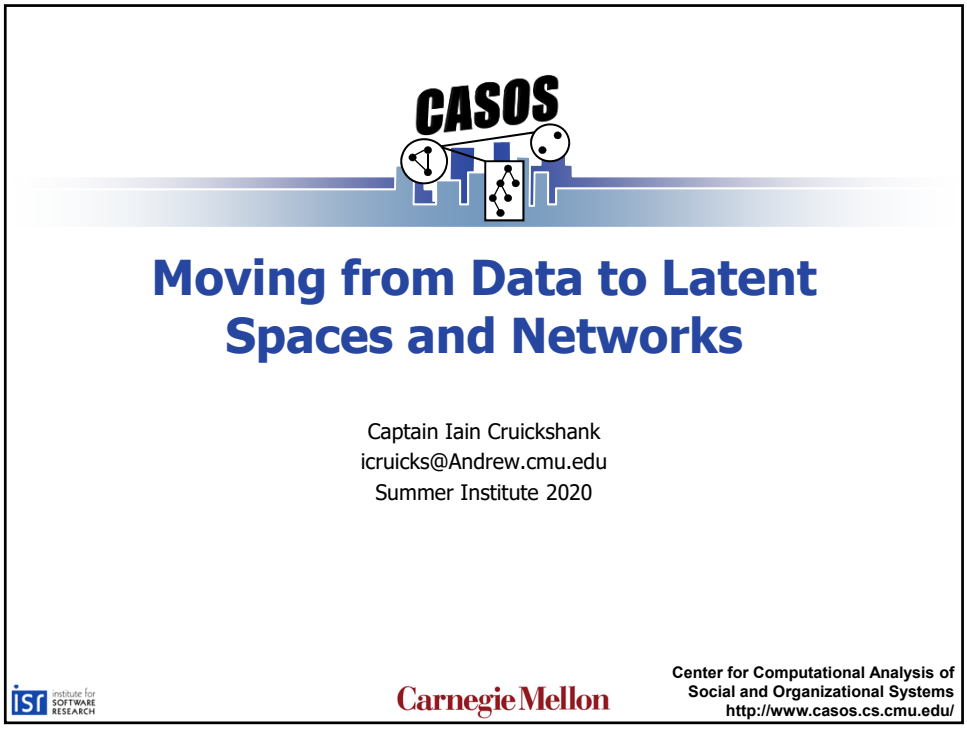
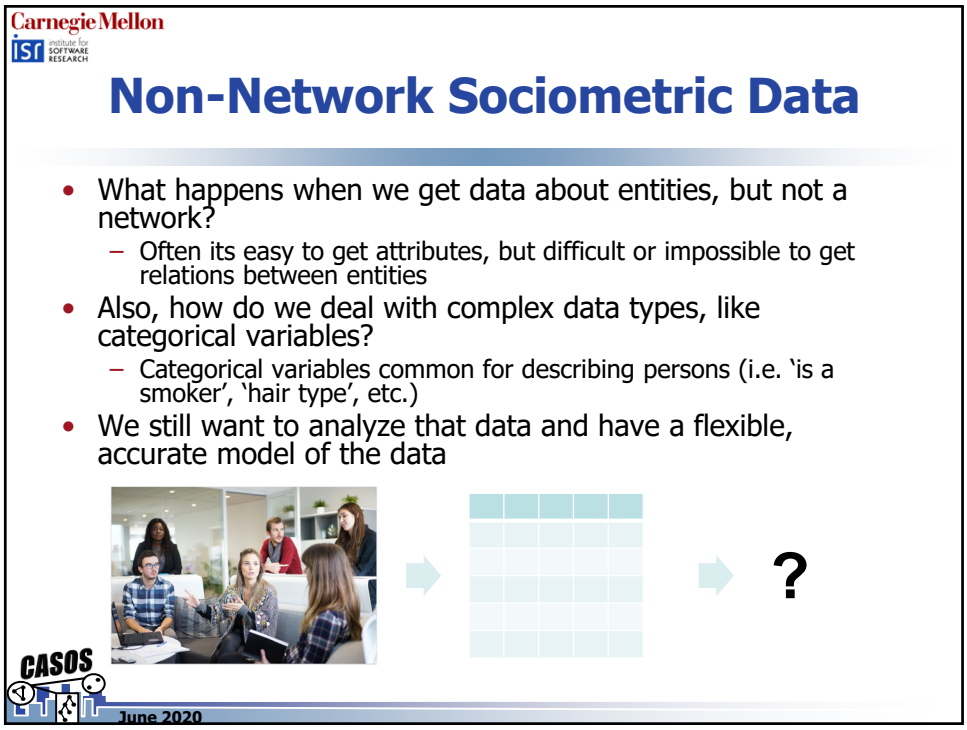

CASOS
Moving from Data to Latent Spaces and Networks
Captain Iain Cruickshank
icruicks@Andrew.cmu.edu
Summer Institute 2020
Carnegie Mellon
Center for Computational Analysis of Social and Organizational Systems
http://www.casos.cs.cmu.edu/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Non-Network Sociometric Data
What happens when we get data about entities, but not a network?
Often its easy to get attributes, but difficult or impossible to get relations between entities
Also, how do we deal with complex data types, like categorical variables?
Categorical variables common for describing persons (i.e. 'is a smoker', 'hair type', etc.)
We still want to analyze that data and have a flexible, accurate model of the data
?
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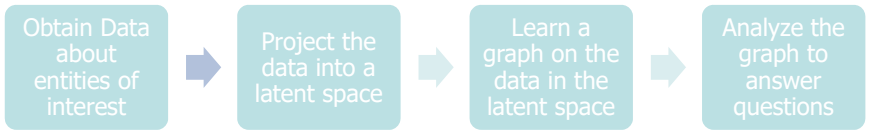
The Workflow



