

# **Machine Learning for Complex Social Processes**

**Hanna Wallach**

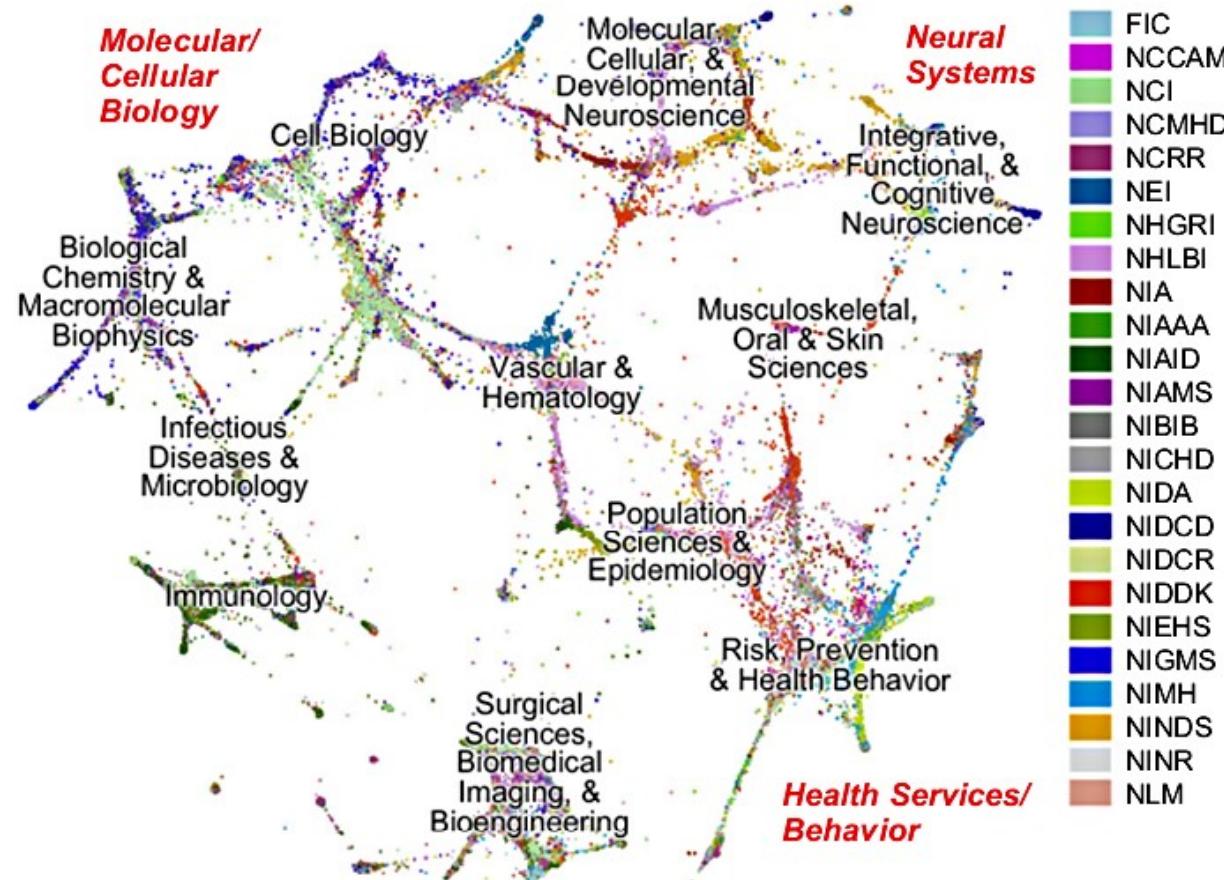
University of Massachusetts Amherst

[wallach@cs.umass.edu](mailto:wallach@cs.umass.edu)

# Complex Social Processes



# National Institutes of Health



# United States Patent System

(12) **United States Design Patent** (10) Patent No.: **US D478,999 S**  
Jobs et al. (45) Date of Patent: **\*\* Aug. 26, 2003**

(54) **STAIRCASE**

(75) Inventors: **Steve Jobs**, Palo Alto, CA (US); **Karl Backus**, Emeryville, CA (US); **Rosa Sheng**, Emeryville, CA (US); **Ben McDonald**, San Francisco, CA (US); **Michael Waltner**, Berkeley, CA (US); **Colleen Caulliez**, San Francisco, CA (US); **James O'Callaghan**, New York, NY (US); **Graham Coulth**, London (GB); **Damian Rogan**, New York, NY (US); **Scott Nelson**, Cirencester (GB)

(73) Assignee: **Apple Computer, Inc.**, Cupertino, CA (US)

(\*\*) Term: **14 Years**

(21) Appl. No.: **29/164,077**

(22) Filed: **Jul. 15, 2002**

(51) LOC (7) Cl. ..... **25-04**

(52) U.S. Cl. ..... **D25/62**

(58) Field of Search ..... D25/62, 69; 52/182, 52/184, 188, 190, 191

(56) **References Cited**

U.S. PATENT DOCUMENTS

5,022,197 A	*	6/1991	Aragona	.....	52/184
D371,581 S		7/1996	Järnros		
D389,588 S		1/1998	Dunk		

D398,063 S	9/1998	Kline		
D399,975 S	*	10/1998	Confer .....	D25/62
D415,289 S	10/1999	Dalton		
5,960,516 A	10/1999	Zoroufy et al.		
D417,736 S	12/1999	Cavaness		
D423,079 S	4/2000	Blount		
6,059,269 A	5/2000	Ross		
D428,629 S	7/2000	Cohen		
D431,303 S	9/2000	Maiuccoro		
6,176,027 B1	1/2001	Blount		
6,205,722 B1	3/2001	Bromley et al.		

\* cited by examiner

Primary Examiner—Doris Clark

(74) Attorney, Agent, or Firm—Beyer Weaver & Thomas, LLP

(57) **CLAIM**

We claim the ornamental design for a staircase, substantially as shown and described.

**DESCRIPTION**

FIG. 1 is a perspective view of a staircase in accordance with the present design. The staircase has a transparent character. FIG. 2 is a front view for the staircase shown in FIG. 1. FIG. 3 is a rear view for the staircase shown in FIG. 1. FIG. 4 is a left side view for the staircase shown in FIG. 1. FIG. 5 is a right side view for the staircase shown in FIG. 1. FIG. 6 is a top view for the staircase shown in FIG. 1; and, FIG. 7 is a bottom view for the staircase shown in FIG. 1.

**1 Claim, 7 Drawing Sheets**

# Representatives and Constituents

## Pelosi Statement on Two Year Anniversary of Student Aid and Fiscal Responsibility Act

NEWS

March 30, 2012

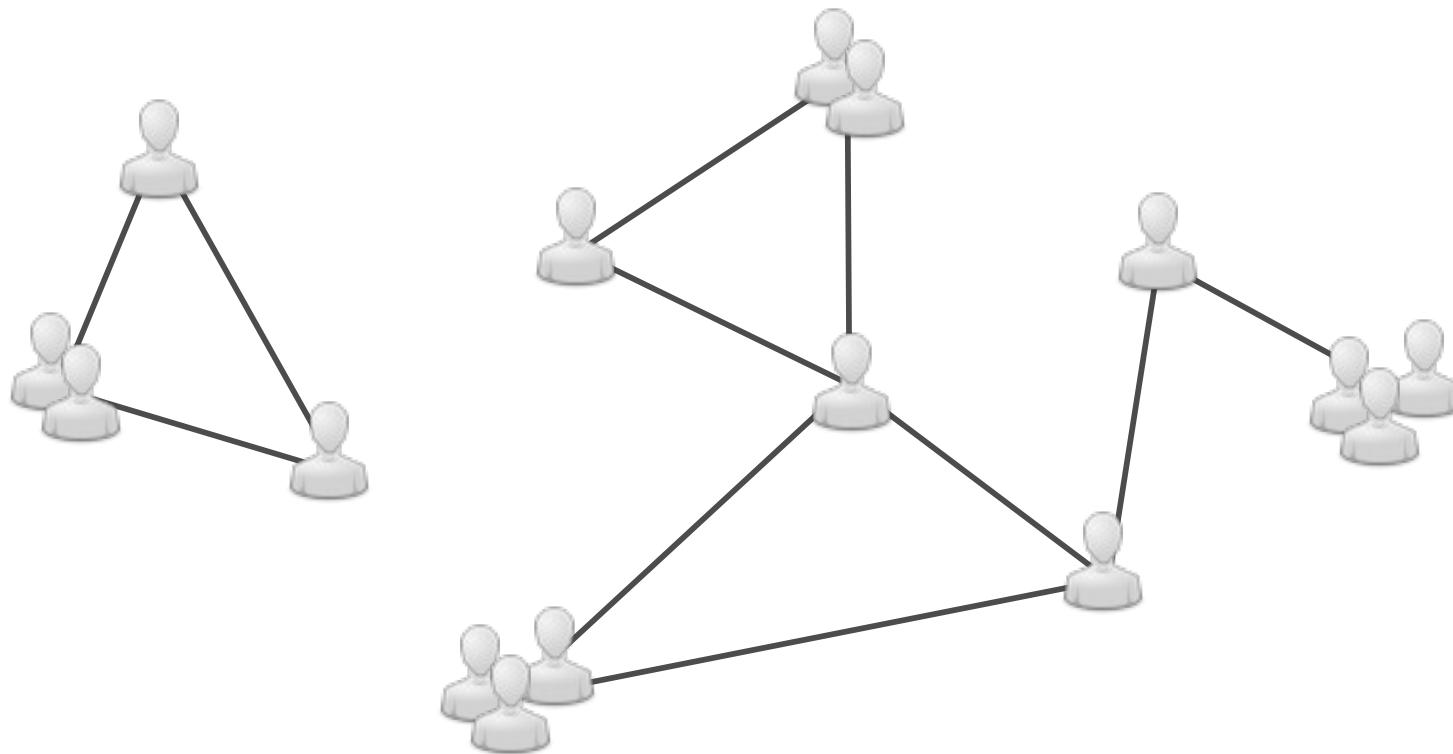
Contact: Nadeam Elshami/Drew Hammill, 202-226-7616

*Washington, D.C. – Democratic Leader Nancy Pelosi released the following statement today in commemoration of the second anniversary of the Student Aid and Fiscal Responsibility Act, which represents the single largest investment in college aid in our nation's history:*

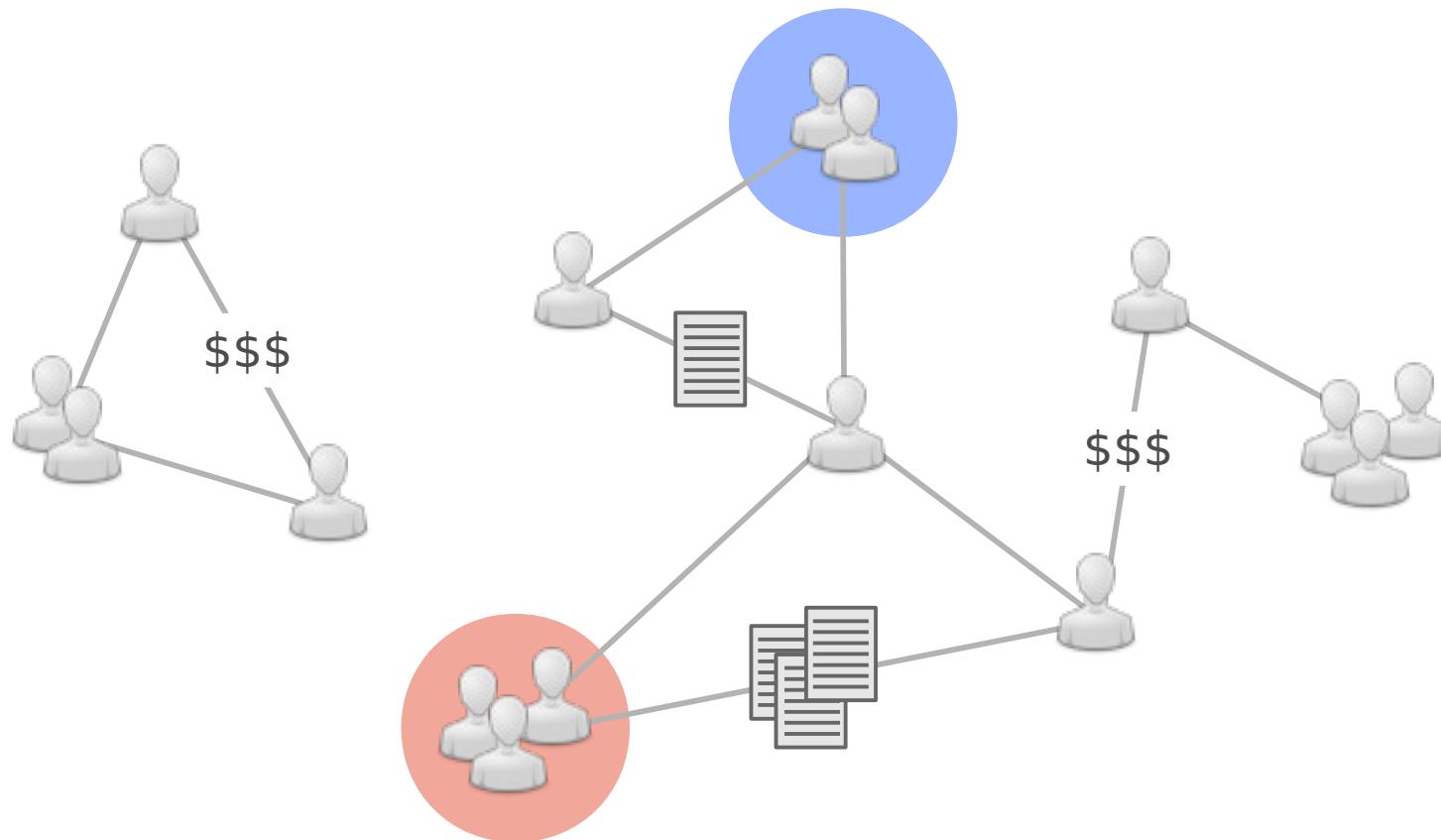
"Two years ago, Democrats were proud to lead the way in passing the single largest investment in college aid in our nation's history. With the Student Aid and Fiscal Responsibility Act, we lowered the cost of student loans, strengthened community colleges, increased the maximum Pell Grant, and invested in Historically Black Colleges and Universities and Minority Serving Institutions.

"Education is the best investment parents can make in their children, individuals can make in themselves, and a nation can make in its future. That's why the budget passed by House Republicans this week is so distressing. Instead of reigniting the American dream, it makes it more difficult for student to afford higher education: allowing interest rates on some students loans to double and cutting hundreds of thousands of students from the Pell Grant program.

