

# AliGraph: An Extremely Large Scale Graph Representation Learning in Practice

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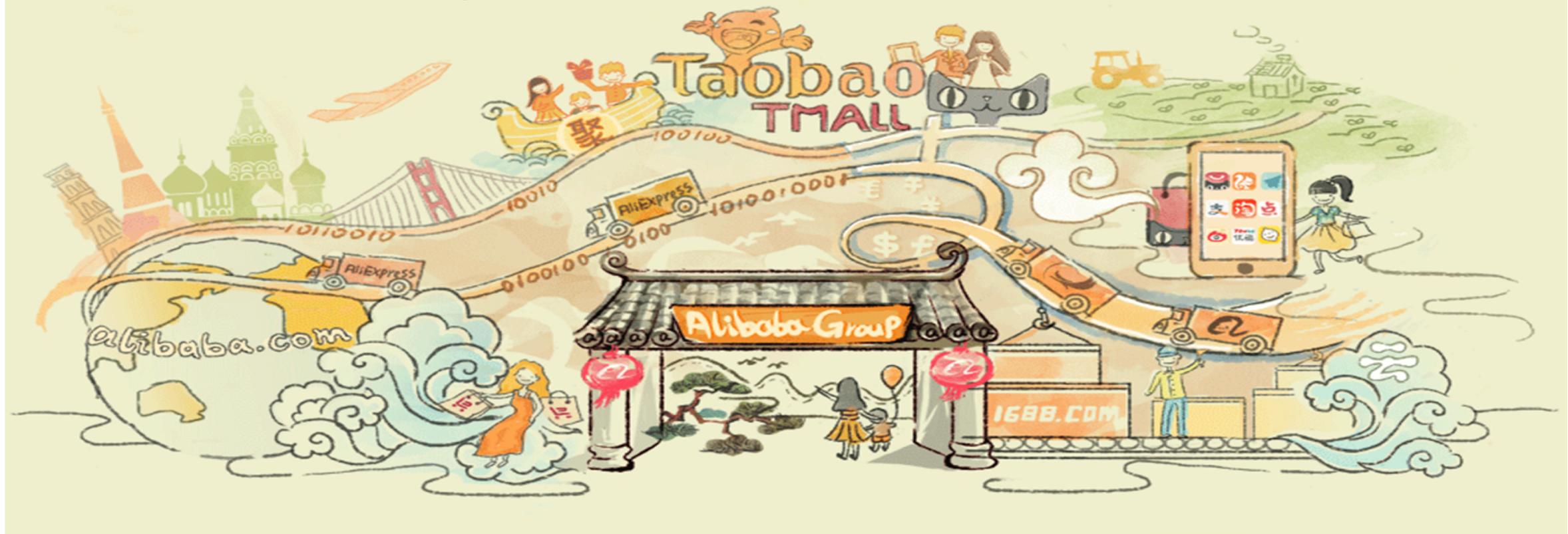
## Part 1 : About Alibaba

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# Our Mission



让天下没有难做的生意  
*To make it easy to do business anywhere*



# Our Vision



## MEET

Enabling millions of commercial  
and  
social interactions



## WORK

Empowering our customers with  
data and infrastructure to manage  
their business



## LIVE

To become central to the  
everyday lives of our customers



@ Alibaba

# Alibaba Ecosystem



TECHNOLOGY



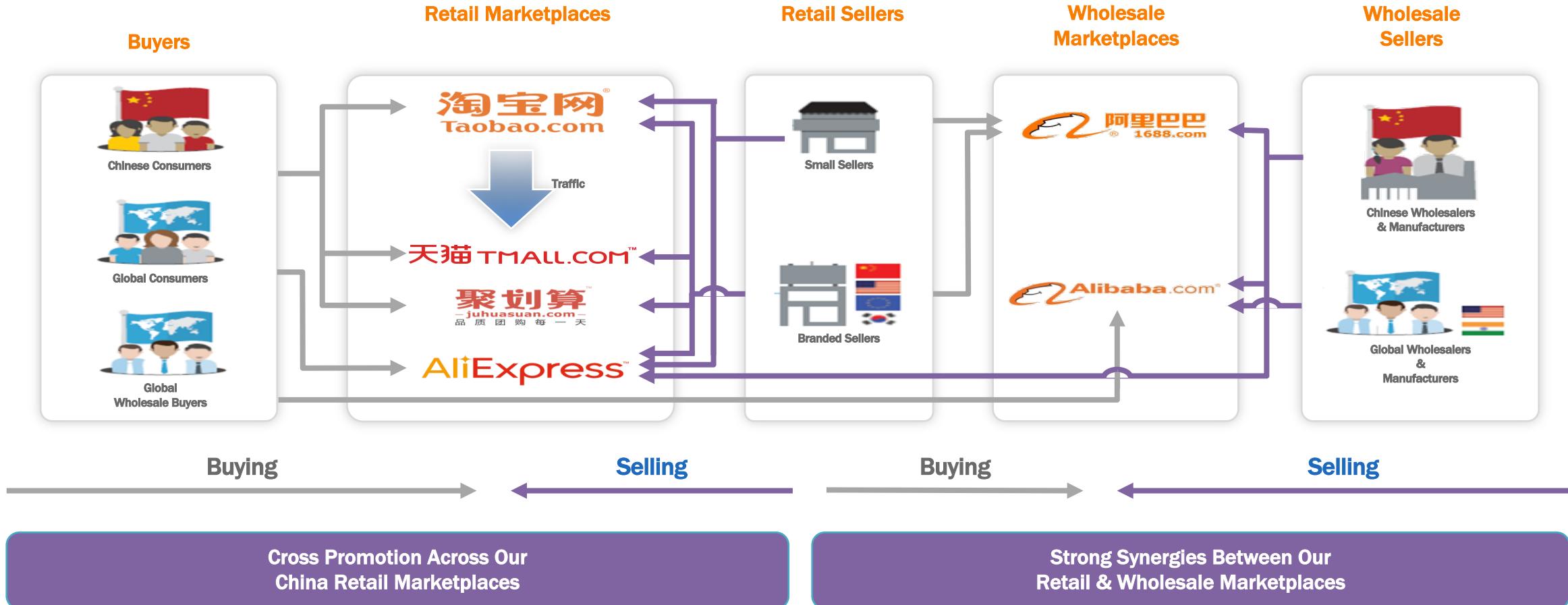
CLOUD COMPUTING

DATA



OPERATING SYSTEM

# Our Marketplaces are Networked



## Part 2 : Why GE and Two works

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# Why Graph and Graph Embedding?



- Graph computing models are very popular in big data companies, especially IT companies, as they are the most straightforward solutions to many practical problems
- Traditional recommendation and CTR/CVR prediction problems can be equivalently modeled with the attributed user-item bipartite graphs
- Objective functions are more general: global optimization vs conditional independent optimization
- Introducing high-level proximity samples and their modeling brings both risks (e.g., noise) and benefits (e.g., more generalization and exploration, predictive graph changes)
- Pure deep learning is mature, graph embedding that combines both deep learning and graph computing integrating end-to-end learning with inductive reasoning, which is expected to solve the relational reasoning that deep learning cannot perform<sup>[1]</sup>.

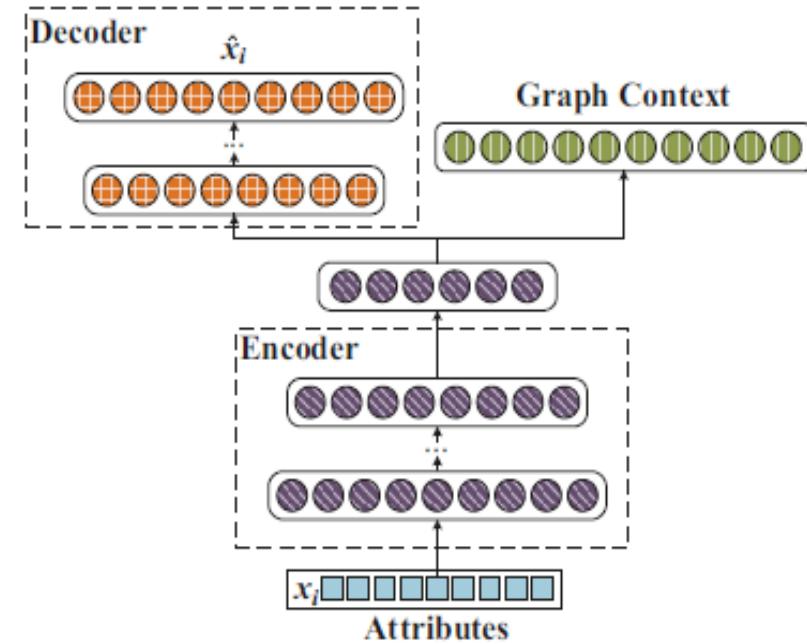
<sup>[1]</sup> Relational inductive biases, deep learning and graph networks, Battaglia etc, arxiv, 2018.