*The overall idea is that given some data, which may be categorical, high-dimensional, or combination thereof is to *model* that data as something which *preserves relationships* and can be *easily analyzed* (i.e. a network)

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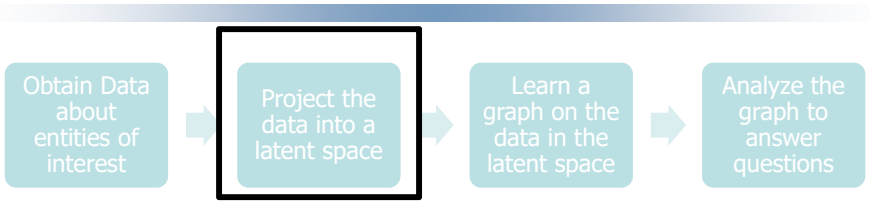
Putting Data into a Latent Space



- After collecting data, we place the data into a latent space
- We will cover Socio-Cultural Cognitive Mapping (SCM) to place data into a latent space

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Overview of SCM

- Take a set of node attributes or network data and use the information to place nodes in space.
  - User defines the geometry of the space
  - User provides data
- Nodes that are highly similar will be near each other, while nodes that are quite different will be far apart.
- Overall goodness-of-fit is evaluated with a Chi-Squared Test

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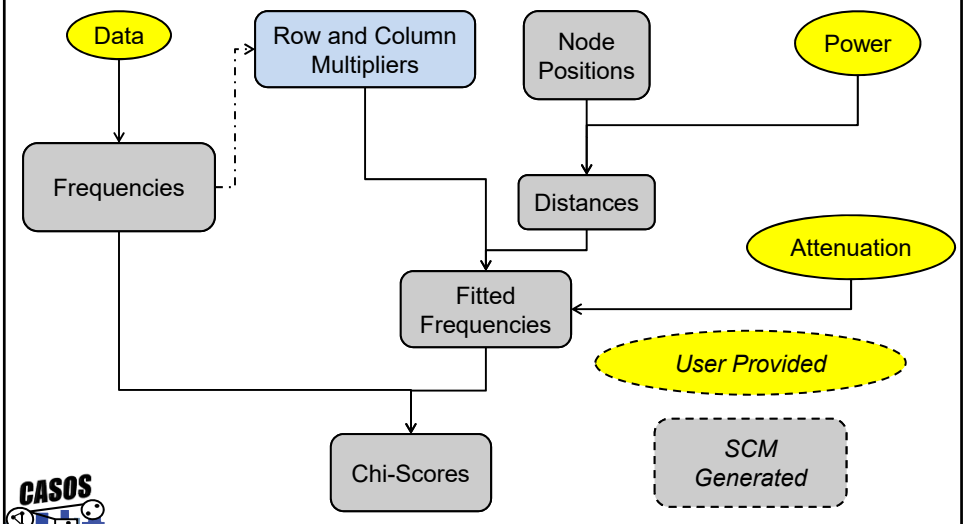
SCM Process



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SCM Model

$$F(i,j) = R_i \times C_j \times 2^{-d_{ij}^a}$$

- Where *i* and *j* are entities, R and C are row and column multipliers, and the final term is an interaction term

$$d_{ij} = \left(\sum_k |x_{ik} - x_{jk}|^M \right)^{\frac{1}{M}}$$

- d is the Minkowski distance between the entities *i* and *j* in the data matrix of *X*.

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Creating a Model of the Latent Space Data

Obtain Data about entities of interest → Project the data into a latent space → **Learn a graph on the data in the latent space** → Analyze the graph to answer questions

- Now that the data has been placed into a latent space, we want to have a model of the data
- Graphs (networks) make good models of data
  - Have emergent structures
  - Interpretable
  - Allow for local heterogeneity in the data

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Overview of Unsupervised Graph Learning

- The fundamental idea of graph learning is to find the best graph representation of some data
  - It could be considered as a way of approximating the manifold of the data
  - A recent survey of the field is available in Qiao et al. *Data-driven graph construction and graph learning: A review* and Brugere et al. *Network Structure Inference, A Survey: Motivations, Methods, and Applications*
- Used in everything from subspace learning, clustering, dimensionality reduction, manifold learning, metric learning, etc.

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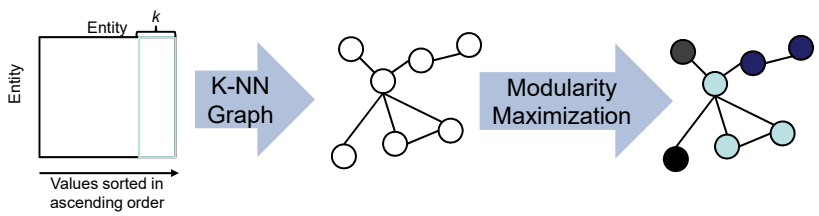
k-NN Network Modularity

- Procedure that takes an *affinity matrix*, constructs a graph where each entity receives a connection to their *k* nearest neighbors, and then finds subgroups via modularity maximization
- Try for several values of *k* and pick that one which has the best modularity



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Time for an Example!

