Instituto de Ciências Matemáticas e de Computação
| Universidade de São Paulo |

DATA VISUALIZATION

Multidimensional Projections and Similarity Trees/
Text / other applications

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2018-2

Multidimensional Visualization
Projections/Multidimensional Projections
Document Collections
Image Collections

- Visualization
- Visual Mining and Visual Analysis
- Projections
- Examples:
  - Text and Images

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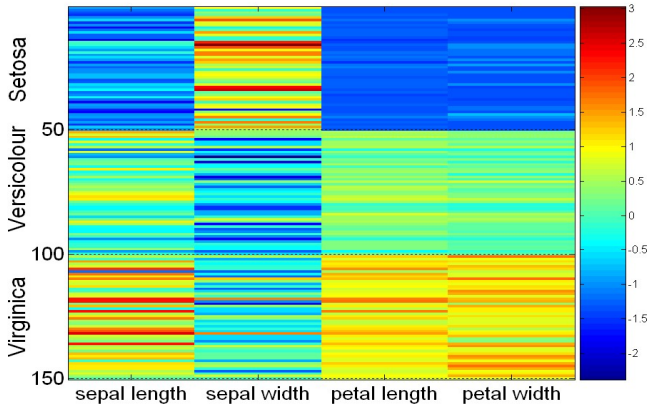
Data Matrix



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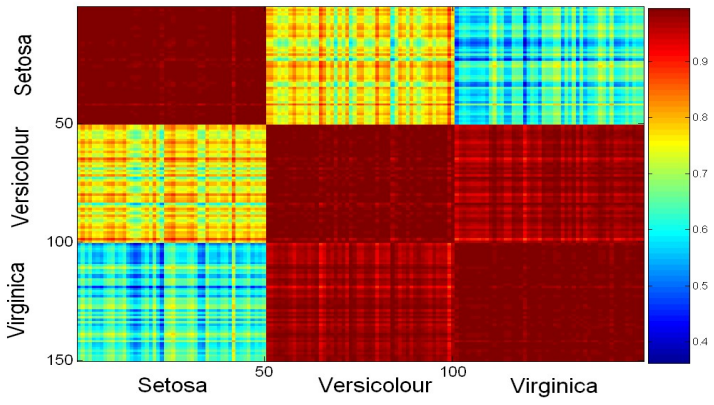
Correlation Matrix



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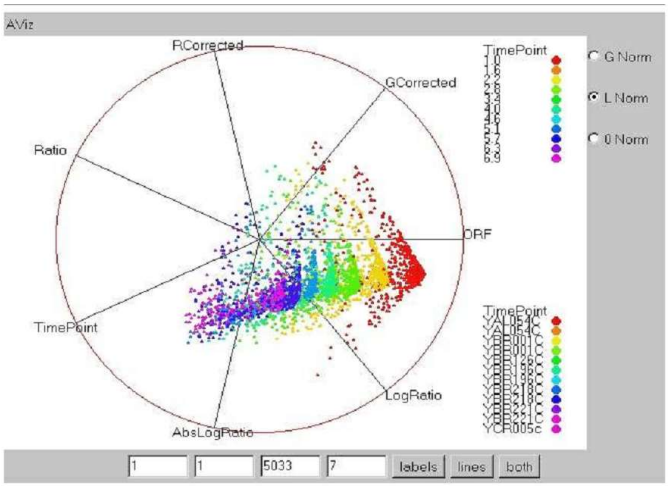
RadViz



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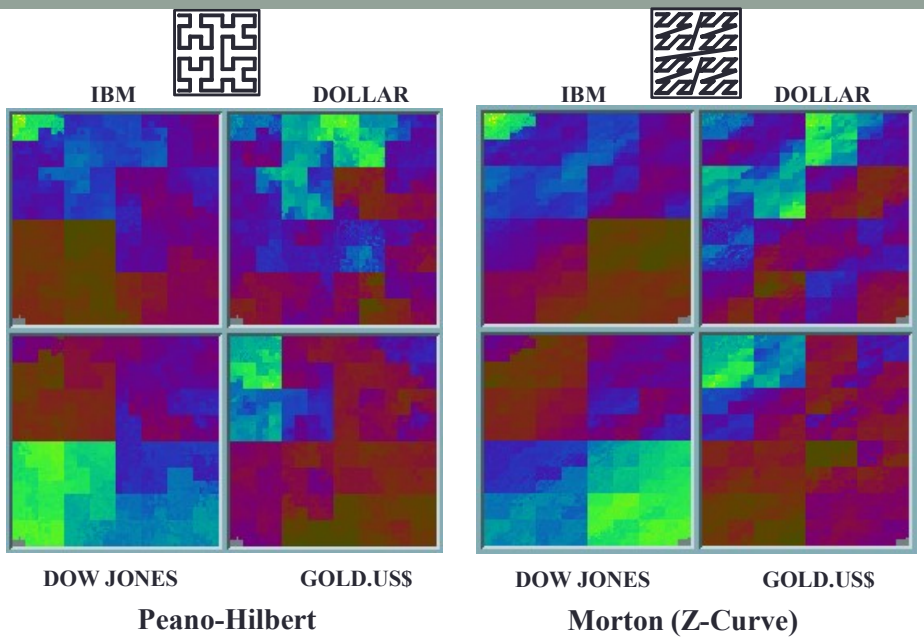
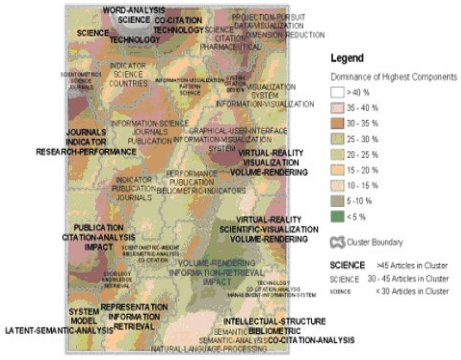


Space-Filling Curves

SOM based

- **Self-Organization Maps (SOMs) cartográficos (ex. Skurpin 2002)**



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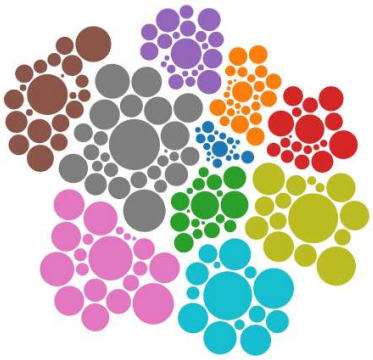
Clustered Force Layout

- http://bl.ocks.org/mbostock/1747543



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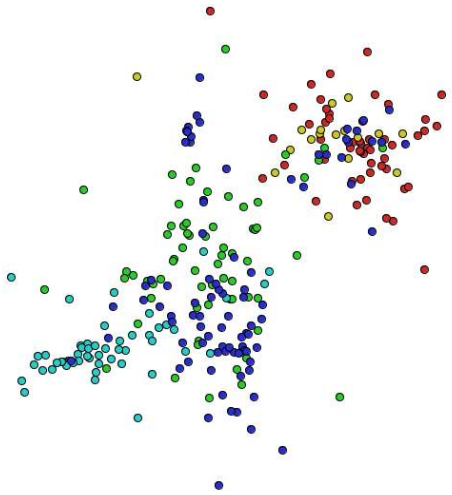
Mapeamento para o plano permitindo a exploração.

Ex: Patents surgery, drugs, molecular bio



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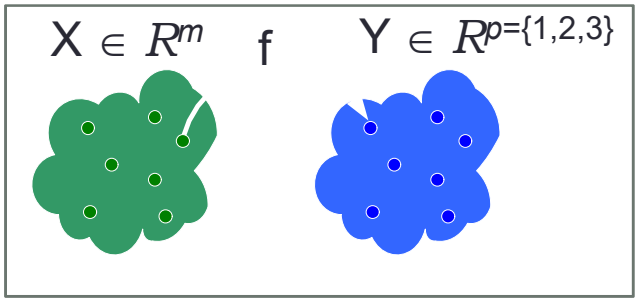
Projection Techniques



- δ: x_i, $x_j \rightarrow R$, $x_i, x_j \in X$
- d: y_i, $y_j \rightarrow R$, $y_i, y_j \in Y$
- f: $X \rightarrow Y, |\delta(x_i,x_j) - d(f(x_i), f(x_j))| \approx 0, \forall\ x_i,x_j \in X$

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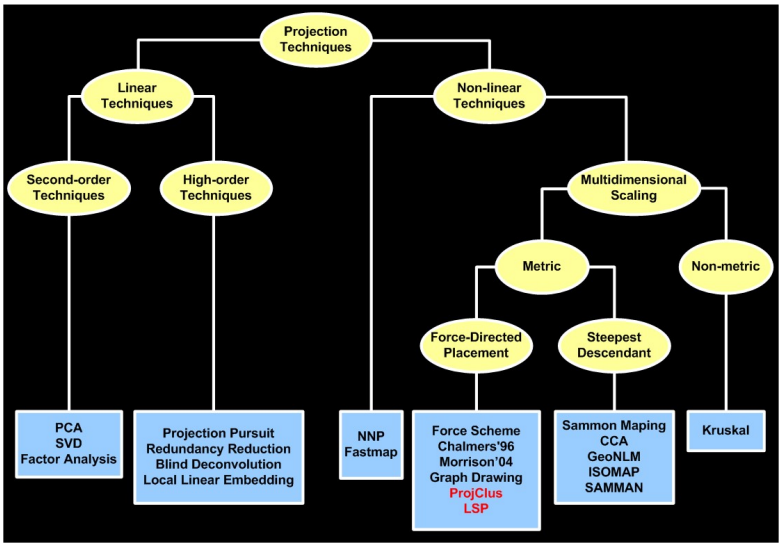

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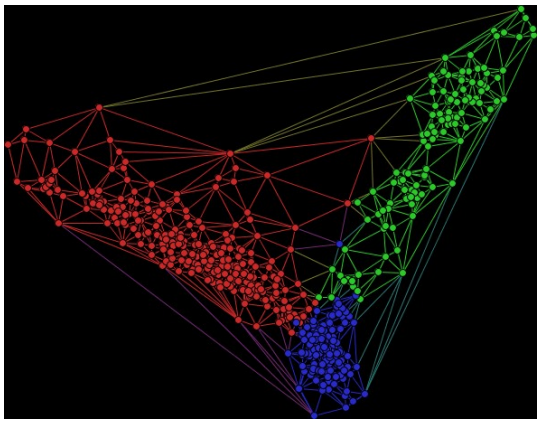
Problems PCA

390 dimensions



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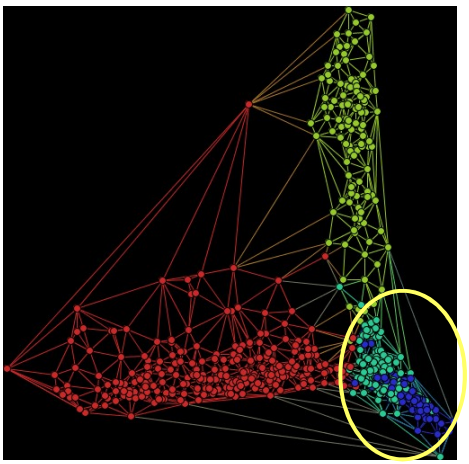
Problems PCA



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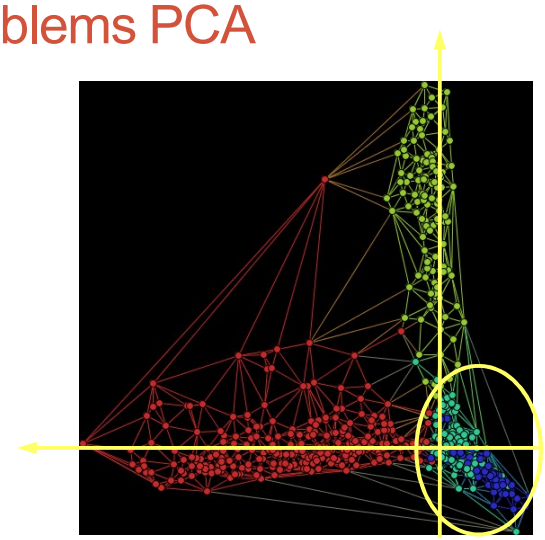
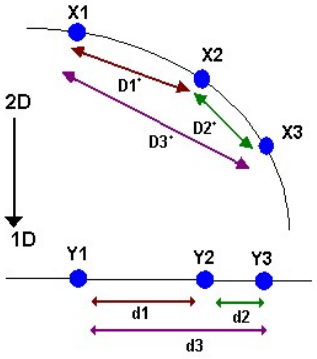
Problems PCA

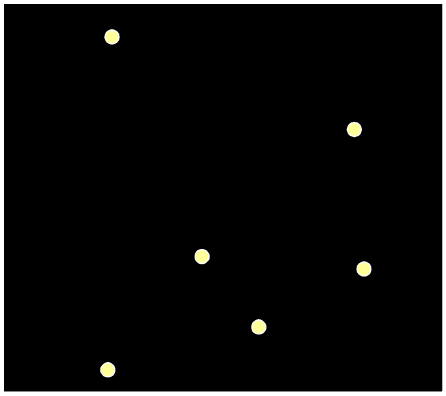


Ex: Sammon Mapping

- Let **X** be the points in the original space R^n, we apply a distance measure d_{ij}* between Xi an Xj., and find **Y, the projected point**, ex. R^2 and d_{ij} the Euclidean distance between them.
- Sammon's method applies an error function to measure the target.



