

COMP9312

Data Analytics for Graphs

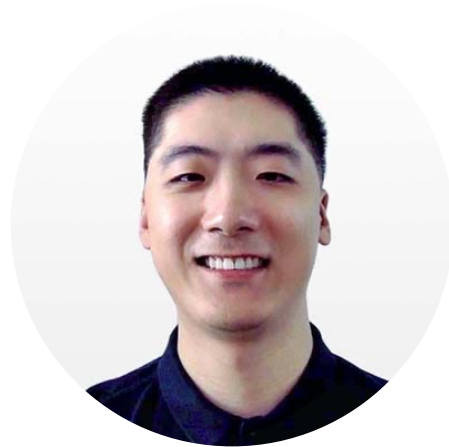
Dong Wen

2023 Term 2



UNSW
SYDNEY

Teaching Team



Dr. Dong Wen (LiC)

cse.unsw.edu.au/~dwen/

Tutors are research students from [DKR](#) group in CSE:

- **Yiheng Hu (Admin)**: Graph Neural Networks
- **Simon Sima**: Graph Neural Networks
- **Kaiyu Chen**: Streaming Graph Processing

Course Info

Lectures:

4 PM – 6 PM (Monday)

week 1 – 2, 4 – 5, 7 – 10

4 PM – 6 PM (Tuesday)

week 1 – 5, 7-10

Tutorials: detailed tutorial notes will be provided on WebCMS3.

Week 2-5, 7-10.

Consultation: ~~after lectures.~~

No tutorial in Week 1.

Course Info (cont)

LiC Email: dong.wen@unsw.edu.au

Admin: yiheng.hu@unsw.edu.au

For normal questions, we recommend you use the Q&A forums. You are also welcome to contact us via email if something is urgent.

Welcome to book private help sessions.

EdForum: <https://edstem.org/au/courses/11987/discussion/>

See FAQ on Webcms for the registration link of EdForum.

Webcms3: <https://webcms3.cse.unsw.edu.au/COMP9312/23T2/>

Moodle: <https://moodle.telt.unsw.edu.au/course/view.php?id=76004>

Course Info (cont)

Read the Webcms course outline.

Read all previous Webcms notice after you enroll the course.

Teaching/Learning

What we do to support your learning:

- Lectures
- Reference python codes
- Tutorials (starting from Week 2): guides you through the theoretical knowledge and practical skills of the course, solutions will be released after all the tutorials are delivered.
- Private help sessions
- Assignments and projects
- Textbook & papers

Syllabus Overview

Traditional algorithms on Graphs / Graph Database (Week 1 to Week 5)

- Basic concepts of graphs
- Graph traversal – DFS, BFS, connectivity, etc.
- Path and reachability queries
- Subgraph search
- Graph Database

Machine learning methods on Graphs (Weeks 7 to 10)

- Traditional machine learning methods on graphs
- Node Embedding
- Graph neural networks

Your Background

We assume that you ...

- Have background in **data structure and algorithms**
- Have experience with programming languages, i.e., **Python and C/C++**
- Hopefully, have some knowledge of **relational databases**

You might have acquired this background in

COMP1511, COMP1531, COMP2521, COMP3311, COMP9024, COMP9311,

Textbook

Lecture notes are sufficient, but the following materials are good:

Reference Books:

- [Introduction to algorithms](#) by Thomas H. Cormen, et al
- [Cohesive subgraph computation over large sparse graphs: algorithms, data structures, and programming techniques](#) by Lijun Chang and Lu Qin.
- [Graph Representation Learning](#) by William L. Hamilton
- [Networks, Crowds, and Markets: Reasoning About a Highly Connected World](#) by David Easley and Jon Kleinberg
- [Network Science](#) by Albert-László Barabási

Assessment Structure

<i>ass1</i>	= mark for assignment 1 (out of 15)
<i>ass2</i>	= mark for assignment 2 (out of 10)
<i>project</i>	= mark for project (out of 25)
<i>exam</i>	= mark for final exam (out of 50)
<i>final_mark</i>	= $ass1 + ass2 + project + exam$
<i>grade</i>	= HD DN CR PS if $final_mark \geq 50$ = FL if $mark < 50$

Submitting code generated by Github Copilot, ChatGPT, Google Bard and similar tools will be treated as plagiarism.

<https://www.student.unsw.edu.au/notices/2023/02/academic-integrity-reminder-chatgpt>

Assignments

Two assignments are **done individually**.

- Released via Webcms
- Submitted via **Moodle**
- Plagiarism-checked (copying solutions -> 0 mark for the assignment)

Assignments (25%):

- Ass 1: Graph Traversal; Reachability/Path Queries; Cohesive Subgraphs (15%) (**week 2-4**)
- Ass 2: Graph Neural Networks (10%) (**week 9-10**)

Project

- Released via Webcms
- **Done individually**
- Submitted via Moodle

Projects (25%)

- Designing an algorithm to process graph problems (**week 5-8**)

Exam and Marks

Exam: 50%

- Graph Algorithms + Graph Neural Network
- Exam is around 3 hours.
- All answers are submitted via Moodle
- If you are ill on the day of the exam, **do not attend** the exam.
- Sample questions will be available in Week 10

Final mark = Ass1 + Ass2 + Project + Exam

Pass the course: Final mark ≥ 50

Supplementary Exam Policy

Everyone gets **exactly one chance** to pass the Exam.

If you attempt the Exam

- We assume you are fit/healthy enough to take it.
- No 2nd chance exams, even with a medical certificate.

Special consideration:

- If you are ill on the day of the exam, **do not attend** the exam.
- All special consideration requests must be submitted to UNSW.
- All special consideration requests must document how you were affected.

Beyond the course

Research Degrees: (<https://research.unsw.edu.au/higher-degree-research-programs>)

- PhD (3 – 3.5 years)
- Master of Philosophy (1.5 – 2 years)

Feel free to contact me if you are interested in obtaining a research degree.

Requirement:

GPA > 80 with education from world top 400 universities. GPA > 75 if from world top 100 universities. Local students are particularly welcome to apply.

Data and Knowledge Research Group in CSE:

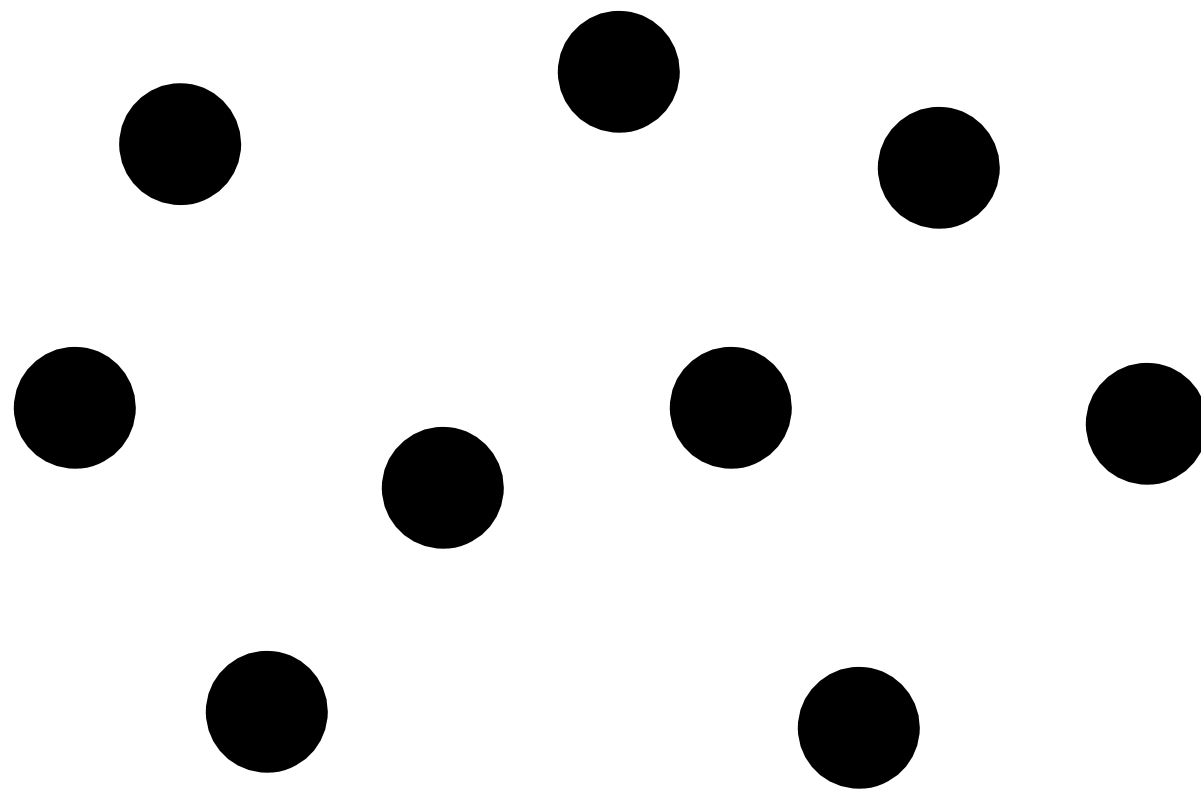
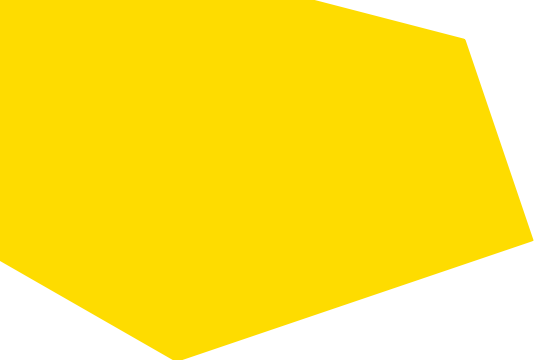
<https://unswdb.github.io/>

Outline

- **Basic Concepts**
 - What are networks/graphs?
 - What will we learn?
- **Characterization of graphs**
 - How to characterize graphs?
- **Data structure to represent a graph**
- **Analysing of graphs**
 - How to analyse graphs data?
- **Applications of graphs**
 - Applications of graphs analysis

Why Graphs?

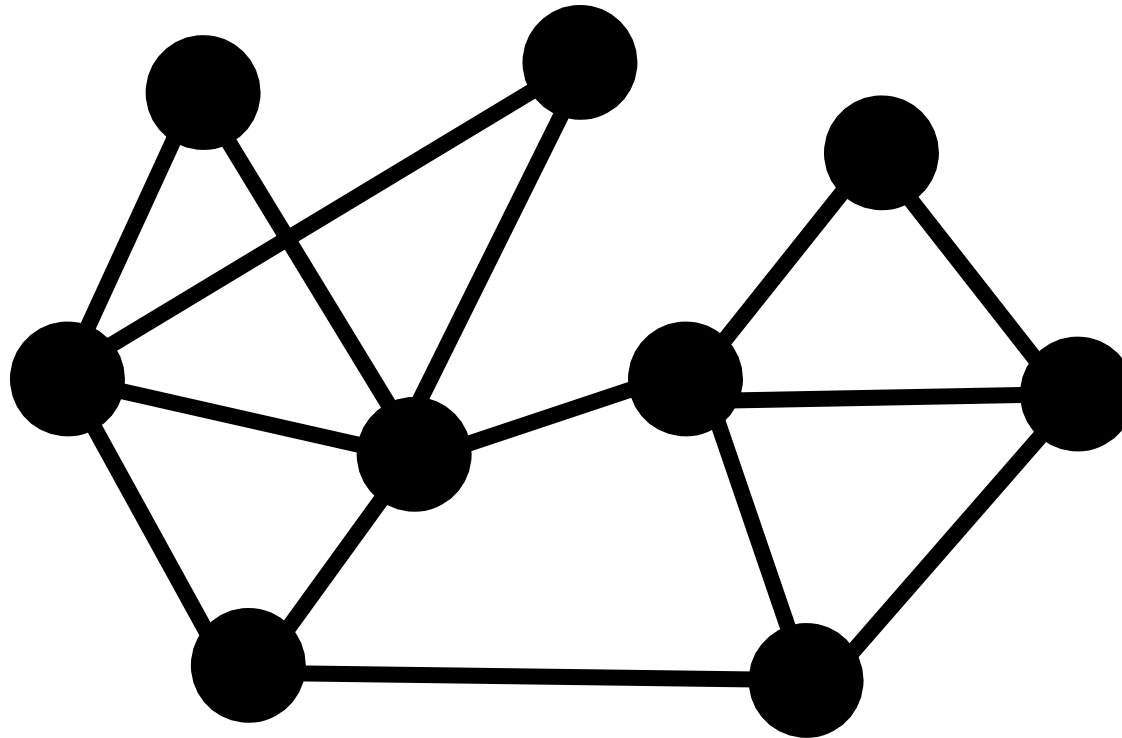
Graph is a general language for describing and analyzing entities with relations/interactions.



users, machines, webpages, road intersections, and any entities...



Network / Graph



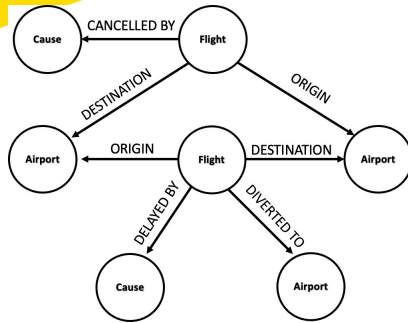
Sometimes the distinction between networks & graphs is blurred

Types of Networks and Graphs

Graphs (also known as Networks):

- **Social networks:**
 - **Society** is a collection of 7+ billion individuals
- **Communication and transactions:**
 - Electronic devices, phone calls, financial transactions
- **Biomedicine:**
 - Interactions between **genes/proteins** regulate life
- **Brain connections:**
 - Our **thoughts** are hidden in the connections between billions of neurons
- ...

