# **Community Search over Big Graphs:** Models, Algorithms, and Opportunities

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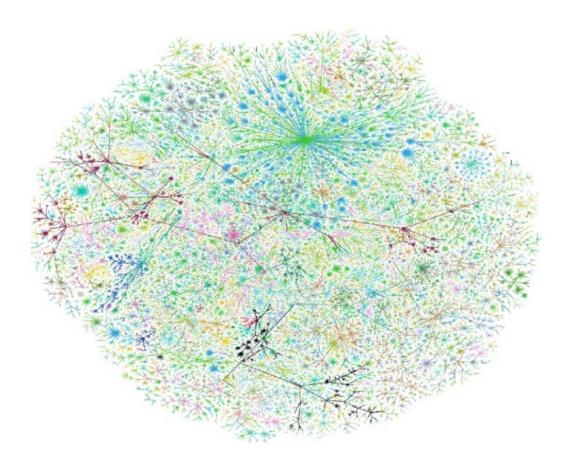


# **Tutorial Outline**

- Introduction, Motivations, and Challenges
- Networks & Community Detection
- Community Search (4 Parts)
  - Densely-connected community search
  - Attributed community search
  - Social circle discovery
  - Querying geo-social groups
- Future Work & Open Problems

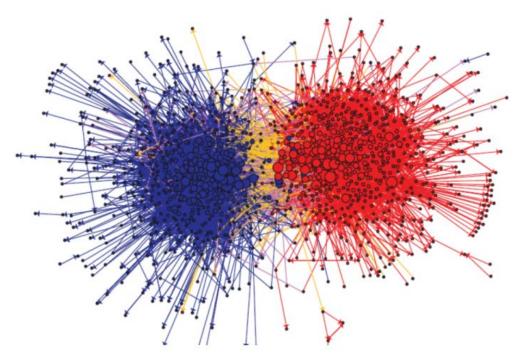
## Networks

 Networks are everywhere (e.g. chemistry, biology, social networks, the Web, etc.)



## Communities

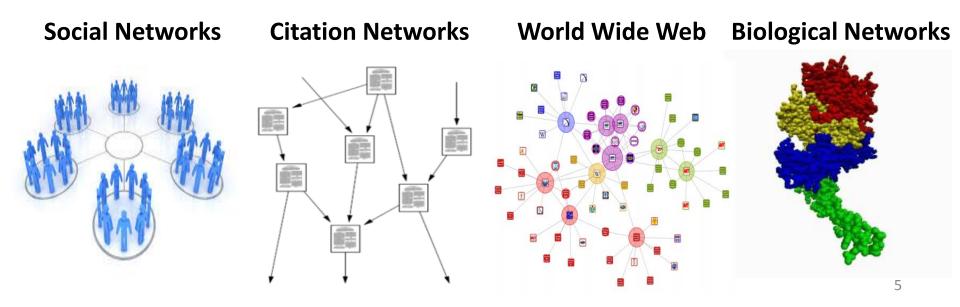
• Communities naturally exist in networks.



Blogosphere

## **Community Structure**

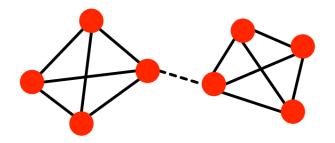
- Community structure: Nodes with a shared latent property, densely inter-connected .
- Many reasons for communities to be formed:



## **Basis of Community Formation**

- The strength of weak ties [Mark Granovetter, 1973] and the models of small-world [Strogatz and Watts, Nature'98] both suggest
  - Strong ties are well embedded in the network

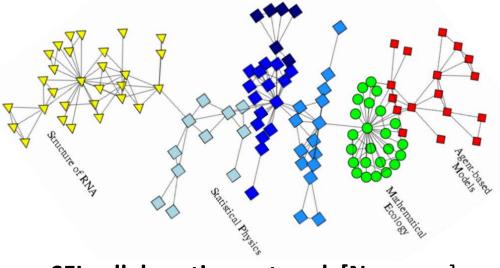
- Weak ties span long ranges



• Given a network, how do we find all communities?

## **Community Detection**

- Q: Given a network, how do we find all communities?
- A: Find weak ties and identify communities
  - Betweenness centrality [Girvan and Newman, PNAS'02],
  - Modularity [Newman, PNAS'06]
  - Graph partitioning methods [Karypis and Kumar, SISC'08]

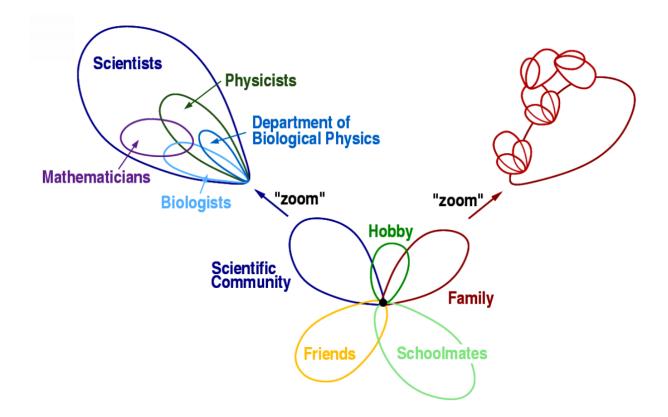


SFI collaboration network [Newman]

[Palla et al. Nature'05])

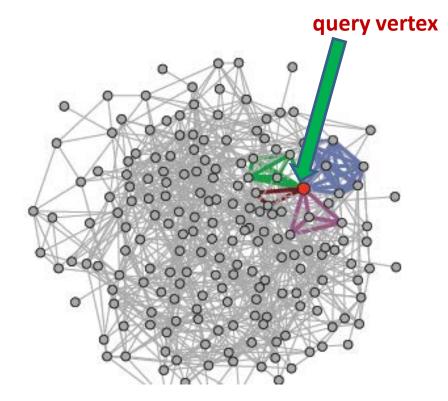
## **Overlapping Communities**

Communities defined by different nodes in a network may be quite different.



## **Community Search**

- **Problem:** Given a set of **query nodes**, find densely connected communities containing them.
- State-of-the-art research focus:
   Simple and static graphs →
   Evolving, attributed, and
   location-based big graphs



### Community Detection v.s. Community Search

#### • **Community detection**: identify all communities.

- fundamental & widely studied
- global computation (expensive)
- static graphs (hard to handle evolving graphs)

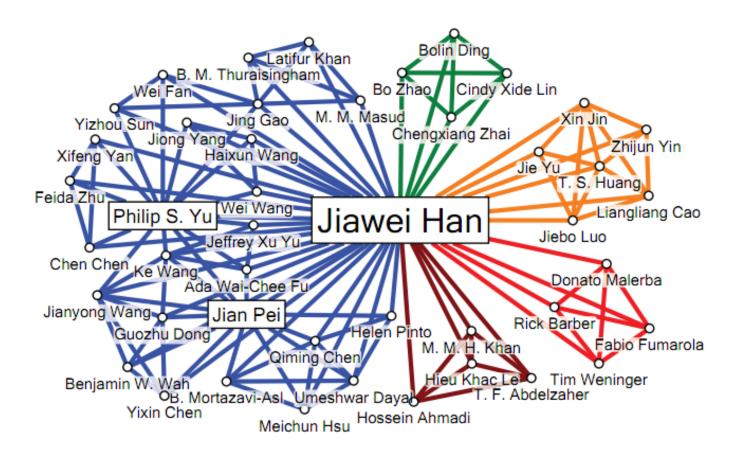
#### • **Community search:** find query-dependent communities

