

CMSC5733 Social Computing

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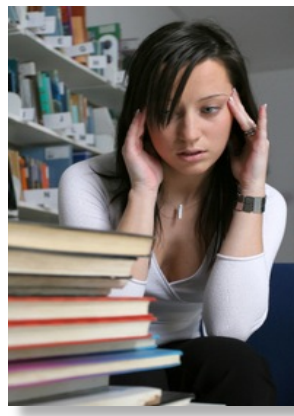
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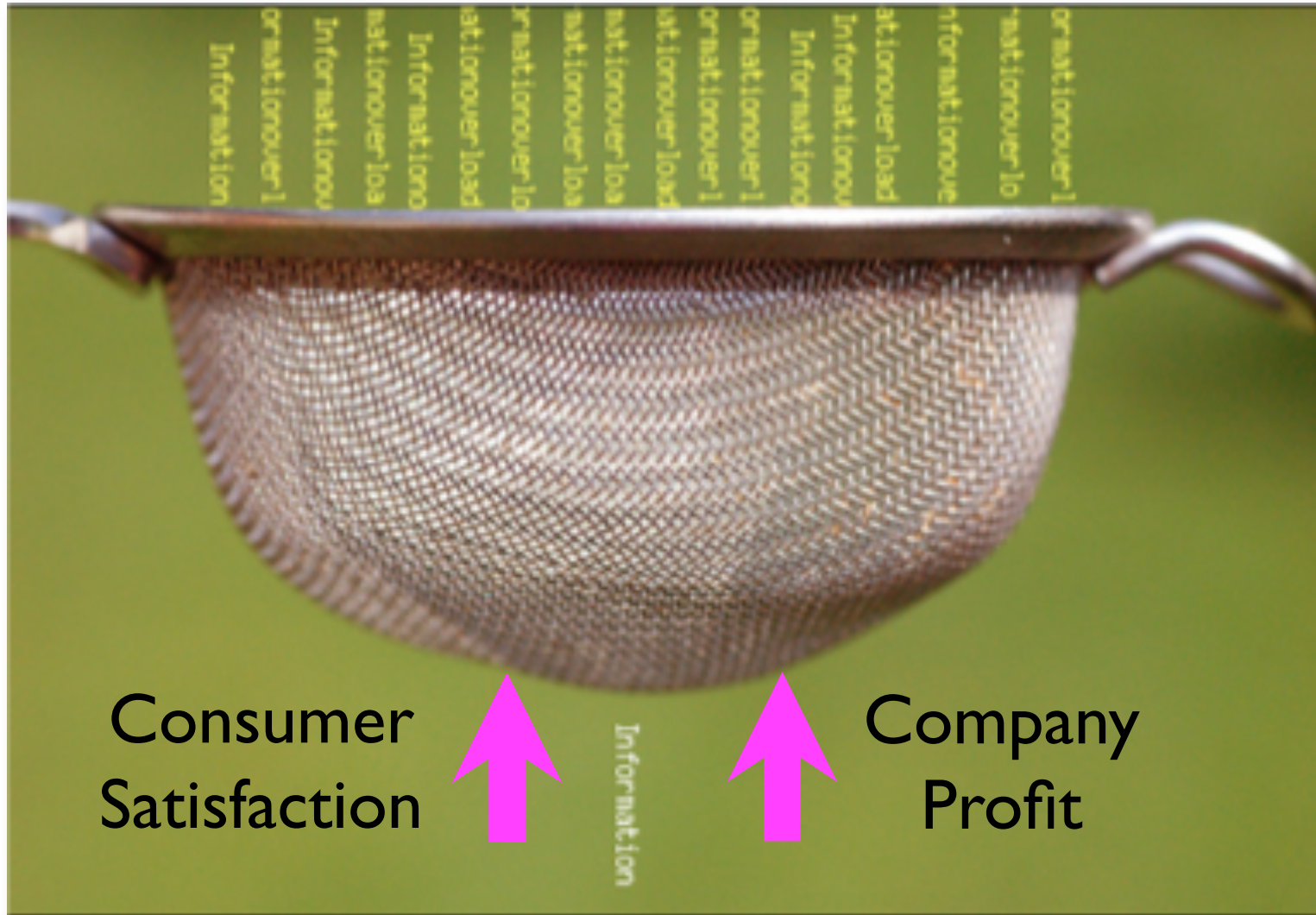
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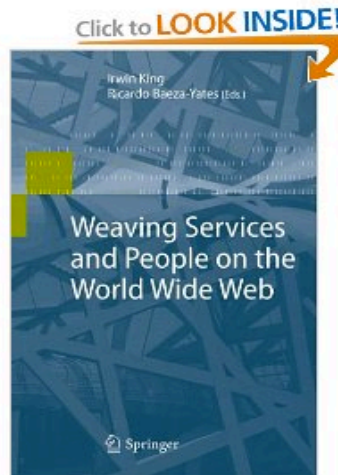
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The Critics: **B** 12 reviews

