

Introduction to Social Influence Models

Auto-Logistic Actor Attribute Models (ALAAMs)

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Preamble

- All material is on the workshop repository
<https://github.com/johankoskinen/ALAAM>
 - ▶ Download the RMarkdown file CHDH-SNA-2025-2.Rmd
 - ▶ Download the (proto) manual https://github.com/johankoskinen/ALAAM/blob/main/alaam_effects.pdf
 - ▶ This afternoon CHDH-SNA-2025-3.Rmd and a selection of other examples
- In order to run the Markdown you need
 - ▶ The R-package 
 - ▶ The RStudio interface  Studio
- We will predominantly use the packages
 - ▶ sna
 - ▶ network
- as well as **ba**laam.**R** from GitHub



What is new

If you have used BayesALAAM before

- Entirely new
 - ▶ MultivarALAAM.R \Rightarrow balaam.R
 - ▶ Documentation: alaam.effects.pdf
- Define and estimate the model using
 - ▶ Standard formula agree \sim odegree + mood + sex + simple
 - ▶ Main function estimate.alaam returns estimate.alaam.obj
- The object prevBayes
 - ▶ Continue previous estimation estimate.alaam.obj
 - ▶ recalibrate the proposal variance-covariance matrix
- Model selection
 - ▶ Obtain posterior deviance from post.deviance.alaam applied on estimate.alaam.obj
 - ▶ Calculate DIC using alaam.dic directly on object returned by post.deviance.alaam
- ... and a lot of other tweaks that may or may not have broken the functionality



Agenda

1 Preamble

- Data
- Homophily

2 ALAAM

- Contagion

3 Estimation

- Monitoring performance

4 GOF

5 Model selection

6 Missing data

7 Advanced models

8 SBC

9 Fully Bayesian

10 Further topics



Data structure and homophily

Data structure and homophily

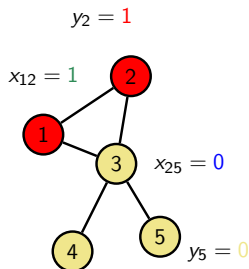


Data - binary outcomes

Tie-variables:

$$X_{ij} = \begin{cases} 1, & \text{if tie from } i \text{ to } j \\ 0, & \text{else} \end{cases}$$

Adjacency matrix



$$\mathbf{X} = (X_{ij})_{ij \in V \times V} = \begin{bmatrix} \cdot & 1 & 1 & 0 & 0 \\ 1 & \cdot & 1 & 0 & 0 \\ 1 & 1 & \cdot & 1 & 1 \\ 0 & 0 & 1 & \cdot & 0 \\ 0 & 0 & 1 & 0 & \cdot \end{bmatrix}$$

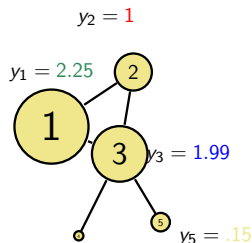
Nodes: $V = \{1, 2, \dots, n\}$ **Attribute vector**

$$\mathbf{y} = [1 \ 1 \ 0 \ 0 \ 0]^T$$

Data - Continuous outcomes

Tie-variables:

$$X_{ij} = \begin{cases} 1, & \text{if tie from } i \text{ to } j \\ 0, & \text{else} \end{cases}$$



Adjacency matrix

$$\mathbf{X} = \begin{bmatrix} \cdot & \textcolor{green}{1} & 1 & 0 & 0 \\ \textcolor{green}{1} & \cdot & 1 & 0 & \textcolor{blue}{0} \\ 1 & 1 & \cdot & 1 & 1 \\ 0 & 0 & 1 & \cdot & 0 \\ 0 & \textcolor{blue}{0} & 1 & 0 & \cdot \end{bmatrix}$$

Nodes: $V = \{1, 2, \dots, n\}$

Attribute vector

$$\mathbf{y} = [\textcolor{green}{2.25} \quad \textcolor{red}{1} \quad \textcolor{blue}{1.99} \quad \textcolor{yellow}{.05} \quad \textcolor{yellow}{.15}]^T$$

Homophily

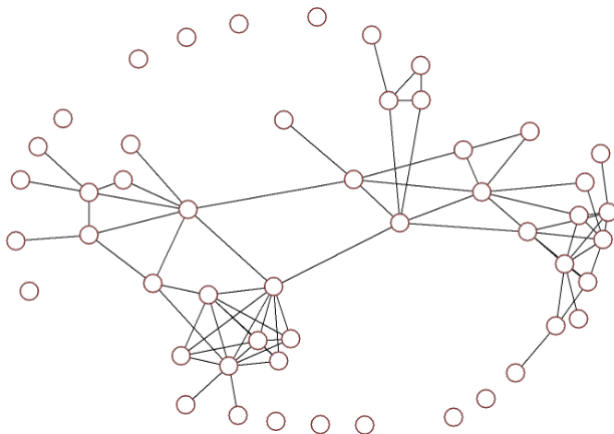


Homophily - empirical evidence

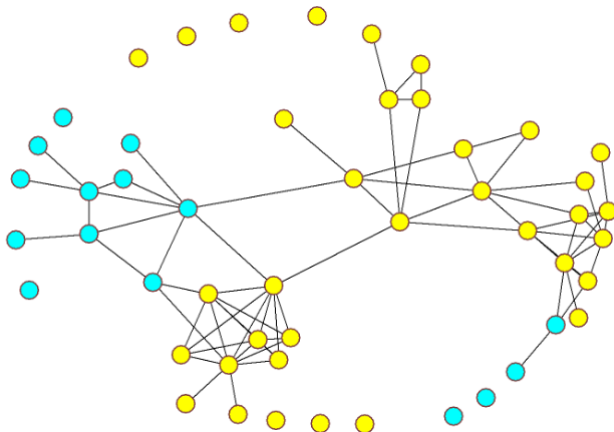
We repeatedly **observe** that people that are *similar* hang together



