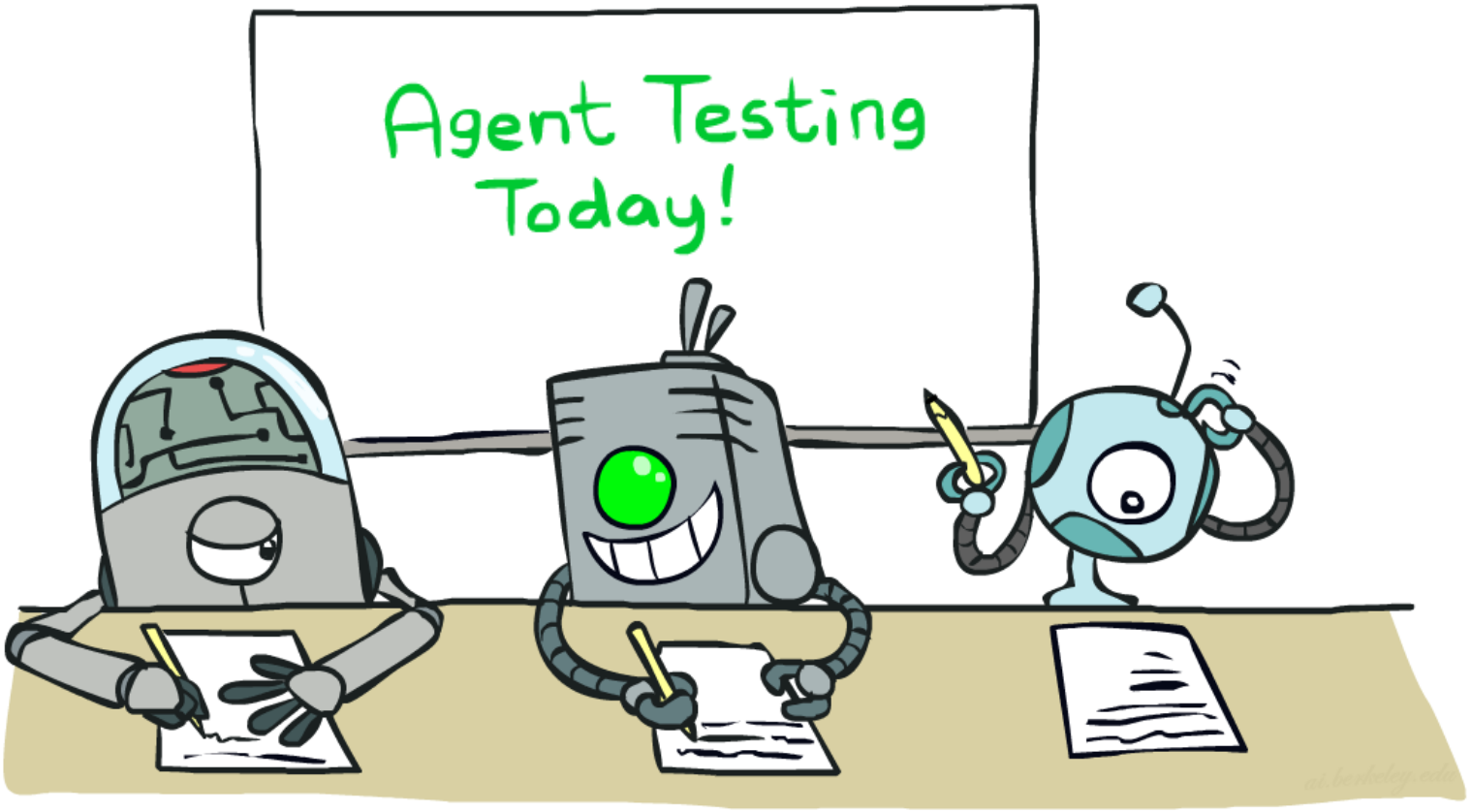
CS 5522: Artificial Intelligence II

Naïve Bayes



Instructor: Alan Ritter

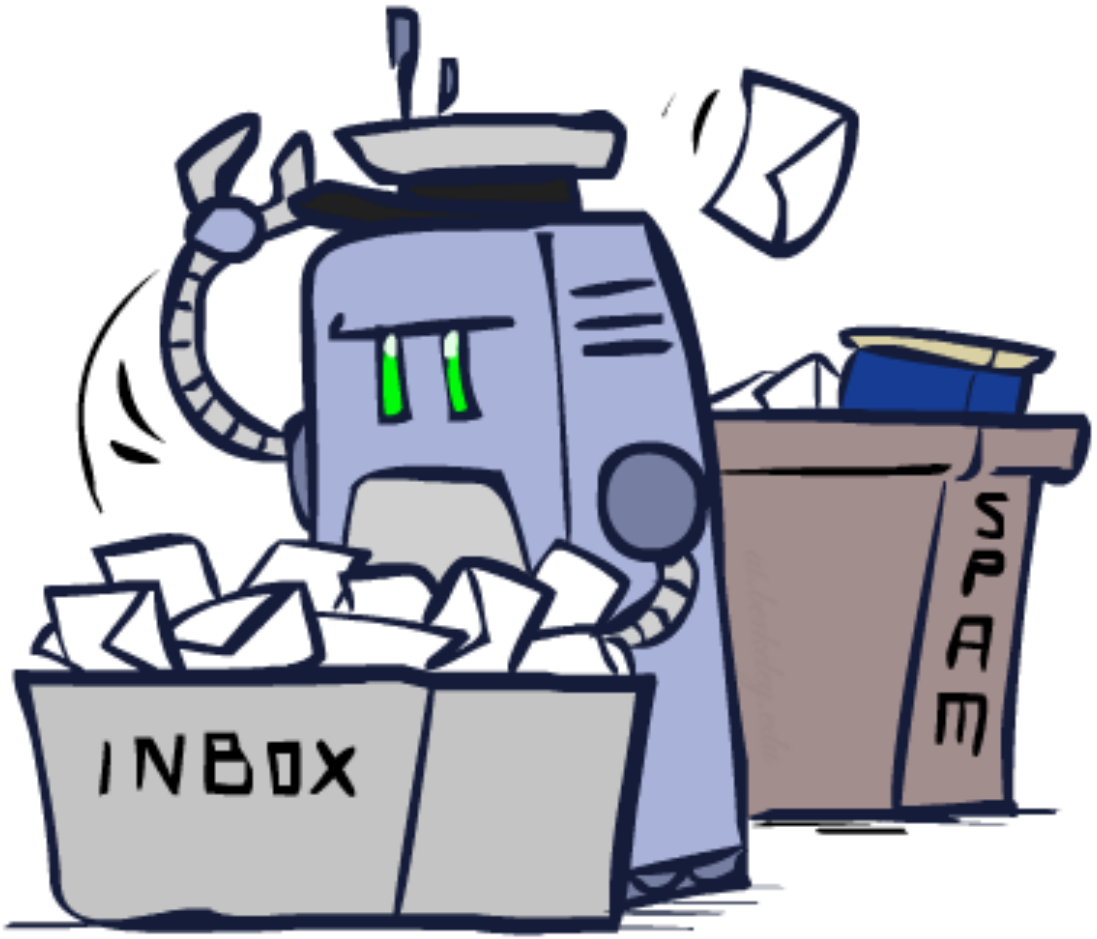
Ohio State University

[These slides were adapted from CS188 Intro to AI at UC Berkeley. All materials available at http://ai.berkeley.edu.]

