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Mining Large Graphs: Patterns, Anomalies, and Fraud Detection

Christos Faloutsos

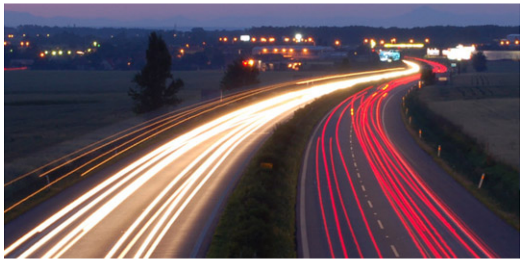
CMU

Thank you!

- Dr. Yang Ou
- Prof. Shiqiang Yang
- Prof. Peng Cui
- Dr. Meng Jiang

- Chengxi
- Tianyang
- Kun
- Mingdong
- Daixin

Roadmap

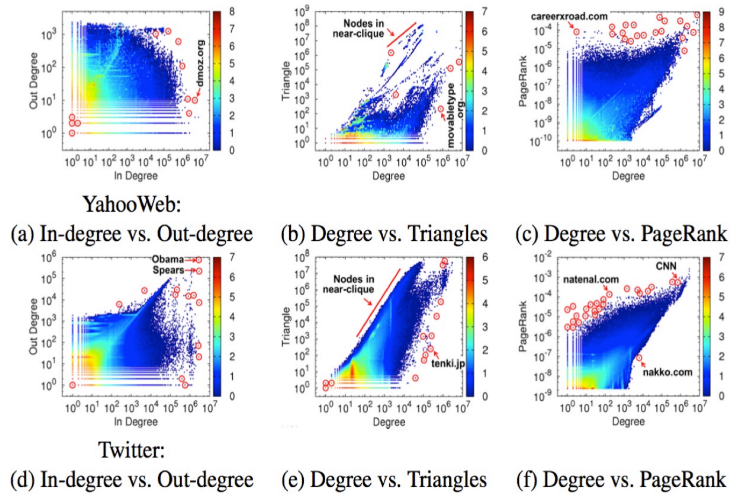


- Introduction – Motivation
  - Why study (big) graphs?
- Part#1: Patterns in graphs
- Part#2: time-evolving graphs; tensors
- Conclusions

Graphs - why should we care?

~1B nodes (web sites)
~6B edges (http links)
'YahooWeb graph'

Graphs - why should we care?



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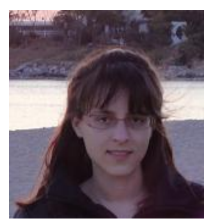

U Kang, Jay-Yoon Lee, Danai Koutra, and Christos Faloutsos. *Net-Ray: Visualizing and Mining Billion-Scale Graphs* PAKDD 2014, Tainan, Taiwan.

Graphs - why should we care?

>$10B; ~1B users

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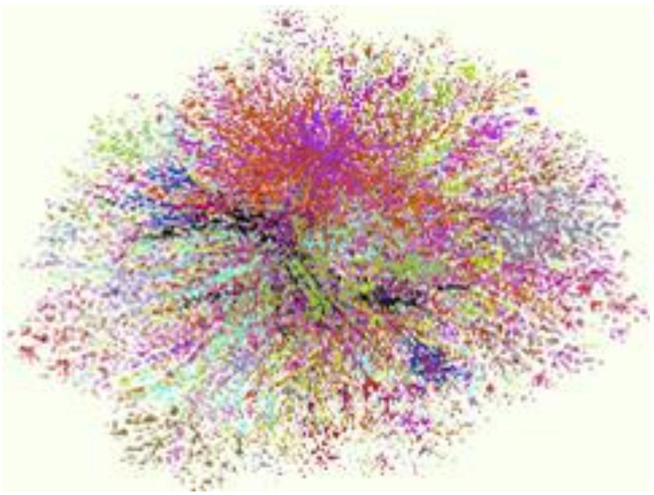
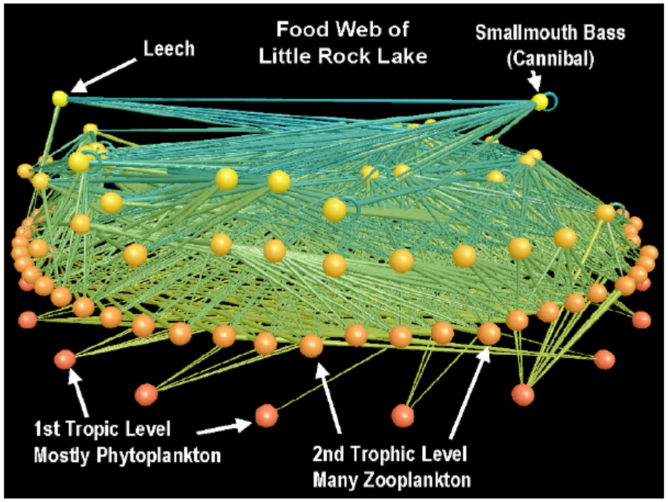
Graphs - why should we care?



Internet Map
[lumeta.com]



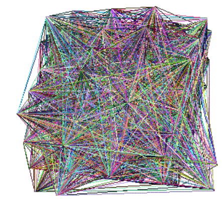
Food Web
[Martinez '91]

Graphs - why should we care?

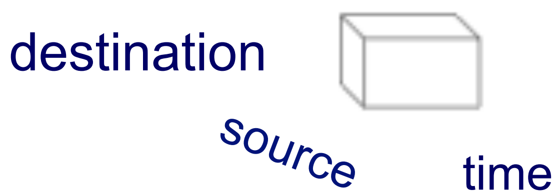
- web-log ('blog') news propagation
- computer network security: email/IP traffic and anomaly detection
- Recommendation systems
- ....

- Many-to-many db relationship -> graph

Motivating problems



- P1: patterns? Fraud detection?
- P2: patterns in time-evolving graphs / tensors



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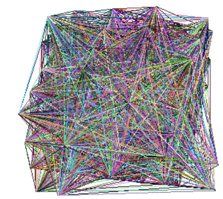

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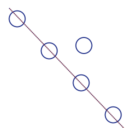
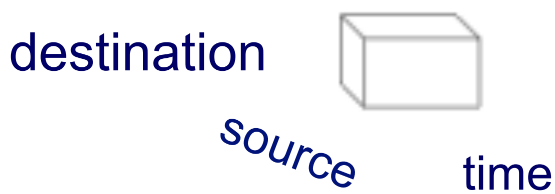


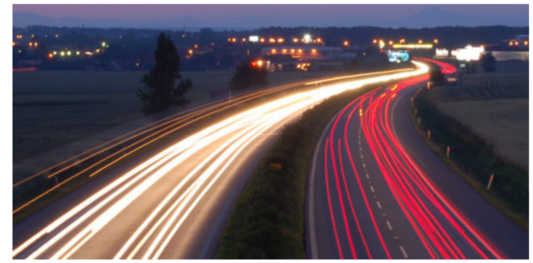
Patterns

anomalies

- P2: patterns in time-evolving graphs / tensors



Roadmap



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- Part#1: Patterns & fraud detection
- Part#2: time-evolving graphs; tensors
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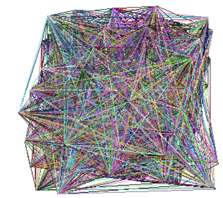
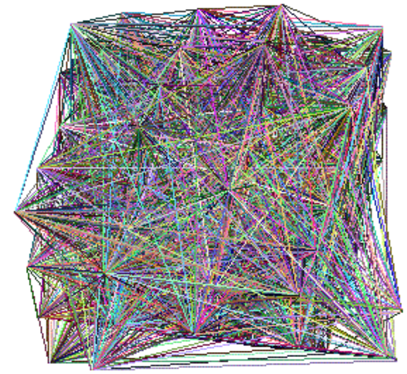


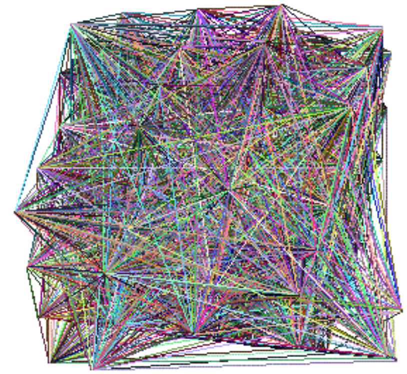
Part 1: Patterns, & fraud detection

Laws and patterns

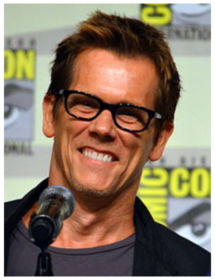


- Q1: Are real graphs random?

Laws and patterns



- Q1: Are real graphs random?
- A1: NO!!
  - Diameter ('6 degrees'; 'Kevin Bacon')
  - in- and out- degree distributions
  - other (surprising) patterns
- So, let's look at the data



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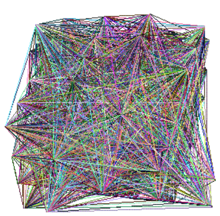
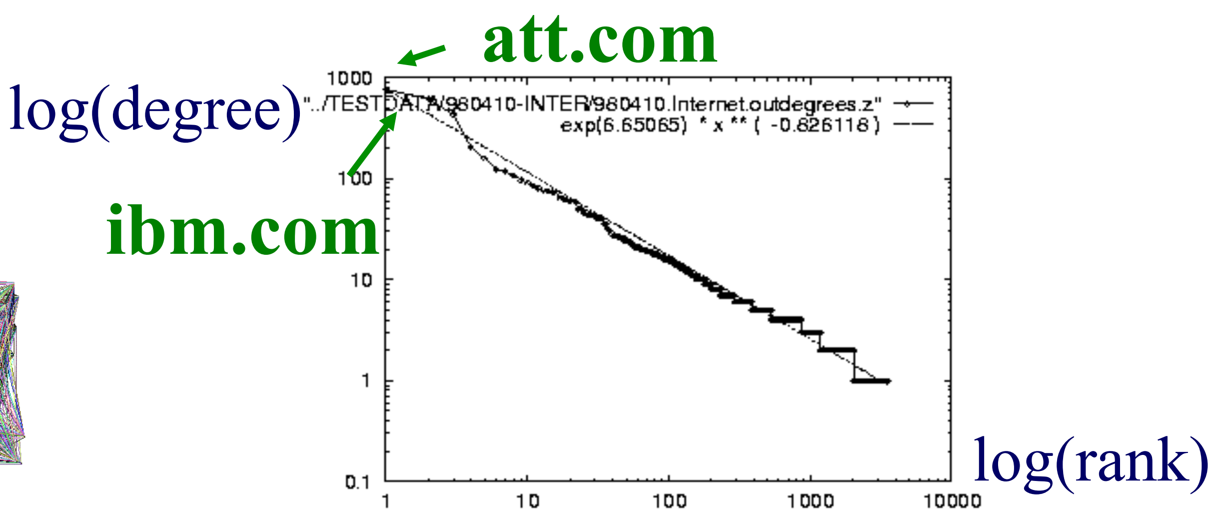
Solution# S.1

- Power law in the degree distribution [Faloutsos x 3 SIGCOMM99]

internet domains





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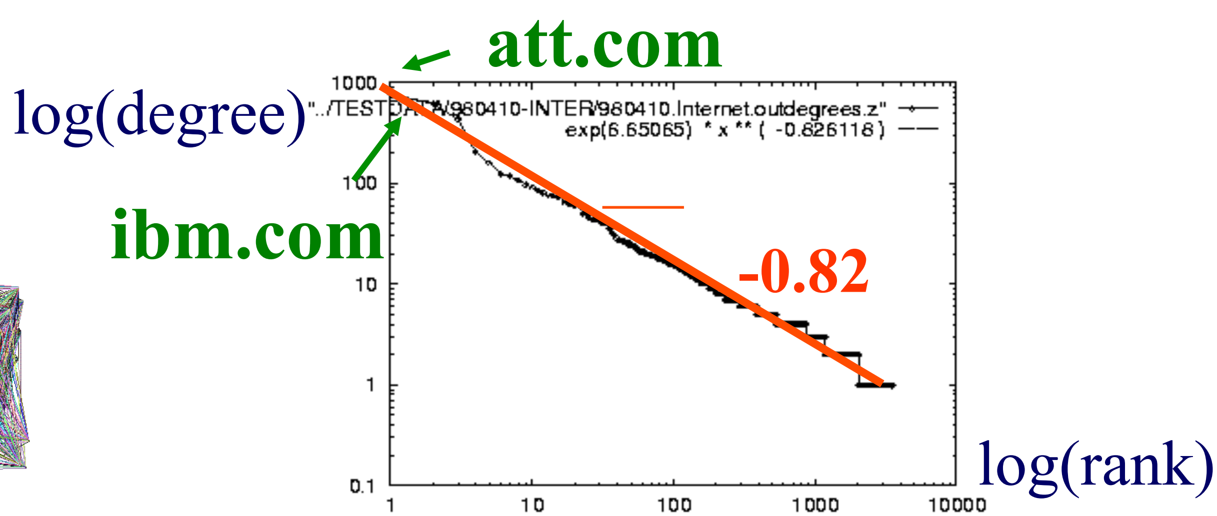

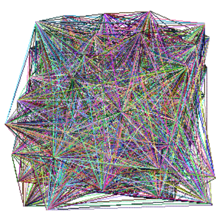

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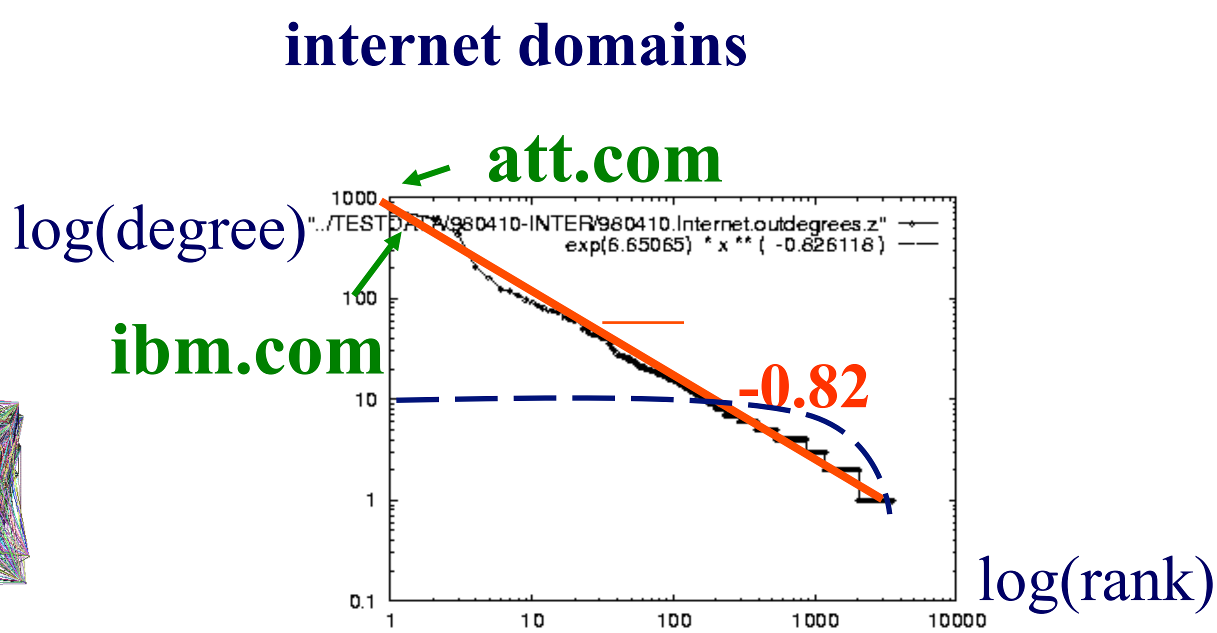
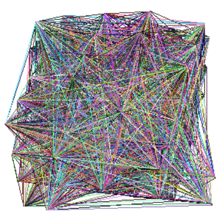
Solution# S.1

- Q: So what?



