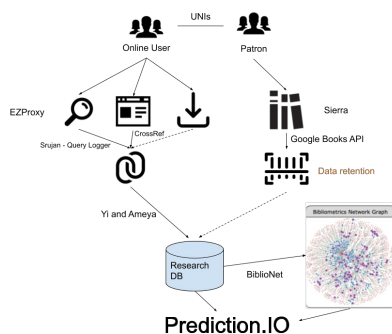
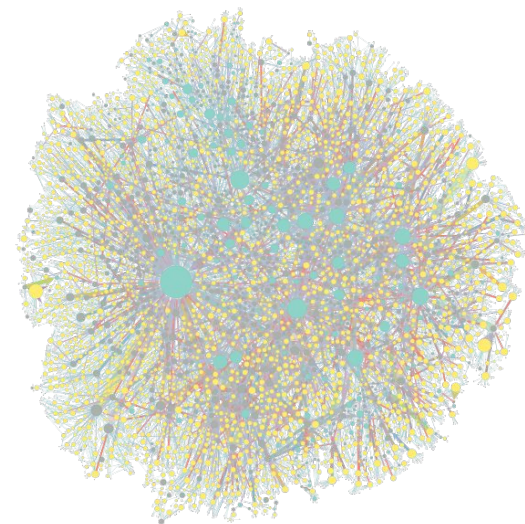


Networks, Library Data and Recommendations

A Data Science Journey



Henry Williams - 07/24/2019



The Problem: Recommending Educational Content

- In Yi's talk - he discussed the challenges of building recommendation systems for education:
 - No perfect system
 - Need a lot of data - NLT did not have enough
 - Want to take user behavior into account
- In my talk:
 - How do we go about solving some of those problems?
 - What does (real-life) data science problem solving look like?
 - How can we understand and draw meaningful insights from our data?
 - What is the path forward?

Traditional Recommendation Systems

- Use mathematical methods to determine correlation between users and content
- Are content-agnostic (they don't care what they are recommending)
- Maximize whatever parameter you give them (usually user-rating)

SVD Algorithm


- Singular value decomposition (SVD) is a linear algebra technique
- **Basically: it takes a matrix with users across the top and items along the sides, with each cell containing some kind of rating, and decomposes it into smaller matrices which represent the data based on latent (hidden) factors**

$$\begin{matrix} \begin{matrix} \text{Matrix } M \\ m \times n \end{matrix} & = & \begin{matrix} \text{Matrix } U \\ m \times m \end{matrix} & \begin{matrix} \text{Matrix } \Sigma \\ m \times n \end{matrix} & \begin{matrix} \text{Matrix } V^* \\ n \times n \end{matrix} \end{matrix}$$
$$\begin{matrix} \begin{matrix} \text{Matrix } U \\ m \times m \end{matrix} & \begin{matrix} \text{Matrix } U^* \\ m \times m \end{matrix} & = & \begin{matrix} \text{Matrix } I_m \\ m \times m \end{matrix} \end{matrix}$$
$$\begin{matrix} \begin{matrix} \text{Matrix } V \\ n \times n \end{matrix} & \begin{matrix} \text{Matrix } V^* \\ n \times n \end{matrix} & = & \begin{matrix} \text{Matrix } I_n \\ n \times n \end{matrix} \end{matrix}$$



But...

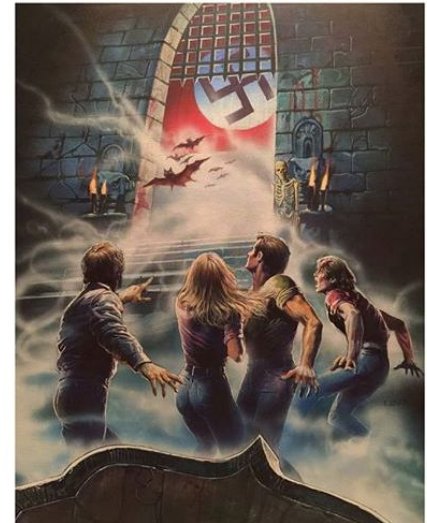
These methods don't care who your users are or what you're recommending to them




Pitfalls of traditional methods


- Methods like collaborative filtering do not take into account any metadata about what is being recommended
- Most recommendation systems were developed in the tech industry, with the goal of:
 - Maximizing use-time
 - Making users happy
 - Increasing ad conversions
- This leads to moral hazards, i.e. the YouTube algorithm recommending increasingly extreme content
- Data science should be about people and their needs - tools like Deep Learning obfuscate what the computer is doing
- **For education, we want to recommend content that will actually help users *learn*: need to know what we are recommending and why.**

**YOUTUBE RECOMMENDATIONS
AFTER WATCHING BASICALLY
ANYTHING**





AUDIENCE PARTICIPATION SEGMENT:
What would you try to improve on these
systems?





So, we need more data

Landscape of Library Data



Online User



Patron

EZProxy



Sierra

- EZProxy is the library's proxy server
 - It gives users access to copyrighted content that Columbia has institutional rights to
 - When you see a "Columbia e-link" it comes from EZProxy
- Library Sierra holds the records for physical items



Perfect.
Solved that problem, now we can
start studying user behavior



Nope.

EZProxy Server Data

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6	2019-01-02 01:22:56	128.59.82.245	D90KMGWNl41iEiw	ebookcentral.proquest.com	https://ebookcentral.proquest.com/lib/teacherscollege-ebooks/reader.action?docID=5224777&pgg=4
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Also no.

