



# Introduction

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## Linear Algebra

Department of Computer Engineering  
Sharif University of Technology

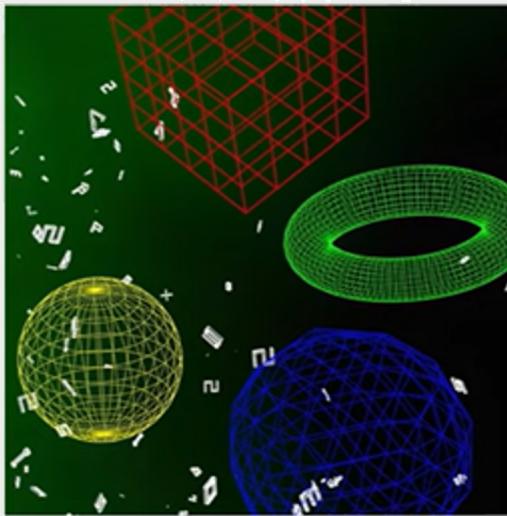
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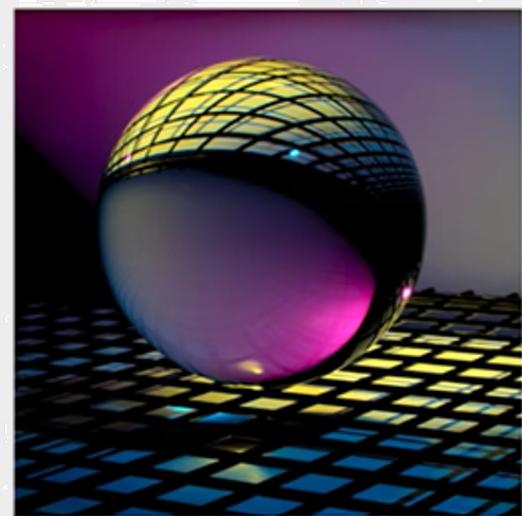
## Data Representations

Use basic ideas of linear algebra to represent data in a way that computers can understand: vectors.



## Vector Embeddings

Learn ways to choose these representations wisely via matrix factorizations.



## Dimensionality Reduction

Deal with large-dimensional data using linear maps and their eigenvectors and eigenvalues.

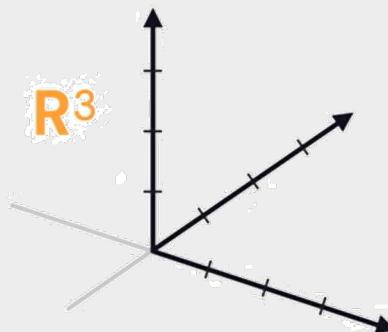
# Data Representations (Linear Algebra)



- How can we represent data (images, text, user preferences, etc.) in a way that computers can understand?
  - Organize information into a vector!
- A **vector** is a 1-dimensional array of numbers.
  - It has both a magnitude (length) and a direction
- The totality of all vectors with  $n$  entries is an  **$n$ -dimensional vector space**.

$$V = \begin{bmatrix} -3 \\ 0.7 \\ 2 \end{bmatrix}$$

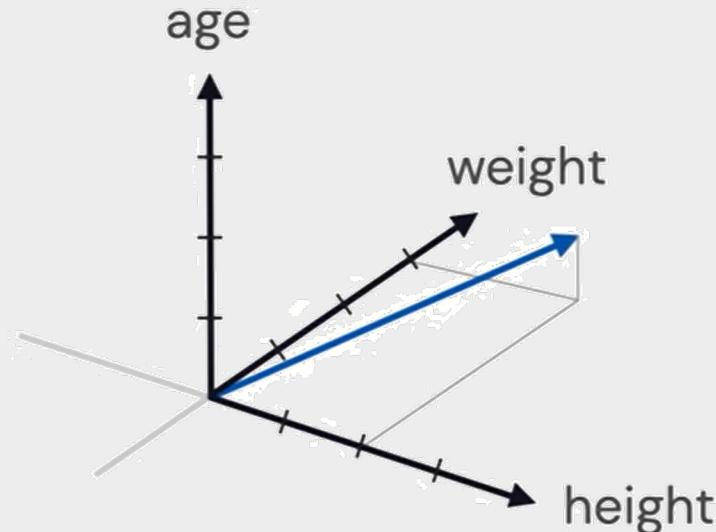
“3-dimensional space” consists  
of all vectors with 3 entries:





- A **feature vector** is a vector whose entries represent the “features” of an object.
- The vector space containing them is called **feature space**.

$$P = \begin{bmatrix} 64 \\ 131 \\ 24 \end{bmatrix} \begin{array}{l} \text{height} \\ \text{weight} \\ \text{age} \end{array}$$

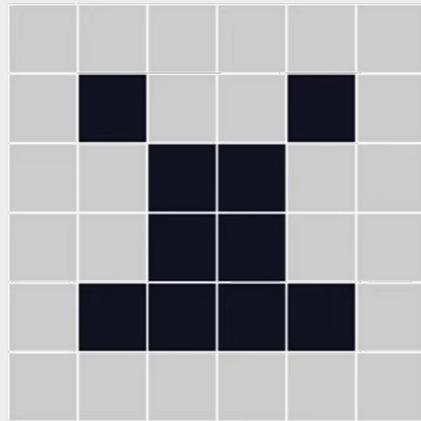


# Data Representation Applications

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- In black and white images, black and white pixels correspond to 0s and 1s.



$$\begin{bmatrix} 1 & 1 & 1 & 1 & 1 & 1 \\ 1 & 0 & 1 & 1 & 0 & 1 \\ 1 & 1 & 0 & 0 & 1 & 1 \\ 1 & 1 & 0 & 0 & 1 & 1 \\ 1 & 0 & 0 & 0 & 0 & 1 \\ 1 & 1 & 1 & 1 & 1 & 1 \end{bmatrix}$$



$$\begin{bmatrix} 1 \\ 1 \\ 1 \\ 1 \\ 1 \\ 1 \\ 0 \\ 1 \\ 1 \\ 0 \end{bmatrix}$$

- In grayscale pixels are numbers between 0 and 255.