Machine Learning

- Up until now: how use a model to make optimal decisions
- Machine learning: how to acquire a model from data / experience
  - Learning parameters (e.g. probabilities)
  - Learning structure (e.g. BN graphs)
  - Learning hidden concepts (e.g. clustering)
- Today: model-based classification with Naive Bayes

Classification



Example: Spam Filter

- Input: an email
- Output: spam/ham

- Setup:
  - Get a large collection of example emails, each labeled “spam” or “ham”
  - Note: someone has to hand label all this data!
  - Want to learn to predict labels of new, future emails

- Features: The attributes used to make the ham / spam decision
  - Words: FREE!
  - Text Patterns: $dd, CAPS
  - Non-text: SenderInContacts
  - …

Dear Sir.

First, I must solicit your confidence in this transaction, this is by virture of its nature as being utterly confidencial and top secret. …

TO BE REMOVED FROM FUTURE MAILINGS, SIMPLY REPLY TO THIS MESSAGE AND PUT "REMOVE" IN THE SUBJECT.

99 MILLION EMAIL ADDRESSES
FOR ONLY $99

Ok, Iknow this is blatantly OT but I'm beginning to go insane. Had an old Dell Dimension XPS sitting in the corner and decided to put it to use, I know it was working pre being stuck in the corner, but when I plugged it in, hit the power nothing happened.

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Example: Digit Recognition

- Input: images / pixel grids
- Output: a digit 0-9

- Setup:
  - Get a large collection of example images, each labeled with a digit
  - Note: someone has to hand label all this data!
  - Want to learn to predict labels of new, future digit images

- Features: The attributes used to make the digit decision
  - Pixels: (6,8)=ON
  - Shape Patterns: NumComponents, AspectRatio, NumLoops
  - …

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2

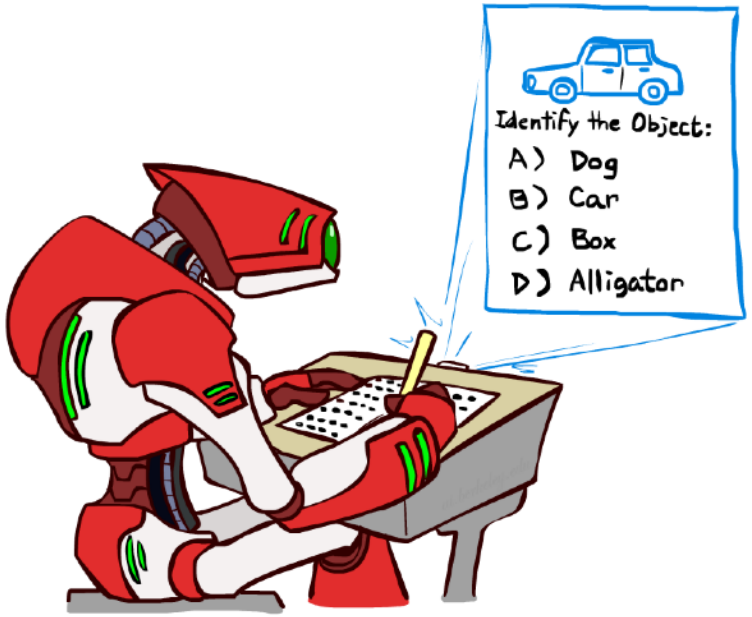
1

??

Other Classification Tasks

- Classification: given inputs x, predict labels (classes) y

- Examples:
  - Spam detection (input: document, classes: spam / ham)
  - OCR (input: images, classes: characters)
  - Medical diagnosis (input: symptoms, classes: diseases)
  - Automatic essay grading (input: document, classes: grades)
  - Fraud detection (input: account activity, classes: fraud / no fraud)
  - Customer service email routing
  - … many more



- Classification is an important commercial technology!

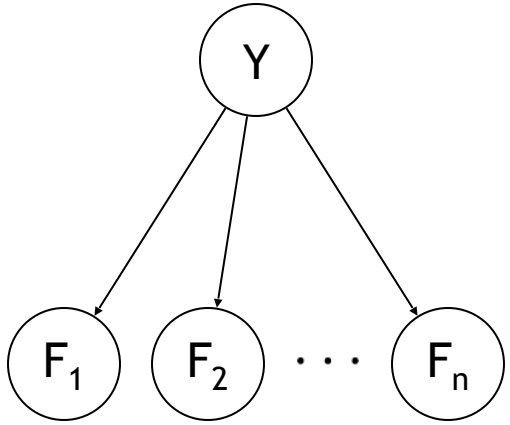
Model-Based Classification

Model-Based Classification

- Model-based approach
  - Build a model (e.g. Bayes' net) where both the label and features are random variables
  - Instantiate any observed features
  - Query for the distribution of the label conditioned on the features
- Challenges
  - What structure should the BN have?
  - How should we learn its parameters?

Naïve Bayes for Digits

- Naïve Bayes: Assume all features are independent effects of the label



- Simple digit recognition version:
  - One feature (variable) F_{ij} for each grid position <i,j>
  - Feature values are on / off, based on whether intensity is more or less than 0.5 in underlying image
  - Each input maps to a feature vector, e.g.

$$\rightarrow \langle F_{0,0} = 0 \;\; F_{0,1} = 0 \;\; F_{0,2} = 1 \;\; F_{0,3} = 1 \;\; F_{0,4} = 0 \;\; \ldots F_{15,15} = 0 \rangle$$

  - Here: lots of features, each is binary valued

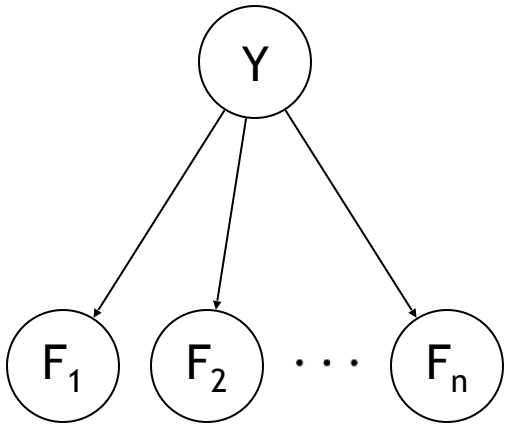
- Naïve Bayes model: $$P(Y|F_{0,0} \ldots F_{15,15}) \propto P(Y) \prod_{i,j} P(F_{i,j}|Y)$$

- What do we need to learn?

