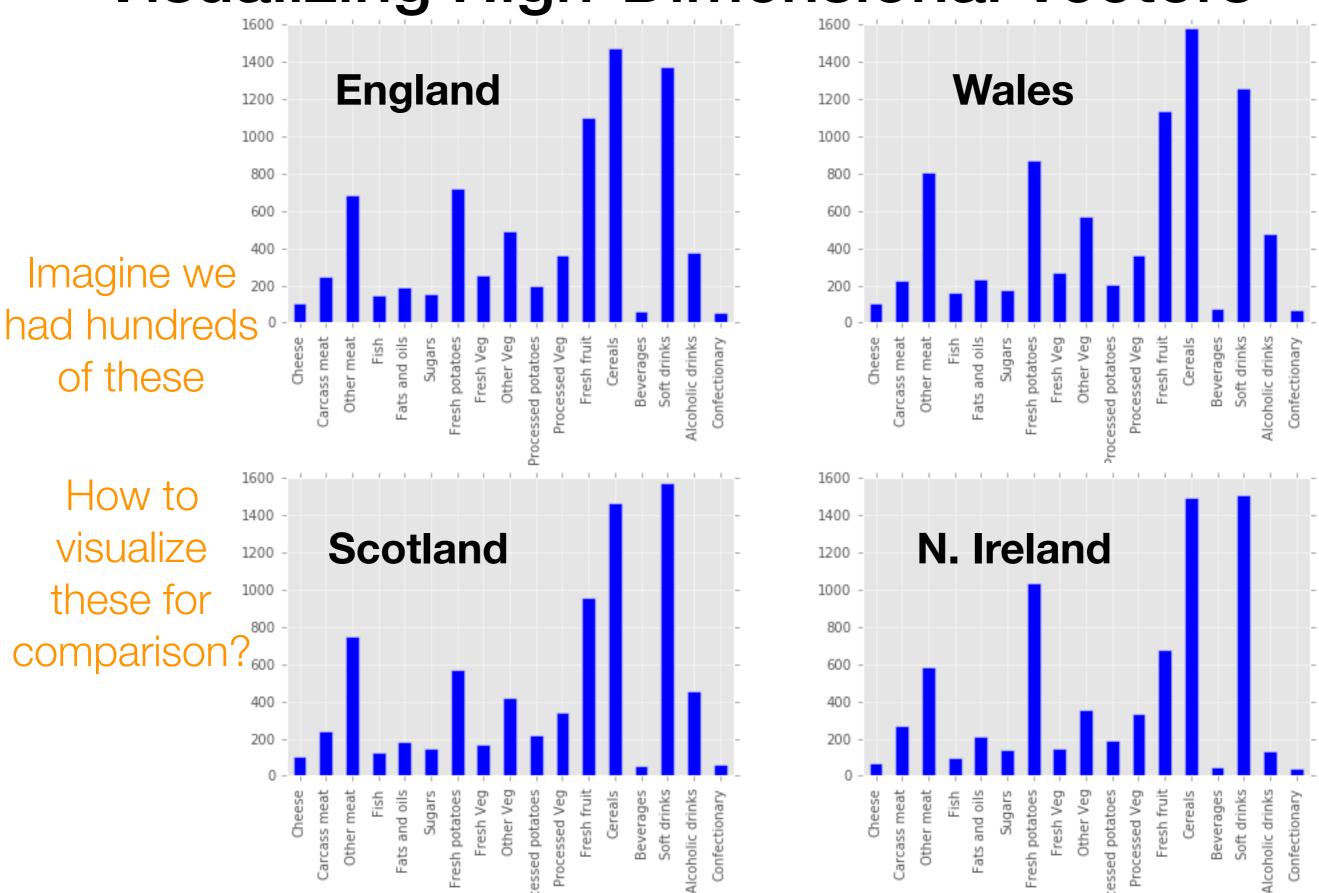


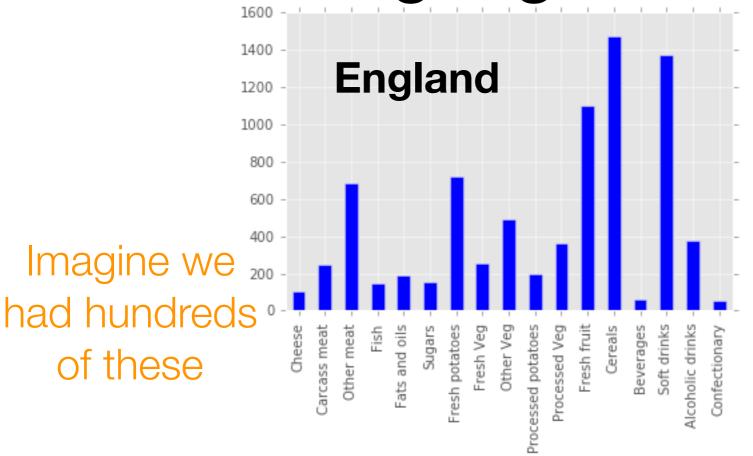
Alcoholic drinks

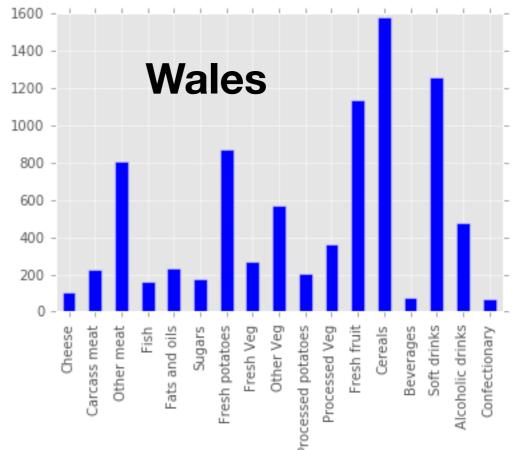
Alcoholic drinks

Confectionary

Confectionary







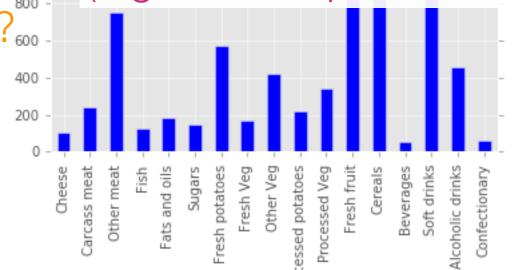


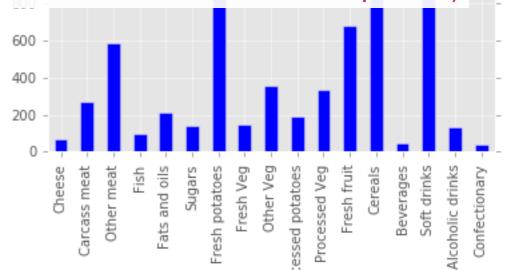
1400

1200

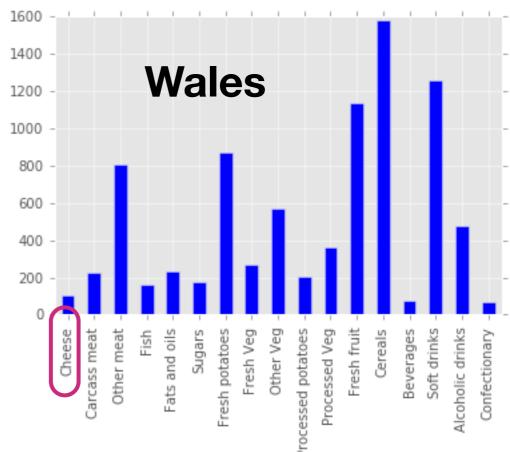
Using our earlier analysis:

Compare pairs of food items across locations
(e.g., scatter plot of cheese vs cereals consumption)









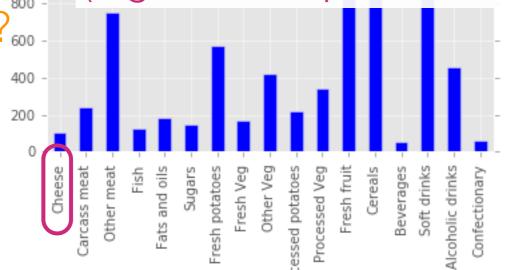


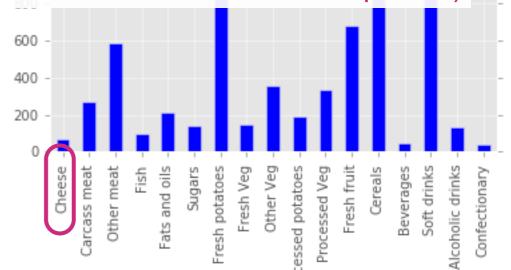
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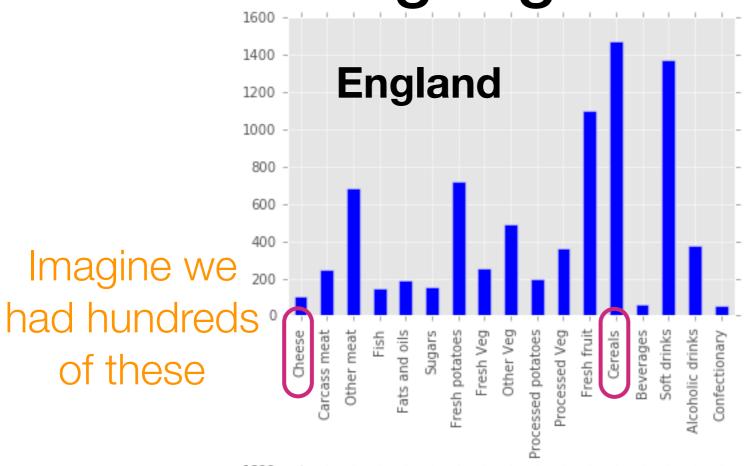
1200

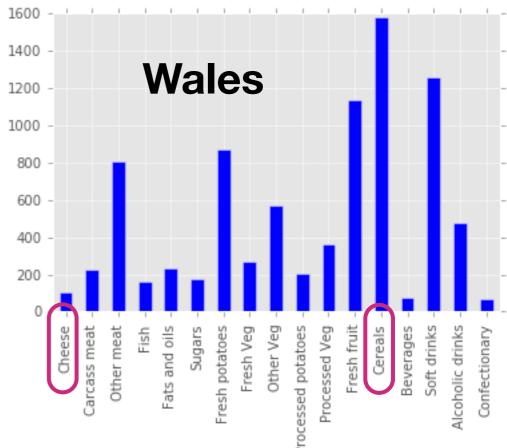
Using our earlier analysis:

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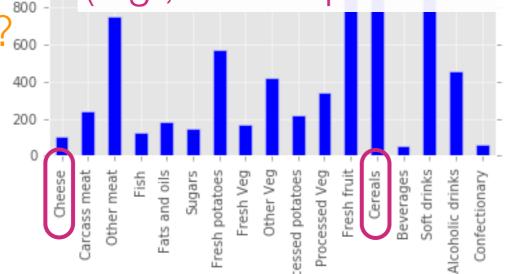


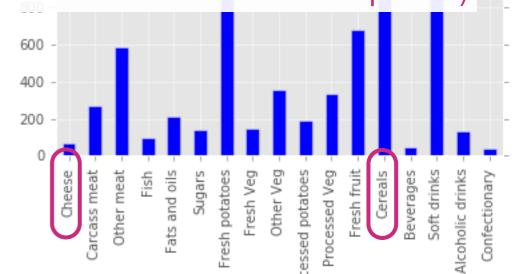
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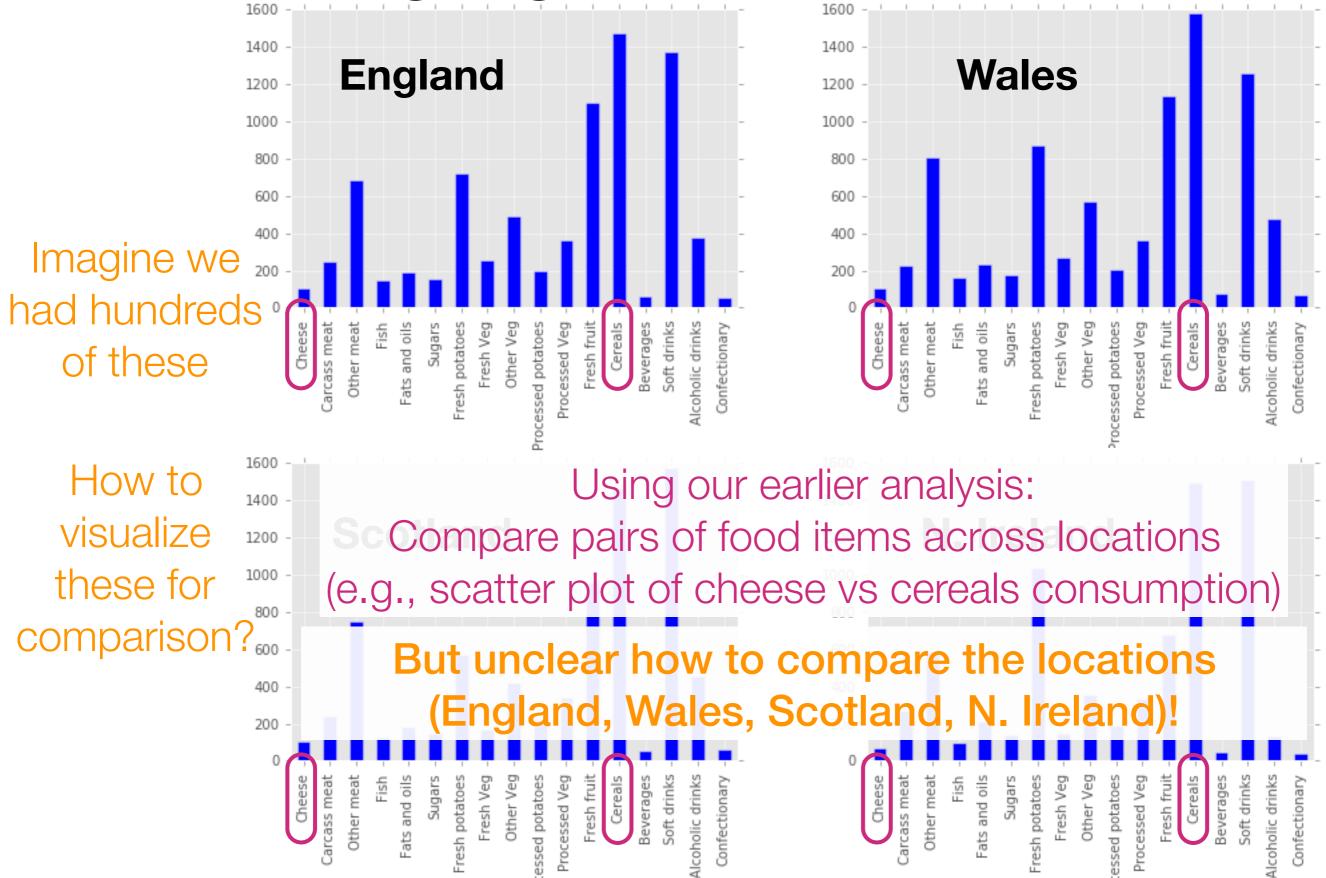
1200

Using our earlier analysis:

Compare pairs of food items across locations
(e.g., scatter plot of cheese vs cereals consumption)

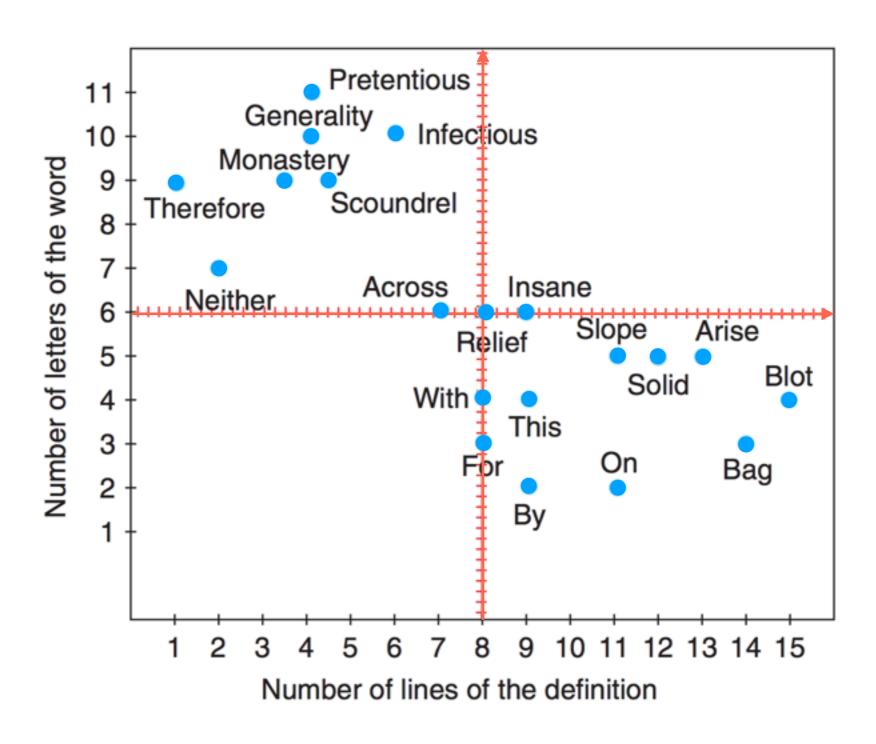




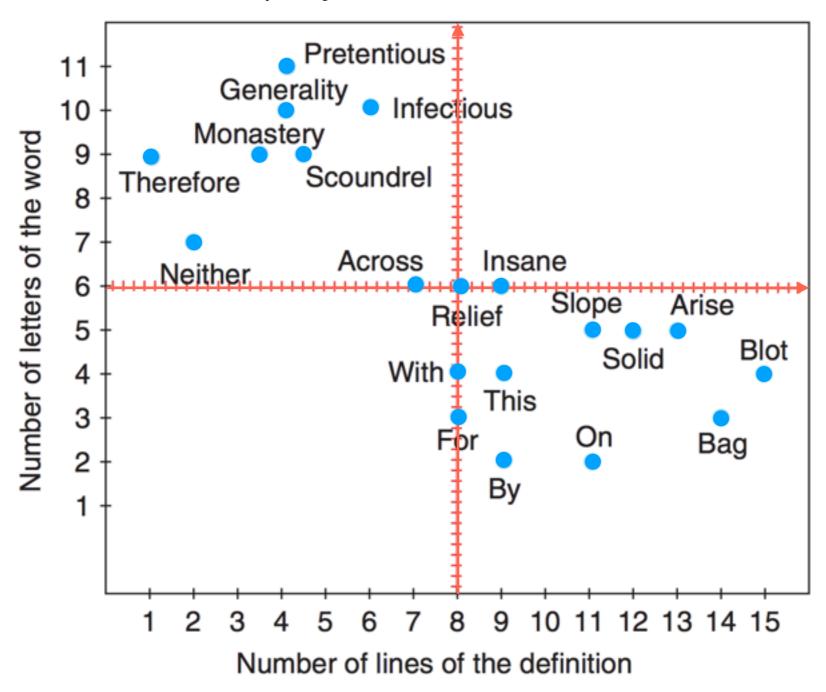


# The issue is that as humans we can only really visualize up to 3 dimensions easily

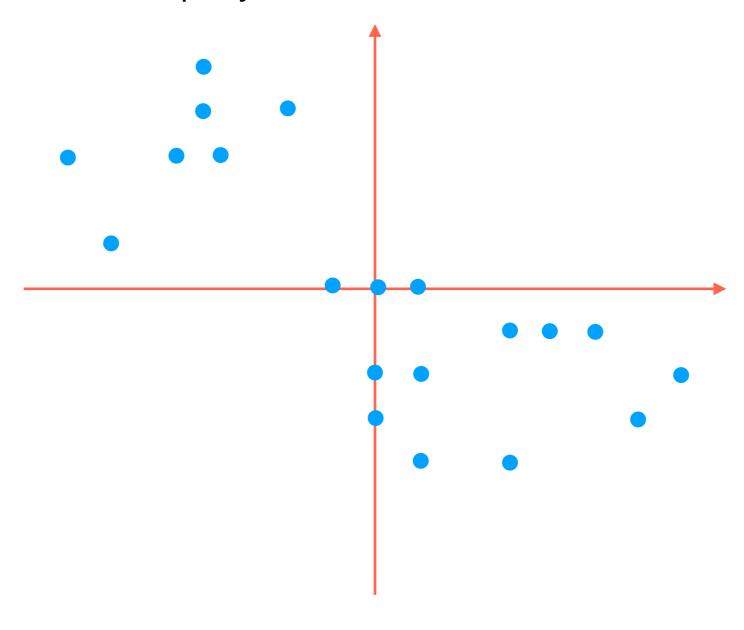
Goal: Somehow reduce the dimensionality of the data preferably to 1, 2, or 3