Many Types of Data are Graphs (1)



Event Graphs

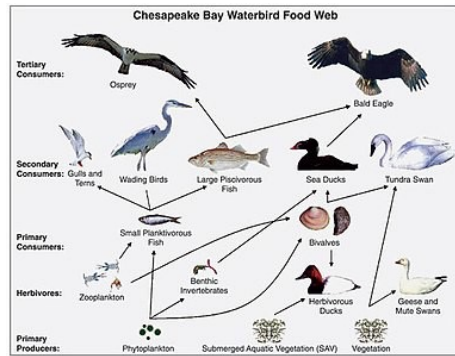


Image credit: [Wikipedia](#)

Food Webs



Image credit: [SalientNetworks](#)

Computer Networks

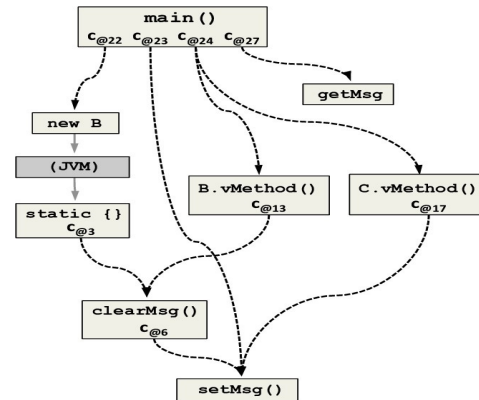
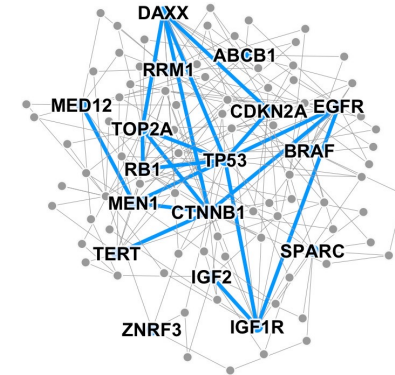


Image credit: [ResearchGate](#)

Code Graphs



Disease Pathways



Image credit: [visitlondon.com](#)

Underground Networks

Many Types of Data are Graphs (2)

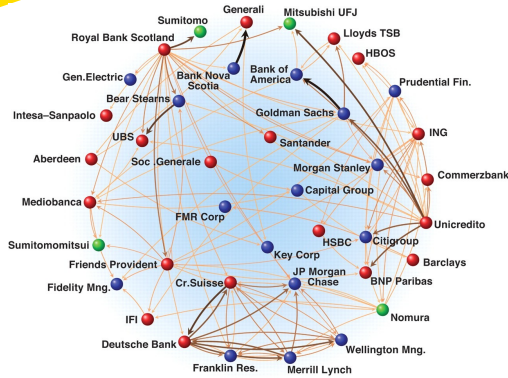
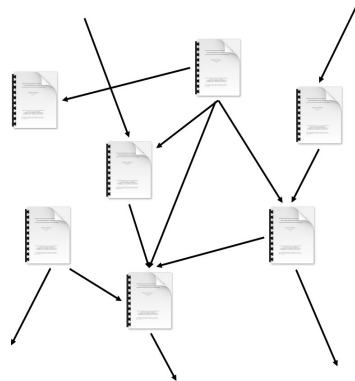


Image credit: [Science](#)

Economic Networks



Citation Networks



Image credit: [Lumen Learning](#)

Communication Networks



Image credit: [Missoula Current News](#)

Internet

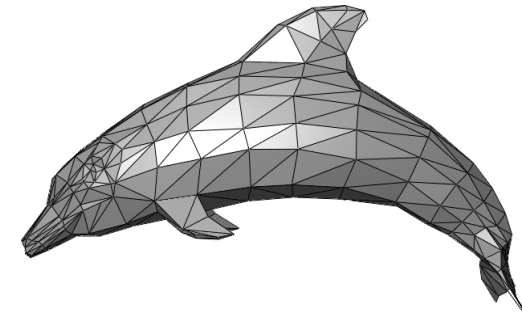


Image credit: [Wikipedia](#)

3D Shapes

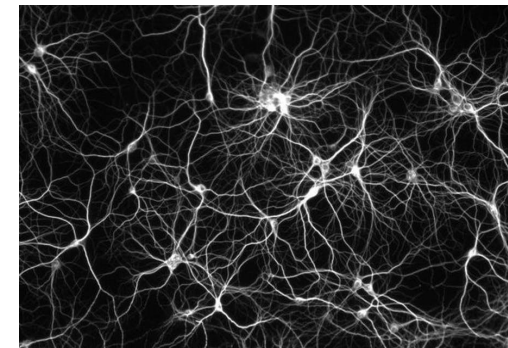


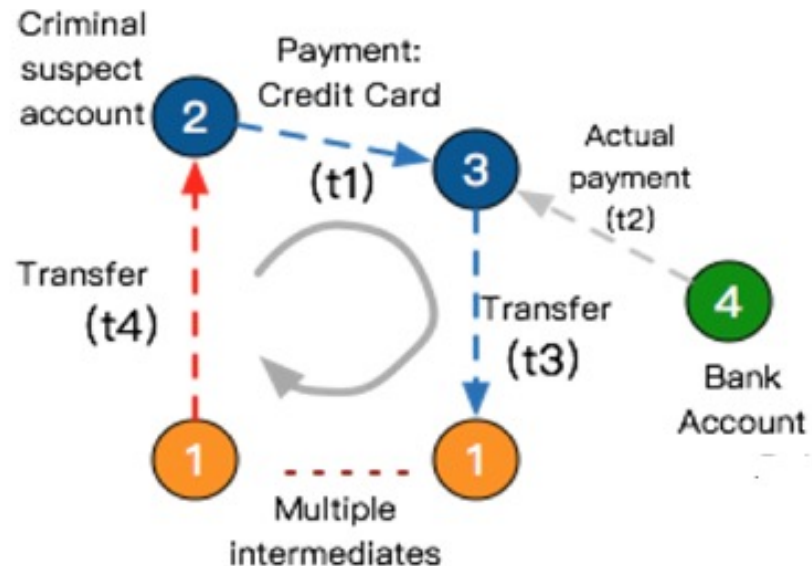
Image credit: [The Conversation](#)

Networks of Neurons

Why we study networks/graphs ?

Networks / graphs are everywhere, and we live in a **highly-connected world**.

In many applications, we need analyze **in the context of networks**, not just individuals.



Money laundering detection

Relies on real data and takes account of disease dynamics and social interactions

The model combines:

- a realistic synthetic population
- social contact and disease models

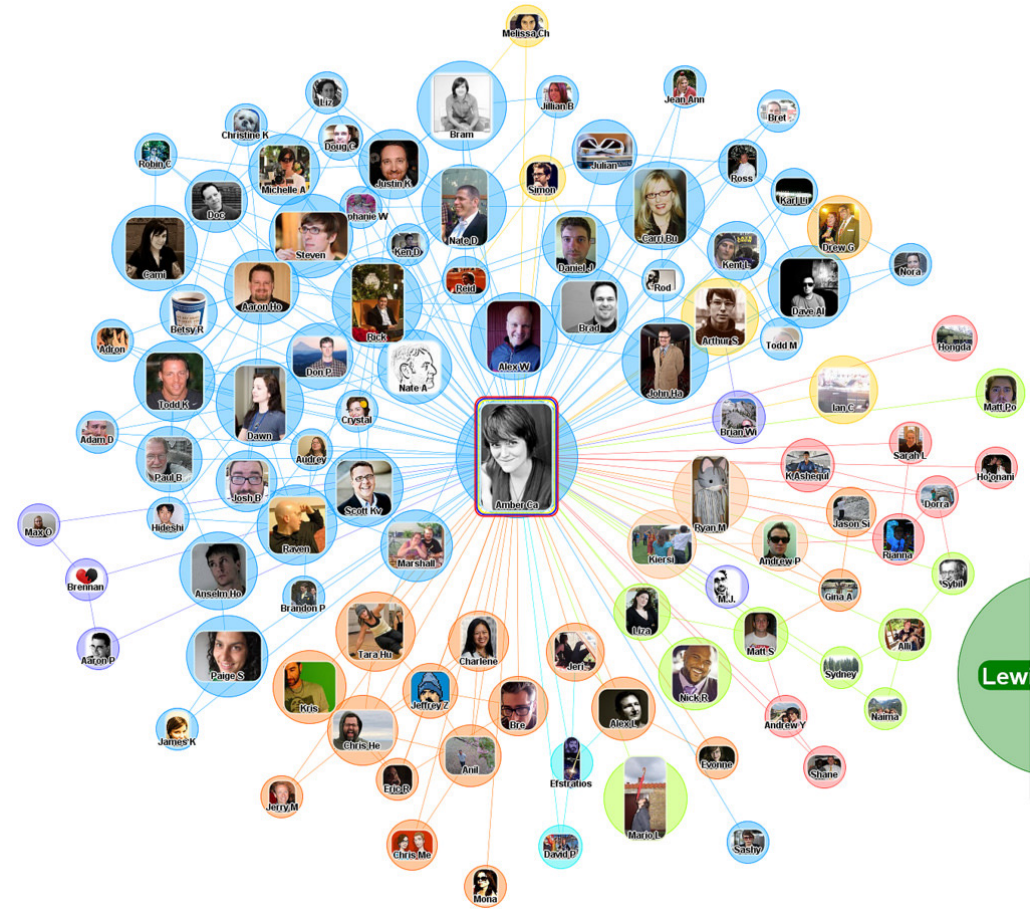
Venkatramanan, S., et al.: "Using data-driven agent-based models for forecasting emerging infectious diseases," *Epidemics* (2018)

Predict the spread of virus

Social Networks – Facebook ego-network

- Find your communities
- Know how to approach a person via Facebook.

e.g., how to increase the chance of getting your friend invitation accepted?



Social Networks – Facebook (location-based visualization in 2011)

Monthly active users: around **1 billion** in **2012** and **2.32 billion** (2017) - now around **2.5 billion (2020)**



Facebook social graph [Backstrom-Boldi-Rosa-Ugander-Vigna, 2011]

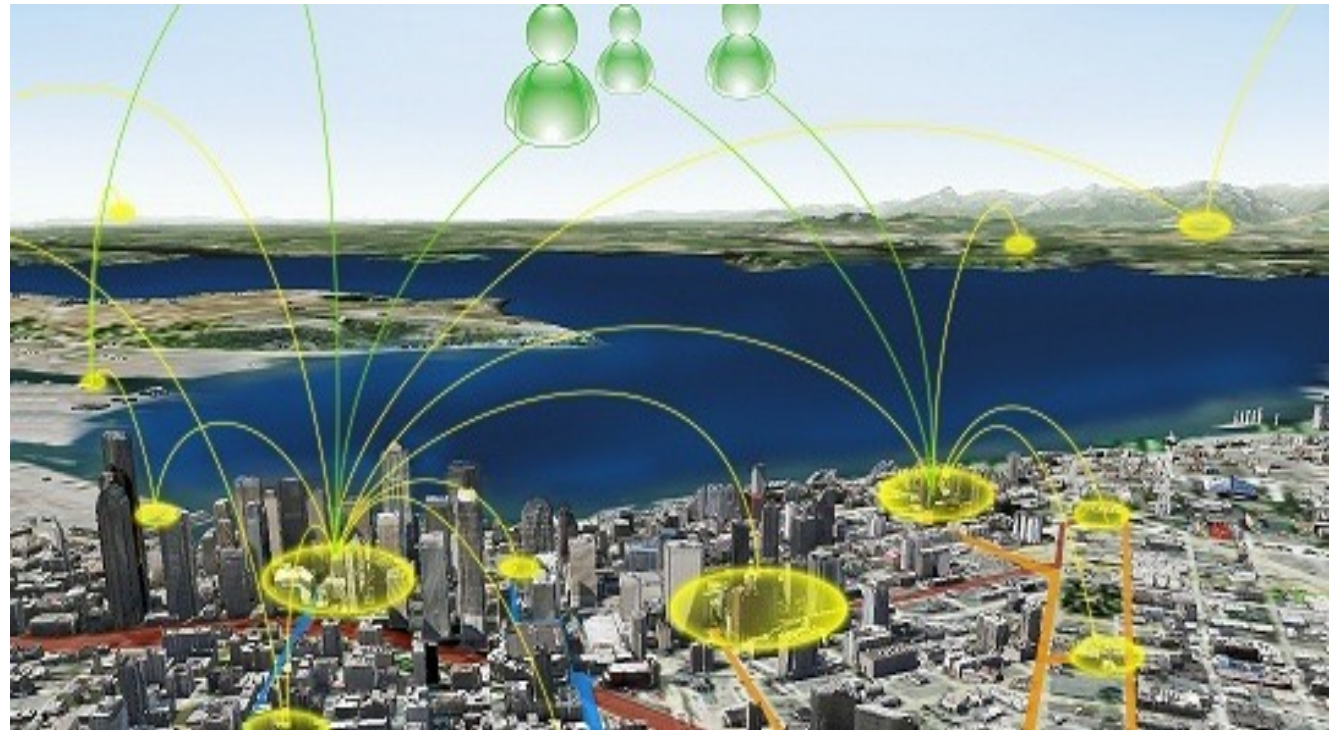
Social Networks – Location Based Social Network (LBSN)



FPOV
Future Point of View

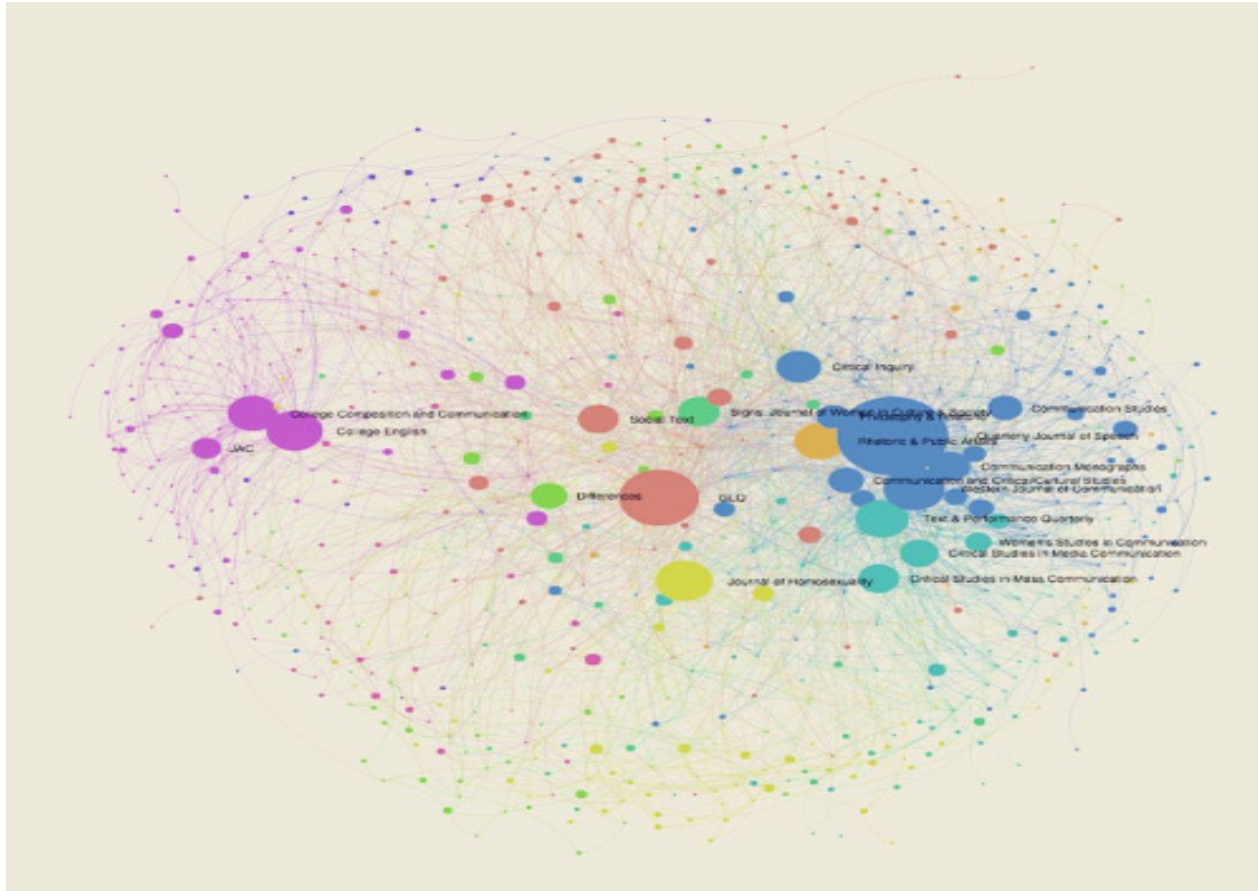
20 Hot Location-Based Apps and Services
You Should Know About

The image shows a grid of 20 location-based app icons arranged in three rows. The first row contains icons for Uber, Google Maps, Foursquare, OpenTable, Facebook, and Yelp. The second row contains icons for Foursquare, Google+, Google Maps, Yelp, and a location pin icon. The third row contains icons for a location pin, geoloqi, Instagram, WhatsApp, and a location pin icon. To the right of the grid is a vertical decorative graphic with blue, green, and yellow wavy lines.



