



# Balancing Consistency and Disparity in Network Alignment

Si Zhang



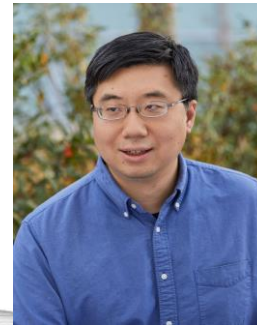
Hanghang Tong



Long Jin



Yinglong Xia

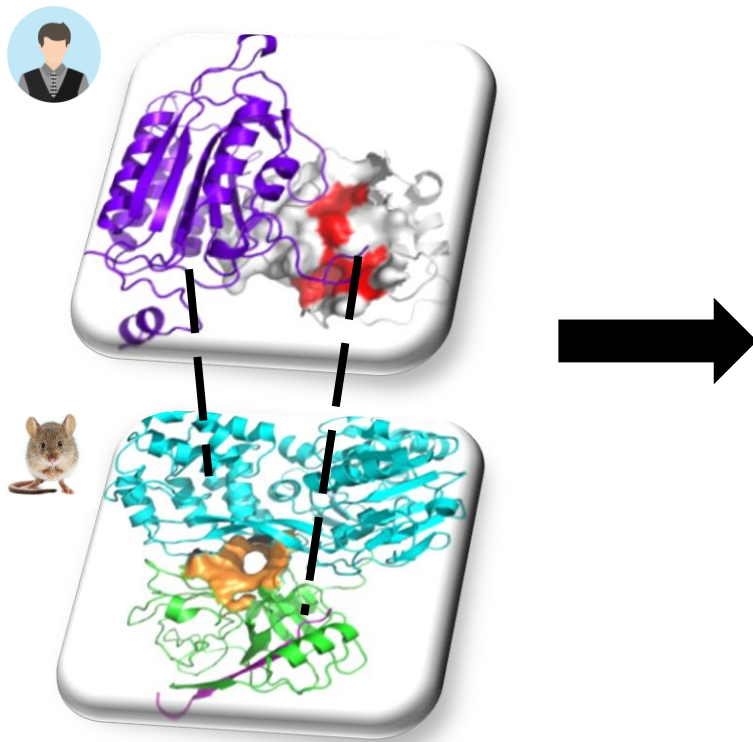


Yunsong Guo







# Network Alignment

- Goal: To find node correspondence across networks
- An example:

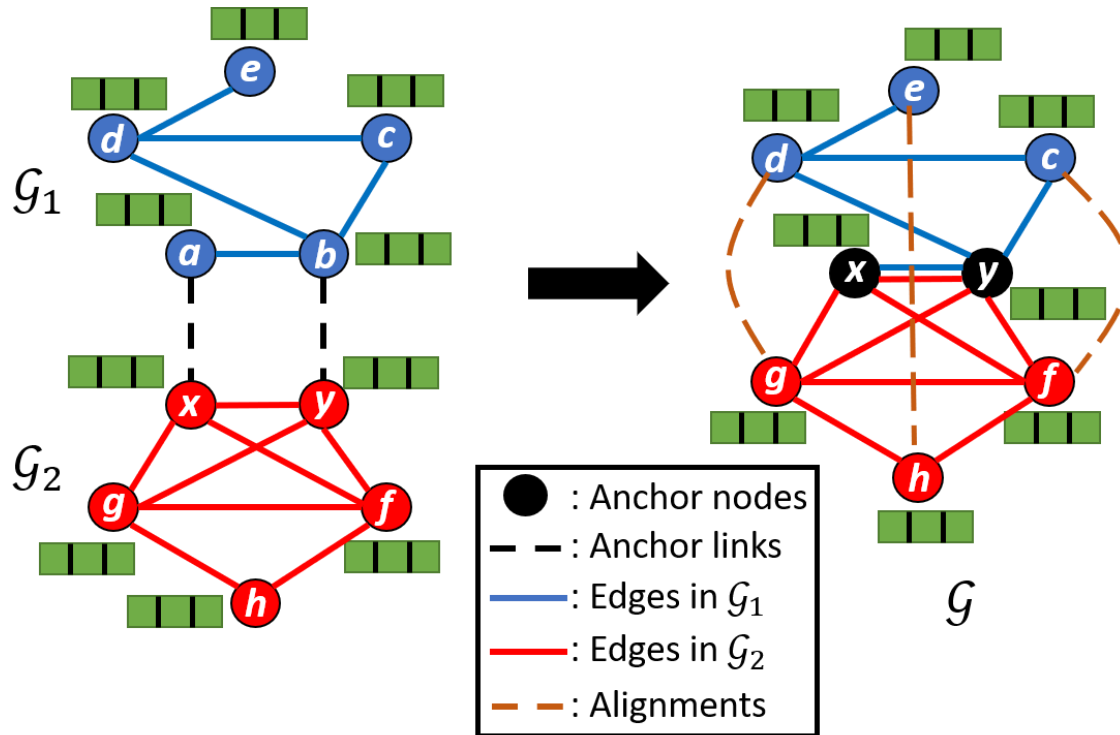


## ❖ Evolutionary relationship discovery

<b>Organism</b>	 <b>CHIMP</b>	 <b>MOUSE</b>	 <b>CHICKEN</b>	 <b>FRUIT FLY</b>
<b>Gene Conservation with Humans (%)</b>	<b>99.5</b>	<b>88</b>	<b>75</b>	<b>60</b>

