http://poloclub.gatech.edu/cse6242

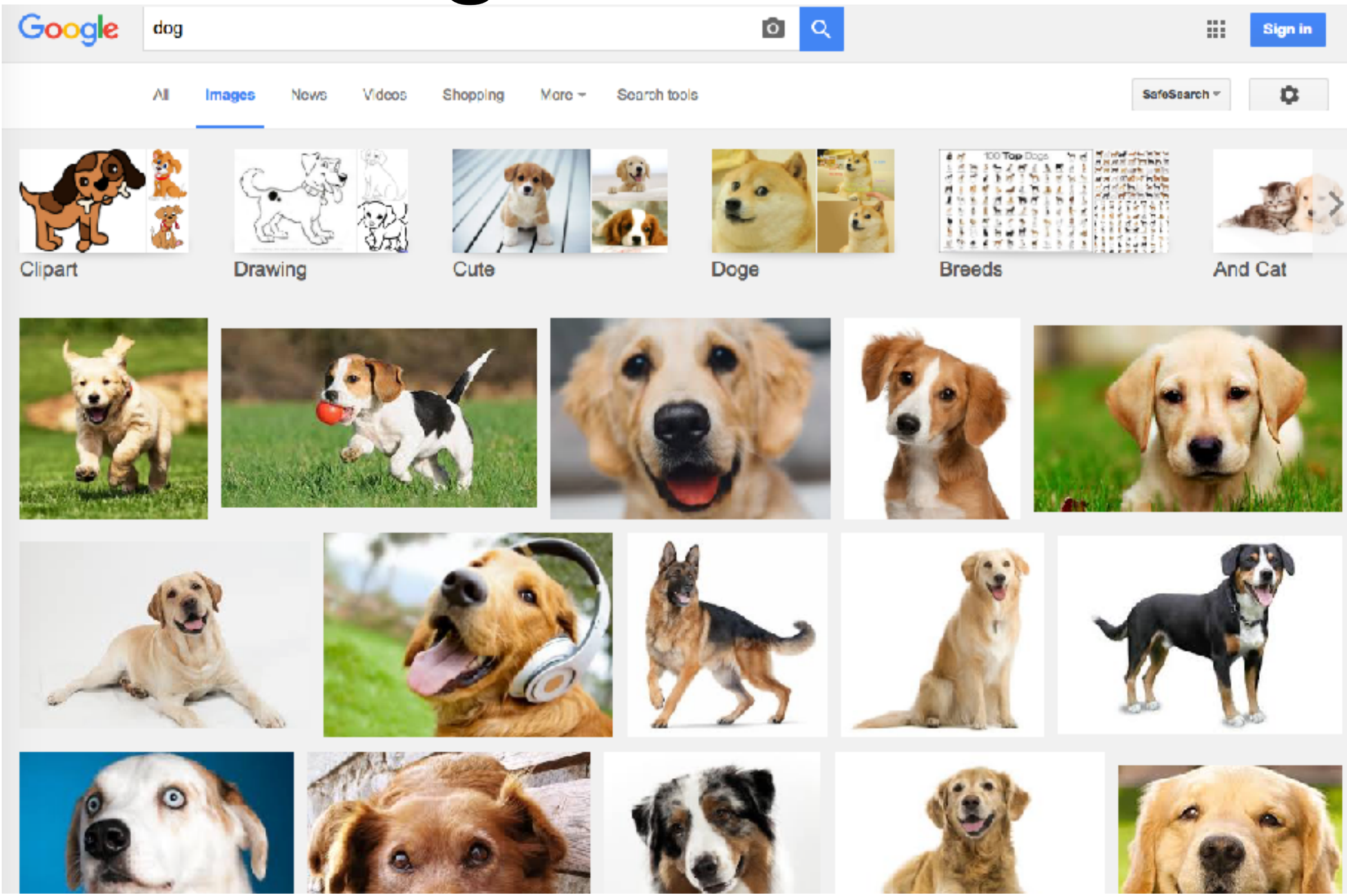
CSE6242 / CX4242: Data & Visual Analytics

Clustering

Duen Horng (Polo) Chau
Assistant Professor
Associate Director, MS Analytics
Georgia Tech

Partly based on materials by
Professors Guy Lebanon, Jeffrey Heer, John Stasko, Christos Faloutsos, Parishit Ram (GT PhD alum; SkyTree), Alex Gray

Clustering in Google Image Search



Video: http://youtu.be/WosBs0382SE

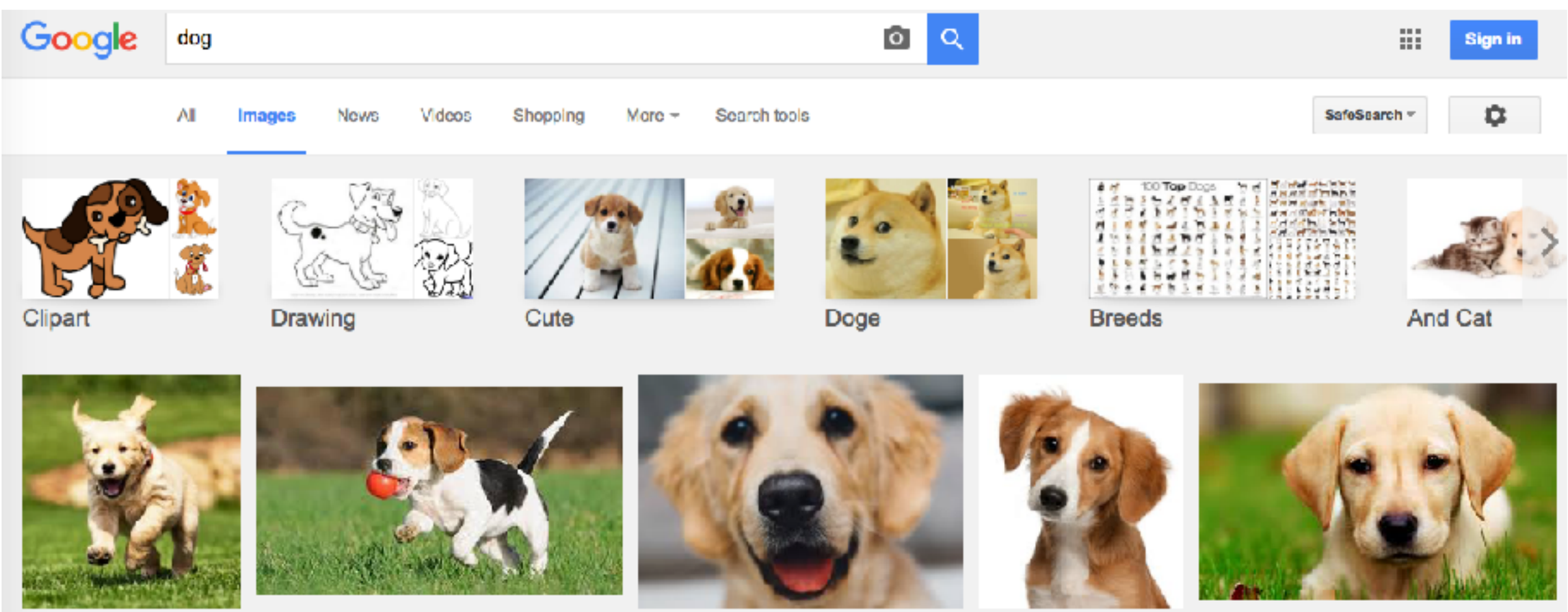
http://googlesystem.blogspot.com/2011/05/google-image-search-clustering.html

Clustering

The most common type of **unsupervised** learning

High-level idea: group **similar** things together

"**Unsupervised**" because clustering model is learned without any labeled examples



Applications of Clustering

- google news
- IMDB (movie sites)
- anomaly detection
- detecting population subgroups (community detection)
  - as in healthcare
- Twitter hashtags
  - text-based clustering
- (Age detection)

