

Optimal Supply Networks

Complex Networks

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Outline

Introduction

Optimal branching

Murray's law

Murray meets Tokunaga

Single Source

Geometric argument

Blood networks

River networks

Distributed Sources

Facility location

Size-density law

Cartograms

A reasonable derivation

Global redistribution networks

Public versus Private

References

Supply Networks

Introduction

Optimal branching

Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



1 of 86

Supply Networks

Introduction

Optimal branching

Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



2 of 86

Supply Networks

Introduction

Optimal branching

Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



3 of 86

<http://www.technologyreview.com/article/26869/> (田)

Optimal supply networks

What's the best way to distribute stuff?

- ▶ Stuff = medical services, energy, people,
- ▶ **Some** fundamental network problems:
 1. Distribute stuff from a **single source** to **many sinks**
 2. Distribute stuff from **many sources** to many sinks
 3. **Redistribute** stuff between nodes that are both sources and sinks
- ▶ Supply and Collection are equivalent problems

Supply Networks

Introduction

Optimal branching

Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



3 of 86

Supply Networks

Introduction

Optimal branching

Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



4 of 86

Supply Networks

Introduction

Optimal branching

Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



5 of 86

Single source optimal supply

Basic Q for distribution/supply networks:

- ▶ How does flow behave given cost:

$$C = \sum_j I_j^\gamma Z_j$$

where

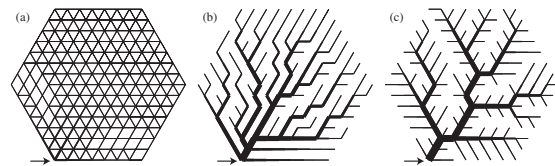
I_j = current on link j

and

Z_j = link j 's impedance?

- ▶ Example: $\gamma = 2$ for electrical networks.

Single source optimal supply



- (a) $\gamma > 1$: **Braided** (bulk) flow
- (b) $\gamma < 1$: Local minimum: **Branching** flow
- (c) $\gamma < 1$: Global minimum: **Branching** flow

From Bohn and Magnasco^[3]
See also Banavar et al.^[1]

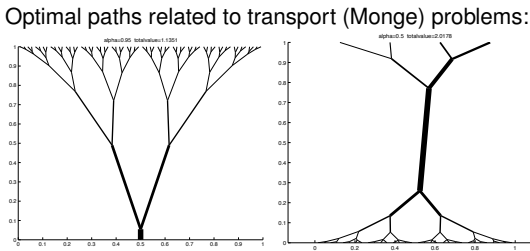


3 of 86



5 of 86

Single source optimal supply



Xia (2003) [28]

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Single source optimal supply

An immensely controversial issue...

- The form of river networks and blood networks: optimal or not? [26, 2, 5, 4]

Two observations:

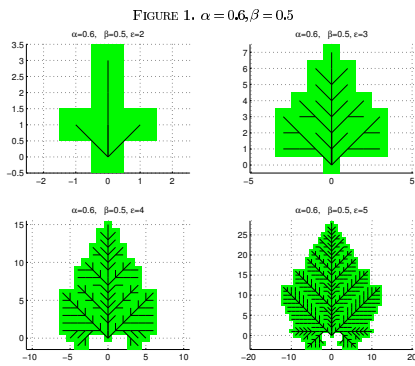
- Self-similar networks appear everywhere in nature for single source supply/single sink collection.
- Real networks differ in details of scaling but reasonably agree in scaling relations.

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Growing networks:



Xia (2007) [27]

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



River network models

Optimality:

- Optimal channel networks [16]
- Thermodynamic analogy [17]

versus...

Randomness:

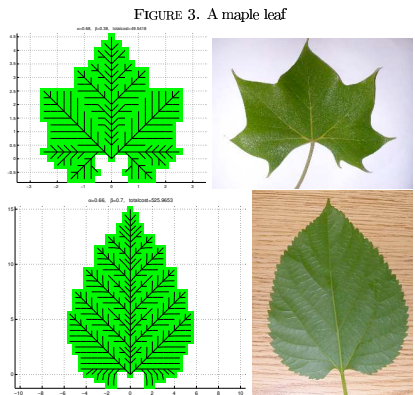
- Scheidegger's directed random networks
- Undirected random networks

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



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Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Optimization approaches

Cardiovascular networks:

- Murray's law (1926) connects branch radii at forks: [14, 13, 15, 10, 22]

$$r_0^3 = r_1^3 + r_2^3$$

where r_0 = radius of main branch and r_1 and r_2 are radii of sub-branches.

- See D'Arcy Thompson's "On Growth and Form" for background inspiration [21, 22].
- Calculation assumes Poiseuille flow (\boxplus).
- Holds up well for outer branchings of blood networks.
- Also found to hold for trees [15, 11, 12].
- Use hydraulic equivalent of Ohm's law:

$$\Delta p = \Phi Z \Leftrightarrow V = IR$$

where Δp = pressure difference, Φ = flux.

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Optimization approaches

Cardiovascular networks:

- ▶ Fluid mechanics: Poiseuille impedance (\boxplus) for smooth flow in a tube of radius r and length ℓ :

$$Z = \frac{8\eta\ell}{\pi r^4}$$

where η = dynamic viscosity (\boxplus) (units: $ML^{-1}T^{-1}$).

