Discovering the Building Blocks of Social Networks

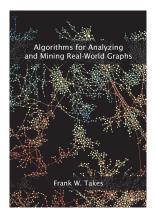
Frank Takes

Leiden University

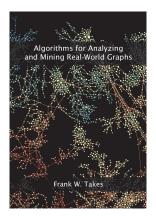
NETWORKS @ Kaap Doorn January 20, 2020

Frank Takes — Building Blocks of Social Networks — NETWORKS @ Kaap Doorn — Jan 20, 2020

Introduction

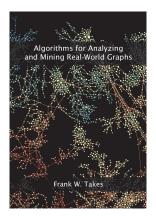


Introduction



graph algorithms, network science, complex networks,

Introduction



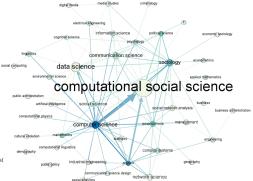
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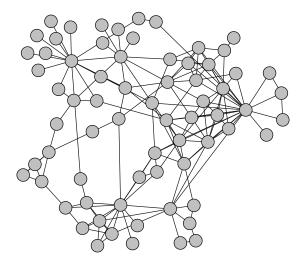
Computational social science

5th International Conference on Computational Social Science IC²S² 2019

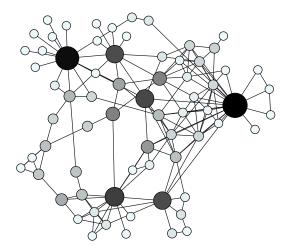
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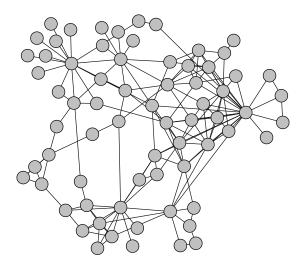




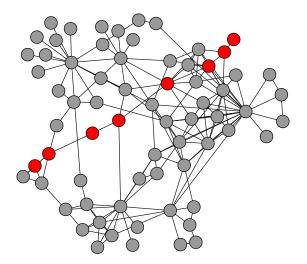
Micro scale



Macro scale



Macro scale

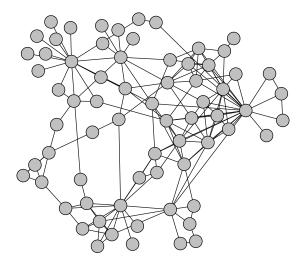


- Micro scale: analyzing the position of individual nodes, based on their structural position in the network (e.g., node centrality, etc.)
- Macro scale: analyzing the structure of the network as a whole (e.g., network diameter, small-world effect, etc.)

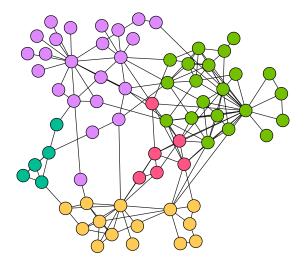
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- Meso scale: analyzing groups of nodes occurring in a particular configuration

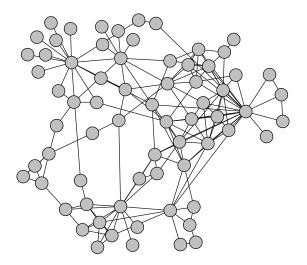
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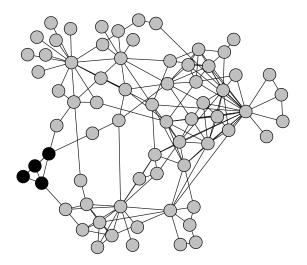
Meso scale: communities

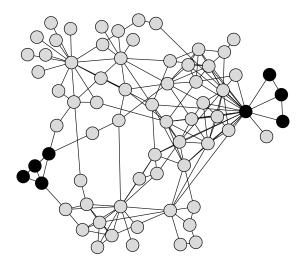


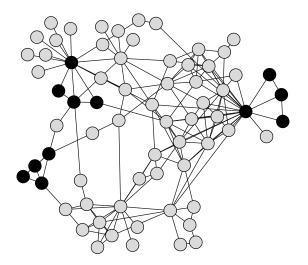
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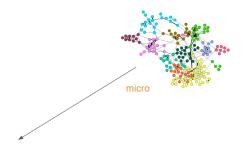


