



## Moving from Data to Latent Spaces and Networks

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Summer Institute 2020

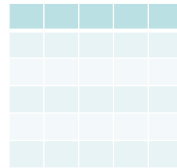


Center for Computational Analysis of  
Social and Organizational Systems  
<http://www.casos.cs.cmu.edu/>



## 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

```
graph LR; A[Obtain Data about entities of interest] --> B[Project the data into a latent space]; B --> C[Learn a graph on the data in the latent space]; C --> D[Analyze the graph to answer questions]
```

\*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

```
graph LR; A[Obtain Data about entities of interest] --> B[Project the data into a latent space]; B --> C[Learn a graph on the data in the latent space]; C --> D[Analyze the graph to answer questions]
```

- 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

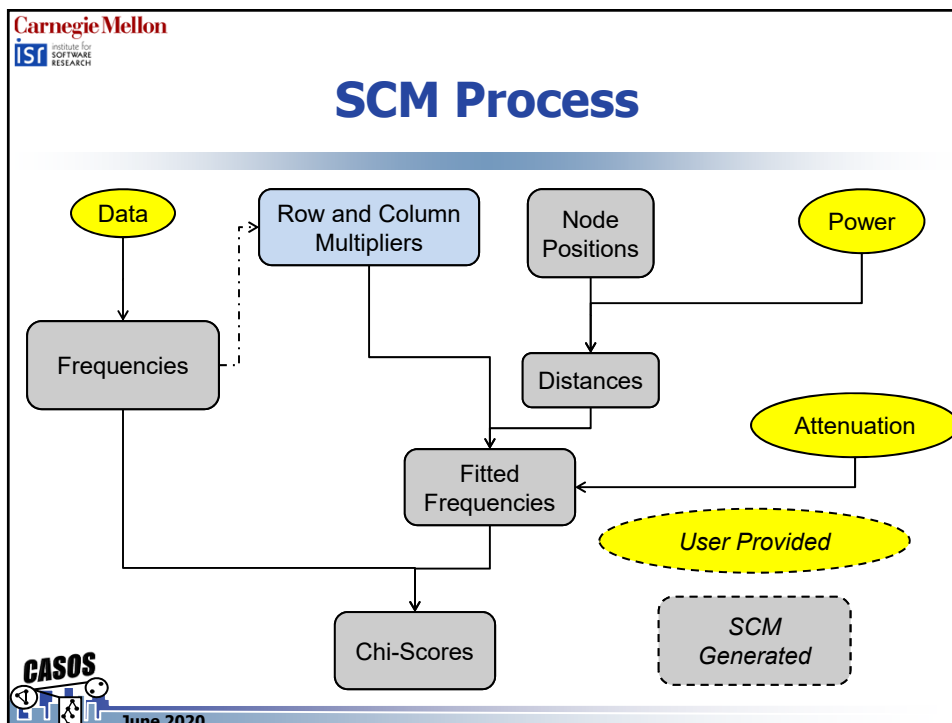
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## Overview of SCM