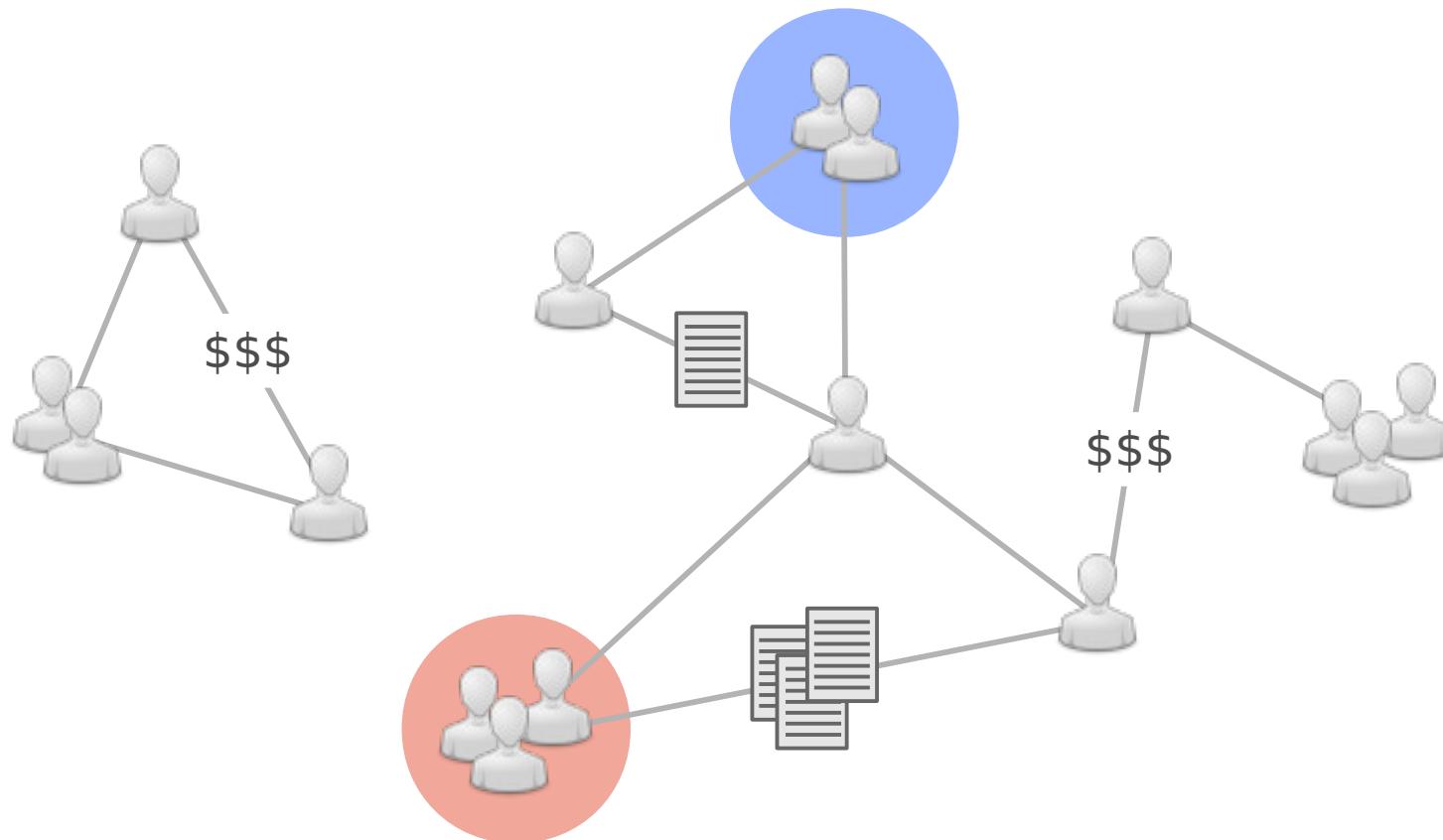
# Social Processes: Structure



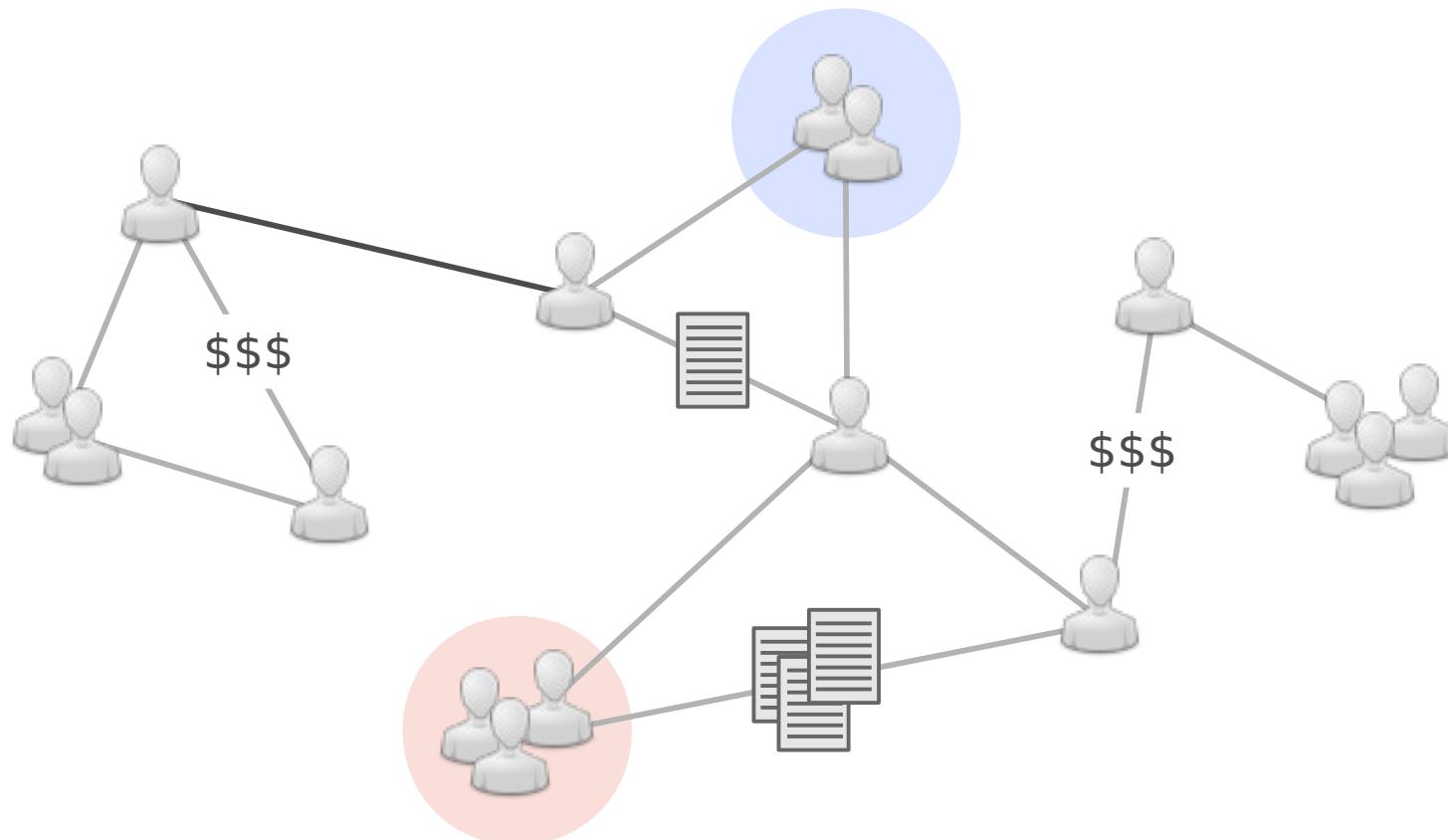
# Social Processes: Content



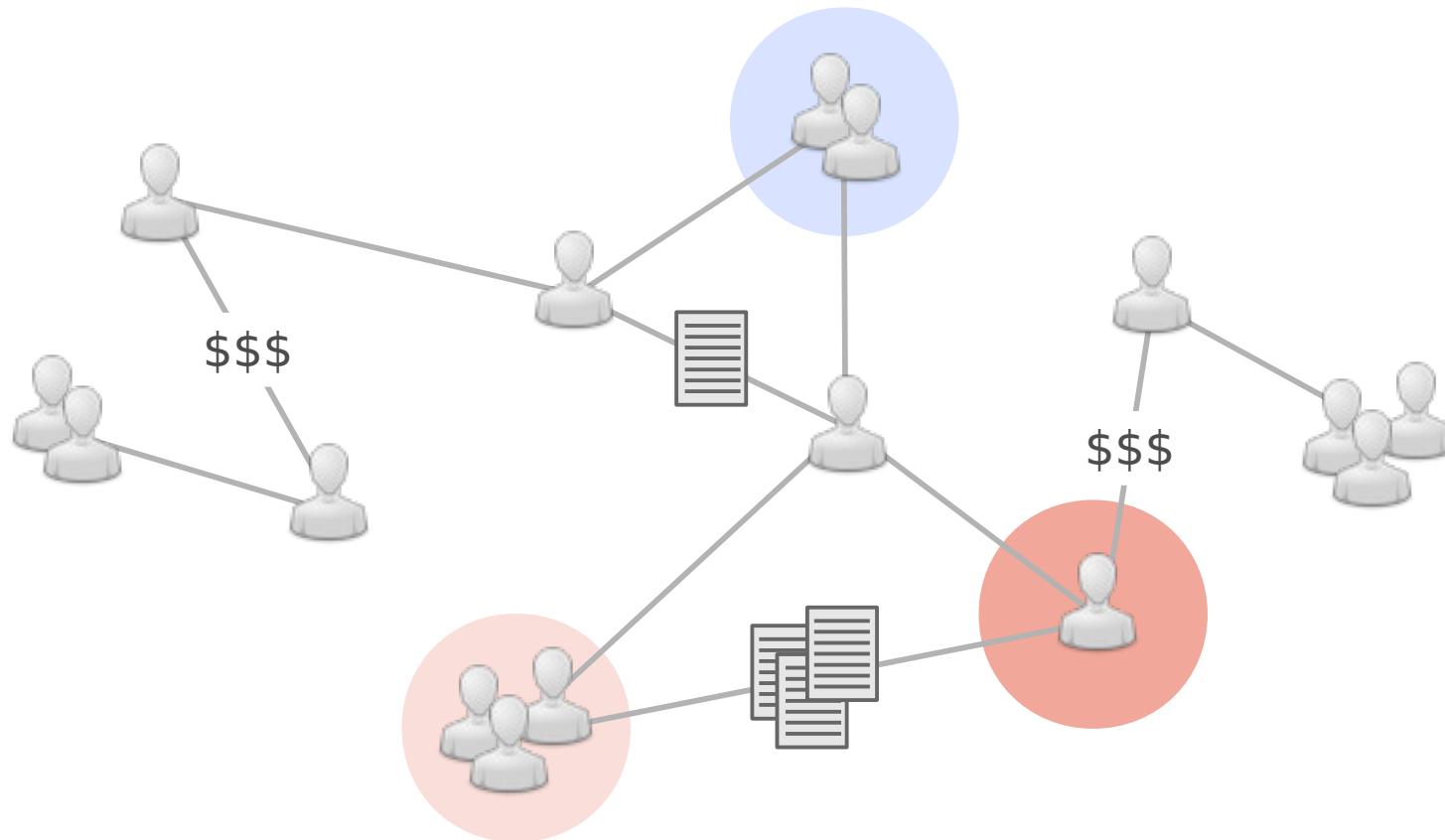
# Social Processes: Dynamics



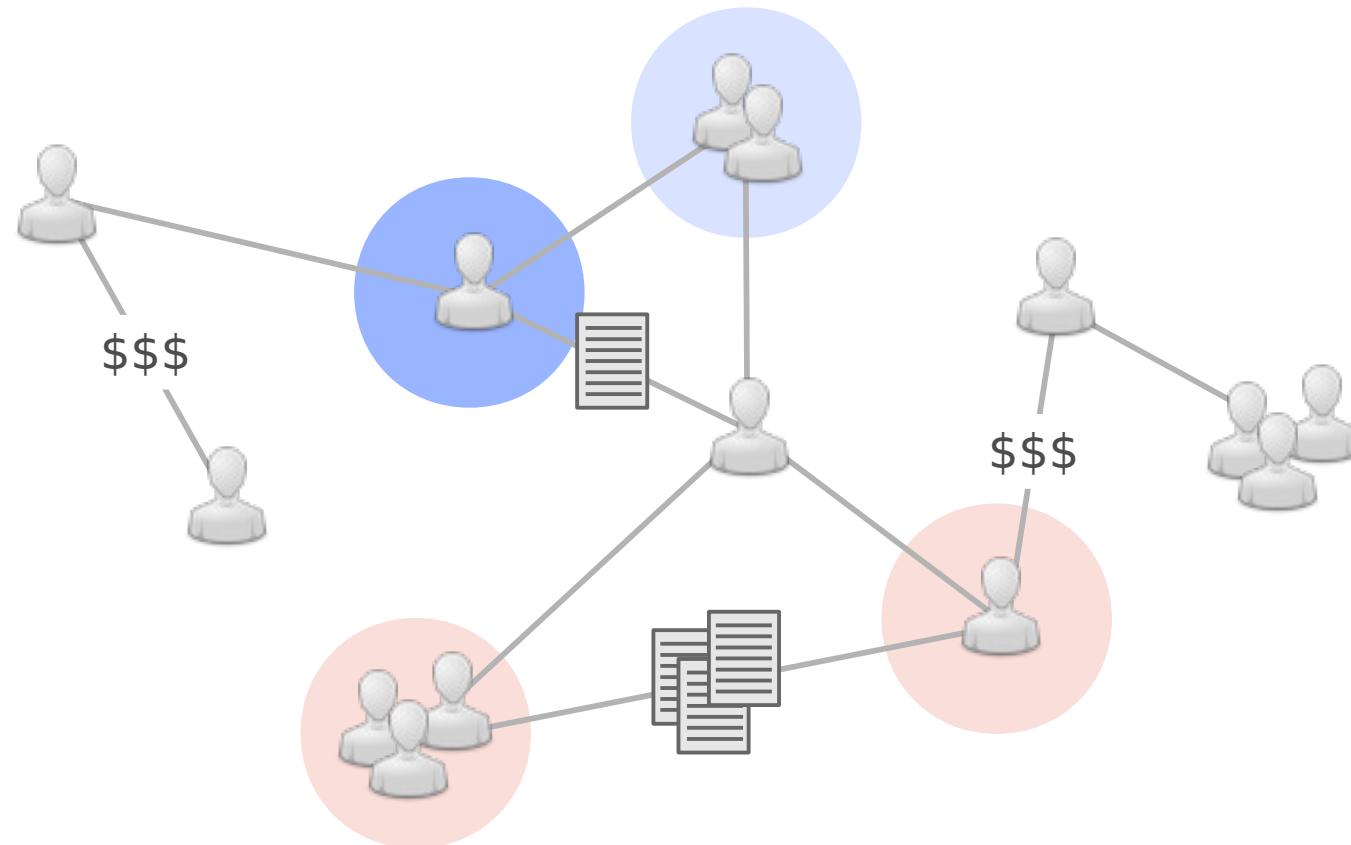
# Social Processes: Dynamics



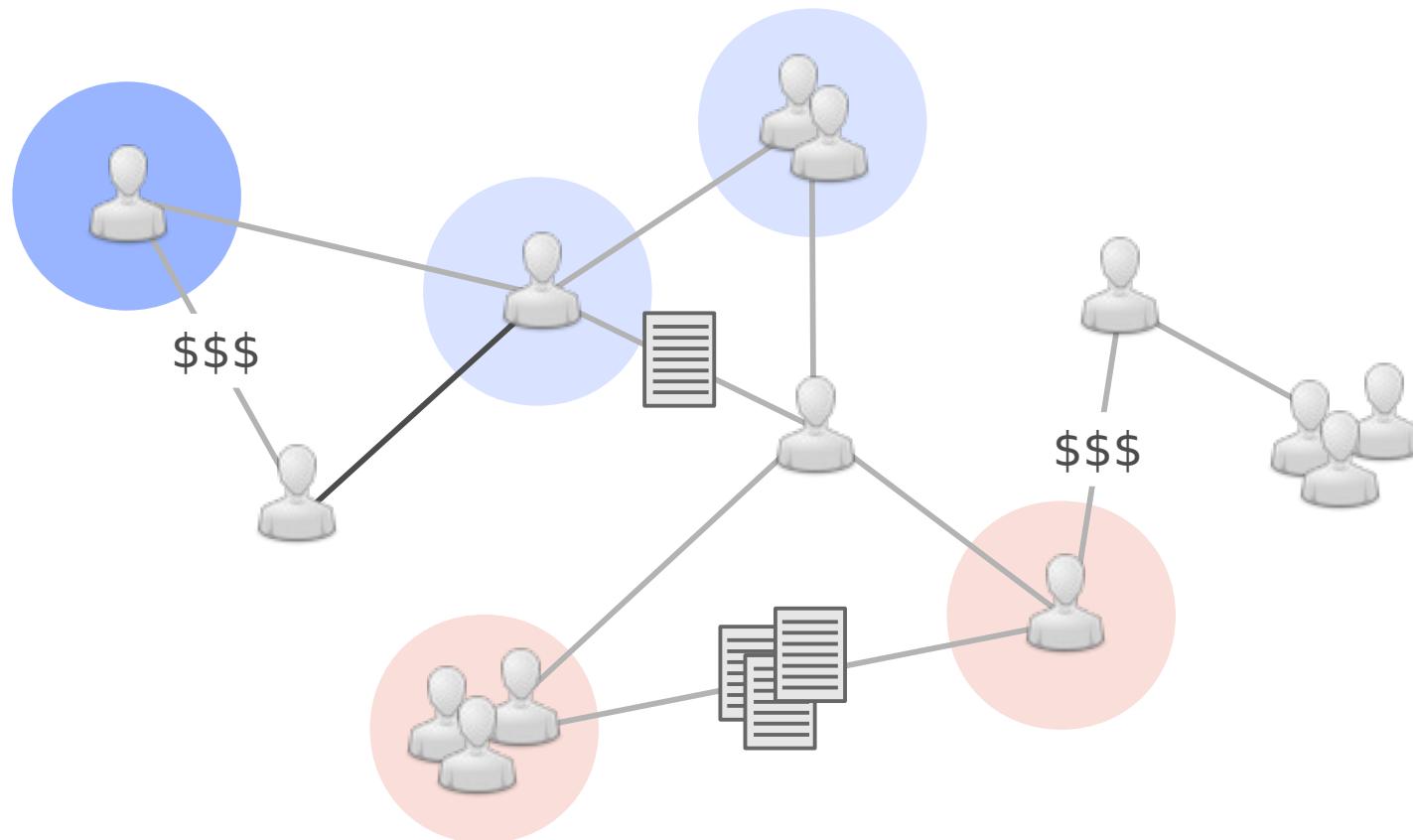
# Social Processes: Dynamics



# Social Processes: Dynamics



# Social Processes: Dynamics



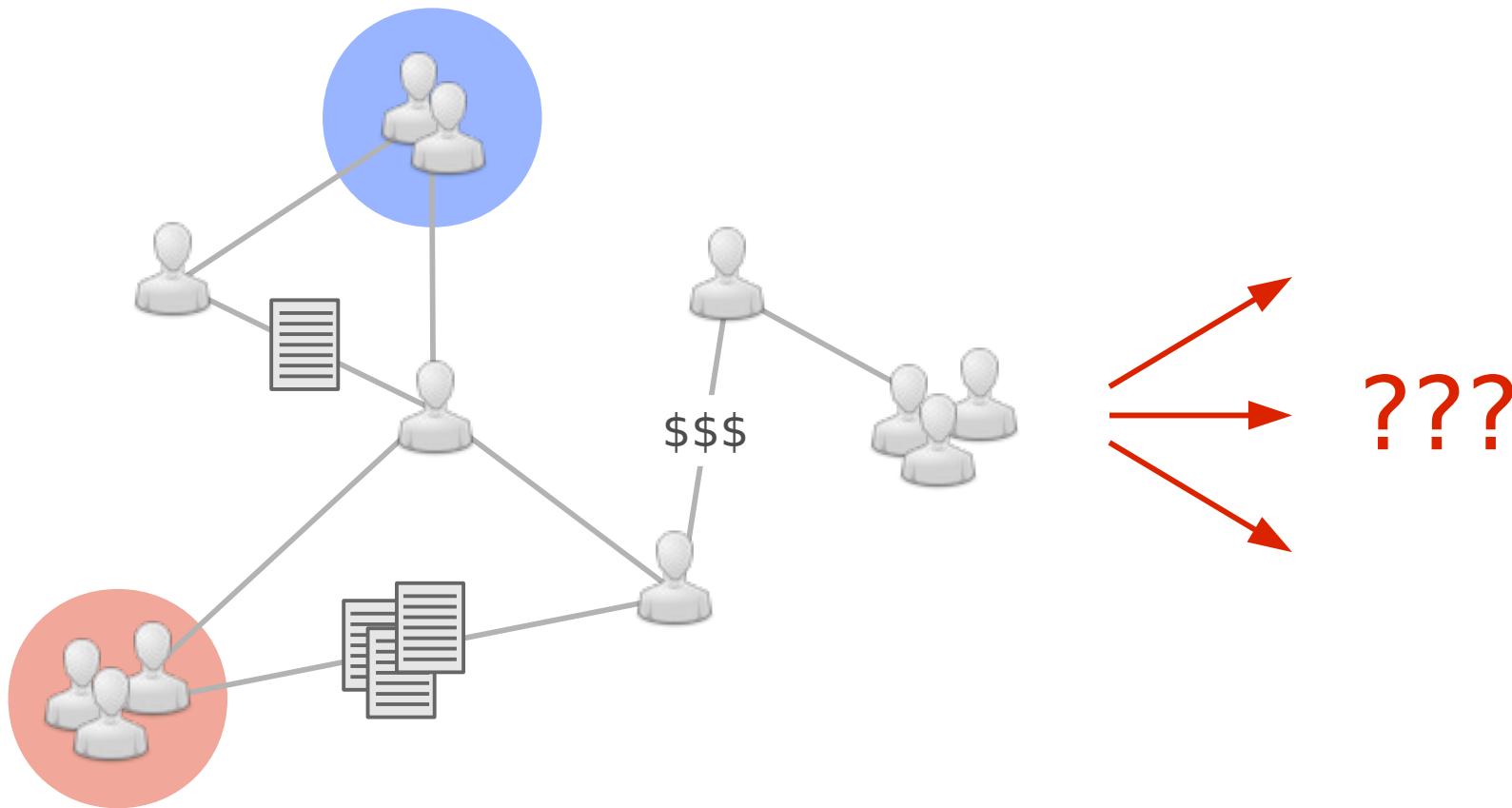
# Modeling Social Processes



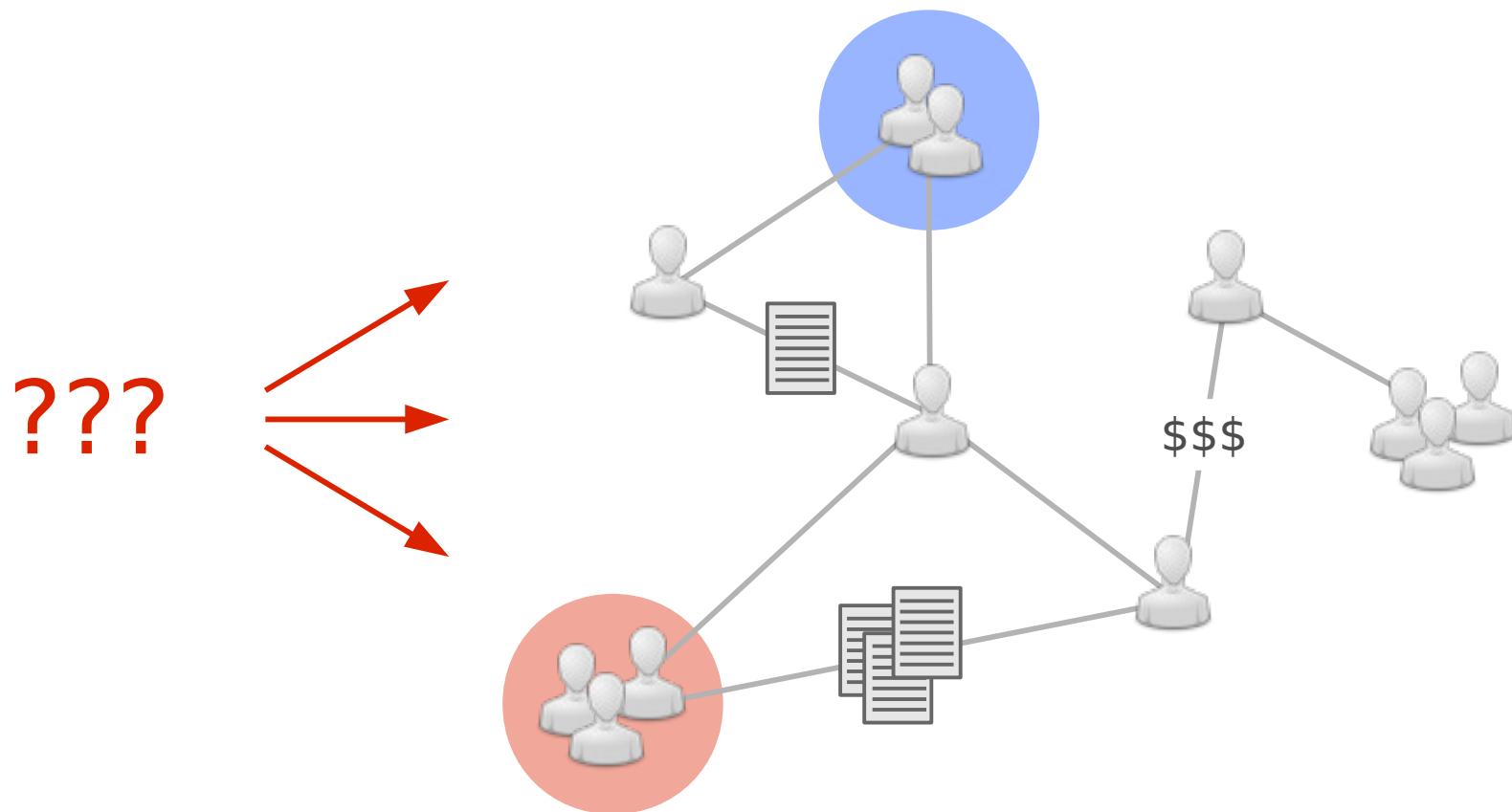
“Policy-makers or computer scientists may be interested in finding the needle in the haystack (such as a potential terrorist threat or the right web page to display from a search), but social scientists are more commonly interested in characterizing the haystack.”