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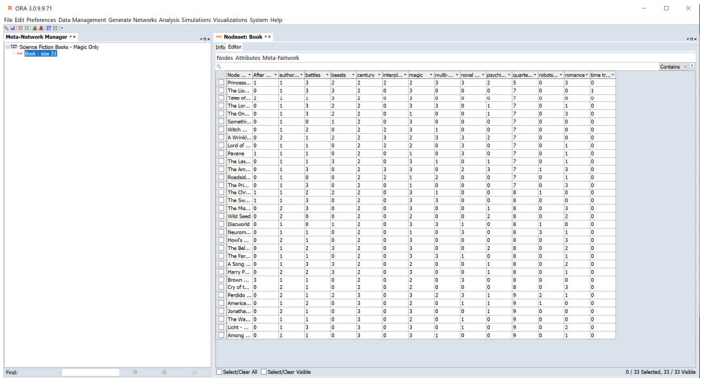
Obtain Data about entities of interest → Project the data into a latent space → Learn a graph on the data in the latent space → Analyze the graph to answer questions

Step 1: Find the Data

- Read in "Science Fiction Books – Magic Only.xml"
- 33 Books
- Set of Attributes for each Book



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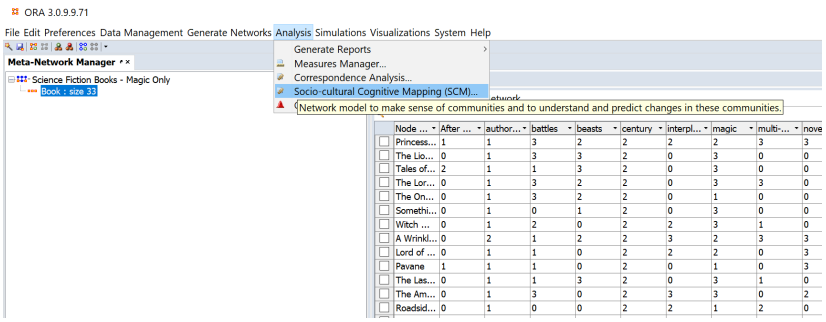
Step 2: Start the SCM



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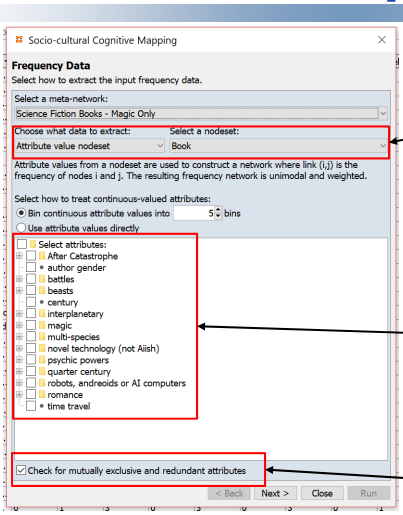
Obtain Data about entities of interest → Project the data into a latent space → Learn a graph on the data in the latent space → Analyze the graph to answer questions

Select the Frequency Data



Can select a network or attributes of a node, which creates a frequency network

Can select different attributes and different levels of attributes

Check for mutually exclusive and redundant attributes. Generally you always want to do this to improve performance

