# Big Data Computing

Master's Degree in Computer Science 2019-2020

#### Gabriele Tolomei

Department of Computer Science Sapienza Università di Roma

tolomei@di.uniroma1.it



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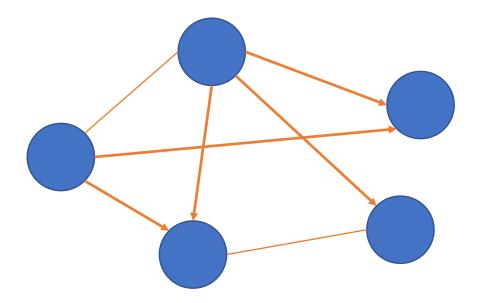
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  - Social Networks (i.e., the set of social connections between people)

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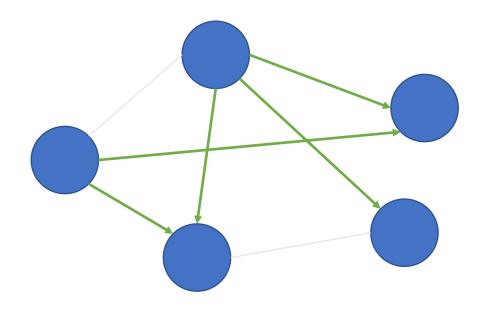
### What is a Graph?

Informally, a set of vertices (nodes) connected by a set of edges (links)



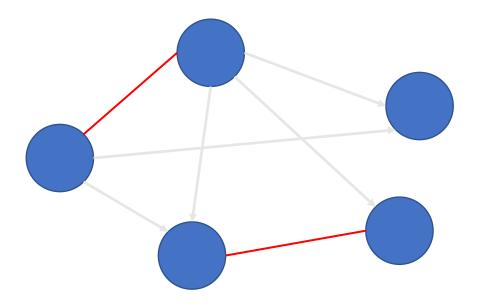
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#### edges may be directed



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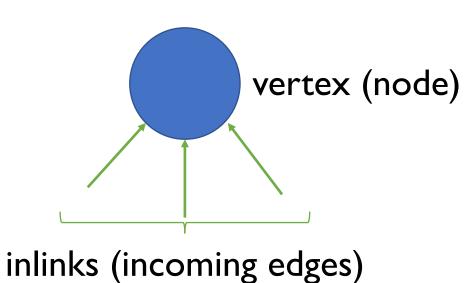
#### edges may be undirected



**Directed** 

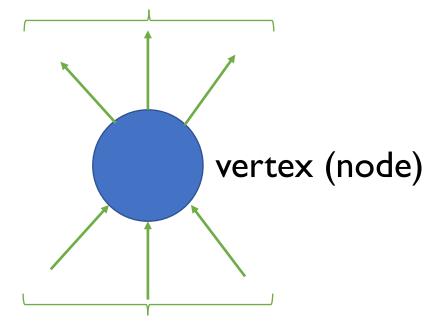


**Directed** 



#### **Directed**

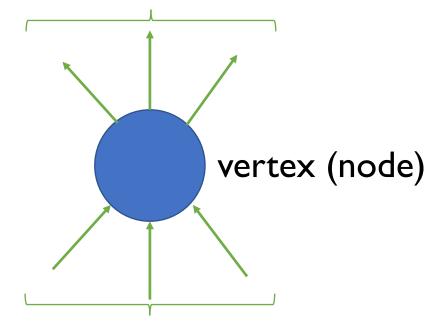
outlinks (outgoing edges)



inlinks (incoming edges)

**Directed** 

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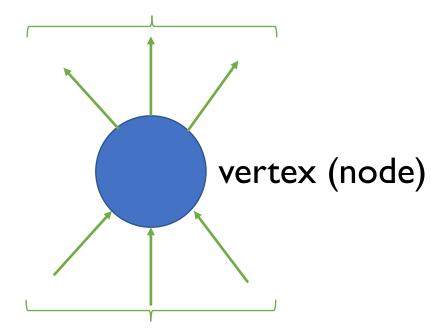
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#### **Undirected**