— King & Hopkins, 2010

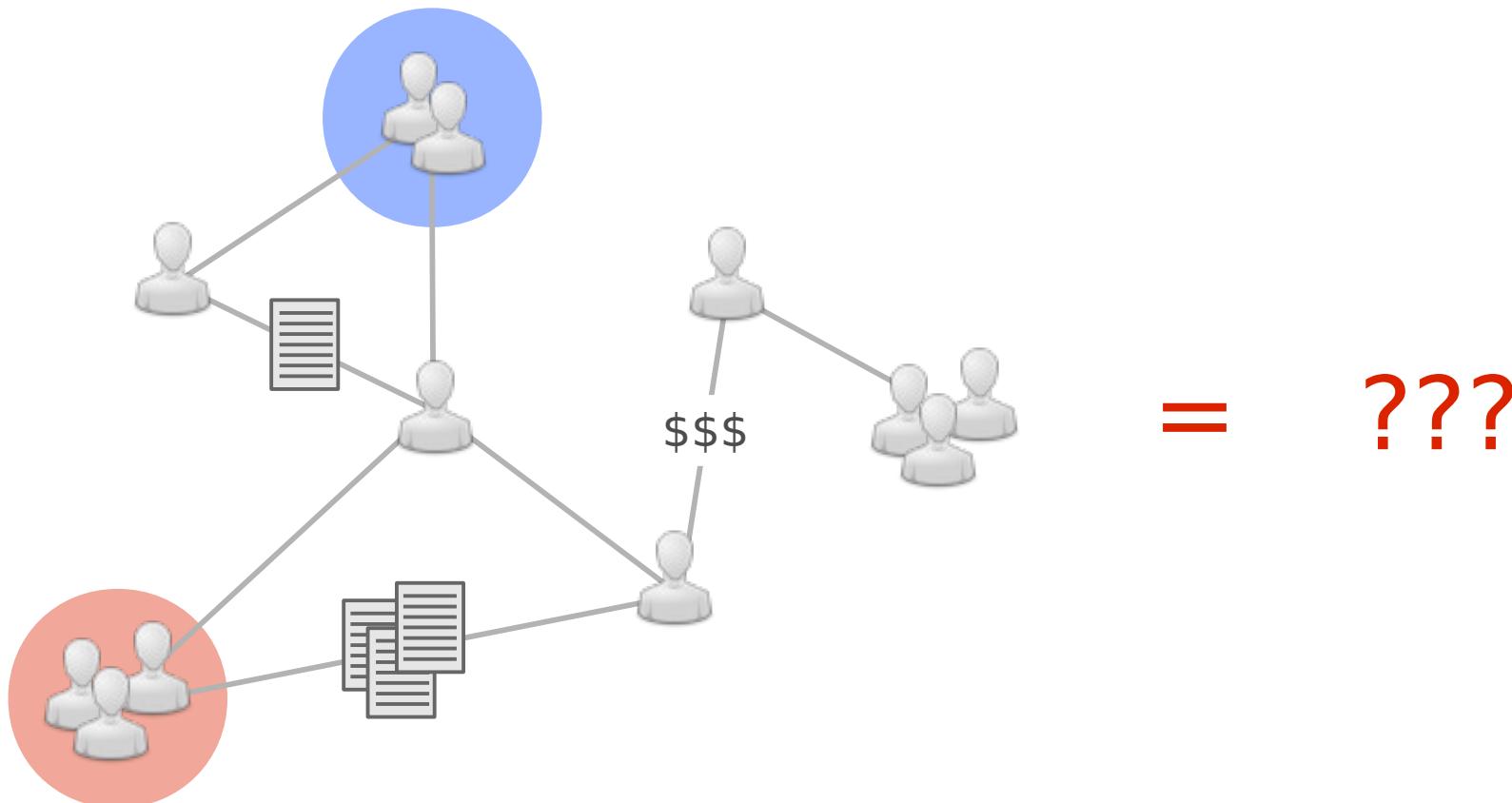
# Predictive Analyses



# Explanatory Analyses



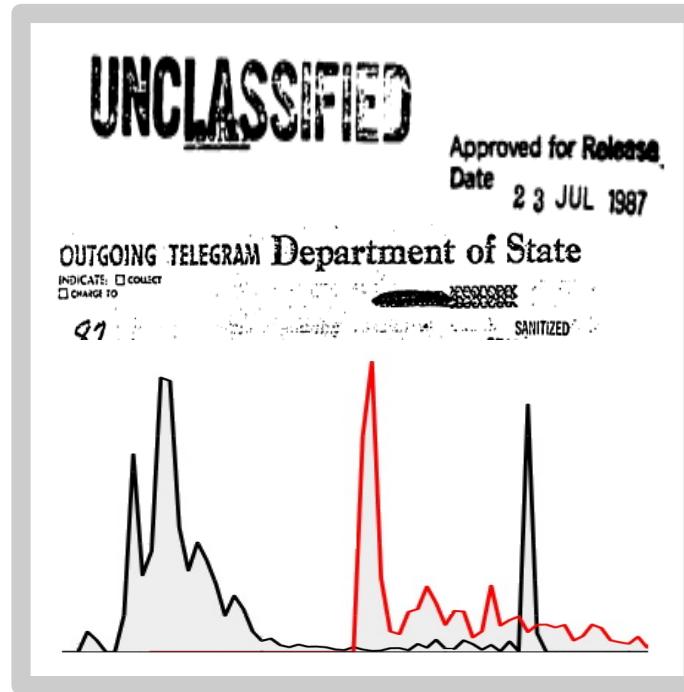
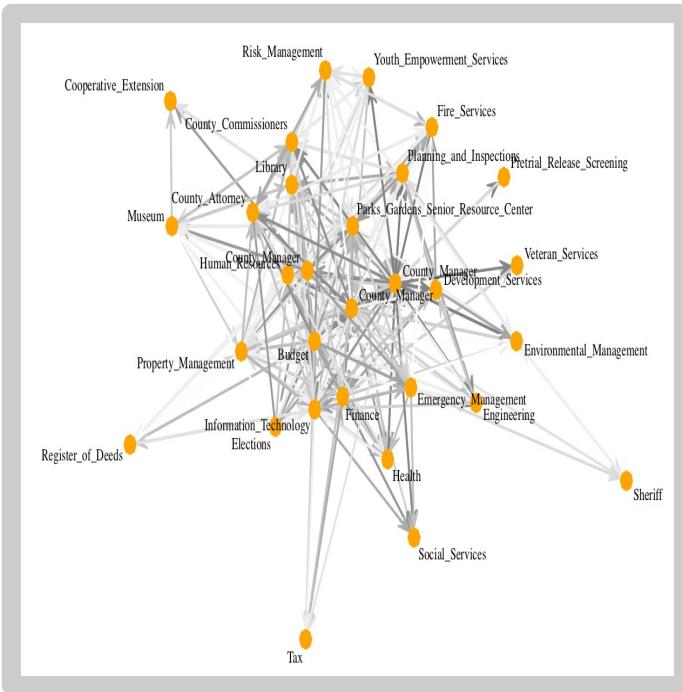
# Exploratory Analyses



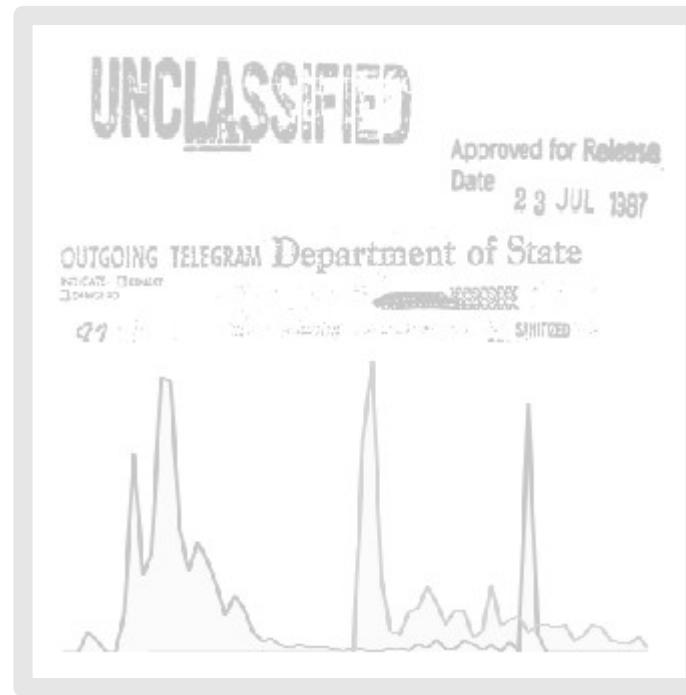
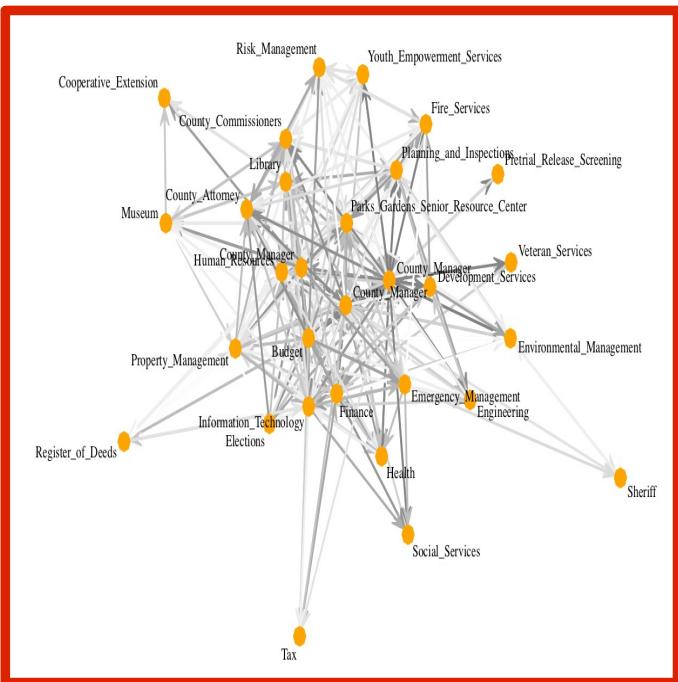
# Bayesian Latent Variable Models

- Modeling challenges:
  - Aggregating and representing large data sets
  - Handling data from sources with disparate emphases
  - Efficiently reasoning under uncertain information
- Bayesian latent (i.e., hidden) variable models:
  - Appropriate for prediction, explanation, and exploration
  - Interpretable structure, not “black-box” models
  - Powerful, flexible, widely applicable...