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The Critics: **B+** 13 reviews

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The Critics: **B-** 10 reviews

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- 

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~ Enrique Iglesias

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 I Own It
- 

Enrique
~ Enrique Iglesias

Your tags: (What's this?)

Saved
x|★★★★★
 I Own It
- 

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~ Enrique Iglesias

Your tags: (What's this?)

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x|★★★★★
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5-scale Ratings

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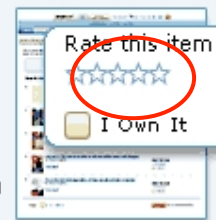
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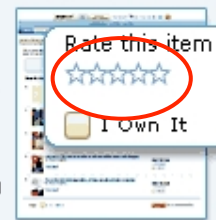


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2 Tell us what you think of the items we return for your search by rating the item or telling us you already own them.



3 Repeat until the Recommendations you find in Your Amazon.com reflect your tastes and interests.



On The Menu

- Introduction
- Basic Techniques
 - Collaborative filtering
 - Matrix factorization
- Different Models
 - Social graph
 - Social ensemble
 - Social distrust
 - Website recommendation



Basic Approaches

- Content-based Filtering
 - Recommend items based on **key-words**
 - More appropriate for information retrieval
- Collaborative Filtering (CF)
 - Look at users with similar rating styles
 - Look at similar items for each item

Underling assumption: personal tastes are correlated--
Active users will prefer those items which the
similar users prefer!



Framework

Items

	i_1	i_2			i_j							i_m
u_1												
u_2	1	3		4		2		5			3	4
u_i		3		4		r_{ij}	3	4		3	4	4
u_n	1			3	5	2		4	1			3

Users

• The tasks

- Find the **unknown** rating!
- Which **item(s)** should be recommended?