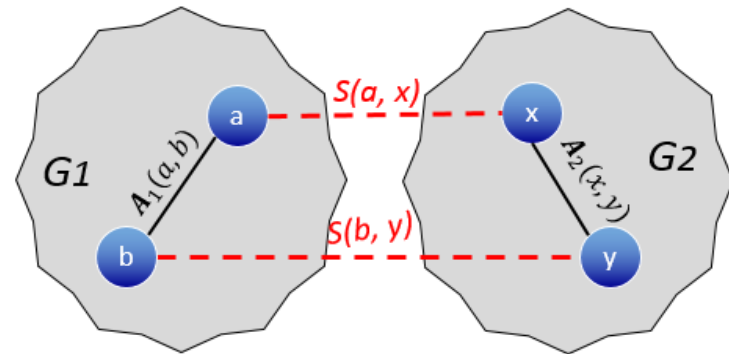
# Problem Definition

- **Given:** (1) undirected networks  $\mathcal{G}_1 = \{\mathcal{V}_1, \mathbf{A}_1, \mathbf{X}_1\}$ ,  $\mathcal{G}_2 = \{\mathcal{V}_2, \mathbf{A}_2, \mathbf{X}_2\}$ ; (2) a set of anchor links  $\mathcal{L}$
- **Output:** alignment matrix  $\mathcal{S}$



# Existing Methods

- Optimization-based methods
  - Key idea: To encourage alignment consistency among neighbors
  - Example formulation (FINAL [1]):
    - Intuition: similar node pairs tend to have similar neighboring node pairs



- Math:

$$\min_{\mathbf{S}} \sum_{a,b,x,y} \left[ \frac{S(a,x)}{\sqrt{|\mathcal{N}_1(a)||\mathcal{N}_2(x)|}} - \frac{S(b,y)}{\sqrt{|\mathcal{N}_1(b)||\mathcal{N}_2(y)|}} \right]^2 \boxed{A_1(a,b)A_2(x,y)}$$

alignment differences neighborhood

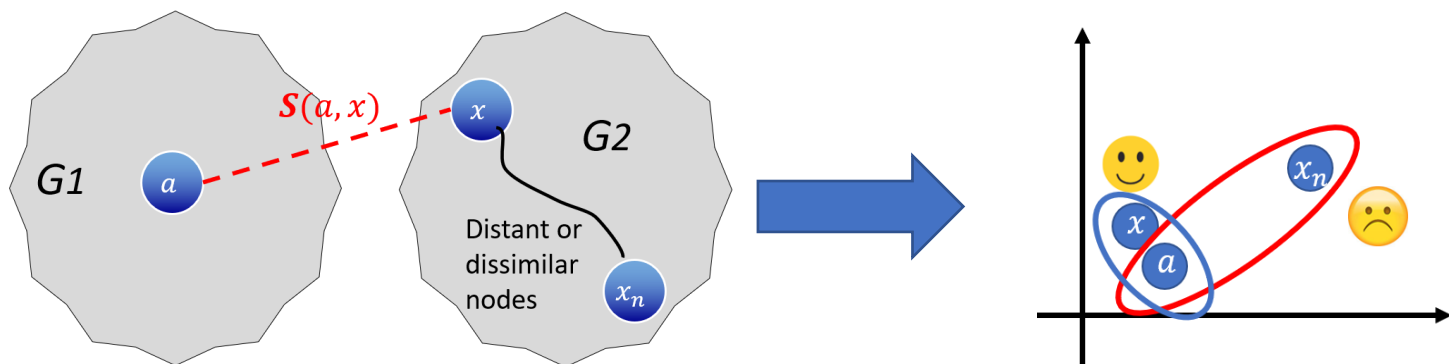
[1] Zhang, Si, and Hanghang Tong. "Final: Fast attributed network alignment." Proceedings of the 22nd ACM SIGKDD International Conference on Knowledge Discovery and Data Mining. 2016.

# Existing Methods (Con't)

- Embedding-based methods
  - Key idea: To learn node embeddings w/ negative sampling
  - Example formulation [1]:
    - Intuition: Nodes that are close in embedding space are more likely to be aligned
    - Math:

Encourage negative samples  $x_n$  not to be aligned with  $a$

$$\log p(x|a) \propto \log \sigma(\mathbf{x}^T \mathbf{a}) + \sum_{m=1}^K E_{x_n \sim p_n(x)} \log \sigma(-\mathbf{x}_n^T \mathbf{a})$$



[1] Liu, Li, et al. "Aligning Users across Social Networks Using Network Embedding." IJCAI. 2016.

# Limitation #1: Alignment Consistency

- Alignment over-smoothness issue
  - Given an anchor link  $(a, x)$ , i.e., they are aligned a priori

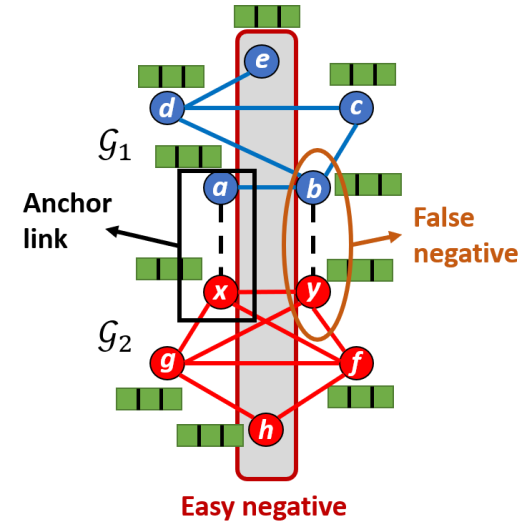
$$\min_S \sum_{a,b,x,y} \left[ \frac{S(a,x)}{\sqrt{|\mathcal{N}_1(a)||\mathcal{N}_2(x)|}} - \frac{S(b,y)}{\sqrt{|\mathcal{N}_1(b)||\mathcal{N}_2(y)|}} \right]^2 A_1(a,b)A_2(x,y)$$

- Anchor link  $(a, x) \rightarrow$  High  $S(a, x)$
- Minimizing alignment difference  $\rightarrow$  High  $S(b, y)$  for all neighboring node pairs
- Cannot distinguish correct alignments from misleading ones
- Equivalently, neighboring node pairs  $(b, y)$  are used as positive samples of  $(a, x)$

# Limitation #2: Alignment Disparity

- Negative sampling  $\rightarrow$  disparity  $\rightarrow$  reduce over-smoothness
- Competing sampling strategies

	Alignment consistency	Meaningful disparity	Example negative of anchor $(a, x)$
Positive correlation [1]			Node pair $(b, y)$
Negative correlation [2]			Node pair $(e, h)$
Degree-based sampling [3]			Node pair $(d, x)$



[1] Yang, Zhen, et al. "Understanding negative sampling in graph representation learning." KDD. 2020.

