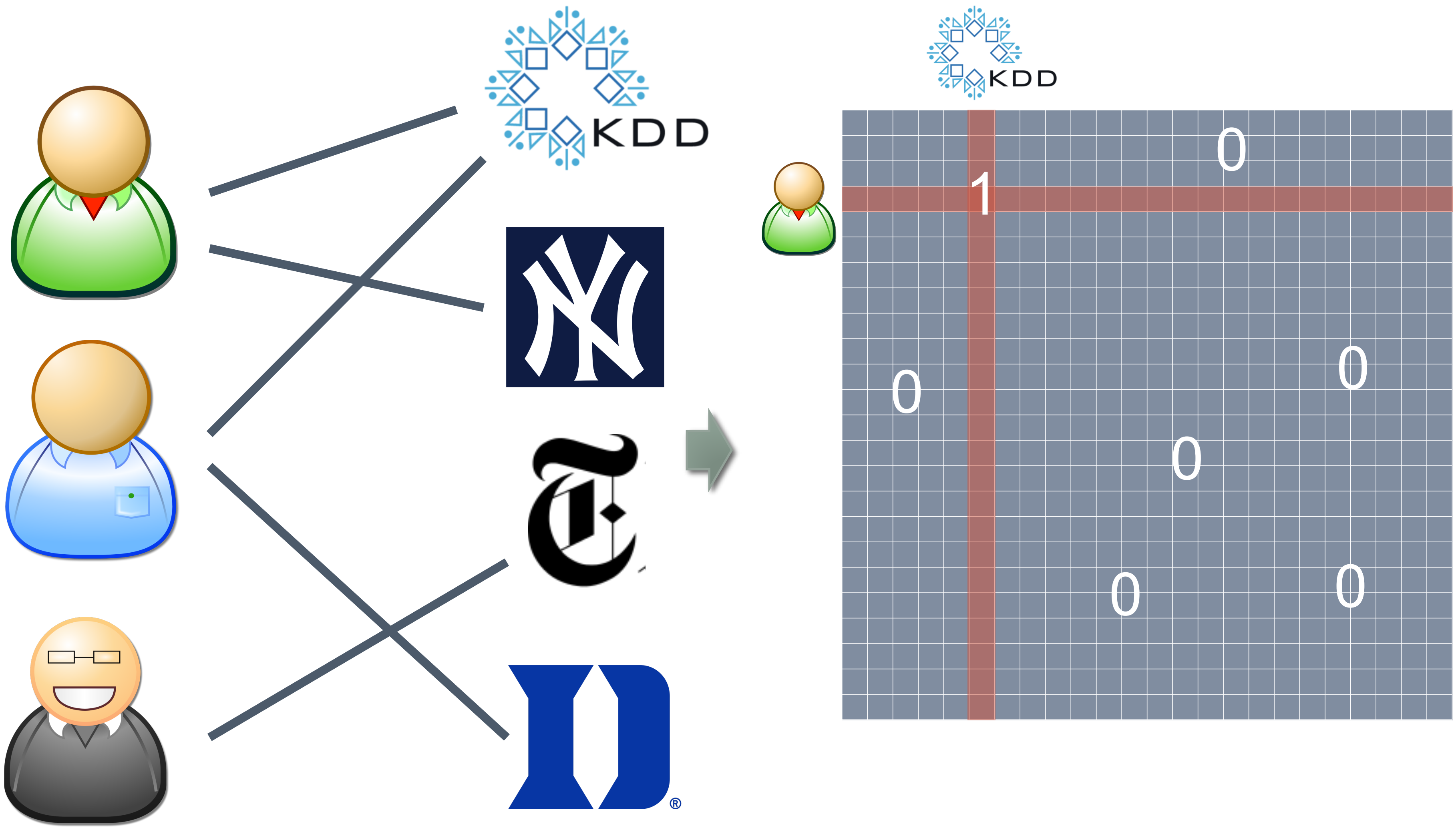
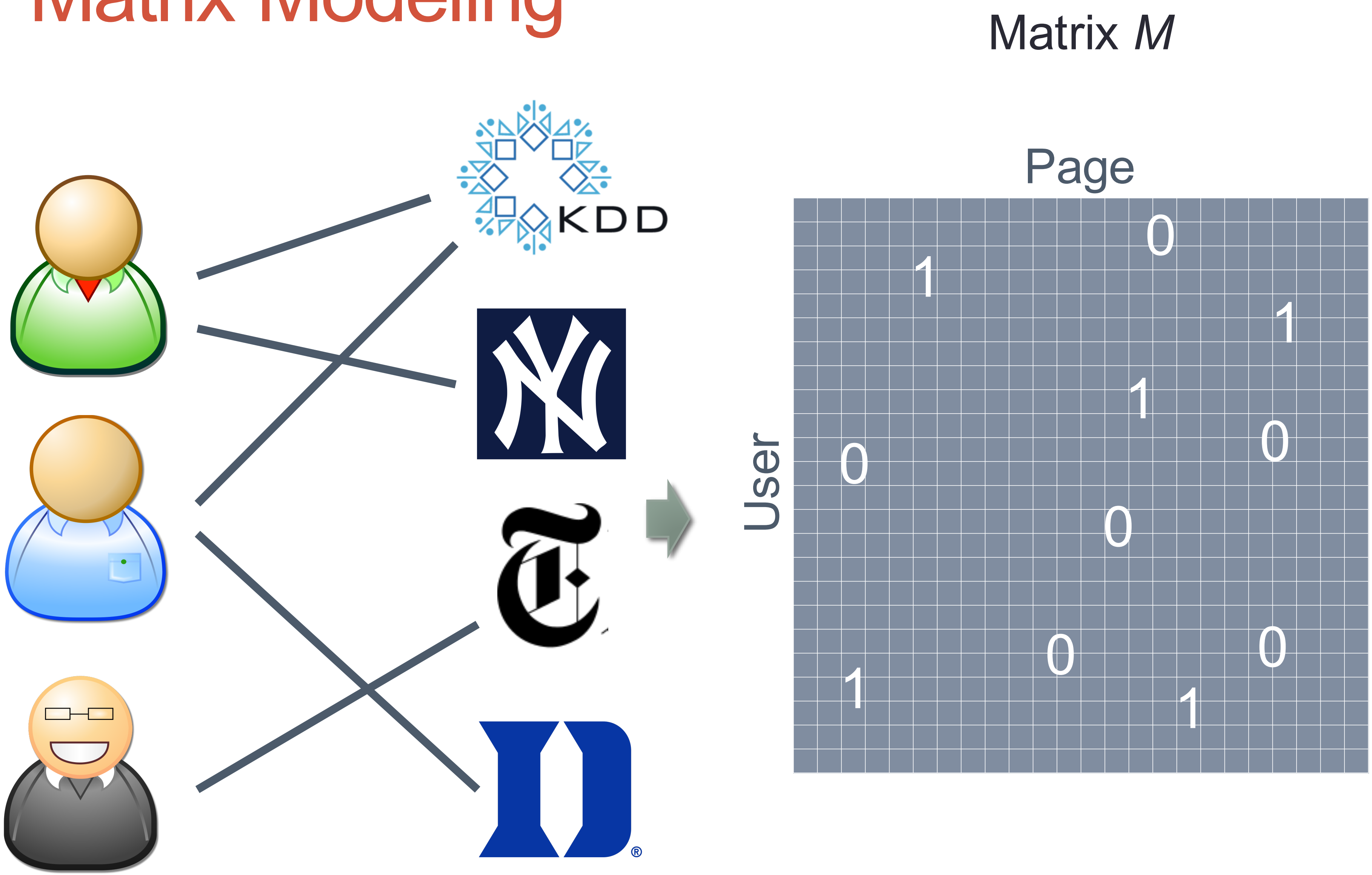
1. Subgraph Analysis
2. Propagation Methods
3. **Latent Factor Models**
   a) Background
   b) Normal Behavior
   c) Abnormal Behavior

Matrix Modeling



Matrix Modeling



Matrix Modeling

HITS

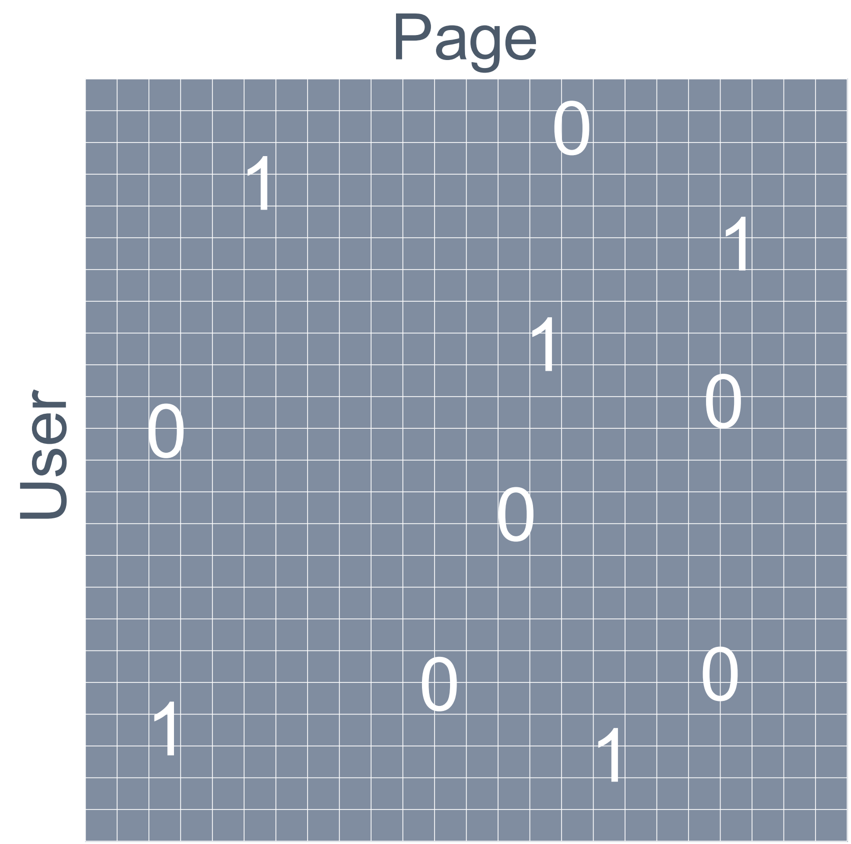
Authoritativeness $\vec{v}$ is first eigenvector of $M^{\mathrm{T}}M$

$$\vec{v} = cM^{\mathrm{T}}M\vec{v}$$

Hubness $\vec{u}$ is first eigenvector of MM^{T}

$$\vec{u} = cMM^{\mathrm{T}}\vec{u}$$

Matrix M



Matrix Modeling

Matrix M

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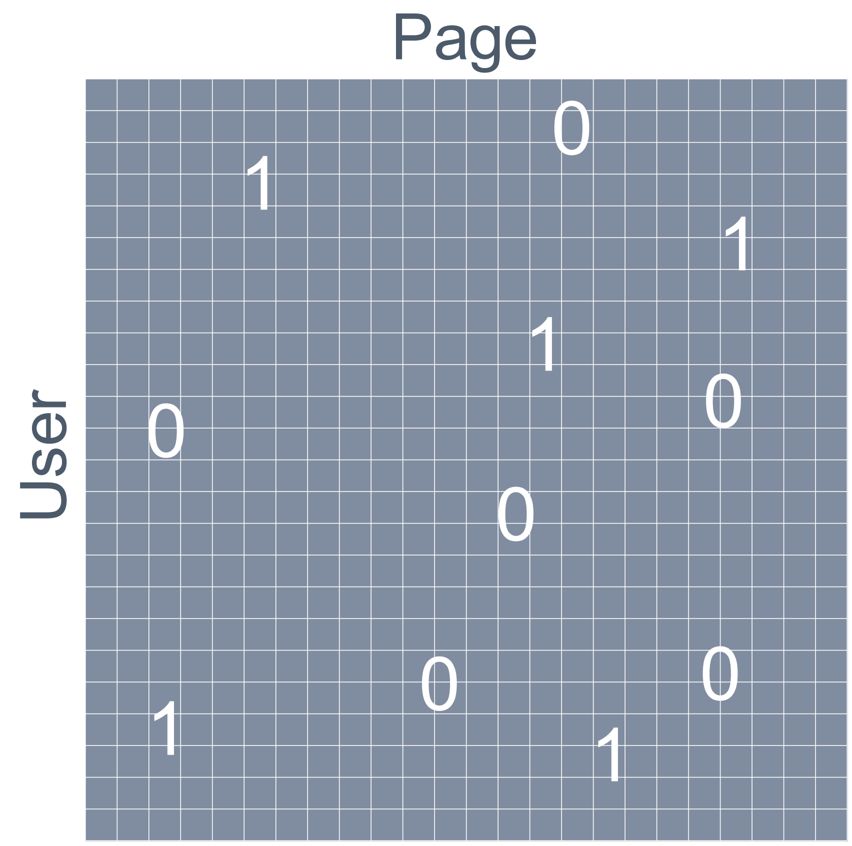
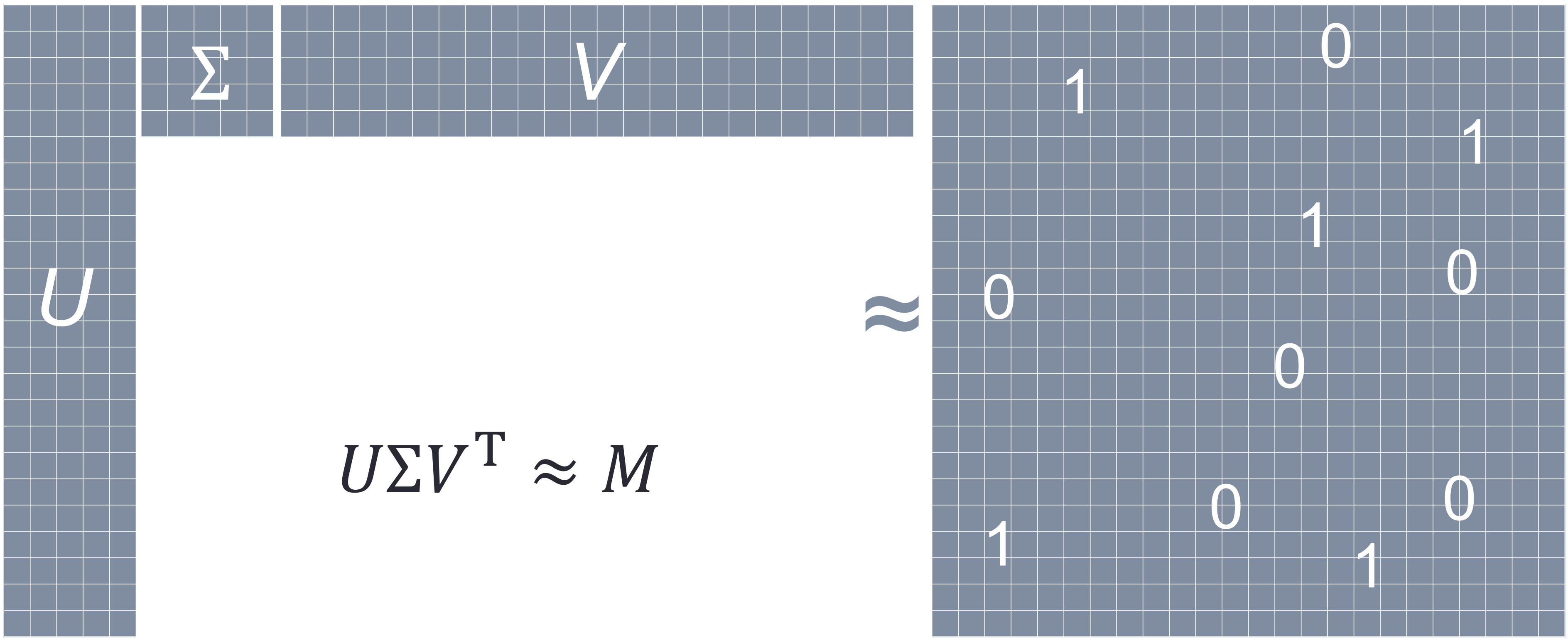


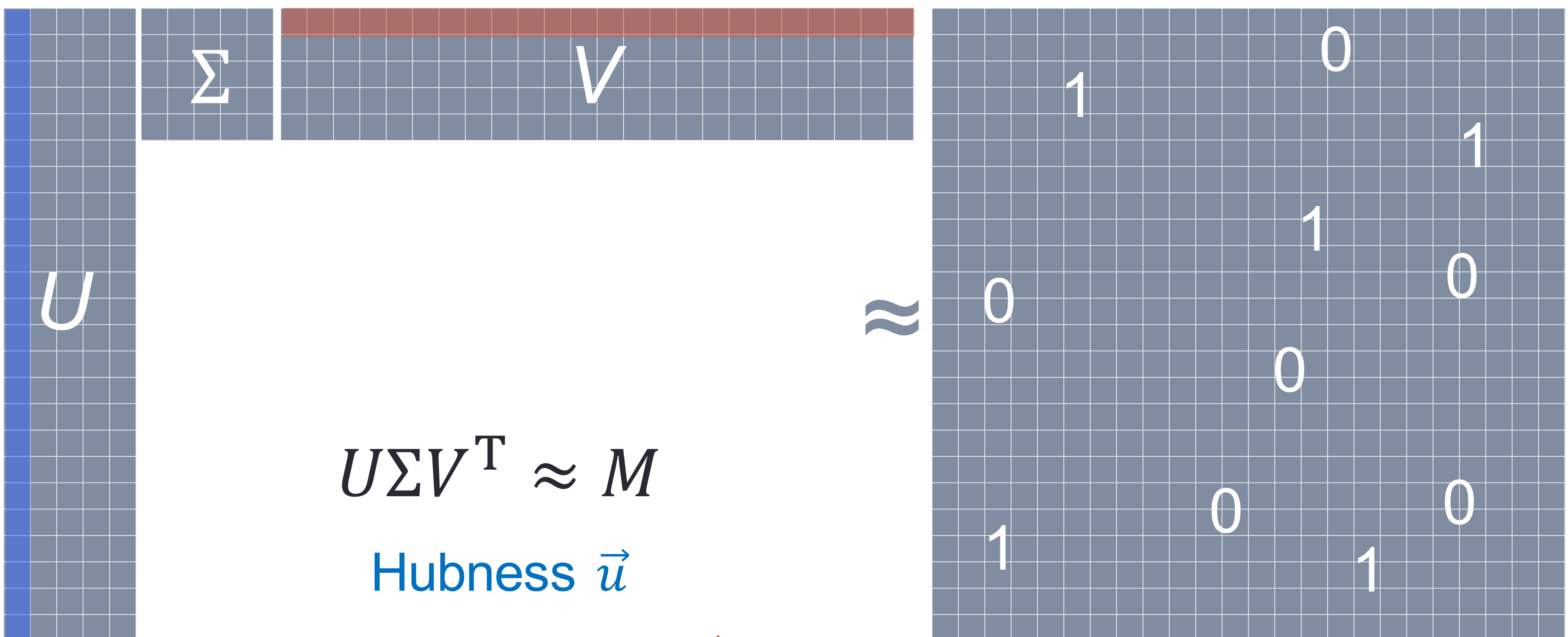
What about the other eigenvectors?

Matrix Modeling
Singular Value Decomposition



$$U\Sigma V^{\mathrm{T}} \approx M$$

Matrix Modeling
Singular Value Decomposition

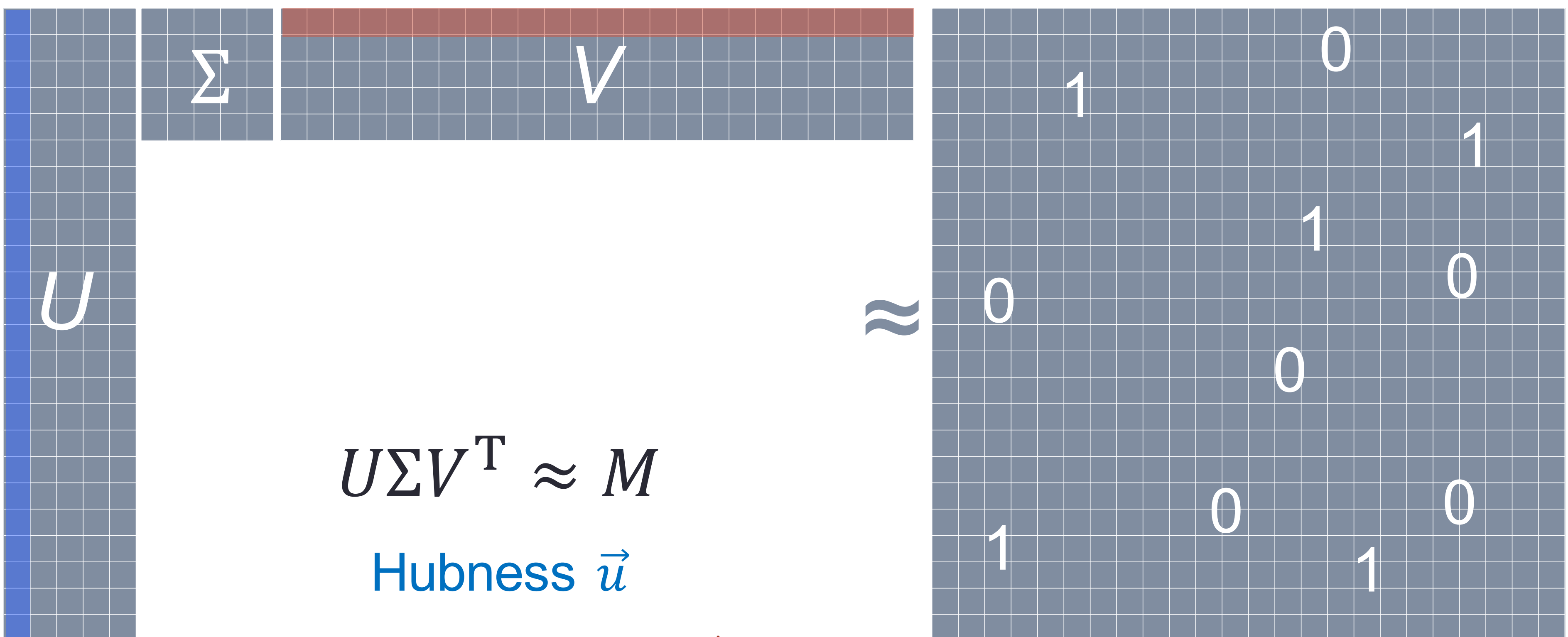


$$U \Sigma V^{\mathrm{T}} \approx M$$

Hubness $\vec{u}$

Authoritativeness $\vec{v}$

Matrix Modeling
Singular Value Decomposition



$$U \Sigma V^{\mathrm{T}} \approx M$$

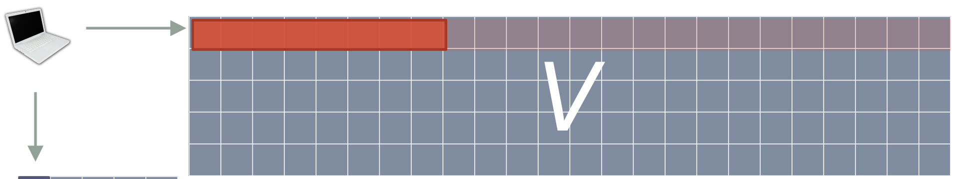
Hubness $\vec{u}$

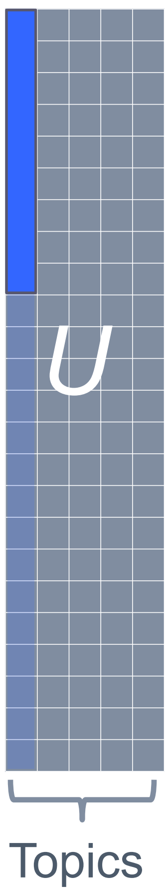
Authoritativeness $\vec{v}$

Σ contains normalization for $\vec{u}$ and $\vec{v}$

Matrix Factorization

What does each eigenvector capture?

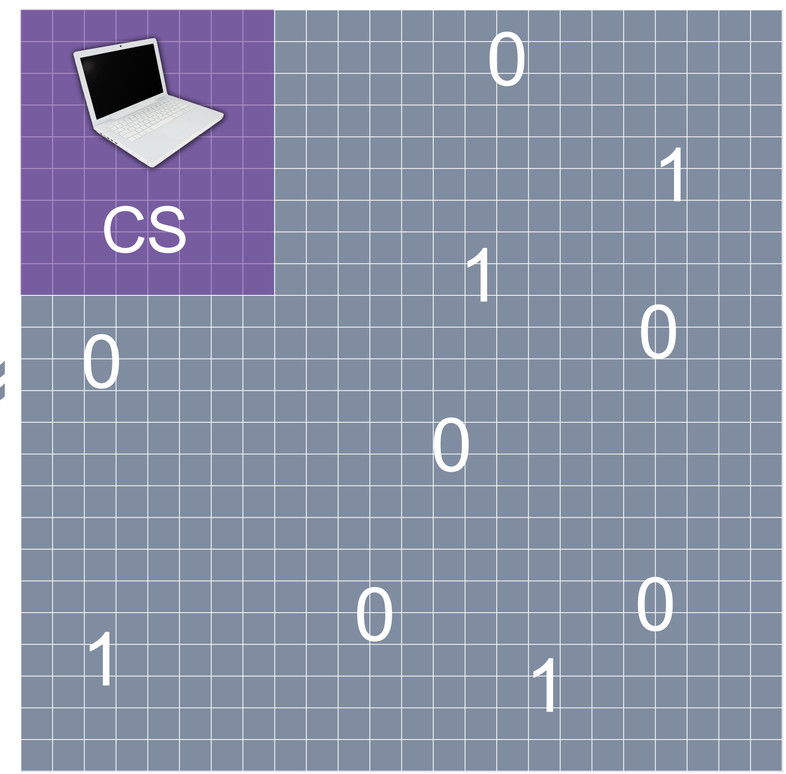




$$UV^{\mathrm{T}} \approx M$$

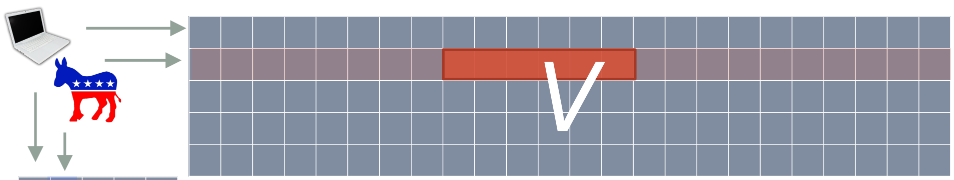
Each factor captures a dense block in the matrix

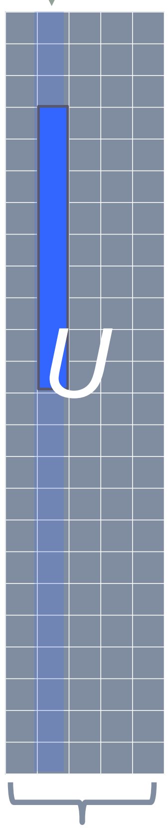
$\approx$



Matrix Factorization

What does each eigenvector capture?





