

A Tutorial on Wikimedia Visual Resources and its Application to Neural Visual Recommender Systems Session 4: CuratorNet

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1. Pontificia Universidad Católica de Chile

2. MindsDB

3. Wikimedia Foundation

21st IEEE International Conference on Data Mining



CuratorNet: Visually-aware Recommendation of Art Images

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Context: Recommendation of Visual Art

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- Few Works in the area (compared to movies or music)

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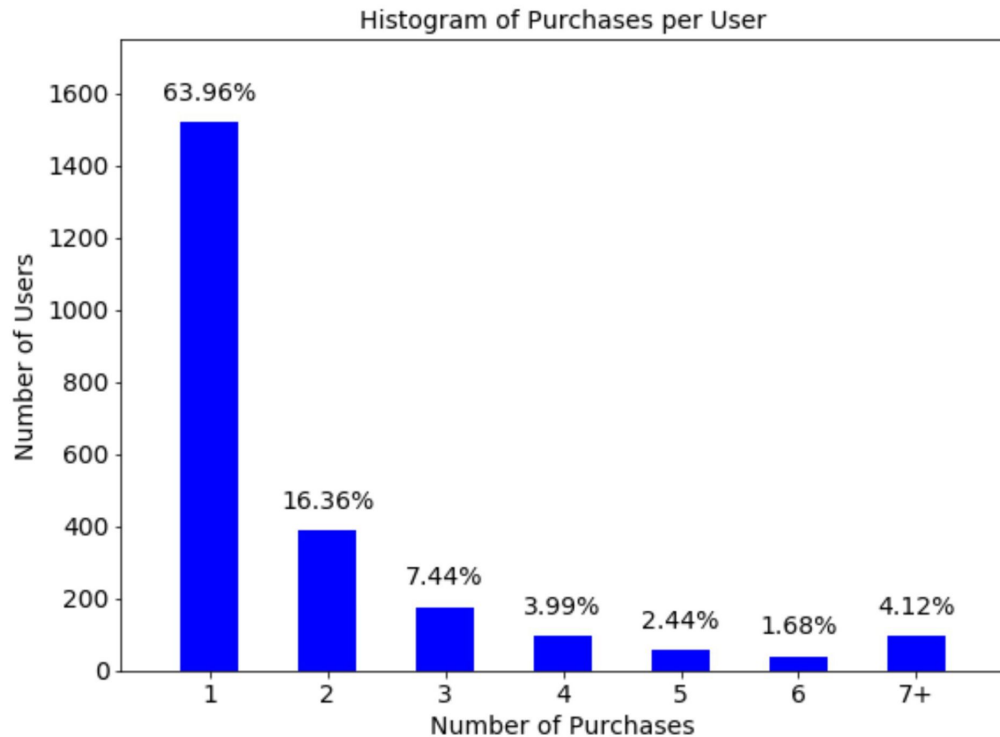
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Context: Recommendation of Visual Art

- Few Works in the area (compared to movies or music).
- Most of the previous work focused on museums and cultural collections.
- Few studies about recommending paintings in a commercial setting.

Dataset: Ugallery

- 5,336 transactions (purchases)
- 2,378 users
- 6,040 paintings



Our Problem

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Our Problem

- One-of-a-kind items: We have no explicit co-occurrence as in VBPR/VISTA (He & MacAuley, 2016)
- Small dataset, compared to YouTube (Covington et.al, 2016) as well as compared to VBPR/VISTA
- Ideas to addressing our problem: YouTube does not learn a explicit user latent vector and VBPR performs learning by sampling negative feedback.

*IDEA: ¿What about combining **visual content** with **collaborative information** without the need of **explicit user latent factors**?*

CuratorNet

A neural network architecture for visually-aware recommendation of art images.

Original implementation:
<https://github.com/ialab-puc/CuratorNet>

Inspiration 1: VBPR

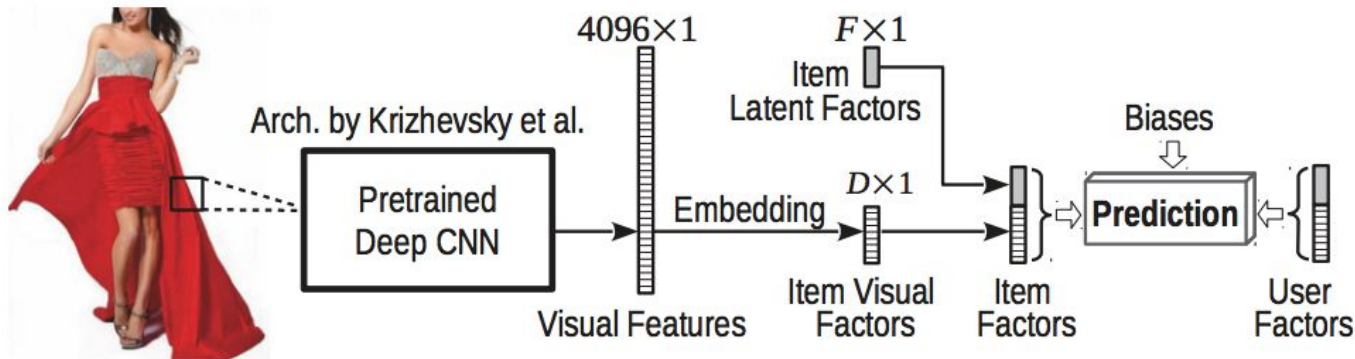
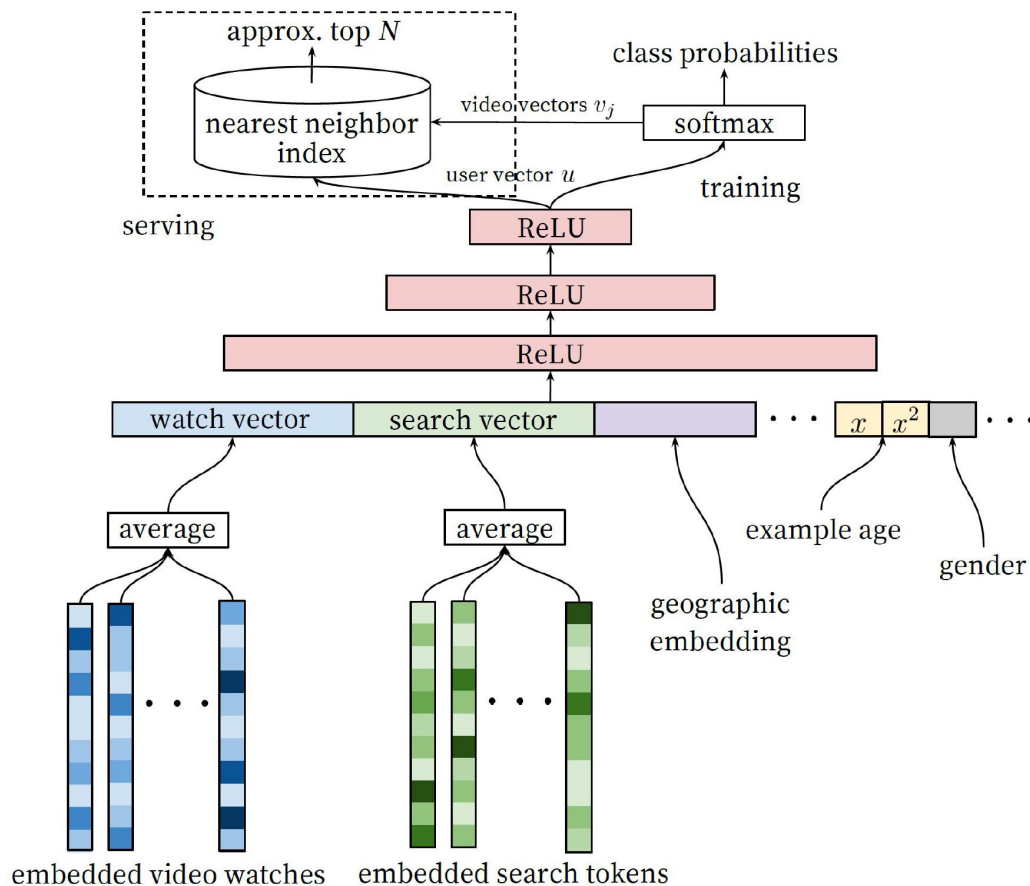