- ▶ Power required to overcome impedance:

$$P_{\text{drag}} = \Phi\Delta p = \Phi^2 Z.$$

- ▶ Also have rate of energy expenditure in maintaining blood:

$$P_{\text{metabolic}} = cr^2\ell$$

where c is a metabolic constant.

Optimization approaches

Aside on P_{drag}

- ▶ Work done = $F \cdot d$ = energy transferred by force F
- ▶ Power = P = rate work is done = $F \cdot v$
- ▶ Δp = Force per unit area
- ▶ Φ = Volume per unit time = cross-sectional area \cdot velocity
- ▶ So $\Phi\Delta p$ = Force \cdot velocity

Optimization approaches

Murray's law:

- ▶ Total power (cost):

$$P = P_{\text{drag}} + P_{\text{metabolic}} = \Phi^2 \frac{8\eta\ell}{\pi r^4} + cr^2\ell$$

- ▶ Observe power increases linearly with ℓ
- ▶ But r 's effect is nonlinear:
 - ▶ increasing r makes flow easier **but increases metabolic cost** (as r^2)
 - ▶ decreasing r decrease metabolic cost **but impedance goes up** (as r^{-4})

Supply Networks

- Introduction
- Optimal branching
- Murray's law
- Murray meets Tokunaga
- Single Source
- Geometric argument
- Blood networks
- River networks
- Distributed Sources
- Facility location
- Size-density law
- Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



13 of 86

Supply Networks

- Introduction
- Optimal branching
- Murray's law
- Murray meets Tokunaga
- Single Source
- Geometric argument
- Blood networks
- River networks
- Distributed Sources
- Facility location
- Size-density law
- Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



14 of 86

Supply Networks

- Introduction
- Optimal branching
- Murray's law
- Murray meets Tokunaga
- Single Source
- Geometric argument
- Blood networks
- River networks
- Distributed Sources
- Facility location
- Size-density law
- Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



15 of 86

Optimization

Murray's law:

- ▶ Minimize P with respect to r :

$$\begin{aligned} \frac{\partial P}{\partial r} &= \frac{\partial}{\partial r} \left(\Phi^2 \frac{8\eta\ell}{\pi r^4} + cr^2\ell \right) \\ &= -4\Phi^2 \frac{8\eta\ell}{\pi r^5} + c2r\ell = 0 \end{aligned}$$

- ▶ Rearrange/cancel/slap:

$$\Phi^2 = \frac{c\pi r^6}{16\eta} = k^2 r^6$$

where k = constant.

Optimization

Murray's law:

- ▶ So we now have:

$$\Phi = kr^3$$

- ▶ Flow rates at each branching have to add up (else our organism is in serious trouble...):

$$\Phi_0 = \Phi_1 + \Phi_2$$

where again 0 refers to the main branch and 1 and 2 refers to the offspring branches

- ▶ All of this means we have a groovy cube-law:

$$r_0^3 = r_1^3 + r_2^3$$

Optimization

Murray meets Tokunaga:

- ▶ Φ_ω = volume rate of flow into an order ω vessel segment
- ▶ Tokunaga picture:

$$\Phi_\omega = 2\Phi_{\omega-1} + \sum_{k=1}^{\omega-1} T_k \Phi_{\omega-k}$$

- ▶ Using $\phi_\omega = kr^3$

$$r_\omega^3 = 2r_{\omega-1}^3 + \sum_{k=1}^{\omega-1} T_k r_{\omega-k}^3$$

- ▶ Find Horton ratio for vessel radius $R_r = r_\omega / r_{\omega-1} \dots$

Supply Networks

- Introduction
- Optimal branching
- Murray's law
- Murray meets Tokunaga
- Single Source
- Geometric argument
- Blood networks
- River networks
- Distributed Sources
- Facility location
- Size-density law
- Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



16 of 86

Supply Networks

- Introduction
- Optimal branching
- Murray's law
- Murray meets Tokunaga
- Single Source
- Geometric argument
- Blood networks
- River networks
- Distributed Sources
- Facility location
- Size-density law
- Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



17 of 86

Supply Networks

- Introduction
- Optimal branching
- Murray's law
- Murray meets Tokunaga
- Single Source
- Geometric argument
- Blood networks
- River networks
- Distributed Sources
- Facility location
- Size-density law
- Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



19 of 86

Optimization

Murray meets Tokunaga:

- Find R_r^3 satisfies same equation as R_n and R_v (v is for volume):

$$R_r^3 = R_n = R_v$$

- Is there more we could do here to constrain the Horton ratios and Tokunaga constants?

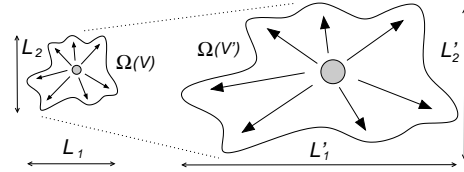
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References

20 of 86

Geometric argument

- Allometrically growing regions:



- Have d length scales which scale as

$$L_i \propto V^{\gamma_i} \text{ where } \gamma_1 + \gamma_2 + \dots + \gamma_d = 1.$$

- For **isometric** growth, $\gamma_i = 1/d$.
- For **allometric** growth, we must have at least two of the $\{\gamma_i\}$ being different

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References

24 of 86

Optimization

Murray meets Tokunaga:

- Isometry: $V_\omega \propto \ell_\omega^3$
- Gives

$$R_r^3 = R_v = R_n$$

- We need one more constraint...
- West et al (1997) [26] achieve similar results following Horton's laws.
- So does Turcotte et al. (1998) [23] using Tokunaga (sort of).