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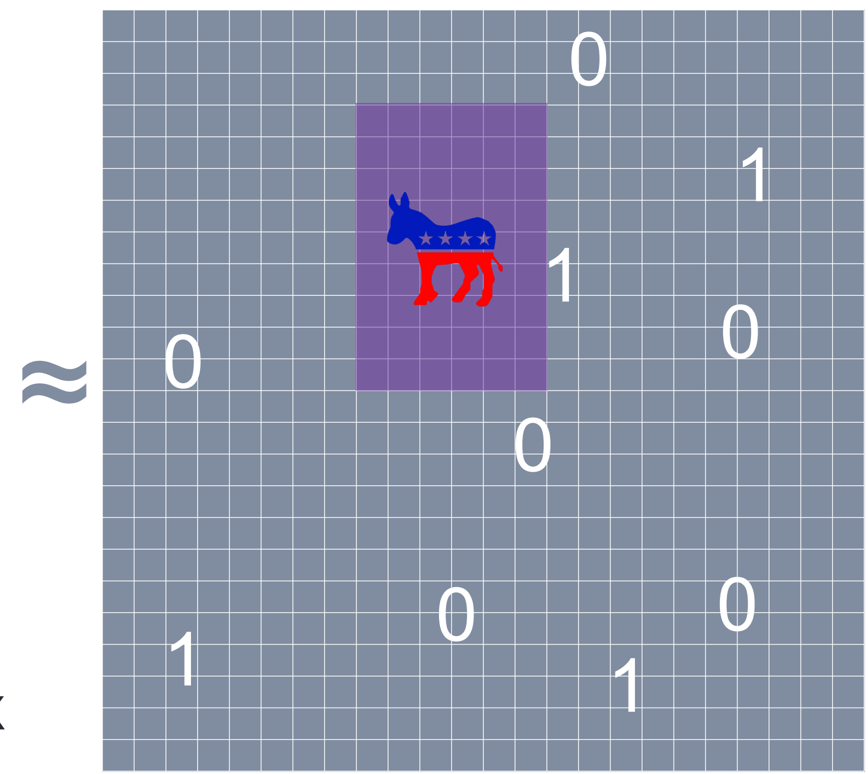
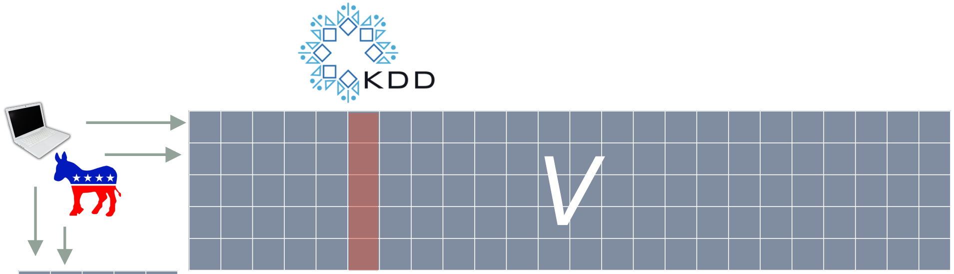
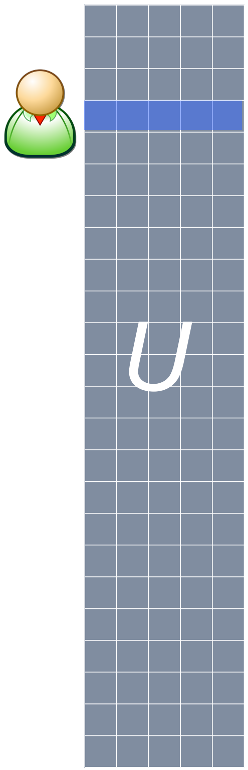


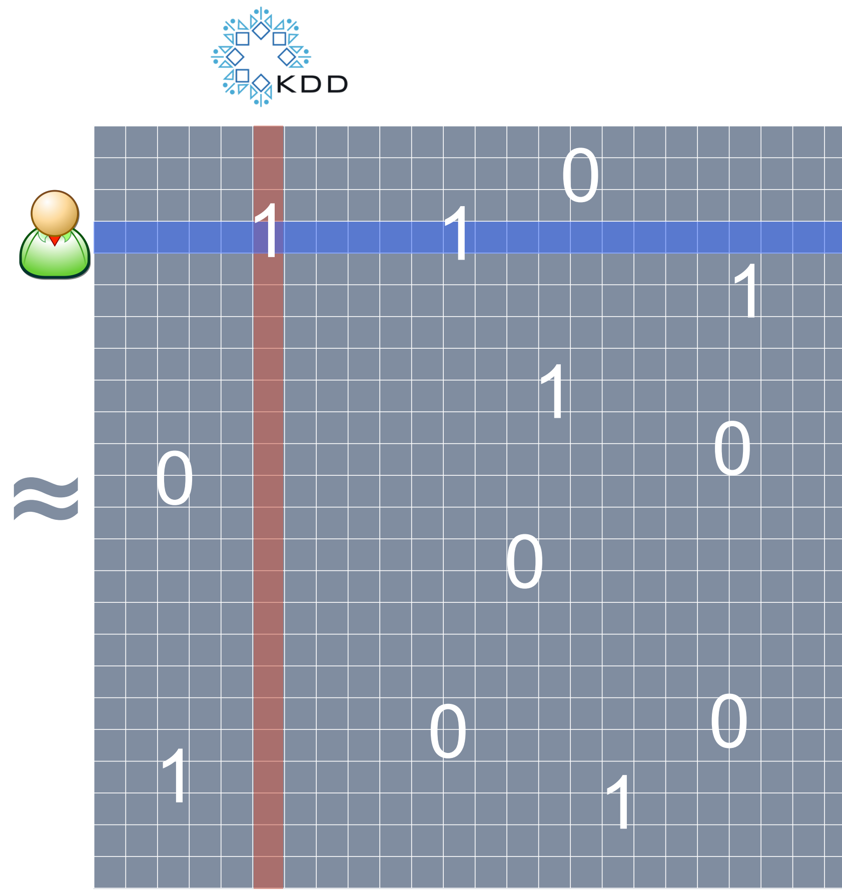
Matrix Factorization



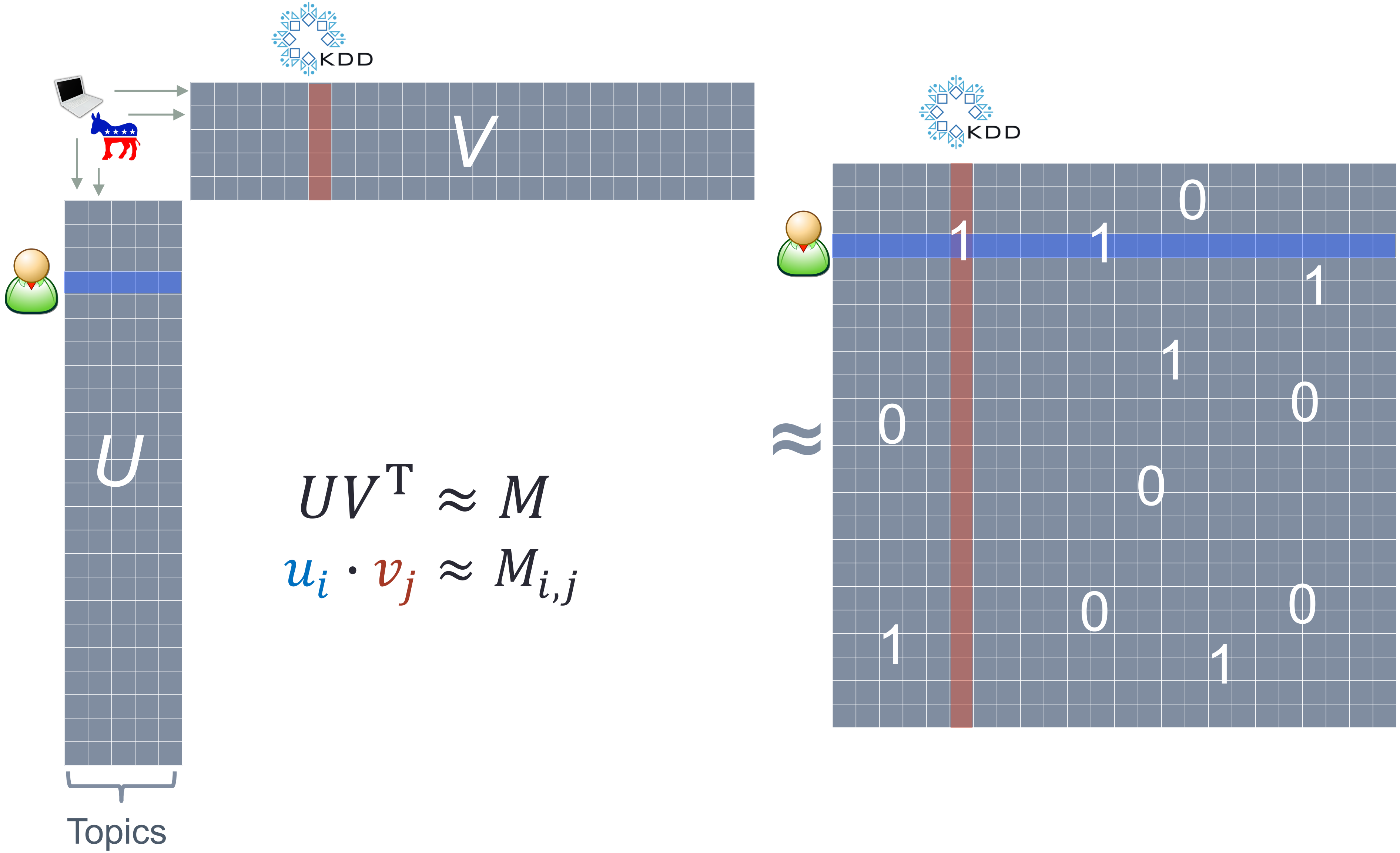


$$UV^{\mathrm{T}} \approx M$$

$$u_i \cdot v_j \approx M_{i,j}$$



Matrix Factorization



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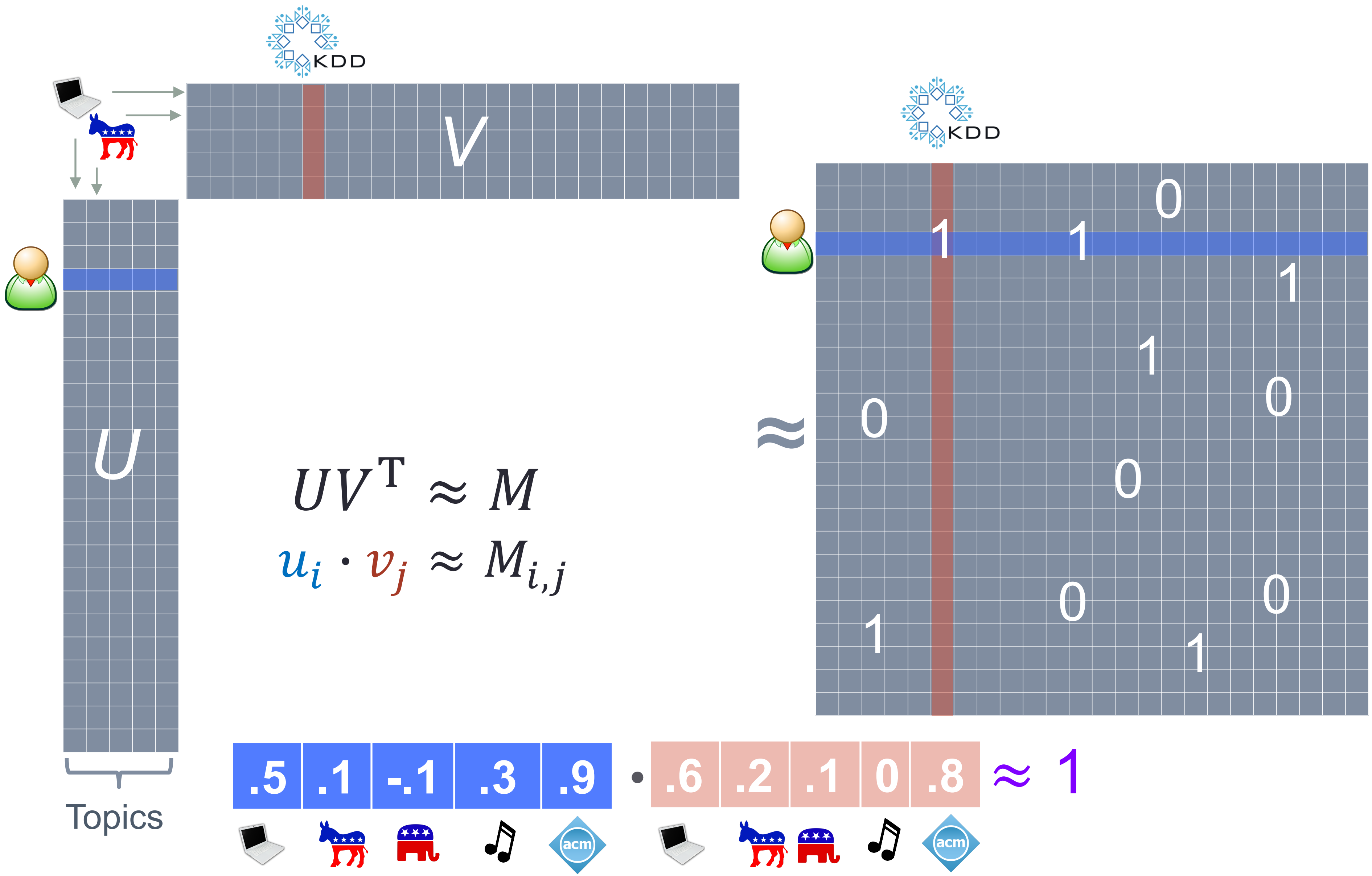

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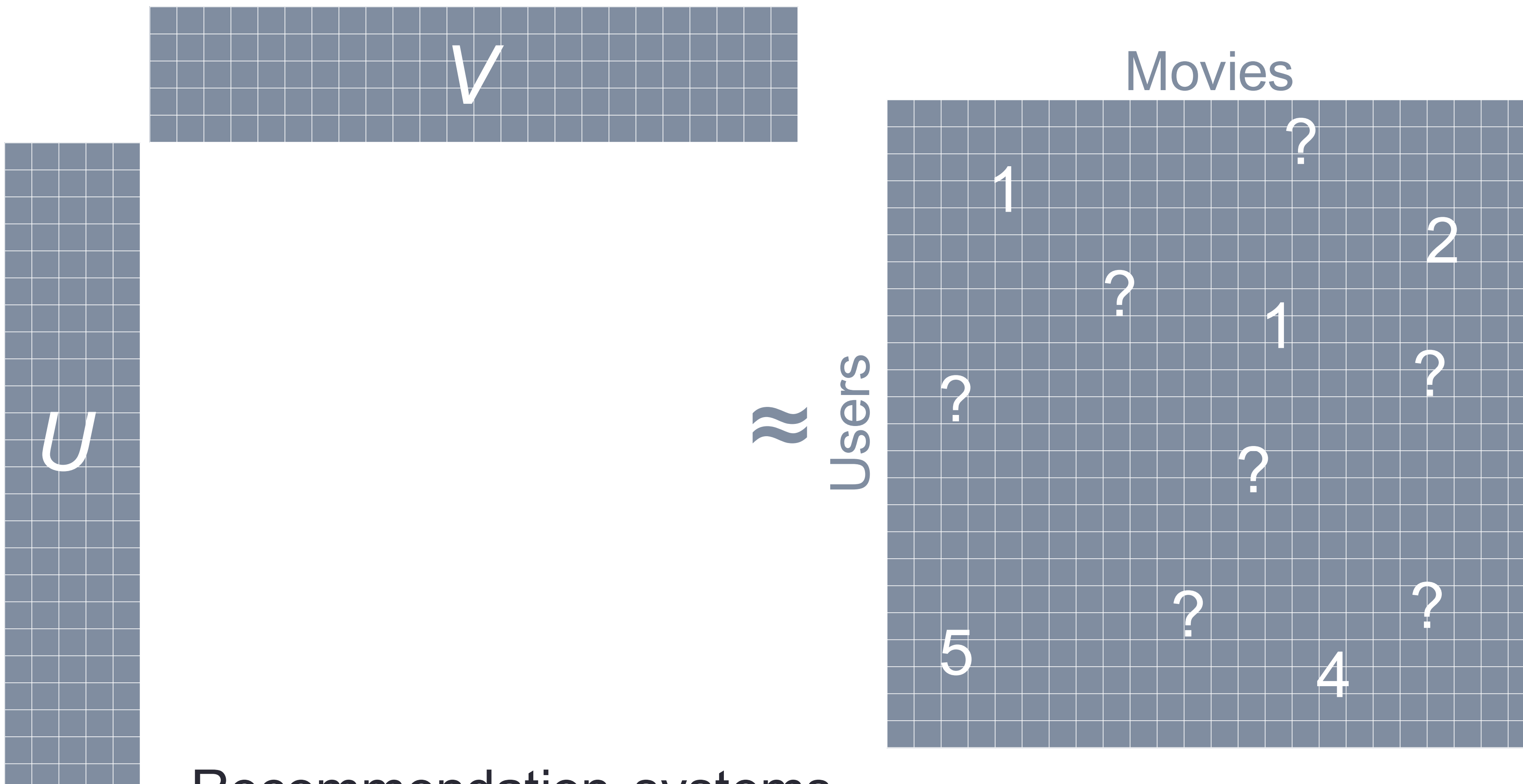
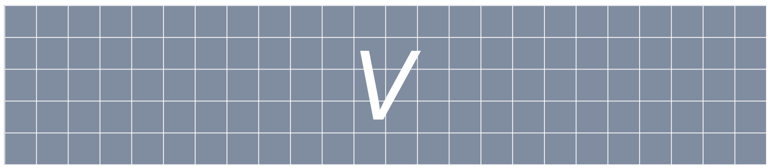
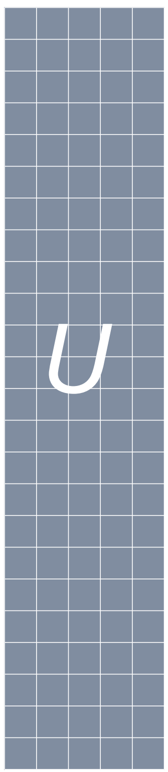
Matrix Completion

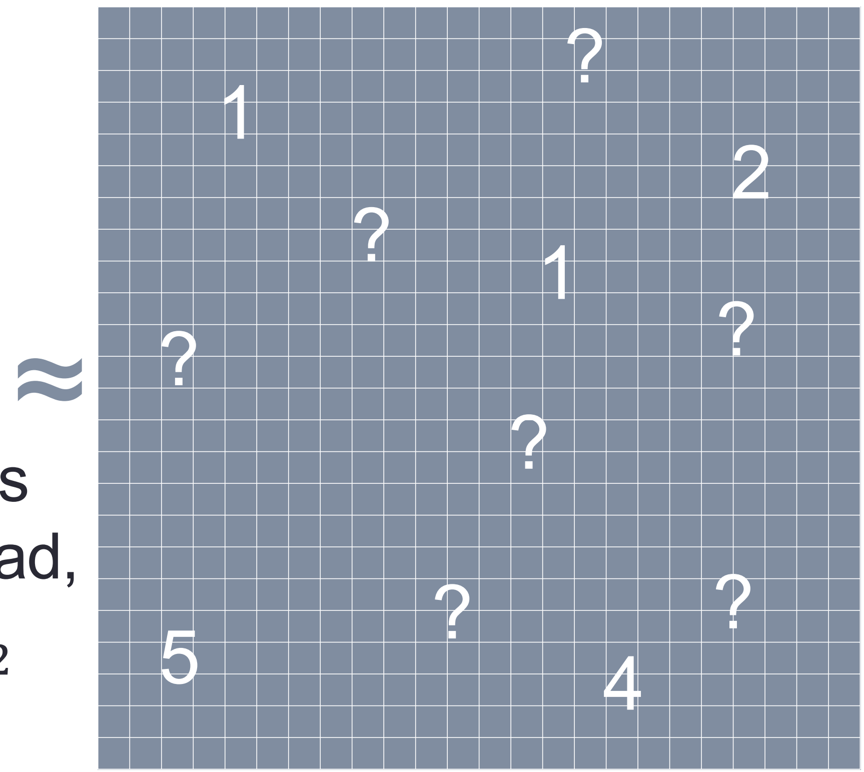


Recommendation systems predict missing entries

Matrix Completion



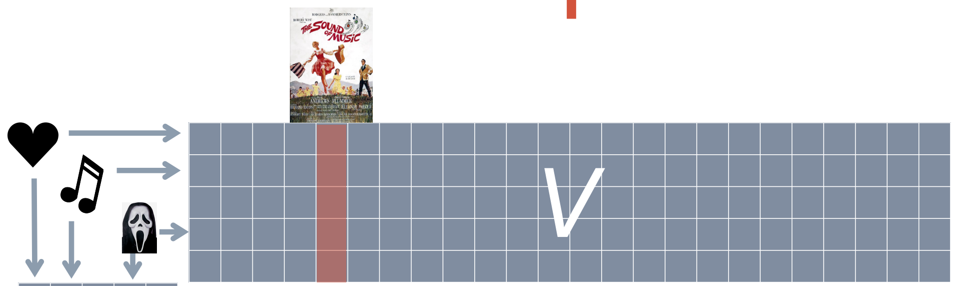


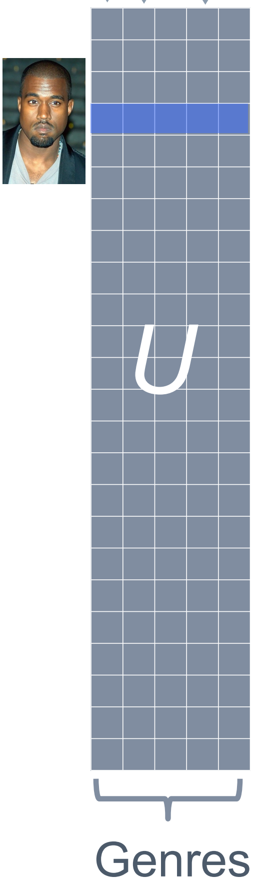


Can't find singular vectors with missing entries. Instead,

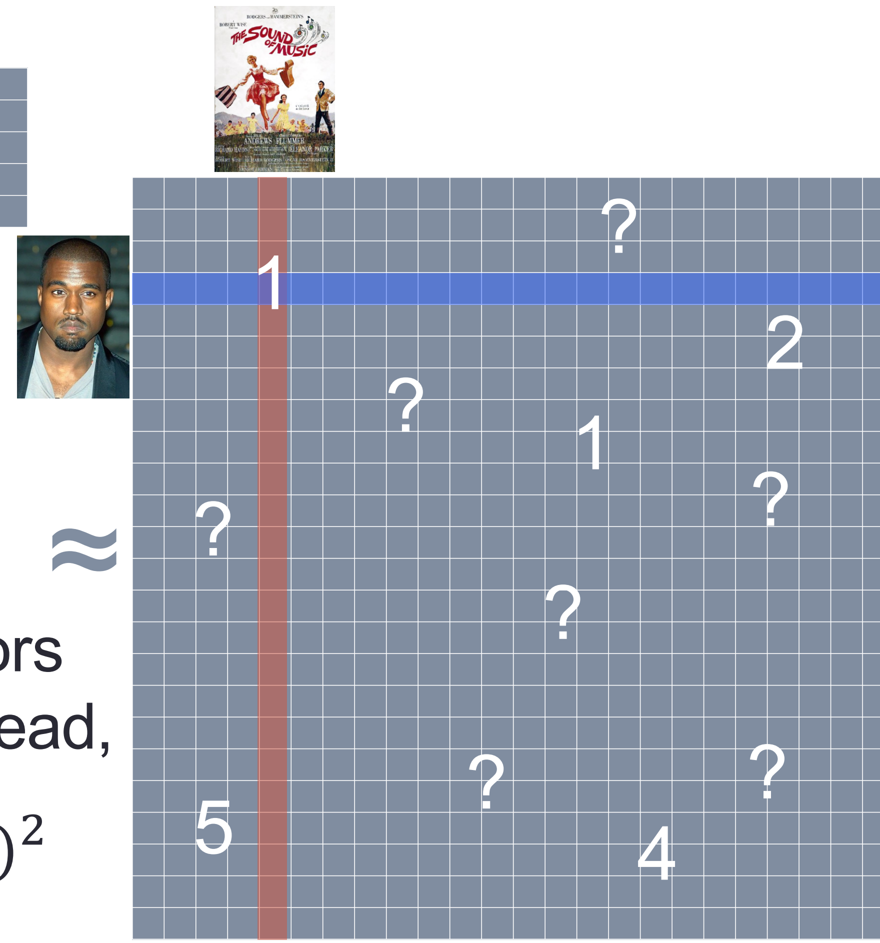
$$\min_{U,V} \sum_{(i,j)\in M} (M_{i,j} - \vec{u}_i \cdot \vec{v}_j)^2$$

Matrix Completion





$\approx$



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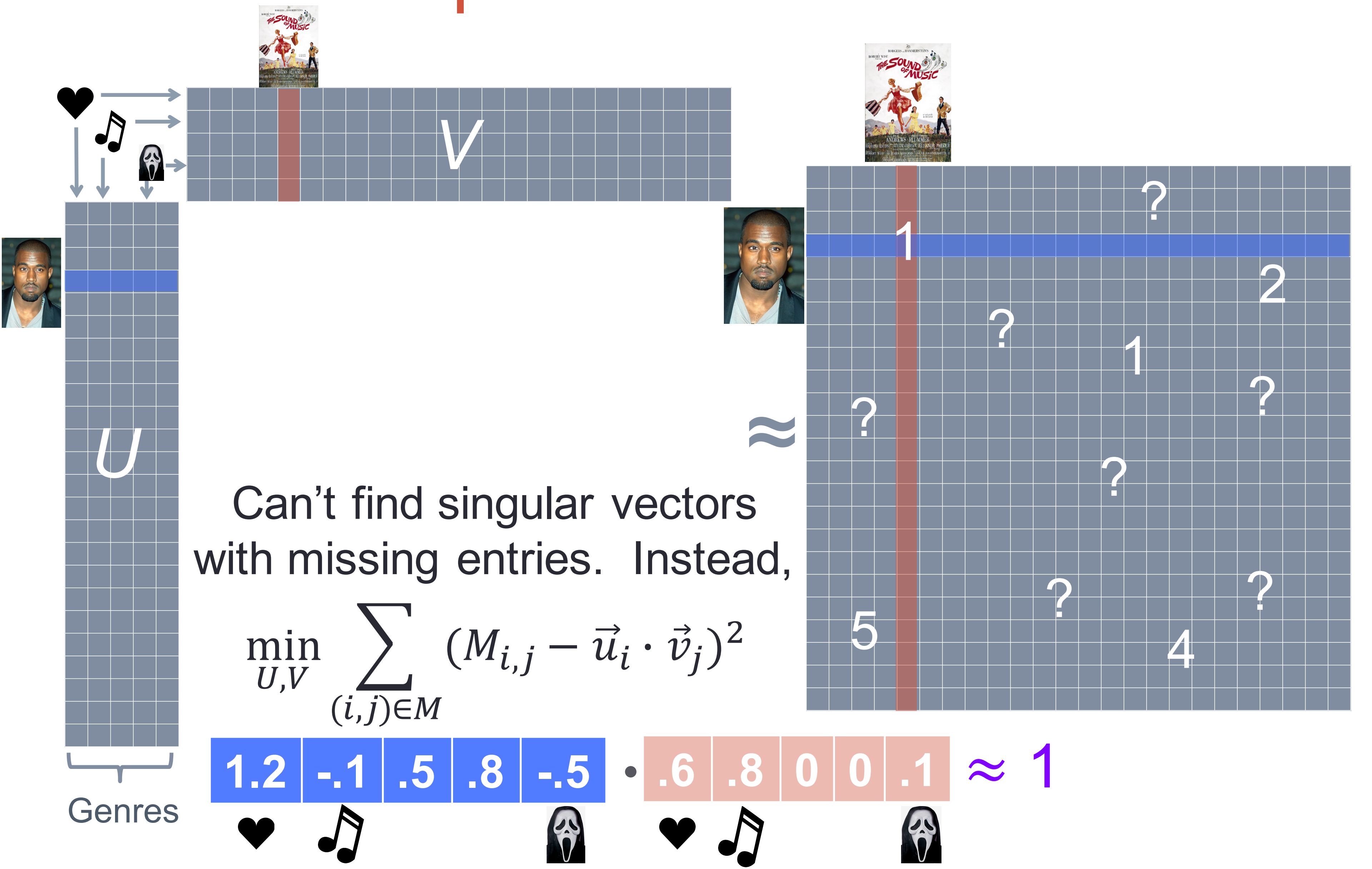

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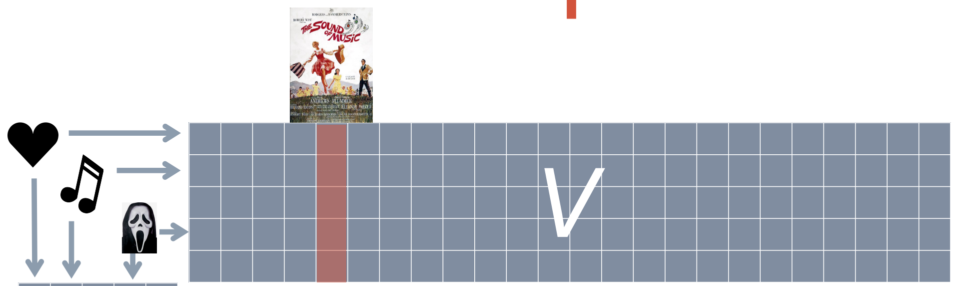
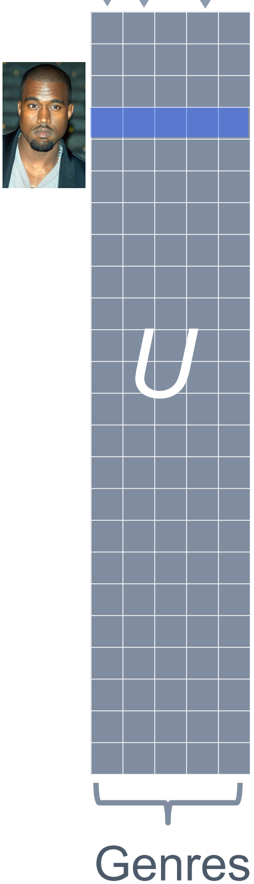
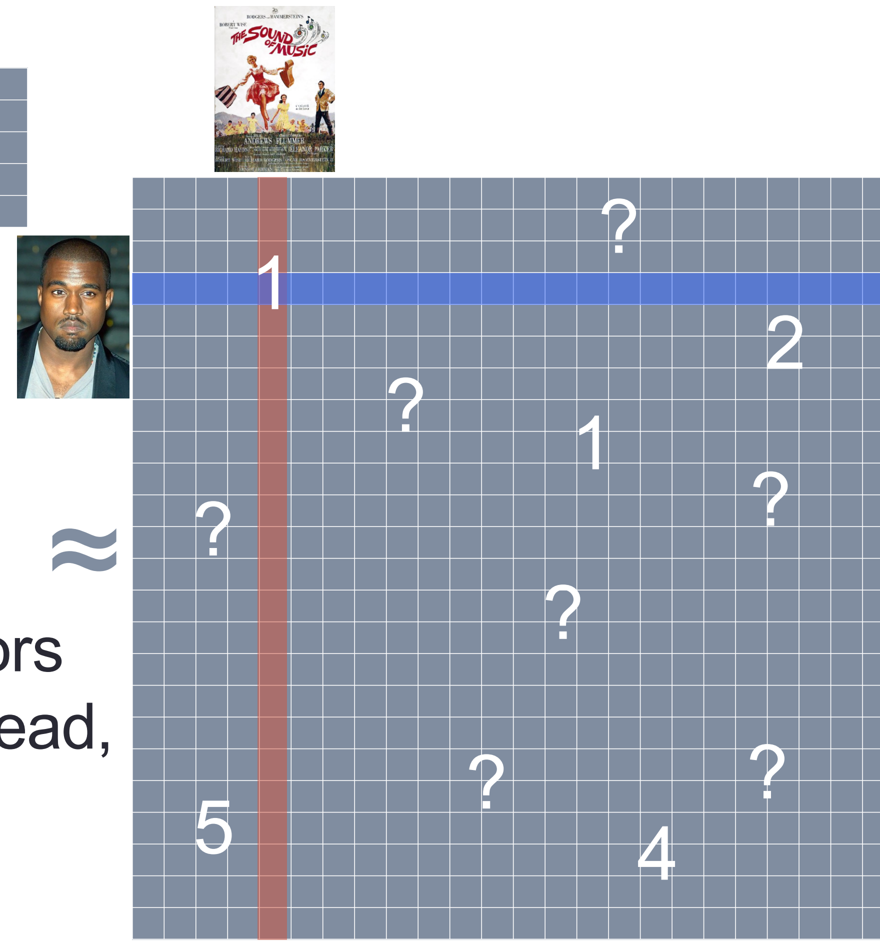