- useful & less studied
- user-centered & personalized search
- dynamic graphs

## Applications

- Social circle discovery
- Planning a cocktail party/conference/workshop
- Infectious disease control
- Tag recommendation
- Protein complex identification

## **Community Search**



5 communities containing "Jiawei Han" in DBLP collaboration network

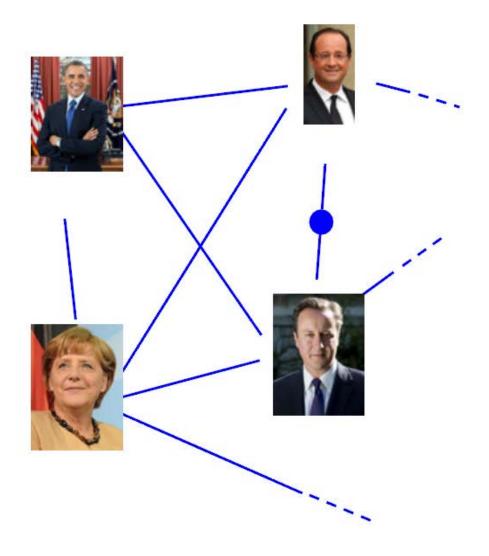
## Planning a cocktail party



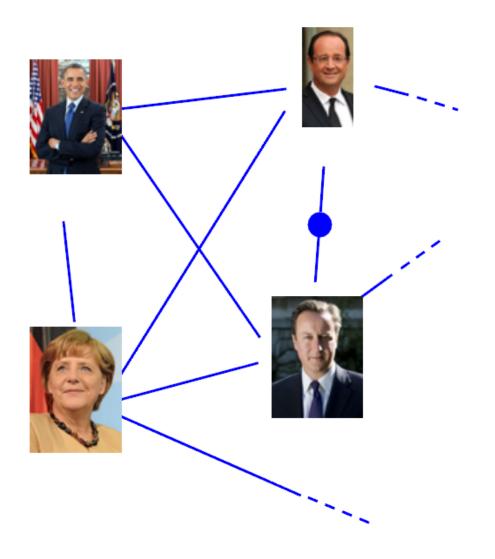




## Planning a cocktail party



### Planning a cocktail party



Recipe for a successful party:

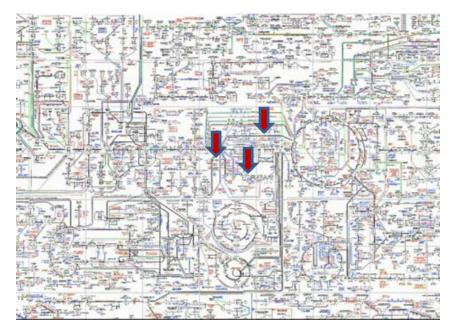


- Participants should be "close" to the organizers (e.g., a friend of a friend).
- Everybody should know sufficiently many in the party (on an average?).
- The graph should be connected.
- The number of participants should not be too small but...
- ...not too large either!!!
- • • •
- social distance not too large.

Not an easy task ...

## **Protein Complex Identification**

- Given: a protein-protein interaction network
- A set of proteins that regulate a gene that a biologist wishes to study.
- What other proteins should she study? those contained in a compact dense subgraph containing the given proteins.



## Challenges

- Complexity of underlying community models
- Responsiveness requirements of query processing
- Dynamic network structures
- Massive volume of big graphs

## **Related Work**

- **Community Detection** (Finding all communities in the entire network)
  - non-overlapping community detection [Girvan and Newman, PNAS'02]
  - overlapping community detection [Ahn et al, Nature'10]
- Community Search (Finding communities containing given query nodes)
   Different community models are proposed for various types of networks and query processing techniques.
  - Structural Networks ---> Densely-connected community search
  - Attributed Graphs ---> Attributed community search
  - Ego-networks ---> Social circle discovery
  - Location-based Social Networks ---> Querying geo-social groups

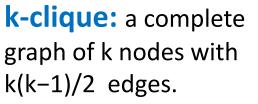
## Part 1: Densely-connected Community Search

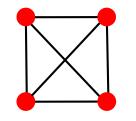
- In the simplest way, a graph represents a structure of interactions within a group of vertices.
- Task: finding densely-connected communities containing query nodes.
  - Quasi-clique model [Cui et al. SIGMOD'13]
  - Query-biased densest subgraph model [Wu et al. PVLDB'15]
  - K-core model [Sozio & Gionis KDD'10, Cui et al. SIGMOD'14, Li et al. PVLDB'15, Narbieri et al. DMKD'15]
  - K-truss model [Huang et al. SIGMOD'14, Huang et al. PVLDB'16]

[Cui et al., SIGMOD'13]

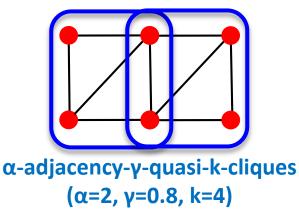
## Quasi-Clique based Model

- α-adjacency-γ-quasi-k-clique community model
  - **\gamma-quasi-k-clique:** a k-node graph with at least [ $\gamma k(k-1)/2$ ] edges.
  - $\alpha$ -adjacency- $\gamma$ -quasi-k-clique: overlap  $\alpha$  vertices, where  $\alpha \leq k-1$ .





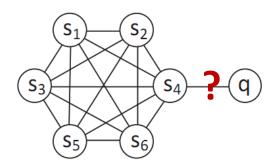
γ-qulasiliquatiques (γ=0(18;4)=4)



[Cui et al., SIGMOD'13]

## Quasi-Clique based Model

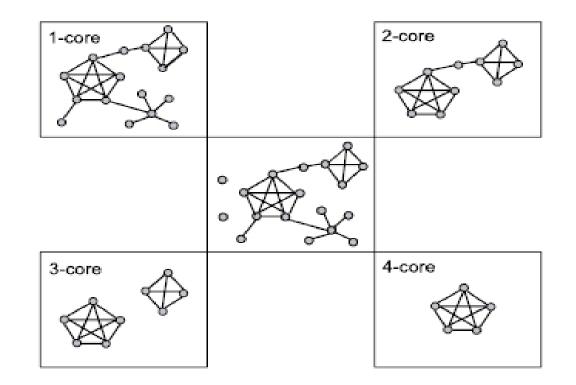
Problem: Given a query vertex q in graph, the problem is to find all α-adjacency-γ-quasi-k-clique containing q.



A 0.8-quasi-7-clique containing q

## **K-Core**

K-core: every vertex has degree at least k in this subgraph.