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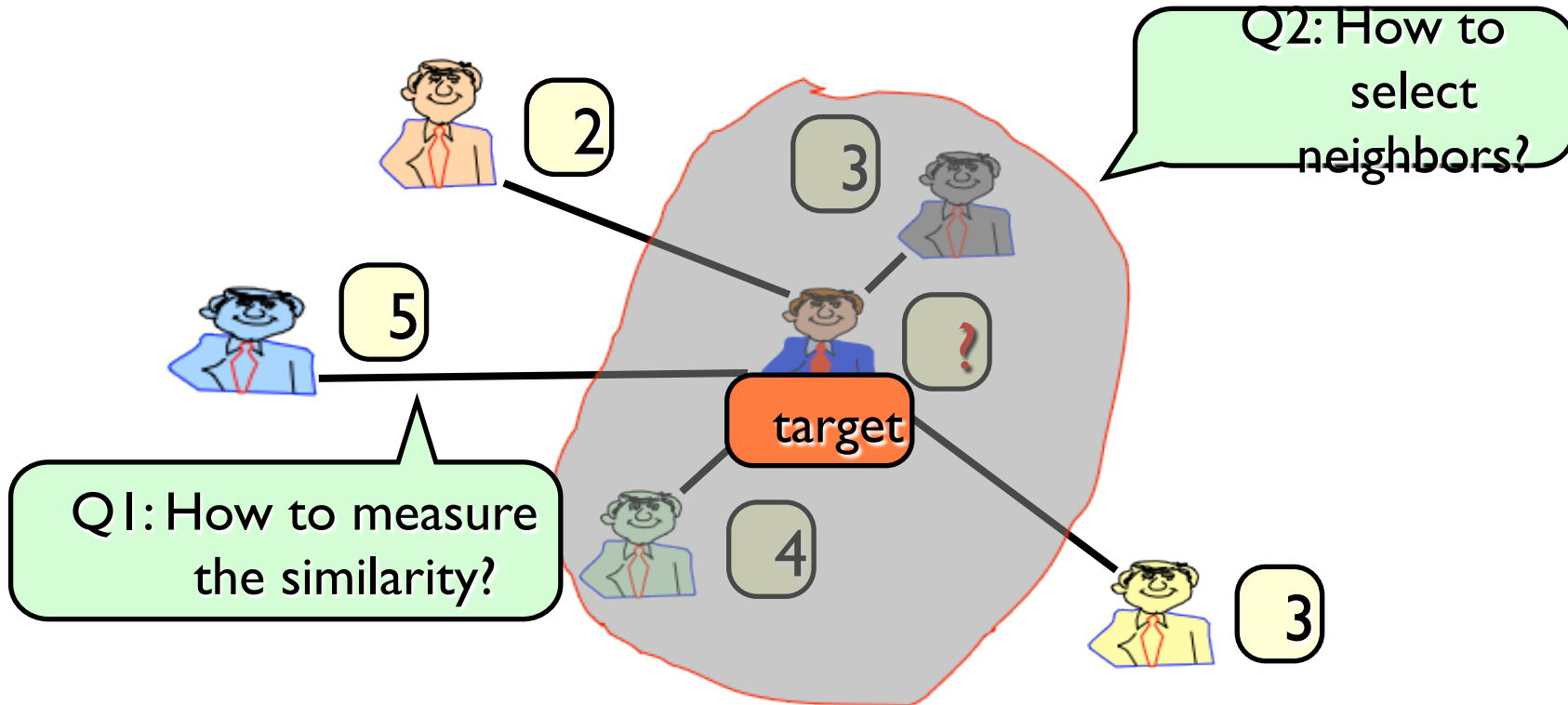


Collaborative Filtering

- Memory-based (Neighborhood-based)
 - User-based
 - Item-based
- Model-based
 - Clustering Methods
 - Bayesian Methods
 - Matrix Factorization
 - etc.



User-User Similarity



User-based Collaborative Filtering

Items

Users

u1												
u2	1	3		4		2		5			3	4
u3												
u4		3		4			3	4		3	4	4
u5												
u6	1			3	5	2		4	1			3



User-based Collaborative Filtering

Items

Users

u1													
u2	1	3		4		2		5			3	4	
u3													
u4		3		4			3	4		3	4		4
u5													
u6	1			3	5	2		4	1			3	



User-based Collaborative Filtering

Items

Users

u1												
u2	1	3	4	2	5			3	4			
u3												
u4		3	4		3	4		3	4		4	
u5												
u6	1		3	5	2	4	1			3		



User-based Collaborative Filtering

Items

u ₁													
u ₂	1	3		4		2		5			3	4	
u ₃													
u ₄		3		4			3	4		3	4		4
u ₅													
u ₆	1			3	5	2		4	1			3	

Users



User-based Collaborative Filtering

Items

Users

u1												
u2	1	3	4		2		5			3	4	
u3												
u4		3	4			3	4		3	4		4
u5												
u6	1		3	5	2		4	1			3	



User-based Collaborative Filtering

- Predict the ratings of active users based on the ratings of similar users found in the user-item matrix
- Pearson correlation coefficient

$$w(a, i) = \frac{\sum_j (r_{aj} - \bar{r}_a)(r_{ij} - \bar{r}_i)}{\sqrt{\sum_j (r_{aj} - \bar{r}_a)^2 \sum_j (r_{ij} - \bar{r}_i)^2}} \quad j \in I(a) \cap I(i)$$

- Cosine measure

$$c(a, i) = \frac{r_a \cdot r_i}{\|r_a\|_2 * \|r_i\|_2}$$

u_i	1	3	4	2	5		3	4		
u_a	3	4	4	3	4	3	4	4		
	1		3	5	2		4	1		3



Nearest Neighbor Approaches

[Sarwar, 00a]