Figure 1: Diagram of our preference predictor. Rating dimensions consist of visual factors and latent (non-visual) factors. Inner products between users and item factors model the compatibility between users and items.

Inspiration 2: Youtube

- Deep Neural Networks for YouTube Recommendations (Covington et.al, 2016)



Model

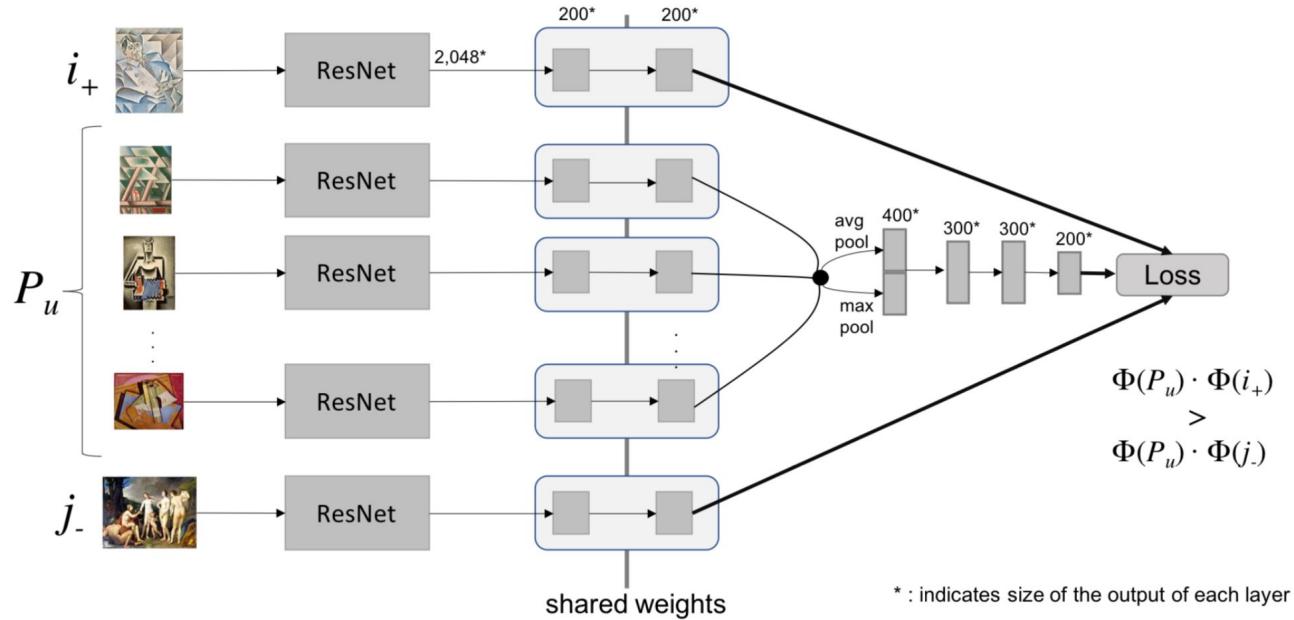


Figure 2: Architecture of CuratorNet showing in detail the layers with shared weights for training.