Library Sierra Data

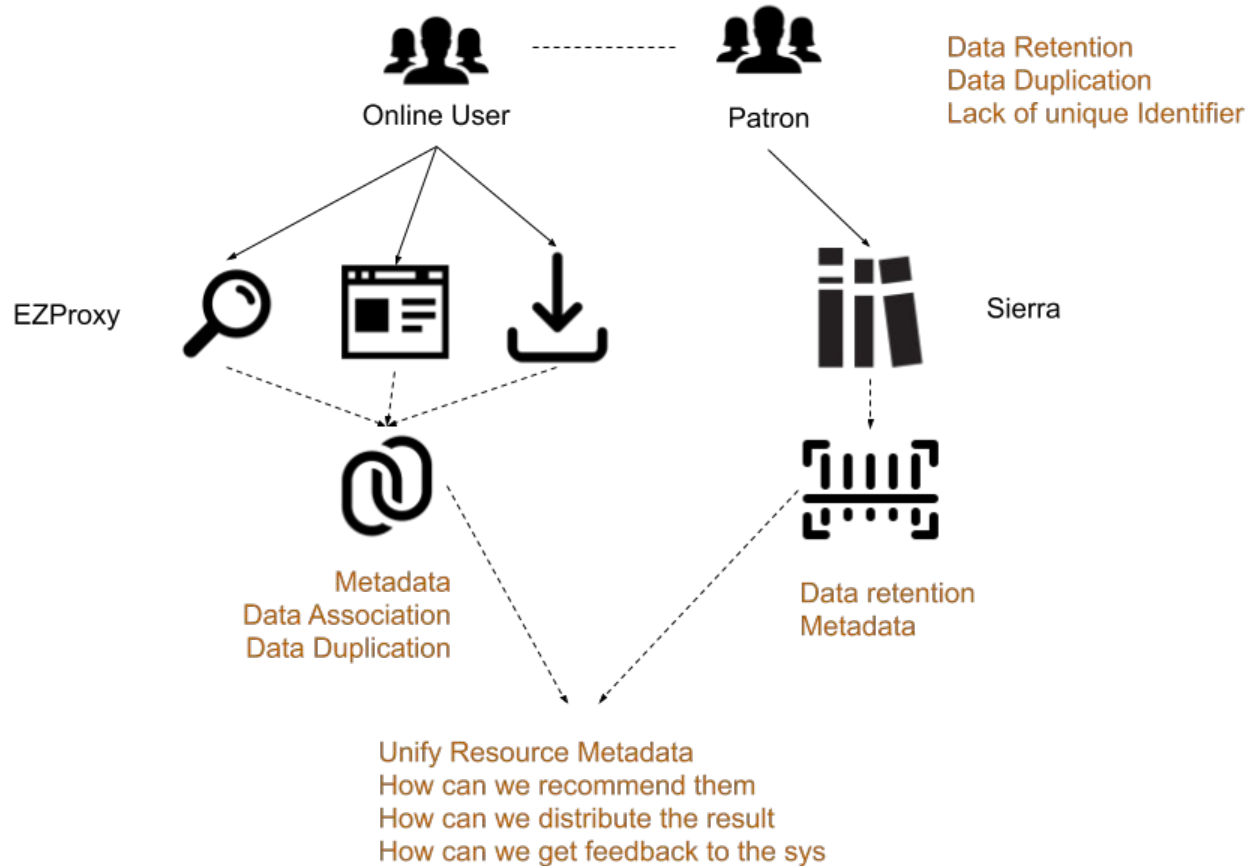
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1000003		2009-03-26	1992-08-21	English	Accommodating the spectrum of individual abilities	1983	1994-06-08	PRINTED MATL	MONOGRAPH	New York
1000004	Simons, William E	2012-10-02	1992-08-21	English	Liberal education in the service academies	1965	1992-08-21	PRINTED MATL	MONOGRAPH	New York
1000006	Ripple, Richard E	2009-03-26	1992-08-21	English	The relationship of anxiety, creativity, and intelligence to s...	1966	1992-08-21	PRINTED MATL	MONOGRAPH	New York
1000007	Christen, Robert J	2009-03-26	1992-08-21	English	Monotheism and Moses,	1969	1992-08-21	PRINTED MATL	MONOGRAPH	Massachusetts
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1000010	Stuckenschmidt, Hans Heinz, 1901-1988	2009-03-26	1992-08-21	English	Twentieth century music.	1969	1992-08-21	PRINTED MATL	MONOGRAPH	New York
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1000017	McFarland, Andrew S., 1940-	2009-06-28	1992-08-21	English	Power and leadership in pluralist systems	1969	1992-08-21	PRINTED MATL	MONOGRAPH	New York
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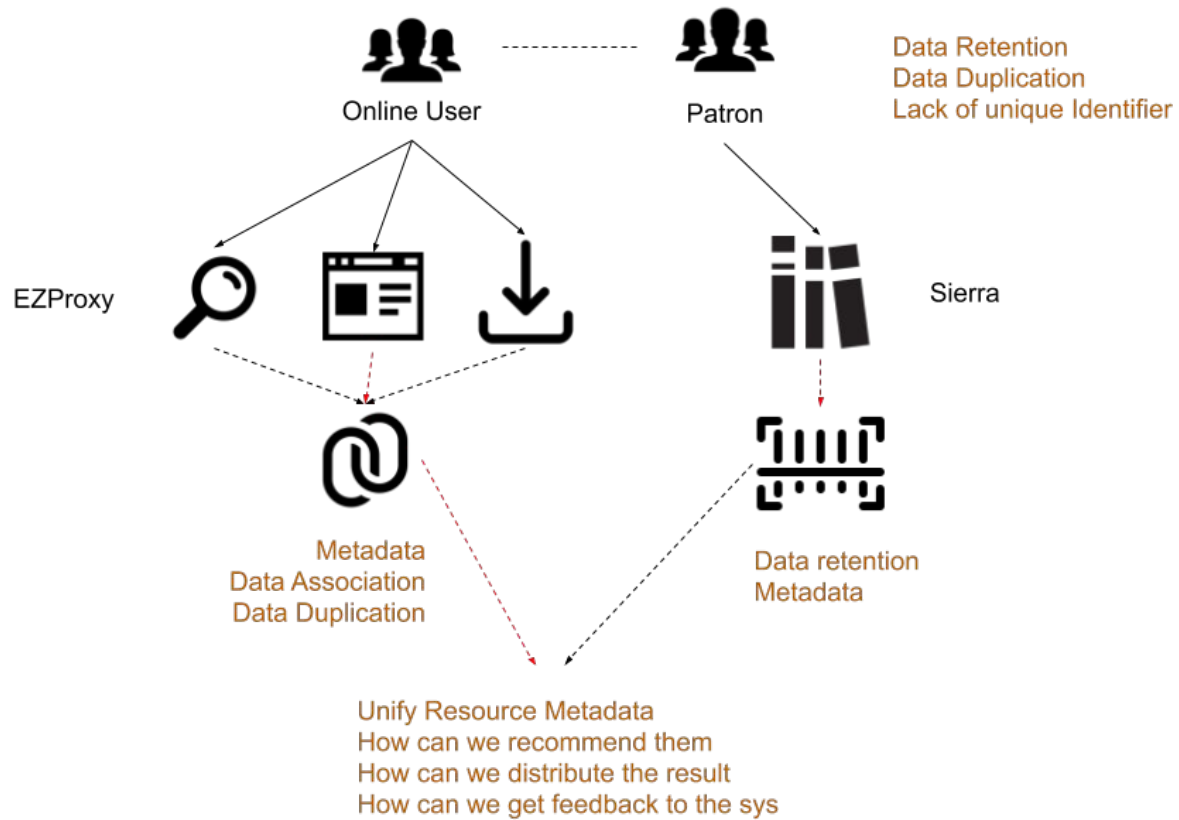


