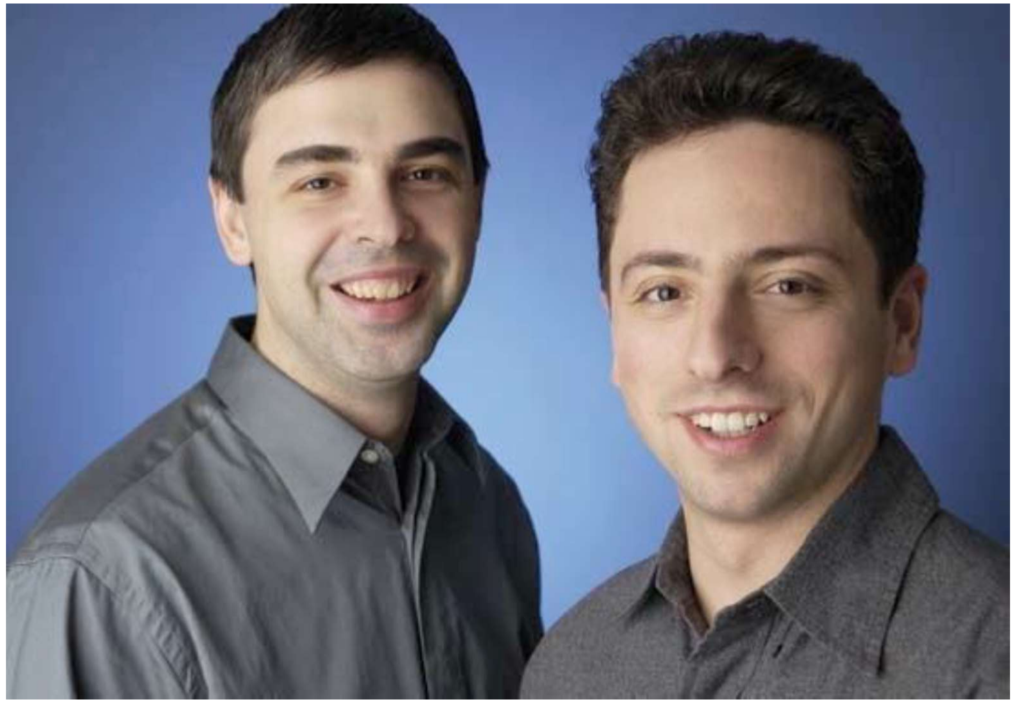
PageRank (Google)

Larry Page

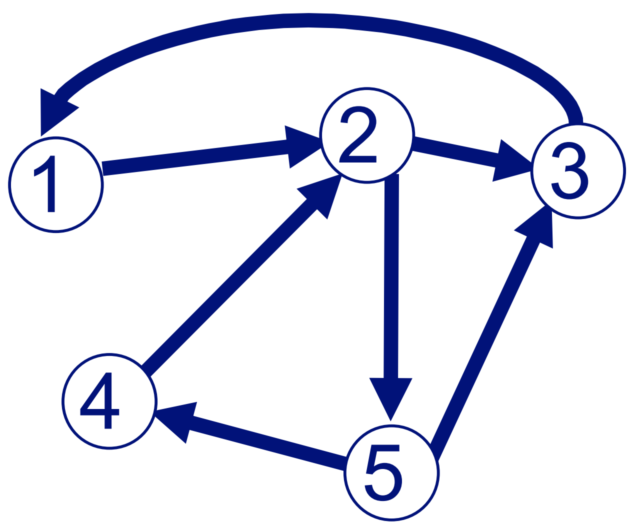


Sergey Brin

Brin, Sergey and Lawrence Page (1998). *Anatomy of a Large-Scale Hypertextual Web Search Engine*. 7th Intl World Wide Web Conf.

PageRank: Problem

Given a directed graph, find its most interesting/central node

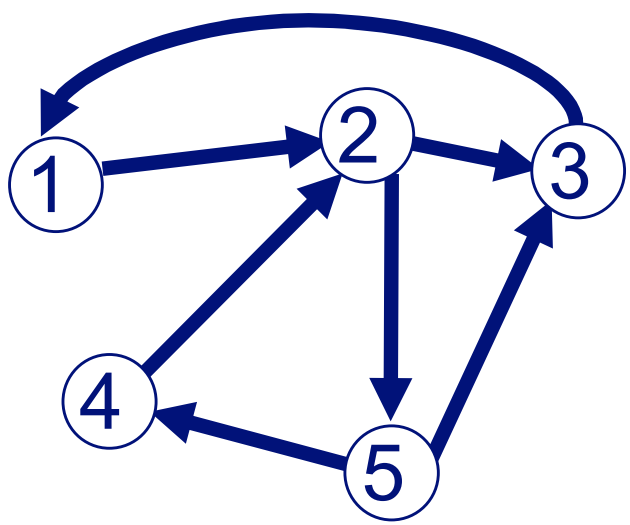


A node is important,
if it is connected
with important nodes
(recursive, but OK!)

PageRank: Solution

Given a directed graph, find its most interesting/central node

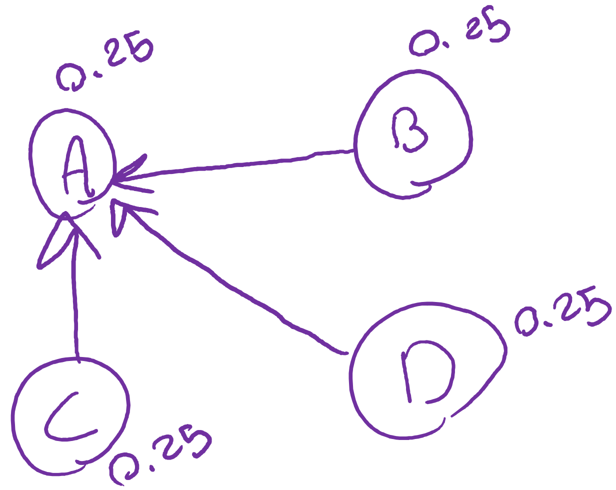
Proposed solution: use **random walk**; most "popular" nodes are the ones with highest steady state probability (ssp)



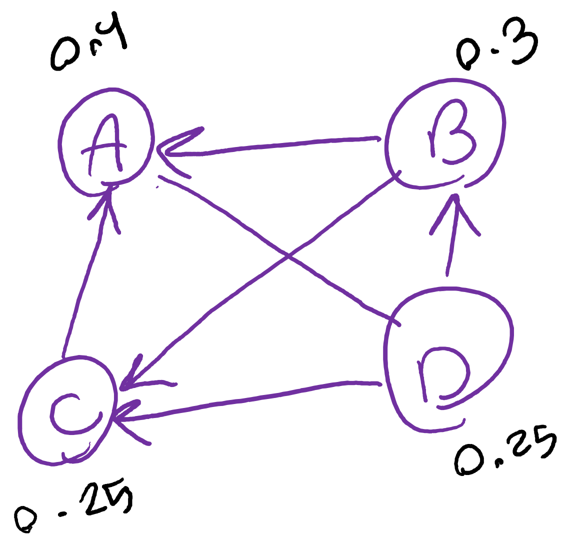
"state" = webpage

A node is important, if it is connected with important nodes (recursive, but OK!)