# Representative Work: Graph Embedding in Fraud Detection<sup>[1]</sup>



Challenges of mobile fraud detection:

- Billions of mobile logging records per day
- Device ids are missing
- Devices are abnormal:
  - Dual sim cards dual standby: one device has two imei, imsi<sup>[2]</sup> with random switching
  - Replace the sim card: one device corresponds to multiple imsi
  - System Restore: One device corresponds to multiple device ids
  - Simulator: One device corresponds to a large number of device ids
  - Cottage machine: a large number of devices share one same id
- Devices contain rich attributes



We propose a distributed deep learning-based representation learning model, ANRL, which maps nodes in the graph to representation vectors in low-dimensional space to facilitate subsequent processing of related tasks

- Combining both network structure and node attribute information to better maintain network characteristics
- Neural networks can mine deeper correlations between the two

<sup>[1]</sup> ANRL: Attributed Network Representation Learning via Deep Neural Networks, IJCAI 2018

<sup>[2]</sup> imei: international mobile equipment identity; imsi: international mobile subscriber identity

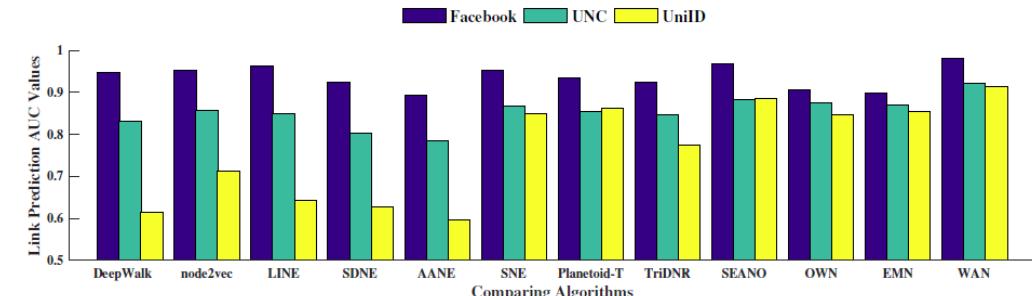
# Representative Work: Graph Embedding in Fraud Detection



- Objective Functions:

$$\begin{aligned}
 \mathcal{L} &= \mathcal{L}_{sg} + \alpha \mathcal{L}_{ae} + \beta \mathcal{L}_{reg} \\
 &= - \sum_{i=1}^n \sum_{c \in C} \sum_{-b \leq j \leq b, j \neq 0} \log \frac{\exp(\mathbf{u}_{i+j}^T \mathbf{y}_i^{(K)})}{\sum_{v=1}^n \exp(\mathbf{u}_v^T \mathbf{y}_i^{(K)})} \\
 &+ \alpha \sum_{i=1}^n \|\hat{\mathbf{x}}_i - T(v_i)\|_2^2 + \frac{\beta}{2} \sum_{k=1}^K (\|\mathbf{W}^{(k)}\|_F^2 + \|\hat{\mathbf{W}}^{(k)}\|_F^2)
 \end{aligned}$$

- Existing methods generally incorporate attribute information into representation learning by matrix decomposition or by adding auxiliary nodes. This shallow level model can't capture the deep inner relationship between the two.
- Compared with the existing state-of-the-art method, our model ANRL has a certain degree of improvement in tasks such as ink prediction and node classification by using the deep learning model.



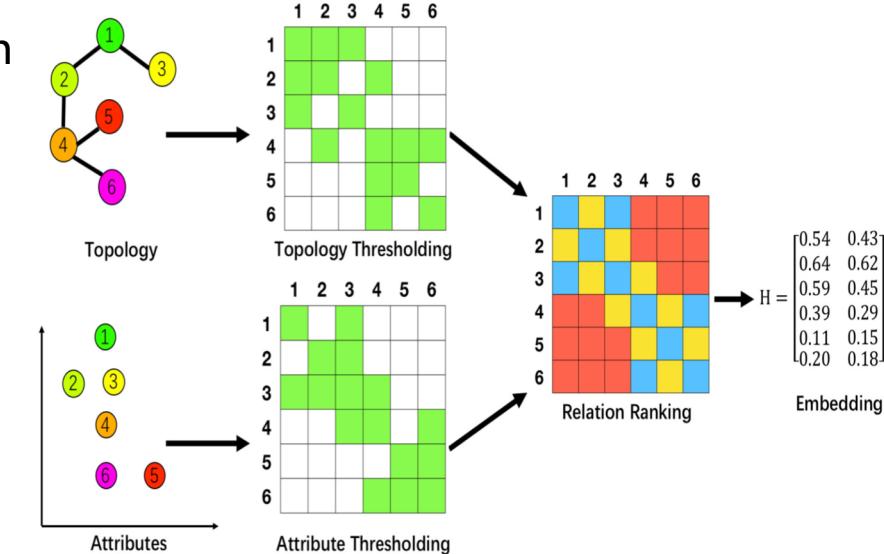
Datasets	Citeseer		Pubmed		Fraud Detection	
	Evaluation	Micro-F1	Macro-F1	Micro-F1	Macro-F1	Micro-F1
SVM	0.667	0.626	0.856	0.855	0.725	0.719
autoencoder	0.630	0.565	0.792	0.800	0.732	0.726
DeepWalk	0.583	0.534	0.809	0.795	0.509	0.464
node2vec	0.607	0.561	0.815	0.802	0.571	0.519
LINE	0.542	0.512	0.766	0.749	0.659	0.654
SDNE	0.569	0.528	0.699	0.677	0.662	0.656
AANE	0.579	0.541	0.784	0.765	0.654	0.643
SNE	0.632	0.615	0.803	0.797	0.662	0.654
Planetoid-T	0.656	0.594	0.851	0.847	0.692	0.693
TriDNR	0.633	0.587	0.843	0.824	0.686	0.685
SEANO	0.713	0.662	0.859	0.848	0.703	0.704
ANRL-OWN	0.652	0.606	0.842	0.845	0.724	0.720
ANRL-EMN	0.716	0.668	0.865	0.867	0.733	0.731
ANRL-WAN	<b>0.729</b>	<b>0.673</b>	<b>0.876</b>	<b>0.871</b>	<b>0.759</b>	<b>0.755</b>

# Representative Work: Graph Embedding in Entity Recognition<sup>[1]</sup>



Challenges of mobile entity recognition:

- Data contains large-scale sparse network structure information and rich attribute information
- Both information can be used to describe the relationship among the nodes, however distance measures of the two are probably not monotonically increasing or decreasing of the same nodes
- Consider a non-positive relationship, we can capture more information to help improve the learning performance



We propose to investigate attributed network embedding through taking uncorrelation between topology structure and attribute into account and make the following contributions.

- We recognize the uncorrelation phenomenon between topology structure and attribute which affects the actual proximity among nodes in the embedding space.
- We propose a Personalized node Relation Ranking Embedding (PRRE) model such that the resulting network embedding can capture the uncorrelation as well as preserve good proximity among nodes.
- Sampling with Mini-batch Gradient Descent for efficient iteration and update.

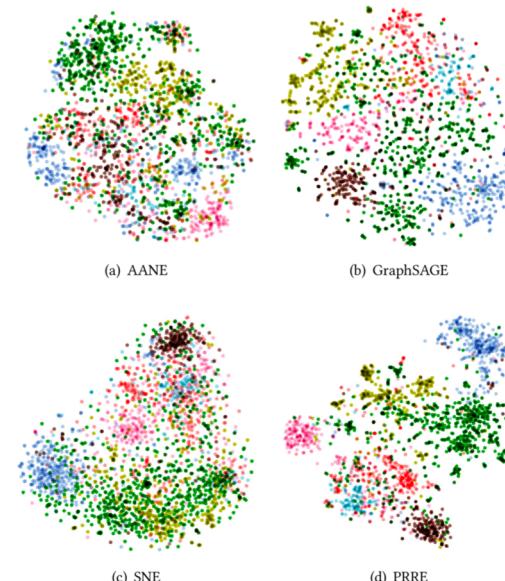
<sup>[1]</sup> PRRE: Personalized Relation Ranking Embedding for Attributed Networks, CIKM 2018

# Representative Work: Graph Embedding in Entity Recognition

- Objective function and algorithm framework

$$\mathcal{J}(H, \theta_T, \theta_A) = \prod_{i \in \mathcal{V}} \left( \prod_{p \in P} \prod_{a \in A} P(p \geq_i a | \theta_A, \theta_T, H) \right. \\ \left. \prod_{a \in A} \prod_{n \in N} P(a \geq_i n | \theta_A, \theta_T, H) \right).$$

$$\begin{aligned} \mathcal{J}(H, \theta_T, \theta_A) &= \ln \mathcal{J}(H, \theta_T, \theta_A) - \lambda_h \sum_{i \in \mathcal{V}} \|h_i\|^2 \\ &= \sum_{i \in \mathcal{V}} \left( \sum_{p \in P} \sum_{a \in A} \frac{1}{1 + g(\theta_T, \theta_A)} \ln \frac{\sigma_{ip} - \sigma_{ia} + 1}{2} + \right. \\ &\quad \left. \sum_{a \in A} \sum_{n \in N} \frac{1}{1 + g(\theta_T, \theta_A)} \ln \left[ \frac{\sigma_{ia} - \sigma_{in} + 1}{2} \right] \right) - \lambda_h \sum_{i \in \mathcal{V}} \|h_i\|^2 \end{aligned}$$



