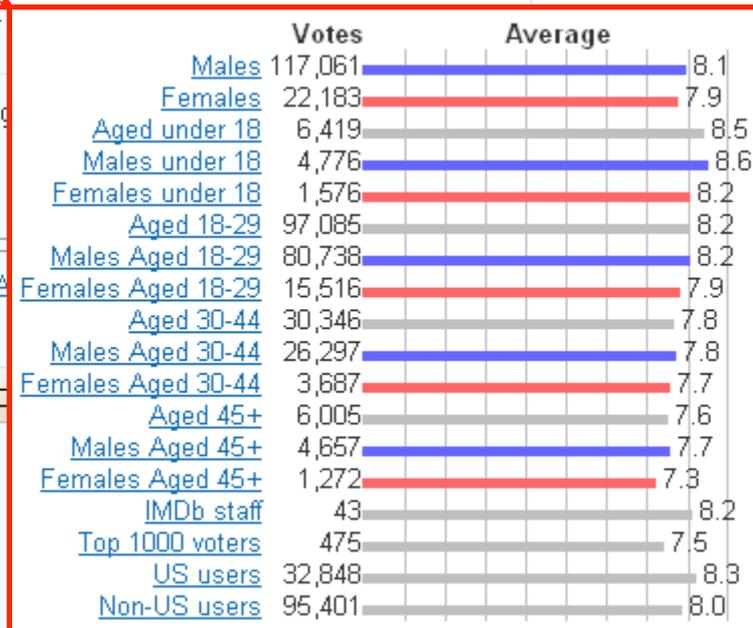
A chronicle of the founding of the social networking Web site.

Director: [David Fincher](#)

Writers: [Aaron Sorkin](#) (screenplay)

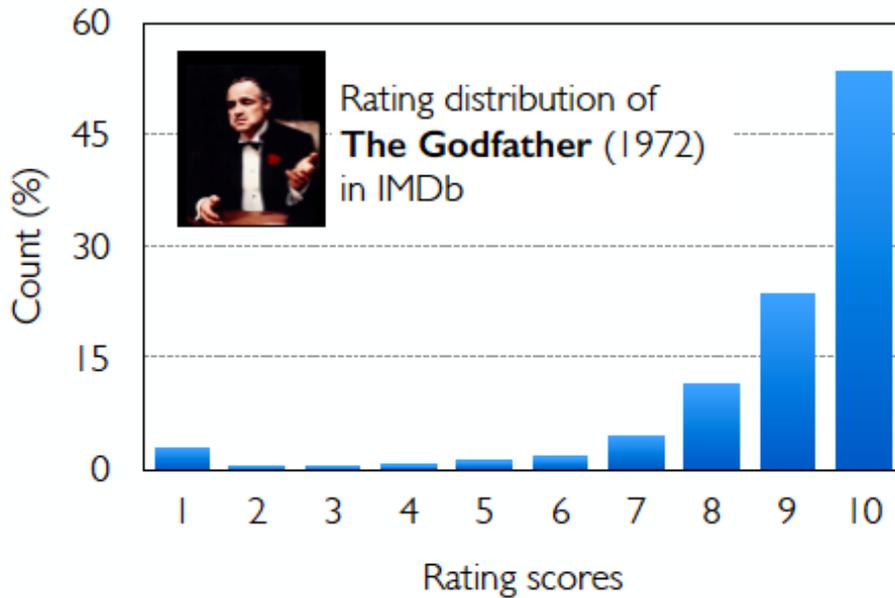
Stars: [Jesse Eisenberg](#), [Armie Hammer](#), [Justin Timberlake](#)

[Watch Trailer](#) [Add to Watchlist](#)

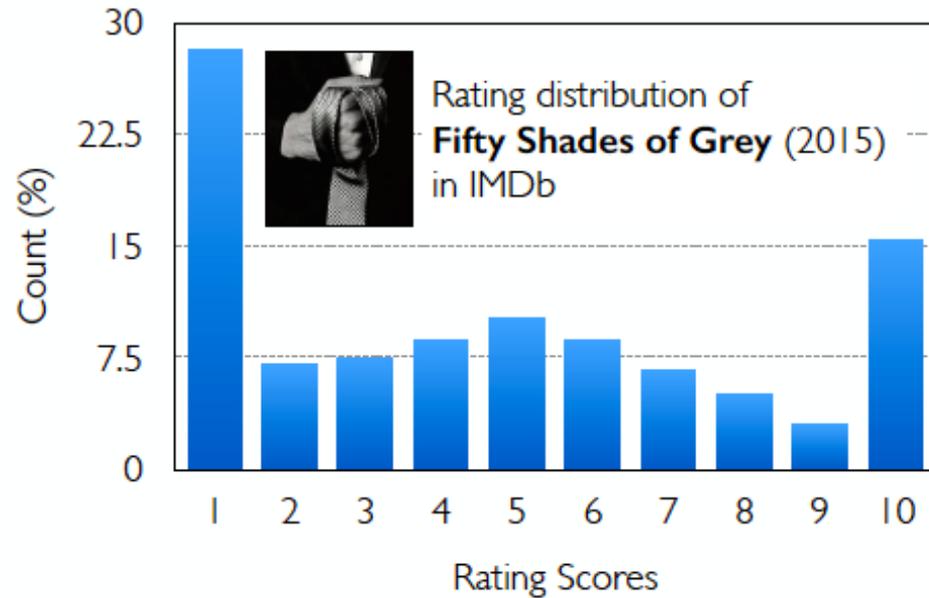


What is a good group, locally speaking?

Homogeneous Rating Distribution



Polarized Rating Distribution



What is a good group, globally speaking?