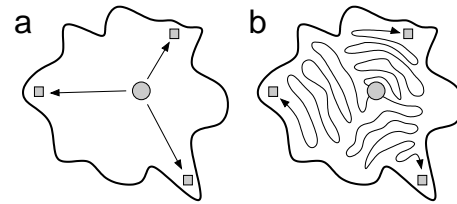
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References

21 of 86

Geometric argument

- Best and worst configurations (Banavar et al.)



- Rather obviously:** $\min V_{\text{net}} \propto \sum \text{distances from source to sinks.}$

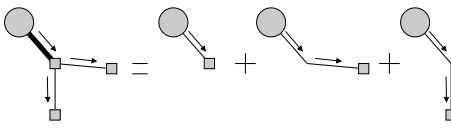
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References

25 of 86

Geometric argument

- Consider **one source** supplying **many sinks** in a volume V d -dim. region in a D -dim. ambient space.
- Assume sinks are **invariant**.
- Assume $\rho = \rho(V)$, i.e., ρ may vary with region's volume V .
- See network as a bundle of virtual vessels:



- Q:** how does the number of sustainable sinks N_{sinks} scale with volume V for the most efficient network design?
- Or:** what is the highest α for $N_{\text{sinks}} \propto V^\alpha$?

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References

23 of 86

Minimal network volume:

Real supply networks are close to optimal:

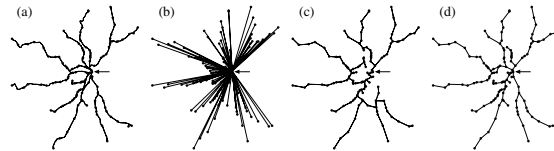


Figure 1. (a) Commuter rail network in the Boston area. The arrow marks the assumed root of the network. (b) Star graph. (c) Minimum spanning tree. (d) The model of equation (3) applied to the same set of stations.

(2006) Gastner and Newman [8]: "Shape and efficiency in spatial distribution networks"

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References

26 of 86

Minimal network volume:

Add one more element:

- ▶ Vessel cross-sectional area may vary with distance from the source.
- ▶ Flow rate increases as cross-sectional area decreases.
- ▶ e.g., a collection network may have vessels tapering as they approach the central sink.
- ▶ Find that vessel volume v must scale with vessel length ℓ to affect overall system scalings.
- ▶ Consider vessel radius $r \propto (\ell + 1)^{-\epsilon}$, tapering from $r = r_{\max}$ where $\epsilon \geq 0$.
- ▶ Gives $v \propto \ell^{1-2\epsilon}$ if $\epsilon < 1/2$
- ▶ Gives $v \propto 1 - \ell^{-(2\epsilon-1)} \rightarrow 1$ for large ℓ if $\epsilon > 1/2$
- ▶ Previously, we looked at $\epsilon = 0$ only.

Minimal network volume:

For $0 \leq \epsilon < 1/2$, approximate network volume by integral over region:

$$\min V_{\text{net}} \propto \int_{\Omega_{d,D}(V)} \rho ||\vec{x}||^{1-2\epsilon} d\vec{x}$$

Insert question 1, assignment 3 (田)

$$\propto \rho V^{1+\gamma_{\max}(1-2\epsilon)} \text{ where } \gamma_{\max} = \max_i \gamma_i.$$

For $\epsilon > 1/2$, find simply that

$$\min V_{\text{net}} \propto \rho V$$

- ▶ So if supply lines can taper fast enough and without limit, minimum network volume can be made negligible.

Geometric argument

For $0 \leq \epsilon < 1/2$:

$$\min V_{\text{net}} \propto \rho V^{1+\gamma_{\max}(1-2\epsilon)}$$

- ▶ If scaling is **isometric**, we have $\gamma_{\max} = 1/d$:

$$\min V_{\text{net}/\text{iso}} \propto \rho V^{1+(1-2\epsilon)/d}$$

- ▶ If scaling is **allometric**, we have $\gamma_{\max} = \gamma_{\text{allo}} > 1/d$: and

$$\min V_{\text{net}/\text{allo}} \propto \rho V^{1+(1-2\epsilon)\gamma_{\text{allo}}}$$

- ▶ Isometrically growing volumes **require less network volume** than allometrically growing volumes:

$$\frac{\min V_{\text{net}/\text{iso}}}{\min V_{\text{net}/\text{allo}}} \rightarrow 0 \text{ as } V \rightarrow \infty$$

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



27 of 86

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



28 of 86

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



29 of 86

Geometric argument

For $\epsilon > 1/2$:

$$\min V_{\text{net}} \propto \rho V$$

- ▶ Network volume scaling is now independent of overall shape scaling.

Limits to scaling

- ▶ Can argue that ϵ must effectively be 0 for real networks over large enough scales.
- ▶ Limit to how fast material can move, and how small material packages can be.
- ▶ e.g., blood velocity and blood cell size.

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



30 of 86

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



32 of 86

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source

Geometric argument
Blood networks
River networks

Distributed Sources

Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



33 of 86

Blood networks

- ▶ Velocity at capillaries and aorta approximately constant across body size [25]: $\epsilon = 0$.

