

# ***Iterative Collaborative Filtering for Sparse Matrix Estimation***

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# Matrix Estimation

	col 1	...	col i	...	col n	
row 1	3		5		3	?
...	?		?		2	
row u	1	3		5		4
...		?		?	3	?
row n	1		2	?	4	
			?		?	4

# Matrix Estimation

- Observations

- Ground truth matrix  $F$  we want to estimate
- Obtain noisy observations  $\{y_{ui}\}_{(u,i) \in E}$  for a subset  $E$  of entries subject to some noise model

$$\mathbb{E}[y_{ui}] = F_{ui}$$

- Goal


- Produce an estimated matrix  $\hat{F}$  so that the prediction error (e.g MSE) is small

# Applications



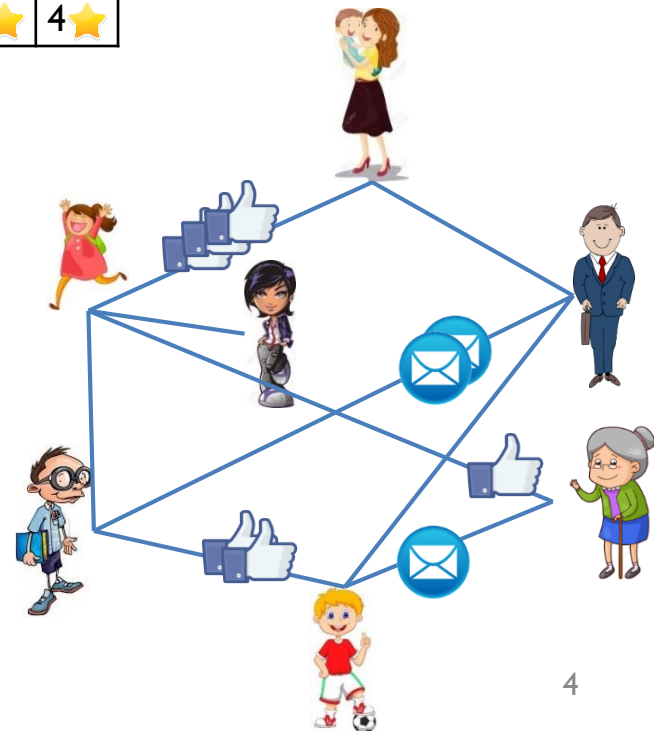
	NEMO	La Mésa	KUNG FU PANDA	CAPTAIN AMERICA	TITANIC	BATMAN
Person 1				3★		
Person 2		3★	2★			
Person 3						4★
Person 4	2★		4★			
Person 5		4★				3★
Person 6	1★			5★		
Person 7	1★				5★	4★