- 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 Model

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

- 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

```

graph LR
    A[Obtain Data about entities of interest] --> B[Project the data into a latent space]
    B --> C[Learn a graph on the data in the latent space]
    C --> D[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

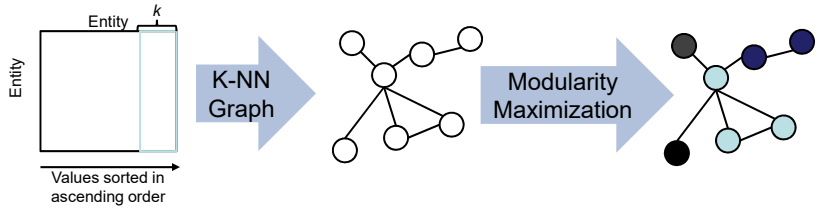
- The fundamental idea of graph learning is to find the best graph representation of some data
  - It could be considered as a way of approximating the manifold of the data
  - A recent survey of the field is available in Qiao et al. *Data-driven graph construction and graph learning: A review* and Brugere 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



Entity  $k$

Entity

Values sorted in ascending order

K-NN Graph

Modularity Maximization

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**Time for an Example!**

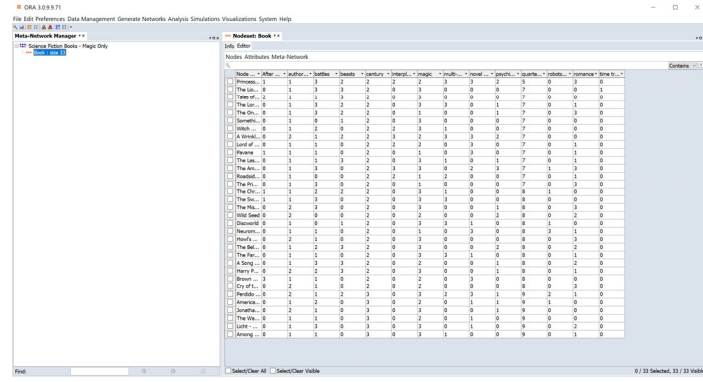
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Obtain Data about entities of interest → Project the data into a latent space → Learn a graph on the data in the latent space → Analyze the graph to answer questions

**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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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 2: Start the SCM

Node ...	After ...	author...	battles	beasts	century	interpl...	magic	multi...	novel
<input type="checkbox"/> Princess...	1	1	3	2	2	2	2	3	3
<input type="checkbox"/> The Lis...	0	1	3	3	2	0	3	0	0
<input type="checkbox"/> Tales of...	2	1	1	3	2	0	3	0	0
<input type="checkbox"/> The Lor...	0	1	3	2	2	0	3	3	0
<input type="checkbox"/> The On...	0	1	3	2	2	0	1	0	0
<input type="checkbox"/> Somethi...	0	1	0	1	2	0	3	0	0
<input type="checkbox"/> Witch ...	0	1	2	0	2	2	3	1	0
<input type="checkbox"/> A Wrinkl...	0	2	1	2	2	3	2	3	3
<input type="checkbox"/> Lord of ...	0	1	1	0	2	2	2	0	3
<input type="checkbox"/> Paviene	1	1	1	0	2	0	1	0	3
<input type="checkbox"/> The Las...	0	1	1	3	2	0	3	1	0
<input type="checkbox"/> The Am...	0	1	3	0	2	3	3	0	2