IMDb



*Ratings for
romance
genre movies.*

*young females
average rating:
3.7*

*variance:
2*

*females in DC
average rating:
4.6*

*variance:
1.5*

*male teenagers
average rating:
3.1*

*variance:
3.4*

*— user groups
that cover most
ratings*

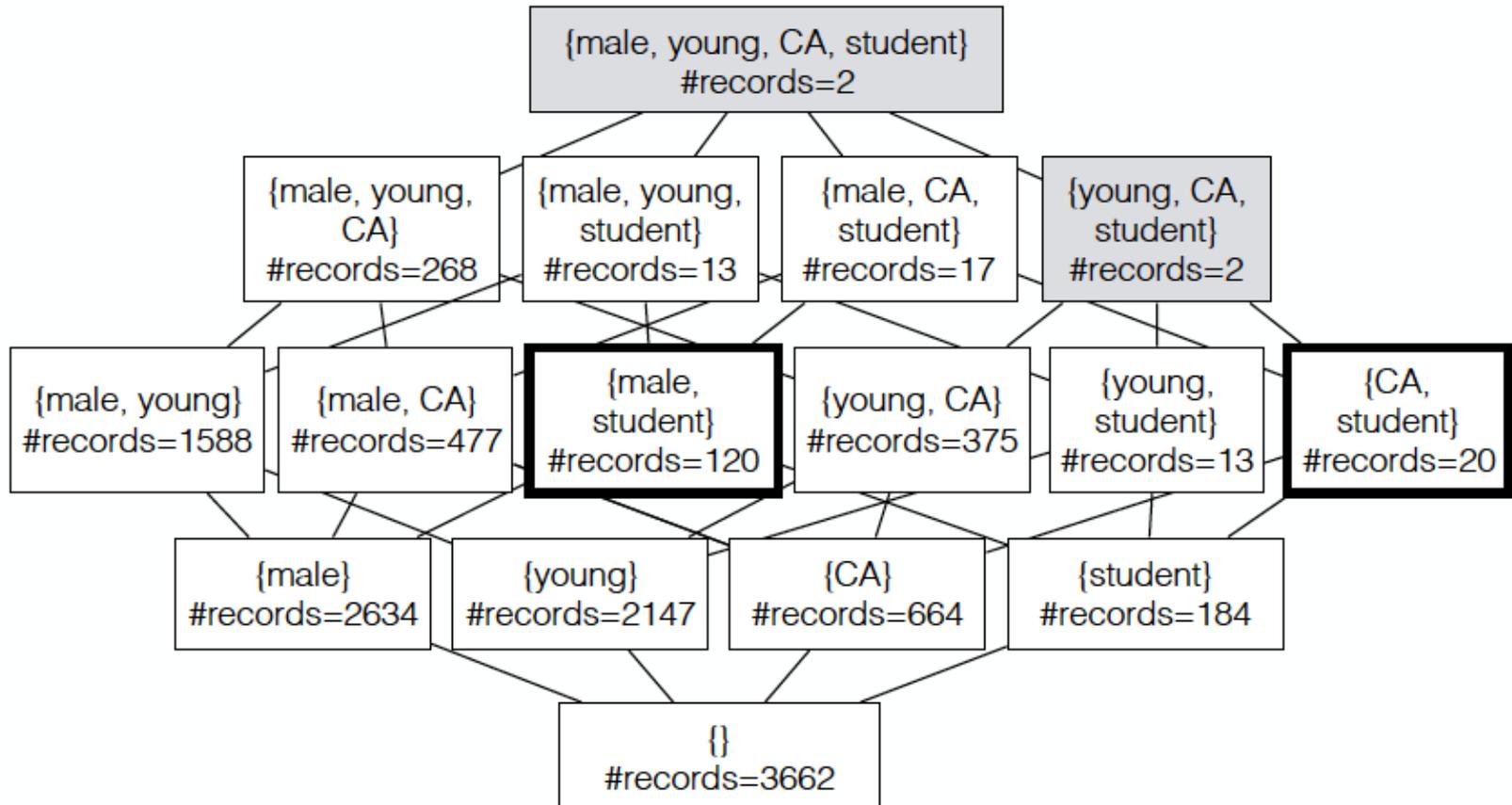
*I believe romantic
movies are mostly
watched by females.*



Elena
social
scientist

Partial lattice for the movie Toy Story

An exponential search space



1. An example of a one-shot formulation

Meaningful Description Mining [1]

For an input item covering R_I ratings, return a set C of k groups, s.t.

description error $\text{error}(C, R_I)$ is minimized, subject to:

coverage $\text{coverage}(C, R_I) \geq \alpha$

$$\begin{aligned}\text{error}(C, R_I) &= \sum_{r \in R_I} (E_r) \\ &= \sum_{r \in R_I} \text{avg}(|r.s - \text{avg}_{c \in C \wedge r \in c}(c)|)\end{aligned}$$

[1] *MRI: Meaningful Interpretations of Collaborative Ratings*, S. Amer-Yahia, Mahashweta Das, Gautam Das and Cong Yu. In *PVLDB* 2011.

Meaningful Description Mining

k=1

Identify groups of reviewers who consistently share similar ratings on items

Titanic

Titanic ([1997](#))

PG-13 194 min - [Adventure](#) | [Drama](#) | [History](#) - [19 December 1997 \(USA\)](#)

 Ratings: **7.4**/10 from [288,334 users](#) Metascore: **74**/100
Reviews: [2,284 user](#) | [174 critic](#) | [34 from Metacritic.com](#)

Teen-aged female reviewers have rated this movie uniformly
Their average rating: 9.2

Meaningful Description Mining

k=3

Identify groups of reviewers who consistently share similar ratings on items

Black Swan



Black Swan ([2010](#))

R 108 min - [Drama](#) | [Mystery](#) | [Thriller](#) - [17 December 2010 \(USA\)](#)



Ratings: 8.3/10 from 156,148 users Metascore: 79/100

Reviews: 892 user | 523 critic | 42 from [Metacritic.com](#)

Young female reviewers love this movie, average rating: 9.3

Reviewers from New York love this movie, average rating: 8.7

Young male student reviewers hate this movie, average rating: 6.1

Meaningful Description Mining

THEOREM 1. The decision version of the problem of meaningful description mining (DEM) is NP-Complete even for boolean databases, where each attribute ia_j in \mathcal{I}_A and each attribute ua_j in \mathcal{U}_A takes either 0 or 1.

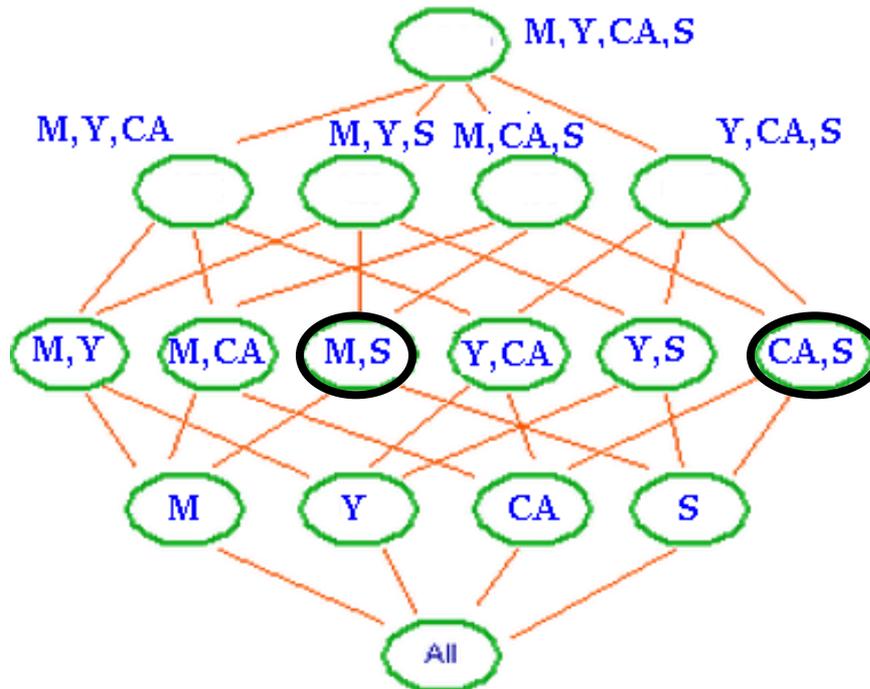
To verify NP-completeness, we reduce the Exact 3-Set Cover problem (EC3) to the decision version of our problem. EC3 is the problem of finding an exact cover for a finite set U , where each of the subsets available for use contain exactly 3 elements. The EC3 problem is proved to be NP-Complete by a reduction from the Three Dimensional Matching problem in computational complexity theory