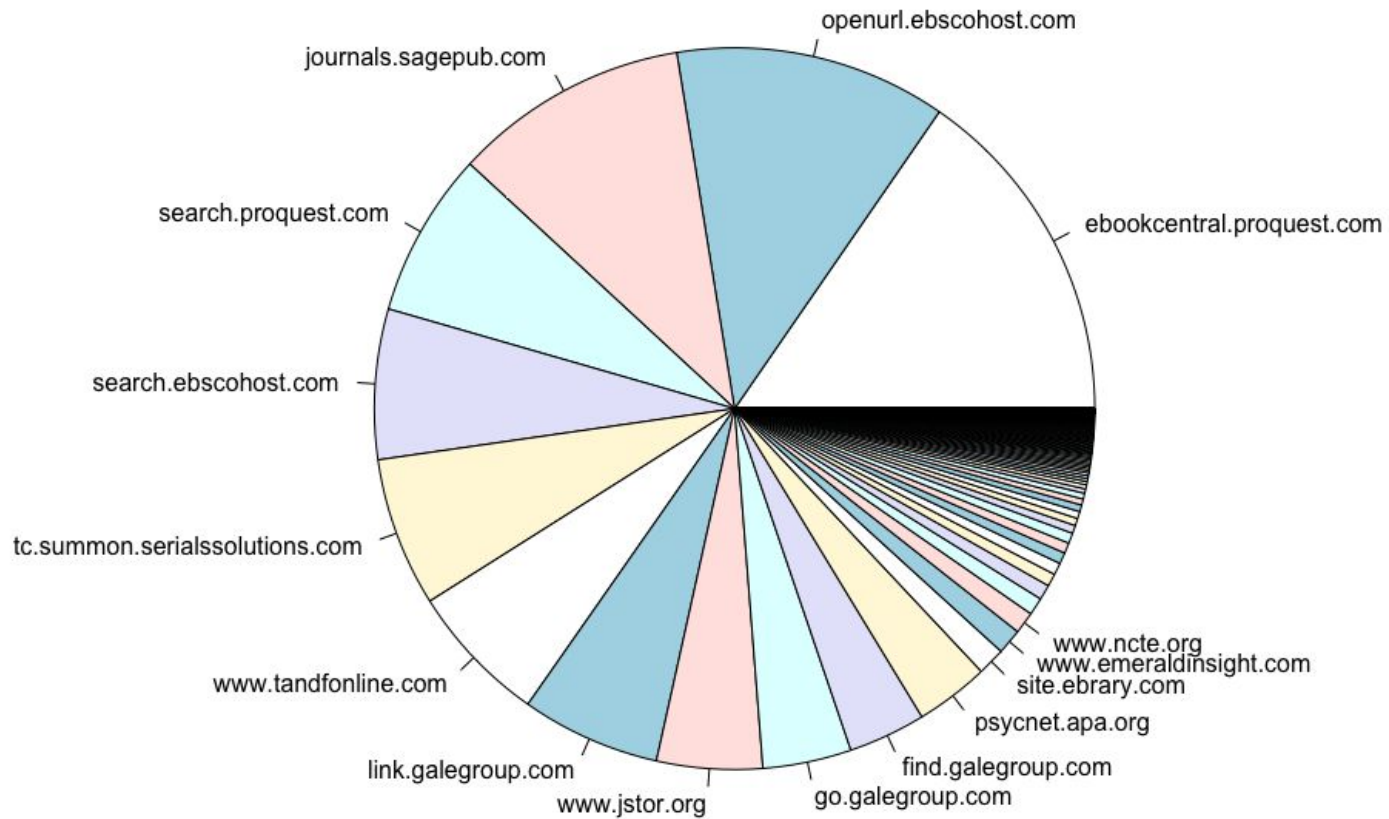
Lesson: “Real” data sucks

Primary job of data scientists is making it work anyway









Let's stare at links (this is what data scientists actually do)

What information do you see?