- Given a collection of documents (e.g. Wikipedia articles), assign to every word a vector whose  $i^{th}$  entry is the number of times the word appears in the  $i^{th}$  document.
- These vectors can be assemble into a large matrix, useful for latent semantic analytics.

$$\text{dog} = \begin{bmatrix} 0 \\ 7 \\ 0 \\ 0 \\ 51 \\ \vdots \\ 0 \end{bmatrix} \begin{array}{l} \text{Wiki \#1} \\ \text{Wiki \#2} \\ \text{Wiki \#3} \\ \text{Wiki \#4} \\ \text{Wiki \#5} \\ \vdots \\ \text{Wiki \#54,000,000} \end{array}$$

# Latent Semantic Analysis



- In the sub-field of machine learning for working with text data called natural language processing (**NLP**), it is common to represent documents as large matrices of word occurrences.

	Quick	Brown	Fox	Jumps	Over	Lazy	Dog
The quick brown fox jumps over the lazy dog	1	1	1	1	1	1	1
If the fox is quick he can jump over the dog.	1	0	1	0	1	0	1
Foxes are quick. Dogs are lazy.	0	1	1	0	0	1	1
Can a fox jump over a dog?	0	0	1	1	1	0	1

- Matrix factorization methods, such as the singular-value decomposition can be applied to this sparse matrix. Documents processed in this way are much easier to compare, query, and use as the basis for a supervised machine learning model.



- Given users and items (e.g. movies), vectors can indicate if a user has interacted with the item (yes=1, no=0).
- User's rating a number between 0 and 5.

$$\text{user1} = \begin{bmatrix} 0 \\ 1 \\ 0 \\ 0 \\ \vdots \\ 1 \\ 0 \end{bmatrix} \quad \begin{array}{l} \text{No} \\ \text{Yes} \\ \text{No} \\ \text{No} \\ \vdots \\ \text{Yes} \\ \text{No} \end{array}$$

$$\text{user2} = \begin{bmatrix} 0 \\ 5 \\ 0 \\ 3 \\ \vdots \\ 0 \\ 2 \end{bmatrix} \quad \begin{array}{l} ? \\ \text{Love} \\ ? \\ \text{Like} \\ \vdots \\ ? \\ \text{Dislike} \end{array}$$



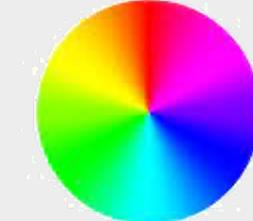
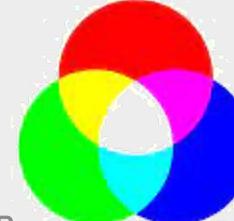
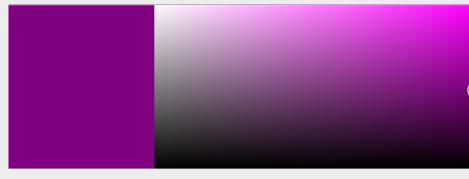
- ❑ Sometimes you work with categorical data in machine learning.
- ❑ It is common to encode categorical variables to make them easier to work with and learn by some techniques. A popular encoding for categorical variables is the one hot encoding.
- ❑ A one hot encoding is:

## Example

$$\text{red} = \begin{bmatrix} 1 \\ 0 \\ 0 \end{bmatrix}$$

$$\text{green} = \begin{bmatrix} 0 \\ 1 \\ 0 \end{bmatrix}$$

$$\text{blue} = \begin{bmatrix} 0 \\ 0 \\ 1 \end{bmatrix}$$





- One-Hot Encodings (standard basis vector)
  - Assign to each word a vector with one 1 and 0s elsewhere.
  - Suppose our language only has four words:

$$\text{apple} = \begin{bmatrix} 1 \\ 0 \\ 0 \\ 0 \end{bmatrix} \quad \text{cat} = \begin{bmatrix} 0 \\ 1 \\ 0 \\ 0 \end{bmatrix} \quad \text{house} = \begin{bmatrix} 0 \\ 0 \\ 1 \\ 0 \end{bmatrix} \quad \text{tiger} = \begin{bmatrix} 0 \\ 0 \\ 0 \\ 1 \end{bmatrix}$$

## Drawbacks

- ❖ Very sparse vectors.
- ❖ Are never similar!





## □ Dot Product

- The product of numbers is another number.
- The dot product of vectors is not another vector! It is a number!!

$2 \times 5 = 10$

Numbers

vs

$\begin{bmatrix} 2 \\ 1 \end{bmatrix} \cdot \begin{bmatrix} 1 \\ 5 \end{bmatrix} = 7$

Vectors

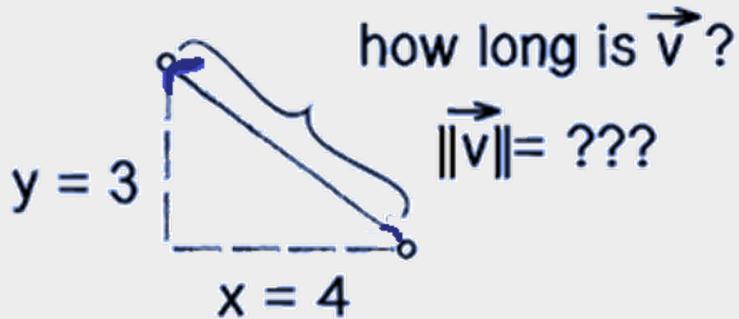
A number

$$\begin{bmatrix} 1 \\ 0 \\ 3 \end{bmatrix} \cdot \begin{bmatrix} 7 \\ 2 \\ -1 \end{bmatrix} = (1)(7) + (0)(2) + (3)(-1) = 4$$



# Length of vector

- Dot product between a vector and itself: magnitude-squared, the **length** squared, or the squared-norm, of the vector.