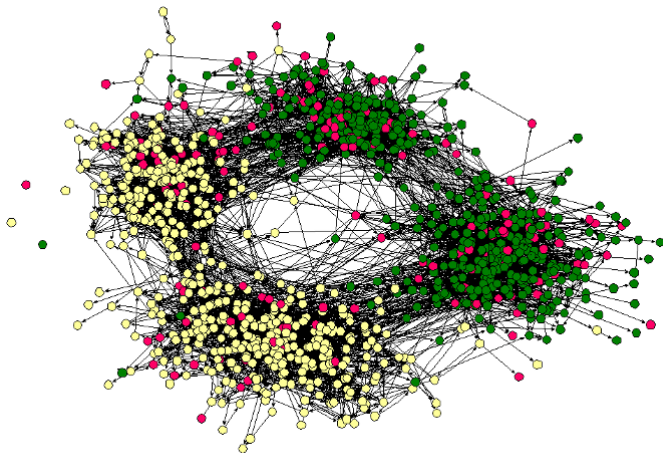
Yuval Kalish - school kids Israel (1)



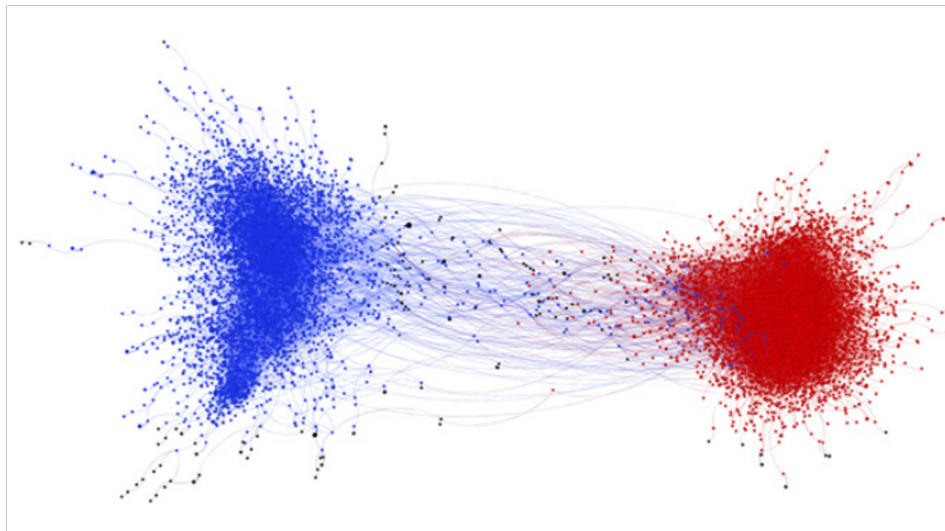
Yuval Kalish - school kids Israel (2)



Ad Health - school kids of different races (Moody et al)



Democrats and Republicans on twitter (Brady et al., 2017)

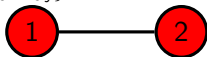


Homophily

Hanging together, being similar

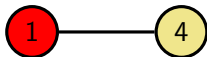
Binary Y_i :

$$\mathbb{1}_{\{y_i=y_j\}}x_{ij}$$



$$y_1 = 1$$

$$y_2 = 1$$

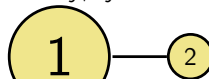


$$y_1 = 1$$

$$y_2 = 0$$

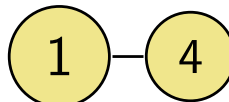
Continuous Y_i :

$$|y_i - y_j|x_{ij}$$



$$y_1 = 2.25$$

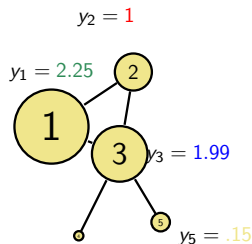
$$y_2 = 1$$



$$y_1 = 2.25$$

$$y_2 = 1.99$$

Correlations of continuous outcomes (1)



Nodes: $V = \{1, 2, \dots, n\}$

Correlation for variables U and V :

$$\text{corr}(U, V) = \frac{\sum_{i=1}^n (u_i - \bar{u})(v_i - \bar{v})}{\sqrt{\sum_{i=1}^n (u_i - \bar{u})^2 \sum_{i=1}^n (v_i - \bar{v})^2}}$$

For **network correlation**
we only need associations

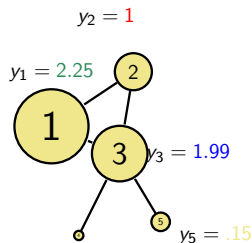
$$(y_i - \bar{y})(y_j - \bar{y})$$

Between i and j that are connected, i.e.