Force Based Point Placement



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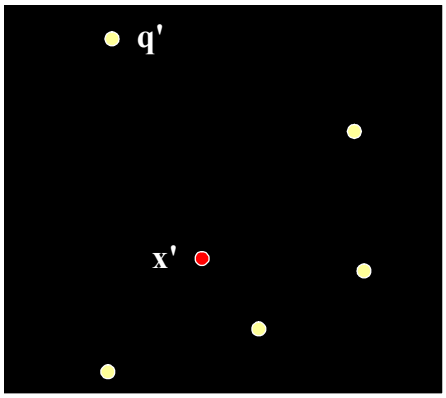
Force Scheme [Tejada et al., 2003]



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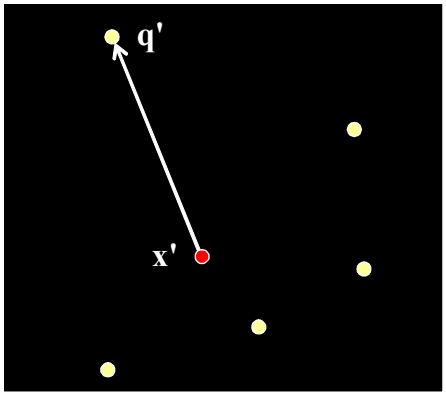
Force Scheme [Tejada et al., 2003]



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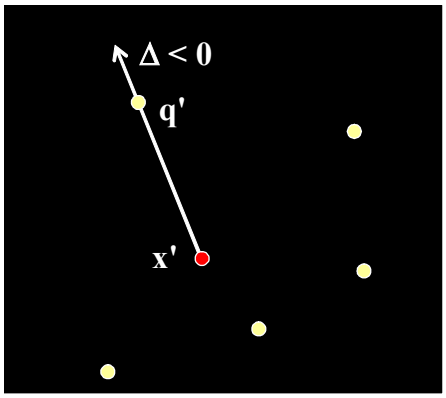
Force Scheme [Tejada et al., 2003]



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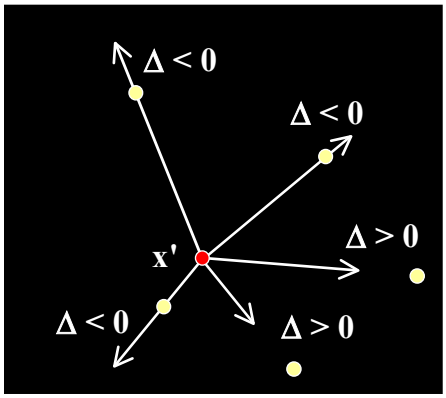
Force Scheme [Tejada et al., 2003]



Force Scheme [Tejada et al., 2003]

1. Map each point X to the plane (fastmap, nnp, etc.)
2. For each projected point x
   1. For each projected point q' ≠ x'
      1. Compute the vector **v** of <x' to q'>
      2. Move q' in direction of **v**, one fraction of Δ

$$\Delta = \frac{\delta(x,q) - \delta_{\min}}{\delta_{\max} - \delta_{\min}} - d(x',q')$$

3. Normalize the coordinates between [0,1]

LSP [Paulovich et al., 2006/2008]

- Least-Square Projection (LSP)
- Core idea: project a sub-set of points and interpolate the rest.
- Interpolation seeks to preserve the neighborhood between points.
- Each point is mapped within the convex hull of its neighbors.

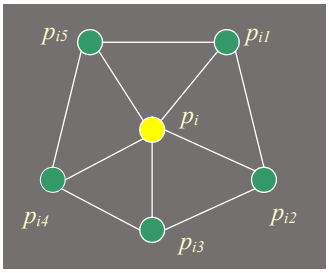
LSP [Paulovich et al., 2006/2008]

- Three main steps:
  1. Select a subset of points(control points) and Project these in R^p
  2. Determine the neighborhood of points
  3. Create a linear system whose answers are the Cartesian coordinates of points p_i in R^p

LSP: Laplacian Matrix

- Let $V_i = \{p_{i1},\ldots,p_{iki}\}$ *be the neighborhood of a point* p_i *and* c_i the coodinates of p_i in R^p

$$c_i - \frac{1}{ki}\sum_{p_j \in V_i} c_j = 0$$



- Each p_i will be the centroid of points in V_i

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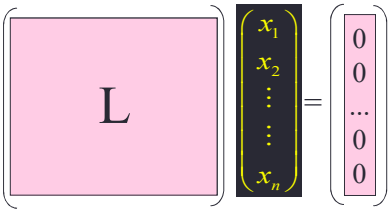
LSP: Laplacian Matrix

$L\mathbf{x_1}=0$, $L\mathbf{x_2}=0$, …, $L\mathbf{x_p}=0$

where x_1, x_2,…, x_p are vectors containing the Cartesian coordinates of the points

and L is the matrix defined by:

$$Lij = \begin{cases} 1 & i = j \\ -\dfrac{1}{ki} & p_j \in V_i \\ 0 & otherwise \end{cases}$$



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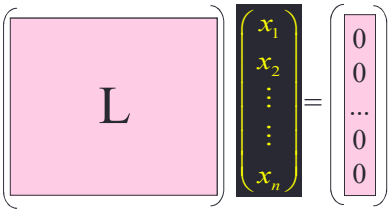
LSP: Matriz Laplaciana

$L\mathbf{x_1}=0$, $L\mathbf{x_2}=0$, …, $L\mathbf{x_p}=0$

onde x_1, x_2,…, x_p são vetores contendo as coordenadas cartesianas dos pontos e *L*

- é a matriz dada por

$$Lij = \begin{cases} 1 & i = j \\ -\dfrac{1}{ki} & p_j \in V_i \\ 0 & \text{caso contrário} \end{cases}$$



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LSP: Adding control points

$$A = \begin{pmatrix} L \\ C \end{pmatrix} \qquad Cij = \begin{cases} 1 & p_j \text{ is a control point} \\ 0 & otherwise \end{cases}$$

$$b_i = \begin{cases} 0 & i \le n \\ x_{p_{c_i}} & n < i \le n + nc \end{cases}$$

$$\begin{pmatrix} L \\ 0\ 1\ 0\ \cdots\ 0 \\ 0\ \cdots\ 0\ 1\ 0 \end{pmatrix} \begin{pmatrix} x_1 \\ x_2 \\ \vdots \\ \vdots \\ x_n \end{pmatrix} = \begin{pmatrix} 0 \\ 0 \\ \vdots \\ \vdots \\ 0 \\ c_1 \\ c_2 \end{pmatrix}$$

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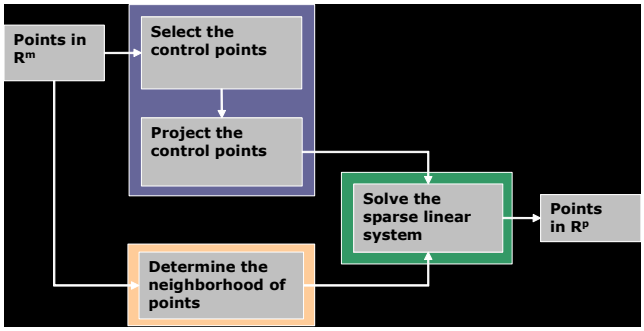
LSP: Overview



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LSP: Exemplo de Sistema

$v_1 = \{p_3 p_4 p_6\}$
$v_2 = \{p_5 p_4 p_6\}$
$v_3 = \{p_1 p_5 p_6\}$
$v_4 = \{p_1 p_6\}$
$v_5 = \{p_3 p_2 p_6\}$
$v_6 = \{p_1 p_2 p_4 p_5\}$

$$L = \begin{bmatrix} 1 & 0 & -1/3 & -1/3 & 0 & -1/3 \\ 0 & 1 & 0 & -1/3 & -1/3 & -1/3 \\ -1/3 & 0 & 1 & 0 & -1/3 & -1/3 \\ -1/2 & 0 & 0 & 1 & 0 & -1/2 \\ 0 & -1/3 & -1/3 & 0 & 1 & -1/3 \\ -1/4 & -1/4 & 0 & -1/4 & -1/4 & 1 \end{bmatrix}$$

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$pc = \{p_3 p_6\}$

$$A = \begin{bmatrix} 1 & 0 & -1/3 & -1/3 & 0 & -1/3 \\ 0 & 1 & 0 & -1/3 & -1/3 & -1/3 \\ -1/3 & 0 & 1 & 0 & -1/3 & -1/3 \\ -1/2 & 0 & 0 & 1 & 0 & -1/2 \\ 0 & -1/3 & -1/3 & 0 & 1 & -1/3 \\ -1/4 & -1/4 & 0 & -1/4 & -1/4 & 1 \\ 0 & 0 & 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 1 \end{bmatrix}$$

L

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L

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$pc = \{p_3 p_6\}$

$$A = \begin{bmatrix} 1 & 0 & -1/3 & -1/3 & 0 & -1/3 \\ 0 & 1 & 0 & -1/3 & -1/3 & -1/3 \\ -1/3 & 0 & 1 & 0 & -1/3 & -1/3 \\ -1/2 & 0 & 0 & 1 & 0 & -1/2 \\ 0 & -1/3 & -1/3 & 0 & 1 & -1/3 \\ -1/4 & -1/4 & 0 & -1/4 & -1/4 & 1 \\ 0 & 0 & 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 1 \end{bmatrix} \begin{bmatrix} y_1 \\ y_2 \\ \vdots \\ y_n \end{bmatrix} = \begin{bmatrix} 0 \\ 0 \\ \vdots \\ 0 \\ c_{y_3} \\ c_{y_6} \end{bmatrix}$$

LSP: Exemplo de Sistema

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LSP: Solving the system

- It is necessary to solve $A\mathbf{x} = \mathbf{b}$
- The system is solved by using least squares

$$\|Ax - b\|^2$$

- The analytical solution is

$$A^T A\mathbf{x} = A^T\mathbf{b} \quad \Rightarrow \quad \mathbf{x} = (A^T A)^{-1} A^T\mathbf{b}$$

- A^TA is symmetric and sparse and can be solved using the factorization of Cholesky

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LSP: Resolvendo o Sistema

- É necessário resolver $A\mathbf{x} = \mathbf{b}$
- Este sistema é resolvido usando mínimos quadrados

$$\|Ax - b\|^2$$

- A única solução analítica será

$$A^T A\mathbf{x} = A^T\mathbf{b} \quad \Rightarrow \quad \mathbf{x} = (A^T A)^{-1} A^T\mathbf{b}$$

- A^TA é simétrica e esparsa e pode ser resolvida usando a fatoração de *Cholesky*

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Choosing the Control Points

- In order to select the control points
  - the space R^m is split into *nc* clusters using k-medoids.
  - the control points are the medoids of each cluster

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Choosing the Control Points

- Once the control points are chosen, these points are projected onto R^d through a fast dimensionality reduction method
  - Fast Projection (Fastmap or NNP)
  - Force Placement

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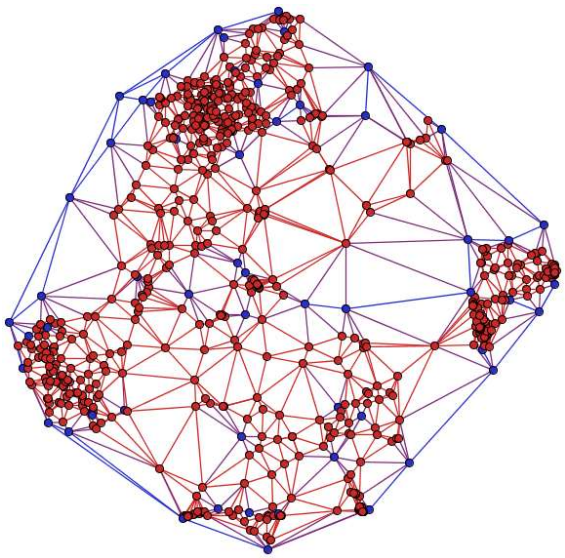
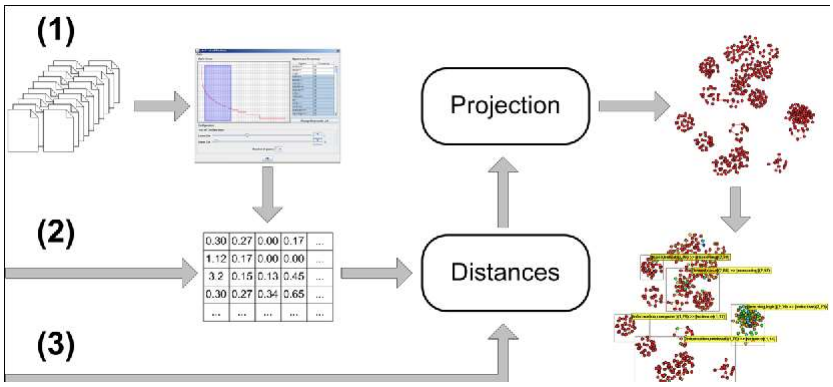
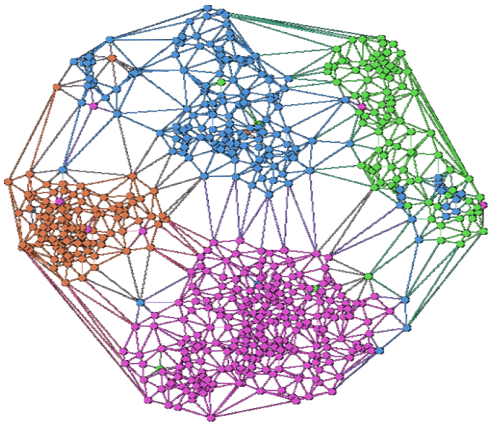


Control points in blue

Content – based by Projections



Projection



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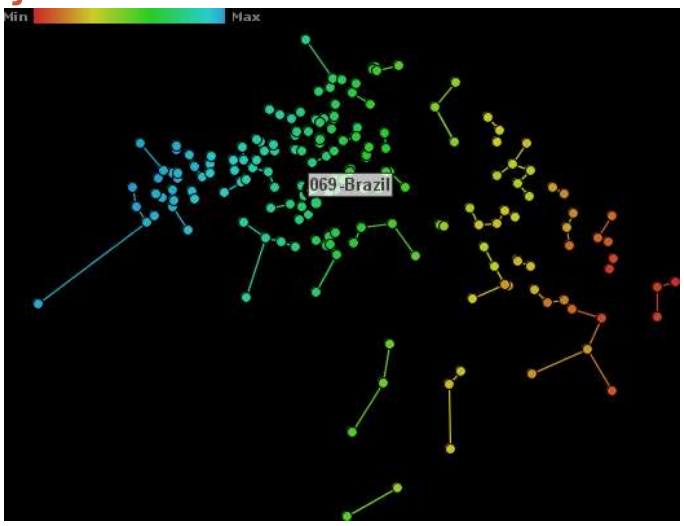
Projection: HDI