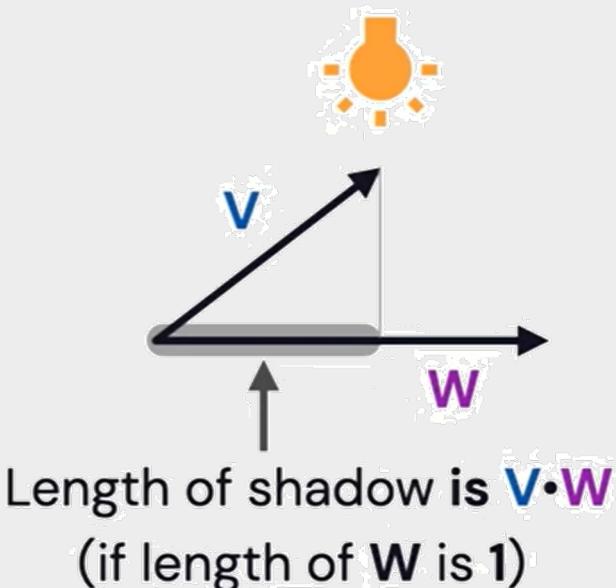


$$\mathbf{v} \cdot \mathbf{v} = \begin{bmatrix} 4 \\ 3 \end{bmatrix} \cdot \begin{bmatrix} 4 \\ 3 \end{bmatrix} = 16 + 9 = 25$$
$$\text{Length}(\mathbf{v}) = 5$$

$$a^T a = \|a\|^2 = \sum_{i=1}^n a_i a_i = \sum_{i=1}^n a_i^2$$



- Represents the length of the “shadow” of one vector along another.
- This indicates how similar the two vectors are.



# One-Hot Encodings Drawbacks



$$\text{apple} = \begin{bmatrix} 1 \\ 0 \\ 0 \\ 0 \end{bmatrix}$$

$$\text{cat} = \begin{bmatrix} 0 \\ 1 \\ 0 \\ 0 \end{bmatrix}$$

$$\text{house} = \begin{bmatrix} 0 \\ 0 \\ 1 \\ 0 \end{bmatrix}$$

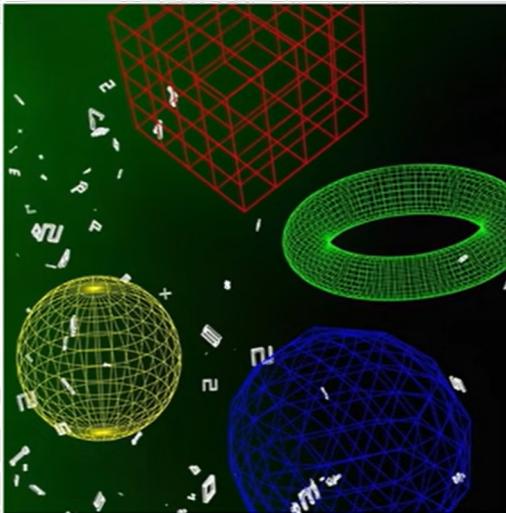
$$\text{tiger} = \begin{bmatrix} 0 \\ 0 \\ 0 \\ 1 \end{bmatrix}$$

$$\text{apple} \cdot \text{cat} = \begin{bmatrix} 1 \\ 0 \\ 0 \\ 0 \end{bmatrix} \cdot \begin{bmatrix} 0 \\ 1 \\ 0 \\ 0 \end{bmatrix} = \mathbf{0} = \begin{bmatrix} 0 \\ 0 \\ 0 \\ 1 \end{bmatrix} \cdot \begin{bmatrix} 0 \\ 1 \\ 0 \\ 0 \end{bmatrix} = \text{tiger} \cdot \text{cat}$$



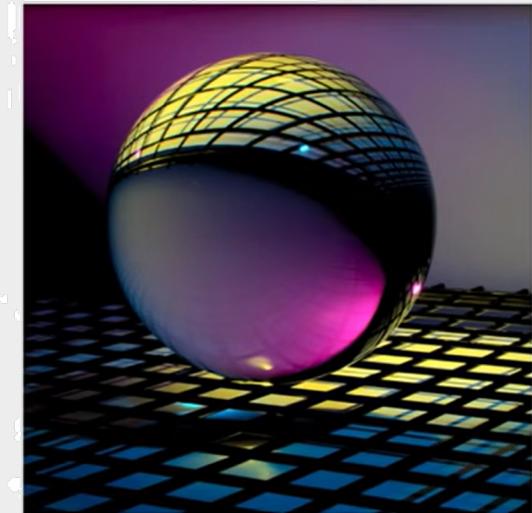
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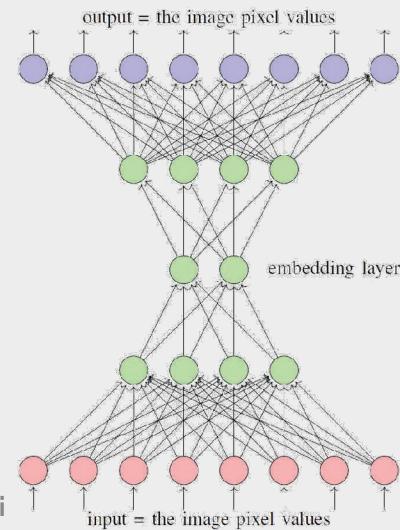
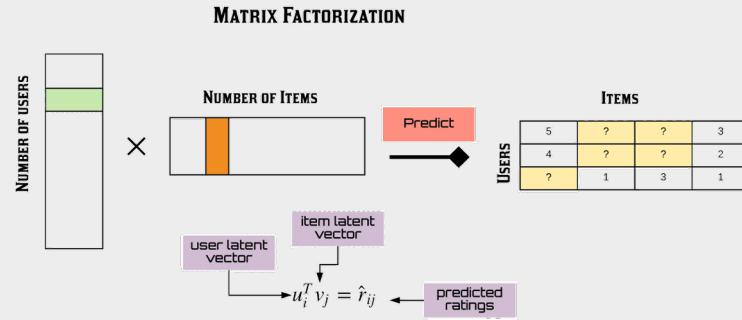
- An embedding of a vector is another vector in a smaller dimensional space.