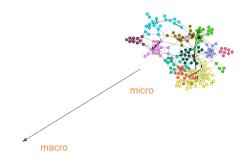


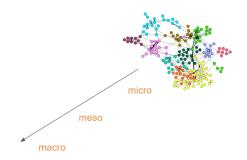


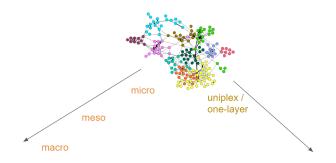


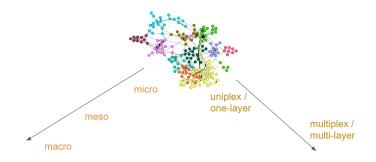


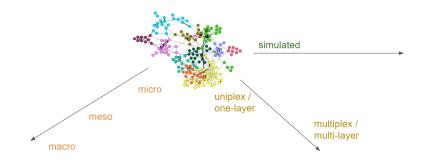


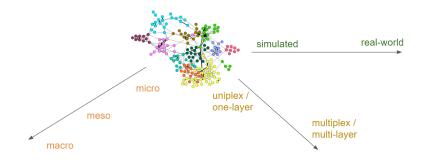


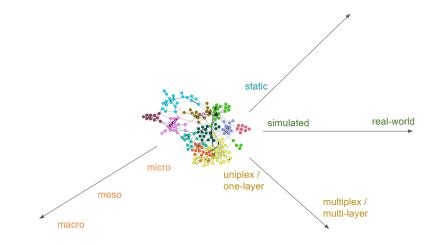


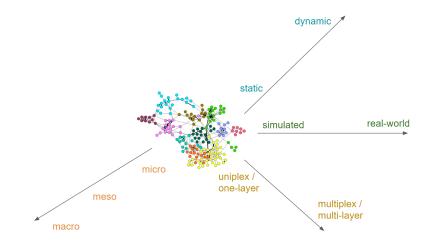


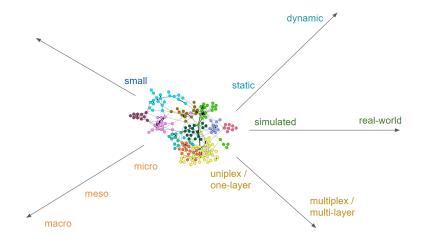


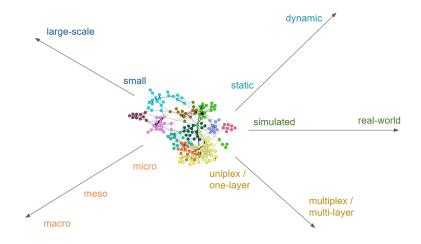


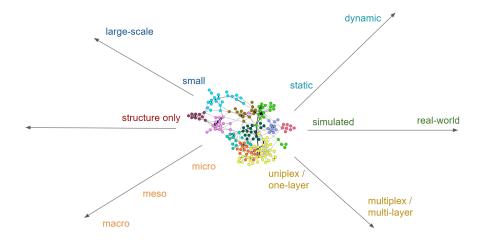


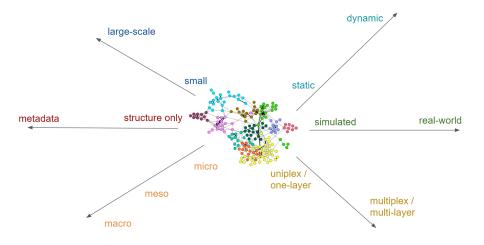






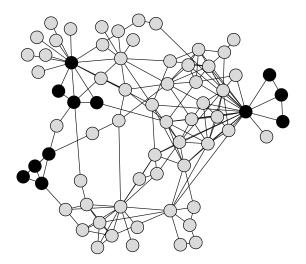






Network motifs

















motif: subgraph?





motif: subgraph?motif: frequent subgraph?





- motif: subgraph?
- motif: frequent subgraph?
- motif: surprisingly frequent subgraph?





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- motif: noteworthy subgraph?
- graphlet, graph census, ...

Motif discovery

Step 1: Counting the subgraphs

- Input: network
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 - **1** Consider top-*k* most frequent subgraphs to be motifs
 - 2 Filter a set of preselected useful subgraphs based on domain knowledge and label these as motifs
 - 3 Compare subgraph frequencies between "similar" networks and define extreme discrepancies or similarities as motifs
 - 4 Repeat process for a "null model" and identify motifs as the most "surprising" subgraphs

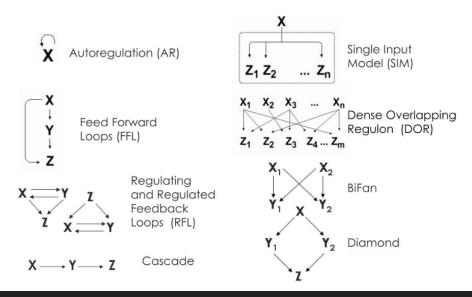
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Step 3: Reuse or interpret the results