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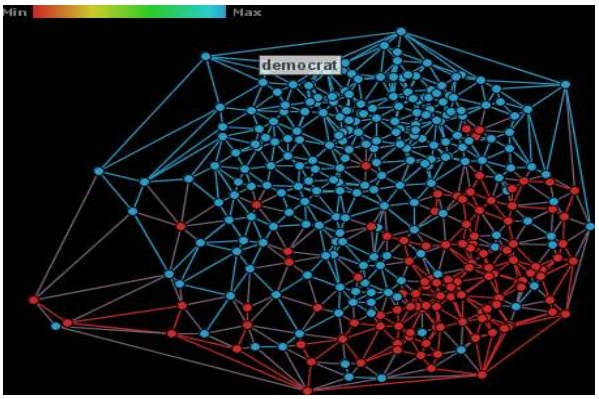
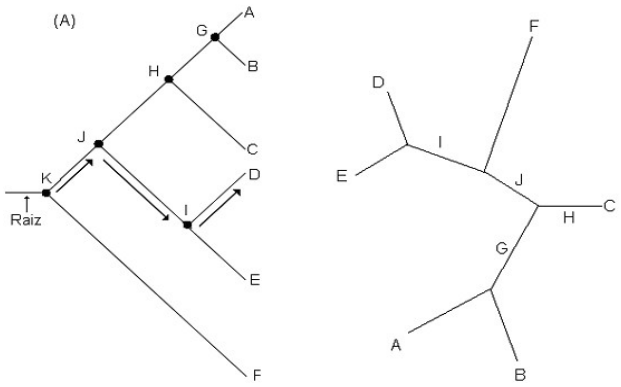
Projection: Voting



47

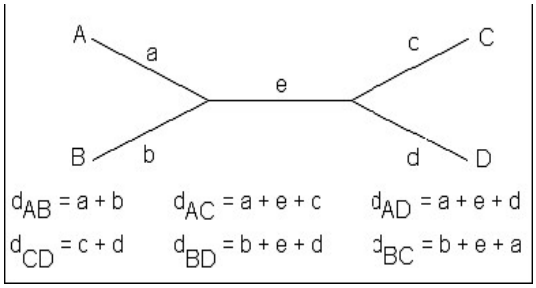
Point Placement by Phylogenetic Tree Construction Algorithms (N-J Trees)



48

Point Placement by Phylogenetic Tree Construction Algorithms (N-J Trees)

$$d_{AB} + d_{CD} \leq \max\left(d_{AC} + d_{BD}, d_{AD} + d_{BC}\right)$$



Algorithm Neighbor-joining

Input: distance matrix

1. Criate a star tree for n objects.
2. Iteration
   1. Select a node pair (i,j) with smaller Sij (branch size)

$$S_{ij} = \frac{1}{2(n-2)} \sum_{k=3}^{N} (D_{ik} + D_{jk}) + \frac{1}{2} D_{ij} + \frac{1}{n-2} \sum_{3 \le m < n} D_{ij}$$

   2. Combine nodes i and j in a new node and calculate the branch size of the new node.

$$L_{ix} = \frac{D_{ij} + D_{iz} - D_{jz}}{2} \qquad L_{jx} = \frac{D_{ij} + D_{jz} - D_{iz}}{2}$$

Algorithm Neighbor-joining

3. Calculate new distance matrix, computing the new distances from the new node to the remaining nodes.

$$D_{(i-j),k} = \frac{(D_{ik} + D_{jk})}{2} \qquad (3 \le k \le N)$$

4. Eliminate previous nodes i and j
5. If n>2 then iterate again.

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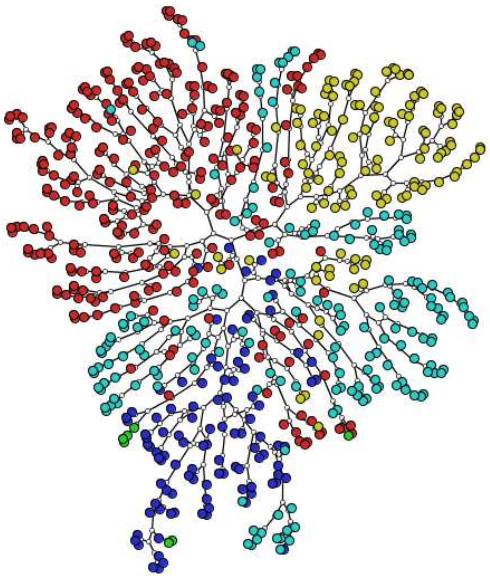

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- Alternate view (N-J Tree)

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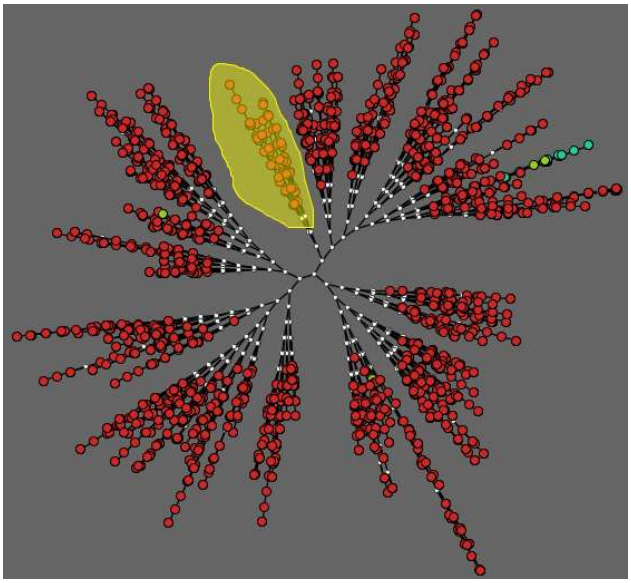

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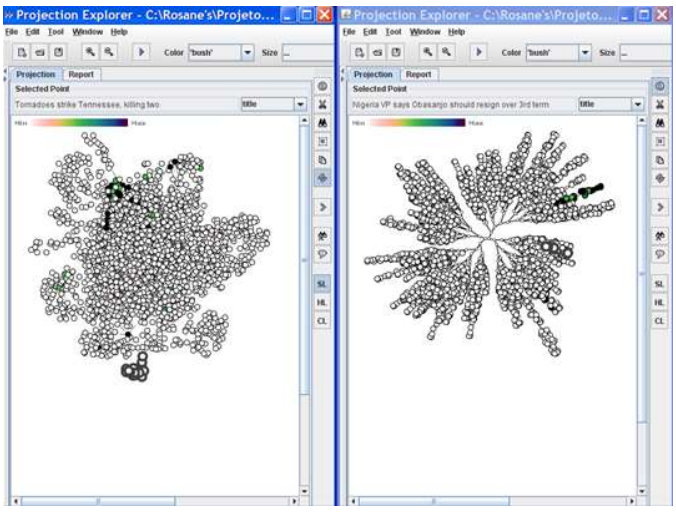
Projections & Trees



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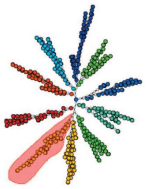
Application to Visual Data Classification

- Sample selection
- Classification
- Evolution of models
- Cooperation IC/UNICAMP
  - Helio Pedrini
  - William Schwartz (now UFMG)
- *Aplications: GPS data, Systems biology Data, data on quality of text*
  - *Cooperations with UNESP / Presidente Prudente, LNBio/CNPEM, NILC/ICMC*



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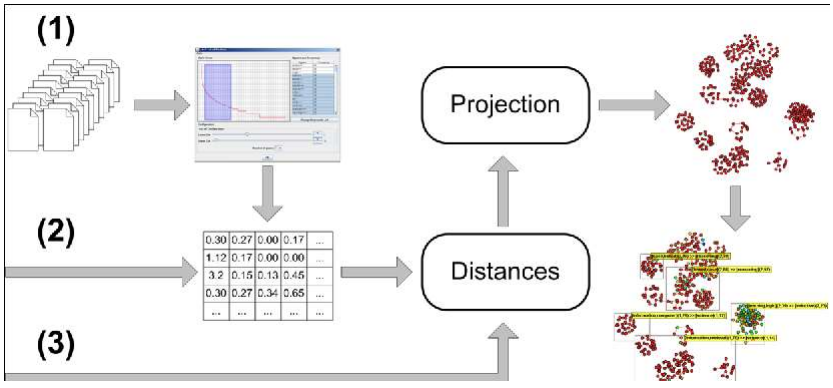
Visualization by Projections



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The case of document collections

- Applications
  - Teaching/Research
  - Search
  - Investigation

  - Patents
  - Medical reports
  - News

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O caso de coleções de documentos

- Aplicações
  - Ensino/Pesquisa
  - Busca
  - Investigação

  - Patentes
  - Laudos médicos
  - Notícias

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- Maps of text Collections
  - Based on Relationships (Borner & Chen)
    - Co-authorship, co-citation
  - Based on Content
    - Similarity and Grouping
    - Common underlying subject
    - ➔Topics

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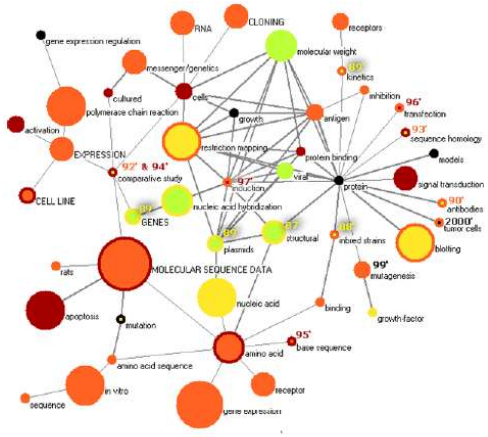
Relationships : Topic Busts and co-word



(Mane and Borner) 2004

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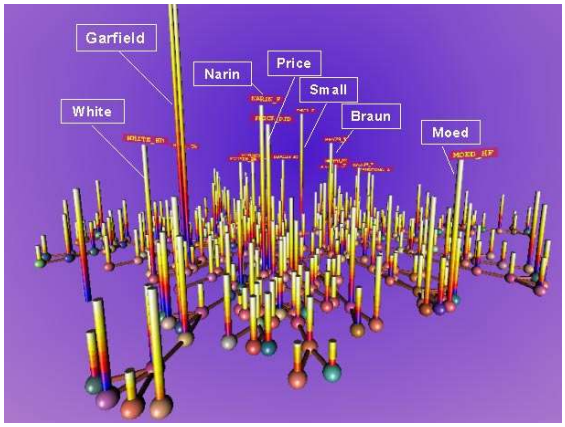
Relationships : Citation and Co-citation



(Borner) (2003)

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Content-based Text Mapping

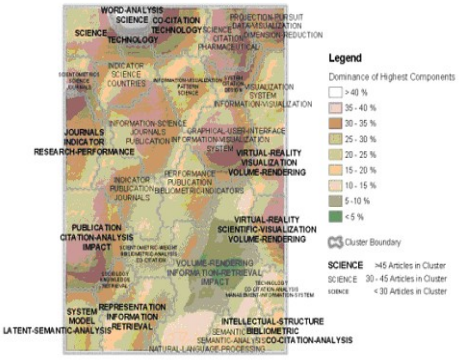
- Approach 1: Dimension reduction
  ex. MSD, SVD, PCA
- Approach 2: Point Placement (PP)
- Approach 3: Clustering
- Approach 4: Projections
  ex. FASPMAP, NNP, LSP

Content - based

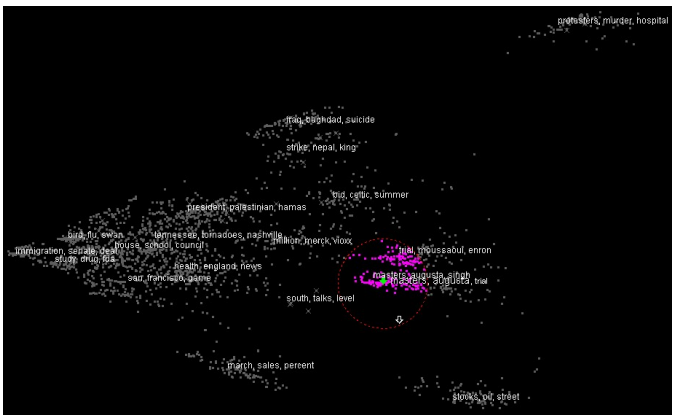
(Skupin) (2002) (abstracts) SOM

SOM based

- **Self-Organization Maps (SOMs) cartográficos (ex. Skurpin 2002)**



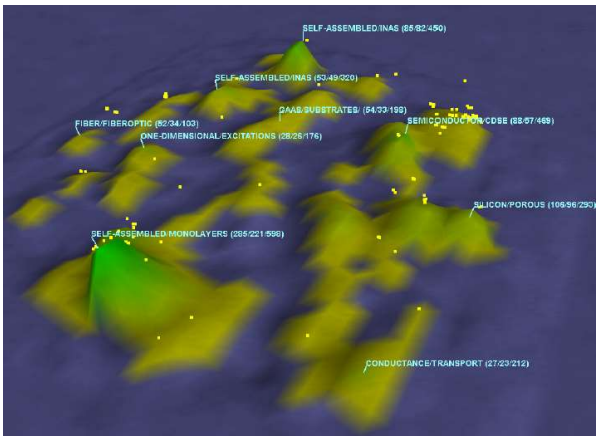
Content - based



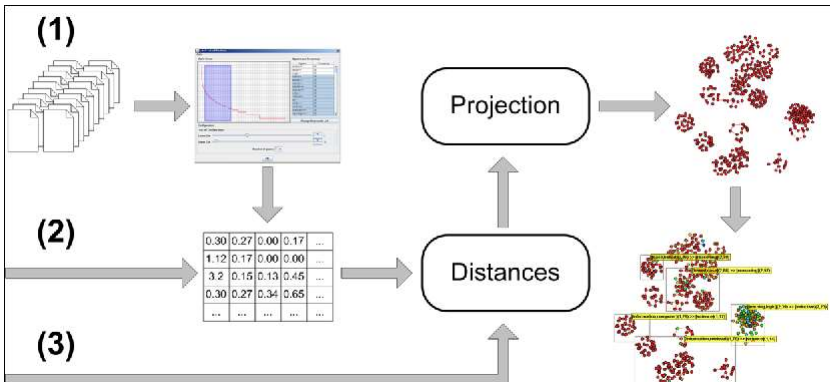
(Dimensional Reduction) News flash IN-SPIRE (PNL)

VxInsight

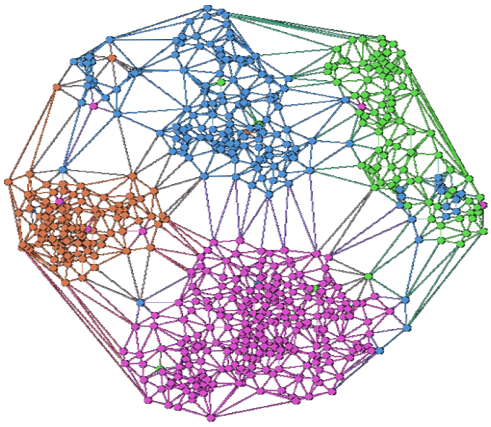
- Sandia National Laboratories, mountain metaphor (Boyack et al., 2002).



