1: Introduction

Instructor: Yizhou Sun
yzsun@cs.ucla.edu
(Instructor for Today’s class: Ting Chen)

April 9, 2017
Course Information

• Course homepage: http://web.cs.ucla.edu/~yzsun/classes/2017Spring_CS249/index.html
  • Class Schedule
  • Slides
  • Announcement
  • Assignments
  • …
• Prerequisites

• You are expected to have background knowledge in data structures, algorithms, basic linear algebra, and basic statistics.

• You will also need to be familiar with at least one programming language, and have programming experiences.
Meeting Time and Location

- When
  - M&W, 2-4pm
- Where
  - 5436 Boelter Hall
Instructor and TA Information

• Instructor: Yizhou Sun
  • Homepage: [http://web.cs.ucla.edu/~yzsun/](http://web.cs.ucla.edu/~yzsun/)
  • Email: yzsun@cs.ucla.edu
  • Office: 3531E
  • Office hour: W&M 4-5pm

• TA: Jae LEE
  • Email: jlee734@ucla.edu
  • Office hours: TBD
Grading

• Homework: 30%
• Midterm exam: 30%
• Course project: 35%
• Participation: 5%
Grading: Homework

• Homework: 30%
  • 3 assignments are expected
  • Deadline: 11:59pm of the indicated due date via ccle system
    • Late submission policy: get original score* \(1(t \leq 24)e^{-\frac{\ln(2)}{12}t}\) if you are t hours late.

• No copying or sharing of homework!
  • But you can discuss general challenges and ideas with others
  • Suspicious cases will be reported to The Office of the Dean of Students
Grading: Midterm Exam

• Midterm exam: 30%
  • Closed book exam, but you can take a “reference sheet” of A4 size
Grading: Course Project

• Course project: 35%
  • Group project (3-4 people for one group)
  • Goal: Solve an open data mining problem
  • You are expected to present your project to the class, and submit a project report and your code at the end of the quarter
Grading: Participation

- Participation (5%)
  - In-class participation
  - Quizzes
  - Online participation (piazza)
    - piazza.com/ucla/spring2017/comsci249/home
Textbook

- Recommended: Jiawei Han, Micheline Kamber, and Jian Pei. *Data Mining: Concepts and Techniques*, 3rd edition, Morgan Kaufmann, 2011
- References
  - "Data Mining: The Textbook" by Charu Aggarwal (http://www.charuaggarwal.net/Data-Mining.htm)
  - "Data Mining" by Pang-Ning Tan, Michael Steinbach, and Vipin Kumar (http://www-users.cs.umn.edu/~kumar/dmbook/index.php)
  - "Machine Learning" by Tom Mitchell (http://www.cs.cmu.edu/~tom/mlbook.html)
  - "Introduction to Machine Learning" by Ethem Alpaydın (http://www.cmpe.boun.edu.tr/~ethem/i2ml/)
  - "The Elements of Statistical Learning: Data Mining, Inference, and Prediction" by Trevor Hastie, Robert Tibshirani, and Jerome Friedman (http://www-stat.stanford.edu/~tibs/ElemStatLearn/)
  - "Pattern Recognition and Machine Learning" by Christopher M. Bishop (http://research.microsoft.com/en-us/um/people/cmbishop/prml/)
Goals of the Course

- Know what data mining is and learn the basic algorithms
- Know how to apply algorithms to real-world applications
- Provide a starting course for research in data mining
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- Why Data Mining?
- What Is Data Mining?
- A Multi-Dimensional View of Data Mining
  - What Kinds of Data Can Be Mined?
  - What Kinds of Patterns Can Be Mined?
  - What Kinds of Technologies Are Used?
  - What Kinds of Applications Are Targeted?
- Content covered by this course
Why Data Mining?

• The Explosive Growth of Data: from terabytes to petabytes
  • Data collection and data availability
    • Automated data collection tools, database systems, Web, computerized society
  • Major sources of abundant data
    • Business: Web, e-commerce, transactions, stocks, …
    • Science: Remote sensing, bioinformatics, scientific simulation, …
    • Society and everyone: news, digital cameras, YouTube
  • We are drowning in data, but starving for knowledge!
  • “Necessity is the mother of invention”—Data mining—Automated analysis of massive data sets
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What Is Data Mining?