## K-Core based Model

• Input:

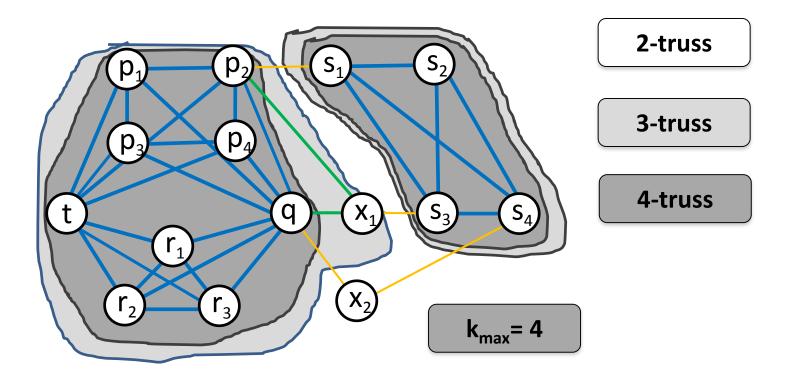
a graph G & a set of query nodes Q

- Output: a connected subgraph H containing Q such that

   (1) Query distance D<sub>Q</sub>(H) <= distance constraint.</li>
   (2) |V(H)| <= size constraint.</li>
   (3) H is a k-core with the largest k by satisfying (1) and (2).
- Other k-core based community models: Local search algorithm [*Cui et al. SIGMOD'14*] Minimum-size Community [*Narbieri et al. DMKD'15*] Influential Community [*Li et al. PVLDB'15*]

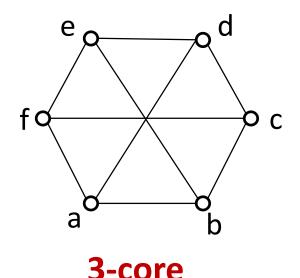
## **K-Truss**

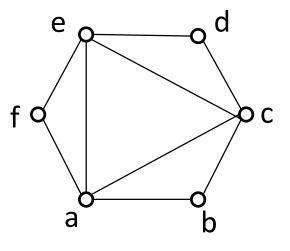
- **Triangle:** fundamental **building blocks** of networks
- k-truss of graph G: every edge in H is contained in at least (k-2) triangles within H.



## K-Core V.S. K-Truss

- K-core: any pair of vertices within an edge may have no common neighbors.
- **K-truss:** any pair of vertices within an edge must have k-2 common neighbors.



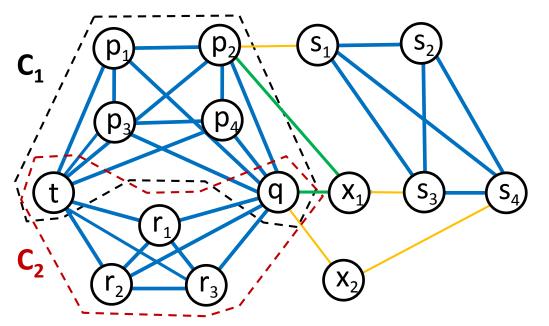


**3-truss** 

## K-truss Community Model

#### • A k-truss community satisfies:

- (1) K-truss: each edge within *at least (k-2) triangles*
- (2) Edge Connectivity: all pairs of edges connected by triangles
- (3) Maximal Subgraph



Two 4-truss communities for q

## **Problem Formulation**

 Problem: Given a graph G(V, E), a query vertex q and an integer k ≥ 3, find all k-truss communities containing q.

# Index Based Query Processing Algorithm Framework

 Several different index structures are designed for the efficient search of k-core and k-truss based communities.

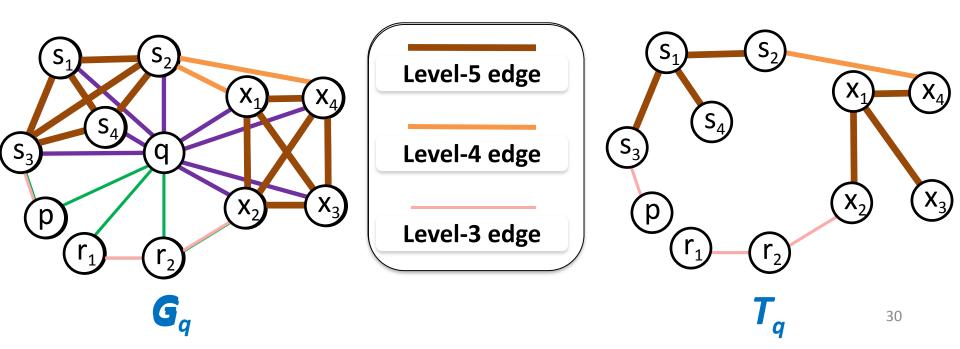
• We take the **k-truss community model** as an example.

# Index Based Query Processing Algorithm Framework

- Index Construction (offline)
  - They design a novel and compact tree-shaped structure called TCP-index.
- Query Processing (online)
  - Based on TCP-index, k-truss community search can be done in optimal time complexity.

## **TCP-Index Construction**

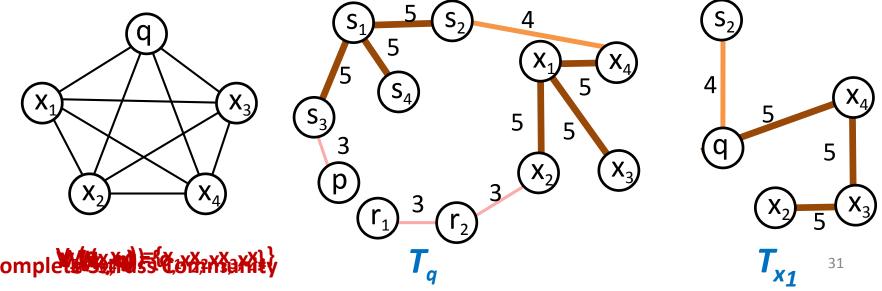
- TCP-Index for vertex x is a tree structure as T<sub>x</sub>.
  - $-T_x$  is a maximum spanning forest.
  - Build  $T_x$  with weighted edges level by level.
  - O(m) linear disk space, O(|Ans|) optimal query time.



# Query Processing using TCP-Index

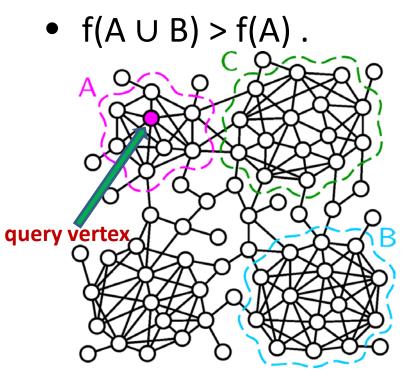
- Rationale: If y, z are connected via a series of edges with weight ≥ k in T<sub>x</sub>, then y, z are in the same k-truss community; We use V<sub>k</sub>(x, y) to denote all such vertices z.
- For example, querying 5-truss communities containing q.

#### Each edge is accessed only 2 times. Constant!!! (First time in black; Second time in red.)



## Motivation: Free Rider Effect

- Free Rider Effect: far away and irrelevant nodes are included into communities.
- Classic density:  $f(S) = |E(S)|/|S|, E(S)=E \cap S^2$



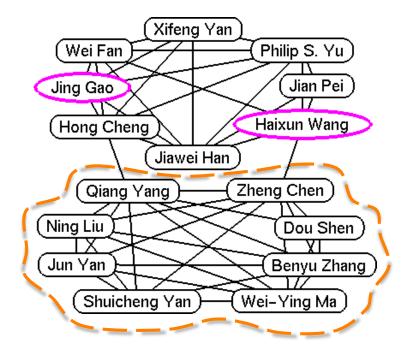
Classic density: |E|/|V|

Goodness metrics	Α	A U B	<b>Α</b> U <b>C</b>
Classic density	2.50	2.95	2.83
Edge-surplus	15.3	26.5	22.8
Minimum degree	4	4	4
Subgraph modularity	2.0	3.6	4.6
Density-isolation	-2.6	3.8	1.5
Ext. conductance	0.25	0.14	0.11
Local modularity	0.63	0.70	0.78

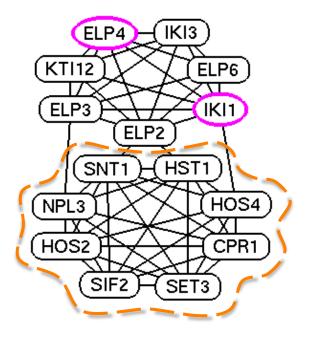
#### Free Riders: irrelevant to query nodes

[Wu et al. VLDB'15].