General Naïve Bayes

- A general Naive Bayes model:

$$P(\mathsf{Y}, \mathsf{F}_1 \ldots \mathsf{F}_n) = \quad P(\mathsf{Y}) \prod_i P(\mathsf{F}_i | \mathsf{Y})$$



- We only have to specify how each feature depends on the class

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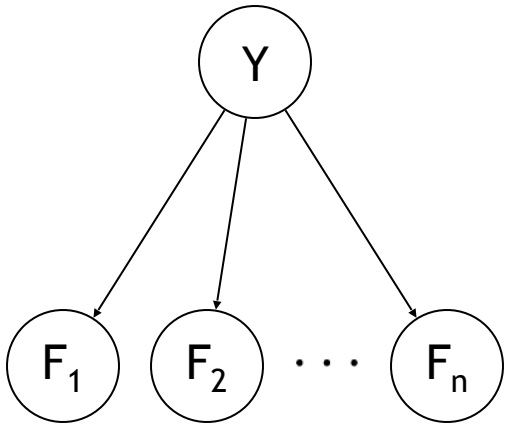

$$P(\mathsf{Y}, \mathsf{F}_1 \ldots \mathsf{F}_n) = \quad P(\mathsf{Y}) \prod_i P(\mathsf{F}_i | \mathsf{Y})$$

$|Y| \times |F|^n$ values

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|Y| parameters

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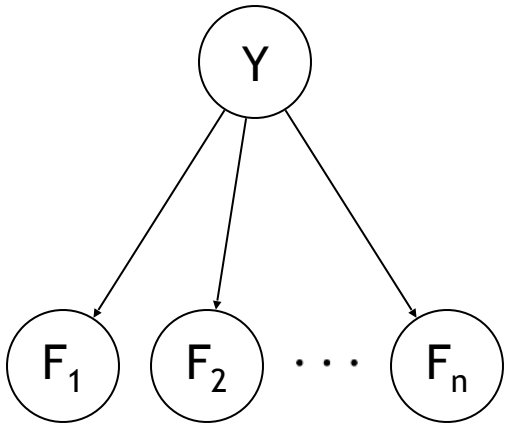
|Y| x $|F|^n$ values

n x |F| x |Y| parameters



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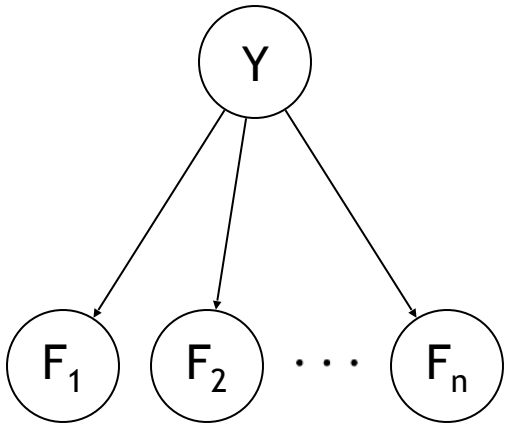

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- Total number of parameters is *linear* in n

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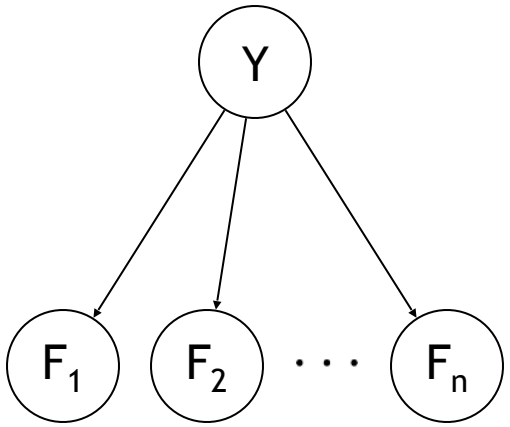

- We only have to specify how each feature depends on the class
- Total number of parameters is *linear* in n
- Model is very simplistic, but often works anyway

Inference for Naïve Bayes

- Goal: compute posterior distribution over label variable Y
  - Step 1: get joint probability of label and evidence for each label

$$P(Y, f_1 \dots f_n) = \begin{bmatrix} P(y_1, f_1 \dots f_n) \\ P(y_2, f_1 \dots f_n) \\ \vdots \\ P(y_k, f_1 \dots f_n) \end{bmatrix}$$

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+

  - Step 2: sum to get probability of evidence

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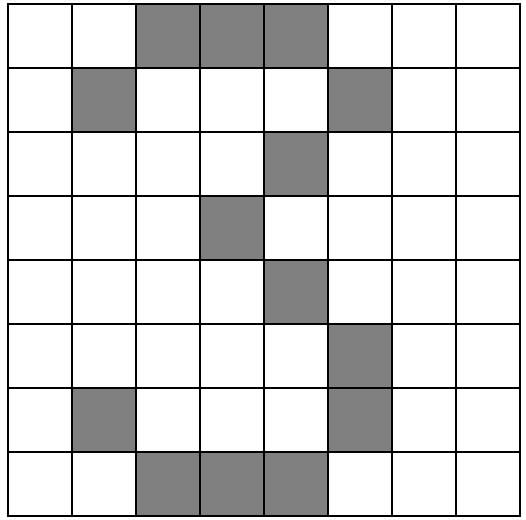
$$\frac{\qquad\qquad}{P(f_1 \dots f_n)} \quad +$$

$$\Downarrow$$

$$P(Y|f_1 \dots f_n)$$

  - Step 2: sum to get probability of evidence
  - Step 3: normalize by dividing Step 1 by Step 2

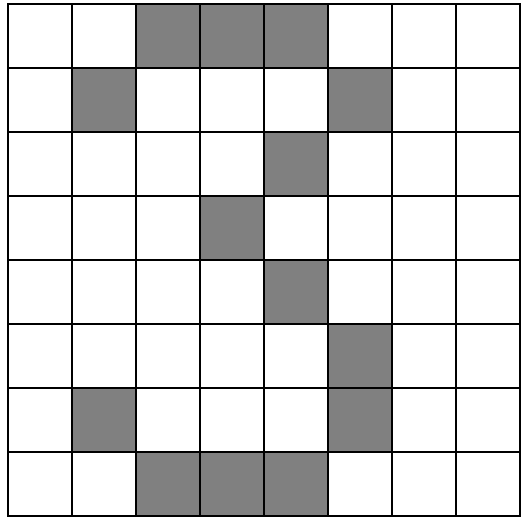
Example: Conditional Probabilities



Example: Conditional Probabilities

$P(Y)$

1	0.1
2	0.1
3	0.1
4	0.1
5	0.1
6	0.1
7	0.1
8	0.1
9	0.1
0	0.1



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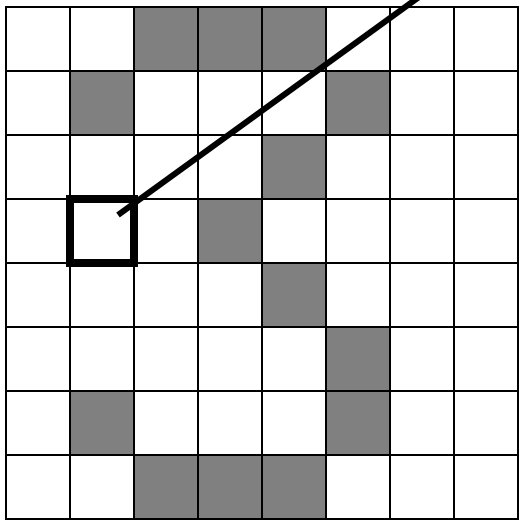

