CSE 258
Web Mining and Recommender Systems

Introduction
What is CSE 258?

In this course we will build models that help us to **understand data** in order to gain **insights** and make **predictions**
Examples – Recommender Systems

**Prediction:** what (star-) rating will a person give to a product? e.g. rating(julian, Pitch Black) = ?

**Application:** build a system to recommend products that people are interested in

**Insights:** how are opinions influenced by factors like time, gender, age, and location?
Examples – Social Networks

**Prediction:** whether two users of a social network are likely to be friends

**Application:** “people you may know” and friend recommendation systems

**Insights:** what are the features around which friendships form?
Examples – Advertising

**Prediction:** will I click on an advertisement?

**Application:** recommend relevant (or likely to be clicked on) ads to maximize revenue

**Insights:** what products tend to be purchased together, and what do people purchase at different times of year?
**Prediction:** what symptom will a person exhibit on their next visit to the doctor?

**Application:** recommend preventative treatment

**Insights:** how do diseases progress, and how do different people progress through those stages?
What we need to do data mining

1. Are the data associated with meaningful outcomes?
   • Are the data **labeled**?
   • Are the instances (relatively) independent?

   e.g. who likes this movie? **Yes!** “Labeled” with a rating
   e.g. which reviews are sarcastic? **No!** Not possible to objectively identify sarcastic reviews
What we need to do data mining

2. Is there a clear objective to be optimized?
   • How will we **know** if we’ve modeled the data well?
   • Can actions be taken based on our findings?

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103 of 115 people found the following review helpful

⭐⭐⭐⭐⭐ **Excellent Sci-Fi**
Pitch Black was arguably one of the most overlooked films of the early year. Although the setting of the film could seem routine to a casual viewer (space travelers stranded and bickering on a hostile planet infested with alien nasties), director David Twohy’s wonderful use of color and stylistic flourishes more than makes up for any trivial complaints.
For...

Read the full review ▶
Published on September 12, 2000 by Eric J. Pray

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e.g. who likes this movie?

How wrong were our predictions on average?

\[
\frac{1}{N} \sum_{u,i}^{N} \text{ratings}_{u,i} (r_{u,i} - \text{prediction}(u, i))^2
\]
What we need to do data mining

3. Is there enough data?
   • Are our results statistically significant?
   • Can features be collected?
   • Are the features useful/relevant/predictive?
What is CSE 258?

This course aims to teach

- How to **model** data in order to make **predictions** like those above
- How to **test** and **validate** those predictions to ensure that they are meaningful
- How to **reason about** the findings of our models (i.e., “data mining”)
What is CSE 258?

But, with a focus on applications from **recommender systems and the web**
- **Web** datasets
- Predictive tasks concerned with human **activities, behavior, and opinions**
  (i.e., recommender systems)
**Basic** data processing

- Text manipulation: count instances of a word in a string, remove punctuation, etc.
- Graph analysis: represent a graph as an adjacency matrix, edge list, node-adjacency list etc.
- Process formatted data, e.g. JSON, html, CSV files etc.
Expected knowledge

**Basic** mathematics

- Some linear algebra
  \[ Ax = y \rightarrow x = (A^T A)^{-1} A^T y \]
- Some optimization
- Some statistics (standard errors, p-values, normal/binomial distributions)
Expected knowledge

All coding exercises will be done in **Python** with the help of some libraries (numpy, scipy, NLTK etc.)
Expected knowledge

Idea with "expected knowledge" is not that you know all of these things, but rather than you learn those that you don't on your own.

See e.g. some student comments on the course:

**Comment 1:** "I felt that the first four weeks of the course was slow... similar to all ML courses taught here, they review the same material on fundamentals of data science/machine learning"

**Comment 2:** "Difficult if you have not had any machine learning/data mining experience"
The two most related classes are

• CSE 250A ("Principles of Artificial Intelligence: Probabilistic Reasoning and Decision-Making")
• CSE 250B ("Machine Learning")

None of these courses are prerequisites for each other!

• CSE 258 is more "hands-on" – the focus here is on applying techniques from ML to real data and predictive tasks, whereas 250A/B are focused on developing a more rigorous understanding of the underlying mathematical concepts
Both classes will be podcast in case you want to check out the more advanced material:

(last year’s links)

CSE158:
https://podcast.ucsd.edu/podcasts/default.aspx?PodcastId=5372

CSE258:
https://podcast.ucsd.edu/podcasts/default.aspx?PodcastId=5373
In Lectures I try to cover:

• The basic material (obviously)
• **Motivation** for the models
• **Derivations** of the models

• Code examples
• Difficult homework problems / exam prep etc.
  • **Anything else you want to discuss**
CSE 258
Web Mining and Recommender Systems

Course outline
The course webpage is available here: http://cseweb.ucsd.edu/classes/fa19/cse258-a/

