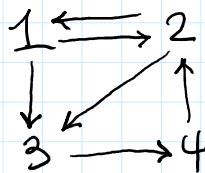


Problem from last time...

ex. consider 4 URLs that may be viewed sequentially in a given pattern:



let x_1, x_2, x_3, x_4 be the proportions of the users that land on each of the pages initially - express as a distribution vector

$$\vec{x} = \begin{bmatrix} x_1 \\ x_2 \\ x_3 \\ x_4 \end{bmatrix}$$

for example: $\vec{x} = \begin{bmatrix} 0.4 \\ 0.1 \\ 0.3 \\ 0.2 \end{bmatrix}$ or $\begin{bmatrix} 2/5 \\ 1/10 \\ 3/10 \\ 1/5 \end{bmatrix}$

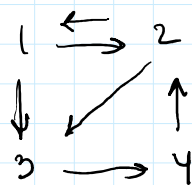
40% of users (and here (page 1) first)

adds to 1 EXACTLY (100%)

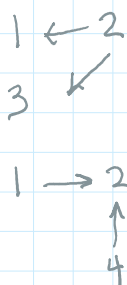
users will move from page to page according to system

let's write result as transformation: $\vec{y} = \begin{bmatrix} y_1 \\ y_2 \\ y_3 \\ y_4 \end{bmatrix}$

where $y_1 =$ user ends at page 1
 $y_2 =$ " " 2
 $y_3 =$ " " 3
 $y_4 =$ " " 4



assume equal probability that user moves from one page to the next



$$y_1 = \frac{1}{2} x_2$$

$$y_2 = \frac{1}{2} x_1 + 1 x_4$$

$$y_3 = \frac{1}{2} x_1 + \frac{1}{2} x_2$$

$$y_4 = x_3$$

check (add):

$$1x_1 \quad 1x_2 \quad 1x_3 \quad 1x_4 \leftarrow \text{all coefficients should add to 1}$$

check (add):

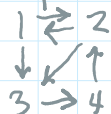
$1 \times_1$ $1 \times_2$ $1 \times_3$ $1 \times_4$ ← all coefficients should add to 1 (account for all prob. of movements)

then matrix A:

$$\begin{bmatrix} 0 & \frac{1}{2} & 0 & 0 \\ \frac{1}{2} & 0 & 0 & 1 \\ \frac{1}{2} & \frac{1}{2} & 0 & 0 \\ 0 & 0 & 1 & 0 \end{bmatrix}$$

left off here on Monday

system:



then $\vec{y} = A\vec{x} = T(\vec{x})$

↑
transformation matrix, A

let's look at the structure of A

let page i = resulting page

page j = starting page

let c_j = # of links from page j

$$\begin{aligned} c_1 &= 2 \\ c_2 &= 2 \\ c_3 &= 1 \\ c_4 &= 1 \end{aligned}$$

proportion of users that start @ j, end @ i

$$= \frac{x_j}{c_j} \leftarrow \begin{array}{l} \text{assuming initial population of } x_j \\ \text{got distributed equally to } c_j \\ \text{equal probability} \end{array}$$

then ijth entry of matrix A is $\frac{1}{c_j}$

if $\exists$ link $j \rightarrow i$

else if $\nexists$ link $\Rightarrow$ probability = 0

Equilibrium Distribution

construct the transformation s.t. $A\vec{x} = \vec{x}$

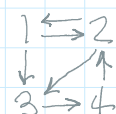
i.e., the distribution after movement is exactly same as before

$$\begin{array}{rcl} x_1 & & \\ & \frac{1}{2}x_2 & \\ \frac{1}{2}x_1 & & \\ \frac{1}{2}x_1 + \frac{1}{2}x_2 & & \\ & x_3 & \\ & & x_4 \end{array} \quad \begin{array}{l} = x_1 \\ = x_2 \\ = x_3 \\ = x_4 \end{array}$$

$y_1 = x_1$, etc.