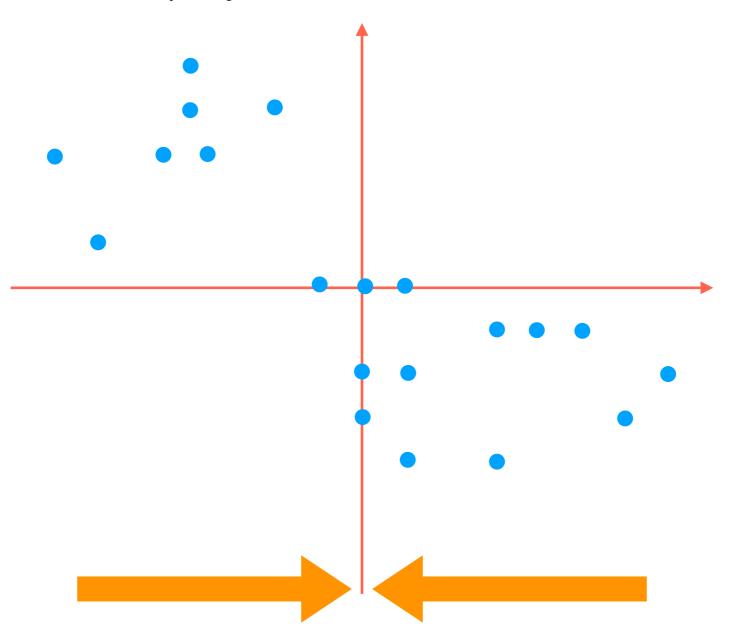
Hervé Abdi and Lynne J. Williams. Principal component analysis. Wiley Interdisciplinary Reviews: Computational Statistics. 2010.



Hervé Abdi and Lynne J. Williams. Principal component analysis. Wiley Interdisciplinary Reviews: Computational Statistics. 2010.

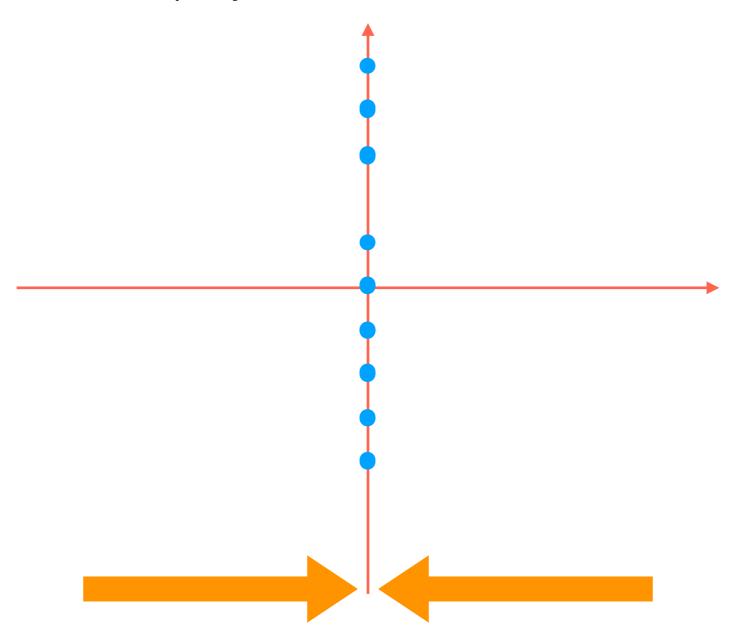


How to project 2D data down to 1D?



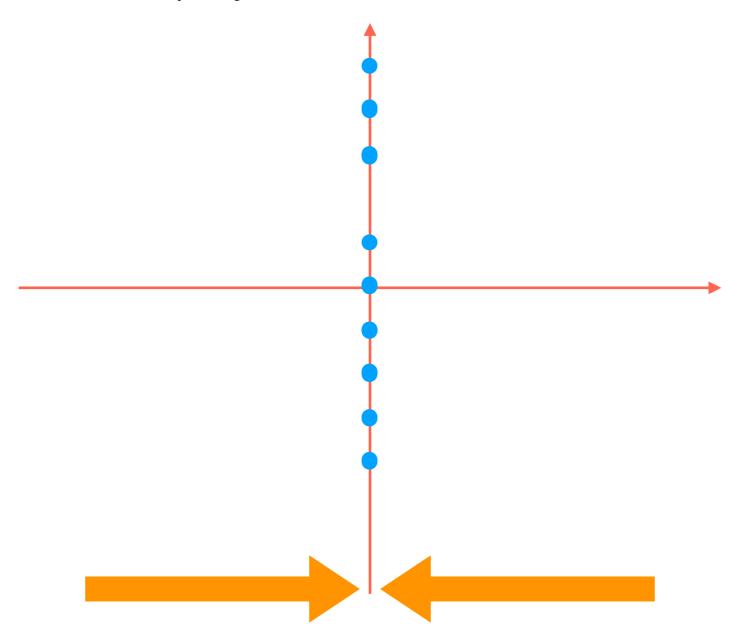
Simplest thing to try: flatten to one of the red axes

How to project 2D data down to 1D?



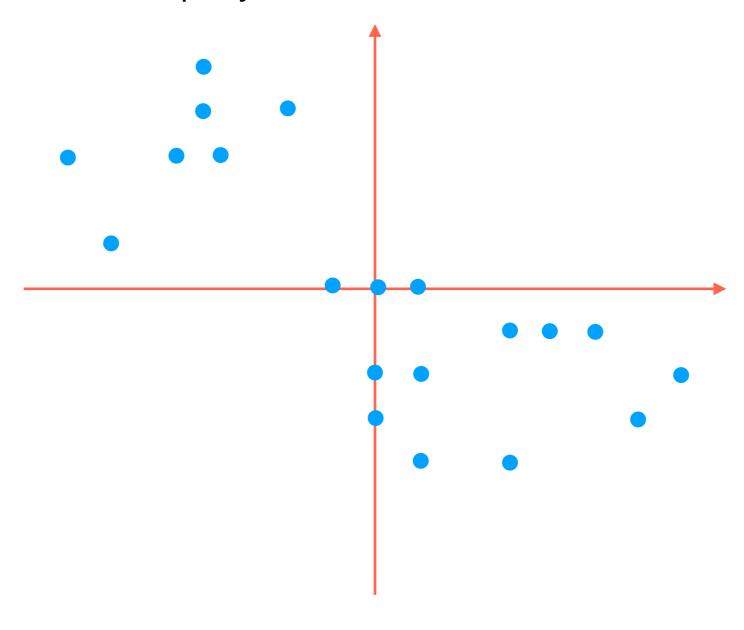
Simplest thing to try: flatten to one of the red axes

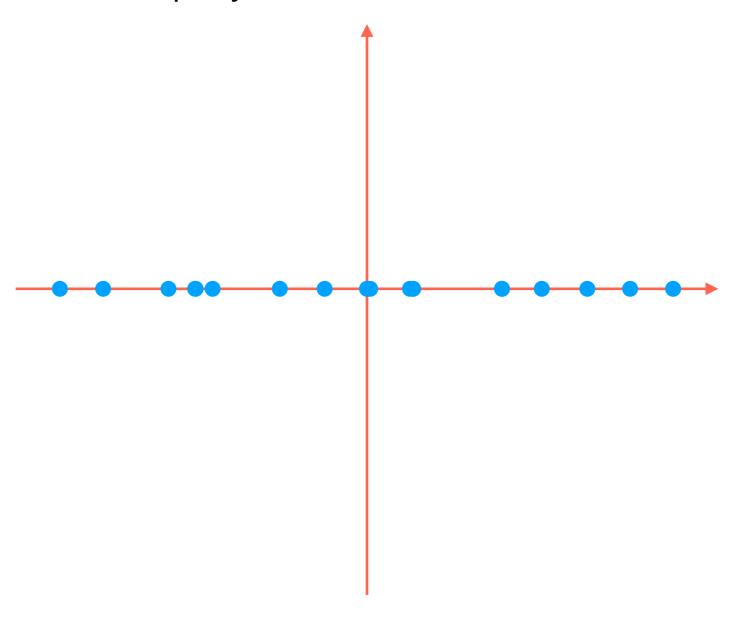
How to project 2D data down to 1D?

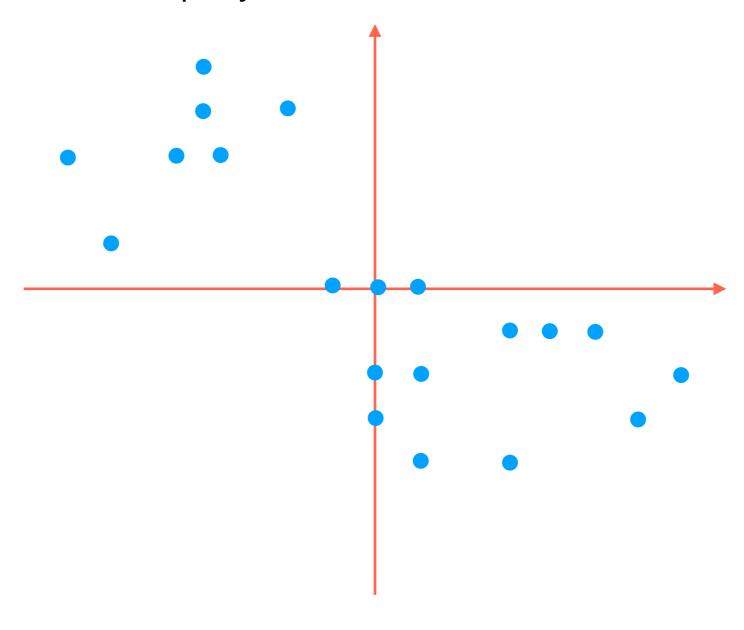


Simplest thing to try: flatten to one of the red axes

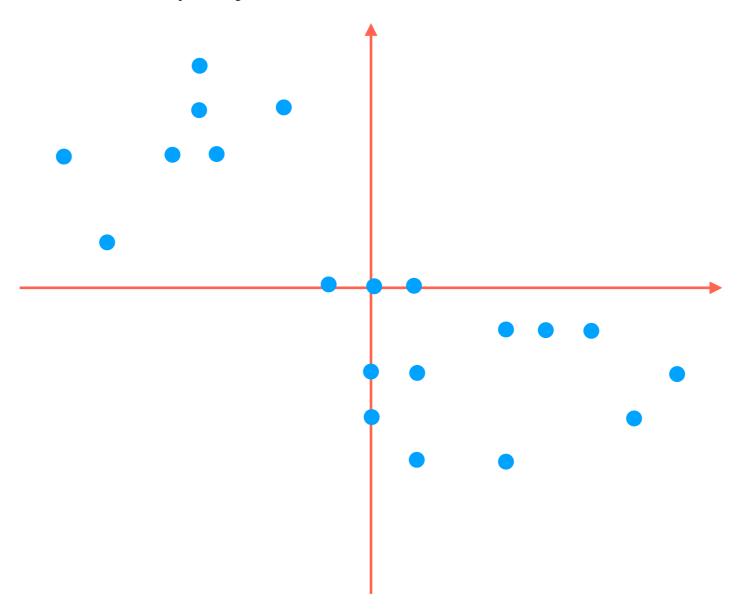
(We could of course flatten to the other red axis)





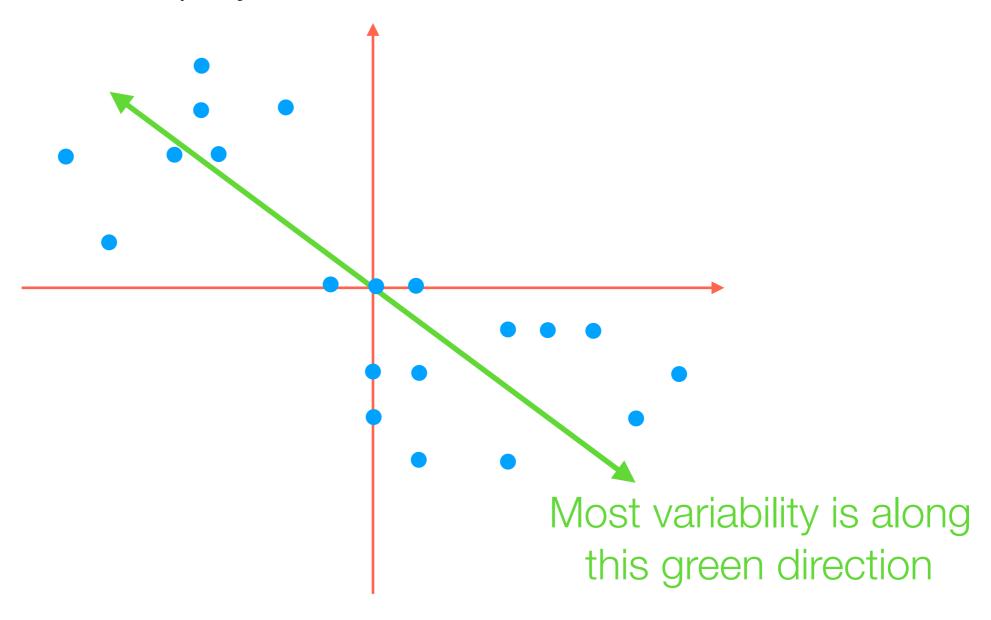


How to project 2D data down to 1D?



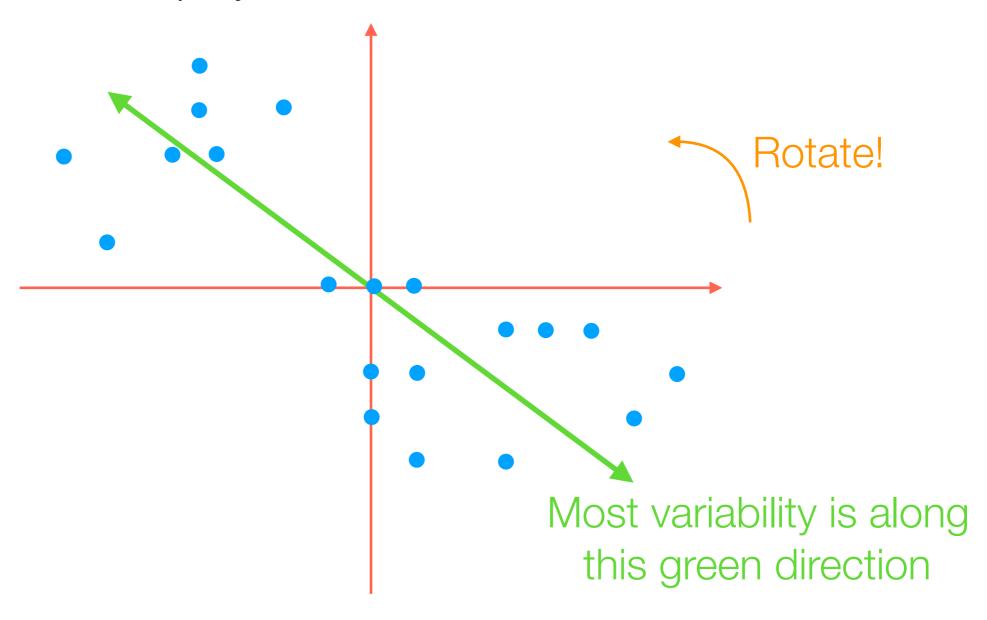
But notice that most of the variability in the data is *not* aligned with the red axes!

How to project 2D data down to 1D?