$\frac{1}{4} = 0.25$



$$PR(A) = \cancel{PR(B)} + PR(C) + PR(D)$$
$$= 0.25 + 0.25 + 0.25 = 0.75$$

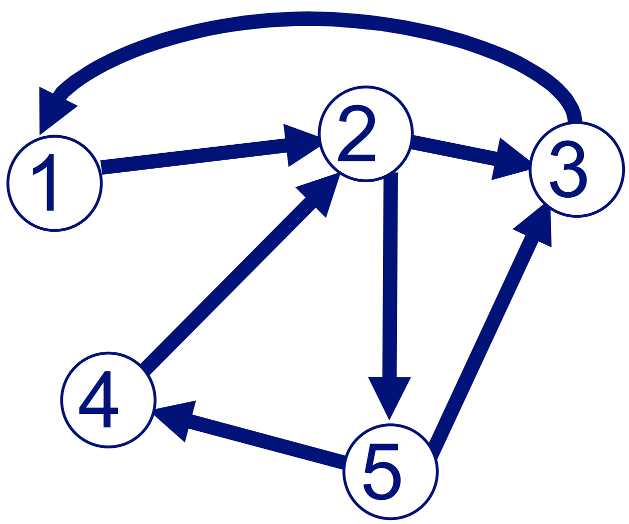


$$PR(A) = \frac{0.25}{2} + 0.25 + \frac{0.25}{3} = 0.4$$

$$\cancel{PR}(A) = \frac{PR(B)}{2} + PR(C) + \frac{PR(D)}{3}$$

(Simplified) PageRank

Let **B** be the transition matrix: transposed, column-normalized



From / To

$$\mathbf{B}\,\mathbf{p} = \mathbf{p}$$

$$\begin{bmatrix} & & 1 & & \\ 1 & & & 1 & \\ & 1/2 & & & 1/2 \\ & & & & 1/2 \\ & 1/2 & & & \end{bmatrix} \begin{bmatrix} p_1 \\ p_2 \\ p_3 \\ p_4 \\ p_5 \end{bmatrix} = \begin{bmatrix} p_1 \\ p_2 \\ p_3 \\ p_4 \\ p_5 \end{bmatrix}$$

How to compute SSP:
https://fenix.tecnico.ulisboa.pt/downloadFile/3779579688473/6.3.pdf
http://www.sosmath.com/matrix/markov/markov.html

(Simplified) PageRank

$A\underset{\sim}{x} = \lambda \underset{\sim}{x}$

B p = 1 * p

Thus, **p** is the **eigenvector** that corresponds to the highest eigenvalue (=1, since the matrix is column-normalized)

Why does such a **p** exist?

p exists if **B** is nxn, nonnegative, irreducible
[Perron–Frobenius theorem]

(Simplified) PageRank

- In short: imagine a person **randomly moving** along the edges/links
- A node's PageRank score is the steady-state probability (ssp) of finding the person at that node

Full version of algorithm:

With **occasional random jumps to any nodes**

Why? To make the matrix **irreducible.**

Irreducible = from any state (node), there's non-zero probability to reach any other state (node)

Full Algorithm

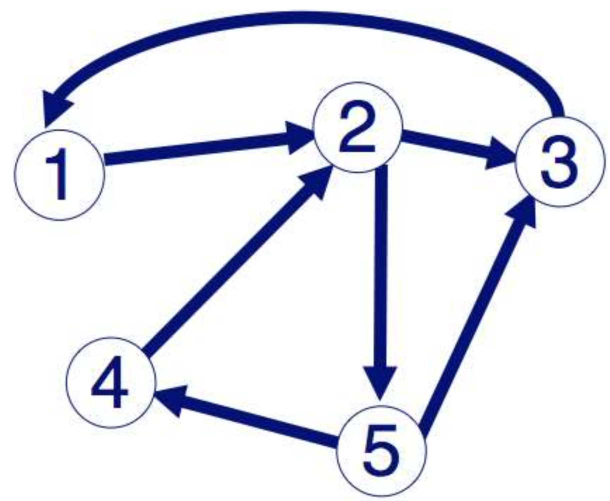
$P = BP$

With probability 1-c, fly-out to a **random node**

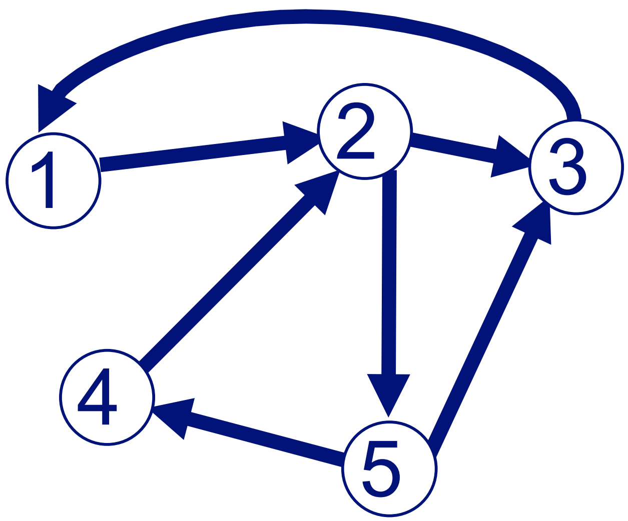
Then, we have

$$\mathbf{p} = c\,\mathbf{B}\,\mathbf{p} + \frac{(1-c)}{n}\mathbf{1}$$

$$\mathbf{1}/n = \begin{bmatrix} 1/n \\ 1/n \\ 1/n \\ 1/n \\ 1/n \end{bmatrix}$$



How to compute PageRank for huge matrix?