## Free Rider Effect in Real Networks



(a) Co-author network



#### (b) Biological network

One existing method: classic density

[Wu et al. VLDB'15].

## **Query Biased Node Weighting**

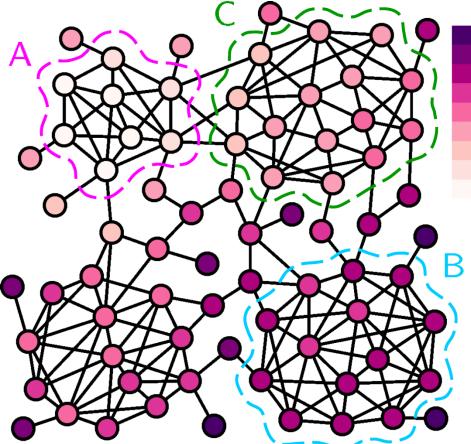
**Node Weight**:  $\pi(u) = \frac{1}{r(u)}$ r(u): proximity value w.r.t. the query

**Query biased density**:

$$\rho(S) = \frac{e(S)}{\pi(S)}$$

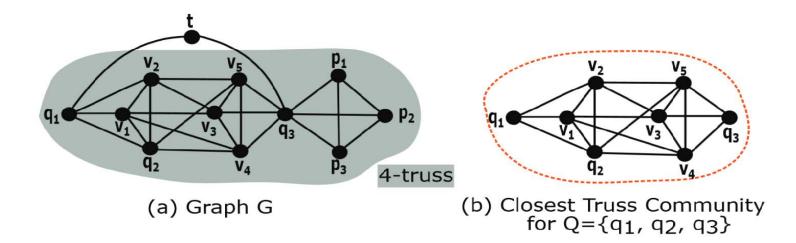
 $\pi(S) = \sum_{u \in S} \pi(u)$  : sum of node weights

Subgraph A becomes the query biased densest subgraph



## **Graph Diameter**

- Graph Diameter of G: diam $(G) = \max_{u,v \in G} \{ dist_G(u,v) \}$
- Fig.(a), shaded, has diameter 4, the longest shortest path span from q<sub>1</sub> to p<sub>1</sub>
- But, Fig.(b) has diameter 3.



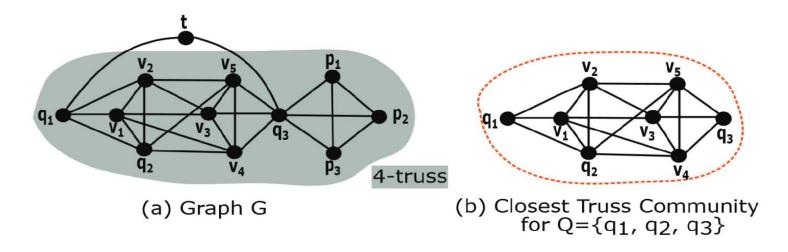
# **Closest Truss Community Search**

• Input:

a graph G & a set of query nodes Q

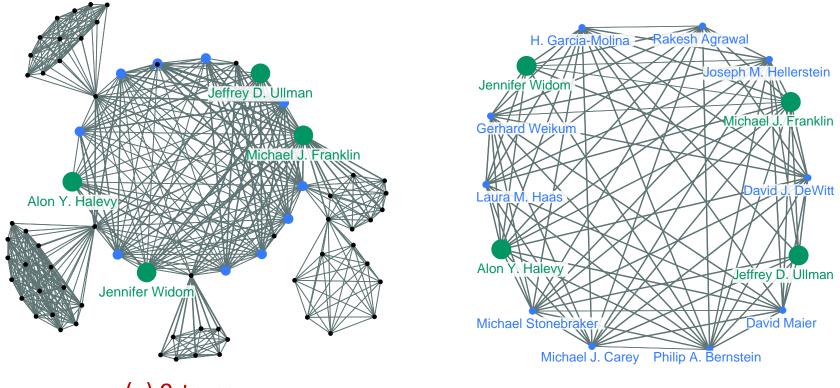
Output: a connected subgraph H containing Q such that

 (1) H is a k-truss with the largest k
 (2) H has the smallest diameter among subgraphs satisfying (1).



#### [Huang et al. VLDB'16]

# Case Study: DBLP network



(a) 9-truss

(b) Closest Truss community

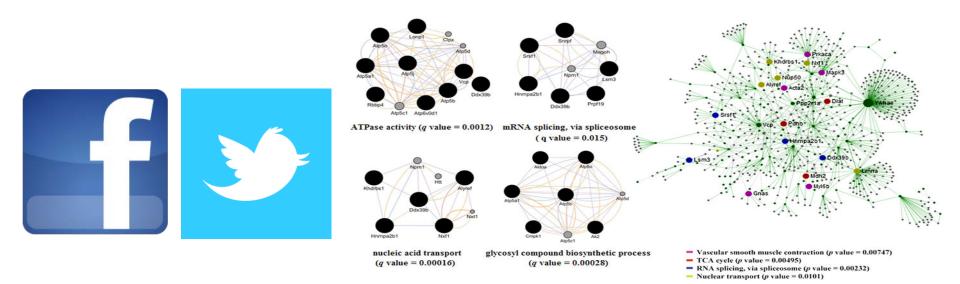
Community search on DBLP network using query Q={ "Alon Y. Halevy", "Michael J. Franklin", "Jeffrey D. Ullman", "Jennifer Widom" }

#### Desiderata of Good Query Communities

- Query nodes: single or multiple.
- Cohesive structure: quasi-clique, densest subgraph, k-core, or k-truss.
- Quality of approximation: guaranteed or non-guaranteed.
- Input queries: parameter-free or user-unfriendly.

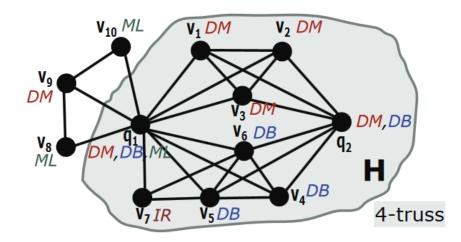
# Part 2: Attributed Community Search

- Motivation: many real social networks contain attributes or predicates on the vertices.
  - Vertices: Person (in social networks), Attributes: name, interests, and skills.
    - Facebook: link relationship, user background
    - Twitter: following/follower-ship, tweets
  - Vertices: Protein (in PPI networks), Attributes: GO (Gene-Ontology) terms representing molecular functions, biological processes, and cellular components.