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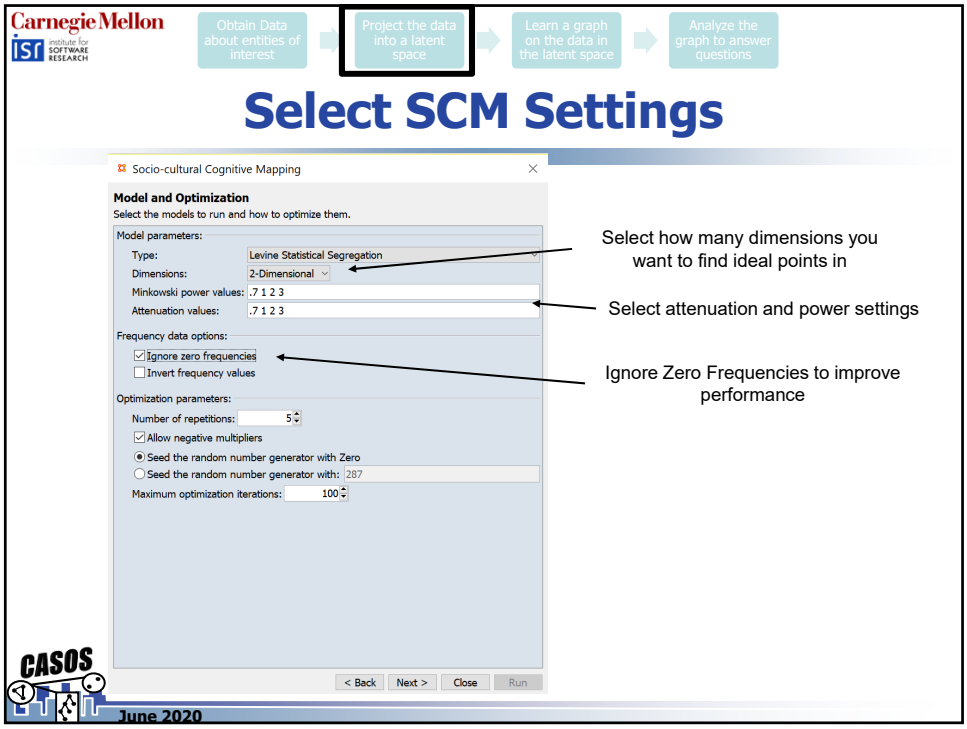
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Obtain Data about entities of interest
Project the data into a latent space
Learn a graph on the data in the latent space
Analyze the graph to answer questions
Select SCM Settings
Socio-cultural Cognitive Mapping
Model and Optimization
Select the models to run and how to optimize them.
Model parameters:
Type: Levine Statistical Segregation
Dimensions: 2-Dimensional
Minkowski power values: .7 1 2 3
Attenuation values: .7 1 2 3
Frequency data options:
Ignore zero frequencies
Invert frequency values
Optimization parameters:
Number of repetitions: 5
Allow negative multipliers
Seed the random number generator with Zero
Seed the random number generator with: 287
Maximum optimization iterations: 100
< Back
Next >
Close
Run
Select how many dimensions you want to find ideal points in
Select attenuation and power settings
Ignore Zero Frequencies to improve performance
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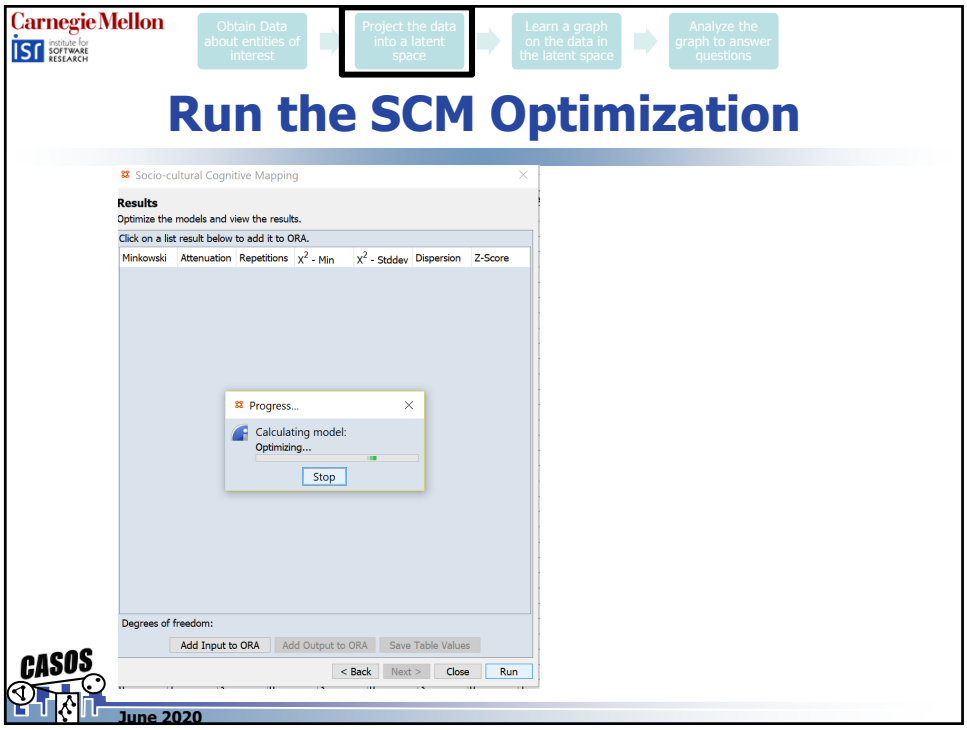
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Obtain Data about entities of interest
Project the data into a latent space
Learn a graph on the data in the latent space
Analyze the graph to answer questions
Run the SCM Optimization
Socio-cultural Cognitive Mapping
Results
Optimize the models and view the results.
Click on a list result below to add it to ORA.
Minkowski
Attenuation
Repetitions
X^2 - Min
X^2 - Stddev
Dispersion
Z-Score
Progress...
Calculating model:
Optimizing...
Stop
Degrees of freedom:
Add Input to ORA
Add Output to ORA
Save Table Values
< Back
Next >
Close
Run
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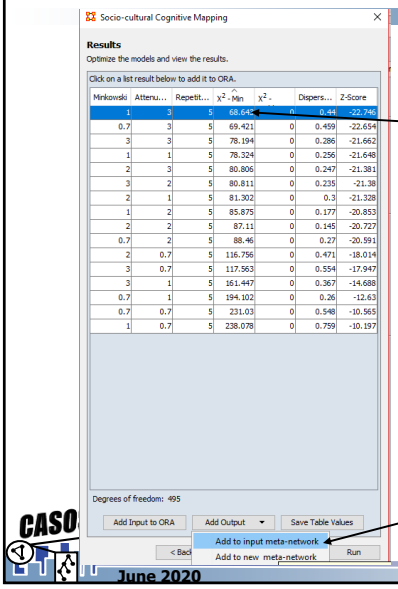
Obtain Data about entities of interest → Project the data into a latent space → Learn a graph on the data in the latent space → Analyze the graph to answer questions

Select from SCM Results



Generally speaking, you will want to use the output which places points that generates the smallest Chi Squared Value

Finally, add your selected result to ORA (note: you can also add the frequency network input and the actual table of results, too).