<http://journals.sagepub.com/doi/10.1177/0272431618770809>

<http://openurl.ebscohost.com/linksvc/linking.aspx?genre=article&issn=1538-6619&title=YC+young+children&date=2009&volume=64&issue=1&spage=32&atitle=When+Children+Have+Something+to+Say%2C+Writers+Are+Born&aualast=Stonier&aufirst=Francis>

<http://www.tandfonline.com/doi/abs/10.1080/15235882.2011.568831>

<http://www.emeraldinsight.com/10.1108/ET-02-2014-0006>

DOIs and OpenURL

- Turns out, other researchers have had the same problem
- Back in the day, no universal method for identifying or finding papers
- **Identifying:** DOIs - a unique number that identifies a particular article from some publication
- **Finding:** OpenURL - a standard format for requesting a paper from an academic database



Lesson:
Don't reinvent the wheel

What we wanted all along: useful metadata

- CrossRef (an open database of academic metadata) stores all the information we need.
- Armed with a DOI or OpenURL parameters, we can get this:

```
▼ {indexed: {date-parts: [[2019, 2, 13]], date-time: "2019-02-13T07:34:04Z", timestamp: 1550043244187},...}
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  ▶ ISSN: ["1687-725X", "1687-7268"]
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  ▶ alternative-id: ["564864", "564864"]
  ▶ author: [{ORCID: "http://orcid.org/0000-0001-7083-4615", authenticated-orcid: true, given: "Sergio",...},...]
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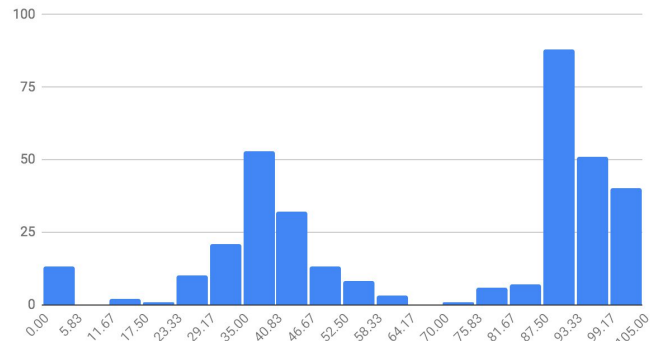

Side note: same goes for Library Sierra