$$x_{ij} = 1$$

Correlations of continuous outcomes (2)

Moran's I:



Nodes: $V = \{1, 2, \dots, n\}$

$$I_k = \frac{n \sum_{i=1}^n \sum_{j=1}^n (y_i - \bar{y})(y_j - \bar{y}) x_{ij}^{(k)}}{\sum_{i,j} x_{ij}^{(k)} \sum_{j=1}^n y_j^2}$$

Where

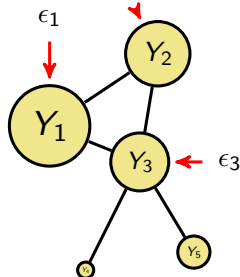
$$x_{ij}^{(1)} = x_{ij}$$

and $x_{ij}^{(2)}$ if i and j are at a distance of 2, etc
If I_1, I_2, \dots are large, neighbouring nodes have similar values

Network autocorrelation model

The **Network autocorrelation model**:

$$\epsilon_2 = \rho\epsilon_1 + \rho\epsilon_3 + \xi_2$$



Nodes: $V = \{1, 2, \dots, n\}$

$$Y_i = \beta_0 + \beta_1 x_{i1} + \dots + \beta_k x_{ik} + \epsilon_i$$

assumes a linear model where there is
autocorrelation between the errors

$$\epsilon_i = \rho \sum_{j=1}^n w_{ij} \epsilon_j + \xi_i, \quad \xi_i \stackrel{iid}{\sim} N(0, \sigma^2)$$

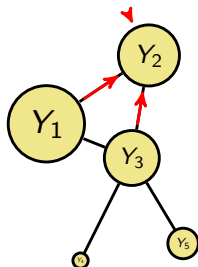
where w_{ij} is either x_{ij} or a scaled version of it

Note: if $\rho = 0$, we have regular regression with independent observations

Network effects model

The **Network effects model**:

$$Y_2 = \rho Y_1 + \rho Y_3 + \epsilon_2$$



Nodes: $V = \{1, 2, \dots, n\}$

$$Y_i = \rho \sum_{j=1}^n w_{ij} Y_j + \beta_0 + \beta_1 x_{i1} + \dots + \beta_k x_{ik} + \epsilon_i$$

where w_{ij} is either x_{ij} or a scaled version of it, assumes a non-linear model where there is **autocorrelation between the outcomes**. Errors are assumed independent

$$\epsilon_i \stackrel{iid}{\sim} N(0, \sigma^2)$$

Note: if $\rho = 0$, we have regular regression with independent observations

ALAAM - The basic model

The Model



Auto-Logistic Actor Attribute Model (ALAAM)

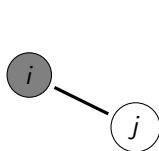
What if we let $\Pr(Y_i = 1|\mathbf{X})$ depend on i 's position in the network?
For example

$$\eta_i = \beta_0 + \beta_{\text{deg}} \sum_j x_{ij} + \beta_{\text{var}} \sum_{j,k} x_{ij} x_{ik} + \beta_{\text{tri}} \sum_{j,k} x_{ij} x_{ik} x_{jk}$$

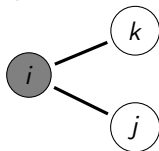
which gives us a model

$$p(\mathbf{y} | \mathbf{X}) = \exp \left\{ \boldsymbol{\beta}^\top \mathbf{z}(\mathbf{y}, \mathbf{X}) - \psi(\boldsymbol{\beta}) \right\}$$

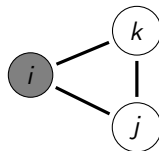
where $\mathbf{z}(\mathbf{y}, \mathbf{X}) = (z_1, \dots, z_p)^\top$, $z_1 = \sum y_i$, and



$$z_2 = \sum_i y_i x_{i+}$$



$$z_3 = \sum_i y_i \sum_{j,k} x_{ij} x_{ik}$$



$$z_4 = \sum_i y_i \sum_{j,k} x_{ij} x_{ik} x_{jk}$$

Auto-Logistic Actor Attribute Model (ALAAM)

If $\beta_{\text{deg}} > 0$ then nodes with high degree centrality are more likely to have $y_i = 1$ than nodes with low degree



The network activity ALAAM

Frank and Strauss (1986) derived a model for interdependent network *ties* from a Markov dependence assumption

Markov dependence assumption (Robins et al., 2001)

Considering the collection of variables $\mathbf{M} = (\mathbf{y}, \mathbf{X})$ Let variables M_u and M_v be conditionally independent if $u \cap v = \emptyset$

Example (Conditionally dependent variables)

The outcomes Y_i and X_{ij} are conditionally dependent as $\{i\} \cap \{i, j\} = \{i\}$

Example (Conditionally independent variables)

The outcomes Y_i and X_{kj} are conditionally independent as $\{i\} \cap \{i, j\} = \emptyset$

Deriving model from dependence (as in ERGM)

