

# Real-time Knowledge Graph Serving

---

Bin Shao

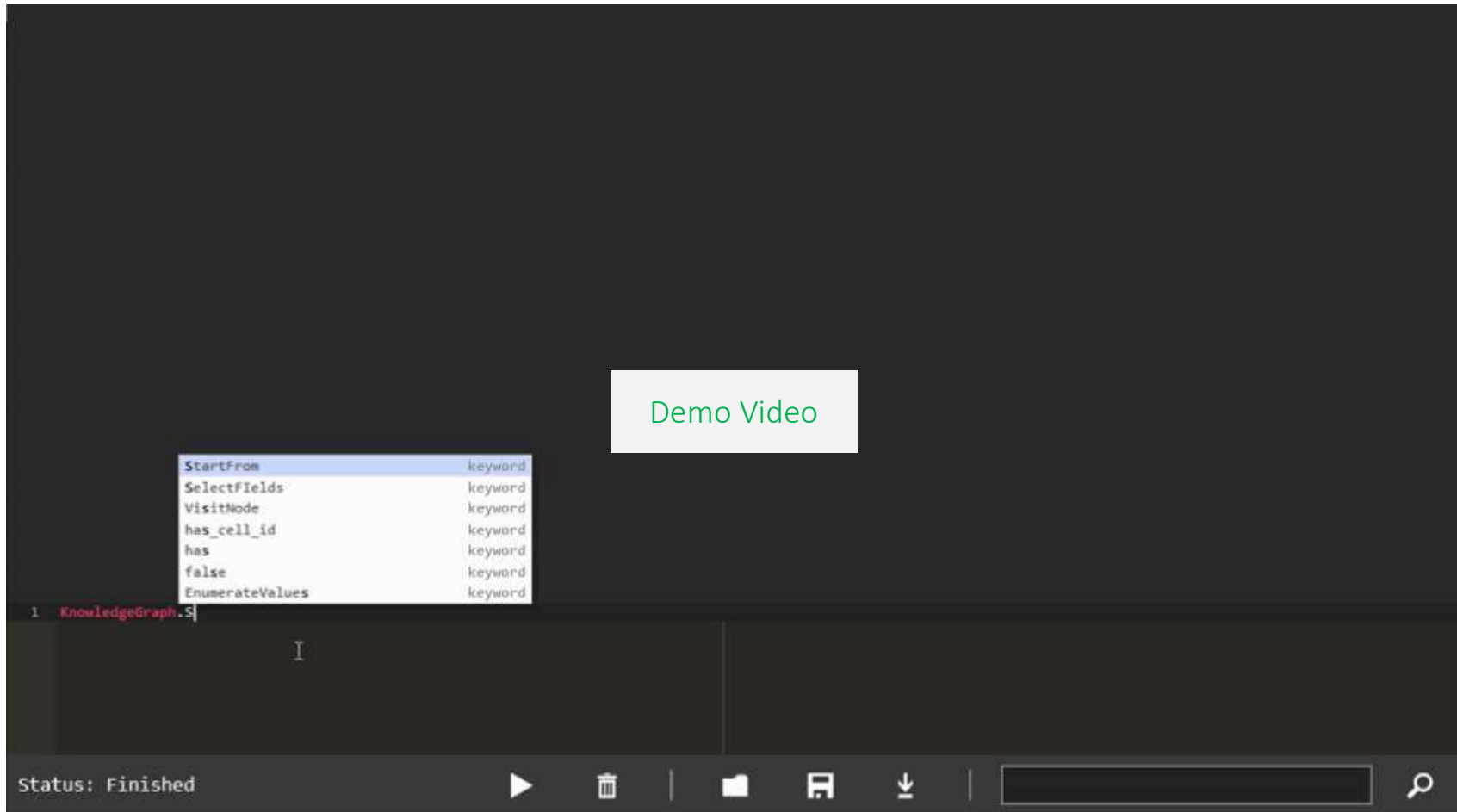
Microsoft Research Asia (Beijing, China)

---

This talk is about knowledge graph serving  
from a pragmatic point of view ...

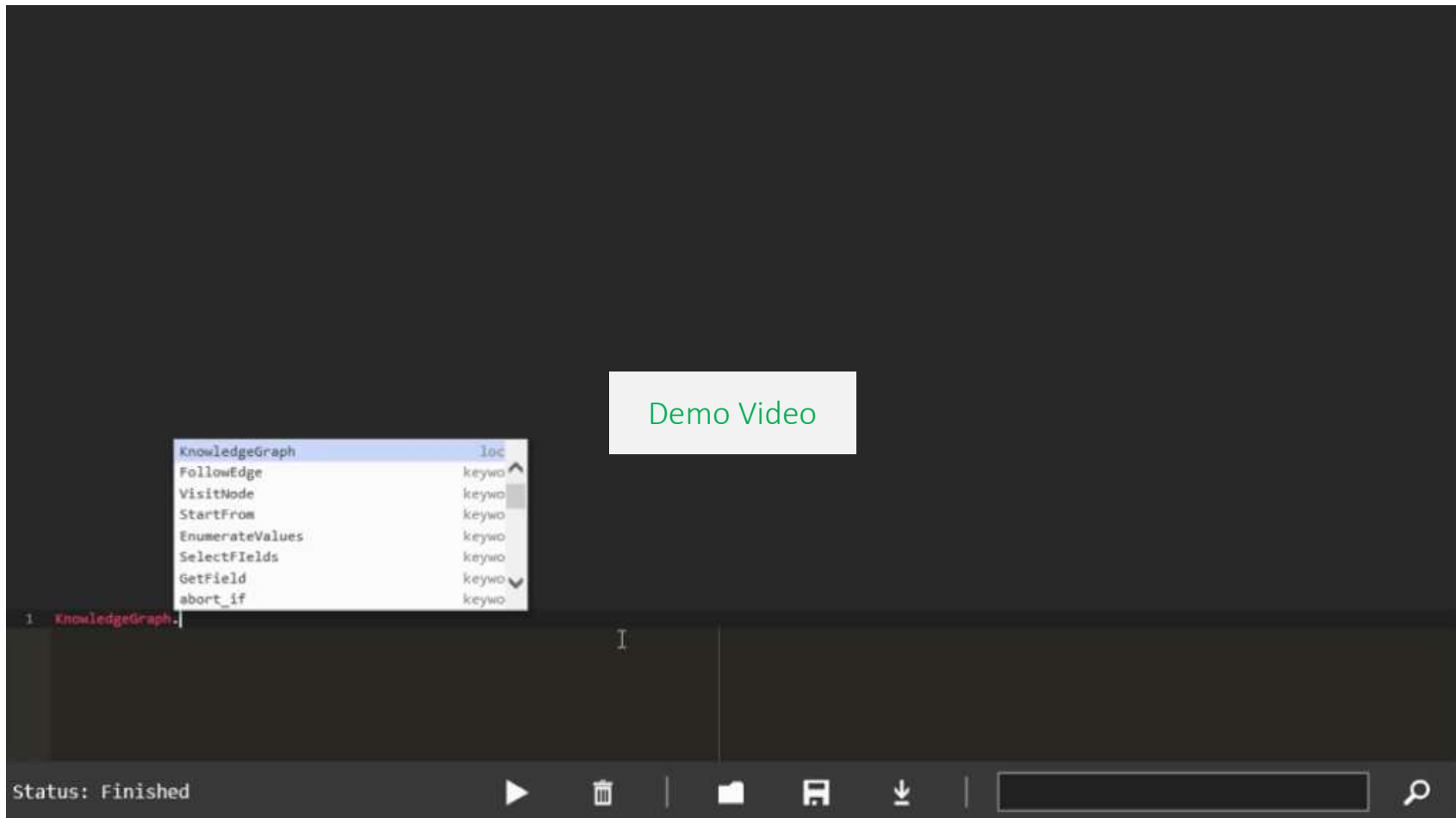
Appetizer

## Demo Video



Find the people that have the same profession with Bill Gates, and speak at least 3 languages.

## Demo Video



Find the triangles containing the vertex 'Beijing' with a sampling rate of 4%.

# Outline

- Knowledge graph serving scenarios
- General design principles of knowledge graph serving systems
- Representative graph systems
- Real-time query processing
- Knowledge serving application: symbolic reasoning

# Knowledge Serving Scenarios

# A real-life **relation search** scenario

## A News Headline

**Tom Cruise** Admits **Katie Holmes** Divorced Him To Protect **Suri** From Scientology

- 1 **Tom Cruise** – people.person.marriage – (**marriage**) – time.event.person – **Katie Holmes**
- 2 **Tom Cruise** – people.person.children – (**Suri Cruise**) – people.person.parent – **Katie Holmes**
- 3 **Tom Cruise** – film.actor.film – (**Bambi Verleihung 2007**) – film.filmactor – **Katie Holmes**
- 4 ...



# Relation search in knowledge graph

Entity A . . .  $\rightsquigarrow$  Entity B

## Multi-hop Relation Search

- Discover the **hidden relations** between entities
- Enable more than what entity indexes can support

# Search results of Google

Google

**Web** News Images Videos Shopping More Search tools

About 19,600,000 results (0.40 seconds)

## Tom Cruise Admits Katie Holmes Divorced Him To Protect ...



[www.huffingtonpost.com/.../tom-cruise-katie-holmes-protect-su...](http://www.huffingtonpost.com/.../tom-cruise-katie-holmes-protect-su...)

by Stephanie Marcus

Nov 8, 2013 - **Tom Cruise** has admitted that **Katie Holmes** filed for divorce in part because of his involvement in the controversial Church of Scientology.

## Images for Tom Cruise, Katie Holmes

Report images



## More images for Tom Cruise, Katie Holmes

## Tom Cruise Comes Clean on Role of Scientology in Divorce ...

[abcnews.go.com](http://abcnews.go.com) > Entertainment > ABC News

Nov 9, 2013 - Amidst his court battle against tabloid headlines, **Tom Cruise** admitted that ex-wife **Katie Holmes** filed for divorce "to protect Suri from ...

## Tom Cruise admits Katie Holmes left to protect Suri from ...



[www.nydailynews.com/.../tom-cruise-ad...](http://www.nydailynews.com/.../tom-cruise-ad...) > New York Daily News

by Bill Hutchinson - in 29 Google+ circles

Nov 7, 2013 - **Tom Cruise** has admitted in an explosive court deposition that actress **Katie Holmes** fled their marriage to protect their daughter from ...

# Search results of Bing



MS Beta 4,340,000 RESULTS Any time ▾

## News about Tom Cruise, Katie Holmes

[bing.com/news](#)



**KATIE HOLMES DATING JAMIE FOXX RUMORS CONTINUE AS THE ACTRESS' EX-HUSBAND, TOM CRUISE WAS REPORTED TO HAVE FINALLY MOVED ON**

[Travelers Today](#) · 3 days ago

**Katie Holmes** dating rumors again sparked as her ex-husband **Tom Cruise** was reportedly dating other woman and that...

[Is Tom Cruise Dating Laura Prepon - Katie Holmes Ex Lands Scientist Girlfriend?](#)

[The National Ledger](#) · 10 days ago

[Katie Holmes Celebrates Suri Cruise's 8th Birthday](#)

[WebProNews](#) · 3 days ago

## Images of Tom Cruise, Katie Holmes

[bing.com/images](#)



## Katie Holmes Celebrates Suri Cruise's 8th Birthday ...



[www.webpronews.com/katie-holmes-celebrates-suri-cruises-8th...](#)

**Katie Holmes** helped daughter **Suri Cruise** celebrate her 8th birthday in style. She treated her daughter, along with a few guests, to dinner at Nobu Next ...

## Tom Cruise: Katie Holmes Divorce Was A Surprise (UPDATE)

[www.huffingtonpost.com/2013/04/09/tom-cruise-katie-holmes-divorce...](#)

Apr 09, 2013 · **Tom Cruise** says **Katie Holmes** divorce was a surprise. Here, the former couple is pictured at the "Mission Impossible: Ghost Protocol" premiere in Dec. 2011.

## See results for



**Katie Holmes**

American Actress

Kate Noelle "Katie" Holmes is an American actress and model who first achieved fame for her role as Joey Pot...



**Tom Cruise**

Film Actor

Tom Cruise, is an American film actor and producer. He has been nominated for three Academy Awards and h...

## Related searches

[Tom Cruise Katie Holmes Married](#)

[Tom Cruise Katie Holmes Gossip](#)

[Tom Cruise Katie Holmes Photos](#)

[Tom Cruise Katie Holmes Baby](#)

[Tom Cruise Katie Holmes Unusual Marriage](#)

[Katie Holmes Tom Cruise Split](#)

[Tom Cruise Katie Holmes Suri Custody Settlement](#)

[Leah Remini Problems Started Tom Cruise Wedding](#)

# Relation search in knowledge graph

Satori

**Tom Cruise, Mimi Rogers, Nicole Kidman, Katie Holmes**

[Results](#) [View](#)

94 Results (103 ms) 94 Results (103 ms)

Results
o--film.actor.film-->(Eyes Wide Shut)--film.film.actor-->(Nicole Kidman)
o--film.actor.film-->(National Movie Awards)--film.film.actor-->(Katie Holmes)
o--film.actor.film-->(InStyle: Celebrity Weddings)--film.film.actor-->(Katie Holmes)
o--people.person.marriage-->(marriage)--time.event.person-->(Katie Holmes)
o--people.person.marriage-->(marriage)--time.event.person-->(Nicole Kidman)
o--film.actor.film-->(War of the Worlds: UK Premiere Special)--film.film.actor-->(Katie Holmes)
o--film.producer.film-->(The Others)--award.nominated_work.nomination-->(nomination)--award.nomination.nominee--(Nicole Kidman)
o--people.person.children-->(Connor Cruise)--people.person.siblings-->(Isabella Jane Cruise)--people.person.parent--(Nicole Kidman)
o--film.producer.film-->(The Others)--award.nominated_work.nomination-->(nomination)--award.nomination.nominee--(Nicole Kidman)
o--film.actor.performance-->(performance)--film.performance.film-->(Eyes Wide Shut)--film.film.actor--(Nicole Kidman)

[Prev Page](#) [Next Page](#)

# Relation search in knowledge graph

Satori

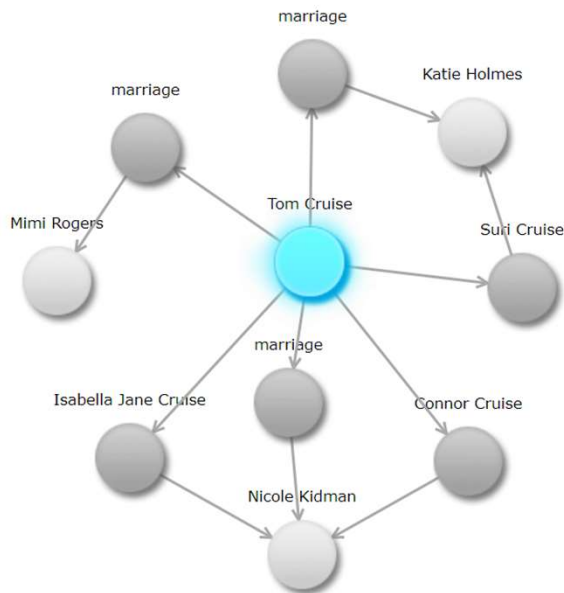
Add

Search

Tom Cruise, Mimi Rogers, Nicole Kidman, Katie Holmes

Results

[View](#)



## Tom Cruise



Tom Cruise (born Thomas Cruise Mapother IV; July 3, 1962), is an American film actor and producer. He has been nominated for three Academy Awards and has won three Golden Globe Awards. He started his career at age 19 in the 1981 film *Endless Love*. After portraying supporting roles in *Taps* (1981) and *The Outsiders* (1983), his first leading role was in *Risky Business*, released in August 1983. Cruise became a full-fledged movie...

### Types

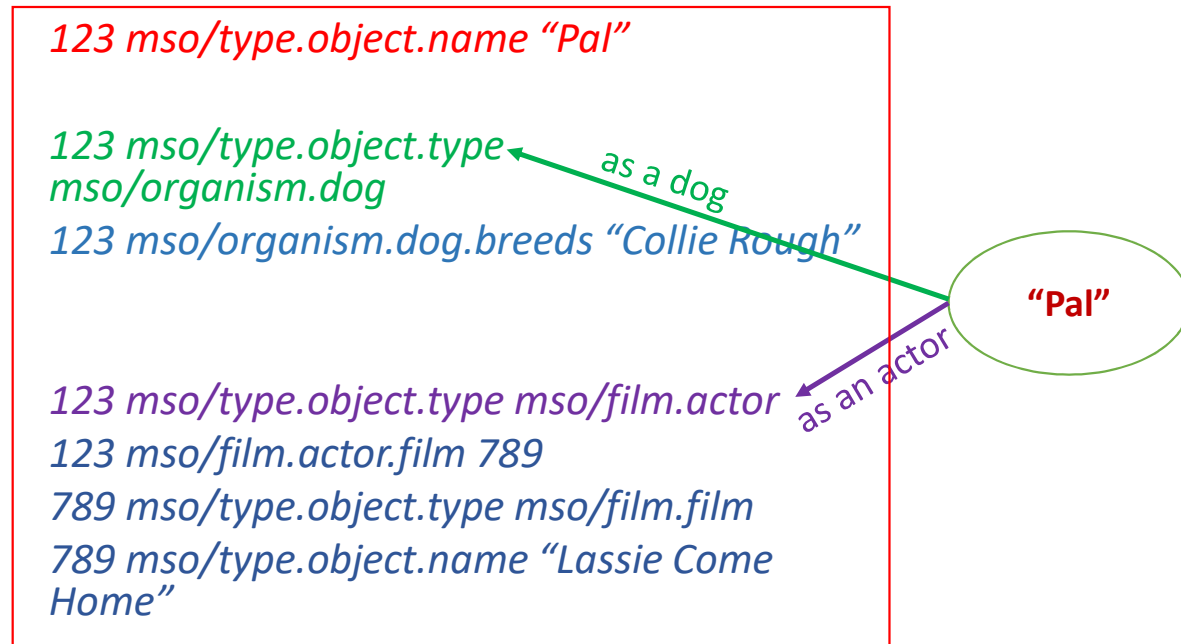
award.nominee, award.winner, film.actor, film.director, film.producer, film.story\_contributor ...