next, set all equations = 0

system:



$$\begin{array}{l} \left| \begin{array}{cc} \frac{1}{2}x_1 + \frac{1}{2}x_2 & \\ & x_3 \end{array} \right| = \begin{array}{l} x_3 \\ x_4 \end{array} \end{array}$$

$$\begin{array}{l} \left| \begin{array}{cc} -x_1 + \frac{1}{2}x_2 & \\ \frac{1}{2}x_1 - x_2 & \\ \frac{1}{2}x_1 + \frac{1}{2}x_2 & \end{array} \right| \begin{array}{l} -x_3 \\ x_3 \\ -x_4 \end{array} + \begin{array}{l} x_4 \\ \\ \\ \end{array} = \begin{array}{l} 0 \\ 0 \\ 0 \\ 0 \end{array} \end{array}$$

as an augmented matrix, M:

$$\left[\begin{array}{cc|cc|c} -1 & \frac{1}{2} & 0 & 0 & 0 \\ \frac{1}{2} & -1 & 0 & 1 & 0 \\ \frac{1}{2} & \frac{1}{2} & -1 & 0 & 0 \\ 0 & 0 & 1 & -1 & 0 \end{array} \right] \xrightarrow{\text{rref}(M)} \left[\begin{array}{cc|cc|c} 1 & 0 & 0 & -\frac{2}{3} & 0 \\ 0 & 1 & 0 & -\frac{4}{3} & 0 \\ 0 & 0 & 1 & 1 & 0 \\ 0 & 0 & 0 & 0 & 0 \end{array} \right]$$

$x_1 - \frac{2}{3}x_4 = 0 \Rightarrow x_1 = \frac{2}{3}x_4$
 $\frac{1}{2}x_1 - x_2 = 0 \Rightarrow x_2 = \frac{1}{2}x_1 = \frac{1}{3}x_4$
 $x_3 = x_4$
 let $x_4 = \text{arbitrary } t$

To find equilibrium vector, recall that sum of probabilities = 1
 recall $\vec{x}$ was defined as the distribution vector.
 let $\vec{x}_{\text{equ}}$ = equilibrium vector

$$\vec{x}_{\text{equ}} = \begin{bmatrix} x_1 \\ x_2 \\ x_3 \\ x_4 \end{bmatrix}$$

$x_1 + x_2 + x_3 + x_4 = 1$ ← substitute and solve for t
 $\frac{2}{3}t + \frac{1}{3}t + t + t = 1$
 $2t + 2t = 1$
 $t = \frac{1}{4}$

$$= \begin{bmatrix} \frac{2}{3} \cdot \frac{1}{4} \\ \frac{1}{3} \cdot \frac{1}{4} \\ \frac{1}{4} \\ \frac{1}{4} \end{bmatrix} = \begin{bmatrix} \frac{1}{6} \\ \frac{1}{12} \\ \frac{1}{4} \\ \frac{1}{4} \end{bmatrix}$$

check:
 $\frac{1}{6} + \frac{1}{12} + \frac{1}{4} + \frac{1}{4}$
 $= \frac{2}{12} + \frac{1}{12} + \frac{3}{12} + \frac{3}{12}$
 $= \frac{9}{12} = \frac{3}{4} + \frac{1}{4} = 1 \checkmark$

Definition:

• vector $\vec{x}$ in $\mathbb{R}^n$ is a distribution vector if
 its components add to 1 and
 all components are ≥ 0

• square matrix, A := transition matrix if $\forall$ components are distribution vectors
 i.e., all entries are ≥ 0 and each set of column vectors add to 1

• if A is transition matrix and $\vec{x}$ is distribution vector
 then $A\vec{x}$ will be a distribution vector as well

- if A is transition matrix and $\vec{x}$ is distribution vector then $A\vec{x}$ will be a distribution vector as well

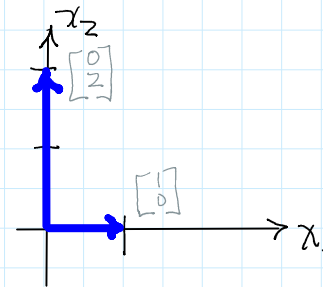
see that we showed that A meets the conditions of a transition matrix and $\vec{x}_{\text{equ}}$ " distribution vector

§2.2 Linear Transformations in Geometry

in previous section, saw that $\begin{bmatrix} 0 & -1 \\ 1 & 0 \end{bmatrix}$ results in a 90° CCW rotation

given vectors: $\begin{bmatrix} 1 \\ 0 \end{bmatrix}, \begin{bmatrix} 0 \\ 2 \end{bmatrix}$