Network Block Attribute Block

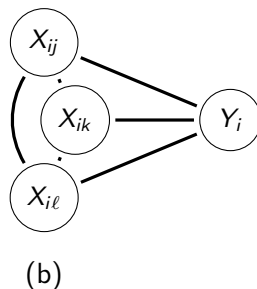
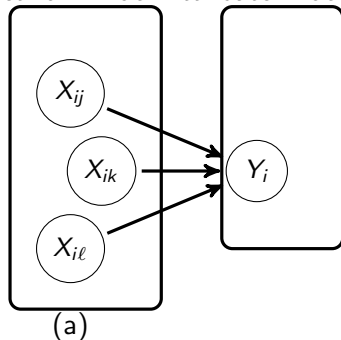


Figure: Dependence graph (a) and Moral graph (b) of network activity dependence model (Robins et al., 2001)

The network activity ALAAM

The statistics z_r correspond to cliques in the Moral graph, and includes

- intercept: $\sum y_i$
- degree: $\sum y_i \sum_j x_{ij}$
- stars: $\sum y_i \sum x_{ij_1} \cdots x_{ij_k}$

But crucially, **no** statistics of the type

$$y_i y_j x_{ij}$$

and thus Y_i and Y_j are independent given \mathbf{X}

$$\Pr(Y_i = y_i, Y_j = y_j \mid \mathbf{X}, \mathbf{y}_{-i,j}) = \Pr(Y_i = y_i \mid \mathbf{X}, \mathbf{y}_{-i,j}) \Pr(Y_j = y_j \mid \mathbf{X}, \mathbf{y}_{-i,j})$$



The network activity ALAAM - logistic regression

The network activity ALAAM is equivalent to logistic regression with

$$\text{logit}(p_i) = \beta_0 + \beta_1 z_{i1} + \cdots + \beta_p z_{ip}$$

where the statistics z_{ih} are summaries of i 's network position



The network activity ALAAM - logistic regression

Example (Modern contraceptive use in rural Kenya)

	Mean	Description
mcUse	0.35	Do you use modern contraceptive techniques?
Age	34.41	Age (sd:16.04)
Female	0.60	Female (1) or Male (0)
HasChildren	0.68	Have one child or more
relevanOthersApprove	0.45	Other people's approval is important
relevanOthersUse	0.67	I care if other people use modern contraceptives
mcUseConflict	0.68	The use of modern contraceptives is contentious and causes conflict
numFriends	0.88	Tallied: the number of names of people they spend their free time with

Table: Variables in Kenya study on Modern contraception usage (Not exact question wordings)(NSF-CMMI-2005661)

The network activity ALAAM - logistic regression

Example (Modern contraceptive use in rural Kenya (cont.) $n = 1303$)

Estimated logistic regression

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-0.6340	0.2601	-2.44	0.0148
Age	-0.0554	0.0067	-8.24	0.0000
Female	-1.0232	0.1538	-6.65	0.0000
HasChildren	1.9622	0.2068	9.49	0.0000
relevantOthersApprove	1.4696	0.1514	9.70	0.0000
relevantOthersUse	0.3415	0.1720	1.99	0.0471
mcUseConflict	-0.3835	0.1474	-2.60	0.0093
numFriends	0.3349	0.0828	4.04	0.0001

How much is the increase in the probability of mcUse if you acquire another friend?

How account for dependencies through the network

Intuitively¹, we would want the response of i and j **not** to be independent

$$\Pr(Y_i = 1, Y_j = 1 \mid Y_{-ij}) \neq \Pr(Y_i = 1 \mid Y_{-ij}) \Pr(Y_j = 1 \mid Y_{-ij})$$

If there is a tie from i to j , $x_{ij} = 1$.

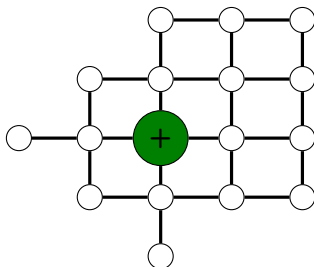
Suggesting a statistic

$$\sum_{i=1}^n \underbrace{y_i}_{\text{your succes}} \underbrace{\sum_{j \neq i} y_j x_{ij}}_{\text{\#successful friends}}$$

¹And this is what Robins et al., 2001, did

Ising model (Besag, 1972)

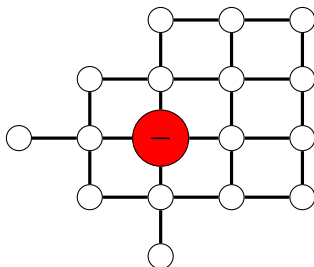
Probability spin $+$ \approx # neighbours $j \in N(i)$ with spin $+$



$$\Pr(Y_i = 1 | Y_{N(i)} = y_{N(i)}) \propto \exp\{\theta_1 + \theta_2 \sum_{j \in N(i)} y_j\}$$

Ising model (Besag, 1972)

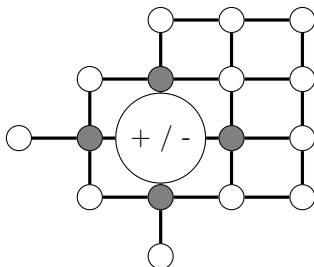
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Ising model (Besag, 1972)

Probability spin $+$ \approx # neighbours $j \in N(i)$ with spin $+$



$$\Pr(Y_i = 1 | Y_{N(i)} = y_{N(i)}) \propto \exp\{\theta_1 + \theta_2 \sum_{j \in N(i)} y_j\}$$