#### **Directed**

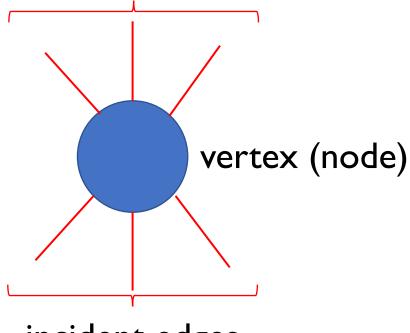
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#### **Undirected**

incident edges



incident edges

$$V = \{v_1, \dots, v_n\}$$
 A set of nodes

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Note that an **undirected** graph is just a special case of a **directed** graph where the set of edges contain symmetric pairs of vertices

## Node's Degree

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To be more explicit, in the case of a directed graph sometimes we distinguish between **in-degree** and **out-degree** 

in-deg
$$(v) = |\{u \in V | (u, v) \in E\}|$$

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3 main ways of representing graphs

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**Adjacency Matrices** 

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Adjacency Lists

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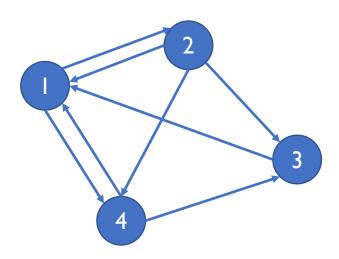
Adjacency Lists

**Edge Lists** 

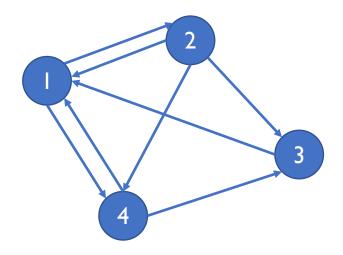
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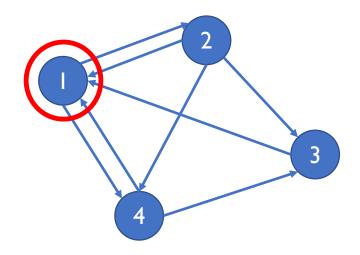


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#### CONs:

- Space inefficient (especially for loosely connected graphs, i.e., sparse matrices)
- Easy to write yet hard to compute

### Adjacency Lists

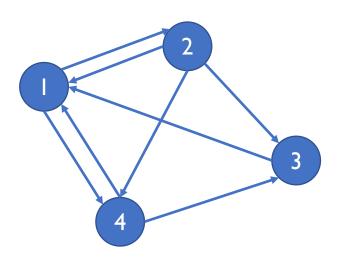
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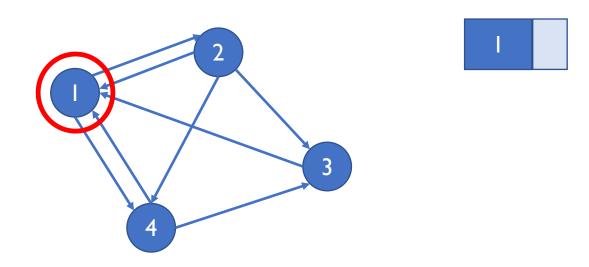
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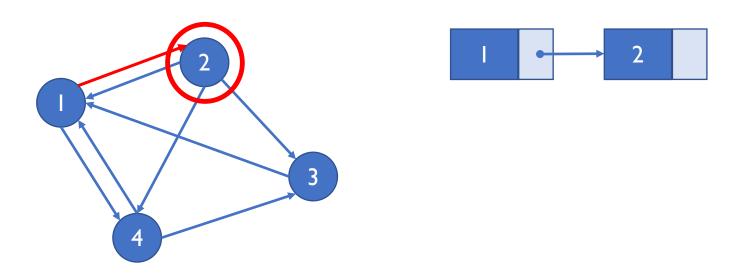
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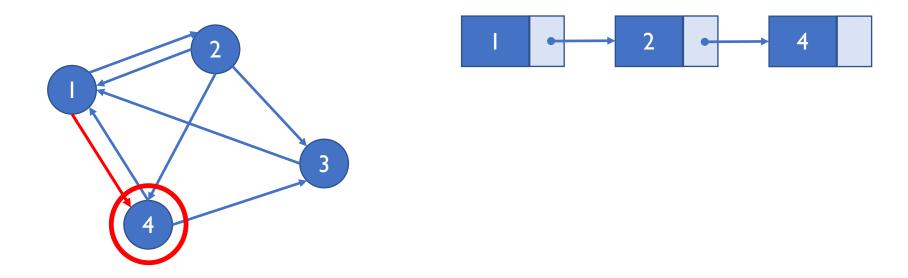
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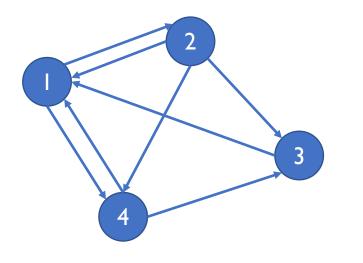
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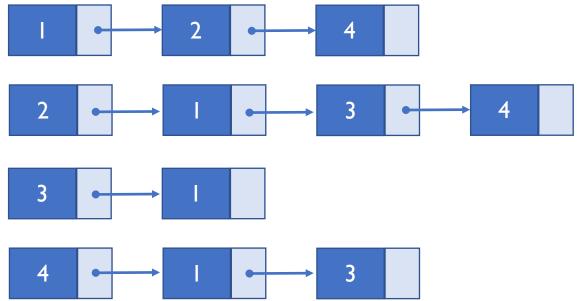