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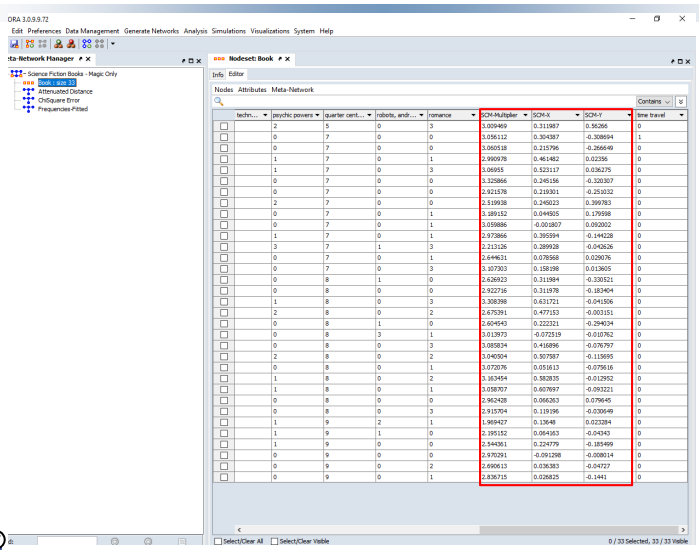
SCM Results Meta-Network



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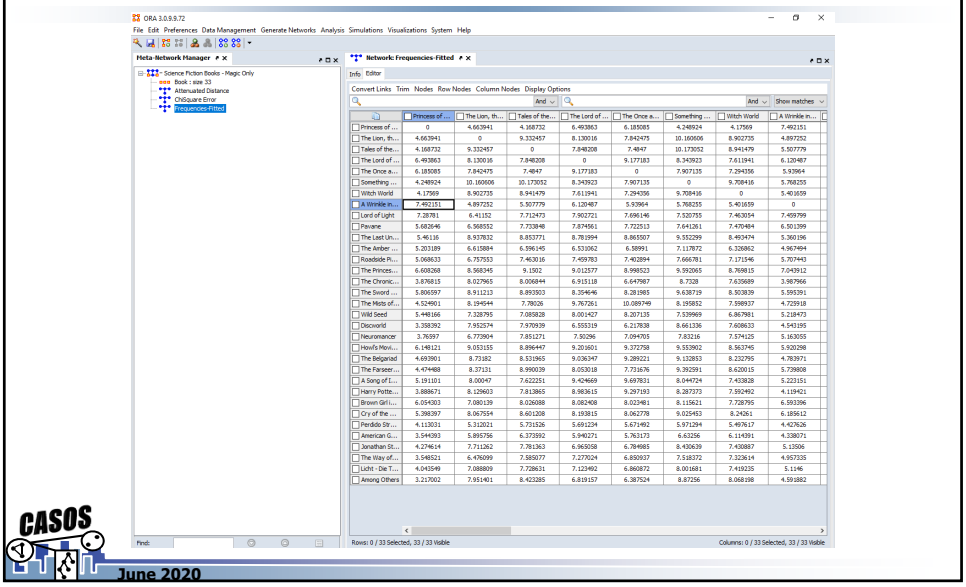
SCM Results Meta-Network



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Visualizing SCMs

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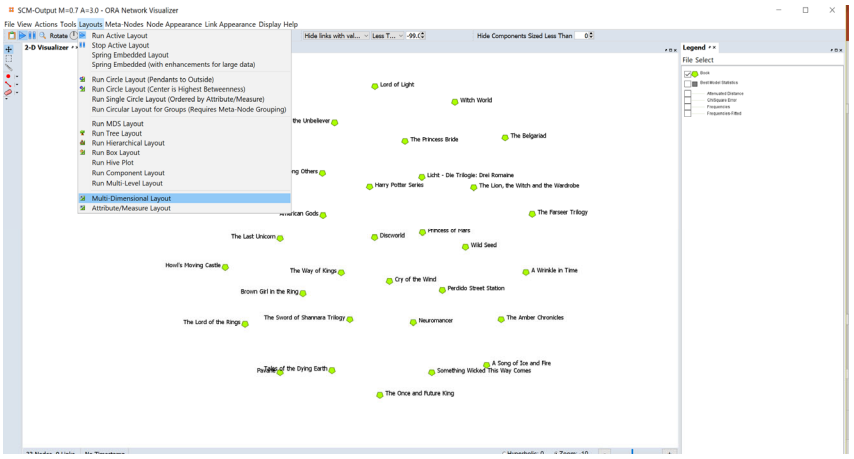
Go to "Multi-Dimensional Layout"



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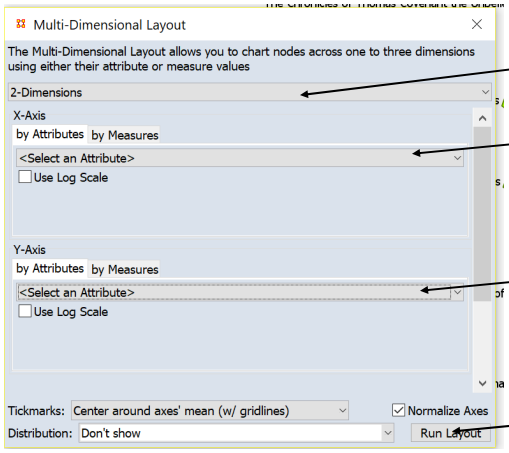
Configure the Layout



We will visualize in 2-d, since we found spatial points in 2-d

Select 'SCM-X'

Select 'SCM-Y'

Select 'Run Layout'

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Obtain Data about entities of interest → Project the data into a latent space → Learn a graph on the data in the latent space → Analyze the graph to answer questions

See Layout!