Clustering techniques you've got to know

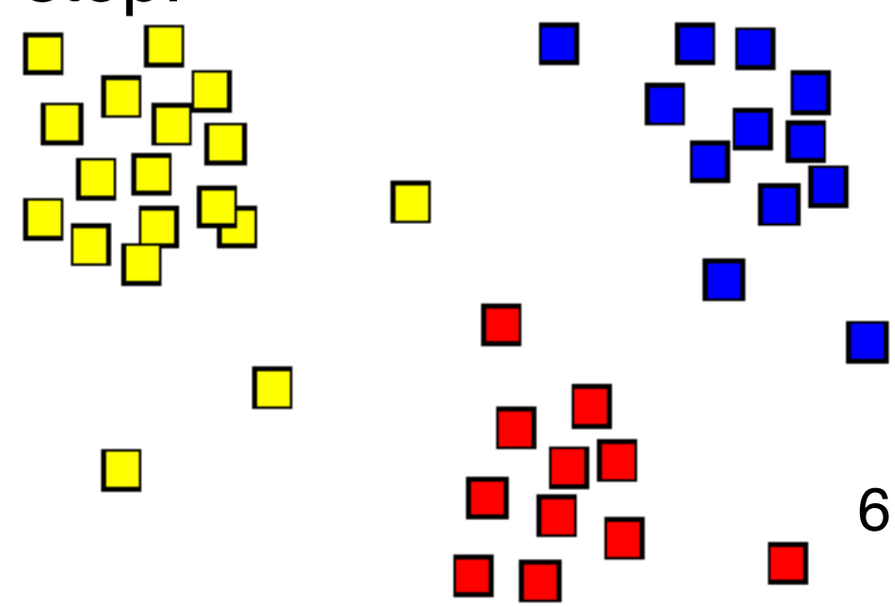
K-means
Hierarchical Clustering
DBSCAN

K-means (the “simplest” technique)

Java demo: http://home.dei.polimi.it/matteucc/Clustering/tutorial_html/AppletKM.html
YouTube video demo: https://youtu.be/IuRb3y8qKX4?t=3m4s

Summary

- We tell K-means the value of **k** (#clusters we want)
- **Randomly** initialize the k cluster “means” (“centroids”)
- **Assign** each item to the the cluster whose mean the item is closest to (so, we need a **similarity function**)
- **Update** the new “means” of all k clusters.
- If all items’ assignments do not change, stop.



K-means What's the catch?

http://nlp.stanford.edu/IR-book/html/htmledition/evaluation-of-clustering-1.html

Need to **decide k ourselves**.

- How to find the optimal k?

Only locally optimal (vs global)

- Different initialization gives different clusters
  - How to "fix" this?
- "Bad" starting points can cause algorithm to converge slowly

- Can work for relatively large dataset
  - Time complexity O(d n log n) per iteration (assumptions: n >> k, dimension d is small) http://www.cs.cmu.edu/~./dpelleg/download/kmeans.ps

Hierarchical clustering

http://home.dei.polimi.it/matteucc/Clustering/tutorial_html/AppletH.html

High-level idea: build a tree (hierarchy) of clusters

Agglomerative (bottom-up)

- Start with individual items
- Then iteratively group into larger clusters

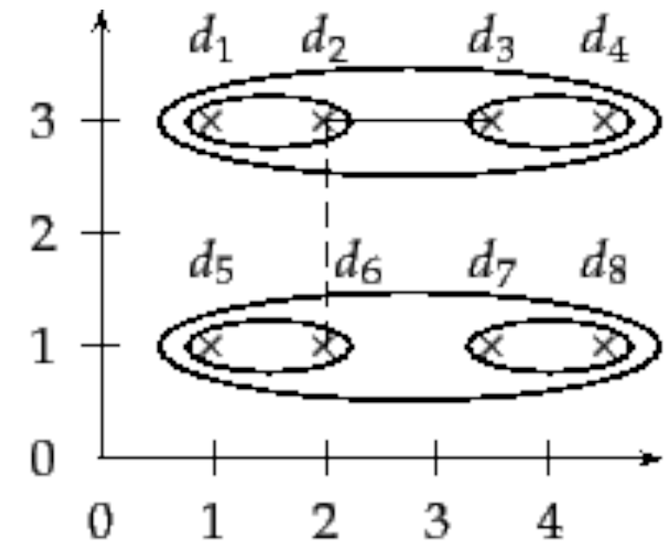
Divisive (top-down)

- Start with all items as *one cluster*
- Then iteratively divide into smaller clusters

Ways to calculate distances between two clusters

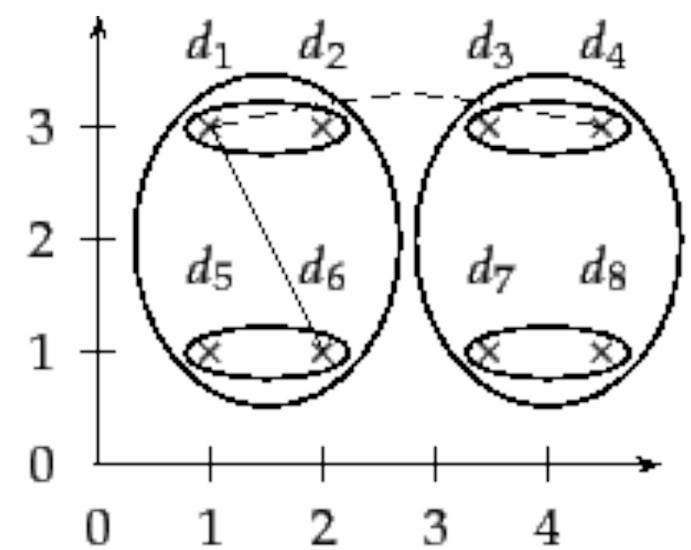
Single linkage

- minimum of distance between clusters
- similarity of two clusters = similarity of the clusters' most similar members



Complete linkage

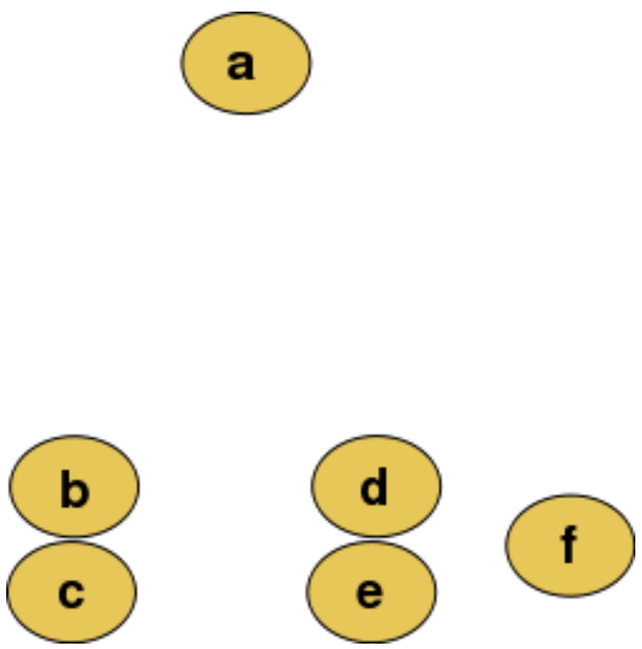
- maximum of distance between clusters
- similarity of two clusters = similarity of the clusters' most dissimilar members