Replace  $\begin{bmatrix} * \\ * \\ * \end{bmatrix}$  with  $\begin{bmatrix} * \\ * \end{bmatrix}$



## Matrix Factorization

## Neural Networks





- A **matrix** is a 2-dimensional array of numbers.
- **Matrix is a linear transformation**
  - It represents a particular process of turning one vector into another: stretching, rotating, scaling or something more complex.

$$\begin{bmatrix} 3 & 0 & 7 \\ 1 & -5 & 9 \\ 2 & 0 & 0 \end{bmatrix} \begin{bmatrix} 1 \\ 0 \\ 0 \end{bmatrix} = \begin{bmatrix} 3 \\ 1 \\ 2 \end{bmatrix}$$

input      output

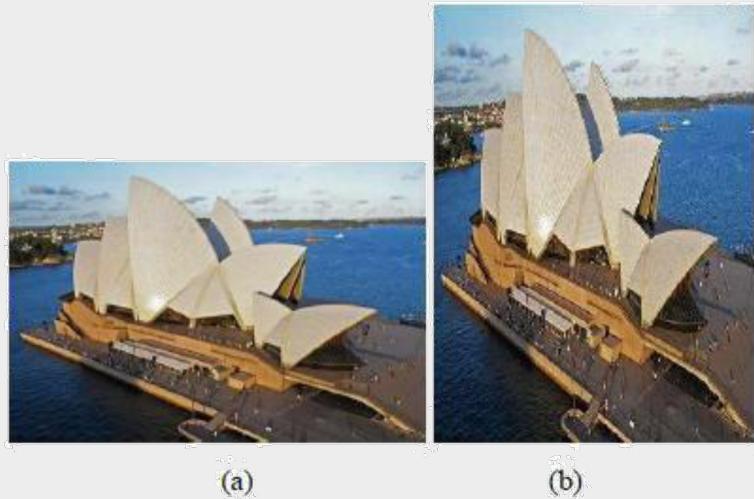
# What is Matrix?



Image Rotation



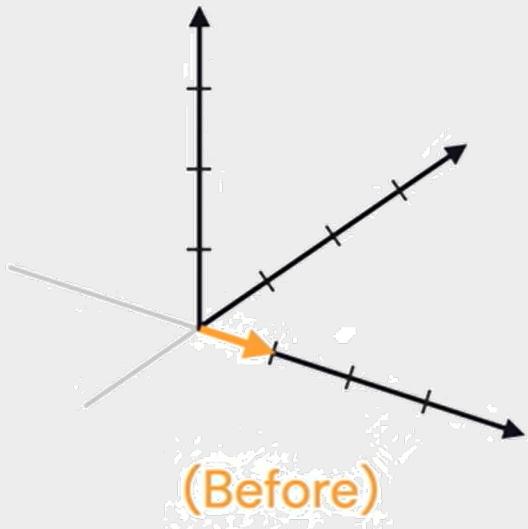
Image Scaling



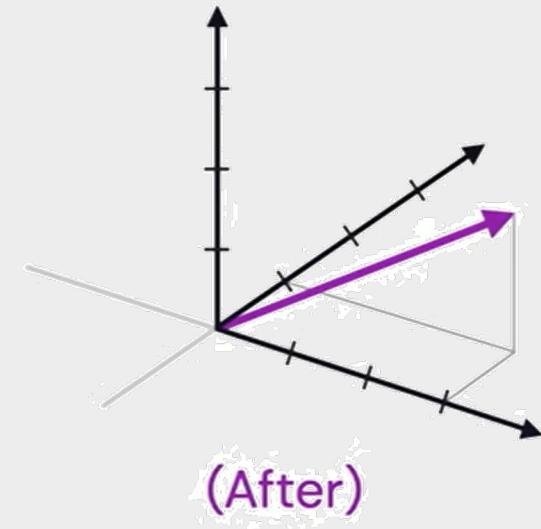
# What is Matrix?



- A **matrix** represents a **transformation** of an entire vector space to another (possibly of different dimensions)



$$\begin{bmatrix} 3 & 0 & 7 \\ 1 & -5 & 9 \\ 2 & 0 & 0 \end{bmatrix}$$





- We can multiply **numbers** and get **number**.
- We can multiply **vectors** by dot product and get **number**.
- We can multiply **matrices** and get a **matrix**.

$$\begin{bmatrix} 3 & 0 & 7 \\ 1 & -5 & 9 \\ 2 & 0 & 0 \end{bmatrix} \quad \begin{bmatrix} 0 & 2 \\ 1 & 0 \\ -1 & 0 \end{bmatrix} = \begin{bmatrix} -7 & 6 \\ -14 & 2 \\ 0 & 4 \end{bmatrix}$$

$3 \times 3$

$3 \times 2$

$3 \times 2$

Sizes must match

$12 \times 3 \times 15$

Multiplication

540

Factorization

- **Factorization?**

In general factorization is **HARD!**

$$\begin{bmatrix} \cdot & \cdot & \cdot \\ \vdots & \vdots & \vdots \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{bmatrix} \quad \begin{bmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{bmatrix} \quad \begin{bmatrix} \cdot & \cdot & \cdot & \cdot & \cdot \\ \vdots & \vdots & \vdots & \vdots & \vdots \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \end{bmatrix} \quad \begin{array}{c} \text{Multiplication} \\ \curvearrowright \\ \text{Factorization} \end{array} \quad \begin{bmatrix} \cdot & \cdot & \cdot & \cdot & \cdot \\ \vdots & \vdots & \vdots & \vdots & \vdots \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \end{bmatrix}$$



- Fundamental Theorem in Linear Algebra:
  - Every matrices can be factored!

## Theorem

### Singular Value Decomposition (SVD)

Every  $n \times m$  matrix can be written as a product of three smaller matrices as below:

$$\begin{bmatrix} \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \end{bmatrix} = 
 \begin{bmatrix} \cdot & \textcolor{orange}{\bullet} & \cdot \\ \cdot & \textcolor{orange}{\bullet} & \cdot \end{bmatrix} 
 \begin{bmatrix} \cdot & & & \\ & \cdot & & \\ & & \cdot & \\ & & & \cdot \end{bmatrix} 
 \begin{bmatrix} \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot & \cdot \end{bmatrix}$$