# General Design Principles



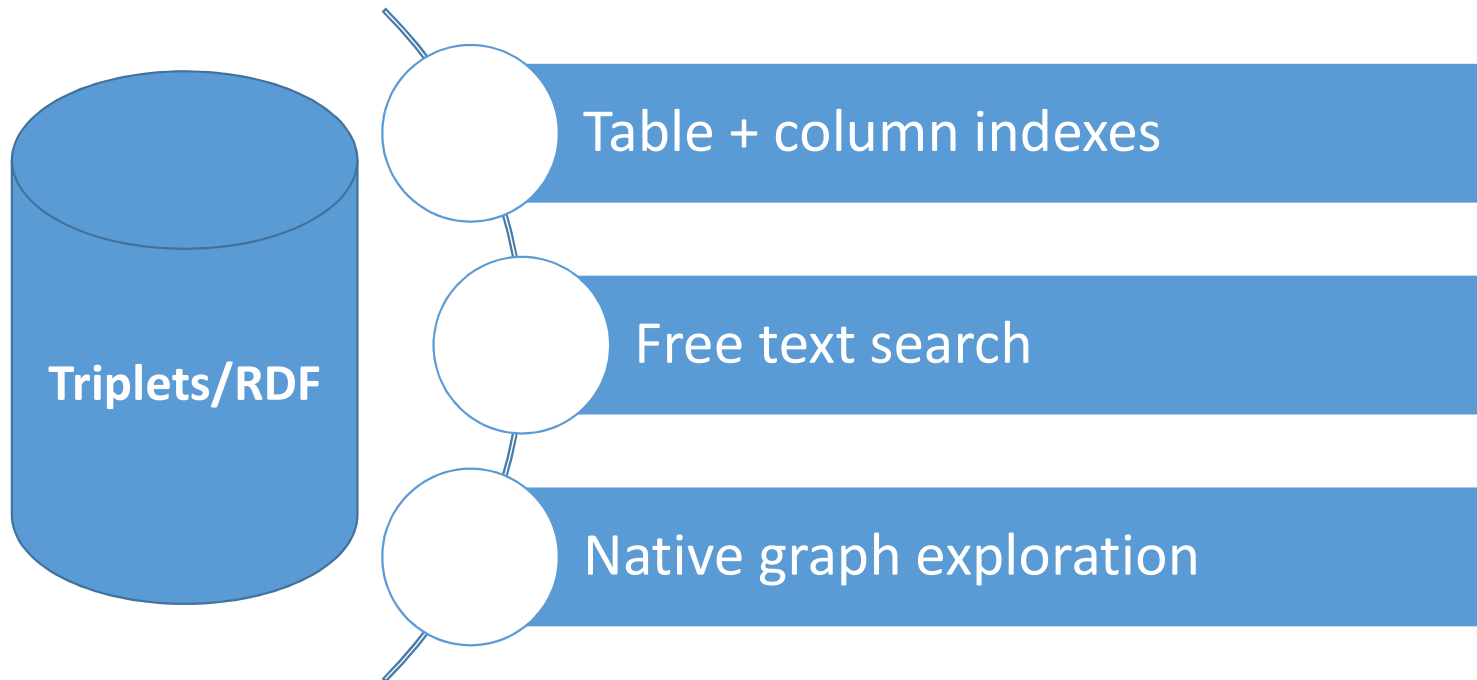
# Challenges of serving knowledge graphs

- Data size
  - In the scale of terabytes
- Complex data schema
  - Rich relations
  - Multi-typed entities

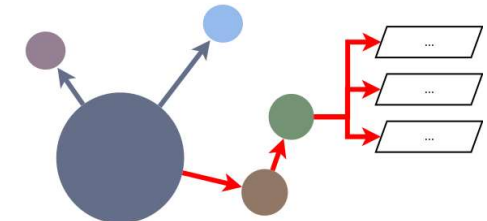
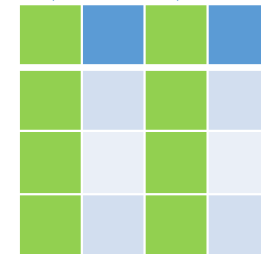




# How to serve knowledge?



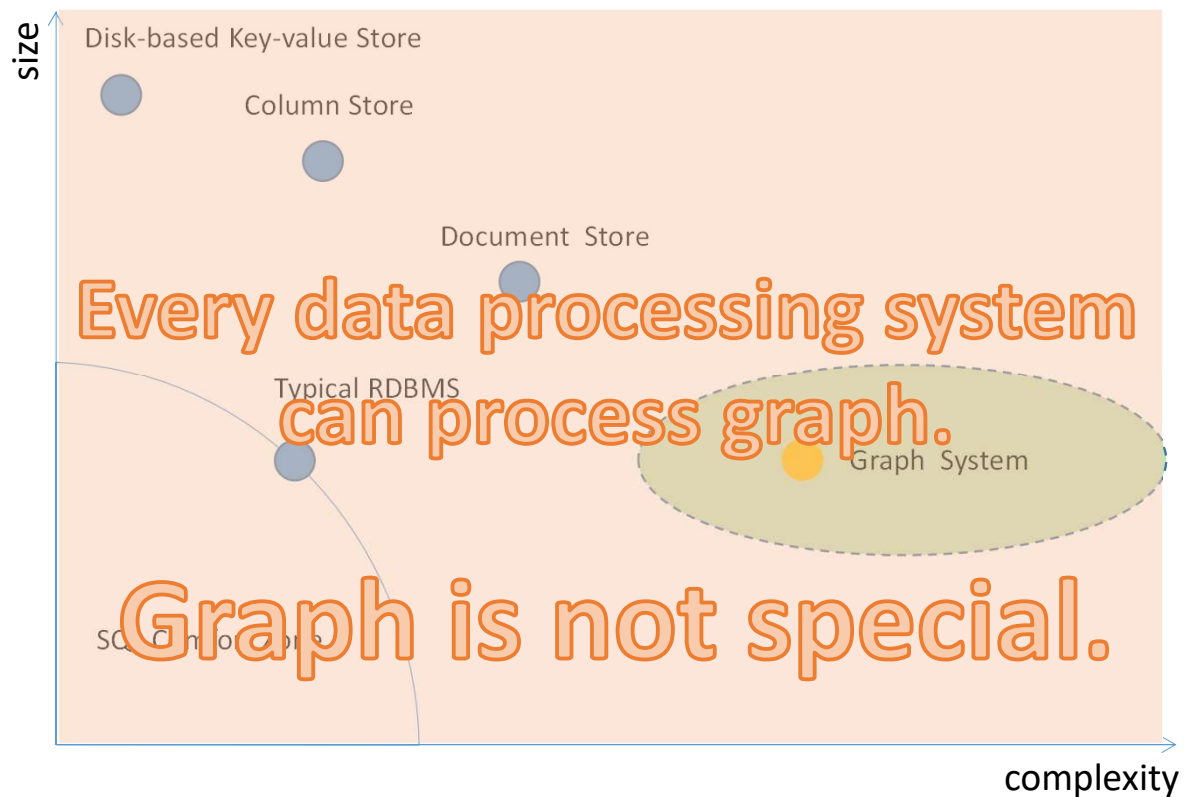
Column Index



The needs ultimately determine the design

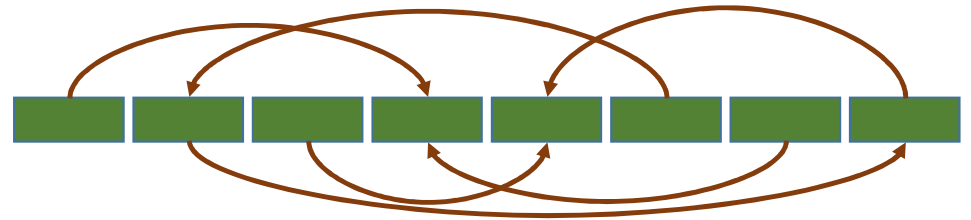
The first important rule: there is no one-size-fits-all system!

# First rule: no one-size-fits-all system



# Characteristics of parallel graph processing

- Random access (poor locality)
  - For a node, its adjacent nodes cannot be accessed without “jumping” in the storage no matter how you represent a graph
  - Not cache-friendly, data reuse is hard



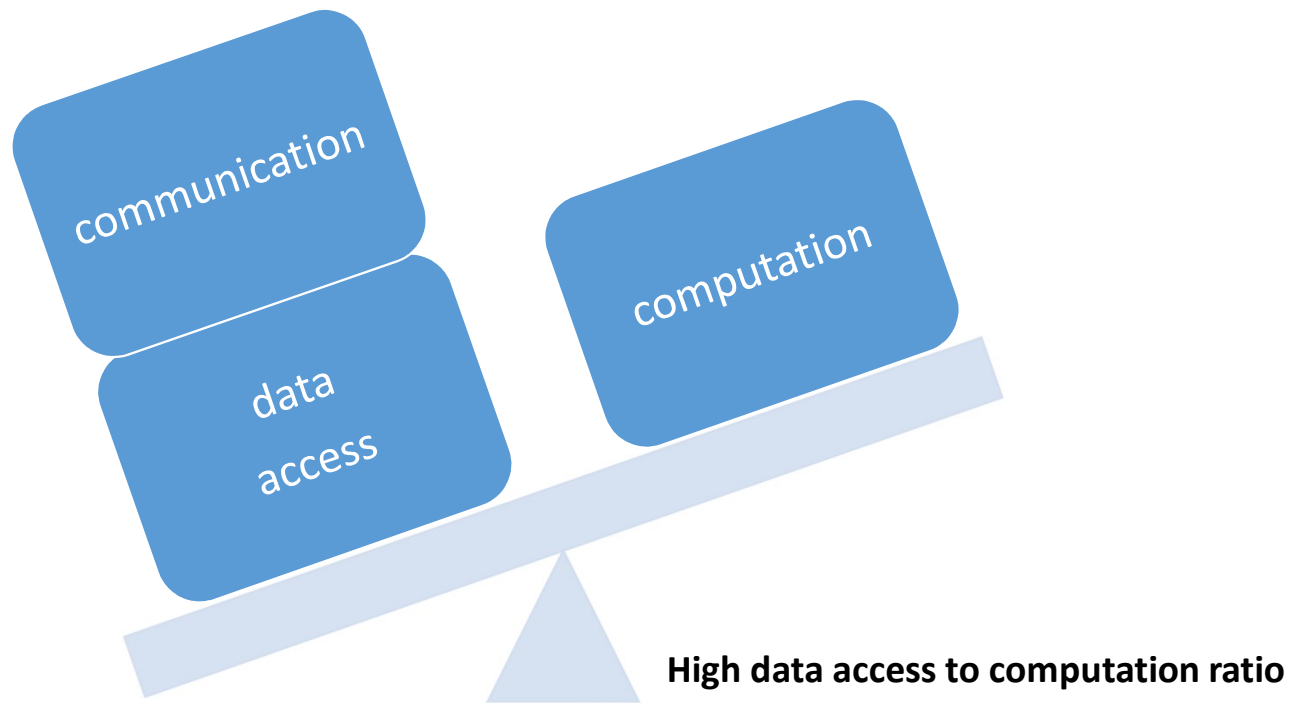
- It is hard to partition data
  - Difficult to extract parallelism by partitioning data
  - Hard to get an efficient “**divide and conquer**” solution
- Data driven
  - the structure of computations is not known in advance
- High data access to computation ratio

Reference: Challenges in parallel graph processing

# Online queries vs. offline analytics

- Online query processing is usually optimized for response time
- Offline analytics is usually optimized for throughput
- Compared to offline analytics, it is harder to optimize online queries
  - Online queries are sensitive to latency
  - It is difficult to predict the data access patterns of online queries

Query response time:  
data access + communication + computation



## System design choice

- Main storage (storage backend)
- Index
- Communication paradigm: two-sided vs. one-sided
- Scale out or scale up
- ACID transactions or not

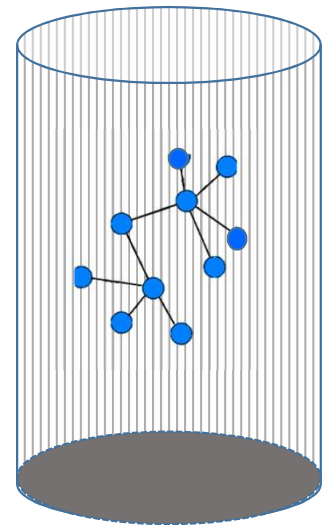
## System design choice

- **Main storage (storage backend)**
- Index
- Communication paradigm: two-sided vs. one-sided
- Scale out or scale up
- ACID transactions or not



## Graph may be in the jail of storage

- Many existing data management systems can be used to process graphs
- Many of them are mature, but not for graphs
  - RDBMS, MapReduce
  - The commonest graph operation “traversal” incurs excessive amount of joins



**Graph in the Jail of the storage**

## Traverse graph using joins in RDBMS

ID	name	...	src	dst
1	N1	...	1	3
2	N2	...	2	4
3	N3	...	2	1
4	N4	...	4	3
5	N5	...	1	5
6	N6	...	1	6
...	...	...	...	...

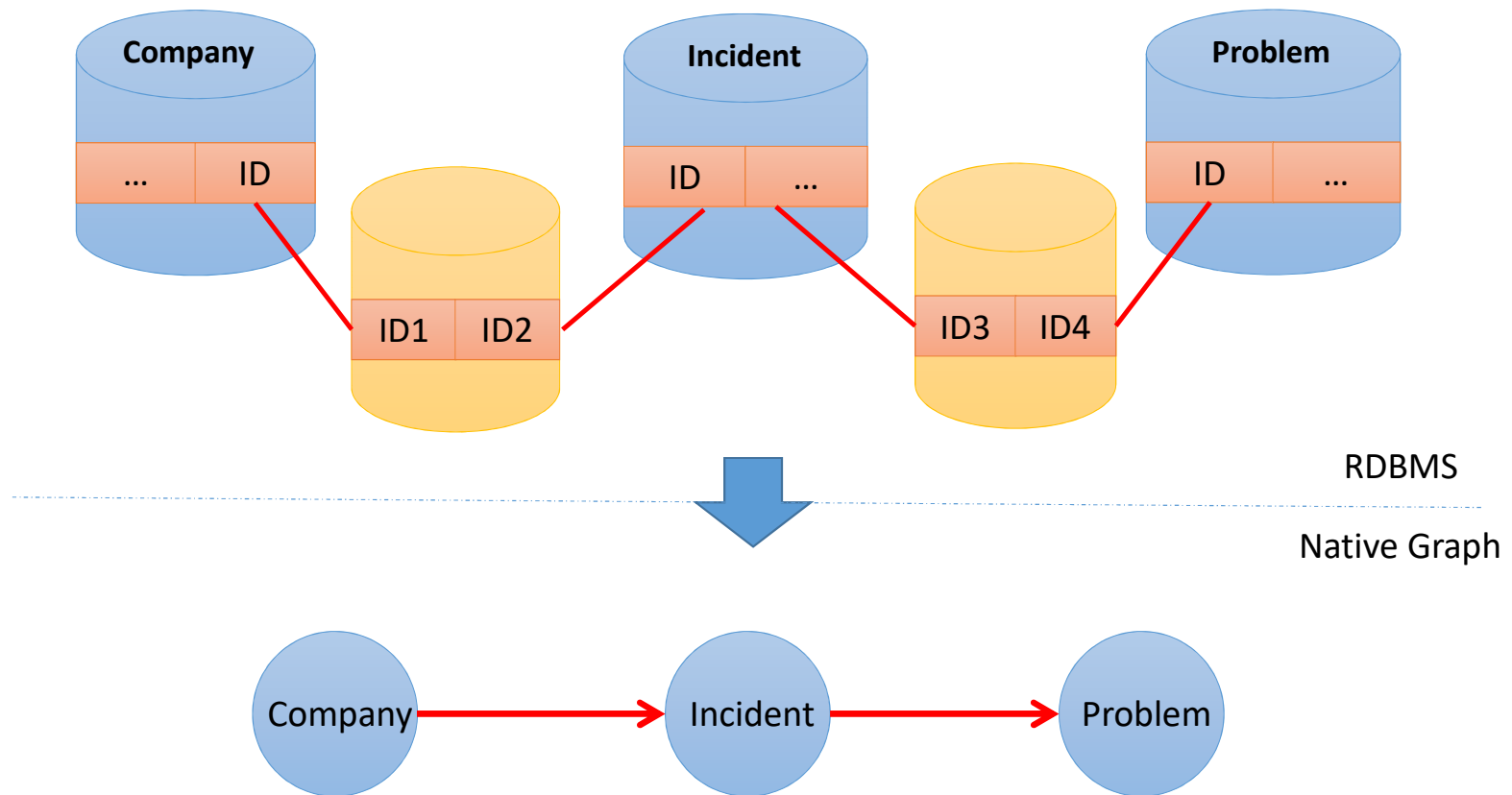
Node Table: N

Edge Table: E

Get neighbors of N1

```
SELECT *  
FROM N  
LEFT JOIN E ON N.ID = E.dst  
WHERE E.src = 1
```

# Multi-way join vs. graph traversal



## System design choice

- Main storage (storage backend)
- **Index**
- Communication paradigm: two-sided vs. one-sided
- Scale out or scale up
- ACID Transactions or not

# Index

It is costly to index graph structures, use it wisely.

# Index-based subgraph matching

Algorithms	Index Size	Index Time	Update Cost
Ullmann [Ullmann76], VF2 [CordellaFSV04]	-	-	-
RDF-3X [NeumannW10]	$O(m)$	$O(m)$	$O(d)$
BitMat [AtreCZH10]	$O(m)$	$O(m)$	$O(m)$
Subdue [HolderCD94]	-	Exponential	$O(m)$
SpiderMine [ZhuQLYHY11]	-	Exponential	$O(m)$
R-Join [ChengYDYW08]	$O(nm^{1/2})$	$O(n^4)$	$O(n)$
Distance-Join [ZouCO09]	$O(nm^{1/2})$	$O(n^4)$	$O(n)$
GraphQL [HeS08]	$O(m + nd^r)$	$O(m + nd^r)$	$O(d^r)$
Zhao [ZhaoH10]	$O(nd^r)$	$O(nd^r)$	$O(d^L)$
GADDI [ZhangLY09]	$O(nd^L)$	$O(nd^L)$	$O(d^L)$

Reference: Sun VLDB 2012

# Index-based subgraph matching

Algorithms	Index Size for Facebook	Index Time for Facebook	Query Time on Facebook (s)
Ullmann [Ullmann76], VF2 [CordellaFSV04]	-	-	>1000
RDF-3X [NeumannW10]	1T	>20 days	>48
BitMat [AtreCZH10]	2.4T	>20 days	>269
Subdue [HolderCD94]	-	> 67 years	-
SpiderMine [ZhuQLYHY11]	-	> 3 years	-
R-Join [ChengYDYW08]	>175T	> $10^{15}$ years	>200
Distance-Join [ZouCO09]	>175T	> $10^{15}$ years	>4000
GraphQL [HeS08]	>13T( $r=2$ )	> 600 years	>2000
Zhao [ZhaoH10]	>12T( $r=2$ )	> 600 years	>600
GADDI [ZhangLY09]	> $2 \times 10^5$ T ( $L=4$ )	> $4 \times 10^5$ years	>400

Reference: Sun VLDB 2012

## System design choice

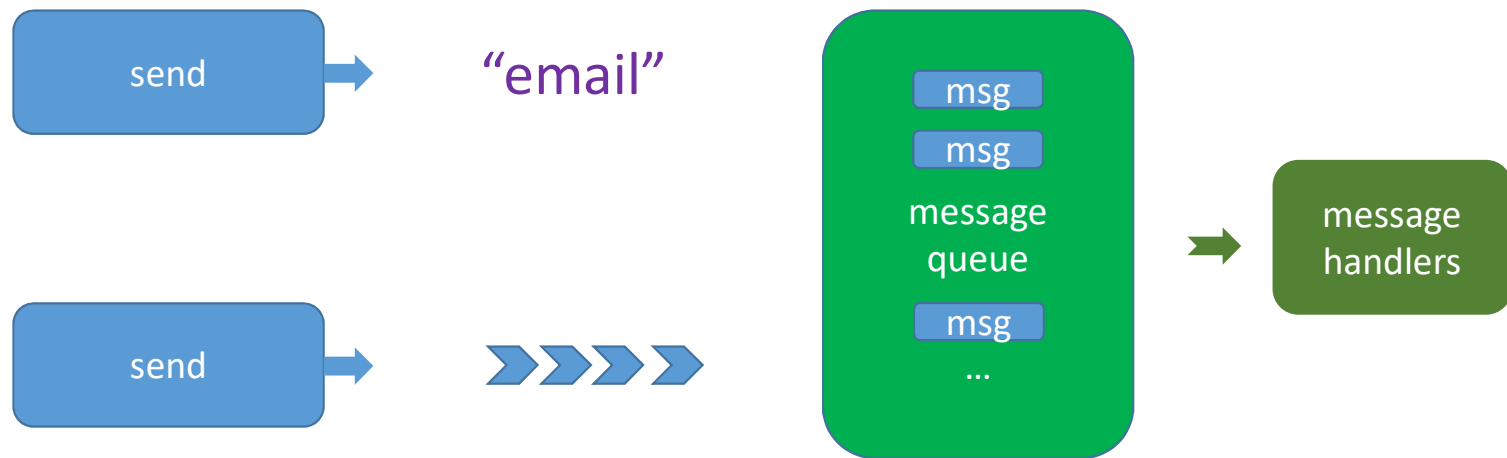
- Main storage (storage backend)
- Index
- **Communication paradigm: two-sided vs. one-sided**
- Scale out or scale up
- ACID transactions or not



# Two-sided communication



# One-sided communication



## System design choice

- Main storage (storage backend)
- Index
- Communication paradigm: two-sided vs. one-sided
- **Scale out or scale up**
- ACID transactions or not

# Design choice: scale-up vs. scale-out

- Supercomputer model
  - Programming model simple and efficient
    - shared memory address space
  - Expensive
  - Hardware is your ultimate limit
- Distributed cluster model
  - Programming model is complex
  - Relatively cheaper
  - Flexible to meet a variety of needs

Scale “OUT”, not “UP”

