Core Idea: Similar items close, dissimilar items far apart

Positive Pairs: Augmented versions of same data

Negative Pairs: Different data points
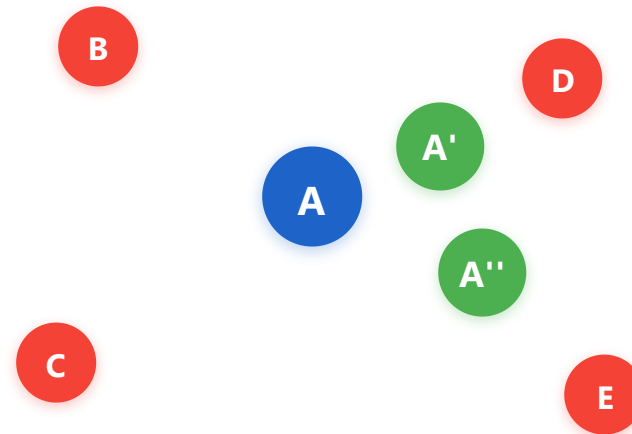
InfoNCE Loss: Maximize agreement of positive pairs

Temperature (τ): Controls distribution sharpness

Pull positives close ← → **Push negatives away**

Embedding Space Visualization

- Anchor
- Positive
- Negative