Columns are "orthonormal"  
↓  
**U**  
 $n \times k$

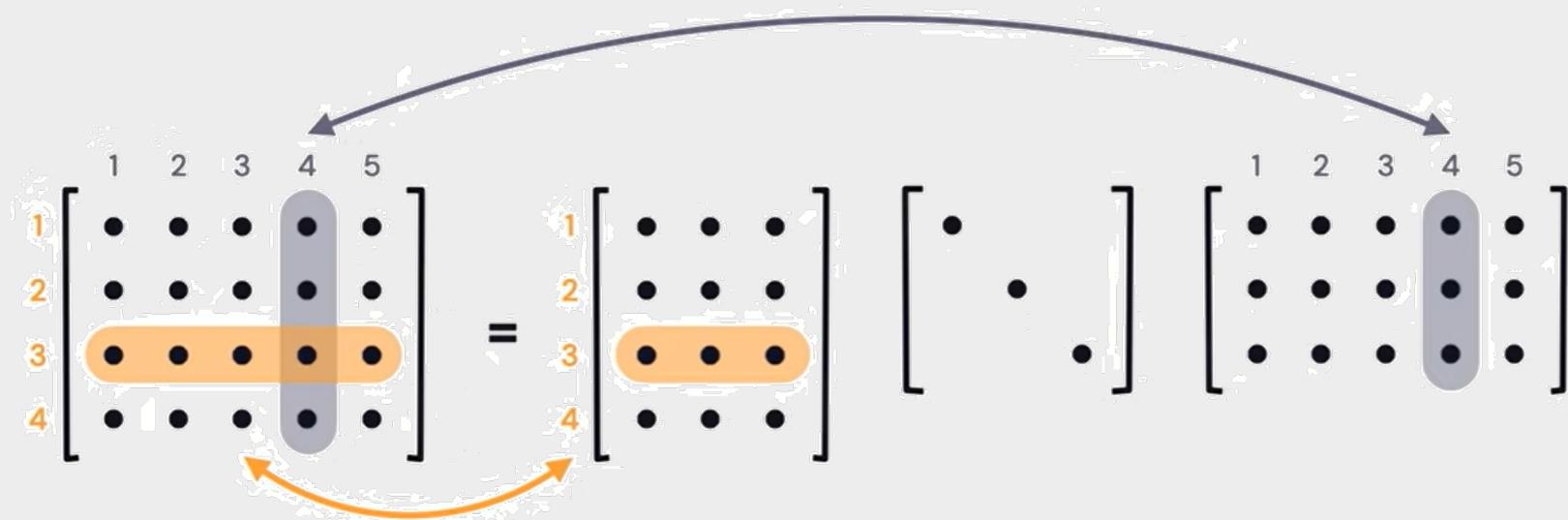
Diagonal  
↓  
**D**  
 $k \times k$   
 (k=rank of M)

Rows are "orthonormal"  
↑  
**V<sup>T</sup>**  
 $k \times m$

# Matrix Factorization (Linear Algebra)



- It has wide use in linear algebra and can be used directly in applications such as feature selection, visualization, noise reduction, and more.
- The columns/rows of the factors are candidates for embeddings.



# Vector Embedding Applications

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## □ User – Movie Matrix

- Checkmarks = watched movie
- Empty cells = not watched movie

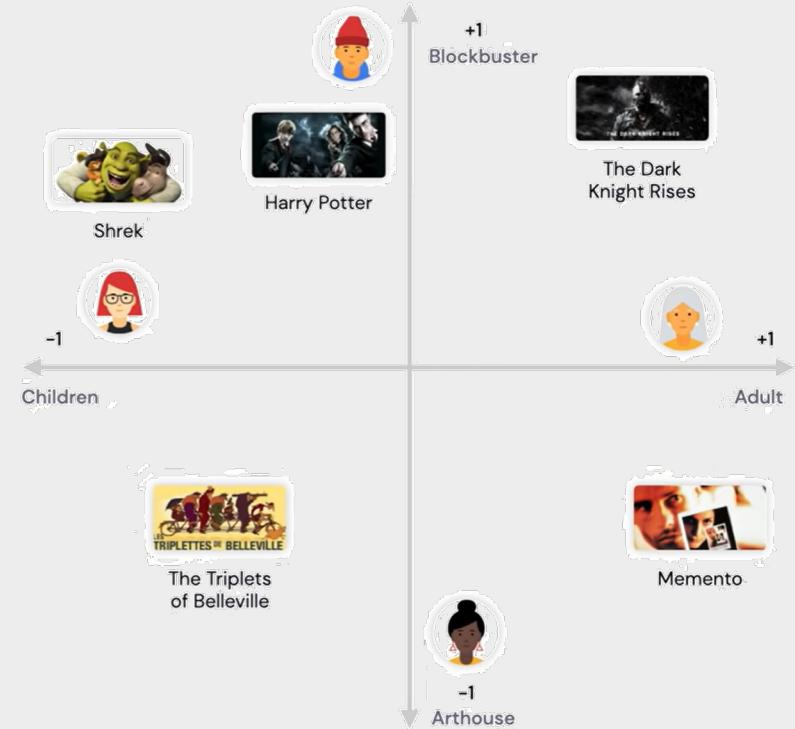
	Harry Potter	The Triplets of Belleville	Shrek	The Dark Knight Rises	Memento
1	✓		✓	✓	
2		✓			✓
3	✓	✓	✓		
4				✓	✓

$$\text{User 3} = \begin{bmatrix} 1 \\ 1 \\ 1 \\ 0 \\ 0 \end{bmatrix} \quad \text{Shrek} = \begin{bmatrix} 1 \\ 0 \\ 1 \\ 0 \end{bmatrix}$$

# Recommender Systems



- We don't know the features!
  - Example: 2-dimensional "latent" feature space!
  
- We want to find the new, smaller dimensional vector representations that capture these features.



# Recommender Systems



Harry Potter

The Triplets  
of Belleville

Shrek

The Dark  
Knight Rises

Memento



✓		✓	✓	
	✓			✓
✓	✓	✓		
			✓	✓

 $4 \times 5$ 

$$\approx \begin{bmatrix} U \\ \vdots \\ \vdots \\ \vdots \end{bmatrix} \quad \begin{bmatrix} V^T \\ \vdots \\ \vdots \\ \vdots \end{bmatrix}$$

$4 \times 2$        $2 \times 5$

# Recommender Systems



$V^T$  is a feature  $\times$  movie matrix

$$\approx \begin{matrix} & \begin{matrix} .9 & -1 & 1 & 1 & -9 \\ -2 & -.8 & -1 & .9 & 1 \end{matrix} \\ \begin{matrix} 1 & .1 \\ -1 & 0 \\ .2 & -1 \\ .1 & 1 \end{matrix} & \begin{matrix} 0.88 & -1.08 & 0.9 & 1.09 & -0.8 \\ -0.9 & 1.0 & -1.0 & -1.0 & 0.9 \\ 0.38 & 0.6 & 1.2 & -0.7 & -1.18 \\ -0.11 & -0.9 & -0.9 & 1.0 & 0.91 \end{matrix} \end{matrix}$$