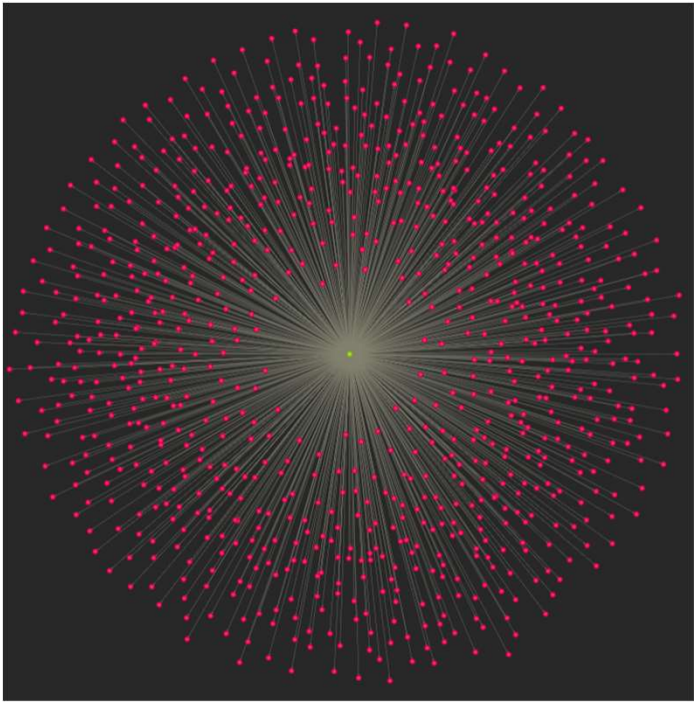
## System design choice

- Main storage (storage backend)
- Index
- Communication paradigm: two-sided vs. one-sided
- Scale out or scale up
- **ACID transactions or not**

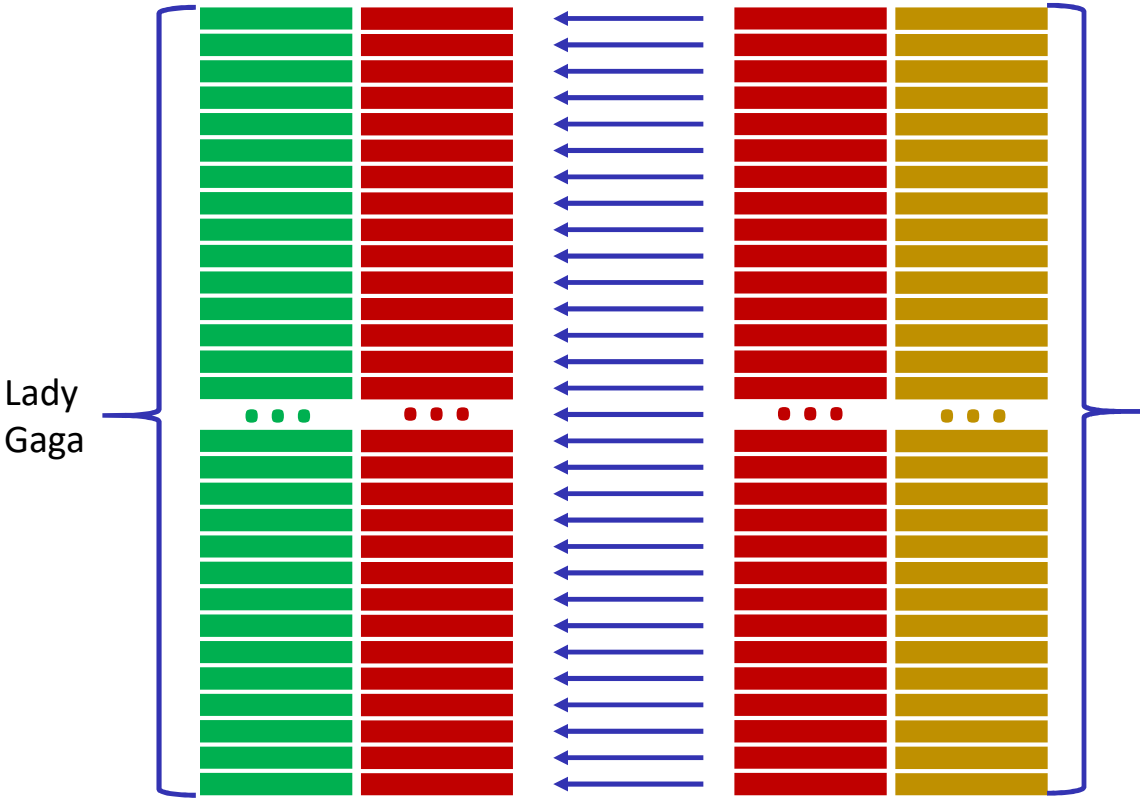
# Think twice before diving into transactions

- Pros
  - Strong data consistency guarantee
- Cons
  - The hell of referential integrity
  - The disaster of cascading rollback
  - Multi-round network communications per commit for distributed transactions

# The hell of referential integrity

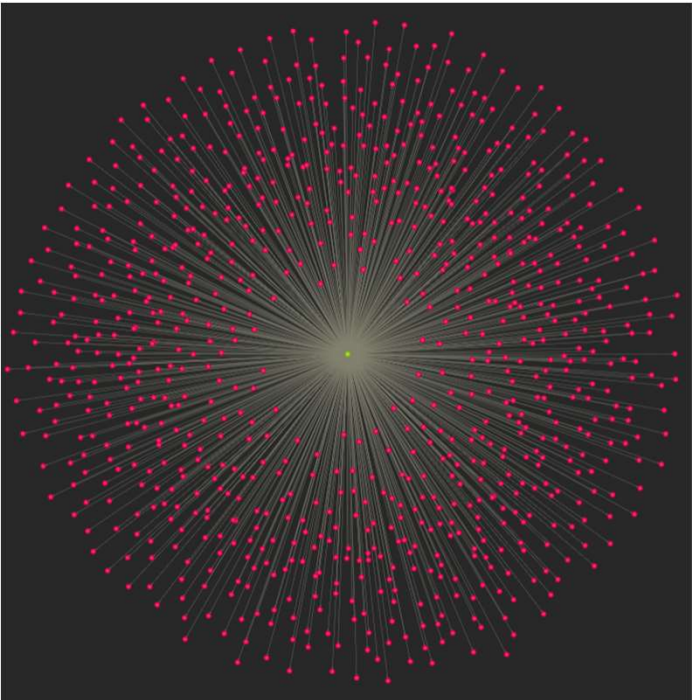


Lady Gaga in Freebase

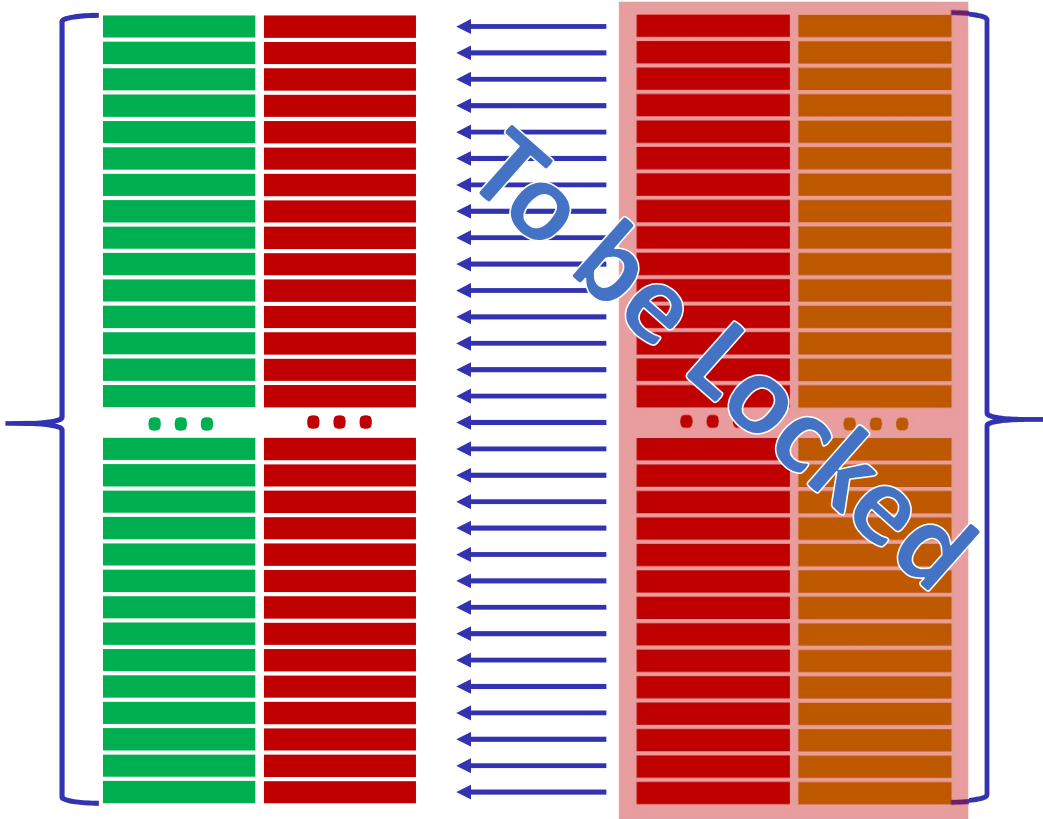




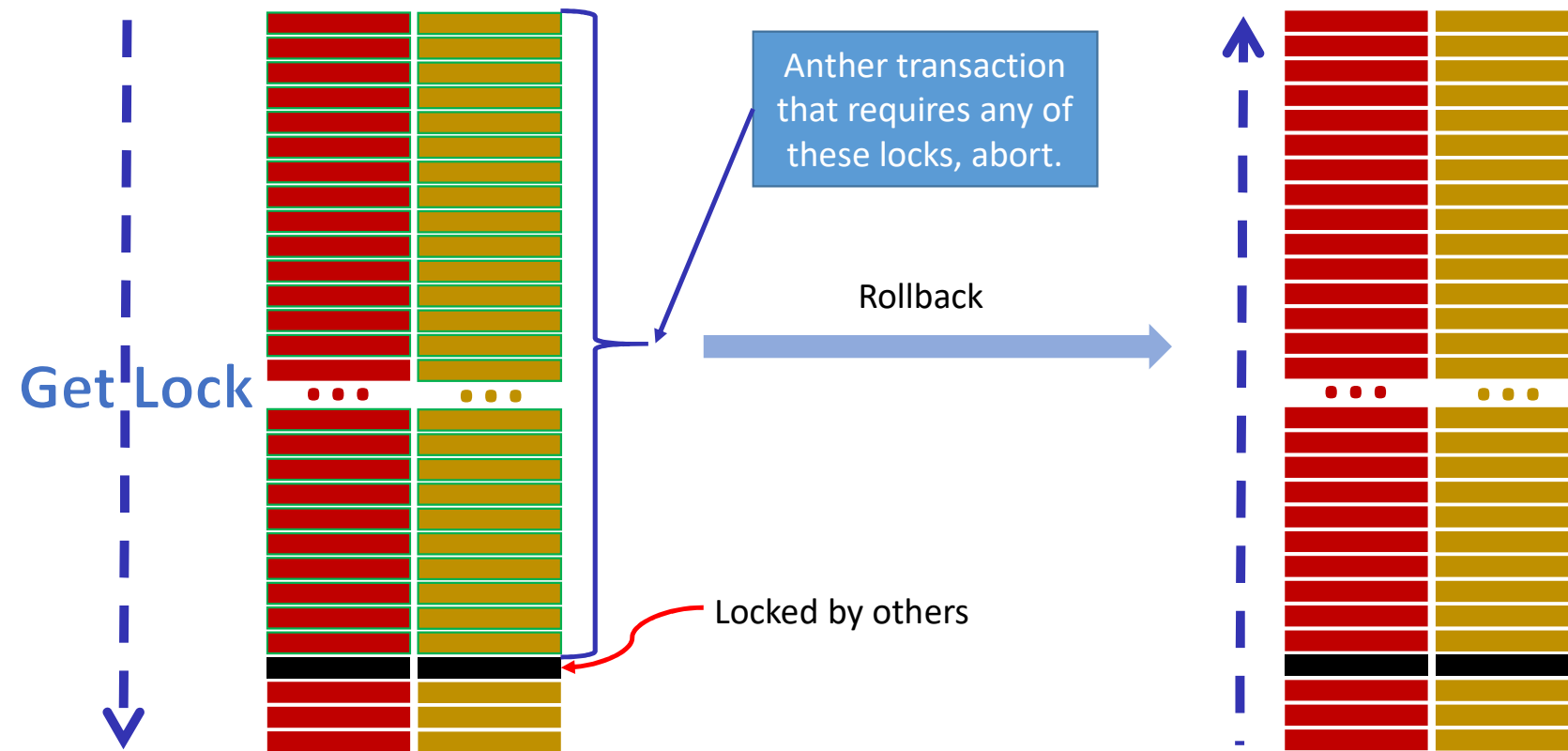
# The hell of referential integrity



Lady  
Gaga



# The disaster of cascading rollback



# Representative Graph Systems

# Existing systems

- Mature data processing systems
  - RDBMS
  - MapReduce systems
- Systems specialized for certain graph operations
  - PageRank, .....
- General-purpose graph processing systems
  - Neo4j, Trinity, Horton, HyperGraphDB, TinkerGraph, InfiniteGraph, Cayley, Titan, PEGASUS, Pregel, Giraph, GraphLab, GraphChi, GraphX ...

# Representative graph processing systems

	Property graphs	Online query	Data sharding	In-memory storage	Atomicity & Transaction
★	Neo4j	Yes	Yes	No	Yes
★	Trinity	Yes	Yes	Yes	Atomicity
★	Horton	Yes	Yes	Yes	No
★	HyperGraphDB	No	Yes	No	Yes
★	FlockDB	No	Yes	Yes	Yes
★	TinkerGraph	Yes	Yes	No	No
★	InfiniteGraph	Yes	Yes	Yes	No
★	Cayley	Yes	Yes	SB	SB
★	Titan	Yes	Yes	SB	SB
★	MapReduce	No	No	Yes	No
★	PEGASUS	No	No	Yes	No
★	Pregel	No	No	Yes	No
★	Giraph	No	No	Yes	No
★	GraphLab	No	No	Yes	No
★	GraphChi	No	No	No	No
★	GraphX	No	No	Yes	No

# Representative graph processing paradigms

- MapReduce for graph processing
- Vertex-centric graph computation
- Matrix arithmetic
- Graph embedding

# MapReduce for Graph Processing

# MapReduce

- High latency, yet high throughput general purpose data processing platform
- Optimized for offline analytics on large data partitioned over hundreds of machines



# Processing graph using MapReduce

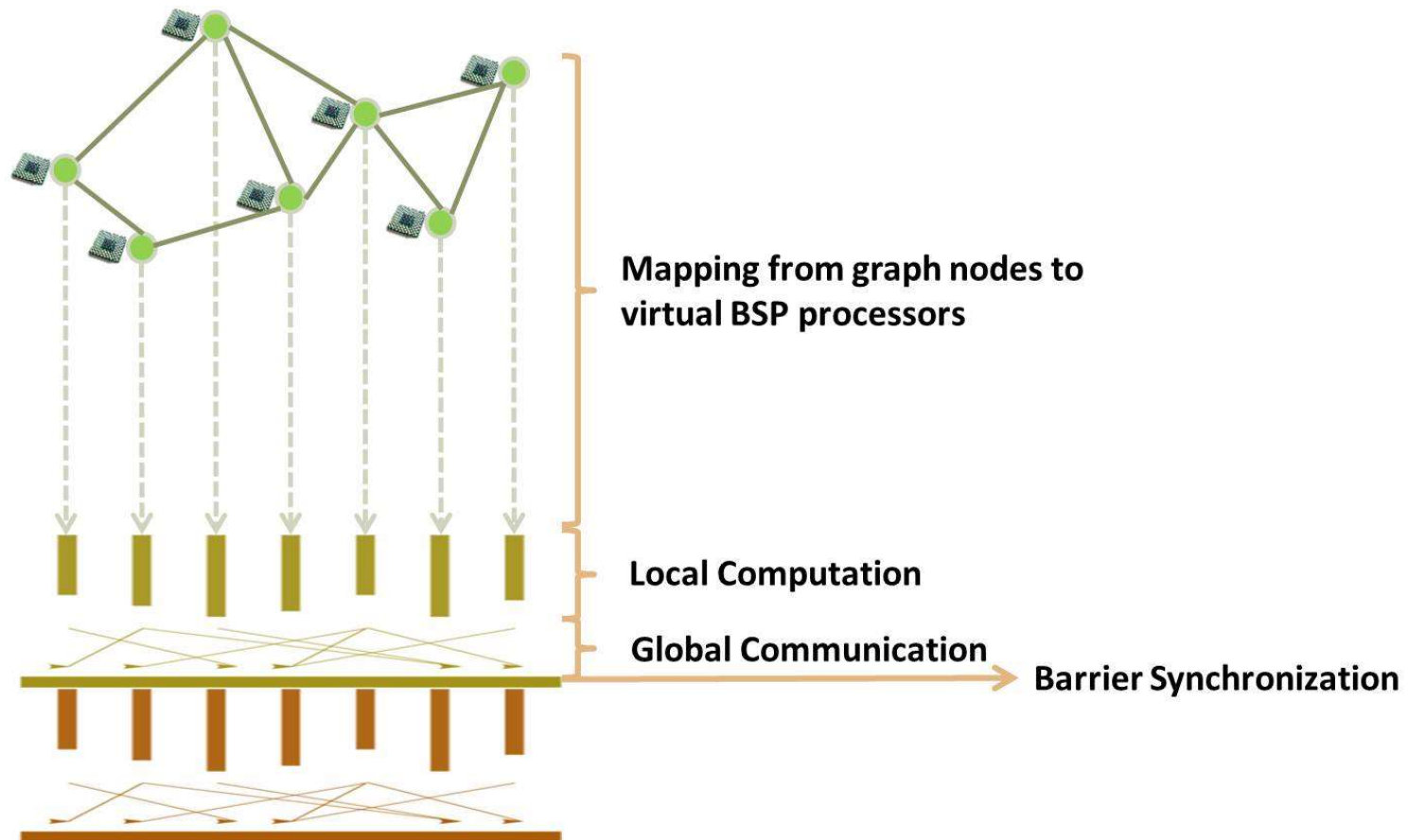
- No online query support
- The data model of MapReduce cannot represent graph natively
  - Graph algorithms cannot be expressed intuitively
- Inefficiency for graph processing
  - Intermediate results of each iteration need to be materialized
  - Entire graph structure need to be sent over network iteration after iteration, this incurs a large amount of unnecessary data movements

# MapReduce

- De facto of distributed large data processing
- Great scalability: supports extremely large data, but unfortunately not for graphs

# Vertex-centric graph computation

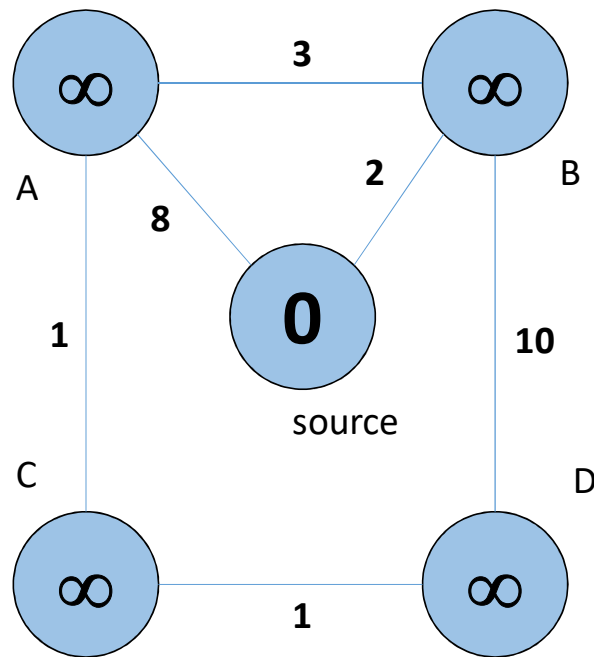
Basic idea: think like a vertex!