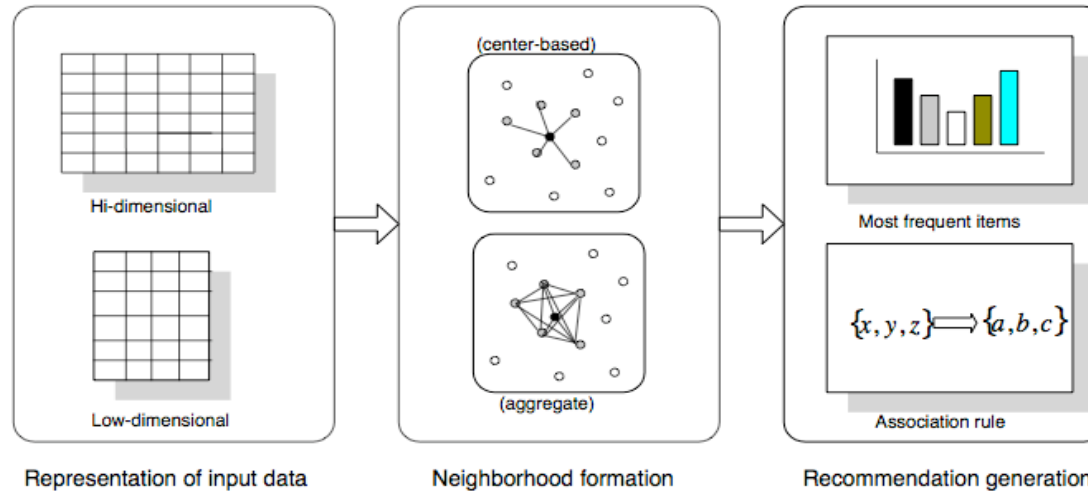


Figure 1: Three main parts of a Recommender System.

- Identify highly similar users to the active one
- All with a measure greater than a threshold
- Best K ones

$$r_{aj} = \bar{r}_a + \frac{\sum_i w(a, i)(r_{ij} - \bar{r}_i)}{\sum_i w(a, i)}$$

- Prediction

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Collaborative Filtering

- **Memory-based Method (Simple)**
 - User-based Method [Xue et al., SIGIR '05]
 - Item-based [Deshpande et al., TOIS '04]
- **Model-based (Robust)**
 - Clustering Methods [Hkors et al, CIMCA '99]
 - Bayesian Methods [Chien et al., IWAIS '99]
 - Aspect Method [Hofmann, SIFIR '03]
 - Matrix Factorization [Sarwar et al., WWW '01]



Collaborative Filtering

- Memory-based (Neighborhood-based)
 - User-based
 - Item-based
- Model-based
 - Clustering Methods
 - Bayesian Methods
 - Matrix Factorization
 - etc.



Item-Item Similarity

- Search for similarities among items
- Item-Item similarity is more stable than user-user similarity



Correlation-based Method

[Sarwar, 2001]

- Same as in user-user similarity but on item vectors
- Pearson correlation coefficient
- Look for users who rated both items

$$s_{ij} = \frac{\sum_u (r_{uj} - \bar{r}_j)(r_{ui} - \bar{r}_i)}{\sqrt{\sum_u (r_{uj} - \bar{r}_j)^2 \sum_u (r_{ui} - \bar{r}_i)^2}}$$