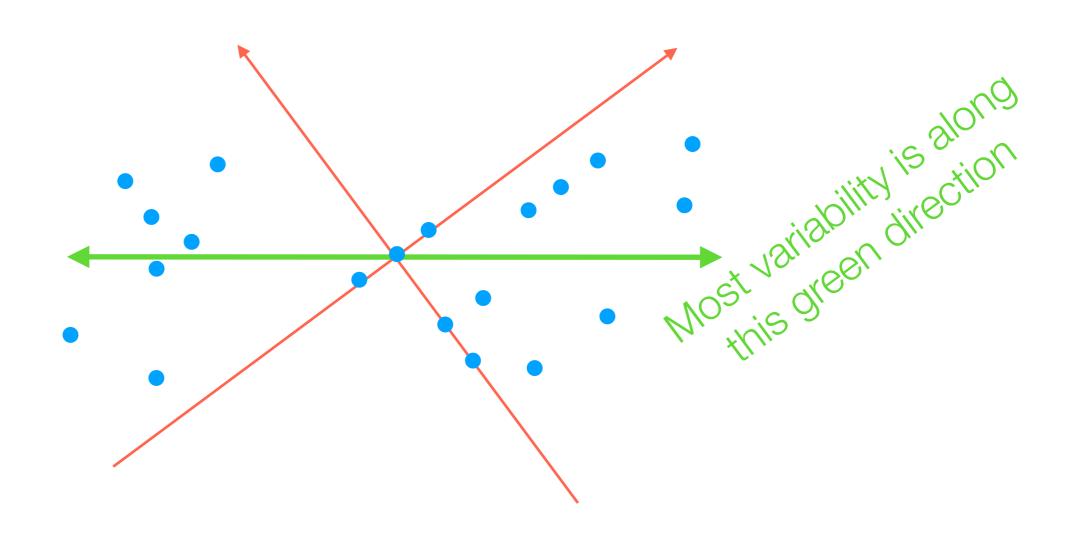


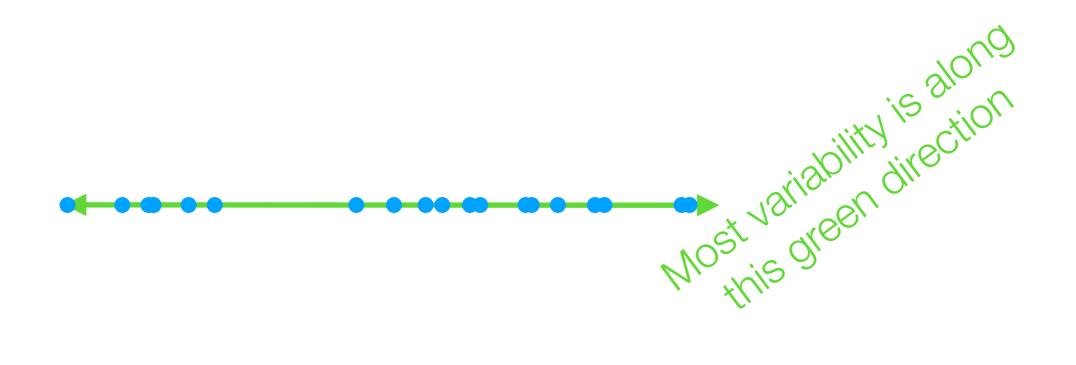
But notice that most of the variability in the data is *not* aligned with the red axes!

How to project 2D data down to 1D?

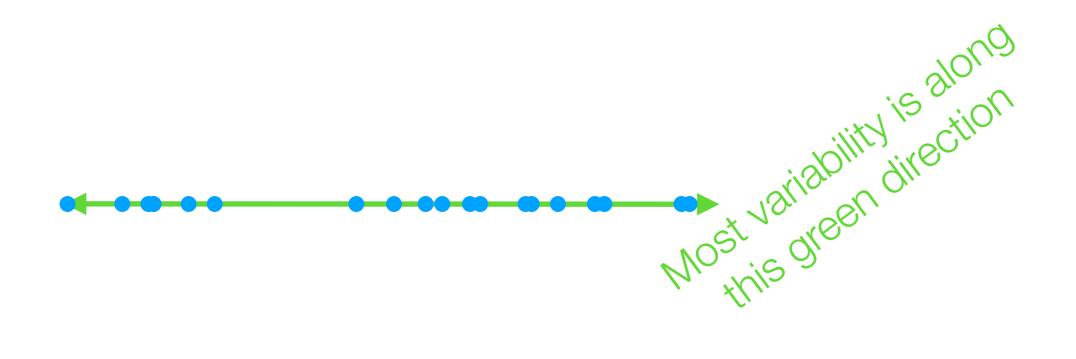


But notice that most of the variability in the data is *not* aligned with the red axes!

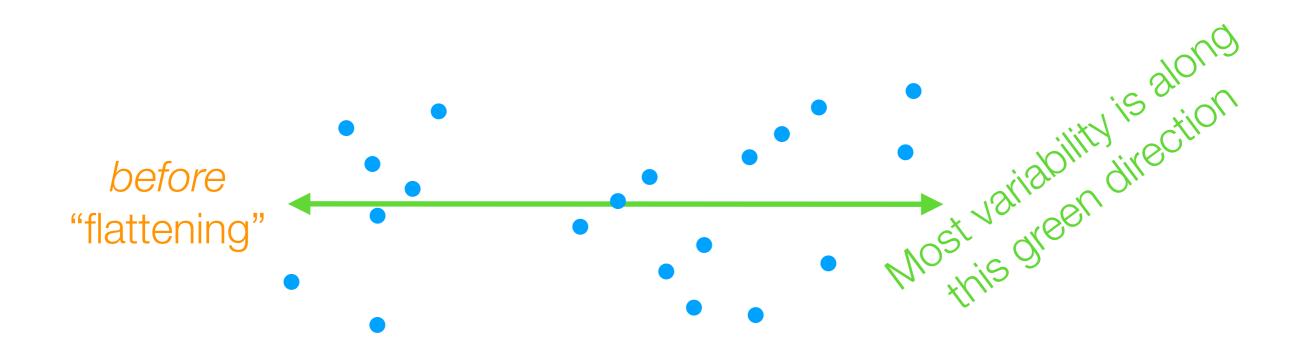




How to project 2D data down to 1D?

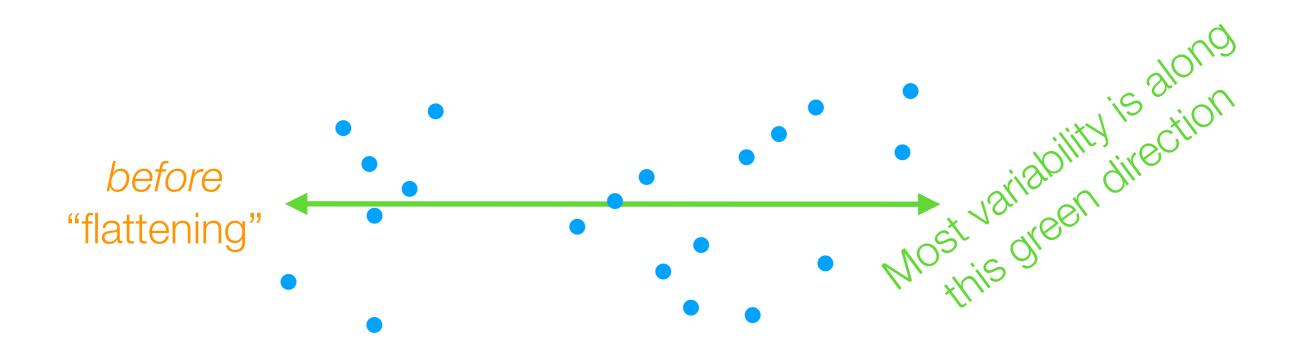


How to project 2D data down to 1D?



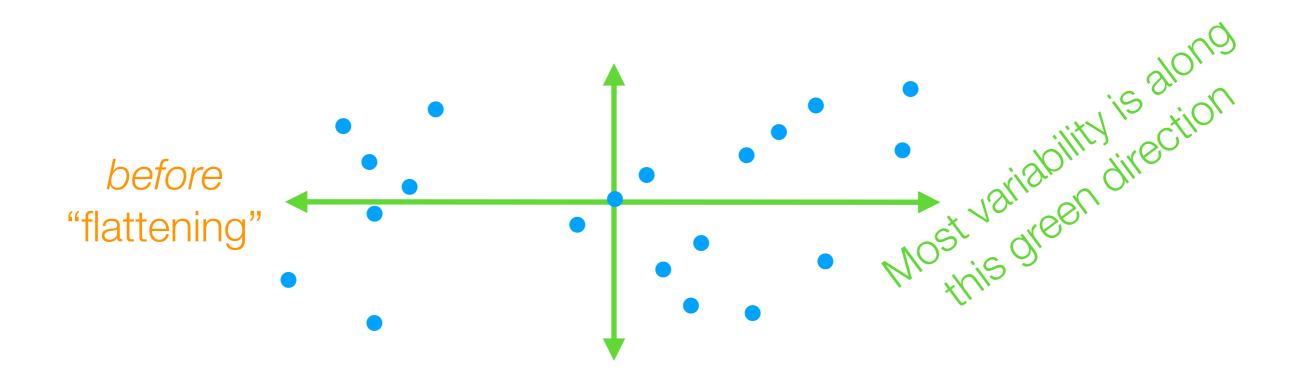
How to project 2D data down to 1D?

How to rotate 2D data so 1st axis has most variance



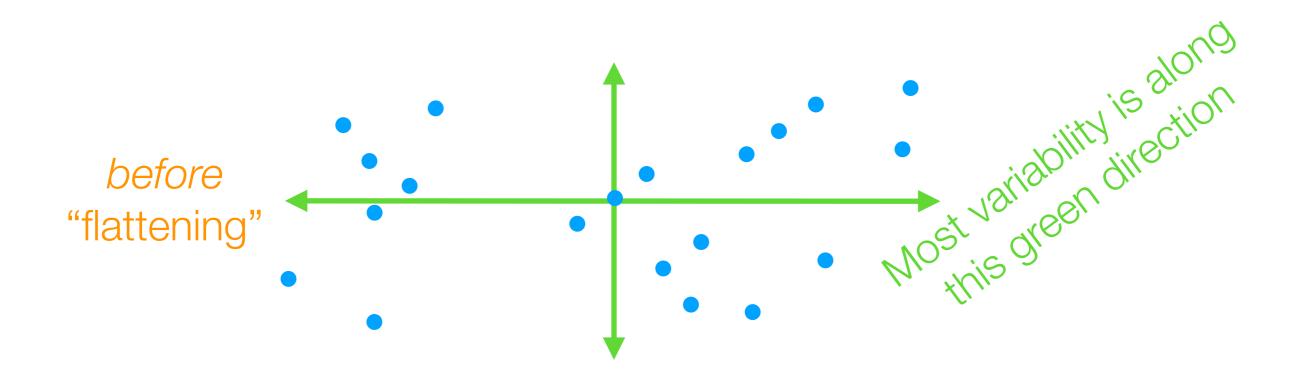
How to project 2D data down to 1D?

How to rotate 2D data so 1st axis has most variance



How to project 2D data down to 1D?

How to rotate 2D data so 1st axis has most variance



The idea of PCA actually works for 2D → 2D as well (and just involves rotating, and not "flattening" the data)

2nd green axis chosen to be 90° ("orthogonal") from first green axis

 Finds top k orthogonal directions that explain the most variance in the data

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  - 1st component: explains most variance along 1 dimension

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• . . .

- Finds top k orthogonal directions that explain the most variance in the data
  - 1st component: explains most variance along 1 dimension
  - 2nd component: explains most of remaining variance along next dimension that is orthogonal to 1st dimension
  - ...
- "Flatten" data to the top k dimensions to get lower dimensional representation (if k < original dimension)

3D example from:

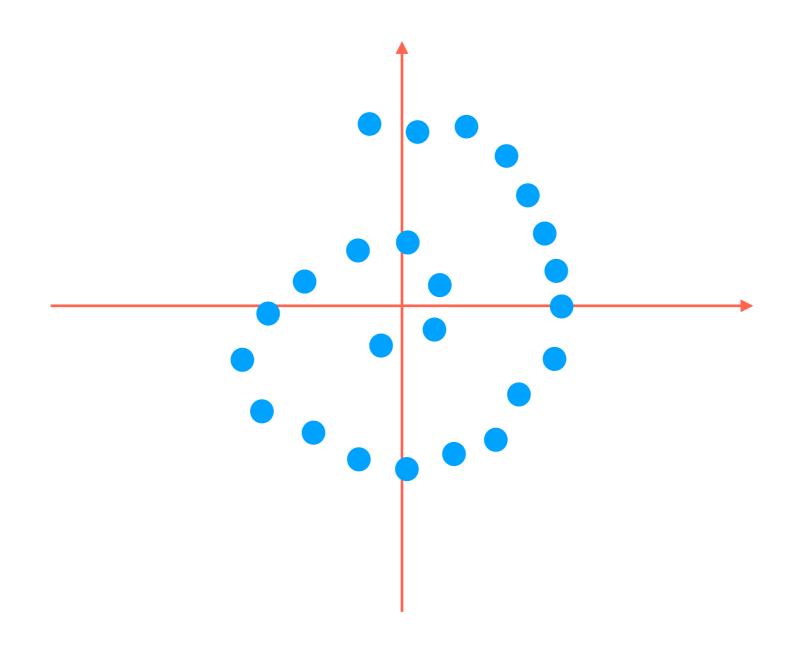
http://setosa.io/ev/principal-component-analysis/

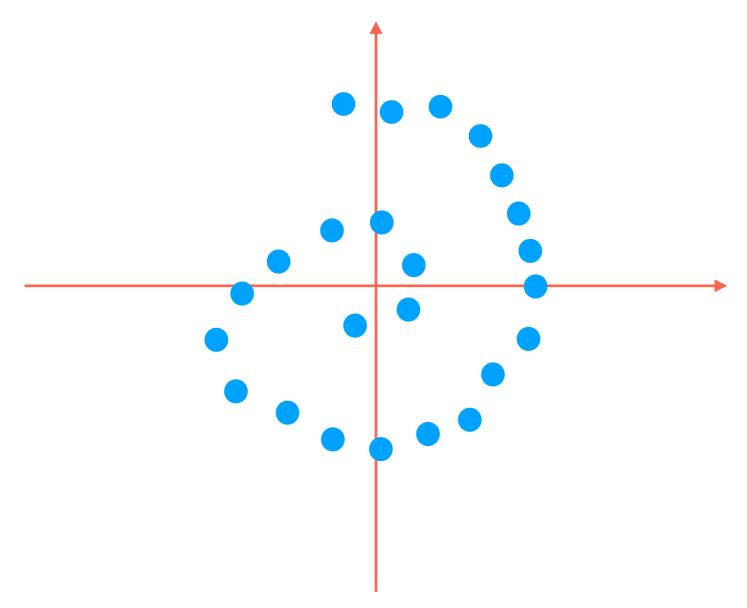
Demo

# PCA reorients data so axes explain variance in "decreasing order" → can "flatten" (project) data onto a few axes that captures most variance



Image source: http://4.bp.blogspot.com/-USQEgoh1jCU/VfncdNOETcI/AAAAAAAAAGp8/ Hea8UtE\_1c0/s1600/Blog%2B1%2BIMG\_1821.jpg

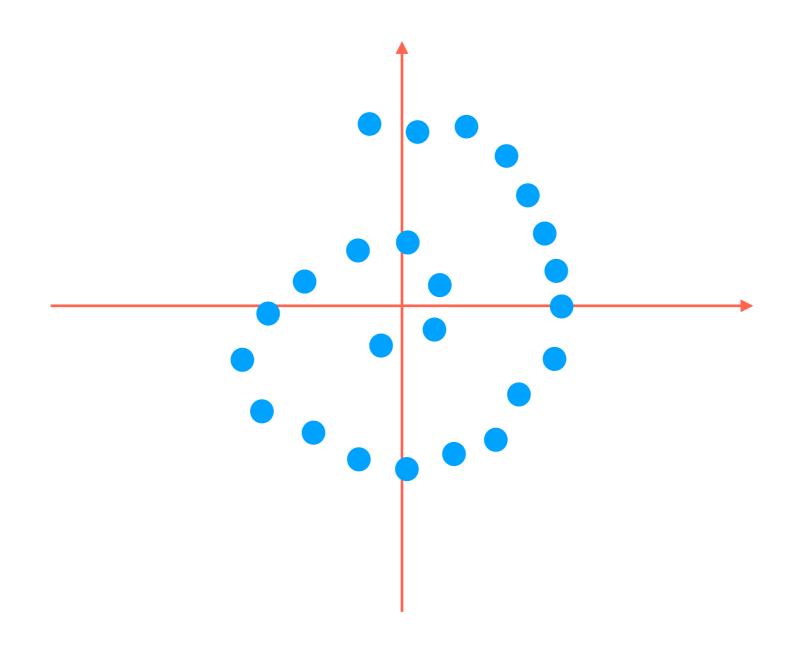


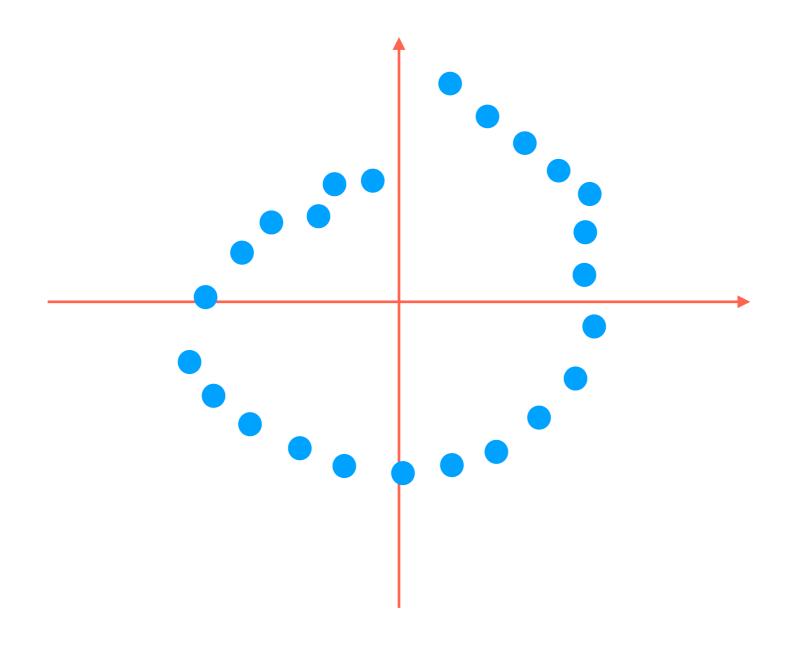


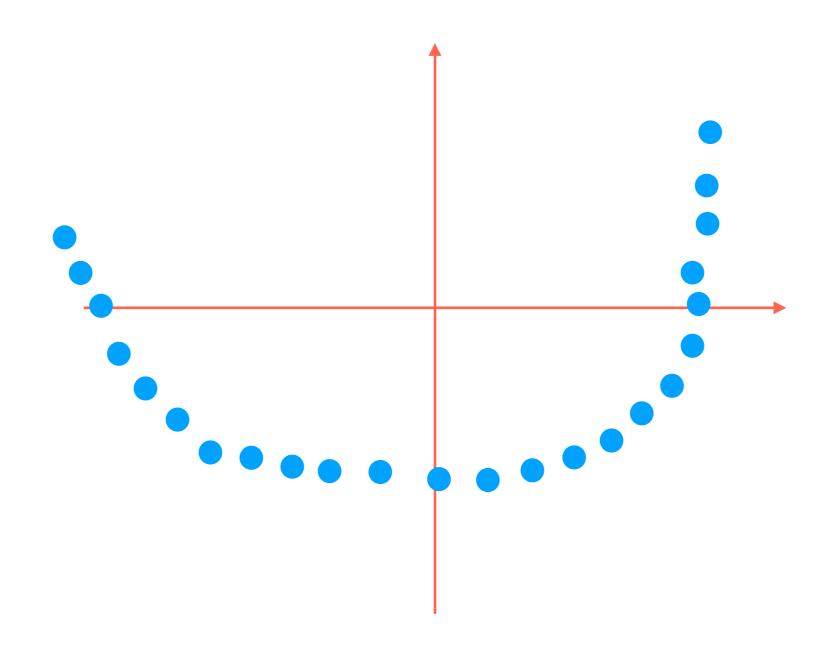
PCA would just flatten this thing and lose the information that the data actually lives on a 1D line that has been curved!