$P(F_{3,1} = on|Y)$

1	0.01
2	0.05
3	0.05
4	0.30
5	0.80
6	0.90
7	0.05
8	0.60
9	0.50
0	0.80

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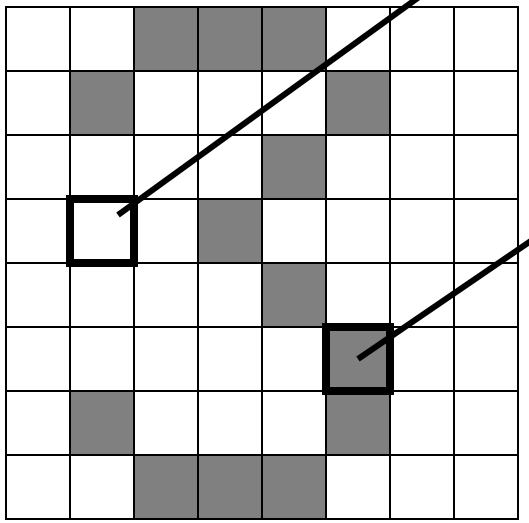

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9	0.50
0	0.80

$P(F_{5,5} = on|Y)$

1	0.05
2	0.01
3	0.90
4	0.80
5	0.90
6	0.90
7	0.25
8	0.85
9	0.60
0	0.80

Naïve Bayes for Text

- Bag-of-words Naïve Bayes:
  - Features: W_i is the word at positon i
  - As before: predict label conditioned on feature variables (spam vs. ham)
  - As before: assume features are conditionally independent given label
  - New: each W_i is identically distributed

- Generative model: $P(Y, W_1 \dots W_n) = P(Y) \prod_i P(W_i|Y)$

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Word at position i, not i^{th} word in the dictionary!

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- "Tied" distributions and bag-of-words
  - Usually, each variable gets its own conditional probability distribution P(F|Y)
  - In a bag-of-words model
    - Each position is identically distributed
    - All positions share the same conditional probs P(W|Y)
    - Why make this assumption?
  - Called "bag-of-words" because model is insensitive to word order or reordering

Example: Spam Filtering

- Model: $$P(Y, W_1 \ldots W_n) = P(Y) \prod_i P(W_i|Y)$$
- What are the parameters?

$P(Y)$

```
ham : 0.66
spam: 0.33
```

$P(W|\text{spam})$

```
the :  0.0156
to  :  0.0153
and :  0.0115
of  :  0.0095
you :  0.0093
a   :  0.0086
with:  0.0080
from:  0.0075
...
```

$P(W|\text{ham})$

```
the :  0.0210
to  :  0.0133
of  :  0.0119
2002:  0.0110
with:  0.0108
from:  0.0107
and :  0.0105
a   :  0.0100
...
```

- Where do these tables come from?

Spam Example

Word	P(w|spam)	P(w|ham)	Tot Spam	Tot Ham
(prior)	0.33333	0.66666	-1.1	-0.4

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would	0.00069	0.00084	-19.1	-16.0
you	0.00881	0.00304	-23.8	-21.8
like	0.00086	0.00083	-30.9	-28.9
to	0.01517	0.01339	-35.1	-33.2
lose	0.00008	0.00002	-44.5	-44.0
weight	0.00016	0.00002	-53.3	-55.0
while	0.00027	0.00027	-61.5	-63.2
you	0.00881	0.00304	-66.2	-69.0
sleep	0.00006	0.00001	-76.0	-80.5

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to	0.01517	0.01339	-35.1	-33.2
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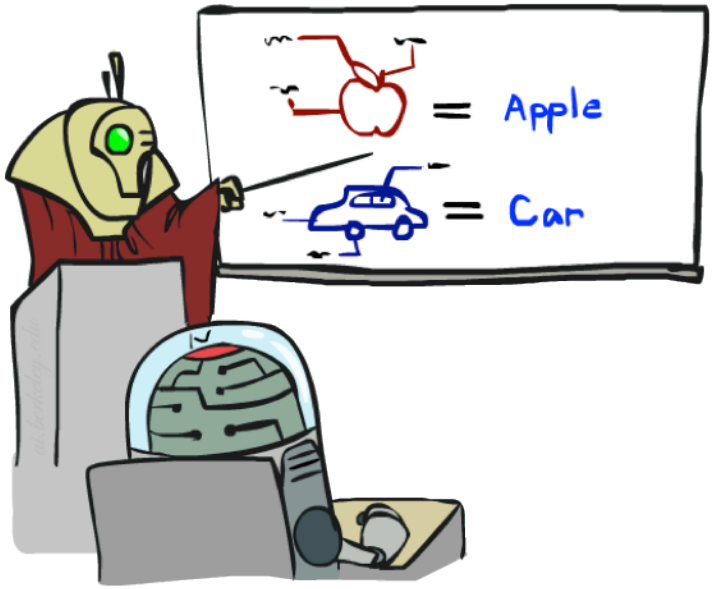
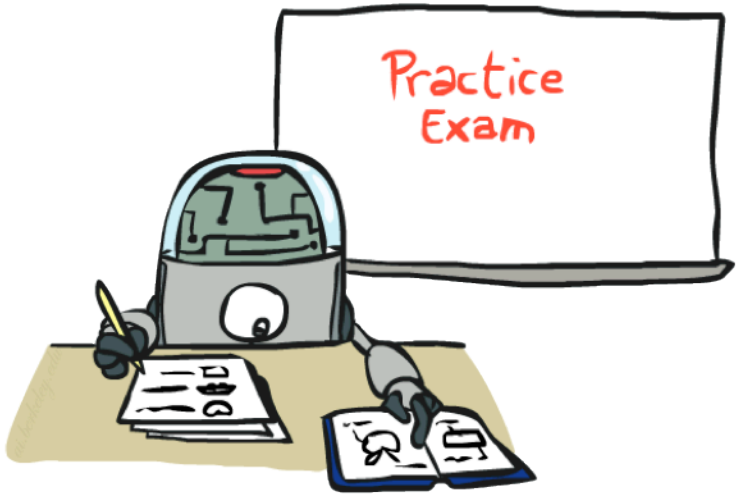
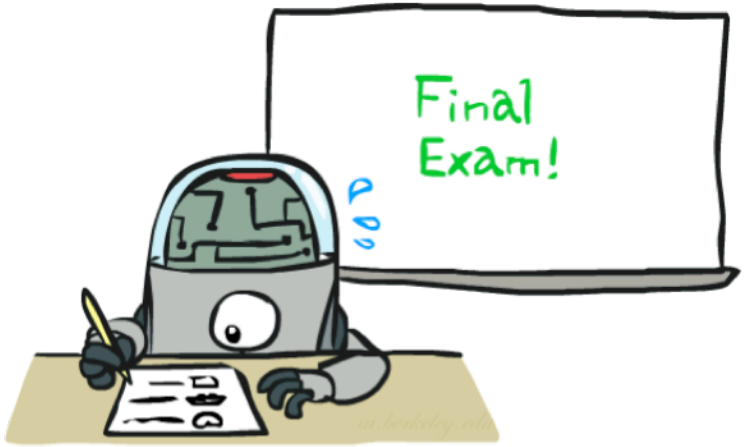
weight	0.00016	0.00002	-53.3	-55.0
while	0.00027	0.00027	-61.5	-63.2
you	0.00881	0.00304	-66.2	-69.0
sleep	0.00006	0.00001	-76.0	-80.5