- u : users rated both items

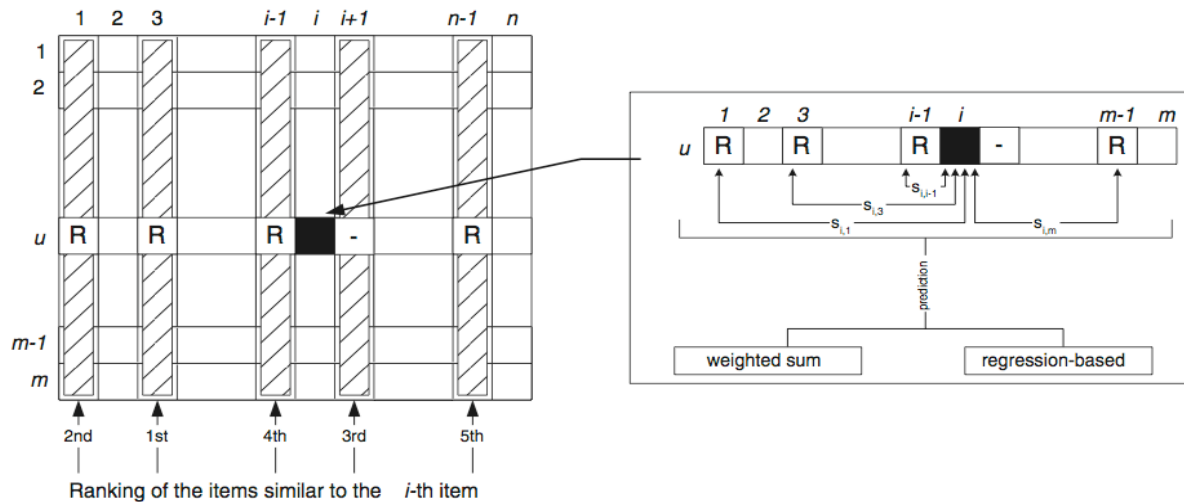
	i_1	i_2		i_i		i_j				i_m	
u_1											
u_2	1	3		4	2	5			3	4	
u_i		3		4		3	4		3	4	4
u_n	1			3	5	2	4	1		3	



Correlation-based Method

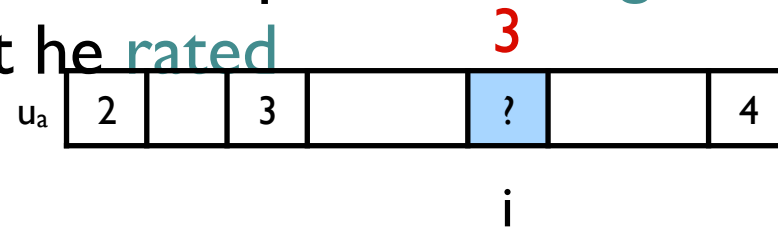
[Sarwar, 2001]

- Calculate item similarity, then determine its **k-most similar** items



- Predict rating for a given user-item pair as a **weighted sum** over **similar items** that he **rated**

$$r_{ai} = \frac{\sum_j s_{ij} r_{aj}}{\sum_j s_{ij}}$$



Collaborative Filtering

- Memory-based (Neighborhood-based)
 - User-based
 - Item-based
- Model-based
 - Clustering Methods
 - Bayesian Methods
 - Matrix Factorization
 - etc...



Matrix Factorization

	i_1	i_2	i_3	i_4	i_5	i_6	i_7	i_8
u_1	5	2		3		4		
u_2	4	3			5			
u_3	4		2				2	4
u_4								
u_5	5	1	2		4	3		
u_6	4	3		2	4		3	5

	i_1	i_2	i_3	i_4	i_5	i_6	i_7	i_8
u_1	5	2	2.5	3	4.8	4	2.2	4.8
u_2	4	3	2.4	2.9	5	4.1	2.6	4.7
u_3	4	1.7	2	3.2	3.9	3.0	2	4
u_4	4.8	2.1	2.7	2.6	4.7	3.8	2.4	4.9
u_5	5	1	2	3.4	4	3	1.5	4.6
u_6	4	3	2.9	2	4	3.4	3	5

$$U = \begin{bmatrix} 1.55 & 1.22 & 0.37 & 0.81 & 0.62 & -0.01 \\ 0.36 & 0.91 & 1.21 & 0.39 & 1.10 & 0.25 \\ 0.59 & 0.20 & 0.14 & 0.83 & 0.27 & 1.51 \\ 0.39 & 1.33 & -0.43 & 0.70 & -0.90 & 0.68 \\ 1.05 & 0.11 & 0.17 & 1.18 & 1.81 & 0.40 \end{bmatrix}$$

$$V = \begin{bmatrix} 1.00 & -0.05 & -0.24 & 0.26 & 1.28 & 0.54 & -0.31 & 0.52 \\ 0.19 & -0.86 & -0.72 & 0.05 & 0.68 & 0.02 & -0.61 & 0.70 \\ 0.49 & 0.09 & -0.05 & -0.62 & 0.12 & 0.08 & 0.02 & 1.60 \\ -0.40 & 0.70 & 0.27 & -0.27 & 0.99 & 0.44 & 0.39 & 0.74 \\ 1.49 & -1.00 & 0.06 & 0.05 & 0.23 & 0.01 & -0.36 & 0.80 \end{bmatrix}$$