Use the power iteration method

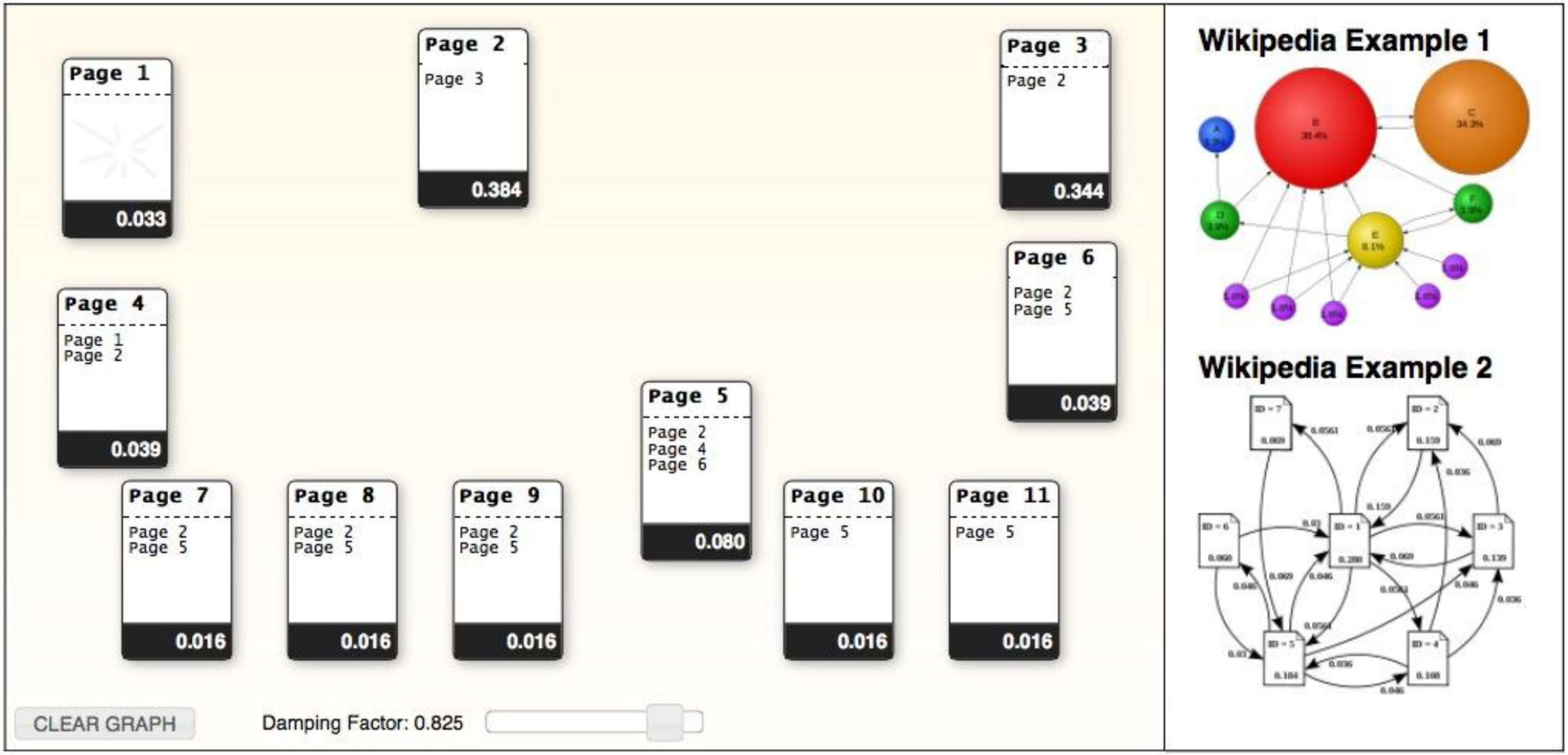
http://en.wikipedia.org/wiki/Power_iteration

$$\mathbf{p} = c\,\mathbf{B}\,\mathbf{p} + \frac{(1-c)}{n}\mathbf{1}$$

$$\underbrace{\begin{bmatrix} p1 \\ p2 \\ p3 \\ p4 \\ p5 \end{bmatrix}}_{\mathbf{p'}} = c \underbrace{\begin{bmatrix} & & 1 & & \\ 1 & & & 1 & \\ & 1/2 & & & 1/2 \\ & & & & 1/2 \\ & 1/2 & & & \end{bmatrix}}_{\mathbf{B}} \underbrace{\begin{bmatrix} p1 \\ p2 \\ p3 \\ p4 \\ p5 \end{bmatrix}}_{\mathbf{p}} + \frac{(1-c)}{n} \begin{bmatrix} 1 \\ 1 \\ \vdots \\ 1 \end{bmatrix}$$

Can initialize this vector to any non-zero vector, e.g., all “1”s

PageRank Explained with Javascript



Also great for checking the correctness of your PageRank Implementation.

http://www.cs.duke.edu/csed/principles/pagerank/

PageRank for graphs (generally)

You can run PageRank on **any graphs**

- All you need are the **graph edges**!

Should be in your algorithm “toolbox”

- Better than degree centrality
- Fast to compute for large graphs, runtime linear in the number of edges, O(E)

But can be “misled” (Google Bomb)

- How?

Personalized PageRank

Intuition: not all pages are equal, some more relevant to some people

Goal: rank pages in a way that those more relevant to you will be ranked higher

How? Make just **one** small change to PageRank

Personalized PageRank

With probability 1-c, fly-out to

~~a random node~~ **some preferred nodes**

$$\mathbf{p}' = c\,\mathbf{B}\,\mathbf{p} + \frac{(1-c)}{n}\,\mathbf{1}$$

$$\begin{bmatrix} p'_1 \\ p'_2 \\ p'_3 \\ p'_4 \\ p'_5 \end{bmatrix} = 0.8 \begin{bmatrix} & & 1 & & \\ 1 & & & 1 & \\ & 1/2 & & & 1/2 \\ & & & & 1/2 \\ & 1/2 & & & \end{bmatrix} \begin{bmatrix} p_1 \\ p_2 \\ p_3 \\ p_4 \\ p_5 \end{bmatrix} + \frac{0.2}{5} \begin{bmatrix} 1 \\ 1 \\ 1 \\ 1 \\ 1 \end{bmatrix}$$

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

Default value for c

Can initialize this vector to any non-zero vector, e.g., all “1”s

Why Learn Personalized PageRank?

For **recommendation**

- If I like webpage A, what else do I like?
- If I bought product A, what other products would I also buy?

Visualizing and interacting with large graphs

- Instead of visualizing every single nodes, visualize the **most important ones**

Very flexible — works on any graph

Related "guilt-by-association" / diffusion techniques

- **Personalized PageRank**
  (= Random Walk with Restart)
- "Spreading activation" or "degree of interest" in Human-Computer Interaction (HCI)
- Belief Propagation
  (powerful inference algorithm, for fraud detection, image segmentation, error-correcting codes, etc.)

Why are these algorithms popular?

- **Intuitive to interpret**
  uses “network effect”, homophily
- **Easy to implement**
  math is relatively simple (mainly matrix-vector multiplication)
- **Fast**
  run time linear to #edges, or better
- **Probabilistic** meaning

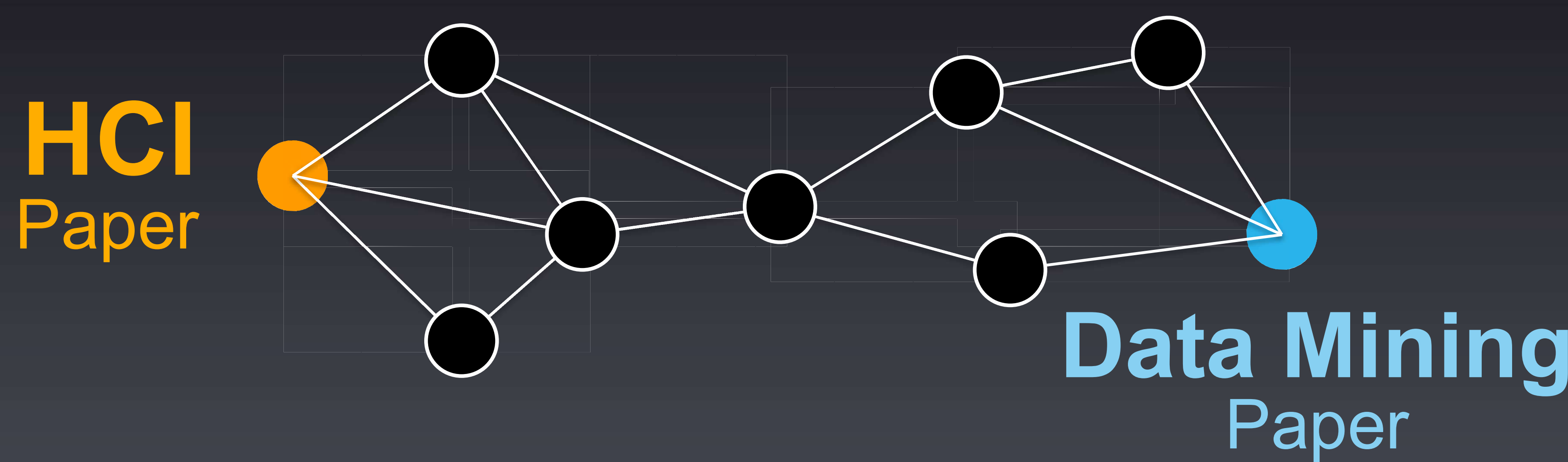
Human-In-The-Loop Graph Mining

Apolo:
Machine Learning + Visualization

CHI 2011

Apolo: Making Sense of Large Network Data by Combining Rich User Interaction and Machine Learning