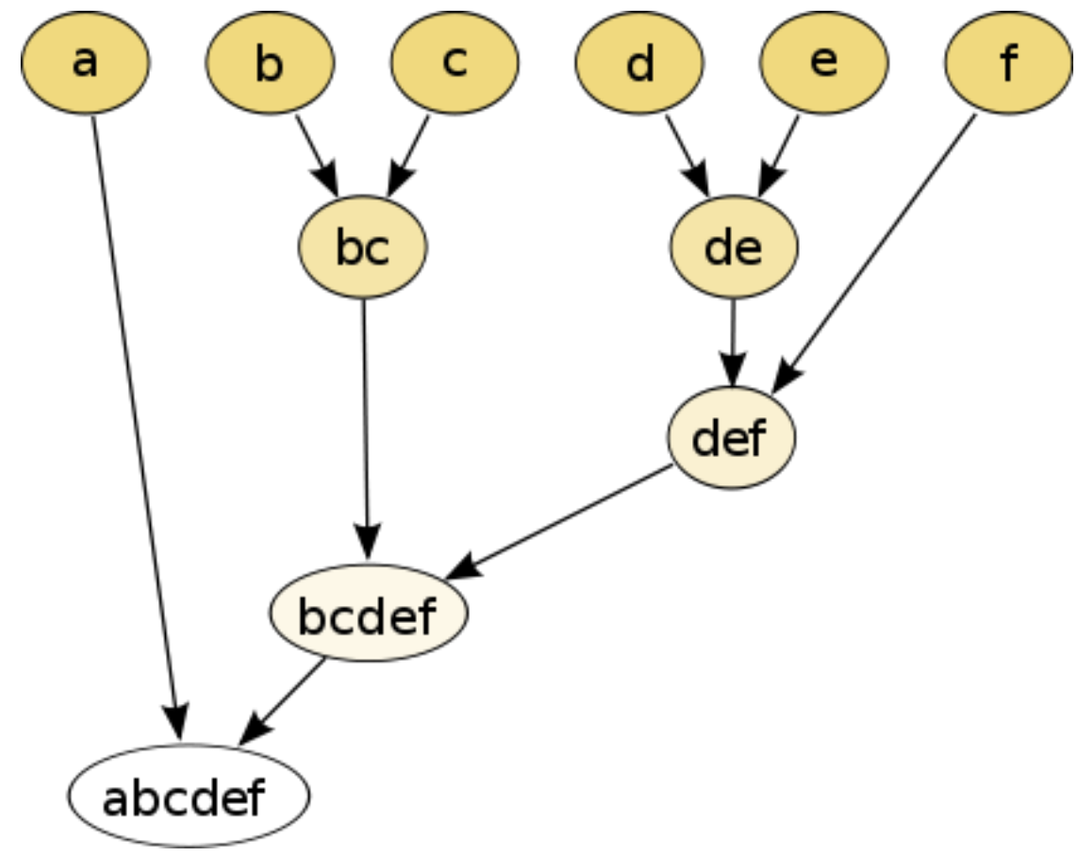
Average linkage

- distance between cluster centers

Example from Wikipedia

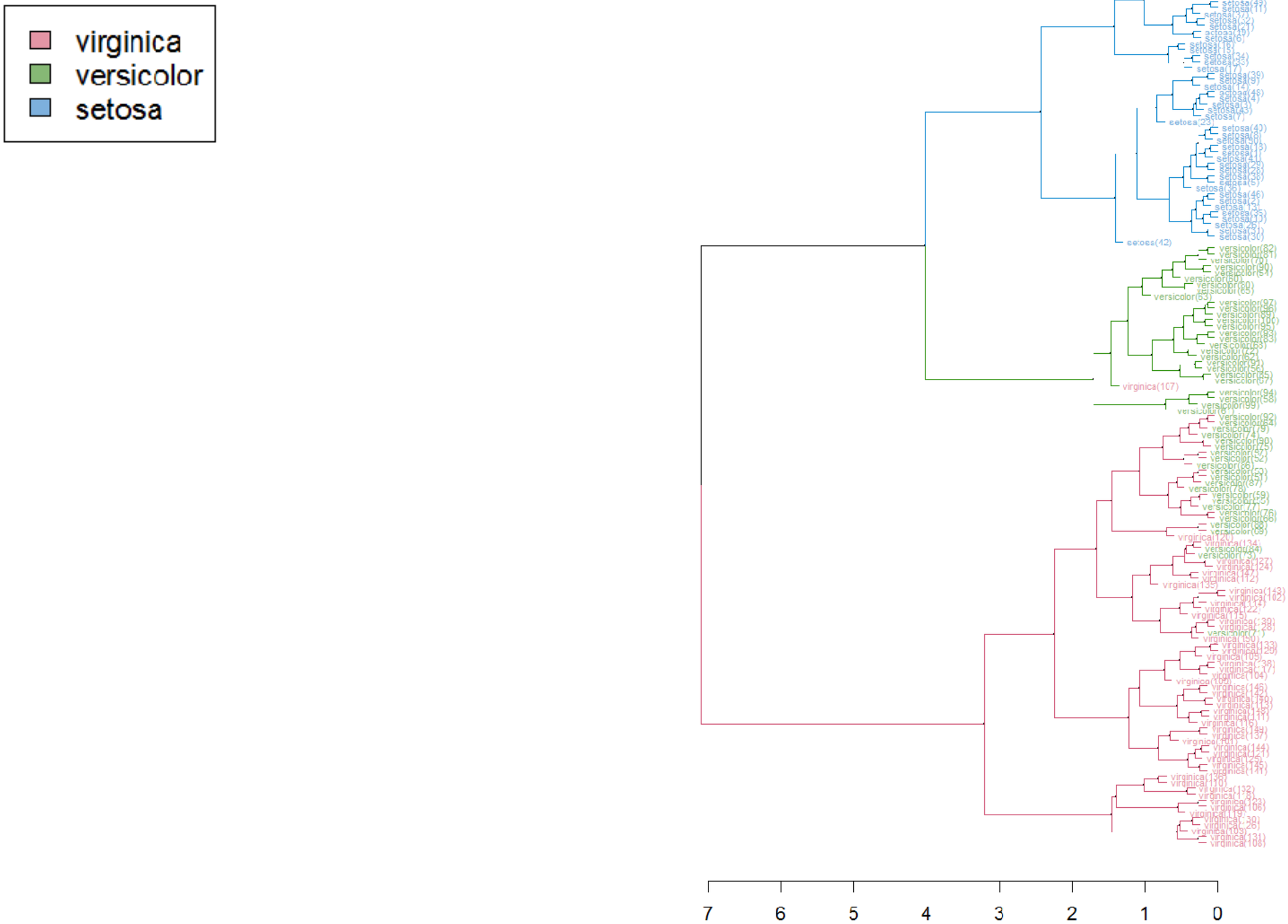


Raw data



Dendrogram

Clustered Iris data set
(the labels give the true flower species)



Hierarchical clustering for large datasets?

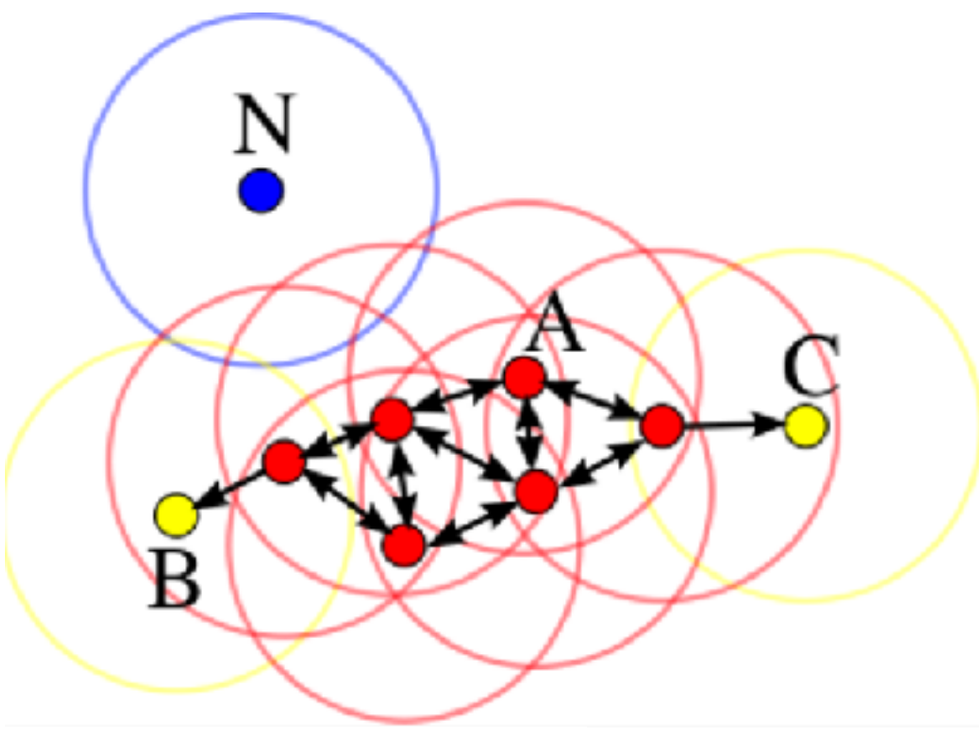
- OK for small datasets (e.g., <10K items)
  - Time complexity between O(n^2) to O(n^3) where n is the number of data items
  - Not good for millions of items or more
- But great for understanding concept of clustering