# Community Search in Attributed Graph

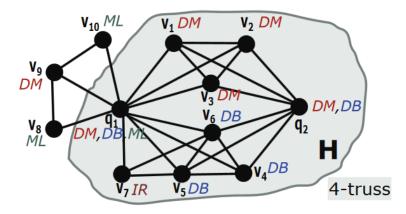
- Structure + Semantics: In addition to the network structure, users may aim to search for attribute-related communities, or attributed communities.
- Input: a graph G where nodes are associated with attributes an input query Q consisting of nodes V<sub>q</sub> and attributes W<sub>q</sub>
- Output: a connected community H containing Q such that most community members are *densely inter-connected* and have *similar attributes*



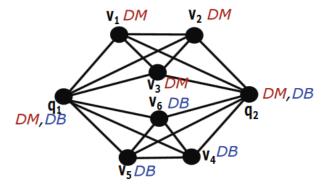
An example of collaboration attributed network

[Huang and Lakshmanan, PVLDB'17].

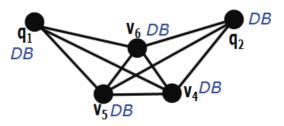
#### **Community Search in Attributed Graph**



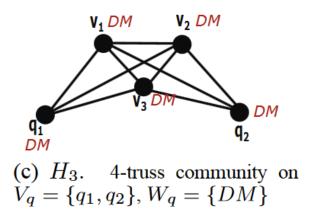
An example attributed graph G



(b)  $H_2$ . 4-truss community on  $V_q = \{q_1, q_2\}, W_q = \{DB, DM\}$ 



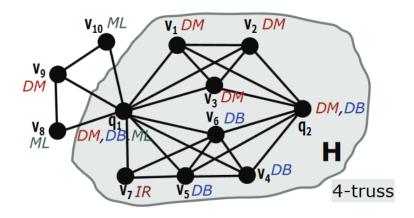
(a)  $H_1$ . 4-truss community on  $V_q = \{q_1, q_2\}, W_q = \{DB\}$ 

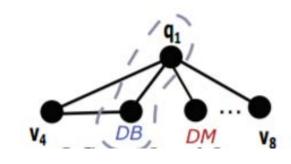


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# Keyword Search

- Input: given a query consisting of nodes and attributes (keywords), e.g., W={q<sub>1</sub>, DB}
- Output: finds the substructure (trees or subgraphs) with minimum communication cost that connect the input keywords/nodes, where the communication cost is based on diameter, weight of spanning tree or steiner tree.





Keyword Search with query W={q<sub>1</sub>, DB}

An example attributed graph G

## A Comparison of Representative Works

 Keyword Search (KS), Team Formation (TF), Densely-connected Community Search (DCS) and Attributed Community Search (ACS)

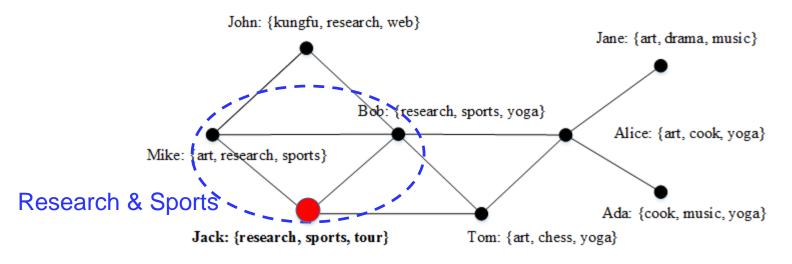
Method	Topic	Participation Condition	Attribute Function	Cohesiveness Constraint	Communication Cost
[6]	KS	χ	$\checkmark$	χ	$\checkmark$
[17]	KS	χ	$\checkmark$	χ	$\checkmark$
[30]	KS	χ	$\checkmark$	χ	$\checkmark$
[29]	TF	χ	$\checkmark$	χ	$\checkmark$
[19]	TF	χ	$\checkmark$	$\checkmark$	$\checkmark$
[28]	TF	χ	$\checkmark$	χ	$\checkmark$
[39]	DCS	$\checkmark$	X	$\checkmark$	$\checkmark$
[14]	DCS	$\checkmark$	X	$\checkmark$	χ
[15]	DCS	$\checkmark$	X	$\checkmark$	χ
[5]	DCS	$\checkmark$	X	$\checkmark$	χ
[26]	DCS	$\checkmark$	X	$\checkmark$	$\checkmark$
[31]	DCS	χ	X	$\checkmark$	χ
[46]	DCS	$\checkmark$	X	$\checkmark$	$\checkmark$
[18]	ACS	$\checkmark$	$\checkmark$	$\checkmark$	χ
[25]	ACS	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$

## The Number of Related Works

Graph type	<b>Community Detection</b>	Community Search
Non-attributed	[1000+ papers]	[10+ papers]
Attributed	[100+ papers]	K-core-based: ACQ K-truss-based: ATC

#### [Fang et al. PVLDB'16]. Attributed Community Query (ACQ)

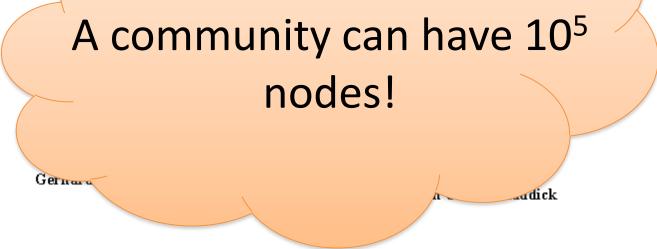
- Given a graph G, a vertex q, a set S of keywords and an integer k, find the sub-graphs s.t. each G<sub>a</sub> satisfies:
  - **Connectivity:** *G*<sub>*q*</sub> is connected and it contains *q* ;
  - Structure cohesiveness: minimum degree ≥ k;
  - Keyword cohesiveness: the number of keywords in S shared by other vertices in G<sub>q</sub> is maximized



*q*=Jack, *k*=2, S={research, sports, tour}

Densely-connected Community Search [1,2]

- Who is in Jim Gray's community?
  - "k-core" (with Local algo, [2" add annected by k=4 or more



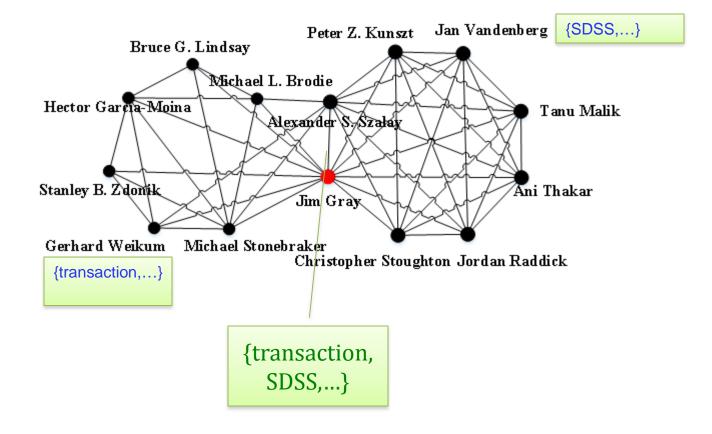
- Why are these people considered as Jim's community?
  What is the theme of this community?
- What is the **theme** of this community?

[1] Sozio, Mauro, and Aristides Gionis. "The community-search problem and how to plan a successful cocktail party." *Proceedings of the 16th ACM SIGKDD international conference on Knowledge discovery and data mining.* ACM, 2010.

[2] Cui, Wanyun, et al. "Local search of communities in large graphs." *Proceedings of the 2014 ACM SIGMOD international conference on Management of data*. ACM, 2014.