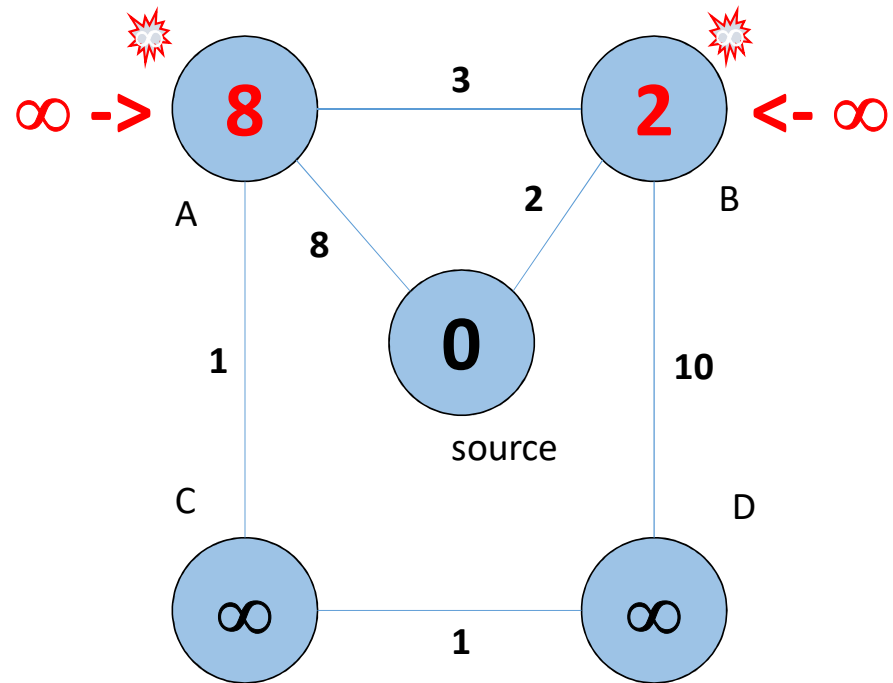
# Computation model

- Graph computation is modeled as many supersteps
- Each vertex reads messages sent in the previous superstep
- Each vertex performs computations in parallel
- Each vertex can send messages to other vertices at the end of an iteration

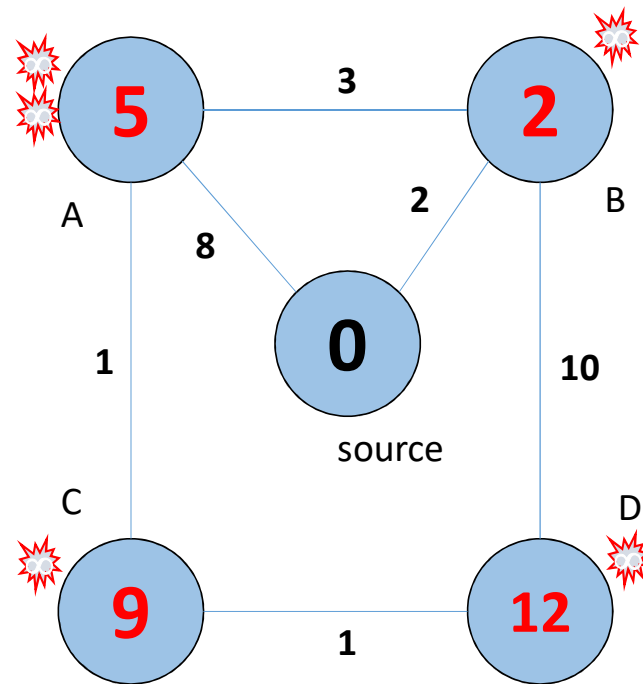
# Example: SSSP



# Example: SSSP

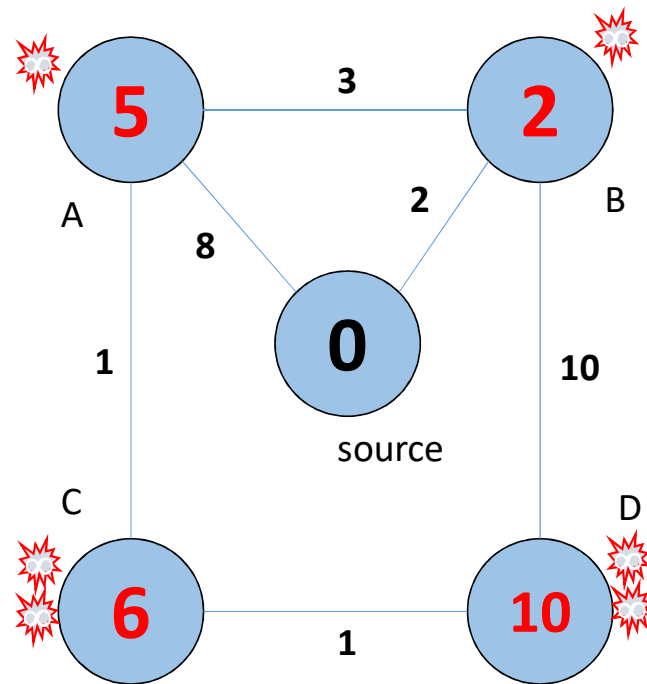


# Example: SSSP

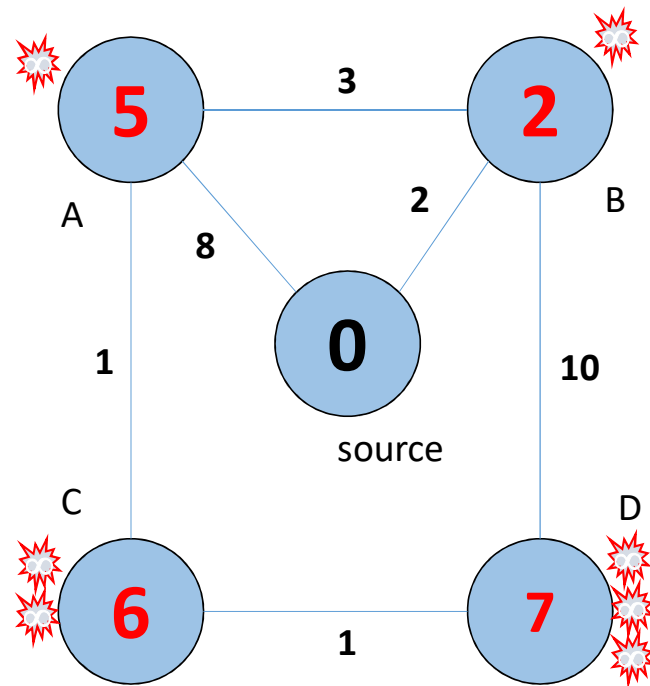




# Example: SSSP



# Example: SSSP

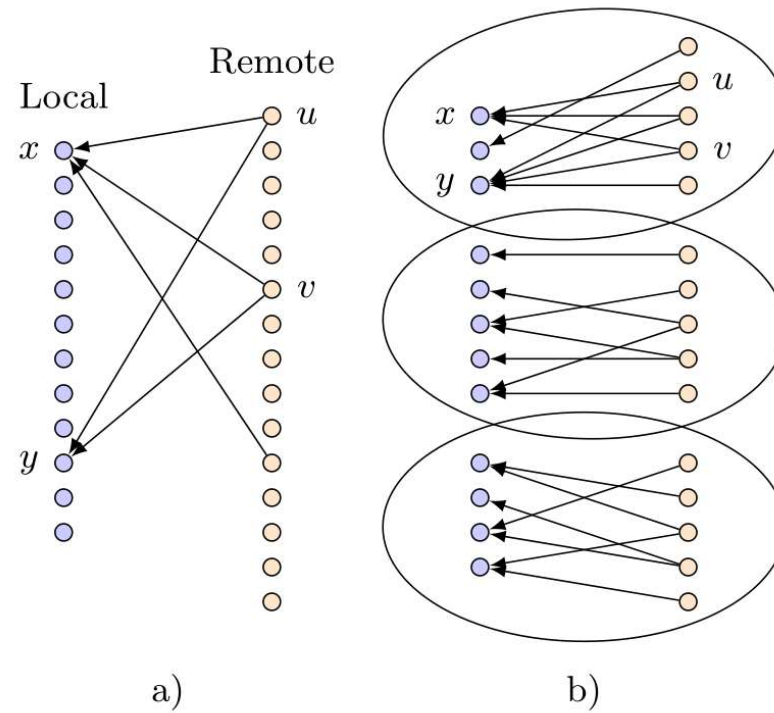


## Vertex-centric vs. MapReduce

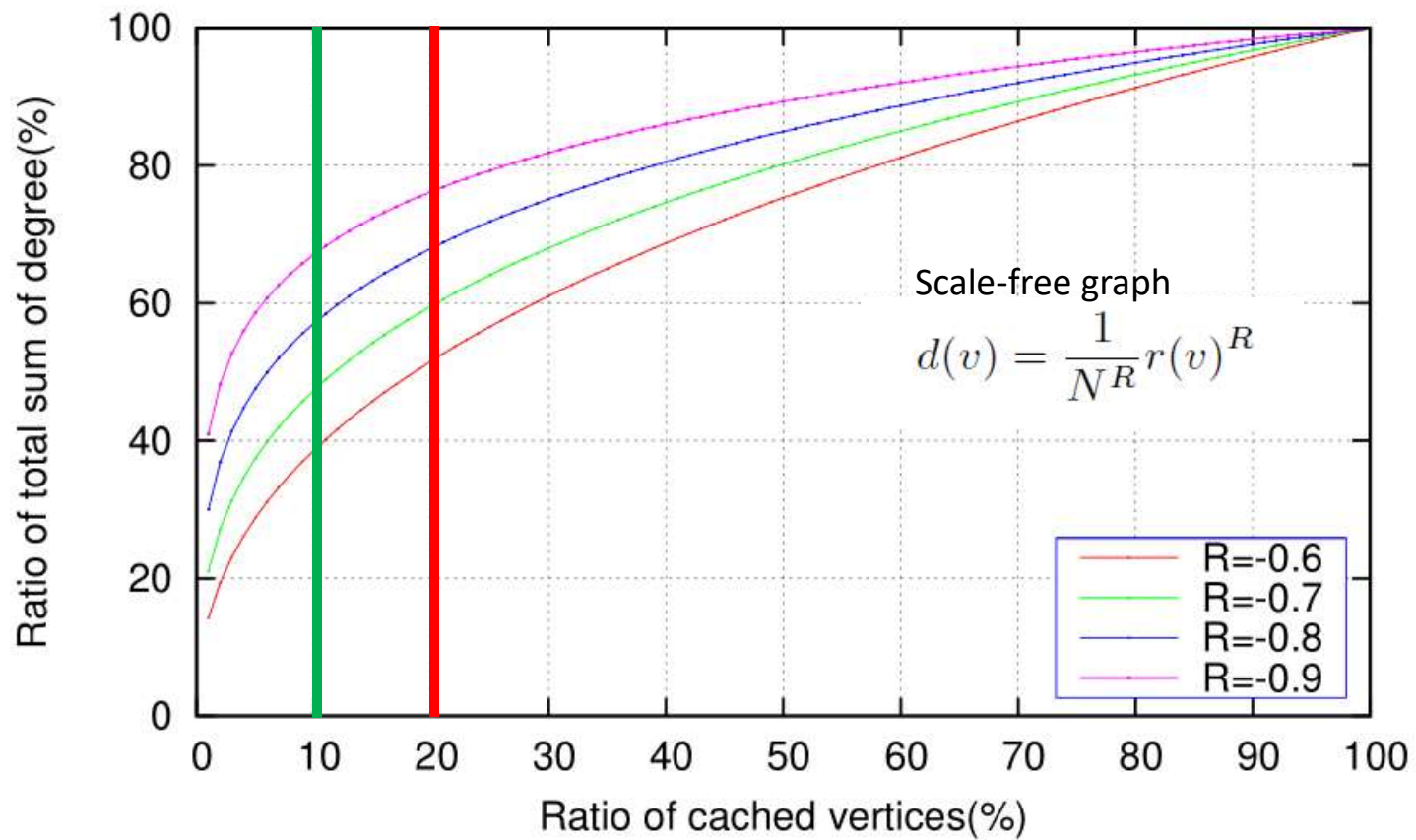
- Exploits fine-grained parallelism at the node level
- Pregel doesn't move graph partitions over network, only messages among nodes are passed at the end of each iteration
- Many graph algorithms cannot be expressed using vertex-centric computation model intuitively and elegantly

# Communication optimization

# Bipartite view of a graph on a local machine



# Message cache (“80/20” rule in real graphs)



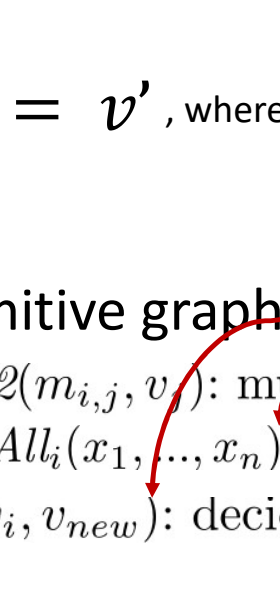
# Matrix arithmetic

## Representative system: Pegasus

- Open source large graph mining system
  - Implemented on Hadoop
- Convert graph mining operations into iterative matrix-vector multiplications
- Pegasus uses an  $n$  by  $n$  matrix  $M$  and a vector  $v$  of size  $n$  to represent graphs

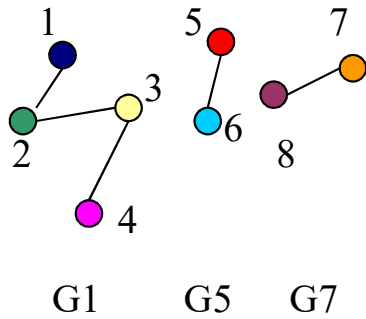


# Generalized Iterated Matrix-Vector Multiplication

$$M \times v = v', \text{ where } v'_i = \sum_{j=1}^n m_{i,j} \times v_j$$


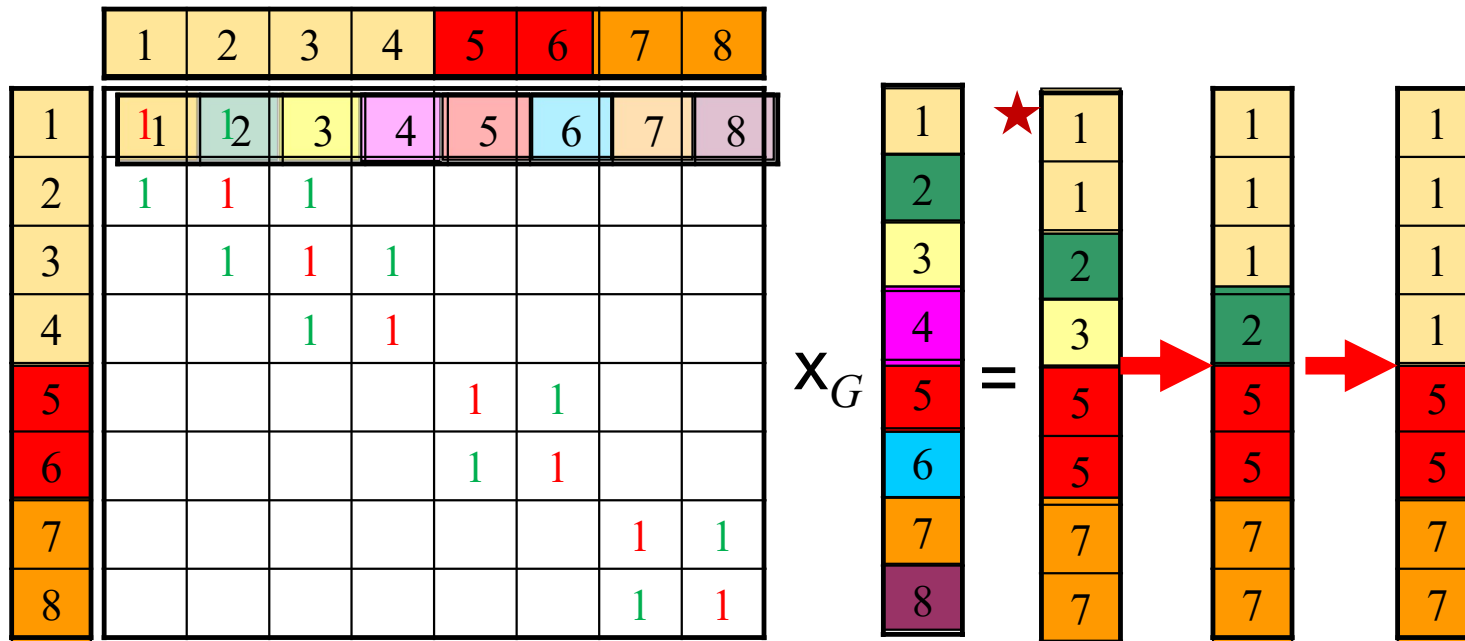
- Three primitive graph mining operations
  - $combine2(m_{i,j}, v_j)$ : multiply  $m_{i,j}$  and  $v_j$
  - $combineAll_i(x_1, \dots, x_n)$ : sum  $n$  all the multiplication results from  $combine2$
  - $assign(v_i, v_{new})$ : decide how to update  $v_i$  with  $v_{new}$
- Graph mining problems are solved by **customizing** the three operations

# Example: connected components



	1	2	3	4	5	6	7	8
1		1						
2	1		1					
3		1		1				
4			1					
5						1		
6					1			
7								1
8							1	

# Example: connected components



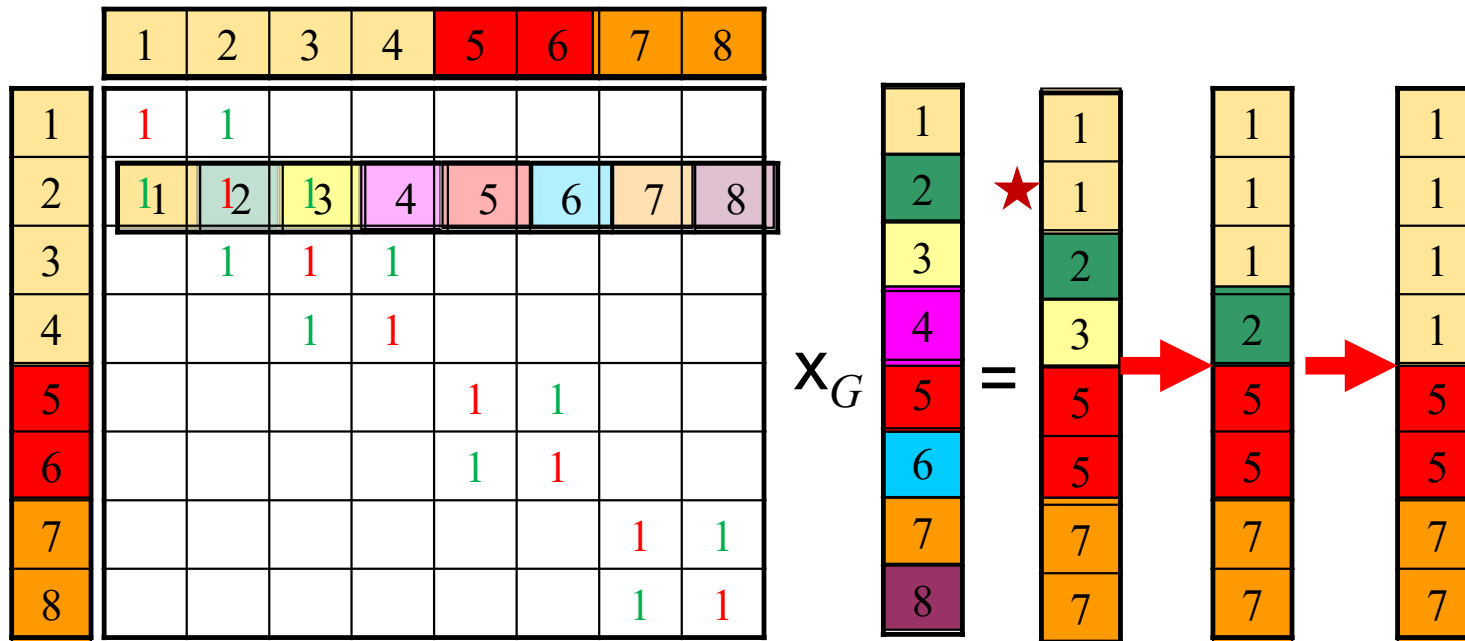
$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$