<input type="checkbox"/> Roadsid...	0	1	0	0	2	2	1	2	0

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Obtain Data  
about entities of  
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## Select the Frequency Data

**Frequency Data**

Select how to extract the input frequency data.

Select a meta-network:  
Science Fiction Books - Magic Only

Choose what data to extract: Select a nodeset:  
Attribute value nodeset Book

Attribute values from a nodeset are used to construct a network where link (i,j) is the frequency of nodes i and j. The resulting frequency network is unimodal and weighted.

Select how to treat continuous-valued attributes:

Bin continuous attribute values into: 5 bins

Use attribute values directly

Select attributes:

- After Catastrophe
- author gender
- battles
- beasts
- century
- interplanetary
- magic
- multi-species
- novel technology (not Alish)
- psychic powers
- quarter century
- robots, androids or AI computers
- romance
- time travel

Check for mutually exclusive and redundant attributes

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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## Select SCM Settings

**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

Annotations:  
 - Select how many dimensions you want to find ideal points in (points to Dimensions)  
 - Select attenuation and power settings (points to Attenuation values)  
 - Ignore Zero Frequencies to improve performance (points to Ignore zero frequencies)

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## Run the SCM Optimization

**Results**  
Optimize the models and view the results.  
Click on a list result below to add it to ORA.


Minkowski	Attenuation	Repetitions	X <sup>2</sup> - Min	X <sup>2</sup> - Stddev	Dispersion	Z-Score
Progress... Calculating model: Optimizing... Stop						

Degrees of freedom:  
 Add Input to ORA | Add Output to ORA | Save Table Values

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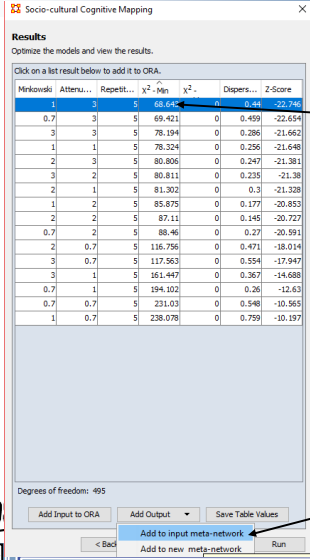
Obtain Data about entities of interest

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## Select from SCM Results