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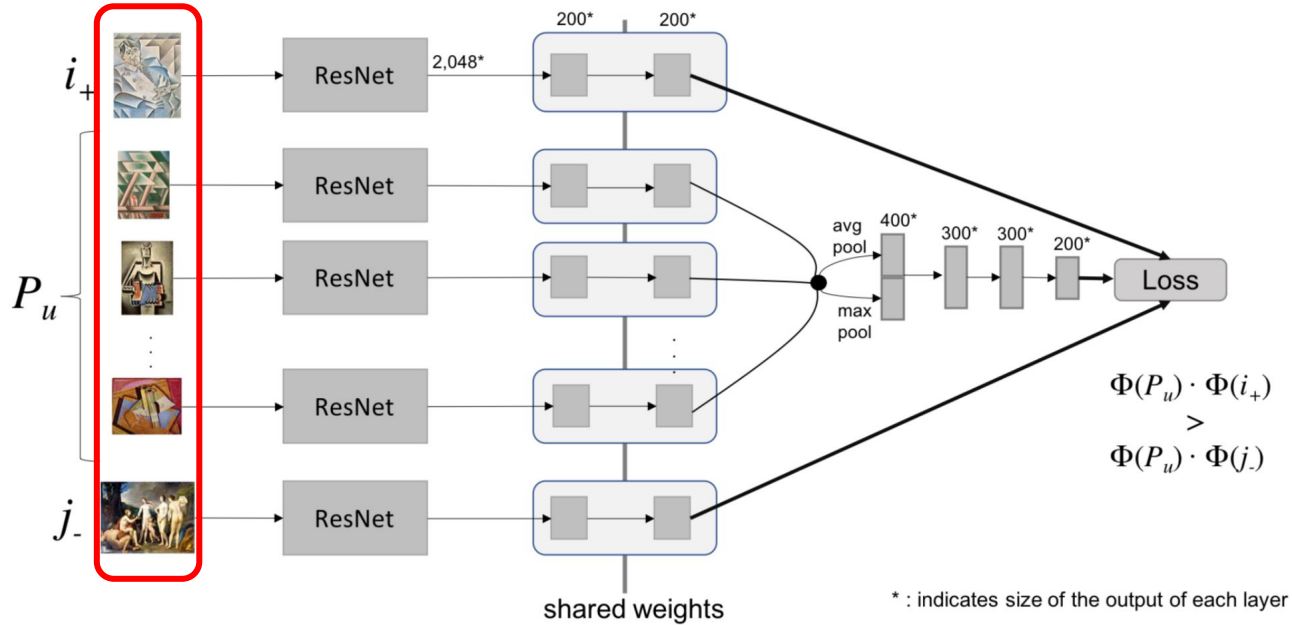


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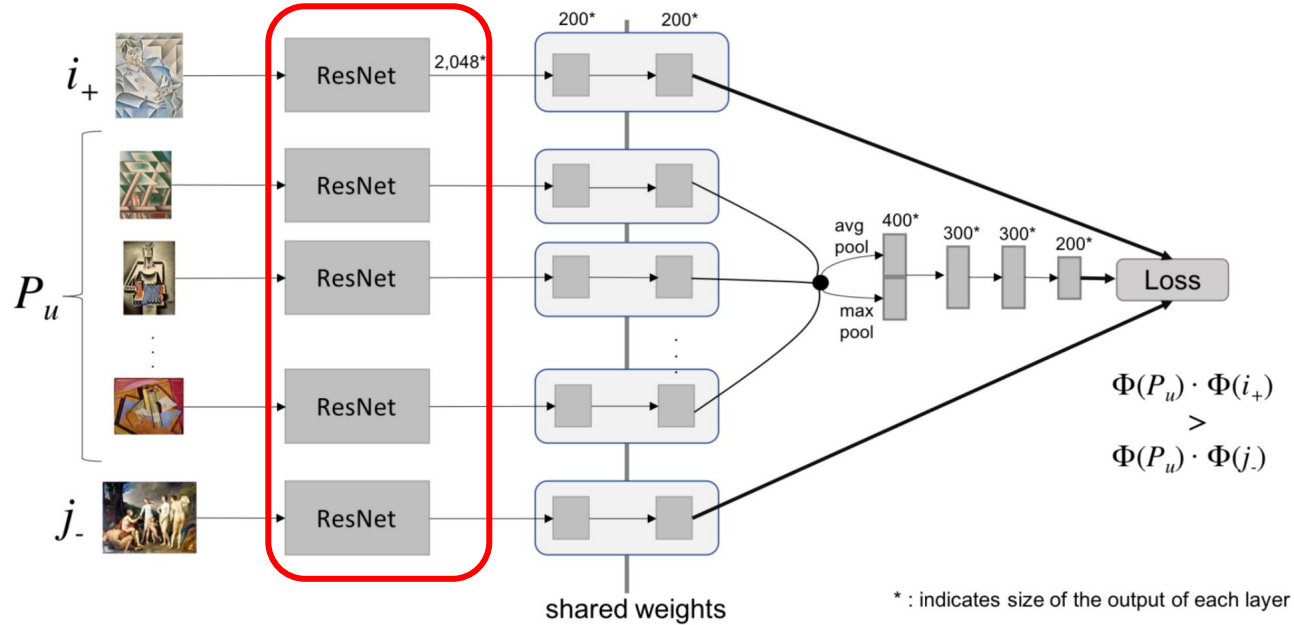


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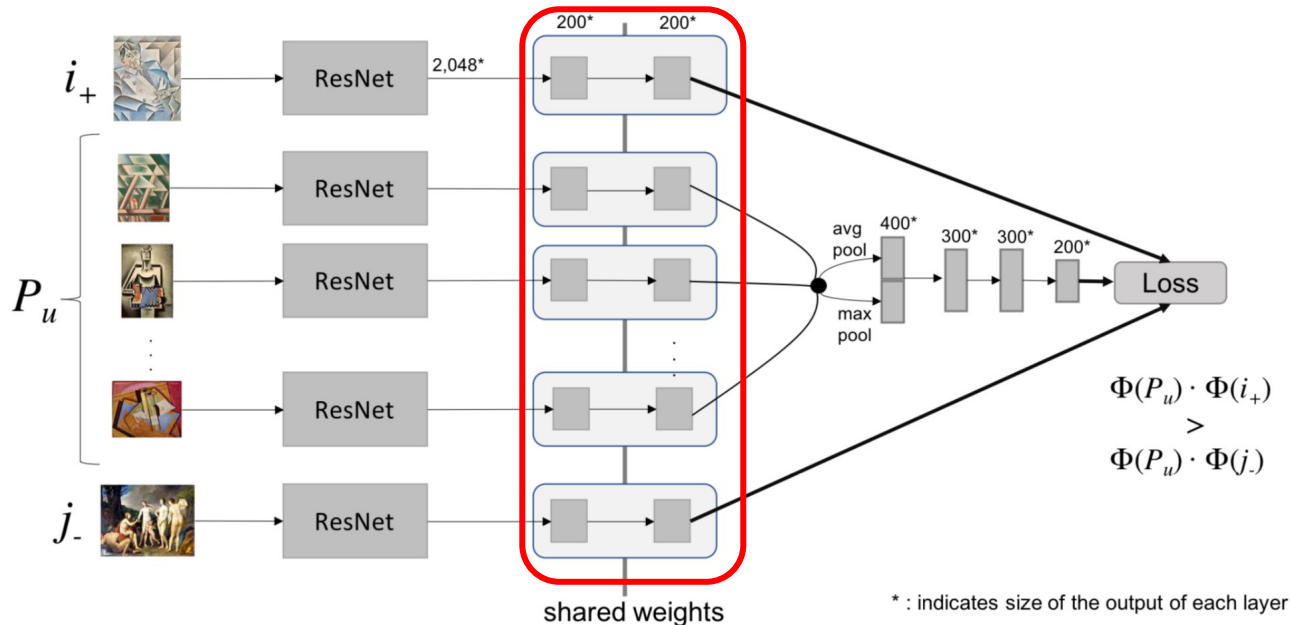