Motifs in biological networks



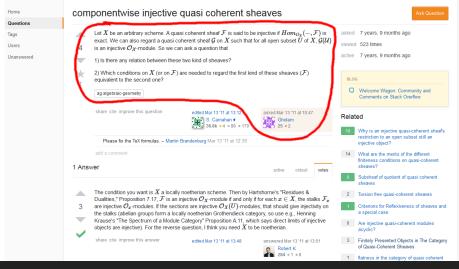
Counting motifs in multilayer temporal social networks

H.D. Boekhout, W.A. Kosters and F.W. Takes, Efficiently Counting Complex Multilayer Temporal Motifs in Large-Scale Networks, Computational Social Networks 6: 8, Springer, 2019.
H.D. Boekhout, W.A. Kosters and F.W. Takes, Counting Multilayer Temporal Motifs in Complex Networks, in Proceedings of the 7th International Conference on Complex Networks, Studies in Computational Intelligence 815: 565-577, Springer, 2018.

Goal

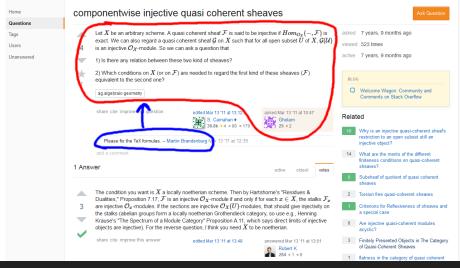
- Count motifs in multilayer temporal networks
- Communication from online expert knowledge exchange platform
- Nodes are users
- Three types of edges
 - 1 answering a question,
 - 2 a clarification request (commenting on a question)
 - **3** discussion (commenting on an answer)
- Timestamps on edges
- We define each multilayer temporal graph H as a sequence (u₁, v₁, t₁, l₁), (u₂, v₂, t₂, l₂), ... (u_m, v_m, t_m, l_m)
 Here, u_i and v_i are nodes, t_i is the timestamp of the link between these nodes and l_i is the type of link (so, the layer)

math**overflow**



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Multilayer temporal motifs

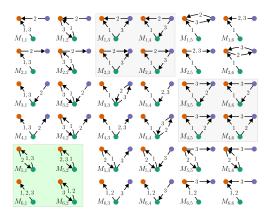
We define r-nodes, s-edges, δ -temporal, λ -layered motifs as

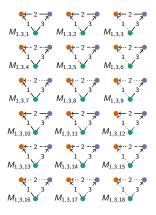
- a sequence of s edges, $M = ((u_1, v_1, t_1, l_1), (u_2, v_2, t_2, l_2), \dots, (u_s, v_s, t_s, l_s)),$ with $u_i, v_i \in E$;
- of δ duration, i.e., $t_1 < t_2 < \ldots < t_s$ and $t_s t_1 \leq \delta$;
- ranging over at most λ different layers;
- and having r nodes.

Problem statement

Given set values for r, s, δ and λ and a multilayer temporal graph H, compute the number of occurrences of each motif.

Motif types (size 3)

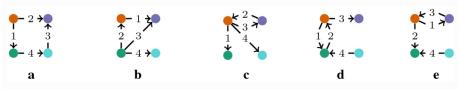




(a) The 36 2,3-node, 3-edge δ -temporal motifs (figure from Paranjape et al., 2017).

(b) 18 of the 27 3-layer variants of $M_{1,3}$.

Motif types (size 4)



Types of 4-node, 4-edge, temporal motifs. a Square, b Tailed-triangle, c Star, d Mid-Path, e Head-Path

Figure: The 624 Square (48), Tailed-Triangle (192), Star (96), Mid-Path (96) and Head-Path (192) motifs; 624 in total.

Temporal motif counting

Paranjape et al. (2017) introduced 3 counting algorithms

- **1** General, based on underlying static motifs (2-node motifs);
- 2 Star, based on 'center' node;
- 3 Triangle, based on edges involved in the most triangles.

Time complexity in the order of the size of the input, i.e., O(m)

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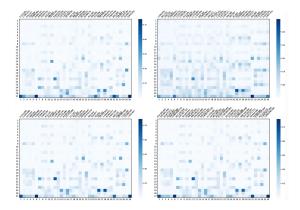
Time complexity in the order of the size of the input, i.e., O(m)We extend these to deal with *multilayer* and *partially timed* motifs. Implemented as an extension of SNAP

Datasets

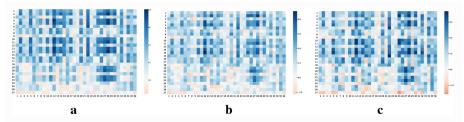
Table: Network dataset statistics.

