

Recommender Systems and DGL

Quan Gan

AWS Shanghai AI Lab

July 6, 2019

Why Recommendation

Why Recommendation

We don't want our customers to think (hard).

Why Recommendation

Good relevant recommendations make the customers adhere to us.



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\$674.00



Dell OptiPlex 9020 Small Form Factor Desktop Tower PC (Intel Quad Core i7 4770, 16GB Ram,...

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\$345.00



Dell CFC5C OptiPlex 3050 Micro Form Factor Desktop Computer, Intel Core i5-7500T, 8GB DDR4,...

★★★★☆ 38


13 offers from \$479.00



Acer Aspire TC-885-ACFLI50 Desktop, 8th Gen Intel Core i5-8400, 8GB DDR4 + 16GB...


★★★★☆ 59


\$499.99



Inspired by your browsing history

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Seagate IronWolf 8TB NAS Internal Hard Drive HDD – 3.5 Inch SATA 6Gb/s 7200 RPM 256MB Cache for...

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\$219.99



Silicon Power 256GB SSD 3D NAND A55 SLC Cache Performance Boost SATA III 2.5" 7mm (0.28")...

★★★★☆ 950


\$28.99



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★★★★☆ 1,385


\$134.26



AmazonBasics Wired Computer Keyboard and Wired Mouse , 10-Pack

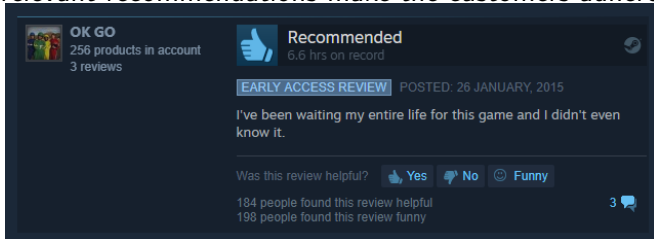
★★★★☆ 1,977

\$122.30



Why Recommendation

Good relevant recommendations make the customers adhere to us.



Recommender System: Problem Statement



Image source: Wikipedia

Collaborative Filtering



Collaborative Filtering



Collaborative Filtering





Image source: Wikipedia

Collaborative Filtering: Classical Methods

- **User-based:** Infer how a user i would act to an item j by looking at how users that have similar interactions to user i acted to item j .

Collaborative Filtering: Classical Methods

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 - We have millions of customers.














Collaborative Filtering: Classical Methods

- **User-based:** Infer how a user i would act to an item j by looking at how users that have similar interactions to user i acted to item j .
 - We have millions of customers.
 - User profiles change constantly and quickly, requiring frequent rebuilds (which are expensive already).












Collaborative Filtering: Classical Methods

- **Item-based:** Infer how a user i would act to an item j by looking at how **items** that have similar interactions to **item j** were being acted by **user i** .
 - Amazon used to have fewer items than users.


























				
				
				
				
				
				

Collaborative Filtering: Classical Methods

- **Item-based:** Infer how a user i would act to an item j by looking at how items that have similar interactions to item j were being acted by user i .
 - Amazon used to have fewer items than users.
 - Now we also have millions of items.

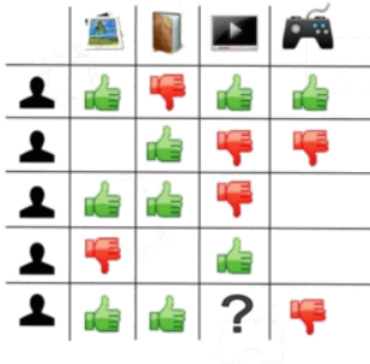
				
				
				
				
				
				

Machine Learning Kicks In

We were "representing" users and items with the items/users that had interactions with them.

Machine Learning Kicks In



	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

=

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

We were "representing" users and items with the items/users that had interactions with them.

Source: [Kat Bailey](#)

Can we represent users and items as a set of features?

Latent Factor Model

- An item can be described with a set of features (e.g. how sweet some food is).

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

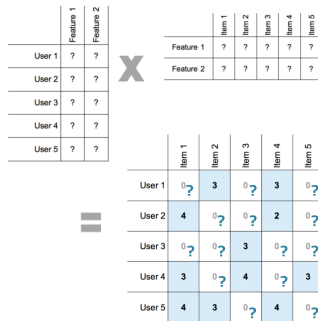
	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0.?	3	0.?	3	0.?
User 2	4	0.?	0.?	2	0.?
User 3	0.?	0.?	3	0.?	0.?
User 4	3	0.?	4	0.?	3
User 5	4	3	0.?	4	0.?