Degrees of freedom: 495


Buttons: Add Input to ORA, Add Output, Save Table Values, Add to input meta-network, Add to new meta-network, Run

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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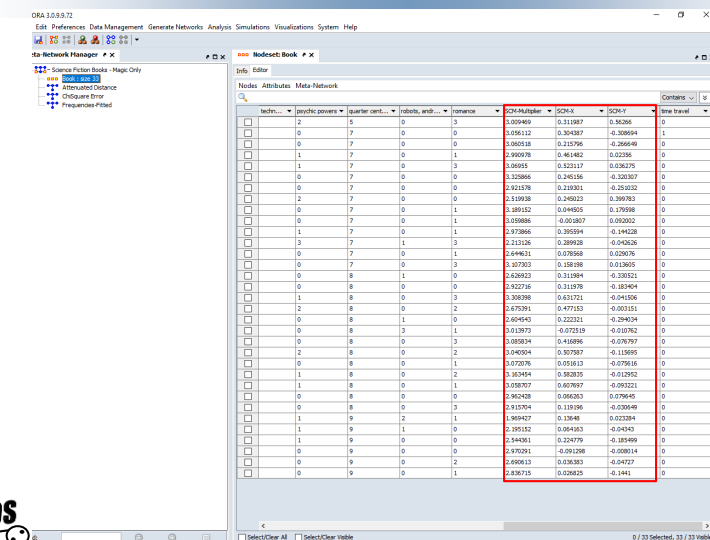
Obtain Data about entities of interest

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Analyze the graph to answer questions

## SCM Results Meta-Network




Nodes: Attributes: Meta Network

id	psychic powers	quarter cent...	robotic enr...	torrance	C244-4pdr	C24-x	C24-y	time travel
2	5	0	3	1.009469	0.311987	0.95266	0	
0	7	0	0	0.096112	0.304307	-0.268994	1	
0	7	0	0	0.095938	0.215796	-0.266646	0	
1	7	0	1	2.966978	0.461482	0.02356	0	
1	7	0	3	0.06955	0.523177	0.036775	0	
0	7	0	0	0.125866	0.261166	-0.103007	0	
0	7	0	0	2.621378	0.218901	-0.251032	0	
2	7	0	0	-1.09938	0.246023	0.099793	0	
0	7	0	1	0.188182	0.049055	0.176938	0	
0	7	0	1	1.058886	-0.001807	0.050002	0	
1	7	0	1	0.978866	0.365894	-0.144238	0	
0	7	1	3	1.112126	0.389928	0.140438	0	
0	7	0	1	0.444631	0.078568	0.026076	0	
0	7	0	3	0.107703	0.189198	0.013605	0	
0	8	1	0	0.268023	0.311894	-0.100321	0	
0	8	0	0	0.922736	0.311978	-0.183404	0	
0	1	8	0	3.368388	0.631721	-0.041806	0	
2	8	0	2	0.475091	0.477163	-0.001051	0	
0	8	1	0	0.859493	0.232321	-0.294024	0	
0	8	3	1	1.013873	-0.072519	-0.010762	0	
0	8	0	3	0.085034	0.416896	-0.076797	0	
0	8	0	2	0.90504	0.307887	-0.119095	0	
0	8	0	1	1.072076	0.051613	-0.079616	0	
0	1	8	0	1.163454	0.902035	-0.012952	0	
0	1	8	0	1.028937	0.261909	-0.010211	0	
0	8	0	0	2.962428	0.066263	0.079645	0	
0	8	0	3	0.915104	0.119396	-0.030946	0	
0	1	9	2	0.968427	0.13848	0.012084	0	
0	1	9	1	0.195152	0.084163	-0.04343	0	
0	1	9	0	0.546061	0.224779	-0.185469	0	
0	9	0	0	0.970291	0.001288	-0.008914	0	
0	9	0	2	0.056113	0.026383	-0.04727	0	
0	9	0	1	0.808715	0.028825	-0.1441	0	



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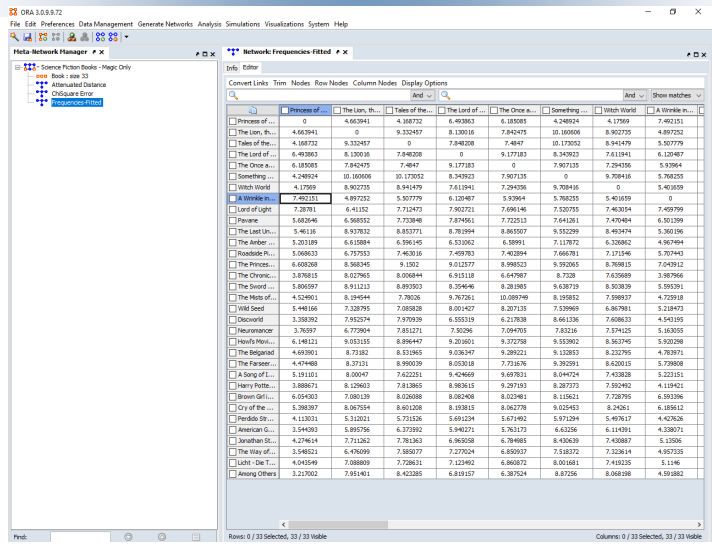
Obtain Data about entities of interest


Project the data into a latent space

Learn a graph on the data in the latent space


Analyze the graph to answer questions