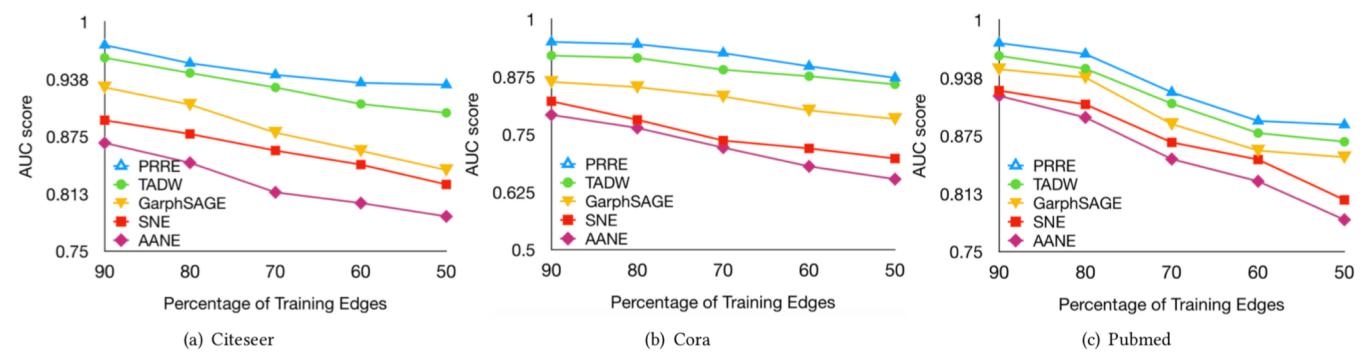
Nodes are mapped into the 2-D space using t-SNE with learned embeddings

## Algorithm 1 PRRE for attributed networks

**Input:**  $G = \{\mathcal{V}, E, A\}, d$

**Output:**  $H \in R^{n \times d}$

- 1: Compute similarity matrix  $S_A \in R^{n \times n}$  and  $S_T \in R^{n \times n}$  using selected similarity measure
- 2: Initialize  $\theta_A, \theta_T$  and  $H \sim U(0, 1)$
- 3: **while**  $t < \text{max\_iter}$  and  $\Delta \mathcal{J} < \epsilon$  **do**
- 4:     Sample batch  $B$  with size  $s$ ,
- 5:     **for**  $v_i \in \mathcal{V}$  **do**
- 6:         Compute Positive/Ambiguous/Negative pairs using current thresholds  $\theta_T, \theta_A$
- 7:     **end for**
- 8:     Compute the gradients for  $h_i, h_p, h_a, h_n$  by Equation [13], [14], [15], [16].
- 9:     Update  $H$  by Equation [19]
- 10:    Compute the gradients for  $\theta_T, \theta_A$  by Equation [17], [18].
- 11:    Update  $\theta_T, \theta_A$  by Equation [19]
- 12: **end while**



# Other Graph Embedding Representative Works



1. Subgraph-augmented Path Embedding for Semantic User Search on Heterogeneous Social Network, WWW, 2018.
2. ANRL: Attributed Network Representation Learning via Deep Neural Networks, IJCAI, 2018.
3. Adversarial Detection with Model Interpretation. **KDD, 2018.**
4. SPARC: Self-Paced Network Representation for Few-Shot Rare Category Characterization. **KDD, 2018.**
5. Mobile access record resolution on large-scale identifier-linkage graphs. **KDD, 2018.**
6. Interactive Paths Embedding for Semantic Proximity Search on Heterogeneous Graphs. **KDD, 2018.**
7. PRRE: Personalized Relation Ranking Embedding for Attributed Network. 27th ACM International Conference on Information and Knowledge Management (CIKM), 2018.
8. Heterogeneous Embedding Propagation for Large-scale E-Commerce User Alignment, 2018 IEEE International Conference on Data Mining (ICDM), 2018
9. Local Algorithm for User Action Prediction Towards Display Ads. 23rd ACM SIGKDD Conference on Knowledge Discovery and Data Mining (**KDD, 2017.**)
10. Hybrid Framework for Text Modeling with Convolutional RNN. 23rd ACM SIGKDD Conference on Knowledge Discovery and Data Mining (**KDD, 2017.**)
11. Bayesian Heteroscedastic Matrix Factorization for Conversion Rate Prediction. 26th ACM International Conference on Information and Knowledge Management (CIKM), 2017.
12. Will Triadic Closure Strengthen Ties in Social Networks?, ACM Transactions on Knowledge Discovery from Data (TKDD), 2017.

## Part 3 : PAI - AliGraph Algorithm System

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# PAI : Alibaba Machine Learning Platform of AI



odps\_for\_test

Recently open jiewang\_bank\_data\_predict

Experiment's properties

Create date 2016-02-29 16:23:40

Name jiewang\_bank\_data\_predict

Description Type in description

Search

Experiment

Data Source

Component

Model

Setting

basedemo...

Workspace

English

Help

Favorite

Data Source / Target

Data Preprocessing

Feature Engineering

Statistics

Modeling

- Binary Classification
- Multi-classification
- Clustering
- Regression
- Recommendation

Evaluation

- confusion matrix
- multi classification e...
- binary classifi...
- regression model ev...

Prediction

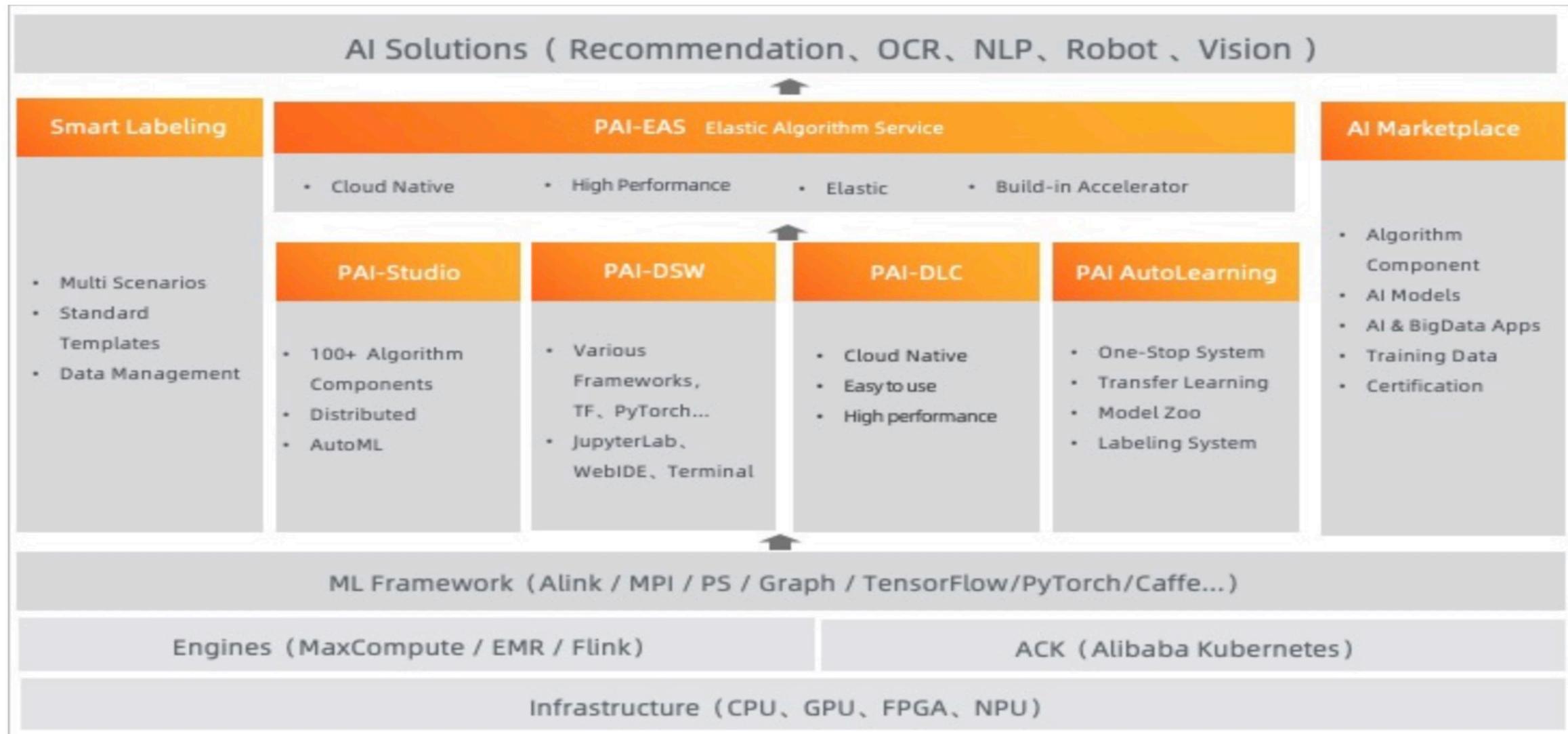
- Text Analysis
- Network Analysis
- Tools
- Deprecated

Execute Reports

The diagram illustrates a machine learning pipeline. It starts with a 'jiewang\_ban...' component, which feeds into a 'Split-2' component. The 'Split-2' component branches into two paths. The left path leads to 'RF-y-1', which then feeds into 'Prediction-1'. The right path leads to 'LR-y-1', which then feeds into 'Prediction-2'. Both 'Prediction-1' and 'Prediction-2' lead to separate 'binary classi...' components.