Random Restart Hill Climbing Algorithm

$k = 2$

Satisfy Coverage

Minimize Error

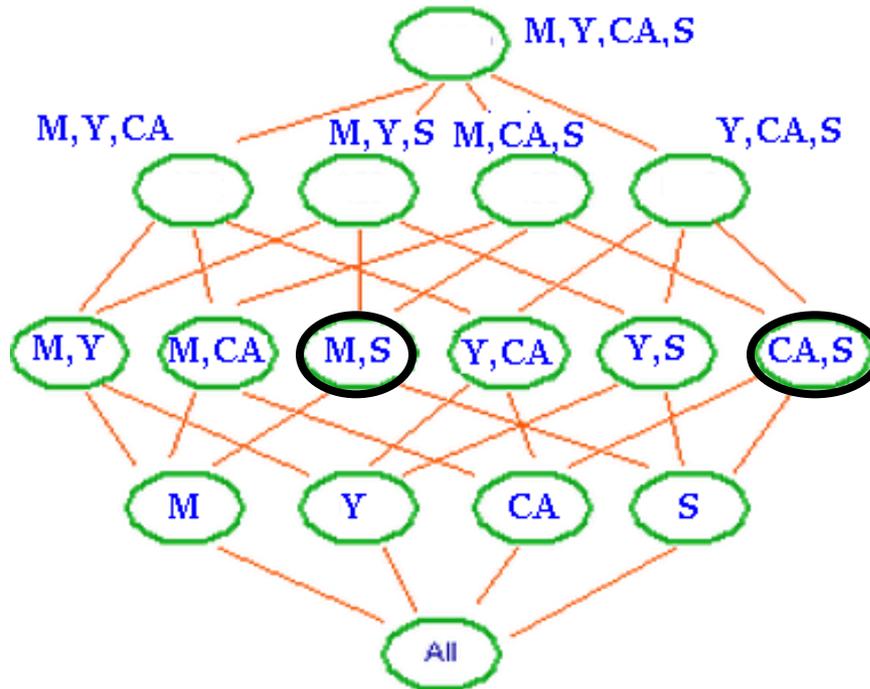


$C = \{Male, Student\}$
 $\{California, Student\}$

Random Restart Hill Climbing Algorithm

Satisfy Coverage

Minimize Error



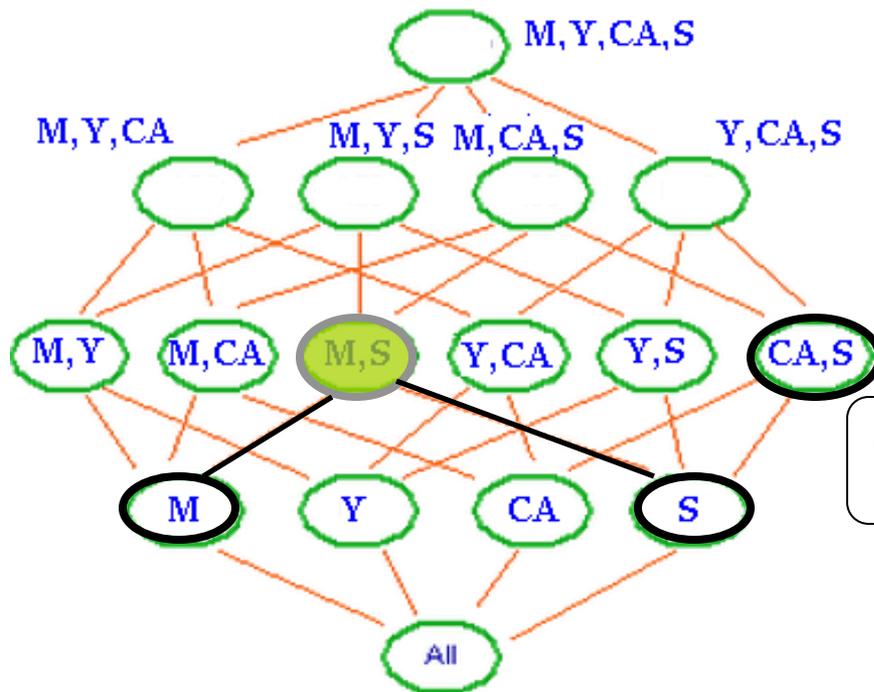
$C = \{Male, Student\}$
 $\{California, Student\}$