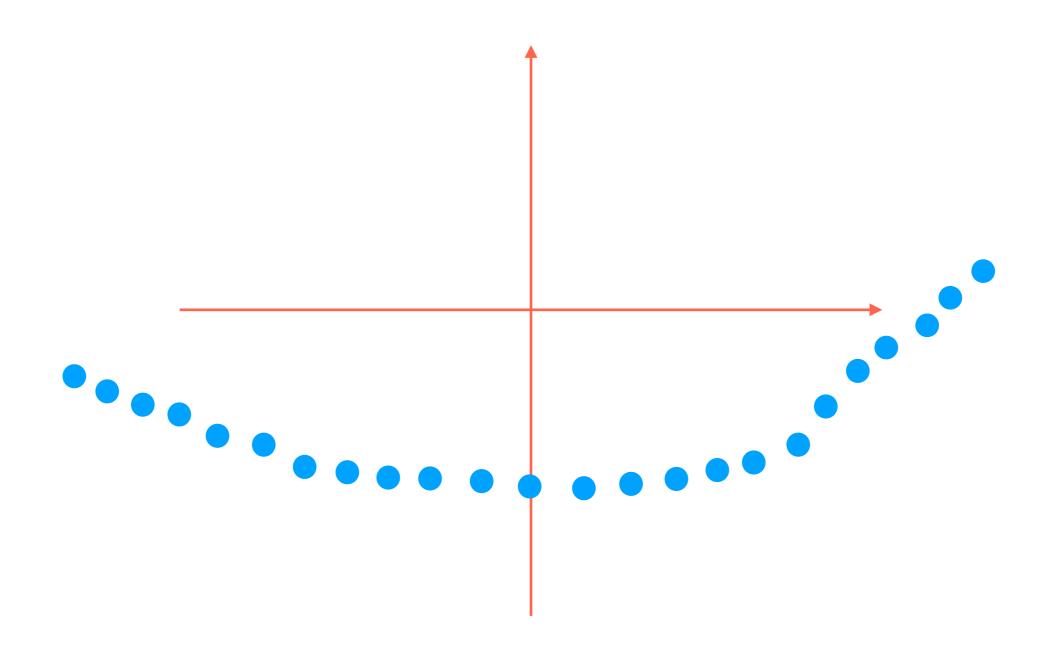


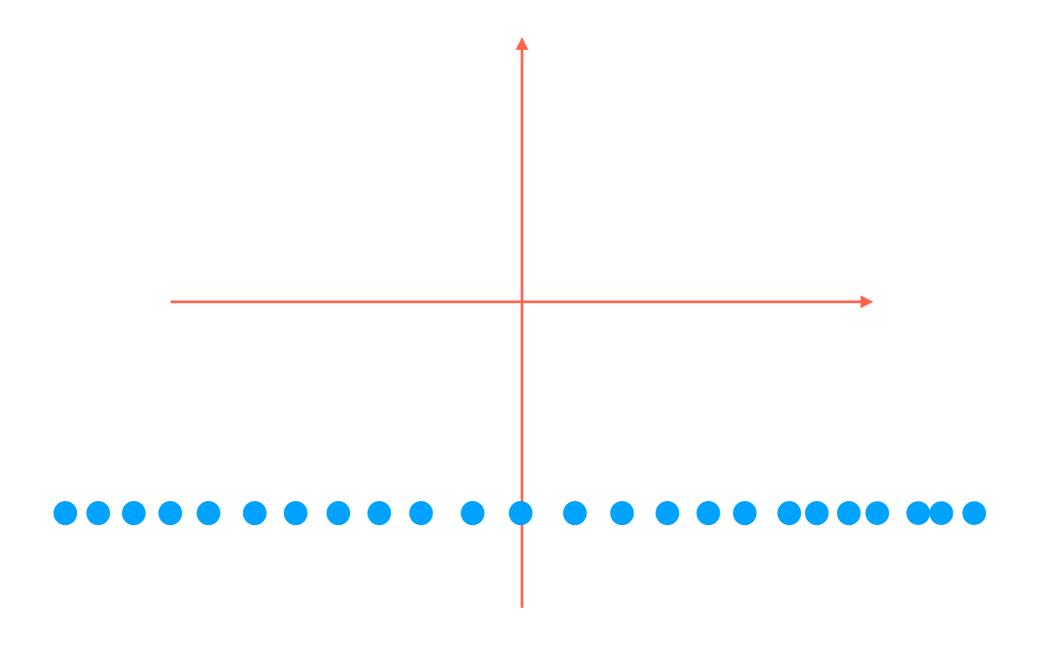
Image source: http://4.bp.blogspot.com/-USQEgoh1jCU/VfncdNOETcI/AAAAAAAAAGp8/ Hea8UtE\_1c0/s1600/Blog%2B1%2BIMG\_1821.jpg

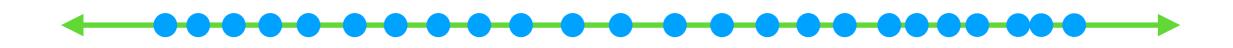




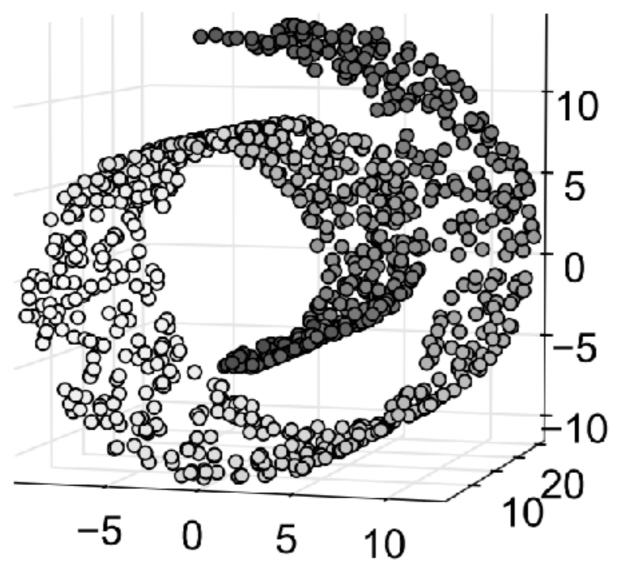




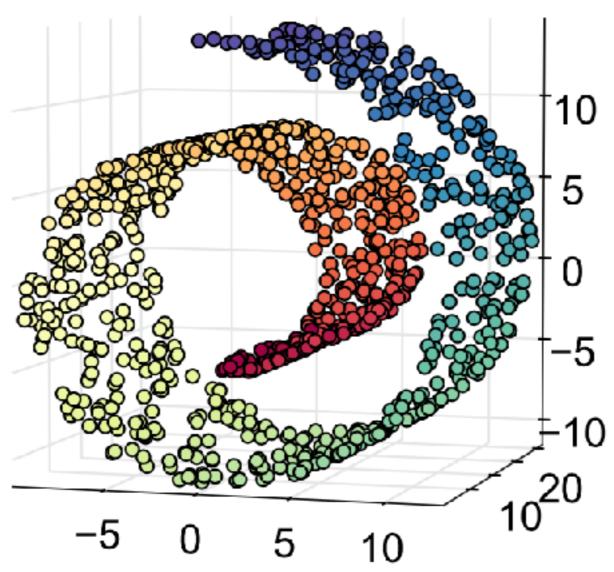




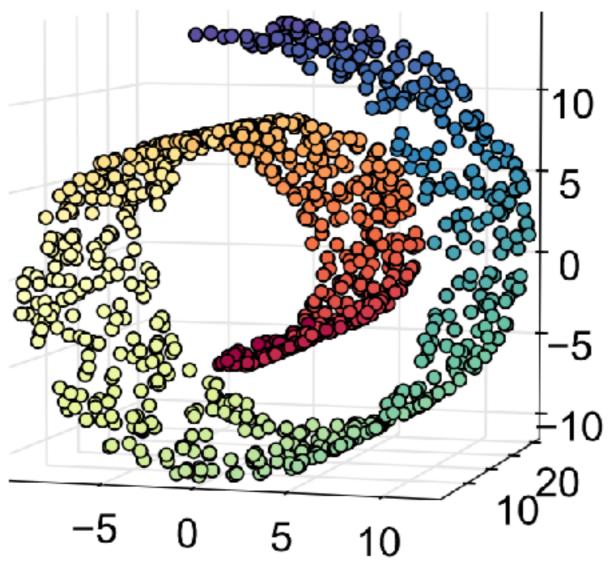
This is the desired result



Projecting down to any 2D plane puts points that are far apart close together!



Projecting down to any 2D plane puts points that are far apart close together!



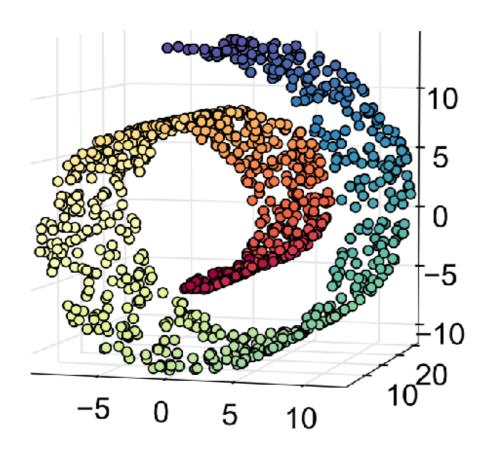
Projecting down to any 2D plane puts points that are far apart close together!

Goal: Low-dimensional representation where similar colored points are near each other (we don't actually get to see the colors)

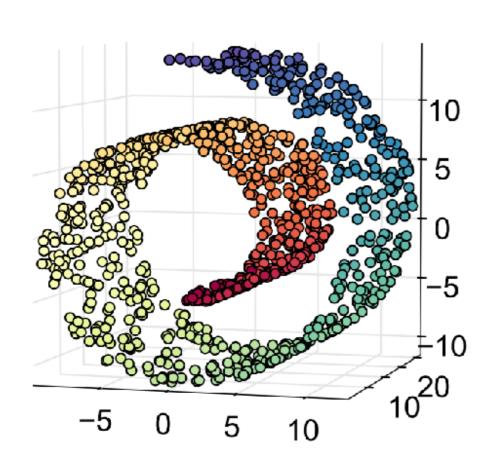
Nonlinear dimensionality reduction (in contrast to PCA which is linear)

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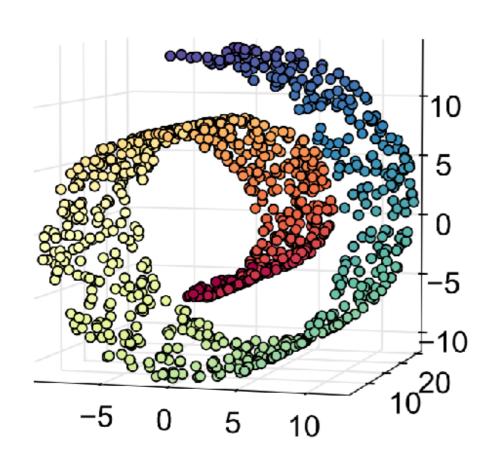


- Nonlinear dimensionality reduction (in contrast to PCA which is linear)
- Find low-dimensional "manifold" that the data live on



Basic idea of a manifold:

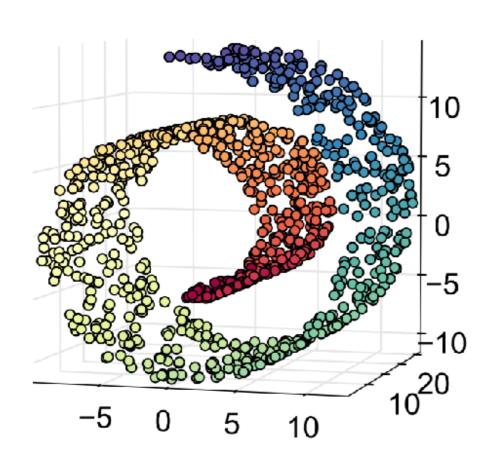
- Nonlinear dimensionality reduction (in contrast to PCA which is linear)
- Find low-dimensional "manifold" that the data live on



Basic idea of a manifold:

1. Zoom in on any point (say, x)

- Nonlinear dimensionality reduction (in contrast to PCA which is linear)
- Find low-dimensional "manifold" that the data live on



Basic idea of a manifold:

- 1. Zoom in on any point (say, x)
- 2. The points near *x* look like they're in a lower-dimensional Euclidean space (e.g., a 2D plane in Swiss roll)

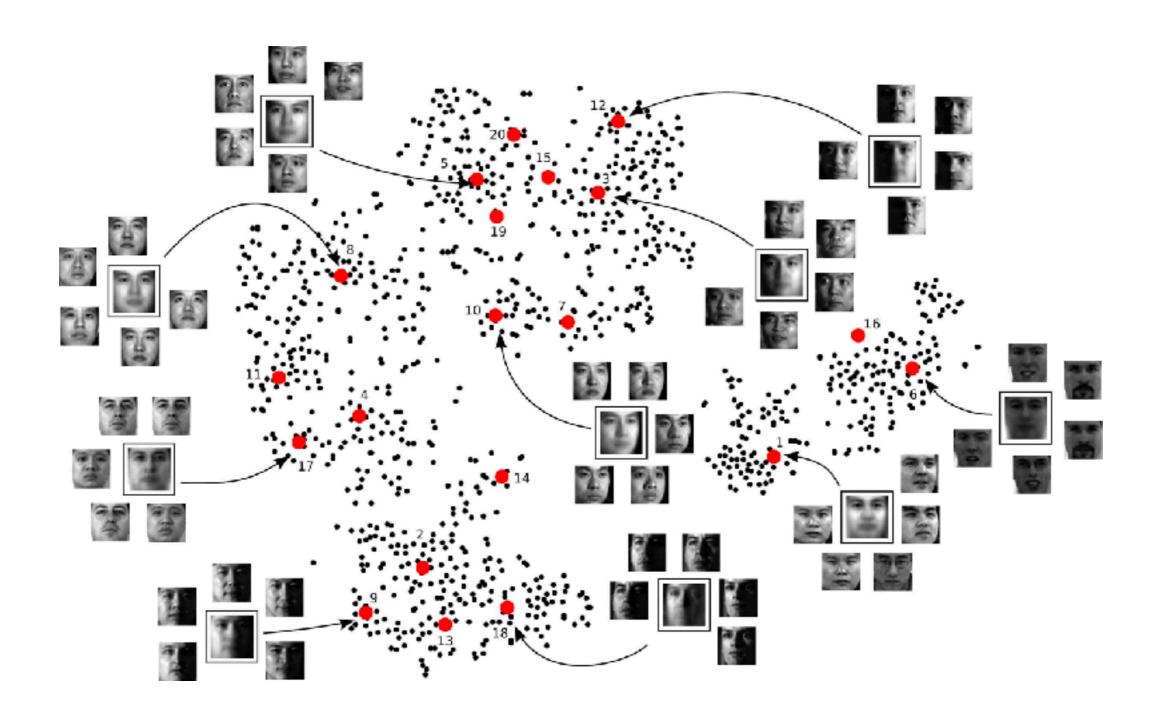
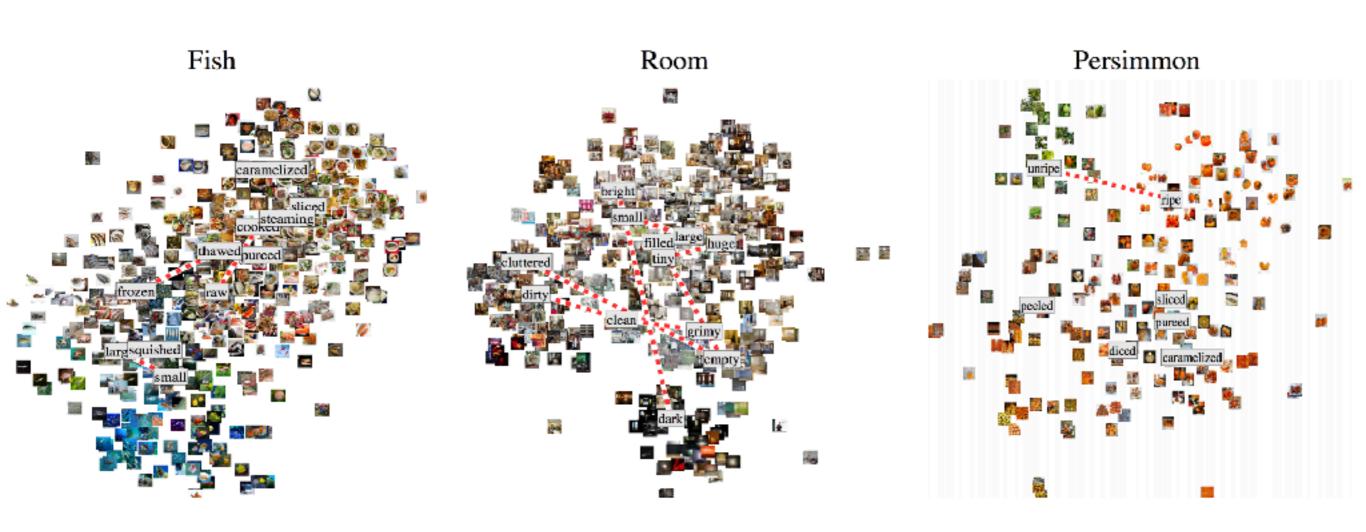
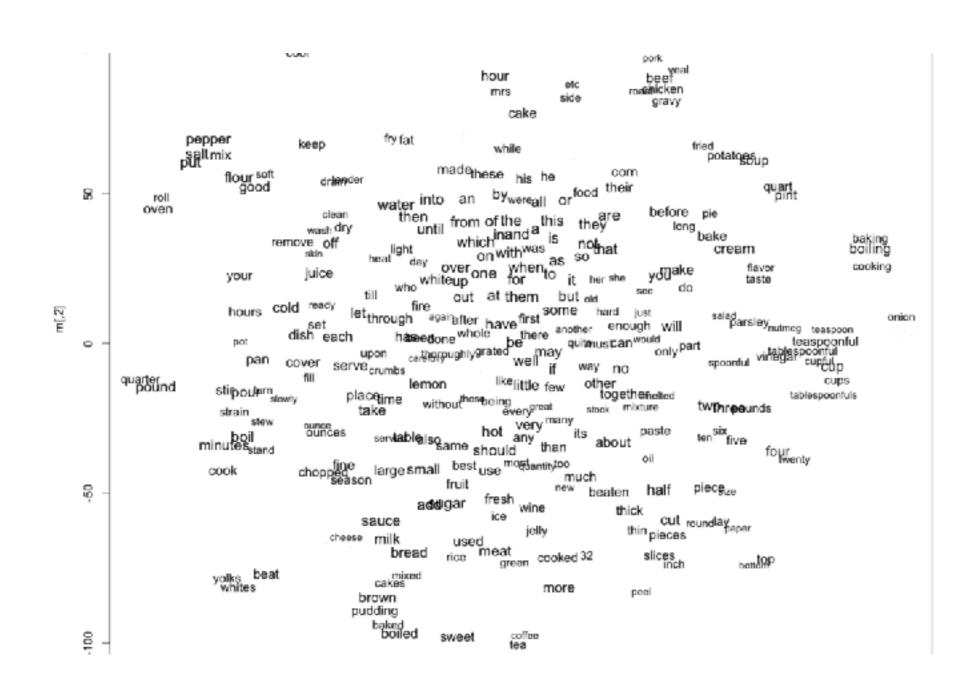
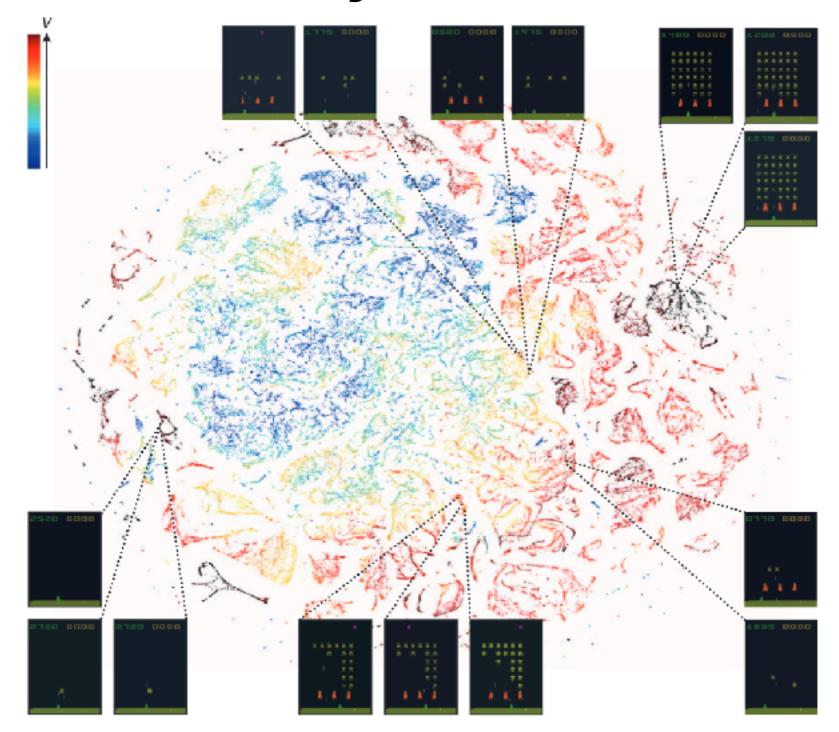