Platform of  
Artificial Intelligence



# PAI-AliGraph Algorithm Framework

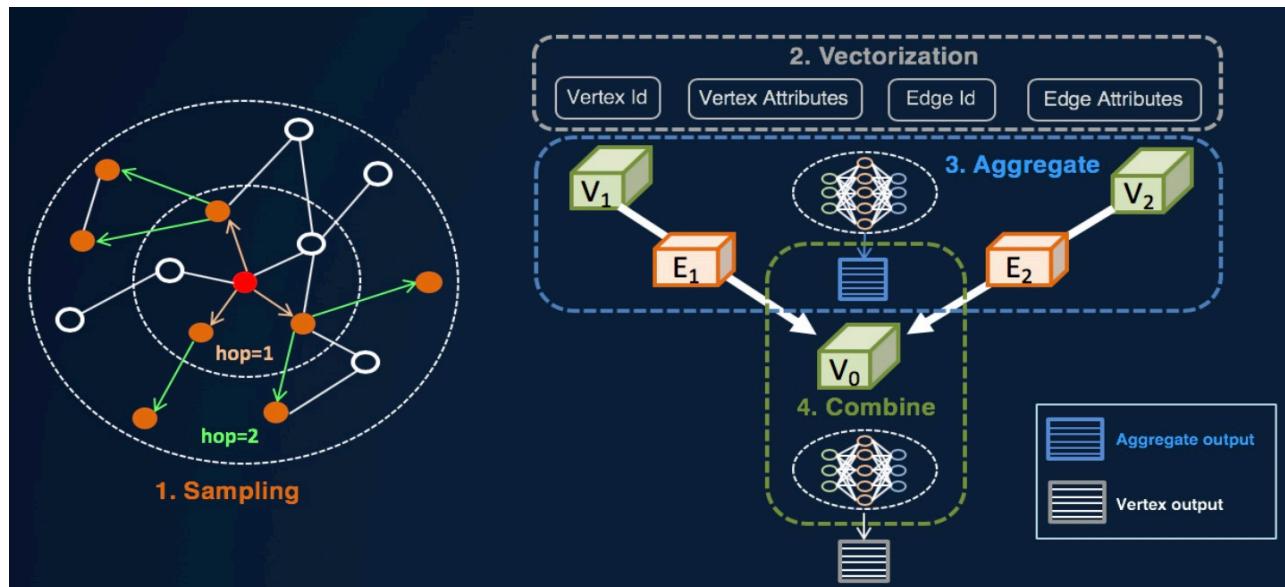


## Algorithm 1: GNN Framework

**Input:** network  $\mathcal{G}$ , embedding dimension  $d \in \mathbb{N}$ , a vertex feature  $\mathbf{x}_v$  for each vertex  $v \in \mathcal{V}$  and the maximum hops of neighbors  $k_{max} \in \mathbb{N}$ .

**Output:** embedding result  $\mathbf{h}_v$  of each vertex  $v \in \mathcal{V}$

```
1  $\mathbf{h}_v^{(0)} \leftarrow \mathbf{x}_v$ 
2 for  $k \leftarrow 1$  to  $k_{max}$  do
3   for each vertex  $v \in \mathcal{V}$  do
4      $S_v \leftarrow \text{SAMPLE}(Nb(v))$ 
5      $\mathbf{h}'_v \leftarrow \text{AGGREGATE}(\mathbf{h}_u^{(k-1)}, \forall u \in S)$ 
6      $\mathbf{h}_v^{(k)} \leftarrow \text{COMBINE}(\mathbf{h}_v^{(k-1)}, \mathbf{h}'_v)$ 
7   normalize all embedding vectors  $\mathbf{h}_v^{(k)}$  for all  $v \in \mathcal{V}$ 
8  $\mathbf{h}_v \leftarrow \mathbf{h}_v^{(k_{max})}$  for all  $v \in \mathcal{V}$  return  $\mathbf{h}_v$  as the embedding result for all  $v \in \mathcal{V}$ 
```



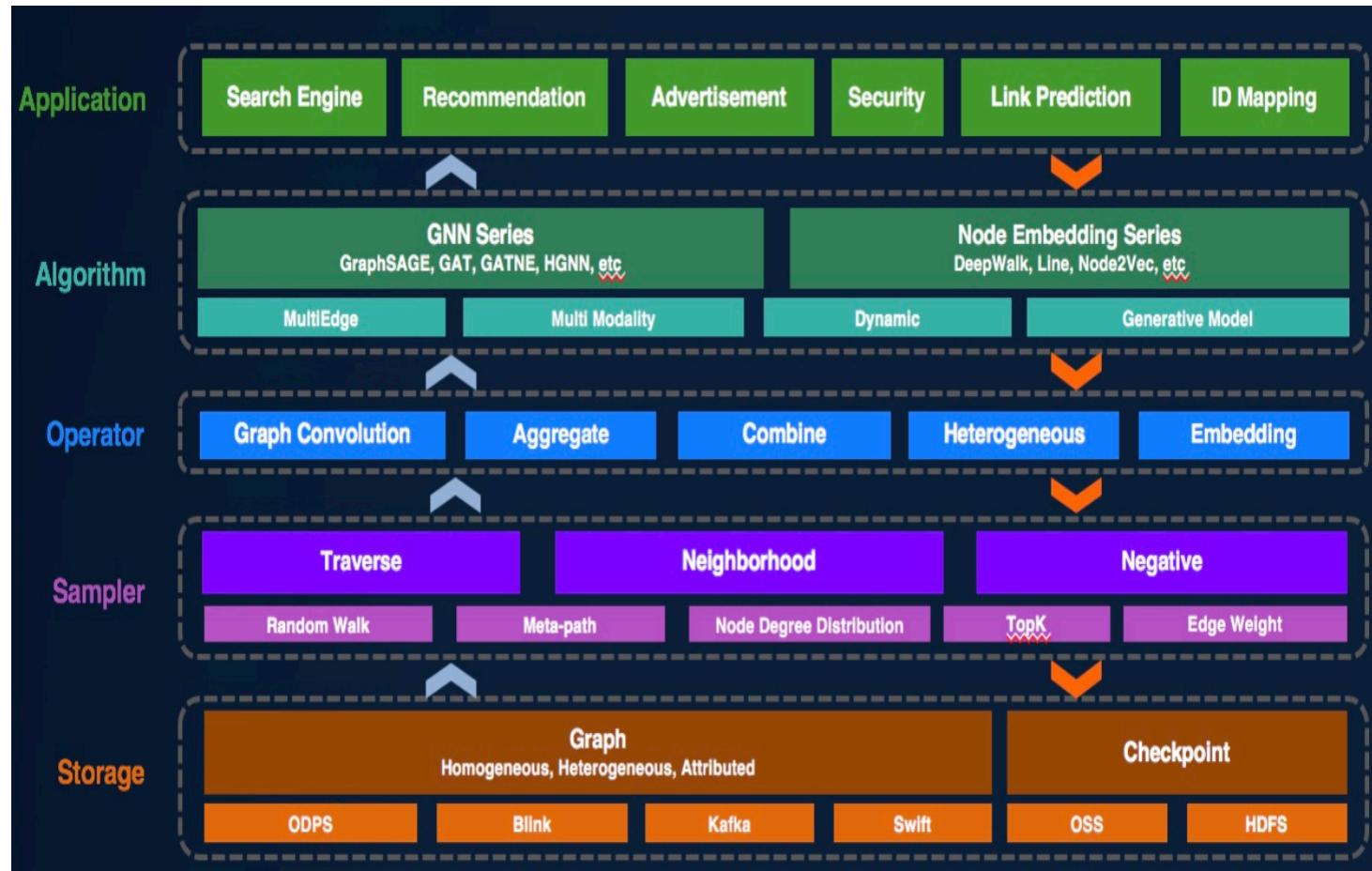
- Business needs to carry out more model innovations based on the AliGraph Algorithm Framework

- Need more flexible programming framework to support algorithm innovation
  - PAI Tensorflow