This page will include data, code, slides, homework and assignments
(the previous course webpage is here): http://cseweb.ucsd.edu/classes/fa18/cse258-a/

This quarter’s content will be (roughly) similar
Course outline

This course in in two parts:

1. **Methods** (weeks 1-3):
   - Regression
   - Classification
   - Unsupervised learning and dimensionality reduction

2. **Applications** (weeks 4-):
   - Recommender systems
   - Text mining
   - Crawling data & other useful libraries
   - Social network analysis
   - Mining temporal and sequence data
   - Something else?
Week 1: Regression

• Linear regression and least-squares
  • (a little bit of) feature design
• Overfitting and regularization
  • Gradient descent
• Training, validation, and testing
  • Model selection
How can we use **features** such as product properties and user demographics to make predictions about **real-valued** outcomes (e.g. star ratings)?

How can we prevent our models from **overfitting** by favouring simpler models over more complex ones?

How can we assess our decision to optimize a particular error measure, like the MSE?
Week 2: Classification

• Logistic regression
• Support Vector Machines
• Multiclass and multilabel classification
• How to evaluate classifiers, especially in “non-standard” settings
Week 2: Classification

Next we adapted these ideas to **binary** or **multiclass** outputs.

What animal is in this image?  Will I **purchase** this product?  Will I **click on** this ad?

Combining features using naïve Bayes models

Logistic regression

Support vector machines
Week 3: Dimensionality Reduction

- Dimensionality reduction
- Principal component analysis
  - Matrix factorization
  - K-means
- Graph clustering and community detection
Week 3: Dimensionality Reduction

Principal component analysis

Community detection
Week 4: Recommender Systems

• Latent factor models and matrix factorization (e.g. to predict star-ratings)
• Collaborative filtering (e.g. predicting and ranking likely purchases)
Week 4: Recommender Systems

Rating distributions and the missing-not-at-random assumption

Latent-factor models
Week 4: Recommender Systems

User \times \text{dress} \rightarrow \text{hearts} \text{ (preference modeling)}

User \times \text{dress} \rightarrow \$ \text{ (pricing)}

User \rightarrow \text{existing items} \text{ (retrieval)}
Week 5: Text Mining

- Sentiment analysis
- Bag-of-words representations
- TF-IDF
- Stopwords, stemming, and (maybe) topic models
yeast and minimal red body thick light a Flavor sugar strong quad. grape over is molasses lace the low and caramel fruit Minimal start and toffee. dark plum, dark brown Actually, alcohol Dark oak, nice vanilla, has brown of a with presence. light carbonation. bready from retention. with finish. with and this and plum and head, fruit, low a Excellent raisin aroma Medium tan

Bags-of-Words

What we would like:

67 of 102 people found the following review helpful

by Nicky's "Nicky" (Washington, D.C.) - See all my reviews

This review is from: The Chronicles of Riddick (Widescreen Edition) (3 Stars)

Even if I have to apologize to my friends and colleagues, and my family, I have to say I am not impressed with the movie. I have come to realize that, while changing every thing, leftRiddick, the "dude who's been in Riddick. They did not change the attitude or even try to bring back his original character, which was very pleasing to "Pitch Black" fans like myself.

First off, we say that when playing the DVD, the first selection to come up is "Choose a Night", and two choices of the choices. This confused me at first, as I still wonder if the fact that they were trying different things with the film.

But even that aside, I have to say the most disappointing thing about this movie is the fact that the entire thing is a complete rip-off of the original. If you're looking for a good movie, look somewhere else. If you're looking for an entertaining action flick, this is the movie for you. I give it 3 stars out of 5.

(review of "The Chronicles of Riddick")

Topic models

Sentiment analysis
Week 6: Midterm (Nov 6)!

(More about grading etc. later)
• Power-laws & small-worlds
  • Random graph models
  • Triads and “weak ties”
• Measuring importance and influence of nodes (e.g. pagerank)
Week 7-8: Social & Information Networks

Hubs & authorities

Small-world phenomena

Power laws

Strong & weak ties
Week 9: Advertising

Matching problems

AdWords

Bandit algorithms
Week 10: Temporal & Sequence Data

• Sliding windows & autoregression
  • Hidden Markov Models
  • Temporal dynamics in recommender systems
• Temporal dynamics in text & social networks
Week 10: Temporal & Sequence Data

Topics over time

Social networks over time

Memes over time
There is **no textbook** for this class

- I will give chapter references from *Bishop: Pattern Recognition and Machine Learning*
- I will also give references from Charles Elkan’s notes ([http://cseweb.ucsd.edu/classes/fa18/cse258-a/files/elkan_dm.pdf](http://cseweb.ucsd.edu/classes/fa18/cse258-a/files/elkan_dm.pdf))
Evaluation