[2] Maruf, M., and Anuj Karpatne. "Maximizing Cohesion and Separation in Graph Representation Learning: A Distance-aware Negative Sampling Approach." SDM, 2021.

[3] Liu, Li, et al. "Aligning Users across Social Networks Using Network Embedding." IJCAI. 2016.



# Balancing Consistency & Disparity

- Key question:

*What are the intrinsic relationships behind alignment consistency and disparity?*

- Q1: How to design model architecture to encode alignment consistency?
- Q2: How to sample negative node pairs to distinguish correct alignments from misleading ones?
  - Target #1: Should not violate overall alignment consistency
  - Target #2: Should learn meaningful node embeddings





# Outline

- Motivations ✓
- NeXtAlign Model
  - Model Design
  - Model Training
- Experimental Results
- Conclusions

# Alignment Consistency by GCNs

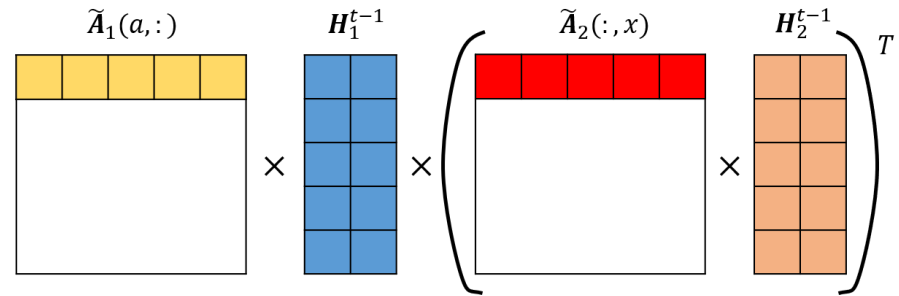
## Unsupervised FINAL [1]

$$\min_S \sum_{a,b,x,y} \left[ \frac{S(a,x)}{\sqrt{|\mathcal{N}_1(a)||\mathcal{N}_2(x)|}} - \frac{S(b,y)}{\sqrt{|\mathcal{N}_1(b)||\mathcal{N}_2(y)|}} \right]^2 A_1(a,b)A_2(x,y) \quad \xrightarrow{\text{Fixed-point solution}} \quad S^t = \tilde{A}_1 S^{t-1} \tilde{A}_2$$

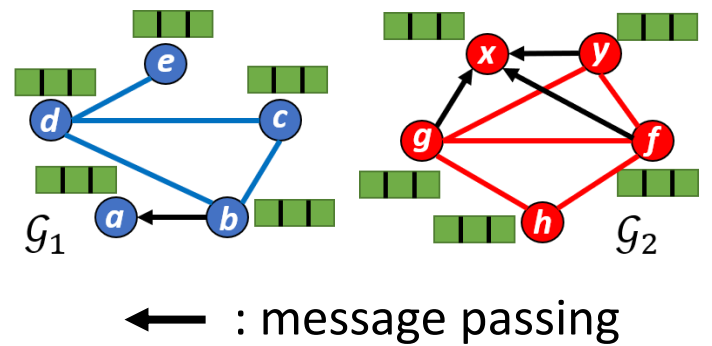
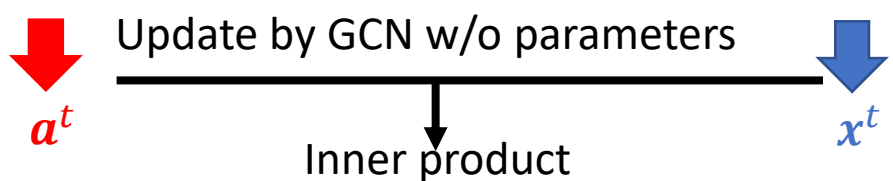
## Relationship with GCNs

Suppose  $S^t = (H_1^t)' H_2^t$

$$S^t(a,x) = (a^t)' x^t = \tilde{A}_1(a,:) S^{t-1} \tilde{A}_2(:,x)$$



$$S^t(a,x) = \left( \sum_{b \in \mathcal{N}_1(a)} \frac{b^{t-1}}{\sqrt{|\mathcal{N}_1(a)||\mathcal{N}_1(b)|}} \right)' \sum_{y \in \mathcal{N}_2(x)} \frac{y^{t-1}}{\sqrt{|\mathcal{N}_2(x)||\mathcal{N}_2(y)|}}$$



[1] Zhang, Si, and Hanghang Tong. "Final: Fast attributed network alignment." Proceedings of the 22nd ACM SIGKDD International Conference on Knowledge Discovery and Data Mining. 2016.