- ▶ **Material costly** \Rightarrow expect lower optimal bound of $V_{\text{net}} \propto \rho V^{(d+1)/d}$ to be followed closely.

- ▶ For cardiovascular networks, $d = D = 3$.

- ▶ Blood volume scales linearly with blood volume [18], $V_{\text{net}} \propto V$.

- ▶ Sink density must \therefore decrease as volume increases:

$$\rho \propto V^{-1/d}.$$

- ▶ Density of supplyable sinks **decreases** with organism size.

Blood networks

- ▶ Then P , the rate of overall energy use in Ω , can at most scale with volume as

$$P \propto \rho V \propto \rho M \propto M^{(d-1)/d}$$

- ▶ For $d = 3$ dimensional organisms, we have

$$P \propto M^{2/3}$$

- ▶ Including other constraints may raise scaling exponent to a higher, less efficient value.
- ▶ **Exciting bonus:** Scaling obtained by the supply network story and the surface-area law **only match** for isometrically growing shapes. Insert question 3, assignment 3 (田)

Recap:

- ▶ The exponent $\alpha = 2/3$ works for all birds and mammals up to 10–30 kg
- ▶ For mammals $> 10\text{--}30$ kg, maybe we have a new scaling regime
- ▶ Economos: limb length break in scaling around 20 kg
- ▶ White and Seymour, 2005: unhappy with large herbivore measurements. Find $\alpha \simeq 0.686 \pm 0.014$

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 34 of 86

Optimal source allocation

Solidifying the basic problem

- ▶ Given a region with some population distribution ρ , most likely uneven.
- ▶ Given resources to build and maintain N facilities.
- ▶ **Q:** How do we locate these N facilities so as to **minimize the average distance** between an individual's residence and the nearest facility?

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 39 of 86

River networks

- ▶ View river networks as collection networks.
- ▶ Many sources and one sink.
- ▶ ϵ ?
- ▶ Assume ρ is constant over time and $\epsilon = 0$:

$$V_{\text{net}} \propto \rho V^{(d+1)/d} = \text{constant} \times V^{3/2}$$

- ▶ Network volume grows faster than basin 'volume' (really area).
- ▶ **It's all okay:** Landscapes are $d=2$ surfaces living in $D=3$ dimension.
- ▶ Streams can grow not just in width but in depth...
- ▶ If $\epsilon > 0$, V_{net} will grow more slowly but $3/2$ appears to be confirmed from real data.

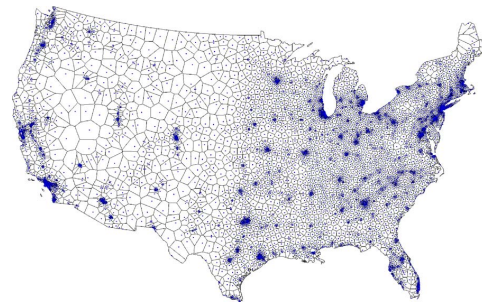
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 36 of 86

Optimal source allocation



From Gastner and Newman (2006) [7]

- ▶ Approximately optimal location of 5000 facilities.
- ▶ Based on 2000 Census data.
- ▶ Simulated annealing + Voronoi tessellation.

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 40 of 86

Many sources, many sinks

How do we distribute sources?

- ▶ Focus on 2-d (results generalize to higher dimensions)
- ▶ Sources = hospitals, post offices, pubs, ...
- ▶ **Key problem:** How do we cope with uneven population densities?
- ▶ Obvious: if density is uniform then sources are best distributed **uniformly**
- ▶ Which lattice is optimal? The **hexagonal lattice**
- ▶ **Q1:** How big should the hexagons be?
- ▶ **Q2:** Given population density is uneven, what do we do?
- ▶ We'll follow work by Stephan [19, 20], Gastner and Newman (2006) [7], Um *et al.* [24] and work cited by them.

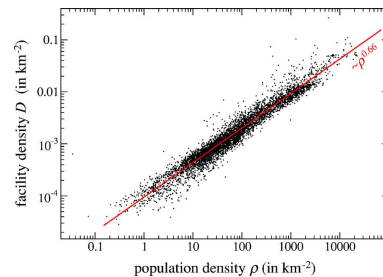
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 38 of 86

Optimal source allocation



From Gastner and Newman (2006) [7]

- ▶ Optimal facility density D vs. population density ρ .
- ▶ Fit is $D \propto \rho^{0.66}$ with $r^2 = 0.94$.
- ▶ Looking good for a $2/3$ power...

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 41 of 86

Optimal source allocation

Size-density law:

▶

$$D \propto \rho^{2/3}$$

- ▶ Why?
- ▶ Again: Different story to branching networks where there was either one source or one sink.
- ▶ Now sources & sinks are distributed throughout region...

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source
Geometric argument
Blood networks
River networks

Distributed Sources
Facility location
Size-density law
Cartograms

A reasonable derivation
Global redistribution networks
Public versus Private

References



43 of 86

Optimal source allocation

- ▶ Next assume facility requires regular maintenance (person-hours per day)
- ▶ Call this quantity τ
- ▶ If burden of maintenance is shared then average cost per person is τ/P where $P = \text{population}$.
- ▶ Replace P by ρA where ρ is density.
- ▶ Total average time cost per person:

$$T = \bar{d}/\bar{v} + \tau/(\rho A) = gA^{1/2}/\bar{v} + \tau/(\rho A).$$

- ▶ Now Minimize with respect to A ...