P(spam | w) = 98.9

Training and Testing







Important Concepts

- Data: labeled instances, e.g. emails marked spam/ham
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  - Test set
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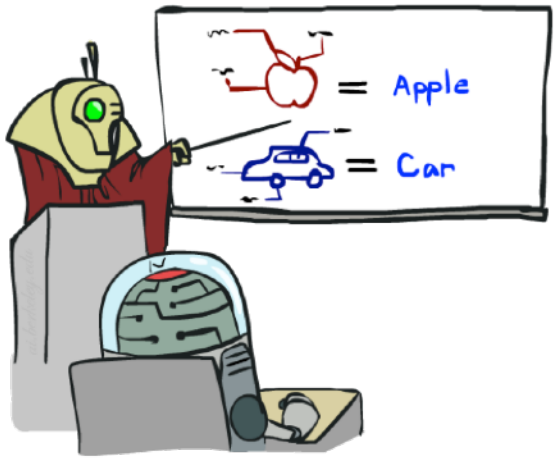
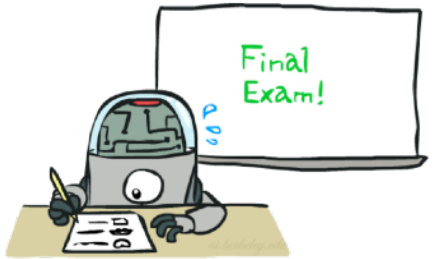
Training Data

Held-Out Data

Test Data





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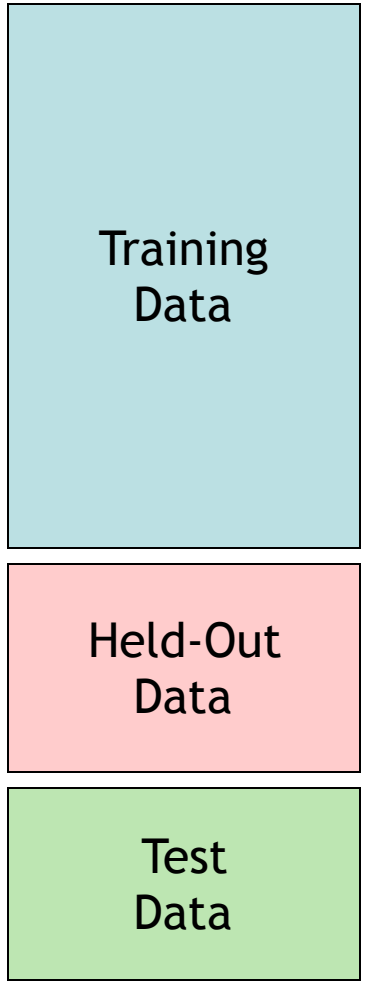

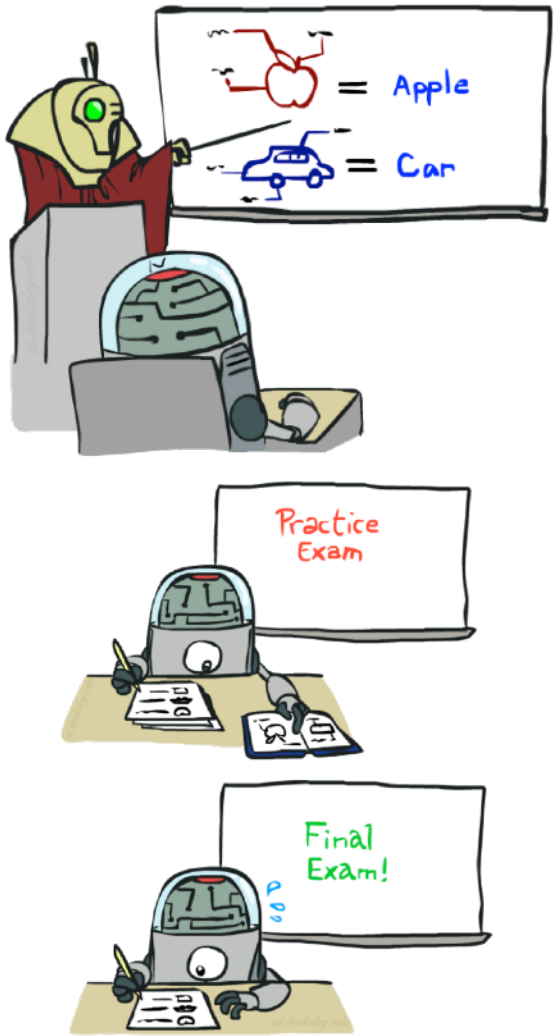

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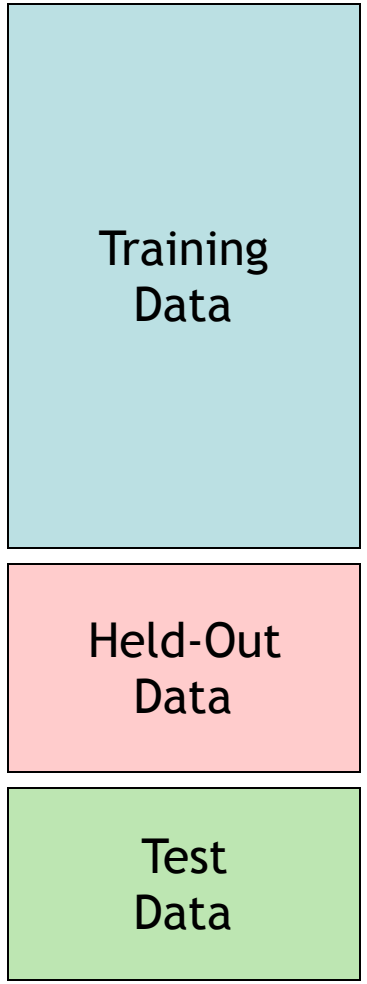