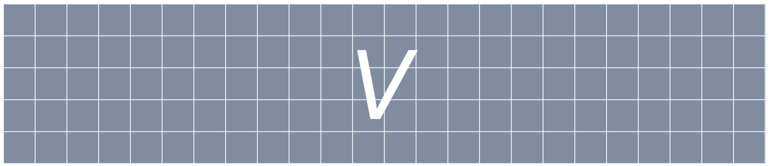
Can't find singular vectors with missing entries. Instead,

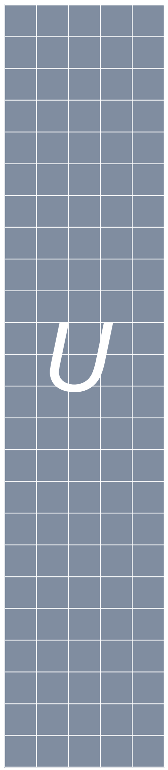
$$\min_{U,V} \sum_{(i,j)\in M} (M_{i,j} - \widehat{M}_{i,j})^2$$

$$\widehat{M}_{i,j} = \vec{u}_i \cdot \vec{v}_j$$

Adding Latent Factors

$$\min_{U,V} \sum_{(i,j)\in M} (M_{i,j} - \widehat{M}_{i,j})^2$$

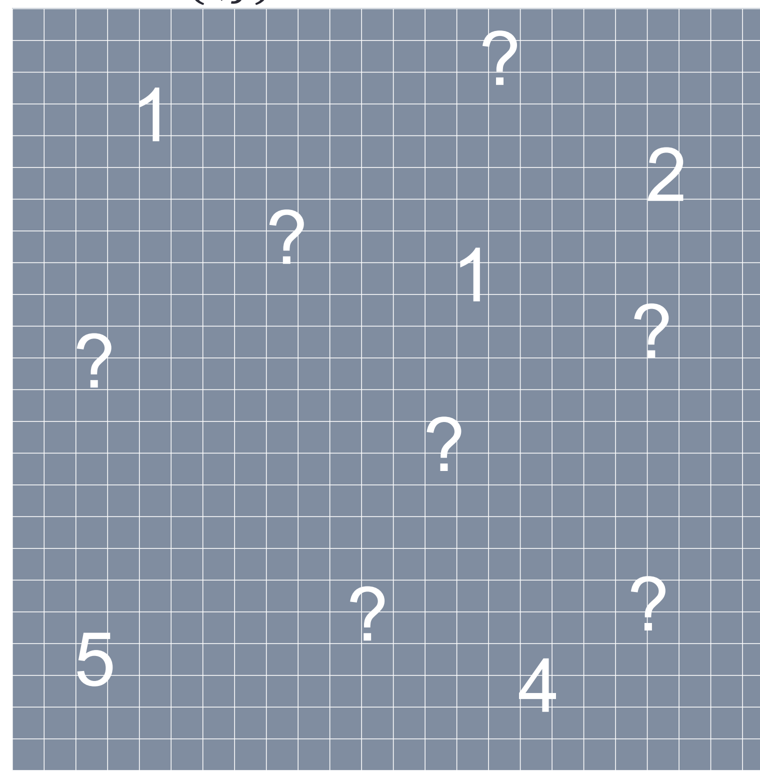




Consider additional factors:

- Dataset mean μ
- Row (user) baseline b_i
- Column (movie) baseline b_j

$\approx$



$$\widehat{M}_{i,j} = \mu + b_i + b_j + \vec{u}_i \cdot \vec{v}_j$$

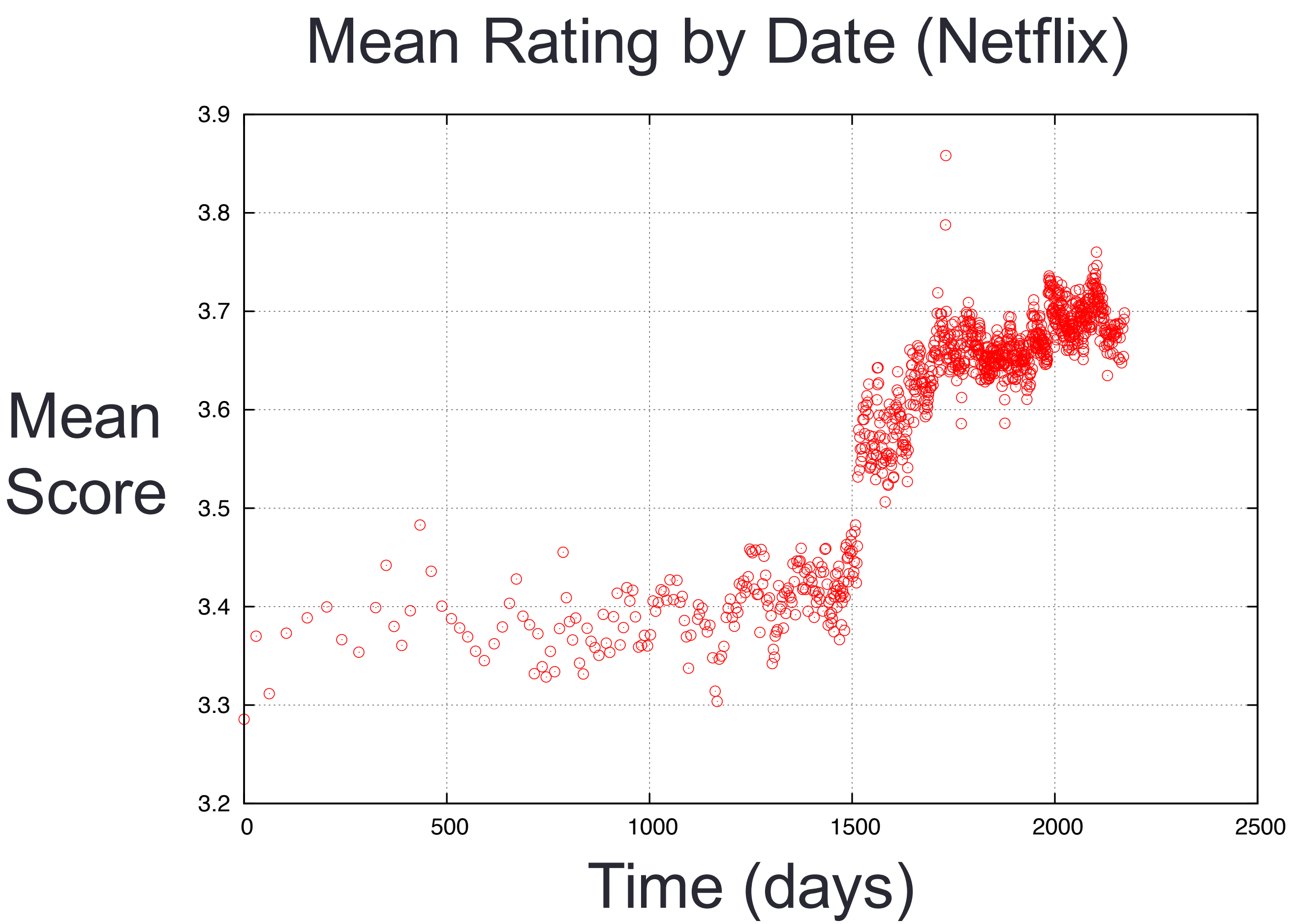
Collaborative Filtering with Temporal Dynamics
Yehuda Koren
KDD 2009

Adding Latent Factors

What if we know the time of the rating
(time of the edge being created)?

Collaborative Filtering with Temporal Dynamics
Yehuda Koren
KDD 2009

Adding Latent Factors



Collaborative Filtering with Temporal Dynamics
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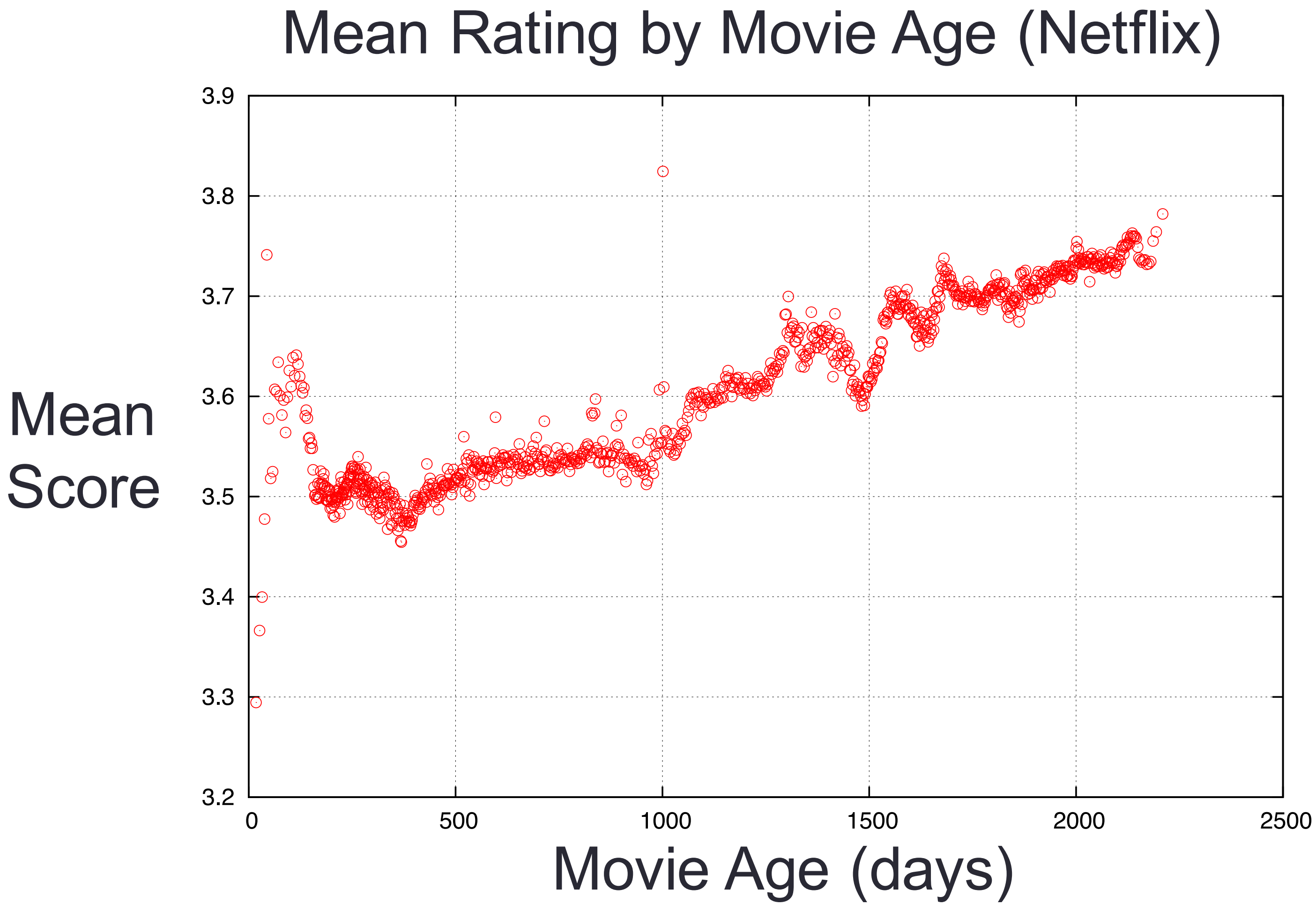
KDD 2009

Adding Latent Factors



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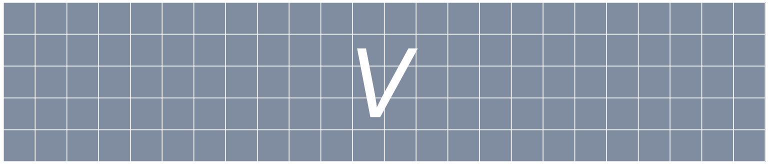
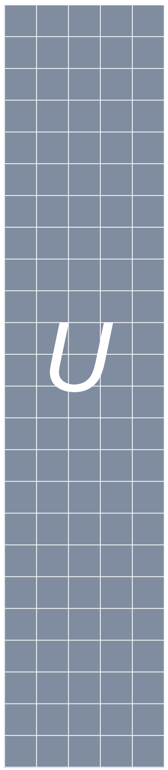


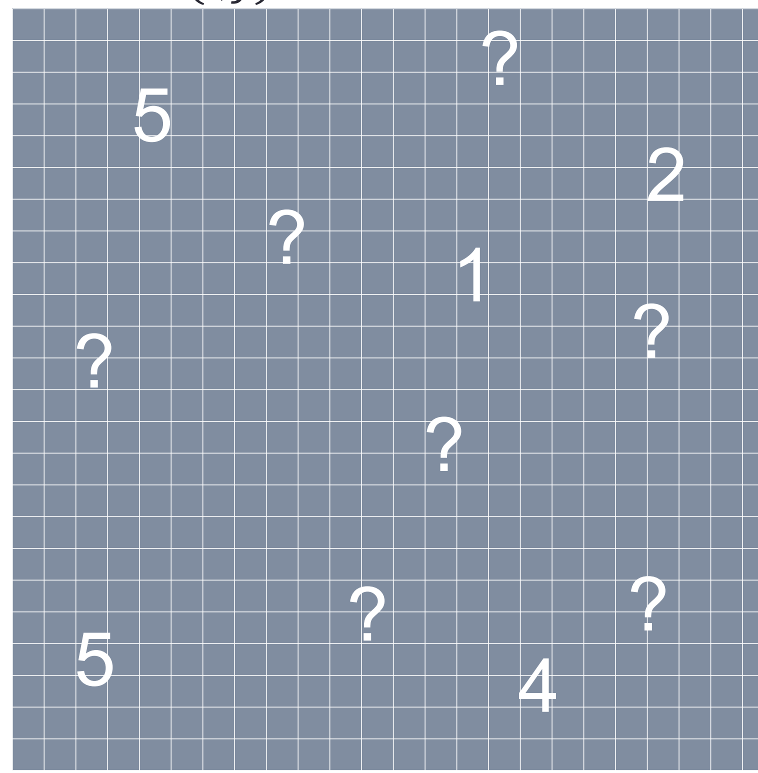


Time factors:

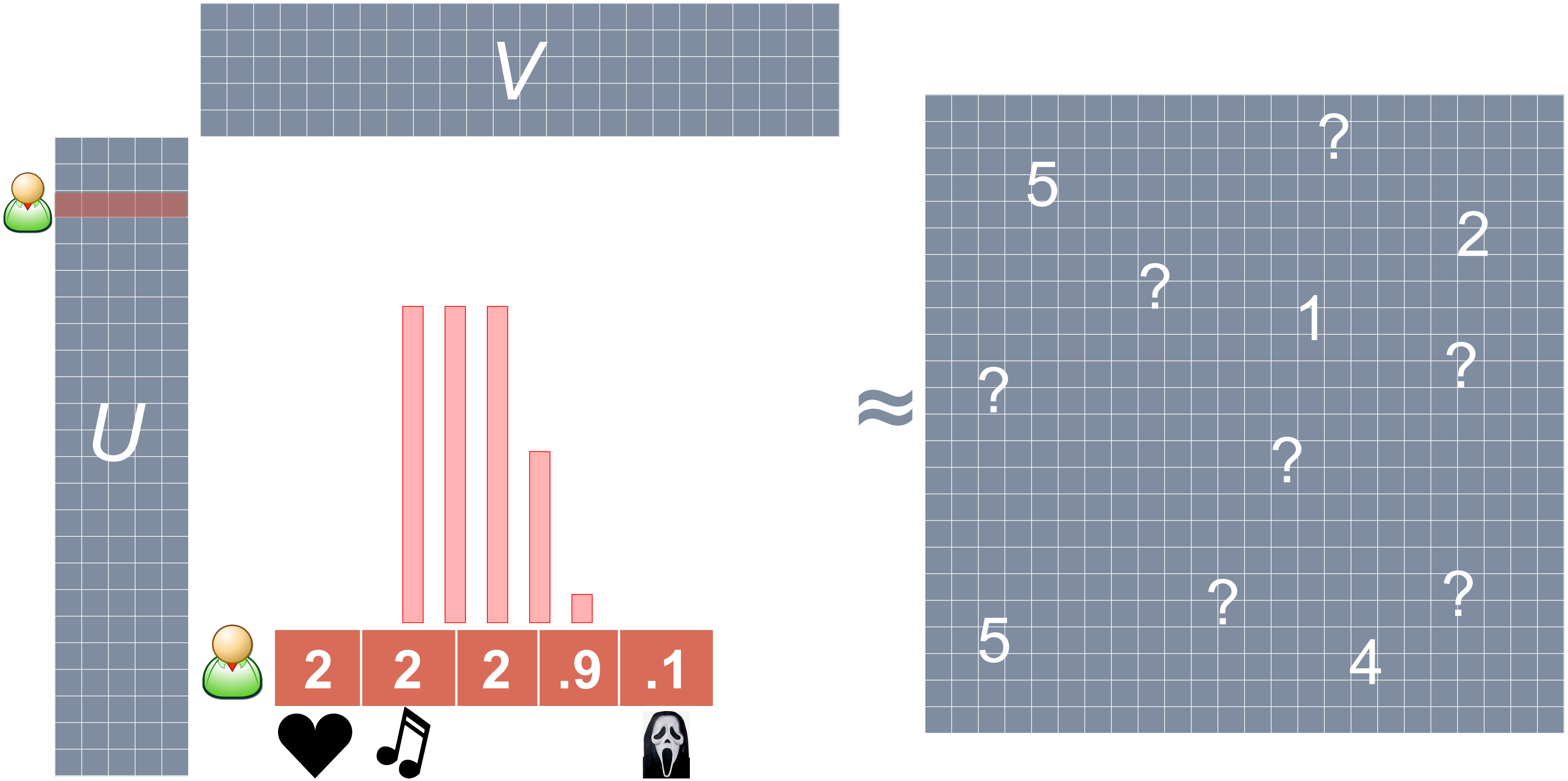
- Column (movie)- time baseline $b_{j,\mathrm{Bin}(t)}$
- Row (user)-time baseline *function* $b_i(t)$

$$\widehat{M}_{i,j} = \mu + b_i + b_j + \vec{u}_i \cdot \vec{v}_j + b_{j,\mathrm{Bin}(t)} + b_i(t)$$

$\approx$



Bayesian Modeling

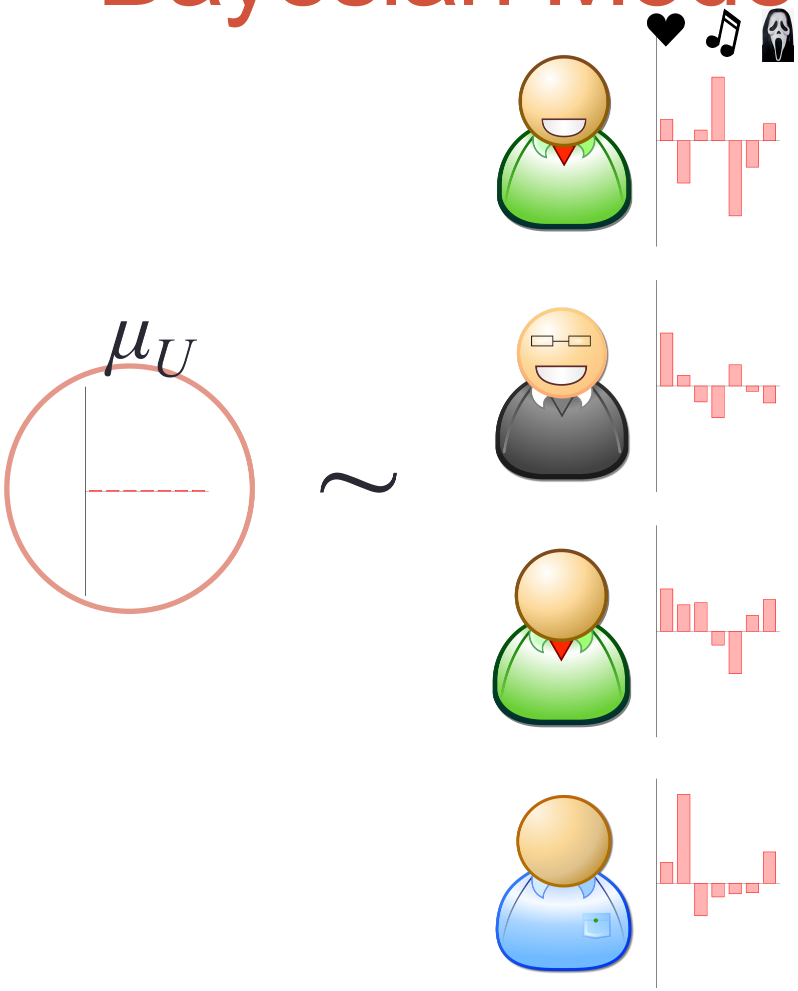


Bayesian Probabilistic Matrix Factorization

Ruslan Salakhutdinov and Andriy Mnih

ICML 2008

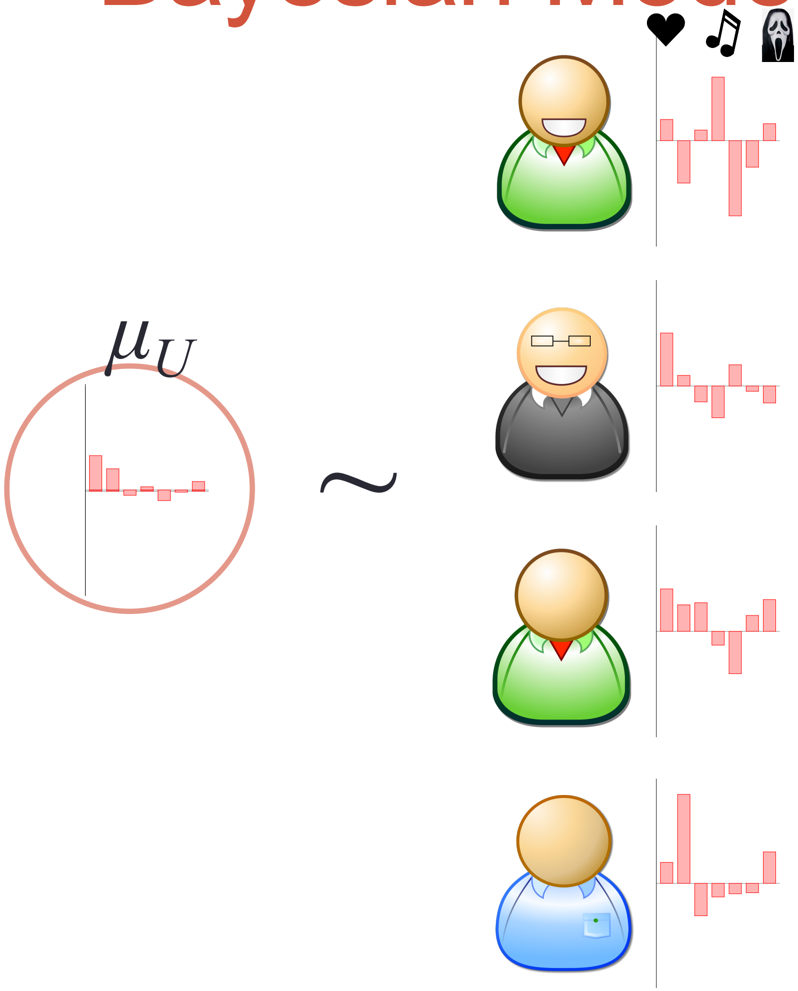
Bayesian Modeling



Sample user factors from Normal distribution

Bayesian Probabilistic Matrix Factorization
Ruslan Salakhutdinov and Andriy Mnih
ICML 2008

Bayesian Modeling

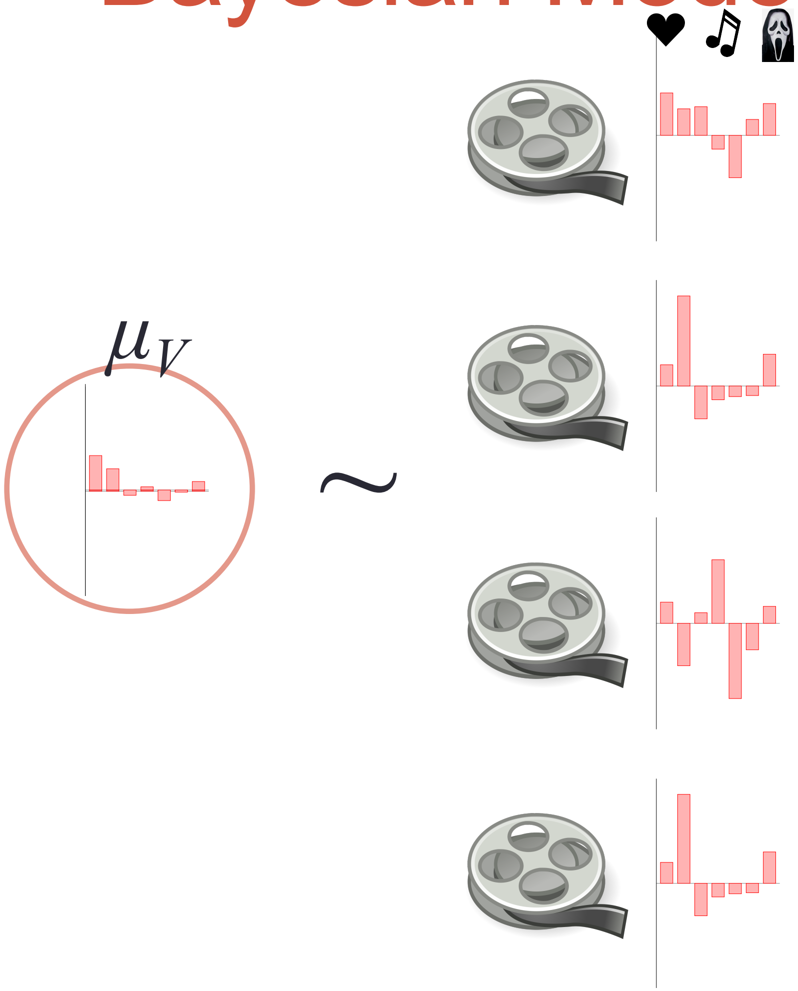


Sample user factors from Normal distribution

Update mean based on user factors

Bayesian Probabilistic Matrix Factorization
Ruslan Salakhutdinov and Andriy Mnih
ICML 2008

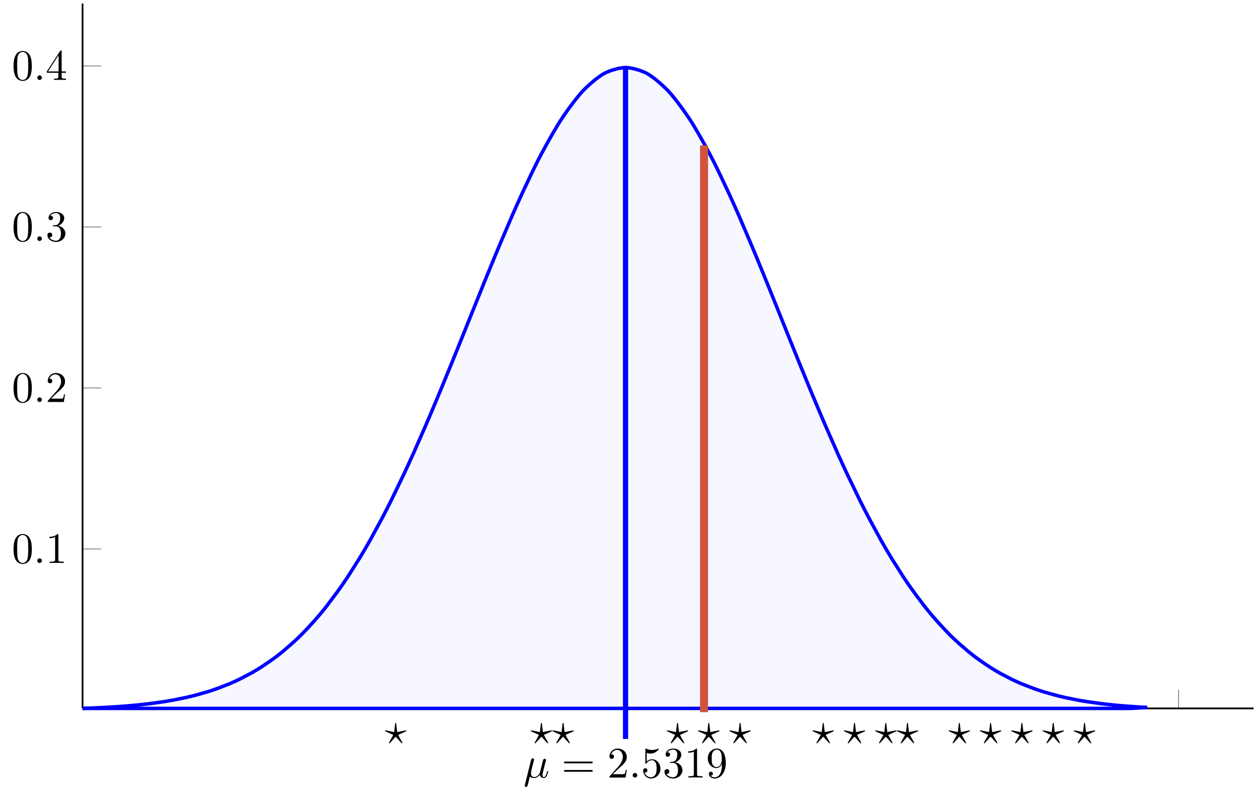
Bayesian Modeling



Similarly sample movie factors

Bayesian Probabilistic Matrix Factorization
Ruslan Salakhutdinov and Andriy Mnih
ICML 2008