- There will be **four** homework assignments worth 8% each. Your **lowest grade** will be dropped, so that 4 homework assignments = 24%
- There will be a midterm in week 6, worth 26%
- One assignment on recommender systems (after week 5), worth 25%
- A short open-ended assignment, worth 25%
Evaluation

HW = 24%
Midterm = 26%
Assignment 1 = 25%
Assignment 2 = 25%

Actual goals:
• Understand the basics and get comfortable working with data and tools (HW)
• Comprehend the foundational material and the motivation behind different techniques (Midterm)
• Build something that actually works (Assignment 1)
• Apply your knowledge creatively (Assignment 2)
Evaluation

• Homework should be delivered by the beginning of the Monday lecture in the week that it’s due
• All submissions will be made electronically (instructions will be in the homework spec, on the class webpage)
Schedule (subject to change but hopefully not):
Week 1: Hw 1 out
Week 3: Hw 1 due, Hw2 out
Week 5: Hw 2 due, Hw3 out, Assign. 1 out
Week 6: midterm
Week 7: Hw 3 due, Hw4 out, Assign. 2 out
Week 8: Assignment 1 due
Week 9: Hw4 due
Week 10: Assignment 2 due
Previous assignments...
Assignment 1

- Prediction tasks on Amazon clothing data, run as a competition on Kaggle

Rating prediction

Purchase prediction

Helpfulness prediction
Assignment 1

- We’ll do something similar this year, but on Goodreads (probably?) data
Assignment 2

Raw rating data  binned regression  dual regression

"inflection" point

Andrew Prudhomme – “Finding the Optimal Age of Wine”
Assignment 2

ratings vs. time

ratings vs. review length

Ruogu Liu – “Wine Recommendation for CellarTracker”
Assignment 2

Ben Braun & Robert Timpe – “Text-based rating predictions from been and wine reviews”
User age

Rating vs. age

Aroma vs. age

Day of week vs. age

Year vs. age

Hour of day vs. age

Category vs. age

Joseph Luttrell, Spenser Cornett
Assignment 2

Figure 3: Restaurant Ratings

Figure 6: Average rating per location

Diego Cedillo & Idan Izhaki – “User Score for Restaurants Recommendation System”
Assignment 2

\[ \hat{r}_{ui} = \mu + b_u + b_i + (q_i + \frac{1}{|M(i)|} \sum_{n \in M(i)} |s_n|) T_p_u \]

set of geographic neighbours
impact of neighbours

Long Jin & Xinchi Gu – “Rating Prediction for Google Local Data”
Assignment 2

Mohit Kothari & Sandy Wiraatmadja – “Reviews and Neighbors Influence on Performance of Business”

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<th>“Fitness”</th>
<th>“Italian Restaurants”</th>
<th>“Airport &amp; Rentals”</th>
<th>“Computer Repairs”</th>
<th>“Mexican”</th>
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<td>small</td>
<td>company</td>
<td>bought</td>
<td>asada</td>
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Wikispeededia navigation traces:

![Diagram of navigation traces]

**Figure 5: Graph of a complete path**

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<tr>
<th></th>
<th>Average Click</th>
<th>Average Time</th>
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<td>4.72</td>
<td>158.27</td>
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<tr>
<td>Finished Path Back</td>
<td>6.75</td>
<td>158.31</td>
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<tr>
<td>Unfinished Path</td>
<td>2.97</td>
<td>835.29</td>
</tr>
<tr>
<td>Unfinished Path Back</td>
<td>5.2</td>
<td>836.00</td>
</tr>
</tbody>
</table>

Shelby Thomas & Moein Khazraee – “Determining Topics in Link Traversals through Graph-Based Association Modeling”
Assignment 2

Images from Chictopia

Power laws!

Tags: electric, every day, summer, cute, T-shirt, chic

Clothes: Chartreuse Uniqlo Socks, Light Blue Uniqlo T-Shirt, Bubble Gum Tie-Ups Belt, White Christian Louboutin Heels

User Information: 1369 friends, 15 followees, 2245 fans

Popularity: 129 votes, 62 comments, 15 bookmarks

Wei-Tang Liao & Jong-Chyi Su – “Image Popularity Prediction on Social Networks”
Crime (Chicago)

Over 15 years

Over 7 years

Hour of the day

Goal: to predict the number of incidents of crime on a given day

Joshua Wheeler, Nathan Moreno, Anjali Kanak
Predicting Taxi Tip-Rates in NYC

(data from archive.org)

(pickup and dropoff)

Distance, time taken, speed, and time of day (also on geo)

Sahil Jain, Alvin See, Anish Shandilya
TAs will do most of the grading, and run office hours (in addition to my own)
Office hours

• I will hold office hours on Tuesday mornings (9:30am-1:00pm, CSE 4102)
• TA office hours will be held throughout the week (exact time and location will be posted to the class webpage & Piazza)
Most announcements will be posted to Piazza

https://piazza.com/ucsd/fall2019/cse258/home

please participate!