Markov random fields for Social Networks

- ppl's networks are not regular lattices
- ppl's attitudes/behaviours also depend on SES, SEX, Education, etc



Social dependence is messy

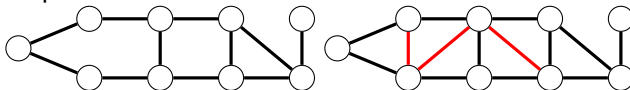
In Graphical models

Conditional independence graph: $i \sim j$ unless

$$X_i \perp X_j | X_{V \setminus \{i,j\}}$$

each node represents one variable (with many observations)

some dependence structures are easier than others



not decomposable

decomposable

Adding dependence between outcomes

Network Block Attribute Block

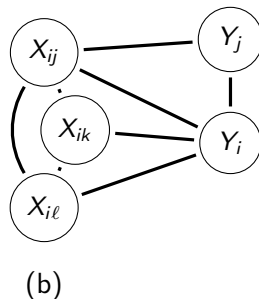
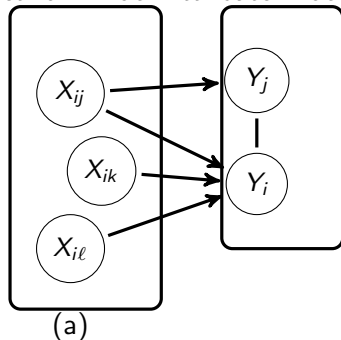


Figure: Dependence graph (a) and Moral graph (b) of model with dependence between attributes that share tie-variables

Deriving contagion statistics is non-trivial

To derive a non-trivial set of statistics use *realization-dependence* (Baddeley & Möller, 1989).

- Partial dependence graph $\mathcal{Q}_{\mathcal{B}}$, is a graph on $\mathcal{V}_{-\mathcal{B}}$
- where $\{i, j\} \in \mathcal{Q}_{\mathcal{B}}$ if
 - ✓ variables i and j are not conditionally independent conditional on variables $\mathcal{V}_{-\mathcal{B}, i, j}$,
 - ✓ and all variables corresponding to the index set \mathcal{B} are zero.

In the model, the parameter for the statistic $A \subset \mathcal{V}$ is non-zero only if A is a clique of \mathcal{M} and A is a clique of $\mathcal{Q}_{\mathcal{B}}$ for **all** \mathcal{B} .

Daraganova (2009) - derived statistics



Standard ALAAM

From this, and

- Making some Homogeneity assumptions and
- setting some higher-order statistics to zero,

we arrive at the following contagion model

$$p_{\theta}(\mathbf{y}|\mathbf{X}) = \exp \left\{ \theta_0 \sum_{i=1}^n y_i + \theta_{out} \sum_{i=1}^n y_i \sum_{j \neq i} x_{ij} + \theta_{in} \sum_{i=1}^n y_i \sum_{j \neq i} x_{ji} + \theta_{con} \sum_{i,j:i \neq j} y_i y_j (x_{ij} + x_{ji}) - \psi(\theta) \right\}$$

This includes an interaction term similar to that of Besag's (1972) classic auto-logistic model but it is subtly different in the definition of the neighbourhood.



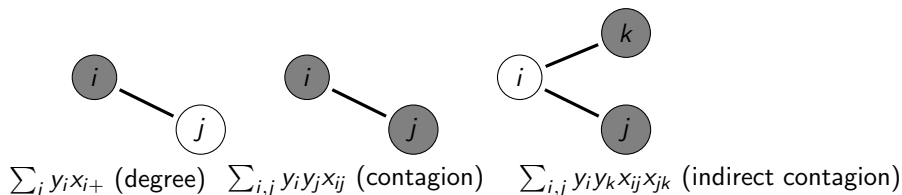
Auto-Logistic Actor Attribute Model (ALAAM)

ALAAM defines a distribution on **attributes** $\mathbf{y} \in \mathcal{Y} = \{0, 1\}^V$

ALAAM pmf

$$p_{\theta}(\mathbf{y}|\mathbf{X}) = \exp\{\theta^{\top} z(\mathbf{y}; \mathbf{X}) - \psi(\theta)\}$$

ERGM-like model for cross-sectional contagion, e.g.



The network activity ALAAM - social influence

Example (Modern contraceptive use in rural Kenya (cont.))

Estimated ALAAM

	Posterior		95% CI	
	Estimate	sd	0.025	0.975
intercept	-0.762	0.291	-1.273	-0.188
contagion	0.457	0.076	0.303	0.592
Age	-0.049	0.007	-0.063	-0.035
Female	-1.091	0.178	-1.461	-0.747
HasChildren	1.710	0.233	1.240	2.154
relevanOthersApprove	1.473	0.165	1.140	1.802
relevanOthersUse	0.353	0.179	-0.005	0.697
mcUseConflict	-0.359	0.164	-0.678	-0.026

How much is the increase in the probability of mcUse if your friend uses?