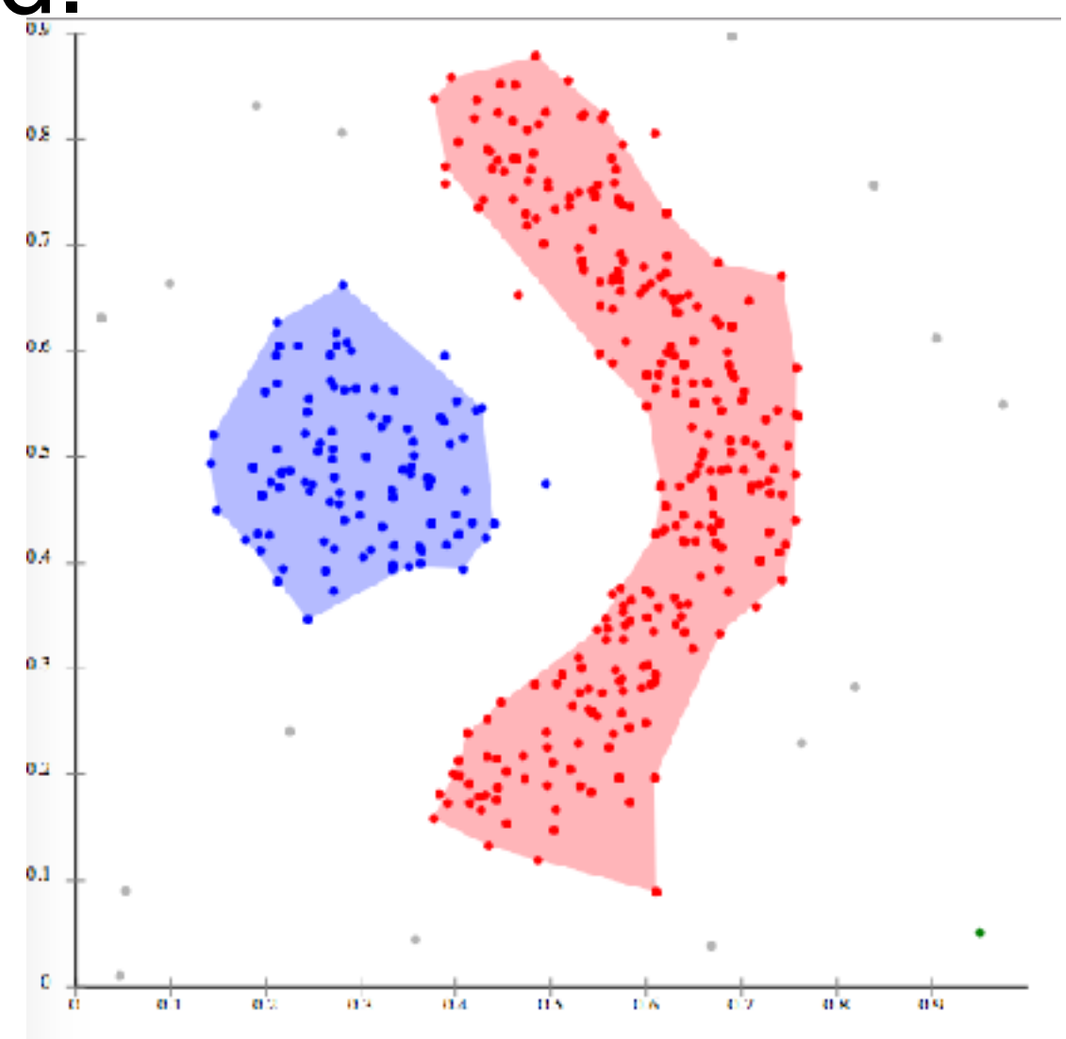
DBSCAN

"Density-based spatial clustering with noise"

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

Received "test-of-time award" at KDD'14 — an extremely prestigious award.





Only need two parameters:

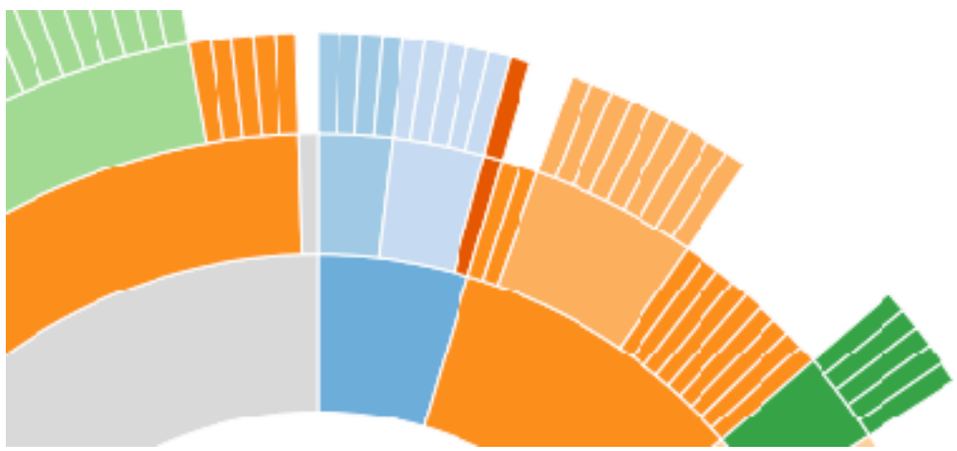
1. "radius"
2. minimum number of points (e.g., 4) required to form a dense region

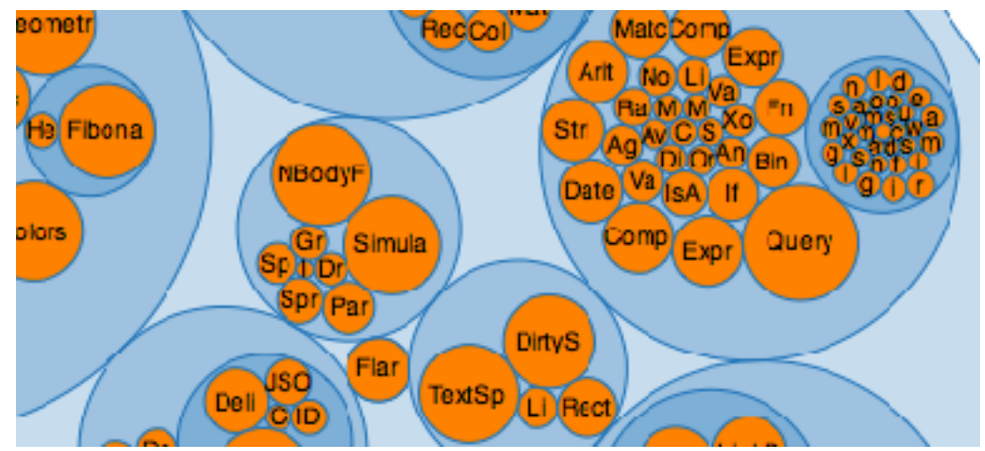
Yellow "border points" are density-reachable from red "core points", but not vice-versa.