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source
Geometric argument
Blood networks
River networks

Distributed Sources
Facility location
Size-density law
Cartograms

A reasonable derivation
Global redistribution networks
Public versus Private

References



46 of 86

Optimal source allocation

- ▶ We first examine Stephan's treatment (1977) [19, 20]
- ▶ "Territorial Division: The Least-Time Constraint Behind the Formation of Subnational Boundaries" (Science, 1977)
- ▶ Zipf-like approach: invokes **principle of minimal effort**.
- ▶ Also known as the Homer principle.

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source
Geometric argument
Blood networks
River networks

Distributed Sources
Facility location
Size-density law
Cartograms

A reasonable derivation
Global redistribution networks
Public versus Private

References



44 of 86

Optimal source allocation

- ▶ Differentiating...

$$\begin{aligned} \frac{\partial T}{\partial A} &= \frac{\partial}{\partial A} \left(cA^{1/2}/\bar{v} + \tau/(\rho A) \right) \\ &= \frac{c}{2\bar{v}A^{1/2}} - \frac{\tau}{\rho A^2} = 0 \end{aligned}$$

- ▶ Rearrange:

$$A = \left(\frac{2\bar{v}\tau}{c\rho} \right)^{2/3} \propto \rho^{-2/3}$$

- ▶ # facilities per unit area \propto

$$A^{-1} \propto \rho^{2/3}$$

- ▶ Groovy...

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source
Geometric argument
Blood networks
River networks

Distributed Sources
Facility location
Size-density law
Cartograms

A reasonable derivation
Global redistribution networks
Public versus Private

References



47 of 86

Optimal source allocation

- ▶ Consider a region of area A and population P with a single functional center that everyone needs to access every day.
- ▶ Build up a general cost function based on time expended to **access and maintain center**.
- ▶ Write **average travel distance** to center as \bar{d} and assume **average speed of travel** is \bar{v} .
- ▶ Assume **isometry**: average travel distance \bar{d} will be on the length scale of the region which is $\sim A^{1/2}$
- ▶ Average time expended per person in accessing facility is therefore

$$\bar{d}/\bar{v} = cA^{1/2}/\bar{v}$$

where c is an unimportant shape factor.

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source
Geometric argument
Blood networks
River networks

Distributed Sources
Facility location
Size-density law
Cartograms

A reasonable derivation
Global redistribution networks
Public versus Private

References



45 of 86

Optimal source allocation

An issue:

- ▶ Maintenance (τ) is assumed to be **independent** of population and area (P and A)

Supply Networks

Introduction

Optimal branching
Murray's law
Murray meets Tokunaga

Single Source
Geometric argument
Blood networks
River networks

Distributed Sources
Facility location
Size-density law
Cartograms

A reasonable derivation
Global redistribution networks
Public versus Private

References



48 of 86

Optimal source allocation

Stephan's online book
 "The Division of Territory in Society" is [here](#) (田).

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



Cartograms

Diffusion-based cartograms:

- Idea of cartograms is to **distort areas** to more accurately represent some local density ρ (e.g. population).
- Many methods put forward—typically involve some kind of physical analogy to **spreading or repulsion**.
- Algorithm due to Gastner and Newman (2004)^[6] is based on **standard diffusion**:

$$\nabla^2 \rho - \frac{\partial \rho}{\partial t} = 0.$$

- Allow density to diffuse and trace the movement of individual elements and boundaries.
- Diffusion is constrained by boundary condition of surrounding area having density $\bar{\rho}$.

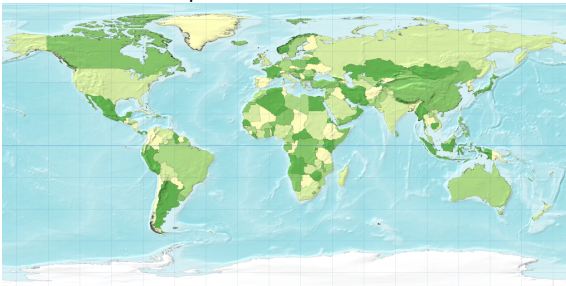
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



Cartograms

Standard world map:



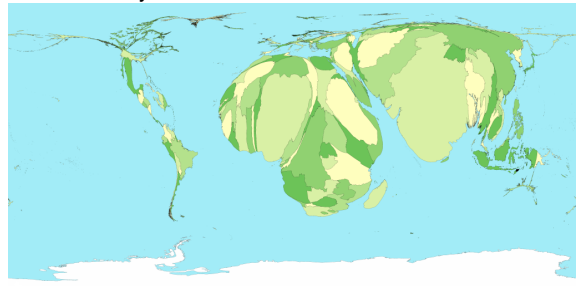
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



Cartograms

Child mortality:



Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



Cartograms

Cartogram of countries 'rescaled' by population:



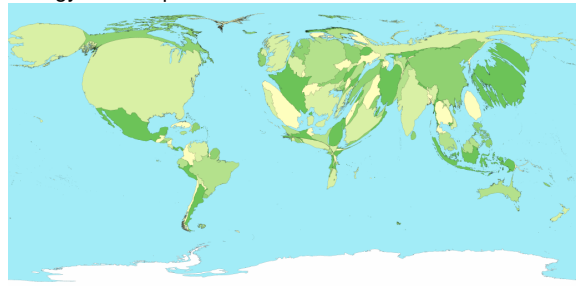
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