$U$  is a user  $\times$  feature matrix

# Recommender Systems



$$\text{User 3} = \begin{bmatrix} 1 \\ 1 \\ 1 \\ 0 \\ 0 \end{bmatrix} \quad \text{Shrek} = \begin{bmatrix} 1 \\ 0 \\ 1 \\ 0 \end{bmatrix}$$

New vector for Shrek



Harry Potter   The Triplets of Belleville   Shrek   The Dark Knight Rises   Memento



≈

$$\begin{bmatrix} 1 & .1 \\ -1 & 0 \\ .2 & -1 \\ .1 & 1 \end{bmatrix}$$

$$\begin{bmatrix} .9 & -1 & 1 & 1 & -.9 \\ -.2 & -.8 & -1 & .9 & 1 \end{bmatrix}$$

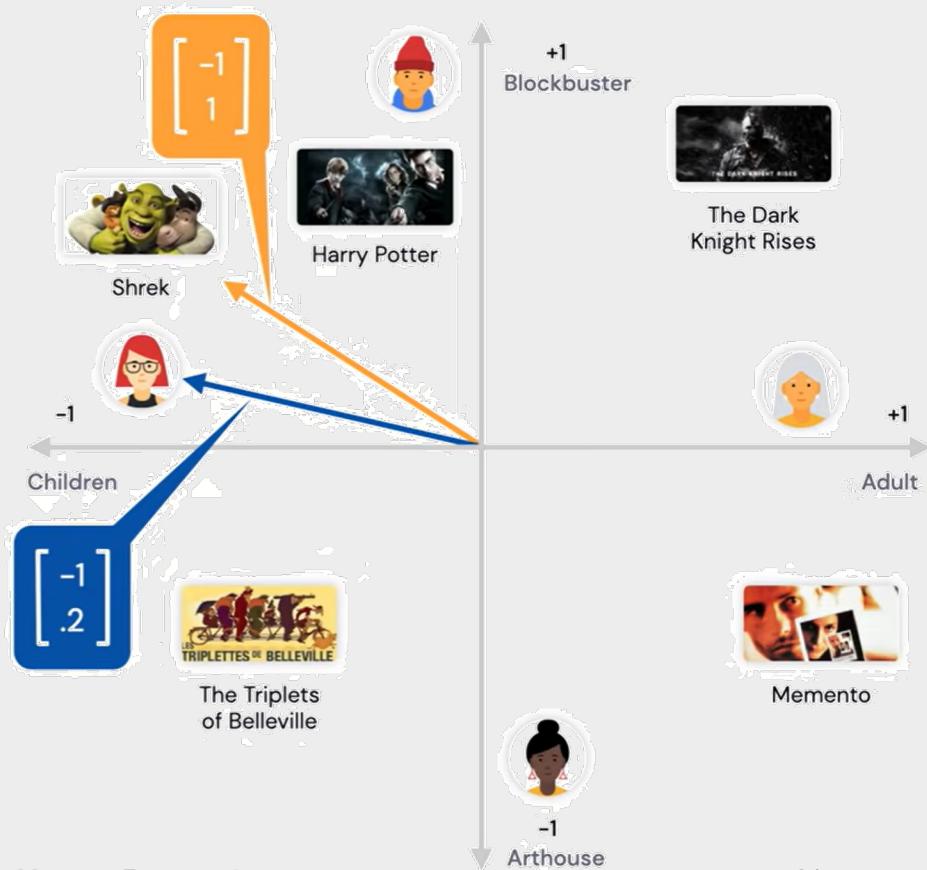
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# Recommender Systems



- These two vectors are close!
- The shadow of orange vector onto blue vector is pretty large!





Feed data vector into a Neural network. The output is vector embedding.

**Under the hood:**  
Matrix multiplication *plus* more.

Movies viewed by user

$$\begin{bmatrix} 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ \vdots \end{bmatrix}$$