<https://www.microsoft.com/en-us/research/project/location-based-social-networks>

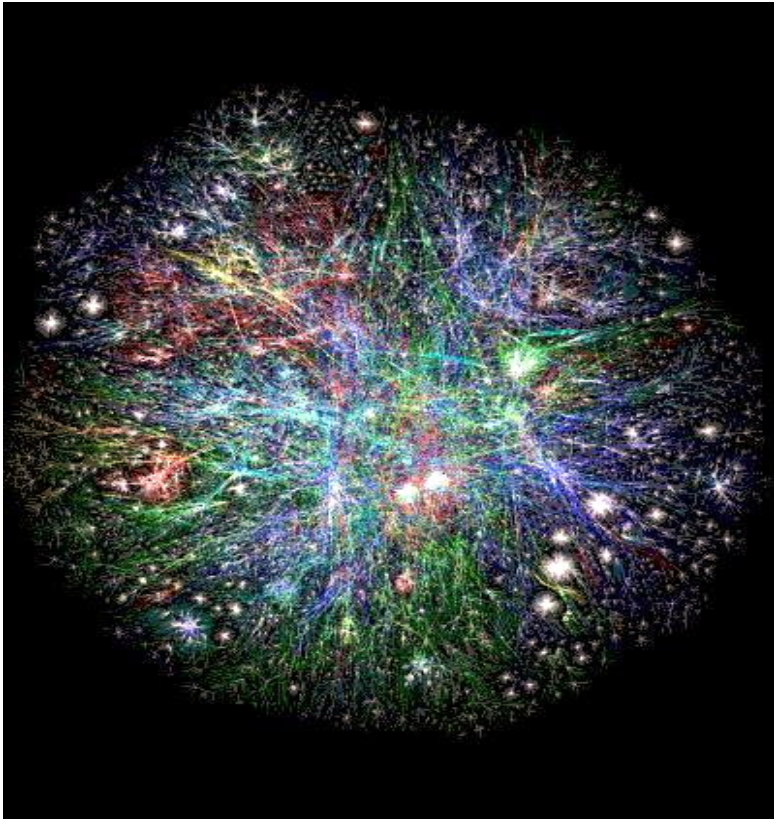
Social Networks – Citation Network



Citation Network is a social network which contains paper sources and linked by co-citation relationships

<http://michaeljfaris.com/blog/2015/08/2353652015-visualizing-citation-networks/>

Information Networks – WWW



<http://www.vlib.us/web/worldwideweb3d.html>

3D Map of the World Wide Web

This illustrates in 3-D the actual domains and connections of the world wide web. **Colors** have been added to represent .edu, .gov, .com, etc. domains.

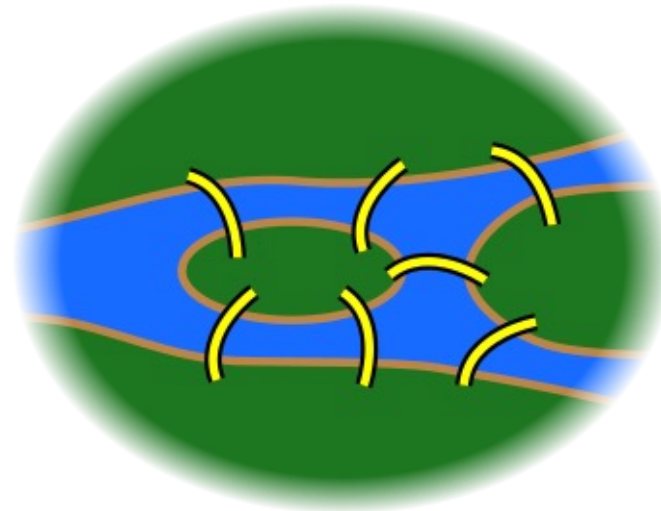
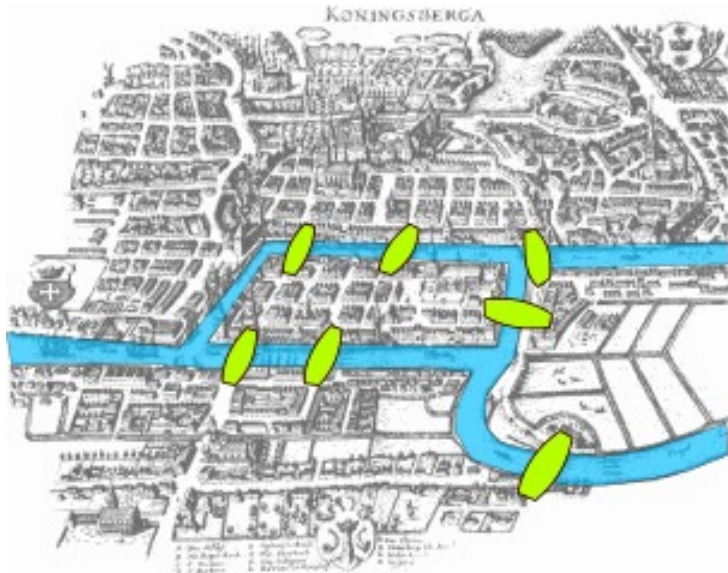


What we learn

Graph Theory

Leonhard Euler in 1735:

- find a roundtrip through the city that would cross each bridge once and only once
- earliest (published) work on networks/graphs, laid the foundations of graph theory



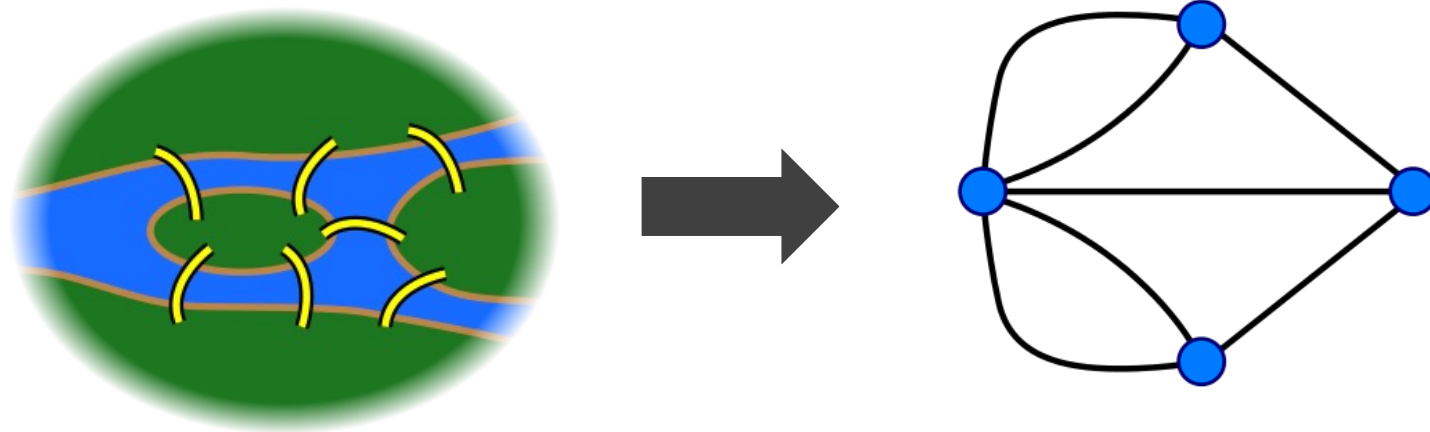
Graph Theory (cont)

Abstraction (Problem):

- replaced each land mass with an abstract "vertex" or node, and each bridge with an abstract connection, an "edge"
- Proved that this problem has no solution.

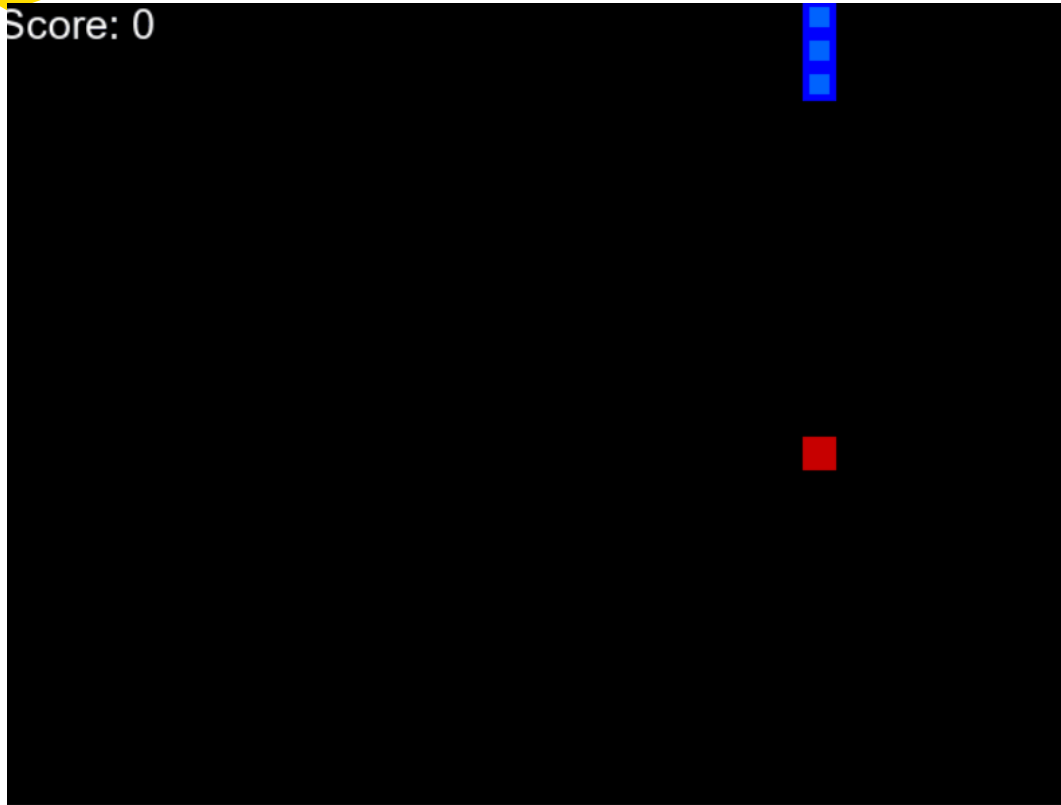
Euler Tour (Solution):

- a necessary and sufficient condition for the walk of the desired form: connected and all vertices with even degrees.

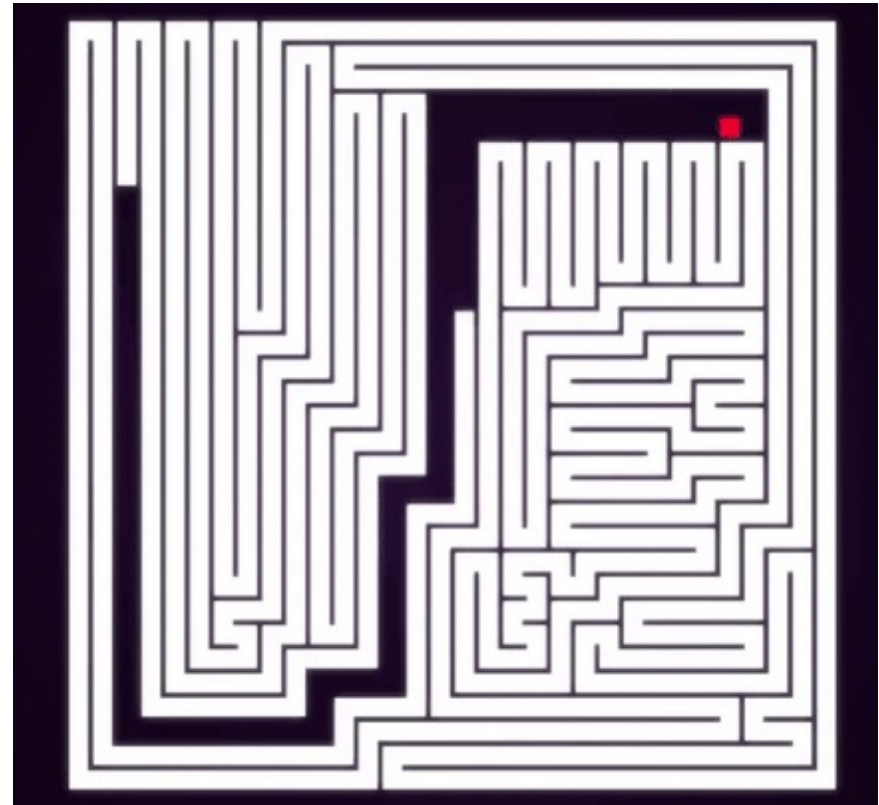


Snake

Score: 0



Does an optimal plan exist?



https://en.wikipedia.org/wiki/Hamiltonian_path

We study ...

Graph Theory

Mathematical proofs

Big Graph Algorithms

Efficiency and scalability

Graph Applications

Interdisciplinary tasks

RESEARCH ON GRAPH:

REAL DATA

- Money Transactions
- Protein Interactions
- Internet
- System
- Medical Records
- Phone Calls
- Road Map
- @ Social Network

...

GRAPH MODEL

- Traditional Graph
- Streaming Graph
- Heterogeneous Graph
- Knowledge Graph
- Attributed Graph
- Temporal Graph
- Evolving Graph
- Uncertain Graph

...

GRAPH PROBLEM

- Link Analysis (relevance)** Pagerank, SimRank, Link Prediction, Clustering
- Degree/Neighbors (structural)** Cluster Coefficient, Triangle, Vertex Cover
- Distance/Path (reachability)** Reachability, Shortest Path, Spanning Tree, Steiner Tree, K-Hop, Centrality, KNN, Keyword Search
- Subgraph Detection** Graph Similarity, Cohesive Subgraph, Subgraph Enumeration
- Propagation** Influence Maximization, Information Cascade, Label Propagation
- Node mapping (Embedding)** Node2Vec, AI4DB

APPLICATION

- Recommendation
- Anomaly Detection
- Visualization
- Cybersecurity
- Fraud Detection
- Marketing
- Legal Reasoning
- Promotion
- Traffic Monitoring
- Virus Control

...

Graph Analytics System

Graph Database

We study ...

Database Part 1

- Big data processing
- Time complexity
- External memory
- Distributed systems
- ...

Data Mining

- Vertex similarity
- Community search
- ...

Machine Learning Part 2

- Graph neural networks
- Node classification
- AI
- ...