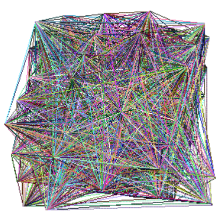


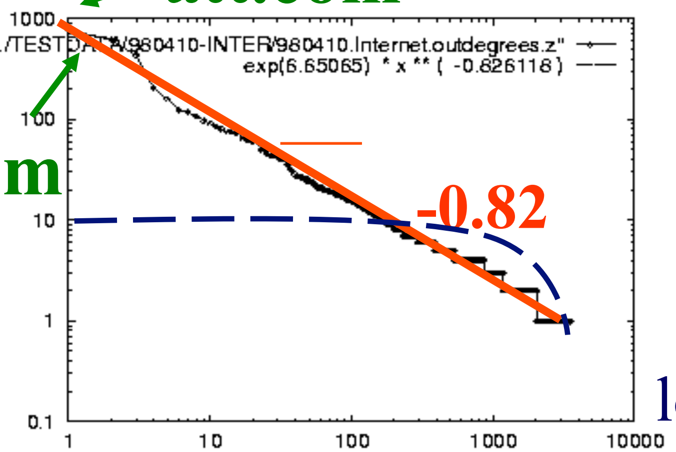
Solution# S.1

- Q: So what?
- A1: # of two-step-away pairs:

= friends of friends (F.O.F.)

internet domains



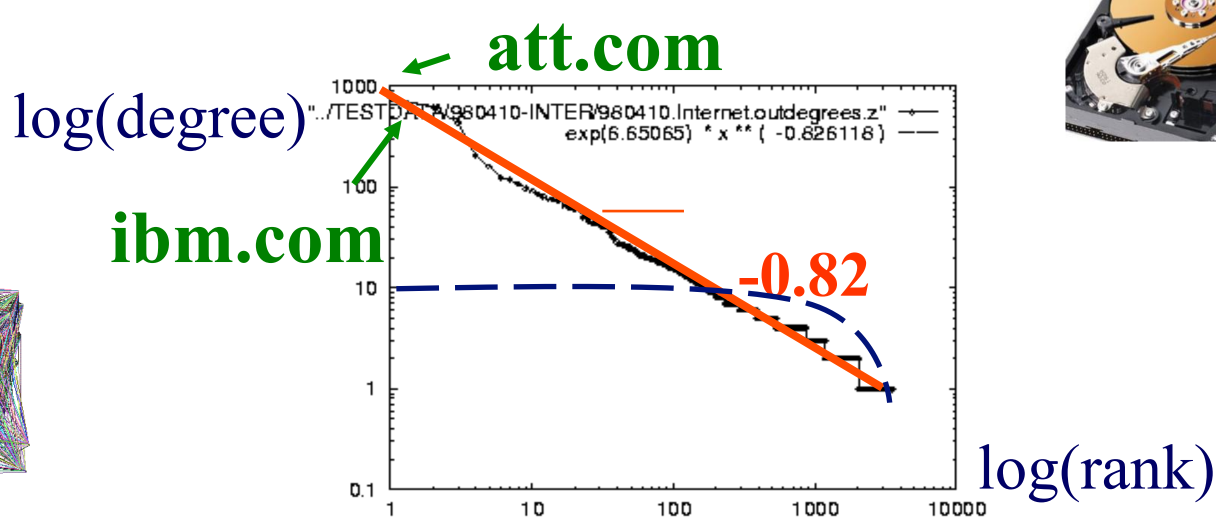


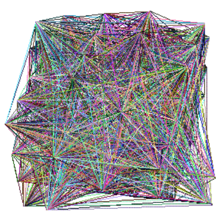
Solution# S.1

- Q: So what?
- A1: # of two-step-away pairs: 100^2 * N= 10 Trillion

= friends of friends (F.O.F.)

internet domains





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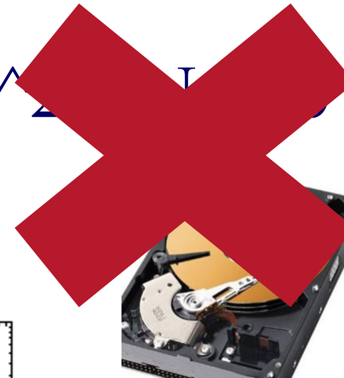
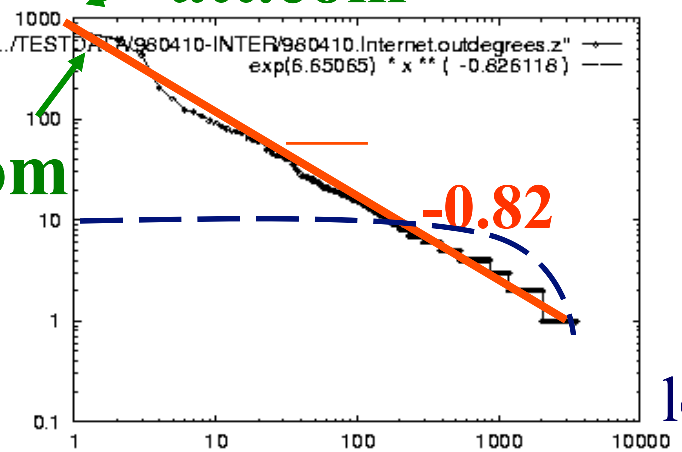


internet domains

att.com

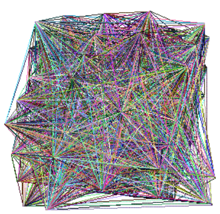
log(degree)



ibm.com

-0.82

log(rank)



Gaussian trap

Solution# S.1

- Q: So what?

= friends of friends (F.O.F.)

- A1: # of two-step-away pairs: O(d_max ^2) ~ 10M^2

internet domains

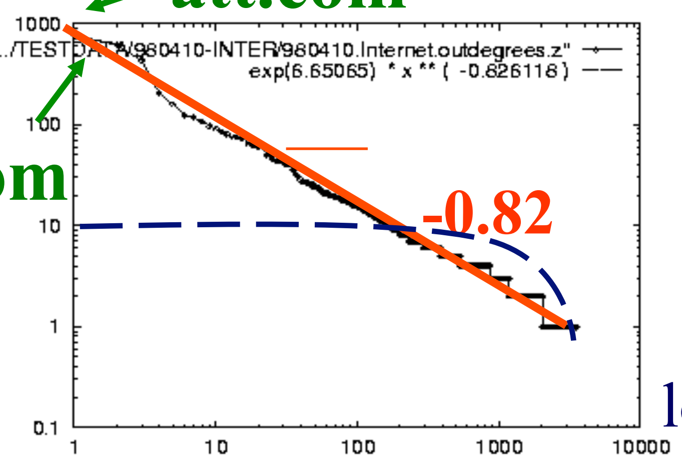
⇩

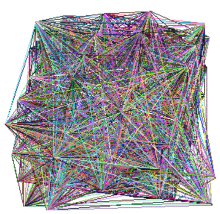
~0.8PB ->
a data center(!)

att.com

log(degree)

ibm.com





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Gaussian trap

Solution# S.1

- Q: So what?
- A1: # of two-step-aw... ?) ~ 10M^2

inte...

⇩

~0.8PB ->
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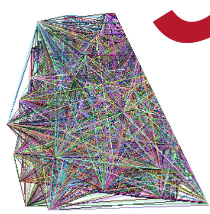
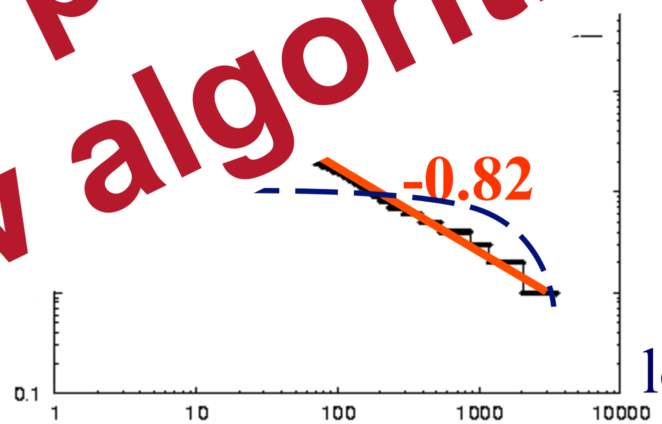
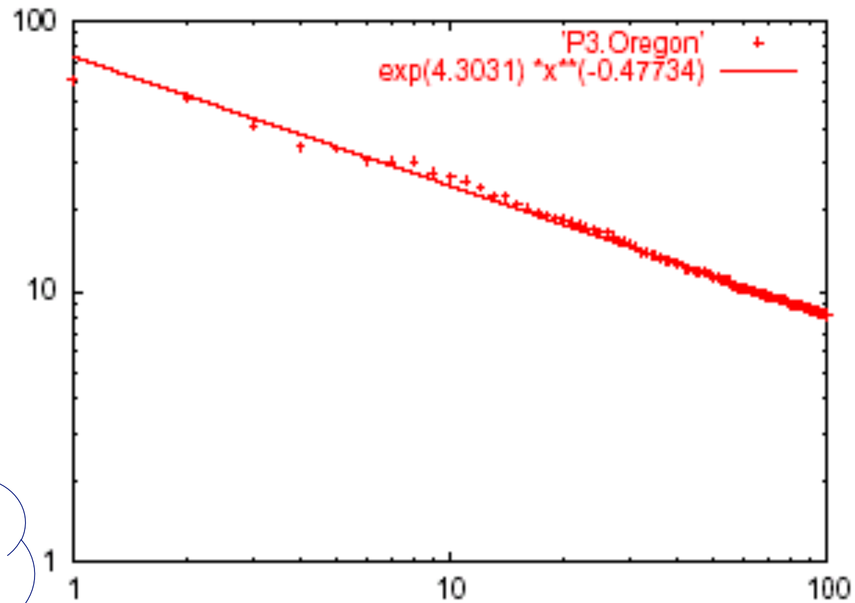
Such patterns ->
New algorithms





Solution# S.2: Eigen Exponent *E*

Eigenvalue



Rank of decreasing eigenvalue

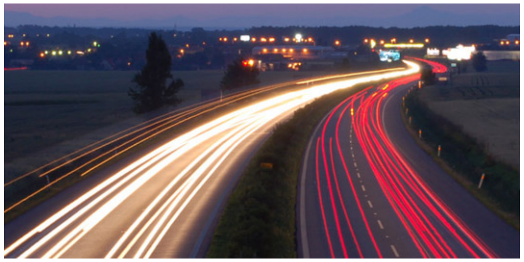
Exponent = slope

$E = -0.48$

$\mathbf{A\ x} = \lambda\ \mathbf{x}$

- A2: power law in the eigenvalues of the adjacency matrix ('eig()')

Roadmap



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- Part#1: Patterns in graphs
  - Patterns: Degree; Triangles
  - Anomaly/fraud detection
  - Graph understanding
- Part#2: time-evolving graphs; tensors
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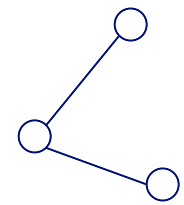
Solution# S.3: Triangle 'Laws'



- Real social networks have a lot of triangles

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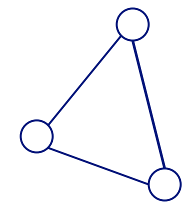
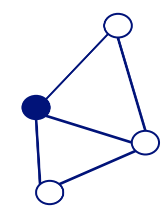
Solution# S.3: Triangle 'Laws'

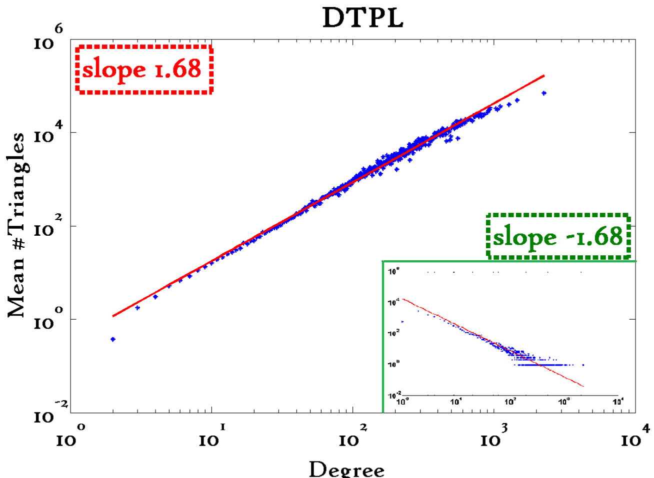


- Real social networks have a lot of triangles
  - Friends of friends are friends
- Any patterns?
  - 2x the friends, 2x the triangles ?

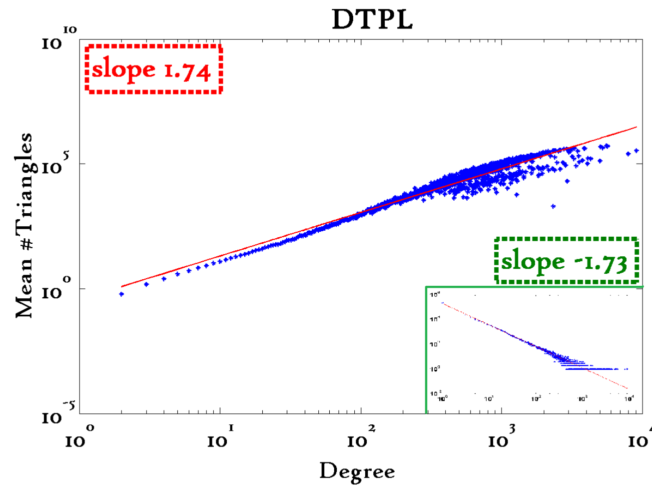


Triangle Law: #S.3
[Tsourakakis ICDM 2008]

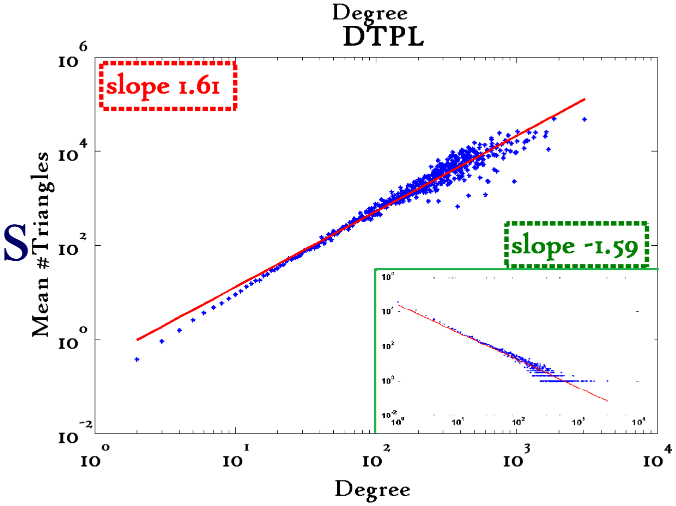
Reuters

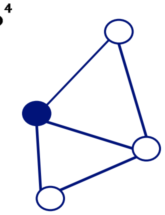


SN



Epinions





X-axis: degree

Y-axis: mean # triangles

n friends -> $\sim n^{1.6}$ triangles

details

Triangle Law: Computations [Tsourakakis ICDM 2008]

But: triangles are expensive to compute

(3-way join; several approx. algos) – $O(d_{max}^2)$

Q: Can we do that quickly?

A:

details

Triangle Law: Computations
[Tsourakakis ICDM 2008]

But: triangles are expensive to compute

(3-way join; several approx. algos) – $O(d_{max}{}^2)$

Q: Can we do that quickly?

$A\,x = \lambda\,x$

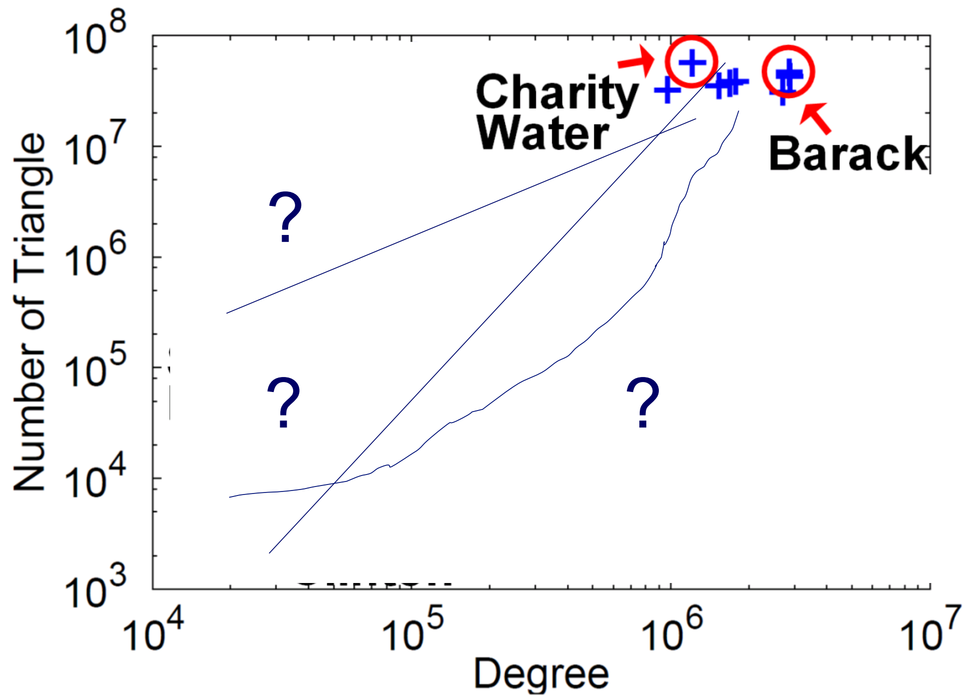
A: Yes!

#triangles = 1/6 Sum (λ_i^3)

(and, because of skewness (S2) ,

we only need the top few eigenvalues! - O(E)

Triangle counting for large graphs?