# This Talk



# This Talk



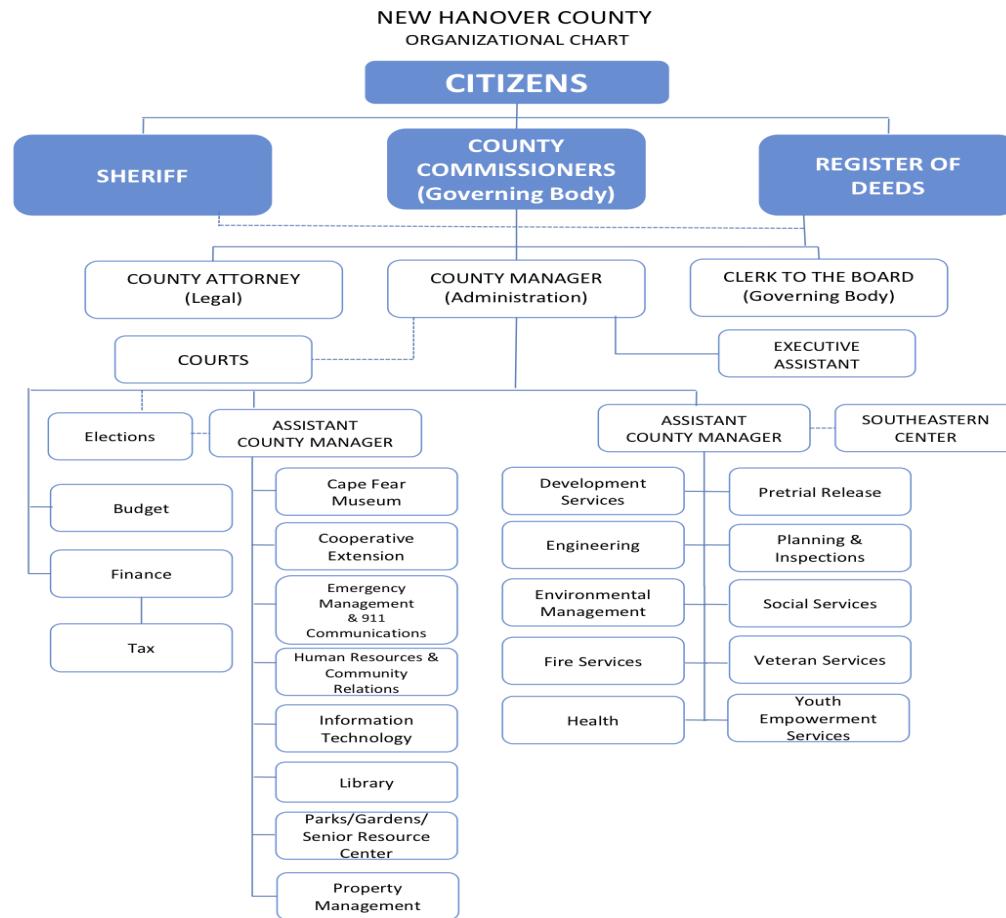
# Communication Networks



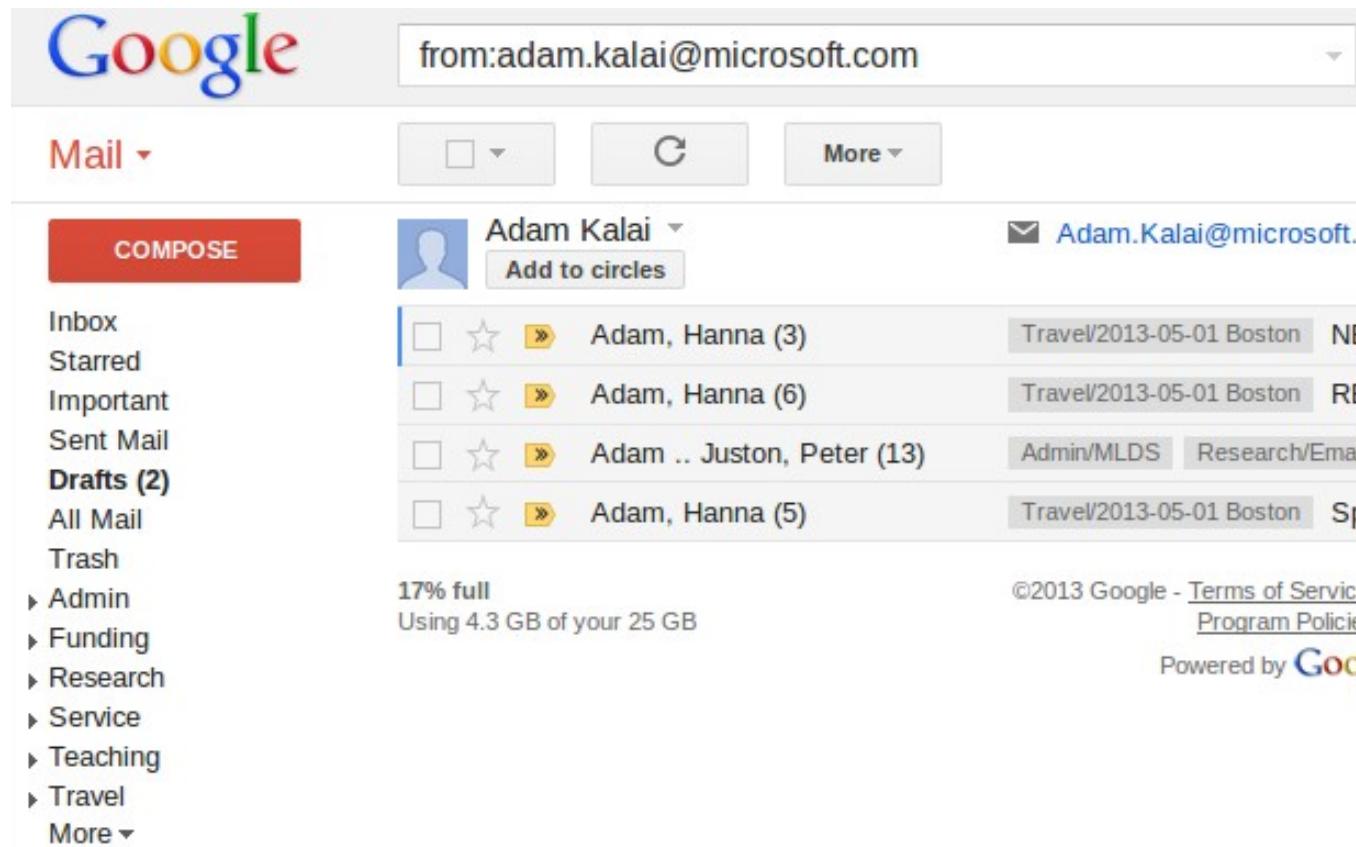
# Communication Networks



# Communication Networks



# Observing Communication Networks



Google Mail from:adam.kalai@microsoft.com

Mail ▾

COMPOSE

Inbox Starred Important Sent Mail **Drafts (2)** All Mail Trash

▶ Admin ▶ Funding ▶ Research ▶ Service ▶ Teaching ▶ Travel More ▾

Adam Kalai Add to circles

Adam.Kalai@microsoft.com

<input type="checkbox"/>	☆	»	Adam, Hanna (3)
<input type="checkbox"/>	☆	»	Adam, Hanna (6)
<input type="checkbox"/>	☆	»	Adam .. Juston, Peter (13)
<input type="checkbox"/>	☆	»	Adam, Hanna (5)

Travel/2013-05-01 Boston NE

Travel/2013-05-01 Boston RE

Admin/MLDS Research/Email

Travel/2013-05-01 Boston Sp

17% full  
Using 4.3 GB of your 25 GB

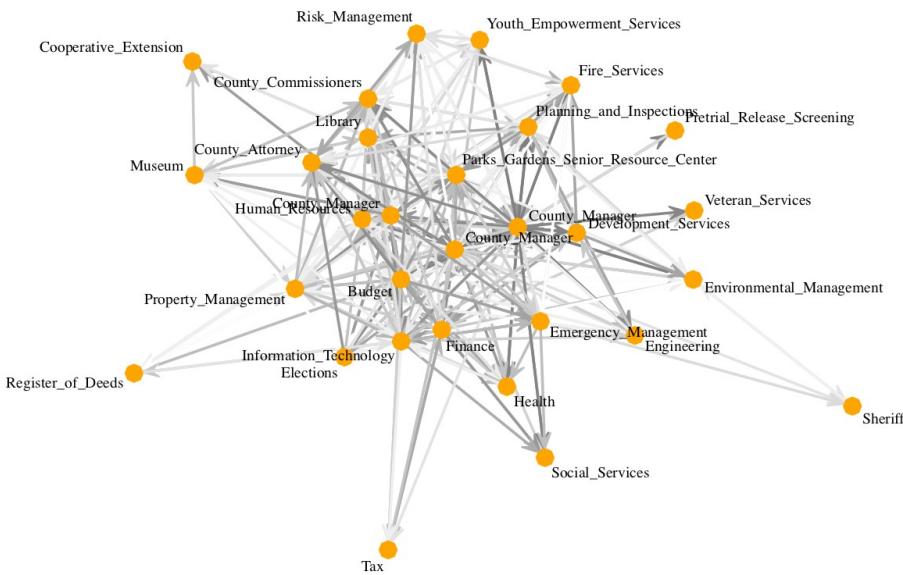
©2013 Google - [Terms of Service](#) [Program Policies](#)  
Powered by **Goo**

# Structure and Content

Subject: New Hanover County Public Safety Talk Groups  
From: "Lee, Warren" <WLee@nhcgov.com>  
To: "Pope, Troy W." <twpope@ncshp.org>  
Cc: ...

Troy,

I wanted to give you an update on our progress in moving towards a fully digital public safety radio system in New Hanover County...



# New Hanover County, NC

**New Hanover County**  
North Carolina



Map data ©2012 Google

New Hanover County is one of 100 counties located in the U.S. state of North Carolina. Though second smallest in area, it is one of the most populous as its county seat, [Wilmington](#), is one of the state's largest cities. [Wikipedia](#)

**Area:** 328 sq miles (849.5 km<sup>2</sup>)

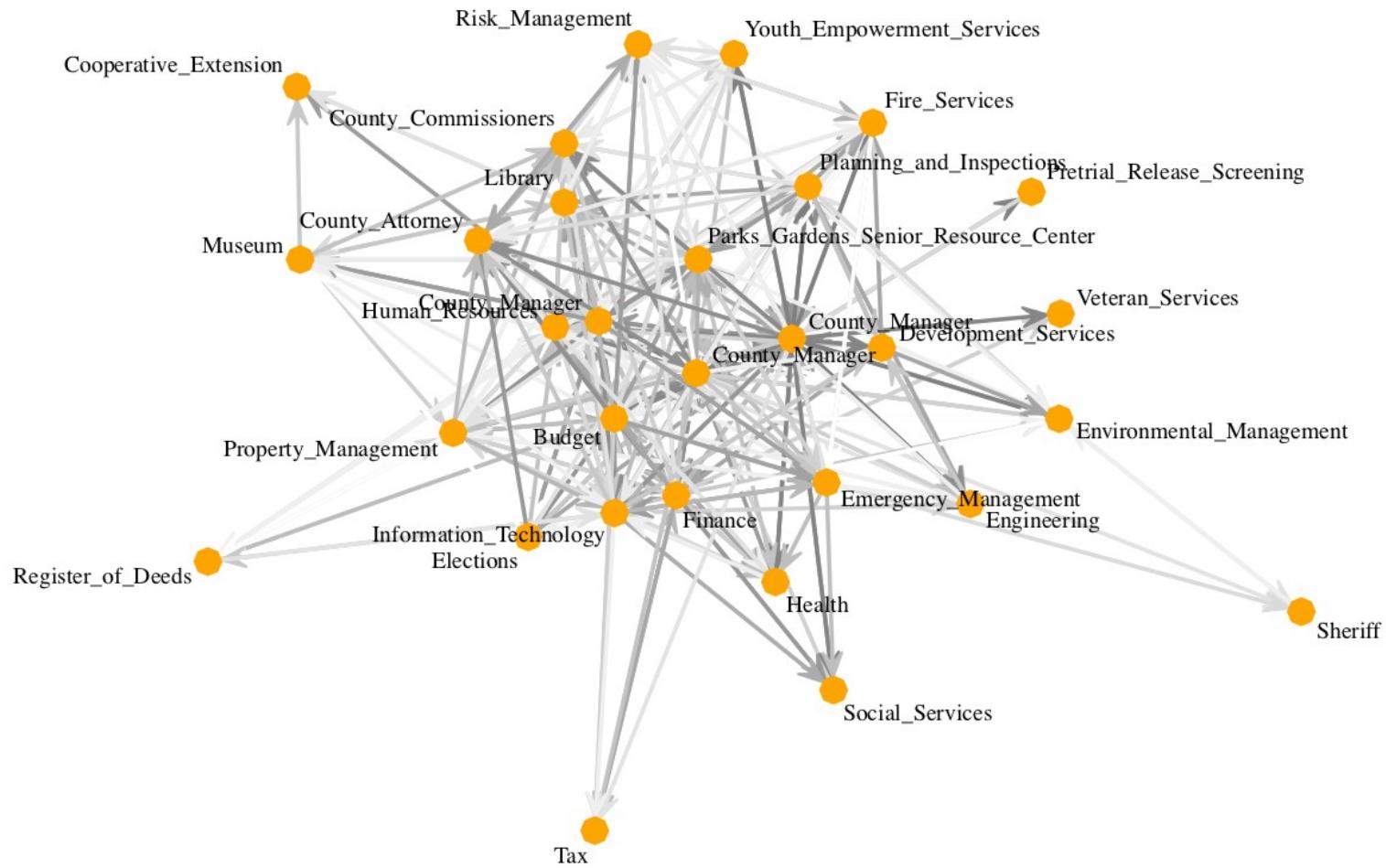
**Founded:** 1729

**Population:** 206,189 (2011)

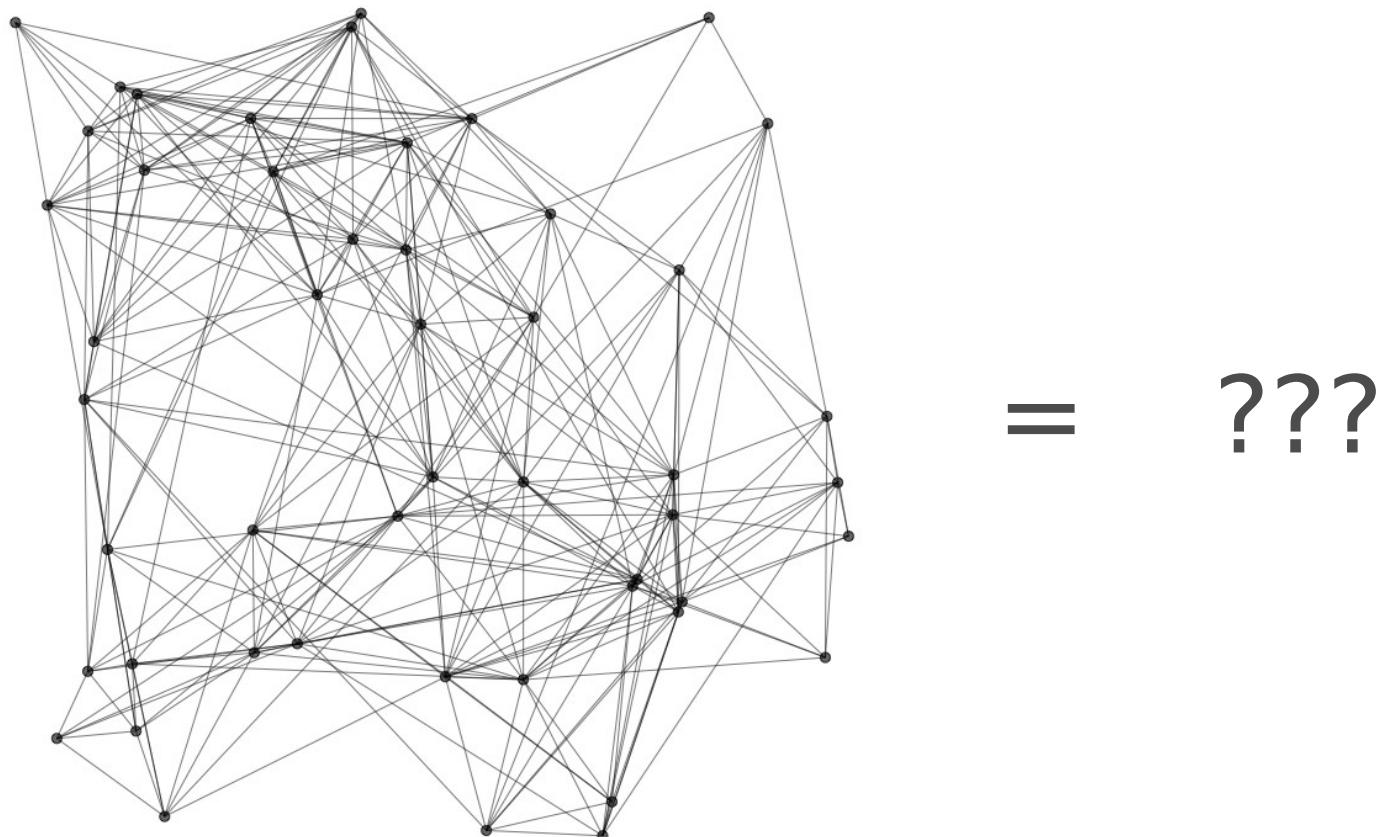
**County seat:** [Wilmington](#)