Say, C does not satisfy
Coverage Constraint

Random Restart Hill Climbing Algorithm

Satisfy Coverage

Minimize Error



$C = \{Male, Student\}$
 $\{California, Student\}$

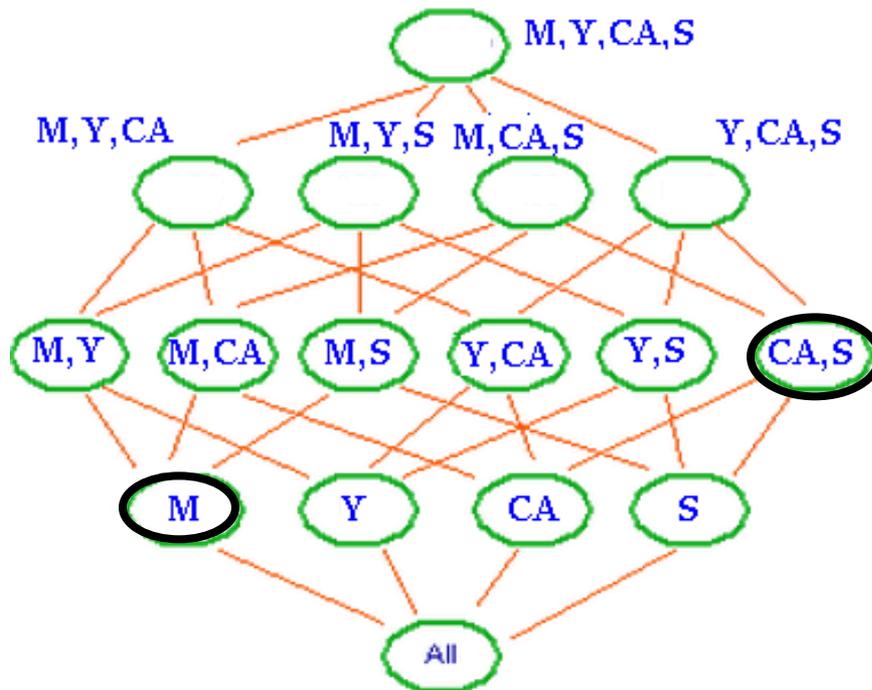
$C = \{Male\}$
 $\{California, Student\}$

$C = \{Student\}$
 $\{California, Student\}$

Random Restart Hill Climbing Algorithm

Satisfy Coverage

Minimize Error



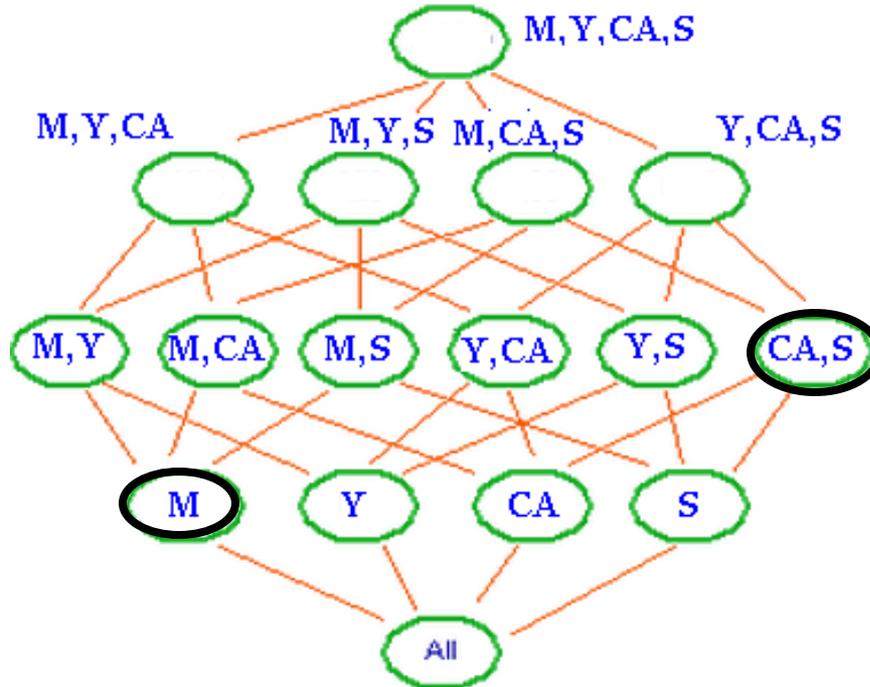
$C = \{Male\}$
 $\{California, Student\}$