• Data mining (knowledge discovery from data)
  - Extraction of interesting (non-trivial, implicit, previously unknown and potentially useful) patterns or knowledge from huge amount of data

• Alternative names
  - Knowledge discovery (mining) in databases (KDD), knowledge extraction, data/pattern analysis, data archeology, data dredging, information harvesting, business intelligence, etc.
Knowledge Discovery (KDD) Process

- This is a view from typical database systems and data warehousing communities
- Data mining plays an essential role in the knowledge discovery process
Data Mining in Business Intelligence

Increasing potential to support business decisions

Decision Making

Data Presentation
- Visualization Techniques

Data Mining
- Information Discovery

Data Exploration
- Statistical Summary, Querying, and Reporting

Data Preprocessing/Integration, Data Warehouses

Data Sources
- Paper, Files, Web documents, Scientific experiments, Database Systems
KDD Process: A Typical View from ML and Statistics

- This is a view from typical machine learning and statistics communities
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Multi-Dimensional View of Data Mining

- **Data to be mined**
  - Database data (extended-relational, object-oriented, heterogeneous, legacy), data warehouse, transactional data, stream, spatiotemporal, time-series, sequence, text and web, multi-media, graphs & social and information networks

- **Knowledge to be mined (or: Data mining functions)**
  - Characterization, discrimination, association, classification, clustering, trend/deviation, outlier analysis, etc.
  - Descriptive vs. predictive data mining
  - Multiple/integrated functions and mining at multiple levels

- **Techniques utilized**
  - Data-intensive, data warehouse (OLAP), machine learning, statistics, pattern recognition, visualization, high-performance, etc.

- **Applications adapted**
  - Retail, telecommunication, banking, fraud analysis, bio-data mining, stock market analysis, text mining, Web mining, etc.
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## Matrix Data

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<tr>
<td>2</td>
<td>Beer, Bread</td>
</tr>
<tr>
<td>3</td>
<td>Beer, Coke, Diaper, Milk</td>
</tr>
<tr>
<td>4</td>
<td>Beer, Bread, Diaper, Milk</td>
</tr>
<tr>
<td>5</td>
<td>Coke, Diaper, Milk</td>
</tr>
</tbody>
</table>
• “Text mining, also referred to as text data mining, roughly equivalent to text analytics, refers to the process of deriving high-quality information from text. High-quality information is typically derived through the devising of patterns and trends through means such as statistical pattern learning. Text mining usually involves the process of structuring the input text (usually parsing, along with the addition of some derived linguistic features and the removal of others, and subsequent insertion into a database), deriving patterns within the structured data, and finally evaluation and interpretation of the output. 'High quality' in text mining usually refers to some combination of relevance, novelty, and interestingness. Typical text mining tasks include text categorization, text clustering, concept/entity extraction, production of granular taxonomies, sentiment analysis, document summarization, and entity relation modeling (i.e., learning relations between named entities).” –from wiki
Text Data – Topic Modeling

Topics

- gene: 0.04
- dna: 0.02
- genetic: 0.01

- life: 0.02
- evolve: 0.01
- organism: 0.01

- brain: 0.04
- neuron: 0.02
- nerve: 0.01

- data: 0.02
- number: 0.02
- computer: 0.01

Documents

Seeking Life’s Bare (Genetic) Necessities

COLD SPRING HARBOR, NEW YORK—How many genes does an organism need to survive? Last week at the genome meeting here, two genome researchers with radically different approaches presented complementary views of the basic genes needed for life. One research team, using computer analyses to compare known genomes, concluded that today’s organisms can be sustained with just 250 genes, and that the earliest life forms required a mere 128 genes. The other researcher mapped genes in a simple parasite and estimated that for this organism, 800 genes are plenty to do the job—but that anything short of 100 wouldn’t be enough.

Although the numbers don’t match precisely, those predictions are not all that far apart, especially in comparison to the 75,000 genes in the human genome, notes Sir Andrew, professor of molecular biology at the University in Scotland, who arrived at the 800 number. But coming up with a consensus answer may be more than just a numbers game. “It may be a way of organizing any newly sequenced genome,” explains Arcady Mushegain, a computational molecular biologist at the National Center for Biotechnology Information (NCBI), in Bethesda, Maryland. Comparing an

Topic proportions and assignments


Stripping down. Computer analysis yields an estimate of the minimum modern and ancient genomes.
Text Data – Word Embedding

king - man + woman = queen
### Sequence Data

#### Syntenic Assemblies for CG15386

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<td>CTGCAAGGAGGCGTCCACCAACCAGTGCCCCAAATCTACAGGTCAGCGCCGAAGAATAG</td>
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</table>
Sequence Data – Seq2Seq
Time Series

Weekly U.S. Retail Gasoline Prices, Regular Grade
Graph / Network
Graph / Network – Community Detection
Image Data
Image Data – Neural Style Transfer
Image Data – Image Captioning

"man in black shirt is playing guitar."