Cartograms

Energy consumption:



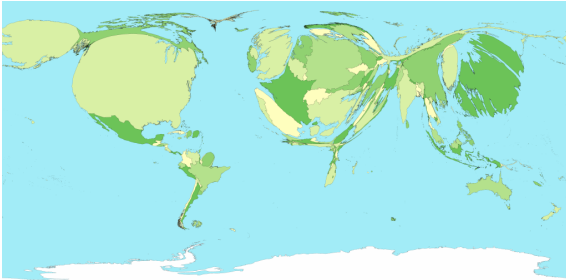
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private
- References



Cartograms

Gross domestic product:



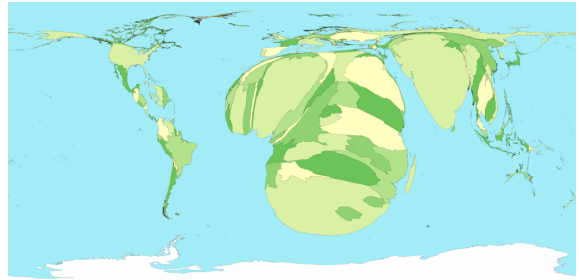
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
- Cartograms**
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Cartograms

People living with HIV:



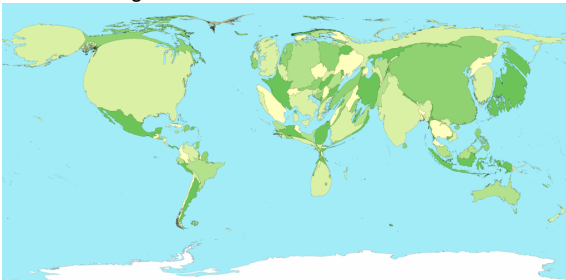
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
- Cartograms**
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Cartograms

Greenhouse gas emissions:



Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
- Cartograms**
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Cartograms

- ▶ The preceding sampling of Gastner & Newman's cartograms lives [here](#) (田).
- ▶ A larger collection can be found at worldmapper.org (田).



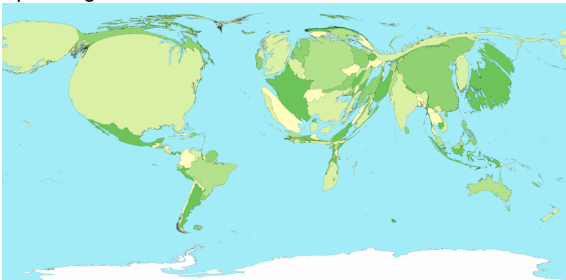
Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
- Cartograms**
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Cartograms

Spending on healthcare:

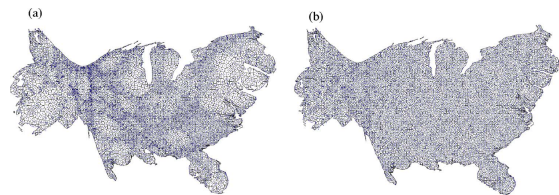


Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
- Cartograms**
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Size-density law



- ▶ **Left:** population density-equalized cartogram.
- ▶ **Right:** (population density)^{2/3}-equalized cartogram.
- ▶ Facility density is uniform for $\rho^{2/3}$ cartogram.

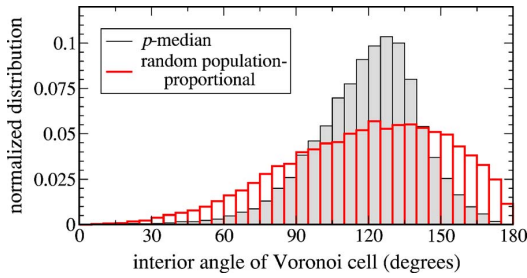
From Gastner and Newman (2006) [7]

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
- Cartograms**
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



Size-density law



From Gastner and Newman (2006) [7]

- ▶ Cartogram's Voronoi cells are somewhat hexagonal.

Size-density law

Deriving the optimal source distribution:

- ▶ **Basic idea:** Minimize the average distance from a random individual to the nearest facility. [7]
- ▶ Assume given a fixed population density ρ defined on a spatial region Ω .
- ▶ Formally, we want to find the locations of n sources $\{\vec{x}_1, \dots, \vec{x}_n\}$ that minimizes the **cost function**

$$F(\{\vec{x}_1, \dots, \vec{x}_n\}) = \int_{\Omega} \rho(\vec{x}) \min_i \|\vec{x} - \vec{x}_i\| d\vec{x}.$$

- ▶ Also known as the p-median problem.
- ▶ Not easy... in fact this one is an NP-hard problem. [7]
- ▶ Approximate solution originally due to Gusein-Zade [9].

Size-density law

Approximations:

- ▶ For a given set of source placements $\{\vec{x}_1, \dots, \vec{x}_n\}$, the region Ω is divided up into Voronoi cells (田), one per source.
- ▶ Define $A(\vec{x})$ as the **area** of the Voronoi cell containing \vec{x} .
- ▶ As per Stephan's calculation, estimate typical distance from \vec{x} to the nearest source (say i) as

$$c_i A(\vec{x})^{1/2}$$

- ▶ where c_i is a shape factor for the i th Voronoi cell.
- ▶ Approximate c_i as a constant c .