$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$

$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$

Adapted from: Pegasus, Kevin Andryc, 2011

# Example: connected components



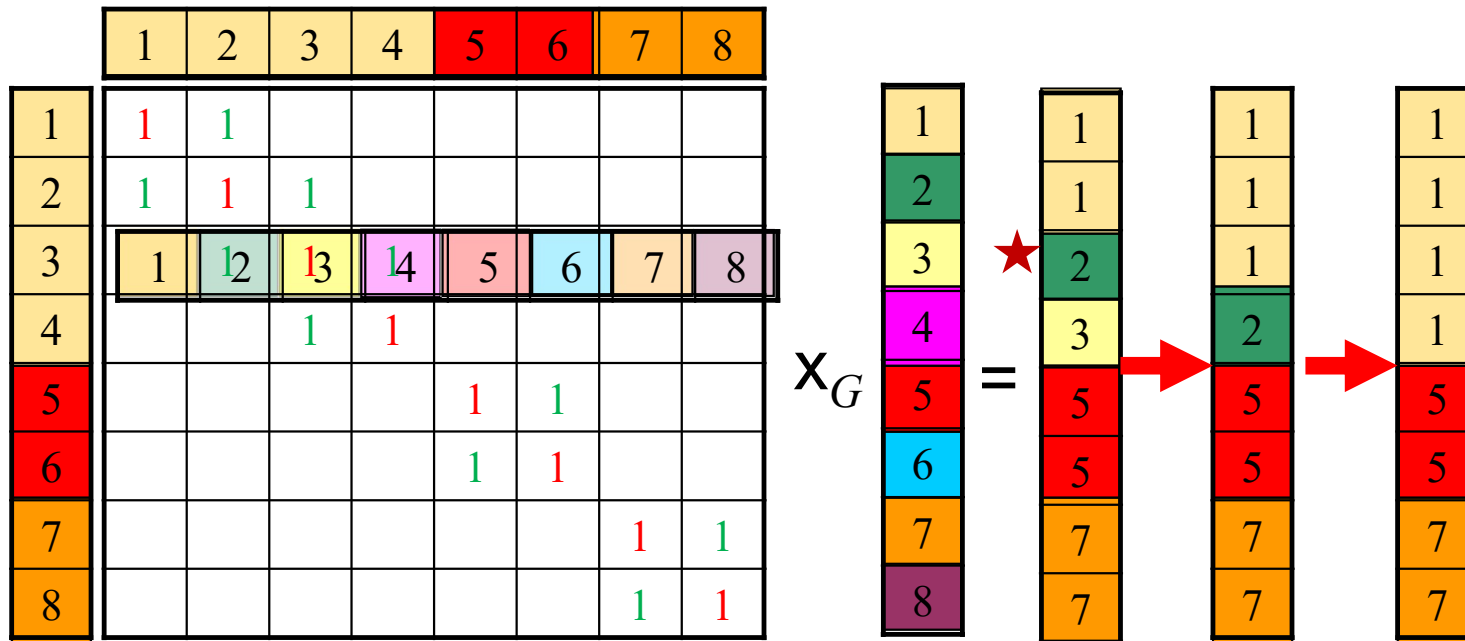
$$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$$

$$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$$

$$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$$

Adapted from: Pegasus, Kevin Andryc, 2011

# Example: connected components



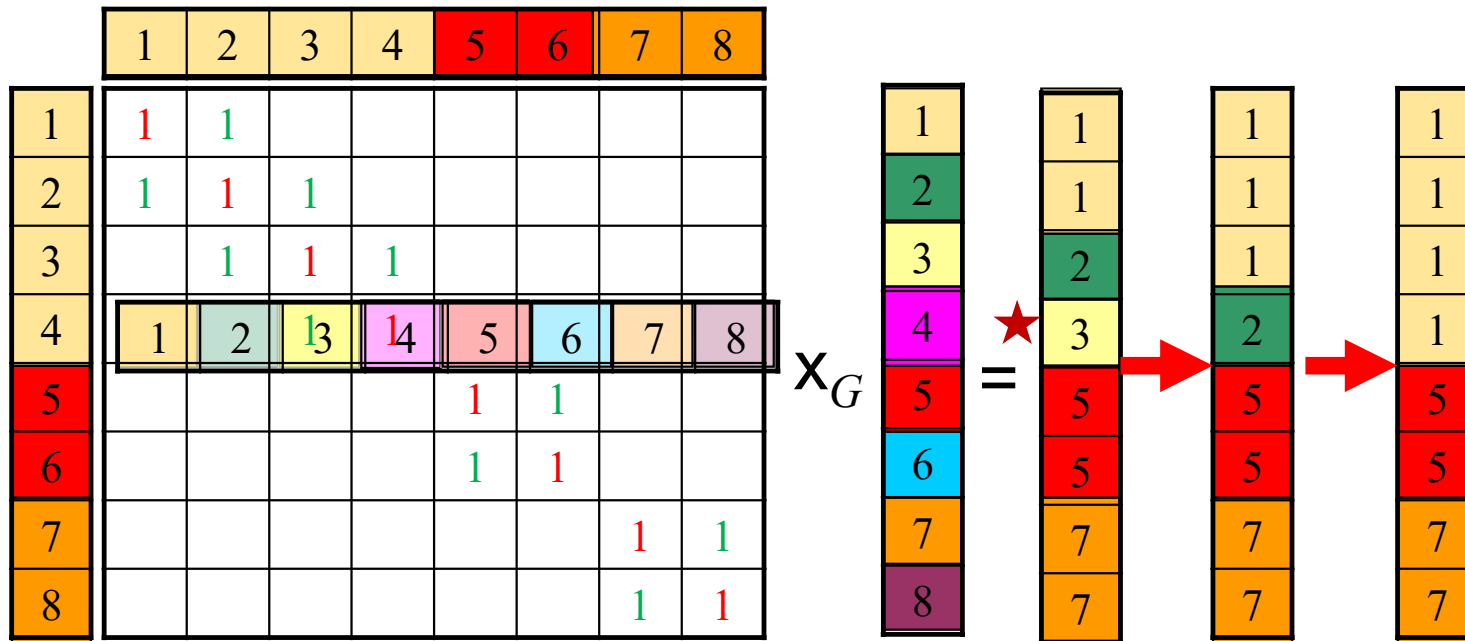
$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$

$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$

$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$

Adapted from: Pegasus, Kevin Andryc, 2011

# Example: connected components



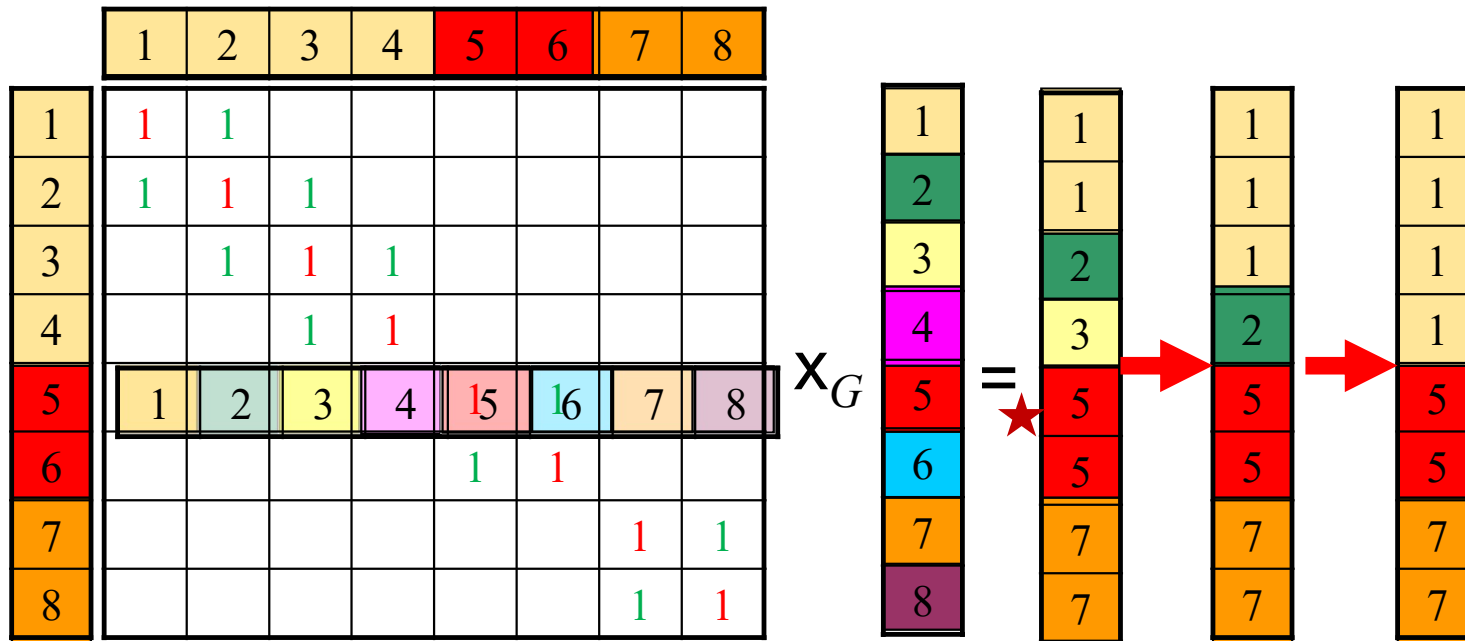
$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$

$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$

$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$

Adapted from: Pegasus, Kevin Andryc, 2011

# Example: connected components



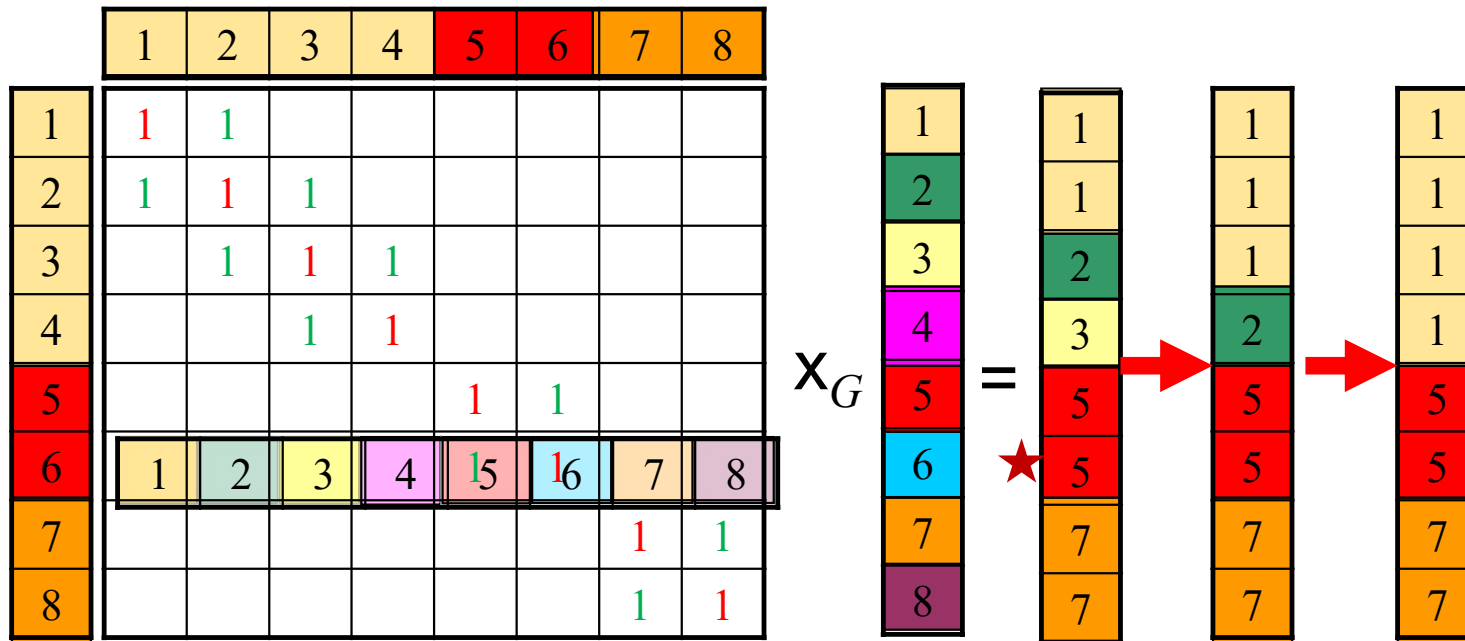
$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$

$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$

$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$

Adapted from: Pegasus, Kevin Andryc, 2011

# Example: connected components



$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$

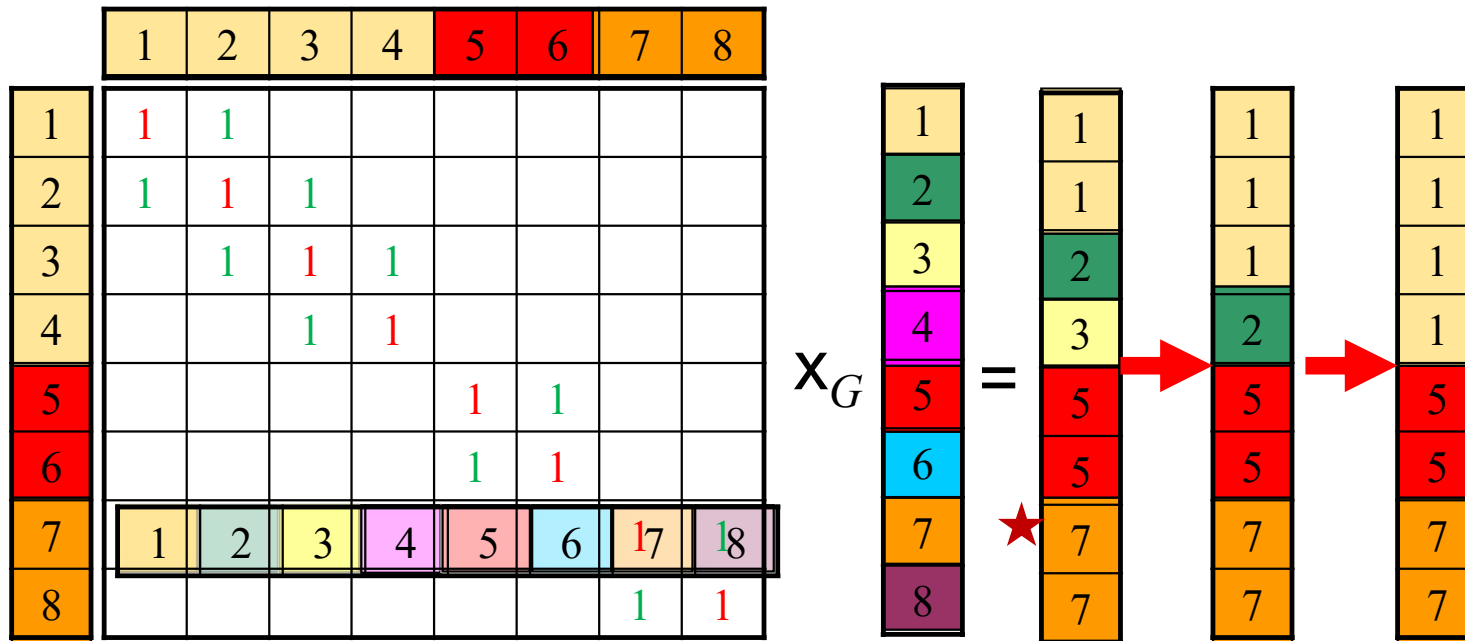
$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$

$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$

Adapted from: Pegasus, Kevin Andryc, 2011



# Example: connected components



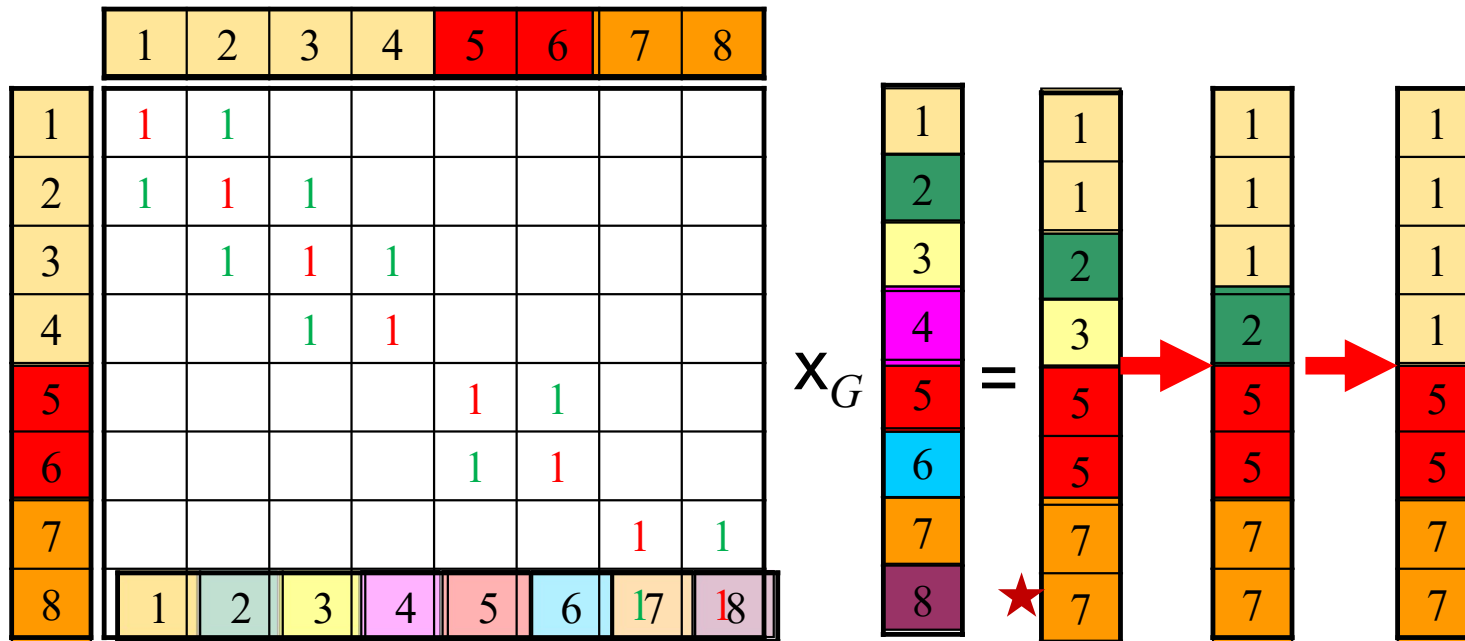
$$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$$

$$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$$

$$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$$

Adapted from: Pegasus, Kevin Andryc, 2011

# Example: connected components



$\text{combine2}(m_{i,j}, v_j) = m_{i,j} \times v_j.$

$\text{combineAll}_i(x_1, \dots, x_n) = \text{MIN}\{x_j \mid j = 1..n\}$

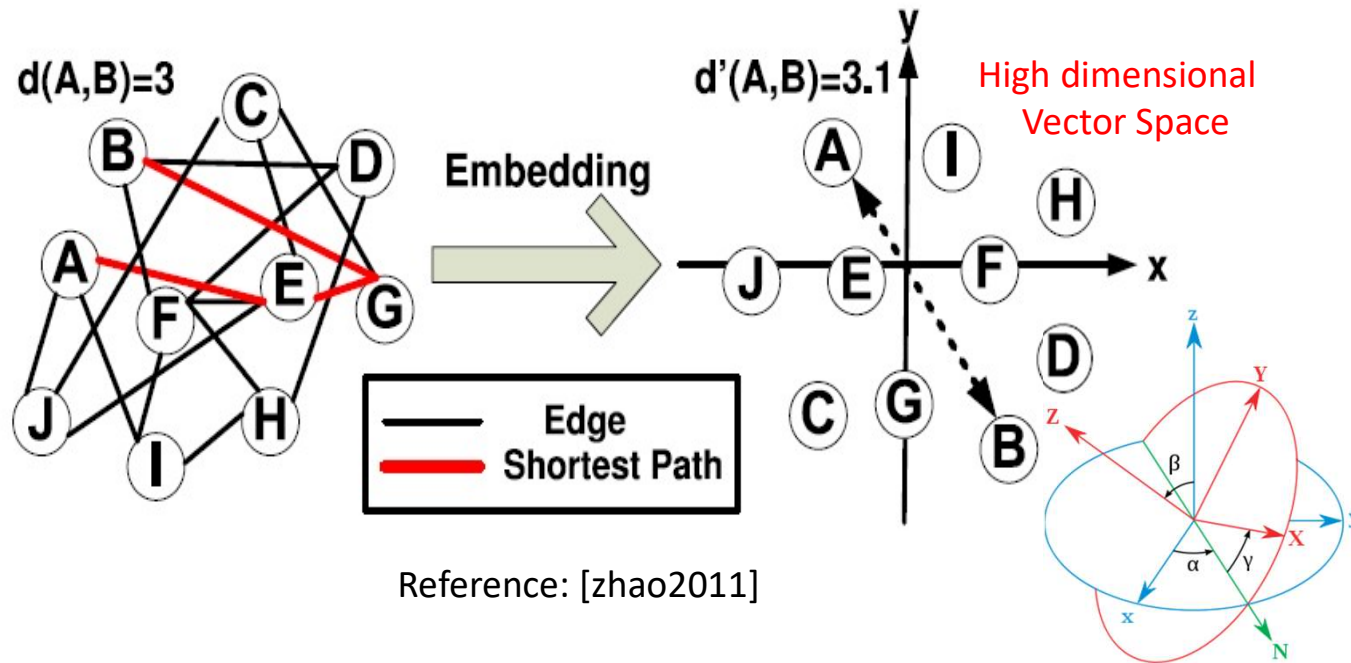
$\text{assign}(v_i, v_{\text{new}}) = \text{MIN}(v_i, v_{\text{new}}).$

Adapted from: Pegasus, Kevin Andryc, 2011

# Graph embedding

# Graph embedding

- Embed a graph into a geometric space so that distances in the space preserve the shortest distances in the graph