Content – based by Projections



Exemplo de Projeção



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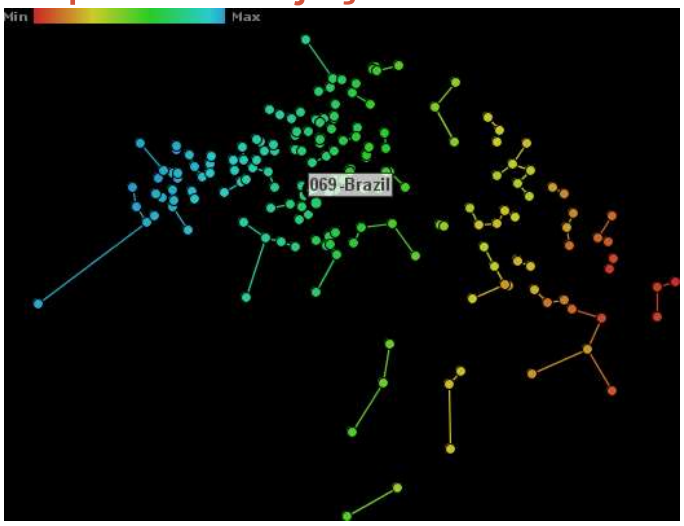
Exemplo de Projeção: IDH



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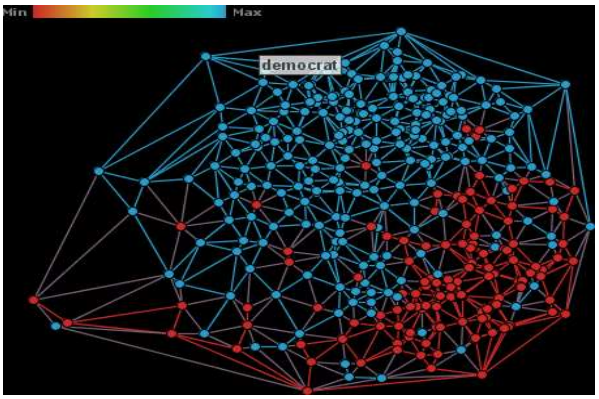
Exemplo de Projeção: Votação



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Basic Concepts

- Text Preprocessing
- Data and text mining
- Projection techniques
- Point Placement Strategies

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Text Preprocessing

1. Stopwords elimination
2. Extraction of words radicals (stemming)
3. Creation of n-grams
4. Frequency count and Luhn's lower cut (n-grams appearing less then x times are ignored)
5. Weighting process (*term-frequency inverse document-frequency - (tfidf)*)

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Result is a Vector Model

- Attributes: terms (n-grams)
- Value: term weight
- Table Data

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Vector Representation – term weighting

- tf – term frequency
- tfidf – tf x idf = tf x inverse document frequency

$$w_{ik} = tf_{ik} \times log\left(\frac{N}{n_k}\right)$$

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Vector Representation

	$term_1$	$term_2$	$term_3$	$term_4$	...	$term_m$
Doc_1	0.92	0.62	0.92	0.10	...	0.67
Doc_2	0.13	0.11	1.00	0.34	...	0.33
Doc_3	0.52	0.00	0.00	0.44	...	0.77
...	...	...	...	...	...	...
Doc_n	0.02	0.12	0.22	0.92	...	0.00

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Vector Representation – Similarity calculatin

EUCLIDEAN

$$sim_{i,j} = \sqrt{(w_{i,1} - w_{j,1})^2 + \ldots + (w_{i,k} - w_{j,k})^2}$$

MANHATAN

$$sim_{i,j} = |w_{i,1} - w_{j,1}| + \ldots + |w_{i,1} - w_{j,1}|$$

COSINE

$$sim_{i,j} = \frac{(w_{i,1} \times w_{j,1}) + \ldots + (w_{i,k} \times w_{j,k})}{(w_{i,1}^2 + \ldots + w_{i,k}^2) \times (w_{j,1}^2 + \ldots + w_{j,k}^2)}$$

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Vector Representation – distance calculation

$$dis(doc_i, doc_j) = \sqrt{2 * (1 - sim(doc_i, doc_j))}$$

$$sim(doc_i, doc_j) = \frac{doc_i \times doc_j}{\|doc_i\| * \|doc_j\|}$$

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Visualization

- Attribute Reduction
  - Co-clustering
  - PCA
  - SVD

followed by

- Projection by Dimension Reduction

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Alternative to Vector Representation

- Similarity Calculation text against text
  - Ex: NCD Normalized Compression Distance
    - Approximation of Kolmogorov Complexity
    - Ver: G. P. Telles, R. Minghim, and F. V. Paulovich. 2007. Visual Analytics: Normalized compression distance for visual analysis of document collections. *Comput. Graph.* 31, 3 (June 2007), 327-337. DOI=http://dx.doi.org/10.1016/j.cag.2007.01.024
  - Editing distance
    - Dice's coefficient
    - Matching's coefficient
    - Overlap's coefficient
    - Qgram Distance
    - Ver: Frizzi San Roman Salazar. Um estudo sobre o papel de medidas de similaridade na visualização de coleções de documentos. 2012. Dissertação (Mestrado em Ciências da Computação e Matemática Computacional) - Instituto de Ciências Matemáticas e de Computação, Fundação de Amparo à Pesquisa do Estado de São Paulo. Orientador: Maria Cristina Ferreira de Oliveira.

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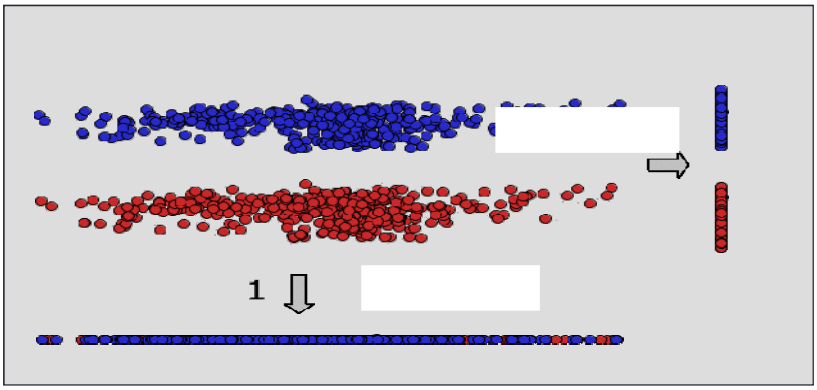
Problems with Stress measurements



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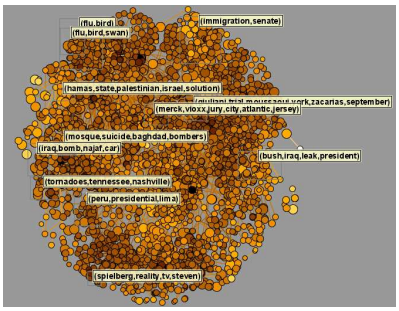
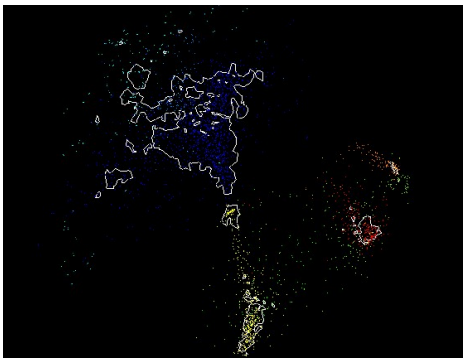
Visual representations: graphs, surfaces, volumes, triangulations





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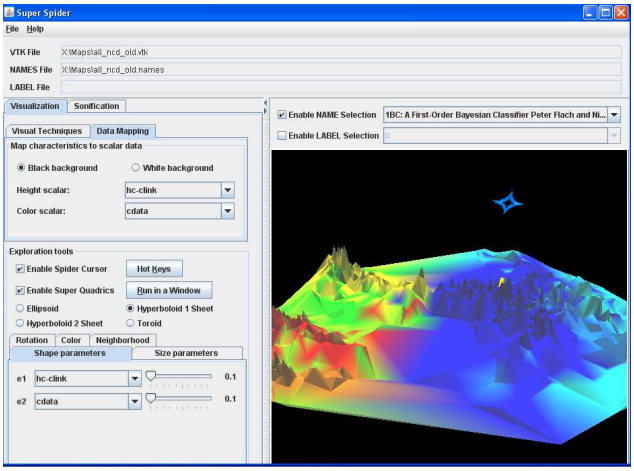
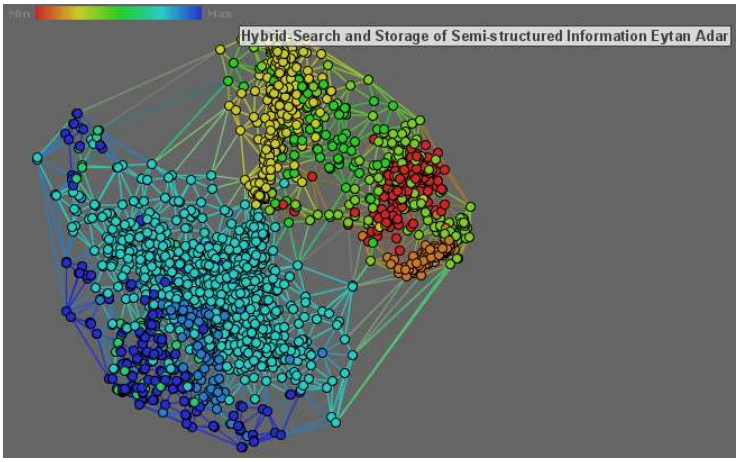
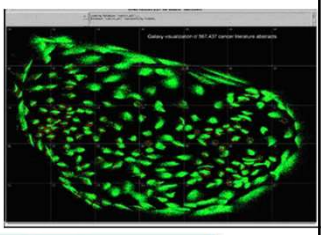


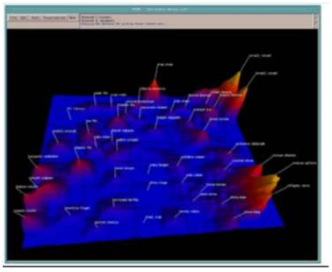
Exploration



IN-SPIRE

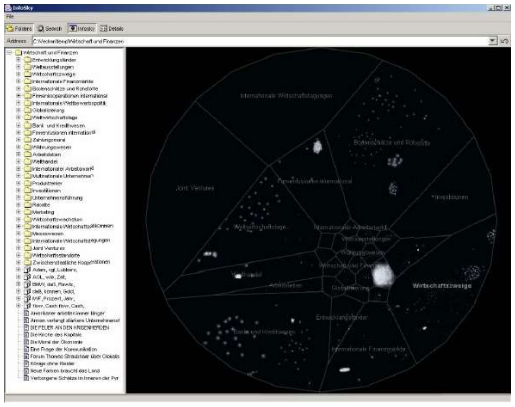
- Spatial Paradigm for Information Retrieval - Pacific Nortwest National Laboratories
- Two Visualization Metaphors:
  - Galaxies – dimensional reduction
  - Themescape

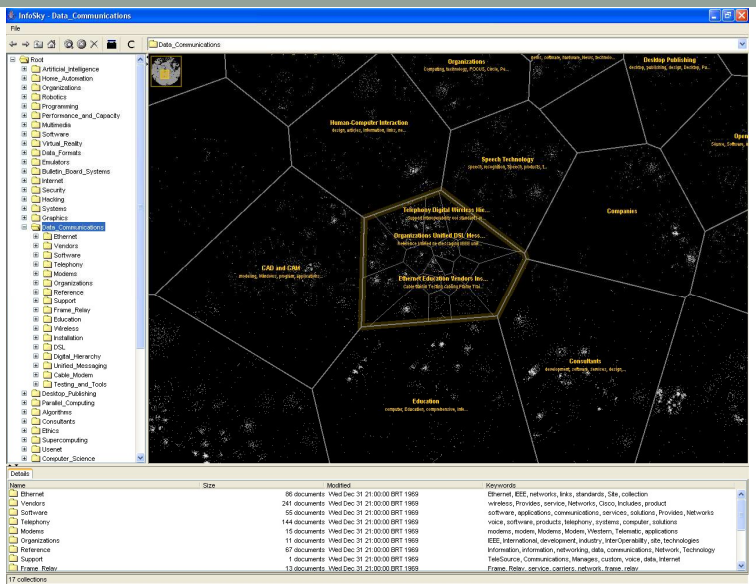




InfoSky

Granitzer (Granitzer et al., 2004) also employs galaxy metaphor





http://en.know-center.at/forschung/wissenserschliessung/downloads_demos/infosky_demo

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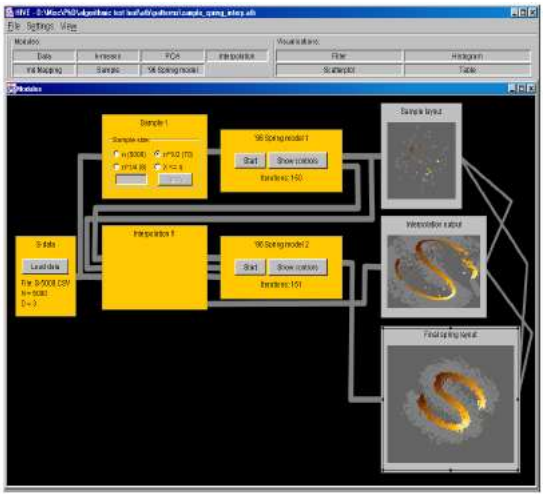
HIVE (Ross and Chalmers 2003)