Programming Languages

C/C++
Efficiency

Java
Distributed Applications
Android, Web ...

Javascript
Phone App, Web ...

...

We mainly use **Python** in this course ...

Let's see some simple codes :)

Python
Graph Neural Networks
Plugins ...

Python

```
a_set = {"aaa", "bbbb", "c"}  
a_tuple = ("aaa", 1)
```

List vs Array

```
a_list = [1, 2, 3, 4, 5]  
b_list = [1, 2, "abc", 4, 5]
```

```
import numpy as np  
arr = np.array([1, 2, 3, 4, 5])
```

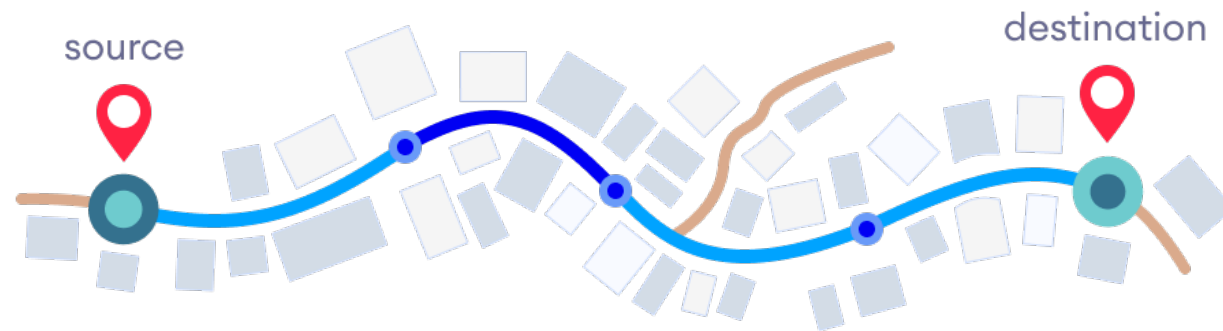
Pre-requisites

- Binary Search
- Balanced Binary Search Tree (AVL-tree & red-black tree)
- Hash Set/Map
- Heap/Priority Queue
- Sorting Algorithm
- ...

Warm Up

Given a graph with n vertices and m edges:

- How to compute the shortest distance between two query vertices?
- What is the time complexity of your solution?
- Can you further improve your solution?



 the shortest path between the source and destination

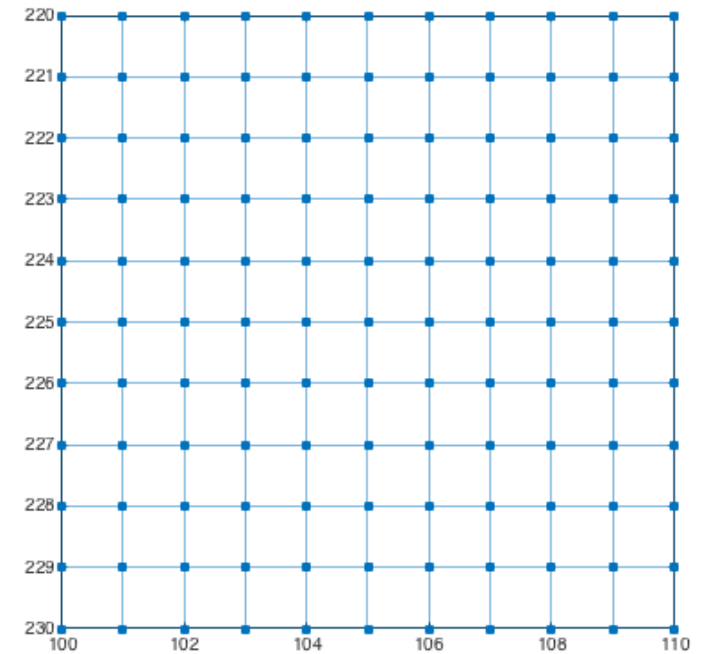
Recap

String, Image, Tree

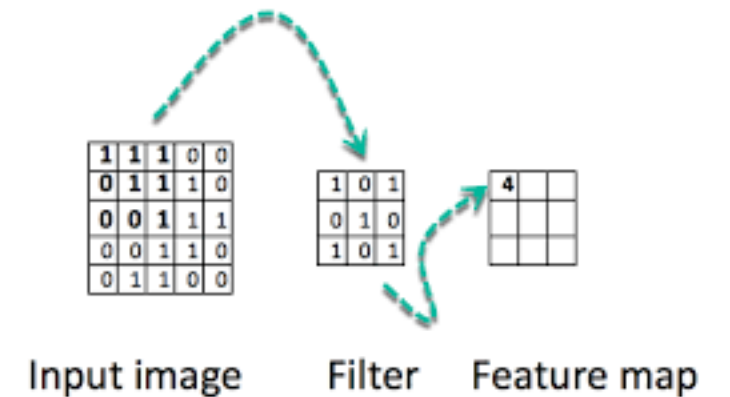
python list [] vs array

linked list?

pointers array



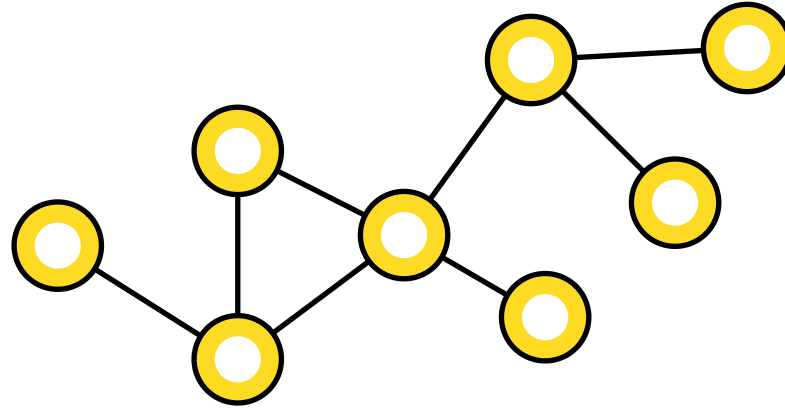
Convolution



The slide features a white background with a large, stylized fingerprint-like pattern of concentric yellow lines on the left side. In the top-left corner, there is a solid yellow pentagon. In the bottom-right corner, there is a yellow arrow-shaped polygon pointing to the right. The main title is centered over the fingerprint pattern.

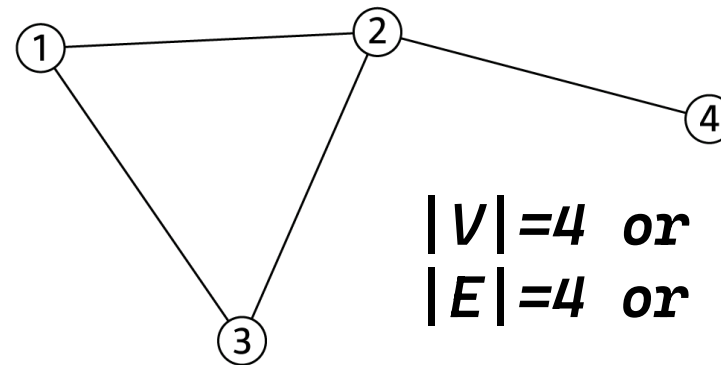
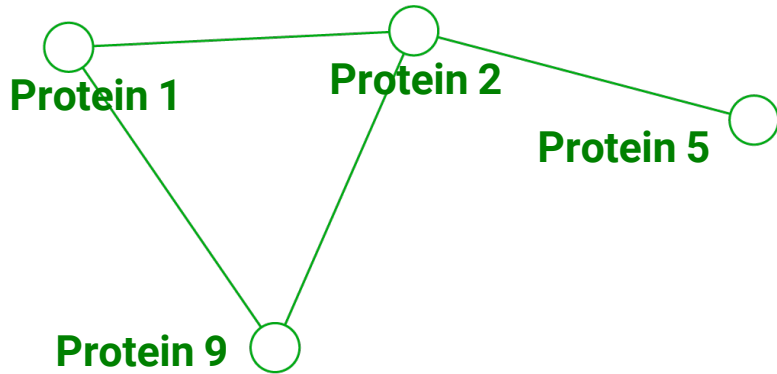
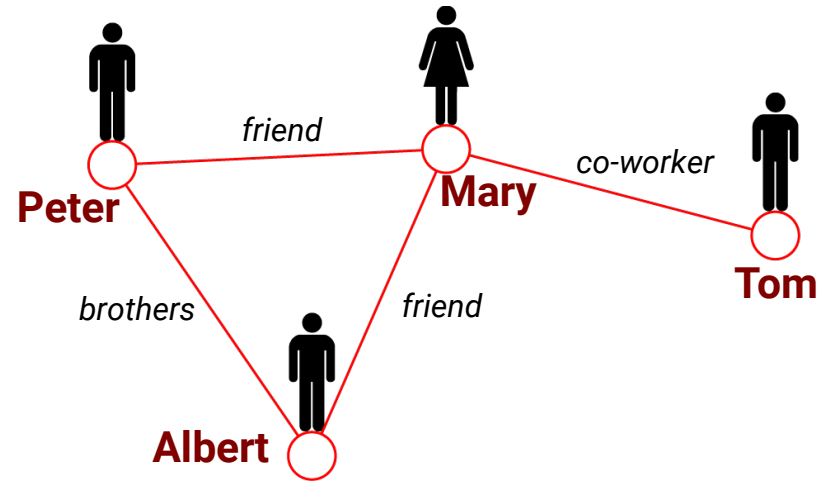
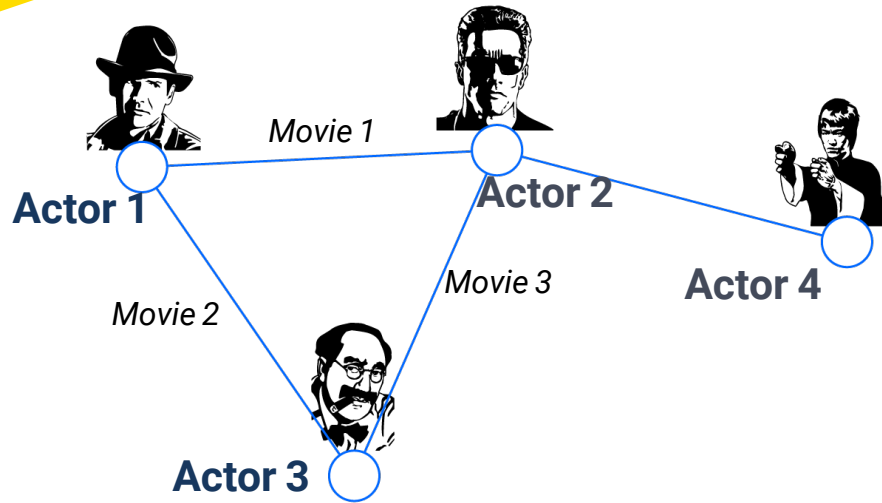
Characterization of graphs

Subgraph / component



- **Objects:** nodes, vertices $V, n=|V|$
- **Interactions:** links, edges $E, m=|E|$
- **Systems:** networks, graphs $G(V, E)$

Graphs: A Common Language

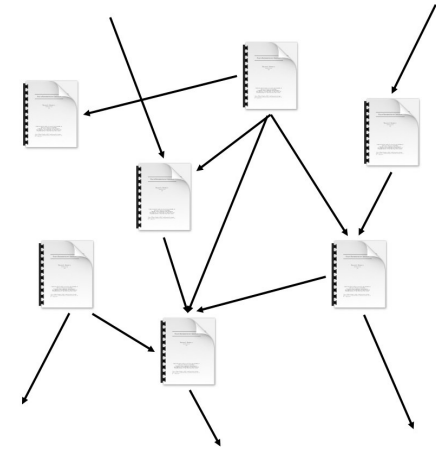


$$|V|=4 \text{ or } n=4$$
$$|E|=4 \text{ or } m=4$$

Choosing a Proper Representation

- If you connect individuals that work with each other, you will explore a **professional network**.
- If you connect those that have a sexual relationship, you will be exploring **sexual networks**.
- If you connect scientific papers that cite each other, you will be studying the **citation network**.
- **If you connect all papers with the same word in the title, what will you be exploring?**

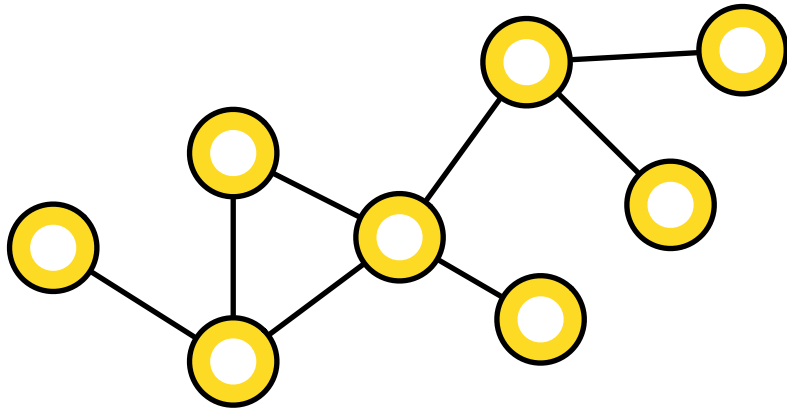
It is a graph/network, nevertheless.



How do you define a graph?

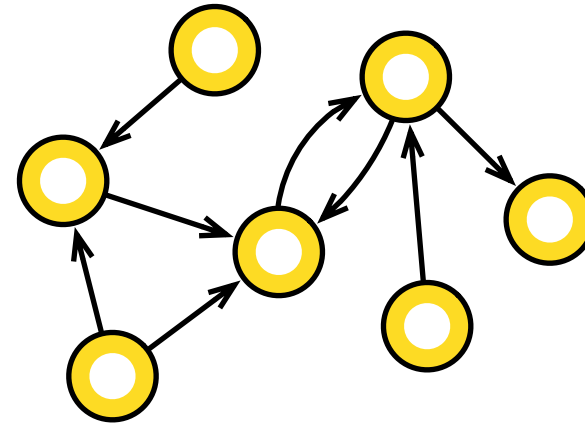
- How to build a graph:
 - What are vertices?
 - What are edges?
- Choice of the proper network representation is important:
 - The way you assign links will determine the nature of the question you can study
- Consider an email scenario:
 - User (email address, ...)
 - Email (from, to, cc, email content)
 - ...