Say, C satisfies
Coverage Constraint

Random Restart Hill Climbing Algorithm

Satisfy Coverage

Minimize Error

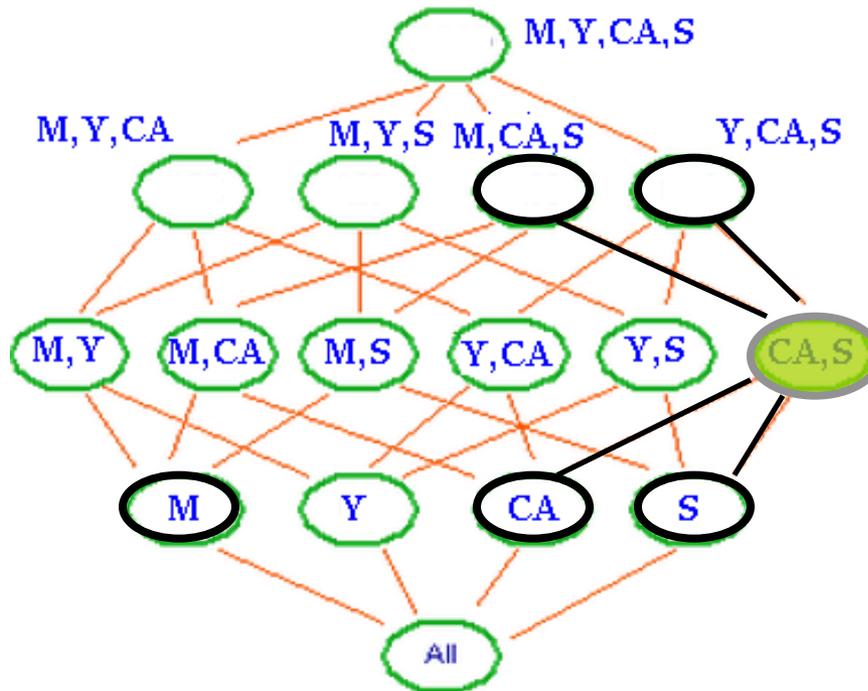


$C = \{Male\}$
 $\{California, Student\}$

Random Restart Hill Climbing Algorithm

Satisfy Coverage

Minimize Error

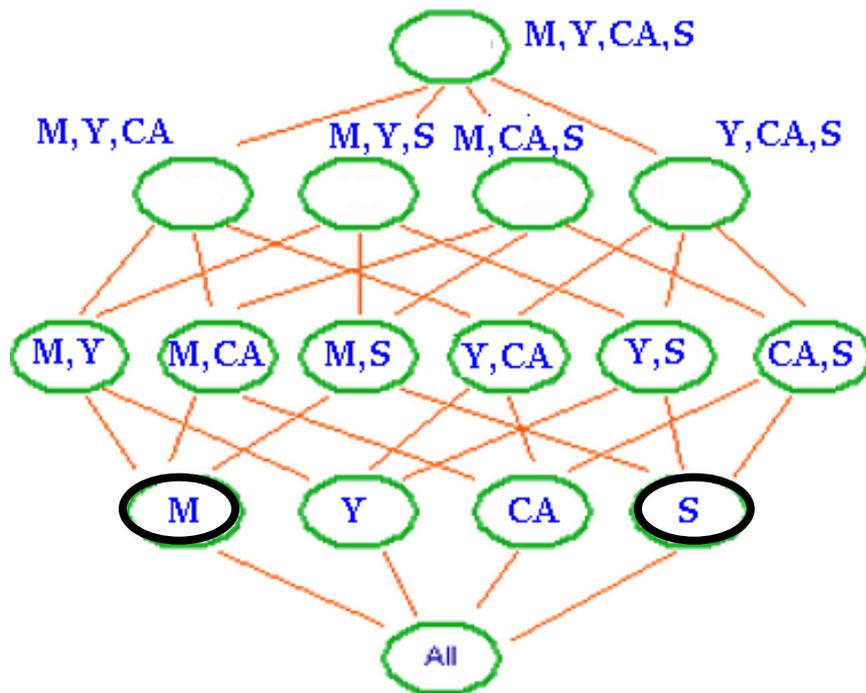


$C = \{Male\}$
 $\{California, Student\}$

Random Restart Hill Climbing Algorithm

Satisfy Coverage

Minimize Error



$C = \{Male\}$
 $\{Student\}$

2. Another one-shot formulation

Meaningful Difference Mining

Identify groups of reviewers who consistently disagree on item ratings

Schindler's List



Schindler's List (1993)

R 195 min - [Biography](#) | [Drama](#) | [History](#) - [15 December 1993 \(USA\)](#)

8.9 Ratings: **8.9/10** from **329,773 users** Metascore: **93/100**
Reviews: **959 user** | **95 critic** | **23 from Metacritic.com**

Teen-aged female reviewers and male middle-aged reviewers have rated this movie inconsistently; their average rating: 7.5

- Middle-aged male reviewers love this movie, their average rating: 9.1
- Teen-aged female reviewers hate this movie, their average rating: 6.2

3. A third one-shot formulation

People like/unlike me

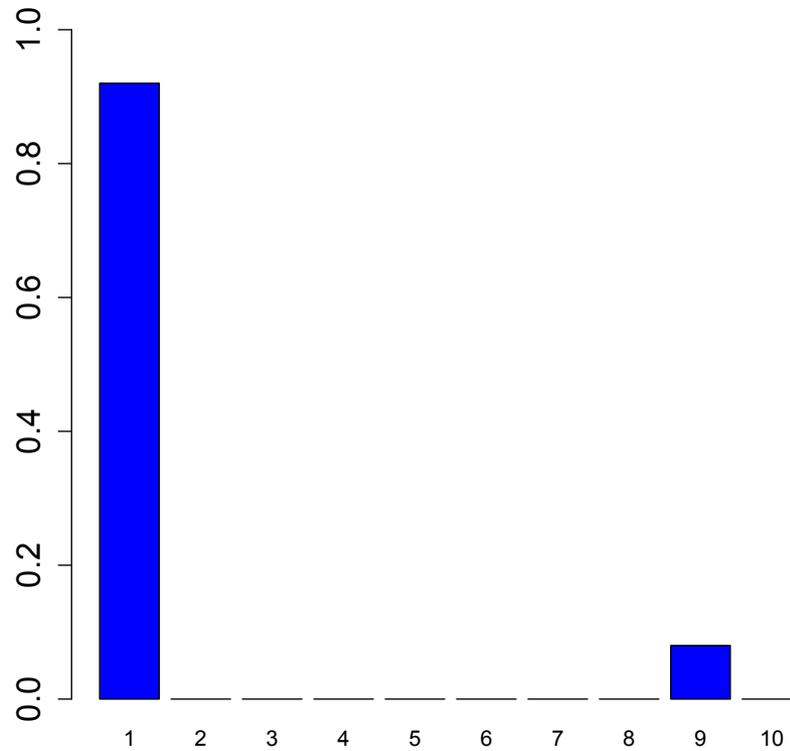
Mary: 32 years, live in Bethlehem, USA
dislikes books by Debbie Macomber



- ✓ 25 middle-aged people, live in the **USA**, dislike "204 Rosewood Lane"
- ✗ 11 people, live in the **USA**, like "Changing Habits"

We call this a rating map.

Mary's distribution for Debbie Macomber's books



EMD as a rating comparison measure

$$\rho_1 = [0.9, 0.025, 0.025, 0.025, 0.025]$$

$$\rho_2 = [0.025, 0.9, 0.025, 0.025, 0.025]$$

$$\rho_3 = [0.025, 0.025, 0.025, 0.025, 0.9]$$

Measure	(ρ_1, ρ_2)	(ρ_1, ρ_3)
Cosine	0.058	0.058
KL-Divergence	3.13	3.13
JS-Divergence	0.53	0.53
Euclidean distance	1.24	1.24
Hellinger Distance	0.791	0.791
Total Variation Distance	0.875	0.875
Renyi Entropy Distance (0.5 order)	1.962	1.962
Battacharya Distance	0.981	0.981
Distance correlation	0.2500	0.2500
Signal Noise Ratio	2.0372	4.221
Lukaszyk-Karmowski Metric	1.1625	3.525
EMD	0.875	3.5

People like me/unlike me problem [2]

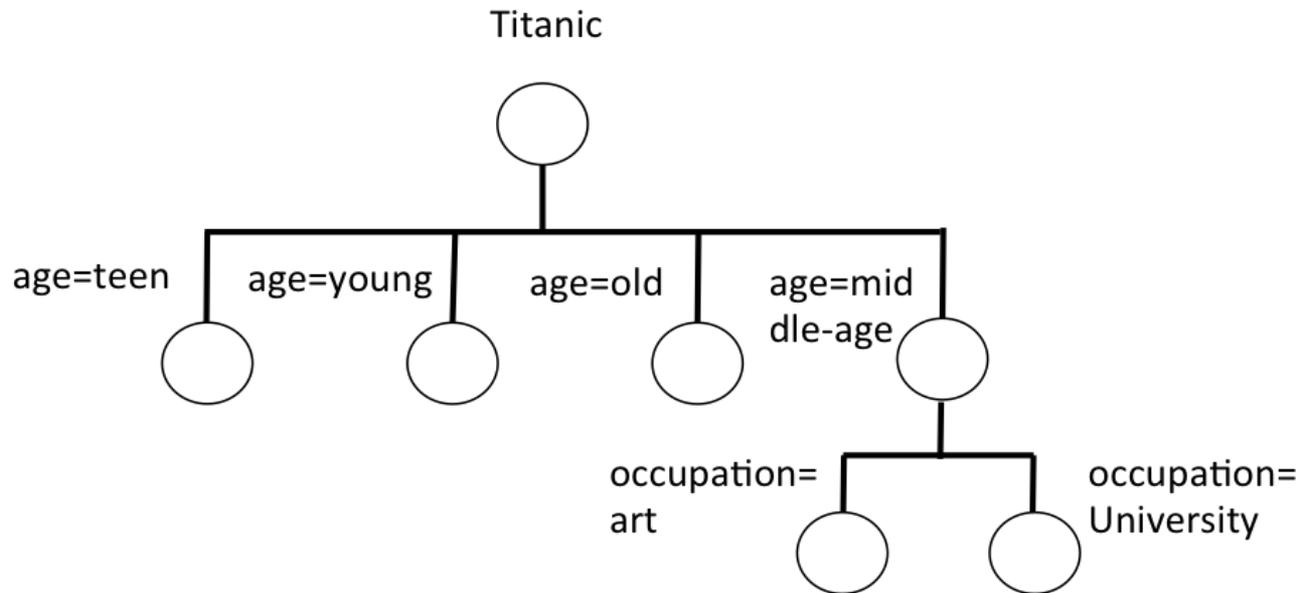
Given a set of input distributions $\{\rho_1, \dots, \rho_k\}$, find the *largest distinct user groups* whose distribution is the closest to one of $\{\rho_1, \dots, \rho_k\}$ (using an *EMD threshold θ*)