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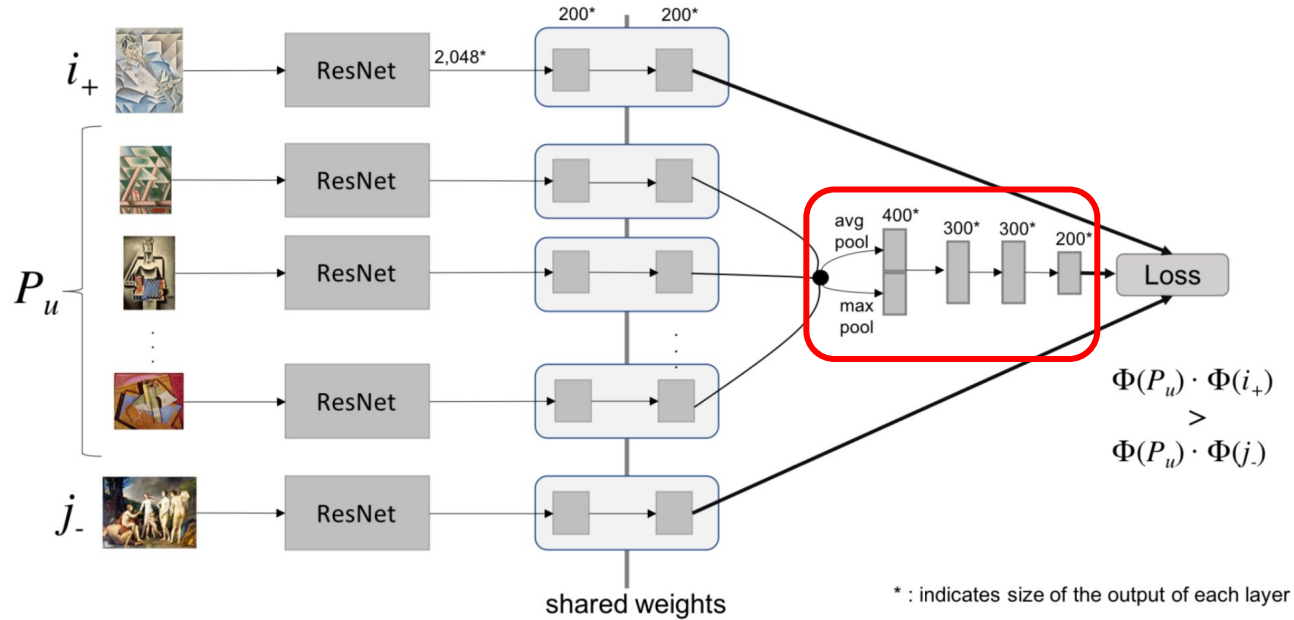


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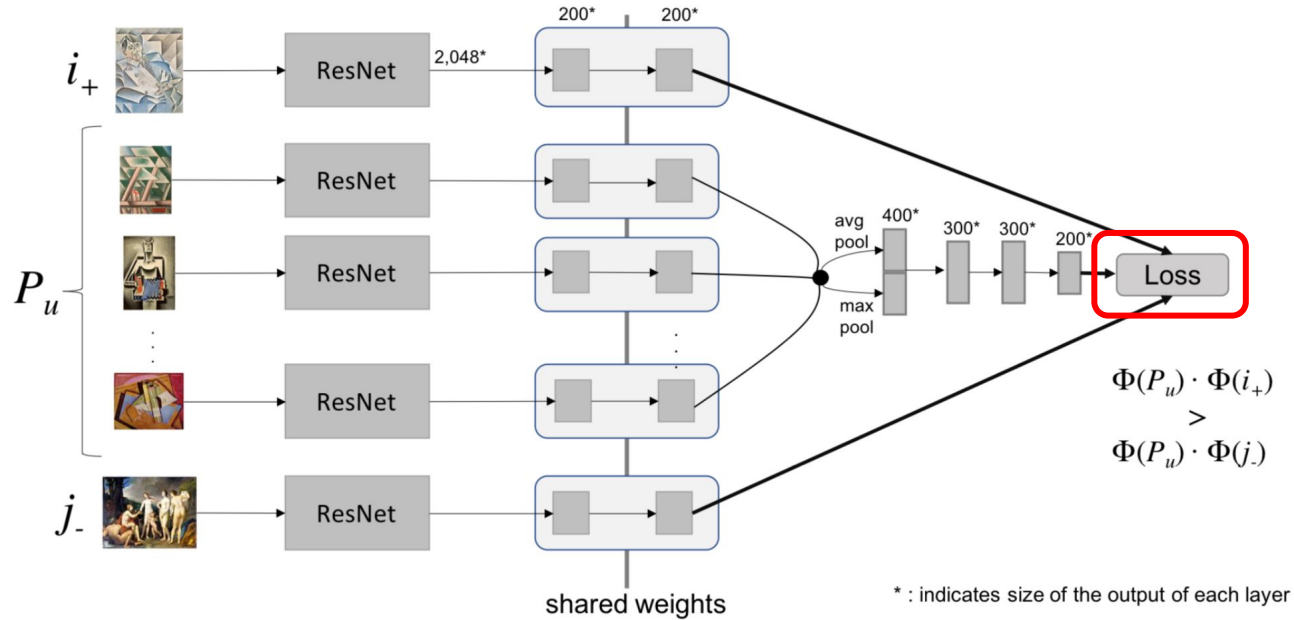