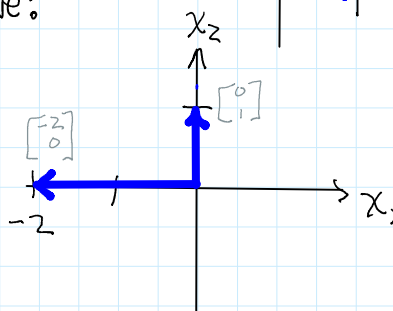
graph as:



recall: apply transformation from above:

$$\begin{bmatrix} 0 & -1 \\ 1 & 0 \end{bmatrix} \begin{bmatrix} 1 \\ 0 \end{bmatrix} = \begin{bmatrix} 0(1) - 1(0) \\ 1(1) + 0(0) \end{bmatrix} = \begin{bmatrix} 0 \\ 1 \end{bmatrix}$$

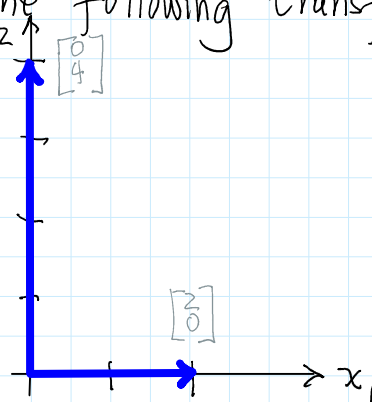
$$\begin{bmatrix} 0 & -1 \\ 1 & 0 \end{bmatrix} \begin{bmatrix} 0 \\ 2 \end{bmatrix} = \begin{bmatrix} 0(0) - 1(2) \\ 1(0) + 0(2) \end{bmatrix} = \begin{bmatrix} -2 \\ 0 \end{bmatrix}$$



now, look at the results as the following transformations are applied:

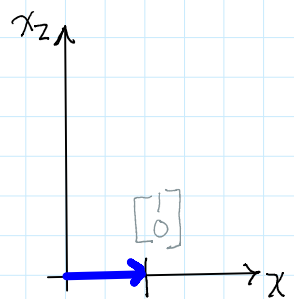
$$A = \begin{bmatrix} 2 & 0 \\ 0 & 2 \end{bmatrix} = 2 \begin{bmatrix} 1 & 0 \\ 0 & 1 \end{bmatrix}$$

↑ scalar I_2



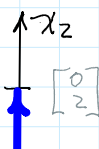
$$B = \begin{bmatrix} 1 & 0 \\ 0 & 0 \end{bmatrix}$$

↑ eliminates vertical vector
horizontal vector same

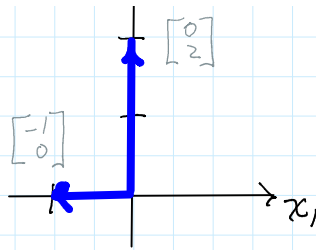


$$C = \begin{bmatrix} -1 & 0 \\ 0 & 1 \end{bmatrix}$$

reflection about vertical axis



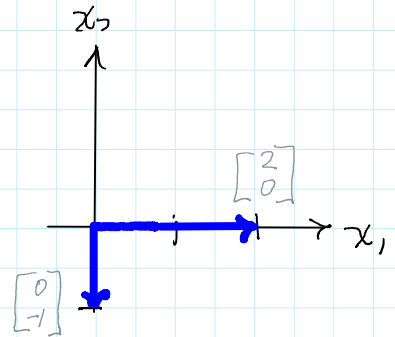
$$C = \begin{bmatrix} -1 & 0 \\ 0 & 1 \end{bmatrix} \quad \text{reflection about vertical axis}$$



$$D = \begin{bmatrix} 0 & 1 \\ -1 & 0 \end{bmatrix} \quad \text{CW rotation of } 90^\circ$$

$$\begin{bmatrix} 0 & 1 \\ -1 & 0 \end{bmatrix} \begin{bmatrix} 1 \\ 0 \end{bmatrix} = \begin{bmatrix} 0(1) + 1(0) \\ -1(1) + 0(0) \end{bmatrix} = \begin{bmatrix} 0 \\ -1 \end{bmatrix}$$

$$\begin{bmatrix} 0 & 1 \\ -1 & 0 \end{bmatrix} \begin{bmatrix} 0 \\ 2 \end{bmatrix} = \begin{bmatrix} 0(0) + 1(2) \\ -1(0) + 0(2) \end{bmatrix} = \begin{bmatrix} 2 \\ 0 \end{bmatrix}$$



more transformation exploration next time !!