Anomalous nodes in Twitter(~ 3 billion edges)

[U Kang, Brendan Meeder, +, PAKDD'11]

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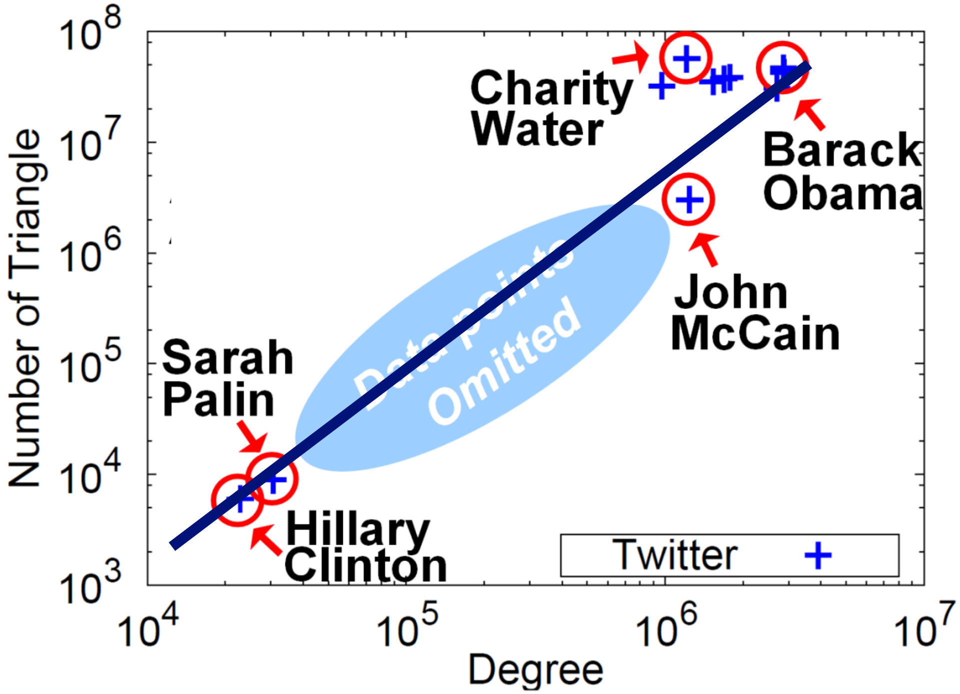

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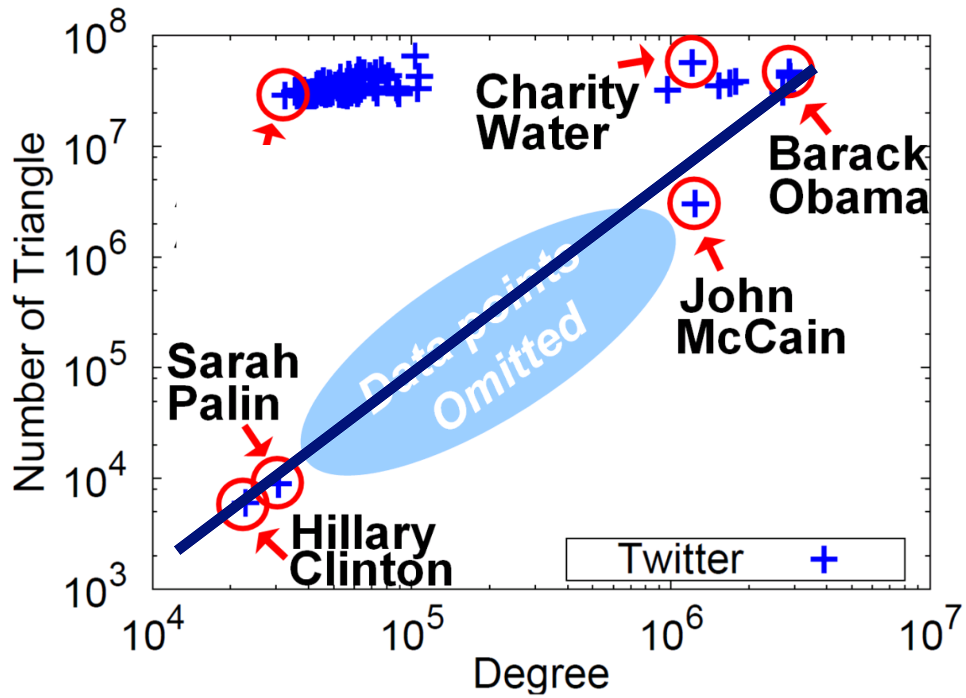

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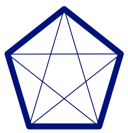

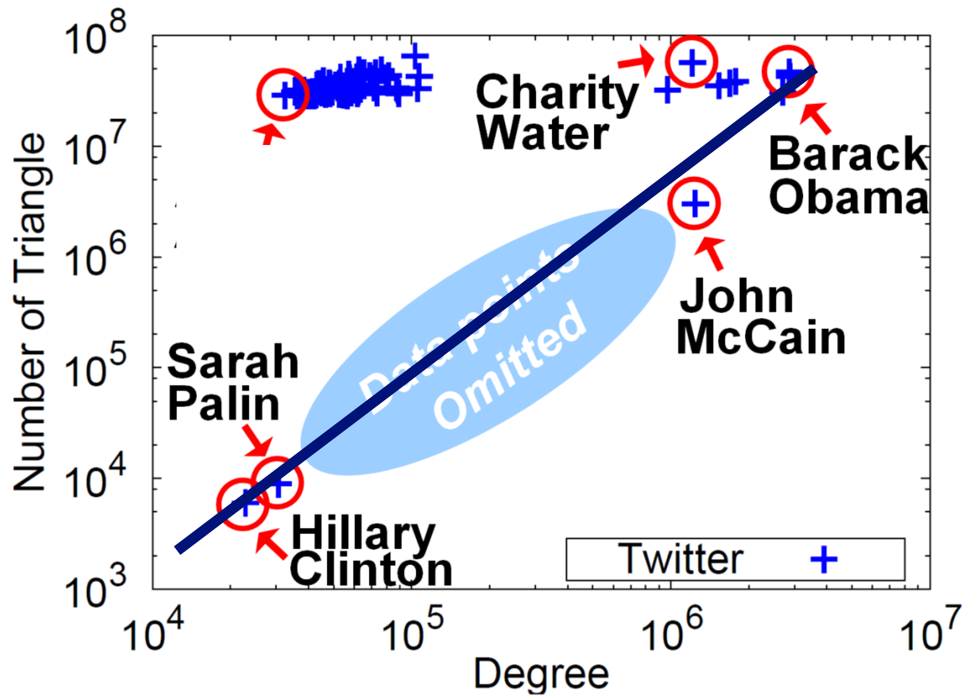

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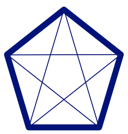

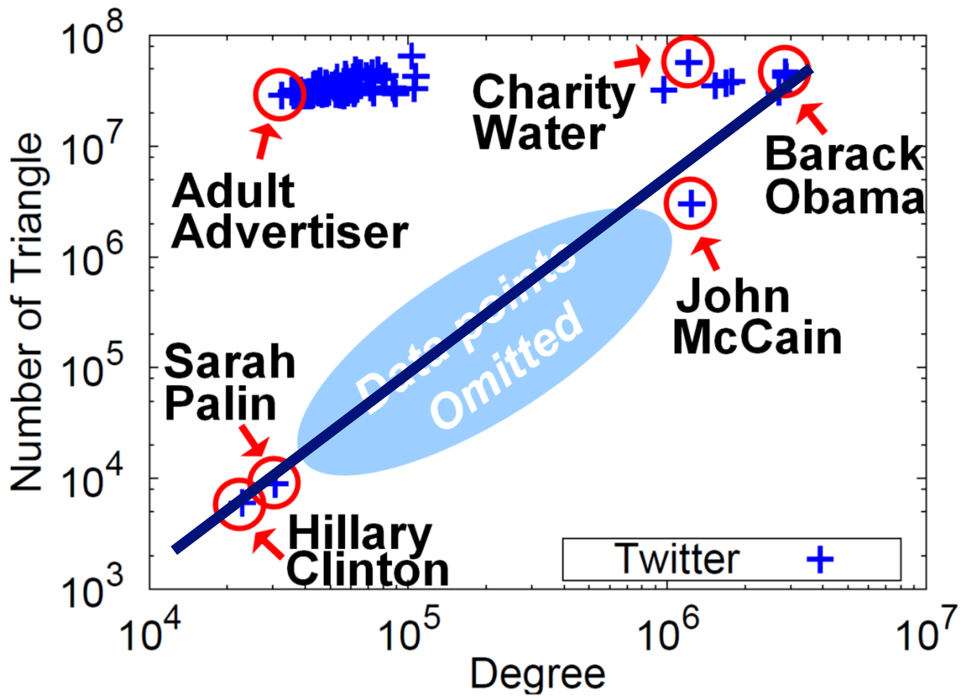

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MORE Graph Patterns

	Unweighted	Weighted
Static	L01. Power-law degree distribution [Faloutsos et al. `99, Kleinberg et al. `99, Chakrabarti et al. `04, Newman `04] L02. Triangle Power Law (TPL) [Tsourakakis `08] L03. Eigenvalue Power Law (EPL) [Siganos et al. `03] L04. Community structure [Flake et al. `02, Girvan and Newman `02]	L10. Snapshot Power Law (SPL) [McGlohon et al. `08]
Dynamic	L05. Densification Power Law (DPL) [Leskovec et al. `05] L06. Small and shrinking diameter [Albert and Barabási `99, Leskovec et al. `05] L07. Constant size 2nd and 3rd connected components [McGlohon et al. `08] L08. Principal Eigenvalue Power Law (λ_1PL) [Akoglu et al. `08] L09. Bursty/self-similar edge/weight additions [Gomez and Santonja `98, Gribble et al. `98, Crovella and	L11. Weight Power Law (WPL) [McGlohon et al. `08]

RTG: A Recursive Realistic Graph Generator using Random Typing Leman Akoglu and Christos Faloutsos. *PKDD*'09.

MORE Graph Patterns

	Unweighted	Weighted
Static	**L01.** Power-law degree distribution [Faloutsos et al. `99, Kleinberg et al. `99, Chakrabarti et al. `04, Newman `04] **L02.** Triangle Power Law (TPL) [Tsourakakis `08] **L03.** Eigenvalue Power Law (EPL) [Siganos et al. `03] **L04.** Community structure [Flake et al. `02, Girvan and Newman `02]	**L10.** Snapshot Power Law (SPL) [McGlohon et al. `08]
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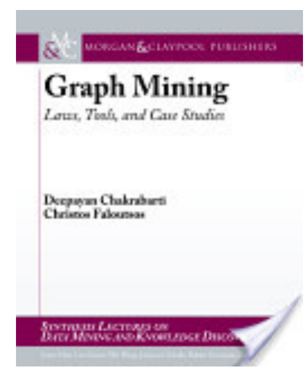
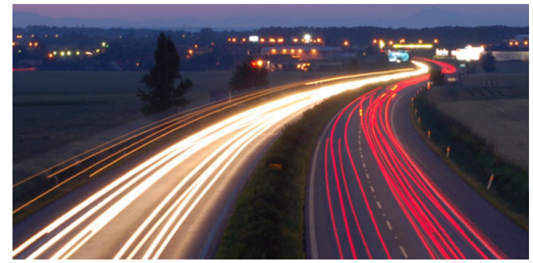
- Mary McGlohon, Leman Akoglu, Christos Faloutsos. *Statistical Properties of Social Networks.* in "Social Network Data Analytics" (Ed.: Charu Aggarwal)



- Deepayan Chakrabarti and Christos Faloutsos, *Graph Mining: Laws, Tools, and Case Studies* Oct. 2012, Morgan Claypool.

Roadmap



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- Part#1: Patterns in graphs
  - Patterns
  - Anomaly / fraud detection
    - CopyCatch
    - Spectral methods ('fBox')
    - Belief Propagation
- Part#2: time-evolving graphs; tensors
- Conclusions

Patterns  anomalies

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Fraud

- Given
  - Who ‘likes’ what page, and when
- Find
  - Suspicious users and suspicious products

CopyCatch: Stopping Group Attacks by Spotting Lockstep Behavior in Social Networks, Alex Beutel, Wanhong Xu, Venkatesan Guruswami, Christopher Palow, Christos Faloutsos *WWW, 2013.*

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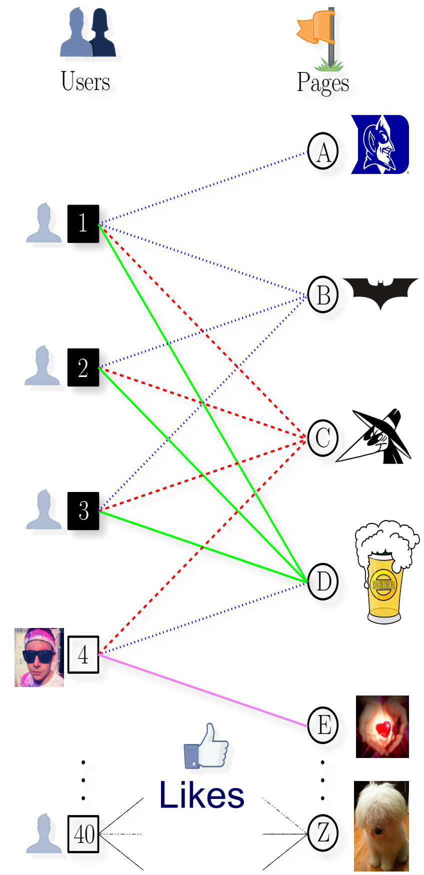
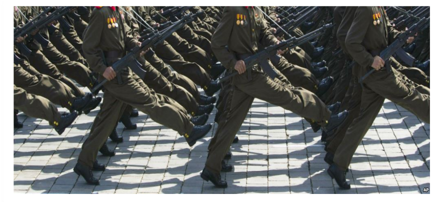


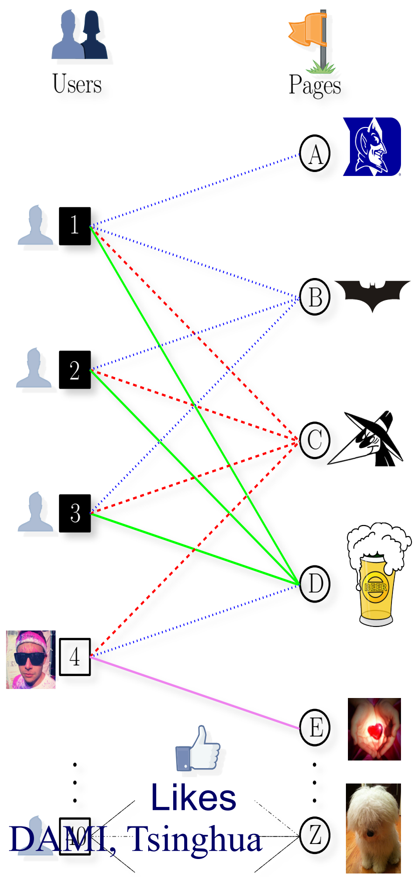
CopyCatch: Stopping Group Attacks by Spotting Lockstep Behavior in Social Networks, Alex Beutel, Wanhong Xu, Venkatesan Guruswami, Christopher Palow, Christos Faloutsos *WWW, 2013.*

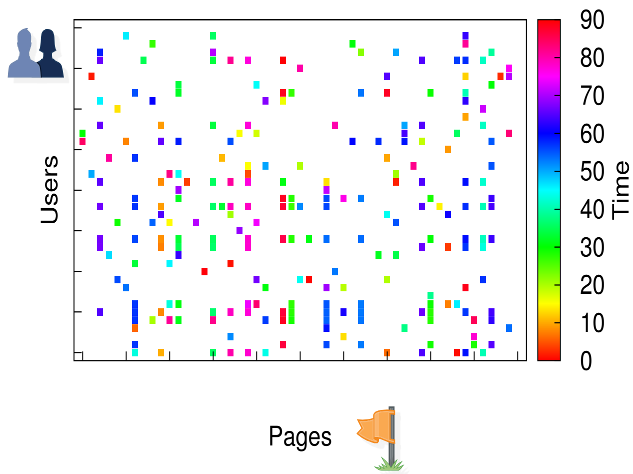
Graph Patterns and Lockstep Behavior



Our intuition

- Lockstep behavior: Same Likes, same time





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Graph Patterns and Lockstep Behavior

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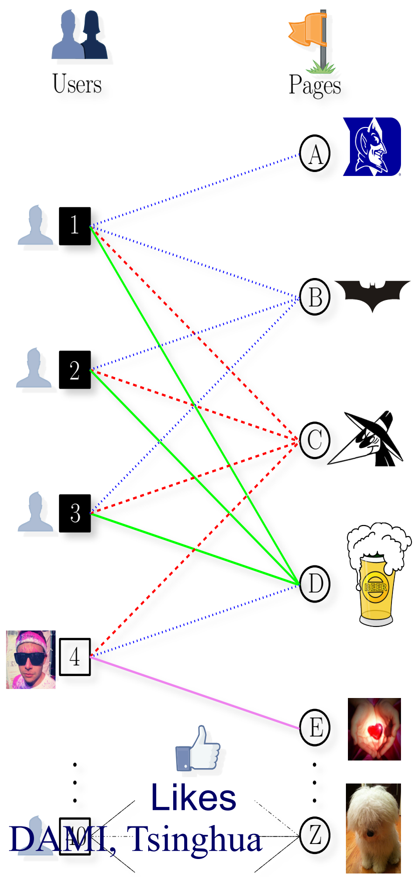