Matrix Factorization

- Matrix Factorization in Collaborative Filtering
 - To fit the product of two (low rank) matrices to the observed rating matrix.
 - To find two latent user and item feature matrices.
 - To use the fitted matrix to predict the unobserved ratings.

$$Y \approx UV = \begin{pmatrix} \mathbf{u}_{11} & \cdots & \mathbf{u}_{1k} \\ \vdots & \ddots & \vdots \\ \mathbf{u}_{m1} & \cdots & \mathbf{u}_{mk} \end{pmatrix} \begin{pmatrix} \mathbf{v}_{11} & \cdots & \mathbf{v}_{1n} \\ \vdots & \ddots & \vdots \\ \mathbf{v}_{k1} & \cdots & \mathbf{v}_{kn} \end{pmatrix}$$

Diagram illustrating the matrix factorization equation $Y \approx UV$. The matrix U is labeled "User-specific latent feature vector" and the matrix V is labeled "Item-specific latent feature column vector".



Matrix Factorization

- Optimization Problem
- Given a $m \times n$ rating matrix R , to find two matrices $U \in \mathbb{R}^{l \times m}$ and $V \in \mathbb{R}^{l \times n}$

$$R \approx U^T V,$$

where $l < \min(m, n)$, is the number of factors



Matrix Factorization

- Models
 - SVD-like Algorithm
 - Regularized Matrix Factorization (RMF)
 - Probabilistic Matrix Factorization (PMF)
 - Non-negative Matrix Factorization (NMF)



SVD-like Algorithm

- Minimizing

$$\frac{1}{2} \|R - U^T V\|_F^2,$$

- For collaborative filtering

$$\min_{U, V} \frac{1}{2} \sum_{i=1}^m \sum_{j=1}^n I_{ij} (R_{ij} - U_i^T V_j)^2$$

where I_{ij} is the indicator function that is equal to 1 if user u_i rated item v_j and equal to 0 otherwise.



Regularized Matrix Factorization

- Minimize the loss based on the observed ratings with regularization terms to avoid over-fitting problem

$$\min_{U,V} \frac{1}{2} \sum_{i=1}^m \sum_{j=1}^n I_{ij} (R_{ij} - U_i^T V_j)^2 + \frac{\lambda_1}{2} \|U\|_F^2 + \frac{\lambda_2}{2} \|V\|_F^2$$

Regularization terms

where $\lambda_1, \lambda_2 > 0$

- The problem can be solved by simple gradient descent algorithm.



Regularized Matrix Factorization

- Algorithm for RMF
 - Not convex & local optimal
 - Gradient-descent algorithm
 - Gradient computation with randomly initialized U and V

$$\frac{\partial L}{\partial \mathbf{u}_{il}} = \lambda \mathbf{u}_{il} - \sum_{j|(i,j) \in S} (y_{ij} - \widehat{y}_{ij}) \mathbf{v}_{jl}$$
$$\frac{\partial L}{\partial \mathbf{v}_{jl}} = \lambda \mathbf{v}_{jl} - \sum_{i|(i,j) \in S} (y_{ij} - \widehat{y}_{ij}) \mathbf{u}_{il}$$