*Feedback*

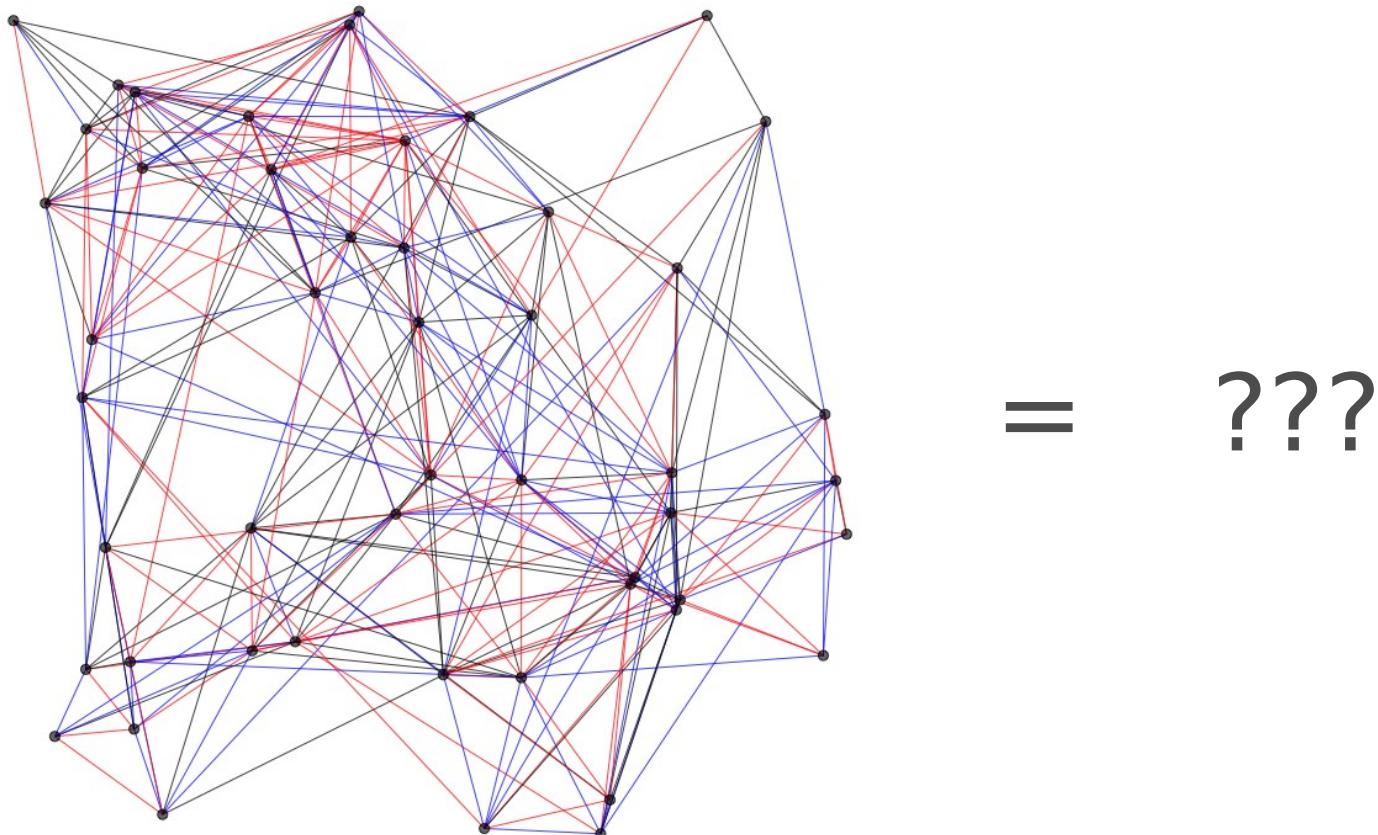
# NHC Email Network



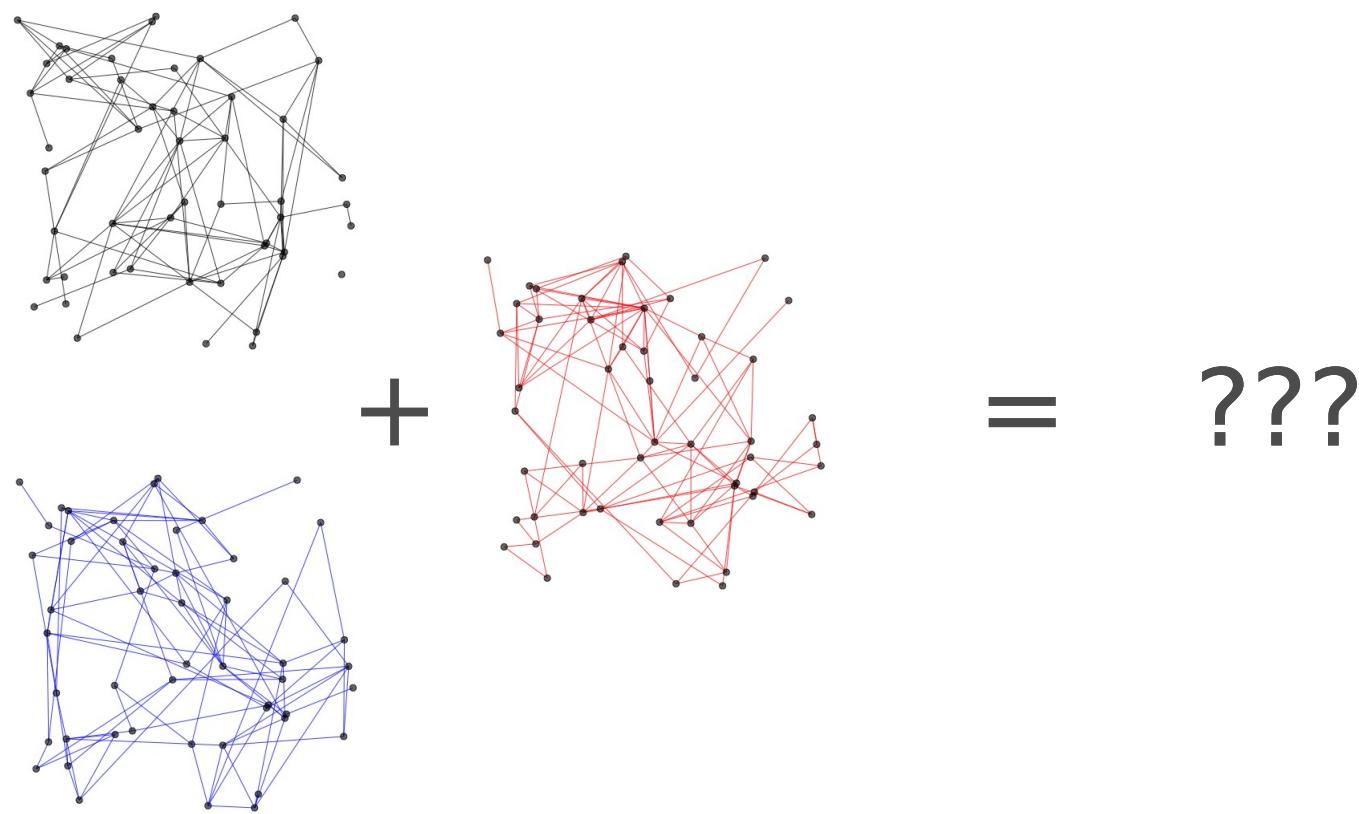
# Levels of Granularity



# Levels of Granularity



# Levels of Granularity



# Principled Visualization

- Common workflow:
  - Construct a statistical model of observed data
  - Perform post-hoc visualization to draw conclusions about the model and its relationship to the data
- Problem: visualization algorithms can produce visual artifacts that may be misleading
- Solution: visualizations should be directly interpretable in terms of the model and its relationship to the data

# Exploring Structure and Content

- Facilitate exploratory analysis of topic-specific communication patterns by learning
  - Topics of communication
  - Topic-specific communication subnetworks
  - Principled visualizations of topic-specific subnetwork
- Draw upon ideas from two well-known frameworks:
  - Statistical topic modeling
  - Latent space network modeling

# Topics and Words



gene	ncbi	computer	patent
genome	national	modeling	patenting
dna	information	data	claims
genetic	technology	algorithm	intellectual
genes	database	analyses	property
sequence	molecular	method	rights
human	biology	model	ip
protein	genbank	information	innovation
rna	pubmed	efficient	claim
genomic	references	complexity	claiming
...	...	...	...

# Documents and Topics

## POLICY FORUM

**INTELLECTUAL PROPERTY**

### Intellectual Property Landscape of the Human Genome

Kyle Jensen and Fiona Murray\*

**G**ene patents are the subject of considerable debate and yet, like the term "gene" itself, the definition of what constitutes a gene patent is fuzzy (1). Nonetheless, gene patents that seem to cause the most controversy are those claiming human protein-encoding nucleotide sequences. This category is the subject of our analysis of the patent landscape of the human genome (2). Critics describe the growth in gene sequence patents as an intellectual property (IP) "land grab" over a finite number of human genes (3, 4). They suggest that overly broad patents might block follow-on research (5). Alternatively, gene IP rights may become highly fragmented and cause an anticommons effect, imposing high costs on future innovators and underuse of genomic resources (6). Both situations, critics argue, would increase the costs of genetic diagnostics, slow the development of new medicines, stifle academic research,

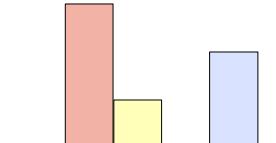
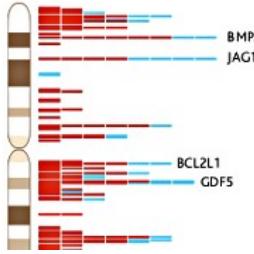
Enhanced online at [www.sciencemag.org/cgi/content/full/310/5746/239](http://www.sciencemag.org/cgi/content/full/310/5746/239)

tinguishing patents on the human genome from those on other species (23).

Our detailed map was developed using bioinformatics methods to compare nucleotide sequences claimed in U.S. patents to the human genome. Specifically, this map is based on a BLAST (24) homology search linking nucleotide sequences disclosed and claimed in granted U.S. utility patents to the set of protein-encoding messenger RNA transcripts contained in the National Center for Biotechnology Information (NCBI) RefSeq (25) and Gene (26) databases. This method allows us to map gene-oriented IP rights to specific physical loci on the human genome (27) (see figure, right). Our approach is highly specific in its identification of patents that actually claim human nucleotide sequences. However, by limiting the search to patents using the canoni-

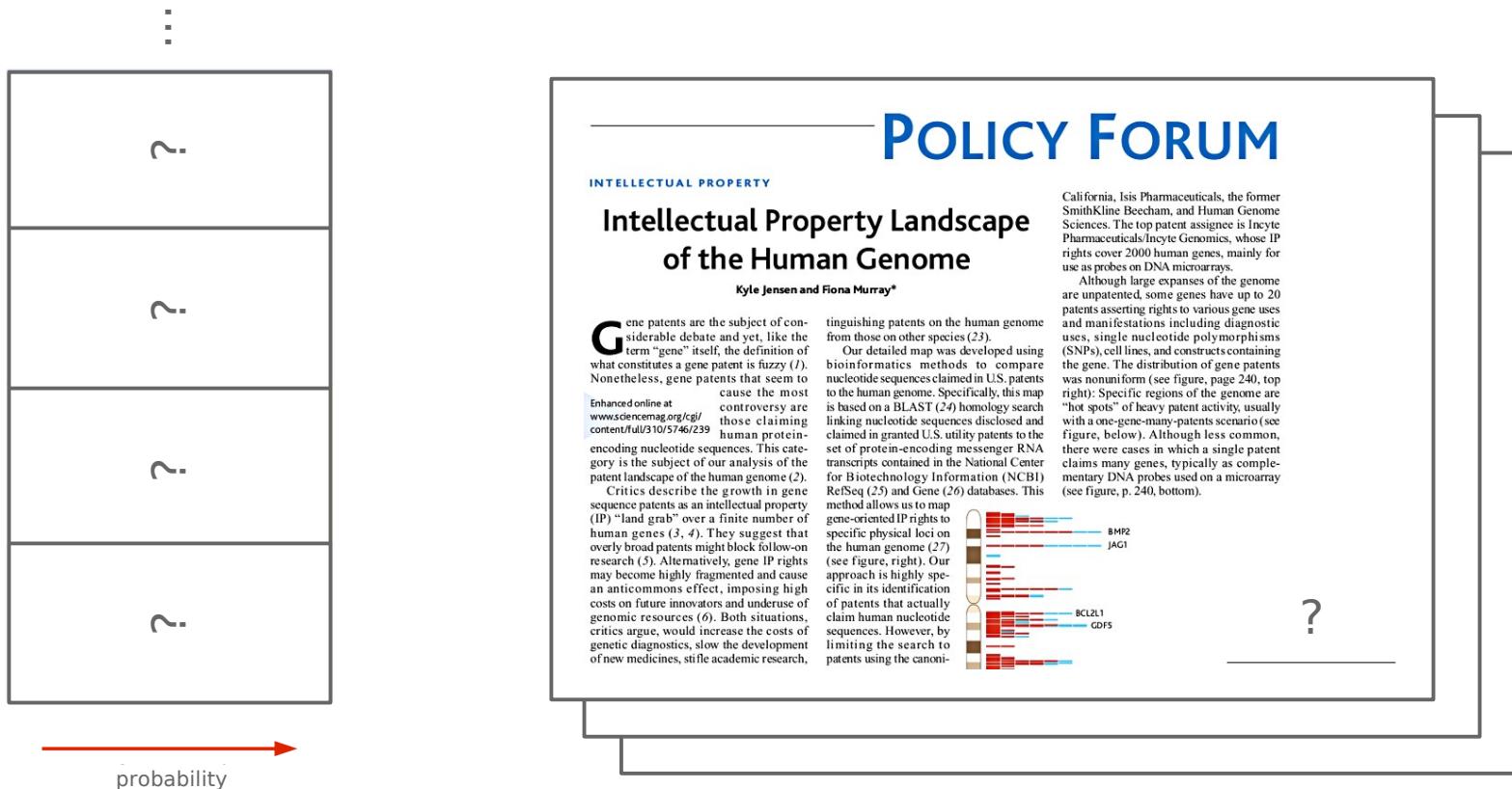
California, Isis Pharmaceuticals, the former SmithKline Beecham, and Human Genome Sciences. The top patent assignee is Incyte Pharmaceuticals/Incyte Genomics, whose IP rights cover 2000 human genes, mainly for use as probes on DNA microarrays.

Although large expanses of the genome are unpatented, some genes have up to 20 patents asserting rights to various gene uses and manifestations including diagnostic uses, single nucleotide polymorphisms (SNPs), cell lines, and constructs containing the gene. The distribution of gene patents was nonuniform (see figure, page 240, top right): Specific regions of the genome are "hot spots" of heavy patent activity, usually with a one-gene-many-patents scenario (see figure, below). Although less common, there were cases in which a single patent claims many genes, typically as complementary DNA probes used on a microarray (see figure, p. 240, bottom).



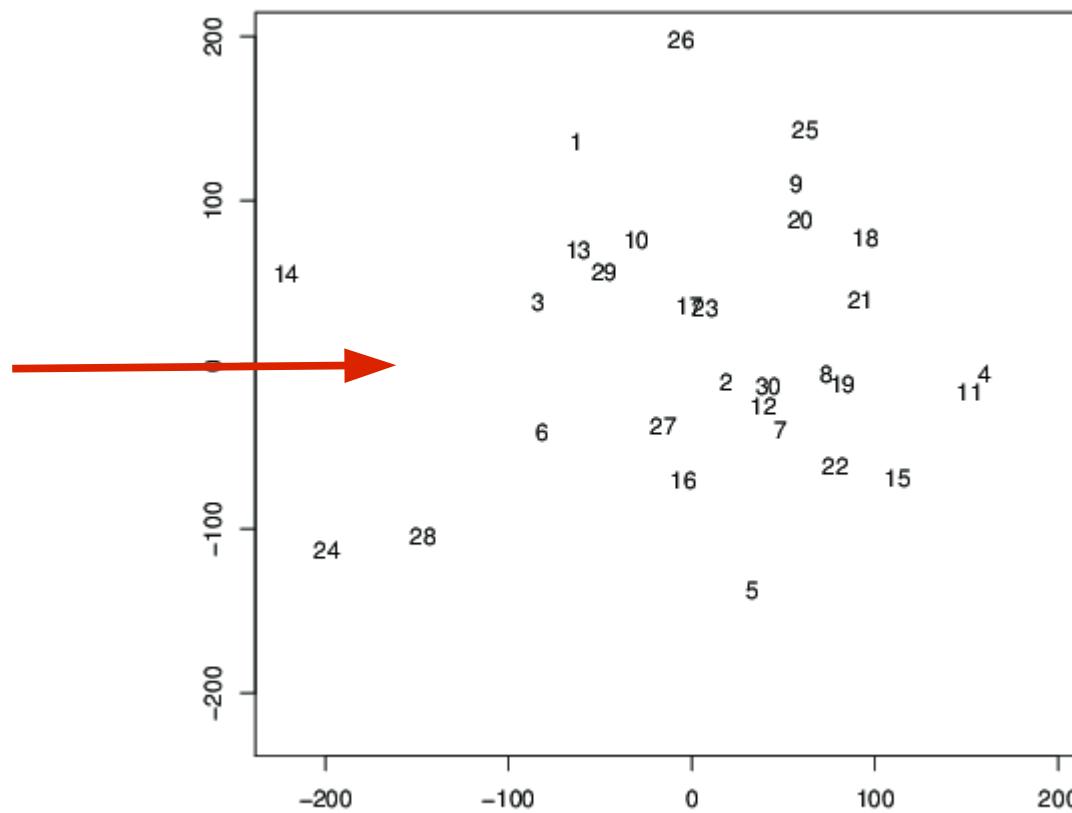
# Latent Dirichlet Allocation

[Blei, Ng & Jordan, '03]



# Individuals and Latent Spaces

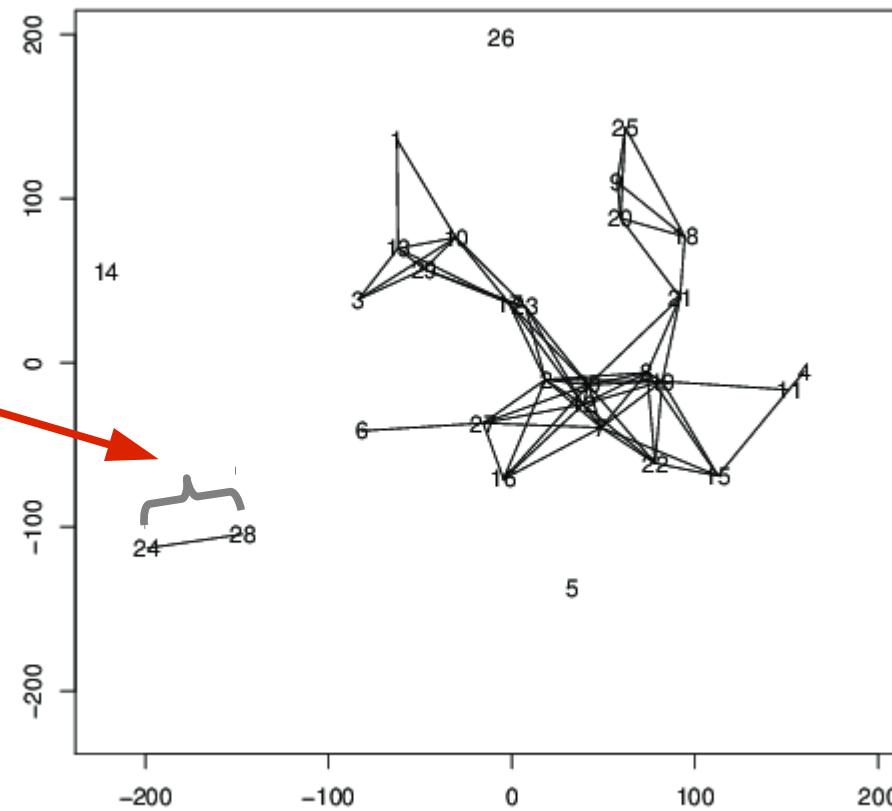
every individual  
is associated  
with a position  
in latent space