Rating Matrix

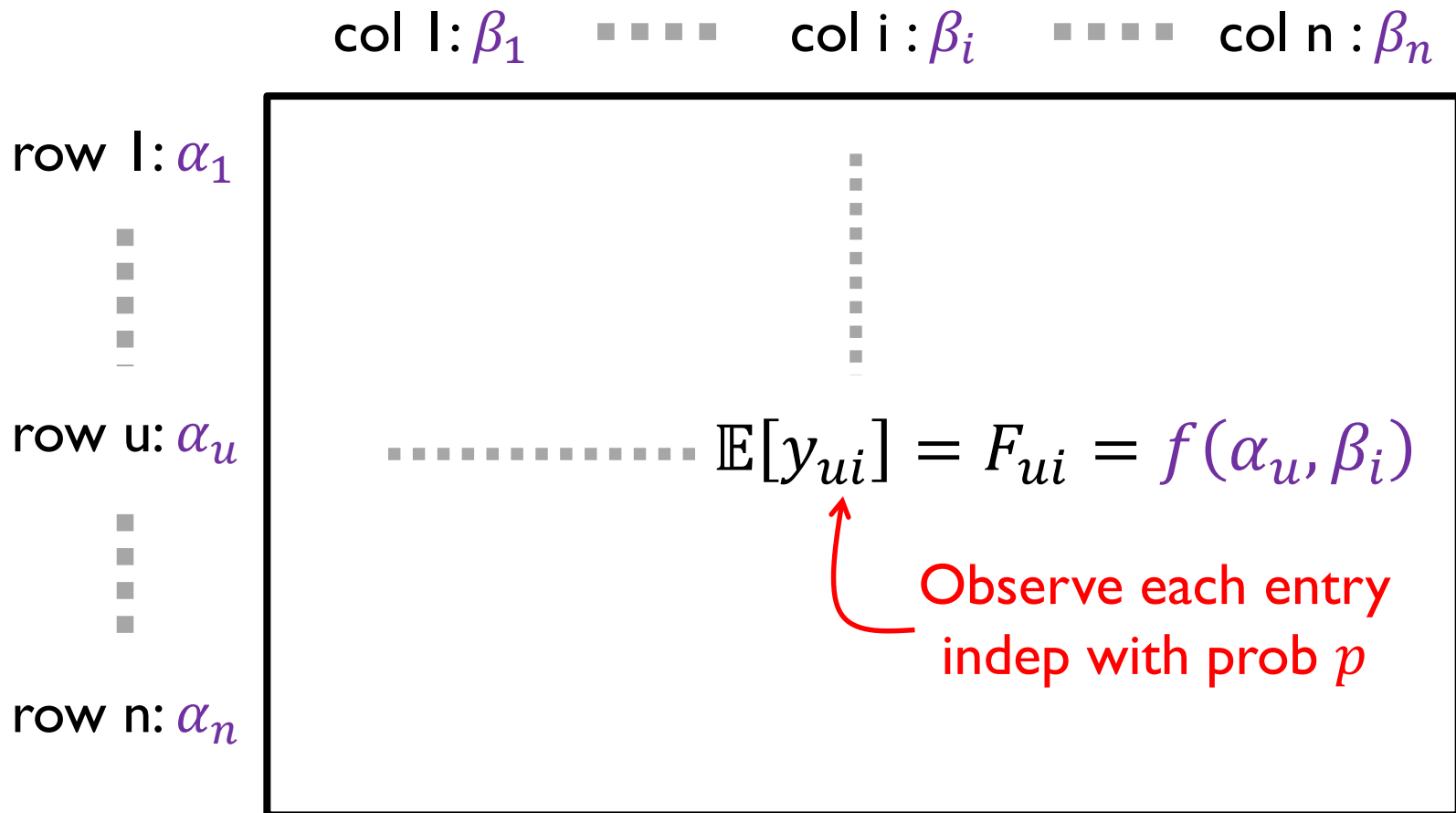


Task 1			✗	✓
Task 2	✗			✓
Task 3		✗		✗
Task 4		✓		
Task 5			✓	✗
Task 6	✓	✗		
Task 7				✓

Response Matrix



# Latent Variable Model



Latent variables and entrywise noise assumed to be independent

# Latent Variable Model

- Uniform observation sampling with probability  $p$
- Row and column latent features sampled iid from compact bounded spaces,  $\alpha_u \sim P_{X_1}, \beta_i \sim P_{X_2}$
- Mean of observed data entry described by latent fn  $f$

$$\mathbb{E}[y_{ui}|\alpha_u, \beta_i] = f(\alpha_u, \beta_i) \in [0,1]$$

with bounded entries  $y_{ui} \in [0,1]$

- Latent function has finite spectrum with rank  $d$

$$f(\alpha_u, \beta_i) = \sum_{k=1}^d \lambda_k q_k(\alpha_u) q'_k(\beta_i)$$

# Performance Metric

- Given partial observation of noisy matrix, produce an estimation matrix so the prediction error is small

$$\text{MSE} = \mathbb{E} \left[ \frac{1}{nm} \sum_{ui} \left( \hat{F}_{ui} - f(\alpha_u, \beta_i) \right)^2 \right]$$

- Minimize fraction  $p$  of matrix that needs to be observed (at random) to guarantee estimator is consistent

$$\lim_{n,m \rightarrow \infty} \text{MSE} = 0$$

# Highlighted Results

(many remarkable results not reported here)