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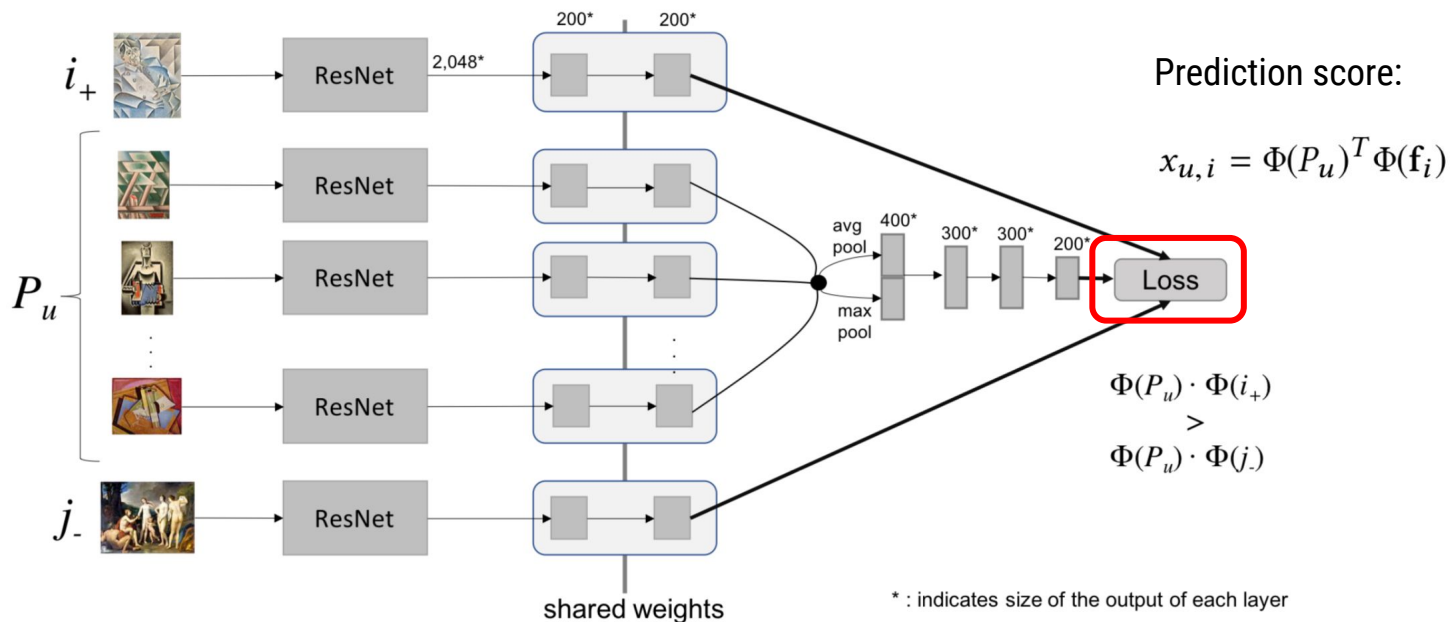


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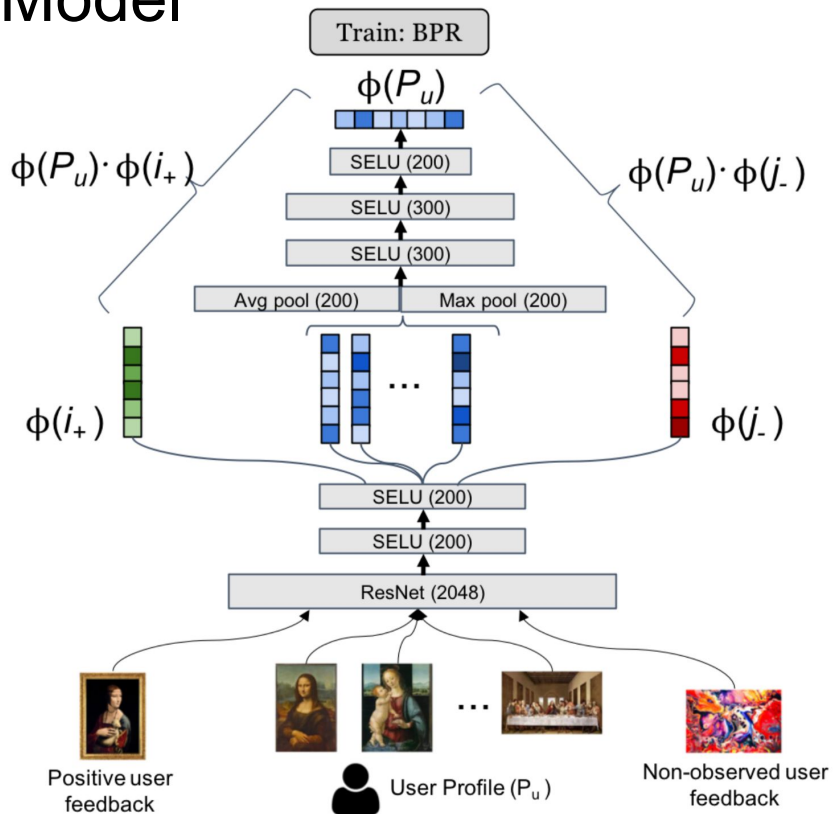


Figure 1: General architecture of CuratorNet. Parameters are learned via BPR [34]. The first two SELU layers have shared weights, similar to triplet loss models [39, 45].

Loss function: Sigmoid Cross-Entropy Loss

$$\mathcal{L} = - \sum_{\mathcal{D}_S} c \ln(\sigma(x_{u,i,j})) + (1 - c) \ln(1 - \sigma(x_{u,i,j})) + \lambda_{\Theta} ||\Theta||^2$$

Loss function: Sigmoid Cross-Entropy Loss

Class:
0 = wrongly ranked
1 = correctly ranked

Probability
that user u
prefers i over j

Probability that
user u *doesn't*
prefers i over j

$$\mathcal{L} = - \sum_{\mathcal{D}_S} c \ln(\sigma(x_{u,i,j})) + (1 - c) \ln(1 - \sigma(x_{u,i,j})) + \lambda_{\Theta} ||\Theta||^2$$

L2 Regularization hyperparameter

Sigmoid function (σ)

$$P(i >_u j | \Theta) = \sigma(x_{u,i,j}) = \frac{1}{1 + e^{-(x_{u,i} - x_{u,j})}}$$