The network activity ALAAM - social influence

A closer look at the pmf

$$p(\mathbf{y} \mid \mathbf{X}) = \exp\{\theta^\top z(\mathbf{y}; \mathbf{X}) - \underbrace{\psi(\theta)}_{\text{norm. const.}}\} = \frac{e^{\theta^\top z(\mathbf{y}, \mathbf{X})}}{\underbrace{\sum_{\mathbf{y} \in \mathcal{X}} e^{\theta^\top z(\mathbf{y}, \mathbf{X})}}_{2^n \text{ terms}}}$$

We can **only** evaluate *conditional* probabilities

$$\Pr(Y_i = 1 \mid \mathbf{X}, \mathbf{y}_{-i}) = \frac{e^{\theta^\top z(\mathbf{y}^{i+}, \mathbf{X})}}{e^{\theta^\top z(\mathbf{y}^{i+}, \mathbf{X})} + e^{\theta^\top z(\mathbf{y}^{i-}, \mathbf{X})}}$$

where \mathbf{y}^{i+} is \mathbf{y} with $y_i = 1$, and \mathbf{y}^{i-} is \mathbf{y} with $y_i = 0$



Estimation

Markov chain Monte Carlo



Simulating from likelihood

We cannot evaluate likelihood for any θ , but for any θ we can simulate Y_i given $y_1, \dots, y_{i-1}, y_{i+1}, \dots, y_n$ using probabilities

$$\text{logit} \left\{ \Pr_{\theta}(Y_i = 1 | \mathbf{y}_{-i}, \mathbf{X}) \right\} = \theta^{\top} \{ z(\mathbf{y}^{i+}, \mathbf{X}) - z(\mathbf{y}^{i-}, \mathbf{X}) \}$$

giving us samples from

$$\mathbf{y} \mid \mathbf{X}, \theta$$

We will use this for

- estimation, and
- goodness-of-fit (GOF)

MPNet uses samples in stochastic approximation for MLE



Simulating from likelihood: Metropolis algorithm

Initialising in vector $\mathbf{y} := \mathbf{y}_0$, in each iteration t

- ① Pick $i \in V$ at random
- ② Propose to set $y_i := 1 - y_i$
- ③ Accept and set $\mathbf{y}_t := \Delta_i \mathbf{y}$, with probability

$$\min \left\{ 1, \exp\{\theta^\top [z(\Delta_i \mathbf{y}, \mathbf{X}) - z(\mathbf{y}, \mathbf{X})]\} \right\}$$

- ④ Otherwise set $\mathbf{y}_t := \mathbf{y}_{t-1}$

This gives us a sequence

$$\underbrace{\mathbf{y}_0, \mathbf{y}_1, \dots, \mathbf{y}_k}_{\text{first } k \text{ will remember } \mathbf{y}_0}, \overbrace{\mathbf{y}_{k+1}, \dots, \mathbf{y}_{T+1}, \mathbf{y}_T}^{\text{a dependent sample}}$$

For sufficiently large burnin k , \mathbf{y}_{k+1} a draw from model.



MCMC for un-normalized distributions

MCMC: Sample $\theta^{(0)}, \theta^{(1)}, \dots$ from $\pi(\theta)$ by

- propose update $\theta^{(t)}$ to θ^* $q(\theta^*|\theta^{(t)})$
- set $\theta^{(t+1)} := \theta^*$ w.p. $\min\{1, H\}$

$$H = \frac{\pi(\theta^*)}{\pi(\theta^{(t)})} \frac{q(\theta^{(t)}|\theta^*)}{q(\theta^*|\theta^{(t)})}$$

(Works when $\pi(\theta) = f(\theta)/c(\theta)$ and $c(\theta)$ intractable)



Inference: ALAAM

For our target distribution $\pi(\theta|z)$

$$H = \frac{\exp\{\theta^{*\top} z(\mathbf{y}; \mathbf{X}) - \psi(\theta^*)\} \pi(\theta^*)}{\exp\{\theta^{(t)\top} z(\mathbf{y}; \mathbf{X}) - \psi(\theta^{(t)})\} \pi(\theta^{(t)})} \frac{q(\theta^{(t)}|\theta^*)}{q(\theta^*|\theta^{(t)})}$$

normalising constant $\psi(\cdot)$ of *likelihood* cannot be evaluated
(*model is doubly intractable*)



Solution to double intractability

Approximate $\hat{\lambda}(\theta, \theta^*) \approx \exp\{\psi(\theta) - \psi(\theta^*)\}$

- off-line importance sample (Koskinen, 2004)
- 'exact' auxiliary variable-based online importance sample with sample size of 1 - (Møller et al., 2006)
- 'exact' online (linked) path sampler auxiliary variable (Koskinen, 2008; Koskinen, 2009)
- online self-tuning auxiliary variable (Murray et al., 2006)
[Approximate Exchange Algorithm]