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 62 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 64 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 65 of 86

Size-density law

Carrying on:

- ▶ The cost function is now

$$F = c \int_{\Omega} \rho(\vec{x}) A(\vec{x})^{1/2} d\vec{x}.$$

- ▶ We also have that the **constraint** that Voronoi cells divide up the overall area of Ω : $\sum_{i=1}^n A(\vec{x}_i) = A_{\Omega}$.
- ▶ Sneakily turn this into an integral constraint:

$$\int_{\Omega} \frac{d\vec{x}}{A(\vec{x})} = n.$$

- ▶ Within each cell, $A(\vec{x})$ is constant.
- ▶ So... integrate over each of the n cells equals 1.

Size-density law

Now a Lagrange multiplier story:

- ▶ By varying $\{\vec{x}_1, \dots, \vec{x}_n\}$, minimize

$$G(A) = c \int_{\Omega} \rho(\vec{x}) A(\vec{x})^{1/2} d\vec{x} - \lambda \left(n - \int_{\Omega} [A(\vec{x})]^{-1} d\vec{x} \right)$$

- ▶ Next compute $\delta G / \delta A$, the functional derivative (田) of the functional $G(A)$.
- ▶ This gives

$$\int_{\Omega} \left[\frac{c}{2} \rho(\vec{x}) A(\vec{x})^{-1/2} - \lambda [A(\vec{x})]^{-2} \right] d\vec{x} = 0.$$

- ▶ Setting the integrand to be zilch, we have:

$$\rho(\vec{x}) = 2\lambda c^{-1} A(\vec{x})^{-3/2}.$$

Size-density law

Now a Lagrange multiplier story:

- ▶ Rearranging, we have

$$A(\vec{x}) = (2\lambda c^{-1})^{2/3} \rho^{-2/3}.$$

- ▶ Finally, we identify $1/A(\vec{x})$ as $D(\vec{x})$, an approximation of the local source density.
- ▶ Substituting $D = 1/A$, we have

$$D(\vec{x}) = \left(\frac{c}{2\lambda} \rho \right)^{2/3}.$$

- ▶ Normalizing (or solving for λ):

$$D(\vec{x}) = n \frac{[\rho(\vec{x})]^{2/3}}{\int_{\Omega} [\rho(\vec{x})]^{2/3} d\vec{x}} \propto [\rho(\vec{x})]^{2/3}.$$

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 66 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 67 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



→ 68 of 86

Global redistribution networks

One more thing:

- ▶ How do we supply these facilities?
- ▶ How do we best redistribute mail? People?
- ▶ How do we get beer to the pubs?
- ▶ Gaster and Newman model: cost is a function of basic maintenance and travel time:

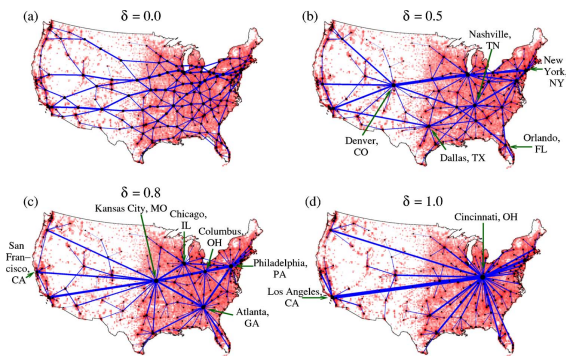
$$C_{\text{maint}} + \gamma C_{\text{travel}}$$

- ▶ Travel time is more complicated: Take 'distance' between nodes to be a composite of shortest path distance ℓ_{ij} and number of legs to journey:

$$(1 - \delta)\ell_{ij} + \delta(\#\text{hops}).$$

- ▶ When $\delta = 1$, only number of hops matters.

Global redistribution networks



From Gastner and Newman (2006) [7]

Public versus private facilities

Beyond minimizing distances:

- ▶ "Scaling laws between population and facility densities" by Um et al., Proc. Natl. Acad. Sci., 2009. [24]
- ▶ Um et al. find empirically and argue theoretically that the connection between facility and population density

$$D \propto \rho^\alpha$$

does not universally hold with $\alpha = 2/3$.

- ▶ **Two idealized limiting classes:**
 1. For-profit, commercial facilities: $\alpha = 1$;
 2. Pro-social, public facilities: $\alpha = 2/3$.
- ▶ Um et al. investigate facility locations in the United States and South Korea.

Supply Networks

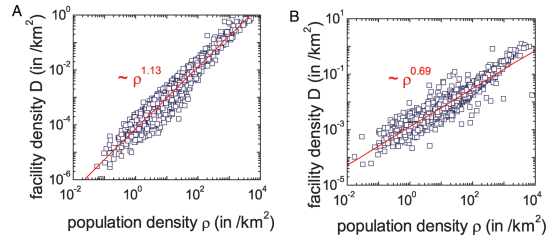
Introduction

- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private

References



Public versus private facilities: evidence



- ▶ **Left plot:** ambulatory hospitals in the U.S.
- ▶ **Right plot:** public schools in the U.S.
- ▶ **Note:** break in scaling for public schools. Transition from $\alpha \approx 2/3$ to $\alpha = 1$ around $\rho \approx 100$.