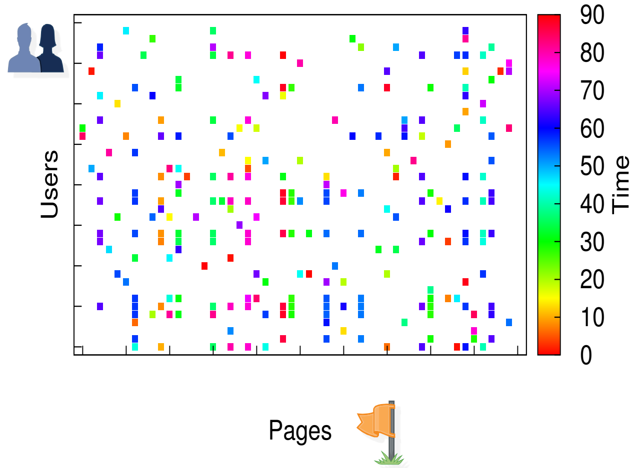

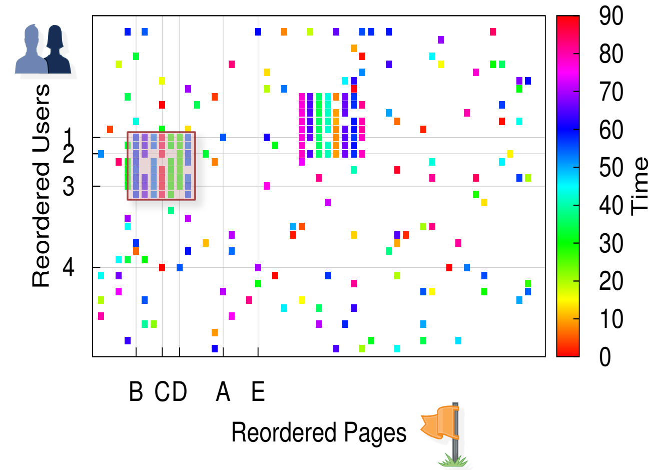

Graph Patterns and Lockstep Behavior

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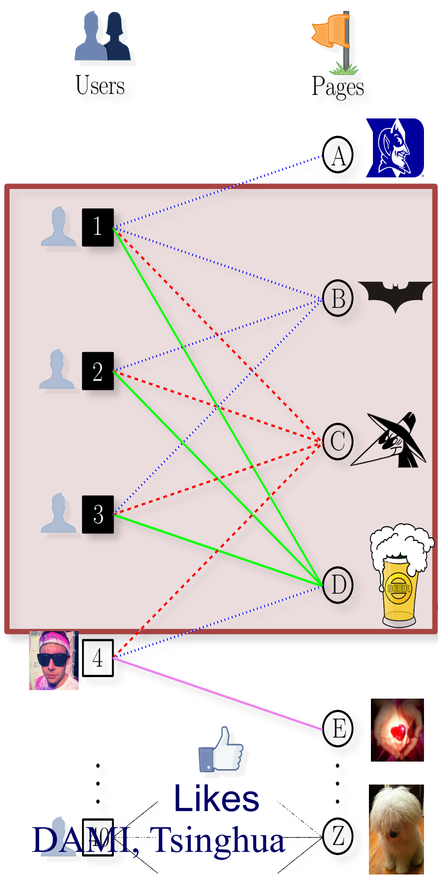

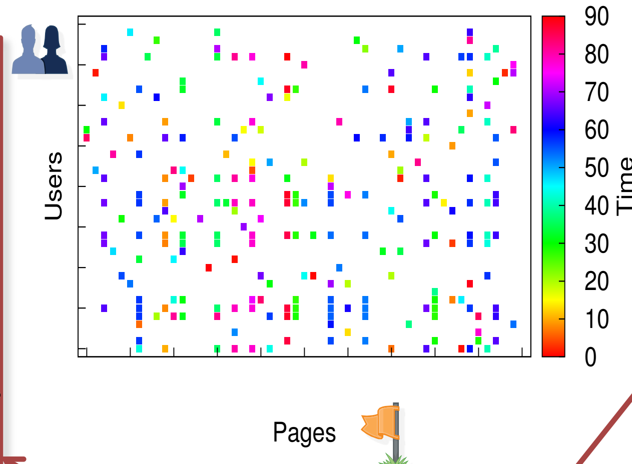

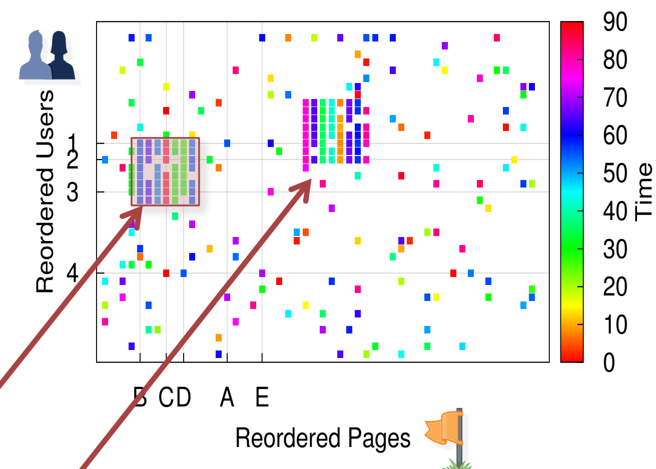

Suspicious Lockstep Behavior

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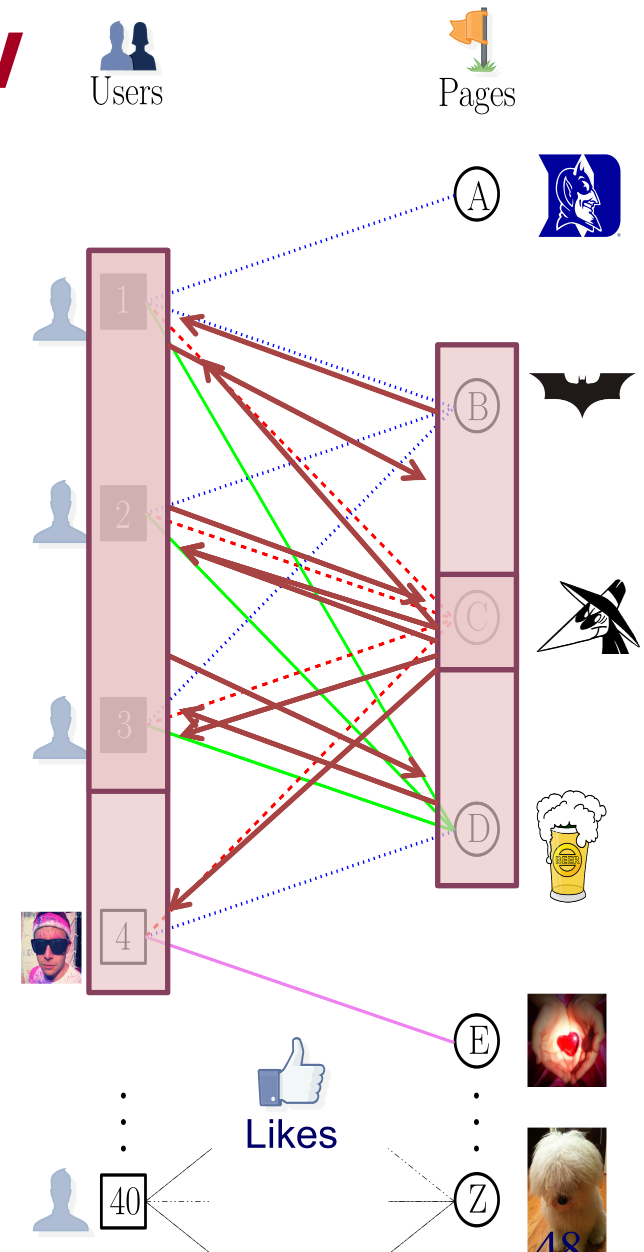
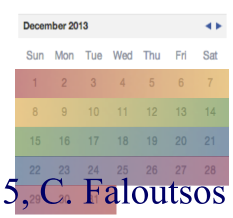
MapReduce Overview

- Use Hadoop to search for many clusters in parallel:
  1. Start with randomly seed
  2. Update set of Pages and center Like times for each cluster
  3. Repeat until convergence



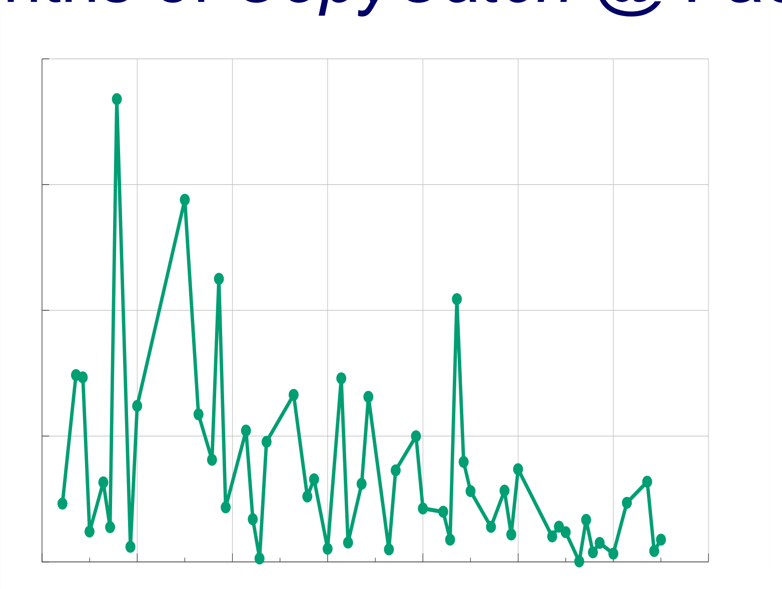


Deployment at Facebook

- *CopyCatch* runs regularly (along with many other security mechanisms, and a large Site Integrity team)

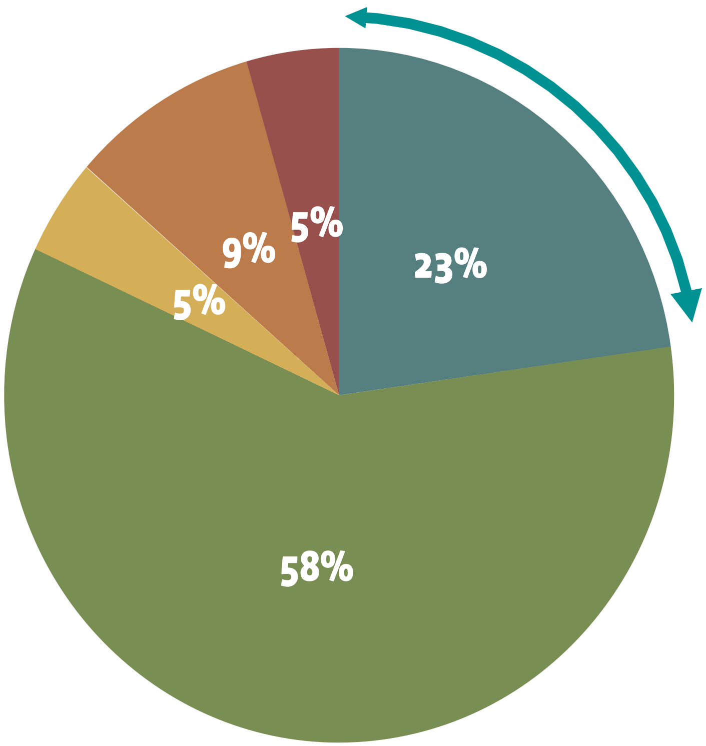
3 months of *CopyCatch* @ Facebook

#users caught



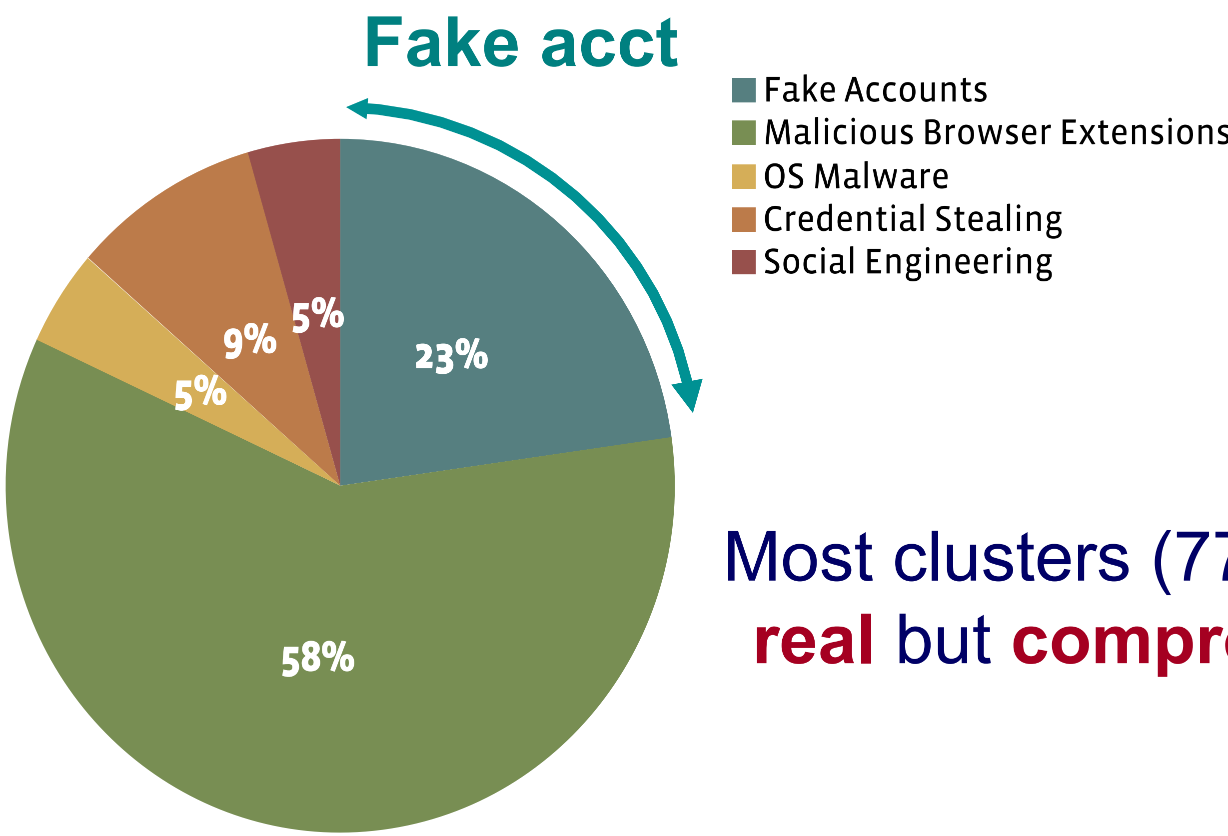
time

Deployment at Facebook



Manually labeled 22 randomly selected *clusters* from February 2013

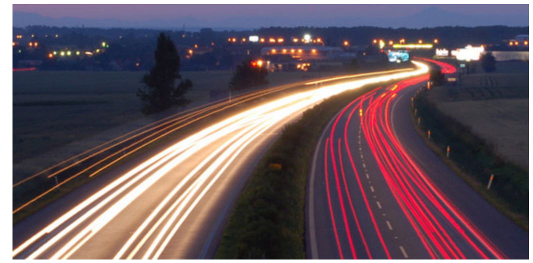
Deployment at Facebook



Most clusters (77%) come from **real** but **compromised** users

Manually labeled 22 randomly selected *clusters* from February 2013

Roadmap



- Introduction – Motivation
- Part#1: Patterns in graphs
  - Patterns
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    - CopyCatch
    - Spectral methods (‘fBox’)
    - Belief Propagation
- Part#2: time-evolving graphs; tensors
- Conclusions

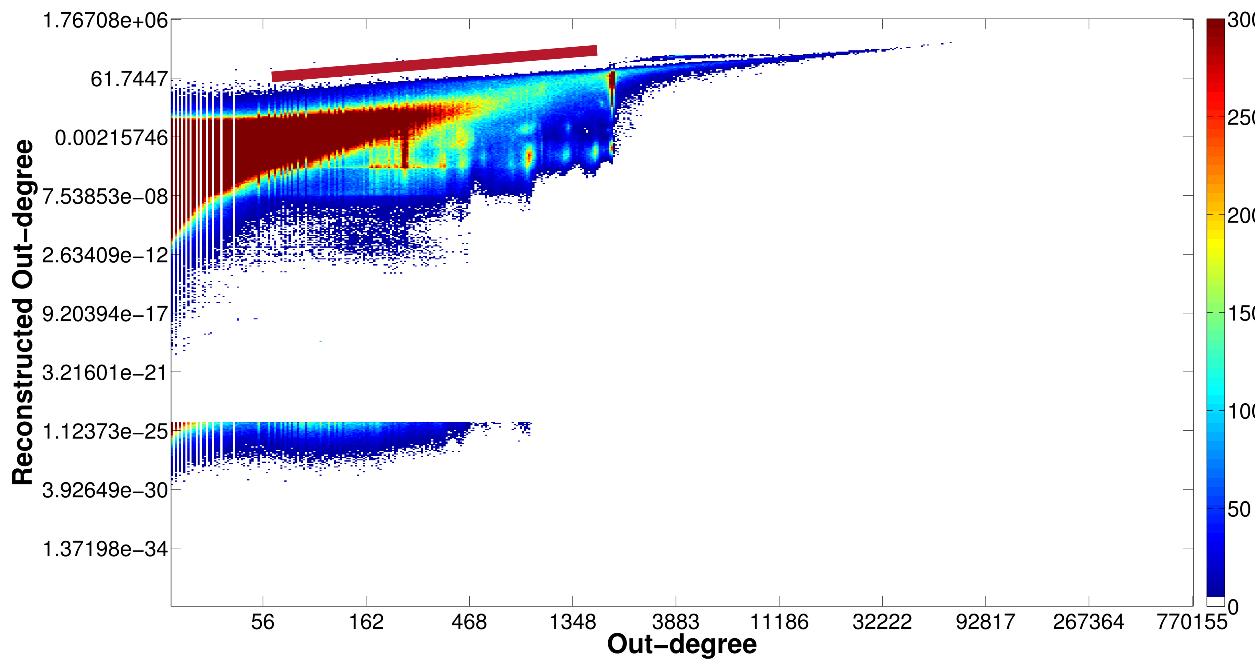
Problem: Social Network Link Fraud

Target: find "stealthy" attackers missed by other algorithms

Clique

41.7M nodes
1.5B edges

Bipartite core



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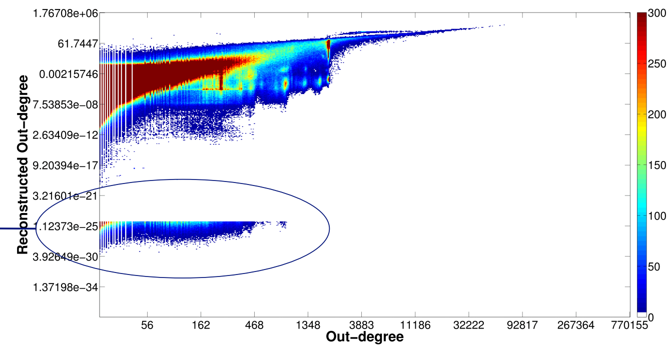

Takeaway: use *reconstruction error* between true/latent representation!