- Interconnected components:
  - Import
  - Transform
  - Render multi-dim data



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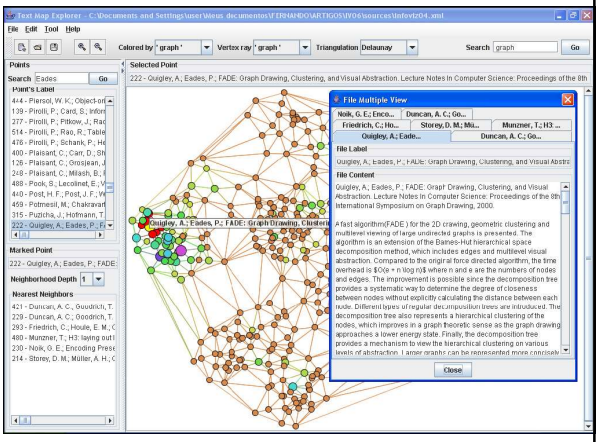
Projection Explorer (PEx)

- Projection and Point placement
- Precision
- Graphs and surfaces (Super Spider)



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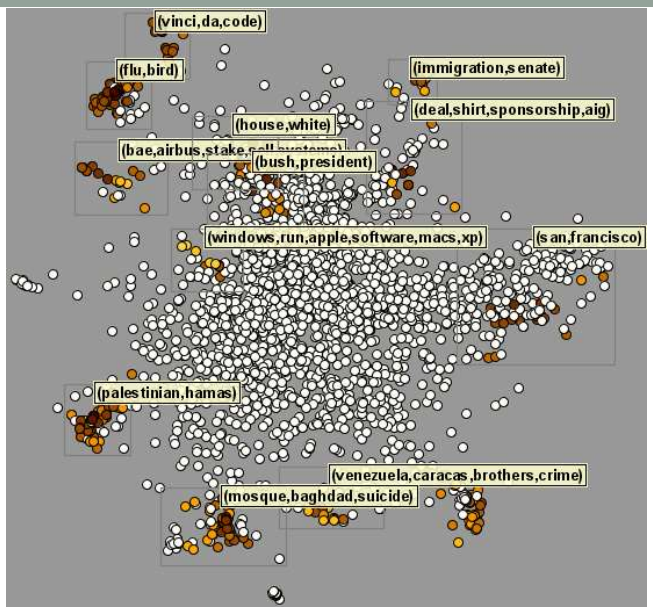
Mapping Text Collections via Projections and Point Placement

- Positioning and labeling

90



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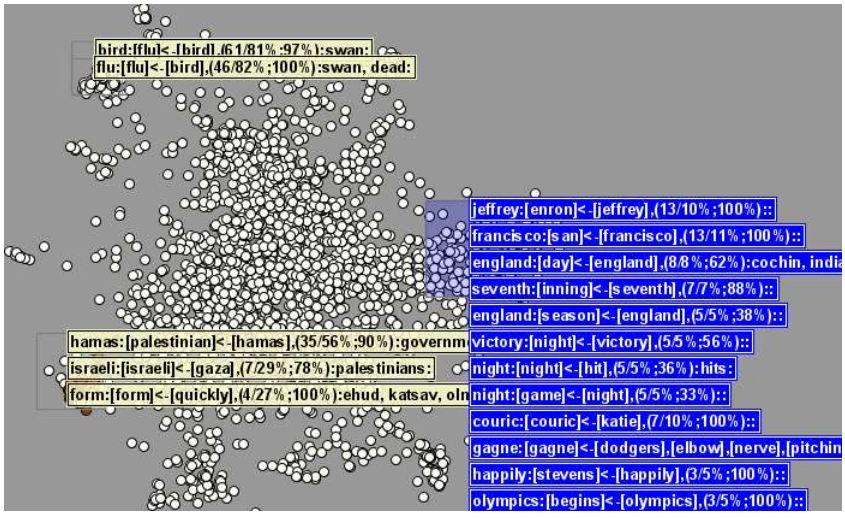
- Detailing topics

92



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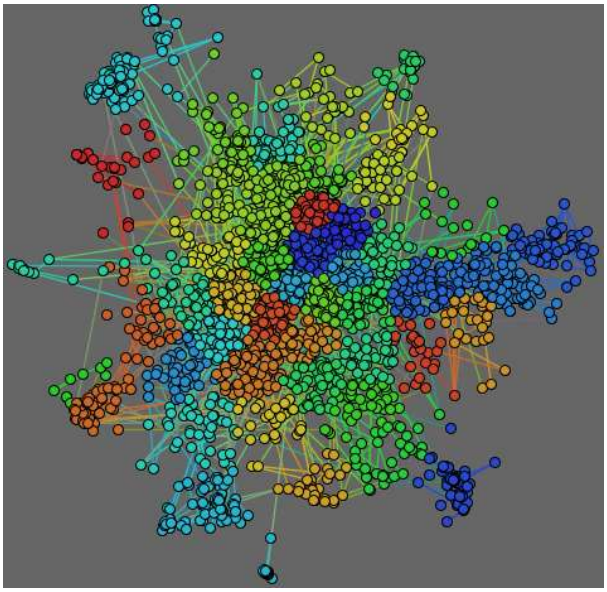
- Finding Relationships

94



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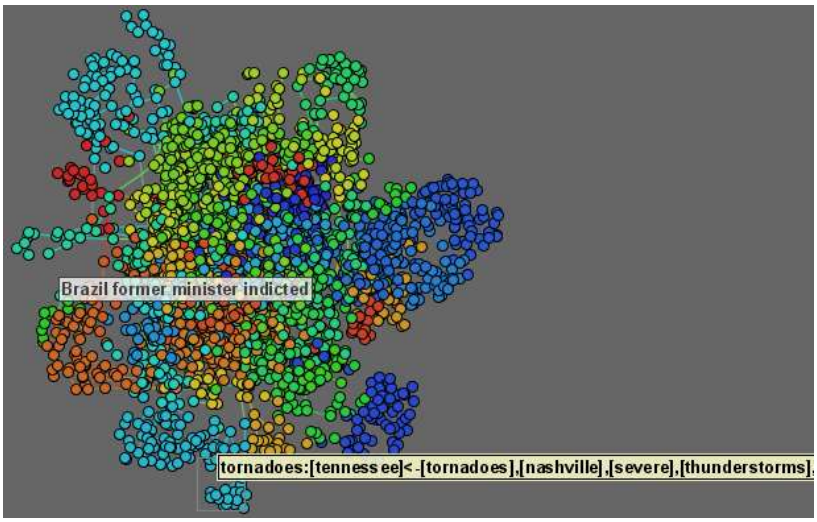
- Untangling

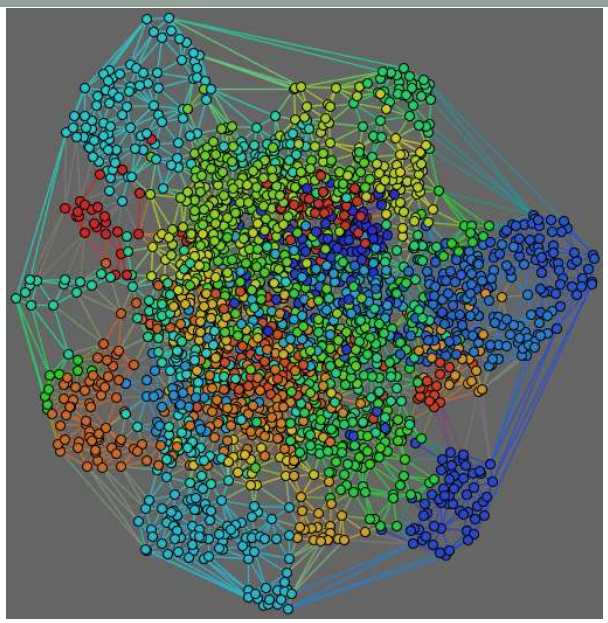
96



97

- Building a mesh

98



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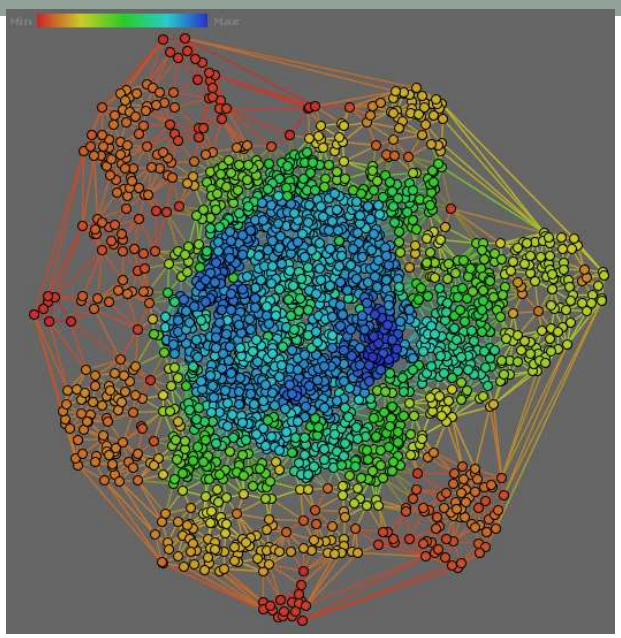
- Coloring by degree of proximity