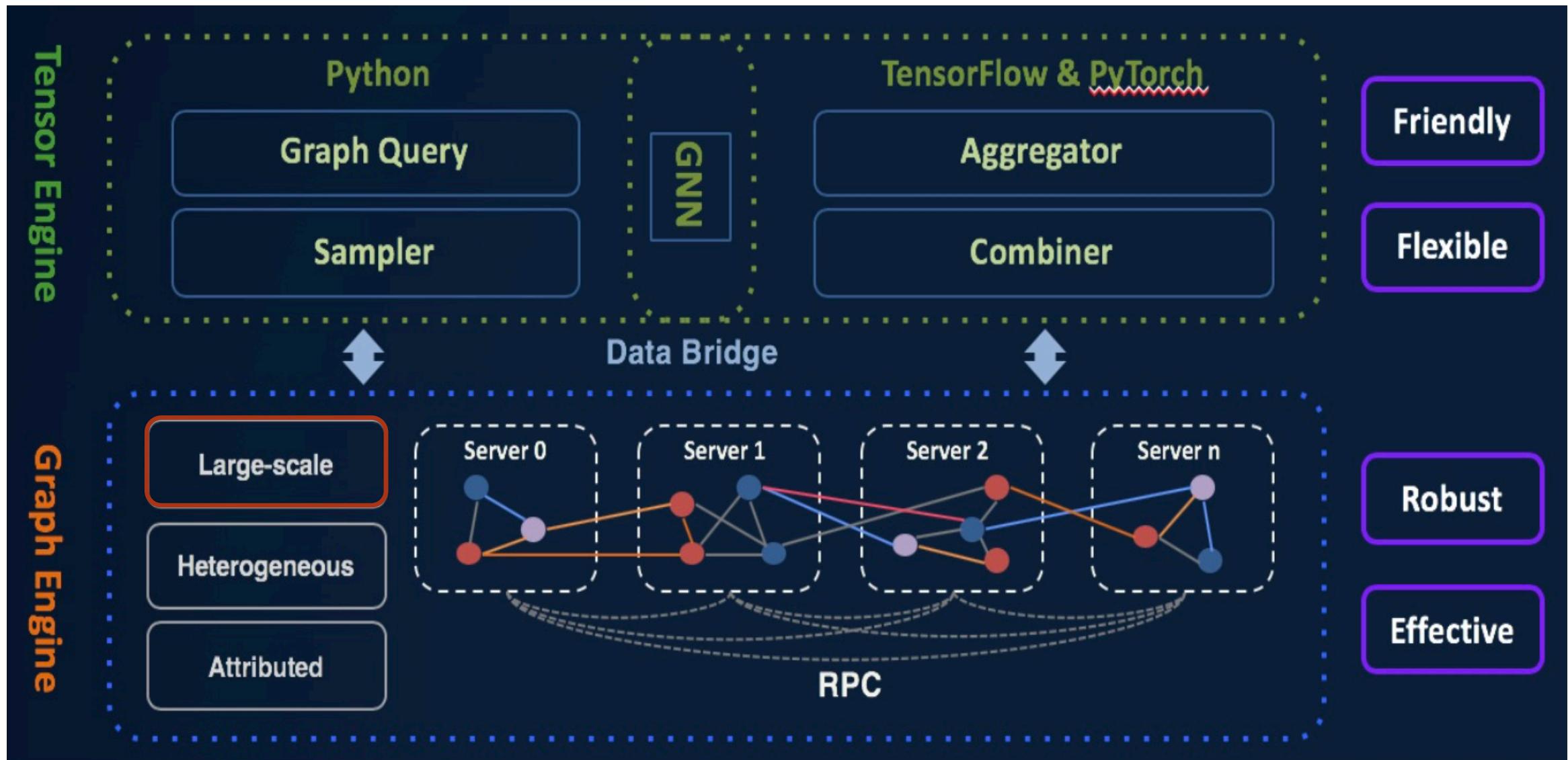
# AliGraph-System Overview



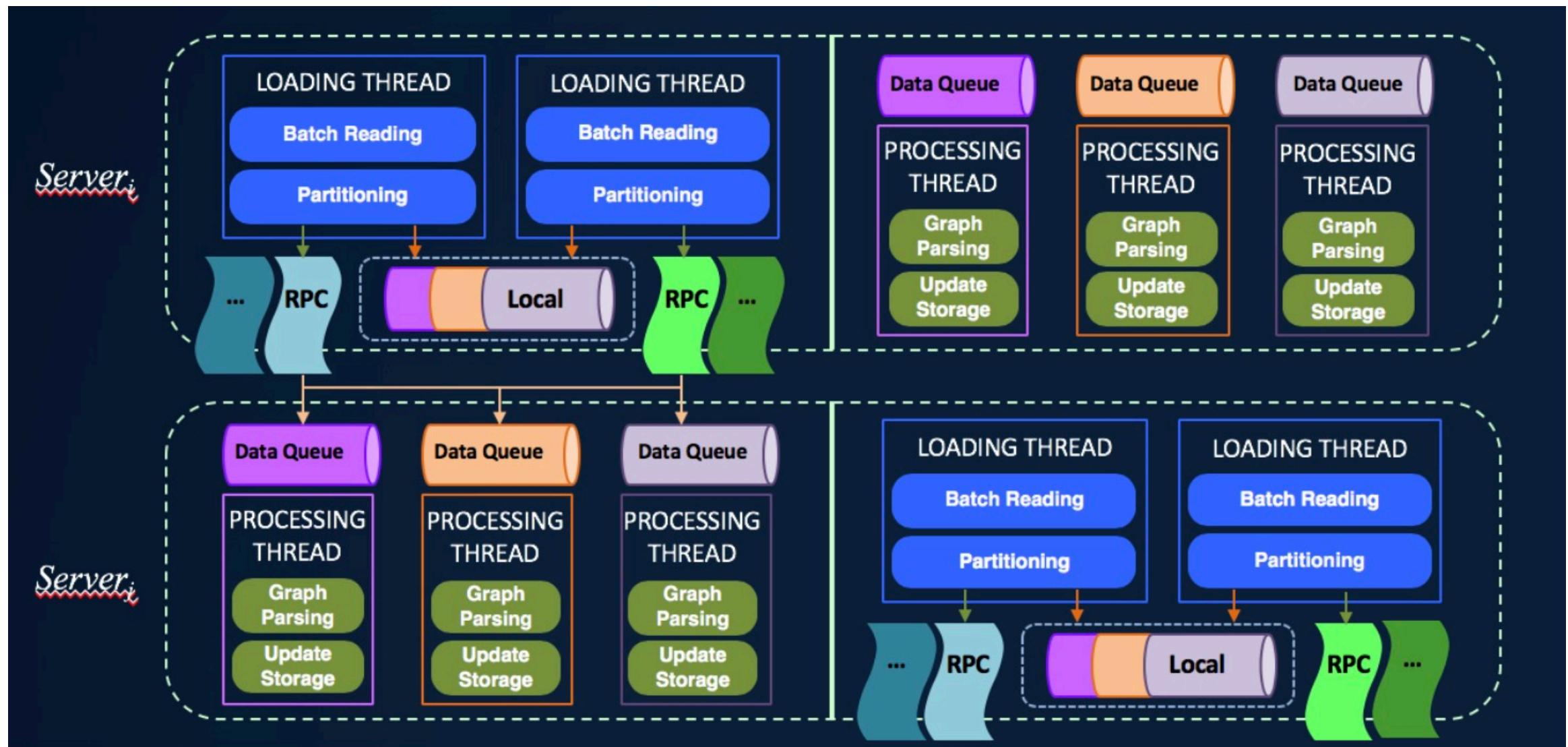
- Graph storage + sampling + operator need to be tightly combined for deep learning together



- Aligraph Algorithm Framework based on PAI-Tensorflow extension
  - Use TF's flexible composition method
  - Use TF's good design structure for effective expansion
  - Most of the existing algorithm innovations are based on TF



# AliGraph-Graph Building

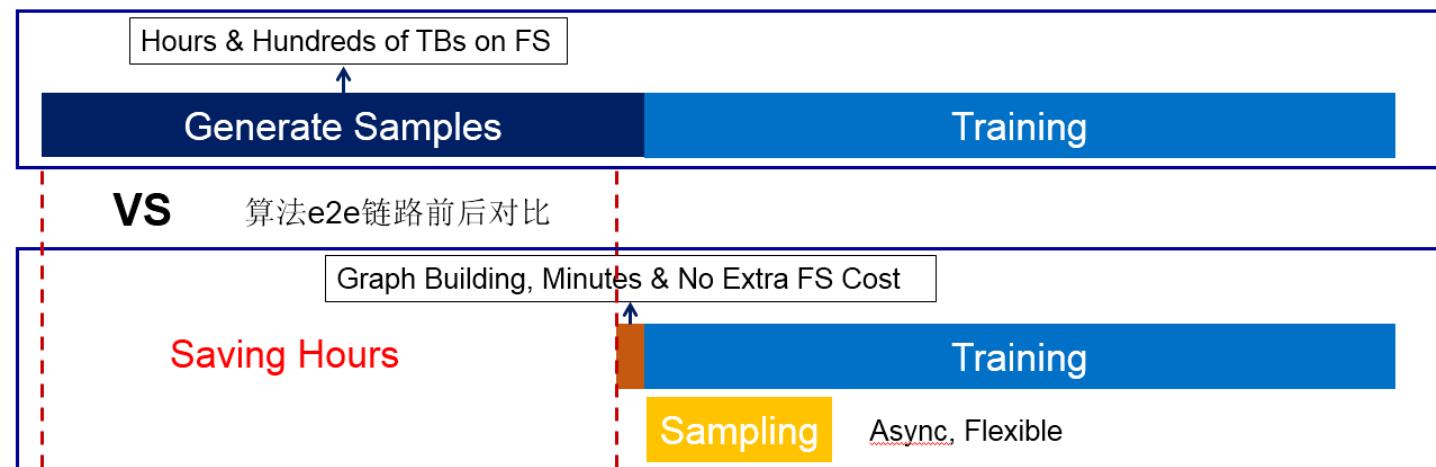


# Sample

- Various sampling modes require flexible support
- Provide traverse, neighborhood, negative three ways
- Overlap sampling and calculation

```
Define a TRAVERSE sampler as s1  
Define a NEIGHBORHOOD sampler as s2  
Define a NEGATIVE sampler as s3  
...
```

```
def sampling(s1, s2, s3, batch_size):  
    vertex = s1.sample(edge_type, batch_size)  
    # hop_nums contains neighbor count at each hop  
    context = s2.sample(edge_type, vertex, hop_nums)  
    neg = s3.sample(edge_type, vertex, neg_num)  
    return vertex, context, neg
```

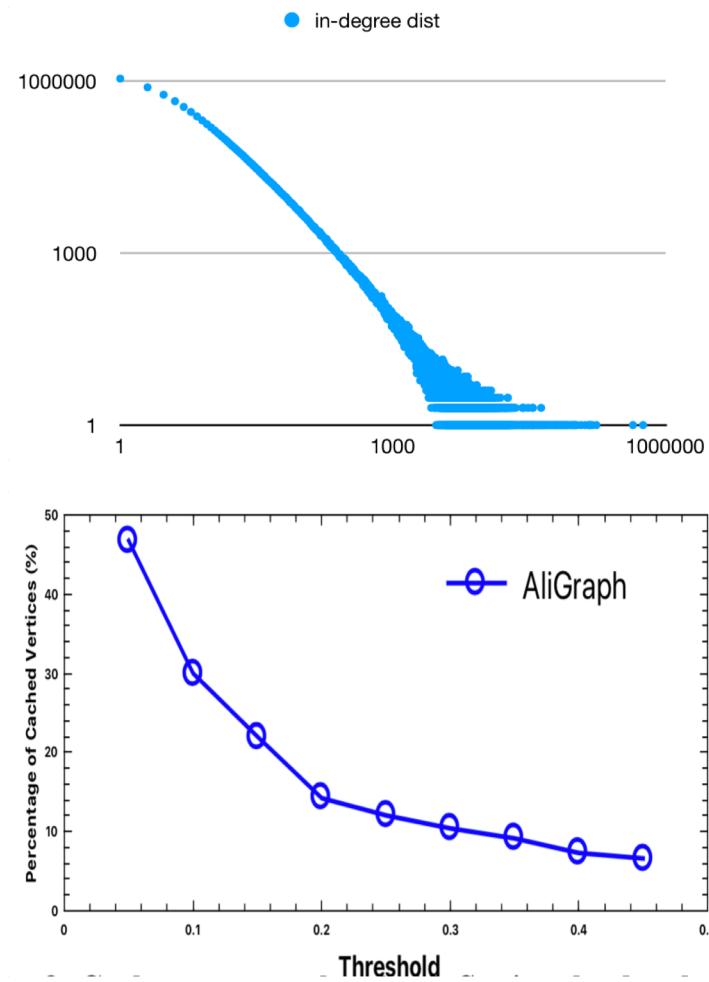


# Graph Storage ( Memory Representation )



- Tens of billions of edge relations
- The adjacency relationship is the basis of the GNN algorithm, and locality needs to be fully utilized
- Tradeoff between data fragmentation and communication
  - Effective caching strategy: importance metric based on vertices
- Easy to traverse and sample by batch