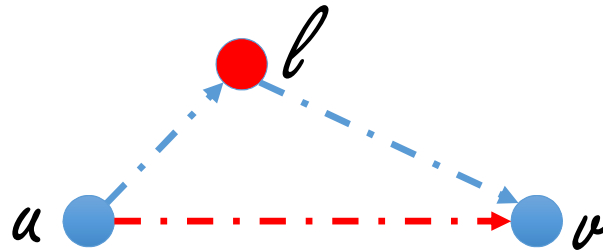
## Application: distance oracle

- Choose a small number of landmarks (~100)
  - Heuristics: Degree , betweenness, ...
- Calculate the distances from each landmark to all other vertices using *BFS starting from each landmark*
- Calculate the embedding of landmarks using the *downhill simplex method* according to the distances between landmarks
- Calculate the embedding of other vertices using the *downhill simplex method* according to the distances from these vertices to landmarks

Reference: [Qi VLDB2014]

## Distance oracle in a nutshell

- Step 1: Using sketch to give the lower and upper bound of the shortest distance between two vertices



$$|d(u, l) - d(l, v)| \leq d(u, v) \leq d(u, l) + d(l, v)$$

Triangle Inequality

$$l(u, v) \leq d(u, v) \leq r(u, v)$$

## Distance oracle in a nutshell

- Step 2: Refining results using graph embedding

$$d(u, v) = \begin{cases} \bar{d}(u, v) & \text{if } l(u, v) \leq \bar{d}_{u,v} \leq r(u, v); \\ l(u, v) & \text{if } \bar{d}_{u,v} < l(u, v); \\ r(u, v) & \text{if } \bar{d}_{u,v} > r(u, v); \end{cases}$$

$\bar{d}(u, v)$  is the coordinate distance in the embedding space

# Real-time Query Processing



# Query processing

- Where do latencies come from?
- Index-free query processing

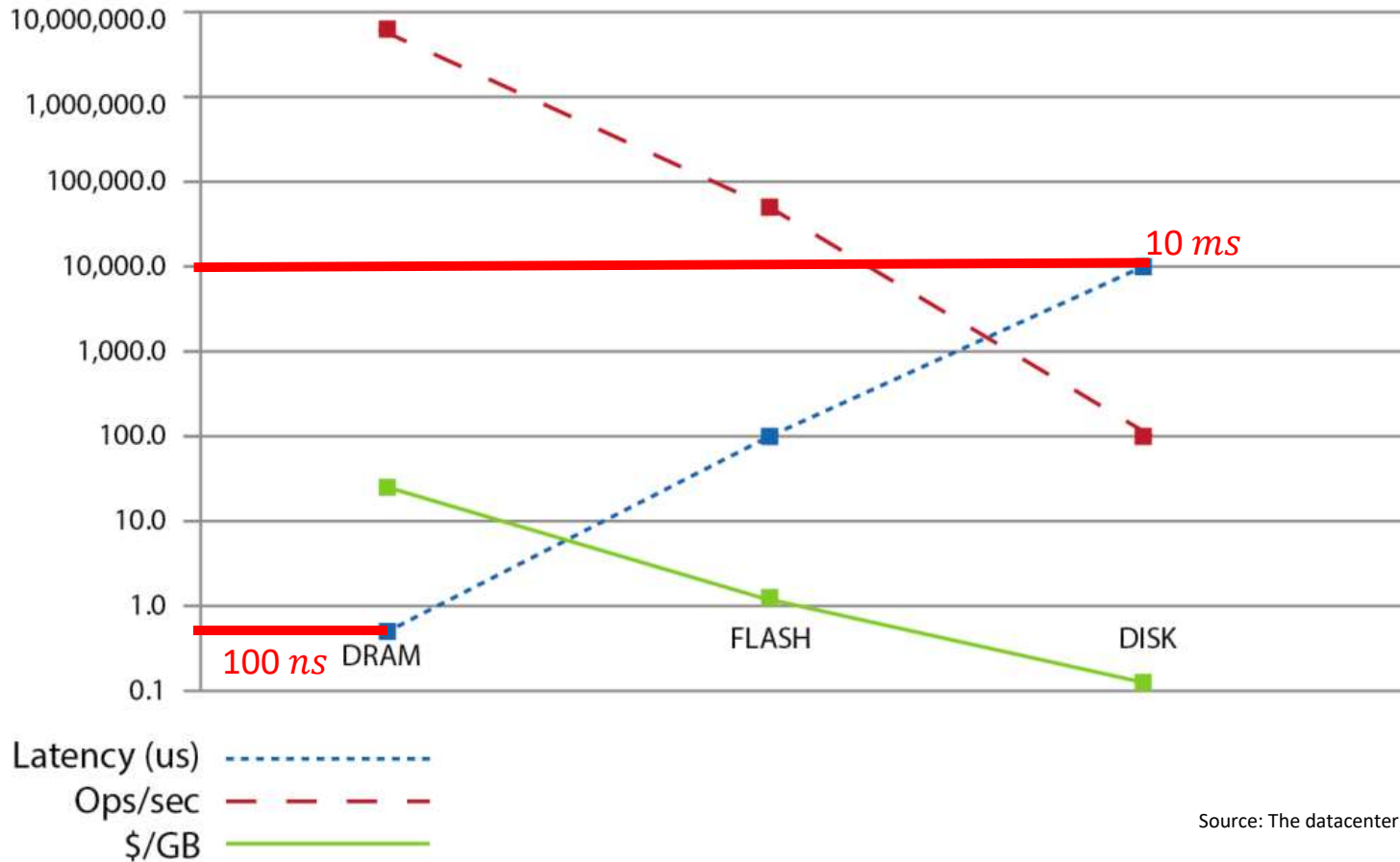
## People search challenge in Facebook graph

- Among adult Facebook users, the average number of friends is 338.

$$\begin{aligned} & 338 \\ & +338 \times 338 \\ & +338 \times 338 \times 338 \\ & =38,729,054 \end{aligned}$$

Can we search a person in one's 3-hop neighborhood within 500 ms?

# Latency, Bandwidth, and Capacity



Source: The datacenter as a computer (book)

## Disk-based approach

$$\begin{aligned} & 338 \\ & +338 \times 338 \\ & +338 \times 338 \times 338 \\ & = 38,729,054 \end{aligned} \quad \longrightarrow \quad \begin{aligned} & 387,290,540 \text{ ms} \\ & = 4.5 \text{ days} \end{aligned}$$

each disk seek + read: > 10 ms

## RAM-based approach

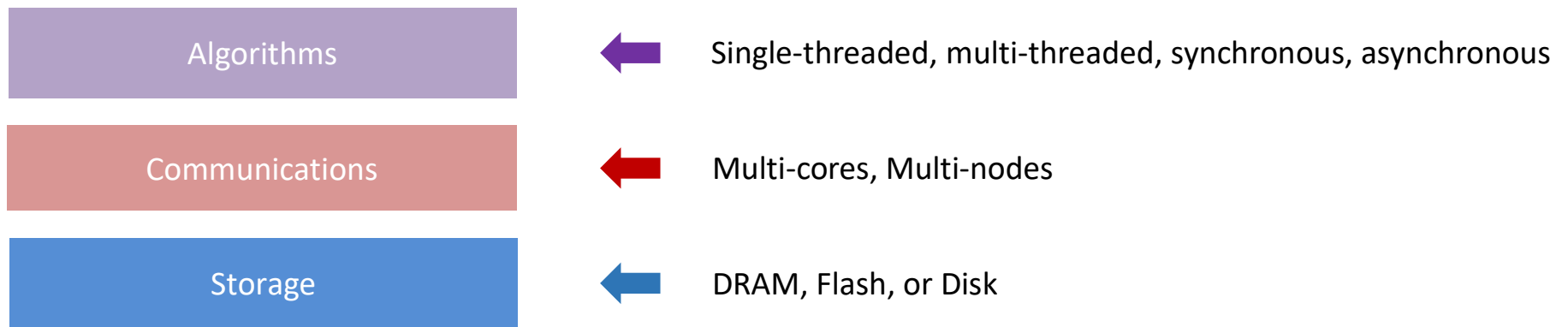
- DRAM latency: 100 ns

10 million reads/writes per second

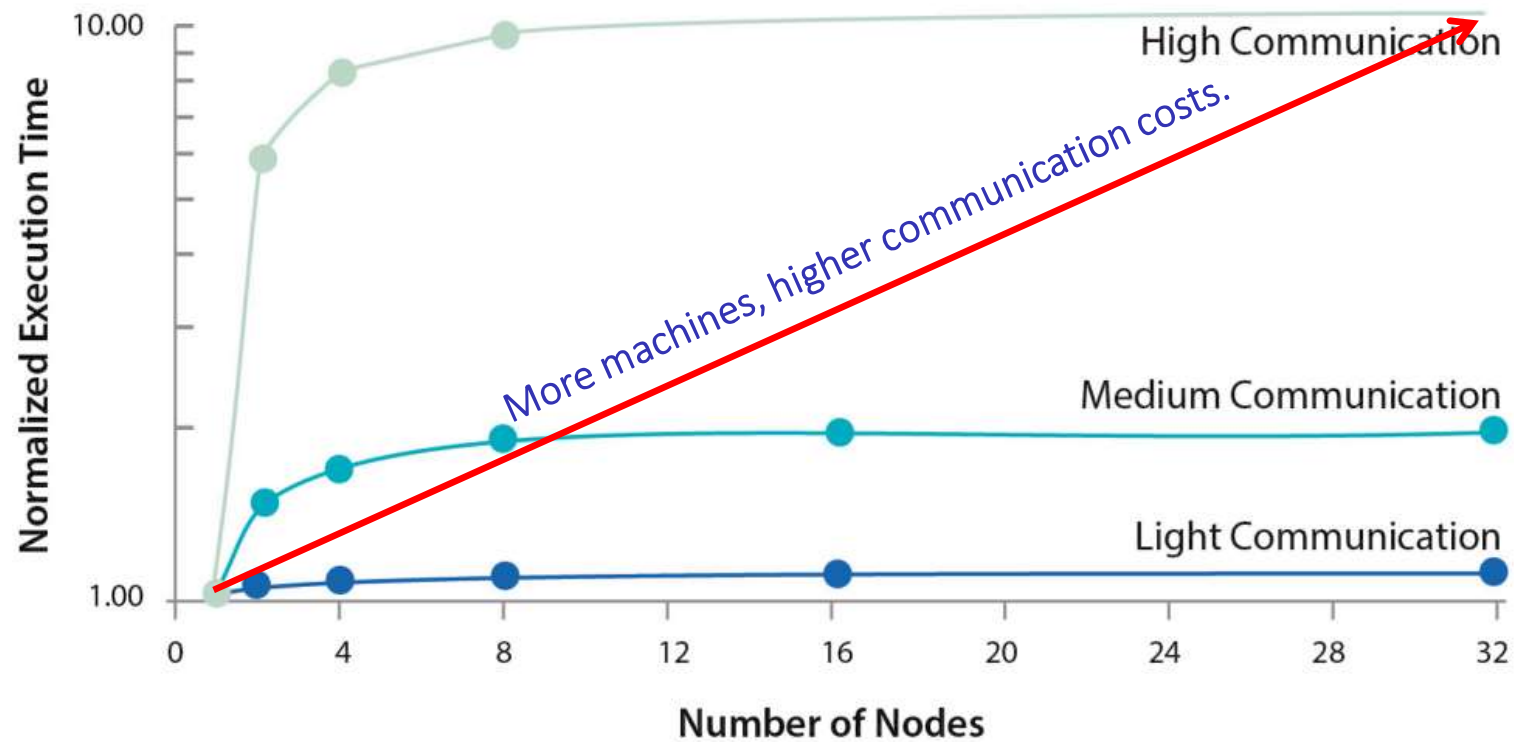
1 million vertex-level read/write per second

**38,729,054 vertices to access, it takes at least 38 seconds.**

# Where do latencies come from?



# Move computation, instead of data!



Source: The datacenter as a computer (book)

If you care about latency, do not use the shared-memory model in a distributed setting.



## Lessons learned so far (how to reduce latencies)

- RAM (hardware sometimes does matter a lot)
  - The stupid buy faster computers, smart ones write better programs?
- Avoid moving data
- .....

## Lessons learned so far (how to reduce latencies)

- RAM (hardware sometimes does matter a lot)
  - The stupid buy faster computers, smart ones write better programs?
- Avoid moving data
- Avoid unnecessary synchronizations



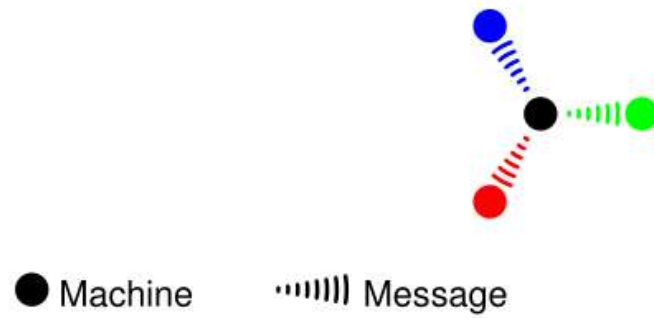
**Make programming harder**

# Fan-out Search

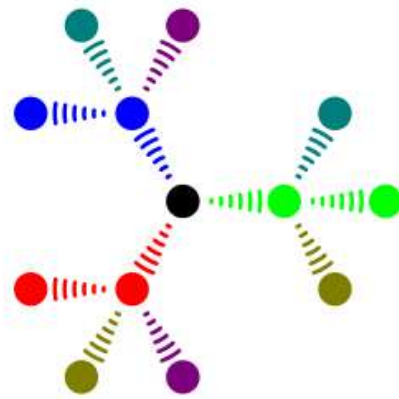
---



# Fan-out Search



# Fan-out Search



● Machine      ····· Message

---

# Fan-out Search



● Machine

Message

$$MessageCount = \sum_{i=1}^h N^i$$

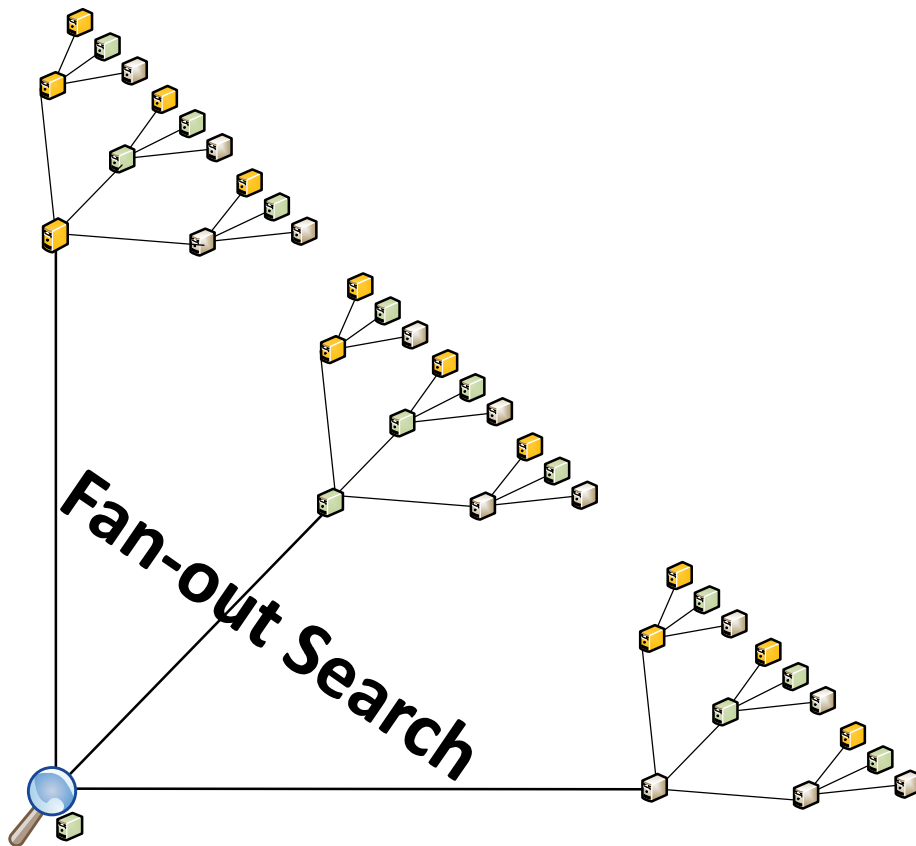
## Lessons learned so far

- RAM (Hardware sometimes does matter a lot)
  - The stupid buy faster computers, smart ones write better programs?
- Avoid moving data
- Avoid unnecessary synchronizations



**Makes programming harder**

# Asynchronous fan-out search

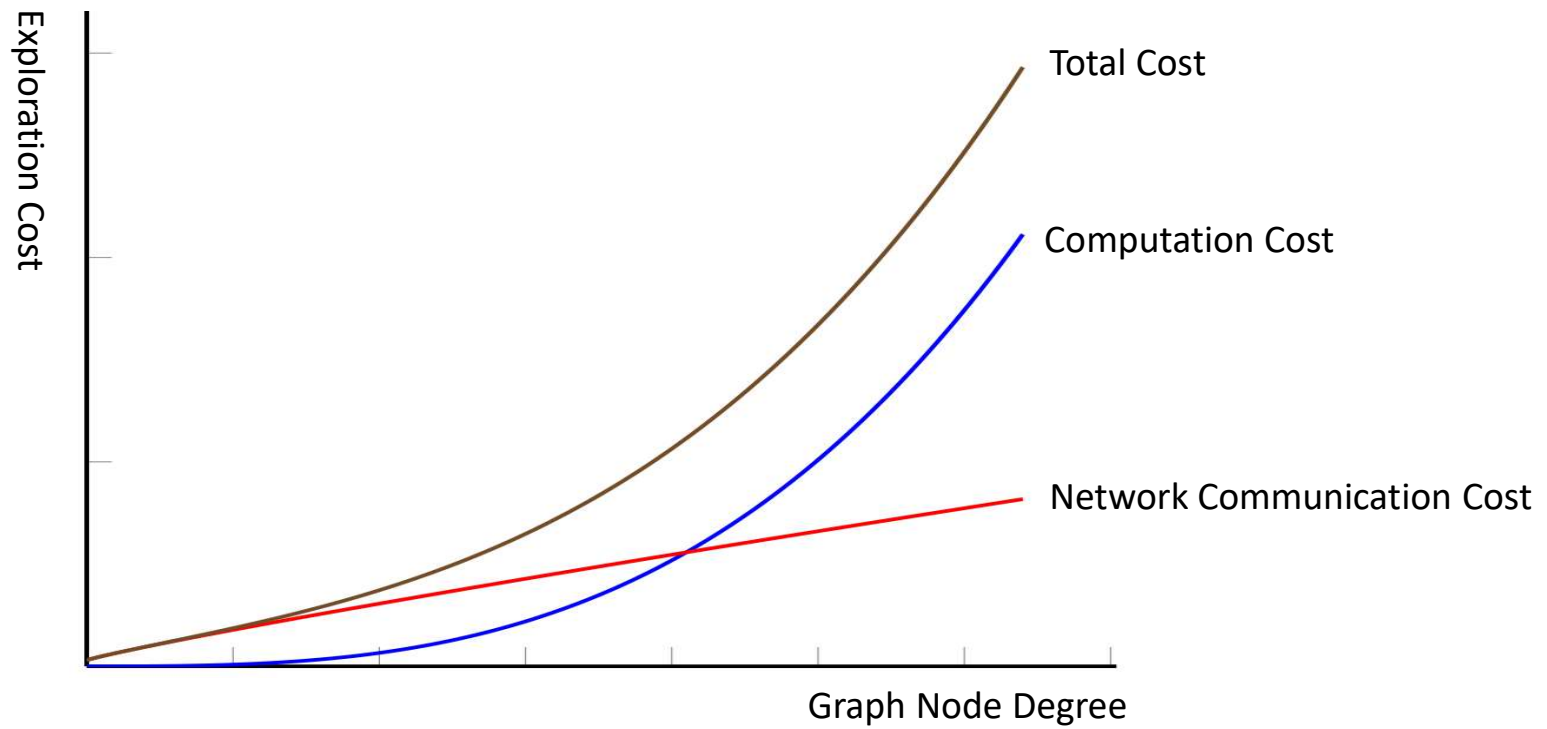


Hop	Msg #	Node # per machine
1	$n$	$\frac{d}{n}$
2	$n^2$	$\frac{d^2}{n}$
3	$n^3$	$\frac{d^3}{n}$