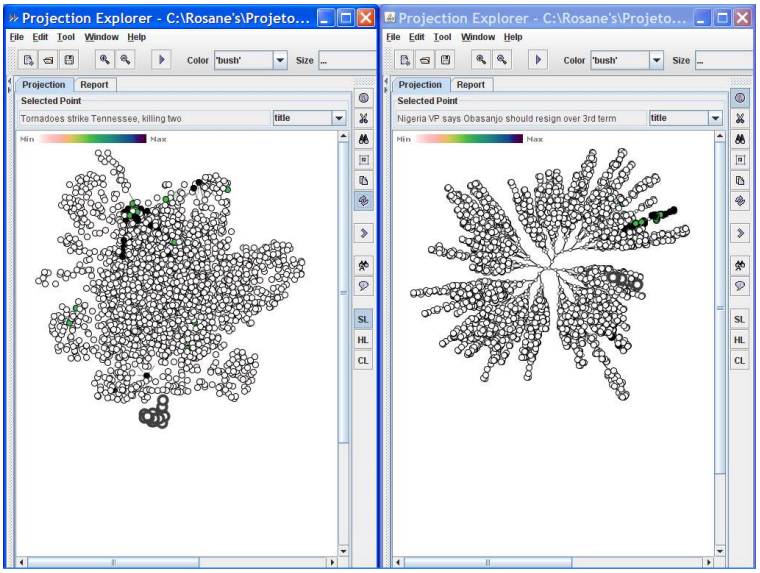
10
0



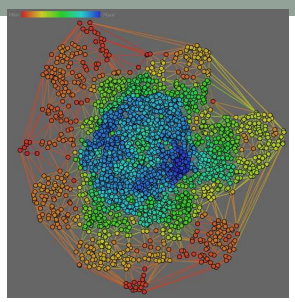
10
1

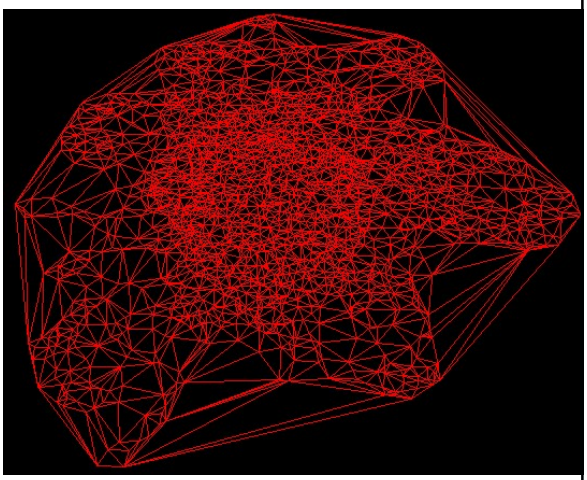
- Coordinating

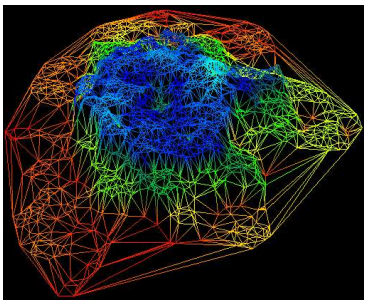
10
2

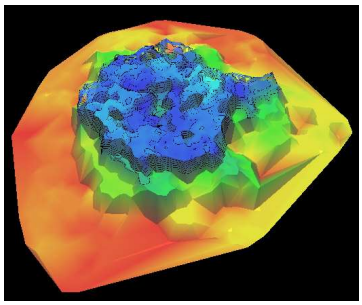


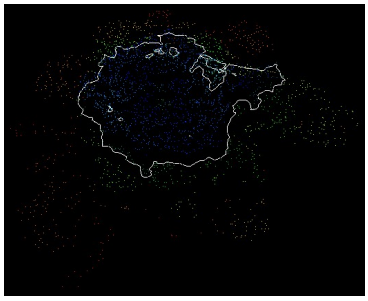
- Building a Surface



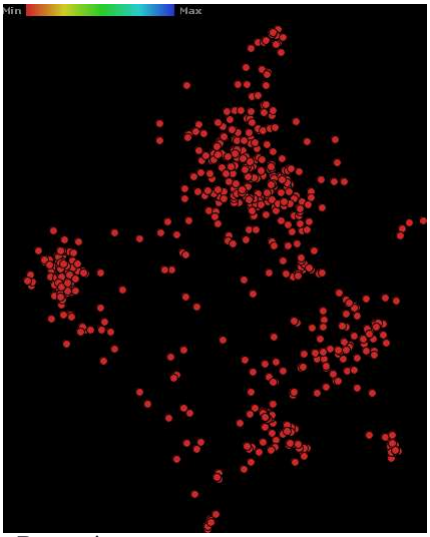






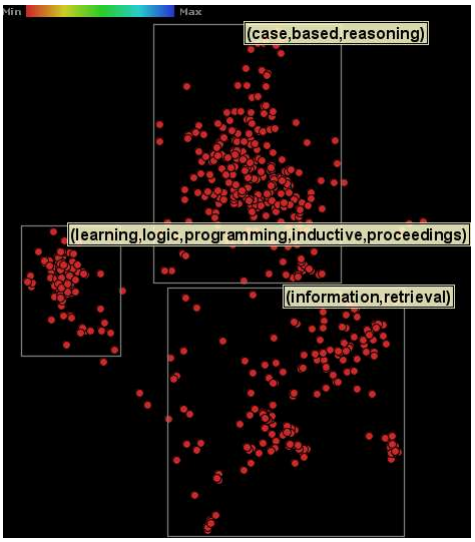


Explorando

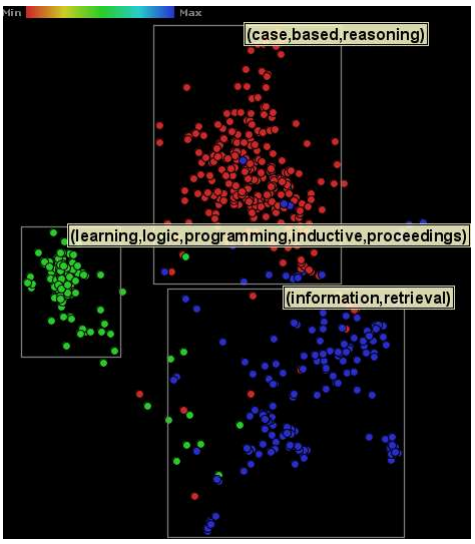


- Case-Base Reasoning
- Information Retrieval
- Inductive Logic Programming

Exemplos de Mapas



Exemplos de Mapas



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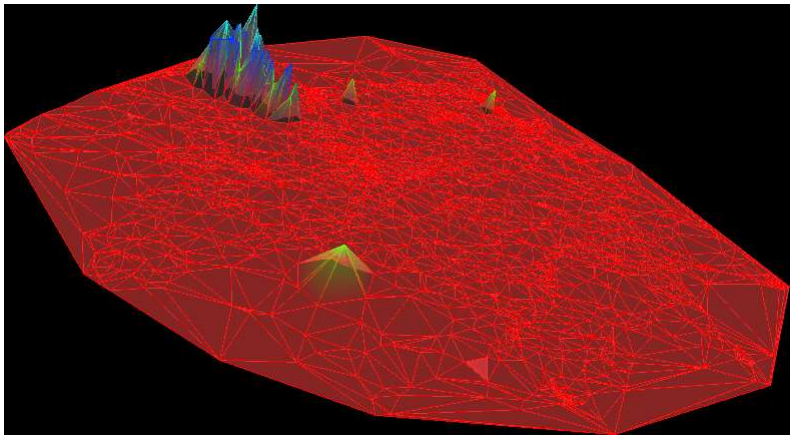
RSS News Flash



Bird and Flu

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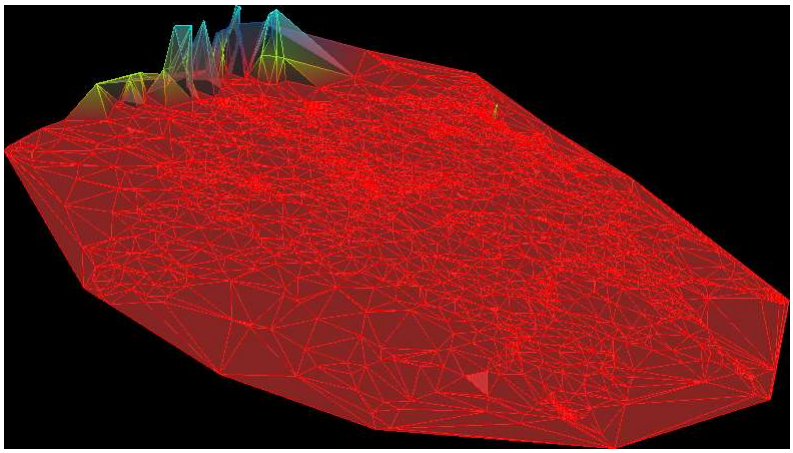
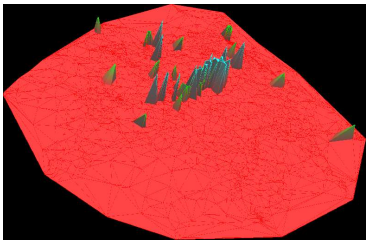
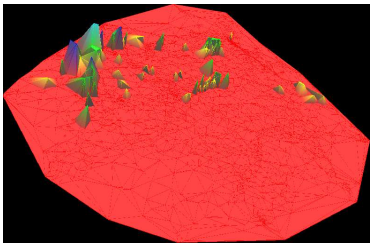


Palestinian

11
1

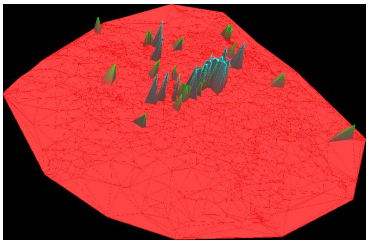


Bush



Iraq

11
2



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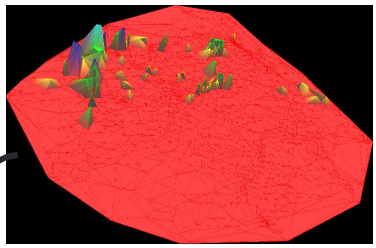

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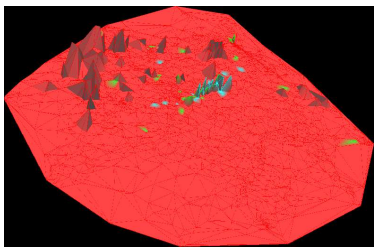
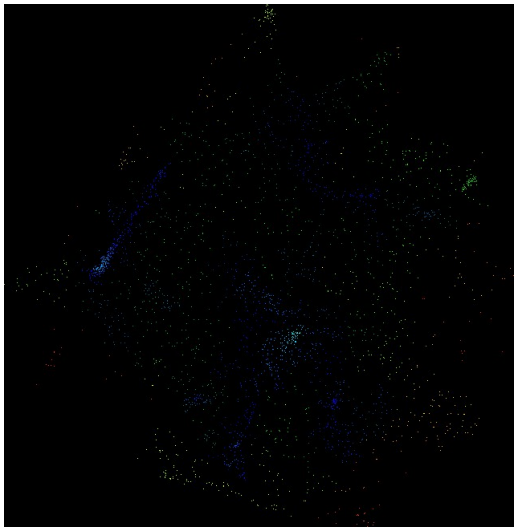
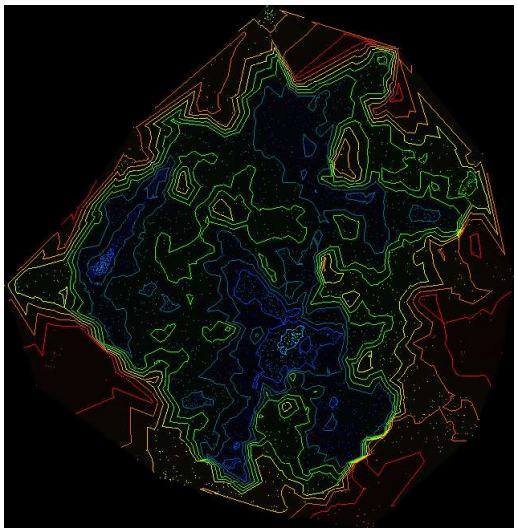




Curvas de Nível



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Time Series - Flow in Hydro. P. P.

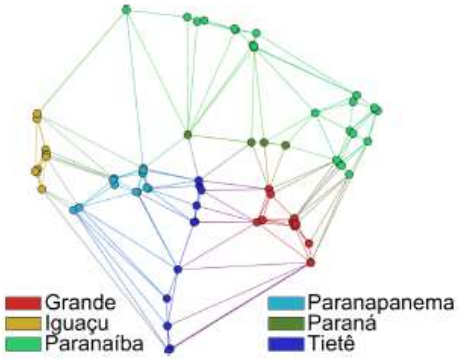

Figure 2. Power plants of the basin Paraná

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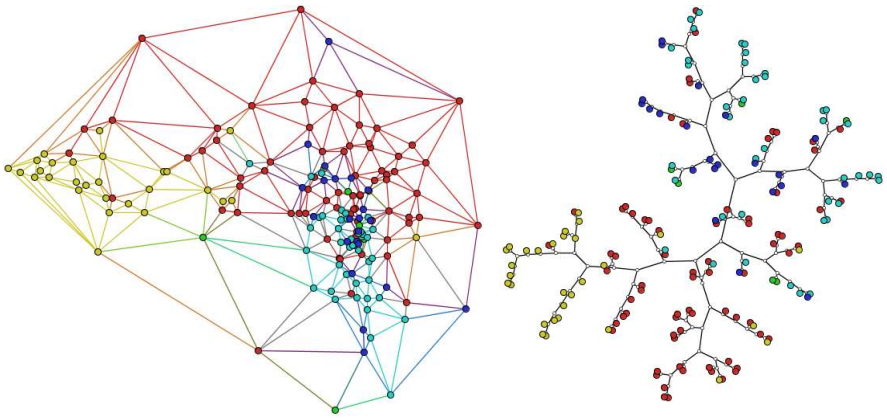
Further Example - patents

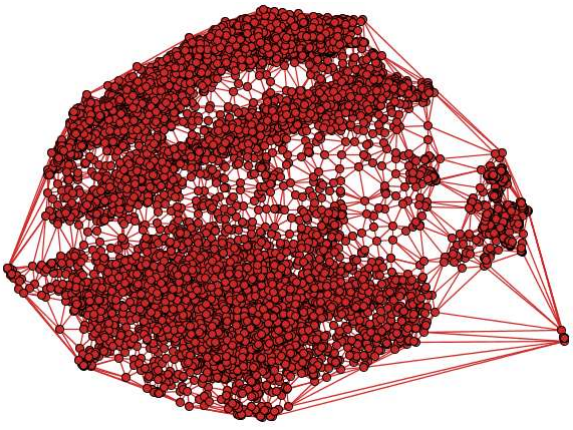


Further Example

- Cattle performance data
  - Translated to text from categorical information, e.g.,
    - Ranges of weight to words such as:

      {weight_below_fifty_percent; weight_between_fifty_seventy_five; etc..}
  - 9135 individuals

Cattle performance data



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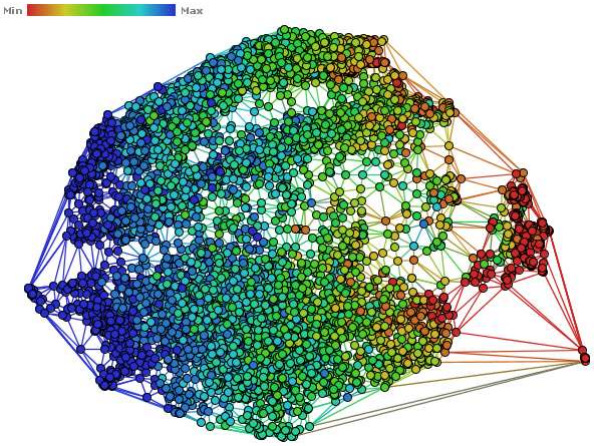
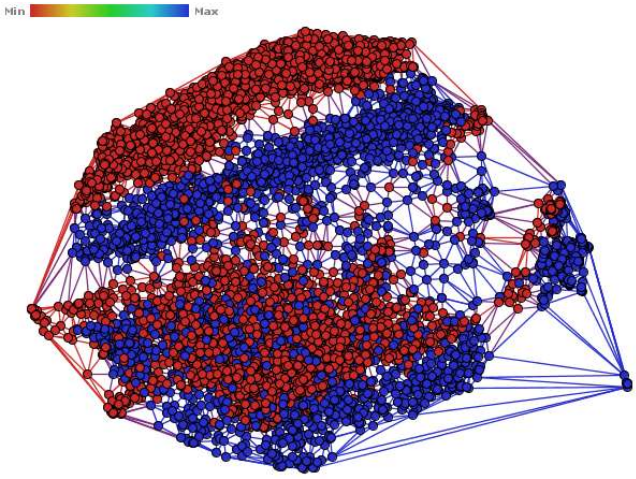
Cattle performance data



Colored by word 'top'

120

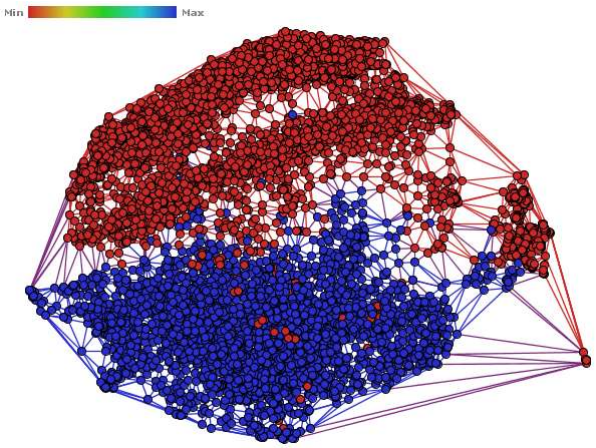
Cattle performance data



Colored by female

12
1

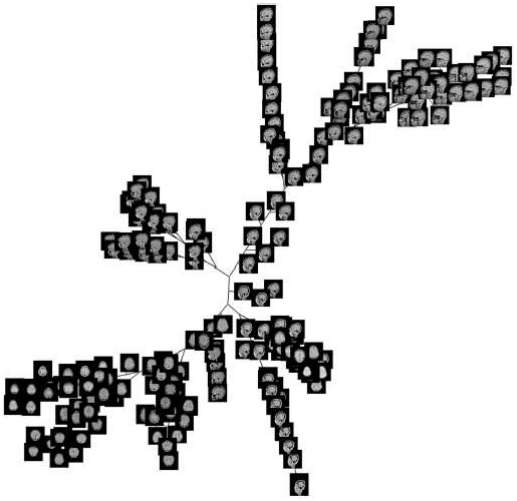
Cattle performance data



Colored by farm

12
2

Images



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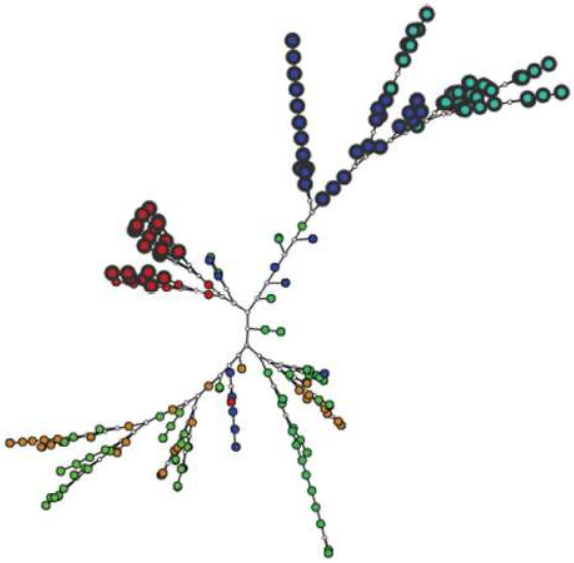
Images