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

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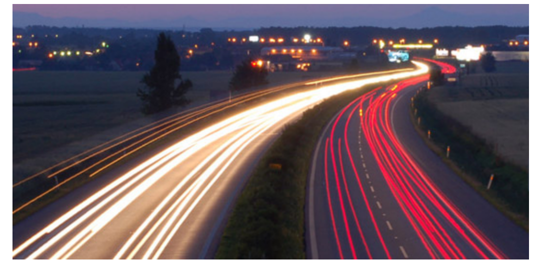
Roadmap



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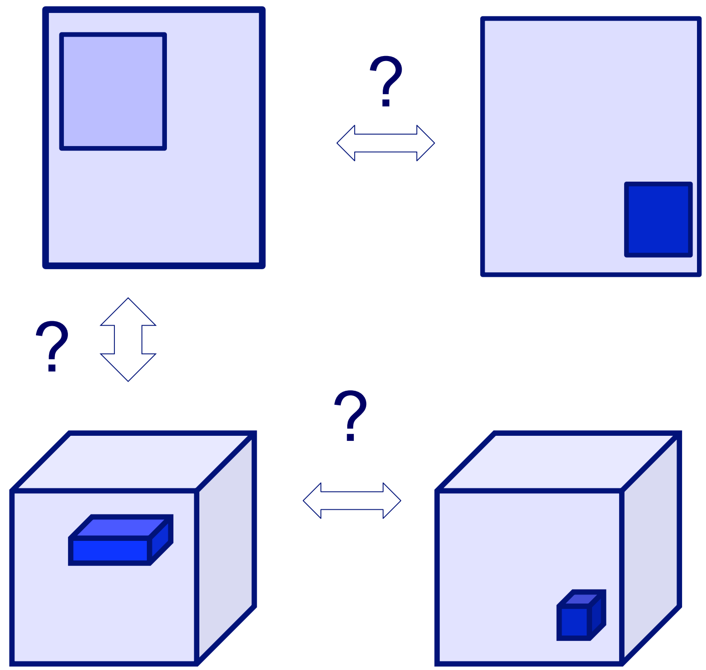
Suspicious Patterns in Event Data

2-modes

n-modes



A General Suspiciousness Metric for Dense Blocks in Multimodal Data, Meng Jiang, Alex Beutel, Peng Cui, Bryan Hooi, Shiqiang Yang, and Christos Faloutsos, *ICDM*, 2015.

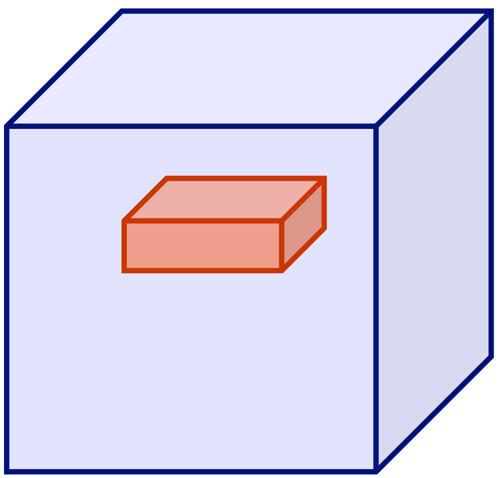
Suspicious Patterns in Event Data

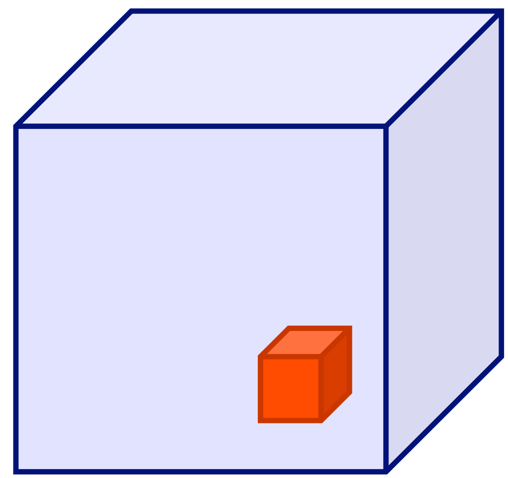
Which is more suspicious?

20,000 Users
Retweeting same 20 tweets
6 times each
All in 10 hours

vs.

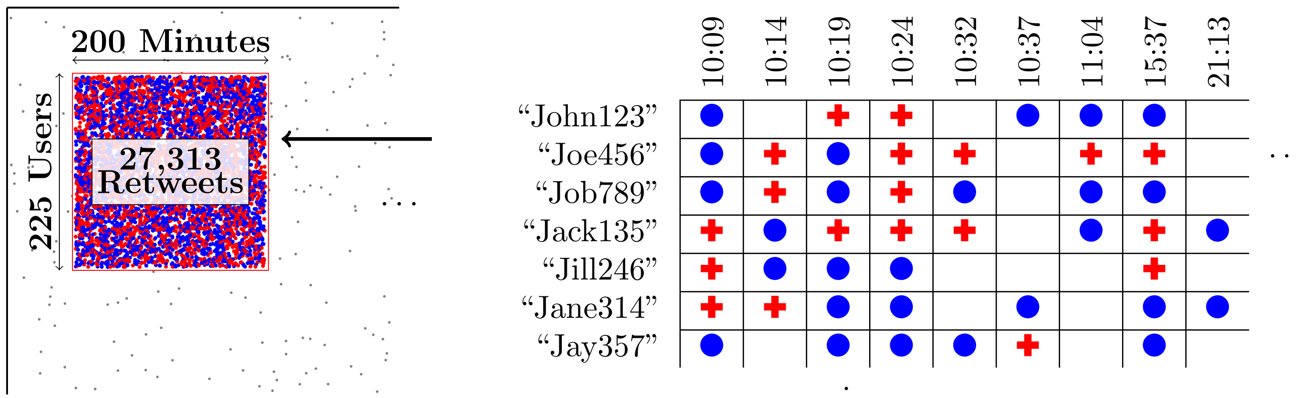
225 Users
Retweeting same 1 tweet
15 times each
All in 3 hours
All from 2 IP addresses





Answer: volume * $D_{KL}(p || p_{background})$

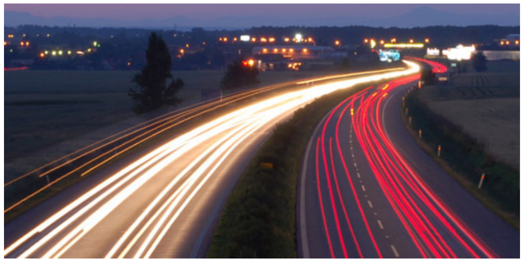
Suspicious Patterns in Event Data



Retweeting: "Galaxy Note Dream Project: Happy Happy Life Traveling the World"

	#	User×tweet×IP×minute	Mass c	Suspiciousness
CROSSSPOT	1	14×1×2×1,114	41,396	1,239,865
	2	225×1×2×200	27,313	777,781
	3	8×2×4×1,872	17,701	491,323
HOSVD	1	24×6×11×439	3,582	131,113
	2	18×4×5×223	1,942	74,087
	3	14×2×1×265	9,061	381,211

Roadmap



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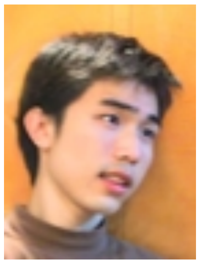
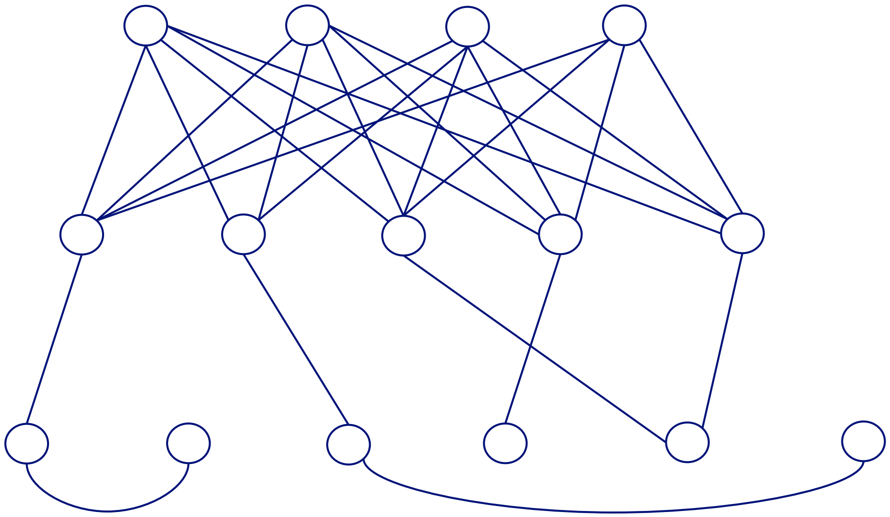
E-bay Fraud detection



w/ Polo Chau &
Shashank Pandit, CMU
[www'07]



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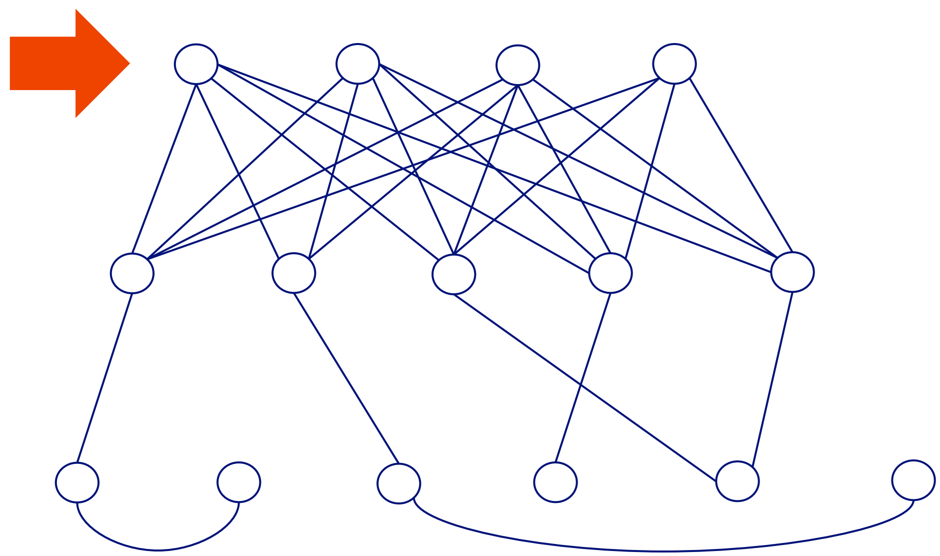

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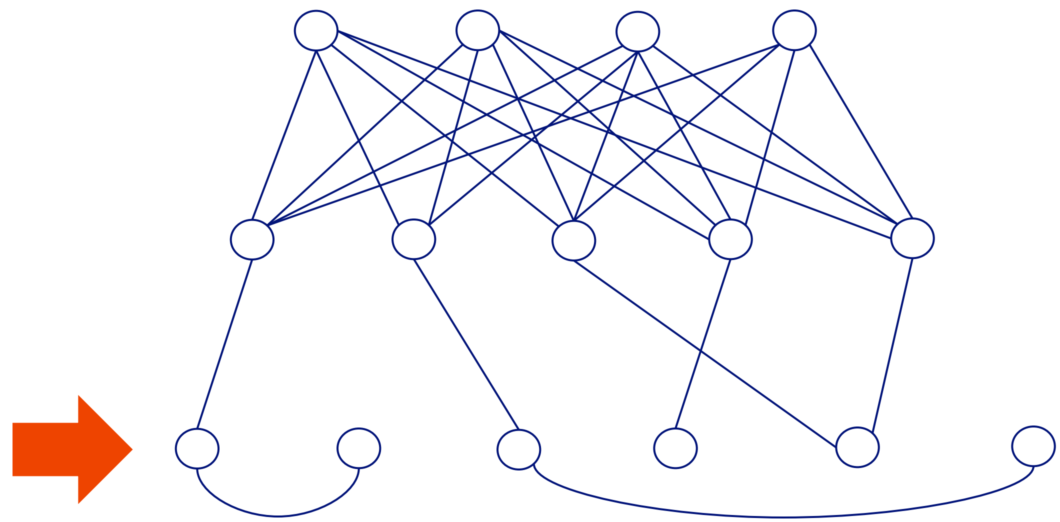

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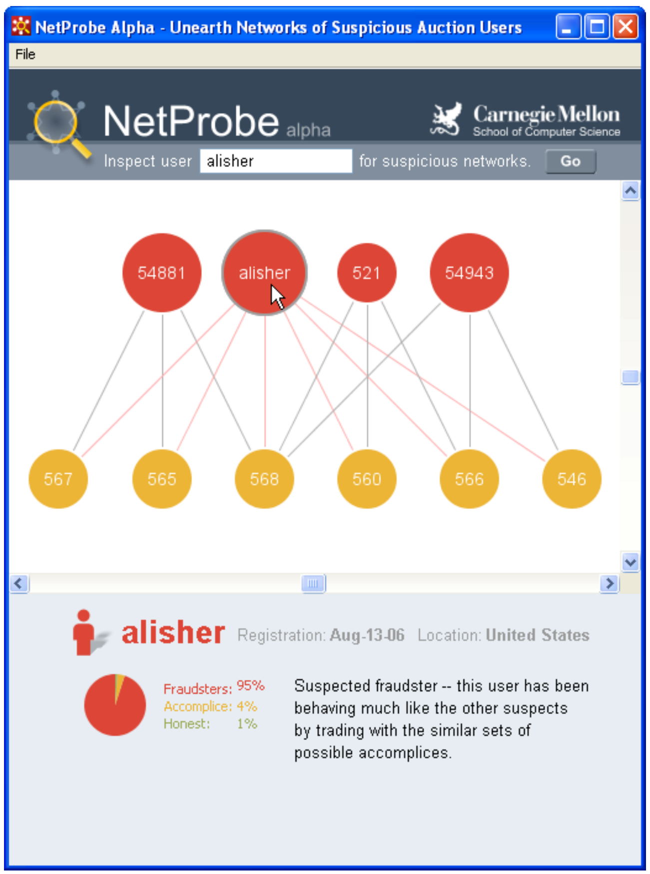
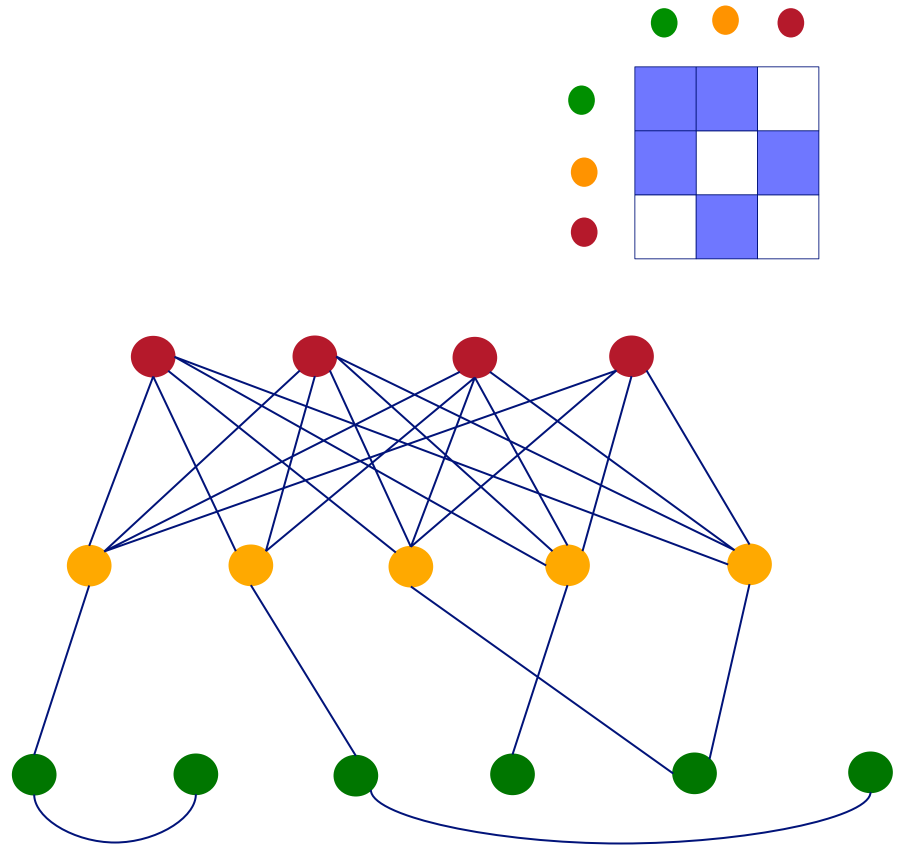
E-bay Fraud detection - NetProbe





Popular press

USA TODAY

The Washington Post

Los Angeles Times

And less desirable attention:

- E-mail from ‘Belgium police’ (‘copy of your code?’)