Paper	Sample Complexity	Noise Model	Function Class
Keshavan MontentariOh10	$\Omega(dn \max(\log n, d))$	Additive, iid Gaussian	Rank d
DavenportPlan BergWooters14	$\Omega(dn \max(\log n, d))$	Binary entries	Rank d
Chatterjee14	$\Omega(dn \log^6 n)$	Independent bounded	Rank d
XuMassoulie Lalarge14	$\Omega(n \log n)^*$	Binary entries	Rank d
AbbeSandon15	$\omega(n)^*$	Binary entries	piecewise constant (d blocks)
BorgsChayes LeeShah17	$\omega(d^5 n)$	Independent bounded	Rank d

\*does not indicate dependence on  $d$



# Our Result [Borgs, Chayes, Lee, Shah '17]

Assume

- uniform sampling with prob  $p$
- independent noise, bounded entries
- $f$  has finite spectrum (rank  $d$ )

If  $p = \omega(d^5 n^{-1})$ ,

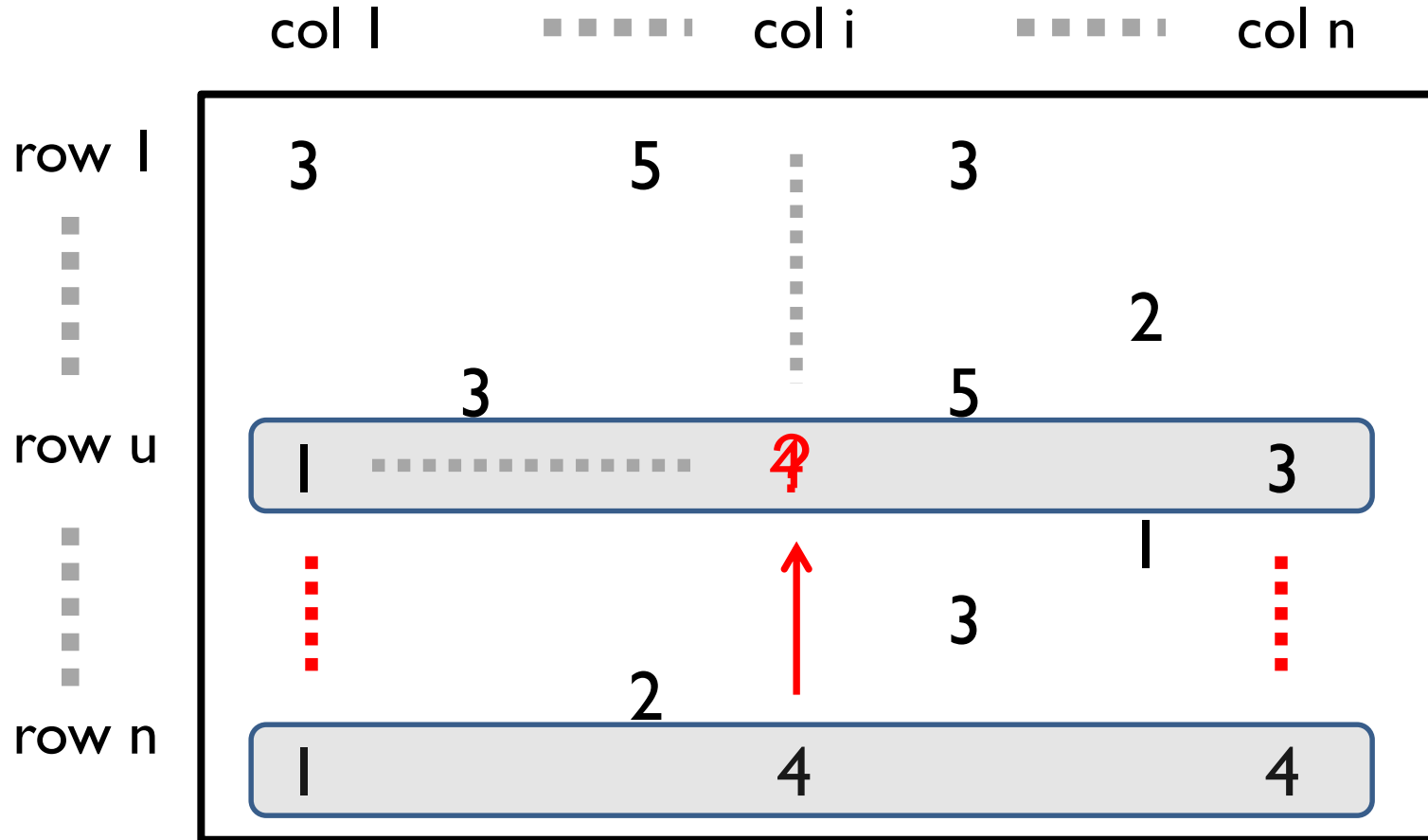
$$\text{MSE} = O(d^2(pn)^{-2/5}) \rightarrow 0.$$