Finding More Relevant Nodes



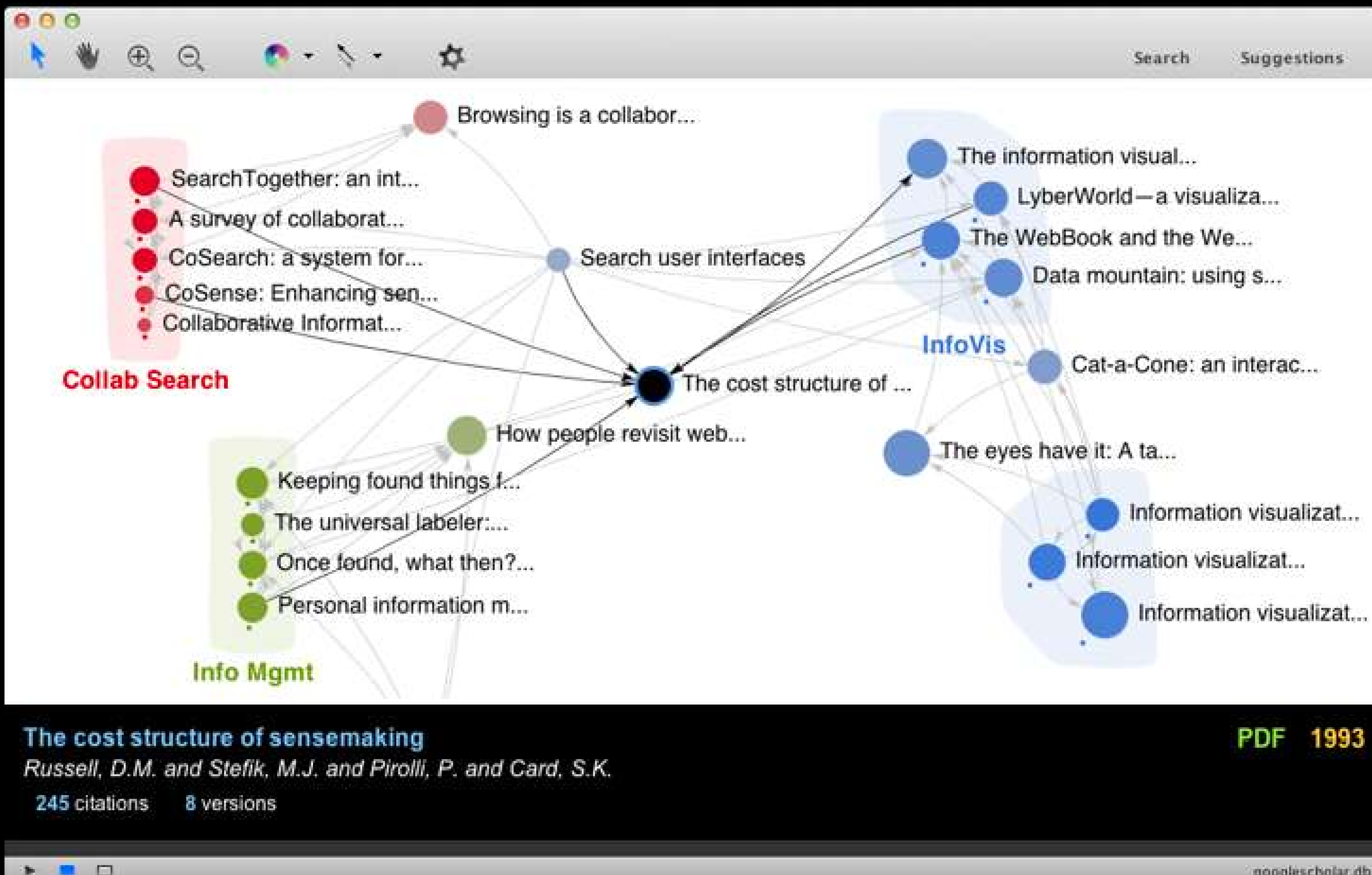
Citation network

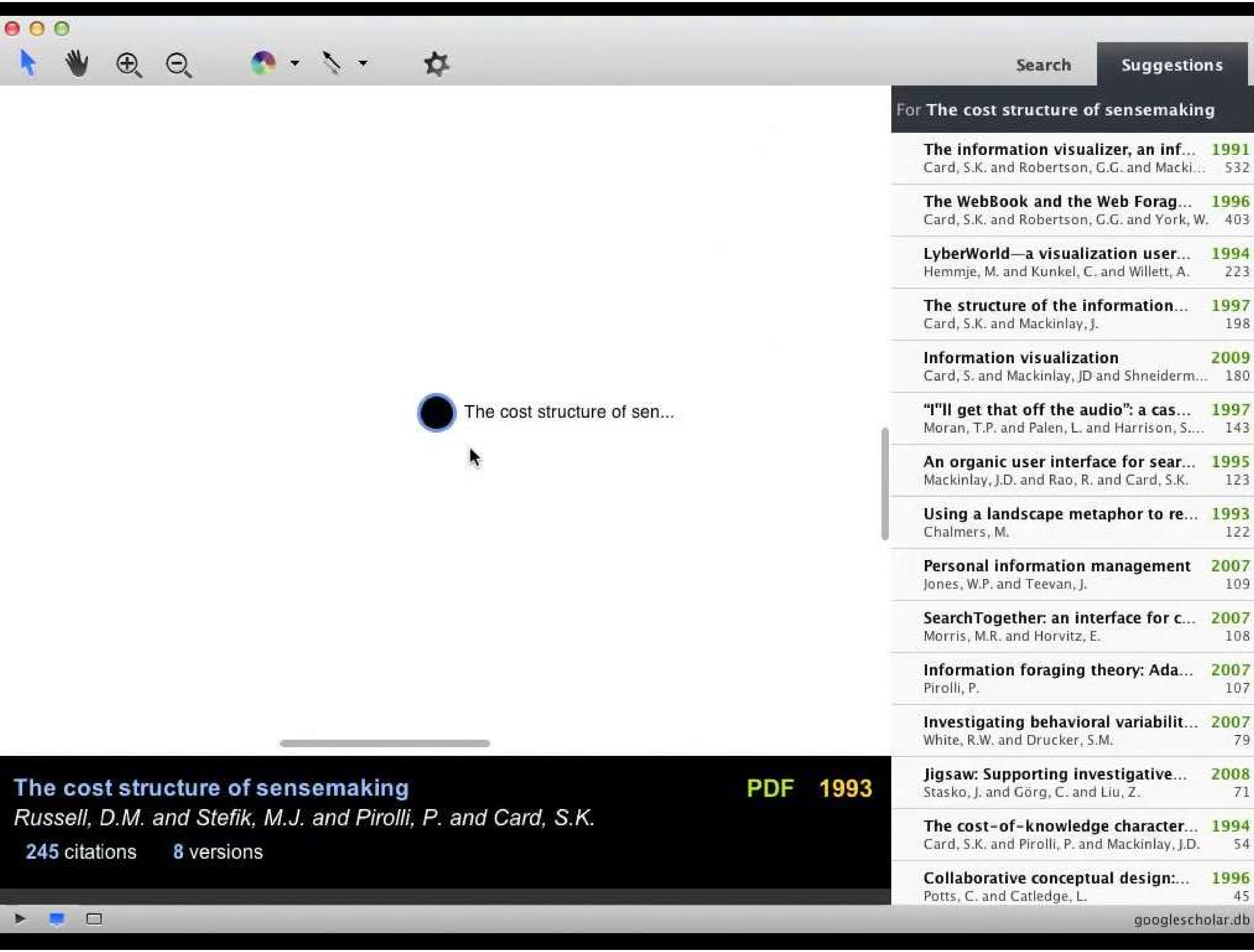
Apolo uses **guilt-by-association**

(Belief Propagation, similar to personalized PageRank)