$n$  is the server count  
 $d$  is the average degree

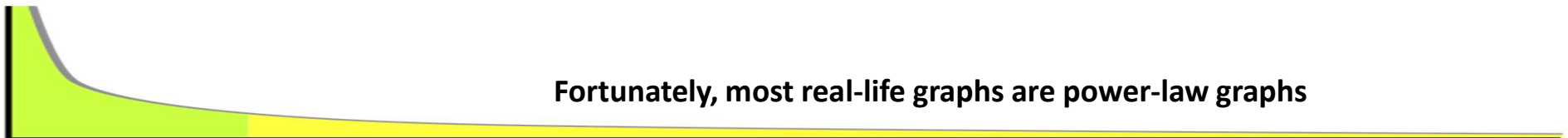


# Cost of Graph Exploration



# The scalability of fan-out search

Node # $N$	Edge # $E$	Node Degree	Network Message # $p = \sum_{k=0}^h M^k$	CPU Workload Per Machine $q = \sum_{i=0}^h \frac{d^i}{M}$	Total Cost $f(p) + g(q)$
$2.4 \times 10^9$	$2.4 \times 10^{14}$	$10^5$	4,368 ( $M=16, h=3$ )	$10^{14}$	2 days



$2.4 \times 10^9$	$17.4 \times 10^9$	0~5000	4,368 ( $M=16, h=3$ )	$6.3 \times 10^7$	< 120 ms
-------------------	--------------------	--------	-----------------------	-------------------	----------

$h$ : hop count

$M$ : Machine Count

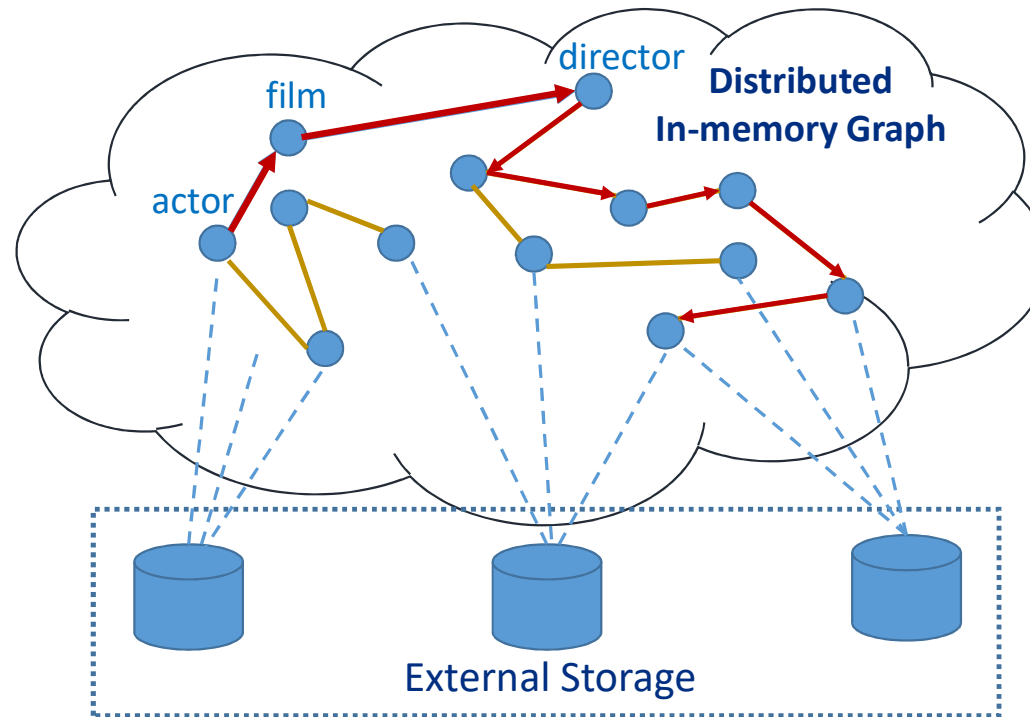
$d$ : Average Node Degree

# Online query processing

- Where do latencies come from?
- Index-free query processing

# Query processing via graph exploration

Knowledge Serving Services/APIs



# Online query example: subgraph matching

Procedure:

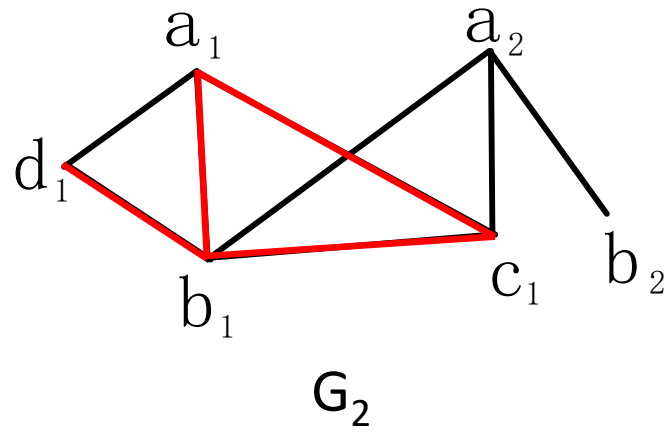
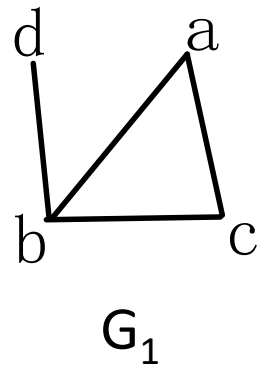
1. Break a graph into basic units (edges, paths, frequent subgraphs, ...)
2. Build index for every possible basic unit
3. Decompose a query into multiple basic unit queries, and join the results

## Case study: distributed subgraph matching

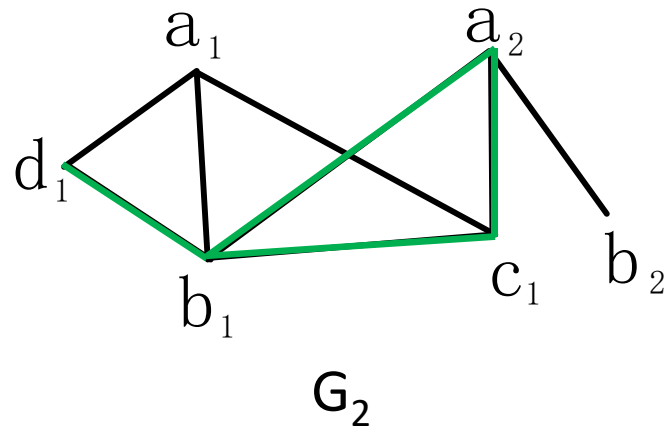
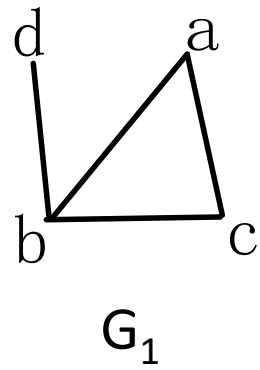
Procedure:

1. Break a query into basic units
- 2. Match the basic units in parallel on the fly**
3. Join the results

# Subgraph matching

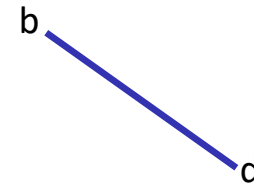
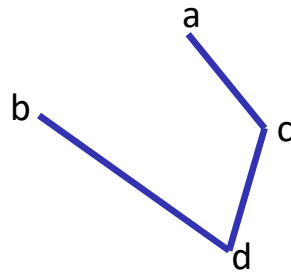
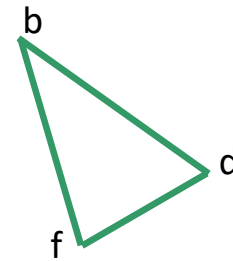
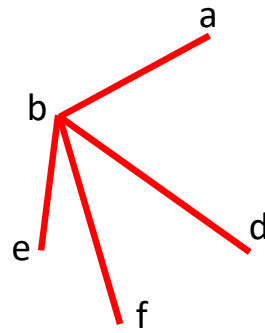
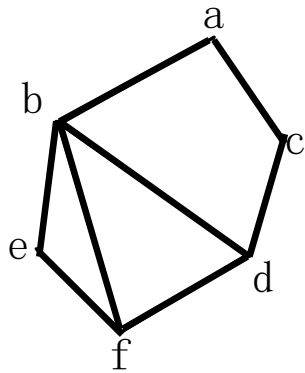


# Subgraph matching



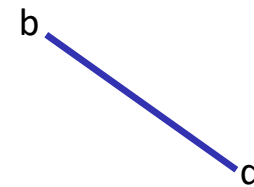
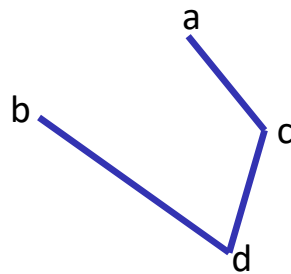
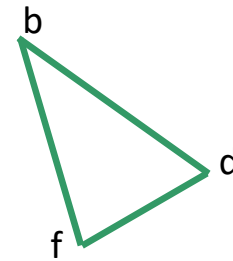
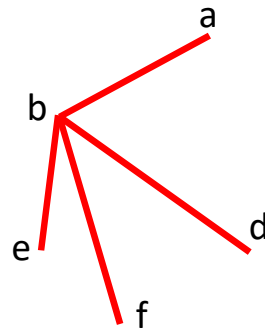
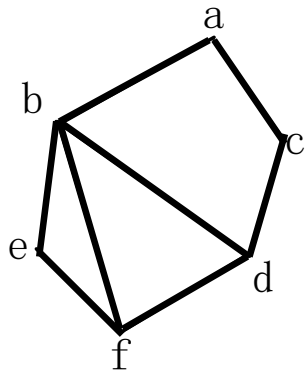


# Basic unit for distributed subgraph matching



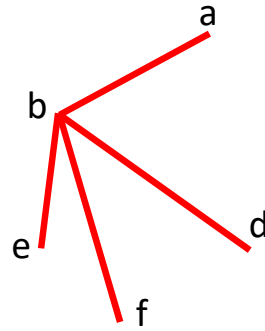
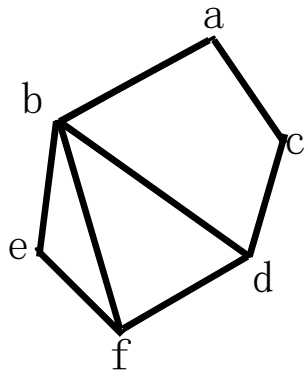
As a basic unit, which one is the best?

# Basic unit for distributed subgraph matching



As a basic unit, which one is the best?

# Basic unit for distributed subgraph matching

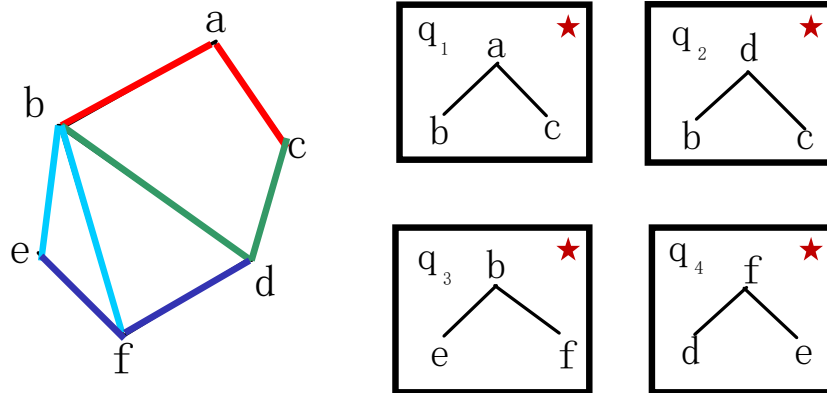


Twig

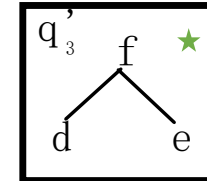
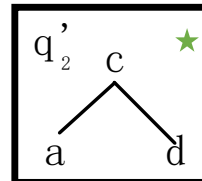
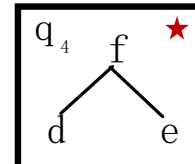
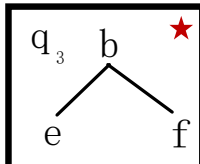
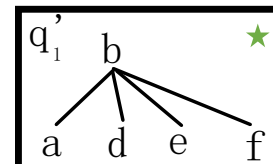
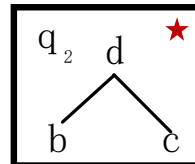
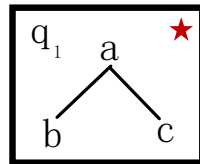
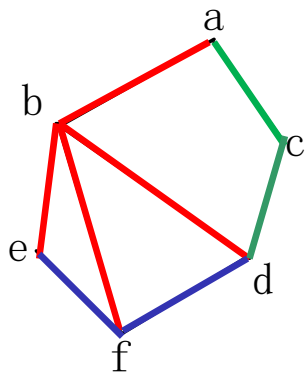
- Easy to decompose
- Height is always one
  - It at most needs to cross the network once

As a basic unit, which one is the best?

# Query decomposition



# Query decomposition



# Query optimization problems

- How to choose a good query decomposition
- How to choose a good execution order
- How to choose a good join order

Demo

Untitled - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Cut Copy Paste Format Painter Clipboard

Calibri (Body) 11 A<sup>+</sup> A<sup>-</sup> B I U Basic Text

Address Book Names Attach File Attach Item Signature Include

Follow Up High Importance Low Importance Tags Zoom Apps for Office Apps

To:

Cc:

Subject:

Send

Microsoft C

### Graph Viewer

Demo Video

```
1 KnowledgeGraph.StartFrom(343596859341331)
2 .VisitNode( _ => _.return_if(_.dice(0.01)) & Action.Continue)
3 .VisitNode( _ => _.return_if(_.dice(0.5) && _.has_cell_id(343596859341331)) & _.continue_if(_.dice(0.7)))
4 .VisitNode( _ => _.return_if(_.dice(0.5) && _.has_cell_id(343596859341331)))
5
```

Status: Busy



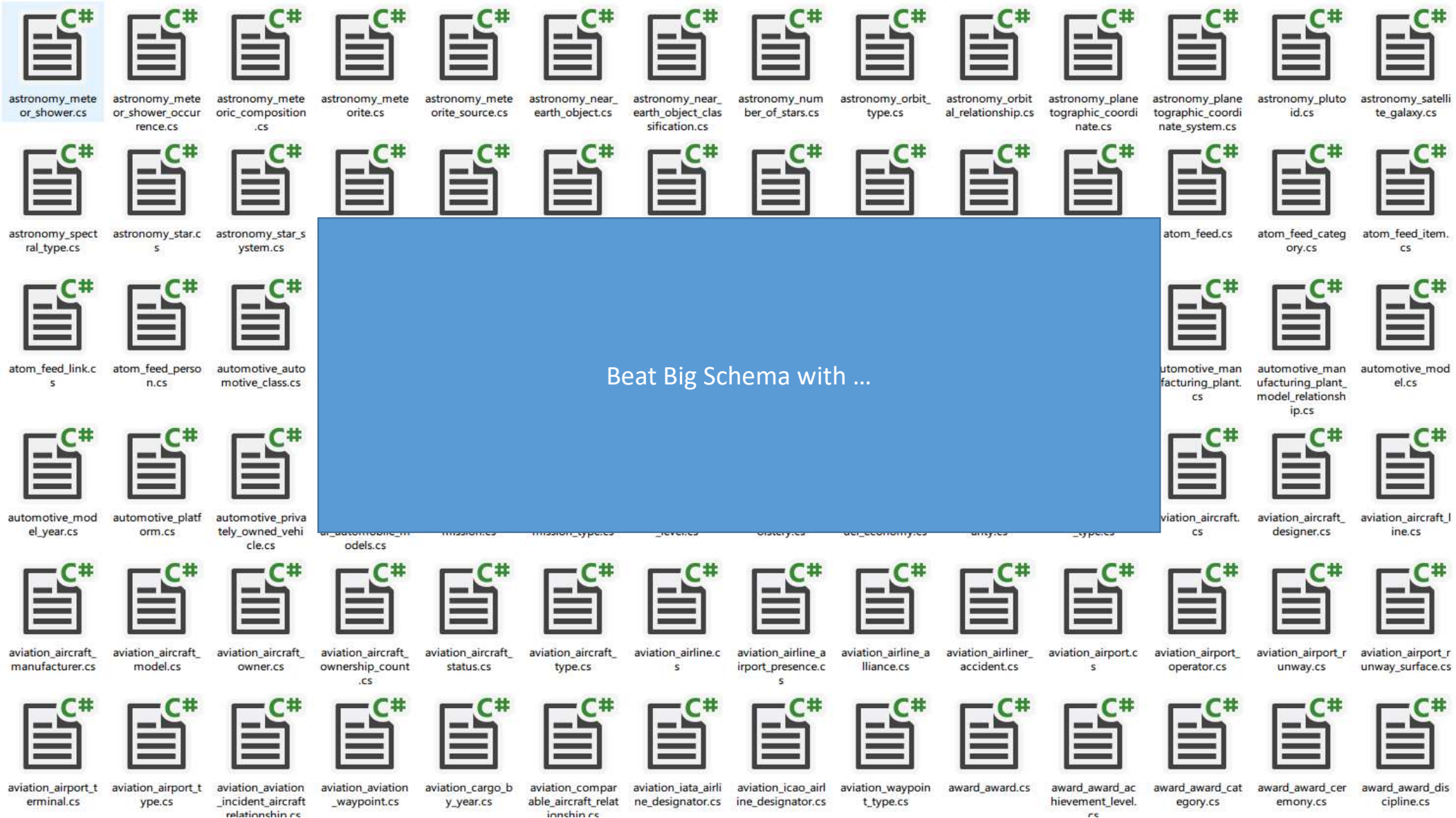
# How can we make it fast enough

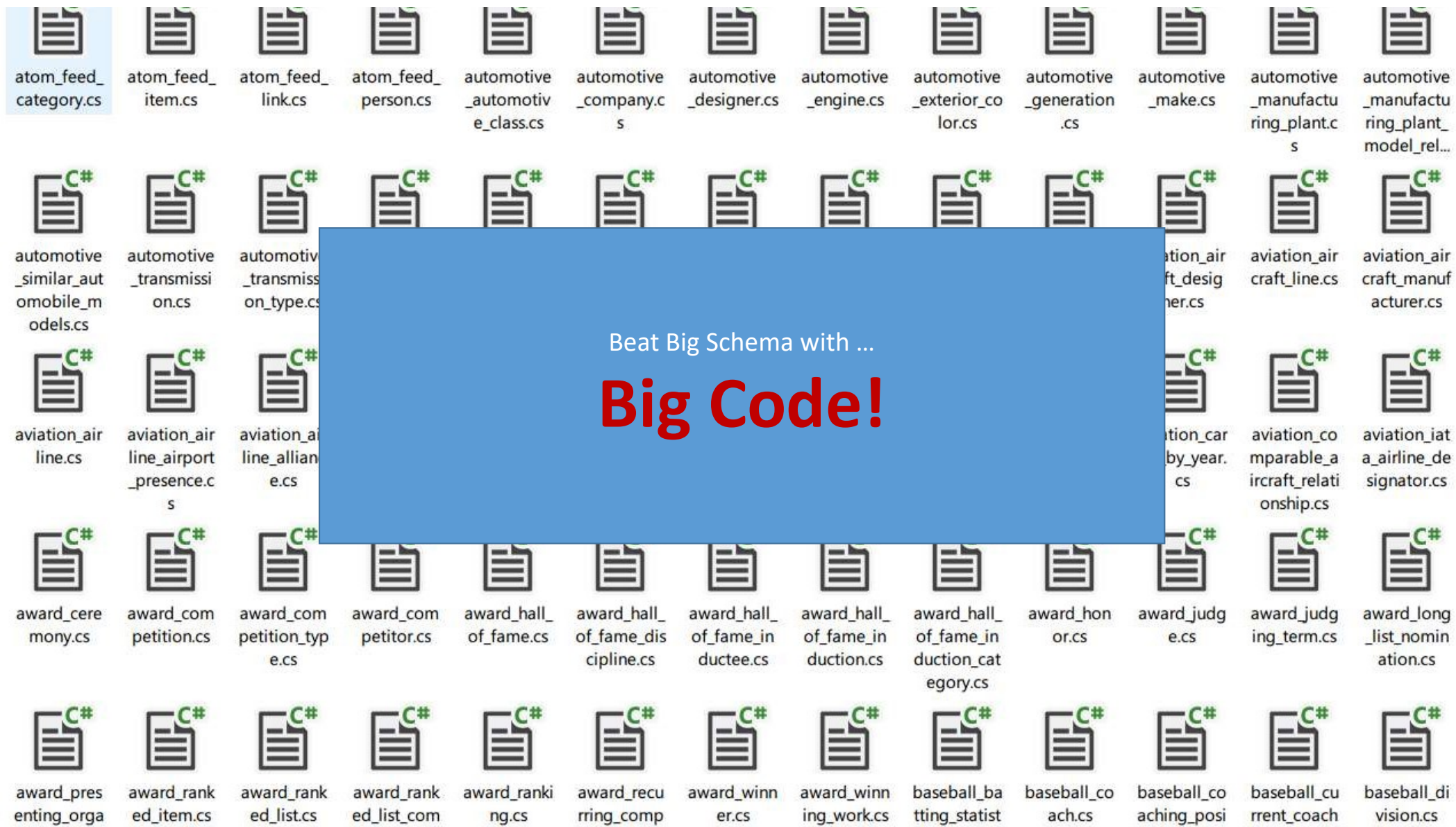
- Big data
  - hmm, we have a large variety of tools available
- But, how do we handle “big schema” ...
  - If we treat everything as texts and build indexes for these piles of words



- Inefficient data processing (weakly-typed system)
- Limited search functionality we can provide

Beat Big Schema with ...