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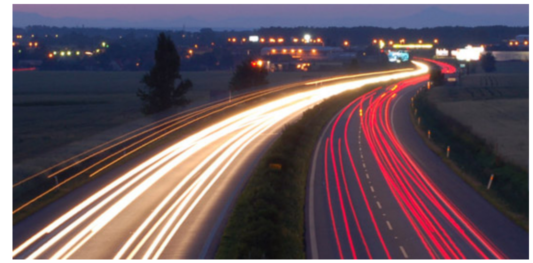
Roadmap



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    - Belief Propagation; antivirus app
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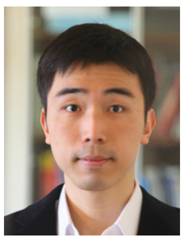
PATENT PENDING

Polonium: Tera-Scale Graph Mining and Inference for Malware Detection

SDM 2011, Mesa, Arizona



Polo Chau
Machine Learning Dept

symantec

Carey Nachenberg
Vice President & Fellow

symantec

Jeffrey Wilhelm
Principal Software Engineer

symantec

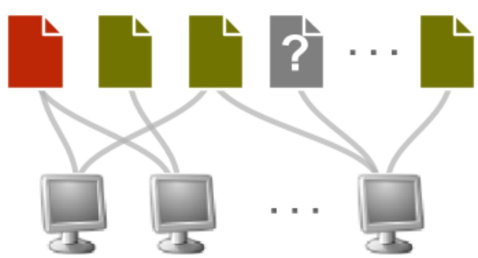
Adam Wright
Software Engineer

Prof. Christos Faloutsos
Computer Science Dept

Polonium: The Data

60+ terabytes of data *anonymously* contributed by participants of worldwide *Norton Community Watch* program

- 50+ million machines
- 900+ million executable files

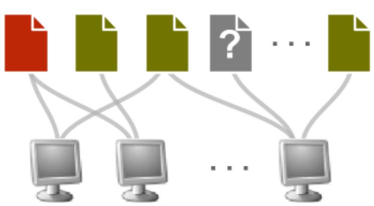


Constructed a machine-file bipartite graph (0.2 TB+)

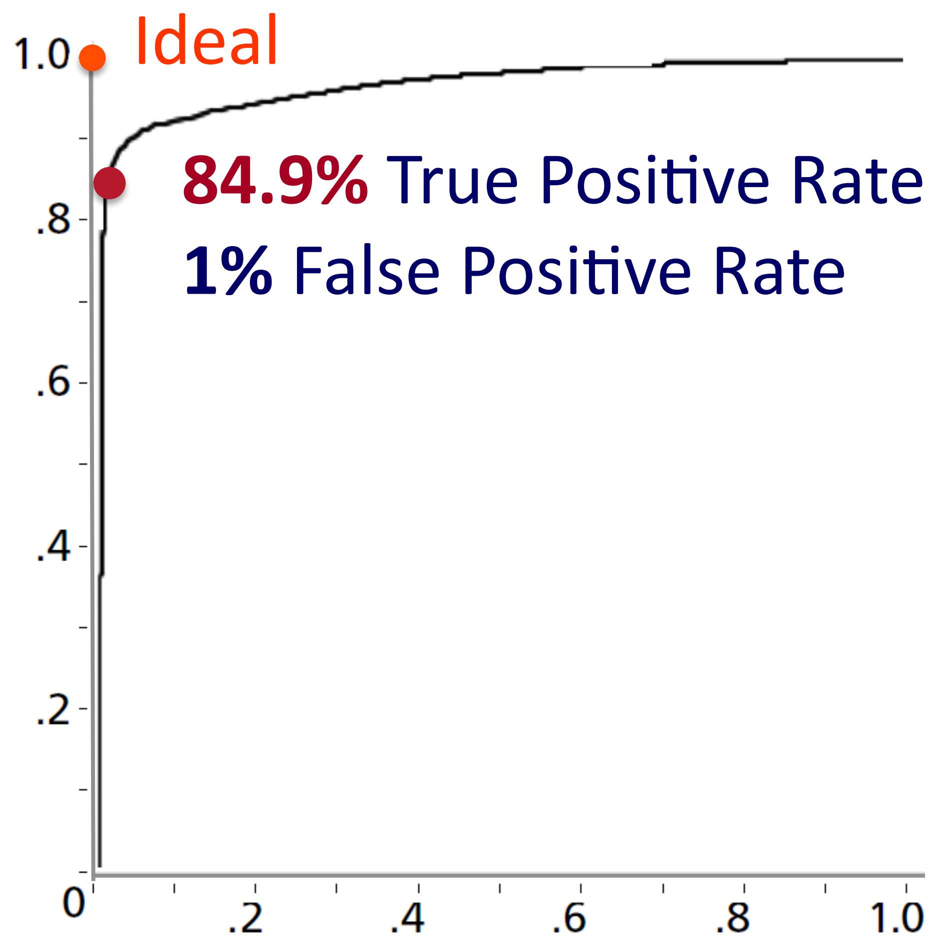
- 1 billion nodes (machines and files)
- 37 billion edges

Polonium: Key Ideas

- Use Belief Propagation to propagate domain knowledge in machine-file graph to detect malware
- Use "guilt-by-association" (i.e., homophily)
  - E.g., files that appear on machines with many bad files are more likely to be bad
- Scalability: handles 37 billion-edge graph



Polonium: One-Interaction Results



True Positive Rate
% of malware correctly identified

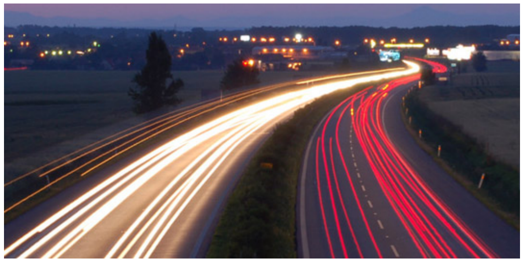
False Positive Rate
% of non-malware wrongly labeled as malware

Summary of Part#1

- *many* patterns in real graphs
  - Power-laws everywhere
  - Gaussian trap
    - Avg << Max
  - Long (and growing) list of tools for anomaly/ fraud detection

Patterns  anomalies

Roadmap



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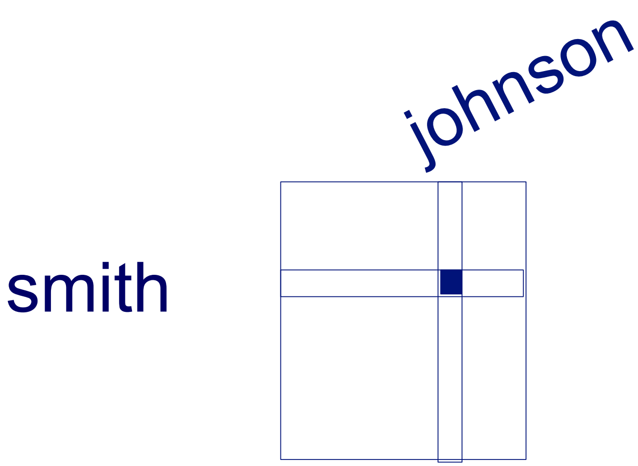
- Part#2: time-evolving graphs; tensors
  - P2.1: time-evolving graphs
  - P2.2: with side information ('coupled' M.T.F.)
  - (Speed)
- Conclusions

Part 2: Time evolving graphs; tensors

Graphs over time -> tensors!

- Problem #2.1:
  - Given who calls whom, and when
  - Find patterns / anomalies



Graphs over time -> tensors!

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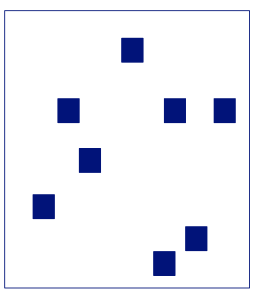

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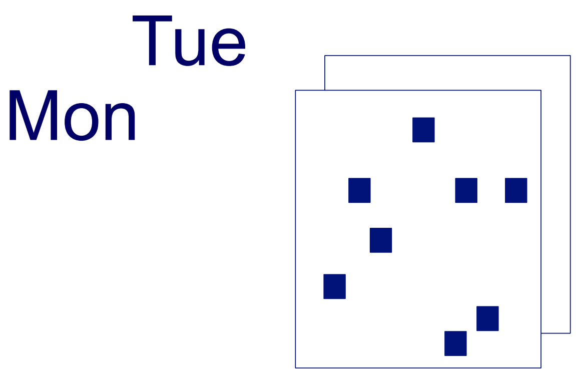

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Graphs over time -> tensors!

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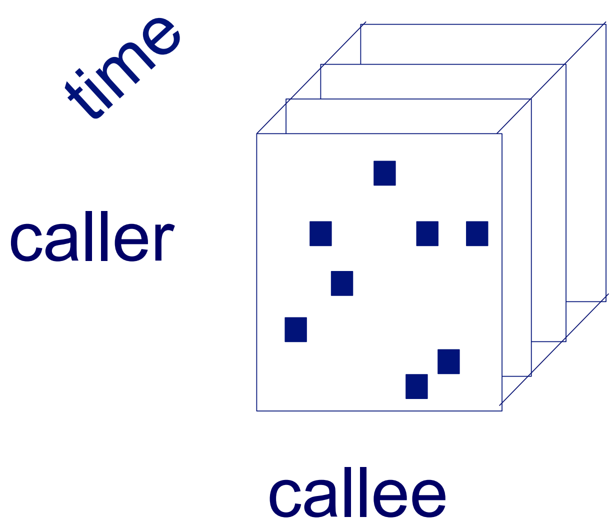
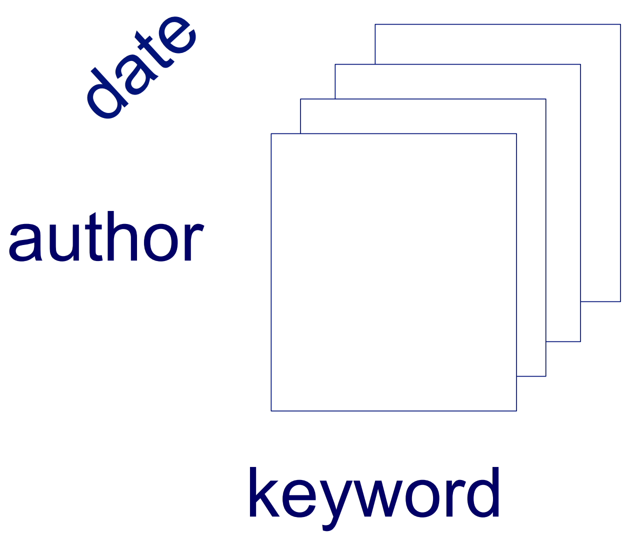


Graphs over time -> tensors!

- Problem #2.1':
  - Given author-keyword-date
  - Find patterns / anomalies



MANY more settings, with >2 'modes'

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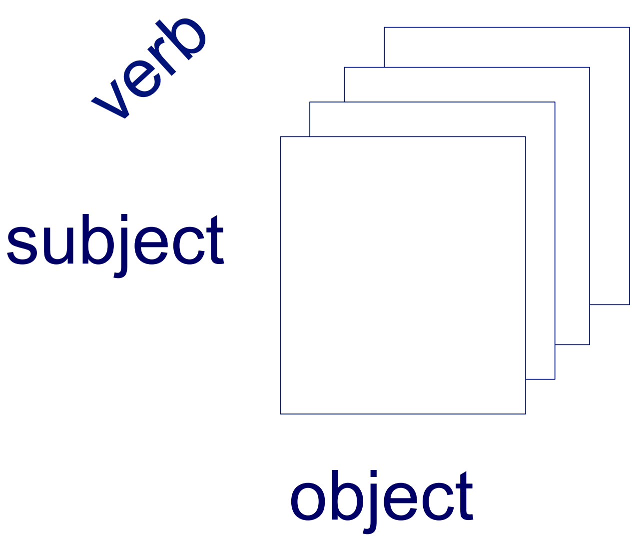
Graphs over time -> tensors!

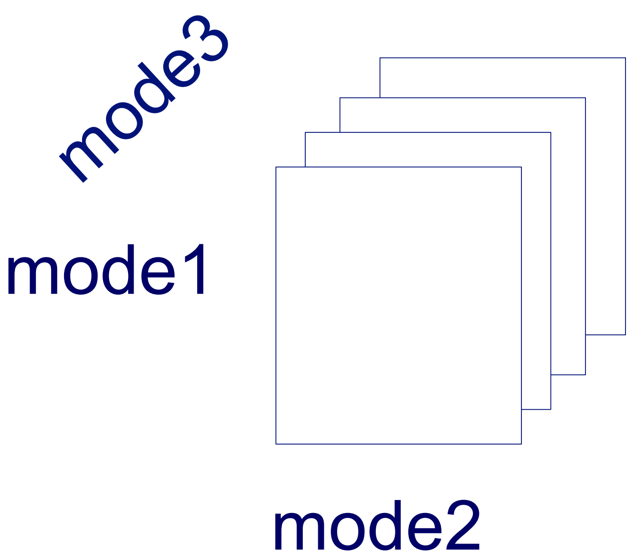
- Problem #2.1'':
  - Given subject – verb – object facts
  - Find patterns / anomalies



MANY more settings, with >2 'modes'

Graphs over time -> tensors!

- Problem #2.1''':
  - Given <triplets>
  - Find patterns / anomalies



MANY more settings, with >2 'modes' (and 4, 5, etc modes)

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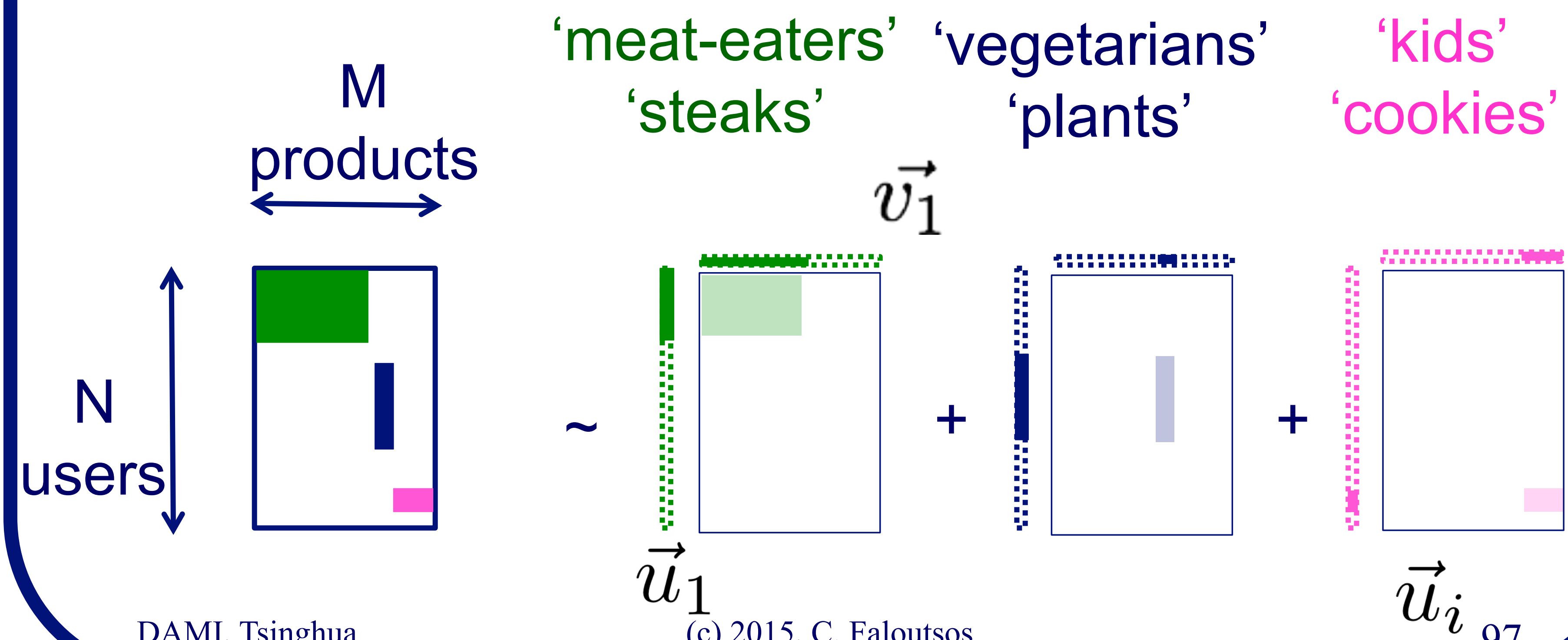
Answer to both: tensor factorization