Source: [Kat Bailey](#)

Latent Factor Model

- An item can be described with a set of features (e.g. how sweet some food is).
- A user can be described with preferences of the same set of features (e.g. how much a user likes sweet food).



Source: [Kat Bailey](#)

Latent Factor Model

- An item can be described with a set of features (e.g. how sweet some food is).
- A user can be described with preferences of the same set of features (e.g. how much a user likes sweet food).
- The interaction is defined by how well the item features match the user preferences.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- An item can be described with a **vector v_j** .
- A user can be described with preferences of the same set of features (e.g. how much a user likes sweet food).
- The interaction is defined by how well the item features match the user preferences.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- An item can be described with a vector v_j .
- A user can be described with **another vector u_i**
- The interaction is defined by how well the item features match the user preferences.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- An item can be described with a vector v_j .
- A user can be described with another vector u_i
- The **rating on item j by user i** is defined by $u_i^\top v_j$.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- An item can be described with a vector v_j .
- A user can be described with another vector u_i
- The rating on item j by user i . is defined by $u_i^\top v_j$.
- We minimize

$$\sum_{i,j} (r_{i,j} - u_i^\top v_j)^2$$

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} (r_{i,j} - u_i^\top v_j)^2$$

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} \left(r_{i,j} - u_i^\top v_j \right)^2$$

- We actually don't handpick which set of features we want the model to learn; we solve it as a normal optimization problem.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} \left(r_{i,j} - \left(u_i^\top v_j + b_{u_i} + b_{u_j} \right) \right)^2$$

- We actually don't handpick which set of features we want the model to learn; we solve it as a normal optimization problem.
- Additionally learn a per-user and per-item bias to make it easier.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0.?	3	0.?	3	0.?
User 2	4	0.?	0.?	2	0.?
User 3	0.?	0.?	3	0.?	0.?
User 4	3	0.?	4	0.?	3
User 5	4	3	0.?	4	0.?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} \left(r_{i,j} - \left(u_i^\top v_j + b_{u_i} + b_{u_j} \right) \right)^2$$

- What if the vectors are of **very** high dimensions?

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} \left(r_{i,j} - \left(u_i^\top v_j + b_{u_i} + b_{u_j} \right) \right)^2$$

- What if the vectors are of **very** high dimensions?
 - Use low-dimensional u_i and v_j .

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} \left(r_{i,j} - \left(u_i^\top v_j + b_{u_i} + b_{u_j} \right) \right)^2$$

- What if the vectors are of **very** high dimensions?
 - Use low-dimensional u_i and v_j .
- What if one product receives only one but very high rating?

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} \left(r_{i,j} - \left(u_i^\top v_j + b_{u_i} + b_{u_j} \right) \right)^2 + \alpha \left(\|U\|_F^2 + \|V\|_F^2 \right)$$

- What if the vectors are of **very** high dimensions?
 - Use low-dimensional u_i and v_j .
- What if one product receives only one but very high rating?
 - Penalize the magnitude of parameters.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0.?	3	0.?	3	0.?
User 2	4	0.?	0.?	2	0.?
User 3	0.?	0.?	3	0.?	0.?
User 4	3	0.?	4	0.?	3
User 5	4	3	0.?	4	0.?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{i,j} \left(r_{i,j} - \left(u_i^\top v_j + b_{u_i} + b_{u_j} \right) \right)^2 + \alpha \left(\|U\|_F^2 + \|V\|_F^2 \right)$$

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

Matrix Factorization (Explicit Feedback)

- We minimize

$$\sum_{(i,j) \in \mathcal{B}} \left(r_{i,j} - \left(u_i^\top v_j + b_{u_i} + b_{u_j} \right) \right)^2 + \alpha \left(\|U\|_F^2 + \|V\|_F^2 \right)$$

- Optimize with Stochastic Gradient Descent
 - Each time we sample a minibatch of interactions, and compute the gradient from this minibatch only.

	Feature 1	Feature 2
User 1	?	?
User 2	?	?
User 3	?	?
User 4	?	?
User 5	?	?

X

	Item 1	Item 2	Item 3	Item 4	Item 5
Feature 1	?	?	?	?	?
Feature 2	?	?	?	?	?

	Item 1	Item 2	Item 3	Item 4	Item 5
User 1	0?	3	0?	3	0?
User 2	4	0?	0?	2	0?
User 3	0?	0?	3	0?	0?
User 4	3	0?	4	0?	3
User 5	4	3	0?	4	0?

Source: [Kat Bailey](#)

What if we don't have ratings?