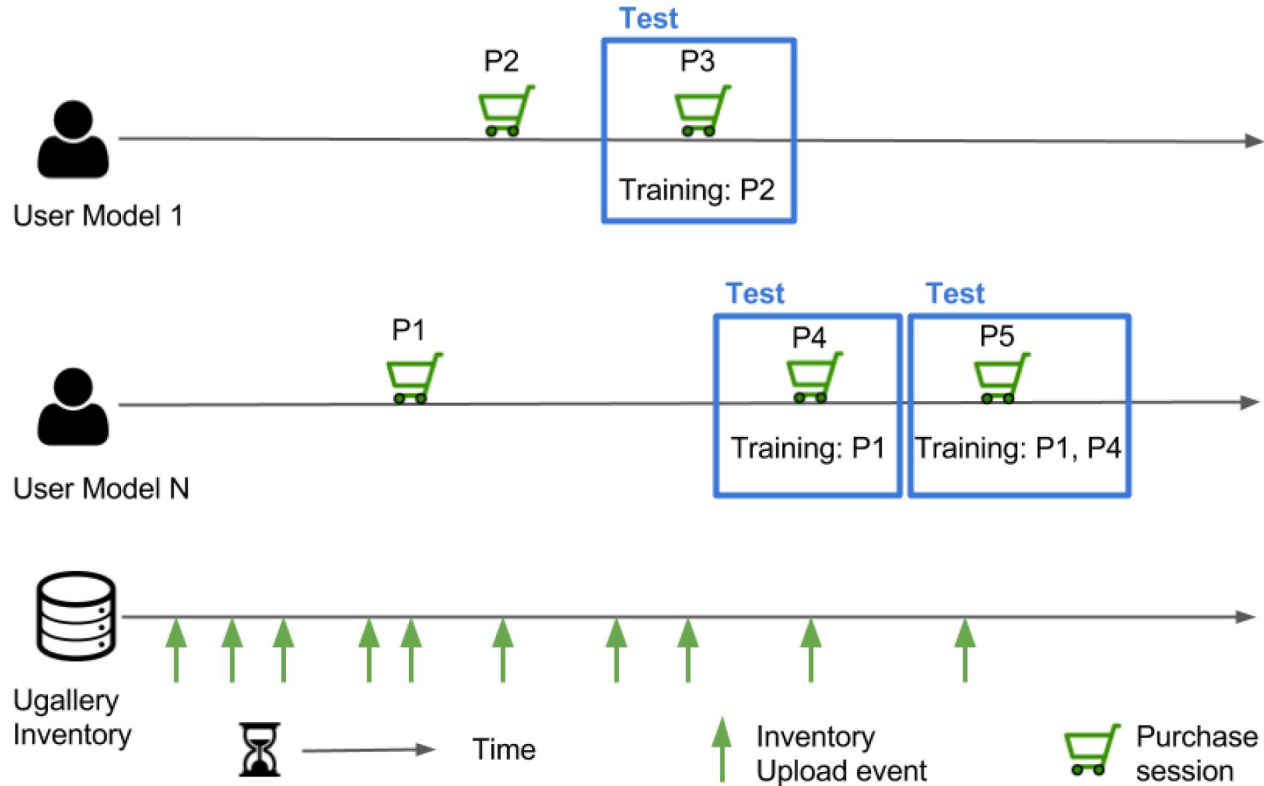
Training the model

- Similar to BPR: Given a training set D_S of triples (p, i, j) we aim that our model score like:

$$\vec{u}_p \cdot \vec{i} > \vec{u}_p \cdot \vec{j}$$

- Unlike BPR, we do not randomly sample negative examples for the training set D_S

Offline Evaluation (Purchase Records)



Sampling guidelines for triples

- Based on findings of our previous work (favorite artist)
- Use notion of visual clusters:



Figure 3: Examples of visual clusters automatically generated to sample triples for the training set.

The guidelines

- (1) Removing item from purchase basket, and predicting this missing item.
- (2) Sort items purchased sequentially, and then predict next purchase in basket.
- (3) Recommending visually similar artworks from the favorite artists of a user.
- (4) Recommending profile items from the same user profile.
- (5) Create an artificial user profile of a single item purchased, and recommending profile items given this artificially created user profile.
- (6) Create artificial profile with a single item, then recommend visually similar items from the same artist.

Effect of sampling guidelines

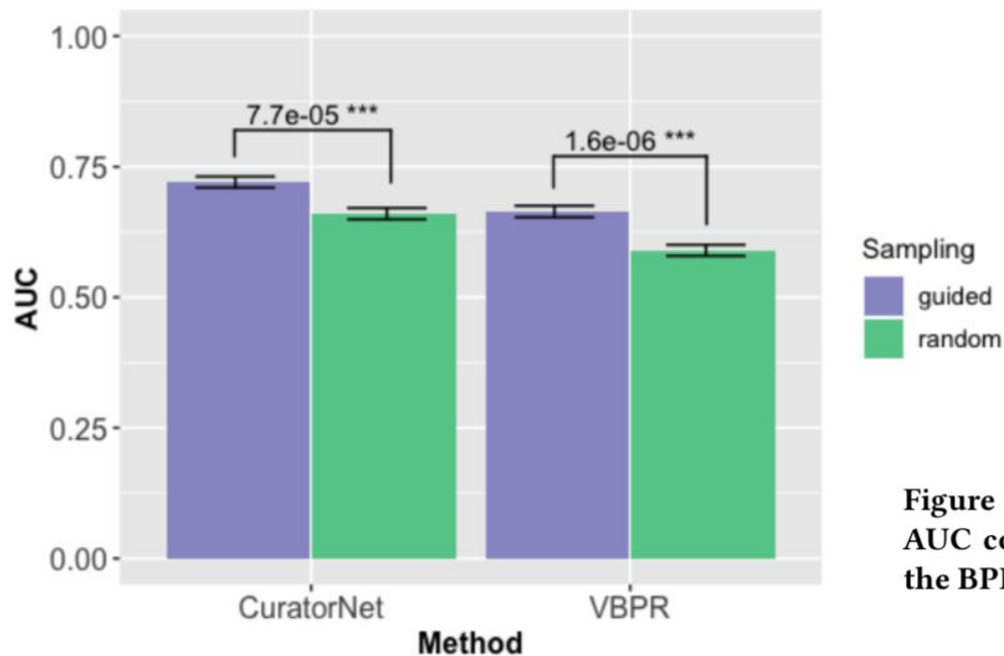
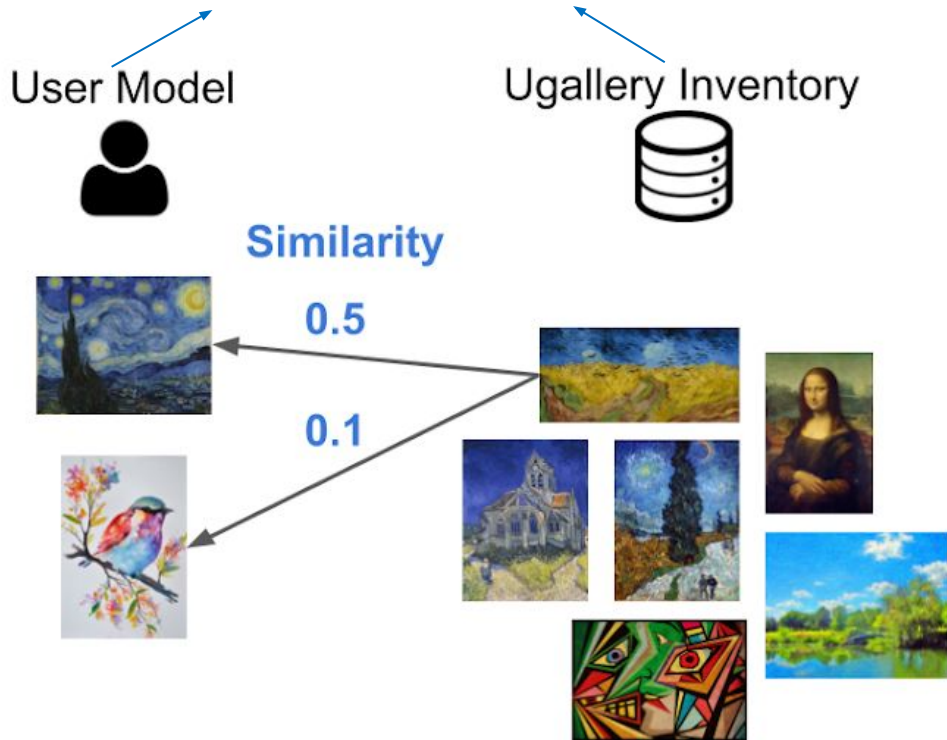