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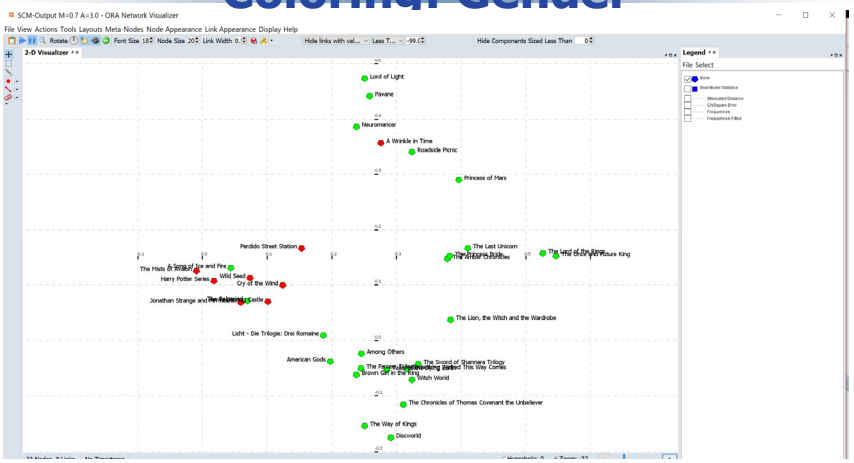
Obtain Data about entities of interest → Project the data into a latent space → Learn a graph on the data in the latent space → Analyze the graph to answer questions