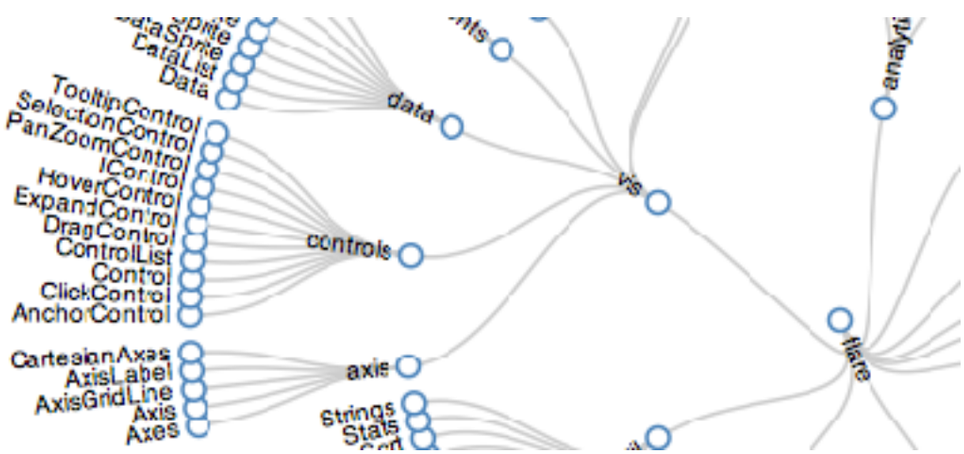
Visualizing Clusters

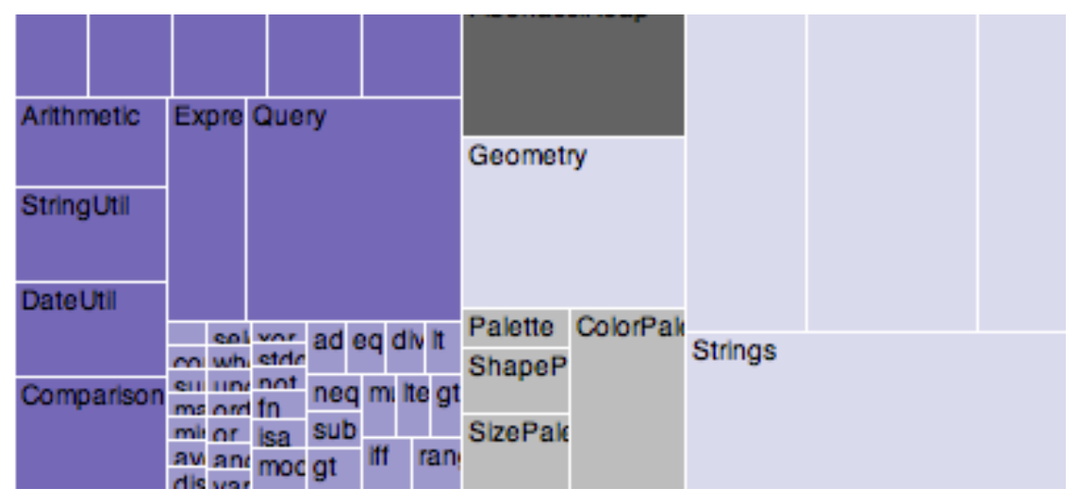
D3 has some built-in techniques

https://github.com/mbostock/d3/wiki/Hierarchy-Layout



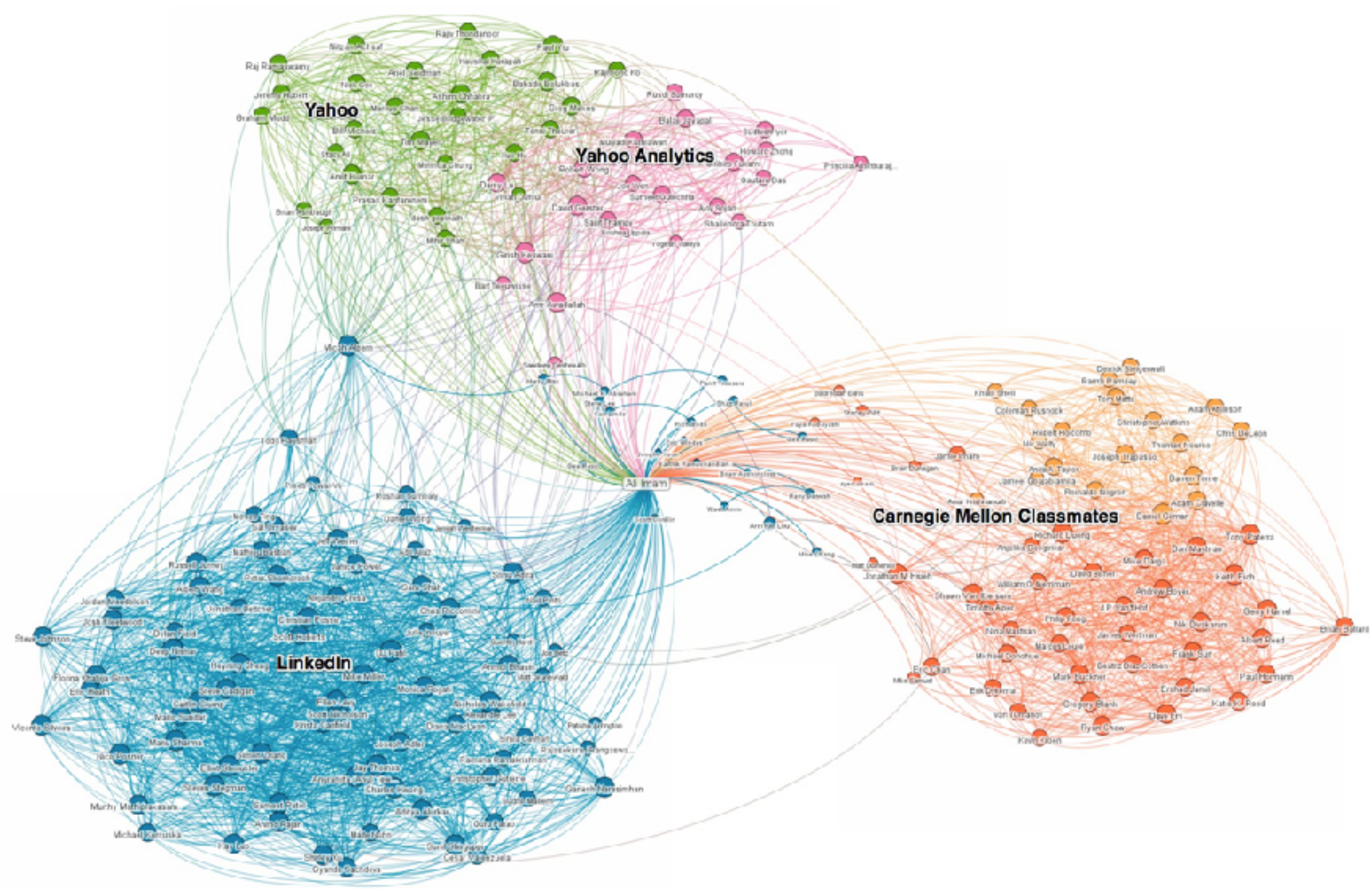






Visualizing Graph Communities

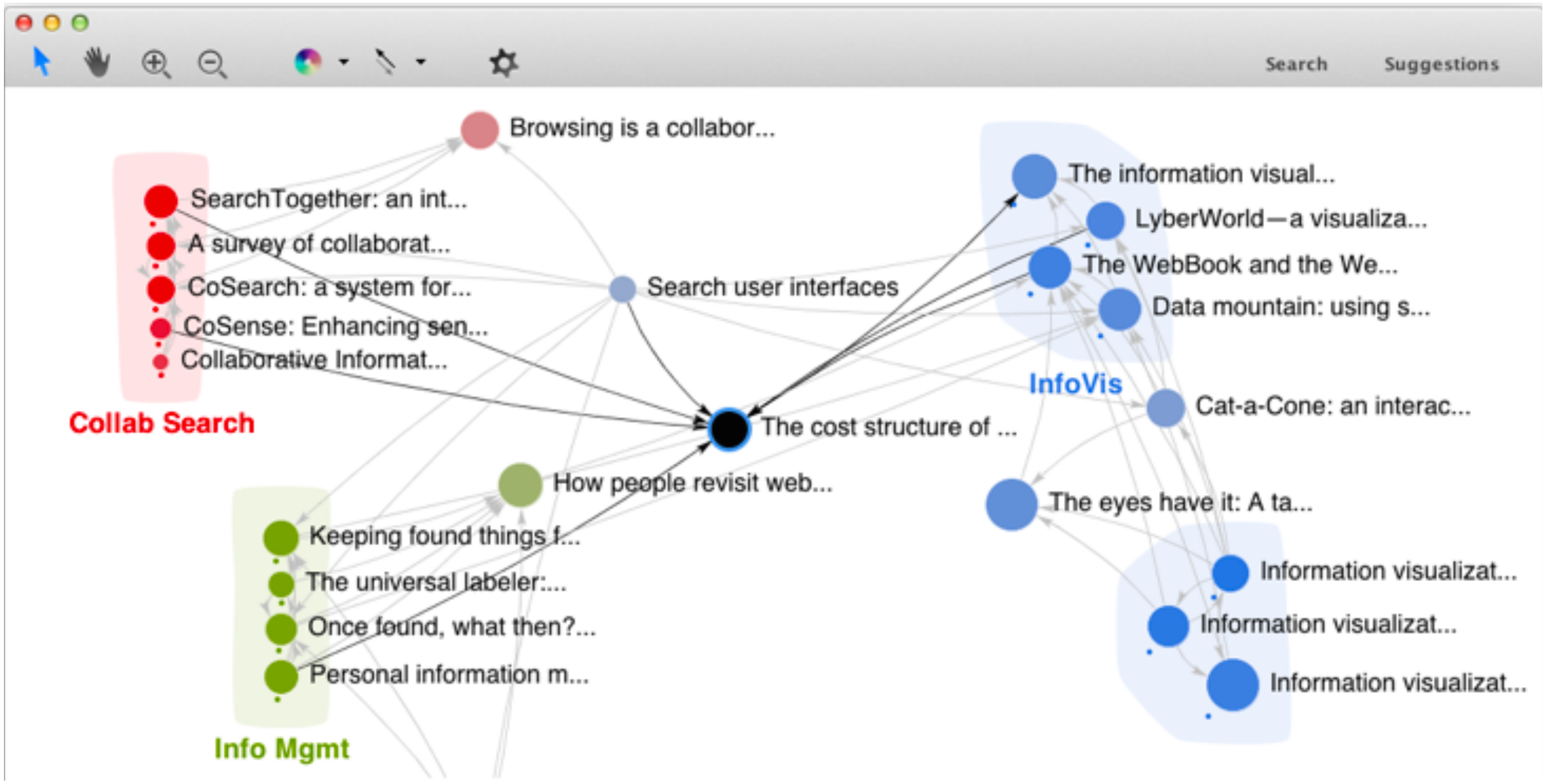
(using colors)



Visualizing Graph Communities

(using colors and convex hulls)