Directed vs Undirected



An undirected graph

- Collaborations
- Friendship on Facebook

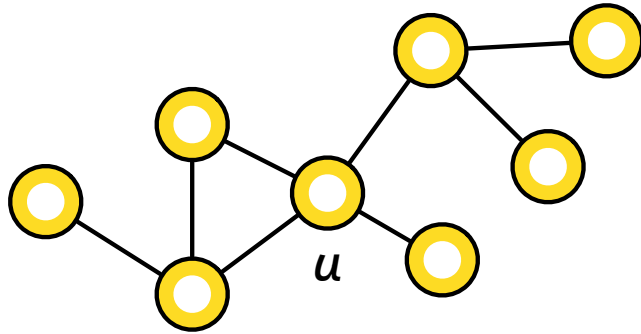


A directed graph

- Phone calls
- Following on Twitter

Node degree

Undirected



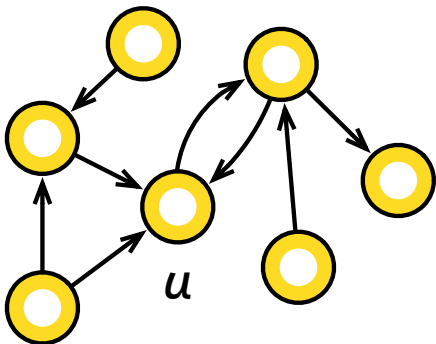
For undirected graphs:

Vertex degree: the number of edges adjacent to the vertex

$$\mathit{deg}(u) = 4$$

$$\text{Average degree: } \mathit{deg}_{avg} = 2m/n$$

Directed



For directed graphs:

In-degree (#in-neighbors) and out-degree (#out-neighbors)

$$\mathit{deg}_{in}(u) = 3, \mathit{deg}_{out}(u) = 1$$

Average out-degree equals to average in-degree

Characterization

- **Degree**: how many friends do I have?
- **Path**: how far am I from another vertex?
- **Connectivity**: can I reach other vertices?
- **Density**: how dense are they? (Number of edges / Number of possible edges)
- ...

Bipartite Graph

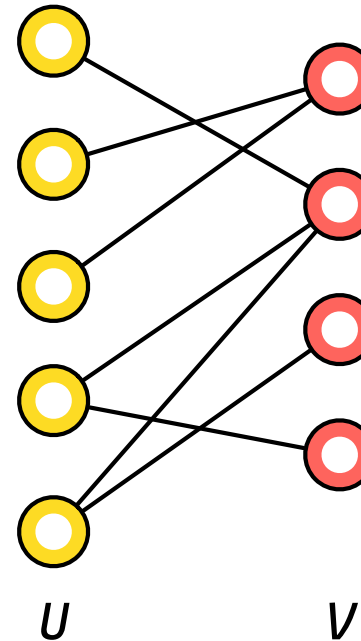
Bipartite graph is a graph whose vertices can be divided into two disjoint sets U and V such that every link connects a vertex in U to one in V ; that is, U and V are independent sets

Examples:

- Authors-to-Papers (they authored)
- Actors-to-Movies (they appeared in)
- Users-to-Movies (they rated)
- Recipes-to-Ingredients (they contain)

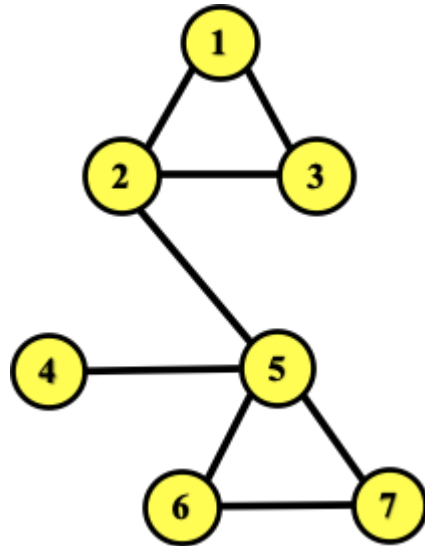
“Folded” networks:

- Author collaboration networks
- Movie co-rating networks

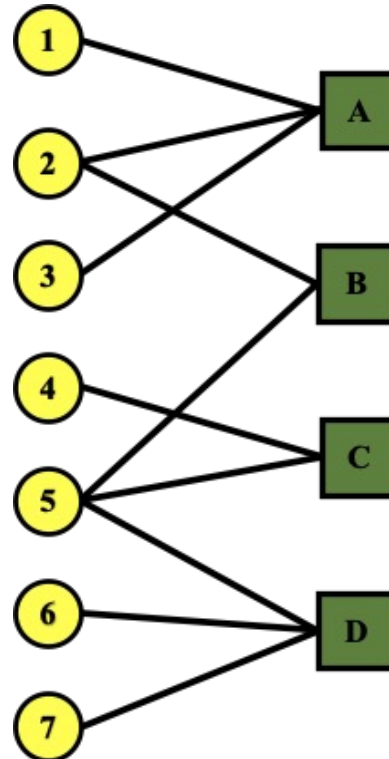


Folded/Projected Bipartite Graphs

Projection U

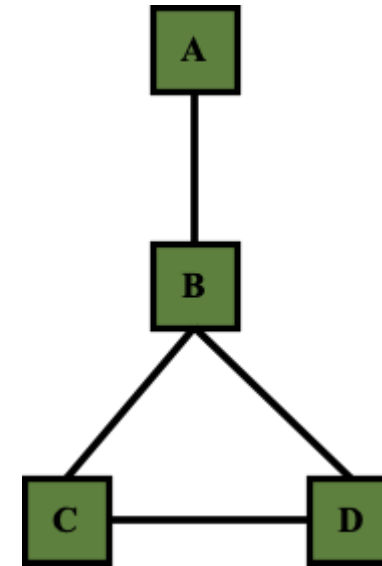


U



V

Projection V



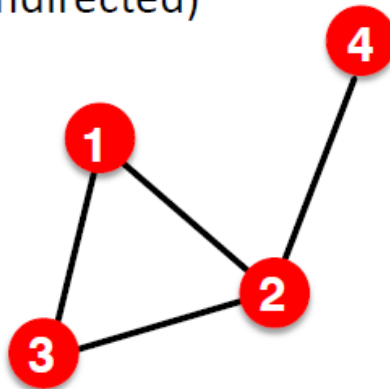
Node and edge attributes

Possible options:

- Weight (e.g., frequency of communication)
- Ranking (best friend, second best friend...)
- Type (friend, relative, co-worker)
- Properties depending on the structure of the rest of the graph: Number of common friends

More Types of Graphs

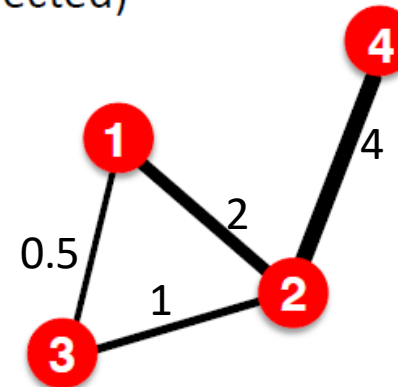
- **Unweighted**
(undirected)



$$A_{ij} = \begin{pmatrix} 0 & 1 & 1 & 0 \\ 1 & 0 & 1 & 1 \\ 1 & 1 & 0 & 0 \\ 0 & 1 & 0 & 0 \end{pmatrix}$$

Examples: Friendship, Hyperlink

- **Weighted**
(undirected)

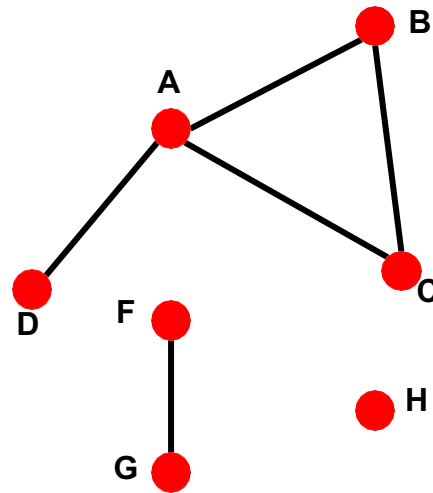
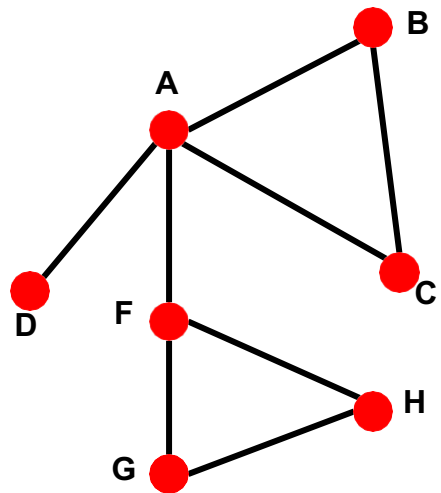


$$A_{ij} = \begin{pmatrix} 0 & 2 & 0.5 & 0 \\ 2 & 0 & 1 & 4 \\ 0.5 & 1 & 0 & 0 \\ 0 & 4 & 0 & 0 \end{pmatrix}$$

Examples: Collaboration, Internet, Roads

Connectivity of Undirected Graphs

- **Connected (undirected) graph:**
 - Any two vertices can be joined by a path
- A disconnected graph is made up by two or more connected components



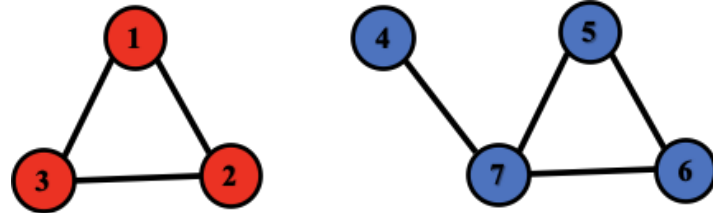
Largest Component:
Giant Component

Isolated node (node H)

Connectivity: Example

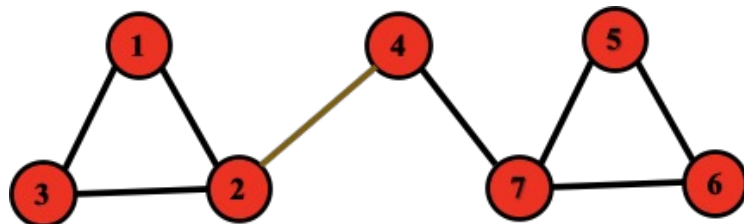
The adjacency matrix of a network with several components can be written in a block-diagonal form, so that nonzero elements are confined to squares, with all other elements being zero:

Disconnected



$$\begin{pmatrix} 0 & 1 & 1 & 0 & 0 & 0 & 0 \\ 1 & 0 & 1 & 0 & 0 & 0 & 0 \\ 1 & 1 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 1 \\ 0 & 0 & 0 & 0 & 0 & 1 & 1 \\ 0 & 0 & 0 & 0 & 1 & 0 & 1 \\ 0 & 0 & 0 & 1 & 1 & 1 & 0 \end{pmatrix}$$

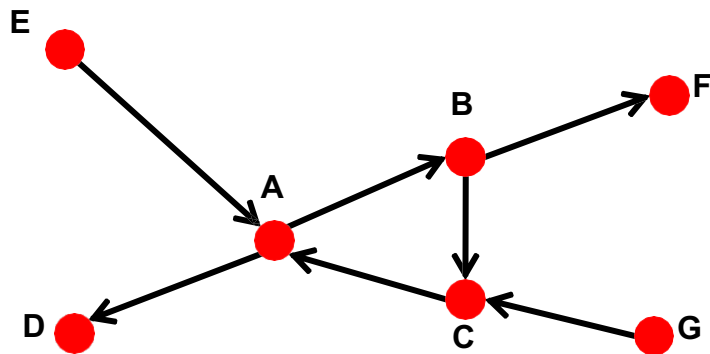
Connected



$$\begin{pmatrix} 0 & 1 & 1 & 0 & 0 & 0 & 0 \\ 1 & 0 & 1 & 1 & 0 & 0 & 0 \\ 1 & 1 & 0 & 0 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 & 0 & 0 & 1 \\ 0 & 0 & 0 & 0 & 0 & 1 & 1 \\ 0 & 0 & 0 & 0 & 1 & 0 & 1 \\ 0 & 0 & 0 & 1 & 1 & 1 & 0 \end{pmatrix}$$

Connectivity of Directed Graphs

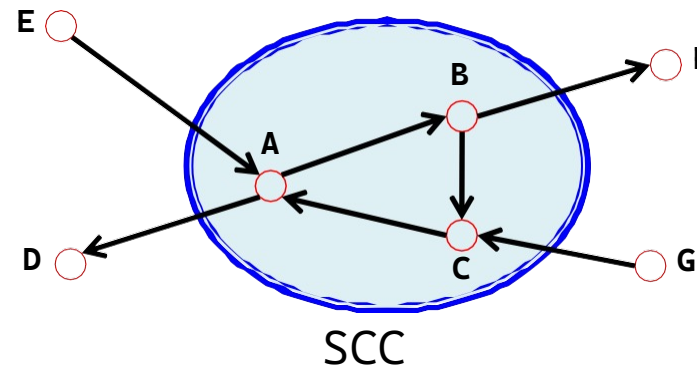
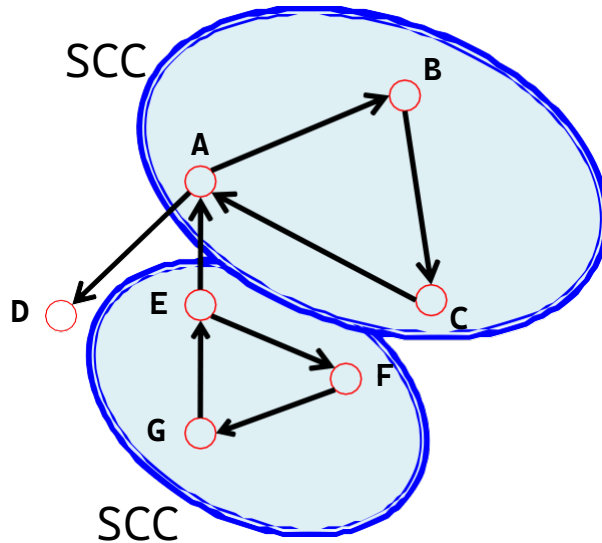
- Strongly connected directed graph
 - has a path from each vertex to every other vertex and vice versa (e.g., A-B path and B-A path)
- Weakly connected directed graph
 - is connected if we disregard the edge directions