Figure 4: The sampling guidelines had a positive effect on AUC compared to random negative sampling for building the BPR training set.

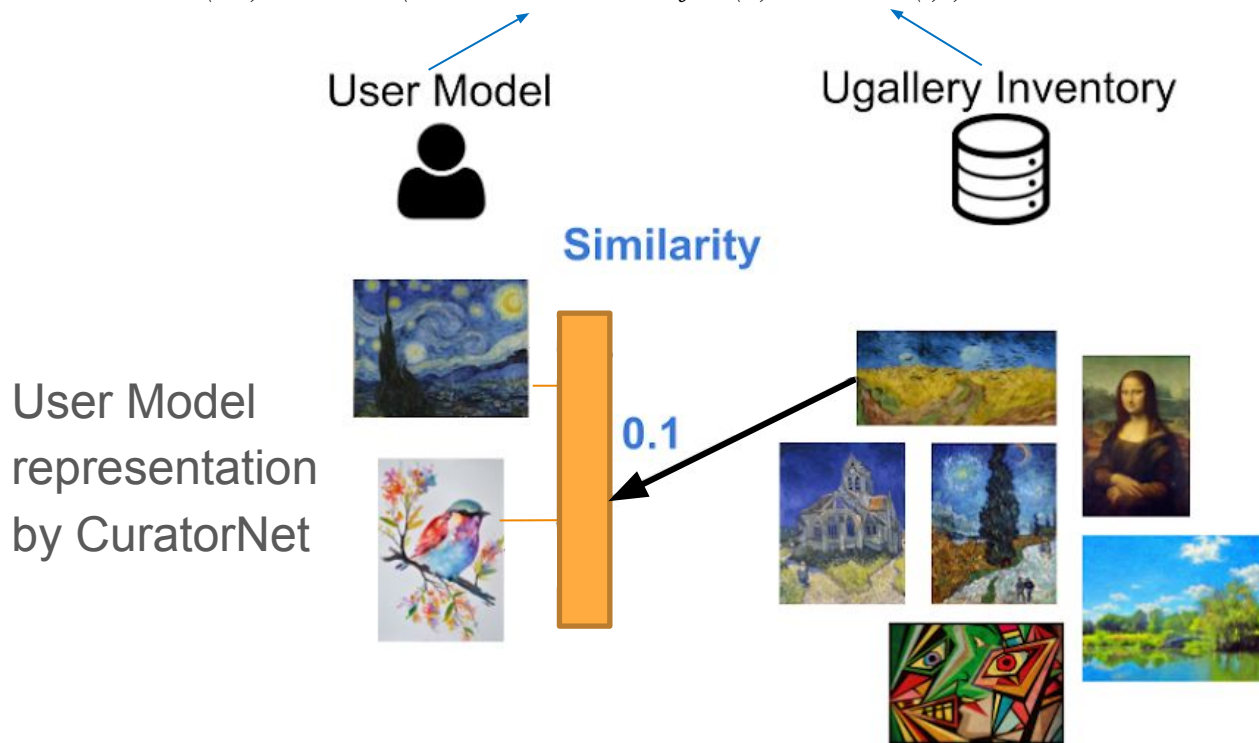
Content-based recommendation: VisRank (baseline)

$$s(u,i) = \text{score}(\text{ContentBasedProfile}(u), \text{Content}(i))$$



Content-based recommendation: CuratorNet

$$s(u,i) = \text{score}(\text{ContentBasedProfile}(u), \text{Content}(i))$$



Results Wikimedia (Random sampling)

AUC	RR	R@20	P@20	nDCG@20	R@100	P@100	nDCG@100
.66931	.01955	.03803	.00190	.02226	.07884	.00078	.02943

Results Ugallery (with guidelines)

AUC	R@20	P@20	nDCG@20	R@100	P@100	nDCG@100
.7204	.1683	.0106	.0966	.2399	.0030	.0923

Recommendation examples

Consumed (n=4)



Recommendation (n=20)



Ground truth

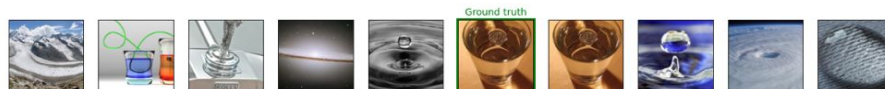


Ground Truth (n=11)