Image source: http://www.columbia.edu/~jwp2128/Images/faces.jpeg

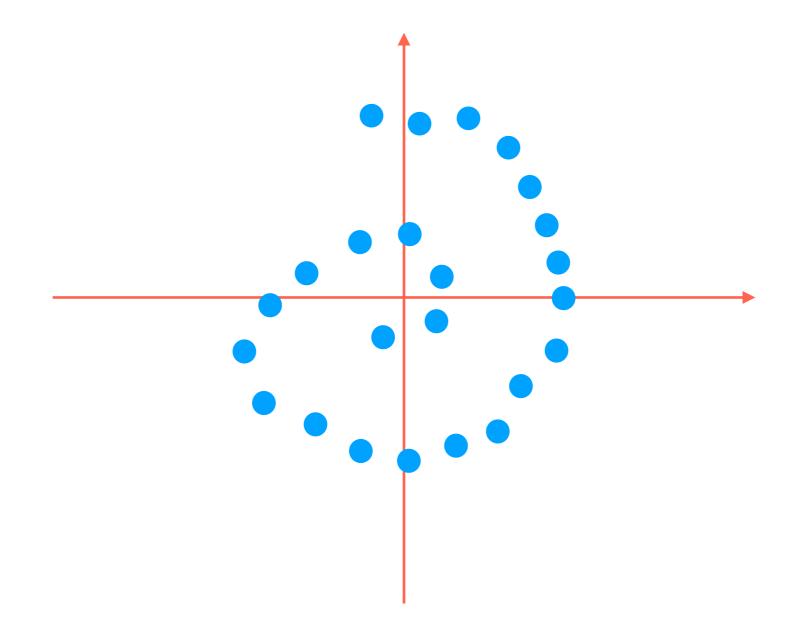


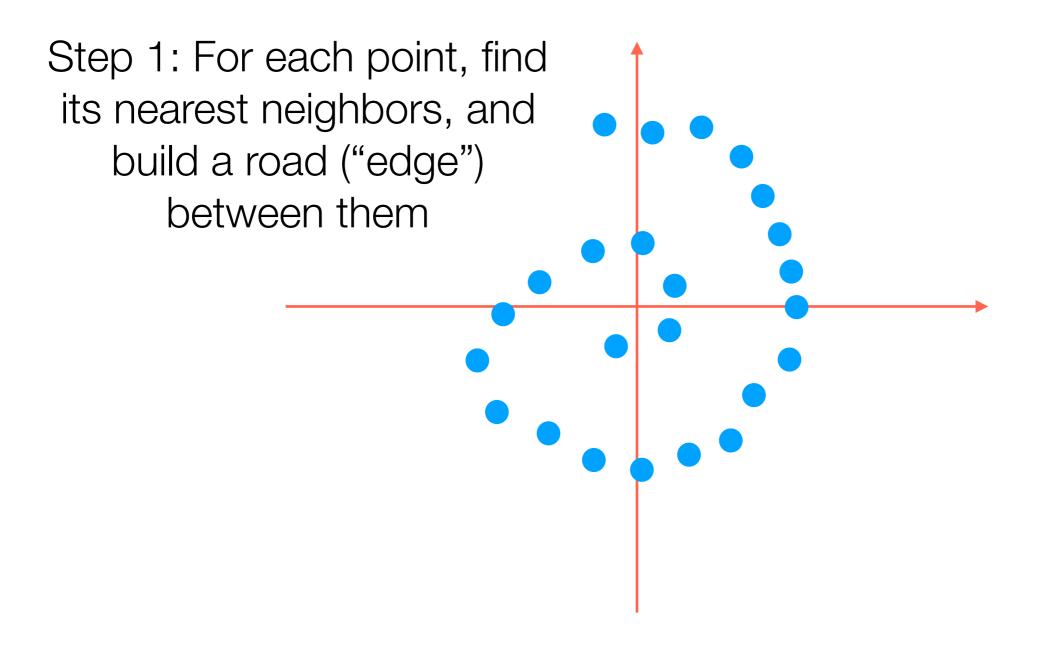


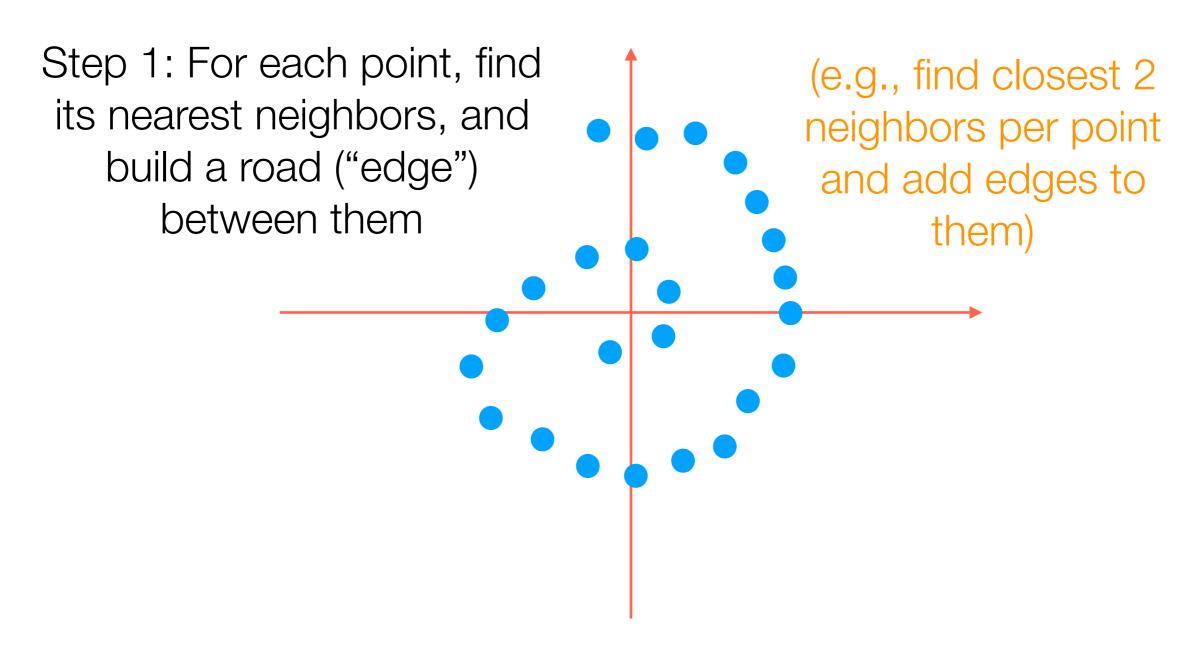


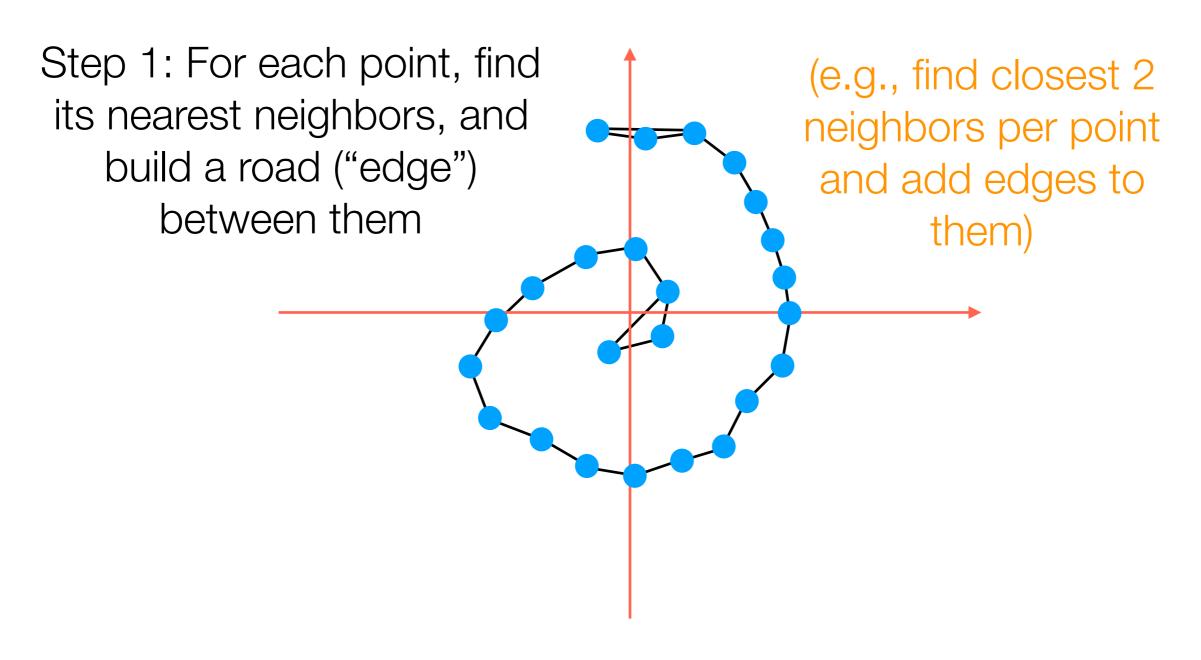
Mnih, Volodymyr, et al. Human-level control through deep reinforcement learning.

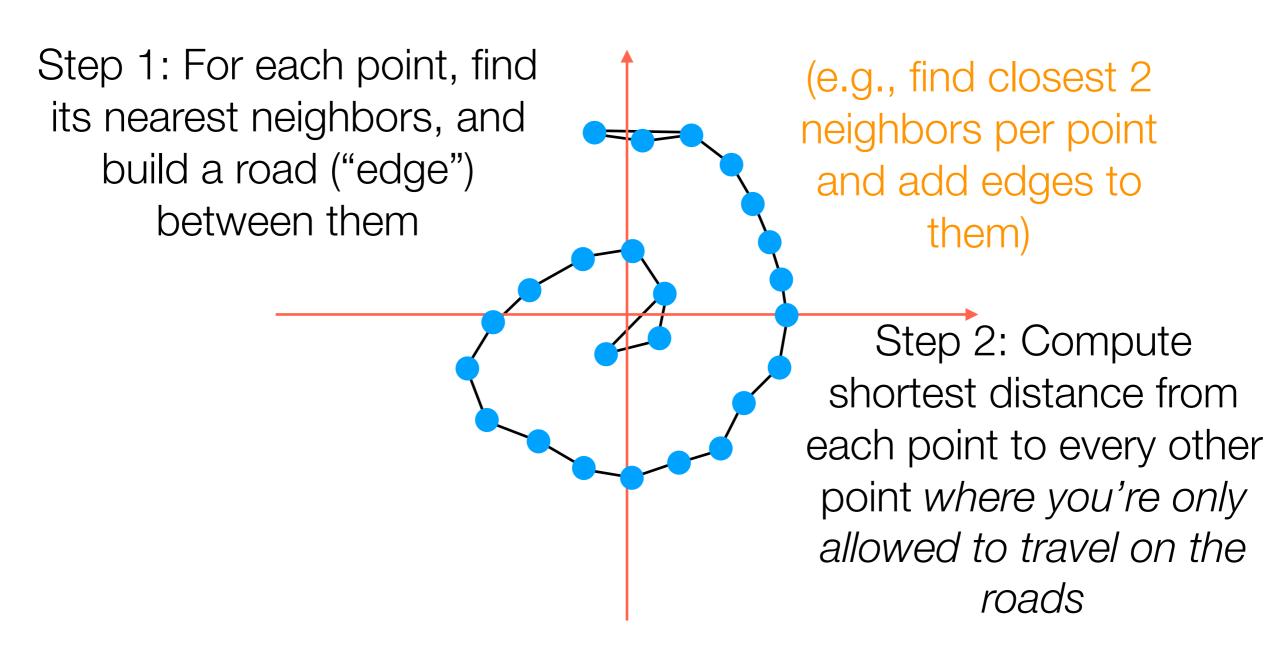
Nature 2015.