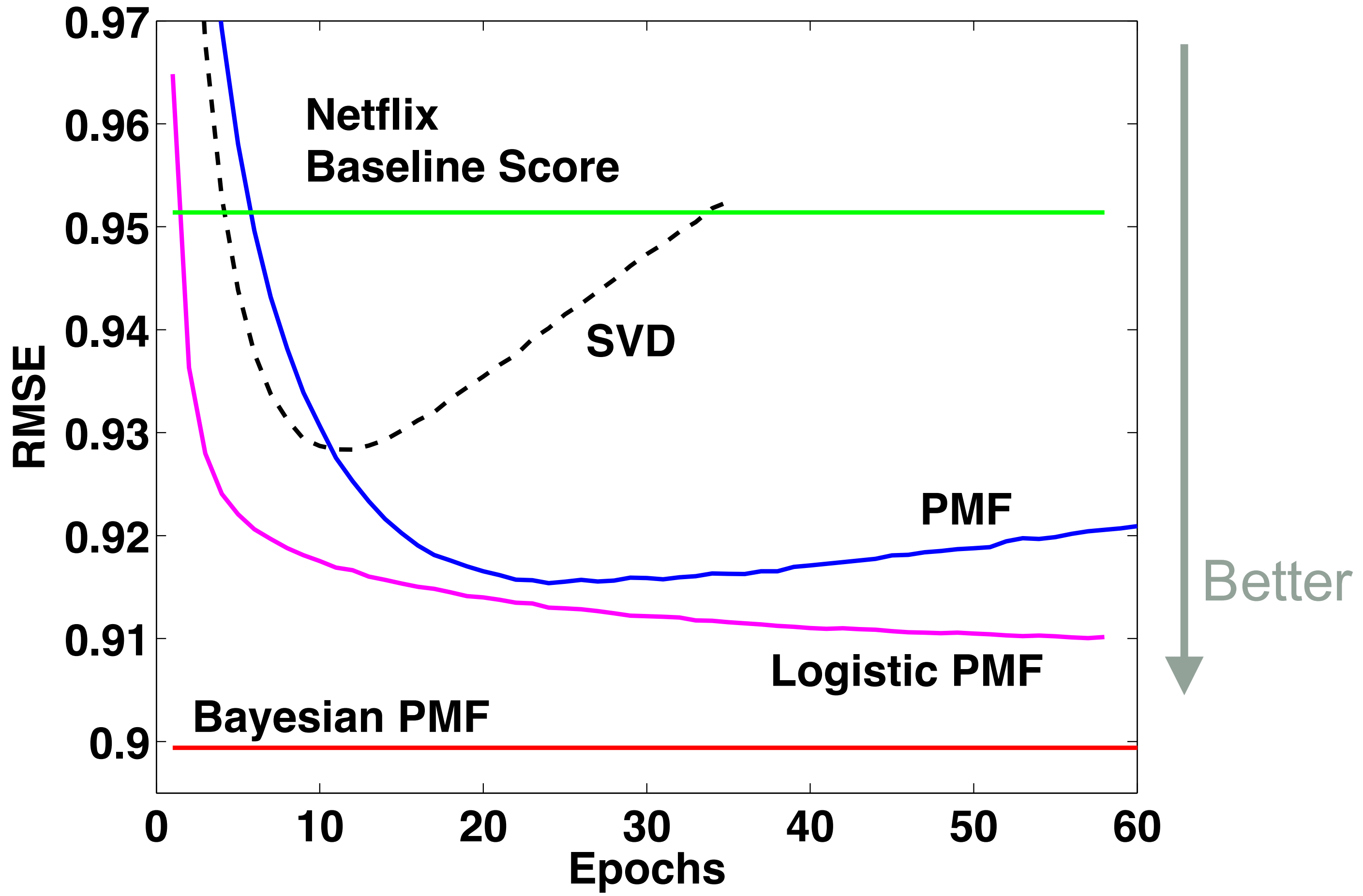
Bayesian Modeling



$$p(M_{i,j} | U, V) = \mathcal{N}(M_{i,j} | \vec{u}_i \cdot \vec{v}_j, \sigma^2)$$

Bayesian Probabilistic Matrix Factorization
Ruslan Salakhutdinov and Andriy Mnih
ICML 2008

Bayesian Modeling



Bayesian Probabilistic Matrix Factorization
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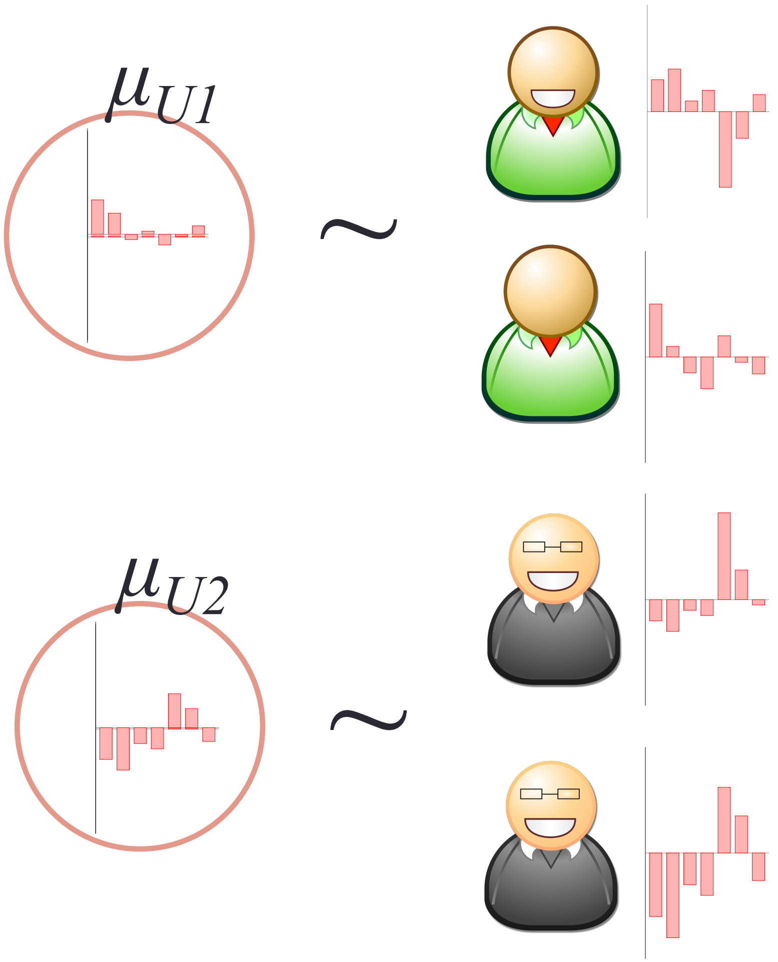
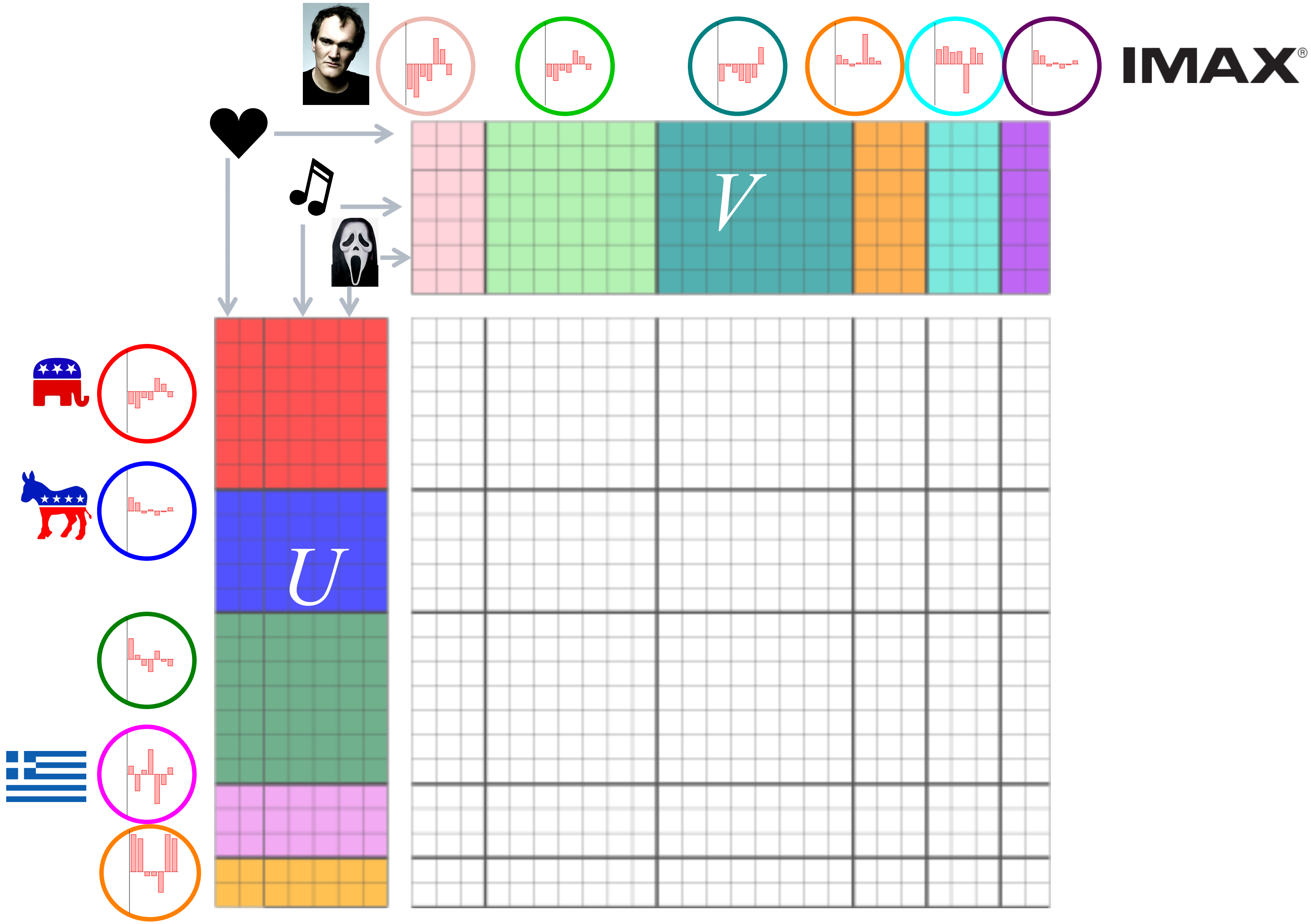
ICML 2008

Bayesian Modeling with Co-Clustering



Cluster users
with similar factors

CoBaFi: Collaborative Bayesian Filtering
Alex Beutel, Kenton Murray,
Christos Faloutsos Alex Smola
WWW 2014



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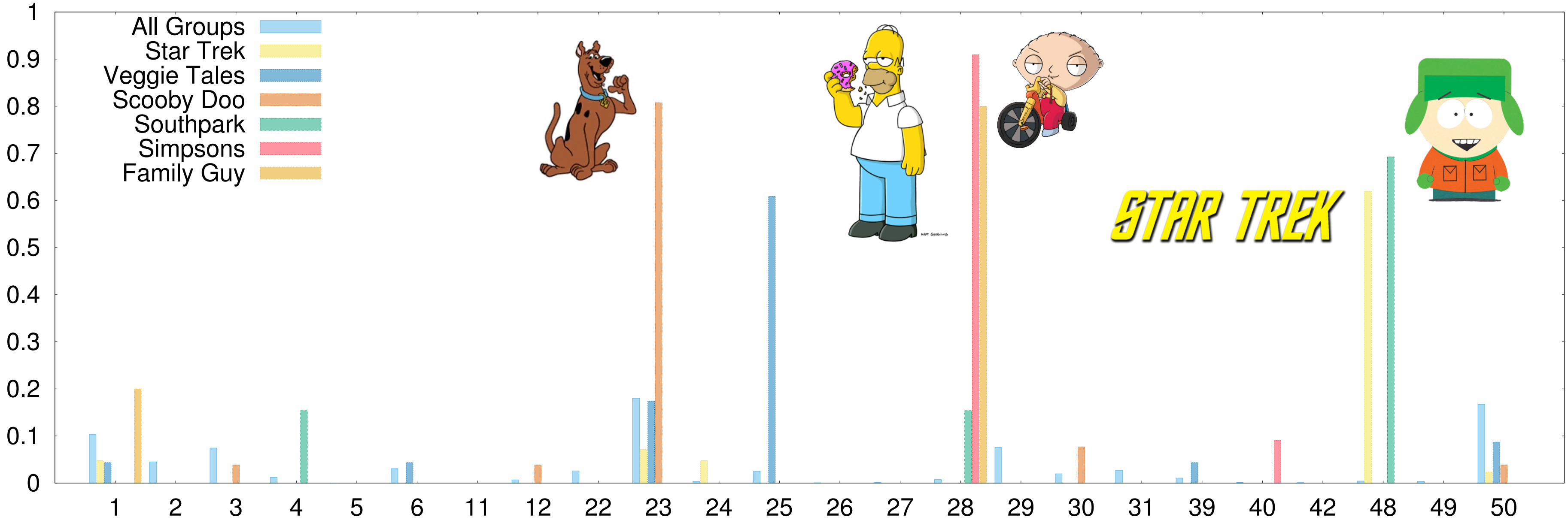

Cluster 28	Cluster 30	Cluster 48
Simpsons	Scooby Doo	Star Trek
Family Guy	Spy Kids	Back to the Future
Monty Python	Stuart Little	Southpark
Curb your Enthusiasm	Dr. Dolittle	Lord of the Rings
The Twilight Zone	Lion King	Harry Potter
Arrested Development	Agent Cody Banks	The X-Files

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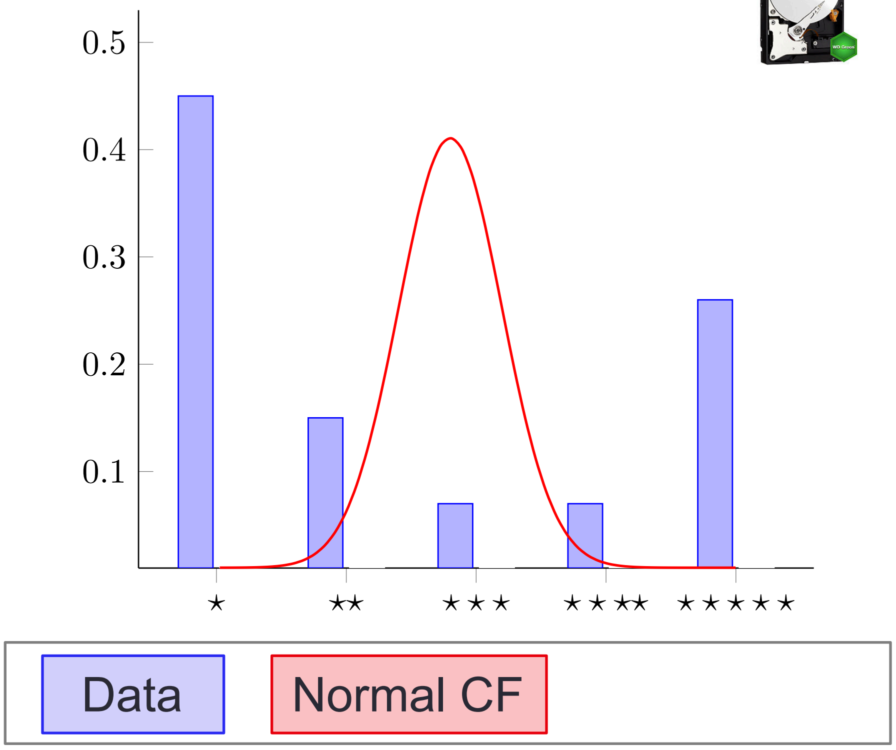
Online Rating Models

Typically fit a Gaussian - Minimize RMSE



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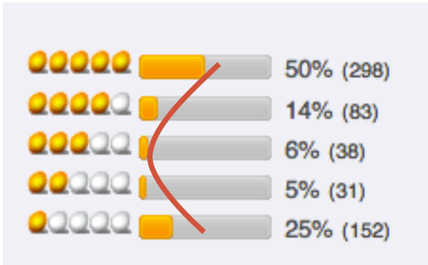

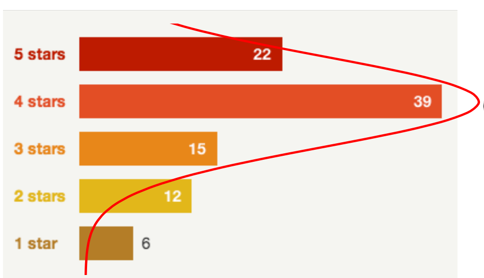

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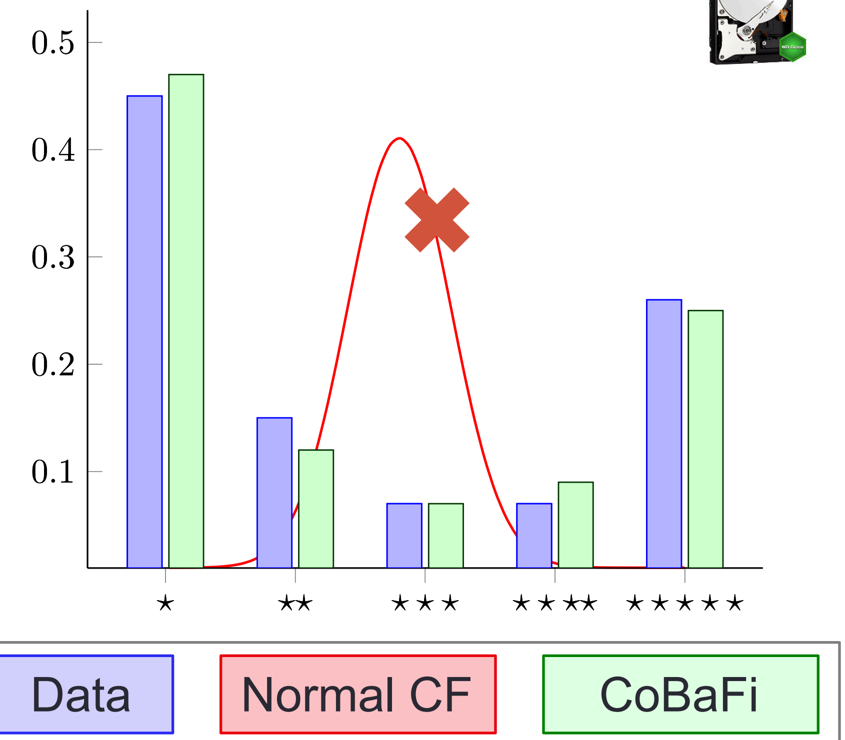
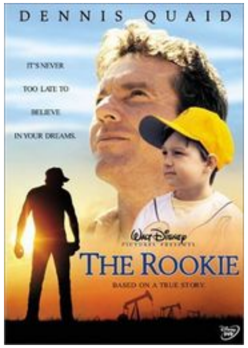
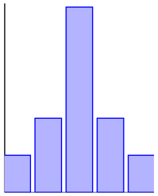


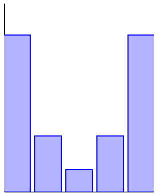
CoBaFi: Collaborative Bayesian Filtering
Alex Beutel, Kenton Murray,
Christos Faloutsos Alex Smola
WWW 2014

Shape of Netflix reviews



Most Gaussian	Most skewed
The Rookie	The O.C. Season 2
The Fan	Samurai X: Trust and Betrayal
Cadet Kelly	Aqua Teen Hunger Force: Vol. 2
Money Train	Sealab 2001: Season 1
Alice Doesn’t Live Here	Aqua Teen Hunger Force: Vol. 2
Sea of Love	Gilmore Girls: Season 3
Boiling Point	Felicity: Season 4

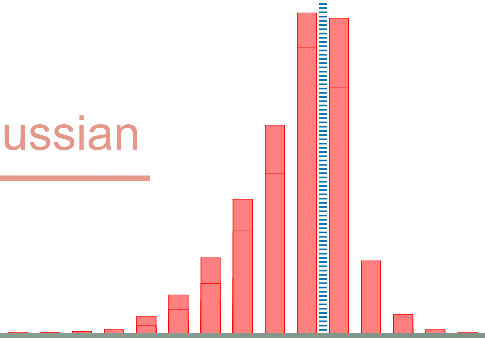




Stars

Movies

More Gaussian



More Skewed

Stars

TV Shows

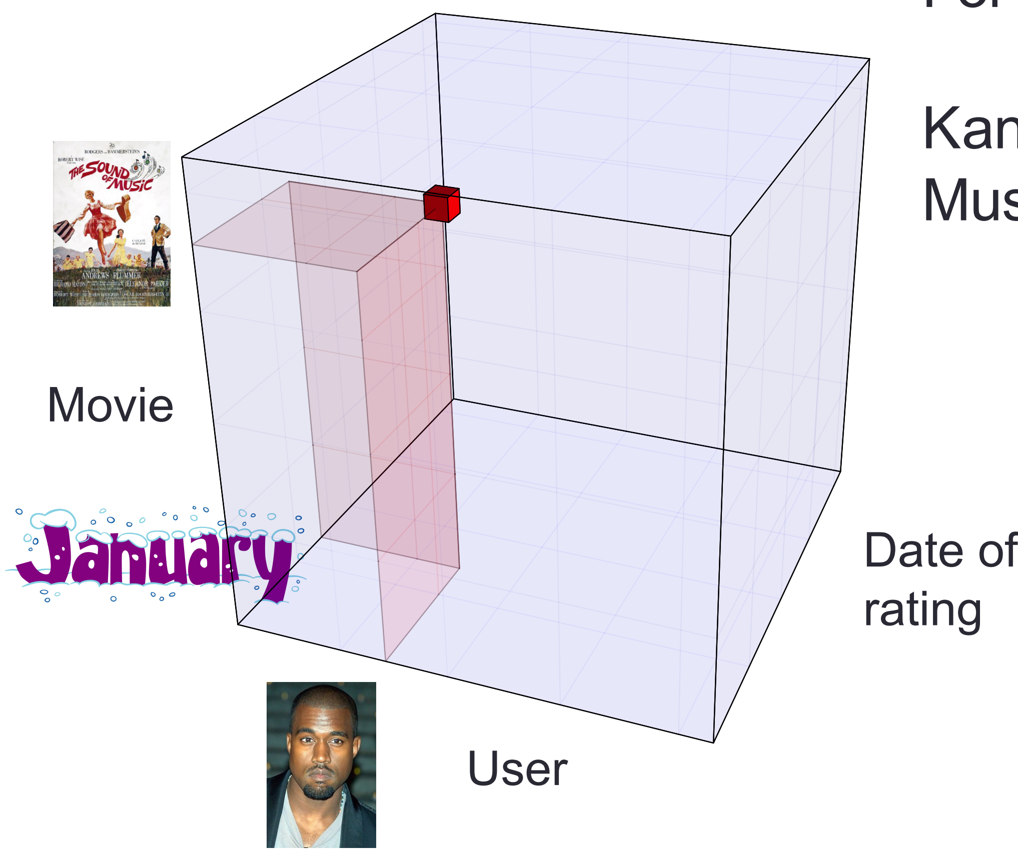
CoBaFi: Collaborative Bayesian Filtering
Alex Beutel, Kenton Murray,
Christos Faloutsos Alex Smola
WWW 2014

What is a tensor?

- Tensors are used for structured data > 2 dimensions
- Think of as a 3D-matrix

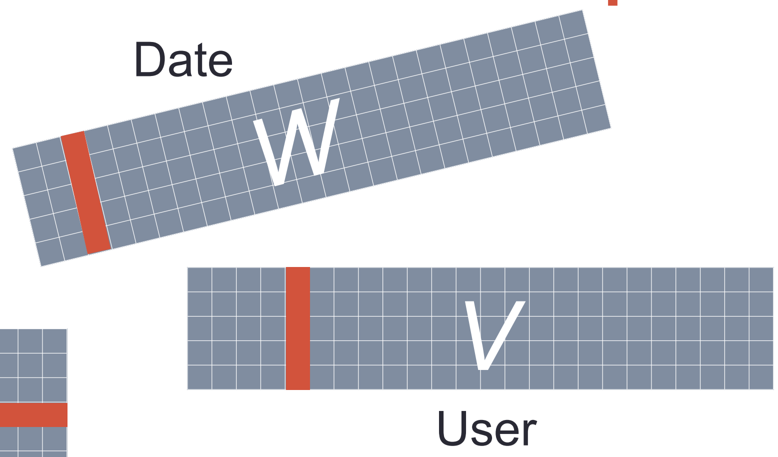
For example:

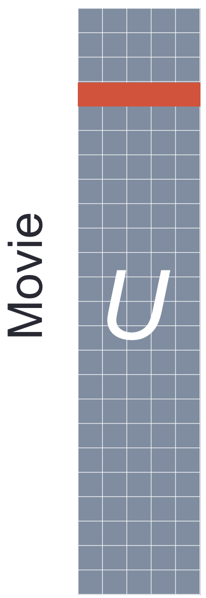
Kanye West rated The Sound of Music five stars last January.



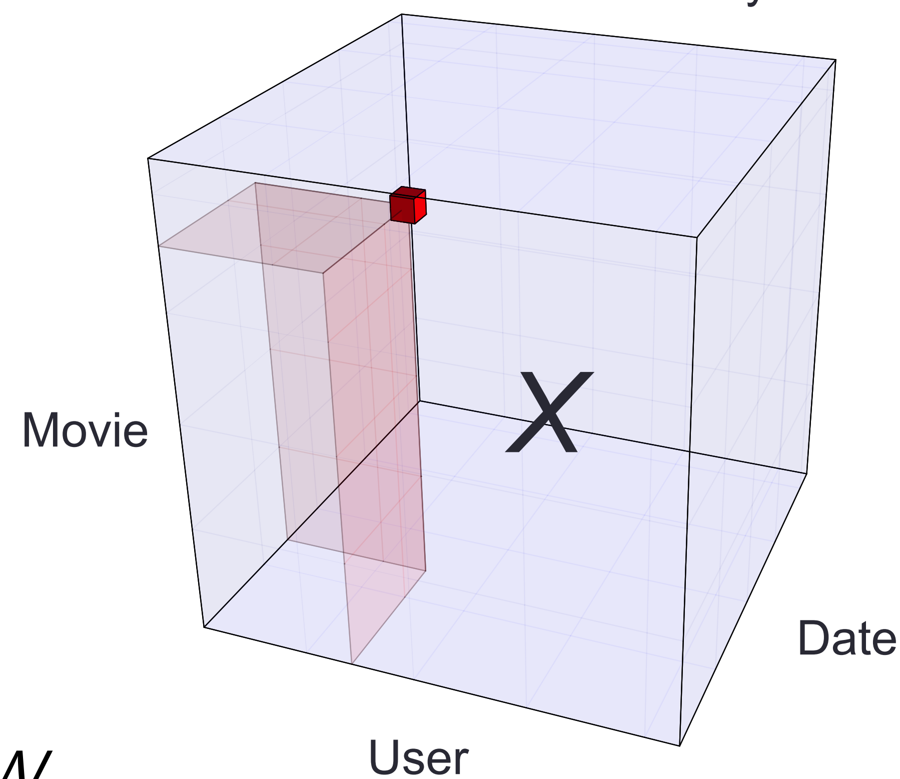
Tensor Decomposition

Kanye West rated The Sound of Music five stars last January.