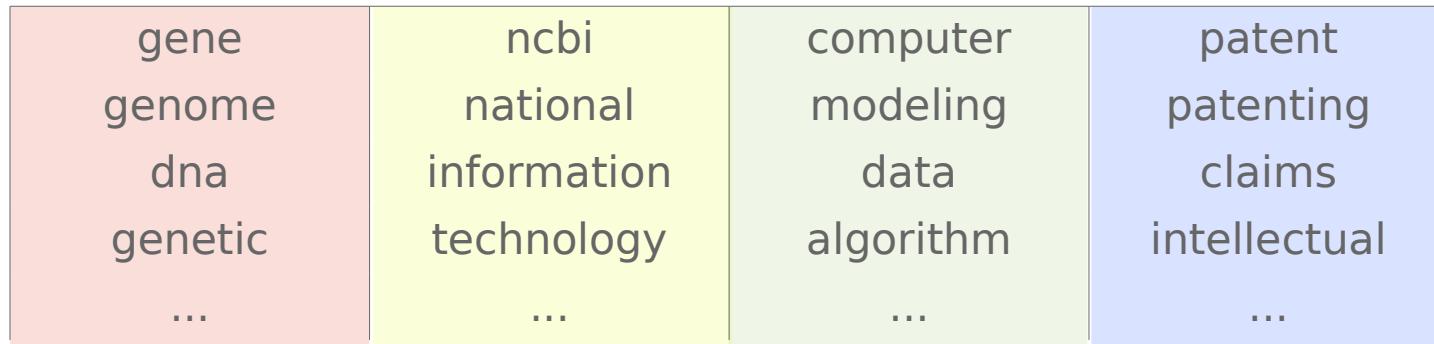
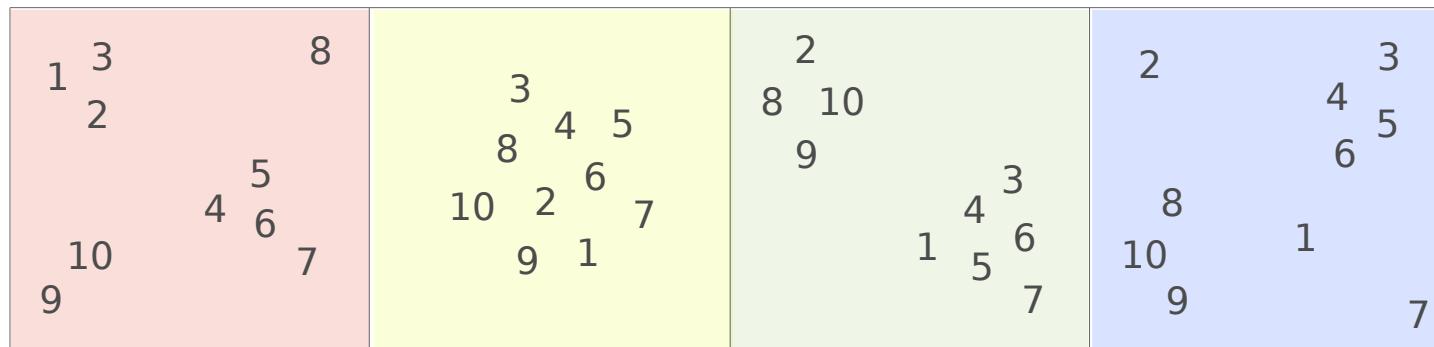
# Latent Space Network Model

[Hoff et al., '02]

probability of  
communication  
depends on  
distance in  
latent space



# Topics and Spaces

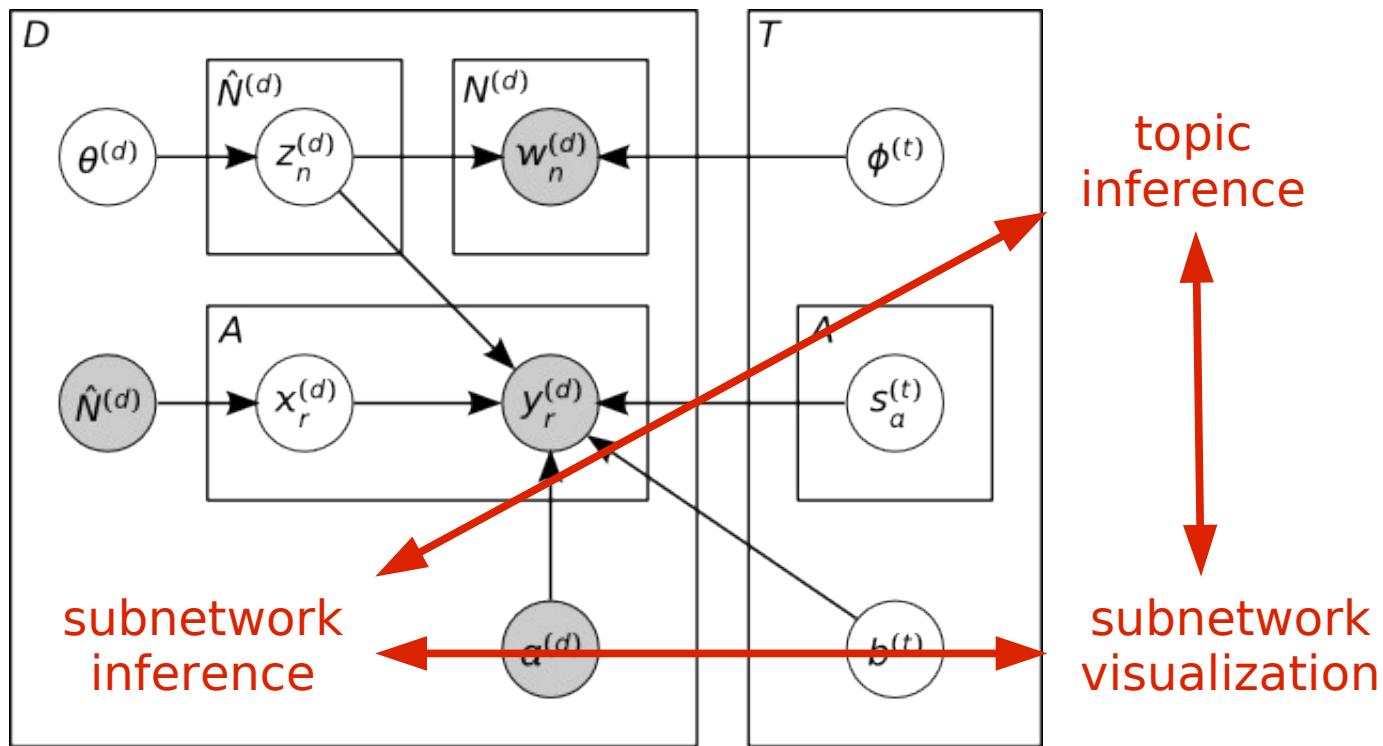


# A New Model...

[Krafft et al., '12]

- Model email content using LDA
- Model recipients using topic-specific latent spaces
- Generative process:
  - Generate topics and topic-specific latent spaces
  - Generate document-specific topic distributions
  - Generate recipients using latent spaces
  - Generate words using topics

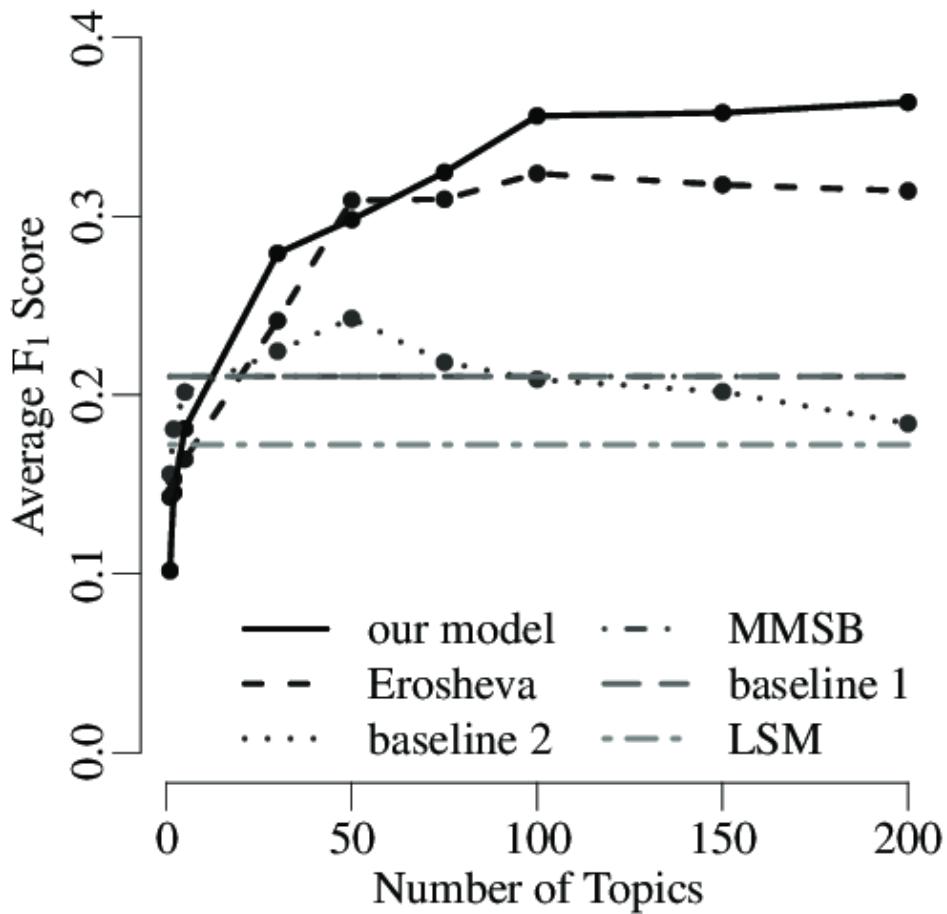
# Graphical Model



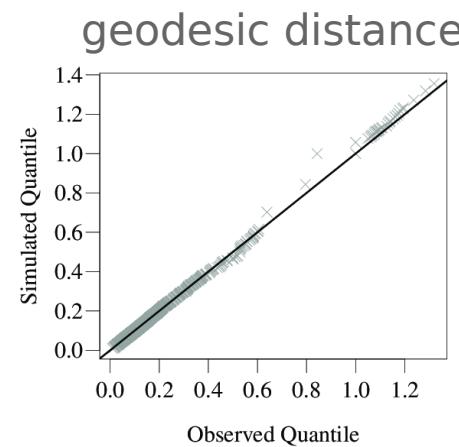
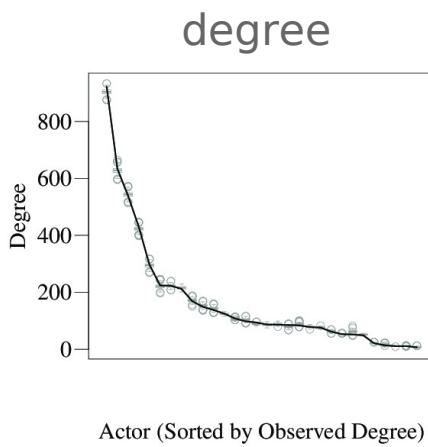
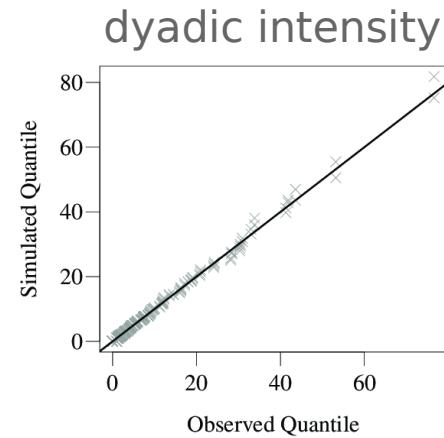
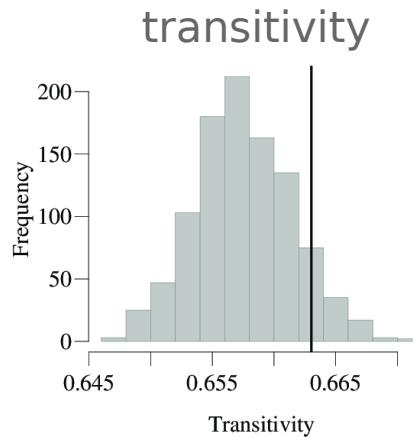
# Experimental Evaluation

- Quantitative model validation:
  - Link prediction performance vs. baselines
  - Posterior predictive checks
  - Topic coherence vs. LDA
- Exploratory analysis:
  - Modularity: disconnected components
  - Assortativity: components of a single “type”

# Link Prediction

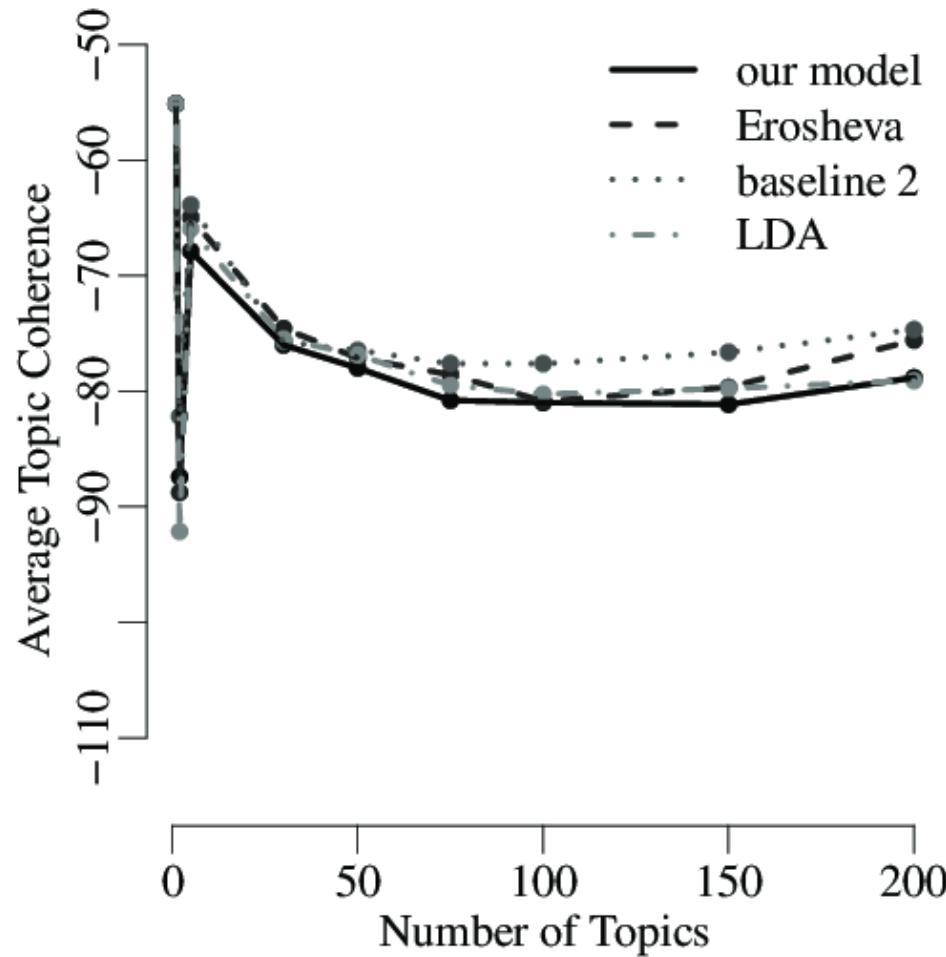


# Posterior Predictive Checks

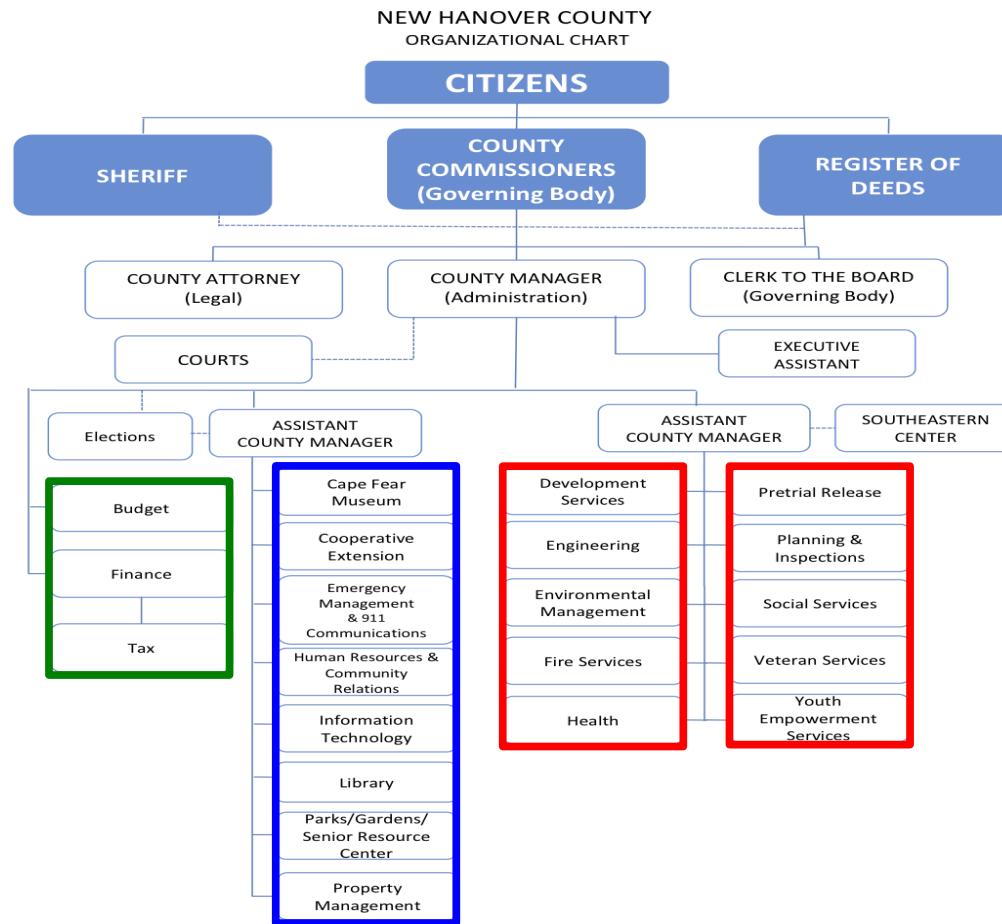


# Topic Coherence

[Mimno et al., '11]