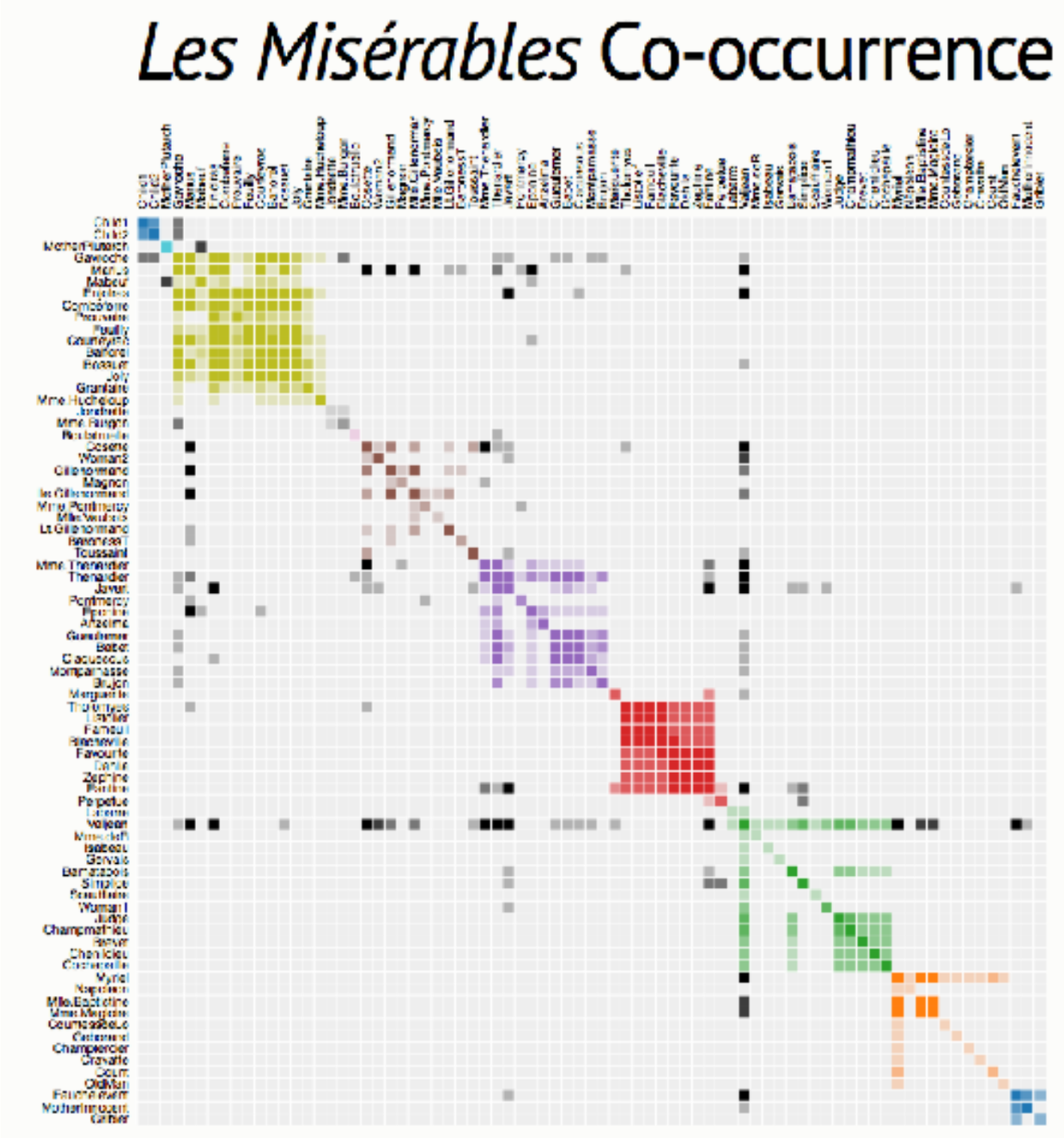
http://www.cc.gatech.edu/~dchau/papers/11-chi-apolo.pdf



Visualizing Graph Communities as Matrix

https://bost.ocks.org/mike/miserables/

Require good node ordering!



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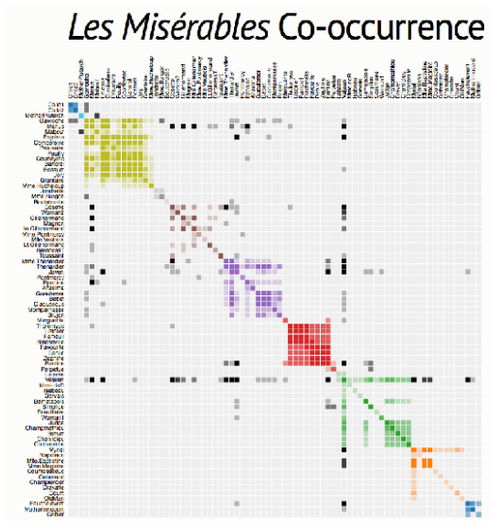
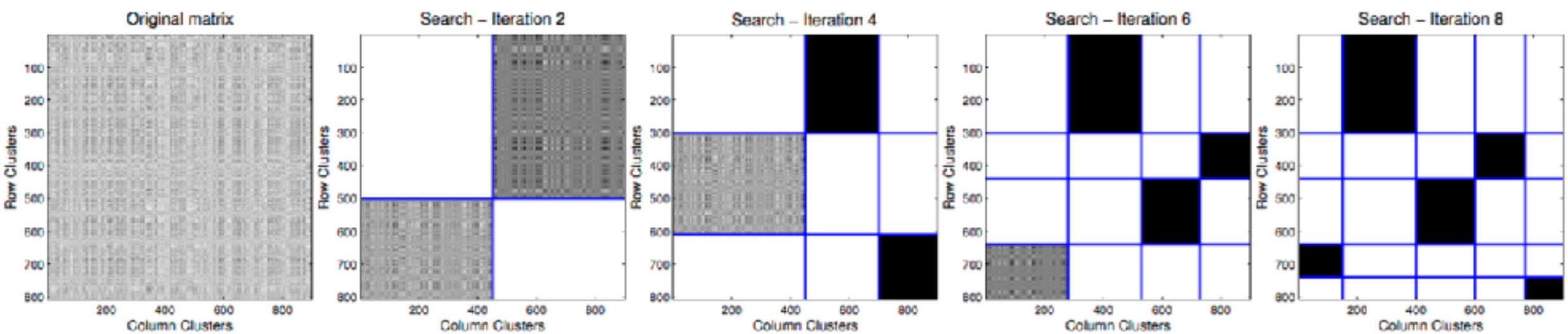


Require good node ordering!