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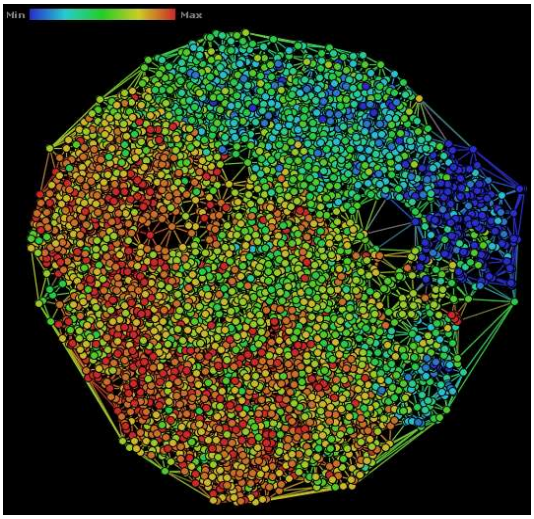
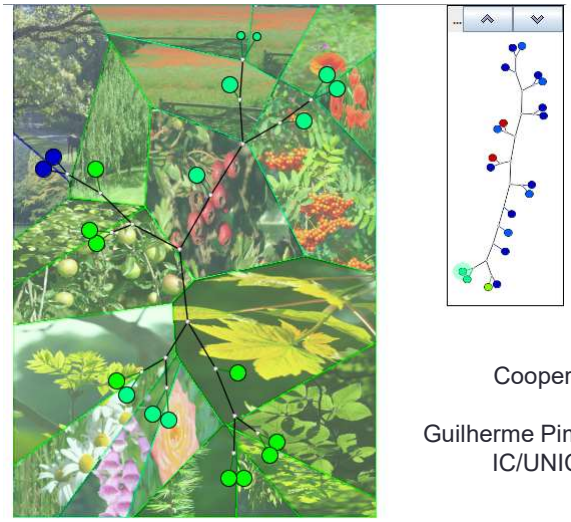
Cattle performance data



Colored by word 'top'

125

Scalability
The Visual Super Tree



Cooperation:

Guilherme Pimentel Telles
IC/UNICAMP

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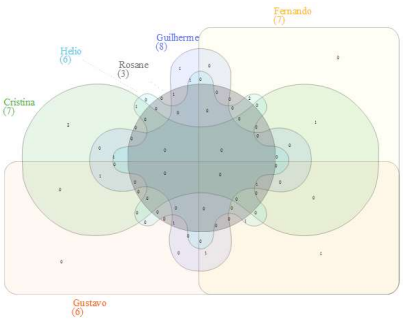
Application: Gene Expression and Systems biology data

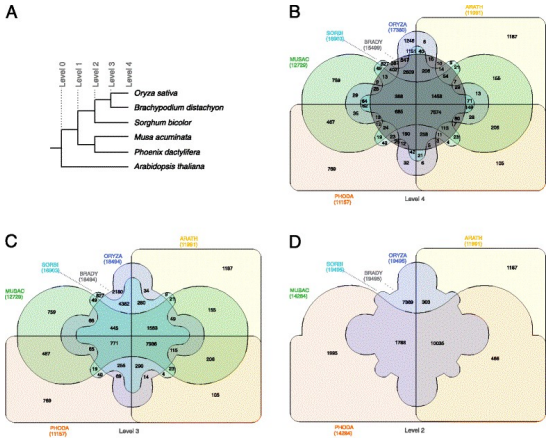
- Cooperation ICMC/UNICAMP/LNBio (Campinas)/ Embrapa (Campinas)
- Complex Networks for Biological Data.
- Venn diagrams for Biological Data:
  - interactivenn.net, interactivenn.org



12
7

Application: comparison of sets

- Cooperation ICMC/UNICAMP/LNBio (Campinas)/ Embrapa (Campinas)
- Fig.: Comparison of gene lists from different species
- www.interactiVenn.net



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8

Context: Visual Data Mining

- Definition [Ankerst 2000]
  - step in process of knowledge discovery / extraction (KDD)
  - utilizes visualization as communication channel between computer and user
  - to support identification of new and interpretable patterns

Homework 2

- Explore the data sets left in tidia-ae using:
  - Vispipeline
  - Any other tool available to you
- For the news data set:
  - Mention 5 headlines of importance
  - Describe generally what happened regarding each one.
- Create or obtain a new text or image data set.
  - Format using .data or .dmat (and .zip, if text) for Vispipeline
  - Explore using both projections and trees.
  - Write and illustrate your findings in two pages.

References

- Cuadros, A. M, Paulovich, F. V., Minghim, R., Telles, G. P - Point Placement by Phylogenetic Trees and its Application to Visual Analysis of Document Collections IEEE VAST 2007, Sacramento, CA, USA, IEEE CS Press, pp.99-106.
- Paulovih, F. V., Oliveira, M.C.F., Minghim, R. - The Projection Explorer: A Flexible Tool for Projection-based Multidimensional Visualization, IEEE Sibgrapi 2007, IEEE CS Press, Belo Horizonte, Brazil,pp. 27-34.
- Lopes, A. A., Minghim, R., Melo, V., Paulovich, F.V.; Mapping texts through dimensionality reduction and visualization techniques for interactive exploration of document collections, **SPIE Conference on Visualization and Data Analysis**, San Jose, CA, USA Jan. 2006, 6060T-11.
- Minghim, R., Paulovich, F.V., Lopes, A. A.; Content-based text mapping using multidimensional projections for exploration of document collections, **SPIE Conference on Visualization and Data Analysis,** San Jose, CA, USA Jan. 2006, 6060T-11.

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- Paulovich, F. V. ; Minghim, R. . Text Map Explorer: a Tool to Create and Explore Document Maps. In: Information Visualisation 2006 (IV06) **10th International Conference on Information Visualisation**, 2006, Londres. Proceedings of Information Visualisation 2006, 2006. v. 1. p. 245-251.
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- Minghim, R. ; Levkowitz, H. ; Nonato, L. G. ; Watanabe, L. S. ; Salvador, V. C. L. ; Lopes, H. ; Pesco, S. ; Tavares, G. . Spider Cursor: A simple versatile interaction tool for data visualization and exploration. In: **ACM GRAPHITE'05** - 3rd International Conference on Computer Graphics and Interactive Techniques in Australasia and Southeast Asia, 2005, Dunedin. Proceedings of Graphite 2005, 2005. p. 307-314.
- Heberle, H.; Meirelles, G. V.; da Silva, F. R.; Telles, G. P.; Minghim, R. ***InteractiVenn: a web-based tool for the analysis of sets through Venn diagrams***. BMC Bioinformatics 16:169 (2015).

5.3 Topic Extraction and Visualization

- Topic Definition by Covariance
- Topic Extraction by Seeded Generation of Association Rules (pruning by relevant terms)
- Labeling and Viewing

13
3

Topic Extraction and Visualization

Topic Definition by Covariance

- Pair of words with highest covariance

$$cov(t_i, t_j) = \frac{1}{n-1} \sum_{k=1}^{n} (t_{ki} - \bar{t}_i)(t_{kj} - \bar{t}_j)$$

- For all the other words, highest mean covariance compared to first two.
- Add to label if above threshold.

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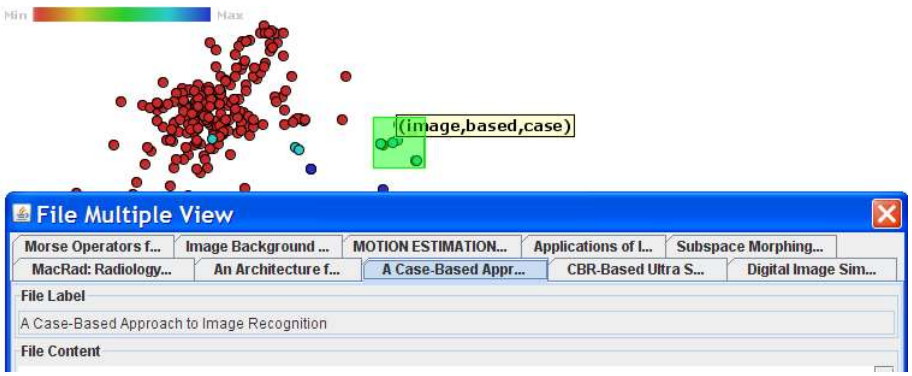
4

Topic Definition by Covariance



Topic Extraction and Visualization

Topic Extraction using Association Rules

- Use relevant words as seeds
- Prune the case by rule weighting

Topic Extraction using Association Rules

Transactions	Items
1	Trousers, t-shirt, snickers
2	T-shirt, snickers
3	shorts, snickers
4	Trousers, sandals

Frequent Itemsets	Support
{snickers}	75%
{Trousers}	50%
{T-shirt}	50%
{T-shirt, snickers}	50%

Min. support = 50% (2 transactions).

Min. confidence = 50%.

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7

Topic Extraction using Association Rules

tenis ⟶ t-shirt

$$support = support(\{snickers, t\text{-}shirt\}) = 50\%$$

$$confidence = \frac{support(\{snickers, t-shirt\})}{support(\{t-shirt\})} = \frac{50}{50} = 100\%$$

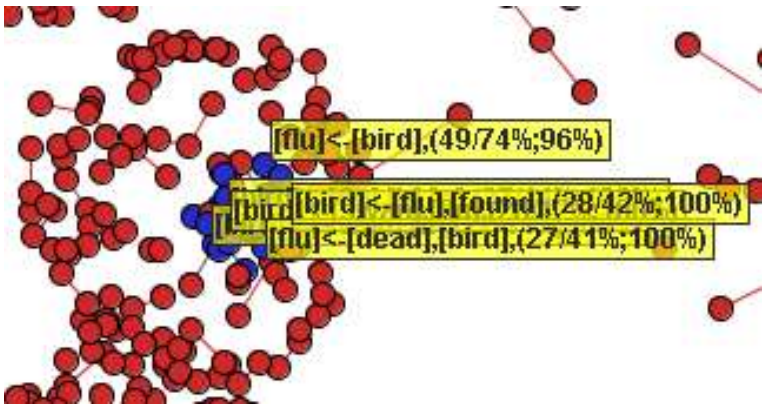
T-shirt ⟶ snickers

$$support = support(\{snickers, t-shirt\}) = 50\%$$

$$confidence = \frac{support(\{snickers, t-shirt\})}{support(\{snickers\})} = \frac{50}{75} = 66{,}6\%$$

13
8

Topic Extraction using Association Rules (example)



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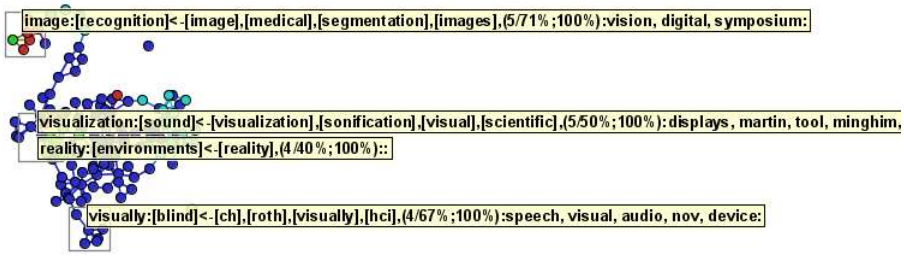
Topic Extraction using Association Rules (example)



14
0

Topic Extraction using Association Rules

- Topics using AR
  - Term co-occurance in documents <=> subject
  - Transaction => Document
  - Item => term

14
1

Topic Extraction using Association Rules

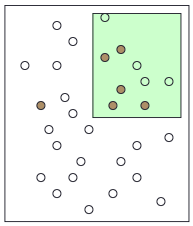
- Issues
  - Discovered rules amount
  - Term relevance (items)
  - Rule relevance measure (filtering)

  - High Sup. & conf. => few interesting rules
  - Low Sup. & conf. => huge amount of rules

14
2

Locally weighted and seeded AR

- Weighting Terms and Rules



$$w_{i,j} = \frac{\sum_{j=1}^{k} Tf_{i,j}}{\sum_{j=1}^{k} Tf_i}$$

$w_{i,s} = 5/6 = \mathbf{0.83333}$

Steps

1. S: set of user selected documents
2. Picked 10 most relevant terms

$$W_{t_j S_k} = \frac{\sum T f_{t_j S_k}}{\sum T f_{t_j C}}$$

Steps

1. Initial item sets: Tr x T
   - Relevant Terms x All Terms
2. Items Sets discovered by Apriori altorighm
3. Sorted by weight:

$$\sum W_{t_j S_k}$$

Steps

6. Highest weight item set selected
7. Covered documents removed from S
8. Further item sets are selected if there is support over residual S (repeats 6 e 7)

9. If all items sets are considered and |S residual| >0, repeats whole process with residual S.

Sequential covering with Multiple restart

- Variance and Coverage
- Partitioning Strategies
- Grid
  - Resize
  - Slide
- Cluster
  - Cluster number

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7

5.4 Further Examples

- RSS Patent Data, recovered from the Web
  http://www.freepatentsonline.com/
- Case 1:
  - 170 files
  - Graphics processing, printer, database, document, ai