$\approx$



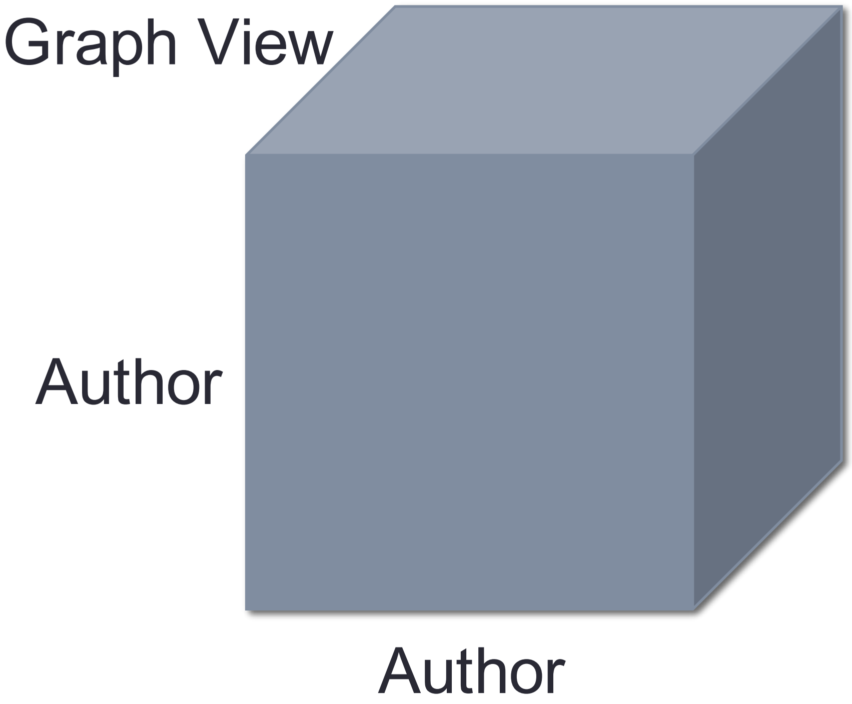
$$X \approx U \otimes V \otimes W$$

$$X_{i,j,k} \approx \sum_{r=1}^{\text{Rank}} U_{i,r} V_{j,r} W_{k,r}$$

Graph Clustering with Tensors

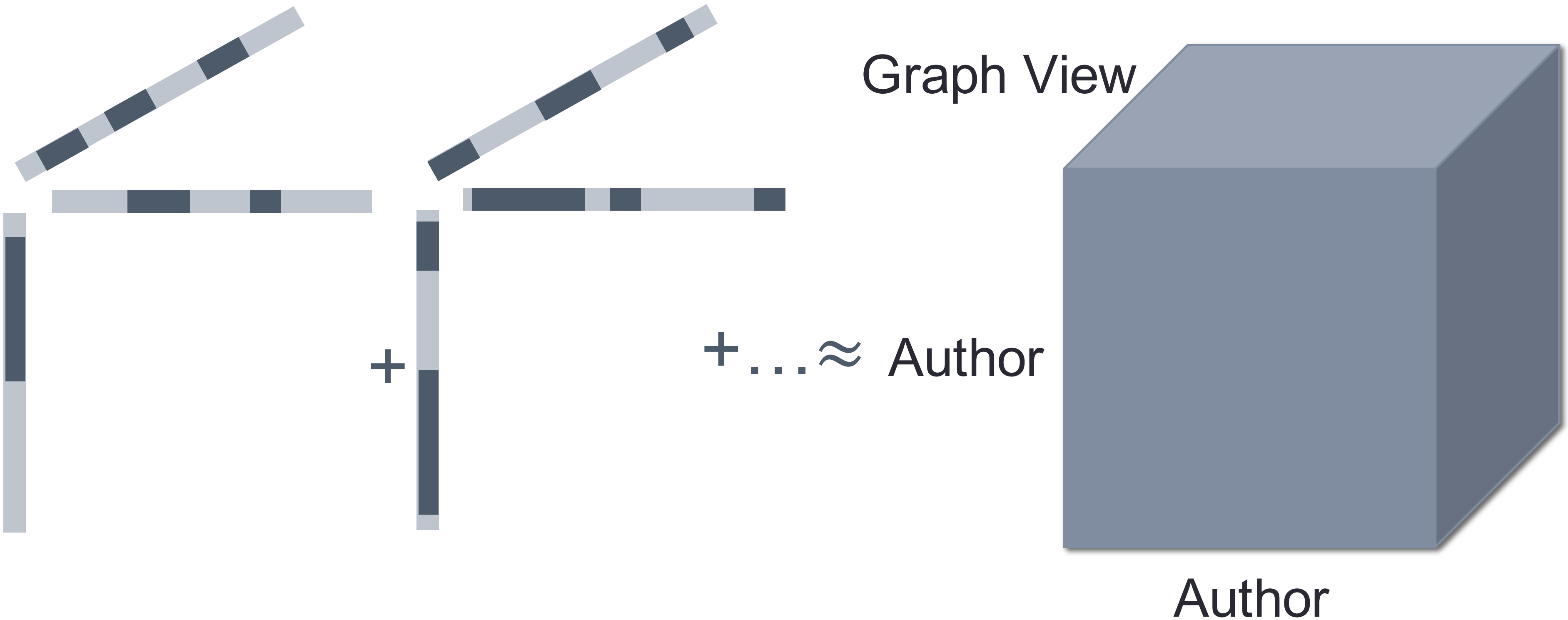
Multiple possible views of the DBLP network:

1. Who-cites-whom
2. Co-authorship
3. Using same words in title



Do more Views of a Graph help? Community Detection and Clustering in Multi-Graphs
Evangelos E. Papalexakis, Leman Akoglu, Dino Ienco
FUSION 2013

Graph Clustering with Tensors

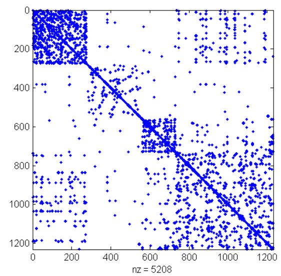


Sparse Tensor Factorization

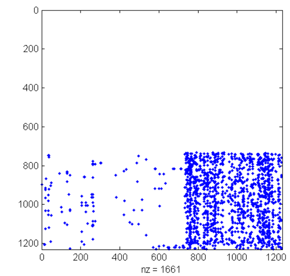
Do more Views of a Graph help? Community Detection and Clustering in Multi-Graphs
Evangelos E. Papalexakis, Leman Akoglu, Dino Ienco
FUSION 2013

Graph Clustering with Tensors

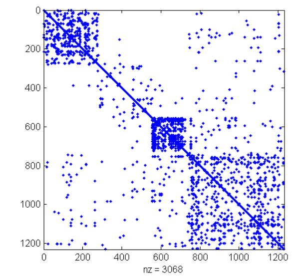
DBLP-1



(a) citation

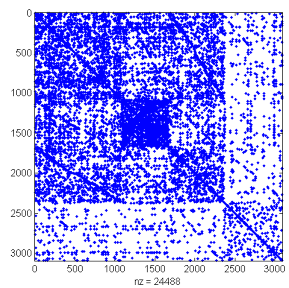


(b) co-auth.

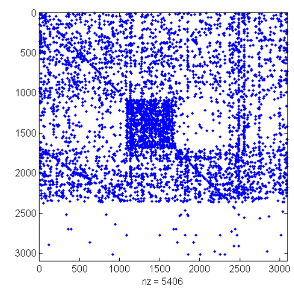


(c) co-term

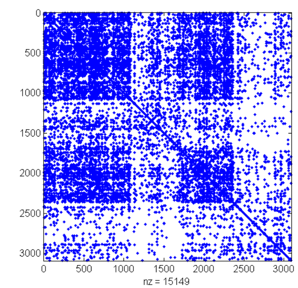
DBLP-2



(a) citation



(b) co-auth.



(c) co-term

Do more Views of a Graph help? Community Detection and Clustering in Multi-Graphs
Evangelos E. Papalexakis, Leman Akoglu, Dino Ienco
FUSION 2013

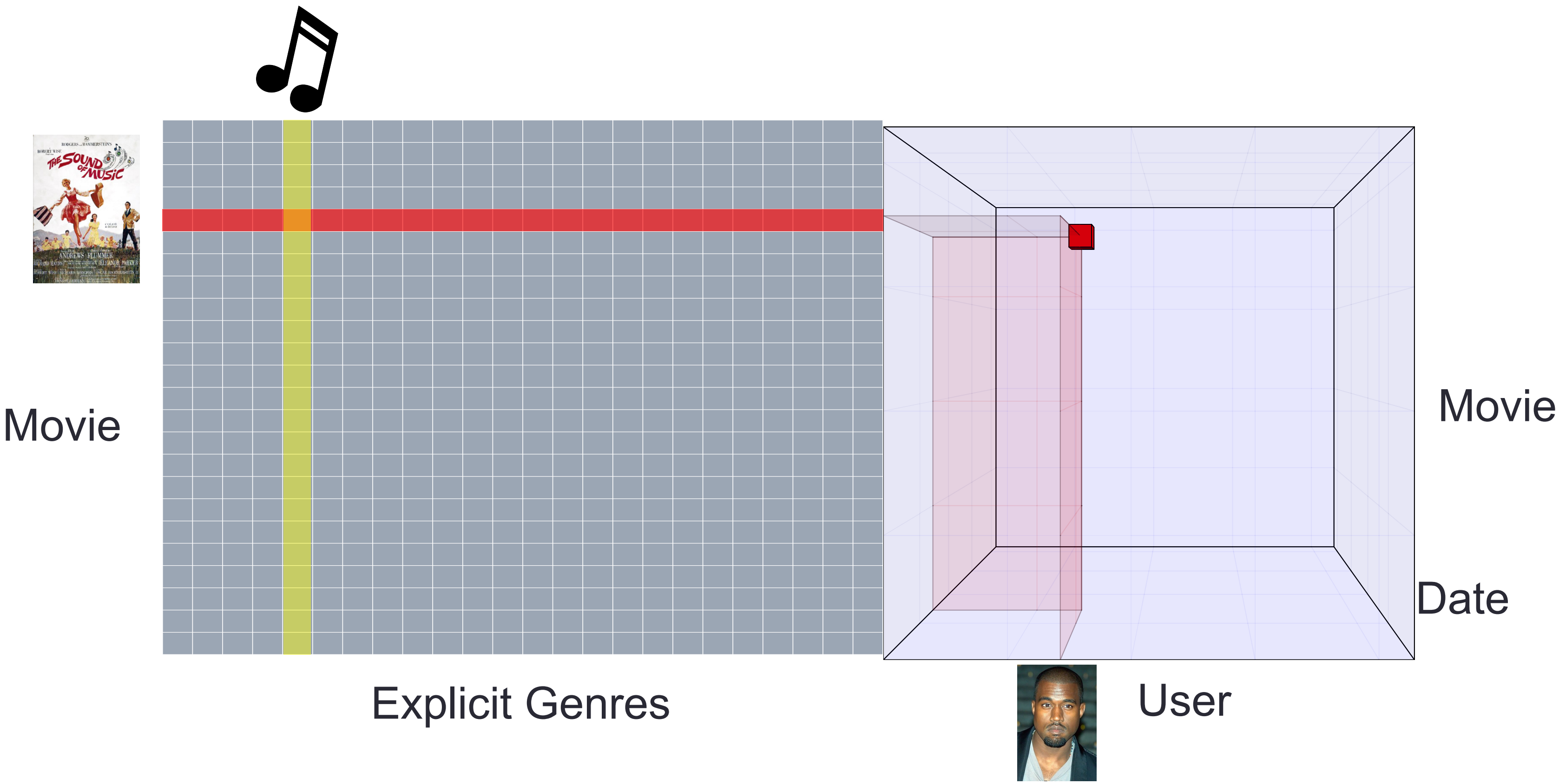
Graph Clustering with Tensors

Dataset	Baseline	GraphFuse
DBLP-1	0.12	**0.30**
DBLP-2	0.08	**0.12**

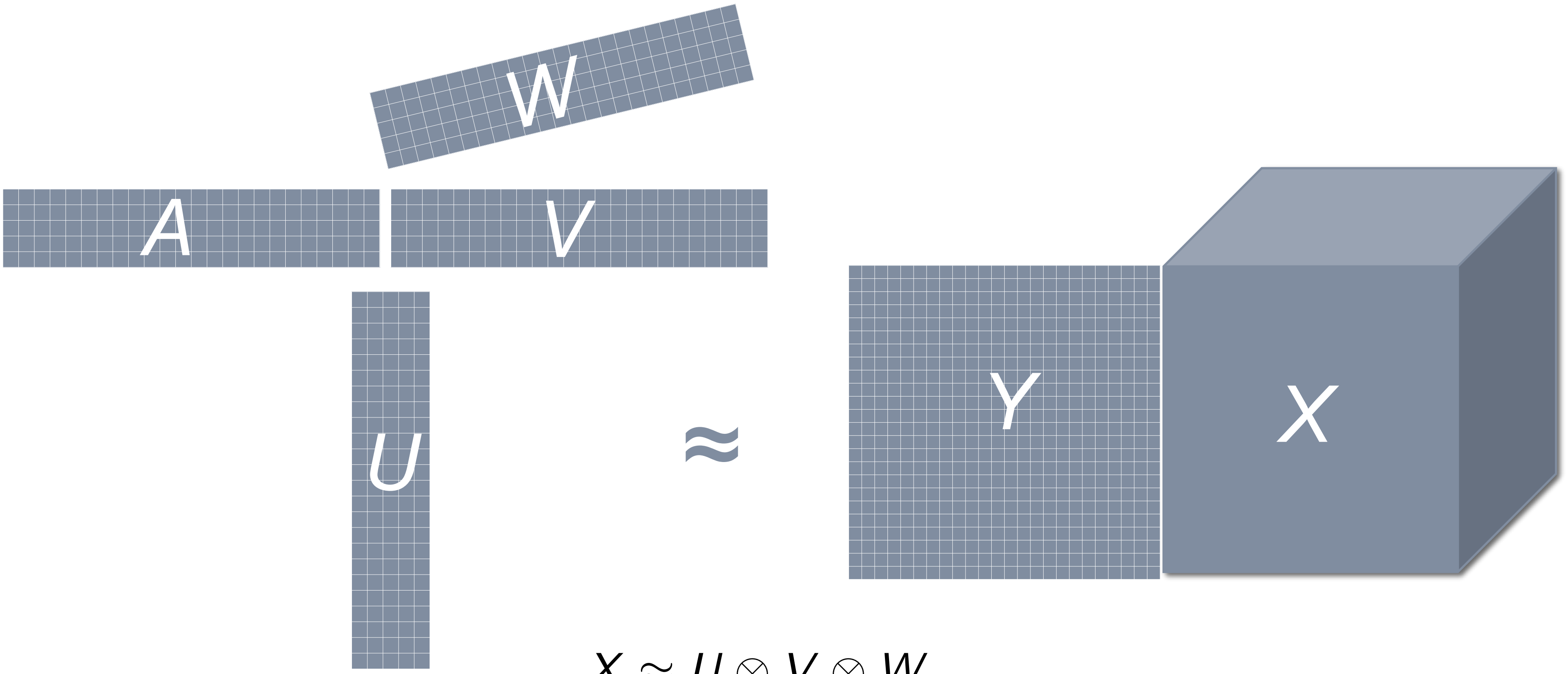
Modeling Accuracy

Do more Views of a Graph help? Community Detection and Clustering in Multi-Graphs
Evangelos E. Papalexakis, Leman Akoglu, Dino Ienco
FUSION 2013

Coupled Matrix + Tensor Decomposition



Coupled Matrix + Tensor Decomposition

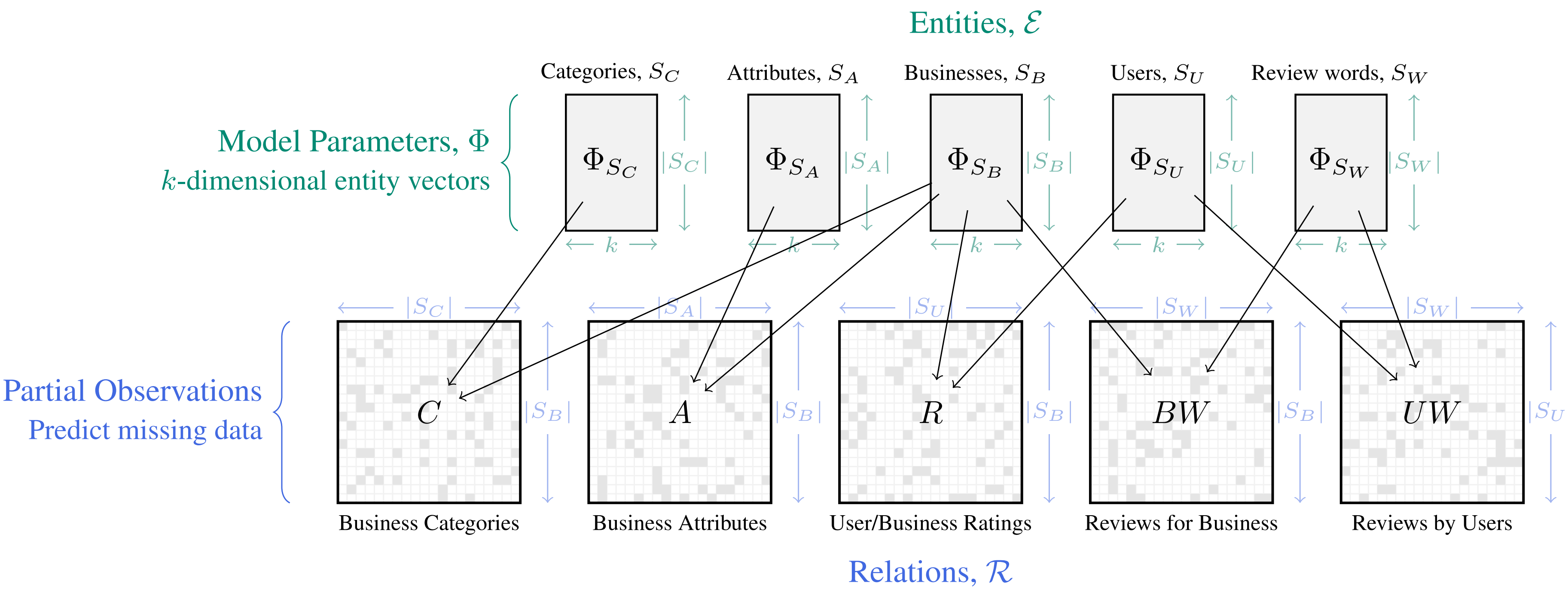


$$X \approx U \otimes V \otimes W$$

$$Y \approx UA^\top$$

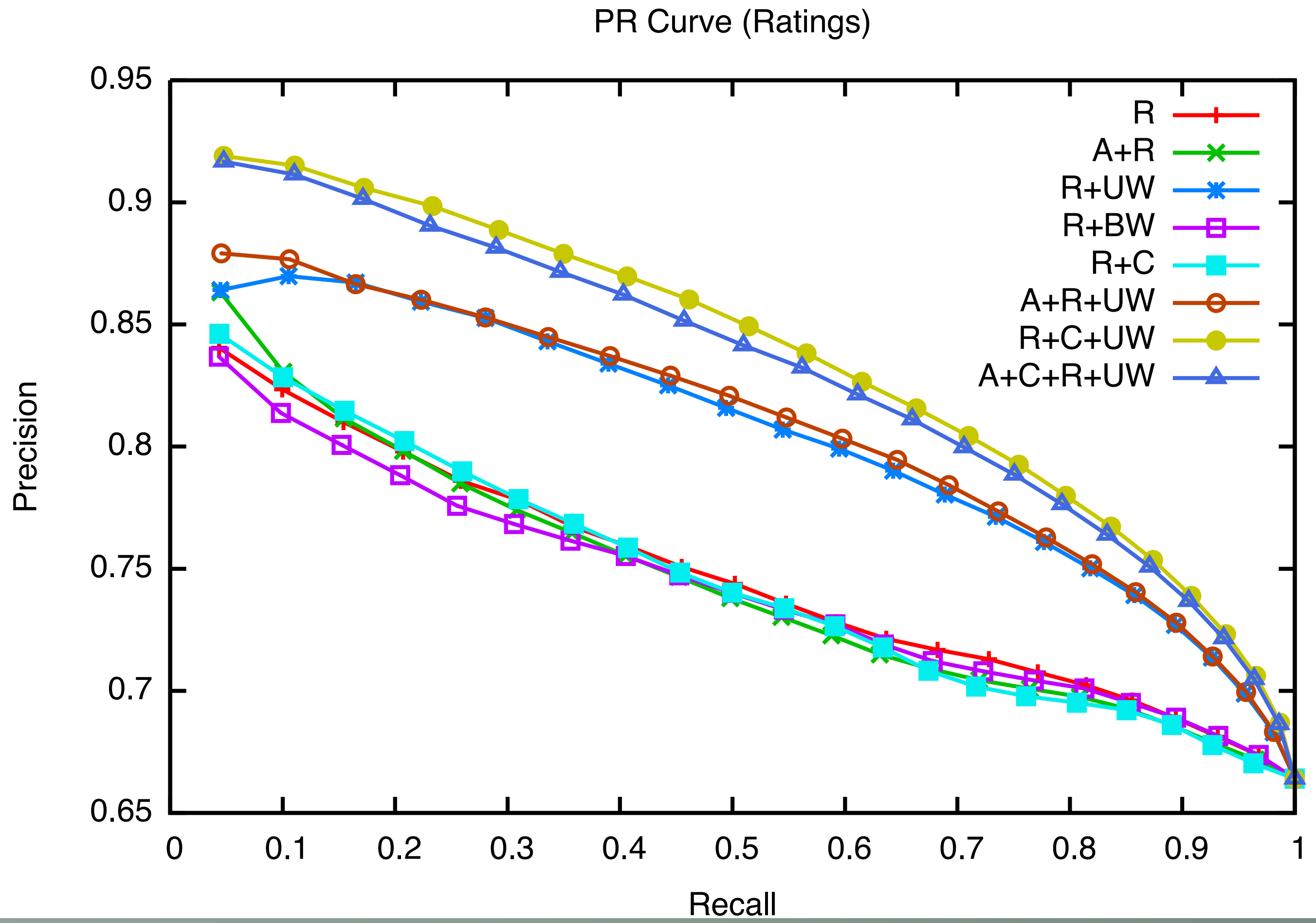
$$\min_{U,V,W,A} \|X - U \otimes V \otimes W\|_F^2 + \|Y - UV^\top\|_F^2$$

Joint Factorization



Collective Factorization for Relational Data: An Evaluation on the Yelp Datasets
Nitish Gupta, Sameer Singh

Joint Factorization



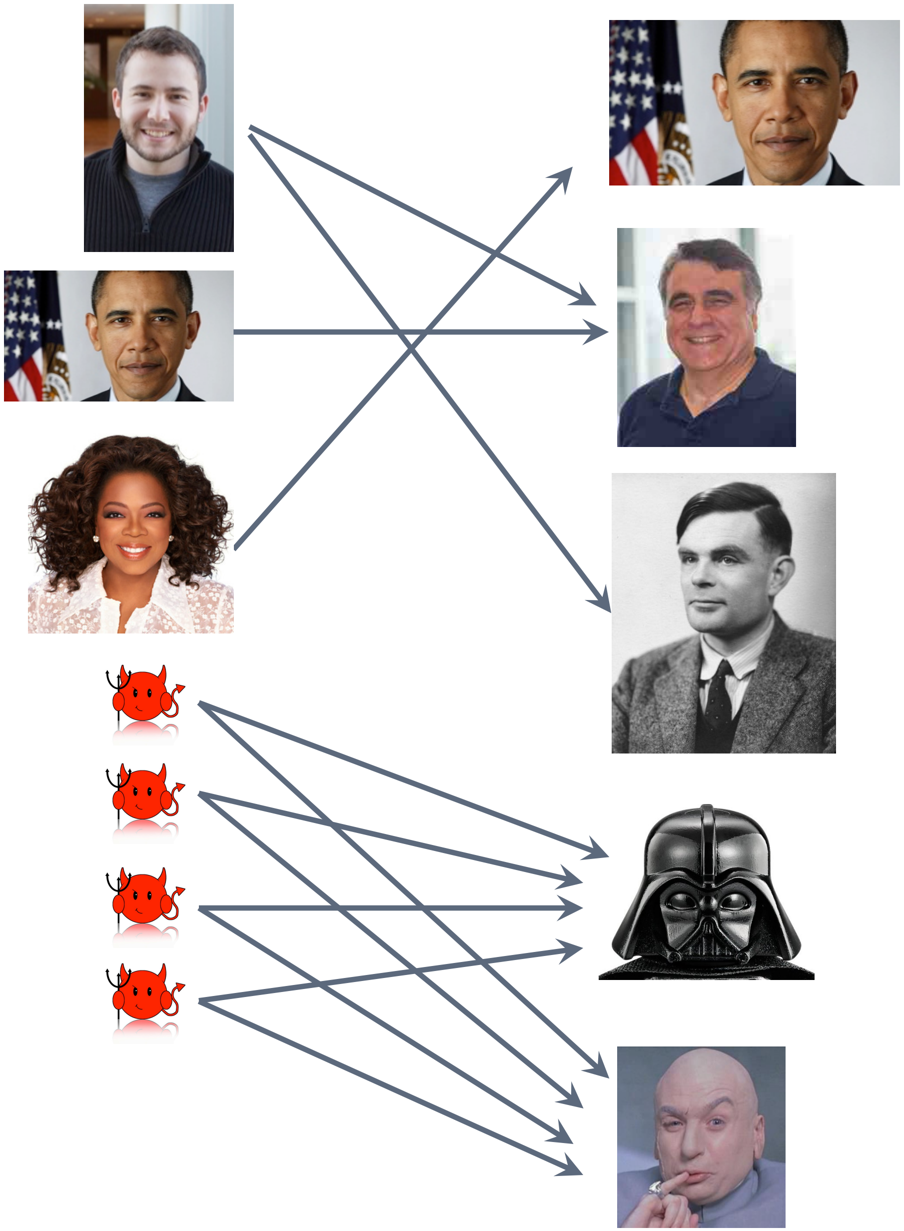
Most valuable:

1. Ratings
2. Review text
3. Business Categories

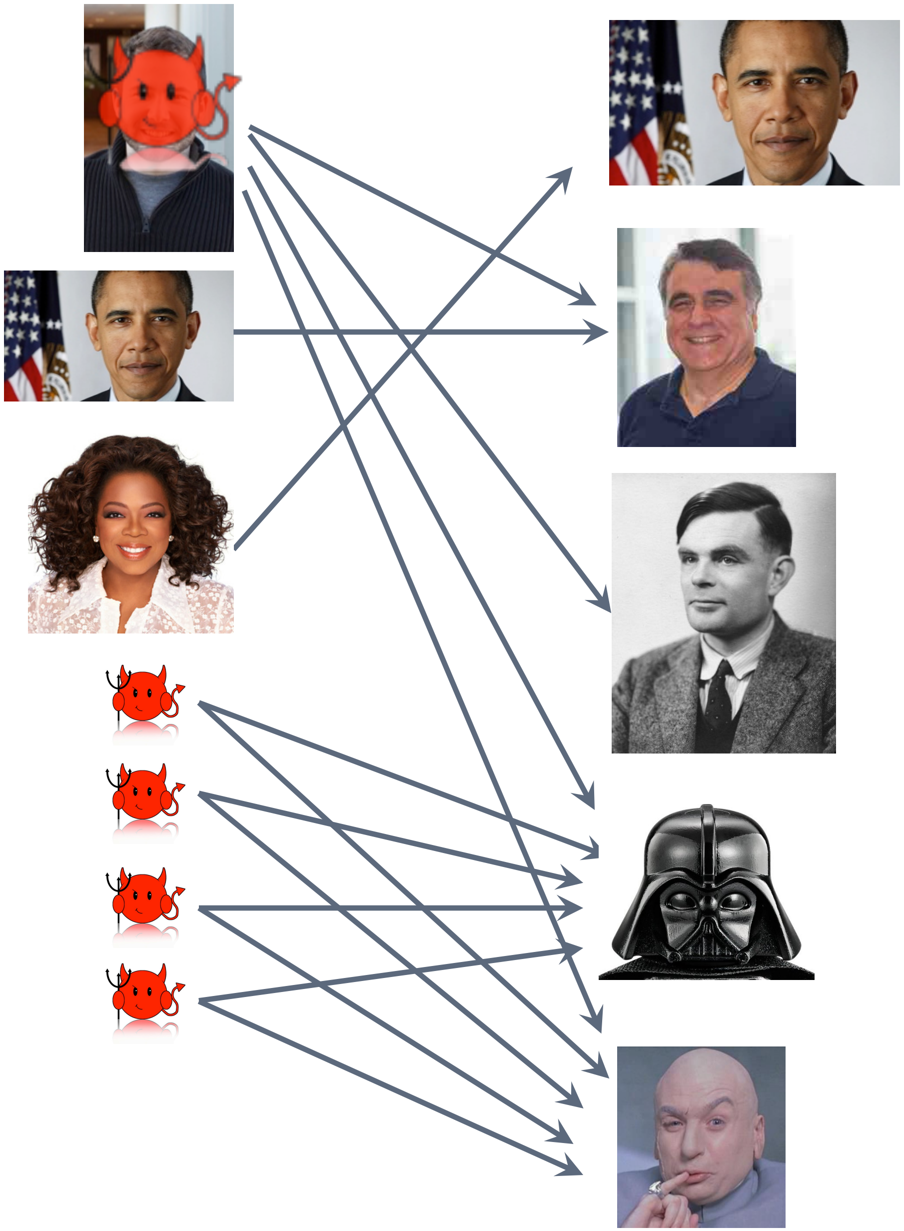
Collective Factorization for Relational Data: An Evaluation on the Yelp Datasets
Nitish Gupta, Sameer Singh

1. Subgraph Analysis
2. Propagation Methods
3. **Latent Factor Models**
   a) Background
   b) Normal Behavior
   c) Abnormal Behavior