If  $p = \omega(d^5 n^{-1} \ln^5(n))$ , then with high probability,

$$\max_{ij} \left( \hat{F}_{ij} - f(\alpha_i, \alpha_j) \right)^2 = O(d^2(pn)^{-1/5}) \rightarrow 0.$$

# Collaborative Filtering [Goldberg et. al. 92]

(user-user variant)

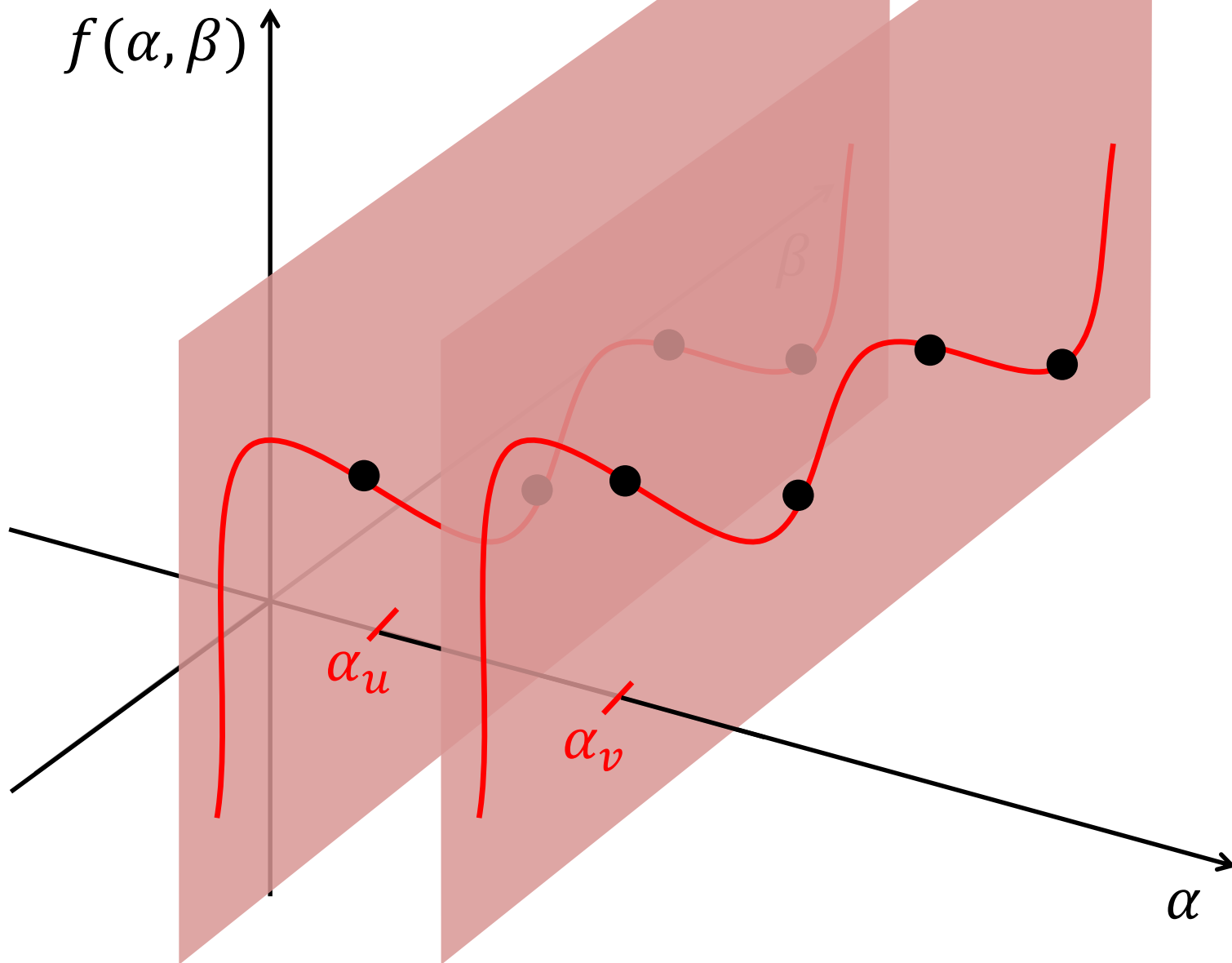


# Computing Pairwise Distances

	col 1	...				col n
row v	3	5	1	3	4	4
	$\vdots$	$\vdots$	$\vdots$	$\vdots$		
row u	2	4	4	3	2	3

“estimated distances are finite sample estimates of  $L_2$  distance between users’ rating functions over movie space” [Lee-Li-Shah-Song NIPS 2016]