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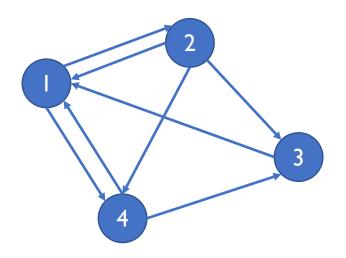
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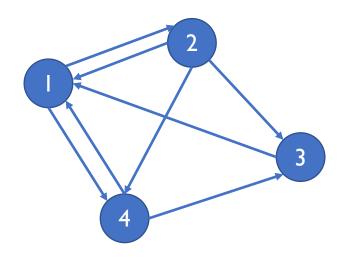
Note that with adjacency matrix, any computation over incoming (outgoing) links reduces to a column (row) scan of the matrix

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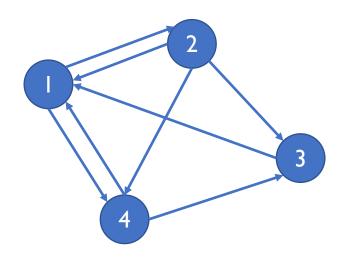
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#### **PROs**

Easily support for edge insertions

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Waste of space

**Problems** 

**Applications** 

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Finding Shortest Paths

Routing IP packets, GPS navigation systems

**Problems** 

**Applications** 

Finding Minimum Spanning Tree

Telco laying down fiber cables

**Problems** 

**Applications** 

Finding Max Flow

Airline scheduling

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Identifying special nodes or subgraphs | Community detection in social networks

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Link Analysis

Web page ranking

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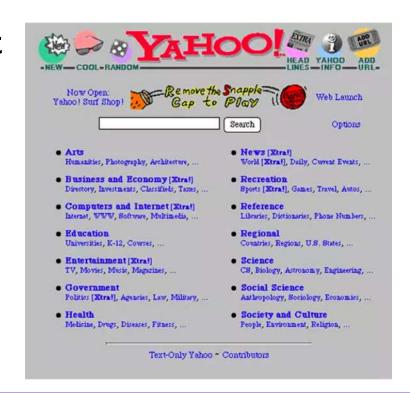
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- The Web graph is a great test bed for link analysis

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- Other attempts: DMOZ, LookSmart



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- The list of top-k documents most similar to a query are returned (e.g., measuring cosine similarity between each query-document pair)

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The Web is **huge** and full of **untrusted** documents!