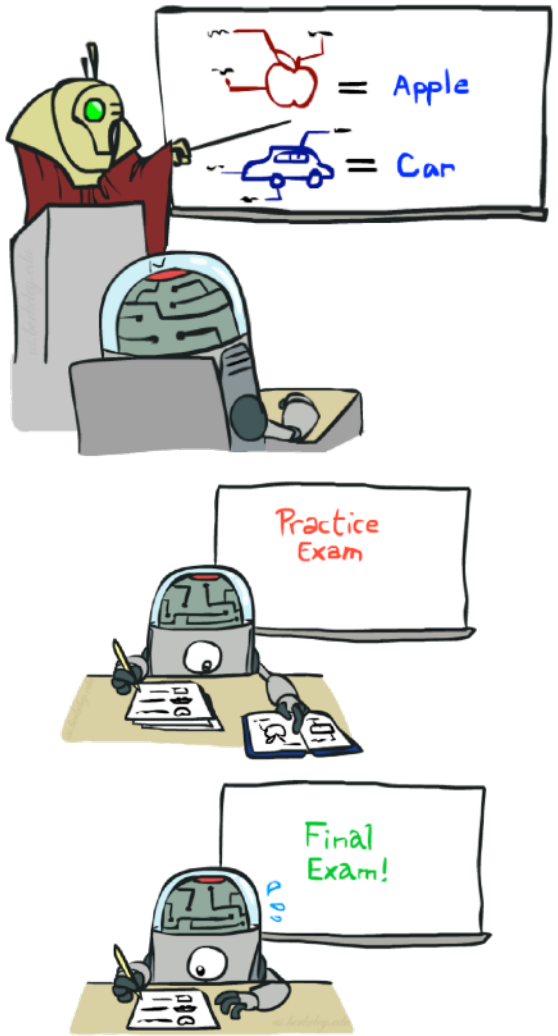

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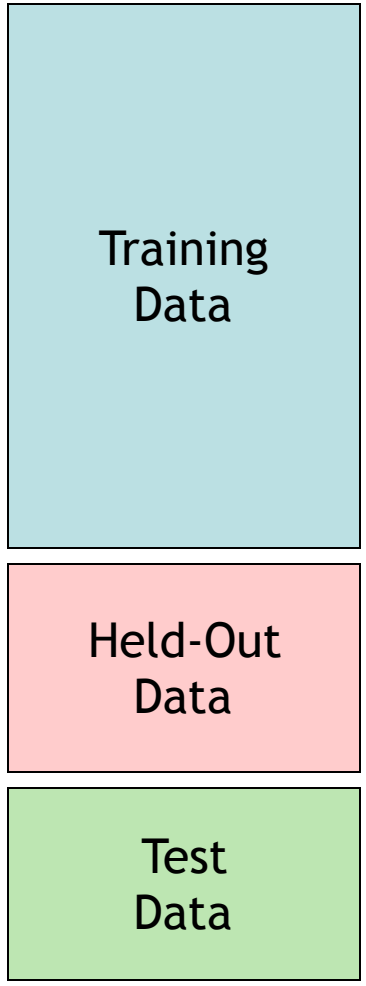
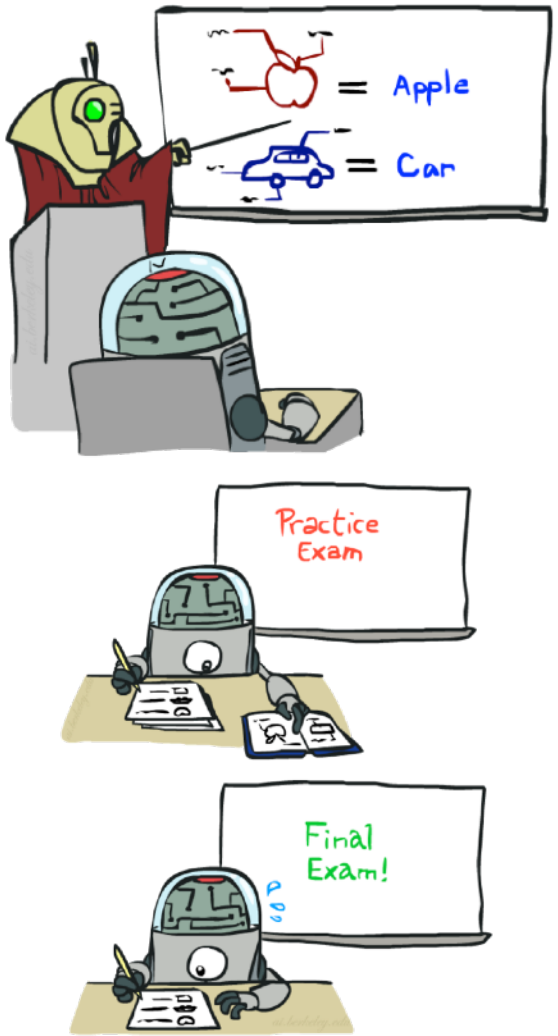
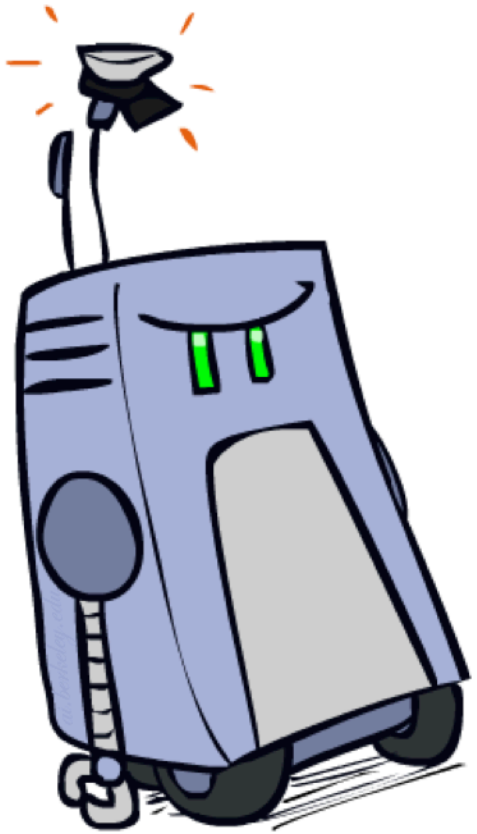
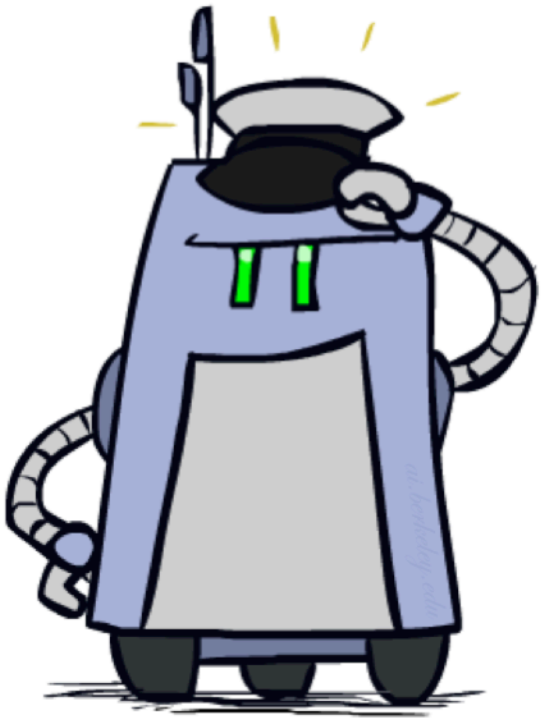
- Evaluation
  - Accuracy: fraction of instances predicted correctly
- Overfitting and generalization
  - Want a classifier which does well on *test* data
  - Overfitting: fitting the training data very closely, but not generalizing well
  - We'll investigate overfitting and generalization formally in a few lectures