# Alignment Consistency by GCNs (Con't)

- Alignment consistency – semi-supervised [1]

$$L(a, x) = 1 \text{ if } (a, x) \in \mathcal{L}$$

$$\min_{\mathbf{S}} \alpha \sum_{a,b,x,y} \left[ \frac{\mathbf{S}(a, x)}{\sqrt{|\mathcal{N}_1(a)||\mathcal{N}_2(x)|}} - \frac{\mathbf{S}(b, y)}{\sqrt{|\mathcal{N}_1(b)||\mathcal{N}_2(y)|}} \right]^2 \mathbf{A}_1(a, b)\mathbf{A}_2(x, y) + (1 - \alpha) \|\mathbf{S} - \mathbf{L}\|_F^2$$

Fixed-point solution

$$\mathbf{S}^t = \alpha \tilde{\mathbf{A}}_1 \mathbf{S}^{t-1} \tilde{\mathbf{A}}_2 + (1 - \alpha) \mathbf{L}$$

- Message passing w/o parameters

Alignment consistency

$$\mathbf{u}^t = \sqrt{\alpha} \sum_{b \in \mathcal{N}_1(u)} \frac{\mathbf{b}^{t-1}}{\sqrt{|\mathcal{N}_1(u)||\mathcal{N}_1(b)|}} + \sqrt{1 - \alpha} \mathbf{u}^{t-1}$$

$$\mathbf{v}^t = \sqrt{\alpha} \sum_{y \in \mathcal{N}_2(v)} \frac{\mathbf{y}^{t-1}}{\sqrt{|\mathcal{N}_2(v)||\mathcal{N}_2(y)|}} + \sqrt{1 - \alpha} \mathbf{v}^{t-1}$$

$$\mathbf{a}^t = \mathbf{x}^t = \sqrt{\alpha} \sum_{b \in \mathcal{N}_1(a)} \frac{\mathbf{b}^{t-1}}{\sqrt{|\mathcal{N}_1(a)||\mathcal{N}_1(b)|}} + \sqrt{1 - \alpha} \mathbf{x}^{t-1}$$

$$+ \sqrt{\alpha} \sum_{y \in \mathcal{N}_2(x)} \frac{\mathbf{y}^{t-1}}{\sqrt{|\mathcal{N}_2(x)||\mathcal{N}_2(y)|}}$$

Non-anchor



$$\mathbf{S}^0 = \mathbf{L}$$

$$\mathbf{a}^0 = \mathbf{x}^0 = \mathbf{e}_i$$

$$\mathbf{S}(u, v) = \alpha \tilde{\mathbf{A}}_1(u, :) \tilde{\mathbf{L}} \tilde{\mathbf{A}}_2(:, v) + (1 - \alpha) \mathbf{L}(u, v)$$

$$\mathbf{S}(u, x) = \alpha \tilde{\mathbf{A}}_1(u, :) \tilde{\mathbf{L}} \tilde{\mathbf{A}}_2(:, x) + (1 - \alpha) \mathbf{L}(u, x)$$

$$+ \alpha \mathbf{S}_1(u, a) + \sqrt{\alpha(1 - \alpha)} \frac{\mathbf{A}_1(u, a)}{\sqrt{|\mathcal{N}_1(u)||\mathcal{N}_1(a)|}}$$

$$\mathbf{S}(a, x) = 2\alpha \tilde{\mathbf{A}}_1(a, :) \tilde{\mathbf{L}} \tilde{\mathbf{A}}_2(:, x) + (1 - \alpha) \mathbf{L}(a, x)$$

$$+ \alpha (\mathbf{S}_1(a, a) + \mathbf{S}_2(x, x))$$

Within-network proximity

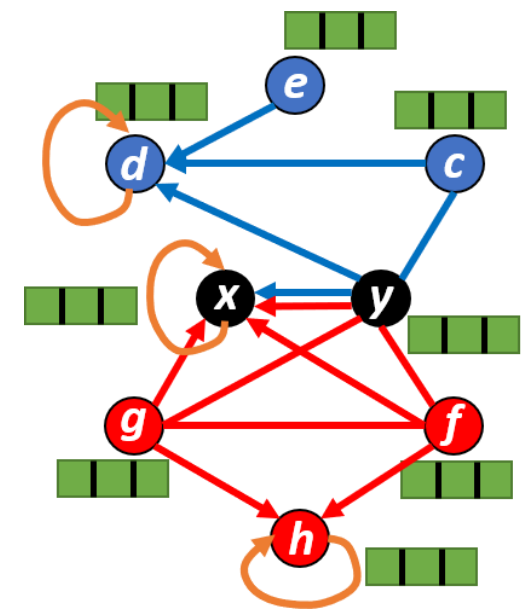
[1] Zhang, Si, and Hanghang Tong. "Final: Fast attributed network alignment." Proceedings of the 22nd ACM SIGKDD International Conference on Knowledge Discovery and Data Mining. 2016.