"construction worker in orange safety vest is working on road."

"two young girls are playing with lego toy."

"girl in pink dress is jumping in air."

"black and white dog jumps over bar."

"young girl in pink shirt is swinging on swing."
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  • What Kinds of Data Can Be Mined?
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• Content covered by this course
Data Mining Function: Association and Correlation Analysis

• Frequent patterns (or frequent itemsets)
  • What items are frequently purchased together in your Walmart?
• Association, correlation vs. causality
• A typical association rule
  • Diaper → Beer [0.5%, 75%] (support, confidence)
Data Mining Function: Classification

- Classification and label prediction
  - Construct models (functions) based on some training examples
  - Describe and distinguish classes or concepts for future prediction
    - E.g., classify countries based on (climate), or classify cars based on (gas mileage)
  - Predict some unknown class labels
- Typical methods
  - Decision trees, naïve Bayesian classification, support vector machines, neural networks, rule-based classification, pattern-based classification, logistic regression, …
- Typical applications:
  - Credit card fraud detection, direct marketing, classifying stars, diseases, web-pages, …
Image Classification Example
Data Mining Function: Cluster Analysis

- Unsupervised learning (i.e., Class label is unknown)
- Group data to form new categories (i.e., clusters), e.g., cluster houses to find distribution patterns
- Principle: Maximizing intra-class similarity & minimizing interclass similarity
- Many methods and applications
Clustering Example
Data Mining Functions: Others

- Prediction
- Similarity search
- Ranking
- Outlier detection
- ...

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Data Mining: Confluence of Multiple Disciplines

- Machine Learning
- Pattern Recognition
- Statistics
- Applications
- Visualization
- Algorithm
- Database Technology
- High-Performance Computing
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Applications of Data Mining

• Web page analysis: from web page classification, clustering to PageRank & HITS algorithms
• Collaborative analysis & recommender systems
• Basket data analysis to targeted marketing
• Biological and medical data analysis: classification, cluster analysis (microarray data analysis), biological sequence analysis, biological network analysis
• Data mining and software engineering (e.g., IEEE Computer, Aug. 2009 issue)
• Social media
• Game
Google Flu Trends

- https://www.youtube.com/watch?v=6111nS66Dpk
# NetFlix Prize

- [https://www.youtube.com/watch?v=4_e2sNYYfxA](https://www.youtube.com/watch?v=4_e2sNYYfxA)

## Leaderboard

Showing Test Score. [Click here to show quiz score]

Display top leaders.

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<th>Team Name</th>
<th>Best Test Score</th>
<th>% Improvement</th>
<th>Best Submit Time</th>
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Facebook MyPersonality App

• https://www.youtube.com/watch?v=GOZArvMMHKs

Private traits and attributes are predictable from digital records of human behavior

Michal Kosinski\textsuperscript{a,1}, David Stillwell\textsuperscript{b}, and Thore Graepel\textsuperscript{b}

\textsuperscript{a}Free School Lane, The Psychometrics Centre, University of Cambridge, Cambridge CB2 3RQ United Kingdom; and \textsuperscript{b}Microsoft Research, Cambridge CB1 2FB, United Kingdom

Edited by Kenneth Wachter, University of California, Berkeley, CA, and approved February 12, 2013 (received for review October 29, 2012)

