## S1 Appendix. Proof of the variational approximation of the likelihood of GLLVMs

Assume that the responses come from the exponential family of distributions with density  $f(y_{ij}|\boldsymbol{u}_i^*, \boldsymbol{\Psi}) = \exp\{(y_{ij}\eta_{ij} - b(\eta_{ij}))/\phi_j + c(y_{ij}, \phi_j)\}$ . The variational approximation for the marginal log-likelihood is then obtained as follows

$$\underline{\ell}(\boldsymbol{\Psi}, \boldsymbol{\xi}) = \sum_{i=1}^{n} \int \log \left\{ \frac{f(\boldsymbol{y}_{i}|\boldsymbol{u}_{i}^{*}, \boldsymbol{\Psi})f(\boldsymbol{u}_{i}^{*})}{q^{*}(\boldsymbol{u}_{i}^{*}|\boldsymbol{\xi})} \right\} q^{*}(\boldsymbol{u}_{i}^{*}|\boldsymbol{\xi})d\boldsymbol{u}_{i}^{*},$$

$$= \sum_{i=1}^{n} \int \left\{ \log f(\boldsymbol{y}_{i}|\boldsymbol{u}_{i}^{*}, \boldsymbol{\Psi}) + \log f(\boldsymbol{u}_{i}^{*}) - \log q^{*}(\boldsymbol{u}_{i}^{*}|\boldsymbol{\xi}) \right\} q^{*}(\boldsymbol{u}_{i}^{*}|\boldsymbol{\xi})d\boldsymbol{u}_{i}^{*},$$

$$= \sum_{i=1}^{n} \left( E_{q^{*}} \{ \log f(\boldsymbol{y}_{i}|\boldsymbol{u}_{i}^{*}, \boldsymbol{\Psi}) \} + E_{q^{*}} \{ \log f(\boldsymbol{u}_{i}^{*}) \} + E_{q^{*}} \{ - \log q^{*}(\boldsymbol{u}_{i}^{*}|\boldsymbol{\xi}) \} \right),$$

where  $E_{q*}$  is expectation with respect to variational density  $q^*$ . Expectation  $E_{q^*}\{-\log q^*(\boldsymbol{u}_i^*|\boldsymbol{\xi})\}$  is the definition to the entropy of  $q^*(\boldsymbol{u}_i^*|\boldsymbol{\xi})$  which equals to  $\log \det(2\pi e\boldsymbol{A}_i)/2$ . When we omit all quantities constant with respect to the parameters, the above equals to

$$\underline{\ell}(\boldsymbol{\Psi}, \boldsymbol{\xi}) = \sum_{i=1}^{n} \sum_{j=1}^{m} \left\{ \frac{y_{ij} \tilde{\eta}_{ij} - E_{q^*} \{b(\eta_{ij})\}}{\phi_j} + c(y_{ij}, \phi_j) \right\} 
+ \frac{1}{2} \sum_{j=1}^{n} \left\{ \log \det \boldsymbol{A}_i - E_{q^*} \left\{ \boldsymbol{u}_i^{*'} \boldsymbol{C}_{\sigma^2}^{-1} \boldsymbol{u}_i^{*} + \log \det(\boldsymbol{C}_{\sigma^2}) \right\} \right\} 
= \sum_{i=1}^{n} \sum_{j=1}^{m} \left\{ \frac{y_{ij} \tilde{\eta}_{ij} - E_{q^*} \{b(\eta_{ij})\}}{\phi_j} + c(y_{ij}, \phi_j) \right\} 
+ \frac{1}{2} \sum_{i=1}^{n} \left( \log \det(\boldsymbol{A}_i) - \operatorname{tr}(\boldsymbol{C}_{\sigma^2}^{-\frac{1}{2}} \boldsymbol{A}_i \boldsymbol{C}_{\sigma^2}^{-\frac{1}{2}}) - \boldsymbol{a}_i' \boldsymbol{C}_{\sigma^2}^{-1} \boldsymbol{a}_i - \log \det(\boldsymbol{C}_{\sigma^2}) \right) 
= \sum_{i=1}^{n} \sum_{j=1}^{m} \left\{ \frac{y_{ij} \tilde{\eta}_{ij} - E_{q^*} \{b(\eta_{ij})\}}{\phi_j} + c(y_{ij}, \phi_j) \right\} 
+ \frac{1}{2} \sum_{i=1}^{n} \left( \log \det(\boldsymbol{A}_i) - \operatorname{tr}(\boldsymbol{C}_{\sigma^2}^{-1} \boldsymbol{A}_i) - \boldsymbol{a}_i' \boldsymbol{C}_{\sigma^2}^{-1} \boldsymbol{a}_i - \log \det(\boldsymbol{C}_{\sigma^2}) \right),$$

where  $\tilde{\eta}_{ij} = a_{\alpha i} + \beta_{0j} + x_i' \beta_j + a_{u_i'} \gamma_j$ ,  $C_{\sigma^2}$  is block diagonal matrix of  $\sigma^2$  and  $I_d$  and  $u_i^* = (\alpha_i, u_i')'$ . Notation  $C_{\sigma^2}^{-1/2}$  is the square root of  $C_{\sigma^2}^{-1}$  which means  $C_{\sigma^2}^{-\frac{1}{2}} C_{\sigma^2}^{-\frac{1}{2}} = C_{\sigma^2}^{-1}$ . This operation is possible when  $C_{\sigma^2}$  is diagonal matrix.

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