Supply Networks

Introduction

- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private

References



Supply Networks

Introduction

- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private

References



Public versus private facilities: evidence

US facility	α (SE)	R^2
Ambulatory hospital	1.13(1)	0.93
Beauty care	1.08(1)	0.86
Laundry	1.05(1)	0.90
Automotive repair	0.99(1)	0.92
Private school	0.95(1)	0.82
Restaurant	0.93(1)	0.89
Accommodation	0.89(1)	0.70
Bank	0.88(1)	0.75
Gas station	0.86(1)	0.94
Death care	0.79(1)	0.80
* Fire station	0.78(3)	0.93
* Police station	0.71(6)	0.75
Public school	0.69(1)	0.87
SK facility	α (SE)	R^2
Bank	1.18(2)	0.96
Parking place	1.13(2)	0.91
* Primary clinic	1.09(2)	1.00
* Hospital	0.96(5)	0.97
* University/college	0.93(9)	0.89
Market place	0.87(2)	0.90
* Secondary school	0.77(3)	0.98
* Primary school	0.77(3)	0.97
Social welfare org.	0.75(2)	0.84
* Police station	0.71(5)	0.94
Government office	0.70(1)	0.93
* Fire station	0.60(4)	0.93
* Public health center	0.09(5)	0.19

Rough transition between public and private at $\alpha \approx 0.8$.

Note: * indicates analysis is at state/province level; otherwise county level.

Supply Networks

Introduction

- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private

References



Supply Networks

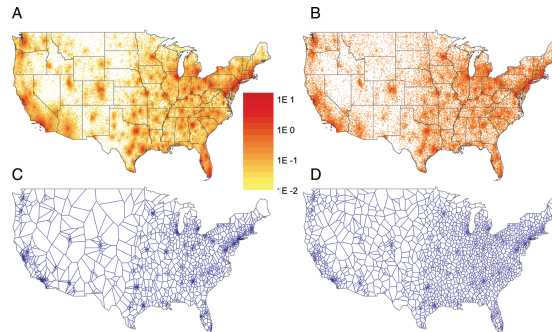
Introduction

- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private

References



Public versus private facilities: evidence



A, C: ambulatory hospitals in the U.S.; B, D: public schools in the U.S.; A, B: data; C, D: Voronoi diagram from model simulation.

Supply Networks

Introduction

- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
- A reasonable derivation
- Global redistribution networks
- Public versus Private

References



Public versus private facilities: the story

So what's going on?

- Social institutions seek to **minimize distance of travel**.
- Commercial institutions seek to **maximize the number of visitors**.
- **Defns:** For the i th facility and its Voronoi cell V_i , define
 - n_i = population of the i th cell;
 - $\langle r_i \rangle$ = the average travel distance to the i th facility.
 - s_i = area of i th cell.
- Objective function to maximize for a facility (highly constructed):

$$v_i = n_i \langle r_i \rangle^\beta \text{ with } 0 \leq \beta \leq 1.$$

- Limits:
 - $\beta = 0$: purely commercial.
 - $\beta = 1$: purely social.

Public versus private facilities: the story

- Proceeding as per the Gastner-Newman-Gusein-Zade calculation, Um et al. obtain:

$$D(\vec{x}) = n \frac{[\rho(\vec{x})]^{2/(\beta+2)}}{\int_{\Omega} [\rho(\vec{x})]^{2/(\beta+2)} d\vec{x}} \propto [\rho(\vec{x})]^{2/(\beta+2)}.$$

- For $\beta = 0, \alpha = 1$: commercial scaling is linear.
- For $\beta = 1, \alpha = 2/3$: social scaling is sublinear.
- You can try this too: [Insert question 3, assignment 4](#) (田).

References I

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Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



77 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



78 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



79 of 86

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Supply Networks

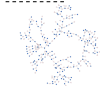
- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



80 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



81 of 86

Supply Networks

- Introduction
- Optimal branching
 - Murray's law
 - Murray meets Tokunaga
- Single Source
 - Geometric argument
 - Blood networks
 - River networks
- Distributed Sources
 - Facility location
 - Size-density law
 - Cartograms
 - A reasonable derivation
 - Global redistribution networks
 - Public versus Private
- References



82 of 86

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Supply Networks

Introduction
Optimal branching
Murray's law
Murray meets Tokunaga
Single Source
Geometric argument
Blood networks
River networks
Distributed Sources
Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



↪ 🔍 🔄 83 of 86

Supply Networks

Introduction
Optimal branching
Murray's law
Murray meets Tokunaga
Single Source
Geometric argument
Blood networks
River networks
Distributed Sources
Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



↪ 🔍 🔄 84 of 86

Supply Networks

Introduction
Optimal branching
Murray's law
Murray meets Tokunaga
Single Source
Geometric argument
Blood networks
River networks
Distributed Sources
Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



↪ 🔍 🔄 85 of 86

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Supply Networks

Introduction
Optimal branching
Murray's law
Murray meets Tokunaga
Single Source
Geometric argument
Blood networks
River networks
Distributed Sources
Facility location
Size-density law
Cartograms
A reasonable derivation
Global redistribution networks
Public versus Private

References



↪ 🔍 🔄 86 of 86