# Cache/Memory Strategy

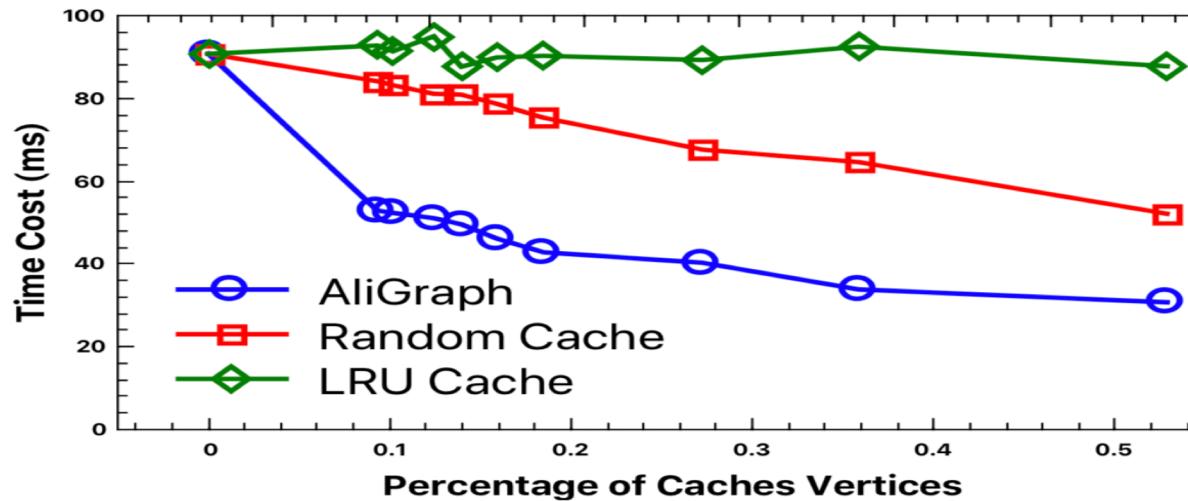


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**Input:** graph  $\mathcal{G}$ , partition number  $p$ , cache depth  $h$ , threshold  $\tau_1, \tau_2, \dots, \tau_h$   
**Output:**  $p$  subgraphs

```
1 Initialize  $p$  graph servers
2 for each edge  $e = (u, v) \in \mathcal{E}$  do
3      $j = \text{ASSIGN}(u)$ 
4     Send edge  $e$  to the  $j$ -th partition
5 for each vertex  $v \in V$  do
6     for  $k \leftarrow 1$  to  $h$  do
7         Compute  $D_i^{(k)}(v)$  and  $D_o^{(k)}(v)$ 
8         if  $\frac{D_i^{(k)}(v)}{D_o^{(k)}(v)} \geq \tau_k$  then
9             Cache the 1 to  $k$ -hop out-neighbors of  $v$  on each partition where  $v$  exists
```

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Cache acceleration: 50% faster than random method, 60% faster than LRU method

# Operator Optimization

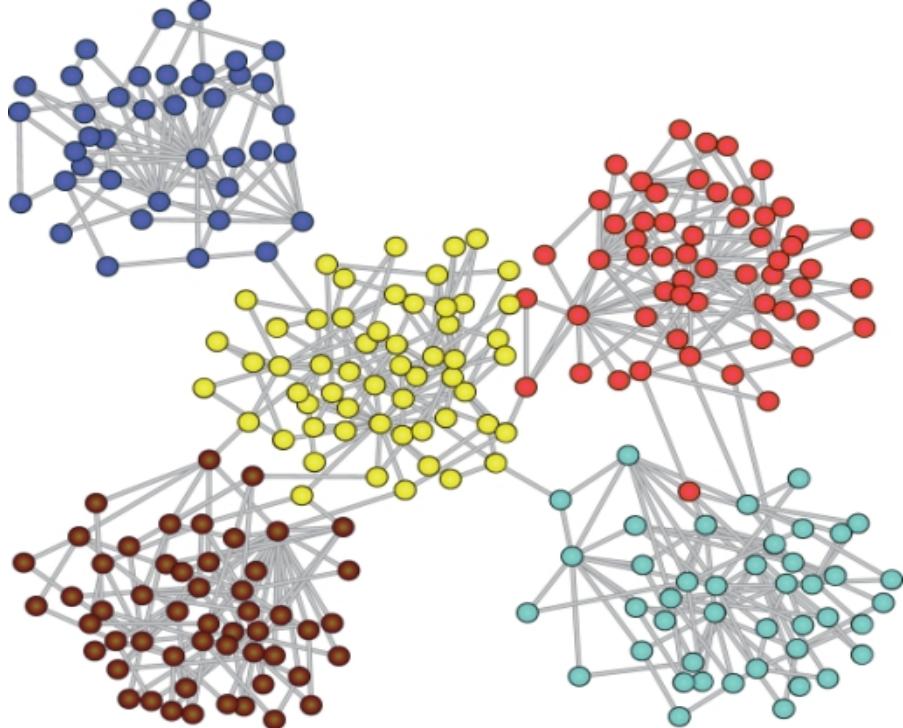
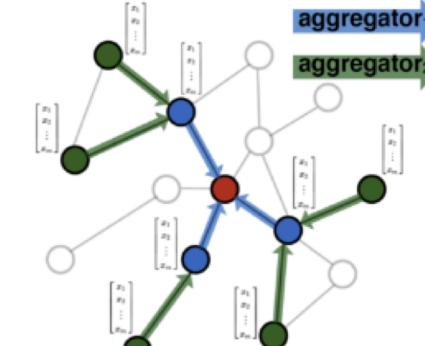
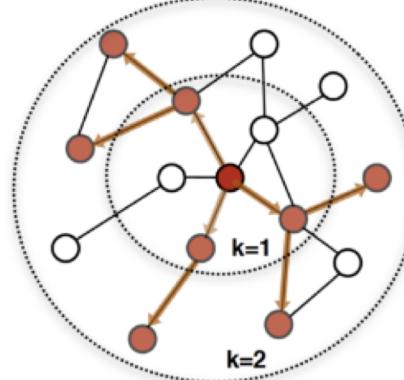
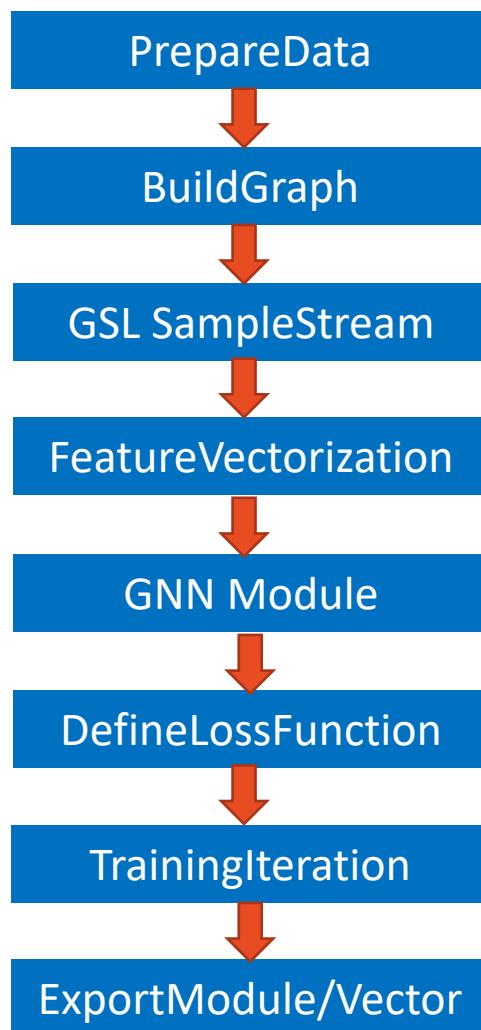


Figure 1: A complex network graph composed of several clusters of nodes.