## SCM Results Meta-Network





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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

## Visualizing SCMs





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## Go to "Multi-Dimensional Layout"

SCM-Output M-07 A-3.0 - ORA Network Visualizer

File View Actions Tools Layouts Meta Nodes Node Appearance Link Appearance Display Help

3-D Visualizer

- Run Active Layout
- Stop Active Layout
- Spring Embedded Layout
- Spring Embedded (with enhancements for large data)
- Run Circle Layout (Pendants to Outside)
- Run Circle Layout (Center is Highest Betweenness)
- Run Single Circle Layout (Ordered by Attribute/Measure)
- Run Circular Layout for Groups (Requires Meta-Node Grouping)
- Run MDS Layout
- Run Tree Layout
- Run Hierarchical Layout
- Run Box Layout
- Run Hive Plot
- Run Component Layout
- Run Multi-Level Layout
- Multi-Dimensional Layout**
- Attribute/Measure Layout

Hide links with val... Less Than 0.01 (C)

Hide Components Smal Less Than 0.0

Legend

File Select

Graph Statistics

Network Statistics

Outgoing Edges

Incoming Edges

Frequency Filter

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## Configure the Layout

Multi-Dimensional Layout

The Multi-Dimensional Layout allows you to chart nodes across one to three dimensions using either their attribute or measure values

2-Dimensions

X-Axis

by Attributes by Measures

<Select an Attribute>

Use Log Scale

Y-Axis

by Attributes by Measures

<Select an Attribute>

Use Log Scale

Tickmarks: Center around axes' mean (w/ gridlines)

Normalize Axes

Distribution: Don't show

Run 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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# See Layout!

SCM-Output M-07 A-13.0 - ORA Network Visualizer

File View Actions Tools Layouts Meta Nodes Node Appearance Link Appearance Display Help

3-D Visualizer

Legend

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# Explore the Layout with Node Coloring: Gender

SCM-Output M-07 A-13.0 - ORA Network Visualizer

File View Actions Tools Layouts Meta Nodes Node Appearance Link Appearance Display Help