- Recall: (SVD) matrix factorization: finds blocks



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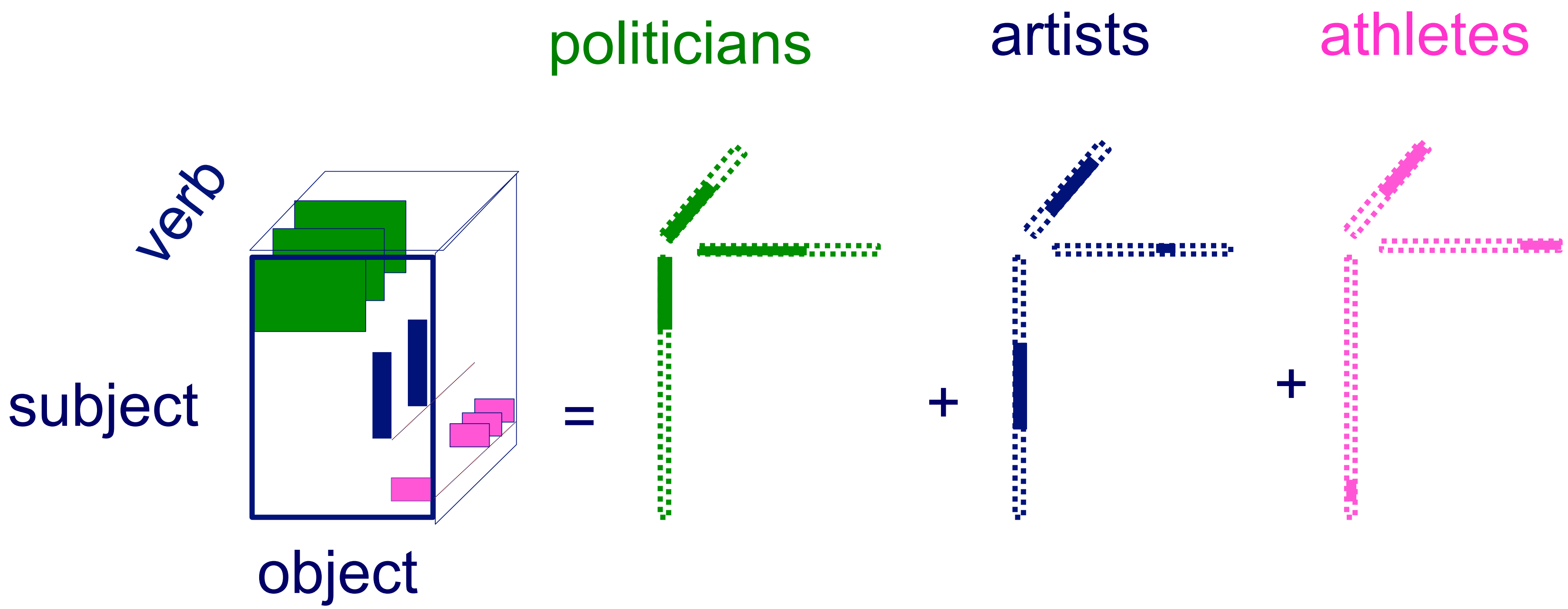
Answer to both: tensor factorization

- PARAFAC decomposition



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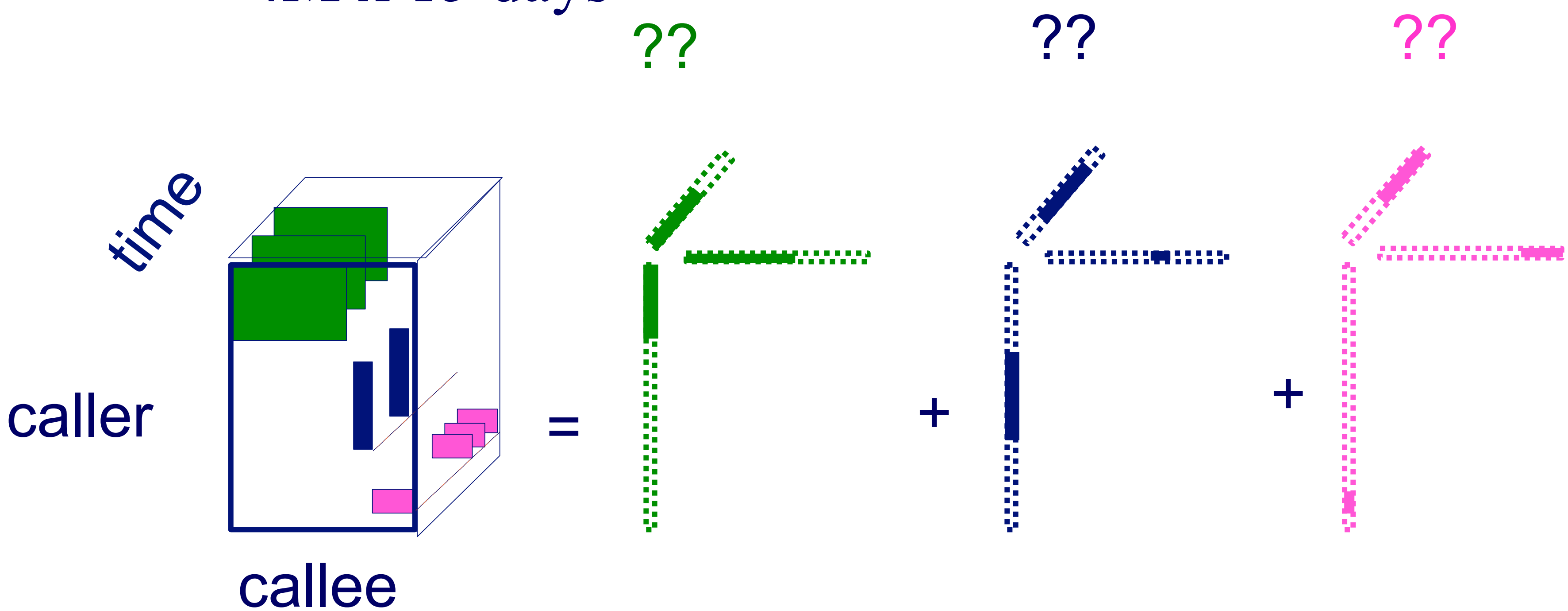
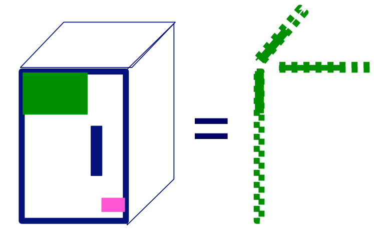
Answer: tensor factorization

- PARAFAC decomposition
- Results for who-calls-whom-when
  - 4M x 15 days

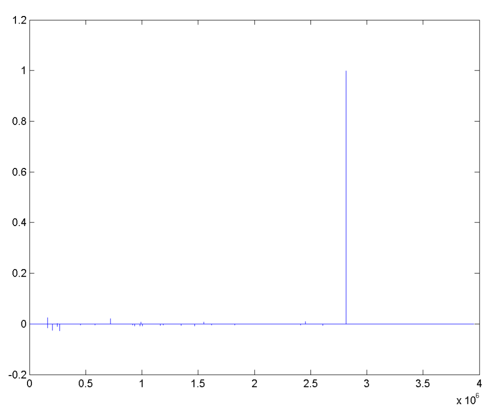


Anomaly detection in time-evolving graphs

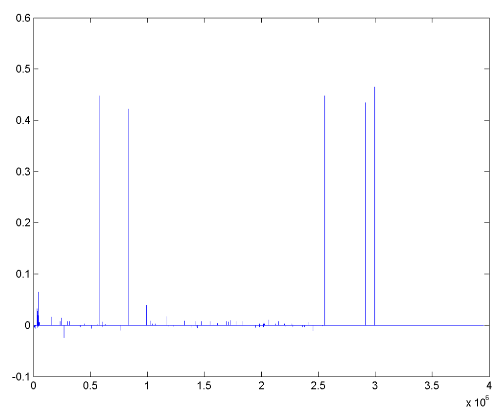


- Anomalous communities in phone call data:
  - European country, 4M clients, data over 2 weeks

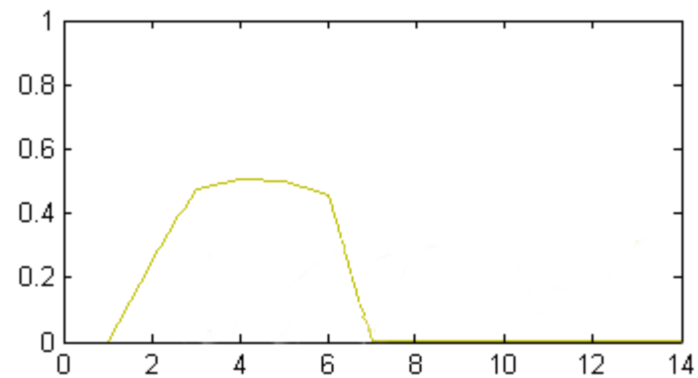
1 caller



5 receivers

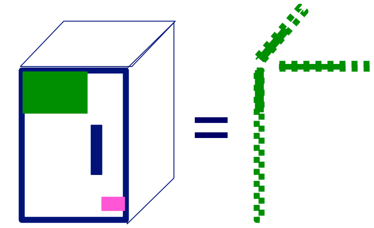


4 days of activity



~200 calls to EACH receiver on EACH day!

Anomaly detection in time-evolving graphs



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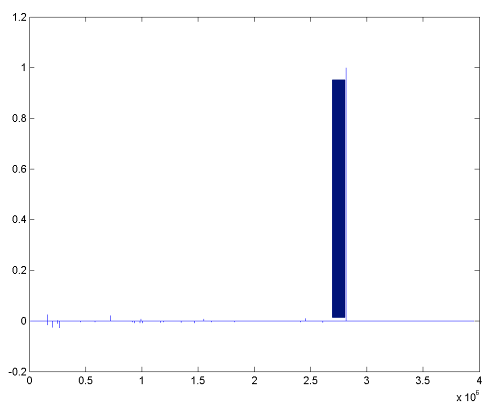
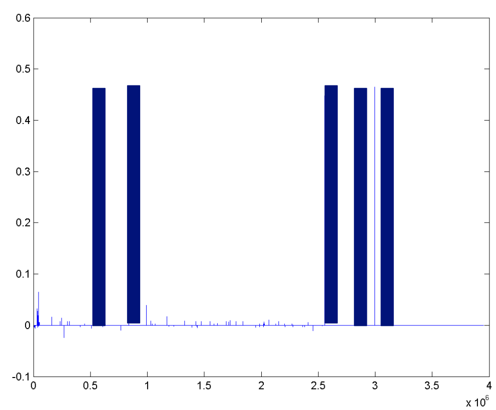
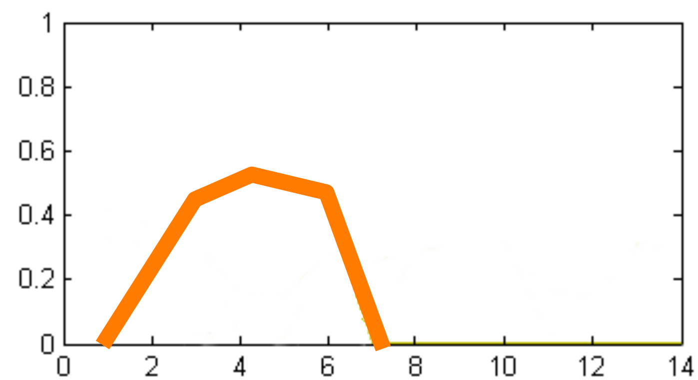


5 receivers



4 days of activity



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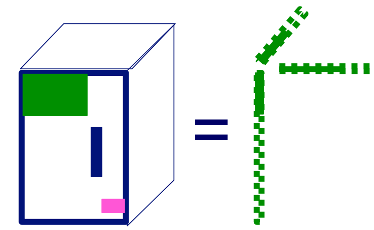
Anomaly detection in time-evolving graphs



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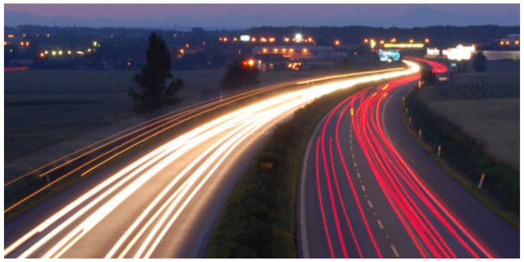
Miguel Araujo, Spiros Papadimitriou, Stephan Günnemann, Christos Faloutsos, Prithwish Basu, Ananthram Swami, Evangelos Papalexakis, Danai Koutra. *Com2: Fast Automatic Discovery of Temporal (Comet) Communities*. PAKDD 2014, Tainan, Taiwan.

Roadmap



- Introduction – Motivation
- Part#1: Patterns in graphs
- Part#2: time-evolving graphs; tensors
  - P2.1: Discoveries @ phonecall network
  - P2.2: Discoveries in neuro-semantics
  - (Speed)
- Conclusions

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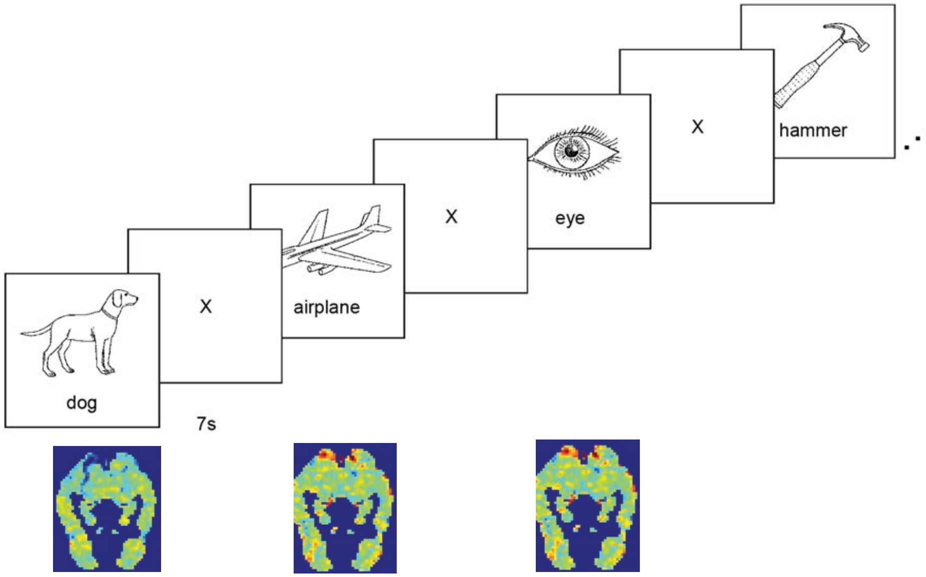
Neuro-semantics

- **Brain Scan Data***
  - 9 persons
  - 60 nouns
- **Questions**
  - 218 questions
  - 'is it alive?', 'can you eat it?'



*Mitchell et al. *Predicting human brain activity associated with the meanings of nouns*. Science,2008. Data@ www.cs.cmu.edu/afs/cs/project/theo-73/www/science2008/data.html

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Neuro-semantics

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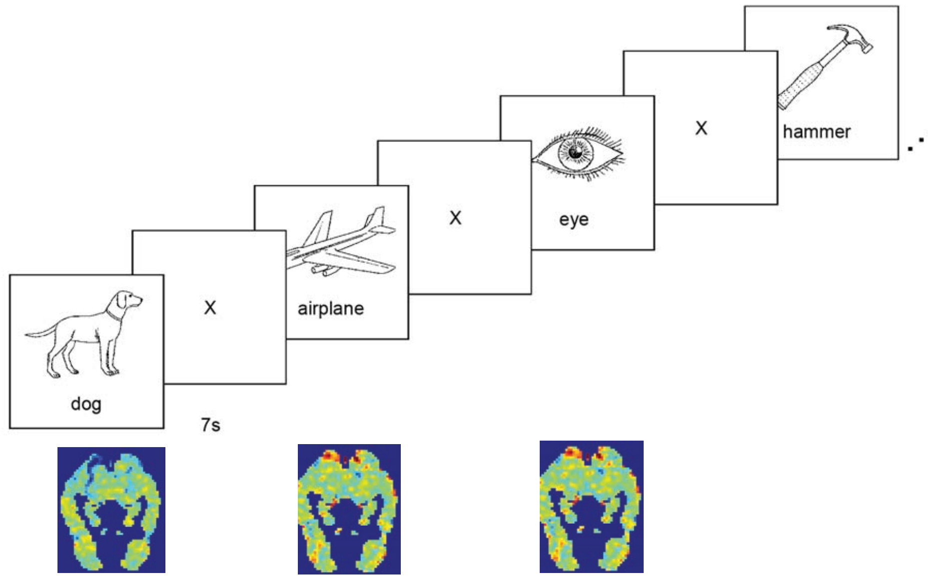

Patterns?