Dataset	Nodes	Edges	Edges static	λ	deg _{max}
Email-EU-Core	985	24,929	24,929	2	345
Math-Overflow	24,759	390,441	228,215	3	2,172
Facebook/WOSN	63,792	2,401,228	1,592,562	2	1,100
Ask-Ubuntu	157,222	726,661	544,774	3	5,401
Super-User	192,409	1,108,739	854,377	3	14,294
Stack-Overflow	2,584,164	47,903,266	34,901,115	3	44,065

Results



Results MathOverflow



Differences between the motif footprints of the three most distinct expert knowledge exchanges. $\mathbf{a}-\mathbf{c}$ each denotes a pair (MATH-OVERFLOW vs. DATASETX). For a multilayer motif (cell), color is proportional to the difference, where blue denotes that the motif is more dominant in MATH-OVERFLOW, and analogously orange in DATASETX. Color gradient is proportional to the log₂ difference. Values between parentheses denote the average difference between all 27 × 36 column-normalized counts. **a** MATH-OVERFLOWvs. STACK-OVERFLOW (0.50), **b** MATH-OVERFLOW vs. SUPER-USER (0.43), (c) MATH-OVERFLOW vs. ASK-UBUNTU (0.39)

Findings

- Non-appearing motifs show the non-building-blocks :-)
- Reciprocated question-answer links (layer 1) are rare; clear difference between experts and novice users.
- Reciprocation does occur in the discussion layer (layer 3), also in triangles.
- The abovementioned effect is even stronger in StackOverflow (more of a helpdesk than an expert knowledge exchange)
- The computer science communities (StackOverflow, Ask-Ubuntu, Super-User) have most communication in the comment-on-answer layer. In Math-overflow there is much more question-answer and question-commenting activity (what does this say about the difference between CS and math?)

Enumerating motifs in multiplex corporate networks

F.W. Takes, W.A. Kosters, B. Witte and E.M. Heemskerk, Multiplex Network Motifs as Building Blocks of Corporate Networks, *Applied Network Science* 3: 39, Springer, 2018.

F.W. Takes, W.A. Kosters and B. Witte, Detecting motifs in Multiplex Corporate Networks, in Proceedings of the 6th International Conference on Complex Networks, *Studies in Computational Intelligence* 642: 502-515, Springer, 2017.

Corporate networks

Nodes are organizations/firms/companies/corporations

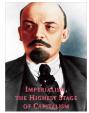
Corporate networks

- **Nodes** are organizations/firms/companies/corporations
- Links represent, e.g., trade, loans, ownership, interlock
- **Ownership**: firm A owns (part of) the shares of firm B and can thus control it
- Board interlock: there is a relationship between firms because they share a board member or director

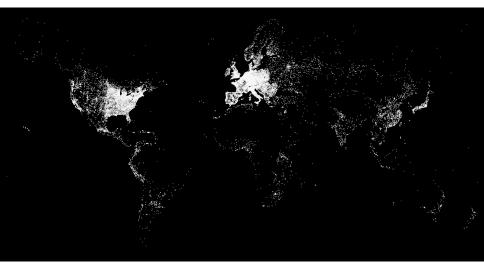
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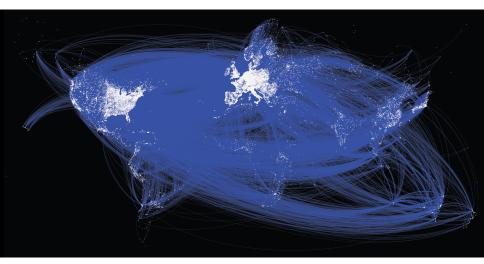
Vladimir I. Lenin, Imperialism, The Highest Stage of Capitalism, 1916 "... a personal union, so to speak, is established between the banks and the biggest industrial and commercial enterprises, the merging of one with another through the acquisition of shares, through the appointment of bank directors to the Supervisory Boards (or Boards of Directors) of industrial and commercial enterprises, and vice versa."



Corporations







F.W. Takes and E.M. Heemskerk, Centrality in the Global Network of Corporate Control, Social Network Analysis and Mining 6(1): 1-18, 2016.