Recommendation (n=20)

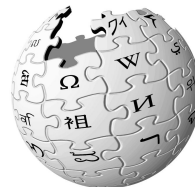


Ground Truth (n=13)





HAI
—VIS



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References

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- Messina, P., Dominguez, V., Parra, D., Trattner, C., & Soto, A. (2019). Content-based artwork recommendation: integrating painting metadata with neural and manually-engineered visual features. *User Modeling and User-Adapted Interaction*, 29(2), 251-290.
- Rendle, S., Freudenthaler, C., Gantner, Z., & Schmidt-Thieme, L. (2012). BPR: Bayesian personalized ranking from implicit feedback. arXiv preprint arXiv:1205.2618.
- Ruining He, Chen Fang, Zhaowen Wang, and Julian McAuley. 2016. Vista: A Visually, Socially, and Temporally-aware Model for Artistic Recommendation. In Proceedings of the 10th ACM Conference on Recommender Systems (RecSys '16).

Demo Session at the End

Questions?

email: micartagena@uc.cl

Model Code

```
main VisualRecSys-Tutorial-IUI2021 / models / curatortnet.py / <> Jump to -

mcartagenah add curatortnet model training notebook

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151 lines (122 sloc) | 5.1 KB

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33 def forward(self, profile, pi, ni):
34     """Forward pass of the model.
35
36     Feed forward a given input (batch). Each object is expected
37     to be a Tensor.
38
39     Args:
40         profile: User profile items embeddings, as a Tensor.
41         pi: Positive item embedding, as a Tensor.
42         ni: Negative item embedding, as a Tensor.
43
44     Returns:
45         Network output (scalar) for each input.
46     """
47     # Load embedding data
48     profile = self.embedding(profile)
49     pi = self.embedding(pi)
50     ni = self.embedding(ni)
51
52     # Positive item
53     pi = F.selu(self.selu_common1(pi))
54     pi = F.selu(self.selu_common2(pi))
55
56     # Negative item
57     ni = F.selu(self.selu_common1(ni))
58     ni = F.selu(self.selu_common2(ni))
59
60     # User profile
61     profile = F.selu(self.selu_common1(profile))
62     profile = F.selu(self.selu_common2(profile))
63     profile = torch.cat(
64         (self.maxpool(profile), self.avgpool(profile)), dim=-1
65     )
66     profile = F.selu(self.selu_pu1(profile))
67     profile = F.selu(self.selu_pu2(profile))
68     profile = F.selu(self.selu_pu3(profile))
69
70     # x_ui > x_uj
71     x_ui = torch.bmm(profile, pi.unsqueeze(-1))
72     x_uj = torch.bmm(profile, ni.unsqueeze(-1))
73
74     return x_ui - x_uj
```

Model Code

```
main VisualRecSys-Tutorial-IUI2021 / models / curatortnet.py / <> Jump to -

mcartagenah add curatortnet model training notebook

1 contributor

151 lines (122 sloc) | 5.1 KB

1 """CuratorNet implementation in PyTorch
2 """
3 import torch
4 import torch.nn as nn
5 import torch.nn.functional as F
6
7
8 class CuratorNet(nn.Module):
9     """CuratorNet model architecture from 'CuratorNet: A Neural
10     Network for Visually-aware Recommendation of Art Images'.
11     """
12
13     def __init__(self, embedding, input_size=2048):
14         super().__init__()
15
16         # Embedding
17         self.embedding = nn.Embedding.from_pretrained(embedding, freeze=True)
18
19         # Common section
20         self.selu_common1 = nn.Linear(input_size, 200)
21         self.selu_common2 = nn.Linear(200, 200)
22
23         # Profile section
24         self.maxpool = nn.AdaptiveMaxPool2d((1, 200))
25         self.avgpool = nn.AdaptiveAvgPool2d((1, 200))
26         self.selu_pu1 = nn.Linear(200 + 200, 300)
27         self.selu_pu2 = nn.Linear(300, 300)
28         self.selu_pu3 = nn.Linear(300, 200)
29
30         # Random weight initialization
31         self.reset_parameters()
```

```
def forward(self, profile, pi, ni):
    """Forward pass of the model.

    Feed forward a given input (batch). Each object is expected
    to be a Tensor.

    Args:
        profile: User profile items embeddings, as a Tensor.
        pi: Positive item embedding, as a Tensor.
        ni: Negative item embedding, as a Tensor.

    Returns:
        Network output (scalar) for each input.
    """
    # Load embedding data
    profile = self.embedding(profile)
    pi = self.embedding(pi)
    ni = self.embedding(ni)

    # Positive item
    pi = F.selu(self.selu_common1(pi))
    pi = F.selu(self.selu_common2(pi))

    # Negative item
    ni = F.selu(self.selu_common1(ni))
    ni = F.selu(self.selu_common2(ni))

    # User profile
    profile = F.selu(self.selu_common1(profile))
    profile = F.selu(self.selu_common2(profile))
    profile = torch.cat(
        (self.maxpool(profile), self.avgpool(profile)), dim=-1
    )
    profile = F.selu(self.selu_pu1(profile))
    profile = F.selu(self.selu_pu2(profile))
    profile = F.selu(self.selu_pu3(profile))

    # x_ui > x_uj
    x_ui = torch.bmm(profile, pi.unsqueeze(-1))
    x_uj = torch.bmm(profile, ni.unsqueeze(-1))

    return x_ui - x_uj
```

Loss function Code

main ▾

VisualRecSys-Tutorial-IUI2021 / 3 - (CuratorNet) Training procedure.ipynb

```
# Training setup
print("\nSetting up training")
optimizer = optim.Adam(
    model.parameters(),
    lr=SETTINGS["optimizer:lr"],
    weight_decay=SETTINGS["optimizer:weight_decay"],
)
criterion = nn.BCEWithLogitsLoss(reduction="sum")
scheduler = optim.lr_scheduler.ReduceLROnPlateau(
    optimizer, mode="max", factor=SETTINGS["scheduler:factor"],
    patience=SETTINGS["scheduler:patience"], verbose=True,
    threshold=SETTINGS["scheduler:threshold"],
)
```

L2 regularization

[Sigmoid cross
entropy](#)