- Similarly, we don't want to reinvent the wheel
- Use the information we have (title, author) to get the information we don't have (category, ISBN, metadata)
- Google Books API

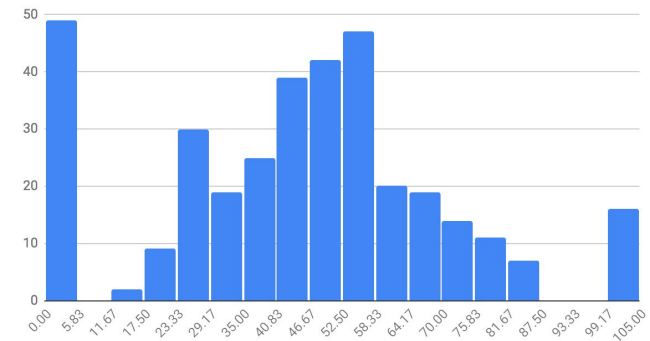


Side note: refining results

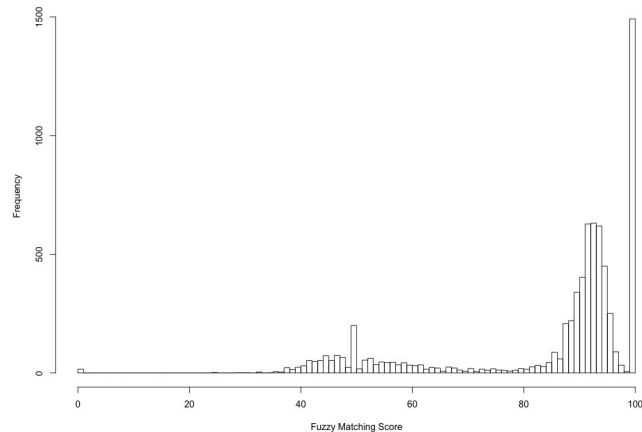
Histogram of Title Fuzzy Matching Scores TEST 1 (n=349)



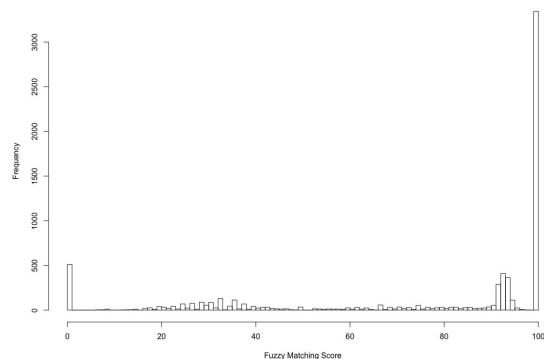
Histogram of Author Fuzzy Matching Scores TEST 1 (n=349)




Histogram of Title Fuzzy Matching Scores TEST 6 (n = 7164)




Histogram of Author Fuzzy Matching Scores TEST 6 (n = 7164)



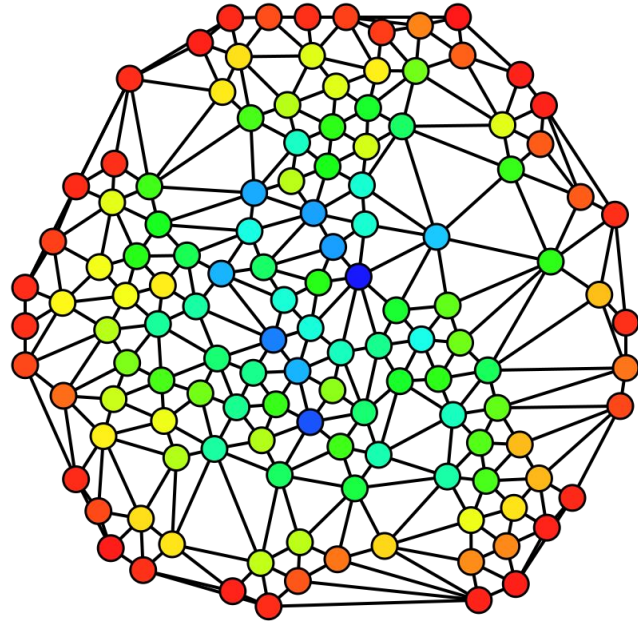


AUDIENCE PARTICIPATION SEGMENT:
What's the best way to represent this
data now that we have it?

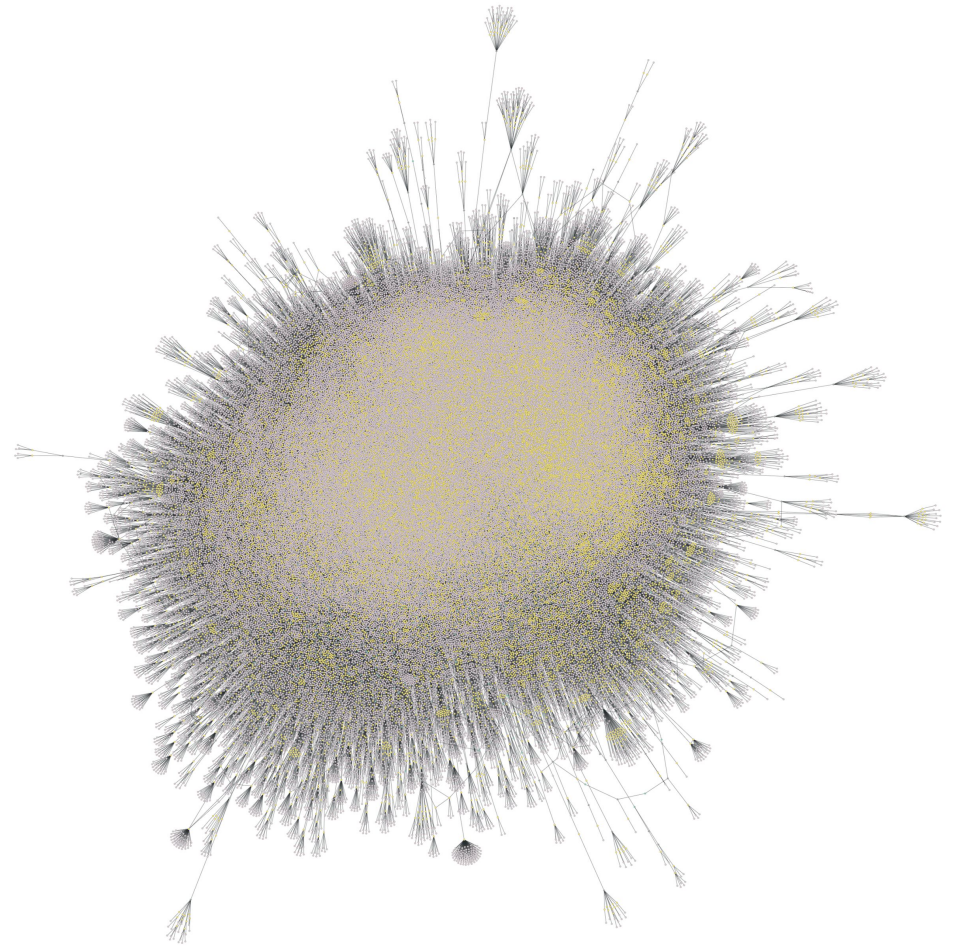


Networks and Graphs

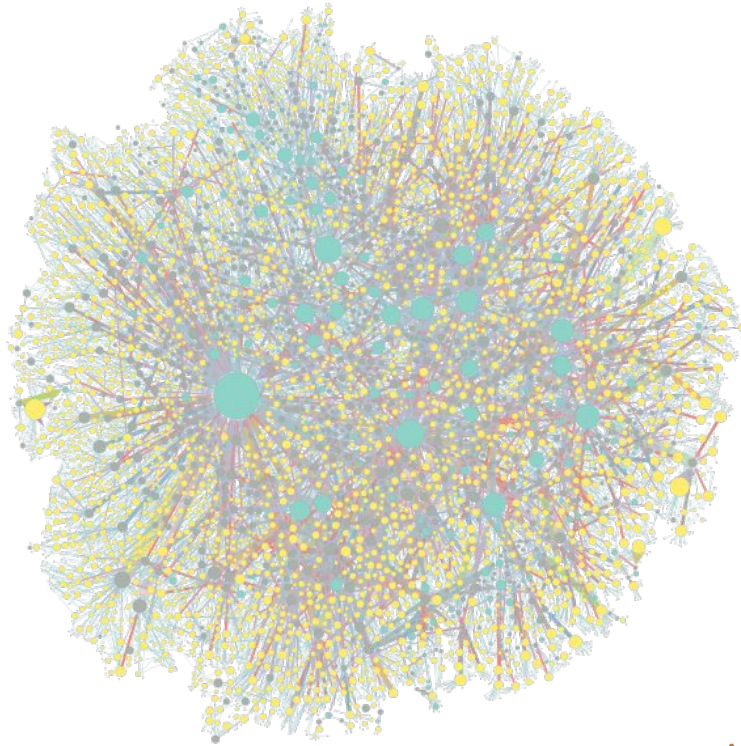
- Metadata is all the information which provides context for data
 - If our data is academic articles, the metadata situates that article in a context
- Academic data is inherently interconnected - how?
- Want to represent this data in some way which represents this inherent interconnectivity?
- Graphs are collections of nodes and edges



Everything users
have ever looked
at



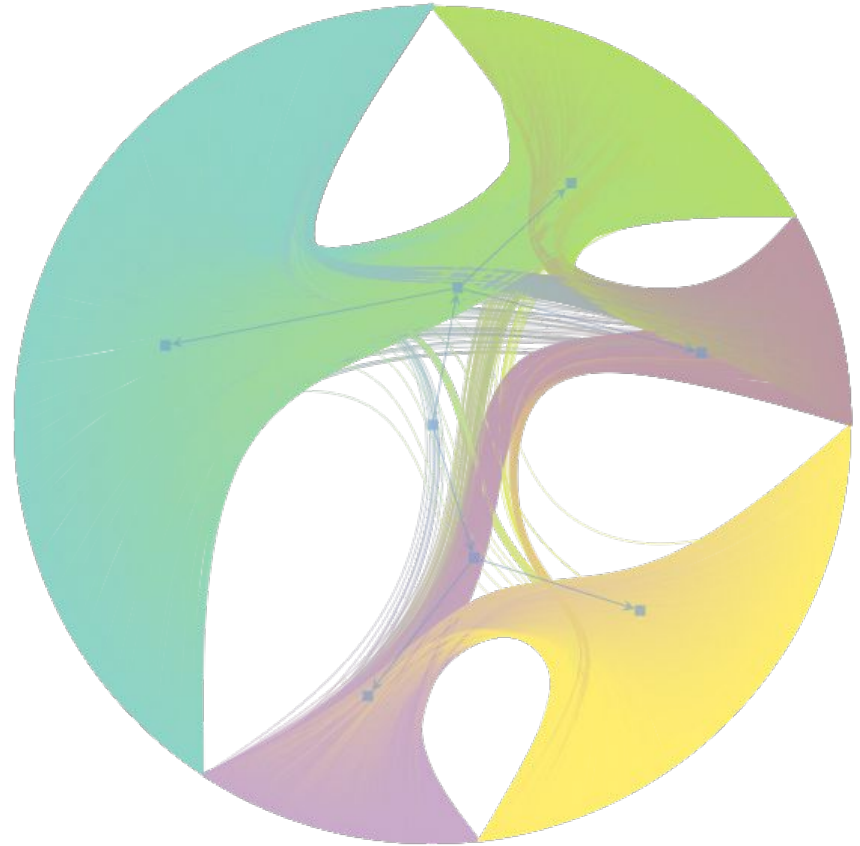
Let's make it a bit clearer...



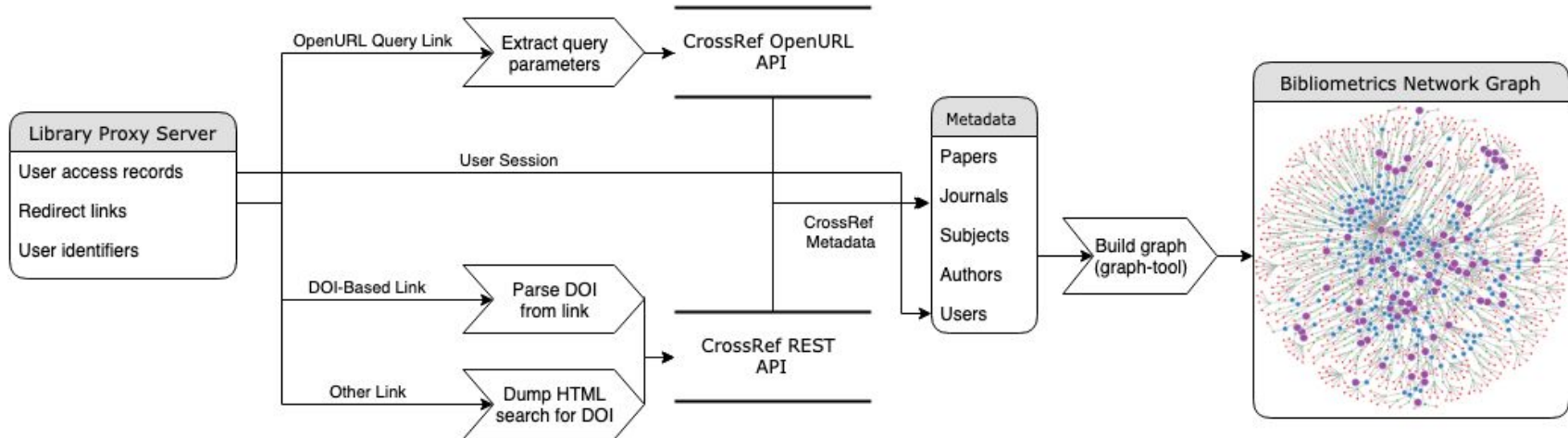
...what do you see?

Potential Graph Insights

- Node centrality
- Blockmodels (condense the graph)
- Inter-node distance
- Edge prediction - could form basis for recommendations
- Social networks and co-authorship