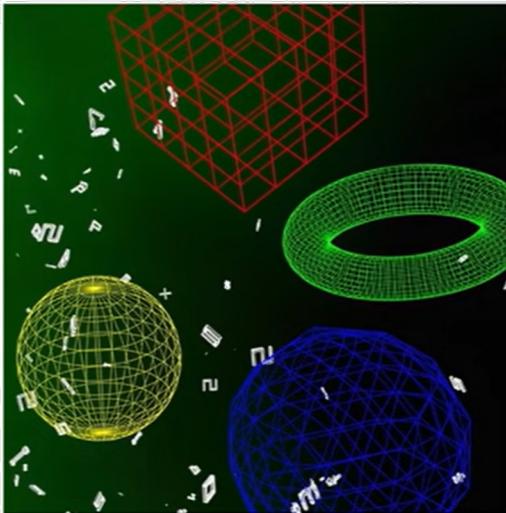
Vector embedding

$$\begin{bmatrix} * \\ * \\ * \\ * \end{bmatrix}$$



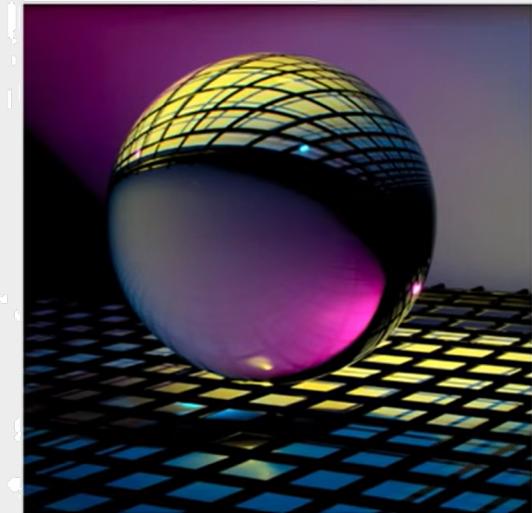
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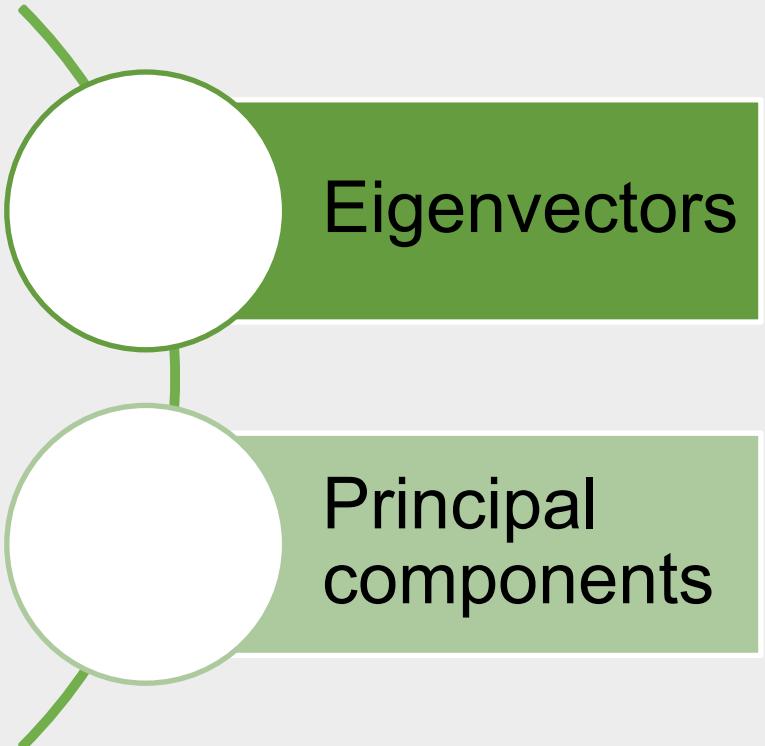


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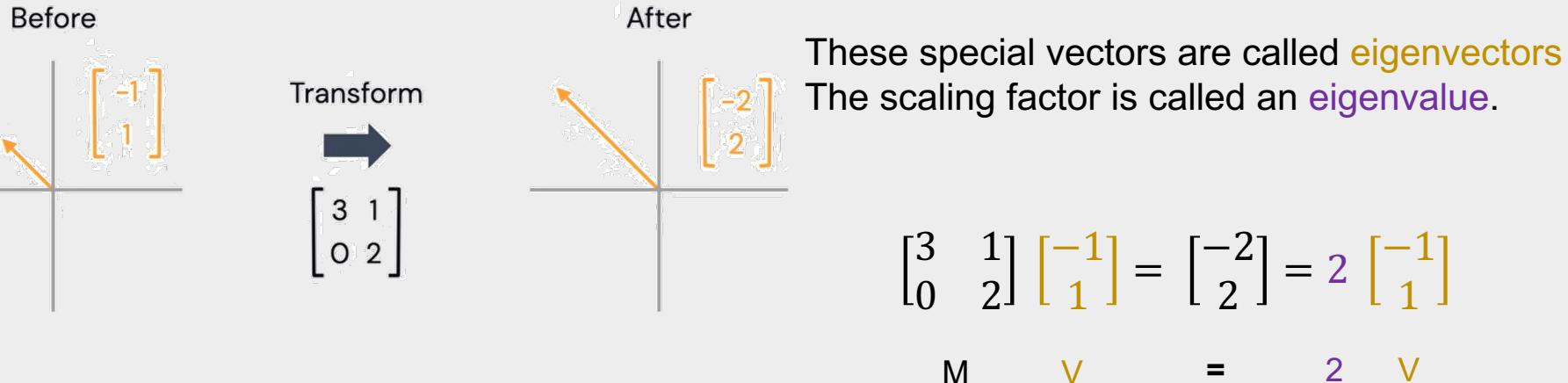
- “Compress” high-dimensional data into a smaller-dimensional, more meaningful subspace.
- This should be done in a way that doesn’t lose too much information.



# Data Representations (Linear Algebra)



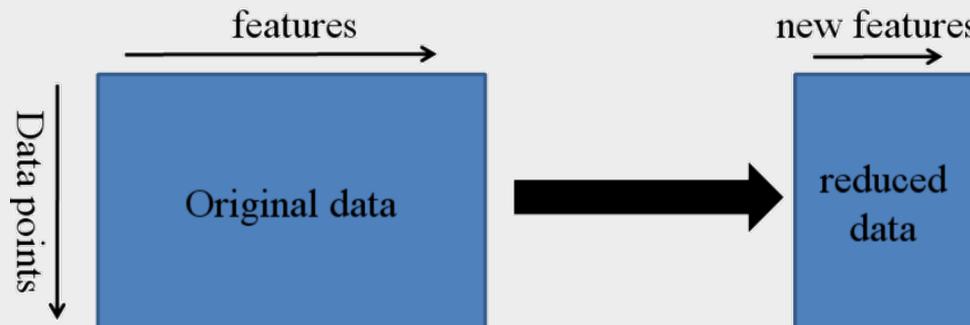
- Matrix is a **transformation** between vector spaces
- There are some transformations for which some vectors never change direction, but are only scaled.





## ❑ Principal Component Analysis

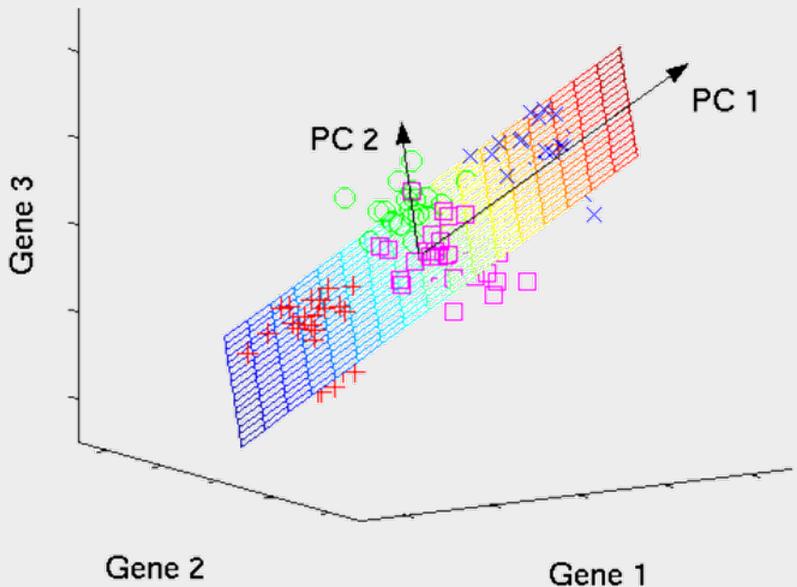
- Often, a dataset has many columns, perhaps tens, hundreds, thousands, or more.
- Methods for automatically reducing the number of columns of a dataset are called dimensionality reduction, and perhaps the most popular method is called the principal component analysis, or PCA for short
- The core of the PCA method is a matrix factorization method from linear algebra.