Demo: Mapping the Sensemaking Literature

Nodes: 80k papers from Google Scholar (node size: #citation)
Edges: 150k citations

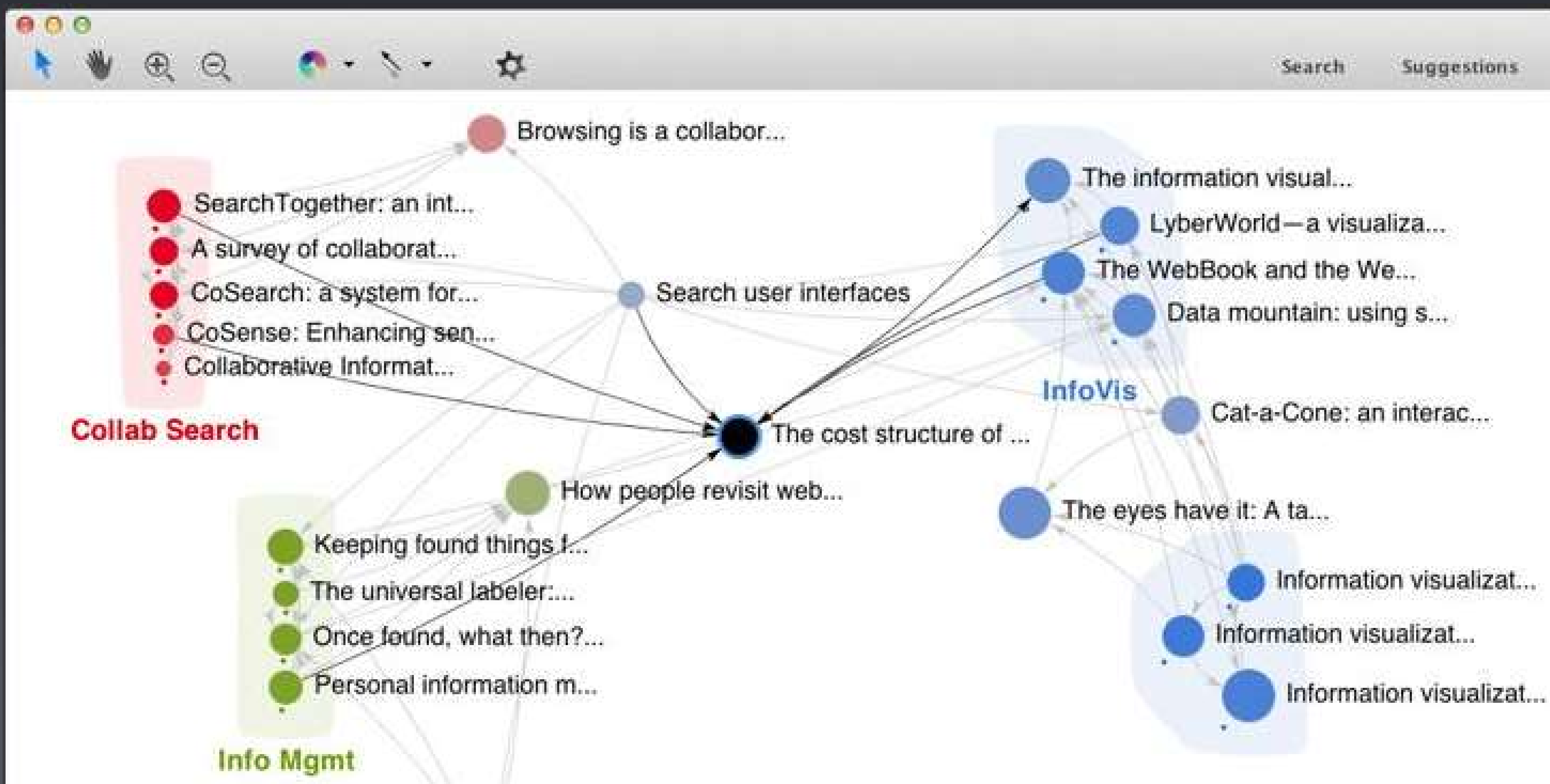



Search
Suggestions
The cost structure of sen...
For The cost structure of sensemaking
The information visualizer, an inf... 1991
Card, S.K. and Robertson, G.G. and Macki... 532
The WebBook and the Web Forag... 1996
Card, S.K. and Robertson, G.G. and York, W. 403
LyberWorld—a visualization user... 1994
Hemmje, M. and Kunkel, C. and Willett, A. 223
The structure of the information... 1997
Card, S.K. and Mackinlay, J. 198
Information visualization 2009
Card, S. and Mackinlay, JD and Shneiderm... 180
"I"ll get that off the audio": a cas... 1997
Moran, T.P. and Palen, L. and Harrison, S.... 143
An organic user interface for sear... 1995
Mackinlay, J.D. and Rao, R. and Card, S.K. 123
Using a landscape metaphor to re... 1993
Chalmers, M. 122
Personal information management 2007
Jones, W.P. and Teevan, J. 109
SearchTogether: an interface for c... 2007
Morris, M.R. and Horvitz, E. 108
Information foraging theory: Ada... 2007
Pirolli, P. 107
Investigating behavioral variabilit... 2007
White, R.W. and Drucker, S.M. 79
Jigsaw: Supporting investigative... 2008
Stasko, J. and Görg, C. and Liu, Z. 71
The cost-of-knowledge character... 1994
Card, S.K. and Pirolli, P. and Mackinlay, J.D. 54
Collaborative conceptual design:... 1996
Potts, C. and Catledge, L. 45
The cost structure of sensemaking
PDF 1993
Russell, D.M. and Stefik, M.J. and Pirolli, P. and Card, S.K.
245 citations 8 versions
googlescholar.db

Key Ideas (Recap)

Specify exemplars

Find other relevant nodes (BP)