My EZProxy analysis pipeline - AERA Paper



BiblioNet - Open-Source Software for replicating this analysis

EdLabTC / Research

bibilionet-ezproxy

Clone ...

Here's where you'll find this repository's source files. To give your users an idea of what they'll find here, [add a description to your repository](#).

master

Filter files

/			
Name	Size	Last commit	Message
bibilionet		5 days ago	stuff Former-commit-id: 4be6afd802ccb05b20f75a1783...
bin		5 days ago	stuff Former-commit-id: 4be6afd802ccb05b20f75a1783...
development		5 days ago	no node modules Former-commit-id: 772fe2739fe038bd...
.gitignore	1.34 KB	5 days ago	ignore Former-commit-id: 94380fb45bf784270c28333...
Dockerfile	686 B	2019-06-24	access records routine
LICENSE	1.04 KB	2019-07-03	more packaging work
MANIFEST.in	0 B	2019-07-03	more packaging work
README.md	170 B	2019-06-17	update
cloudbuild.yaml	158 B	2019-06-23	various cloud build things
requirements.txt	197 B	2019-06-21	made Dockerfile
savedrecs.txt	86.05 KB	2019-06-21	made Dockerfile
setup.py	785 B	5 days ago	stuff Former-commit-id: 4be6afd802ccb05b20f75a1783...

README.md

EdLab Search and Recommendation Research

Research done as a DSI Scholar at EdLab, studying Search and Recommendation systems for education.

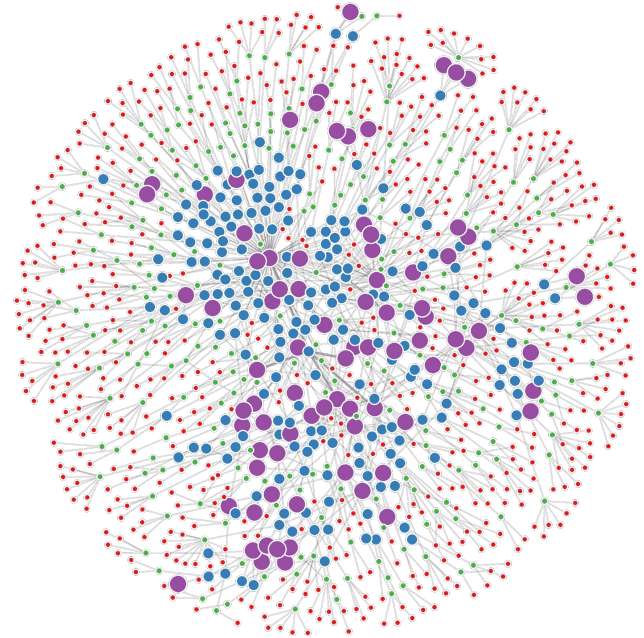
Henry Williams © 2019

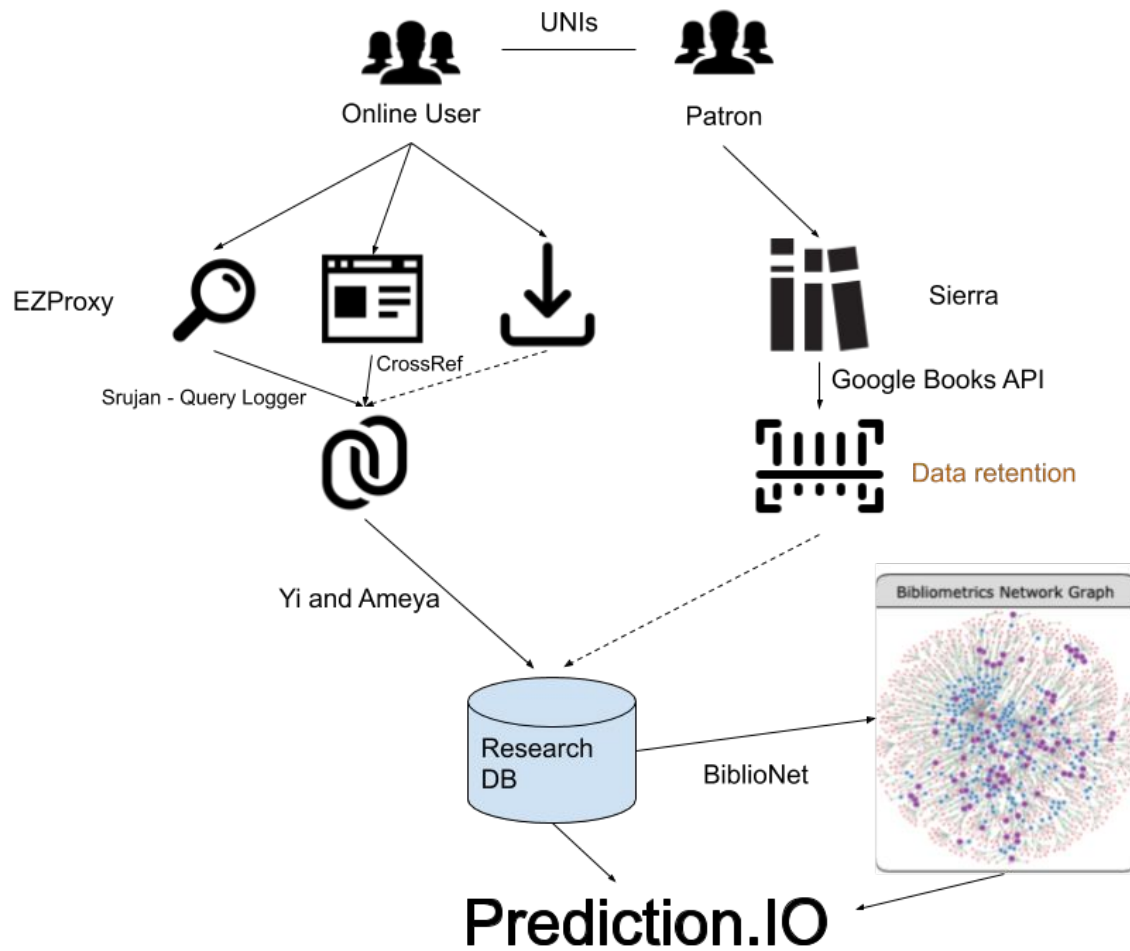
Potential applications

- Live updating network of what library users are looking at right now
- Personal networks that users can explore to see works connected to what they've already seen