We show that easily accessible digital records of behavior, Facebook Likes, can be used to automatically and accurately predict a range of highly sensitive personal attributes including: sexual orientation, ethnicity, religious and political views, personality traits, intelligence, happiness, use of addictive substances, parental separation, age, and gender. The analysis presented is based on a dataset of over 58,000 volunteers who provided their Facebook Likes, detailed demographic profiles, and the results of several psychometric tests. The proposed model uses dimensionality reduction for preprocessing the Likes data, which are then entered into logistic/linear regression to predict individual psychodemographic profiles from Likes. The model correctly discriminates between homosexual and heterosexual men in 88% of cases, African Americans and Caucasian Americans in 95% of cases, and between Democrat and Republican in 85% of cases. For the personality trait “Openness,” prediction accuracy is close to the test–retest accuracy of a standard personality test. We give examples of associations between attributes and Likes and discuss implications for online personalization browsing logs (11–15). Similarly, it has been shown that personality can be predicted based on the contents of personal Web sites (16), music collections (17), properties of Facebook or Twitter profiles such as the number of friends or the density of friendship networks (18–21), or language used by their users (22). Furthermore, location within a friendship network at Facebook was shown to be predictive of sexual orientation (23).

This study demonstrates the degree to which relatively basic digital records of human behavior can be used to automatically and accurately estimate a wide range of personal attributes that people would typically assume to be private. The study is based on Facebook Likes, a mechanism used by Facebook users to express their positive association with (or “Like”) online content, such as photos, friends’ status updates, Facebook pages of products, sports, musicians, books, restaurants, or popular Web sites. Likes represent a very generic class of digital records, similar to Web search queries, Web browsing histories, and credit card purchases. For example, observing users’ Likes related to music
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Course Content

• Basics in data mining
  • Prediction and classification
  • Clustering

• Advanced topics
  • Text Mining
    • Topic models
    • Word embedding
  • Recommender Systems
    • Collaborative filtering, matrix factorization
  • Information network mining
    • PageRank, Spectrum clustering, label propagation, link prediction, network embedding
# Methods to Learn

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<th>Text Data</th>
<th>Recommender System</th>
<th>Graph &amp; Network</th>
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<tbody>
<tr>
<td><strong>Classification</strong></td>
<td>Decision Tree; Naïve Bayes; Logistic Regression; SVM; NN</td>
<td></td>
<td></td>
<td>Label Propagation</td>
</tr>
<tr>
<td><strong>Clustering</strong></td>
<td>K-means; hierarchical clustering; DBSCAN; Mixture Models; kernel k-means</td>
<td>PLSA; LDA</td>
<td>Matrix Factorization</td>
<td>SCAN; Spectral Clustering</td>
</tr>
<tr>
<td><strong>Prediction</strong></td>
<td>Linear Regression; GLM</td>
<td></td>
<td>Collaborative Filtering</td>
<td></td>
</tr>
<tr>
<td><strong>Ranking</strong></td>
<td></td>
<td></td>
<td></td>
<td>PageRank</td>
</tr>
<tr>
<td><strong>Feature Representation</strong></td>
<td></td>
<td>Word embedding</td>
<td></td>
<td>Network embedding</td>
</tr>
</tbody>
</table>
Where to Find References? DBLP, CiteSeer, Google

• **Data mining and KDD (SIGKDD: CDROM)**
  - Conferences: ACM-SIGKDD, IEEE-ICDM, SIAM-DM, PKDD, PAKDD, etc.
  - Journal: Data Mining and Knowledge Discovery, KDD Explorations, ACM TKDD

• **Database systems (SIGMOD: ACM SIGMOD Anthology—CD ROM)**
  - Conferences: ACM-SIGMOD, ACM-PODS, VLDB, IEEE-ICDE, EDBT, ICDT, DASFAA

• **AI & Machine Learning**
  - Conferences: Machine learning (ML), AAAI, IJCAI, COLT (Learning Theory), CVPR, NIPS, etc.
  - Journals: Machine Learning, Artificial Intelligence, Knowledge and Information Systems, IEEE-PAMI, etc.

• **Web and IR**
  - Conferences: SIGIR, WWW, CIKM, etc.
  - Journals: WWW: Internet and Web Information Systems,

• **Statistics**
  - Conferences: Joint Stat. Meeting, etc.
  - Journals: Annals of statistics, etc.

• **Visualization**
  - Conference proceedings: CHI, ACM-SIGGraph, etc.
  - Journals: IEEE Trans. visualization and computer graphics, etc.
Recommended Reference Books

- J. Han, M. Kamber, and J. Pei, *Data Mining: Concepts and Techniques*. Morgan Kaufmann, 3rd ed., 2011
- Y. Sun and J. Han, *Mining Heterogeneous Information Networks*, Morgan & Claypool, 2012
- P.-N. Tan, M. Steinbach and V. Kumar, *Introduction to Data Mining*, Wiley, 2005