- *Groups with a shorter description are preferred*
- *Large groups are preferred*
- *Groups with different descriptions are preferred*

[2] Exploring Rated Datasets with Rating Maps Sihem Amer-Yahia, Sofia Kleisarchaki, Naresh Kumar Kolloju, Laks V.S. Laskhmanan, Ruben H. Zamar (under review)

Partition Decision Tree (PDT)

- The set of rating records can be organized in a PDT
- Each node is a user group with a description



Brief sketch of algorithms

- **DTAlg**

- minimizes description length by finding a minimum height partition decision tree
- classic decision trees driven by gain functions like entropy and gini-index.

$$\text{Gain}(\text{Attr}_i) = \frac{n}{\sum_{j=1}^n \min_{\rho \in \{\rho_1, \dots, \rho_k\}} \text{EMD}(c_j^i, \rho)}$$

- **Random Forests**

- splitting input dataset hurts coverage
- runs multiple iterations of DTAlg with different splitting attributes and combines trees with RF-Cluster, RF-Desc, RF-Random, RF-Size, and RF-EMD

Summary so far

1. One-shot social exploration

- formulated as finding user groups
- whose ratings are uniform/polarized
- whose ratings are close to some input distribution
- hard problems that necessitate appropriate heuristics

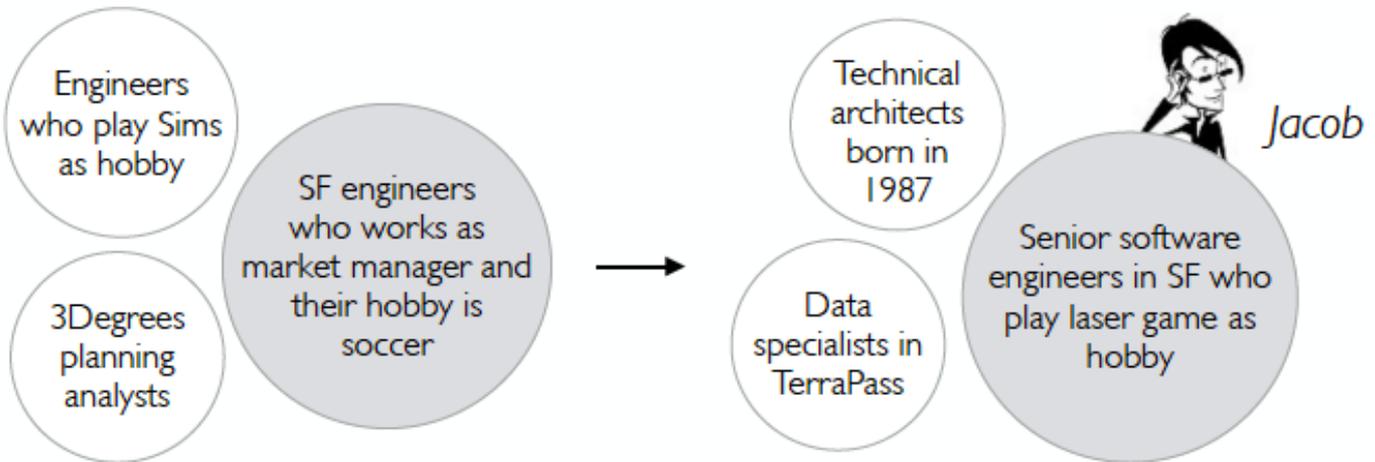
2. Interactive social exploration

Interactive social exploration [3]

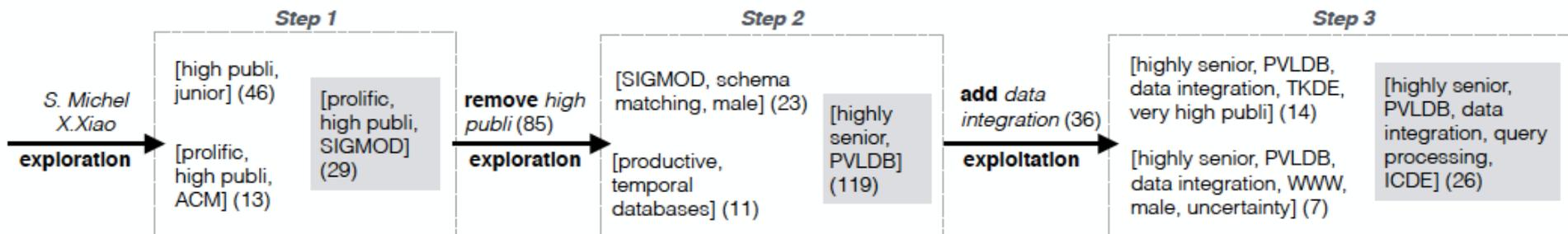
Julia

I met a guy in last night party in San Fransisco (SF) but lost his phone number and I don't remember his name! I only remember that he works as engineer.

Engineers in SF



Interactive social exploration [3]



Some open questions

- **Immediate:**
 - personalized exploration [4]
- **A benchmark for evaluating interactive exploration**
 - Generic: number of steps
 - Task-driven: offline and online qualitative studies

[4] One click mining: Interactive local pattern discovery through implicit preference and performance learning. M. Boley, B. Kang, P. Tokmakov, M. Mampaey, S. Wrobel. IDEAS (ACM SIGKDD Workshop), 2013.