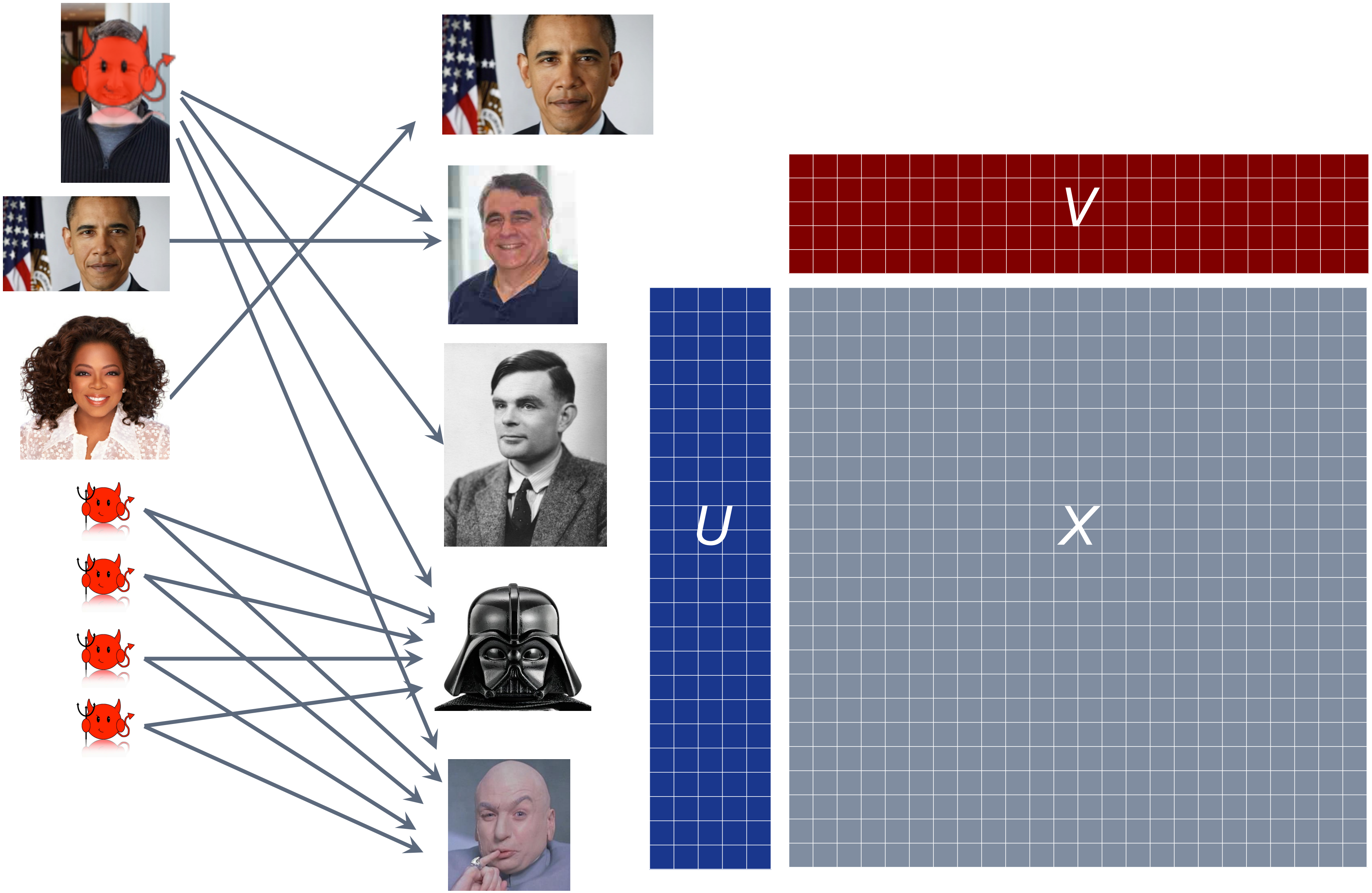
Fraud Detection



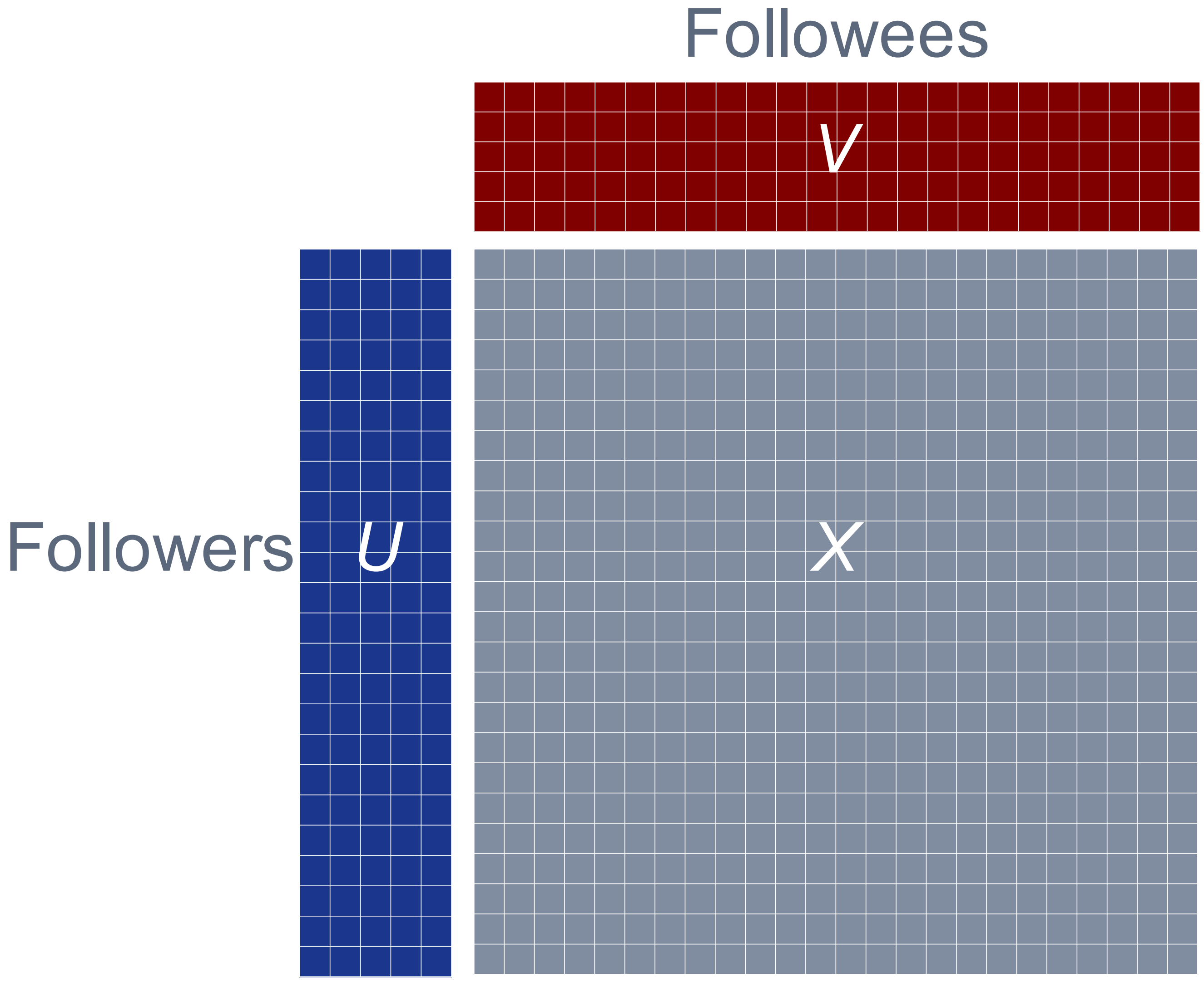
Fraud Detection



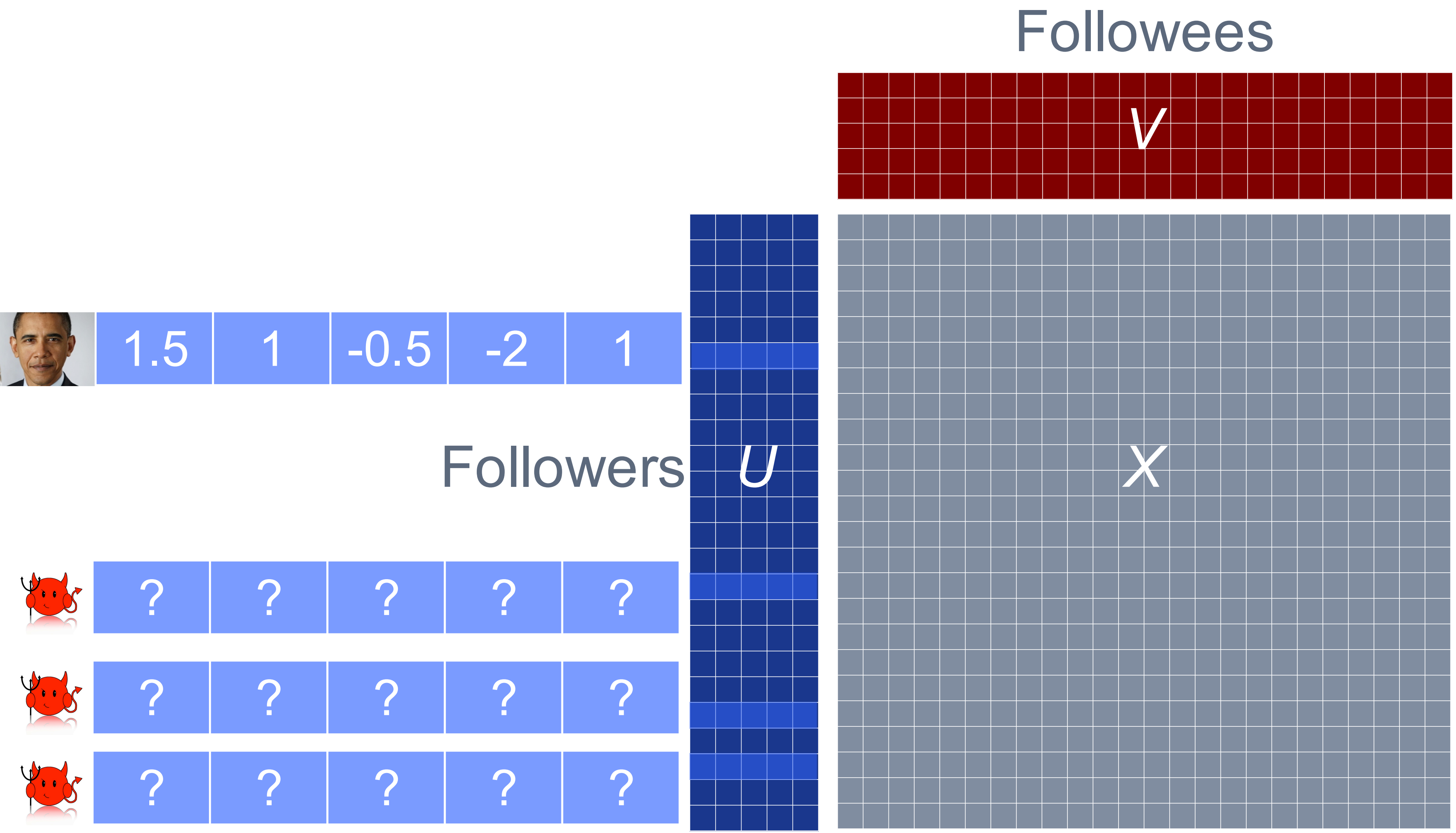
Fraud within a factorization



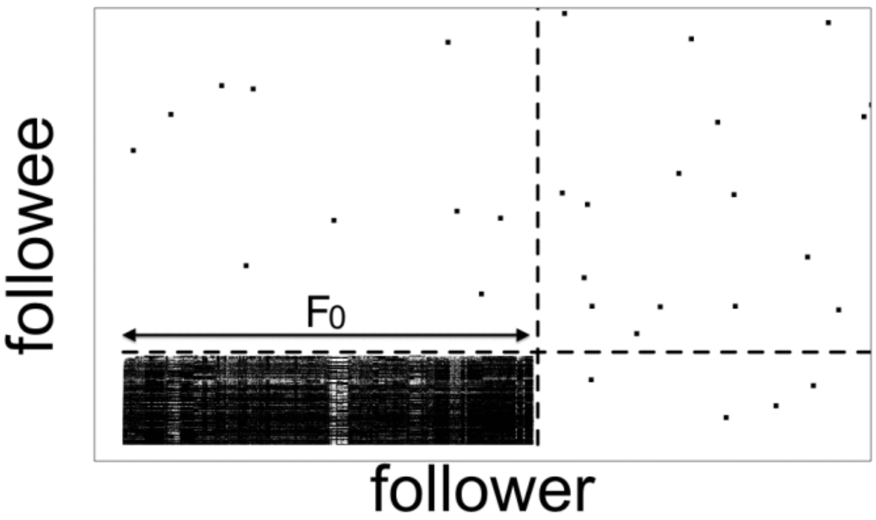
Fraud within a factorization



Fraud within a factorization

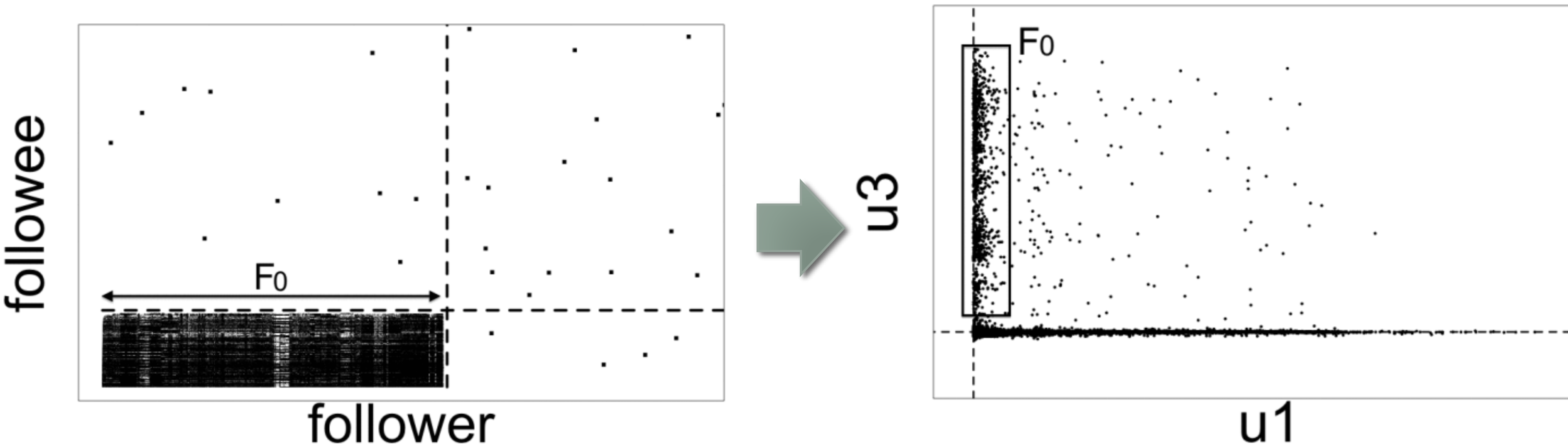


Fraud within a factorization



EigenSpokes: Surprising Patterns and Scalable Community Chipping in Large Graphs
B. Aditya Prakash, Ashwin Sridharan, Mukund Seshadri,
Sridhar Machiraju, Christos Faloutsos
PAKDD, 2010

Fraud within a factorization



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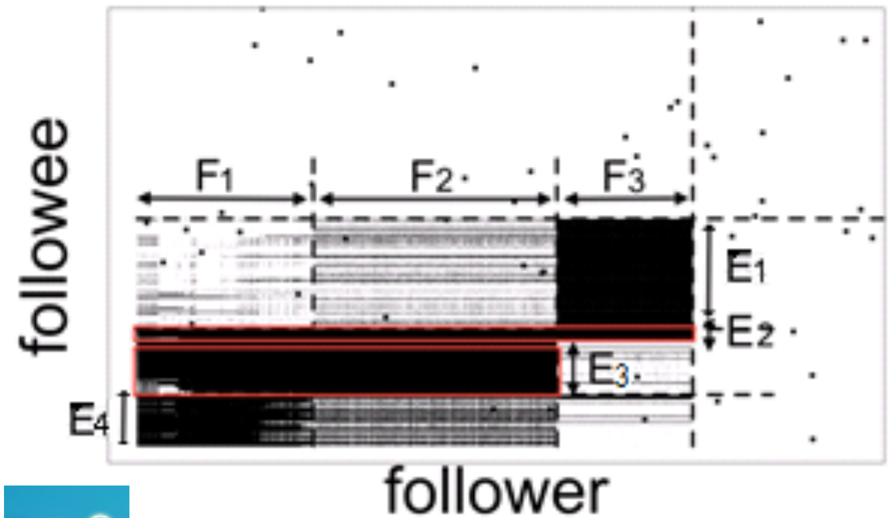
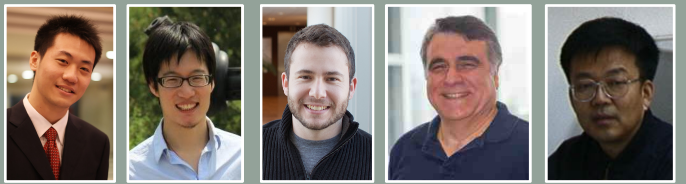
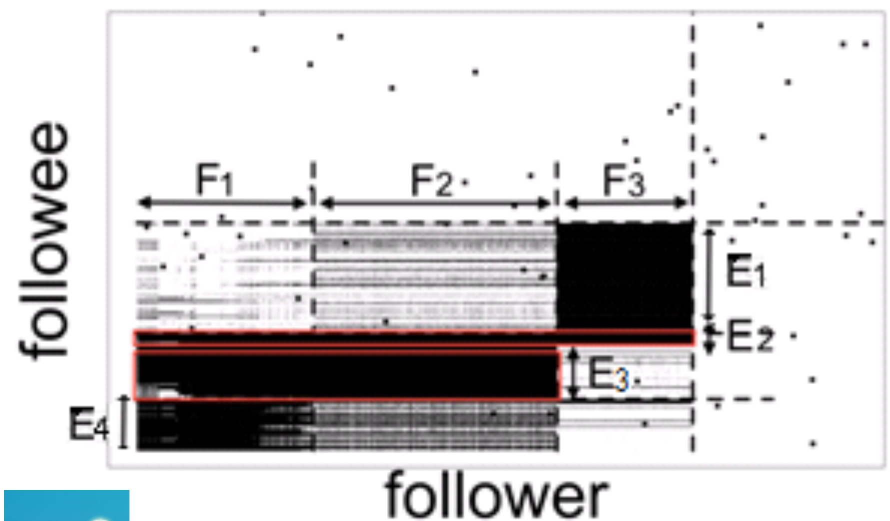


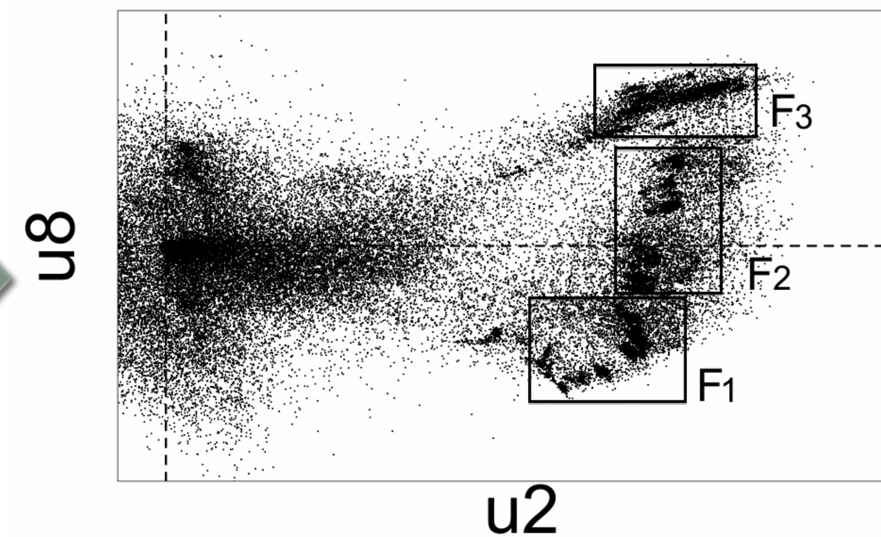
Inferring Strange Behavior from Connectivity Pattern in Social Networks
Meng Jiang, Peng Cui, Alex Beutel, Christos Faloutsos, Shiqiang Yang.
PAKDD, 2014



Fraud within a factorization

0.1	ε	1	ε	ε





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PAKDD, 2014

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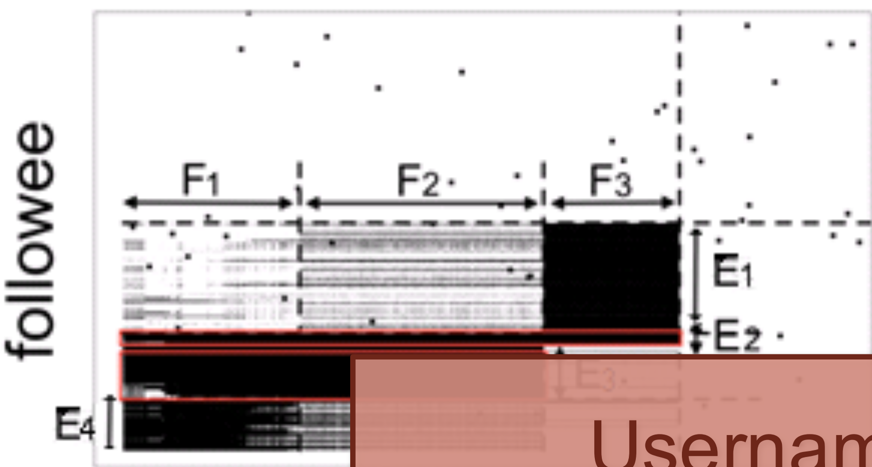

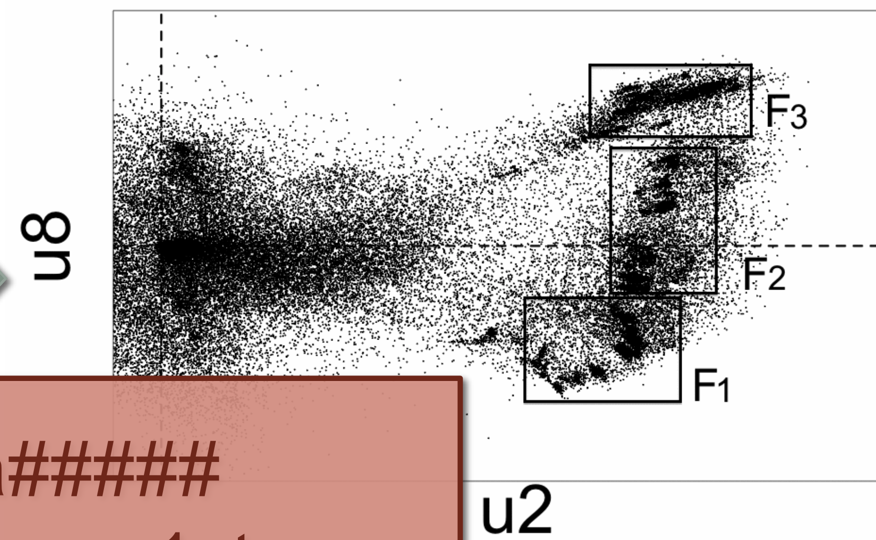

Username: a#####
Birthday: January 1st

Inferring Strange Behavior from Connectivity Pattern in Social Networks
Meng Jiang, Peng Cui, Alex Beutel,
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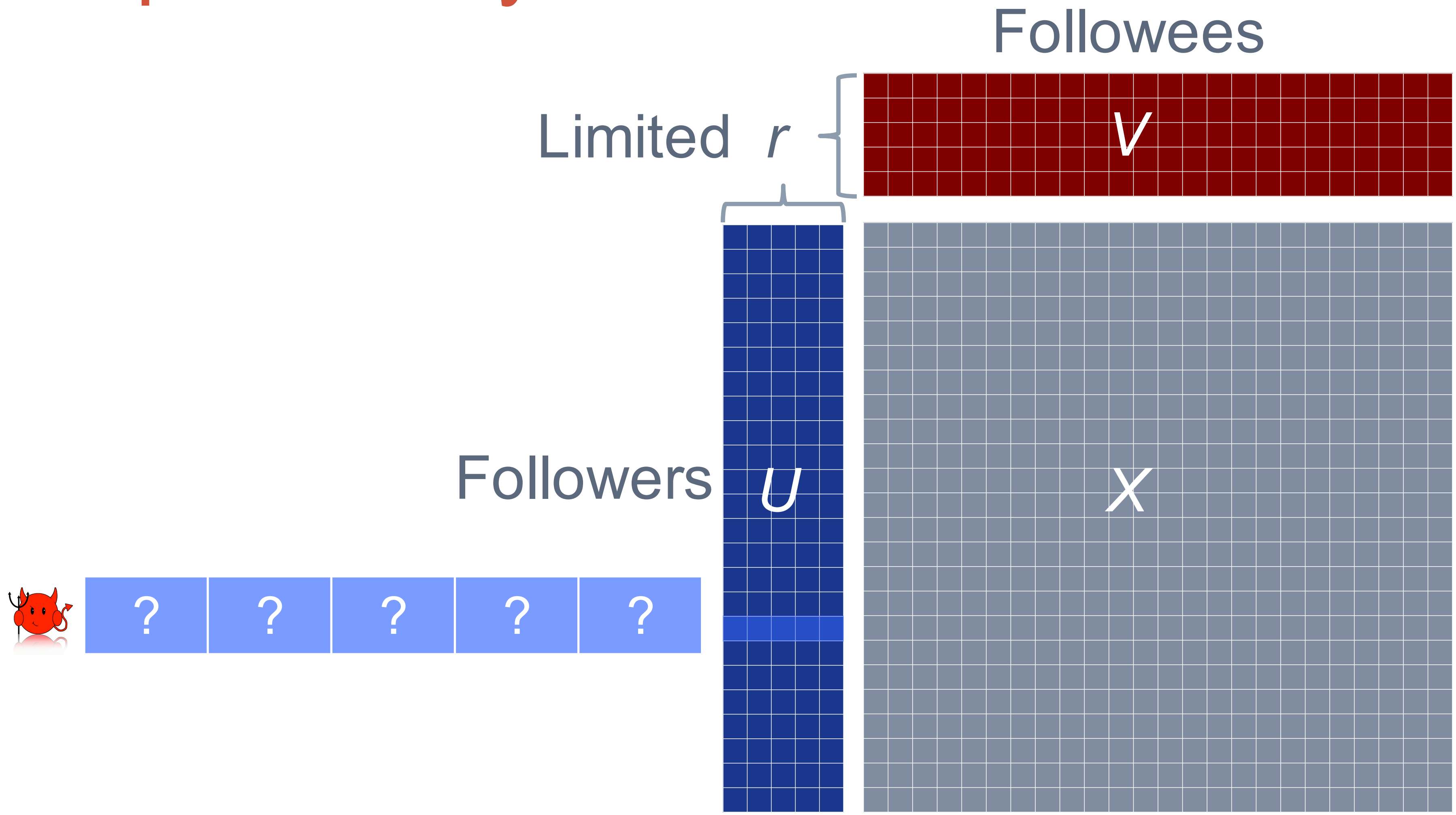
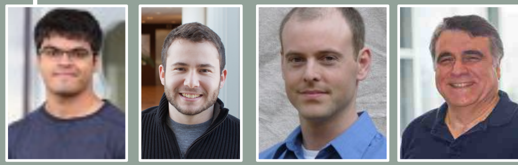
PAKDD, 2014

Complementary Fraud Detection

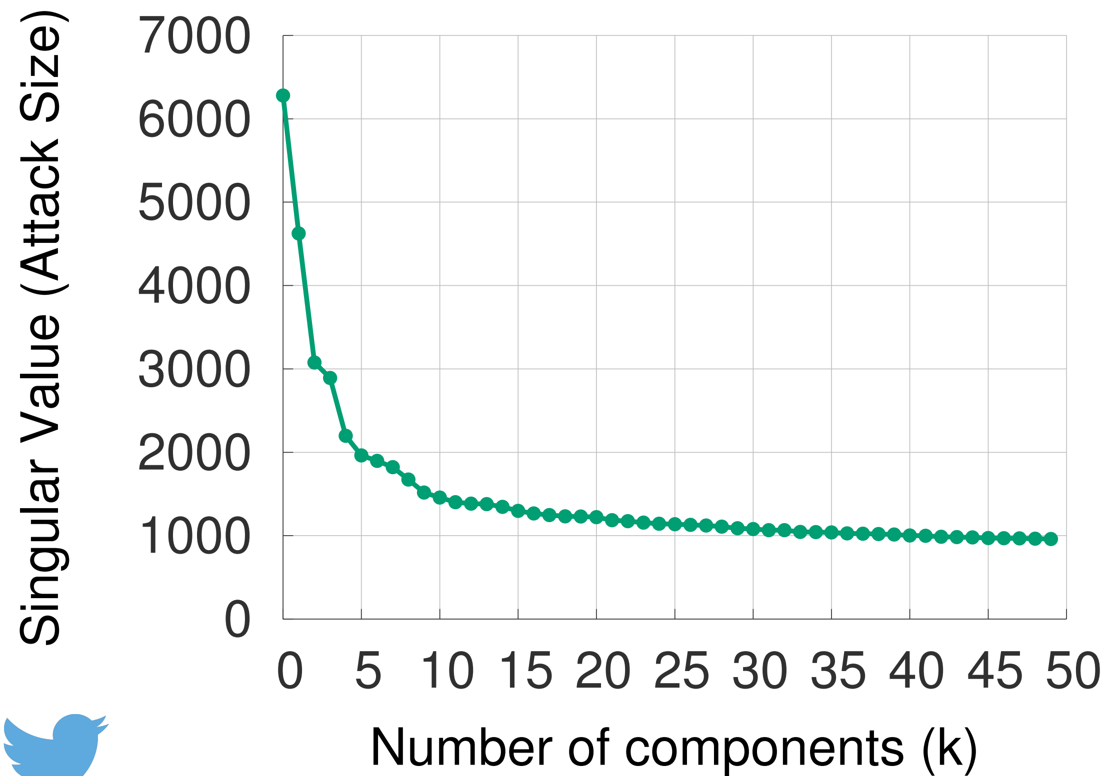


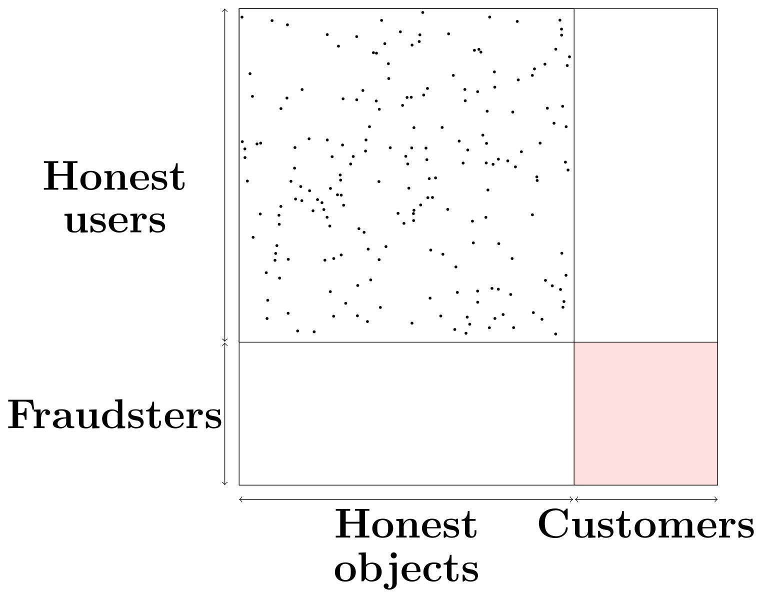
Spotting Suspicious Link Behavior with fBox: An Adversarial Perspective
Neil Shah, Alex Beutel, Brian Gallagher,
Christos Faloutsos
ICDM, 2014.