- Reduce double calculation by caching all levels of  $h$
- Co-locate model parameters, all levels of  $h$  and the graph itself, greatly reduce network communication and delay
- Algorithm and System co-design: need to cooperate with training strategy and upper-level algorithm

# AliGraph-Module Development Demo



example.py

```
1 import graphlearn as gl
2 import graphlearn.python.nn.tfm as tfm
3 import tensorflow as tf
4
5 # Define graph object
6 g = gl.Graph()
7
8 # Add data source
9 g.node(i_path, 'i', decoder=gl.Decoder(attr_types=['float'] * 4, attr_dims=[10] * 4, labeled=True)) \
10 .edge(i2i_path, ('i', 'i', 'i-i'), decoder=gl.Decoder()) \
11 .init()
12
13 # Construct GSL Query
14 query = g.V('i').batch(10).alias('i') \
15     .outV('i-i').sample(5).by('topk').alias('hop1') \
16     .outV('i-i').sample(5).by('random').alias('hop2') \
17     .values()
18 df = tfm.DataFlow(query)
19
20 # Construct Module
21 dims = np.array([4, 16, 8])
22 model = tfm.HomoEgoGraphSAGE(dims, bn_fn=None, active_fn=tf.nn.relu, dropout=0.1)
23
24 # Module computing, Generate embedding
25 embeddings = model.forward(df.get_ego_graph('i'))
26
27 # Construct Node Classifier
28 nc = tfm.NodeClassifier(dims=[8, 4], class_num=2)
29 logits, loss = nc.forward(embeddings, eg.nodes.labels)
30
31 # Train
32 trainer = tfm.Trainer()
33 trainer.minimize(loss)
34
35 def trace(ret):
36     print('loss = %f' % ret[1])
37
38 trainer.step_to_epochs(10, [logits, loss], trace)
39
40 g.close()
```

# AliGraph-Algorithm Deployment and Share



- PAI provides algorithm warehouse for algorithm package, management and release

The screenshot shows the PAI Algorithm Market interface. On the left is a sidebar with navigation links: 我的算法, 操作记录, 资源管理, 算法管理, 权限管理, and 文档管理. The main area is titled "公开算法列表" (Public Algorithm List). It features a search bar with fields for "类型" (Type), "命名空间" (Namespace), "算法名" (Algorithm Name), "作者" (Author), and "可用" (Available) with "精确" (Exact) checked. A "查询" (Search) button and a "注册算法" (Register Algorithm) button are also present. Below the search bar is a table listing seven algorithms:

ID	命名空间	算法名	类型	当前主版本	作者	调用次数	一级类目	状态	修改时间	文档
87	am/asense	clustering_algo	pytorch	0.03	伊道	842	文本分析	PUBLISHED	2018-12-04 08:52	<a href="#">查看</a>
80	am/cluster	simMatrix	tensorflow	0.05	不等	700	机器学习	PUBLISHED	2018-12-03 18:11	<a href="#">查看</a>
45	am/lsl	ps_wmd	xflow	0.03	吴野	419	文本分析	RECOMMEND	2018-06-22 13:43	<a href="#">查看</a>
90	am/vsearch	nearest_neighbor	tensorflow	0.11	木...	296	机器学习	RECOMMEND	2019-01-25 09:30	<a href="#">查看</a>
14	am/lsl	kmeans_ll	xflow	0.02	全力	240	机器学习	PUBLISHED	2018-04-19 11:36	<a href="#">查看</a>
38	am/tf	test_tensorflow	tensorflow	0.13	全力	221	深度学习	PUBLISHED	2018-12-20 18:04	<a href="#">查看</a>

The screenshot shows the DataWorks platform interface. At the top, there are tabs for 算法平台, 流式算法平台, 算法订阅, and 其他. The current view is under "算法平台". The main area displays a search bar with "算法名称" and a search icon. Below the search bar, a message says "am/lsl.MyUDTF am/timeSeries,timeSeriesRealTimeForecast am/mx\_lpa2.LPA2\_2". The interface includes category filters: 全部, 机器学习, 组合优化, 文本分析, 特征工程, 数据处理, 推荐, 工具, 深度学习, 图算法, 风控板块. At the bottom, there are buttons for 全部, 已订阅, and 未订阅. Two specific algorithm entries are shown in a detailed view:

算法名称	发布时间
am/lsl.kmeans_ll	2019-01-25 16:48
经纬度距离的kmeans算法	学习
am/lsl.knn_ll	2018-03-21 21:30
经纬度距离的knn算法	学习

## Part 4 : Algorithm Warehouse

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- Representative and negative sampling
- Borrow idea from importance sampling
- Extend node-wise to batch-wise sampling
- Type-dependent & -fusion sampling with self-normalization
- Computational complexity drops from  $O(|E|+|V|)$  to  $O(|V|)$

---

**Algorithm 2** Training type-fusion strategy with self-normalization (one batch)

---

**Input:** same as Algorithm 1;  
**Output:** same as Algorithm 1;

- 1: compute  $p$  and the sampler  $q$  by Eq.(16);
- 2: **for** each  $t \in T$  **do**
- 3:     sample  $n_t$  neighborhoods with the sampler  $q_t$ ;
- 4: **end for**
- 5: **for** each  $v_i$  **do**
- 6:     **for** each  $t \in T$  **do**
- 7:         normalize  $\{\pi(v_j) | v_j \in Ng(v_i, t)\}$ ;
- 8:         compute the estimator  $\hat{g}_{i,t}$  by Eq. (17);
- 9:     **end for**
- 10:    compute the reconstructed  $\tilde{h}_i$  with  $\{\hat{g}_{i,t} | t \in T\}$  by Eq. (6);
- 11:    compute  $L_{EPS,k}(v_i)$  based on  $\tilde{h}_i$ ,  $h_i$ ;
- 12: **end for**
- 13: minimize  $L_k(H, \Theta^{(k)})$  and perform gradient updates;
- 14: output the optimized  $\Theta^{(k+1)}$  and  $H$ .

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**Algorithm 1** Training with type-dependent strategy (one batch)

---

**Input:** target nodes  $\{v_i\}$ ; neighborhood  $\{v_j\}$ ; sampling size of each type  $\{n_t | t \in T\}$ ; embeddings  $H$ ; parameters  $\Theta^{(k)}$ .  
**Output:** the optimized embedding  $H$  and parameters  $\Theta^{(k+1)}$ .

- 1: **for** each  $t \in T$  **do**
- 2:     compute  $p$  and the sampler  $q_t$  by Eq. (14);
- 3:     sample  $n_t$  neighbors with the sampler  $q_t$ ;
- 4: **end for**
- 5: **for** each  $v_i$  **do**
- 6:     **for** each  $t \in T$  **do**
- 7:         compute the estimator  $\hat{g}_{i,t}$  by Eq. (9);
- 8:     **end for**
- 9:     compute the reconstructed  $\tilde{h}_i$  with  $\{\hat{g}_{i,t} | t \in T\}$  by Eq. (6);
- 10:    compute  $L_{EPS,k}(v_i)$  based on  $\tilde{h}_i$  and  $h_i$ ;
- 11: **end for**
- 12: minimize  $L_k(H, \Theta^{(k)})$  and perform gradient updates;
- 13: output the optimized  $\Theta^{(k+1)}$  and  $H$ .

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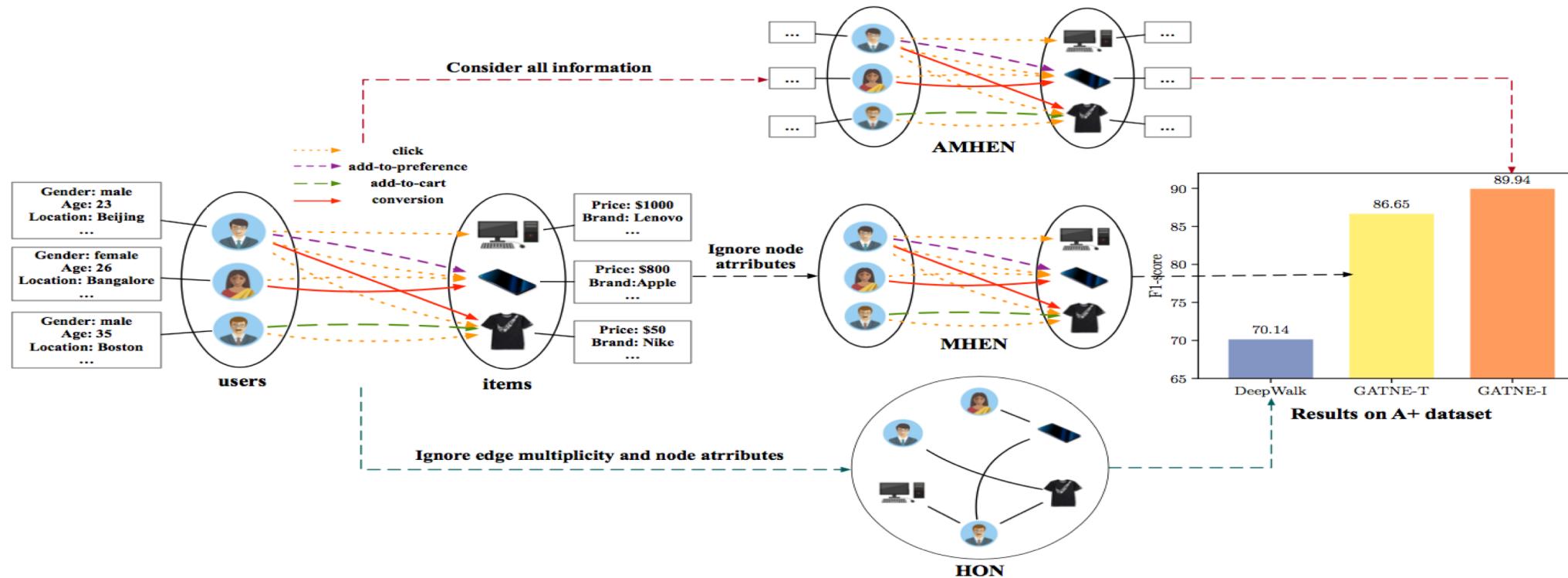
**Table 4: Micro/Macro-F1 scores for multi-class classification on Aminer. Excluding HEP, the best method is bolded and the second best is underlined. Percentages in parenthesis indicate the performance level, treating HEP-nil as 0% and HEP as 100%.**