# Computing Pairwise Distances



# Requires Sample Complexity $\Omega(n^{3/2})$

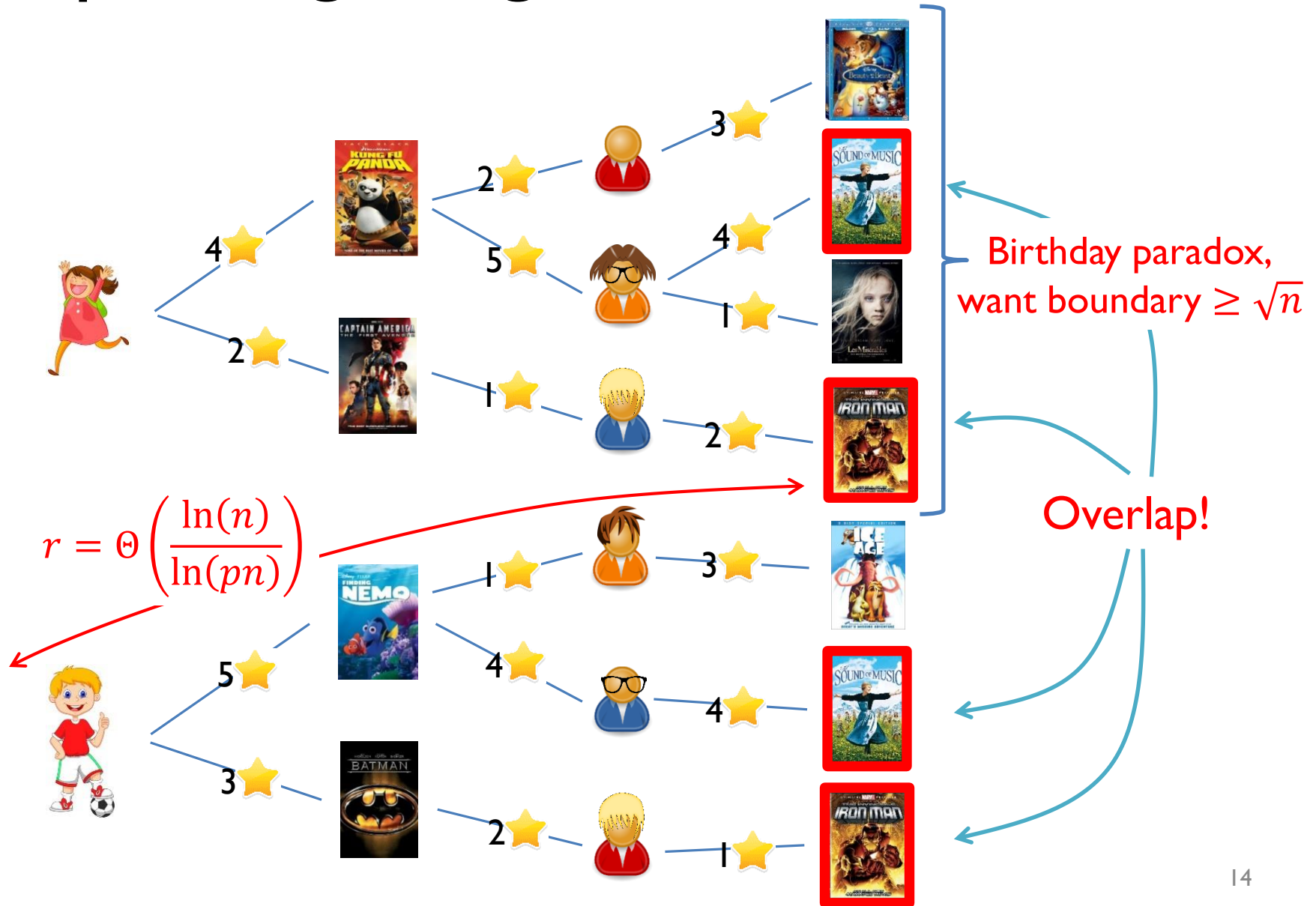