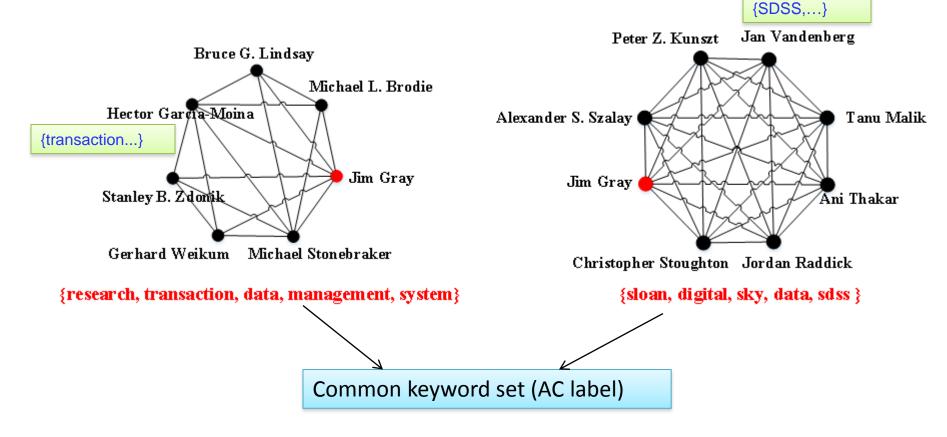
# Attributed Community (AC)

- Previous CS solutions overlook keywords
  - e.g., a researcher's interest



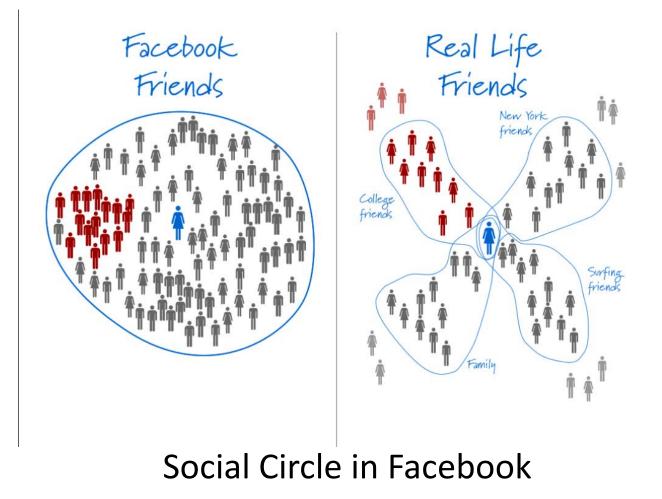
# Attributed Community (AC)

 In fact, Jim has 2 distinct <u>attributed communities</u> (AC).



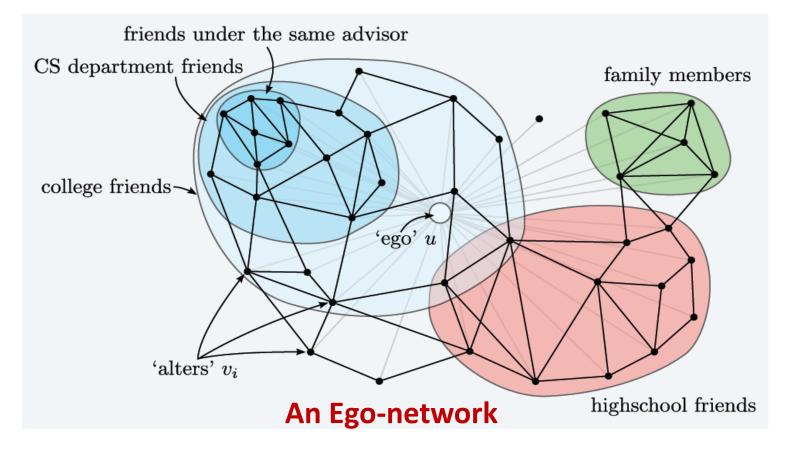
# Part 3: Social Circle Discovery

• Social circles: communities formed by only friends



# An Ego-network

 Ego-network: an induced subgraph of a network only by her friends.



# Social Circle Discovery

- **Examples:** online social networks allow users to manually categorize their friends into social circles within their ego network (e.g., circles on Google+)
- Social circle discovery: the task is to automatically identify all social circles for a given user.

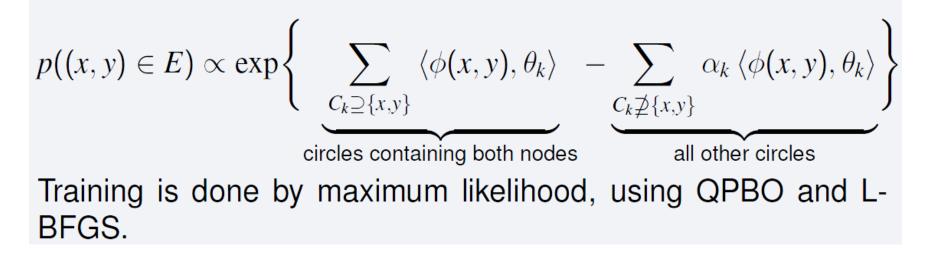
#### • Applications:

- content filtering
- privacy protection
- sharing groups of users that others may wish to follow

[Leskovec and Mcauley, NIPS'12]

# Learning to discover social circles

 An unsupervised community model predicts hard memberships to multiple, overlapping circles, using both user profile and network structure.



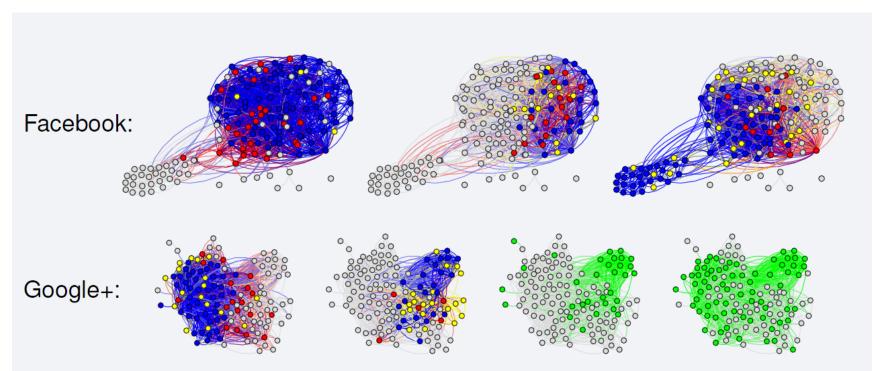
### Datasets: Ground-truth Social Circles

Datasets are collected from real-world networks
 Facebook, Google+, and Twitter

	ego-networks	circles	nodes	edges
Facebook	10	193	4,039	88,234
Google+	133	479	107,614	13,673,453
Twitter	1,000	4,869	81,306	1,768,149

All data are available on snap.stanford.edu/data/

## **Detected Circles**



Blue = true positive; gray = true negative; red = false positive; yellow = false negative; green = detected circles for which we have no groundtruth.

[Ugander et al. PNAS'12].