ERGO: we can obtain posterior for θ when y is observed



Monitoring performance of MCMC

Ideally, in our MCMC sample

$$\theta^{(0)}, \theta^{(1)}, \dots, \theta^{(M)}$$

the samples points are independent draws

$$\theta^{(m)} \stackrel{iid}{\sim} \pi(\theta|\mathbf{y}, \mathbf{X})$$

so that we use Monte Carlo estimators

$$\hat{E}(\theta|\mathbf{y}, \mathbf{X}) = \bar{\theta} = \frac{1}{M} \sum_{m=1}^M \theta^{(m)}, \text{ and } \widehat{Cov}(\theta|\mathbf{y}, \mathbf{X}) = \frac{1}{M} \sum_{m=1}^M (\theta^{(m)} - \bar{\theta})(\theta^{(m)} - \bar{\theta})^\top$$

as well as approximate probabilities $\Pr(\theta \in C)$



Monitoring performance of MCMC - trace plots

In plots, *trace plots*, of

$$\theta^{(0)}, \theta^{(1)}, \dots, \theta^{(M)}$$

we should **not** see any

- trend/drift (independence of starting point)
 - ▶ select the number of initial iterations to discard - burnin
- serial correlation (good mixing)
 - ▶ space out sample points $\theta^{(k)}, \theta^{(2k)}, \theta^{(3k)}, \dots$ - thinning of sample



Monitoring performance of MCMC - SACF & ESS

The *sample autocorrelation function* (**SACF**) measures serial correlation between sample points

$$\theta^{(m-k)}, \theta^{(m)}$$

at different lags k

If SACF at lag k is low, say 30 (SIC?), then taking every k 'th sample point will yield an approximately independent sample

The *effective sample size* (**ESS**) tells us roughly how many independent sample points we have

Improving mixing

In our implementation the proposal distribution in each iteration

$$\theta^* \mid \theta^{(t)} \sim N(\theta^{(t)}, \Sigma_p)$$

SACF can be lowered and mixing improved through improved Σ_p .

Goodness-of-fit

Goodness-of-fit



Goodness-of-fit (GOF)

Once we have a draw

$$\theta^{(0)}, \theta^{(1)}, \dots, \theta^{(M)}$$

from $\pi(\theta|\mathbf{y})$, we can generate draws

$$\mathbf{y}^{(0)}, \mathbf{y}^{(1)}, \dots, \mathbf{y}^{(M)}$$

each from

$$p_{\theta^{(m)}}(\mathbf{y}^{(m)}|\mathbf{X})$$

GOF evaluation

If

$$\mathbf{y}^{(0)}, \mathbf{y}^{(1)}, \dots, \mathbf{y}^{(M)}$$

are 'similar' to \mathbf{y} , then model has good fit

Model selection

Picking the ‘best’ model



Posterior deviance

The deviance is defined as minus twice the log likelihood

$$D(\boldsymbol{\theta}) = -2 \log[p_{\boldsymbol{\theta}}(\mathbf{y}|\mathbf{X})].$$

Aitkin et al. (2017) graphical comparison of models can be done through comparing the posterior distribution of the deviance

Assume a sample

$$\boldsymbol{\theta}_0, \boldsymbol{\theta}_1, \dots, \boldsymbol{\theta}_T$$

Calculate the deviance $D(\boldsymbol{\theta}_t)$ for the parameters in your posterior.



Posterior deviance: important

We *cannot* evaluate log likelihood

$$p_{\theta}(\mathbf{y}|\mathbf{X}),$$

because of $\psi(\theta)$.

But for pairs $\tilde{\theta}$ and θ , we can approximate $\hat{\lambda}(\theta, \tilde{\theta}) \approx \exp\{\psi(\theta) - \psi(\tilde{\theta})\}$.

Intuition: for bridges $\tilde{\theta} = \theta^{(0)}, \theta^{(1)}, \dots, \theta^{(M)} = \theta$, we draw

$$\mathbf{y}_0^{(j)}, \mathbf{y}_{2k}^{(j)}, \dots, \mathbf{y}_{3k}^{(j)}, \mathbf{y}_{4k}^{(j)}, \dots, \mathbf{y}_{Tk}^{(j)} \sim p_{\theta^{(j)}}(\mathbf{y} | \mathbf{X})$$

and use² $\bar{\mathbf{z}}^{(j)} = \frac{1}{T} \sum \mathbf{z}(\mathbf{y}_t^{(j)}, \mathbf{X})$ to get estimate

$$\hat{\lambda}(\theta, \tilde{\theta}) \approx \exp\{\psi(\theta) - \psi(\tilde{\theta})\}$$

NB: Sensitive to T and thinning k - samples $\{\mathbf{y}_t^{(j)}\}$ have to be good

²Requires a bit more thought ...

Deviance information criterion

Using the posterior distribution of the deviance, we can calculate

$$DIC = E[D(\boldsymbol{\theta})] + V(D(\boldsymbol{\theta}))/2$$

Models with **smaller** DIC preferred to models with **LARGER** DIC



Missing data

Missing outcomes



Missing data (cp Bayesian data augmentation for ERGM)

Under assumption of Missing at Random (MAR)

Define the missing data mechanism $f(I|y, \phi)$, where

$$I_i = \begin{cases} 1, & \text{if response } y_i \text{ is unobserved for } i \\ 0, & \text{else} \end{cases}$$

update (impute) missing response by toggling and accepting w.p.

$$\min \left[1, \exp\{\theta^\top (z(\Delta_i y, x) - z(y, x))\} \frac{f(I|\Delta_i y, \phi)}{f(I|y, \phi)} \right]$$

where $\Delta_i y$ is y with element i toggled and set to $1 - y_i$.