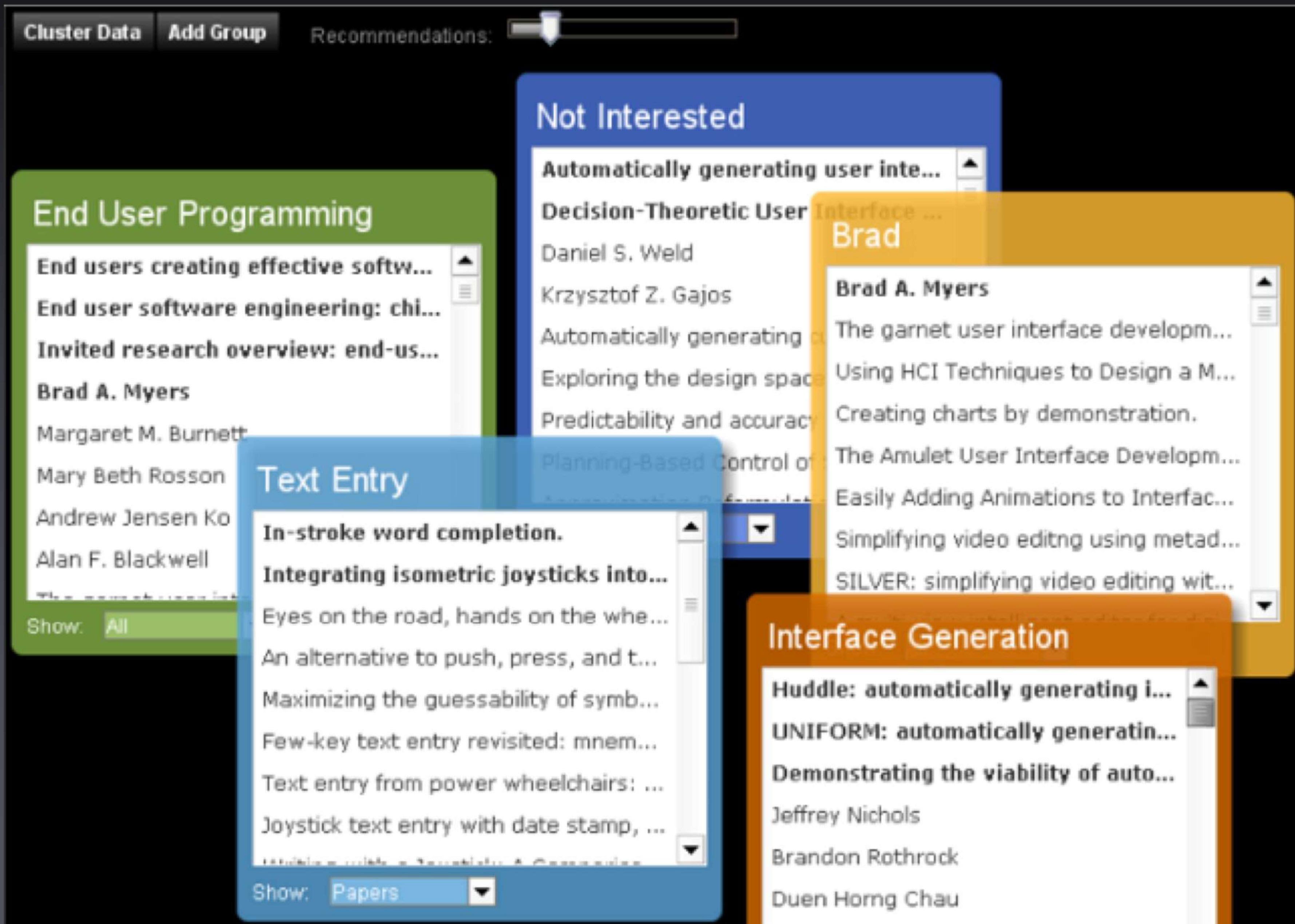
Apolo's Contributions

1 **Human + Machine**

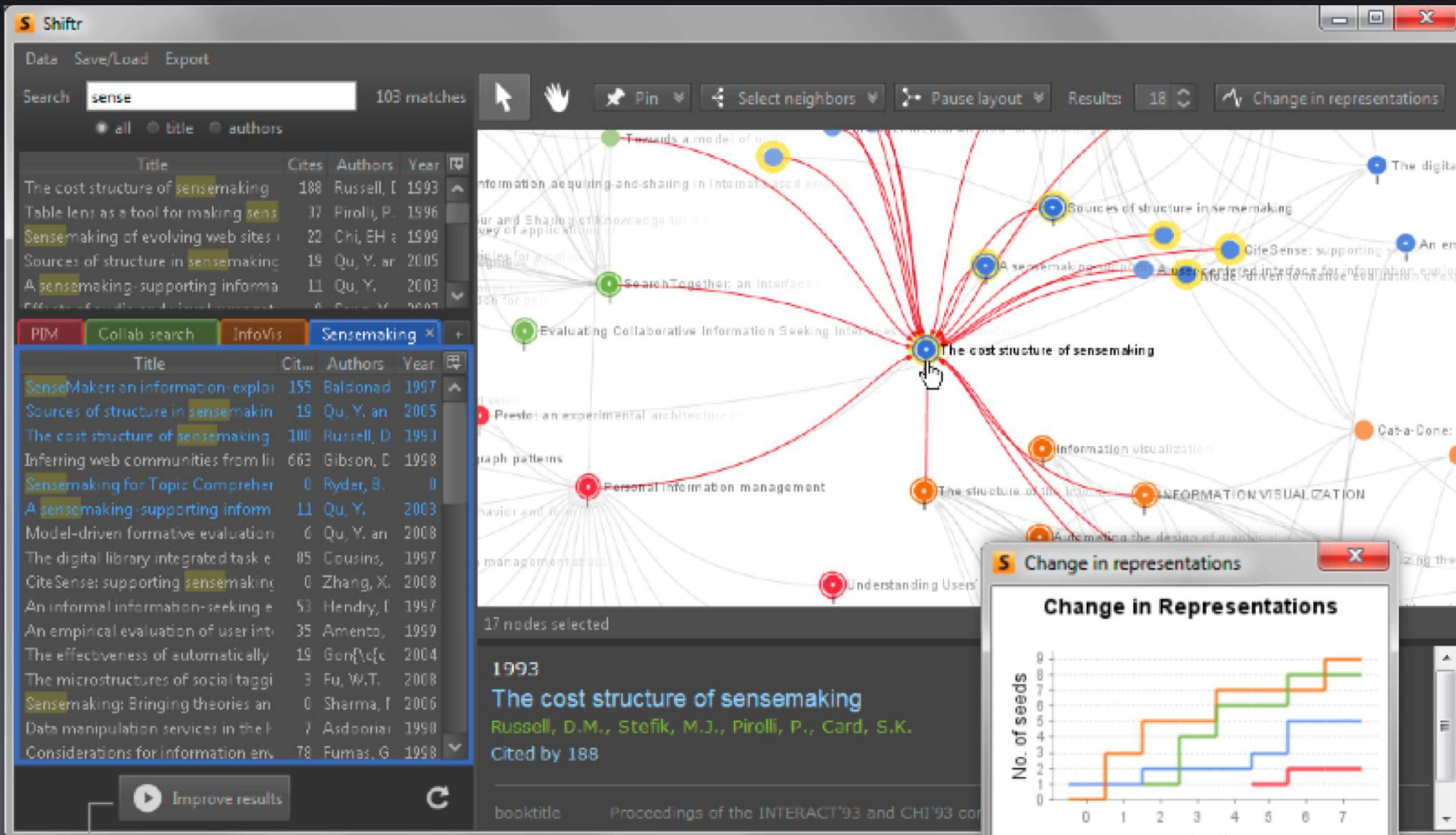
> It was like having a **partnership** with the machine.
>
> Apolo User