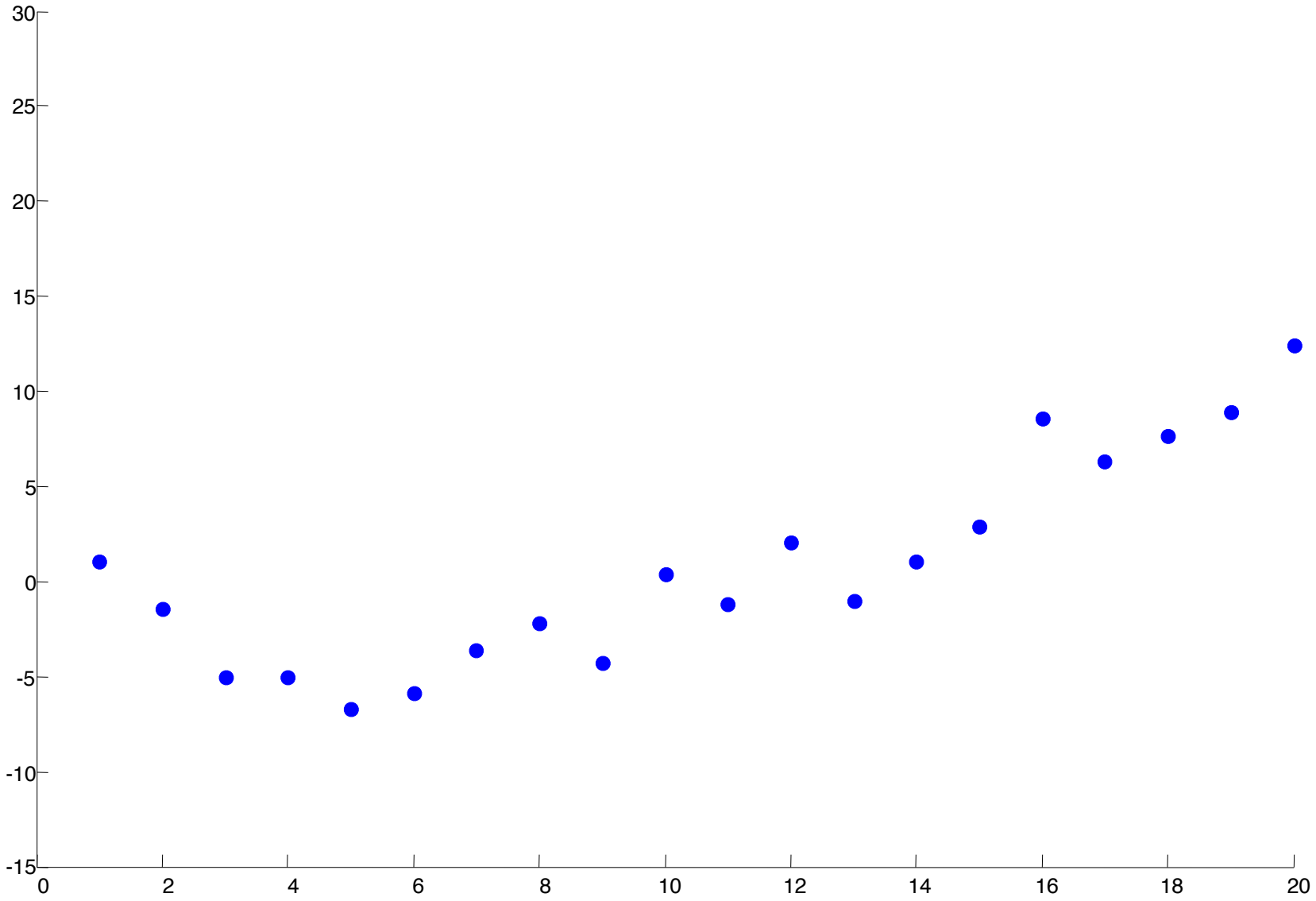


Generalization and Overfitting





Overfitting



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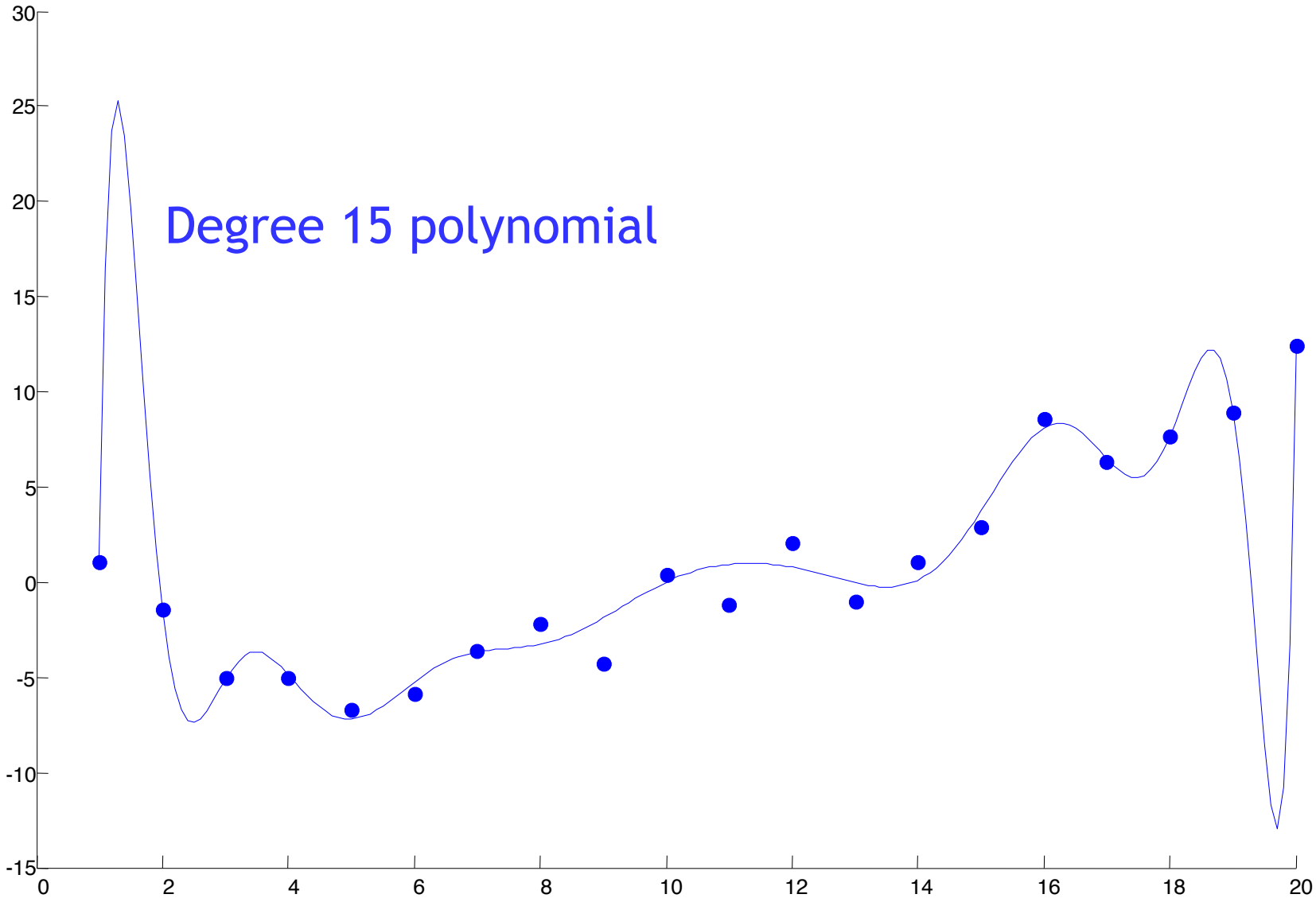