- Update U and V alternatively

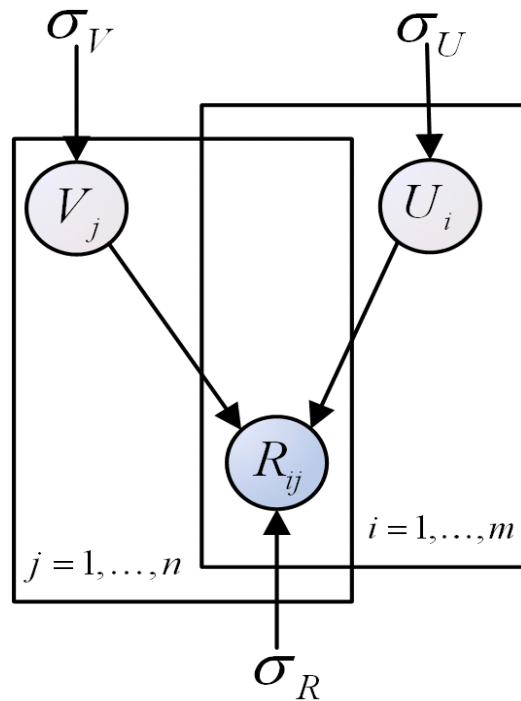
$$\mathbf{u}_{il}^{(t+1)} = \mathbf{u}_{il}^{(t)} - \tau \frac{\partial L}{\partial \mathbf{u}_{il}^{(t)}}$$
$$\mathbf{v}_{jl}^{(t+1)} = \mathbf{v}_{jl}^{(t)} - \tau \frac{\partial L}{\partial \mathbf{v}_{jl}^{(t)}}$$

τ is the step size of gradient decent.



Regularized Matrix Factorization

- PMF
 - Define a conditional distribution over the observed ratings as:

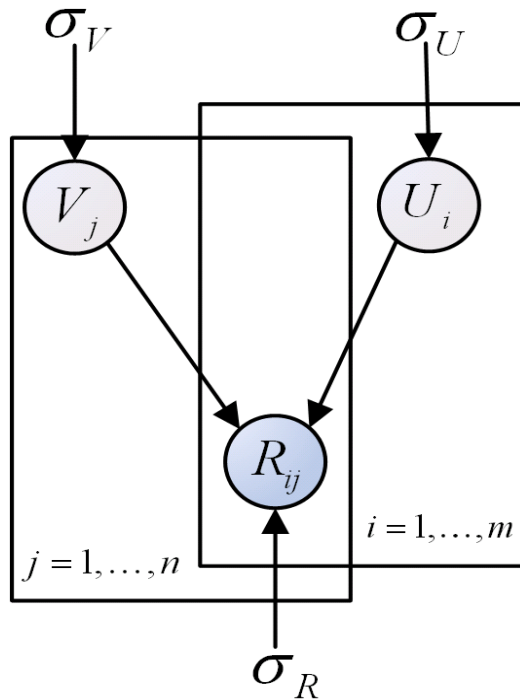


$$p(R|U, V, \sigma_R^2) = \prod_{i=1}^m \prod_{j=1}^n \left[\mathcal{N} \left(R_{ij} | g(U_i^T V_j), \sigma_R^2 \right) \right]^{I_{ij}^R}$$



Regularized Matrix Factorization

- PMF
 - Assume zero-mean spherical Gaussian priors on user and item feature:



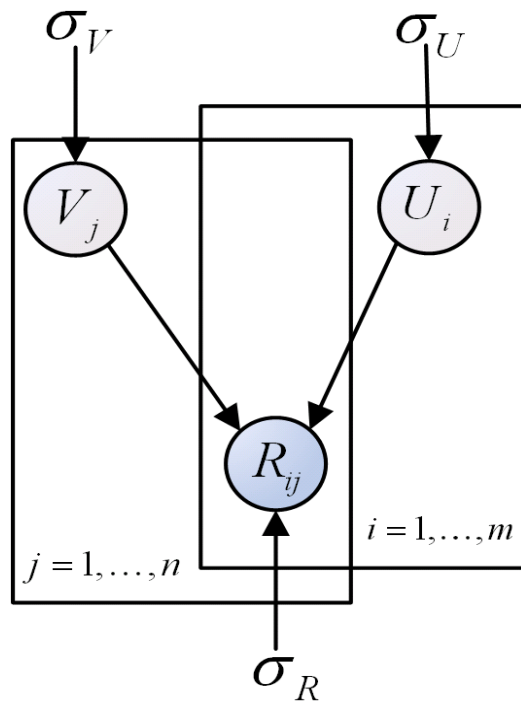
$$p(U|\sigma_U^2) = \prod_{i=1}^m \mathcal{N}(U_i|0, \sigma_U^2 \mathbf{I})$$