2 **Personalized Landscape**

Apolo 2009

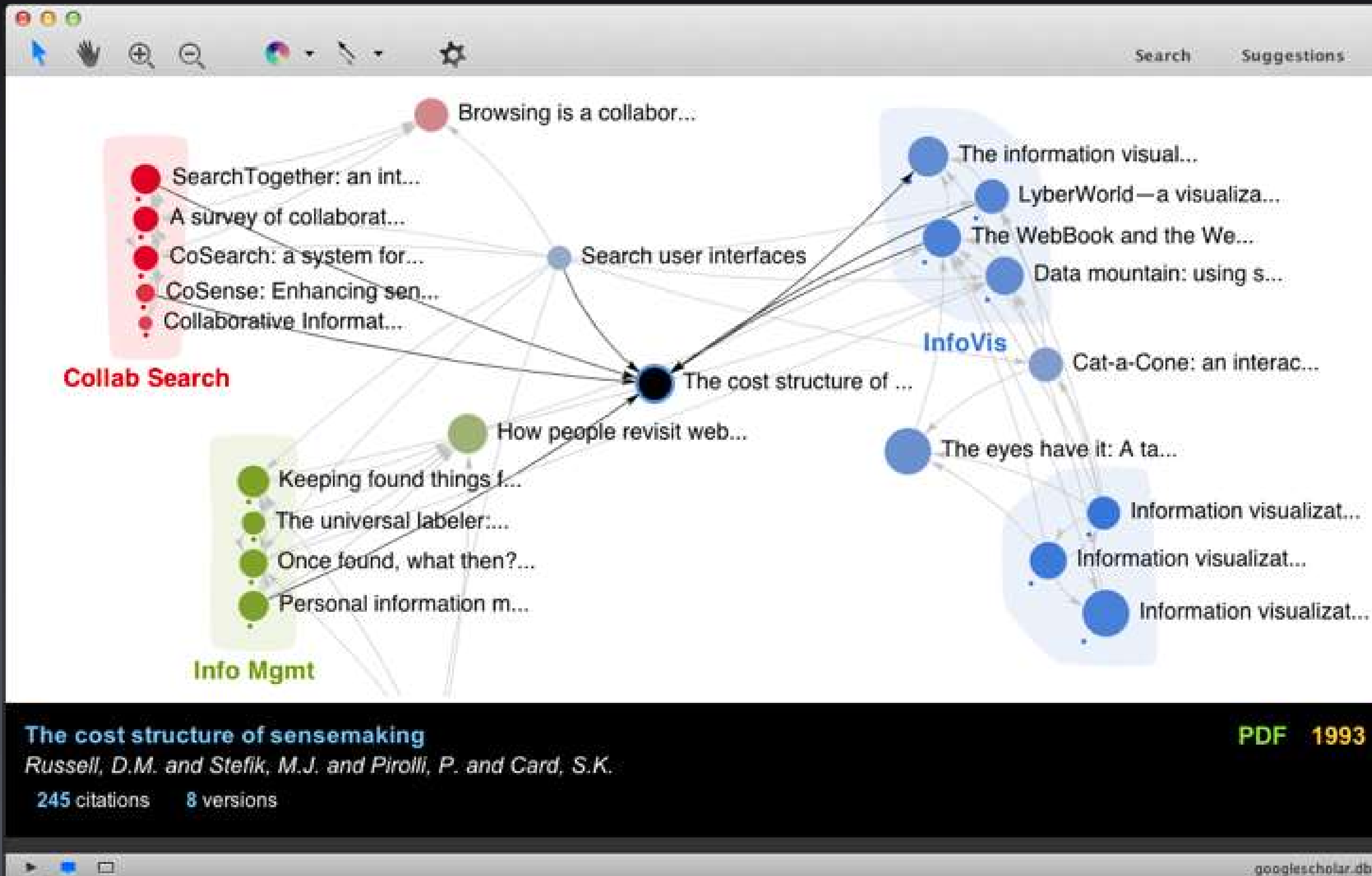

Cluster Data
Add Group
Recommendations:
Not Interested
Automatically generating user inte...
Decision-Theoretic User
Daniel S. Weld
Krzysztof Z. Gajos
End User Programming
End users creating effective softw...
End user software engineering: chi...
Invited research overview: end-us...
Brad A. Myers
Margaret M. Burnett
Mary Beth Rosson
Andrew Jensen Ko
Alan F. Blackwell
Show: All
Brad
Brad A. Myers
The garnet user interface developm...
Using HCI Techniques to Design a M...
Creating charts by demonstration.
The Amulet User Interface Developm...
Easily Adding Animations to Interfac...
Simplifying video editng using metad...
SILVER: simplifying video editing wit...
Text Entry
In-stroke word completion.
Integrating isometric joysticks into...
Eyes on the road, hands on the whe...
An alternative to push, press, and t...
Maximizing the guessability of symb...
Few-key text entry revisited: mnem...
Text entry from power wheelchairs: ...
Joystick text entry with date stamp, ...
Show: Papers
Interface Generation
Huddle: automatically generating i...
UNIFORM: automatically generatin...
Demonstrating the viability of auto...
Jeffrey Nichols
Brandon Rothrock
Duen Horng Chau

Apolo 2010


Shiftr
Data Save/Load Export
Search sense 103 matches
all title authors
Pin
Select neighbors
Pause layout
Results: 18
Change in representations
PIM
Collab search
InfoVis
Sensemaking
The cost structure of sensemaking
17 nodes selected
1993
The cost structure of sensemaking
Russell, D.M., Stefik, M.J., Pirolli, P., Card, S.K.
Cited by 188
booktitle
Proceedings of the INTERACT'93 and CHI'93 con
Improve results
Change in Representations
No. of seeds
Iteration