Fully-automated way: **"Cross-associations"**

http://www.cs.cmu.edu/~christos/PUBLICATIONS/kdd04-cross-assoc.pdf

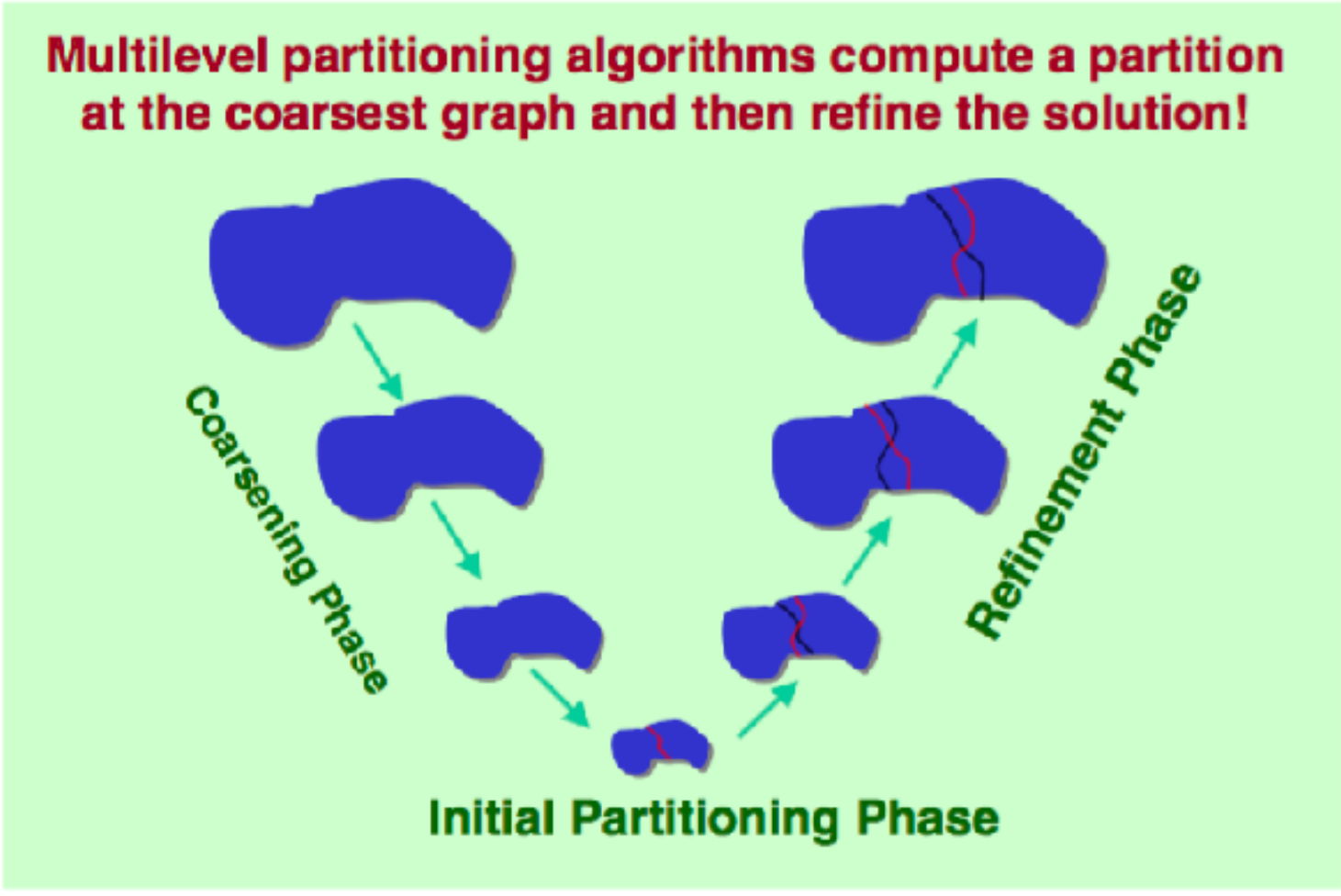


(a) Original matrix (b) Iteration pair 1 (c) Iteration pair 2 (d) Iteration pair 3 (e) Iteration pair 4

Graph Partitioning

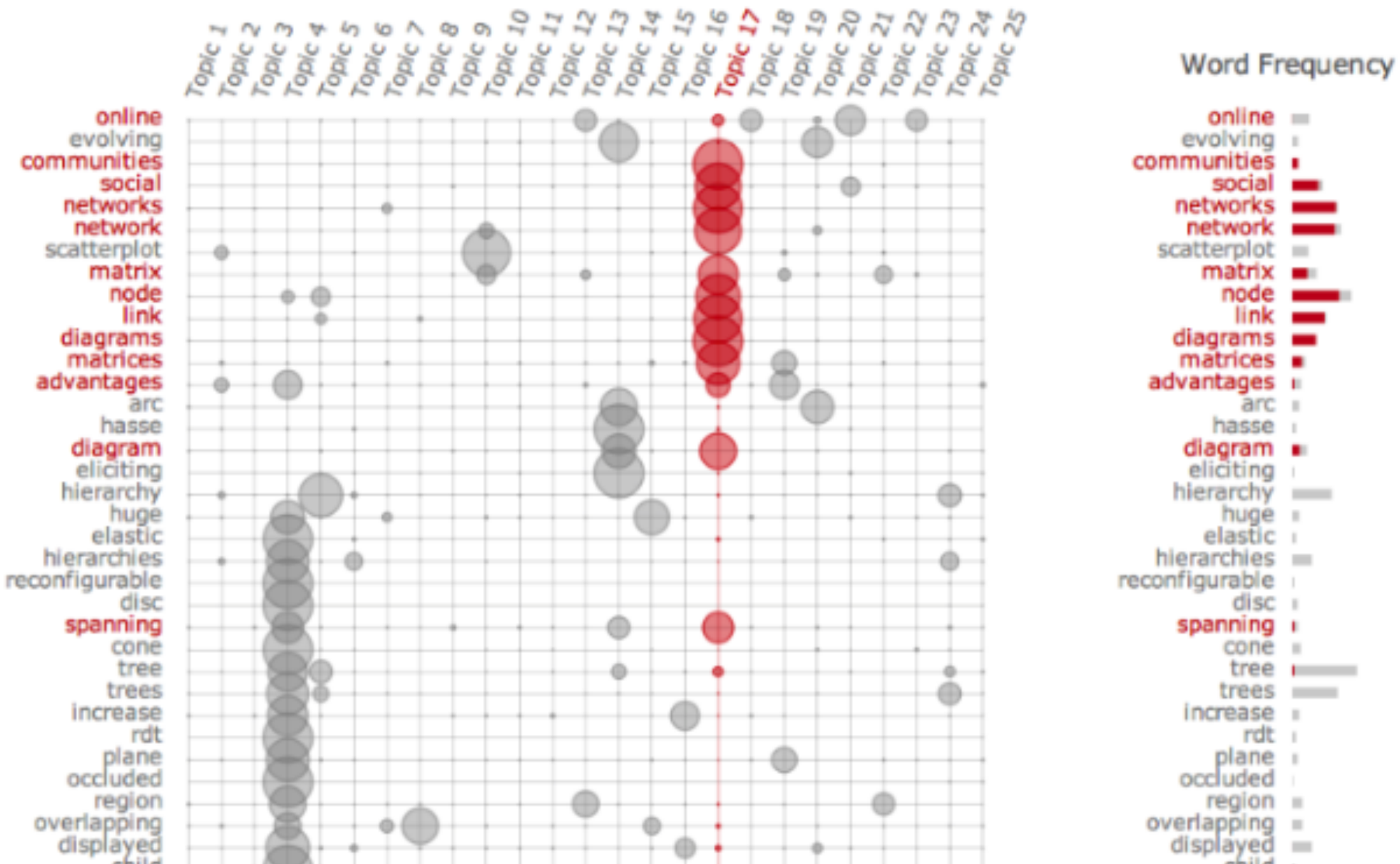
If you know, or want to, specify #communities,
use **METIS**, the most popular graph partitioning tools

http://glaros.dtc.umn.edu/gkhome/views/metis



Visualizing **Topics** as Matrix

Termite: Visualization Techniques for Assessing Textual Topic Models
Jason Chuang, Christopher D. Manning, Jeffrey Heer. AVI 2012.
http://vis.stanford.edu/papers/termite