# RelGCN – Relational GCN for Alignment

- Message passing w/ parameters

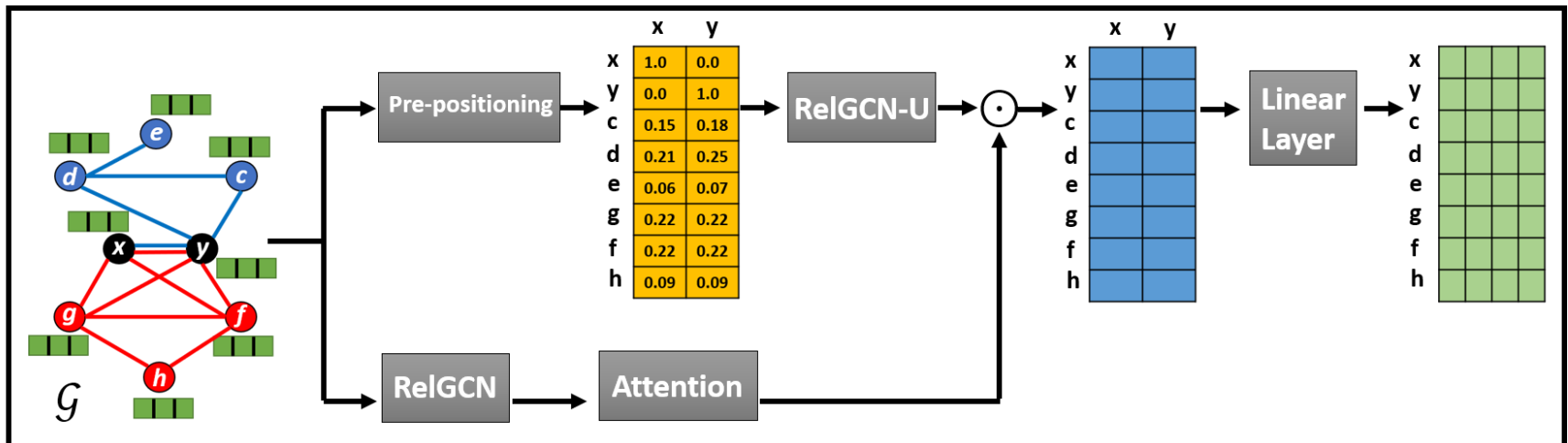
$$\begin{aligned}
 \mathbf{u}^t &= \sqrt{\alpha} \sum_{b \in \mathcal{N}_1(u)} \frac{W_1^t b^{t-1}}{\sqrt{|\mathcal{N}_1(u)||\mathcal{N}_1(b)|}} + \sqrt{1-\alpha} W_0^t \mathbf{u}^{t-1} \\
 \mathbf{v}^t &= \sqrt{\alpha} \sum_{y \in \mathcal{N}_2(v)} \frac{W_2^t y^{t-1}}{\sqrt{|\mathcal{N}_2(v)||\mathcal{N}_2(y)|}} + \sqrt{1-\alpha} W_0^t \mathbf{v}^{t-1} \\
 \mathbf{a}^t = \mathbf{x}^t &= \sqrt{\alpha} \sum_{b \in \mathcal{N}_1(a)} \frac{W_1^t b^{t-1}}{\sqrt{|\mathcal{N}_1(a)||\mathcal{N}_1(b)|}} + \sqrt{1-\alpha} W_0^t \mathbf{x}^{t-1} \\
 &\quad + \sqrt{\alpha} \sum_{y \in \mathcal{N}_2(x)} \frac{W_2^t y^{t-1}}{\sqrt{|\mathcal{N}_2(x)||\mathcal{N}_2(y)|}}
 \end{aligned}$$



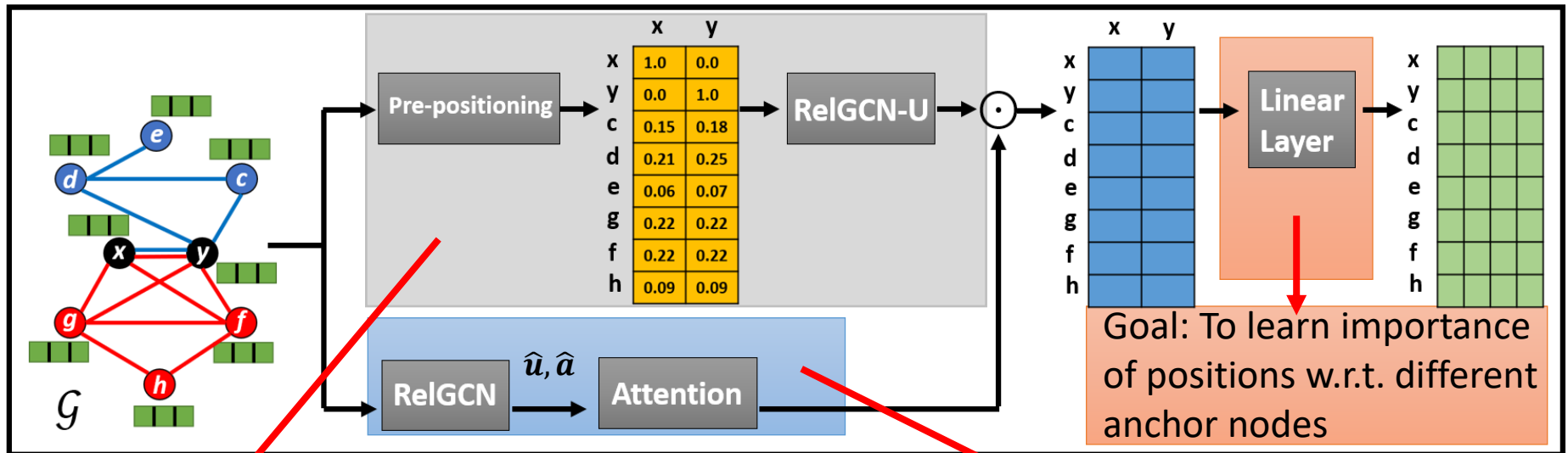
- $W_0^t, W_1^t, W_2^t$ : parameters at the  $t$ -th layer
- RelGCN-U: variant w/o parameters

# NeXtAlign – Model Design

- Key idea:
  - Use RelGCNs to compute relative positions w.r.t. anchor nodes
  - Feed to a linear layer to compute final embeddings
- Model architecture



# Model Design Details



- Goal: To use RelGCN-U to encode alignment consistency
- Pre-positioning:
  - Anchor nodes:  $\mathbf{a}^0 = \mathbf{x}^0 = \mathbf{e}_i$
  - Non-anchor nodes: RWR scores w.r.t. anchor nodes [1,2]

- Goal: To mitigate over-smoothness of RelGCN-U
  - RelGCN w/ attention to rescale positions
- $$c_{ua} = \frac{\exp(\mathbf{w}'_c [\hat{\mathbf{u}} || \hat{\mathbf{a}}])}{\sum_{b \in \mathcal{L}_1} \exp(\mathbf{w}'_c [\hat{\mathbf{u}} || \hat{\mathbf{b}}])}$$

[1] Tong, Hanghang, Christos Faloutsos, and Jia-Yu Pan. "Fast random walk with restart and its applications." Sixth international conference on data mining (ICDM'06). IEEE, 2006.  
 [2] Yan, Yuchen, Si Zhang, and Hanghang Tong. "BRIGHT: A Bridging Algorithm for Network Alignment." Proceedings of the Web Conference 2021. 2021.