Social data exploration instances

- **Since analysts do not know what to look for, let's examine some social data exploration instances**

- Rating exploration

MRI: Meaningful Interpretations of collaborative Ratings

with M. Das, S. Thirumuruganathan, G. Das (UT Arlington), C. Yu (Google)

at VLDB 2011

- Tag exploration

Who tags what? An analysis framework

with M. Das, S. Thirumuruganathan, G. Das (UT Arlington), C. Yu (Google)

at VLDB 2012

- Temporal exploration

Efficient sentiment correlation for Large-scale Demographics

with M. Tsytsarau and T. Palpanas (Univ. of Trento)

at SIGMOD 2013

Collaborative tagging system (Amazon)

amazon.com

Hello. [Sign in](#) to get personalized recommendations. New customer? [Start here](#).

[Your Amazon.com](#) | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#)

Shop All Departments

Search Electronics Digital camera

Camera & Photo

All Electronics

Brands

Bestsellers

Digital SLRs & Lenses

Point-and-Shoots

Camcorders

Nikon Coolpix L22 12.0MP Digital Camera with 3.6x Optical Zoom and 3.0-Inch LCD (Red-primary)

by [Nikon](#)

★★★★☆ (450 customer reviews) | [Like](#) (94)

Price: \$79.99



Tags Customers Associate with This Product [\(What's this?\)](#)

Click on a tag to find related items, discussions, and people.

Check the boxes next to the tags you consider relevant or enter your own tags in the field below.

- | | | |
|---|--|--|
| <input type="checkbox"/> nikon coolpix l22 (64) | <input type="checkbox"/> gift (3) | <input type="checkbox"/> lcd (1) |
| <input type="checkbox"/> nikon coolpix (47) | <input type="checkbox"/> lightweight (2) | <input type="checkbox"/> many photo settings (1) |
| <input type="checkbox"/> digital camera (33) | <input type="checkbox"/> 12mp (1) | <input type="checkbox"/> poor customer service (1) |
| <input type="checkbox"/> nikon (32) | <input type="checkbox"/> average (1) | <input type="checkbox"/> camcorder (1) |
| <input type="checkbox"/> point and shoot (23) | <input type="checkbox"/> avi video (1) | <input type="checkbox"/> teen (1) |
| <input type="checkbox"/> cheap (11) | <input type="checkbox"/> bad nikon (1) | <input type="checkbox"/> underwater digital camera (1) |
| <input type="checkbox"/> five star (11) | <input type="checkbox"/> cool price for an excellent product (1) | <input type="checkbox"/> unreliable (1) |
| <input type="checkbox"/> aa batteries (10) | <input type="checkbox"/> crappy camera (1) | <input type="checkbox"/> user-friendly (1) |
| <input type="checkbox"/> easy carry camera (4) | <input type="checkbox"/> great value (1) | <input type="checkbox"/> zoom (1) |
| <input type="checkbox"/> affordable (3) | | |

Collaborative tagging system (LastFM)

last.fm Music Radio Events Charts Community Join Login

Help Last.fm's scientists with music research » English | Help Music search

Artist
Biography
Pictures
Videos
Albums
Tracks
Events
News

Music » Adele » Tracks » Rolling In The Deep



Adele – Rolling In The Deep (3:46)
On 5 albums [see all](#)
Buy at Amazon MP3 (\$1.29) | Send Ringtones to Cell
[More options](#) [Save](#)

Popular tags: [soul](#), [pop](#), [female vocalists](#), [adele](#), [british](#) [See more](#)

Shouts: [767 shouts](#)

Share this track:
[Send](#) [Tweet](#) [Recommend](#) 259

Track Stats

3,477,957 Scrobbles 314,464 Listeners

Recent Listening Trend



Tags

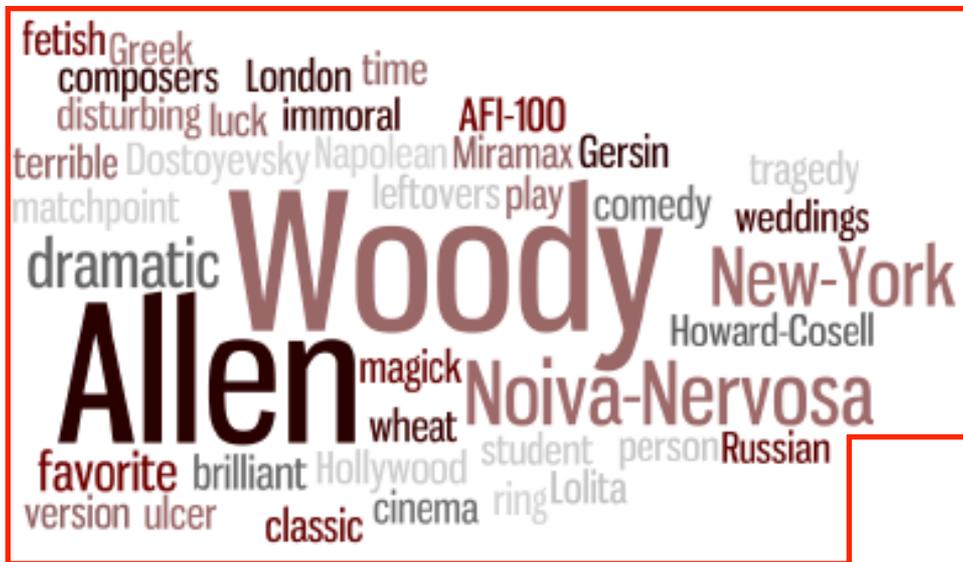
00s 10s 2010s **adele** adult alternative alternative amazing voice asdf awesome beautiful beautiful track best of 2011 bittersweet blues breakup brilliant lyrics brilliant **british** chill cool do you want the truth or something beautiful favorites favourite female vocalist **female vocalists** female vocals fossa fucking awesome fucking genius german number 1 gokyer tune hand claps heartbreak i can play this on guitar i wish i wrote this song indie rock instant goosebumps jazz legendary love love at first listen neo-soul nice instrument perfect piano piano rock **pop** pop rock power song powerful pure magic relaxing rolling in the deep singer-songwriter **soul** soulful soundtrack of my life stuck in my head taught me to grow 2011

MovieLens instances (with tags) [3]

ID	Title	Genre	Director	Name	Gender	Location	Tags
1	Titanic	Drama	James Cameron	Amy	Female	New York	love, Oscar
2	Schindler's List	Drama	Steven Spielberg	John	Male	New York	history, Oscar