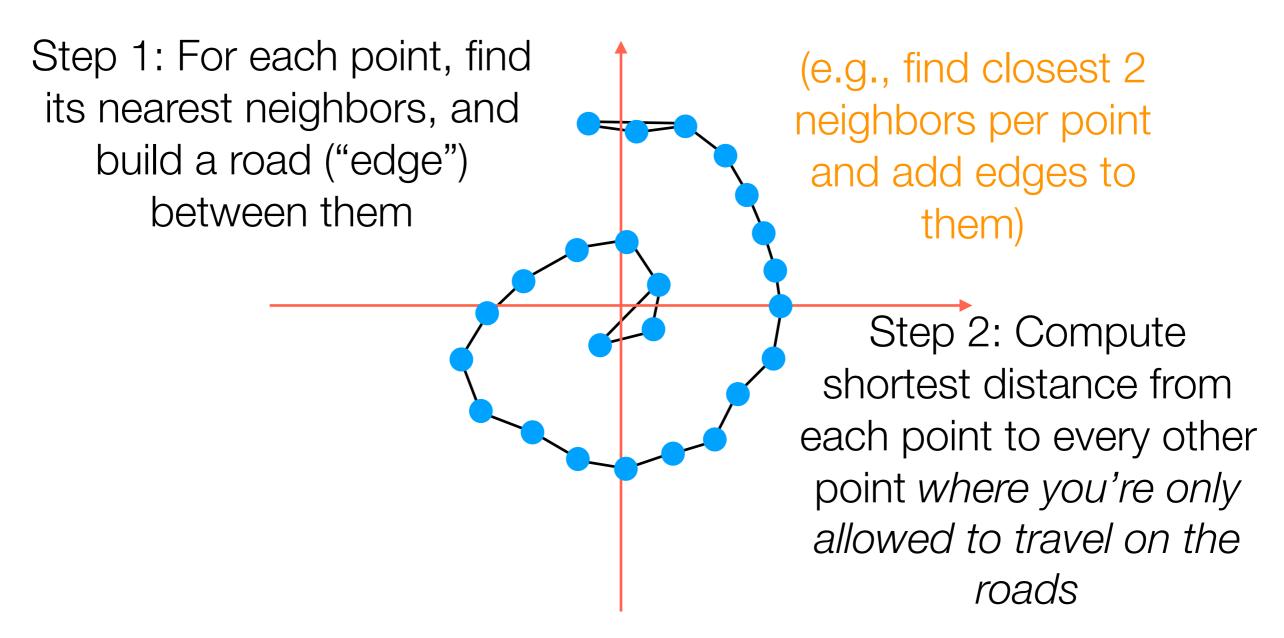




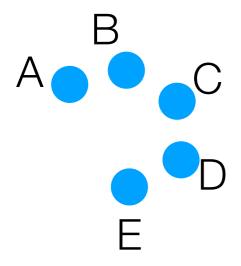


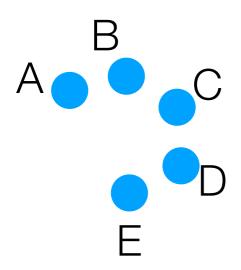


# Manifold Learning with Isomap

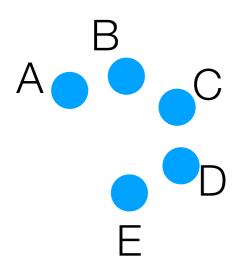


Step 3: It turns out that given all the distances between pairs of points, we can compute what the points should be (the algorithm for this is called *multidimensional scaling*)

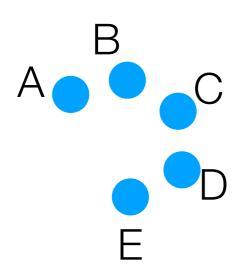


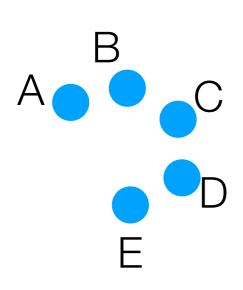


2 nearest neighbors of A:

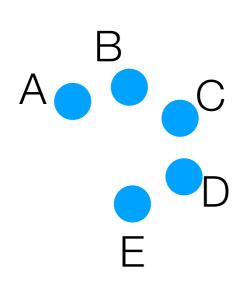


2 nearest neighbors of A: B, C



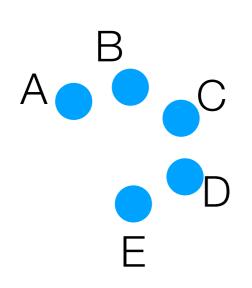


- 2 nearest neighbors of A: B, C
- 2 nearest neighbors of B:



2 nearest neighbors of A: B, C

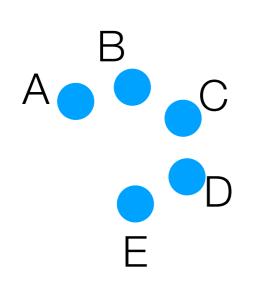
2 nearest neighbors of B: A, C



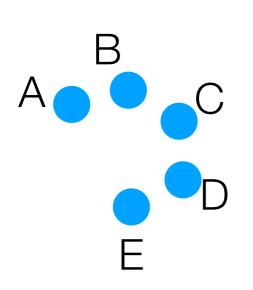
2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C:



- 2 nearest neighbors of A: B, C
- 2 nearest neighbors of B: A, C
- 2 nearest neighbors of C: B, D

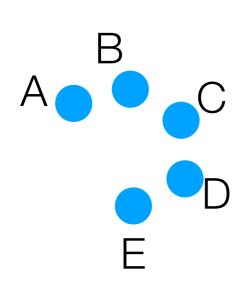


2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D:

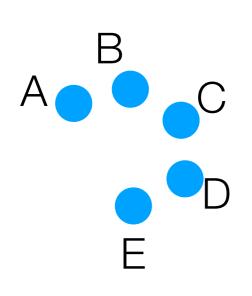


2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E



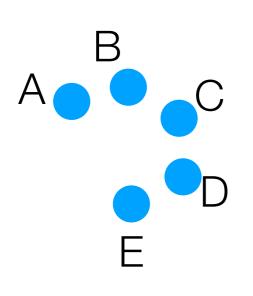
2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E:



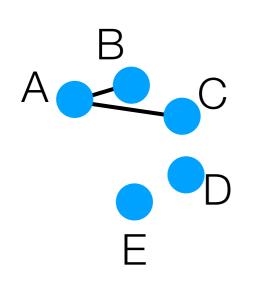
2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D



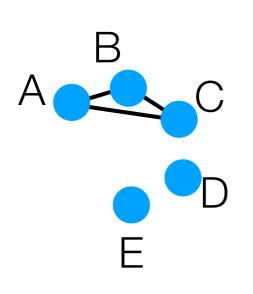
2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D



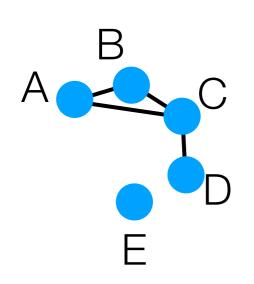
2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D



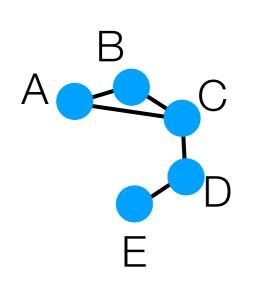
2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D



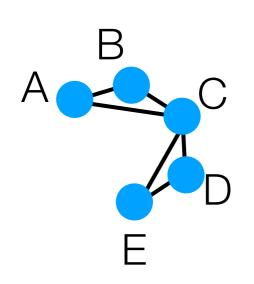
2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D



2 nearest neighbors of A: B, C

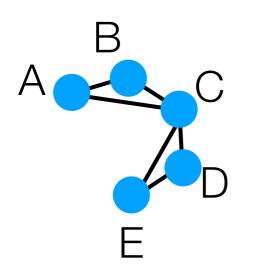
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths



2 nearest neighbors of A: B, C

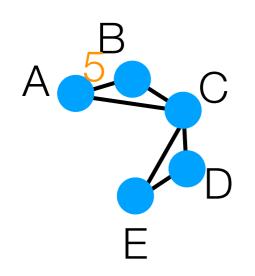
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths



2 nearest neighbors of A: B, C

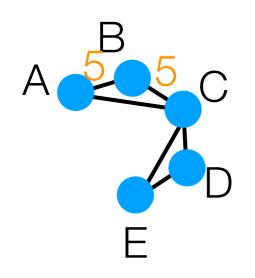
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths



2 nearest neighbors of A: B, C

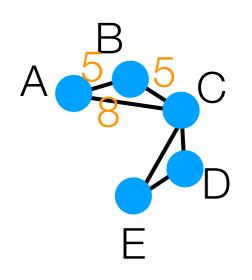
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths



2 nearest neighbors of A: B, C

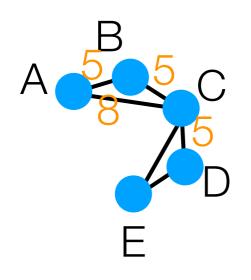
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths



2 nearest neighbors of A: B, C

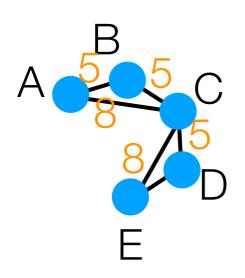
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths



2 nearest neighbors of A: B, C

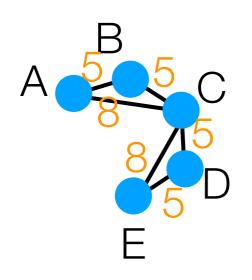
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths



2 nearest neighbors of A: B, C

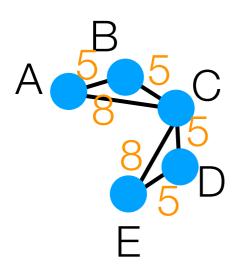
2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

In orange: road lengths

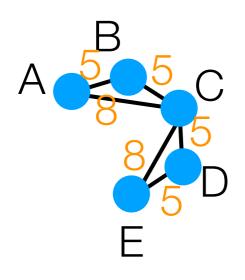


- 2 nearest neighbors of A: B, C
- 2 nearest neighbors of B: A, C
- 2 nearest neighbors of C: B, D
- 2 nearest neighbors of D: C, E
- 2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

•	А	В	С	D	Е
А					
В					
С					
D					
Е					

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

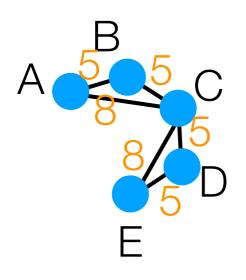
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0				
В		0			
С			0		
D				0	
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

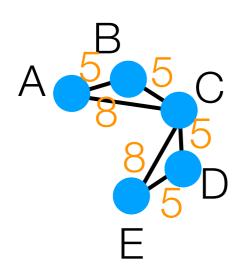
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5			
В		0	5		
С			0	5	
D				0	5
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

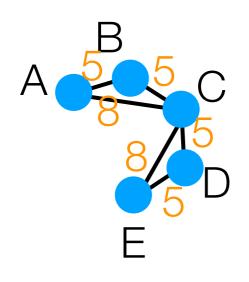
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5	8		
В		0	5		
С			0	5	
D				0	5
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

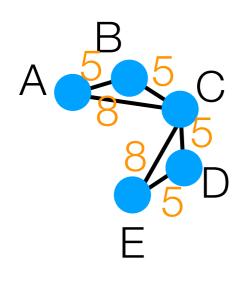
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5	8	13	
В		0	5		
С			0	5	
D				0	5
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

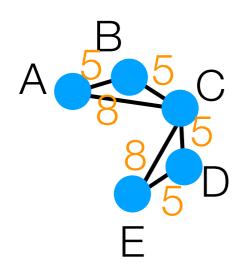
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5	8	13	16
В		0	5		
С			0	5	
D				0	5
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

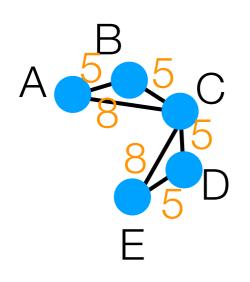
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5	8	13	16
В		0	5	10	
С			0	5	
D				0	5
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

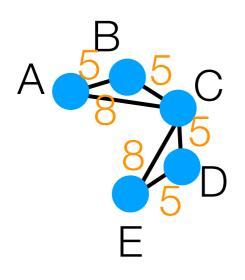
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5	8	13	16
В		0	5	10	13
С			0	5	
D				0	5
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

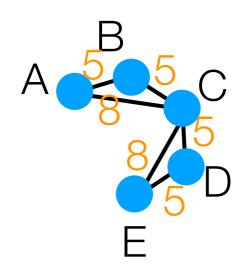
2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5	8	13	16
В		0	5	10	13
С			0	5	8
D				0	5
Е					0

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

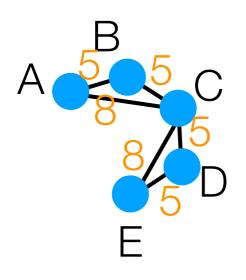
2 nearest neighbors of E: C, D

Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

	А	В	С	D	Е
А	0	5	8	13	16
В	5	0	5	10	13
С	8	5	0	5	8
D	13	10	5	0	5
Е	16	13	8	5	0

## Isomap Calculation Example

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

2 nearest neighbors of E: C, D

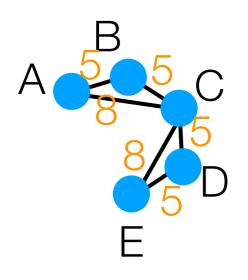
Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

Shortest distances between every point to every other point where we are only allowed to travel along the roads

	А	В	С	D	Е			
А	0	5	8	13	16			
В С	This matrix gets fed into multidimensional scaling to get 1D version of A, B, C, D, E							
	13	10	5	0, 0, 0	, <u> </u>			
_			3	_	3			
E	16	13	8	5	0			

## Isomap Calculation Example

In orange: road lengths



2 nearest neighbors of A: B, C

2 nearest neighbors of B: A, C

2 nearest neighbors of C: B, D

2 nearest neighbors of D: C, E

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Build "symmetric 2-NN" graph (add edges for each point to its 2 nearest neighbors)

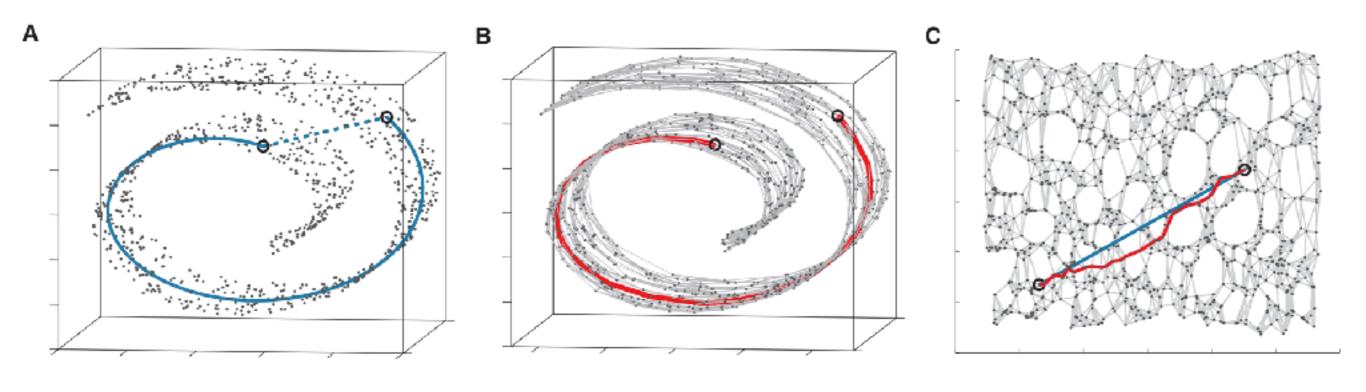
Shortest distances between every point to every other point where we are only allowed to travel along the roads

	А	В	С	D	Е			
А	0	5	8	13	16			
В	This matrix gets fed into multidimensional scaling to get							
С	81D	version	n of A,	B, C, D	, E <sup>8</sup>			
D	The solution is not unique!							
Е	16	13	8	5	0			