# Outline

- Motivations ✓
- NeXtAlign Model
  - Model Design ✓
  - Model Training
- Experimental Results
- Conclusions

# NeXtAlign – Model Training

- Loss functions

$$J_a = - \sum_{b \in \mathcal{V}_1} [p_d(b|a) \log \sigma(\mathbf{b}'\mathbf{a}) + kp_n(b|a) \log \sigma(-\mathbf{b}'\mathbf{a})]$$

$$J_x = - \sum_{y \in \mathcal{V}_2} [p_d(y|x) \log \sigma(\mathbf{y}'\mathbf{x}) + kp_n(y|x) \log \sigma(-\mathbf{y}'\mathbf{x})]$$

Link prediction loss  
in  $\mathcal{G}_1, \mathcal{G}_2$

$$J_{ax} = - \sum_{b \in \mathcal{V}_1} [p_{dc}(b|x) \log \sigma(\mathbf{b}'\mathbf{x}) + kp_{nc}(b|x) \log \sigma(-\mathbf{b}'\mathbf{x})] \\ - \sum_{y \in \mathcal{V}_2} [p_{dc}(y|a) \log \sigma(\mathbf{y}'\mathbf{a}) + kp_{nc}(y|a) \log \sigma(-\mathbf{y}'\mathbf{a})]$$

Anchor link  
prediction loss

$$J = \sum_{(a,x) \in \mathcal{L}} J_{a,x} = \sum_{(a,x) \in \mathcal{L}} J_a + J_x + J_{ax}$$

- $p_d, p_n$ : within-network positive, negative sampling distributions
- $p_{dc}, p_{nc}$ : cross-network positive, negative sampling distributions
- Question: How to design sampling distributions?



# Sampling Strategy

- An intuitive design
  - $p_d$ : similar nodes are likely to co-occur in the context [1]
  - $p_n$ : samples distant/dissimilar nodes [2]
  - $p_{dc}$ : high-similarity node pairs preserve alignment consistency
  - $p_{nc}$ : high-similarity node pairs  $\rightarrow$  hard negative alignment pairs [3]  $\rightarrow$  alignment disparity

LEMMA Denote  $\Delta\theta_b = \theta_b^B - \theta_b^*$  and  $\Delta\theta_y = \theta_y^B - \theta_y^*$ . The mean square errors for nodes  $b \in \mathcal{L}_1$  and  $y \in \mathcal{L}_2$  can be formulated by

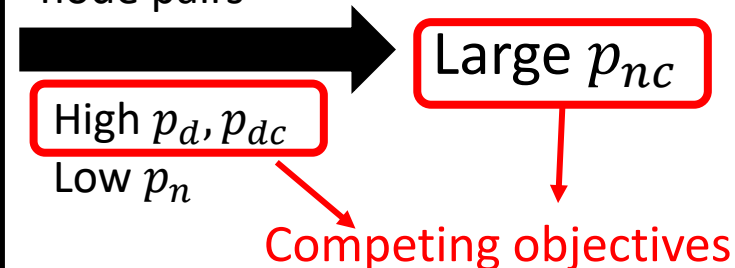
$$\mathbb{E}[\Delta\theta_b^2] = \frac{1}{B} \left[ \frac{1}{p_d(b|a) + p_{dc}(b|x)} + \frac{1}{kp_n(b|a) + kp_{nc}(b|x)} - C \right]$$

$$\mathbb{E}[\Delta\theta_y^2] = \frac{1}{B} \left[ \frac{1}{p_d(y|x) + p_{dc}(y|a)} + \frac{1}{kp_n(y|x) + kp_{nc}(y|a)} - C \right]$$

For nodes  $b \in \mathcal{L}_1$  and  $y \in \mathcal{L}_2$ , the mean square error is computed by

$$\mathbb{E}[\Delta\theta_b^2] = \mathbb{E}[\Delta\theta_y^2] = \frac{1}{B} \left[ \frac{1}{p_1} + \frac{1}{kp_2} - C \right]$$

High-probability node pairs



[1] Perozzi, Bryan, Rami Al-Rfou, and Steven Skiena. "Deepwalk: Online learning of social representations." KDD. 2014.

[2] Maruf, M., and Anuj Karpatne. "Maximizing Cohesion and Separation in Graph Representation Learning: A Distance-aware Negative Sampling Approach." SDM, 2021.

[3] Yang, Zhen, et al. "Understanding negative sampling in graph representation learning." KDD. 2020.

# Sampling Strategy (Con't)

- Denote  $\mathbf{b} = [\mathbf{b}_{(1)} || \mathbf{b}_{(2)}]$ ,  $\mathbf{x} = [\mathbf{x}_{(1)} || \mathbf{x}_{(2)}]$ 
  - $\mathbf{b}_{(1)}$ : captures local information of node- $b$  in  $\mathcal{G}_1$
  - $\mathbf{b}_{(2)}$ : captures how node- $b$  posits in  $\mathcal{G}_2$
- A new scoring function  $\rightarrow$  instead of plain inner product

$$\mathbf{b} \star \mathbf{x} = w_1 \mathbf{b}'_{(1)} \mathbf{x}_{(1)} + w_2 \mathbf{b}'_{(1)} \mathbf{x}_{(2)} + w_3 \mathbf{b}'_{(2)} \mathbf{x}_{(1)} + w_4 \mathbf{b}'_{(2)} \mathbf{x}_{(2)}$$