	Item 1	Item 2	Item 3	Item 4	Item 5
User 1		3	0		0
User 2	4			2	0
User 3	0			0	0
User 4		0	4		3
User 5	4	3	0	4	0

	i_1	i_2	i_3	i_4	
u_1	?	+	+	?	user
u_2	+	?	?	+	
u_3	+	+	?	?	
u_4	?	?	+	+	
u_5	?	?	+	?	
	item				

Source: BPR: Bayesian Personalized Ranking from

Implicit Feedback, Rendle et al. 2012

Matrix Factorization (Implicit Feedback)

- For a given user i , an item being interacted j should have a higher score than another item k which was never being interacted.

	i_1	i_2	i_3	i_4	
u_1	?	+	+	?	user ↑ ↓
u_2	+	?	?	+	
u_3	+	+	?	?	
u_4	?	?	+	+	
u_5	?	?	+	?	
	← item →				

Source: *BPR: Bayesian Personalized Ranking*
from *Implicit Feedback*, Rendle et al. 2012

Matrix Factorization (Implicit Feedback)

- For a given user i , an item being interacted j should have a higher score than another item k which was never being interacted.
- We maximize

$$\sum_{i,j,k \in I \setminus I_{u_i}} \log \frac{1}{1 + \exp(u_i^\top v_k - u_i^\top v_j)}$$

	i_1	i_2	i_3	i_4	
u_1	?	+	+	?	user ↑ ↓
u_2	+	?	?	+	
u_3	+	+	?	?	
u_4	?	?	+	+	
u_5	?	?	+	?	
	← item →				

Source: *BPR: Bayesian Personalized Ranking*
from *Implicit Feedback*, Rendle et al. 2012

Matrix Factorization (Implicit Feedback)

- For a given user i , an item being interacted j should have a higher score than another item k which was never being interacted.
- We maximize

$$\sum_{i,j,k \in I \setminus I_{u_i}} \log \frac{1}{1 + \exp(u_i^\top v_k - u_i^\top v_j)}$$

- We usually *sample* one or multiple k when computing gradients (**negative sampling**).
 - Commonly uniformly, but adaptive sampling often helps.

	i_1	i_2	i_3	i_4	
u_1	?	+	+	?	user ↑ ↓
u_2	+	?	?	+	
u_3	+	+	?	?	
u_4	?	?	+	+	
u_5	?	?	+	?	
	← item →				

Source: *BPR: Bayesian Personalized Ranking from Implicit Feedback*, Rendle et al. 2012

Other Meaningful Aspects to Consider

- **Cold-start:** What if we have *new* users and items coming in, with few to no historical interactions?

Other Meaningful Aspects to Consider

- **Cold-start:** What if we have *new* users and items coming in, with few to no historical interactions?
- **Bias correction:** The training dataset usually comes from the result of a *previous recommender system*. How to mitigate the bias?

Other Meaningful Aspects to Consider

- **Cold-start:** What if we have *new* users and items coming in, with few to no historical interactions?
- **Bias correction:** The training dataset usually comes from the result of a *previous recommender system*. How to mitigate the bias?
- **Diversity:** Always recommending the same items (or even the same kind of item) to a user would make him/her feel *bored*.

Other Meaningful Aspects to Consider

- **Cold-start:** What if we have *new* users and items coming in, with few to no historical interactions?
- **Bias correction:** The training dataset usually comes from the result of a *previous recommender system*. How to mitigate the bias?
- **Diversity:** Always recommending the same items (or even the same kind of item) to a user would make him/her feel *bored*.
- **Fraud:** How to detect and deal with fabricated explicit feedbacks (e.g. fake ratings and reviews)?

Extensions of Matrix Factorization

- The score function of vanilla MF: $u_i^\top v_j$ where user and item representations are static and independent of each other (fixing the model).
- RNN To integrate user history, $u_i = f(v_{u,1}, v_{u,2}, \dots, v_{u,n})$
 - The user representation now depends on his/her previously interacted items.
- Graph-based models to integrate neighboring items/users (in the next slide).
 - The user representation could also depend on behaviors of other users/items.
- Can combine with content-based recommendation (i.e. with user and item features).
- Can combine both explicit and implicit feedbacks.

Extensions of Matrix Factorization (with Graph-based Models)

- Graph Convolutional Networks on an item copurchase graph
 - When new interactions are added, the copurchase graph and the item representation would also change as well.
 - GCN can also be replaced with other models such as GraphSAGE or PinSAGE (*Hierarchical Temporal Convolutional Networks for Dynamic Recommender Systems*, You et al., 2019)
- GCN on the user-item bipartite graph itself
 - With one layer, becomes GCMC (van den Berg et al., 2017)
 - With neighbor sampling, becomes GraphSAGE.
 - Latest work include STAR-GCN (Zhang et al., 2019) which also deal with cold start problems.
 - Will discuss more about GraphSAGE in the Jupyter Notebook.

Coding Session