Explore the Layout with Node Coloring: Gender



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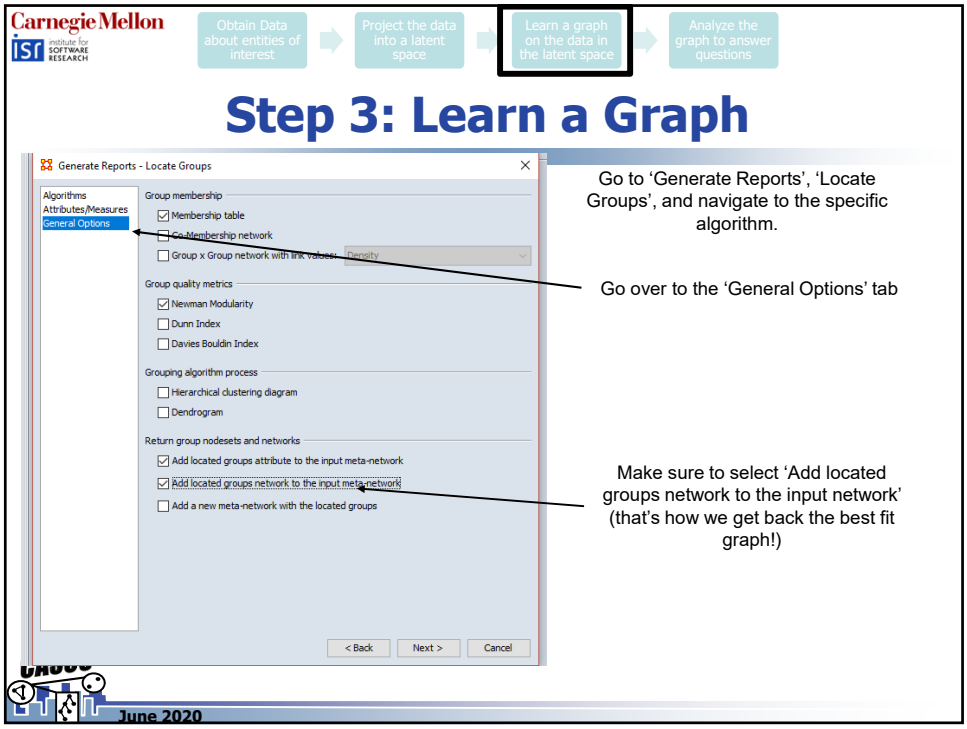
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Obtain Data about entities of interest
Project the data into a latent space
Learn a graph on the data in the latent space
Analyze the graph to answer questions
Step 3: Learn a Graph
Generate Reports - Locate Groups
Algorithms
Attributes/Measures
General Options
Group membership
Membership table
Co-Membership network
Group x Group network with link values
Density
Group quality metrics
Newman Modularity
Dunn Index
Davies Bouldin Index
Grouping algorithm process
Hierarchical clustering diagram
Dendrogram
Return group nodesets and networks
Add located groups attribute to the input meta-network
Add located groups network to the input meta-network
Add a new meta-network with the located groups
< Back
Next >
Cancel
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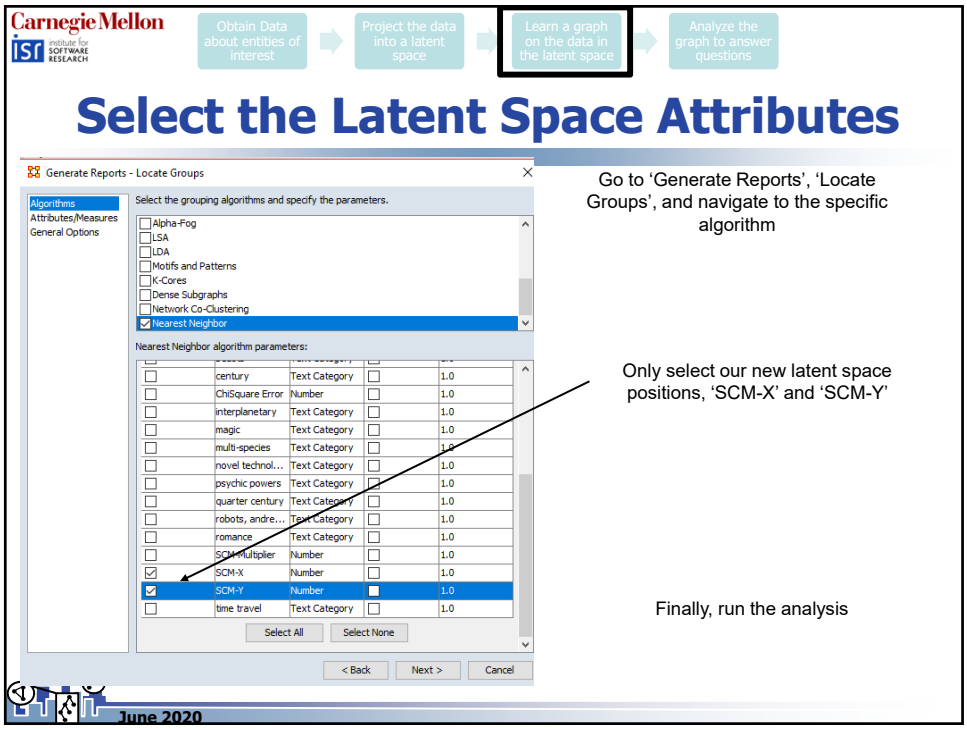
Go to 'Generate Reports', 'Locate Groups', and navigate to the specific algorithm.
Go over to the 'General Options' tab
Make sure to select 'Add located groups network to the input network' (that's how we get back the best fit graph!)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Obtain Data about entities of interest
Project the data into a latent space
Learn a graph on the data in the latent space
Analyze the graph to answer questions
Select the Latent Space Attributes
Generate Reports - Locate Groups
Algorithms
Attributes/Measures
General Options
Select the grouping algorithms and specify the parameters.
Alpha-Fog
LSA
LDA
Motifs and Patterns
K-Cores
Dense Subgraphs
Network Co-Clustering
Nearest Neighbor
Nearest Neighbor algorithm parameters:
century Text Category 1.0
ChiSquare Error Number 1.0
interplanetary Text Category 1.0
magic Text Category 1.0
multi-species Text Category 1.0
novel technol... Text Category 1.0
psychic powers Text Category 1.0
quarter century Text Category 1.0
robots, andre... Text Category 1.0
romance Text Category 1.0
SCM-Multiplier Number 1.0
SCM-X Number 1.0
SCM-Y Number 1.0
time travel Text Category 1.0
Select All
Select None
< Back
Next >
Cancel
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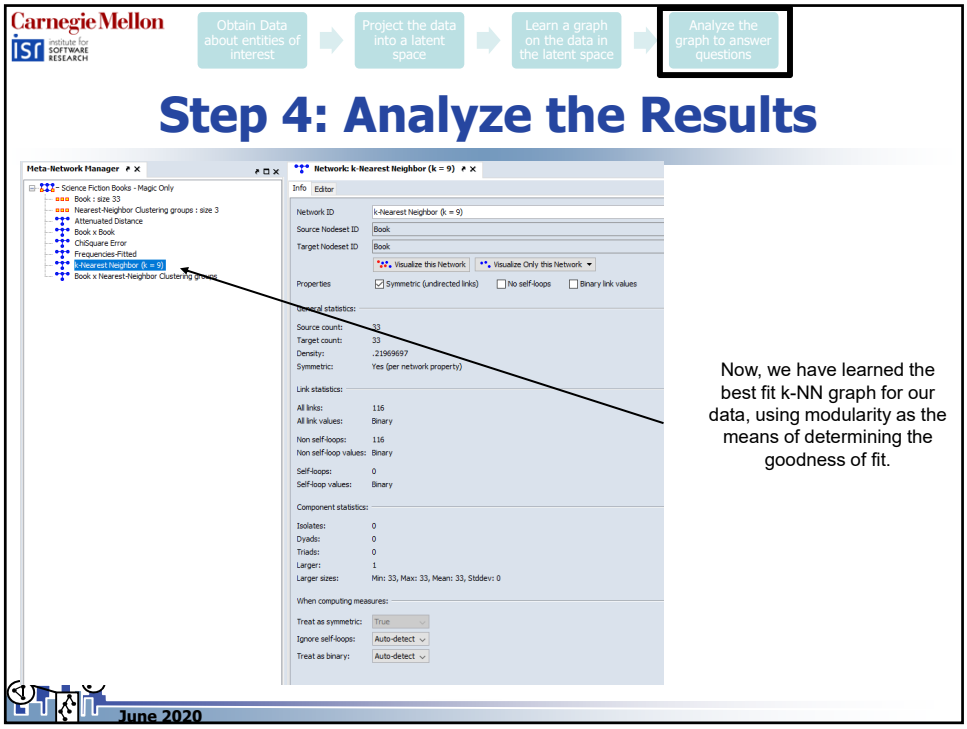
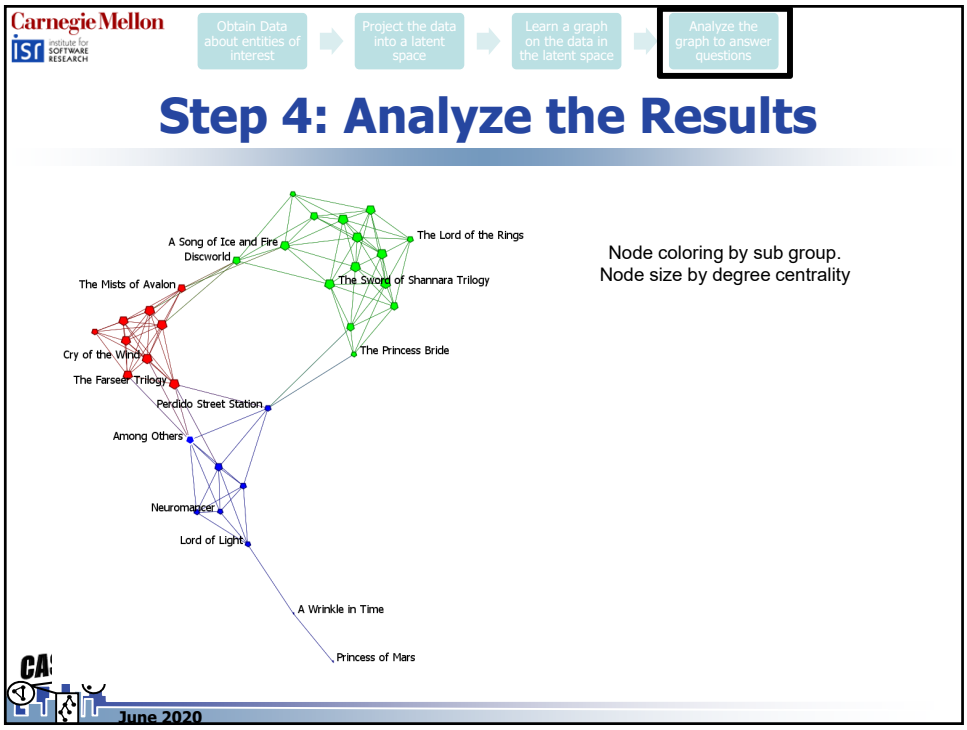
Go to 'Generate Reports', 'Locate Groups', and navigate to the specific algorithm
Only select our new latent space positions, 'SCM-X' and 'SCM-Y'
Finally, run the analysis