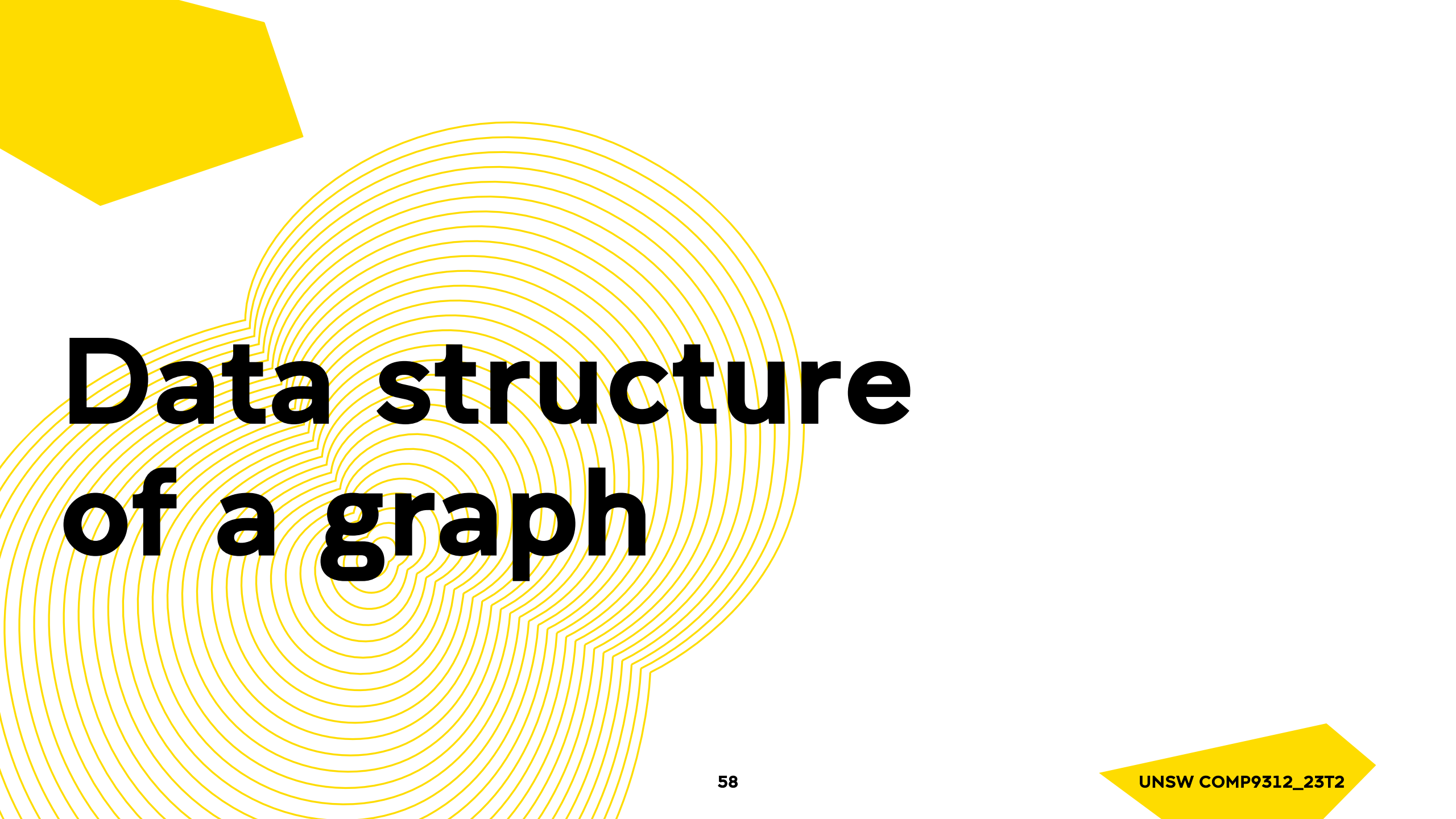


Graph on the left is connected but not strongly connected (e.g., there is no way to get from F to G by following the edge directions).

Connectivity of Directed Graphs

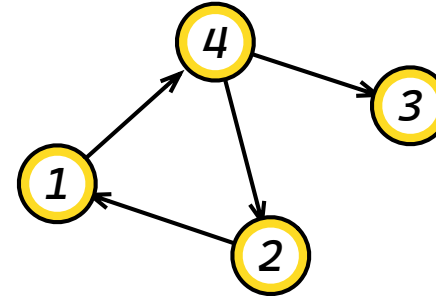
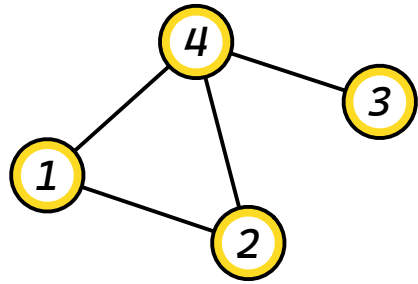
Strongly connected components (SCCs) can be identified, but not every vertex is part of a nontrivial strongly connected component.





Data structure of a graph

Adjacency Matrix



$A_{ij} = 1$ if there is a link from vertex i to vertex j

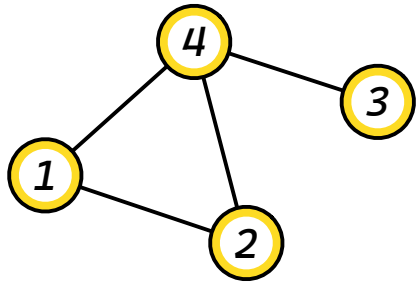
$A_{ij} = 0$ Otherwise

$$A = \begin{pmatrix} 0 & 1 & 0 & 1 \\ 1 & 0 & 0 & 1 \\ 0 & 0 & 0 & 1 \\ 1 & 1 & 1 & 0 \end{pmatrix}$$

$$A = \begin{pmatrix} 0 & 0 & 0 & 1 \\ 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 1 & 1 & 0 \end{pmatrix}$$

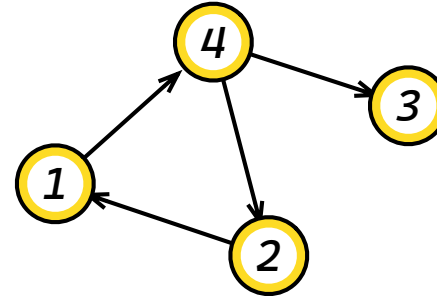
Note that for a directed graph (right) the matrix is not symmetric.

Adjacency Matrix (cont)



$$A_{ij} = \begin{pmatrix} 0 & 1 & 0 & 1 \\ 1 & 0 & 0 & 1 \\ 0 & 0 & 0 & 1 \\ 1 & 1 & 1 & 0 \end{pmatrix}$$

$$A_{ij} = A_{ji}$$
$$A_{ii} = 0$$



$$A = \begin{pmatrix} 0 & 0 & 0 & 1 \\ 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 1 & 1 & 0 \end{pmatrix}$$

$$A_{ij} \neq A_{ji}$$
$$A_{ii} = 0$$

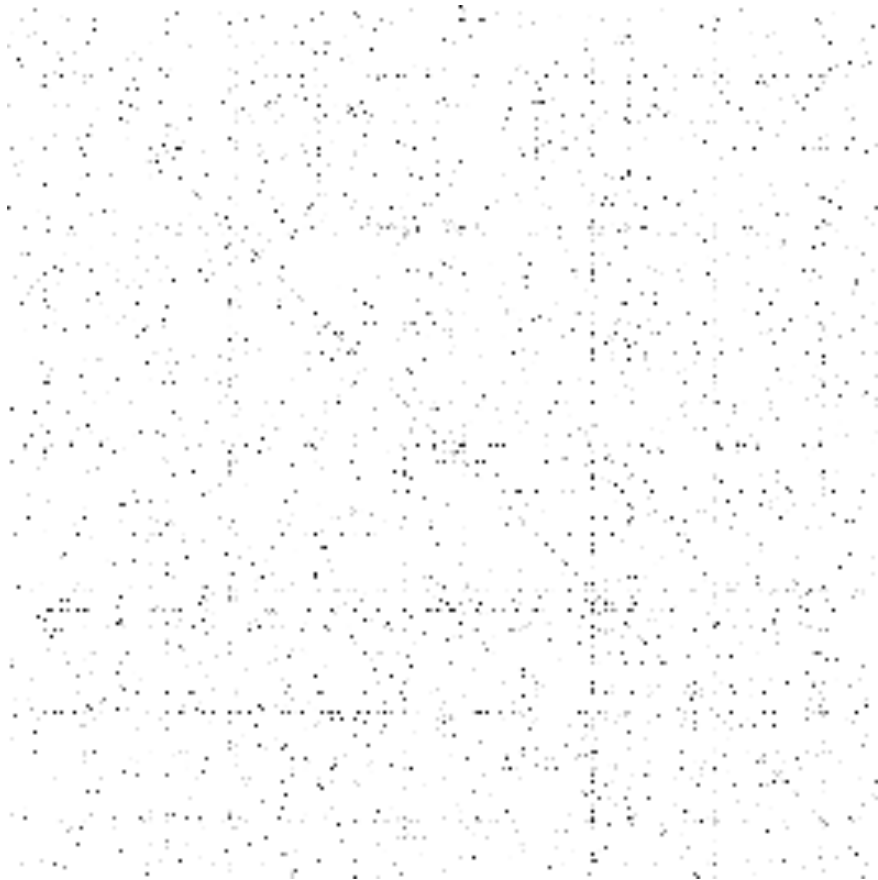
Most real-world networks are **sparse**

$$E \ll E_{max} \text{ or } deg_{avg} \ll |V|-1$$

NETWORK	NODES	LINKS	DIRECTED/ UNDIRECTED	N	L	<k>
Internet	Routers	Internet connections	Undirected	192,244	609,066	6.33
WWW	Webpages	Links	Directed	325,729	1,497,134	4.60
Power Grid	Power plants, transformers	Cables	Undirected	4,941	6,594	2.67
Phone Calls	Subscribers	Calls	Directed	36,595	91,826	2.51
Email	Email Addresses	Emails	Directed	57,194	103,731	1.81
Science Collaboration	Scientists	Co-authorship	Undirected	23,133	93,439	8.08
Actor Network	Actors	Co-acting	Undirected	702,388	29,397,908	83.71
Citation Network	Paper	Citations	Directed	449,673	4,689,479	10.43
E. Coli Metabolism	Metabolites	Chemical reactions	Directed	1,039	5,802	5.58
Protein Interactions	Proteins	Binding interactions	Undirected	2,018	2,930	2.90

Consequence: Adjacency matrix is filled with zeros!

Real Adjacency Matrices are sparse



Scanning neighbors is inefficient

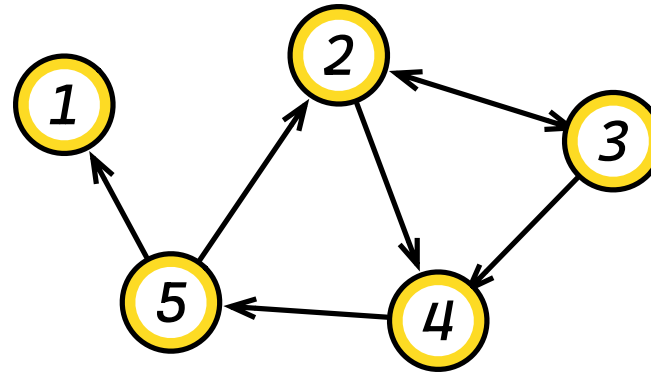
Implement adjacency matrix in Python

Explore real graphs:

<http://snap.stanford.edu/data/index.html>

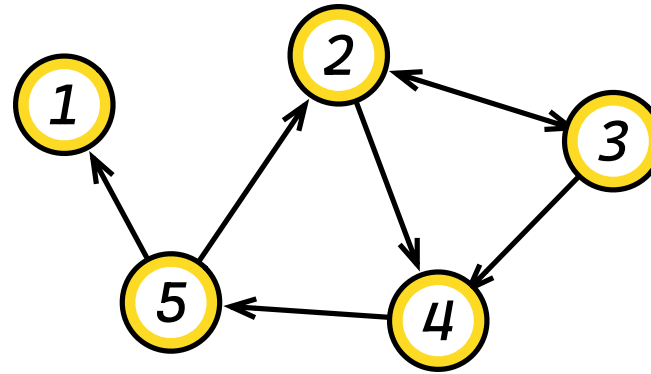
Adjacency list

- Easier to work with if network is
 - Large
 - Sparse
- Allows us to quickly retrieve all neighbors of a given vertex
 - **1:**
 - **2: 3, 4**
 - **3: 2, 4**
 - **4: 5**
 - **5: 1, 2**



Adjacency list (cont)

- Easier to work with if network is
 - Large
 - Sparse
- Allows us to quickly retrieve all neighbors of a given vertex
 - **1:**
 - **2: 3, 4**
 - **3: 2, 4**
 - **4: 5**
 - **5: 1, 2**



Implement adjacency list in Python

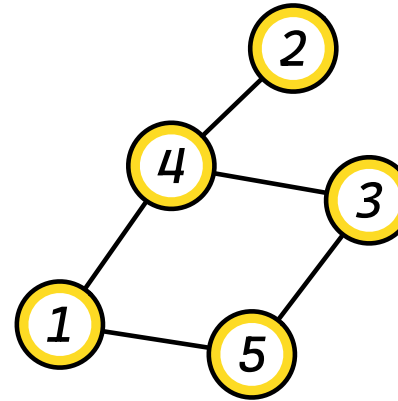
Space-efficient for sparse graphs

Good for graph updates

Efficient enough?

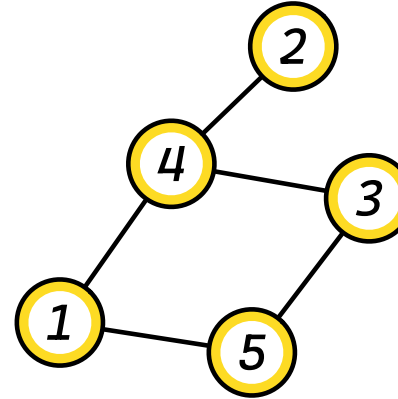
Quick quiz

- Compute the adjacency matrix and the adjacency list of the right graph
- Degree of each vertex
- Density of the graph



Quick quiz

- Compute the adjacency matrix and the adjacency list of the right graph
 - 1: $[0, 0, 0, 1, 1]$
 - 2: $[0, 0, 0, 1, 0]$
 - 3: $[0, 0, 0, 1, 1]$
 - 4: $[1, 1, 1, 0, 0]$
 - 5: $[1, 0, 1, 0, 0]$
 - 1: 4, 5
 - 2: 4
 - 3: 4, 5
 - 4: 1, 2, 3
 - 5: 1, 3
- Degree of each vertex
 - 1: 2
 - 2: 1
 - 3: 2
 - 4: 3
 - 5: 2
- Density of the graph
 - $5/10 = 0.5$



Complexity difference between the adjacency matrix and the adjacency list:

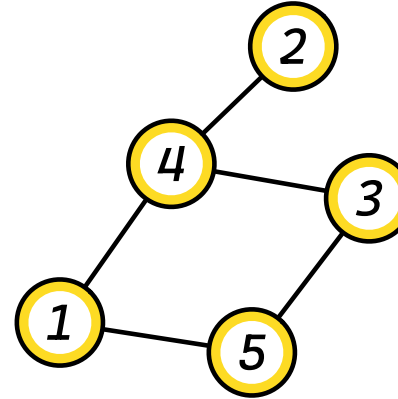
Storage space: ?

Query whether an edge (u, v) exists : ?

Get all the neighbors of a vertex v : ?

Quick quiz

- Compute the adjacency matrix and the adjacency list of the right graph
 - 1: $[0, 0, 0, 1, 1]$ ▪ 1: 4, 5
 - 2: $[0, 0, 0, 1, 0]$ ▪ 2: 4
 - 3: $[0, 0, 0, 1, 1]$ ▪ 3: 4, 5
 - 4: $[1, 1, 1, 0, 0]$ ▪ 4: 1, 2, 3
 - 5: $[1, 0, 1, 0, 0]$ ▪ 5: 1, 3



Storage space: $O(|V|^2)$ v.s. $O(|V|+|E|)$

Query whether an edge (u, v) exists : $O(1)$ v.s. $O(\deg(u)) \rightarrow O(\min(\deg(u), \deg(v))) \rightarrow$ Or better?