Computing similarity requires overlap

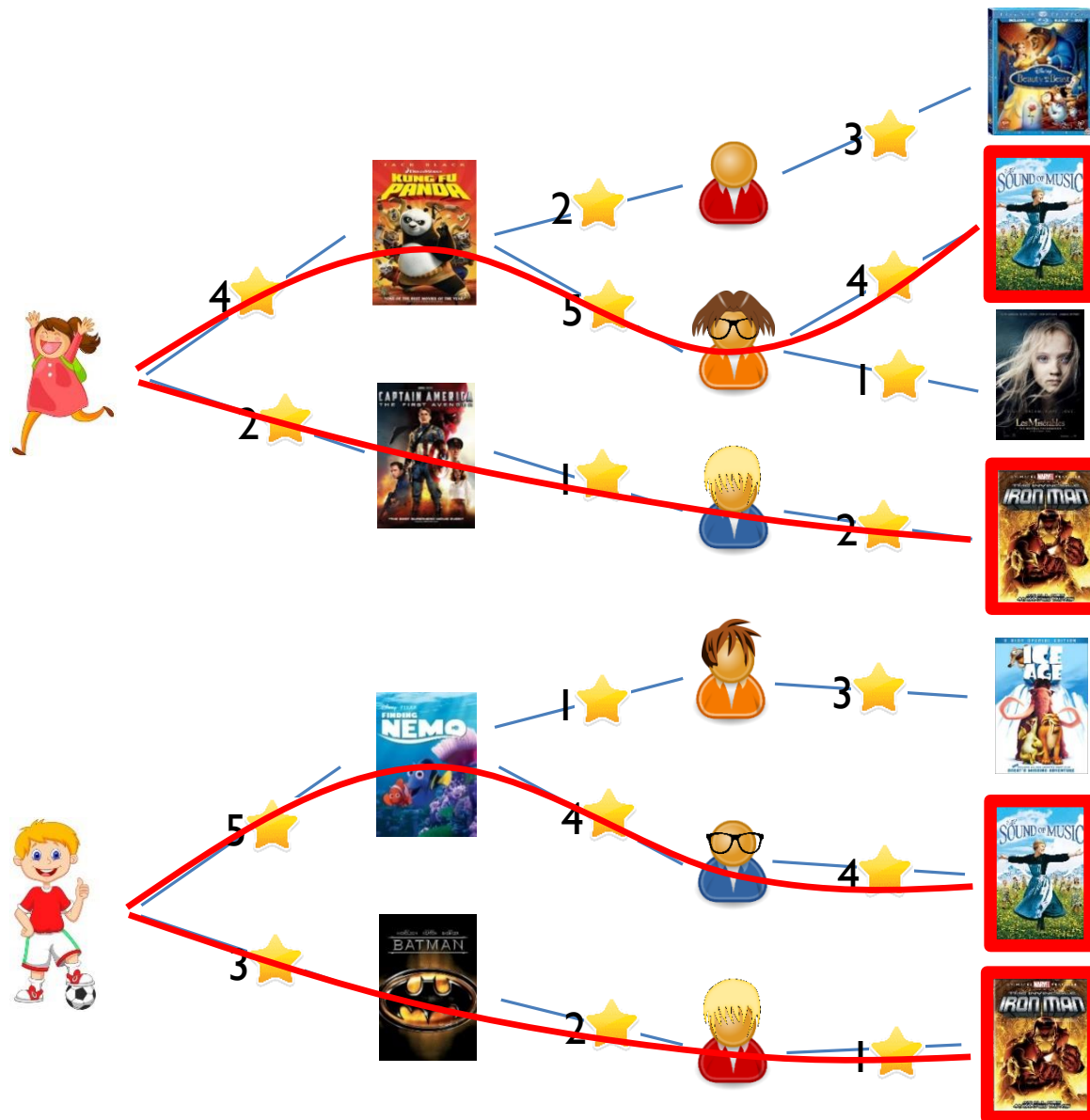
Birthday Paradox requires sample complexity  $\Omega(n^{3/2})$