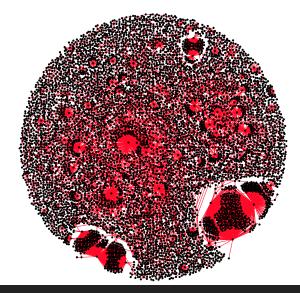
One set of nodes (firms)

- One set of nodes (firms)
- Multiple sets of edges
 - Ownership (directed)
 - •
 - Board interlocks (undirected)

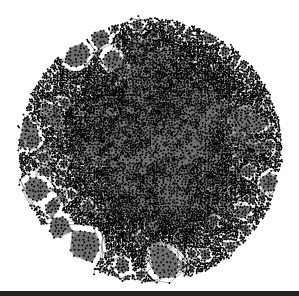
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 - Ownership (directed)
 - Board interlocks (undirected)
- Interlayer assortativity: different types of edges are related to each other. Frequently (5.9% of links):
- Challenge: enumerate multiplex motifs
- Network size: 75 224 nodes, 195 073 edges

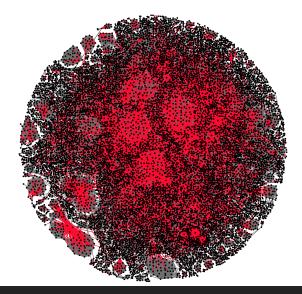
Ownership network



Board interlock network



Multiplex network



Data

Table: Division of firms over economic sectors

Sector	Ownership		Board interlock		Multiplex		
Bank	474	1.25%	865	1.41%	972	1.29%	
Financial	4 648	12.32%	6 250	10.21%	8 338	11.08%	
Foundation/Research	55	0.14%	51	0.08%	88	0.12%	
Industrial	32 350	85.75%	53767	87.84%	65 484	87.05%	
Insurance	19	0.05%	26	0.04%	34	0.05%	
Mutual/Pension Fund	112	0.30%	175	0.29%	213	0.28%	
Private Equity	29	0.08%	30	0.05%	37	0.05%	
Public Authority	22	0.06%	31	0.05%	41	0.05%	
Venture Capital	15	0.04%	14	0.02%	17	0.02%	

Null model

- Stub matching model
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- Combine modeled layers into multiplex network
- Sample a large number of models, and count its subgraphs

Motif significance testing

Subgraph ratio:

frequency in data frequency in random model samples

2 Subgraph **concentration**:

frequency in data frequency of all patterns of that size

- Cut-off value for ratio (5) and concentration (0.01) determines which subgraphs (patterns) of size k = 3, k = 4 and k = 5 are motifs
- Implemented as an extension of SUBENUM

Results

	Pattern size				Motif size			
	3	4	5	All	3	4	5	All
Ownership	11	63	391	465	3	4	6	13
Board interlock	2	6	21	29	0	2	10	12
Multiplex	58	1132	21 858	23 048	14	48	73	135

Table: Patterns and motifs per network

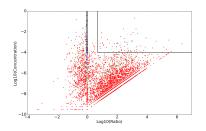


Figure: Ratio (horizontal axis) vs concentration (vertical axis) for all patterns. Top right box indicates cut-off values. Patterns of size 3 in blue, size 4 in green and size 5 in red.

Highlighted motif



Figure: Ownership motif of size 3 with ratio 26 and concentration 0.026. Crossholdings (common in Germany). Dominated by industry sector.

Highlighted motifs



Figure: Multiplex motif of size 4 with ratio 2024 and concentration 0.351. Two joint ventures. Dominated by financial sector (56%).

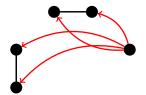


Figure: Multiplex motif of size 5 with ratio 113 400. Two investments into two firms governed by the same director. Dominated by "Mutual & Pension Fund" sector (14%).

Results

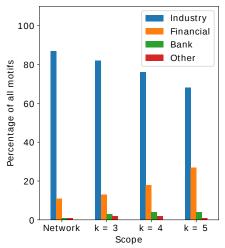


Figure: Division of firms over sectors for full network and different motifs.

Building blocks ...



Conclusion

- Meso level patterns: communities and motifs
- Trade-off between enumerating and counting motifs
- Counting can also be done in a "complex" network (timed, layered, attributed)
- Motifs can help characterize complex communication patterns in online communities
- Certain motifs in corporate networks appear specifically in certain industry sectors
- Motifs in corporate networks reveal the role of the financial sector

Thank you!

- Questions?
- https://franktakes.nl
- https://computationalnetworkscience.org
- https://corpnet.uva.nl





Figure: http://www.netsci.nl http://lcn2.leidenuniv.nl