- Parameters like graph distance for Prediction.IO
- Cite-Finder: what papers should you be citing for your dissertation?
- Social network modeling (AMEYA)
- Comparing Library corpuses

type_size
● 0.5
● 2.9
● 5.3
● 7.6
● 10

type
● author
● journal
● paper
● subject



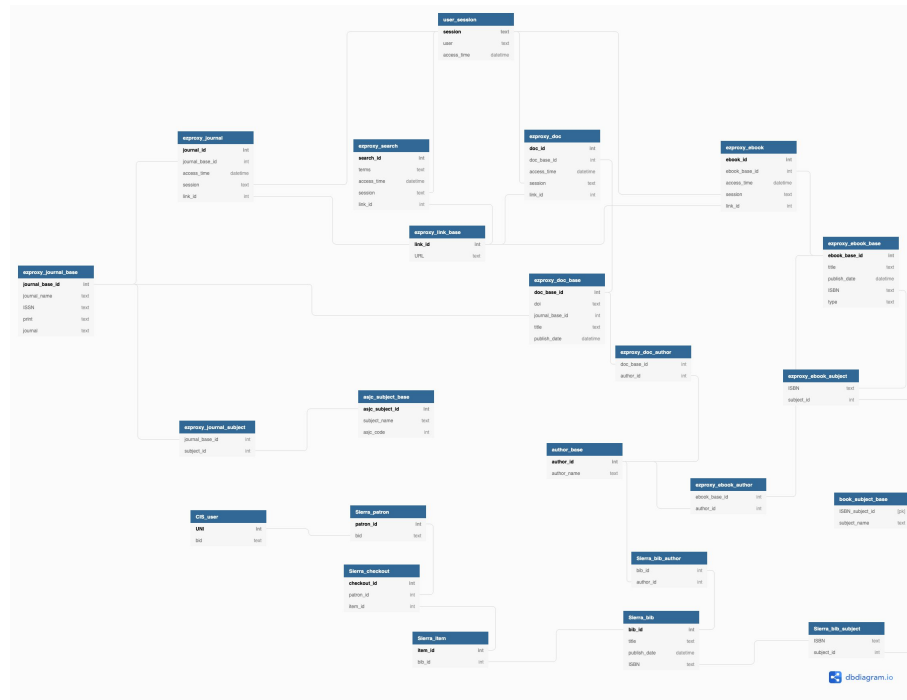


Lessons Learned

1. Education research requires development of new methods for recommendation - traditional methods have pitfalls
2. Real-world data is messy and difficult to use
3. #2 is often the MAIN BARRIER to research (this EZProxy data has been going unused - diamond in the rough)
4. Don't reinvent the wheel - rely on databases and techniques that already exist
5. Represent data according to its inherent structure
6. Try everything - fail often
 - a. Failed ideas: a webcrawler to download papers/circumvent JSTOR restrictions, using machine learning to parse pages or PDFs, using topic modeling

The Path Forward

1. Creating a research database including all available metadata
2. Using this as a basis for recommendations (Predictionio)
3. Doing social network analysis
4. Writing a journal paper on the method and open-sourcing the software



Curious?

The screenshot displays the Rhizr web application interface. At the top, there is a navigation bar with the Rhizr logo, a search bar containing "Search Rhizr", a "New Rhizr" button, and a user profile for "Henry" with a notification badge showing "2". Below the navigation bar, the main header area features the title "Henry Williams Projects" and