# Social Contagion

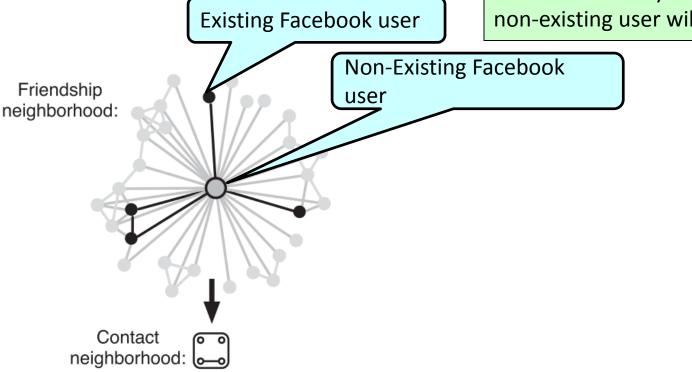
Social circles can affect the process of information diffusion on social contagion

Consider an existing Facebook user invites the non-existing Facebook user to join Facebook.

We want to study the success rate that this non-existing user will join Facebook



[Ugander et al, PNAS'12]



[Ugander et al. PNAS'12].

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# Social Contagion

Social circles can affect the process of information diffusion on social contagion

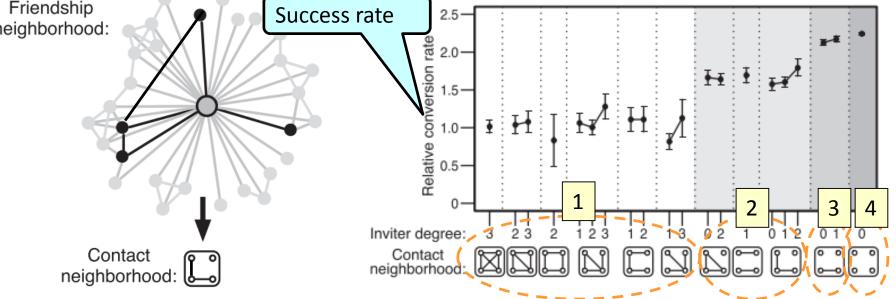
Consider an existing Facebook user invites the non-existing Facebook user to join Facebook.

The no. of connected components is related to the success rate

Friendship neighborhood:

Case Study (Facebook)

[Ugander et al, PNAS'12]



[Huang et al. VLDBJ'15].

# Top-K Structural Diversity Search

• The structural diversity of a node is defined to be the number of connected components in its ego-network.

#### Problem

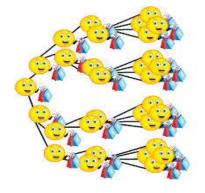
 Find k nodes with the greatest structural diversity in a social network (Node Ranking).

#### • Application

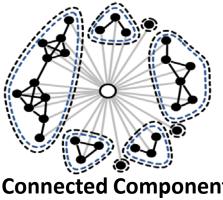
- Political campaign, promotion of health practices, marketing



**Opinions Diffusion** 



**Viral Marketing** 



Connected Components in the Neighborhood

# Part 4: Querying Geo-Social Groups

- Boom in geo-social networks
  - Foursquare, Facebook, Weibo, DaZhongDianPing, Yelp, Flickr
  - Social networks coupled with user locations
- Group-based activity planning and business
  - Find a group of friends at the conference for gathering
  - Find a group of nearby friends for sports, ridesharing, groupon...

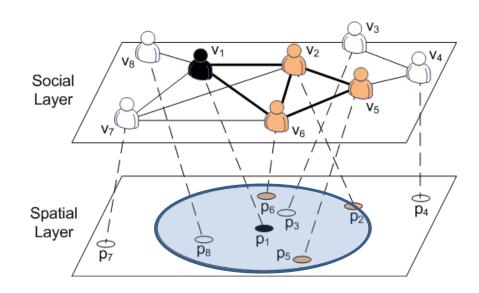






# Geo-Social Group Queries (GSGQ)

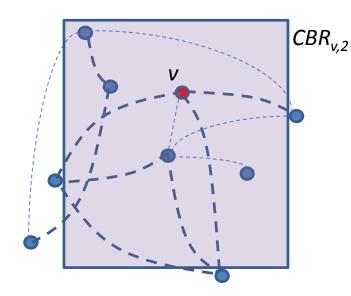
- Given an LBSN G=(V, E), a query user v<sub>q</sub> ∈ V and an integer c
   ≥ 1, find a group of users V' ⊆ V containing v<sub>q</sub> and satisfying:
  - Social constraint:  $G[V'] \in G$  is a *c*-core
  - Spatial constraint:
    - Range: all users of the group are in a given spatial range
    - **kNN**: the closest group with k other users (NP-hard!)



- Range: c = 2,
   V' ={v<sub>1</sub>,v<sub>2</sub>,v<sub>5</sub>,v<sub>6</sub>}
- kNN: c = 2, k = 2
   V' ={v<sub>1</sub>,v<sub>2</sub>,v<sub>6</sub>}

## Key Concept

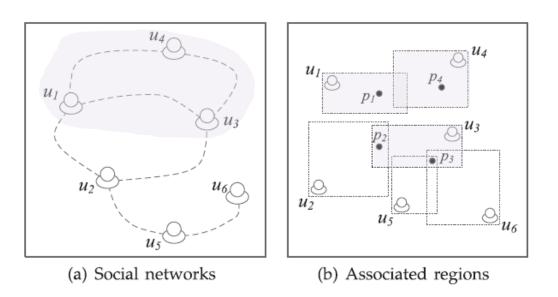
- Core Bounding Rectangle (CBR): Given G=(V, E), a node v, an integer  $c \ge 1$ ,  $CBR_{v,c}$  is a rectangle that covers v and in which any user group containing v cannot form a c-core.
  - $CBR_{v,c1} \subseteq CBR_{v,c2}$ , if c1 < c2
  - Construction cost:  $O(|E| \log |V|)$



**Pruning**: exclude v from result group if query range  $\subset$  CBR

#### Geo-Social K-Cover Group Queries

- Problem: Given an LBSN G(V, E), a set of query points P={p<sub>1</sub>, p<sub>2</sub>, ..., p<sub>m</sub>}, and an integer k ≥ 1, find a group of users V' ⊂ V satisfying:
  - 1) Spatial constraint:  $P \subset \bigcup_{u \in V'} u.R$
  - 2) Social constraint:  $G[V'] \in G$  is a *c*-core
  - 3) Size requirement: |V'| is minimum



• c = 2,  $P = \{p_1, p_2, p_3, p_4\}$  $V' = \{u_1, u_3, u_4\}$ 

#### [Li et al. ICDE 2016]

# Applications

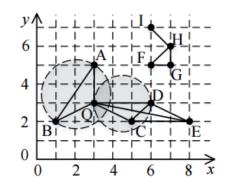
- Spatial task outsourcing: identify a group of workers whose service regions collectively cover the locations of spatial tasks
- Travel Recommendation: find a minimum group of tourists for a self-drive tour of a set of POIs
- Collaborative team organization: find a collaborative team to promote products in several market areas





