

1. Sean x_j, h_j las j -ésimas cols. de X y H

$$\begin{aligned}\|x_j - Wh_j\|_2^2 &= (x_j - Wh_j)^T (x_j - Wh_j) \\ &= x_j^T x_j + \underline{(Wh_j)^T (Wh_j) - 2x_j^T (Wh_j)} \quad q(y)\end{aligned}$$

$$\begin{aligned}q(y) &= (Wh_j)^T (Wh_j) - 2x_j^T (Wh_j) \\ &= h_j^T (W^T W) h_j - 2(W^T x_j)^T h_j \\ &= \frac{1}{2} h_j (2W^T W) h_j - 2(W^T x_j)^T h_j\end{aligned}$$

$$\Rightarrow Q = 2W^T W, c = -2(W^T x_j)$$

2. Sean x_i, w_i las i -ésimas filas de X y W
(x_i, w_i vectores columna)

$$\|x_i - H^T w_i\|_2^2 = x_i^T x_i + \underline{(H^T w_i)^T (H^T w_i) - 2x_i^T (H^T w_i)} \quad q(y)$$

$$\begin{aligned}q(y) &= w_i^T (H H^T) w_i - 2(H x_i)^T w_i \\ &= \frac{1}{2} w_i (2H H^T) w_i - 2(H x_i)^T w_i\end{aligned}$$

$$\Rightarrow Q = 2H H^T, c = -2(H x_i)$$