a sub-header "This Rhizr has no description". The user's name "EdLab Research | Henry Williams | Yi Chen" is also visible. A dropdown menu labeled "Untitled Block View" is present. The main content area is organized into several colored boxes representing different project categories:

- Projects (Orange box):**
 - Biblionet Python Library
 - Analysis Pipeline
- Sierra Library Project (Maroon box):**
 - Problem Statement
 - Google Books Integration
 - Topic Modeling and LDA
- Research Papers (Yellow box):**
 - Network Modeling Methods and Metadata Extraction for Library Access Records
- Network Analysis Project (Brown box):**
 - Graph Theory and Bibliometrics
 - BACKGROUND - Metaknowledge
 - Graph-Tool Python
 - Bibliometric Networks
- Presentation & Seminar (Blue box):**
 - 07/23 Seminar Presentation
- EZProxy Project (Green box):**
 - Problem Statement
 - BACKGROUND - DOIs, OpenURL, and link resolvers
 - Get Metadata from OpenURL
 - Alt Sources for Metadata
 - CrossRef REST API
 - EZProxy Data and Metadata
- Others (Pink box):**
 - EdLab Bio
 - EdLab Blogs

What else I've been working on

Today is my last day at the lab...



The New York Times Magazine

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FEATURE

Are These Teenagers Really Running a Presidential Campaign? Yes. (Maybe.)

The retired senator Mike Gravel gave two young fans his Twitter password and permission to campaign in his name. It might be a stunt — or the future of politics.

By JAMIE LAUREN KEILES



Tina Tyrrell for The New York Times