# Principal Component Analysis (PCA)

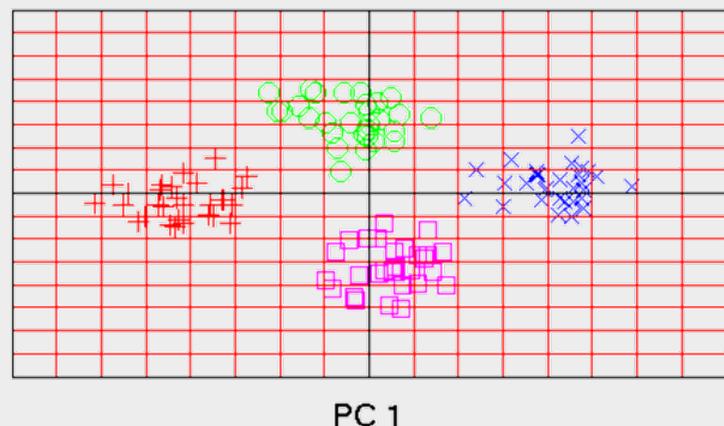


original data space

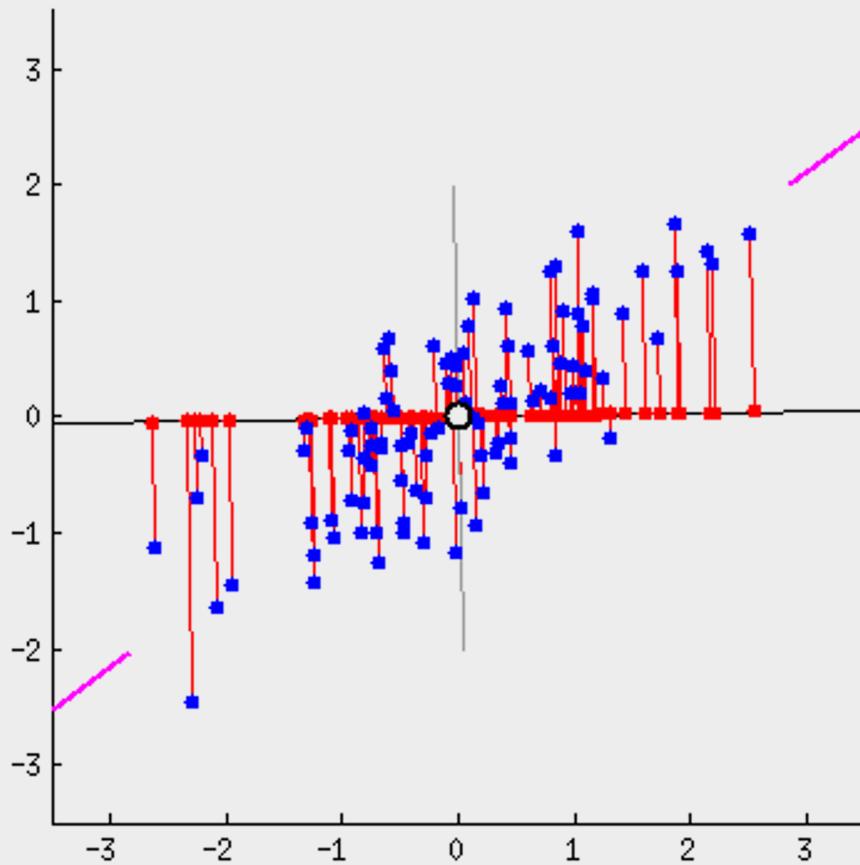


PCA

component space



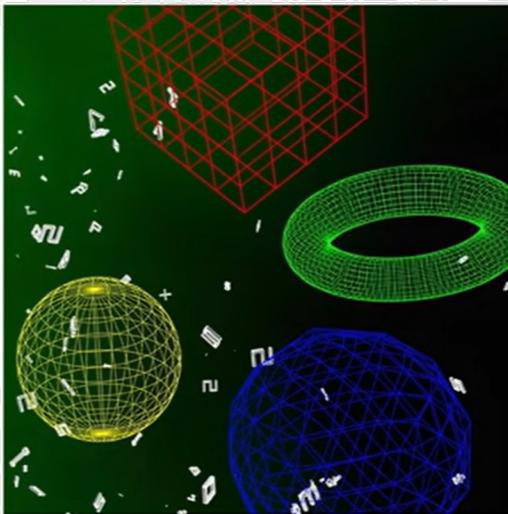
# Principal Component Analysis (PCA)





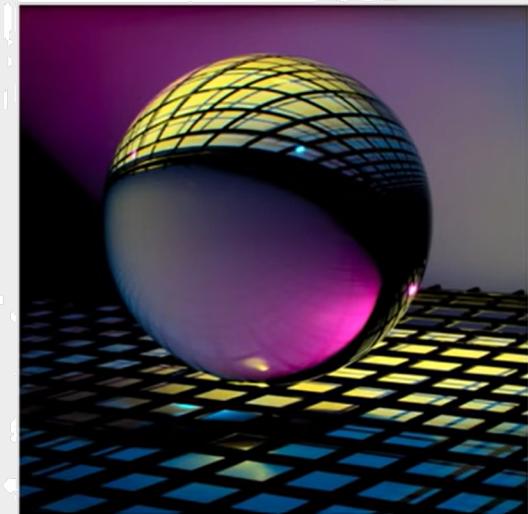
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- A friendly introduction to linear algebra for ML (ML Tech Talks) by TensorFlow
- Introduction to Applied Linear Algebra Vectors, Matrices, and Least Squares
- Linear Algebra and its applications
- Linear algebra A Modern Introduction David Poole