Complementary Fraud Detection

960 fraudsters safely following 960 customers





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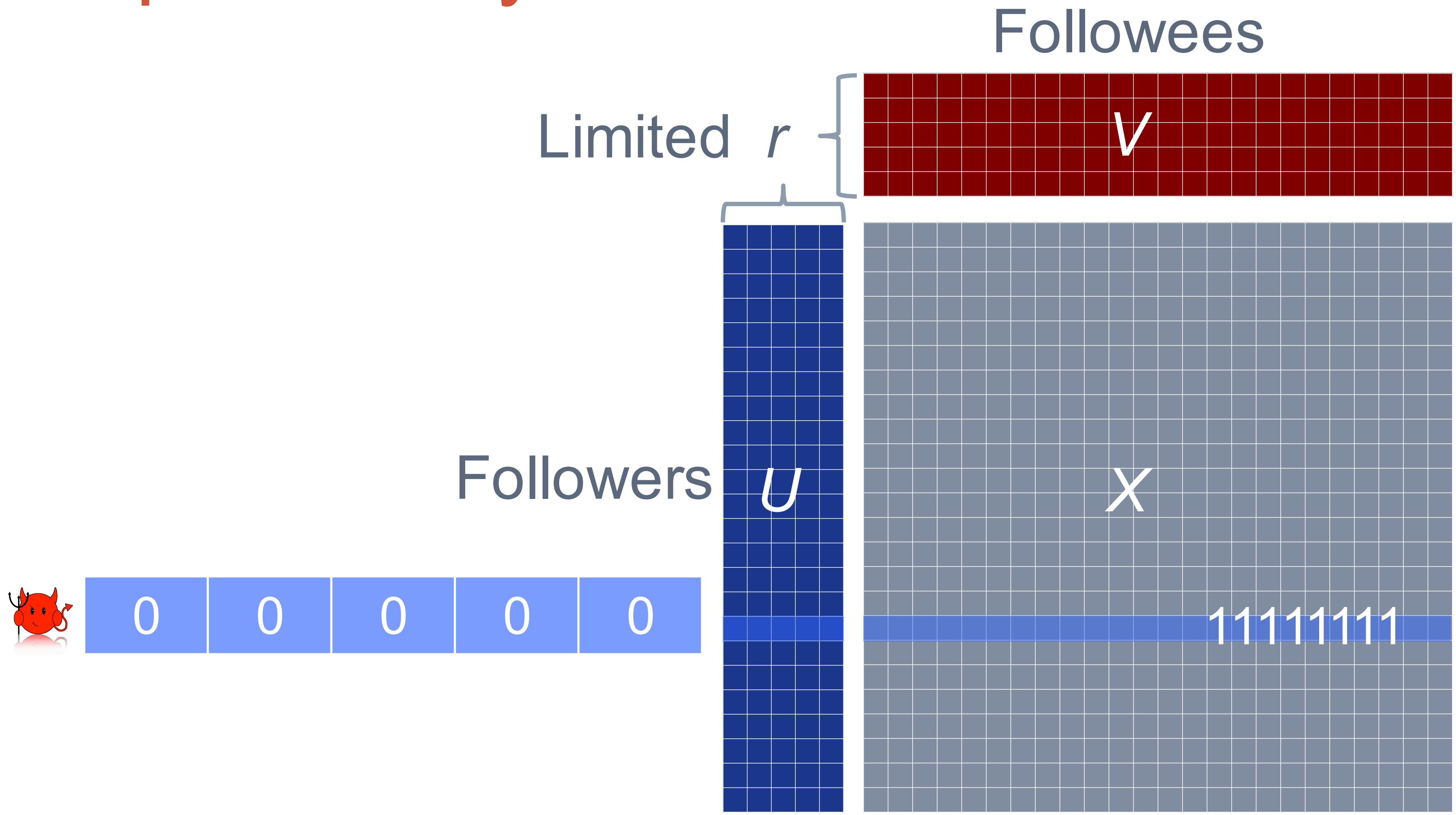

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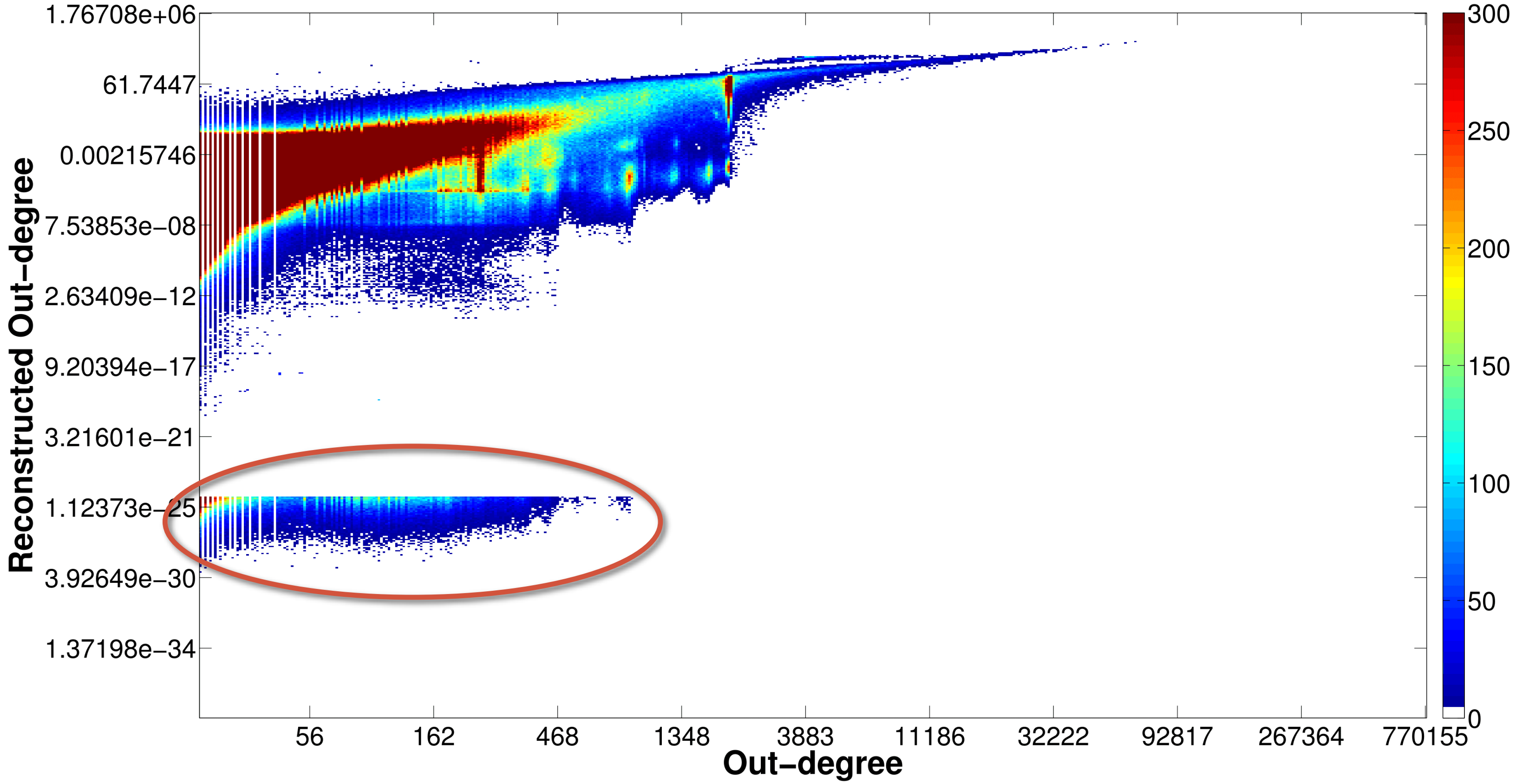

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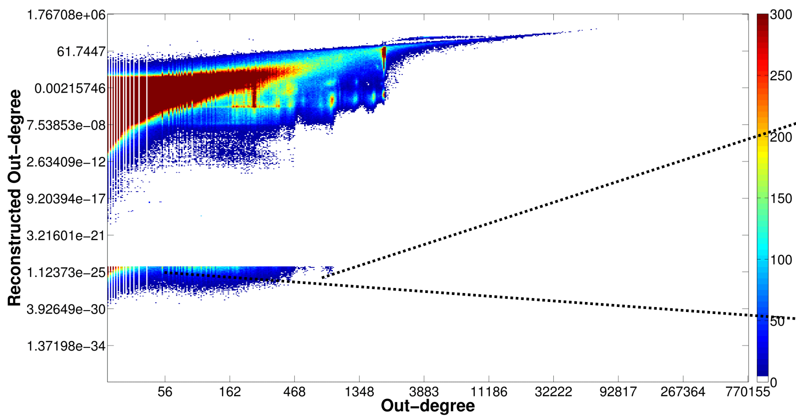

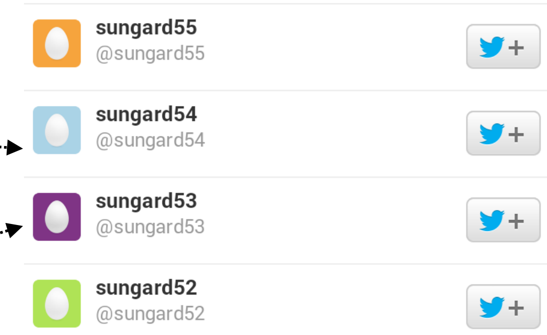

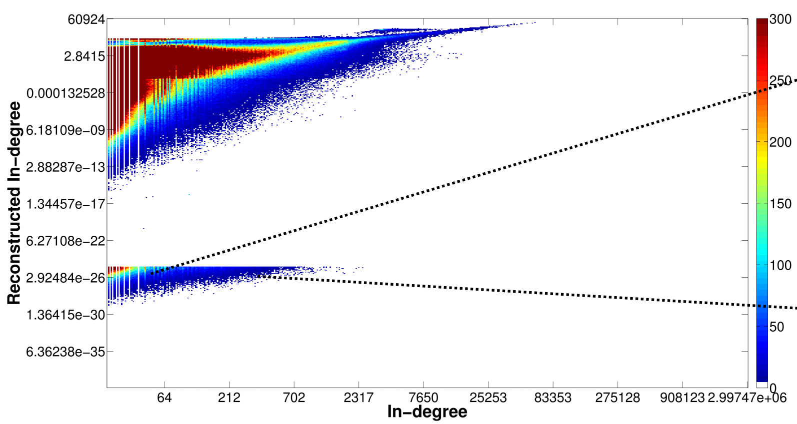

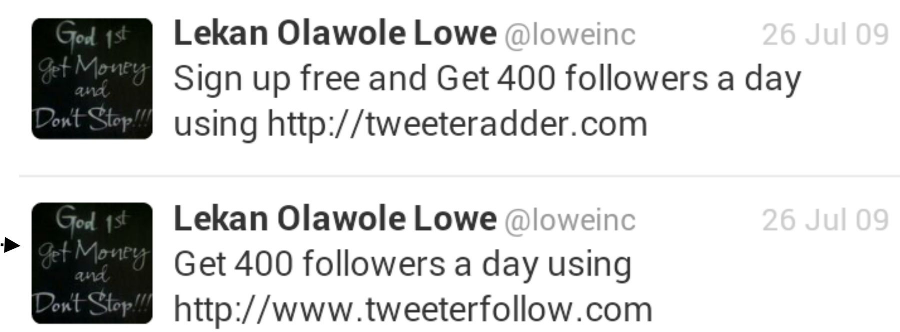

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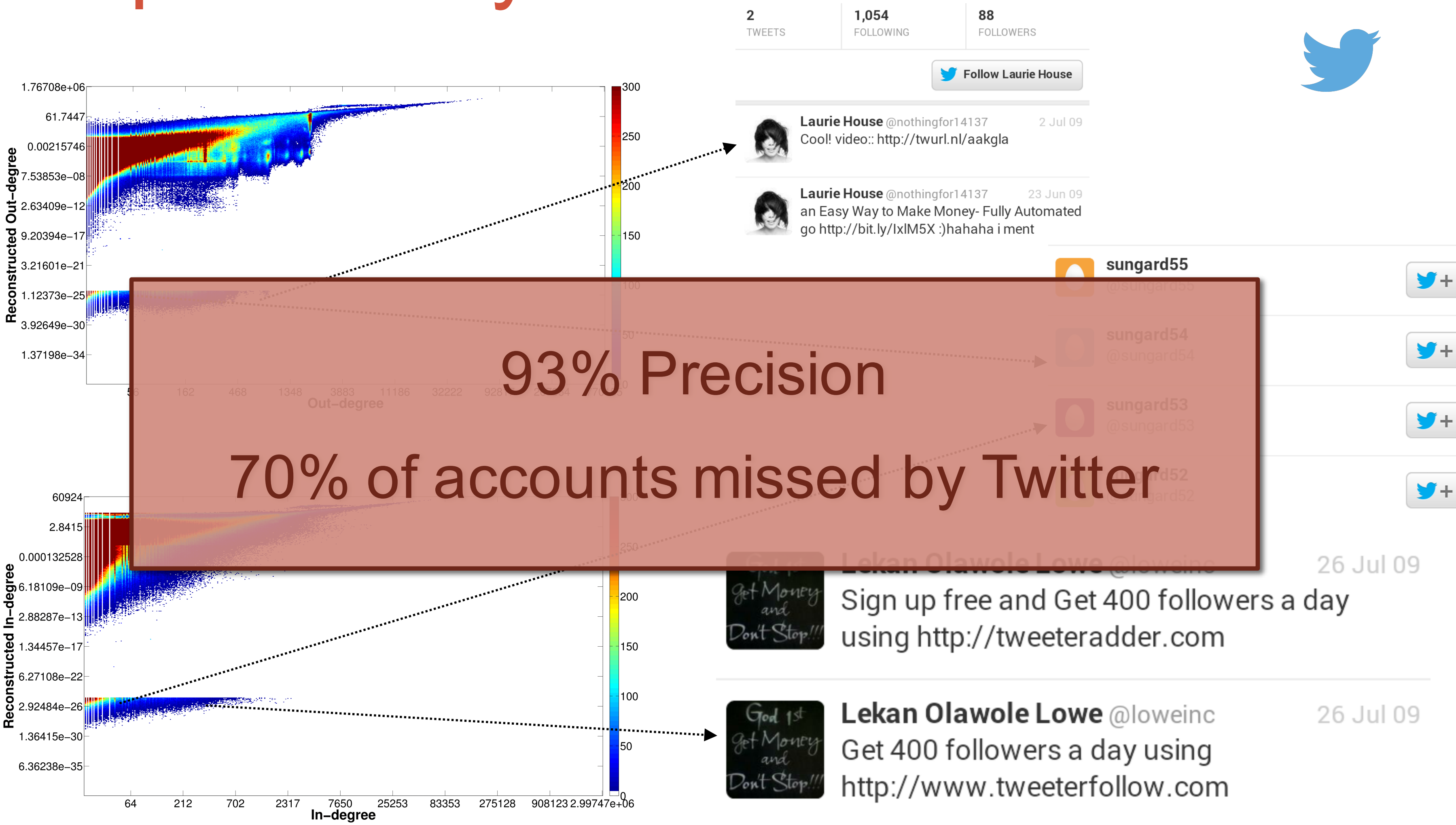


93% Precision

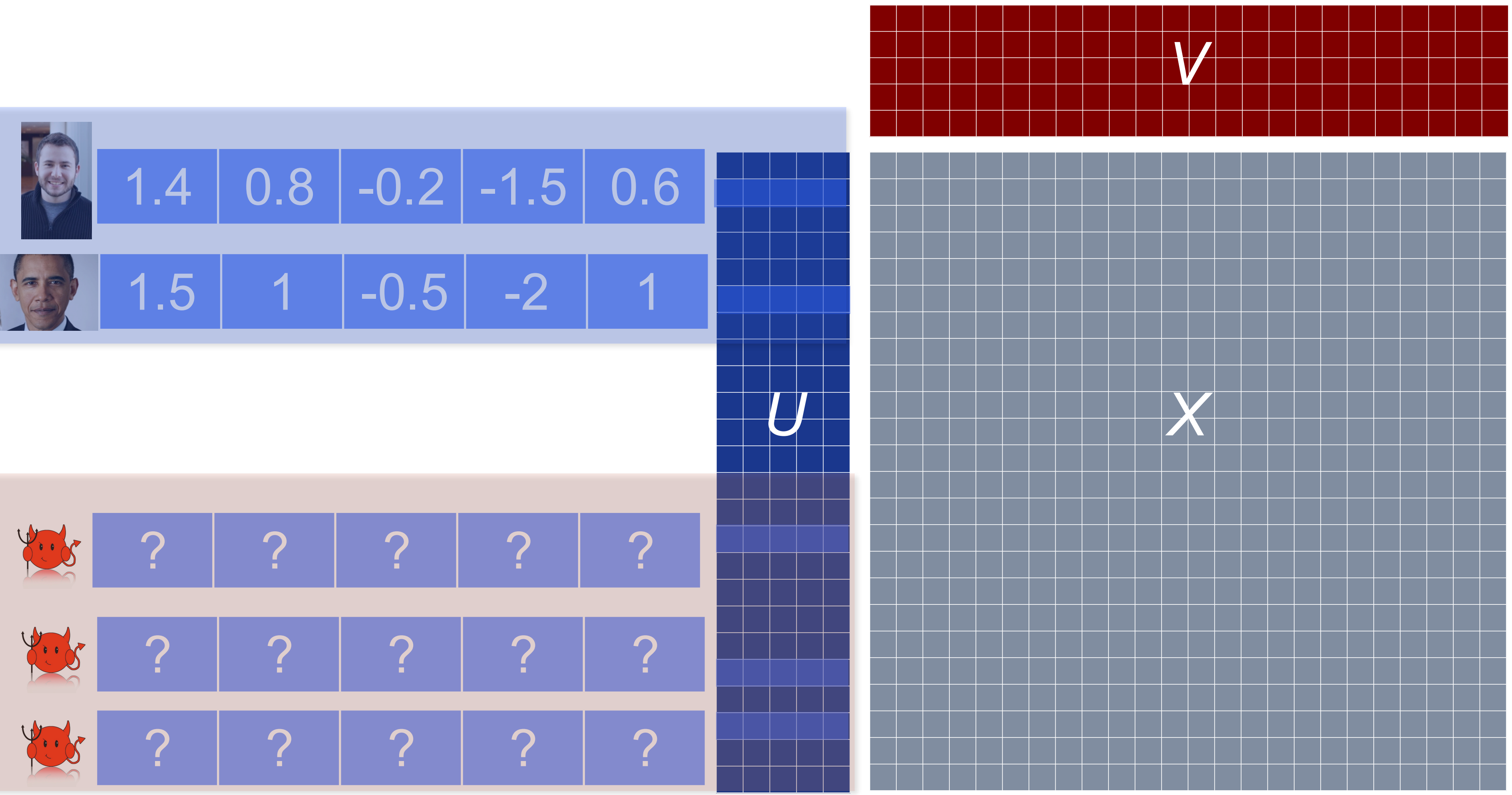
70% of accounts missed by Twitter

Spotting Suspicious Link Behavior with fBox: An Adversarial Perspective
Neil Shah, Alex Beutel, Brian Gallagher,
Christos Faloutsos
ICDM, 2014.

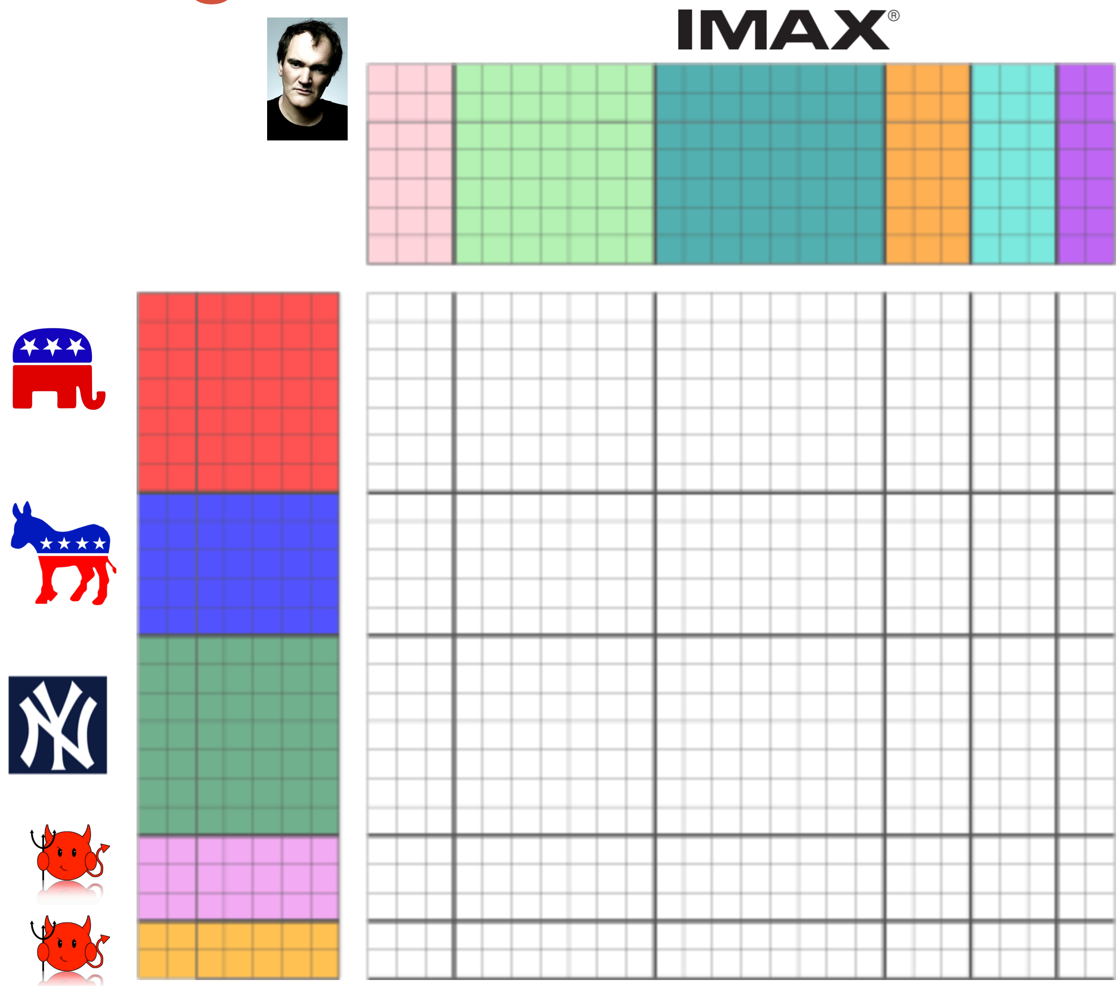
Practitioner's Guide

Method	Graph Type	Node Attributes	Edge Attributes	Seed Labels
EigenSpokes	Directed+			
Get-the-Scoop	Directed+			
fBox	Directed+			
CoBaFi	Bipartite+		✓	
CDOutliers	Undirected	✓		

Detecting Fraud within Recommendation

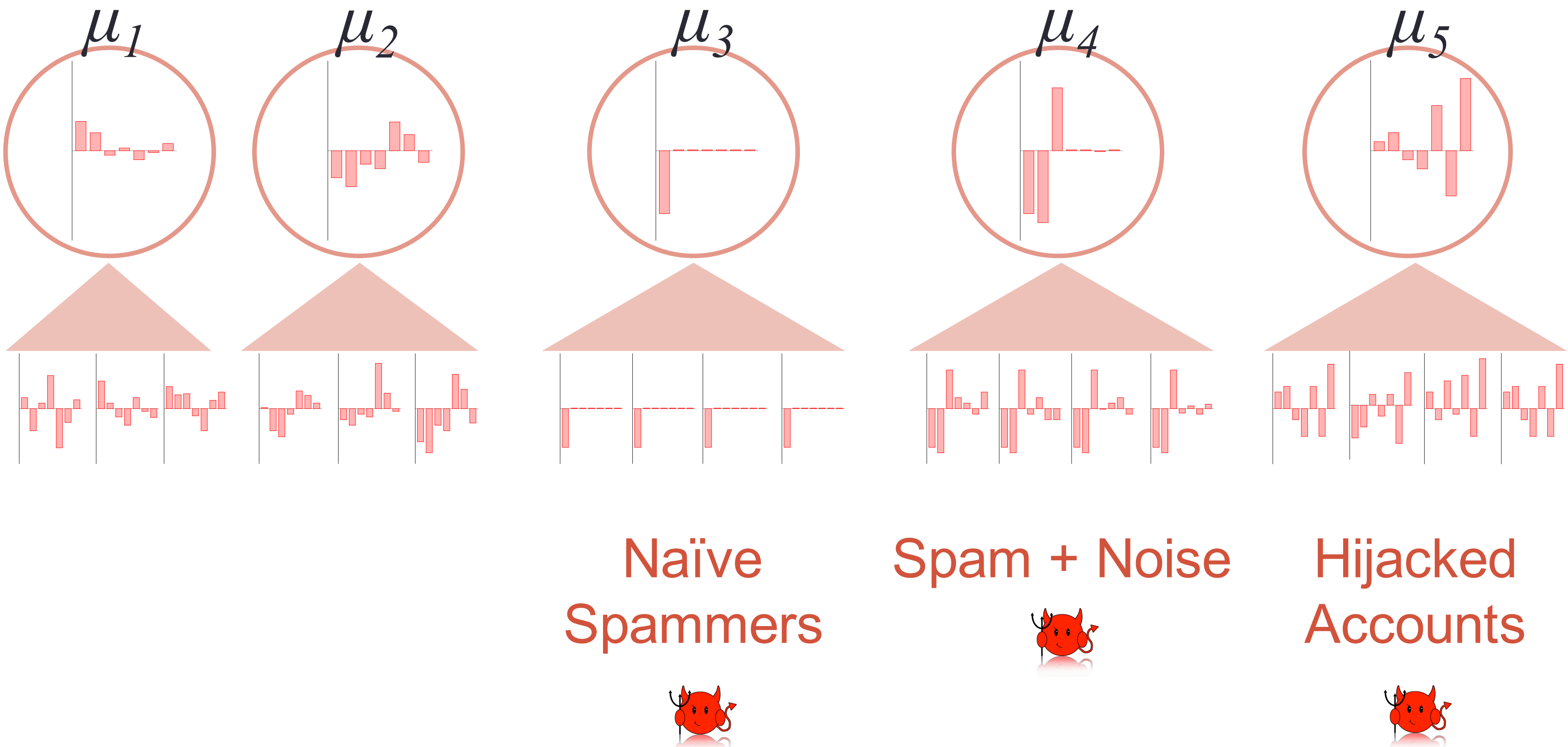


Detecting Fraud within Recommendation



CoBaFi: Collaborative Bayesian Filtering
Alex Beutel, Kenton Murray,
Christos Faloutsos Alex Smola
WWW 2014

Clustering Fraudsters



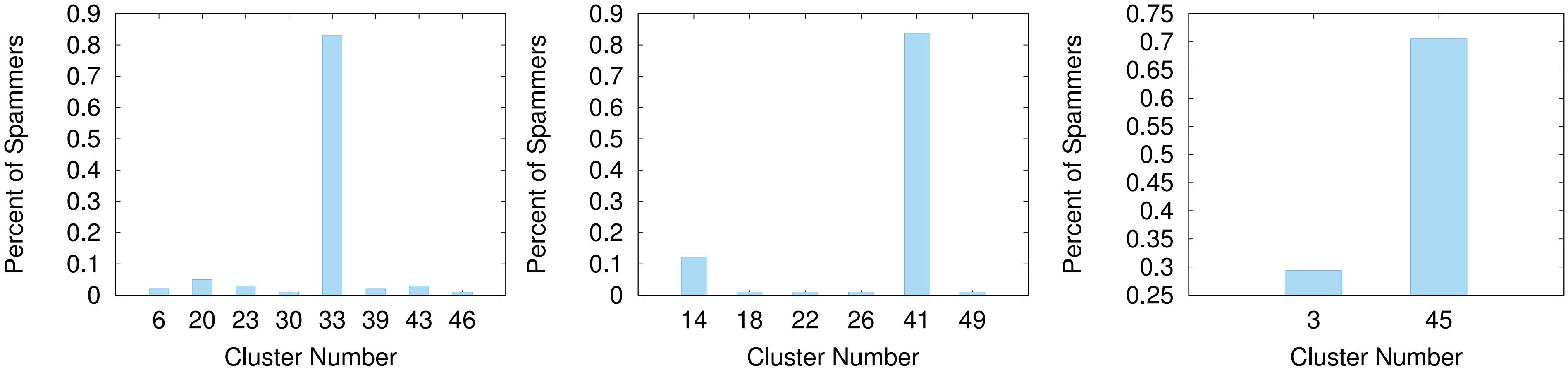
CoBaFi: Collaborative Bayesian Filtering
Alex Beutel, Kenton Murray,
Christos Faloutsos Alex Smola
WWW 2014