# **Other Geo-Social Group Queries**

- Spatial-Aware Community (SAC) Search
  - Y. Fang, et al., "Effective Community Search over Large Spatial Graphs" [PVLDB'17]
  - **Problem:** Given a graph G(V, E), an integer c, and a query vertex  $q \in V$ , find a subgraph  $G_q \subseteq G$ :
    - 1. Connectivity:  $q \in G_q$  is connected
    - 2. Structure cohesiveness:  $\forall v \in G_q$ ,  $\deg_{Gq}(v) \ge c$
    - 3. Spatial cohesiveness: smallest minimum covering circle



q=Q and c=2,
 G<sub>q</sub> = {Q, C, D}

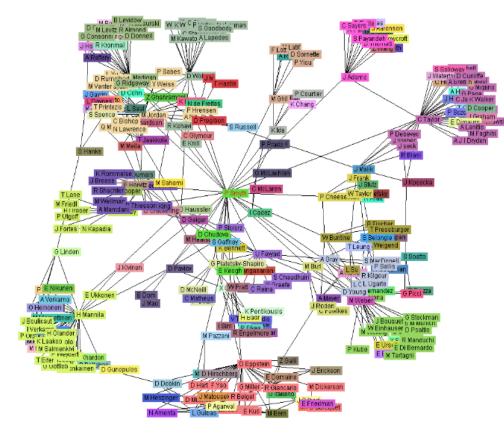
## **Open Problems & Future Directions**

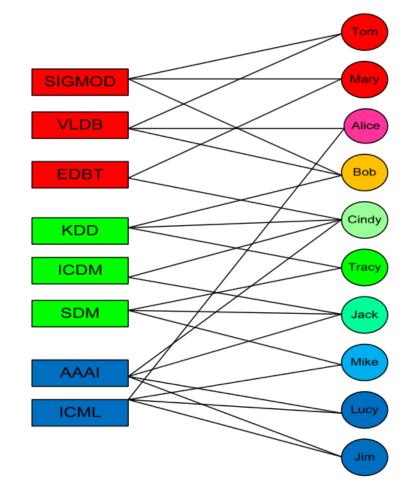
- Heterogeneous Information Networks
- Scalability
  - I/O-efficient algorithms & distributed computing
  - Stream graphs
- Public-Private Social Networks
- Community Search on Uncertain Graphs
  - Probabilistic k-core & Probabilistic k-truss

## **Heterogeneous Information Networks**

- Information network: A network where each node represents an entity (e.g., actor in a social network) and each link (e.g., tie) a relationship between entities.
- Homogeneous vs. heterogeneous networks
  - Homogeneous networks
    - Single object type and single link type
    - Single model social networks (e.g., friends)
  - Heterogeneous, multi-typed networks
    - Multiple object and link types
    - Healthcare network: patients, doctors, disease, hospitals, treatments

#### **Heterogeneous Information Networks**





**Co-author Network** 

#### **Conference-Author Network**

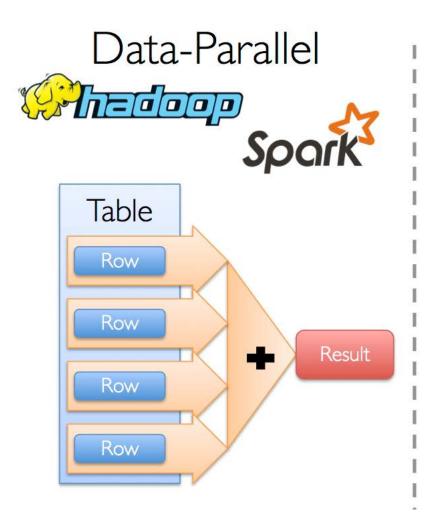
## **Open Problems & Future Directions**

- Heterogeneous Information Networks
- Scalability
  - I/O-efficient algorithms & distributed computing
  - Stream graphs
- Public-Private Social Networks
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   Probabilistic k-core & Probabilistic k-truss

# **Scalability**

- Scaling community search techniques to the massive and rapidly growing network datasets of the Big Data era.
- **I/O efficient algorithms**: k-core decomposition and k-truss decomposition.
- **Distributed graph computing**: Pregel and Blogel.
- **Streaming graphs:** handling community indexes in highly evolving graphs.

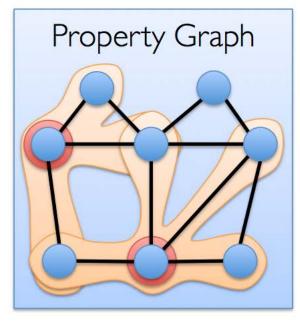
# **Scalability**



#### Graph-Parallel







## **Open Problems & Future Directions**

- Heterogeneous Information Networks
- Scalability
  - I/O-efficient algorithms & distributed computing
  - Stream graphs

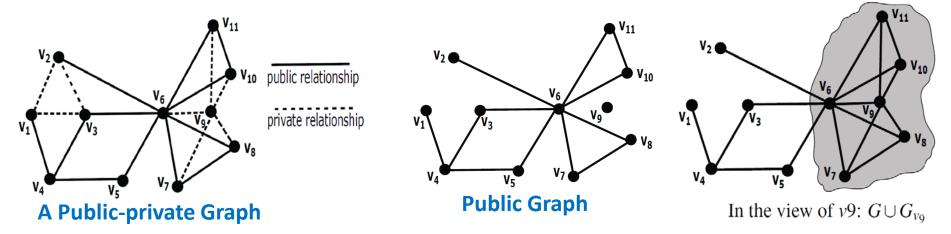
#### Public-Private Social Networks

- Community Search on Uncertain Graphs
  - Probabilistic k-core & Probabilistic k-truss

## **Public-Private Social Networks**

- Background: In Facebook social network, 52.6% of 1.4 million New York City Facebook users hid their friends list. 微博悄悄关注(Secretly follow in Weibo networks)
- Public-Private graph model contains a public graph, in which each node is also associated with a private graph.

-The public graph is visible to everyone, but each private graph is visible only to the corresponding user.



## **Open Problems & Future Directions**

- Heterogeneous Information Networks
- Scalability
  - I/O-efficient algorithms & distributed computing
  - Stream graphs
- Public-Private Social Networks

#### • Community Search on Uncertain Graphs

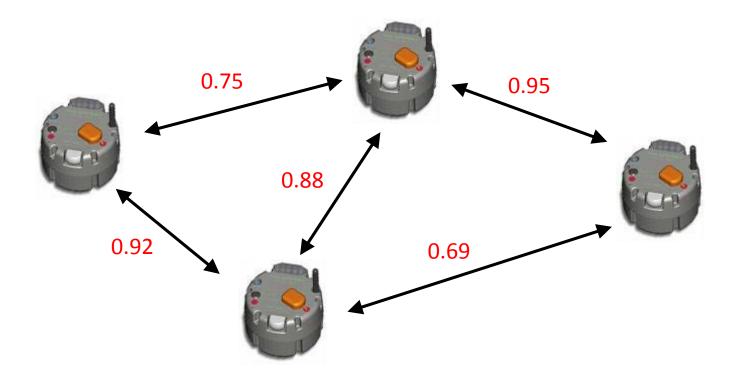
Probabilistic k-core & Probabilistic k-truss

# Not all real-world networks are deterministic graphs.

Probabilistic/Uncertain Graphs: each edge has an existence probability.

# Probabilistic Graphs: Examples

- Topologies of wireless sensor networks (WSNs)
  - Vertices: sensor nodes
  - Edges: wireless links between sensor nodes
  - Uncertainties: probabilities of wireless links functioning



# Discovery of communities in uncertain graphs

- Benefits:
  - Find most influential communities in social networks.
  - Functional module identification for helping critical clinical diagnosis of diseases such as cancer in biology.
- K-core and k-truss have been studied in probabilistic graphs.
- An exciting question is how to generalize various community models and search techniques to probabilistic graphs.

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# Thank you!

## Questions? xinhuang@comp.hkbu.edu.hk