Beat Big Schema with ...

**Big Code!**

# Freebase Graph:

- Generated lines of code for Freebase:  
**8,868,163**
- Bytes of code: **446,747,058**

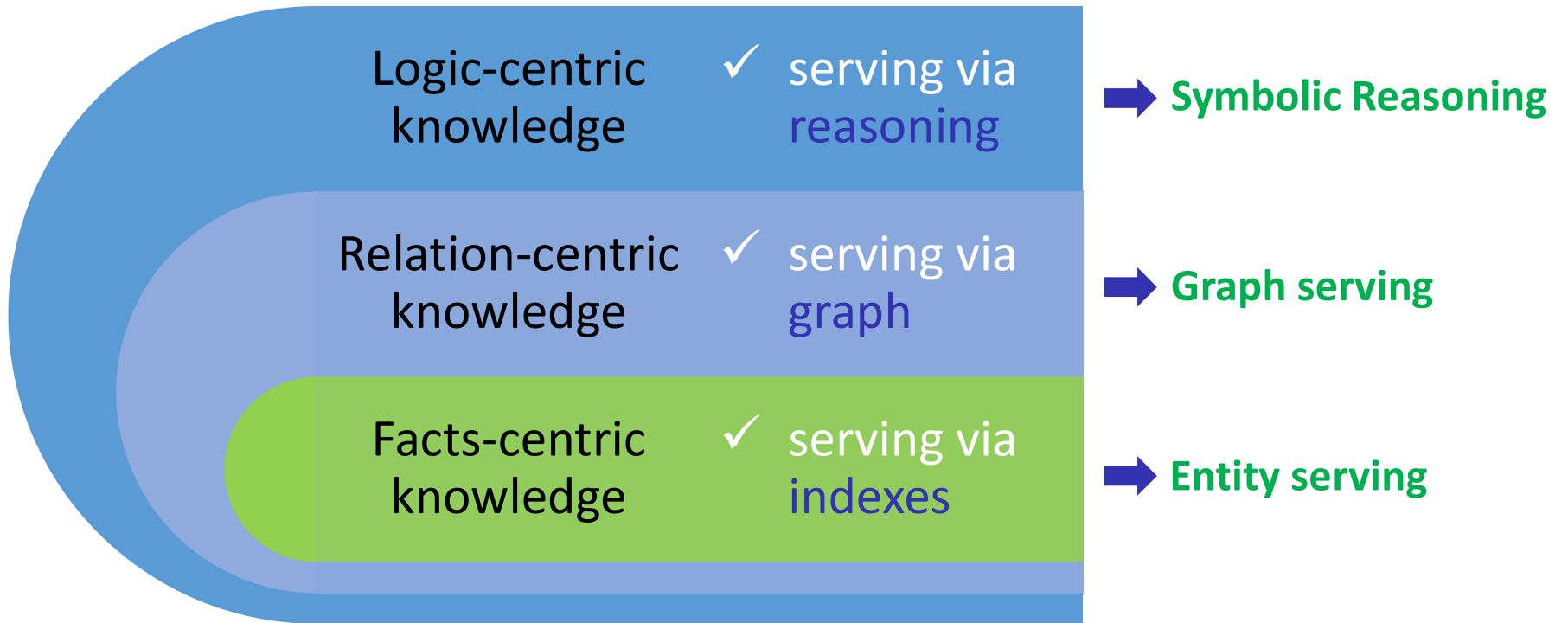
# What is the huge amount of code for?

- Provides extremely fine-grained data access methods best matching the data



**= Efficiency**

# Symbolic Reasoning



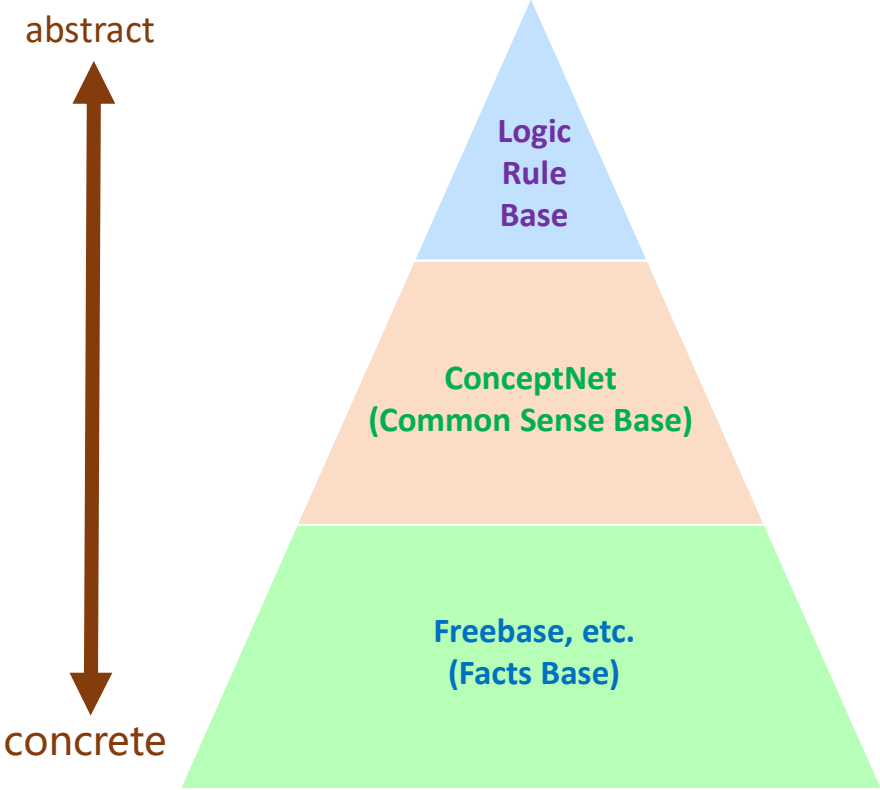
The evolution of knowledge representation

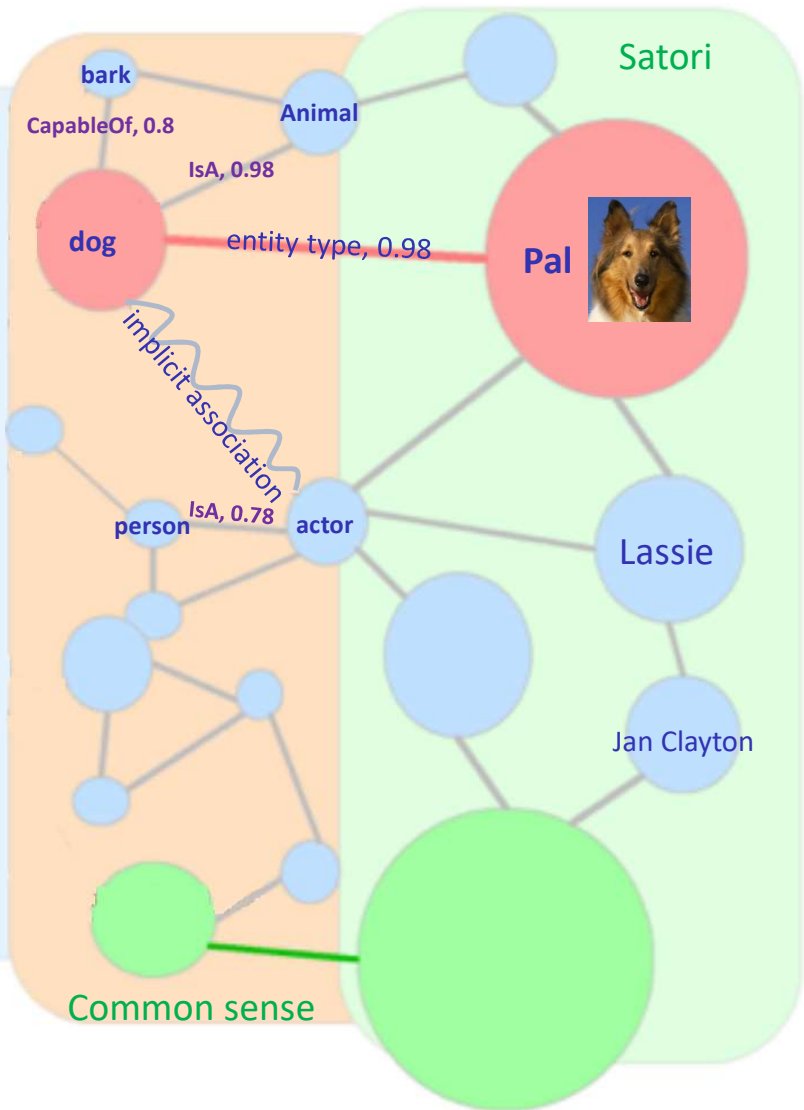
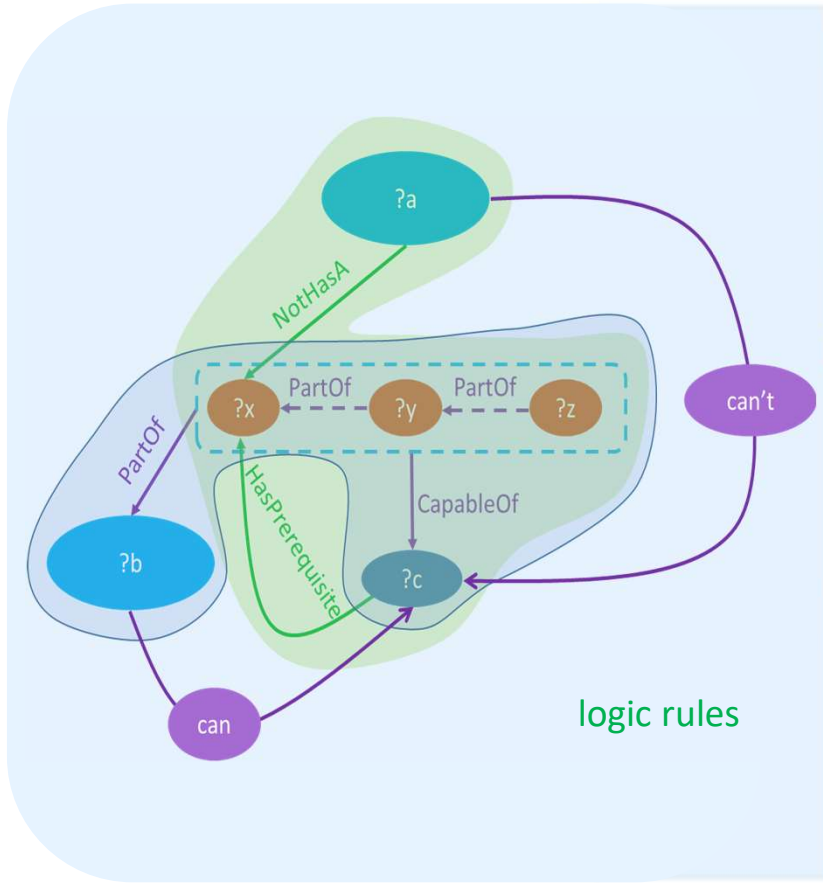


# Why is a big knowledge graph not enough?

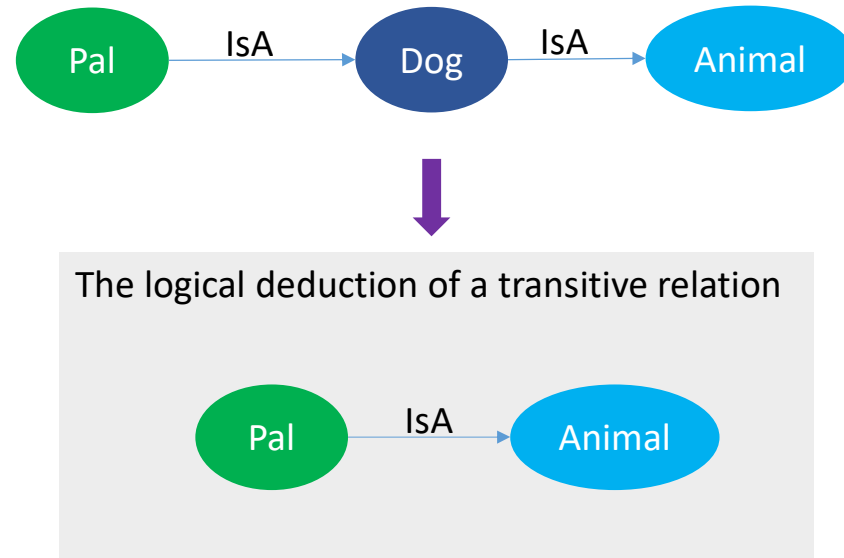
- Large knowledge graphs have billions of facts
- *However*, it doesn't provide much help in logic reasoning
  - The knowledge is **not symbolized** logic knowledge
  - Lack of **reasoning rules** allow machines to do reasoning automatically
  - More importantly, lack of **common sense**

# The pyramid of knowledge





# Use graph transformation to do logic deduction



Graph transformation: whenever we see a graph  $G_a$  with a certain pattern  $p$ , replace it with a graph  $G_b$ .

AI Magazine Volume 3 Number 4 (1982) (© AAI)

Instead of Minsky's 13-page answer, ...

# Why People Think Computers Can't

Marvin Minsky

*MIT*

*Cambridge, Massachusetts*

“Why” question

为什么爱因斯坦可以思考?  
Why can Albert Einstein think?

相对论  
Theory of relativity

为什么计算机不能思考?  
Why can't computers think?

为什么啊 Why ...

Xiaolce

为什么爱因斯坦可以思考?  
Why can Albert Einstein think?

美籍德国犹太人  
German-born American

为什么计算机不能思考?  
Why can't computers think?

非,发呆即是思考 Trance is thinking

XiaoWei

为什么爱因斯坦可以思考?  
Why can Albert Einstein think?

爱因斯坦确实是天才  
Einstein is genius

为什么计算机不能思考?  
Why can't computers think?

因为你在思考 Because you are thinking

DuMi

Why can Albert Einstein think?

**Albert Einstein was a Theoretical physics.**

Why can't computers think?

**O\_O am not a computer.**



Eviebot

Why can Albert Einstein think?

Input interpretation:

Albert Einstein (physicist)

Basic information:

full name	Albert Einstein
date of birth	Friday, March 14, 1879 (137 years ago)
place of birth	Ulm, Baden-Wurtemberg, Germany
date of death	Monday, April 18, 1955 (age: 76 years) (61 years ago)
place of death	Princeton, New Jersey, United States

What can't computer think?

Input interpretation:

computer (English word)

Definitions:

- noun a machine for performing calculations automatically
- noun an expert at calculation or operating calculating machines

WolframAlpha

Why can Albert Einstein think?

**Albert Einstein is was a famous Scientist.**

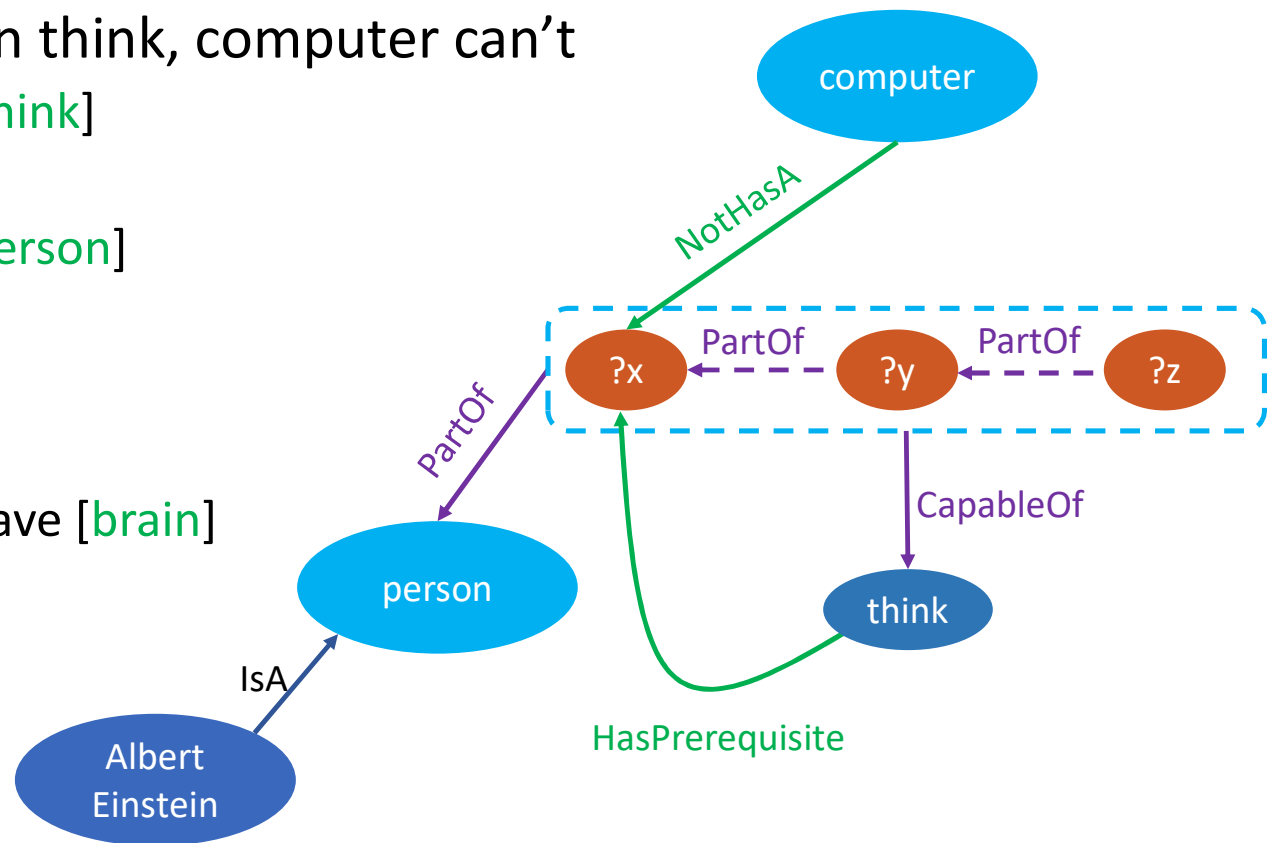
Why can't computers think?

**Think? It depends on your definition.**



# Our “shallow” yet reasonable answer

- Why can Albert Einstein think, computer can't
  - [brain] is Capable Of [think]
  - [person] have [brain]
  - [Albert Einstein] is a [person]
- [think] requires [brain]
- [computer] does not have [brain]



# References

- Andrew Lumsdaine, Douglas Gregor, Bruce Hendrickson, Jonathan Berry. Challenges in parallel graph processing. Parallel Processing Letters 2007.
- Bin Shao, Haixun Wang, Yatao Li. Trinity: a distributed graph engine on a memory cloud. SIGMOD 2013.
- Luiz André Barroso, Urs Hoelzle. The datacenter as a computer: An introduction to the design of warehouse-scale machines. 2009.
- Grzegorz Malewicz, Matthew H. Austern, Aart J. C. Bik, James C. Dehnert, Ilan Horn, Naty Leiser, Grzegorz Czajkowski. Pregel: a system for large-scale graph processing. SIGMOD 2010.
- Aapo Kyrola, Guy Blelloch, Carlos Guestrin. GraphChi: Large-scale graph computation on just a PC. OSDI 2012.
- Zhao Sun, Hongzhi Wang, Haixun Wang, Bin Shao, and Jianzhong Li. Efficient subgraph matching on billion node graphs. PVLDB 2012.
- U Kang, Charalampos E. Tsourakakis, Christos Faloutsos. PEGASUS: A peta-scale graph mining system implementation and observations. ICDM 2009.
- Xiaohan Zhao, Alessandra Sala, Haitao Zheng, Ben Y. Zhao. Fast and Scalable Analysis of Massive Social Graphs. CoRR 2011.
- Zichao Qi, Yanghua Xiao, Bin Shao, Haixun Wang. Toward a Distance Oracle for Billion-Node Graphs. PVLDB 2014.



# Thanks!

<https://www.graphengine.io/>

<https://www.binshao.info/>