Get all the neighbors of a vertex v : $O(|V|)$ v.s. $O(\deg(v))$

Compressed Sparse Row (CSR)

$$A = \begin{array}{c} 0 \\ 1 \\ 2 \\ 3 \end{array} \begin{array}{c} 0 \ 1 \ 2 \ 3 \\ \left[\begin{array}{cccc} 1 & 1 & 0 & 0 \\ 0 & 1 & 1 & 0 \\ 1 & 0 & 1 & 1 \\ 0 & 1 & 0 & 1 \end{array} \right] \end{array}$$

Adjacency matrix

Edge ID: 0 1 2 3 4 5 6 7 8

edge-array = [0, 1, 1, 2, 0, 2, 3, 1, 3]

vertex-array = [0, 2, 4, 7, 9]

Vertex ID: 0 1 2 3

Compressed Sparse Row (CSR)

Implement CSR in Python

$$A = \begin{matrix} & 0 & 1 & 2 & 3 \\ \begin{matrix} 0 \\ 1 \\ 2 \\ 3 \end{matrix} & \begin{bmatrix} 1 & 1 & 0 & 0 \\ 0 & 1 & 1 & 0 \\ 1 & 0 & 1 & 1 \\ 0 & 1 & 0 & 1 \end{bmatrix} \end{matrix}$$

Adjacency matrix

Edge ID: 0 1 2 3 4 5 6 7 8

$$edge\text{-}array = [0, 1, 1, 2, 0, 2, 3, 1, 3]$$

vertex-array = [0, 2, 4, 7, 9]

Vertex ID: 0 1 2 3

Space-efficient for sparse graphs

Efficient for static graphs

Hard to update

Adjacency list VS CSR

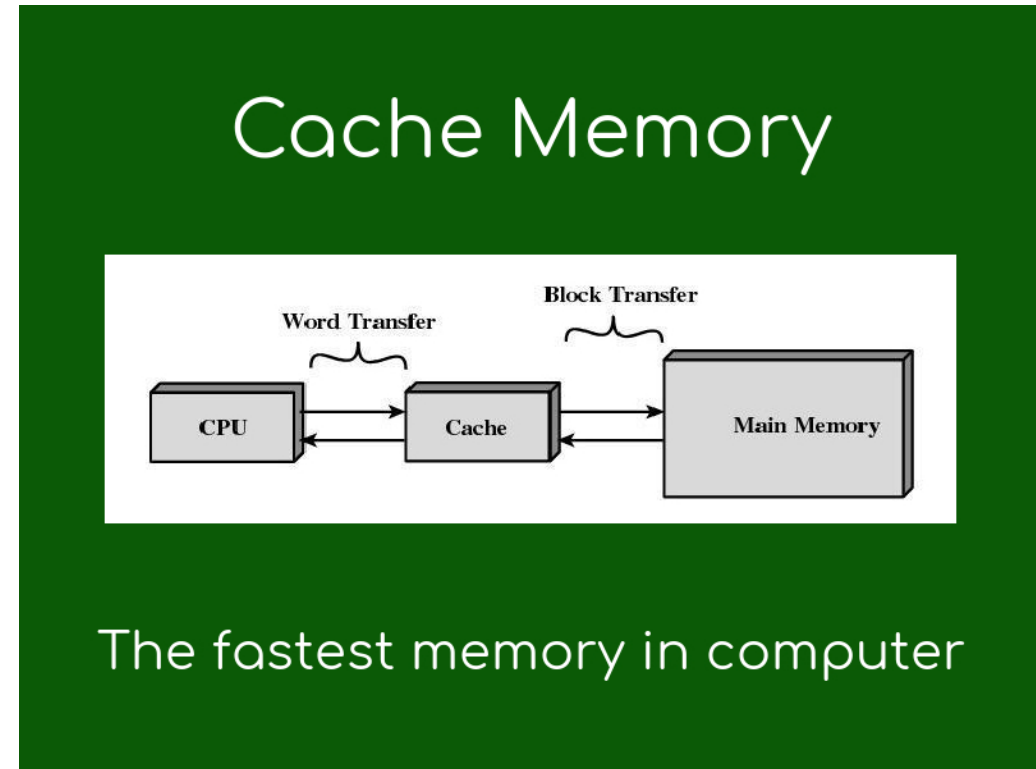
Which one is better?

Adjacency list VS CSR

Which one is better?

How does CPU read data?

Handling graph updates using adjacency list or CSR?



A quick summary for graph storage

Adjacency matrix: **best for updating**, **worst for neighbor scanning**, **worst for big graphs**

Adjacency list: **good for neighbor scanning**, ok for updating

CSR: **best for neighbor scanning**, **worst for updating**

Other structure to store neighbors of each vertex:

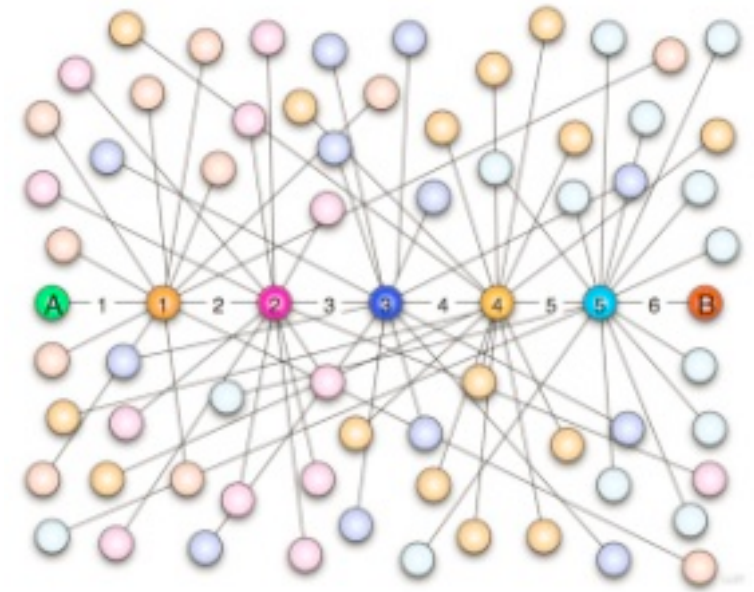
- Hash Map: **hard to choose bucket number**
 - large bucket number: **bad for neighbor scanning**, **good for updating**, **bad for big graphs**
 - small bucket number: **good for neighbor scanning**, **bad for updating**, **good for big graphs**
- Binary search tree: ok for updating

The slide features a white background with a large, stylized fingerprint-like pattern composed of many thin, concentric yellow lines on the left side. In the top-left corner, there is a solid yellow pentagon. In the bottom-right corner, there is a yellow arrow pointing to the right. The main title is centered over the fingerprint pattern.

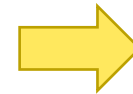
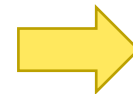
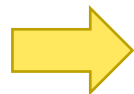
Analyzing Graphs

Searching

- ❑ Find the (shortest) path between two people on Facebook.
- ❑ Six degree of separation
: only six hops separate any two people in the world
- ❑ Can you find a **path (visible by public)** between you and Mark Zuckerberg with at least **3** hops in Facebook ?



You



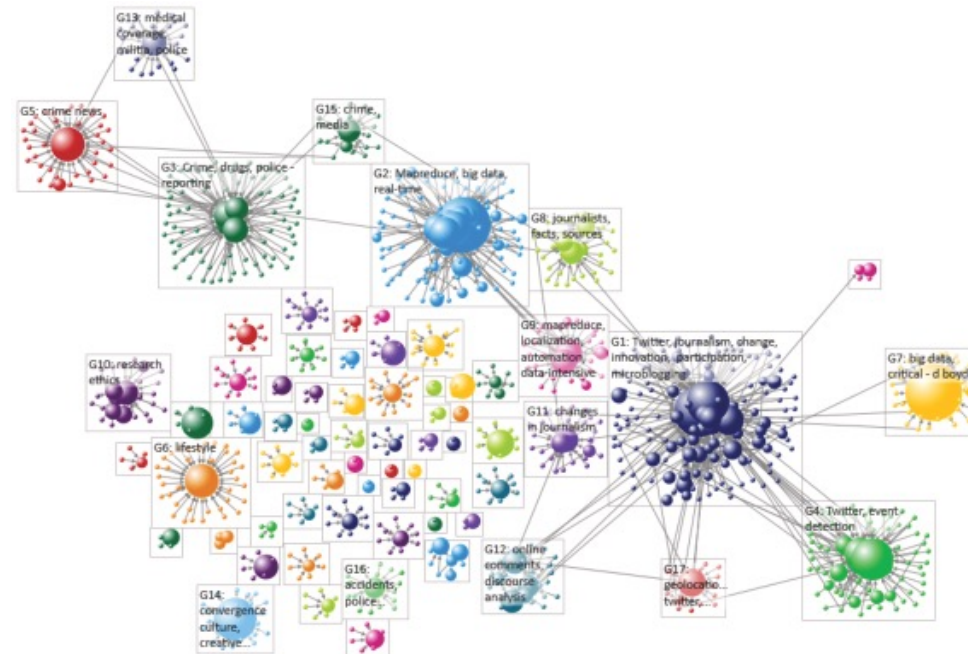
Ranking

Importance of the vertices.

E.g., which is the most influential paper in a co-citation network



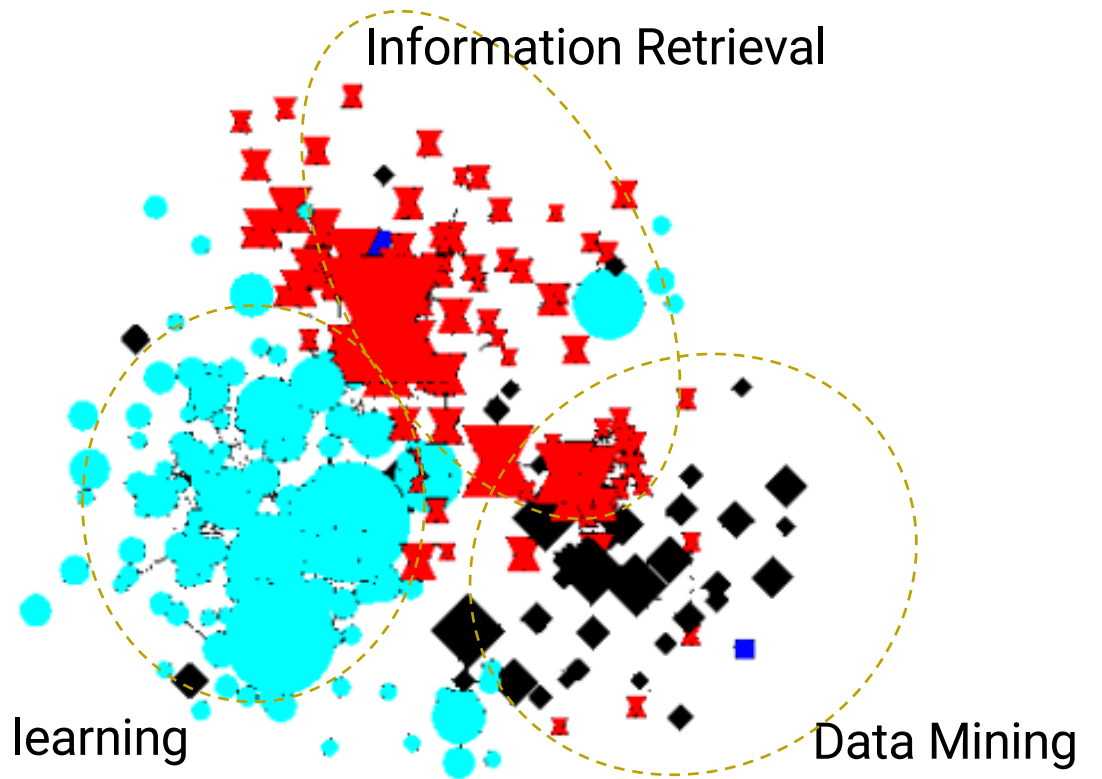
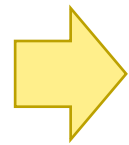
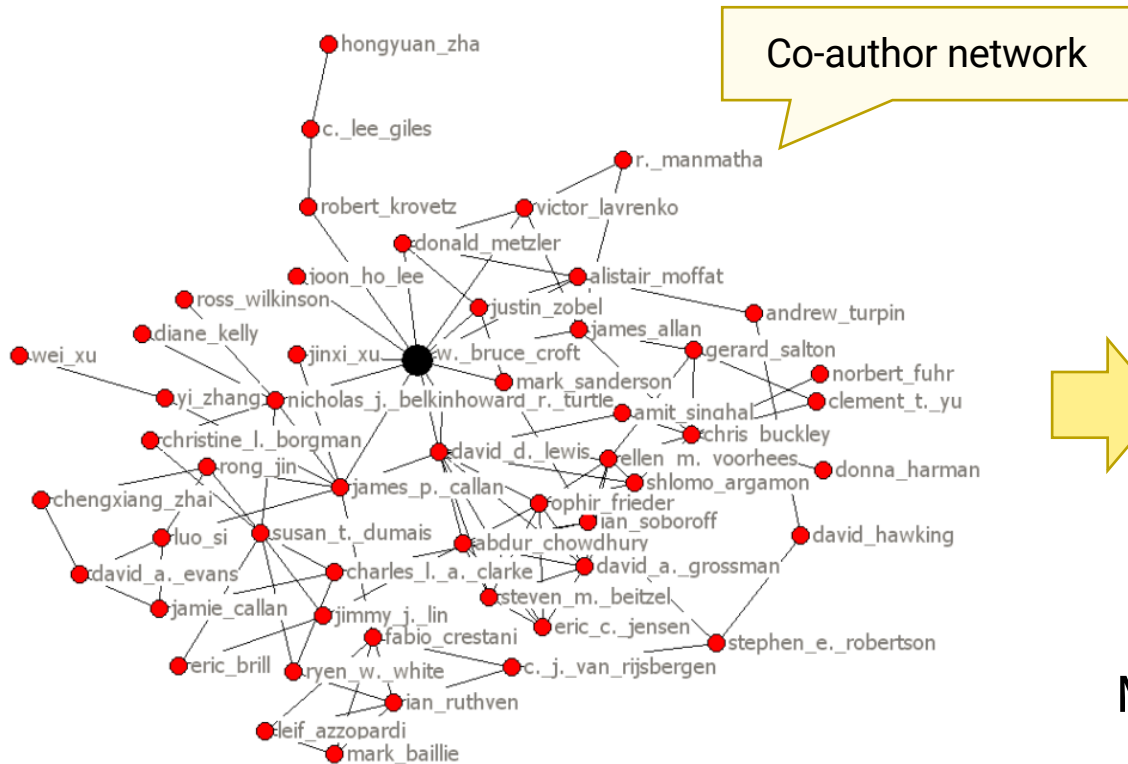
<https://en.wikipedia.org/wiki/PageRank>
Back Mirror : Nosedive (2016)