Apolo 2011

22,000 lines of code. Java 1.6. Swing.
Uses SQLite3 to store graph on disk

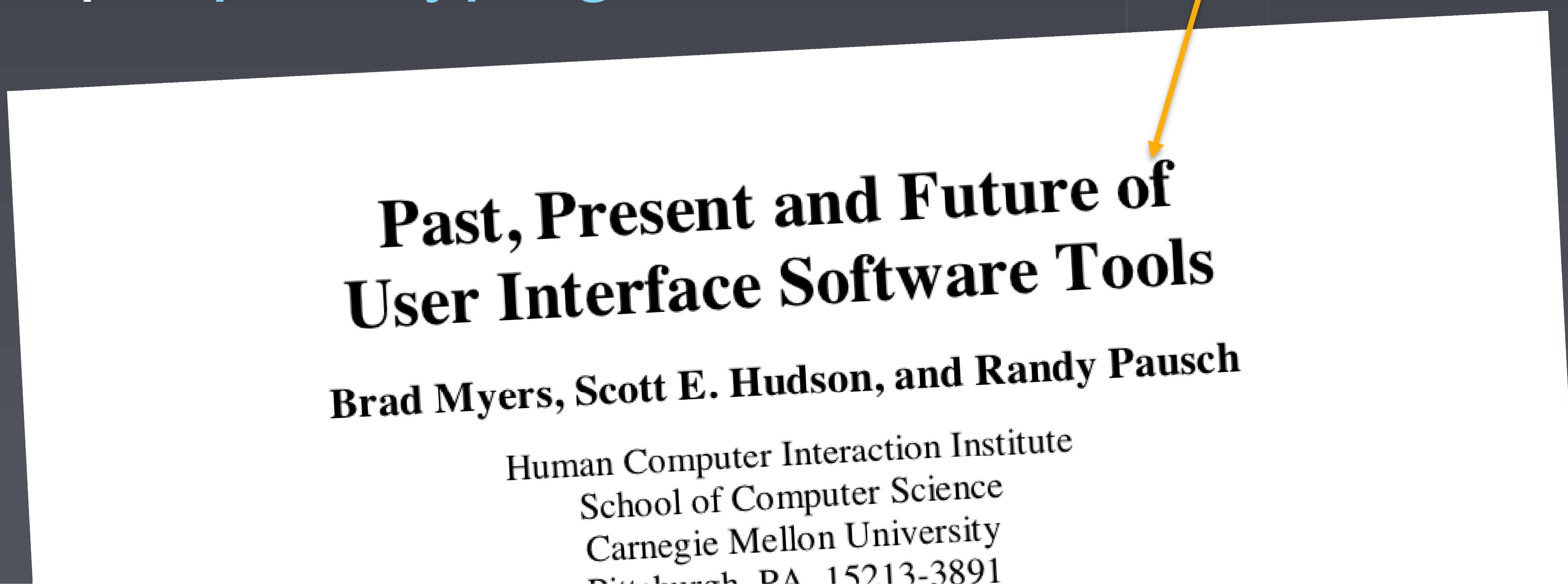


User Study

Used citation network

Task: Find related papers for 2 sections in a survey paper on *user interface*

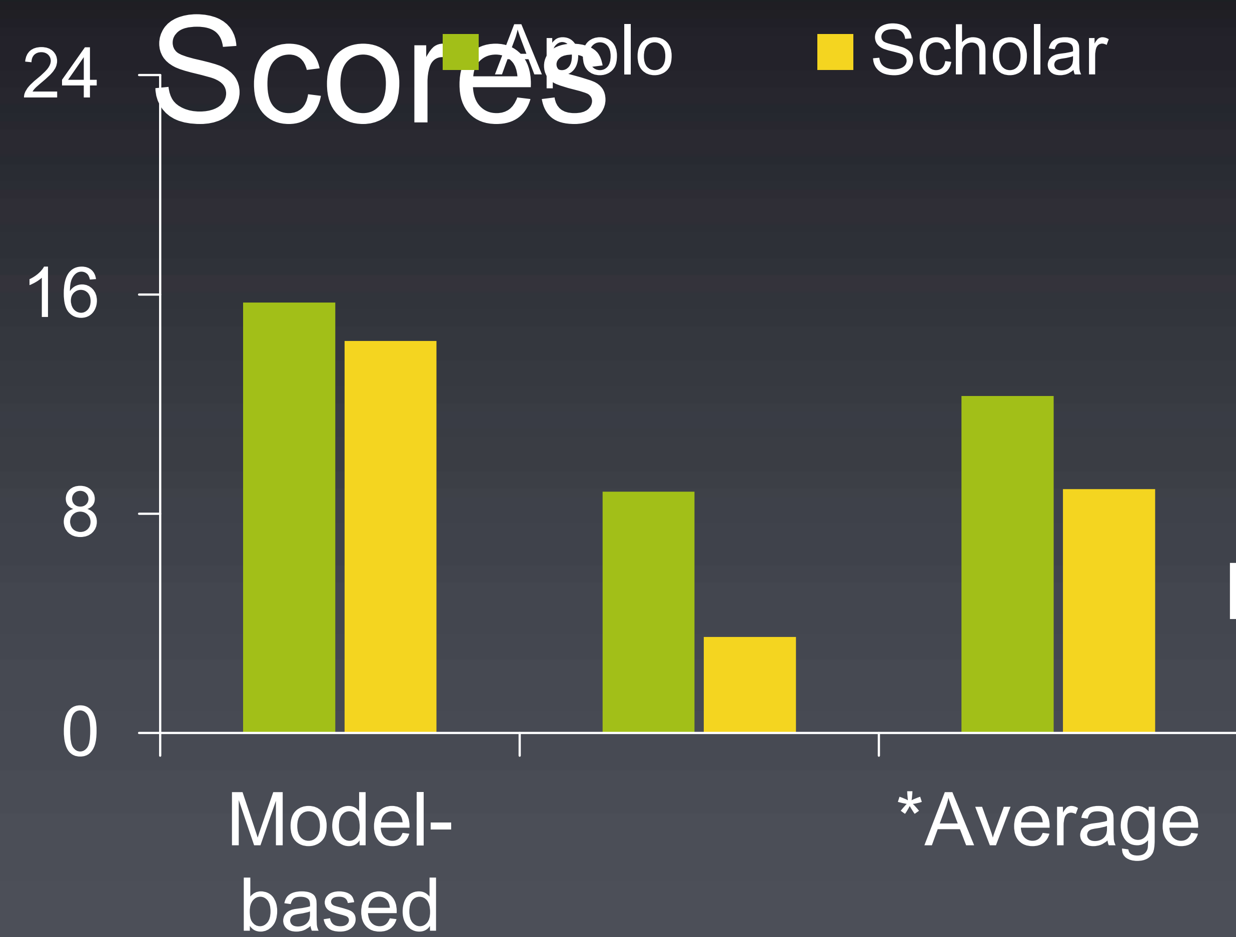
- Model-based generation of UI
- Rapid prototyping tools



Between subjects design

Participants: **grad student** or **research staff**

Judges' Scores



Higher is better. **Apolo** wins.

* *Statistically significant, by two-tailed t test, $p < 0.05$*

Practitioners’ guide to building (interactive) applications

What kinds of **prototypes**?

- Paper prototype, lo-fi prototype, high-fi prototype

Important to involve **REAL users** as early as possible

- Recruit your friends to try your tools
- Lab study (controlled, as in Apolo)
- Longitudinal study (usage over months)
- Deploy it and see the world’s reaction!

- To learn more:
  - CS 6750 Human-Computer Interaction
  - CS 6455 User Interface Design and Evaluation

Practitioners’ guide to building (interactive) applications

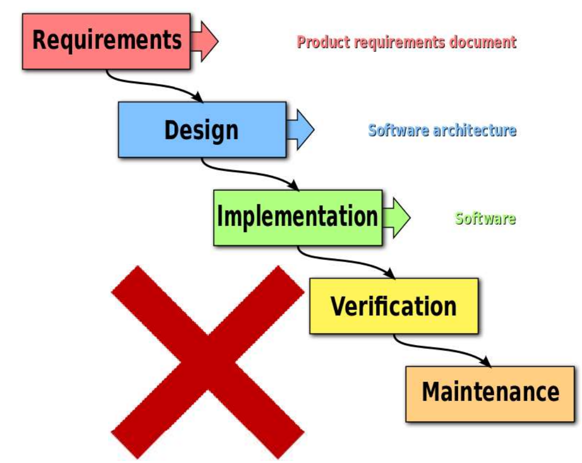
Think about scalability early

- Identify candidate scalable algorithms early on

Use **iterative** design approach, as in Apolo and industry

- Why? It’s hard to get it right the first time
- Create prototype, evaluate, modify prototype, evaluate, ...
- Quick evaluation helps you identify **important fixes early — save you a lot of time overall**

Waterfall model
(software engineering)



If you want to know more about people…

http://amzn.com/0321767535