Clustered Fraudsters

Clustered naïve spammers

Clustered hijacked accounts

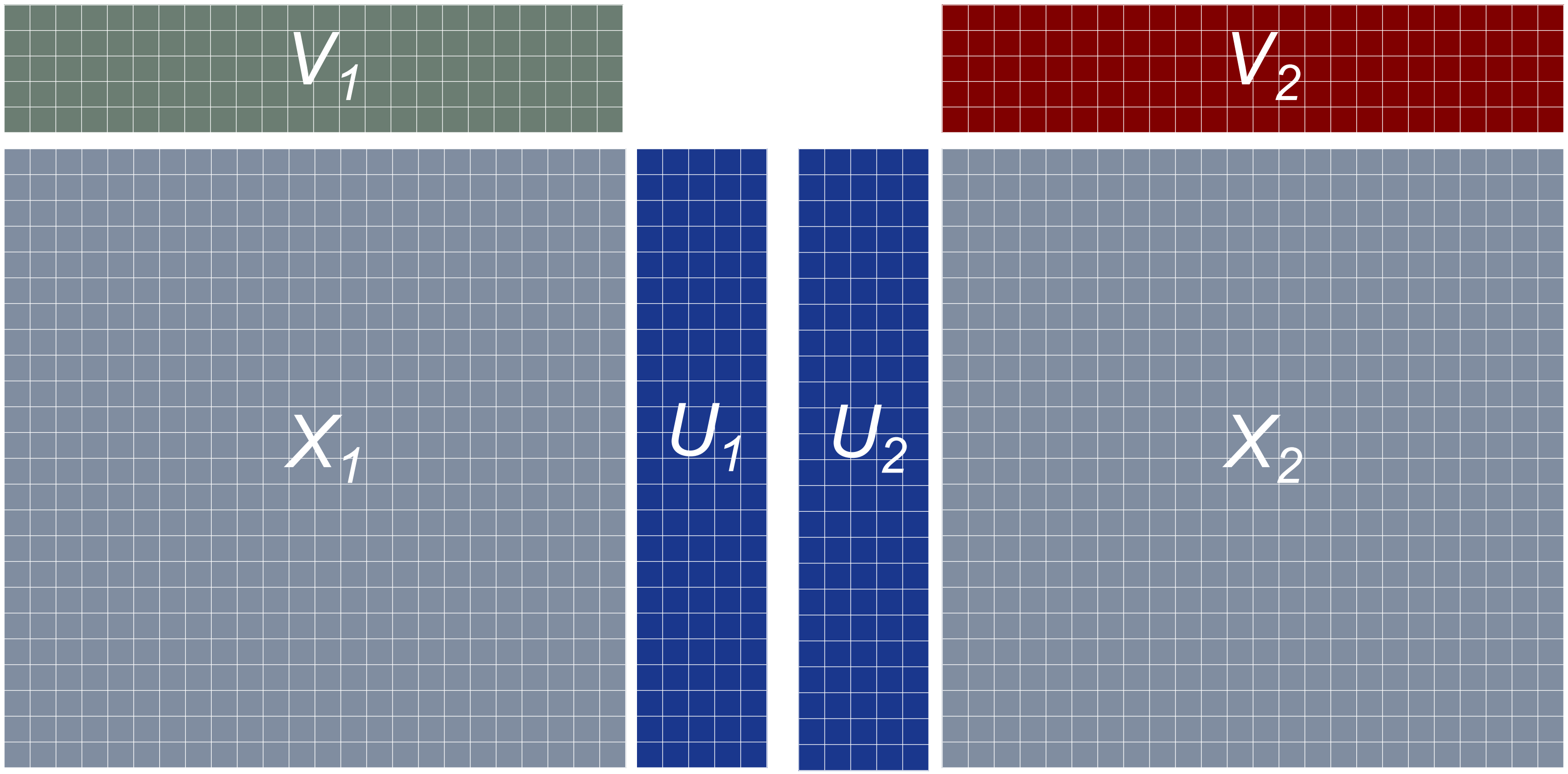
Clustered "attacked" movies



83% are clustered together

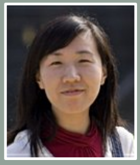
CoBaFi: Collaborative Bayesian Filtering
Alex Beutel, Kenton Murray,
Christos Faloutsos Alex Smola
WWW 2014

Outliers in Joint Factorization



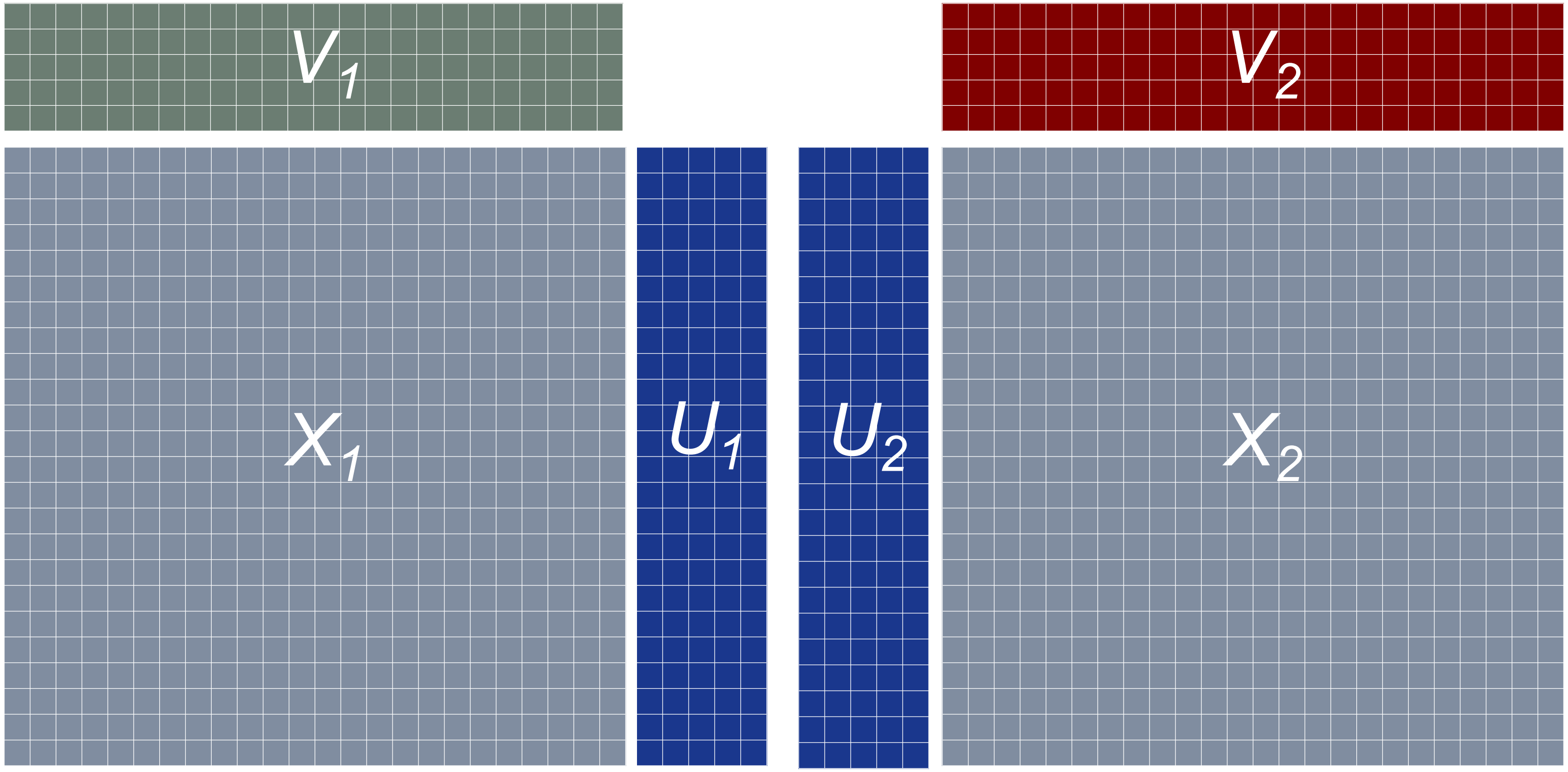
Enforce $U_1 \approx U_2$ and $U_1, U_2, V_1, V_2 \geq 0$

Community Distribution Outlier Detection in Heterogeneous Information Networks
Manish Gupta, Jing Gao, and Jiawei Han
ECML/PKDD 2013


Outliers in Joint Factorization

Interesting design of X_1 and X_2; see paper for details



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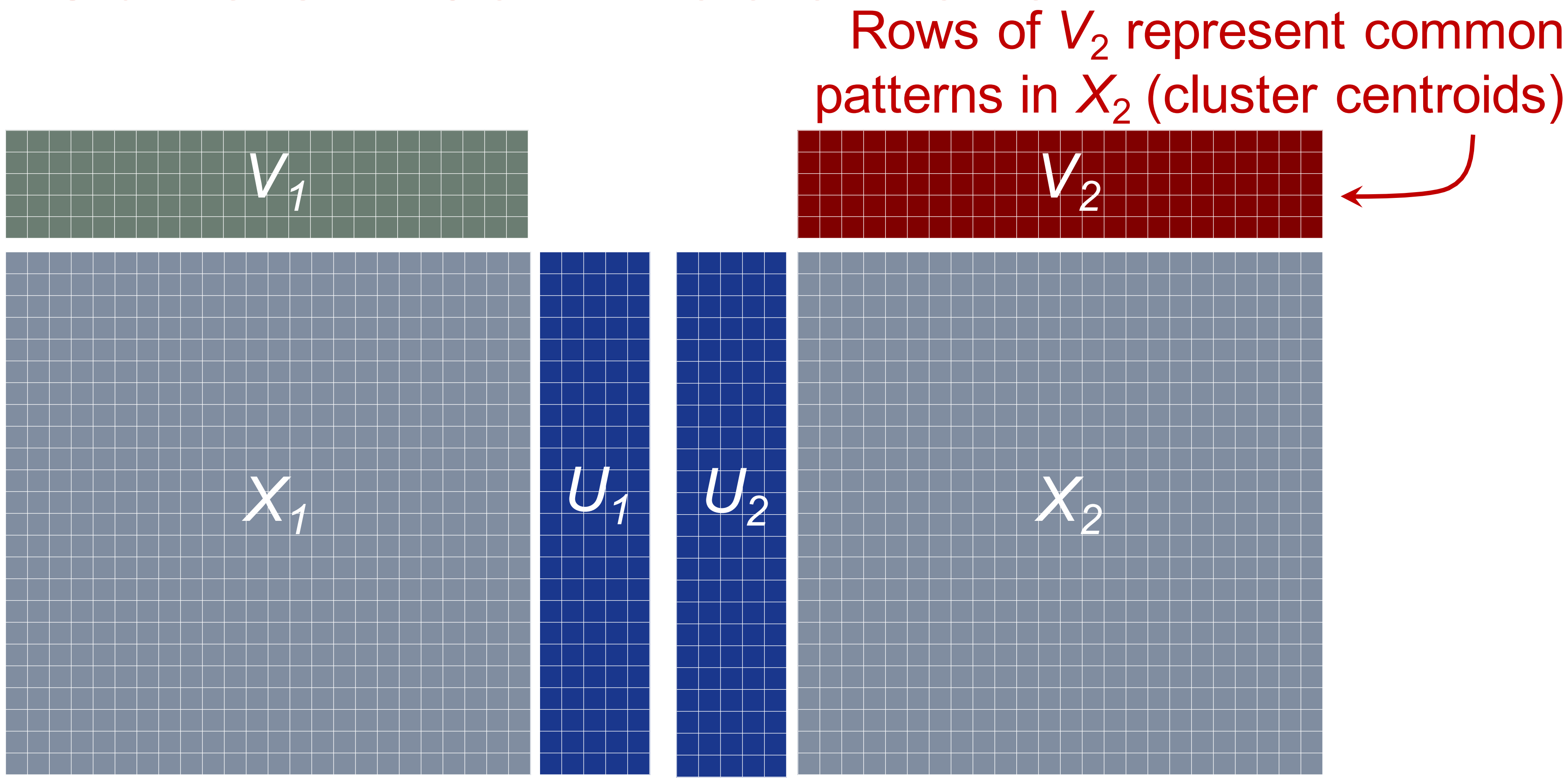

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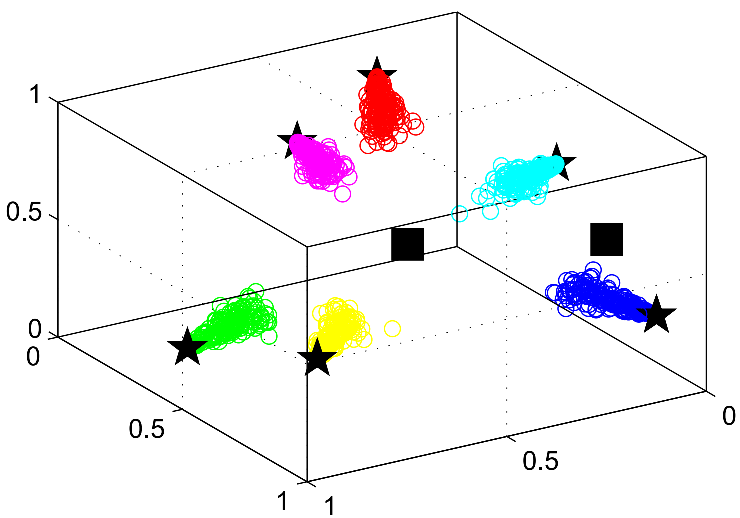
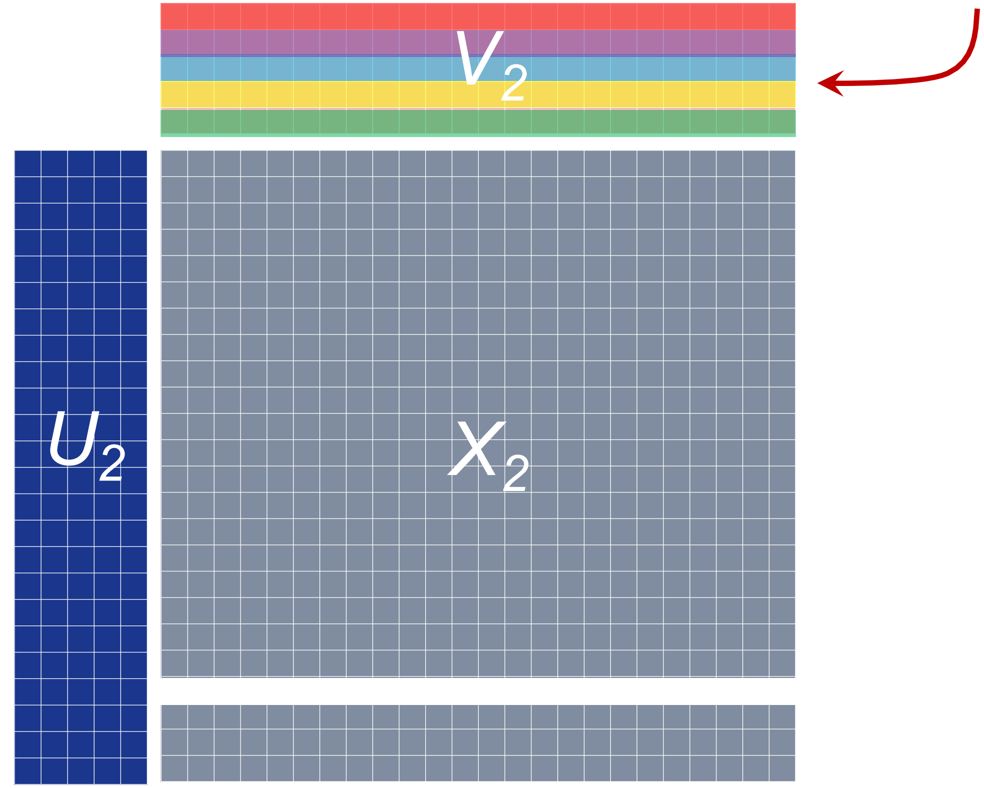
Outliers in Joint Factorization

An anomaly is a row of X_i that is *not* similar to any row in V_i



Rows of V_2 represent common patterns in X_2 (cluster centroids)



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Practitioner's Guide

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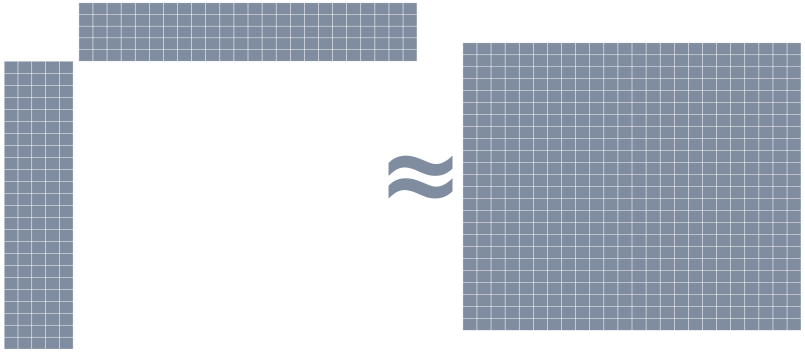
EigenSpokes	Directed+			
Get-the-Scoop	Directed+			
fBox	Directed+			
CoBaFi	Bipartite+		✓	
CDOutliers	Undirected	✓		

Recap

- SVD captures communities of interest
- Bayesian methods can:
  - Handle missing values
  - Give factorization models (-> patterns, & anomalies)
- Group-outliers: spotted by CoBaFi, Get-the-Scoop, etc.



CONCLUSION

Undirected
Directed
Bipartite

×

Node Attributes

×

Edge Attributes

×

Unsupervised
Semi-Supervised

Open Problems / Opportunities

P1. Complex data: How should we integrate data from multiple data sources?

{ Undirected, Directed, Bipartite }

×

{ Node Attributes }

×

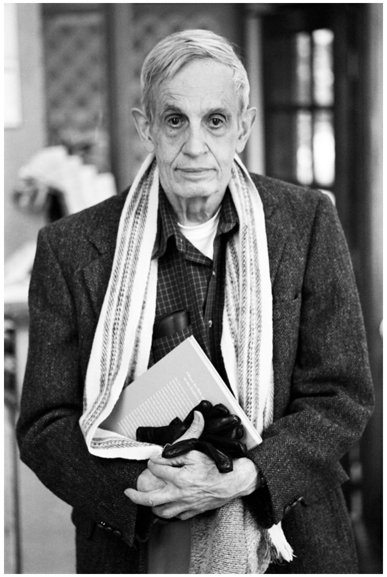
{ Edge Attributes }

×

{ Unsupervised, Semi-Supervised }

Open Problems / Opportunities

P2. Adversarial analysis: Can we offer provable guarantees on detecting fraud and spam?



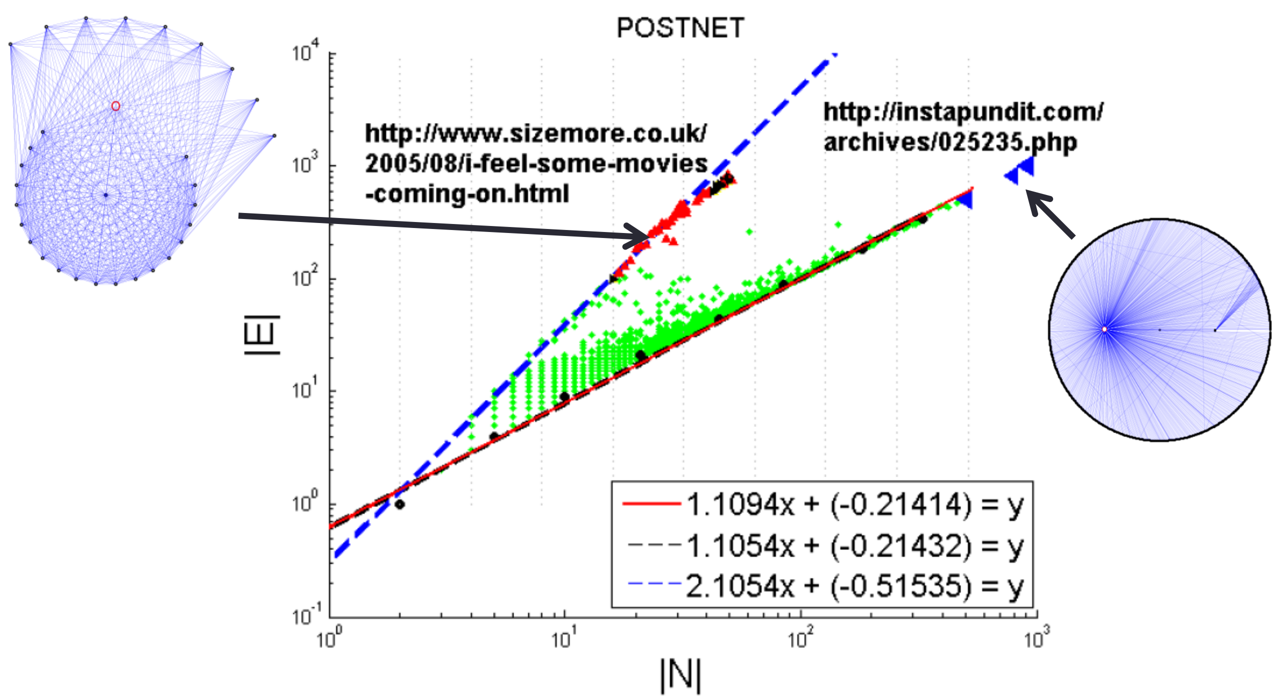
Open Problems / Opportunities

P3. Early detection: Can we detect fraudsters before they cause significant damage?

Summary

Local Subgraph Analysis: Patterns and Features

e.g. using ego-nets

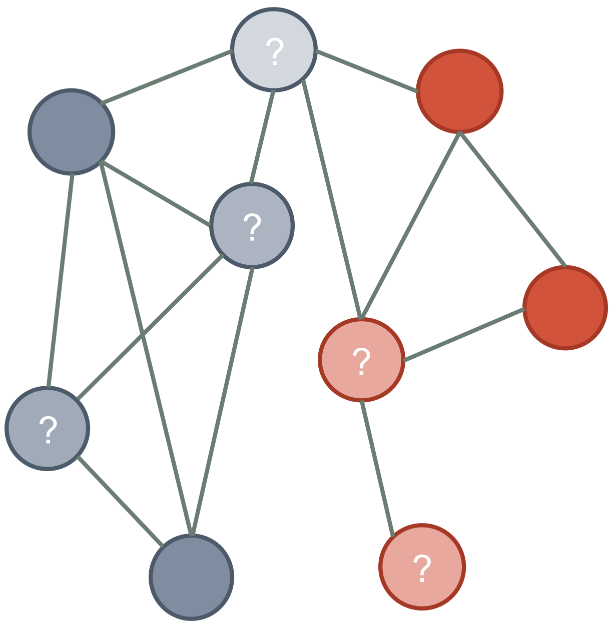


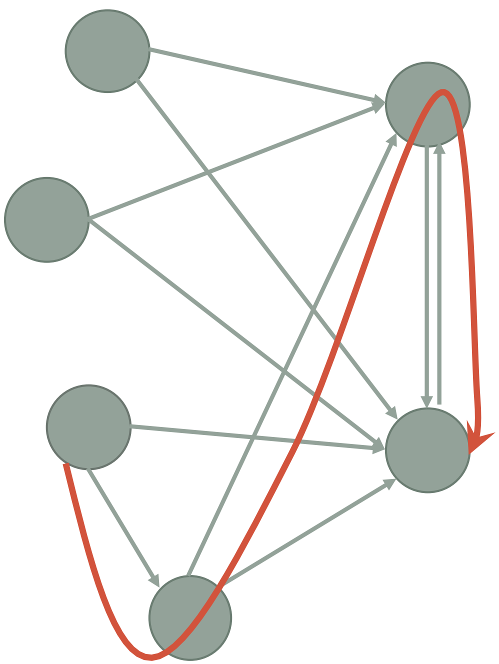
Summary

Propagation Methods

"Guilt-by-association"

"Importance-by-association" = PageRank

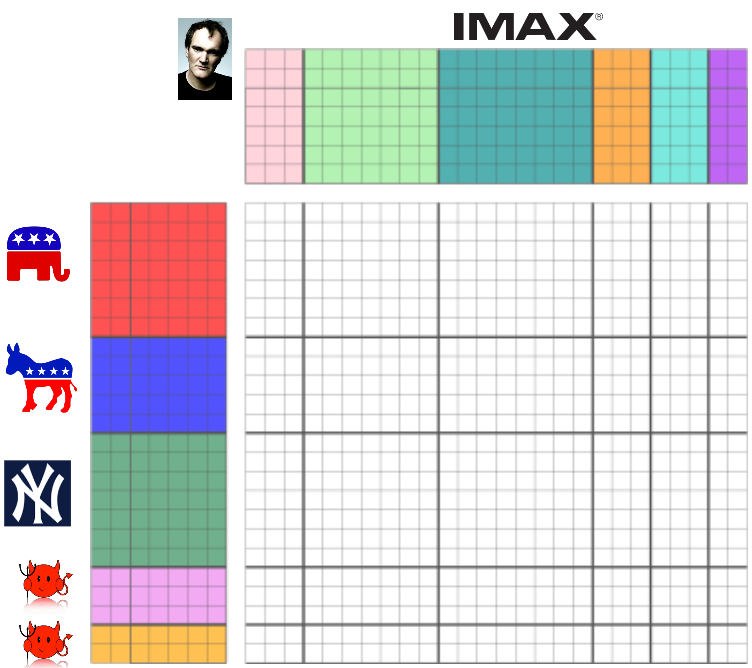


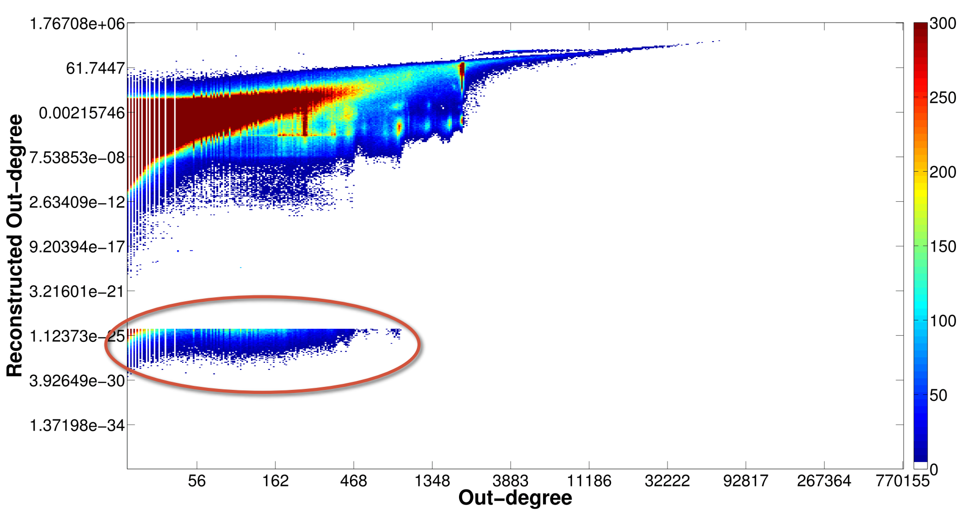


Summary

Latent Factor Models

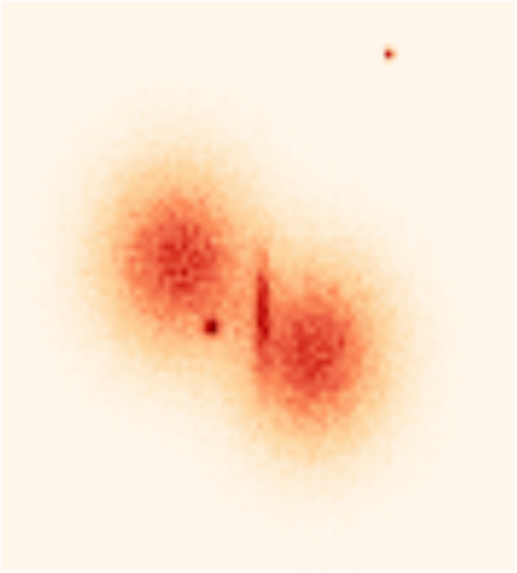
Find multiple communities, patterns and anomalies.

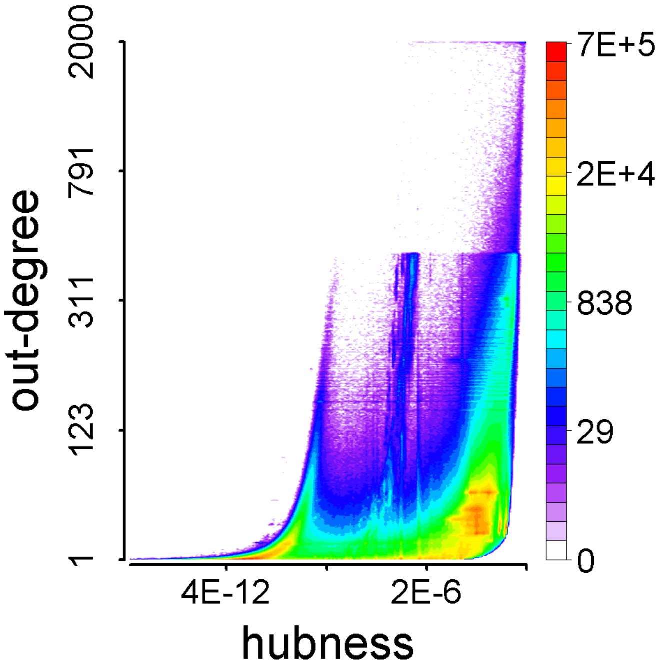




Take Away

User Modeling and Fraud Detection
are two sides of the same coin.





ODDx3 workshop TODAY 9:30-5:45

Afternoon Schedule:

- **Keynote** by Vipin Kumar
- **Panel** 'What is an Anomaly?' by Tiberio Caetano, Vipin Kumar, Tina Eliassi-Rad, Ted Senator, Jimeng Sun
- **Research talks**

http://outlier-analytics.org/odd15kdd/

Thanks again to

NSF Grant No. IIS-1408924, IIS-1408287,
CAREER 1452425, DGE-1252522, ...

Questions?



Carnegie Mellon University

Stony Brook University

References and resources available at

cs.cmu.edu/~abeutel/kdd2015_userbehavior