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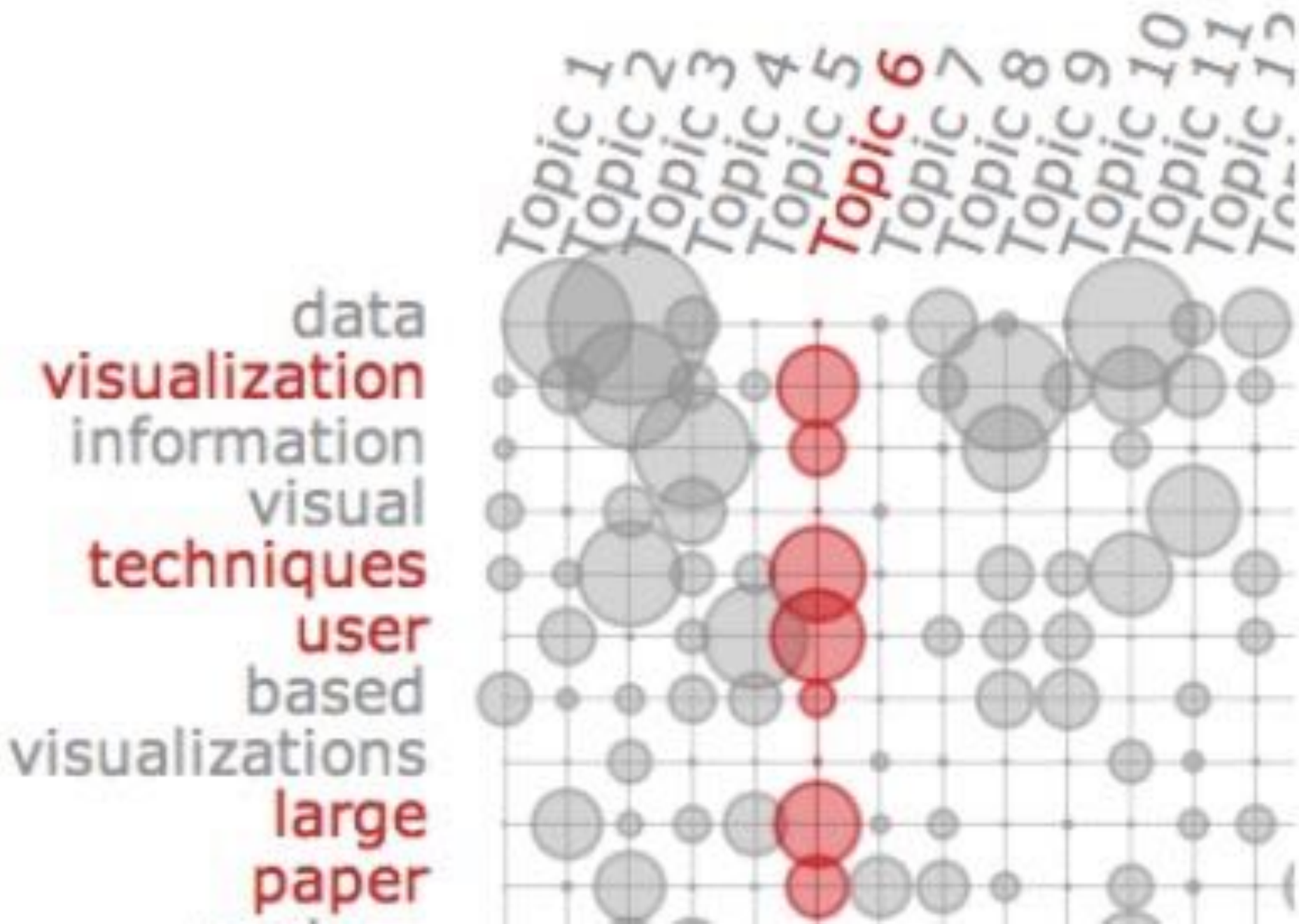
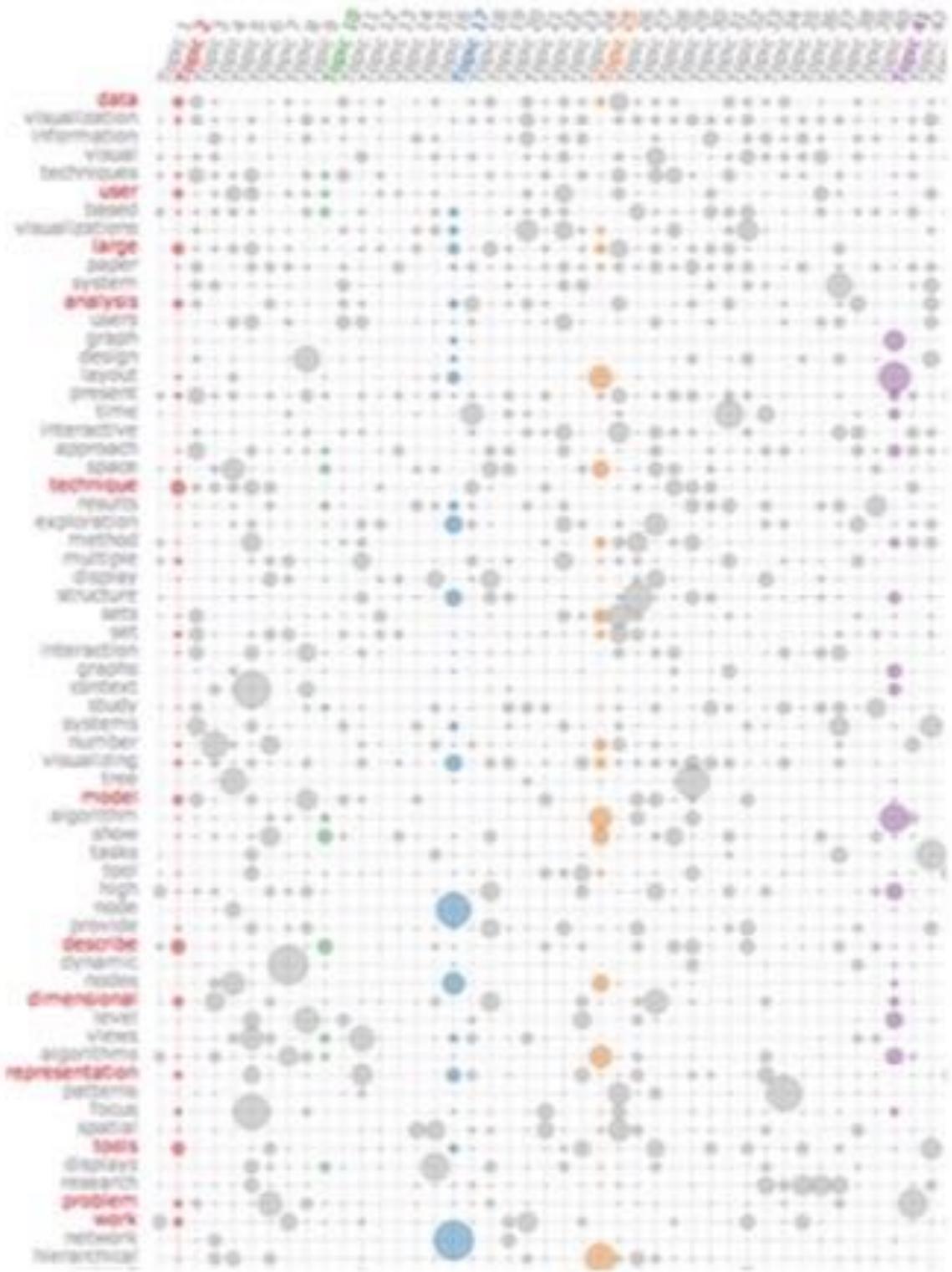
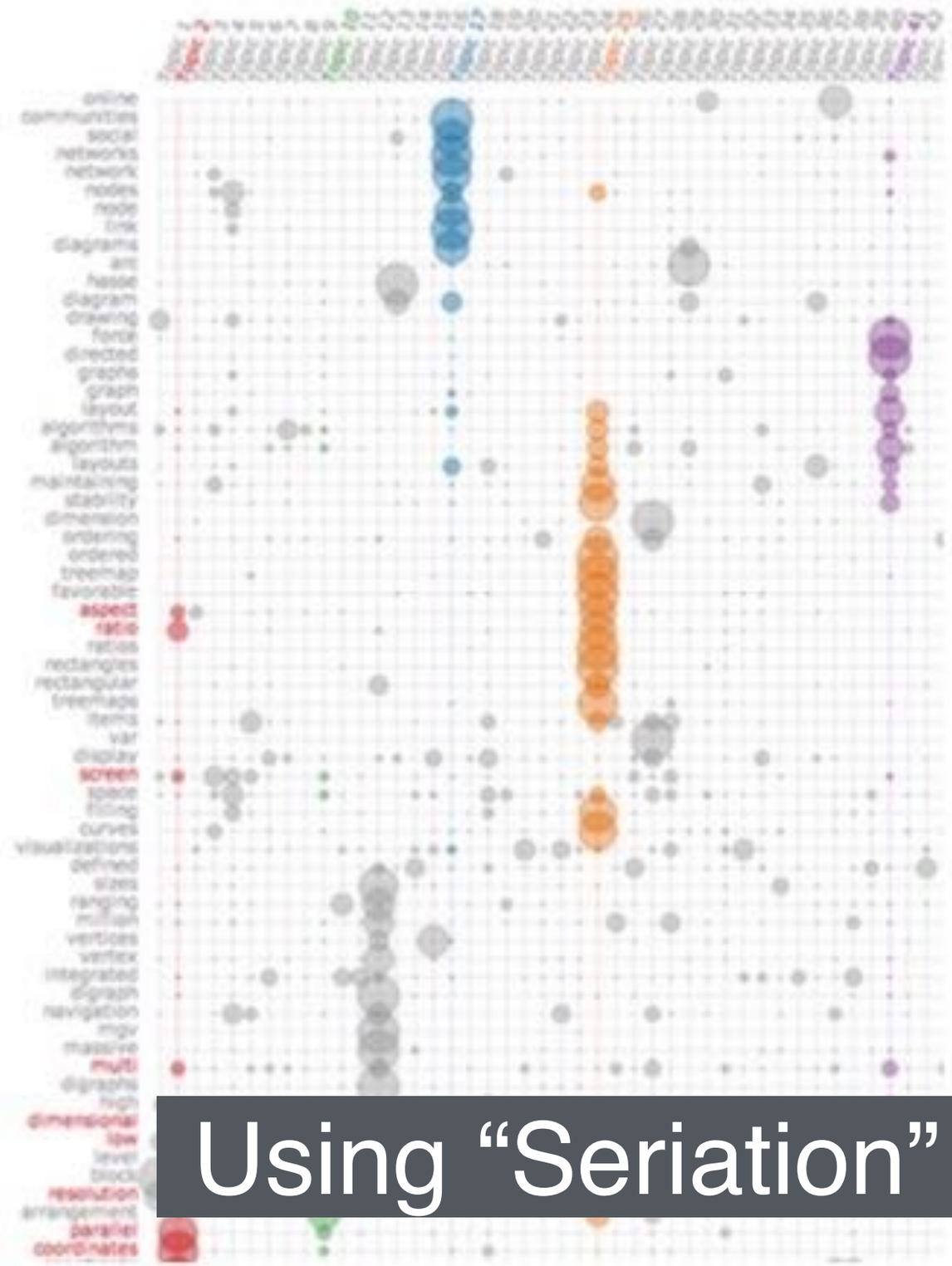


Termite: Topic Model Visualization

Analy

http://vis.stanford.edu/papers/termite





Using “Seriation”