Neuro-semantics

- **Brain Scan Data***
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  - 60 nouns
- **Questions**
  - 218 questions
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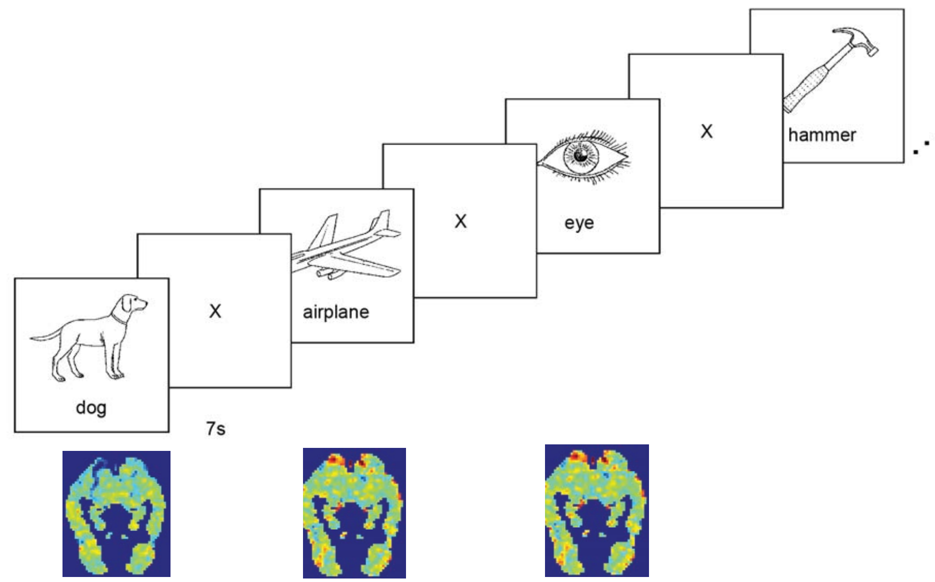
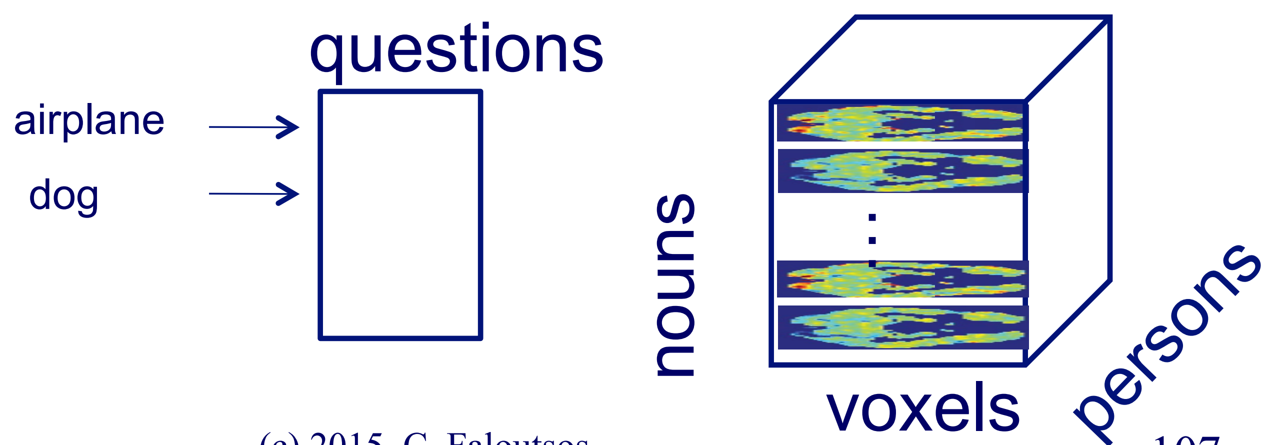


Patterns?



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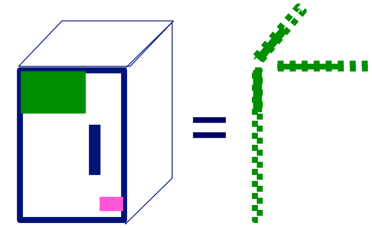
Neuro-semantics



Nouns

beetle
pants
bee

Questions

can it cause you pain?
do you see it daily?
is it conscious?

Nouns

bear
cow
coat

Questions

does it grow?
is it alive?
was it ever alive?

Nouns

glass
tomato
bell

Questions

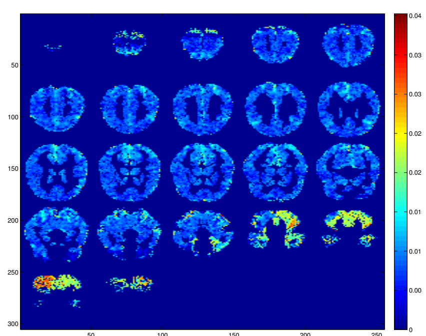
can you pick it up?
can you hold it in one hand?
is it smaller than a golfball?

Nouns

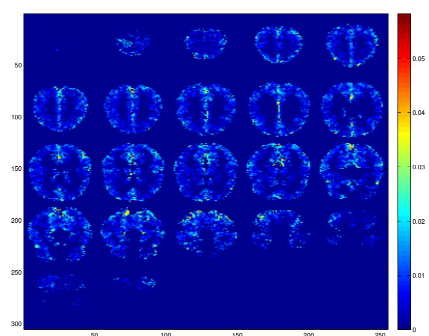
bed
house
car

Questions

does it use electricity?
can you sit on it?
does it cast a shadow?



Group1



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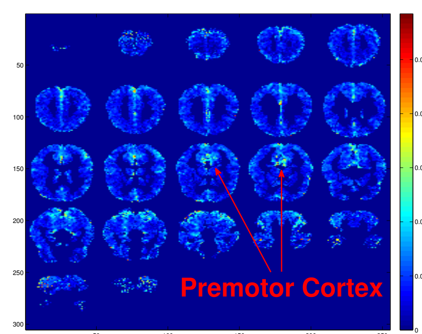
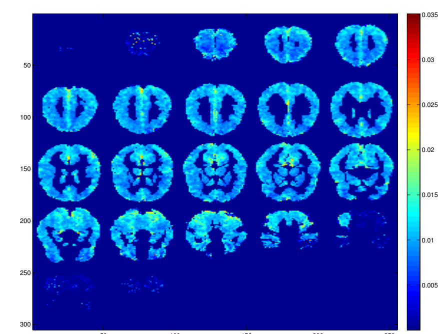
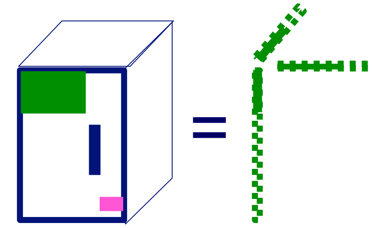


Group 3



Group 4

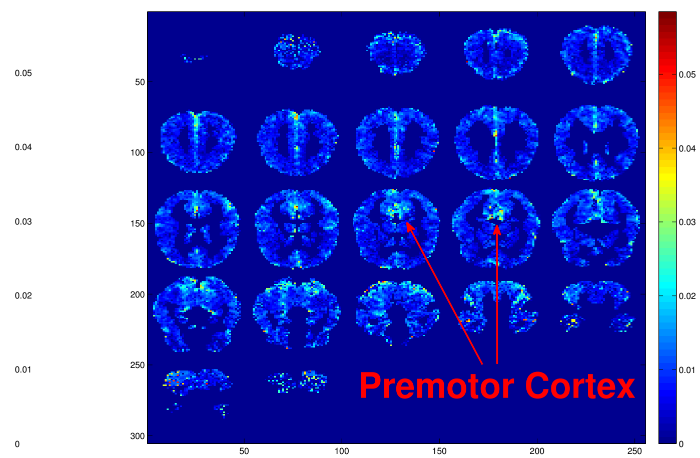
Neuro-semantics



Small items -> Premotor cortex

Nouns
glass
tomato
bell

Questions
can you pick it up?
can you hold it in one hand?
is it smaller than a golfball?'



Group 3

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Neuro-semantics

Small items -> Premotor cortex

Nouns
glass
tomato
bell

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can you pick it up?
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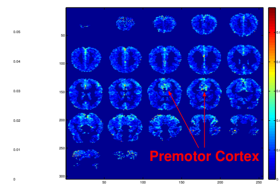
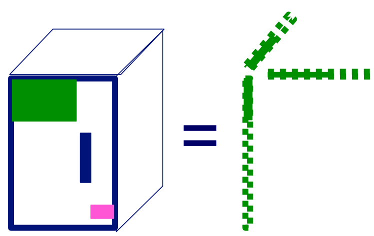


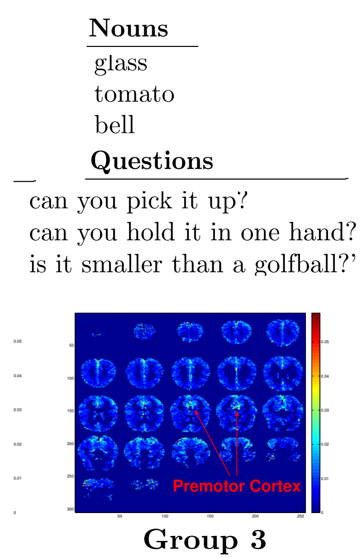
Group 3

Evangelos Papalexakis, Tom Mitchell, Nicholas Sidiropoulos, Christos Faloutsos, Partha Pratim Talukdar, Brian Murphy, *Turbo-SMT: Accelerating Coupled Sparse Matrix-Tensor Factorizations by 200x*, SDM 2014

Part 2: Conclusions

- Time-evolving / heterogeneous graphs -> tensors
- PARAFAC finds patterns
- (GigaTensor/HaTen2 -> fast & scalable)





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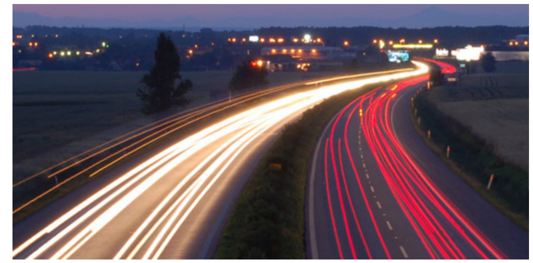
Roadmap



- Introduction – Motivation
  - Why study (big) graphs?
- Part#1: Patterns in graphs
- Part#2: time-evolving graphs; tensors
- Acknowledgements and Conclusions

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Thanks

Disclaimer: All opinions are mine; not necessarily reflecting the opinions of the funding agencies

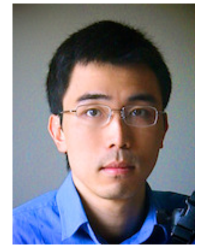
Thanks to: NSF IIS-1247489, IIS-0705359, IIS-0534205, CTA-INARC; Yahoo (M45), LLNL, IBM, SPRINT, Google, INTEL, HP, iLab

Cast

Akoglu, Leman

Araujo, Miguel

Beutel, Alex



Chau, Polo

Hooi, Bryan

Kang, U

Koutra, Danai

Papalexakis, Vagelis

Shah, Neil

Song, Hyun Ah

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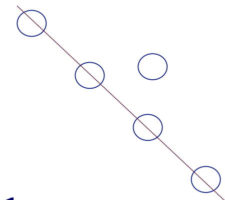
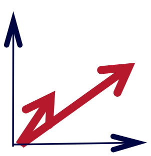
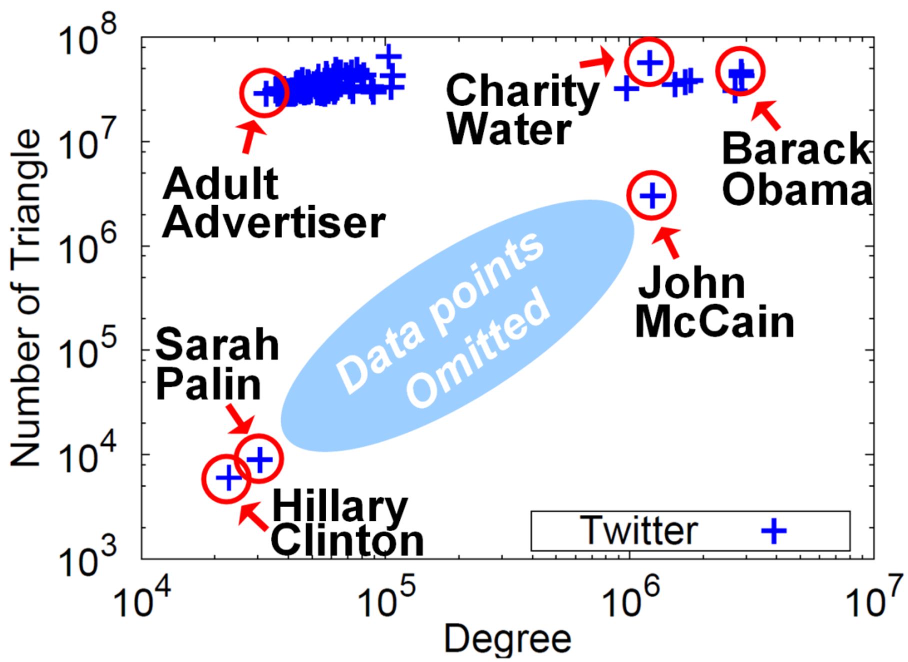
CONCLUSION#1 – Big data

- **Patterns**  **Anomalies**



- **Large** datasets reveal patterns/outliers that are invisible otherwise



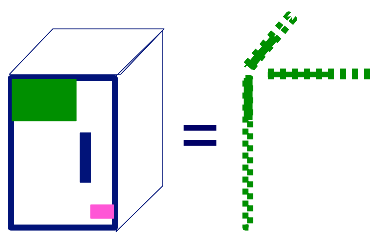


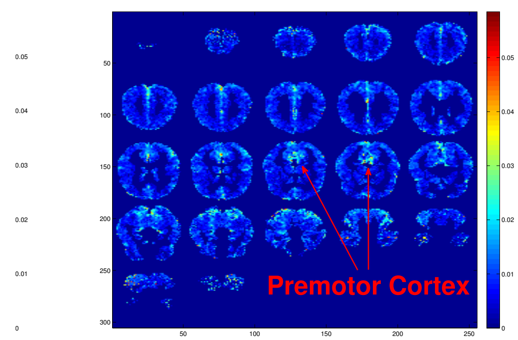
CONCLUSION#2 – tensors

- powerful tool

Nouns
glass
tomato
bell

Questions
can you pick it up?
can you hold it in one hand?
is it smaller than a golfball?'

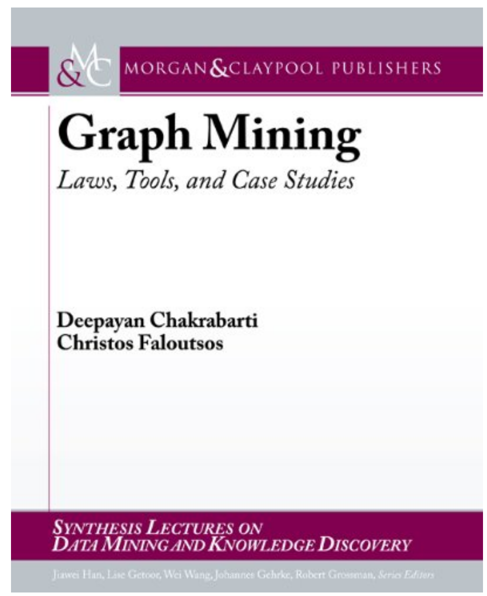




Group 3

References

- D. Chakrabarti, C. Faloutsos: *Graph Mining – Laws, Tools and Case Studies*, Morgan Claypool 2012
- http://www.morganclaypool.com/doi/abs/10.2200/S00449ED1V01Y201209DMK006



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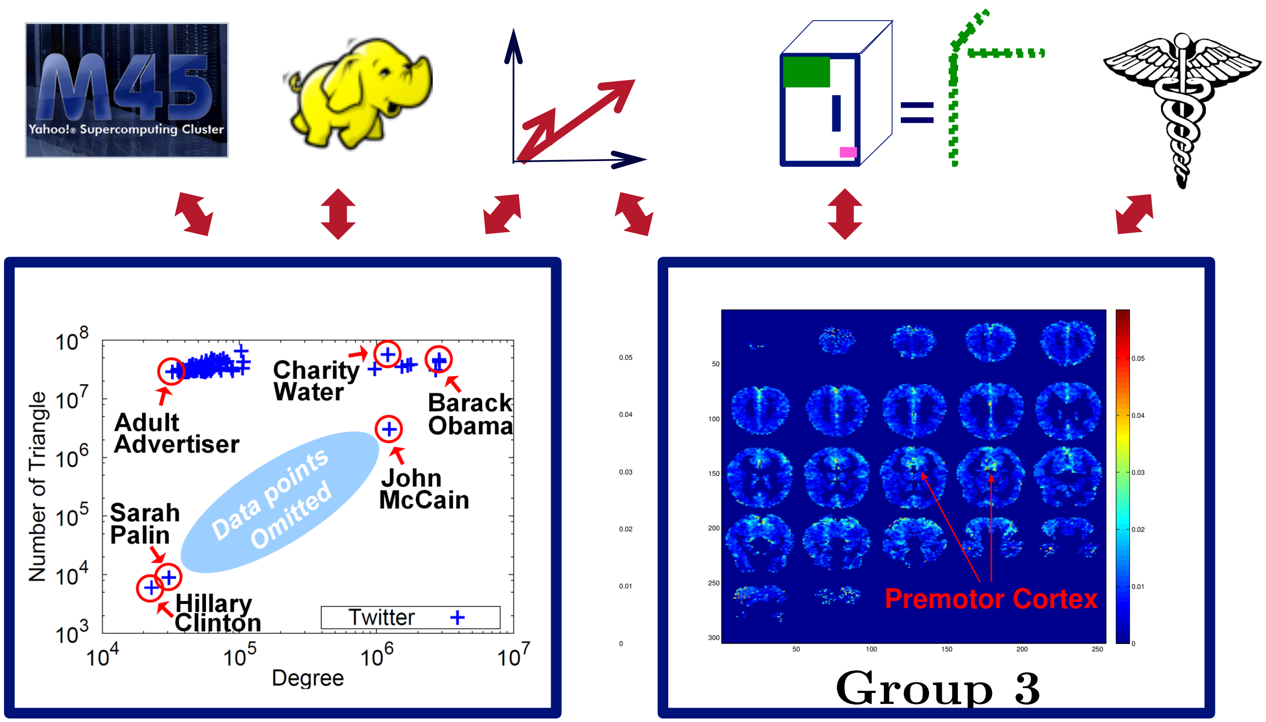
Cross-disciplinarity



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Thank you!

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