Now, we have learned the best fit k-NN graph for our data, using modularity as the means of determining the goodness of fit.



Node coloring by sub group.
Node size by degree centrality

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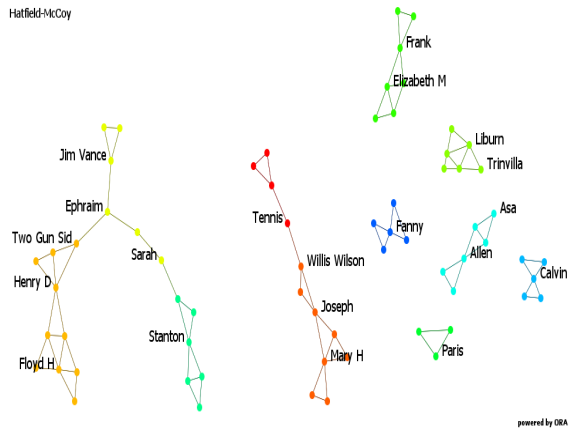
Some Other Examples



Hatfields and McCoys, based on historical documentation

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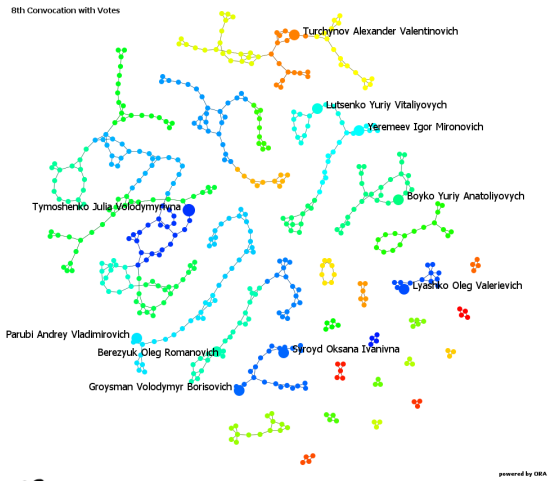
Some Other Examples



8th Ukrainian Parliament, based on votes

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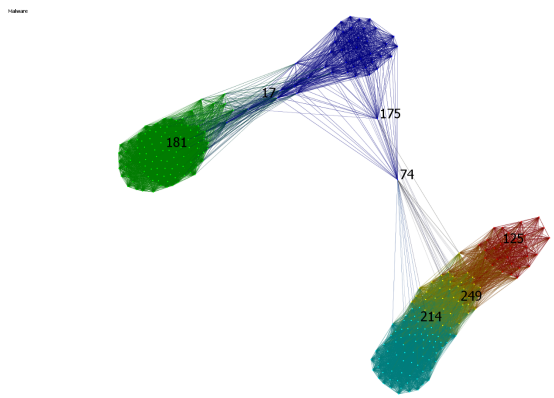
And, it can even be used for non-sociometric data



Network of Sakula virus samples, based on binary attributes of the code

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Recap

- In research we often get data that may be complex and have uncertain relationships
- We can deal with the data by creating an analyzable, flexible and interpretable model of that data through the presented procedure
  - Place the data in a latent space
  - Learn a graph on the data
  - Analyze the graph
- Graph-based models of data can be used for many, many different types of data