Update ϕ , with MH-updating and Hastings ratio

$$\min \left\{ 1, \frac{f(I|y, \phi^*)\pi(\phi^*)}{f(I|y, \phi)\pi(\phi)} \right\}.$$



Missing data (cp Bayesian data augmentation for ERGM)

In the actual estimation, simply define

$$y_i = \begin{cases} 1, & \text{if response } y_i = 1 \text{ is unobserved for } i \\ 0, & \text{if response } y_i = 0 \text{ is unobserved for } i \\ NA, & \text{if response is missing for } i \end{cases}$$

Sampling will return draws

$$(\theta^{(0)}, \mathbf{y}_{miss}^{(0)}), (\theta^{(1)}, \mathbf{y}_{miss}^{(1)}), \dots, (\theta^{(M)}, \mathbf{y}_{miss}^{(M)})$$

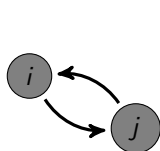
Advanced models

More complicated contagion effects

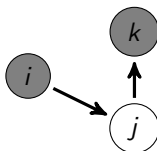


More elaborate effects

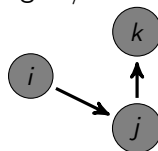
A number of more elaborate forms of contagion/influence are admissible



reciprocal



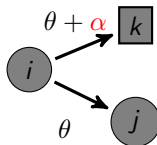
indirect



reinforced indir

Interaction:

influence from some nodes can be θ and for others $\theta + \alpha$



SBC (Koskinen and Daraganova, 2022)

Stockholm Birth Cohort (SBC) cohort study, Stockholm Metropolitan area (Stenberg et al., 2006; Stenberg et al. 2007).

- best-friend network with a cap of three nominations (May 1966)
- Let y be indicators $y_i = 1$ of whether pupils i said that they **intended to proceed to higher secondary school**, and $y_i = 0$ otherwise (see Koskinen and Stenberg, 2012)
- Here: 19 school classes, six of which are from a school in a suburb in the south of Stockholm and the rest are from three inner-city schools
- The proportion of **missing** entries range from 0 to 0.286



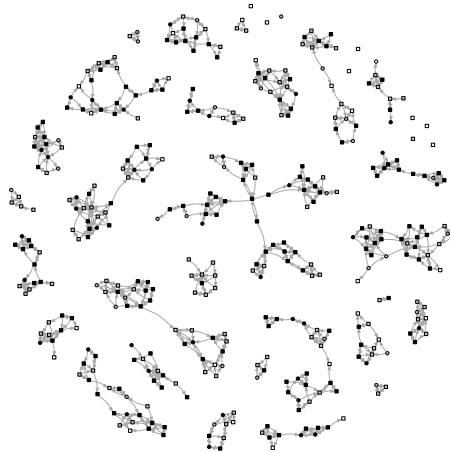


Figure: Bffs in 4 schools. Squares (girl) and circles (boys), and outcome black ($y_i = 1$),

More elaborate effects - interaction example

Example (Simple contagion of intention to go to higher secondary school)

	mean	sd	ESS	SACF 10	SACF 30	2.5 perc	97.5 perc
intercept	-9.67	1.11	178.03	0.68	0.32	-11.83	-7.51
contagion	0.16	0.10	183.10	0.68	0.32	-0.04	0.35
indegree	-0.07	0.11	183.55	0.67	0.32	-0.29	0.13
sex	-0.09	0.29	134.35	0.70	0.39	-0.66	0.47
family attitude	0.48	0.09	164.22	0.70	0.32	0.33	0.65
marks	0.99	0.15	168.66	0.68	0.32	0.69	1.28
social class 1	0.59	0.32	198.40	0.66	0.24	-0.06	1.19

Table: Posterior summaries for model with controls estimated for contagion-model for progression to upper-secondary school in SBC (thinned sample of 10,000 iterations, taking every 20th iteration, with burnin of 1000)

More elaborate effects - interaction example

Example (Contextual contagion of intention to go to higher secondary school)

	mean	sd	ESS	SACF 10	SACF 30	2.5 perc	97.5 perc
intercept	-10.13	1.19	168.32	0.76	0.44	-12.81	-8.04
contagion	0.24	0.12	143.31	0.72	0.39	0.02	0.48
indegree	-0.08	0.12	122.80	0.75	0.41	-0.33	0.13
sex	-0.09	0.28	126.04	0.76	0.45	-0.69	0.47
family attitude	0.48	0.08	140.26	0.72	0.38	0.34	0.65
marks	1.01	0.14	265.08	0.72	0.40	0.76	1.31
composition	0.91	0.55	137.33	0.74	0.39	-0.25	1.97
social class 1	0.57	0.34	143.59	0.73	0.37	-0.07	1.21
contagion int	-0.21	0.16	152.15	0.72	0.37	-0.51	0.11

Table: Posterior summaries for model with controls estimated for contagion-model for progression to upper-secondary school in SBC (thinned sample of 10,000 iterations, taking every 20th iteration, with burnin of 1000) **with social class interacted with contagion**

Fully Bayesian

Specifying proper priors



Further topics

Further complications



Further topics: topics

- Missing **NOT** at random
- Missing network ties
- Marginal effects: Titanic
- Multilevel ALAAM
- Multivariate ALAAM
- Snowball sample or outlier nodes can change