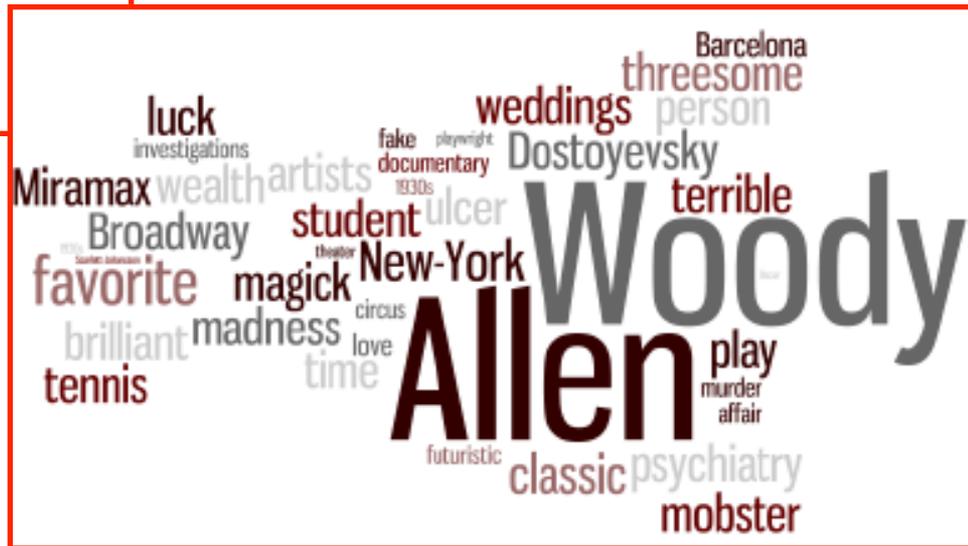
[3] *An expressive framework and efficient algorithms for the analysis of collaborative tagging.* Mahashweta Das, Saravanan Thirumuruganathan, Sihem Amer-Yahia, Gautam Das, Cong Yu. VLDB J. 23(2): 201-226 (2014)

Exploring collaborative tagging in MovieLens



Tag Signature for all Users

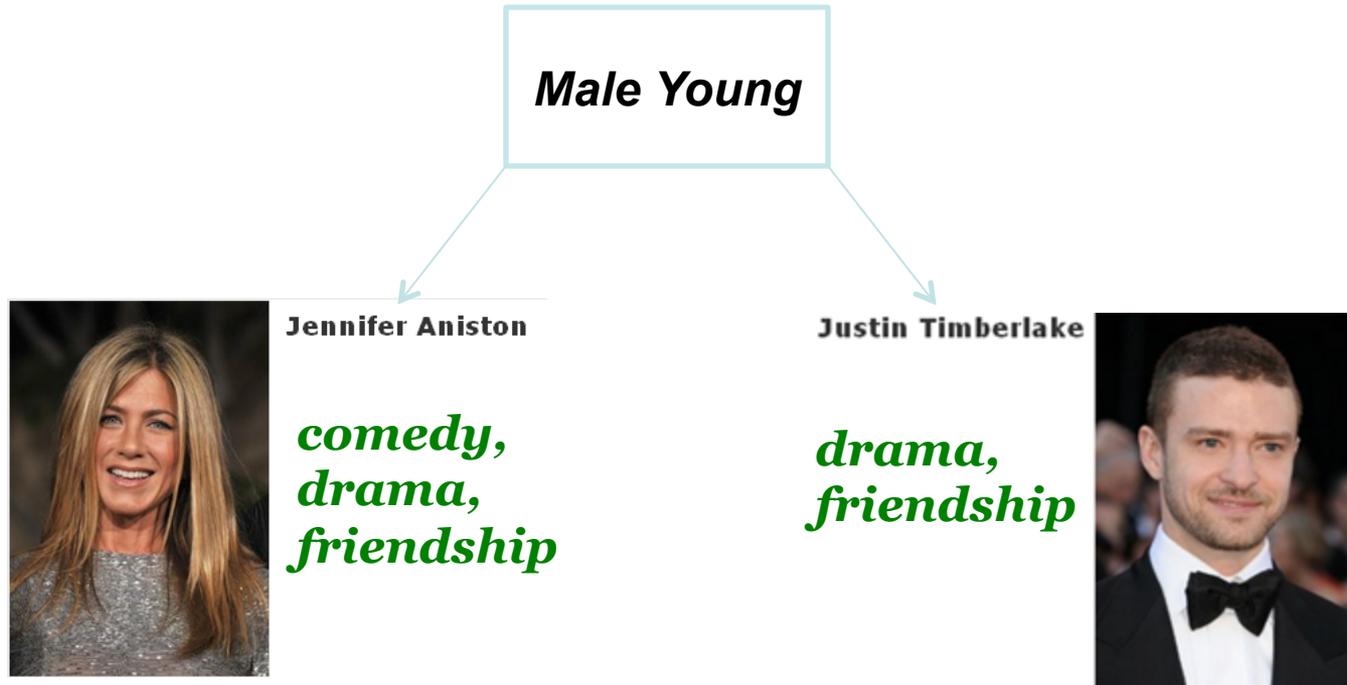
Woody Allen



Tag Signature for all CA Users

Exploring collaborative tagging in MovieLens

Identify similar groups of reviewers who share similar tagging behavior for different items



Exploring collaborative tagging in MovieLens

Identify diverse groups of reviewers who have different tagging behavior for the same items

Male Teen

gun, special effects

Female Teen

violence, gory

Genre: Action

Most Popular Action Feature Films

-  **Prometheus** (2012) Add to Watchlist
★★★★★ 7.9/10
A team of explorers discover a clue to the origins of mankind on Earth, leading them on a journey to the darkest corners of the universe. There, they must fight a terrifying battle to save the future of the human race.
Dir: Ridley Scott With: Noomi Rapace, Logan Marshall-Green, Michael Fassbender
Action | Horror | Sci-Fi 124 mins. **R**
-  **The Avengers** (2012) Add to Watchlist
★★★★★ 8.6/10
Nick Fury of S.H.I.E.L.D. brings together a team of super humans to form The Avengers to help save the Earth from Loki and his army.
Dir: Joss Whedon With: Robert Downey Jr., Chris Evans, Scarlett Johansson
Action | Adventure | Sci-Fi 143 mins. **PG-13**
-  **Snow White and the Huntsman** (2012) Add to Watchlist
★★★★★ 6.7/10
In a twist to the fairy tale, the Huntsman ordered to take Snow White into the woods to be killed winds up becoming her protector and mentor in a quest to vanquish the Evil Queen.
Dir: Rupert Sanders With: Kristen Stewart, Chris Hemsworth, Charlize Theron
Action | Adventure | Drama | Fantasy 127 mins. **PG-13**