$\mathbf{a} = \mathbf{x}$

Intra-network proximity

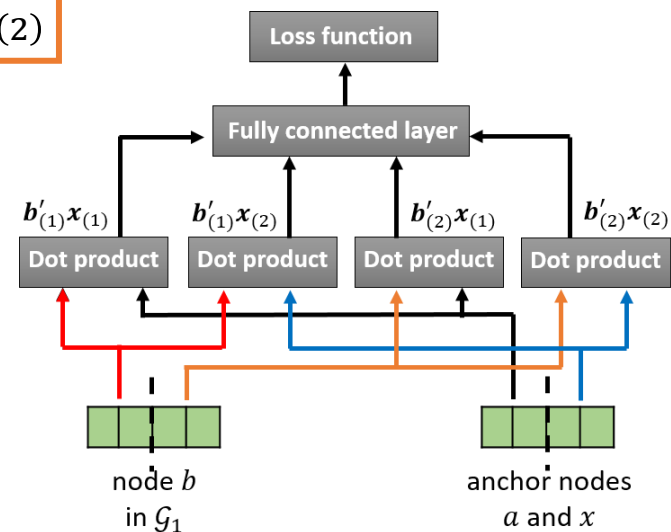
$p_d, p_n$

Node interaction similar as recommendation

$p_{nc}$

Node interaction in the context of  $\mathcal{G}_2$

$p_{dc}$



# Outline

- Motivations ✓
- NeXtAlign Model
  - Model Design ✓
  - Model Training ✓
- **Experimental Results**
- Conclusions

# Experimental Setup

- Evaluation objectives
  - How accurate is NeXtAlign for network alignment?
  - Effectiveness of different components
- Datasets

Scenarios	Networks	# of nodes	# of edges	# of attributes
S1	ACM	9,872	39,561	17
	DBLP	9,916	44,808	17
S2	Foursquare	5,313	54,233	0
	Twitter	5,120	130,575	0
S3	Phone	1,000	41,191	0
	Email	1,003	4,627	0

- Baseline methods
  - Bright [1], NetTrans [2], FINAL [3], IONE [4], CrossMNA [5]

[1] Yan, Yuchen, Si Zhang, and Hanghang Tong. "BRIGHT: A Bridging Algorithm for Network Alignment." WWW. 2021.

[2] Zhang, Si, et al. "NetTrans: Neural Cross-Network Transformation." KDD. 2020.

[3] Zhang, Si, and Hanghang Tong. "Final: Fast attributed network alignment." KDD. 2016.

[4] Liu, Li, et al. "Aligning Users across Social Networks Using Network Embedding." IJCAI. 2016.

[5] Chu, Xiaokai, et al. "Cross-network embedding for multi-network alignment." WWW. 2019.

# Experimental Results #1

Results with 20% training data w/o node attributes.

	ACM-DBLP		Foursquare-Twitter		Phone-Email	
	Hits@10	Hits@30	Hits@10	Hits@30	Hits@10	Hits@30
NeXtAlign	<b>0.8417±0.0032</b>	<b>0.9011±0.0081</b>	<b>0.2956±0.0096</b>	<b>0.4174±0.0066</b>	<b>0.3926±0.0168</b>	<b>0.6748±0.0105</b>
Bright	0.7904±0.0041	0.8669±0.0041	0.2500±0.0154	0.3206±0.0097	0.2570±0.0091	0.5344±0.0086
NetTrans	0.7925±0.0065	0.8356±0.0082	0.2468±0.0036	0.3458±0.0098	0.2650±0.0025	0.5325±0.0075
FINAL	0.6768±0.0080	0.8237±0.0098	0.2357±0.0091	0.3457±0.0091	0.2203±0.0151	0.4586±0.0184
IONE	0.7476±0.0125	0.8453±0.0097	0.1624±0.0109	0.2918±0.0209	0.3779±0.0131	0.6444±0.0084
CrossMNA	0.6532±0.0042	0.7900±0.0041	0.0236±0.0172	0.0751±0.0384	0.1542±0.0041	0.4045±0.0115

## Observations:

- Our method NeXtAlign significantly outperforms other baseline methods.
- More improvements on Foursquare-Twitter and Phone-Email whose network structures are disparate (i.e., consistency may not work well).

# Experimental Results #2

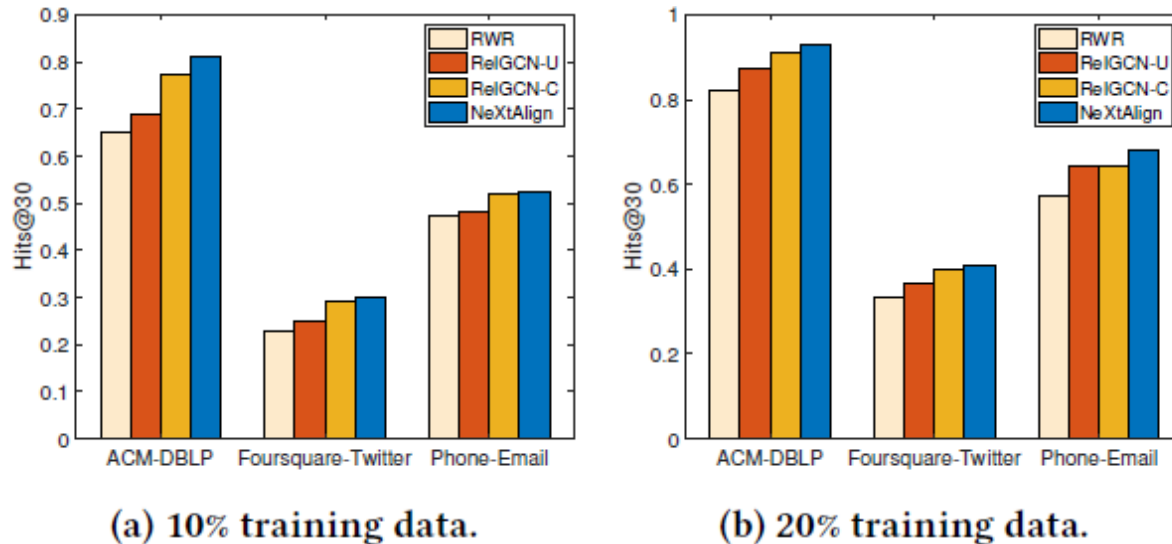
## Results with node attributes.