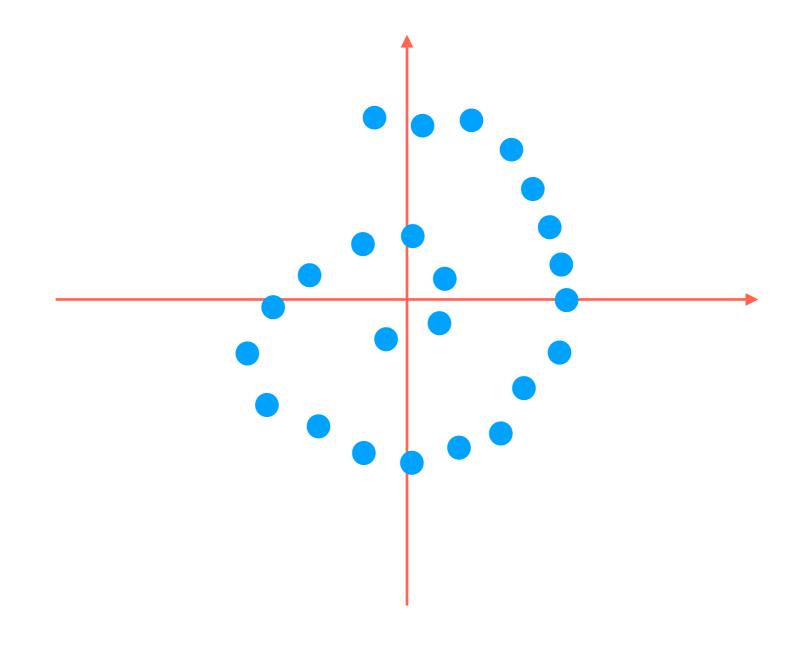
## Isomap Calculation Example

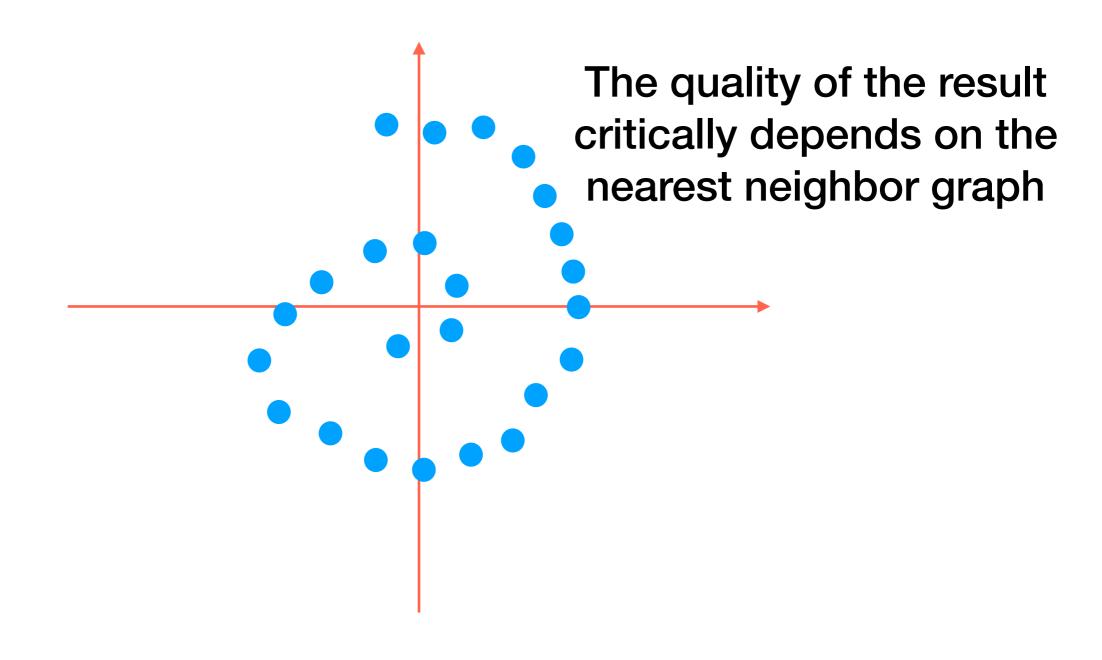
Multidimensional scaling demo

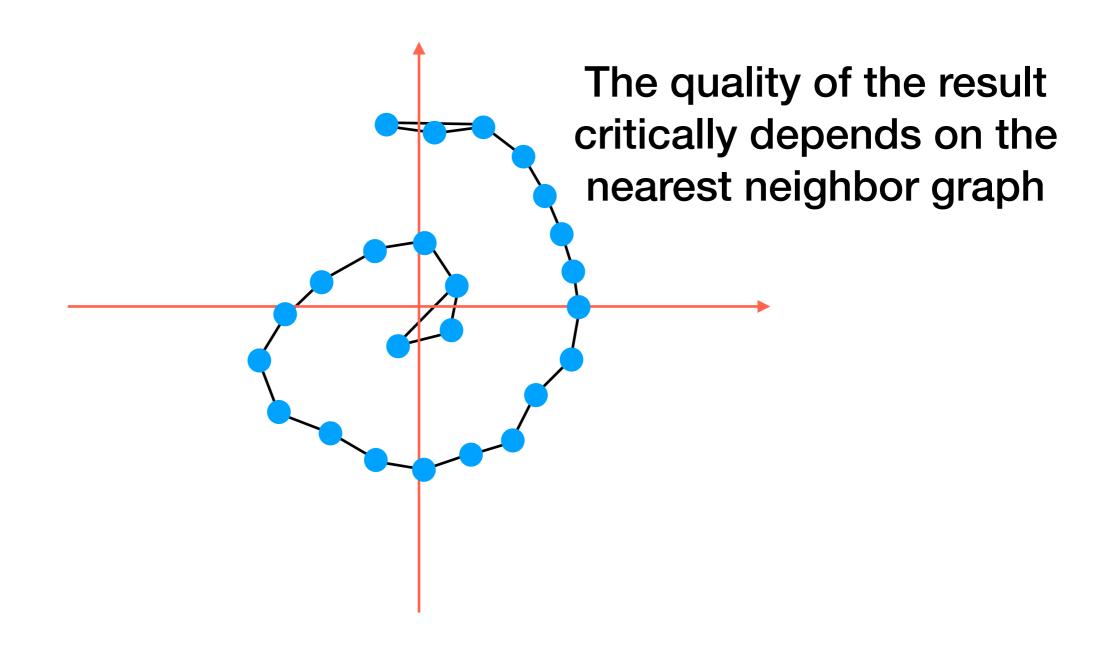
## 3D Swiss Roll Example

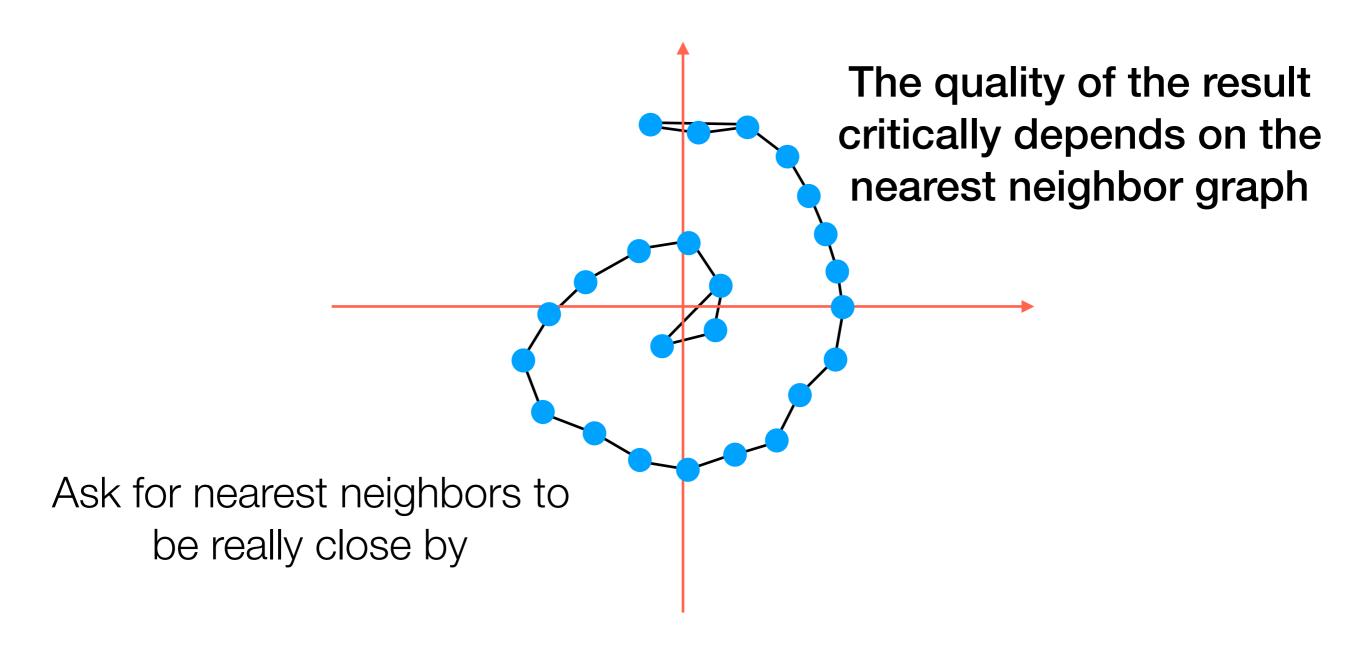


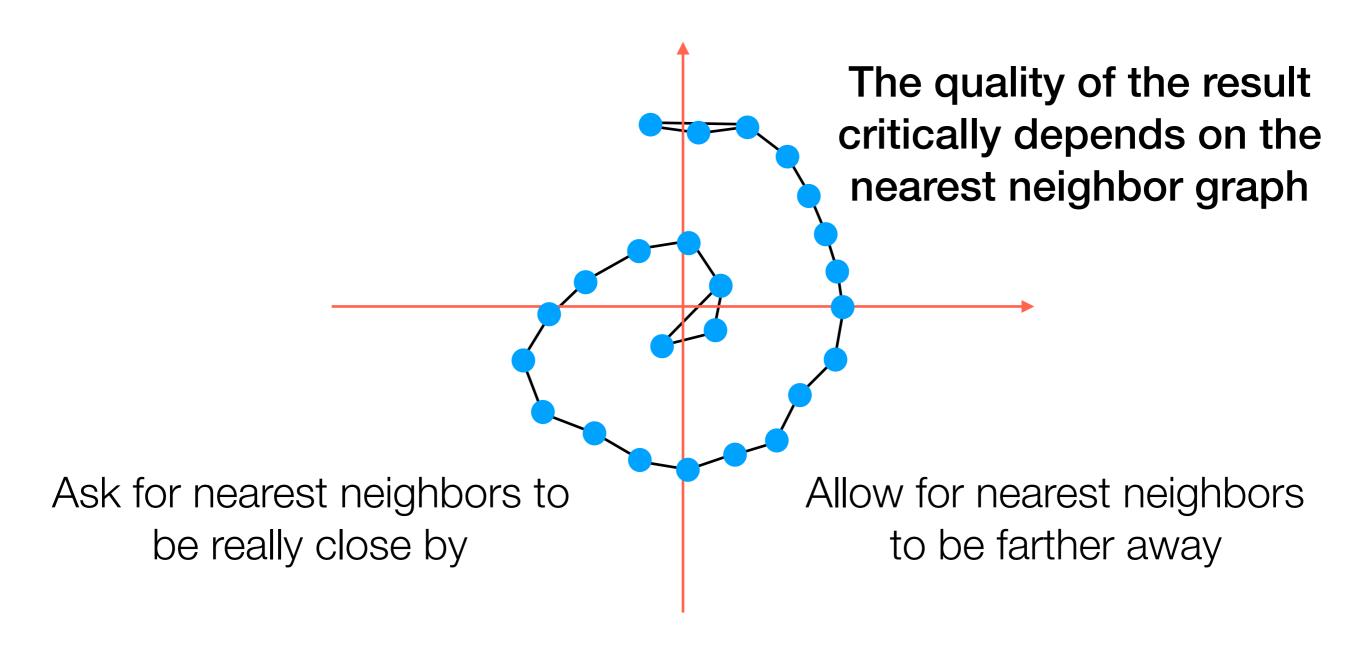
Joshua B. Tenenbaum, Vin de Silva, John C. Langford. A Global Geometric Framework for Nonlinear Dimensionality Reduction. Science 2000.

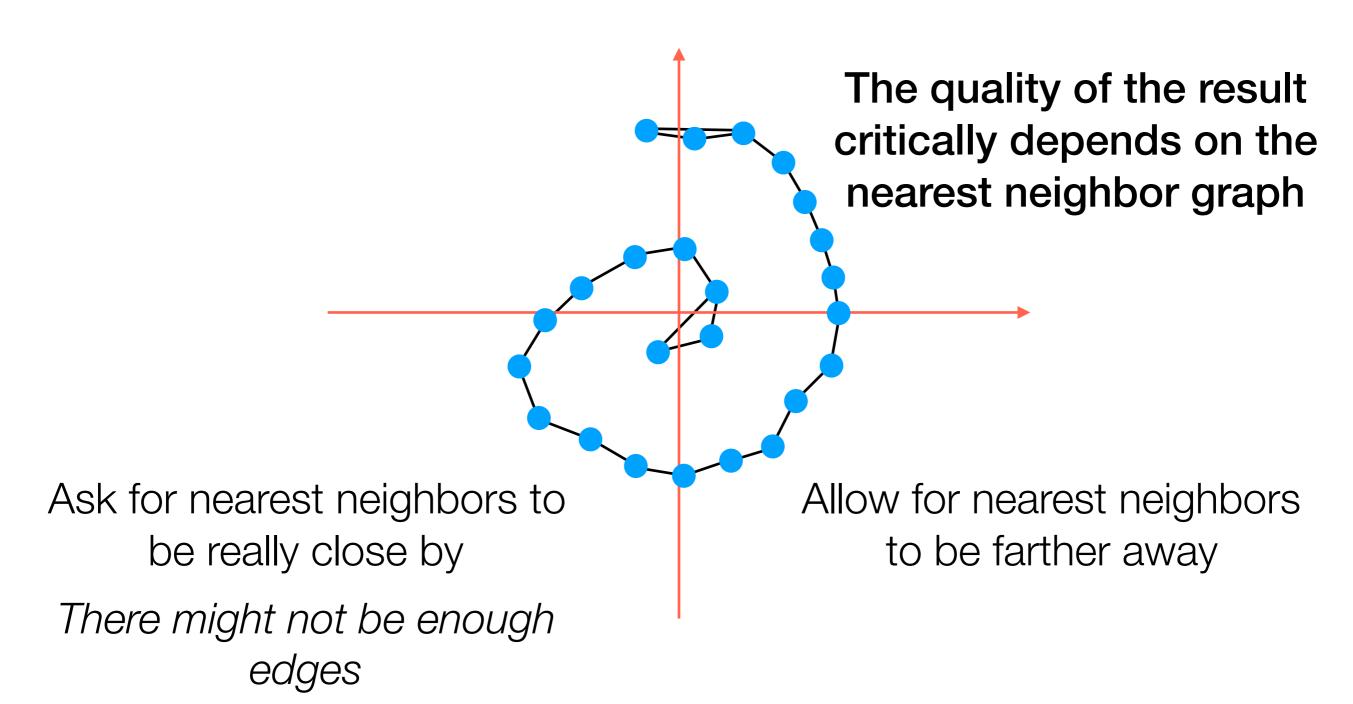


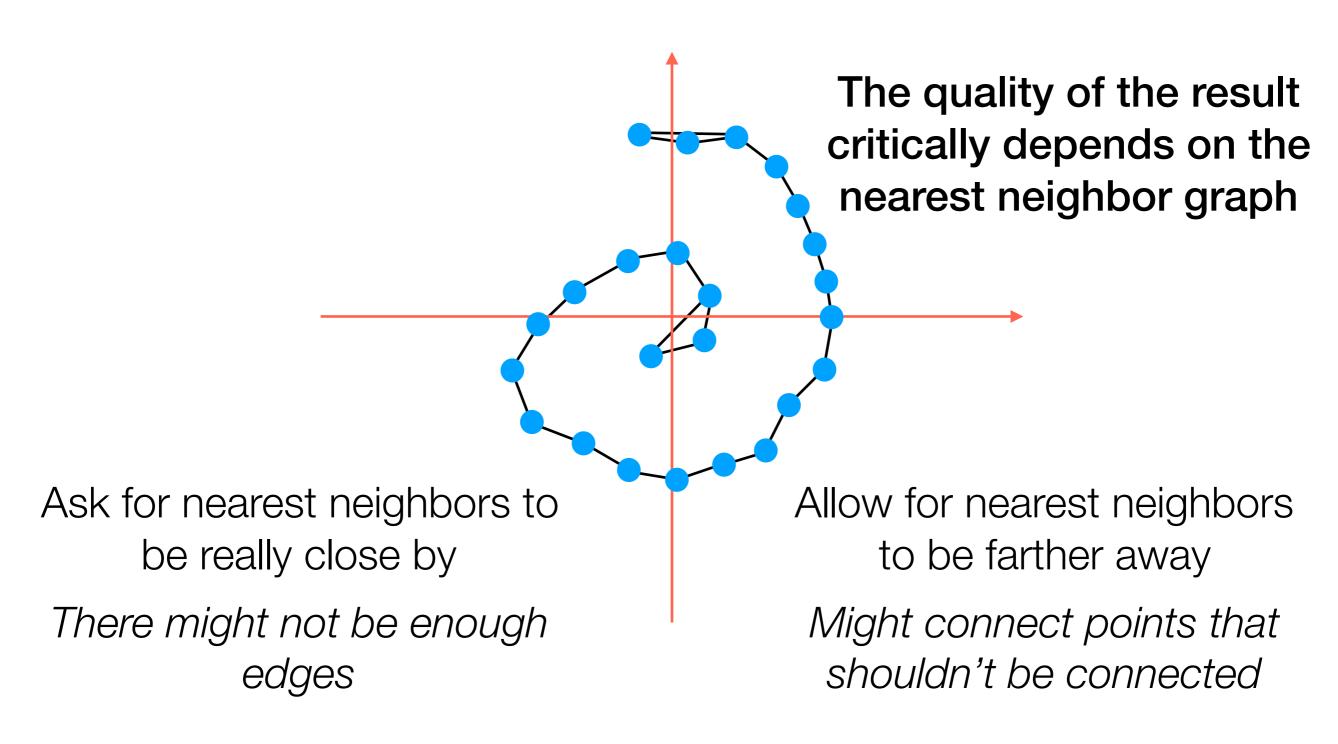


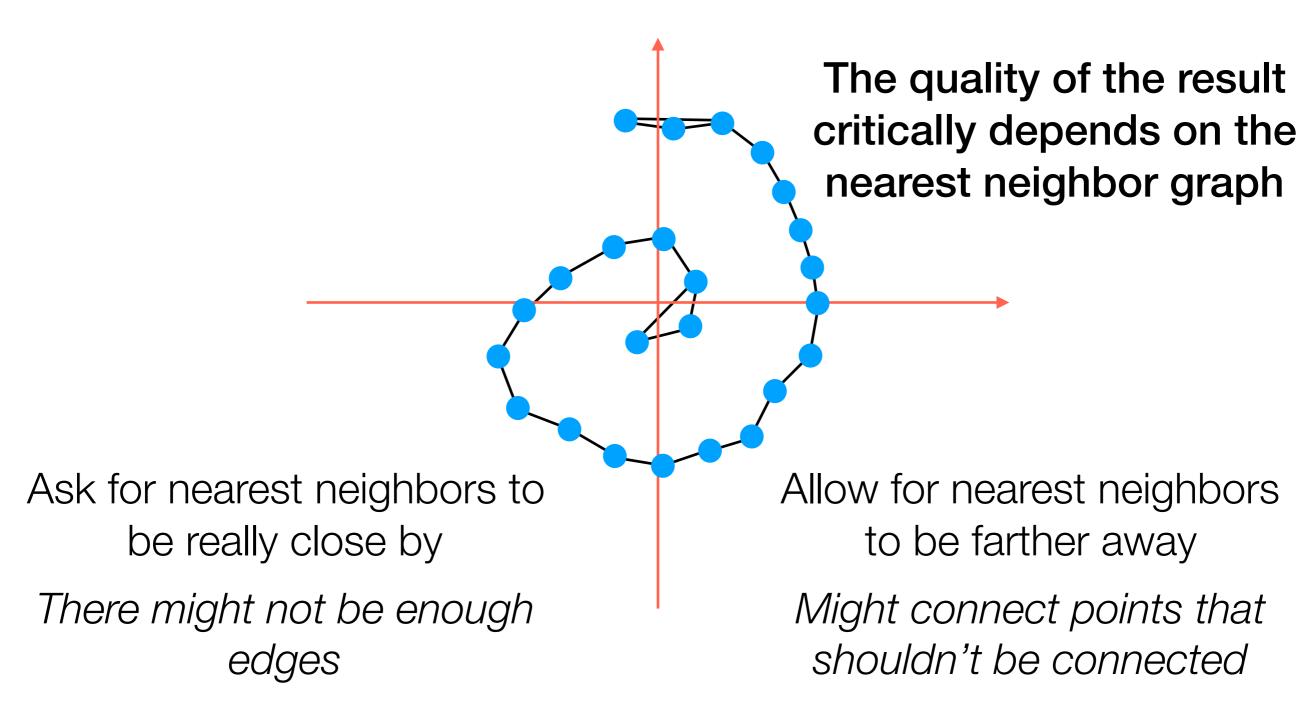












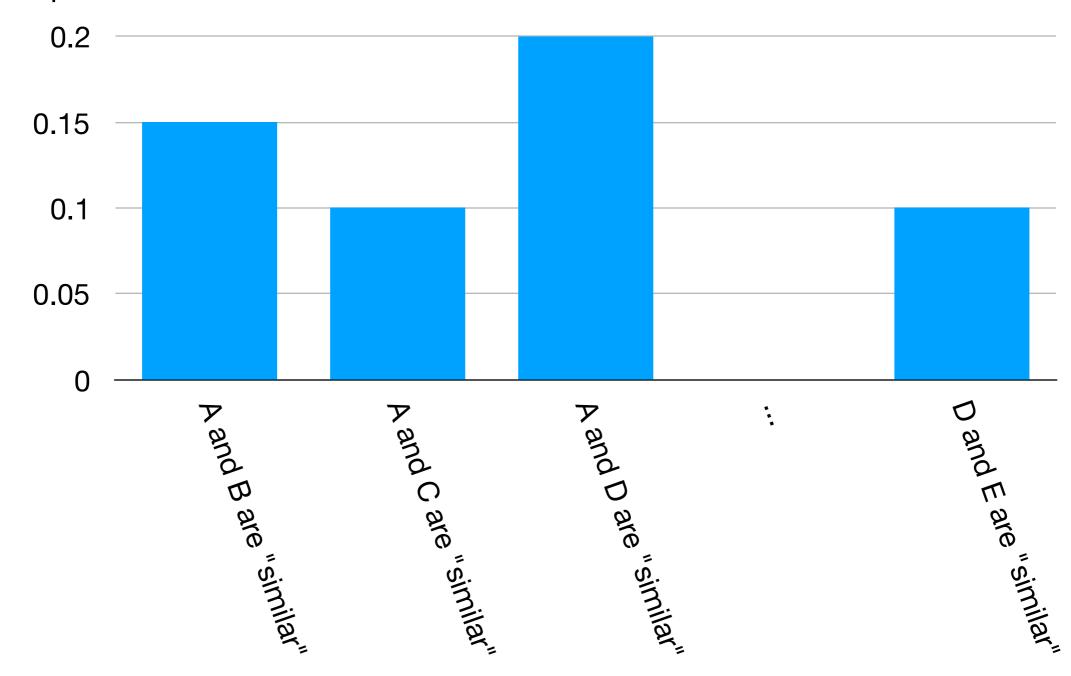
In general: try different parameters for nearest neighbor graph construction when using Isomap + visualize