3-D Visualizer

Legend

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**Step 3: Learn a Graph**

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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**Select the Latent Space Attributes**

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

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Parameter	Type	Value
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



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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 4: Analyze the Results

Meta-Network Manager

Network: k-Nearest Neighbor (k = 9)

Info Editor

Network ID: k-Nearest Neighbor (k = 9)

Source NodeSet ID: Book

Target NodeSet ID: Book

Properties:  Visualize this Network  Visualize Only this Network

Properties:  Symmetric (undirected links)  No self-loops  Binary link values

General statistics:

Source count: 33

Target count: 33

Density: -2.969697

Symmetric: Yes (per network property)

Link statistics:

All links: 116

All link values: Binary

Non self-loops: 116

Non self-loop values: Binary

Self-loops: 0

Self-loop values: Binary

Component statistics:

Isolates: 0

Dyads: 0

Triads: 0

Larger sizes: 1

Larger sizes: Min: 33, Max: 33, Mean: 33, Stdev: 0

When computing measures:

Treat as symmetric: True

Ignore self-loops: Auto-detect

Treat as binary: Auto-detect

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

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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 4: Analyze the Results

A Song of Ice and Fire

The Lord of the Rings

The Mist of Avalon

The Princess Bride

Cry of the Wind

The Farseen Trilogy

Pardido Street Station

Among Others

Neuromancer

Lord of Light

A Wrinkle in Time

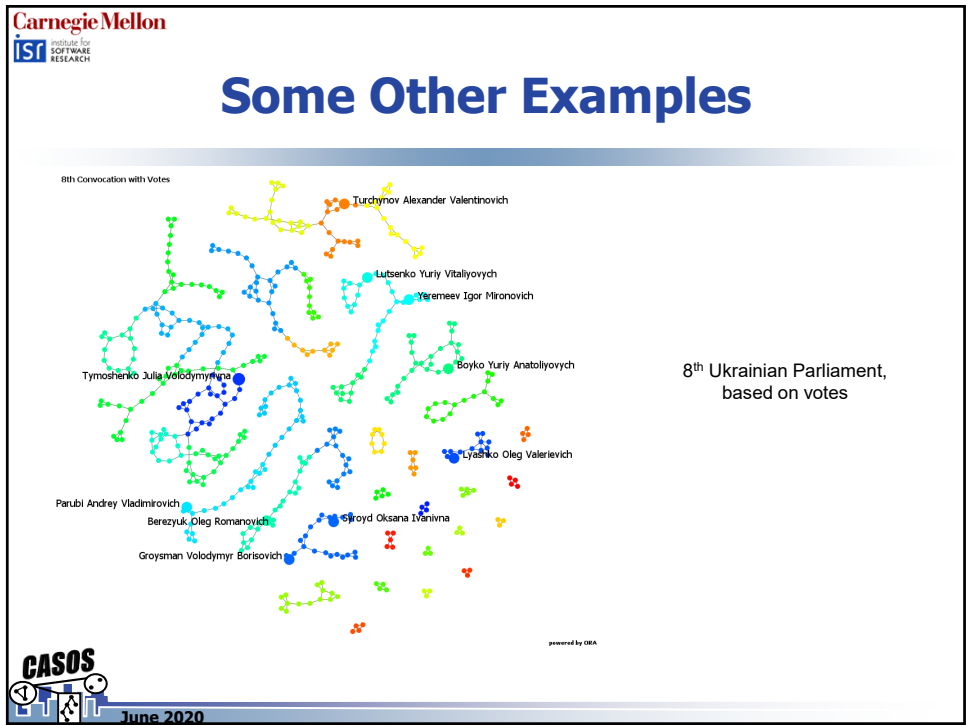
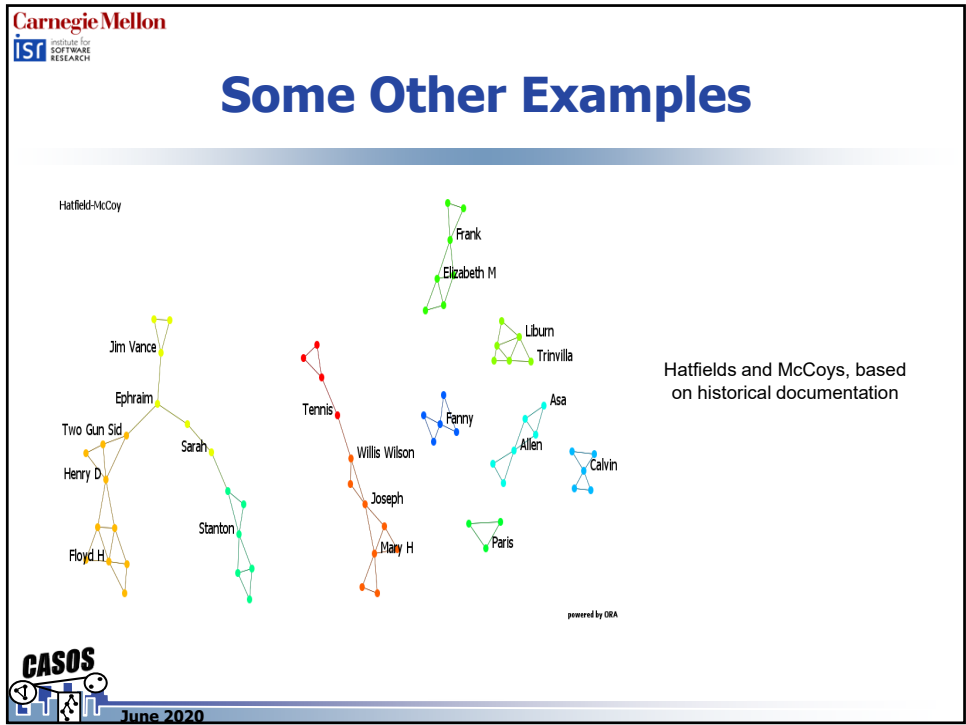
Princess of Mars

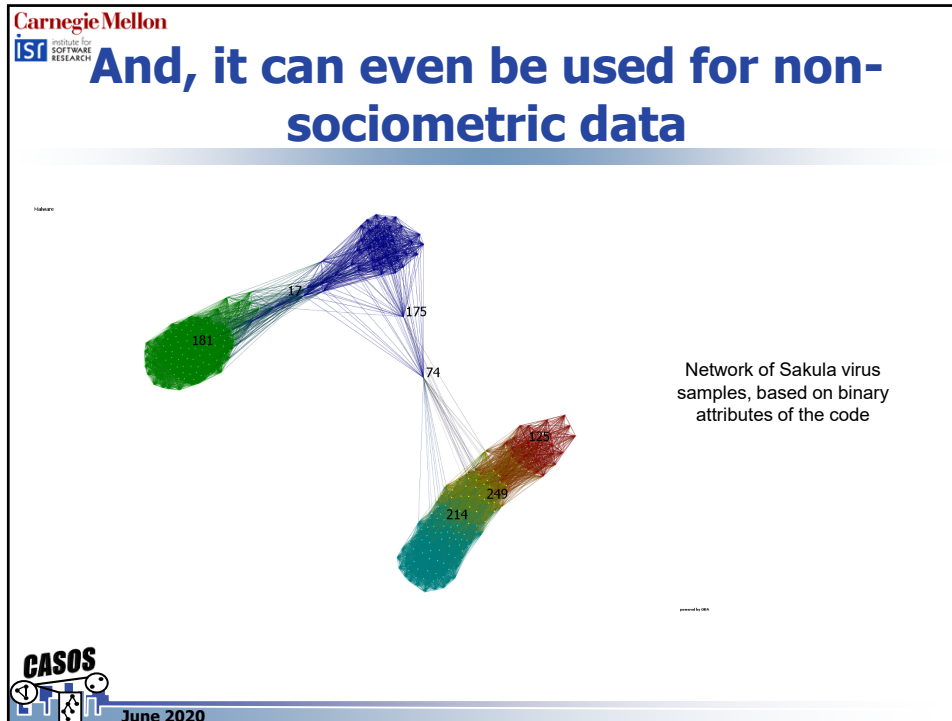
Node coloring by sub group.  
Node size by degree centrality

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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

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