	10% training data		20% training data	
	Hits@10	Hits@30	Hits@10	Hits@30
NeXtAlign	<b>0.785±0.010</b>	<b>0.871±0.009</b>	<b>0.872±0.016</b>	<b>0.942±0.003</b>
Bright	0.781±0.004	0.862±0.003	0.797±0.004	0.870±0.006
NetTrans	0.708±0.004	0.846±0.009	0.841±0.010	0.916±0.013
FINAL	0.651±0.013	0.817±0.009	0.825±0.008	0.916±0.006

**Observation:** Our method NeXtAlign still outperforms other baseline methods.

# Experimental Results #3

- Ablation study on model design
  - (1) RWR scores, (2) RelGCN-U: uses output of RelGCN-U, (3) RelGCN-C: uses re-scaled relative positions



**Observation:** All components are necessary to achieve the best performance.

# Experimental Results #4

- Ablation study on negative sampling strategies

Hits@30 of different negative sampling strategies.

	ACM-DBLP	Foursquare-Twitter	Phone-Email
NeXtAlign	0.9277	0.4103	0.6813
Uniform	0.8975	0.3924	0.6525
Degree	0.9093	0.3923	0.6637
Positive	0.9097	0.4040	0.6650

**Observation:** The proposed negative sampling method achieves better performance than sampling hard negatives.



# Outline

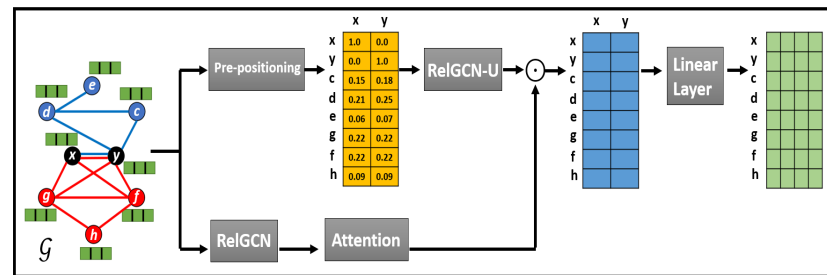
- Motivations ✓
- NeXtAlign Model ✓
  - Model Design
  - Model Training
- Experimental Results ✓
- Conclusions

# Conclusions

- Goal: To strike a balance of alignment consistency and disparity in semi-supervised network alignment

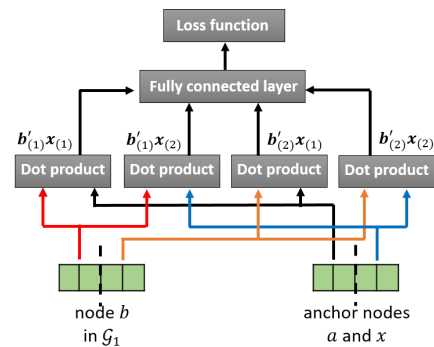
- Method:

- Model design
  - Connect GCNs with FINAL
  - RelGCN for alignment consistency
- Model training
  - New sampling method for disparity



- Results

- NeXtAlign significantly outperforms baseline methods
- The proposed sampling method achieves better performance



Thank  
you





# Embedding Mean Square Errors

- Empirical risk  $J_{(a,x)}^B$ 
  - Sample  $B$  nodes by  $p_d, p_n, p_{dc}, p_{nc}$
- Denote  $\theta = [b'_1 x, \dots, b'_{n_1} x, y'_1 x, \dots, y'_{n_2} x]$ 
  - $\theta^*, \theta^B$ : optimal embedding to  $J_{(a,x)}, J_{(a,x)}^B$

$$\begin{aligned}
 J_{(a,x)}^B = & -\frac{1}{B} \sum_{i_1, i_2, j_1, j_2} (\log \sigma(b'_{i_1} x) + \log \sigma(b'_{i_2} x) \\
 & + \log \sigma(y'_{j_1} x) + \log \sigma(y'_{j_2} x)) \\
 & -\frac{1}{B} \sum_{i_3, i_4, j_3, j_4} (\log \sigma(-b'_{i_3} x) + \log \sigma(-b'_{i_4} x) \\
 & + \log \sigma(-y'_{j_3} x) + \log \sigma(-y'_{j_4} x))
 \end{aligned}$$

LEMMA Denote  $\Delta\theta_b = \theta_b^B - \theta_b^*$  and  $\Delta\theta_y = \theta_y^B - \theta_y^*$ . The mean square errors for nodes  $b \in \mathcal{L}_1$  and  $y \in \mathcal{L}_2$  can be formulated by

$$\begin{aligned}
 \mathbb{E}[\Delta\theta_b^2] &= \frac{1}{B} \left[ \frac{1}{p_d(b|a) + p_{dc}(b|x)} + \frac{1}{kp_n(b|a) + kp_{nc}(b|x)} - C \right] \\
 \mathbb{E}[\Delta\theta_y^2] &= \frac{1}{B} \left[ \frac{1}{p_d(y|x) + p_{dc}(y|a)} + \frac{1}{kp_n(y|x) + kp_{nc}(y|a)} - C \right]
 \end{aligned}$$

For nodes  $b \in \mathcal{L}_1$  and  $y \in \mathcal{L}_2$ , the mean square error is computed by

$$\mathbb{E}[\Delta\theta_b^2] = \mathbb{E}[\Delta\theta_y^2] = \frac{1}{B} \left[ \frac{1}{p_1} + \frac{1}{kp_2} - C \right]$$

[1] Yang, Zhen, et al. "Understanding negative sampling in graph representation learning." KDD. 2020.