<https://www.researchgate.net/>

Finding Communities

Who tend to work together

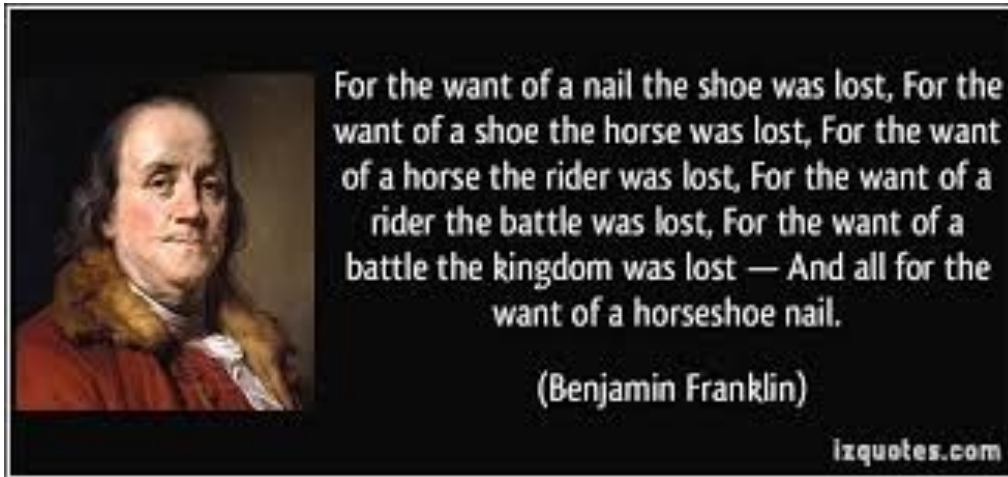


- Q.Mei, D.Cai, D.Zhang, and C.Zhai, Topic Modeling with Hitting Time, WWW 2008

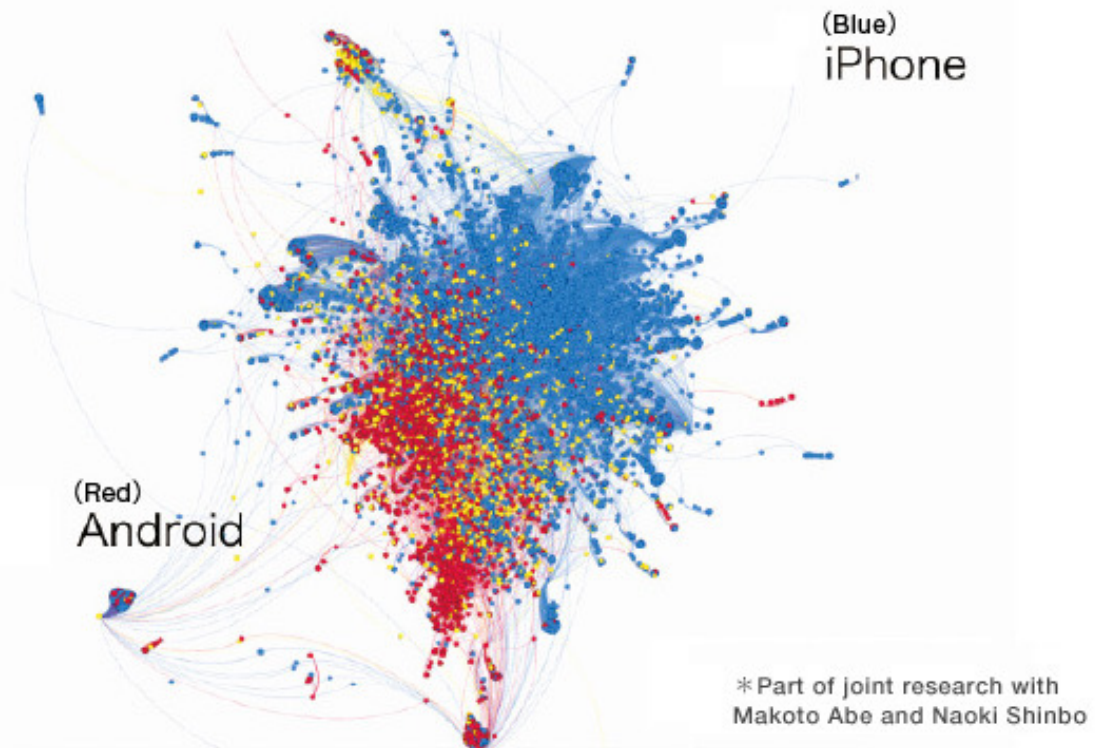
Network Dynamic Analysis

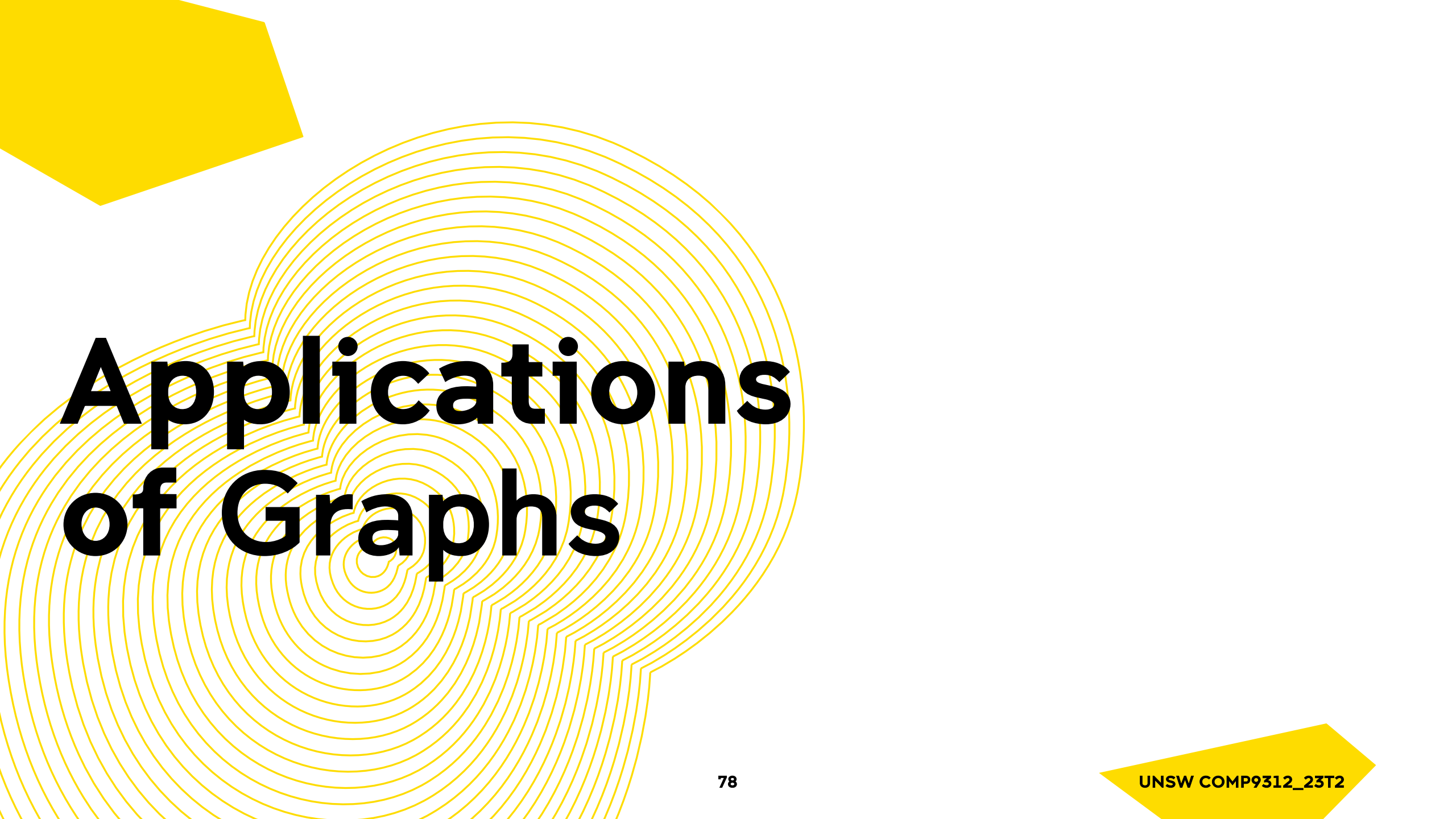
Cascade behaviour from node to node like an epidemic,

- Marketing, online advertising
- News, opinions, rumours, virus
- Adoption of innovation
- Joining a community, buying a book



Information diffusion network on Twitter





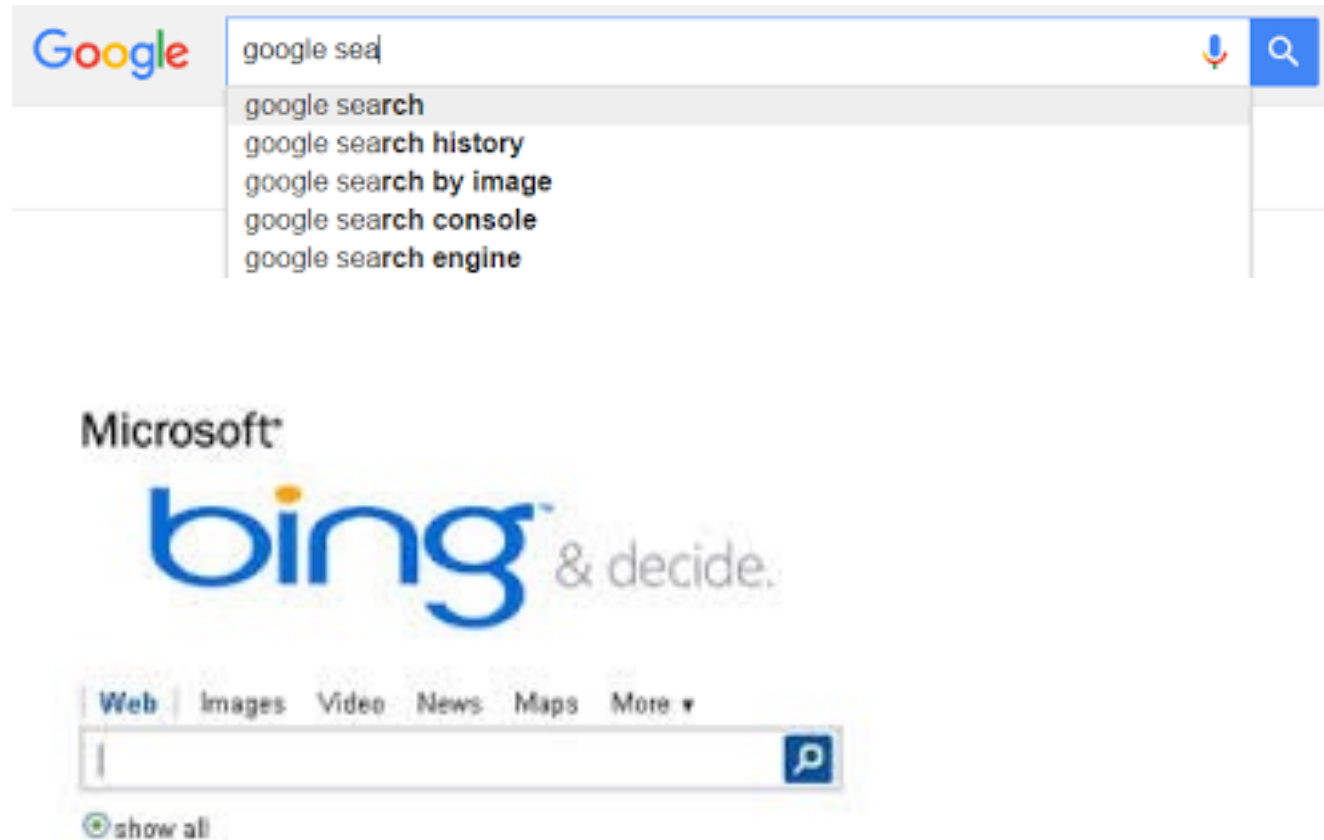
Applications of Graphs

Web search



The screenshot shows the Yahoo! homepage with the logo at the top. Navigation links include 'What's New', 'Check Email', 'Personalize', and 'Help'. Promotional banners for 'Yahoo! Mail' and 'Yahoo! Auctions' are visible. A search bar with a 'Search' button and a link to 'advanced search' is present. Below the search bar is a horizontal menu with categories like 'Shopping', 'Auctions', 'Yellow Pages', 'People Search', 'Maps', 'Travel', 'Classifieds', 'Personals', 'Games', 'Chat', and 'Clubs'. The main content area is organized into several columns: 'Yahoo! Shopping' with sub-sections for Departments, Stores, and Products; 'Arts & Humanities', 'Business & Economy', 'Computers & Internet', 'Education', 'Entertainment', 'Government', and 'Health'; 'News & Media', 'Recreation & Sports', 'Reference', 'Regional', 'Science', 'Social Science', and 'Society & Culture'; 'In the News' with a list of news items; 'Marketplace' with links to auctions and services; and 'Inside Yahoo!' with links to GeoCities, Fantasy Soccer, Clubs, and Greetings. At the bottom, there are links for 'World Yahoo!' and 'Yahoo! Get Local'.

Yahoo directory



The screenshot shows the Google search interface. The Google logo is on the left. The search bar contains the text 'google sea'. A dropdown menu shows suggestions: 'google search', 'google search history', 'google search by image', 'google search console', and 'google search engine'. Below the search bar is the Microsoft Bing logo with the tagline '& decide.'. Navigation tabs for 'Web', 'Images', 'Video', 'News', 'Maps', and 'More' are visible. A search bar is also present below the tabs, and a 'show all' link is at the bottom left.

Social search

Social Search is an enhanced version of web search, also takes into account **social relationships** between the results and the searcher, such as work for the same companies, belong to the same social groups etc.



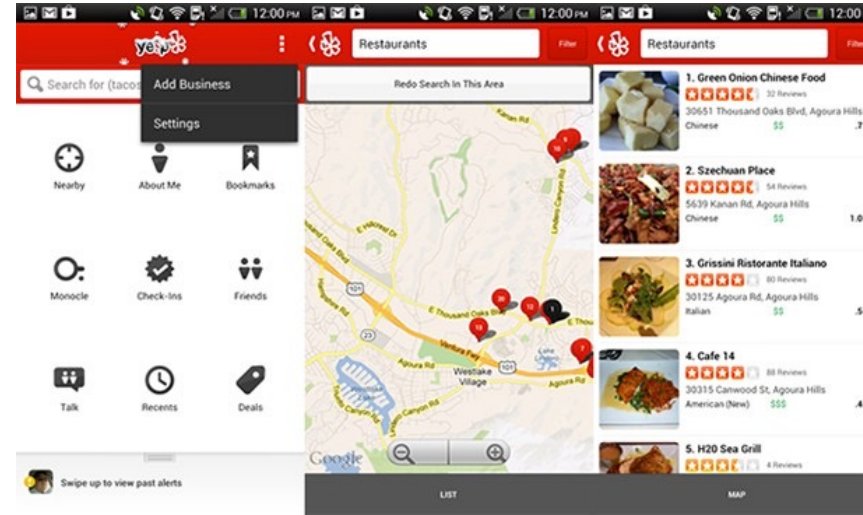
Facebook graph search



Recommendation



http://www.kis.kansai-u.ac.jp/res_music_e.html



Learning outcomes

Understand the basic graph structure and how to represent a graph

Know about characterization of graphs

Know about different types of graphs