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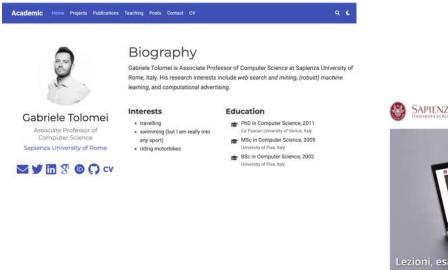
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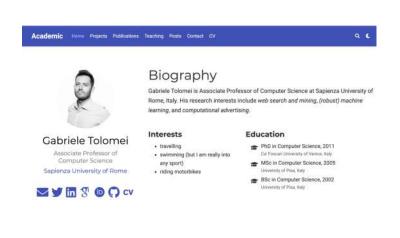


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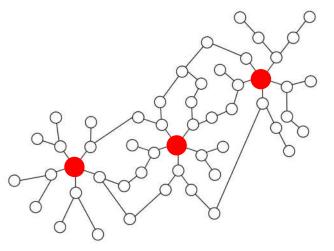




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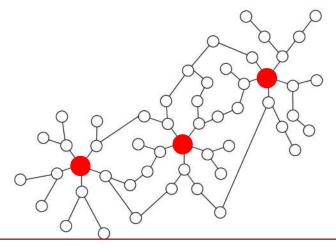
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Rank nodes (i.e., assign them an importance score) on the basis of their connectivity

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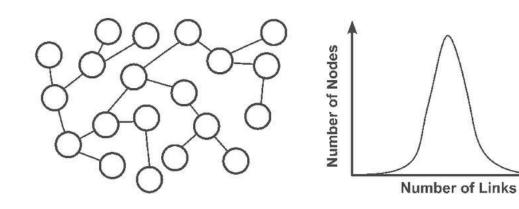
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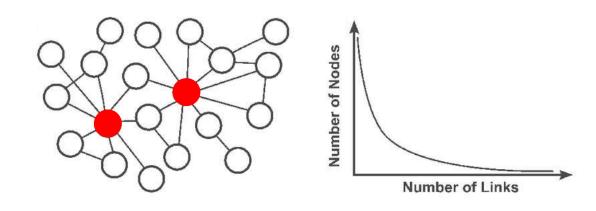
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They refer to graphs (i.e., networks) exhibiting such a behavior as scale-free networks



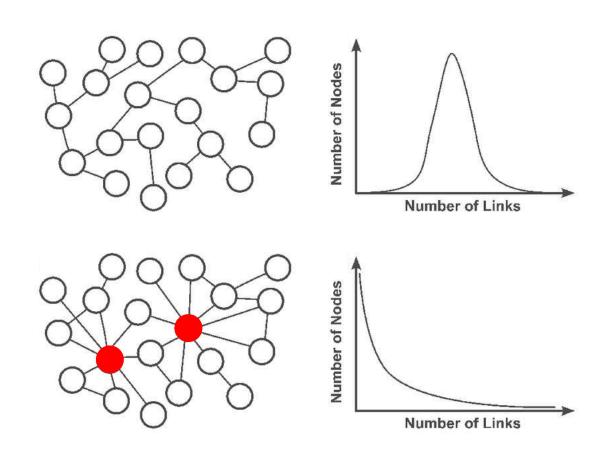
#### Random Graph

Most nodes have approximately the same number of links producing a bell-shaped curve of the degree distribution



#### **Scale-Free Graph**

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The ratio of very connected nodes to the number of nodes in the rest of the network remains constant as the network changes in size