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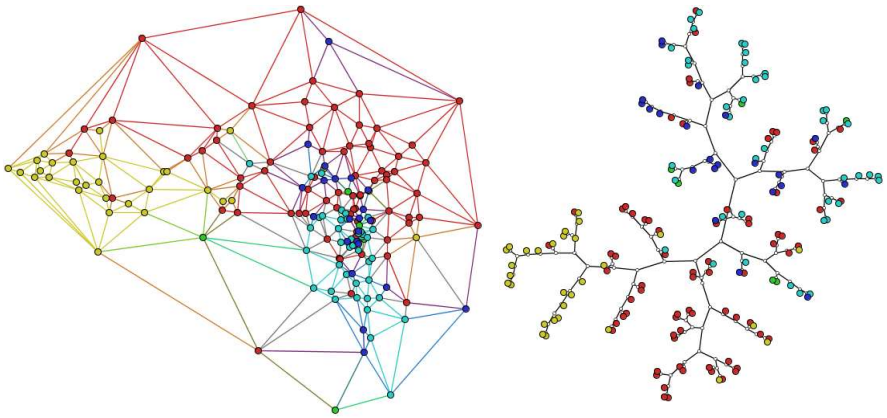
8

Further Examples



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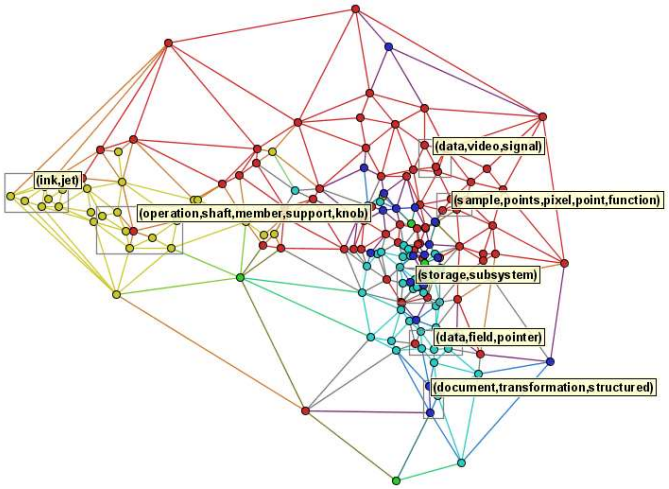
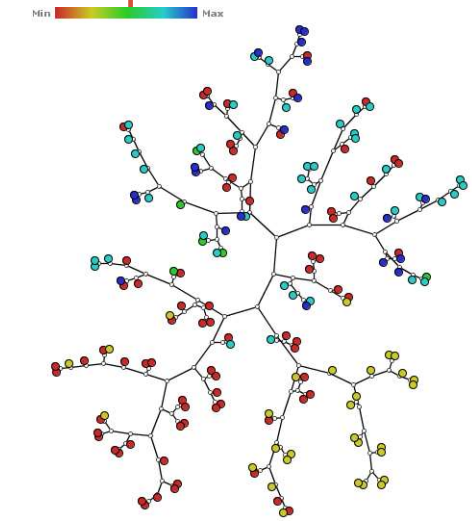
Further Examples



150

Further Examples



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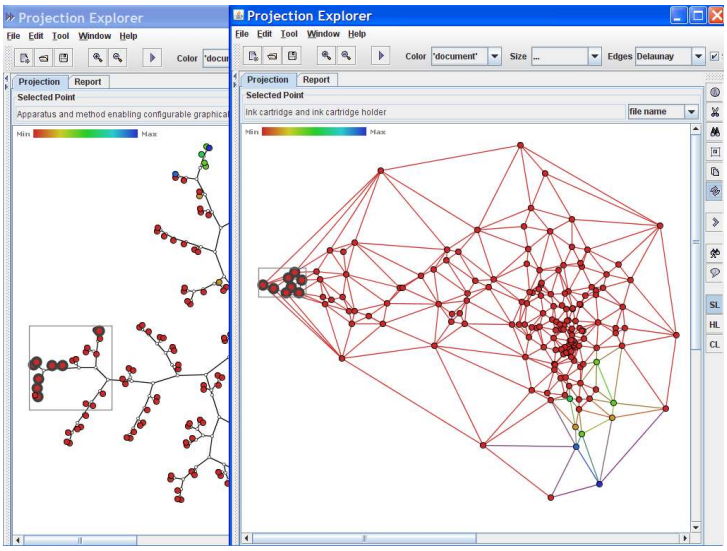

(ink jet, document)

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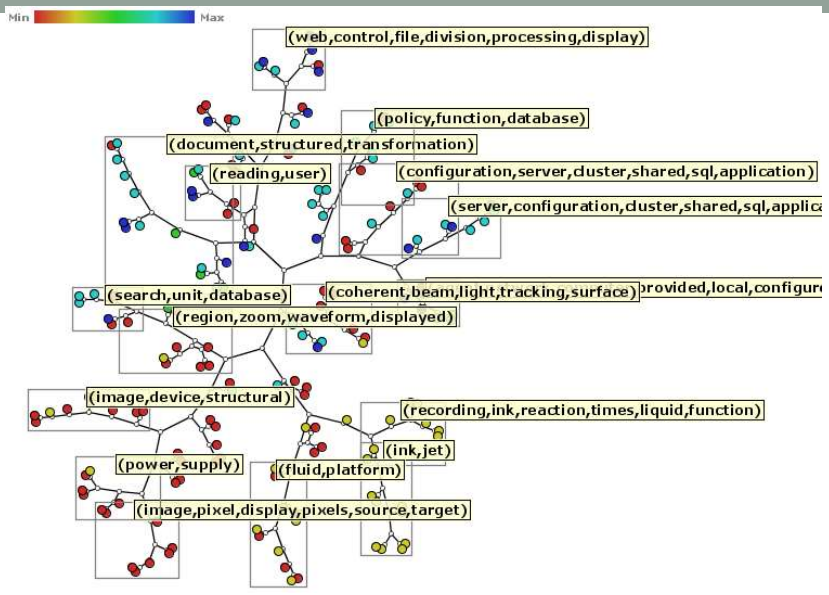

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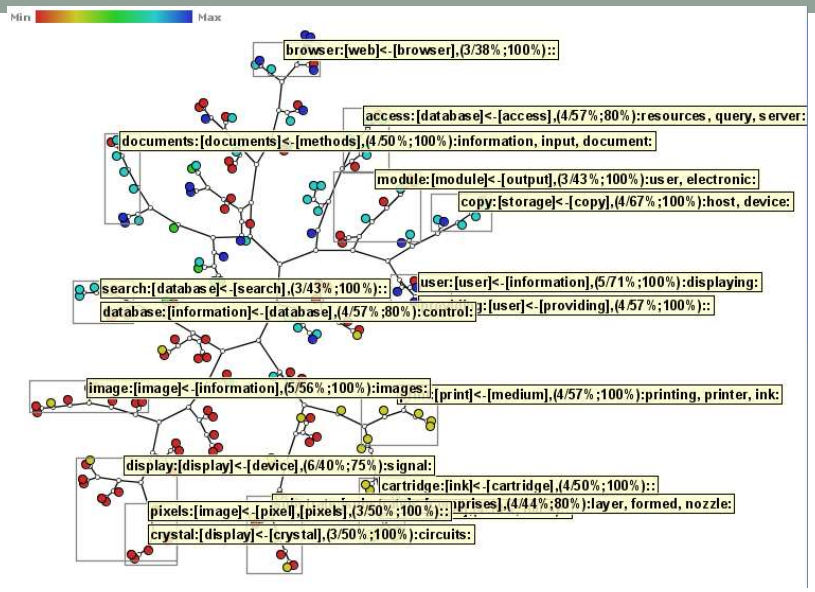

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Patents – case 2

- http://www.freepatentsonline.com/
- 172 files
- surgery (2), drugs(2), molecular biology

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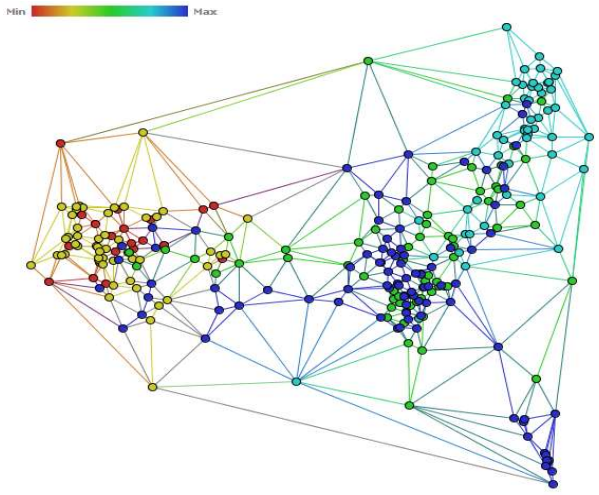
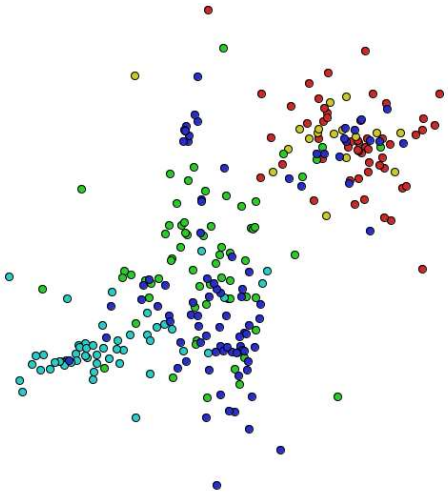
5

Patents surgery, drugs, molecular bio



15
6

Patents surgery, drugs, molecular bio stopwords selection



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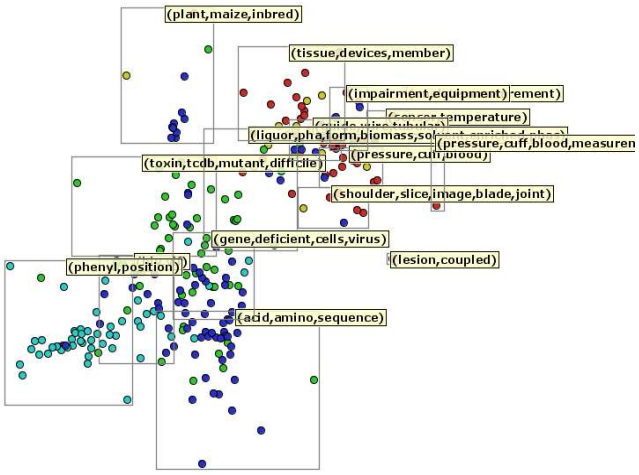
7

Patents surgery, drugs, molecular bio topics



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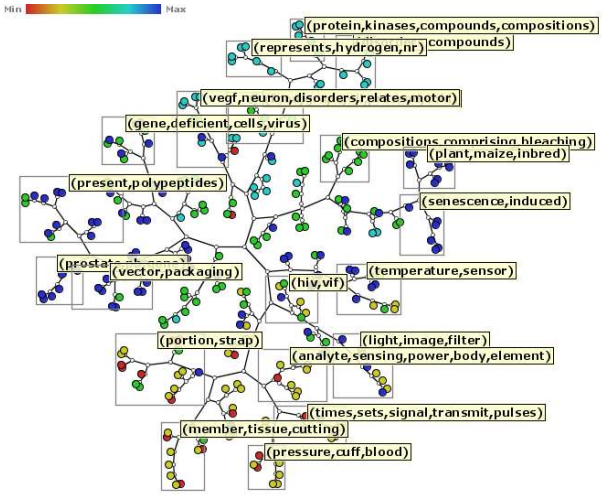
Patents surgery, drugs, molecular bio



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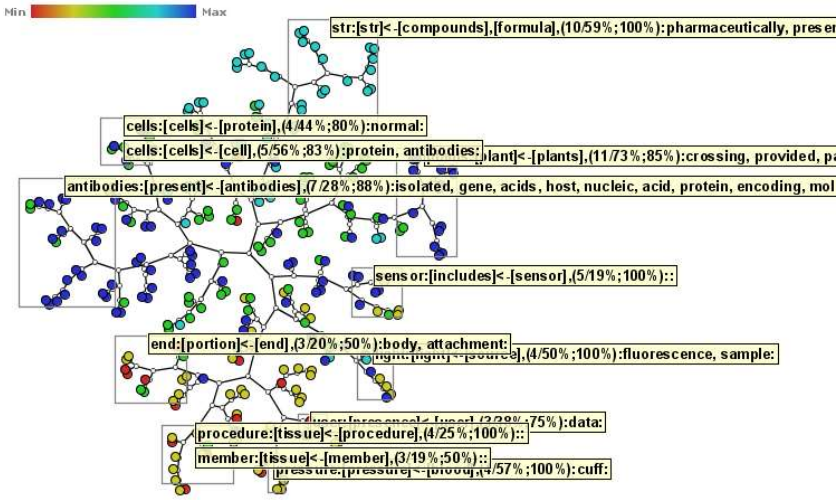
Patents surgery, drugs, molecular bio



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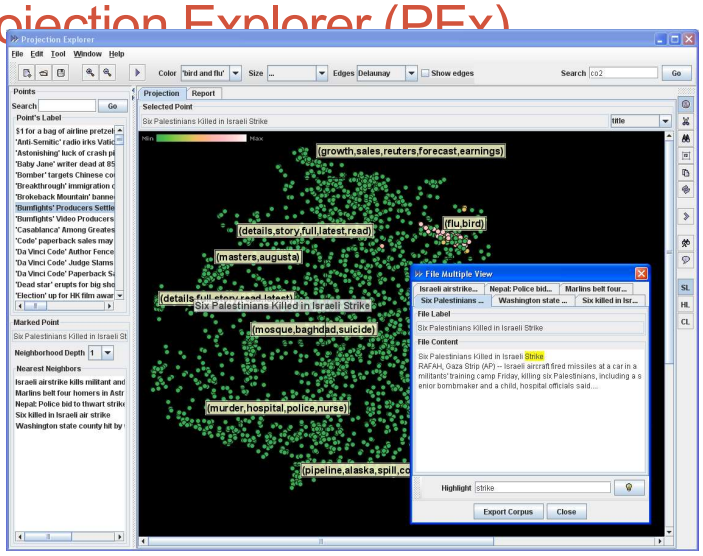
Projection Explorer (PEx)



http://infoserver.lcad.icmc.usp.br/