# t-SNE (t-distributed stochastic neighbor embedding)

Don't use deterministic definition of which points are neighbors

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- Use probabilistic notation instead

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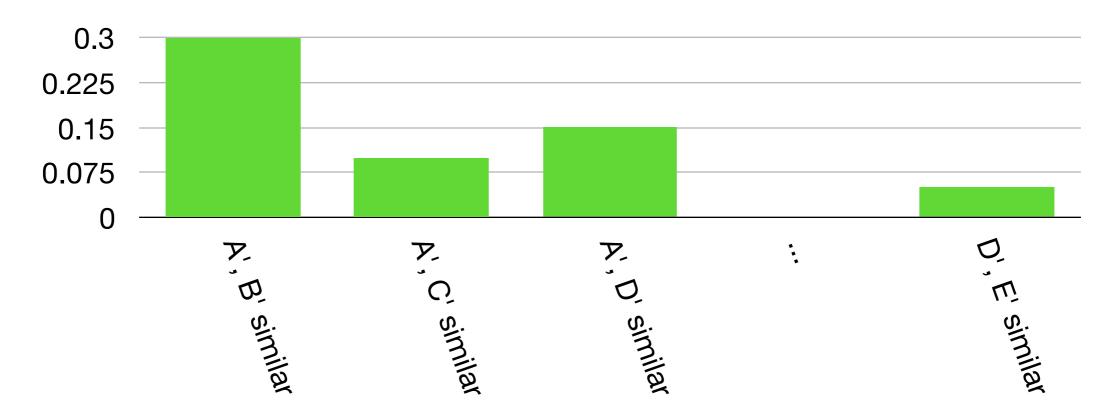


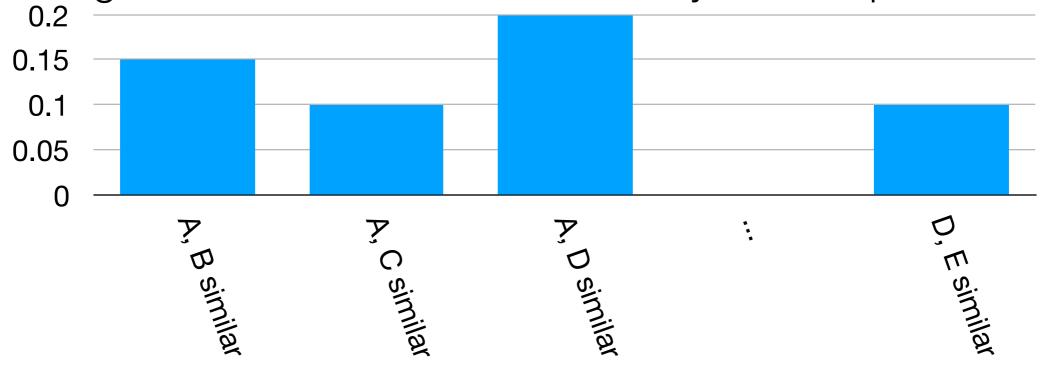
 With any such candidate choice, we can define a probability distribution for these <u>low-dimensional</u> points being similar

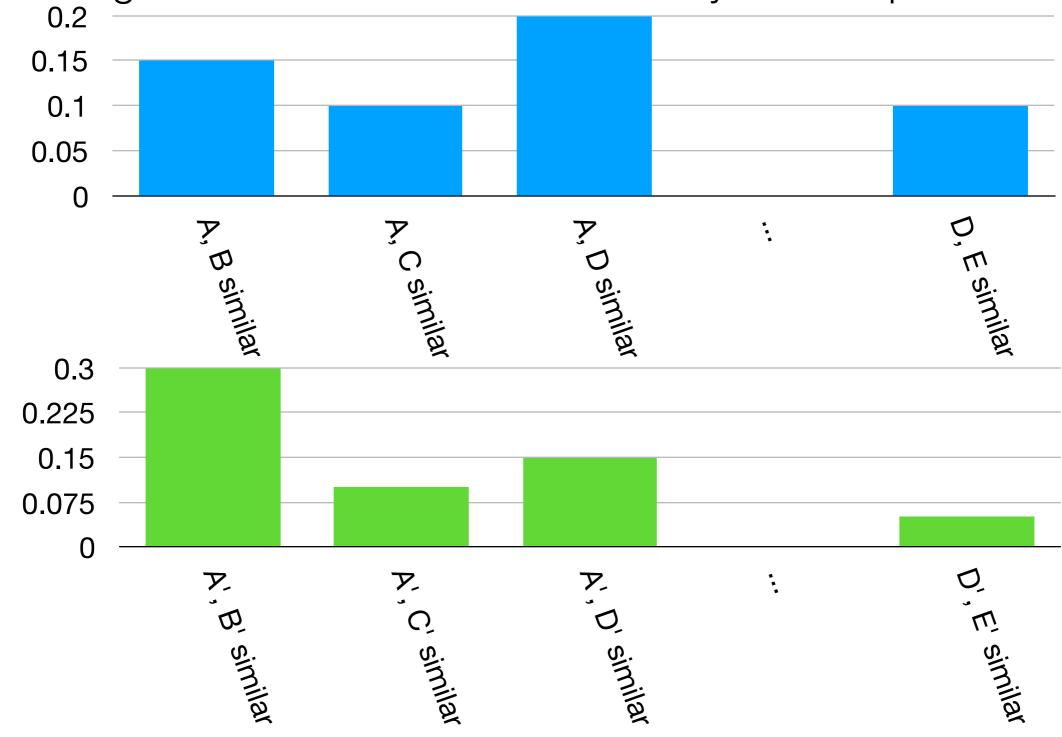
 In low-dim. space (e.g., 1D), suppose we just randomly assigned coordinates as a candidate for a low-dimensional representation for A, B, C, D, E (I'll denote them with primes):

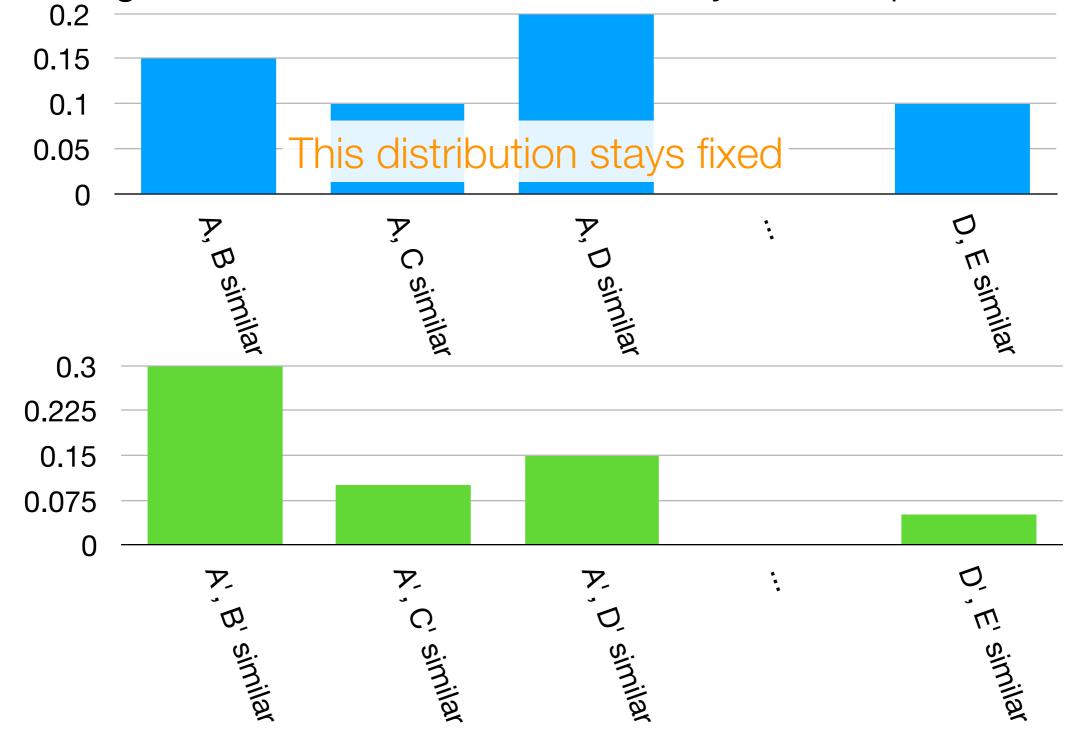


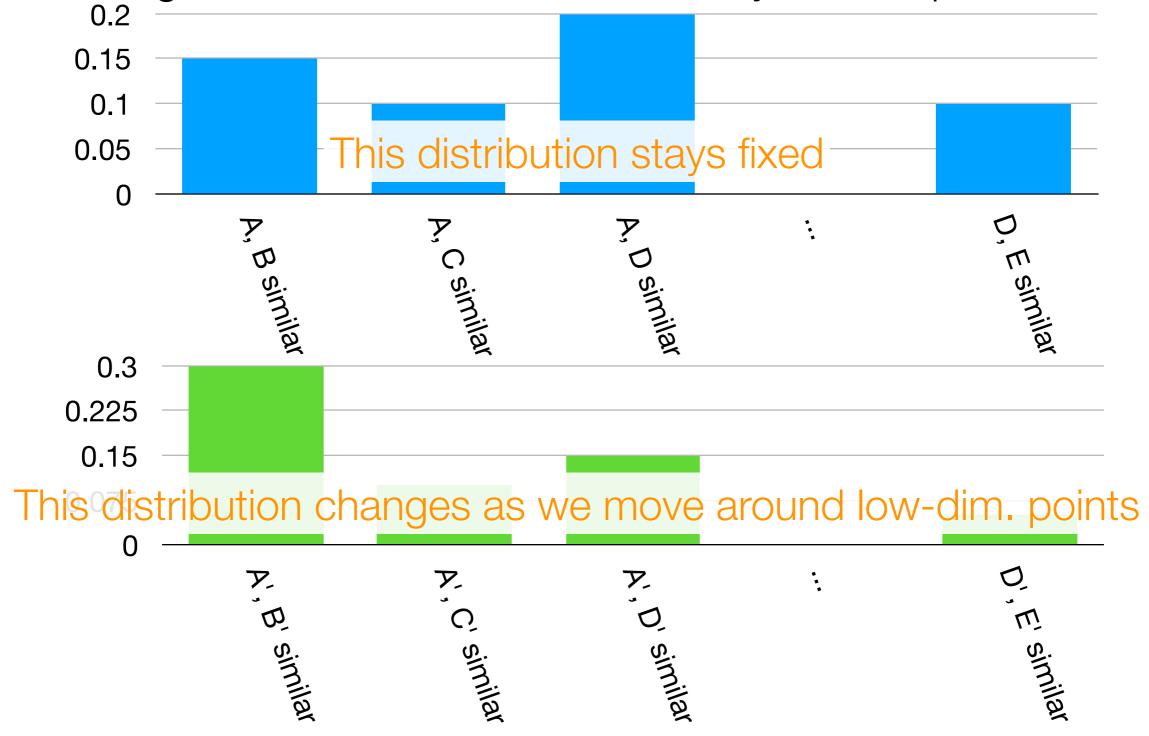
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## Manifold Learning with t-SNE

Demo

### Technical Detail for t-SNE

### Fleshing out high level idea #1

Suppose there are n high-dimensional points  $x_1, x_2, ..., x_n$ 

For a specific point i, point i picks point j ( $\neq i$ ) to be a neighbor with probability:

$$p_{j|i} = \frac{\exp(-\frac{\|x_i - x_j\|^2}{2\sigma_i^2})}{\sum_{k \neq i} \exp(-\frac{\|x_i - x_k\|^2}{2\sigma_i^2})}$$

 $\sigma_i$  (depends on i) controls the probability in which point j would be picked by i as a neighbor (think about when it gets close to 0 or when it explodes to  $\infty$ )

 $\sigma_i$  is controlled by a knob called 'perplexity' (rough intuition: it is like selecting small vs large neighborhoods for Isomap)

Points *i* and *j* are "similar" with probability:  $p_{i,j} = \frac{p_{j|i} + p_{i|j}}{2n}$ 

This defines the earlier blue distribution

### Technical Detail for t-SNE

#### Fleshing out high level idea #2

Denote the *n* low-dimensional points as  $x_1', x_2', ..., x_n'$ 

Low-dim. points i and j are "similar" with probability:  $q_{i,j} = \frac{\frac{1}{1+||x_i'-x_j'||^2}}{\sum_{k\neq m} \frac{1}{1+||x_k'-x_m'||^2}}$ 

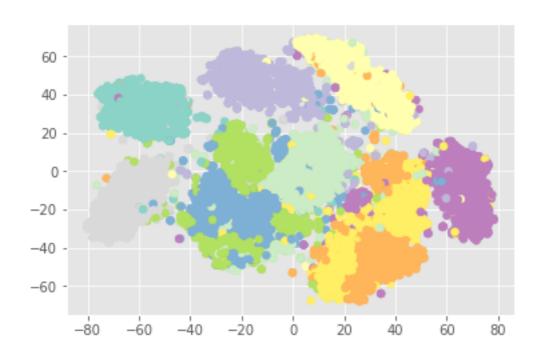
This defines the earlier green distribution

#### Fleshing out high level idea #3

Use gradient descent (with respect to  $q_{i,j}$ ) to minimize:

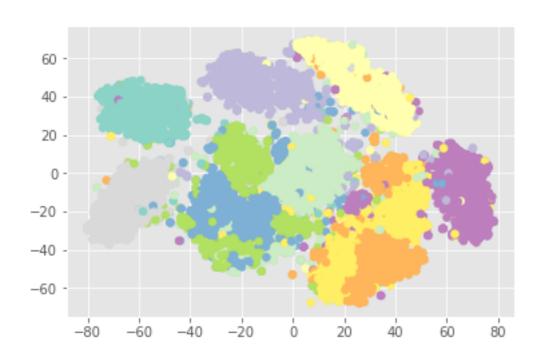
$$\sum_{i\neq j} p_{i,j} \log \frac{p_{i,j}}{q_{i,j}}$$

This is the KL-divergence between distributions *p* and *q* 



### Important:

Handwritten digit demo was a **toy example** where we know which images correspond to digits 0, 1, ... 9

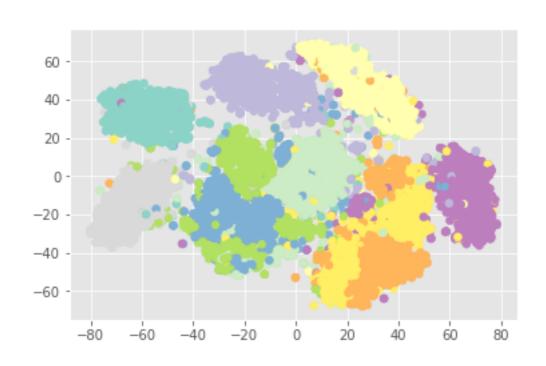


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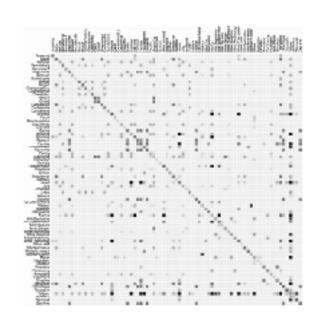
#### Many real UDA problems:

The data are **messy** and it's not obvious what the "correct" labels/answers look like, and "correct" is ambiguous!



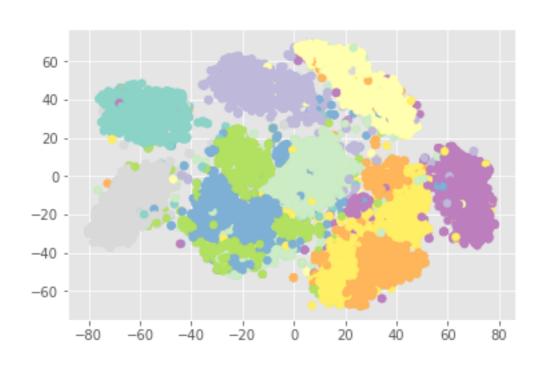
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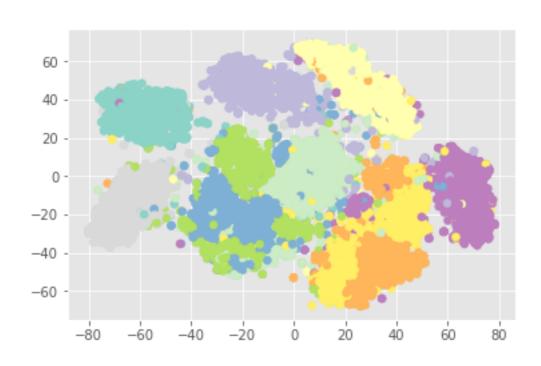
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Example: Trying to understand how people interact in a social network

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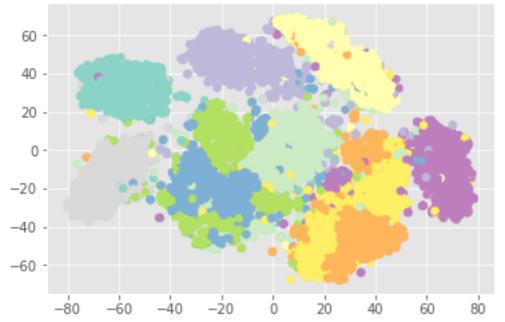
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This is largely why I am covering "supervised" methods (require labels) after "unsupervised" methods (don't require labels)

is a way of debugging data analysis!



Example: Trying to understand how people interact in a social network

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- Nonlinear dimensionality reduction: new axes may not really be all that interpretable (you can scale axes, shift all points, etc)
- PCA and t-SNE are good candidates for methods to try first
- If you have good reason to believe that only certain features matter, of course you could restrict your analysis to those!