Sampling size	Micro-F1				Macro-F1			
	512 ~ 3%	1024 ~ 6%	2048 ~ 12%	4096 ~ 24%	512 ~ 3%	1024 ~ 6%	2048 ~ 12%	4096 ~ 24%
HEP-Nil	0.2084 (intuitive lower bound)				0.2027 (intuitive lower bound)			
HEP	0.9566 (intuitive upper bound)				0.9551 (intuitive upper bound)			
AS-GCN	0.2866 (10%)	0.2901 (11%)	0.2951 (12%)	0.3050 (13%)	0.2721 (9%)	0.2770 (9%)	0.2788 (9%)	0.2818 (10%)
Unif-TD	0.3089 (13%)	0.3934 (25%)	0.5227 (42%)	0.6861 (64%)	0.2864 (10%)	0.3679 (21%)	0.4978 (39%)	0.6642 (61%)
Unif-TF	0.2877 (11%)	0.4010 (26%)	0.5574 (47%)	0.7329 (70%)	0.2897 (11%)	0.3941 (25%)	0.5371 (44%)	0.7162 (68%)
Unif-TD-SN	0.2283 (3%)	0.2955 (12%)	0.4816 (37%)	0.7260 (69%)	0.1768 (-4%)	0.2286 (3%)	0.4431 (31%)	0.7209 (68%)
Unif-TF-SN	0.1631 (-6%)	0.2951 (12%)	0.4489 (32%)	0.7101 (67%)	0.1315 (-10%)	0.2655 (8%)	0.4302 (30%)	0.6954 (65%)
VarR-TD	0.3423 (18%)	0.4911 (38%)	0.5734 (49%)	0.6408 (58%)	0.3258 (16%)	0.4663 (34%)	0.5516 (46%)	0.6185 (55%)
VarR-TF	<b>0.6200 (55%)</b>	<u>0.7472 (72%)</u>	<u>0.7931 (78%)</u>	<u>0.7920 (78%)</u>	<b>0.6087 (54%)</b>	<u>0.7388 (71%)</u>	<u>0.7812 (77%)</u>	<u>0.7822 (77%)</u>
VarR-TD-SN	0.2353 (4%)	0.3245 (16%)	0.5210 (42%)	0.7078 (67%)	0.1999 (-1%)	0.2853 (10%)	0.5008 (39%)	0.6921 (65%)
VarR-TF-SN	0.5960 (52%)	<b>0.8124 (81%)</b>	<b>0.9008 (93%)</b>	<b>0.9311 (97%)</b>	0.5843 (50%)	<b>0.8170 (81%)</b>	<b>0.9047 (93%)</b>	<b>0.9327 (97%)</b>

**Table 5: F1 and AUC scores for binary purchase prediction on Alibaba. Excluding HEP, the best method is bolded and the second best is underlined. Percentages in parenthesis indicate the performance level, treating HEP-nil as 0% and HEP as 100%**

Sampling size	F1-score				AUC			
	512 ~ 2.5%	1024 ~ 5%	2048 ~ 10%	4096 ~ 20%	512 ~ 2.5%	1024 ~ 5%	2048 ~ 10%	4096 ~ 20%
HEP-Nil	0.3994 (intuitive lower bound)				0.5134 (intuitive lower bound)			
HEP	0.5793 (intuitive upper bound)				0.7777 (intuitive upper bound)			
AS-GCN	(unable to complete due to memory constraint)							
Unif-TD	0.3883 (-6%)	0.4353 (20%)	0.4692 (39%)	0.4891 (50%)	0.5999 (33%)	0.6616 (56%)	0.7158 (77%)	0.7463 (88%)
Unif-TF	0.4051 ( 3%)	0.4281 (16%)	0.4558 (31%)	0.4858 (48%)	0.6207 (41%)	0.6584 (55%)	0.6992 (70%)	0.7413 (86%)
Unif-TD-SN	0.3884 (-6%)	0.4322 (18%)	0.4470 (26%)	0.4920 (51%)	0.5982 (32%)	0.6635 (57%)	0.6873 (66%)	0.7500 (90%)
Unif-TF-SN	0.3928 (-4%)	0.4219 (13%)	0.4435 (25%)	0.4917 (51%)	0.6028 (34%)	0.6496 (52%)	0.6836 (64%)	0.7489 (89%)
VarR-TD	0.4476 (27%)	0.4518 (29%)	0.4852 (48%)	0.4743 (42%)	0.6829 (64%)	0.6969 (69%)	0.7314 (82%)	0.7317 (83%)
VarR-TF	<b>0.4774 (43%)</b>	<u>0.4863 (48%)</u>	<b>0.5019 (57%)</b>	<u>0.5090 (61%)</u>	<b>0.7374 (85%)</b>	<b>0.7466 (88%)</b>	<b>0.7513 (90%)</b>	<u>0.7548 (91%)</u>
VarR-TD-SN	0.4293 (17%)	0.4497 (28%)	0.4720 (40%)	0.5038 (58%)	0.6645 (57%)	0.6941 (68%)	0.7293 (82%)	0.7501 (90%)
VarR-TF-SN	0.4766 (43%)	<b>0.4896 (50%)</b>	0.4970 (54%)	<b>0.5097 (61%)</b>	0.7347 (84%)	0.7453 (88%)	0.7496 (89%)	<b>0.7551 (91%)</b>

## Representation Learning for Attributed Multiplex Heterogeneous Network, KDD 2018



**Figure 1:** The left illustrates an example of an attributed multiplex heterogeneous network. Users in the left part of the figure are associated with attributes including gender, age, and location. Similarly, items in the left part of the figure include attributes such as price and brand. The edge types between users and items are from four interactions, including **click**, **add-to-preference**, **add-to-cart** and **conversion**. The three subfigures in the middle represent different ways of setting up the graphs, including HON, MHEN, and AMHEN from the bottom to the top. The right part shows the performance improvement of the proposed models over DeepWalk on the A+ dataset. As can be seen, GATNE-I achieves a +28.23% performance lift compared to DeepWalk.

- Transudative Model:

For GATNE-T, the overall embedding for node  $v_i$  on edge type  $r$  is:

$$\mathbf{v}_{i,r} = \mathbf{b}_i + \alpha_r \mathbf{M}_r^T \mathbf{U}_i \mathbf{a}_{i,r} = \mathbf{b}_i + \alpha_r \mathbf{M}_r^T \sum_{p=1}^m \lambda_p \mathbf{u}_{i,p},$$

where  $\lambda_p$  denotes the  $p$ -th element of  $\mathbf{a}_{i,r}$  and is computed as:

$$\lambda_p = \frac{\exp(\mathbf{w}_r^T \tanh(\mathbf{W}_r \mathbf{u}_{i,p}))}{\sum_t \exp(\mathbf{w}_r^T \tanh(\mathbf{W}_r \mathbf{u}_{i,t}))}.$$

- Inductive Model:

$$\mathbf{v}_{i,r} = \mathbf{h}_z(\mathbf{x}_i) + \alpha_r \mathbf{M}_r^T \mathbf{U}_i \mathbf{a}_{i,r} + \beta_r \mathbf{D}_z^T \mathbf{x}_i,$$

	Amazon			YouTube			Twitter			A+ dataset (small)		
	ROC-AUC	PR-AUC	F1	ROC-AUC	PR-AUC	F1	ROC-AUC	PR-AUC	F1	ROC-AUC	PR-AUC	F1
DeepWalk	94.20	94.03	87.38	71.11	70.04	65.52	69.42	72.58	62.68	59.39	60.62	56.10
node2vec	94.47	94.30	87.88	71.21	70.32	65.36	69.90	73.04	63.12	62.26	63.40	58.49
LINE	81.45	74.97	76.35	64.24	63.25	62.35	62.29	60.88	58.18	53.97	54.65	52.85
metapath2vec	94.15	94.01	87.48	70.98	70.02	65.34	69.35	72.61	62.70	60.94	61.40	58.25
ANRL	95.41	94.19	89.60	75.93	73.21	70.65	70.04	67.16	64.69	64.76	61.67	61.37
PMNE(n)	95.59	95.48	89.37	65.06	63.59	60.85	69.48	72.66	62.88	62.23	63.35	58.74
PMNE(r)	88.38	88.56	79.67	70.61	69.82	65.39	62.91	67.85	56.13	55.29	57.49	53.65
PMNE(c)	93.55	93.46	86.42	68.63	68.22	63.54	67.04	70.23	60.84	51.57	51.78	51.44
MVE	92.98	93.05	87.80	70.39	70.10	65.10	72.62	73.47	67.04	60.24	60.51	57.08
MNE	90.28	91.74	83.25	82.30	82.18	75.03	91.37	91.65	84.32	62.79	63.82	58.74
<b>GATNE-T</b>	<b>97.44</b>	<b>97.05</b>	<b>92.87</b>	<b>84.61</b>	81.93	<b>76.83</b>	<b>92.30</b>	91.77	<b>84.96</b>	66.71	67.55	62.48
<b>GATNE-I</b>	96.25	94.77	91.36	84.47	<b>82.32</b>	<b>76.83</b>	92.04	<b>91.95</b>	84.38	<b>70.87</b>	<b>71.65</b>	<b>65.54</b>