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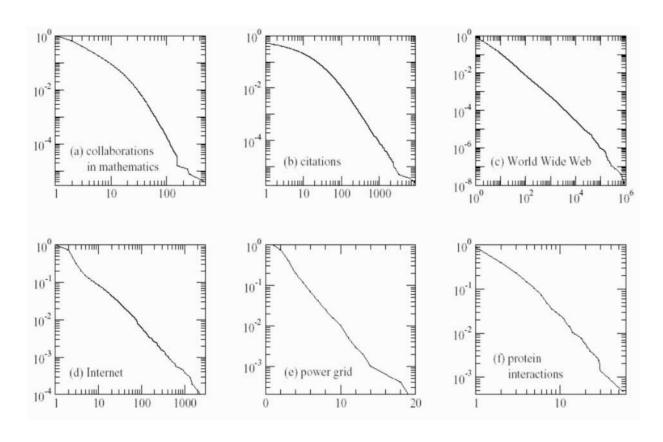
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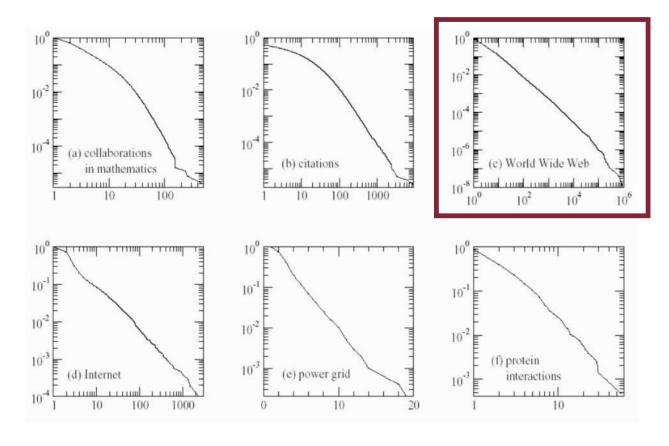
$$p(\text{linking to node } i) \propto \frac{k_i}{\sum_j k_j}$$

# Scale-Free Networks: Examples



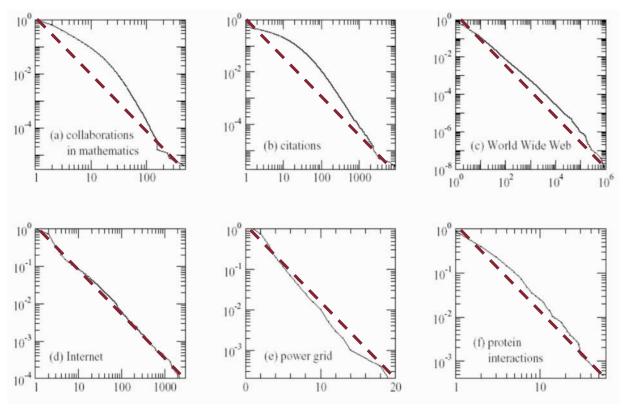
Many real-world networks are scale-free

# Scale-Free Networks: Examples



The Web is one of those!

## Scale-Free Networks: Examples



On log-log scale power law distributions look like straight lines

$$\log(p(k)) = \log(\alpha k^{-\gamma}) = \underbrace{\log(\alpha)}_{\text{constant } q} + \log(k^{-\gamma}) = q - \gamma \log(k)$$

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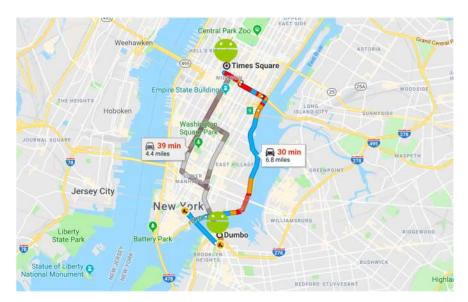
Web Spam Detection

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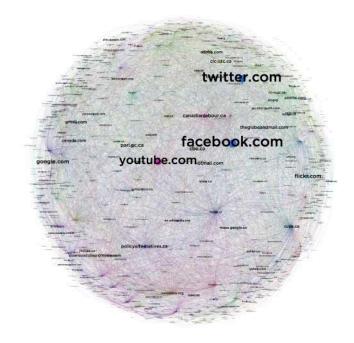
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- Computing the importance of a page in the Web graph
- Suggesting friends in a social network graph
- Several algorithms and techniques exist to approach the problems above
- Working with large-scale graphs may require specific tools/frameworks

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- Idea: Use node's connectivity to determine the importance of a node