$$p(V|\sigma_V^2) = \prod_{j=1}^n \mathcal{N}(V_j|0, \sigma_V^2 \mathbf{I})$$



Regularized Matrix Factorization

- PMF
 - Bayesian inference



$$\begin{aligned} p(U, V | R, \sigma_R^2, \sigma_U^2, \sigma_V^2) &\propto p(R | U, V, \sigma_R^2) p(U | \sigma_U^2) p(V | \sigma_V^2) \\ &= \prod_{i=1}^m \prod_{j=1}^n \left[\mathcal{N} \left(R_{ij} | g(U_i^T V_j), \sigma_R^2 \right) \right]^{I_{ij}^R} \\ &\times \prod_{i=1}^m \mathcal{N}(U_i | 0, \sigma_U^2 \mathbf{I}) \times \prod_{j=1}^n \mathcal{N}(V_j | 0, \sigma_V^2 \mathbf{I}). \end{aligned}$$



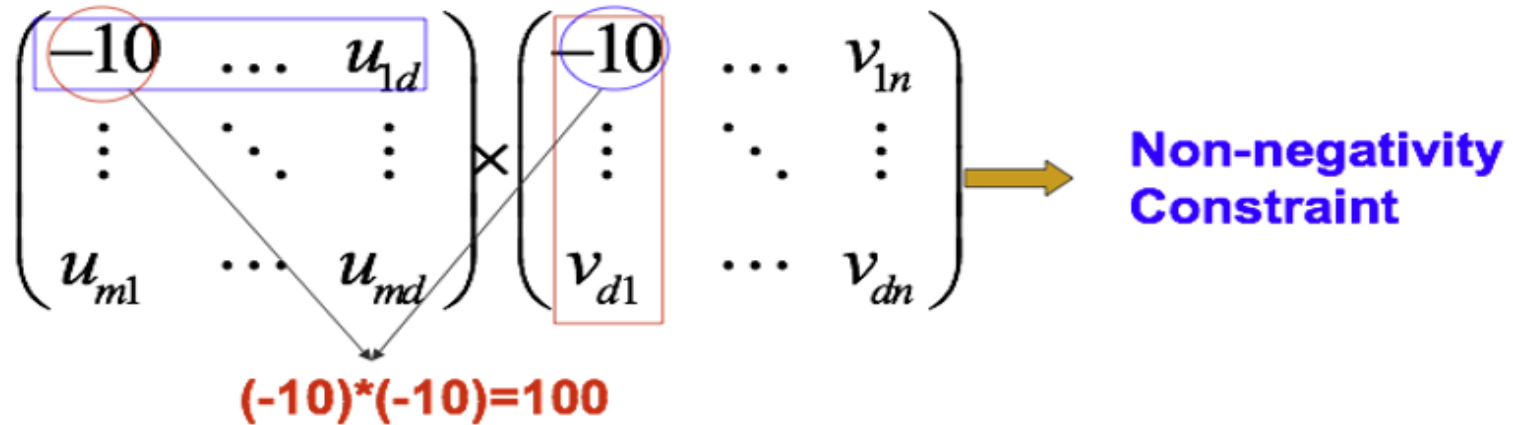
RMF and PMF

- PMF is the probabilistic interpretation of RMF
- PMF and RMF have the same optimization objective function



Non-negative Matrix Factorization

- NMF
 - Non-negative constraints on all entries of matrices U and V



Non-negative Matrix Factorization

- NMF
 - Given an observed matrix Y , to find two non-negative matrices U and V
 - Two types of loss functions

- Squared error function

$$\sum_{ij} (R_{ij} - U_i^T V_j)^2$$

- Divergence

$$D(R||U^T V) = \sum_{ij} (R_{ij} \log \frac{R_{ij}}{U_i^T V_j} - R_{ij} + U_i^T V_j)$$

- Solving by multiplicative updating rules



Non-negative Matrix Factorization

- Multiplicative updating rules
 - For divergence objective function

$$u_{il} \leftarrow u_{il} \frac{\sum_j v_{jl} y_{ij} / (\hat{y}_{ij})}{\sum_a v_{al}}$$
$$v_{il} \leftarrow v_{il} \frac{\sum_j u_{jl} y_{ij} / (\hat{y}_{ij})}{\sum_a u_{al}}$$