# Organization Structure

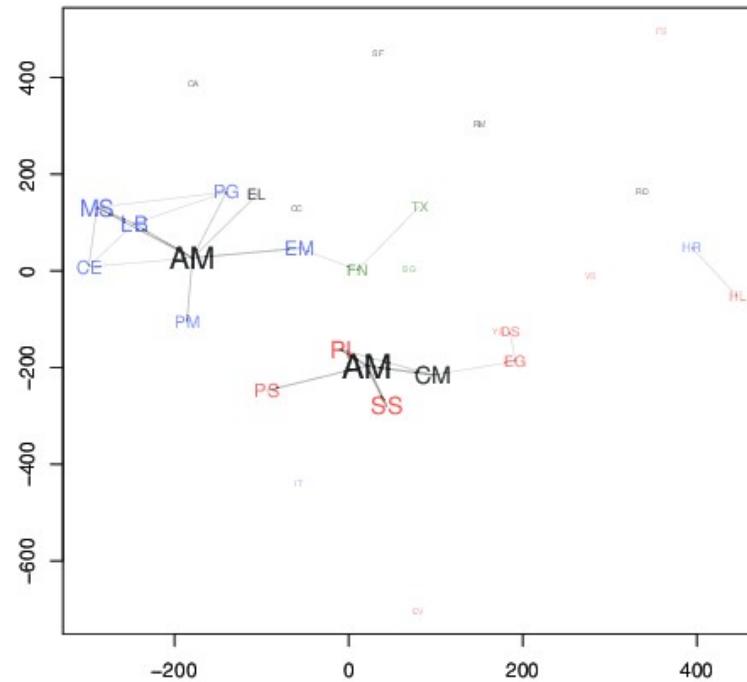


# High Modularity, High Assortativity

Assistant County Manager	AM
Budget	BG
Cooperative Extension	CE
County Attorney	CA
County Commissioners	CC
County Manager	CM
Development Services	DS
Buildings	EL
Emergency Management	EM
Engineering	EG
Environmental Management	EV
Finance	FN
Fire Services	FS
Health	HL
Human Resources	HR
Information Technology	IT
Library	LB
Museum	MS
Parks and Gardens	PG
Planning and Inspections	PI
Preliminary Release Screening	PS
Property Management	PM
Register of Deeds	RD
Risk Management	RM
Sheriff	SF
Social Services	SS
Tax	TX
Veteran Services	VS
Youth Empowerment Services	YS

## Meeting Scheduling

meeting march board agenda week

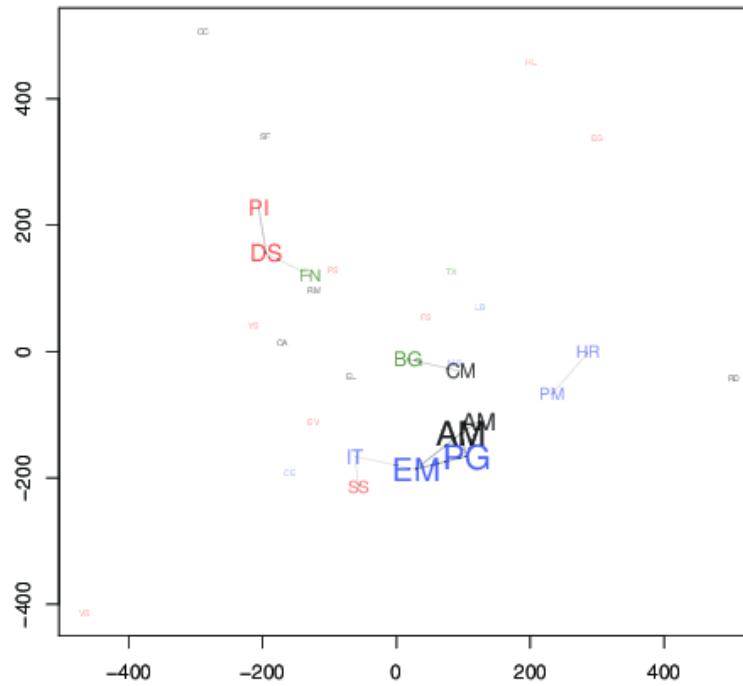


# High Modularity, Low Assortativity

Assistant County Manager	AM
Budget	BG
Cooperative Extension	CE
County Attorney	CA
County Commissioners	CC
County Manager	CM
Development Services	DS
Buildings	BL
Emergency Management	EM
Engineering	EG
Environmental Management	EV
Finance	FN
Fire Services	FS
Health	HL
Human Resources	HR
Information Technology	IT
Library	LB
Museum	MS
Parks and Gardens	PG
Planning and Inspections	PI
Preliminary Release Screening	PS
Property Management	PM
Register of Deeds	RD
Risk Management	RM
Sheriff	SF
Social Services	SS
Tax	TX
Veteran Services	VS
Youth Empowerment Services	YS

## Public Signage

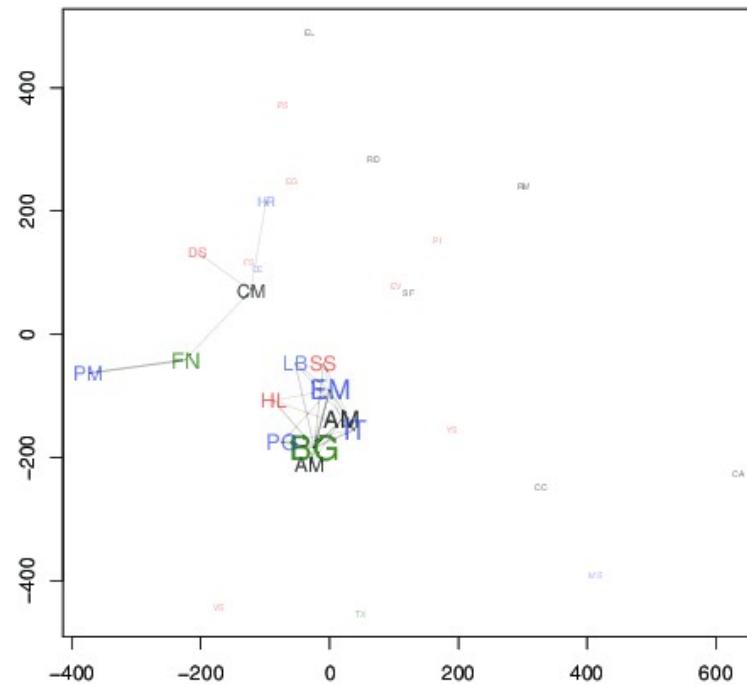
change signs sign process ordinance



# Low Modularity, Low Assortativity

Assistant County Manager	AM
Budget	BG
Cooperative Extension	CE
County Attorney	CA
County Commissioners	CC
County Manager	CM
Development Services	DS
Buildings	EL
Emergency Management	EM
Engineering	EG
Environmental Management	EV
Finance	FN
Fire Services	FS
Health	HL
Human Resources	HR
Information Technology	IT
Library	LB
Museum	MS
Parks and Gardens	PG
Planning and Inspections	PI
Preliminary Release Screening	PS
Property Management	PM
Register of Deeds	RD
Risk Management	RM
Sheriff	SF
Social Services	SS
Tax	TX
Veteran Services	VS
Youth Empowerment Services	YS

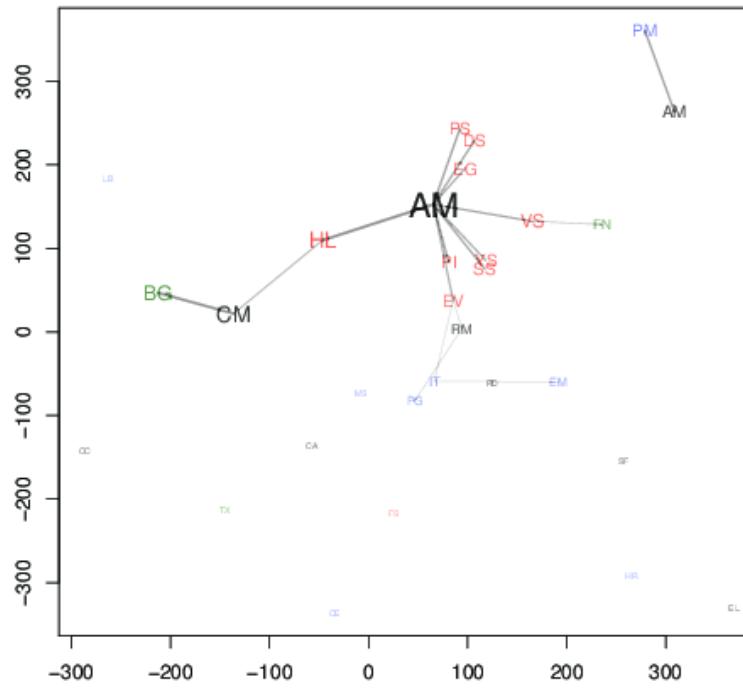
**Public Relations**  
city breakdown information give



# Low Modularity, High Assortativity

Assistant County Manager	AM
Budget	BG
Cooperative Extension	CE
County Attorney	CA
County Commissioners	CC
County Manager	CM
Development Services	DS
Buildings	EL
Emergency Management	EM
Engineering	EG
Environmental Management	EV
Finance	FN
Fire Services	FG
Health	HL
Human Resources	HR
Information Technology	IT
Library	LB
Museum	MS
Parks and Gardens	PG
Planning and Inspections	PI
Preliminary Release Screening	PS
Property Management	PM
Register of Deeds	RD
Risk Management	RM
Sheriff	SF
Social Services	SS
Tax	TX
Veteran Services	VS
Youth Empowerment Services	YS

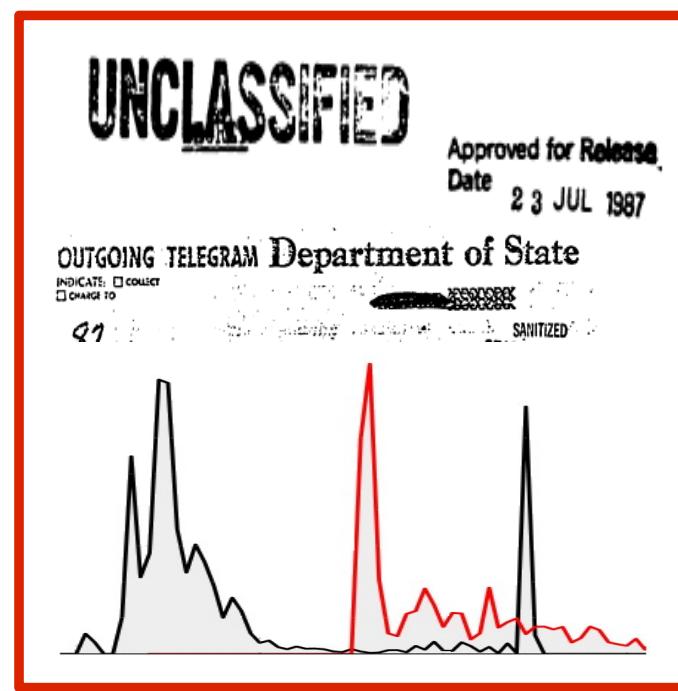
## Broadcast Messages fw fyi bulletin summary week



# Take Away Message

- Explanatory and exploratory analyses matter
- Communication networks are important:
  - Critical to all kinds of collaborative problem solving
  - ... but can be hard to directly observe
- Topic-partitioned multinetword embedding:
  - Good model of structure and content
  - Emphasizes principled visualization

# This Talk



# Transparency in the US

[ISOO, 2011]

**UNCLASSIFIED**

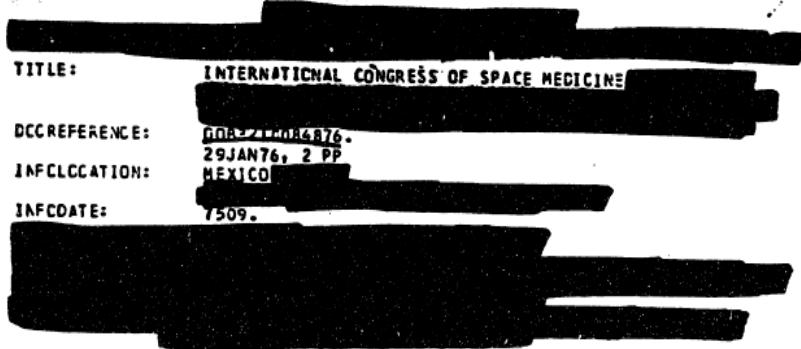
Approved for Release  
Date 23 JUL 1987

OUTGOING TELEGRAM Department of State

INDICATE:  COLLECT  
 CHARGE TO

Q1

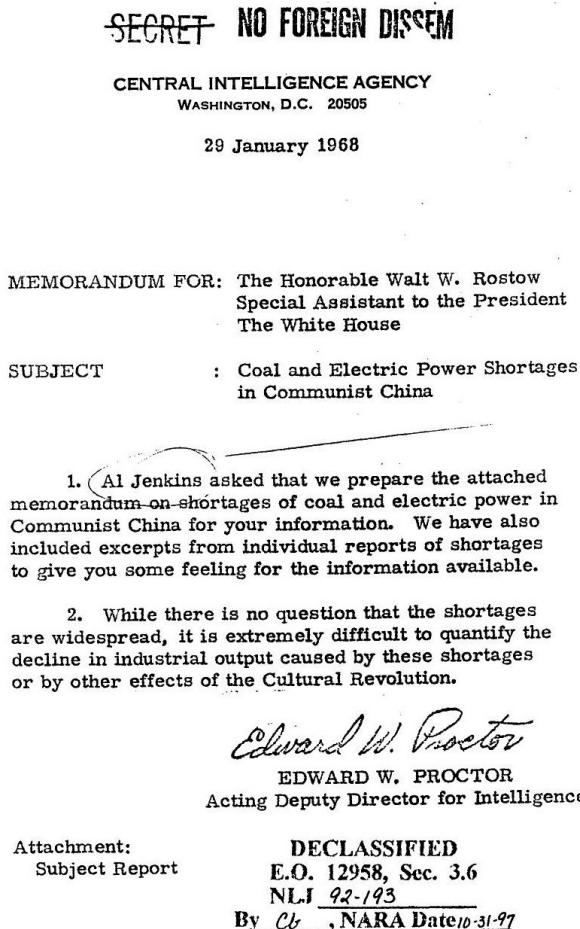
SANITIZED



- 52.8 million pages reviewed for declassification
- 26.7 million pages declassified
- \$11.36 billion spent on administration of the US government classification system

# Declassified Documents

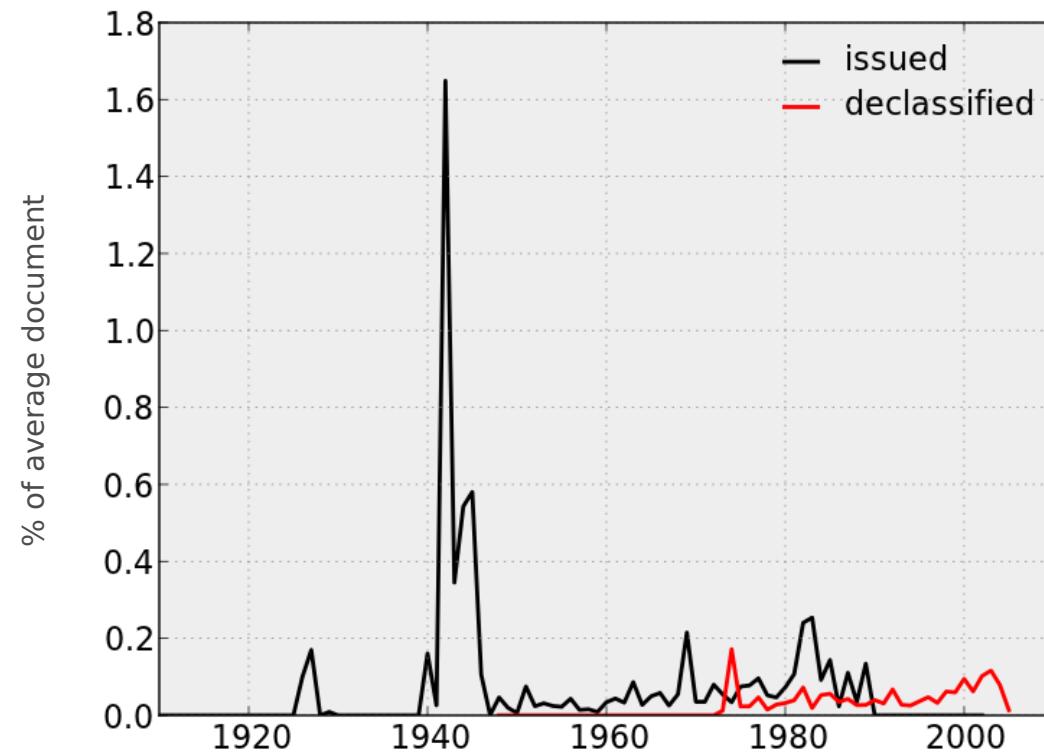
[Gale, 2012]