Does not work for sparser datasets!

# Expanding Neighborhood

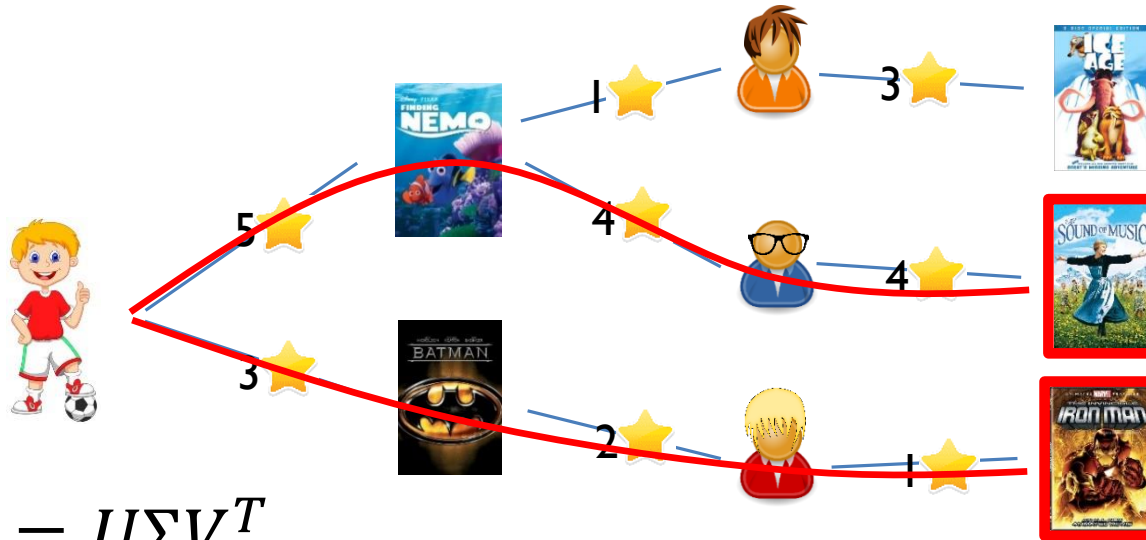


# Expanding Neighborhood



Compare product of ratings along path

# Expanding Neighborhood



$$\mathbb{E}[Y] = U\Sigma V^T$$

$$\underbrace{\quad}_{Y} \cdot Y^T \cdot Y \approx U\Sigma^3 V^T$$

Compare direct neighbors  $\sim \|(u_{\text{boy}} - u_{\text{girl}})\Sigma\|_2^2$

Compare  $r$  boundary neighbors  $\sim \|(u_{\text{boy}} - u_{\text{girl}})\Sigma^r\|_2^2$



# Algorithm Summary

Step 1: Estimate distances by comparing product of weights along path to shared vertices in radius  $r$  neighborhoods, for  $r = \Theta\left(\frac{\ln(n)}{\ln(pn)}\right)$

Step 2: Predict by averaging close neighbors

$$\hat{F}_{ui} = \frac{1}{Z} \sum_{(v,j)} y_{vj} \mathbb{I}(uv \text{ "close"}, ij \text{ "close"})$$

Finer details ...

- Use sample splitting between algorithm steps
- Do not include loops in path (use breadth first tree)
- Reduce computation by using coarse clustering
- Converges for  $p = \omega(n^{-1+\epsilon})$  with  $\epsilon > 0$  because  $r$  constant, but modification needed for smaller  $p$