- Date issued
- Date declassified
- Document type
- Source institution
- Classification level
- Document text

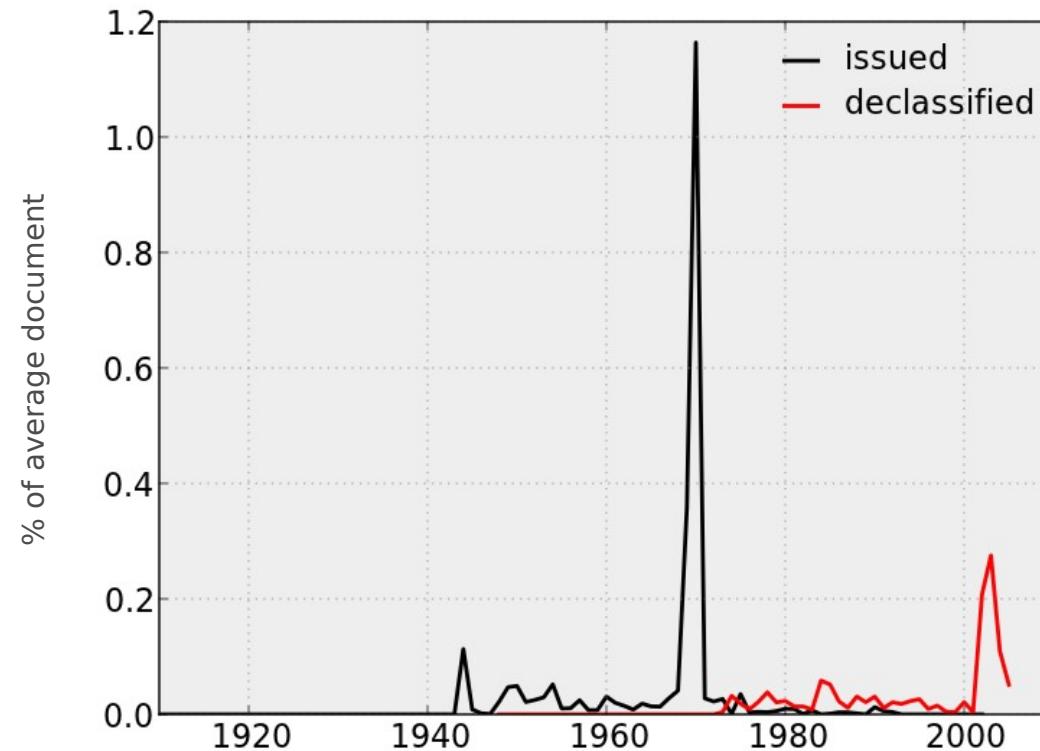
# Inferred Topics

church  
catholic  
pope  
vatican  
religious  
bishop  
cardinal  
archbishop  
priests  
paul  
...



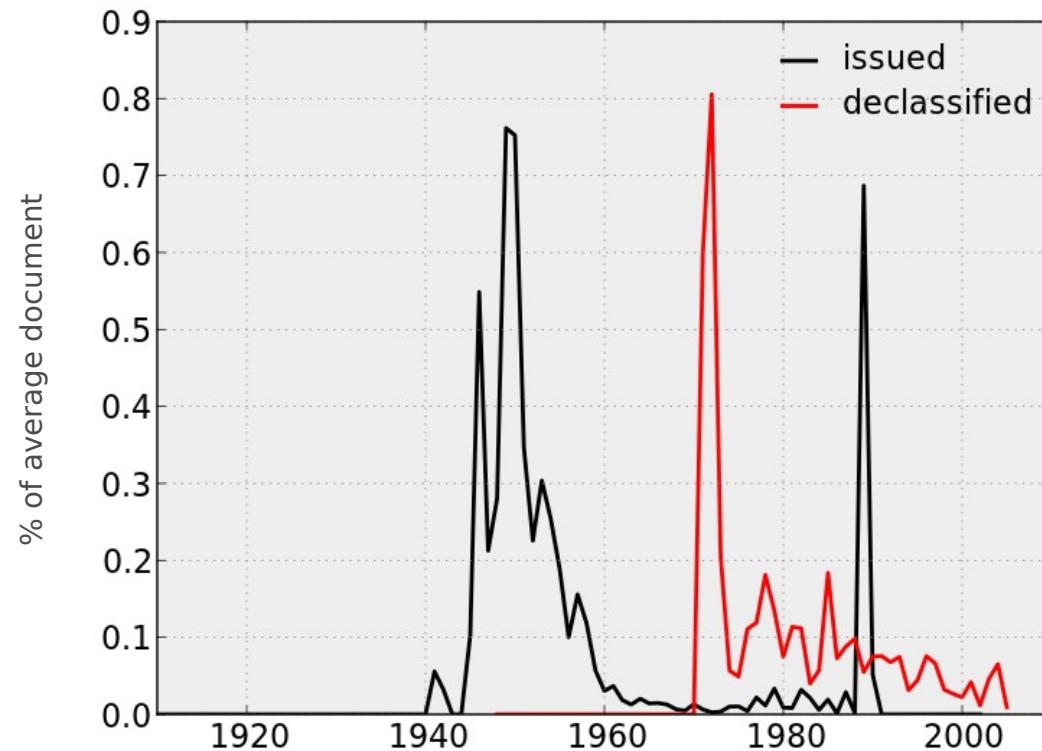
# Inferred Topics

draft  
service  
manpower  
volunteer  
selective  
age  
calls  
volunteers  
deferments  
pay  
...

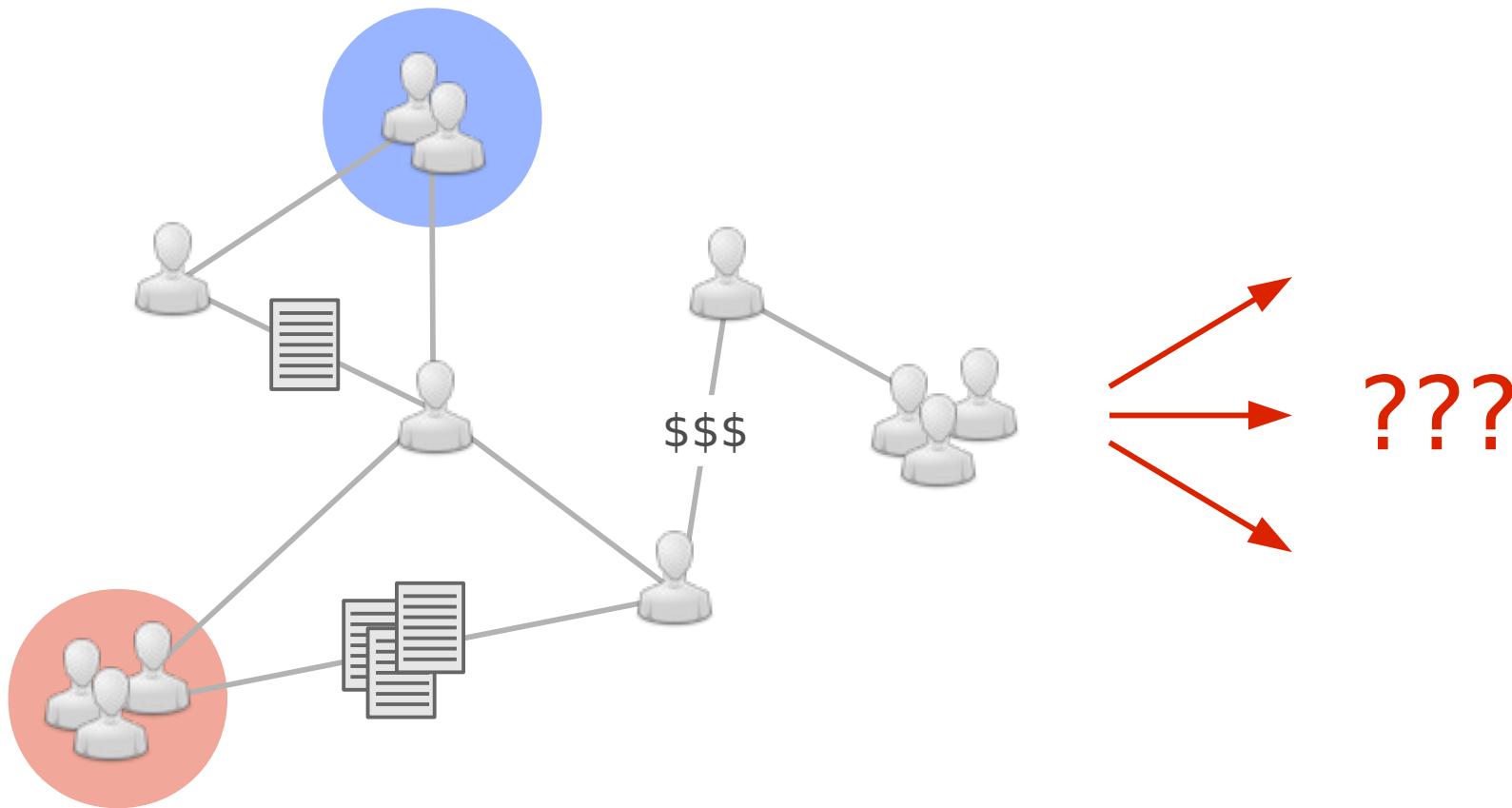


# Inferred Topics

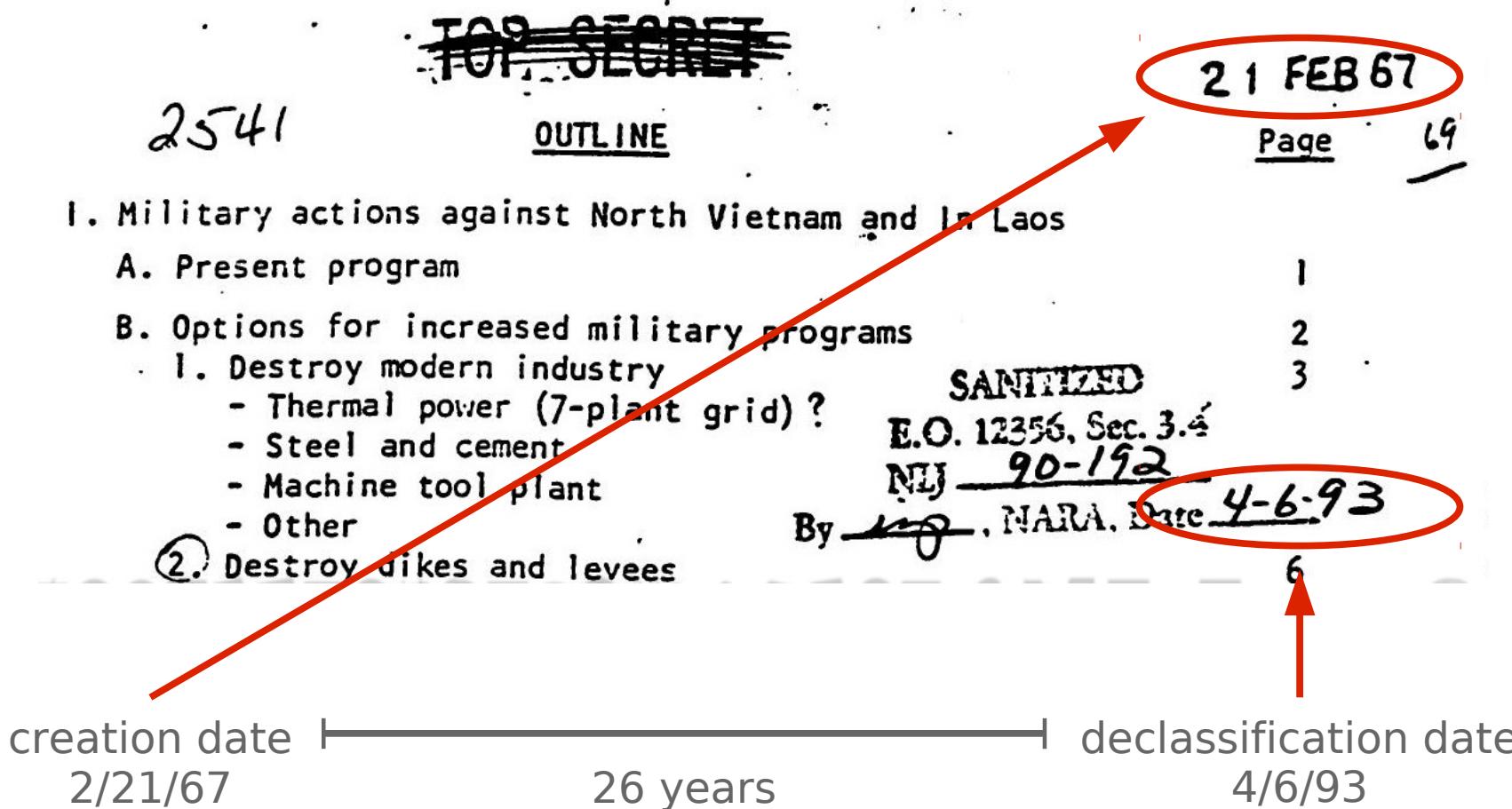
atomic  
weapon  
bomb  
bombs  
weapon  
energy  
thermonuclear  
development  
hydrogen  
stockpile  
...



# Predictive Analyses



# Classification Duration



# Survival Analysis

- Statistical methods for modeling durations:
  - Biology/medicine: organism death
  - Engineering: component failure
  - Social sciences: event durations (e.g., recidivism)
- Goal: model effect on survival time of covariates, e.g.,
  - Vaccine treatments
  - Temperature differences
  - Job placement or education programs

# Duration and Content

HIS APPROACH WAS, "WELL, OF COURSE, WE KNOW THERE ISN'T ANYTHING TO THIS ALLEGED PHENOMENON (FLYING SAUCERS), BUT ON THE OTHER HAND". DURING HIS TALK SHKLOVSKIY AND OTHER SOVIETS JOKED AND LAUGHED AND OBVIOUSLY DID NOT TAKE THE SPEAKER'S REMARKS SERIOUSLY.

14 years

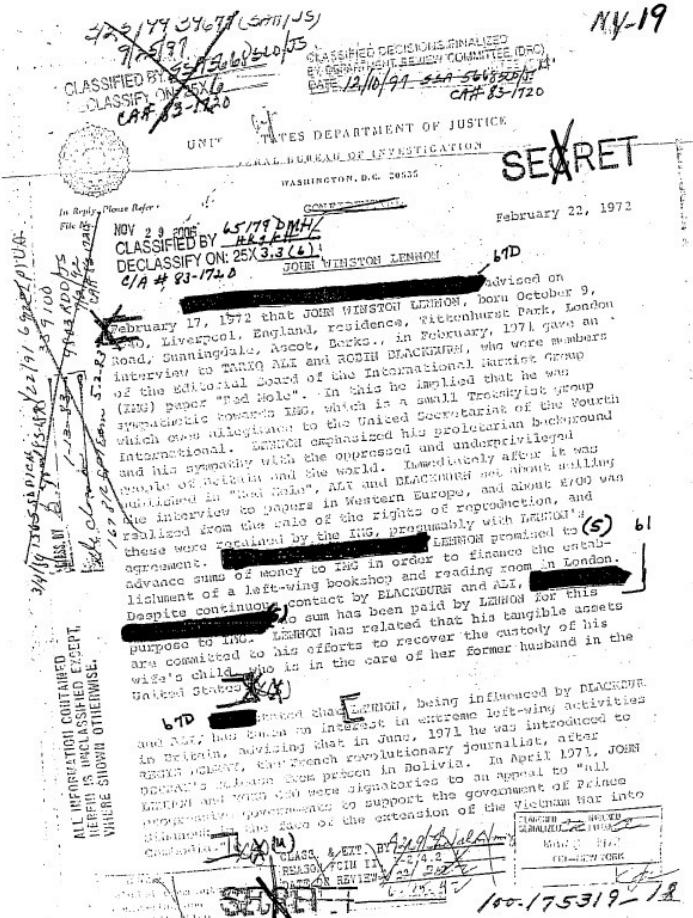
57 years

CENTRAL INTELLIGENCE GROUP

SOVIET CAPABILITIES FOR THE DEVELOPMENT AND PRODUCTION  
OF CERTAIN TYPES OF WEAPONS AND EQUIPMENT

1. Herein is presented an estimate of Soviet capabilities in the development and production, during the next ten years, of certain weapons and equipment, as follows:

# Modeling Text and Duration



- Topics provide information about classification durations
- Goal: incorporate durations into the probabilistic model
- Infer latent topics using both textual and temporal information

# To Conclude...



# Thanks!

Acknowledgements: P. Krafft, J. Moore, B. Desmarais, R. Shorey

wallach@cs.umass.edu  
<http://www.cs.umass.edu/~wallach/>