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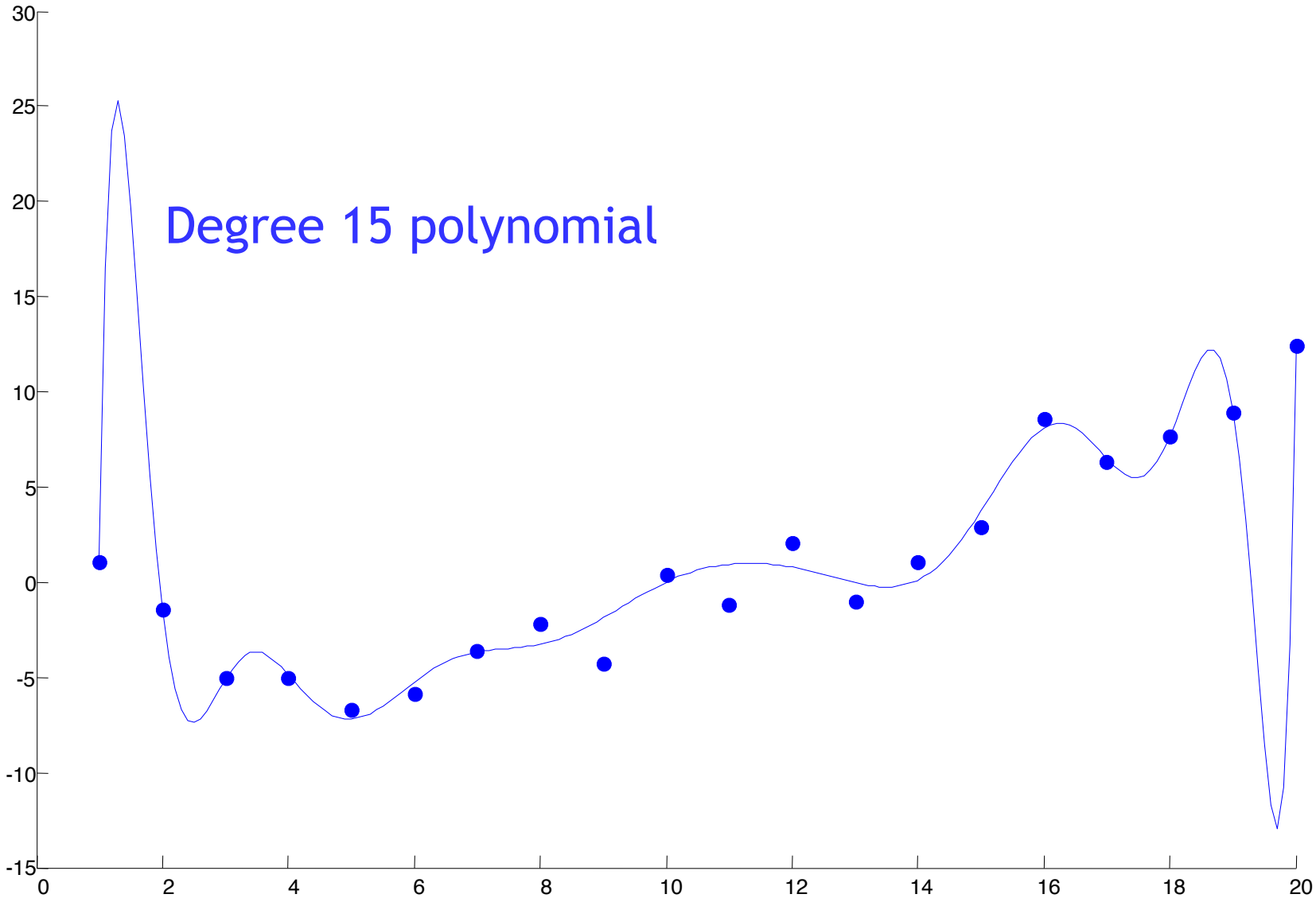
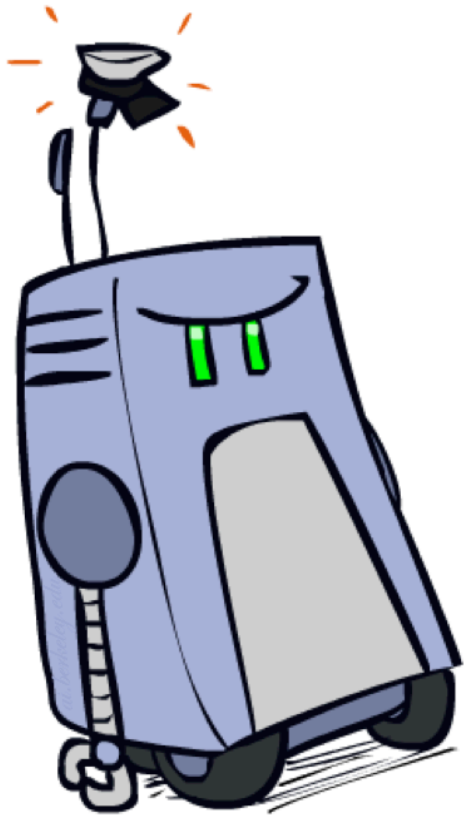
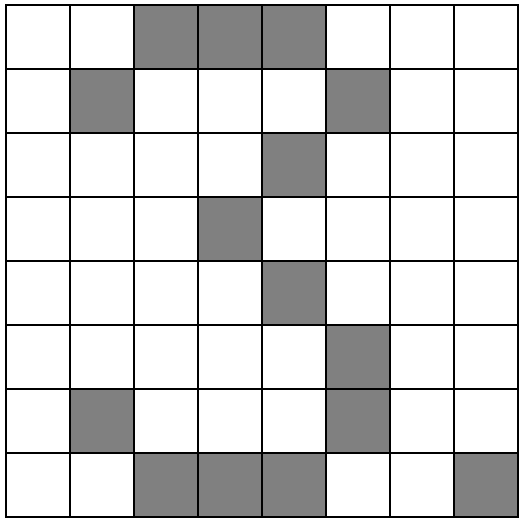


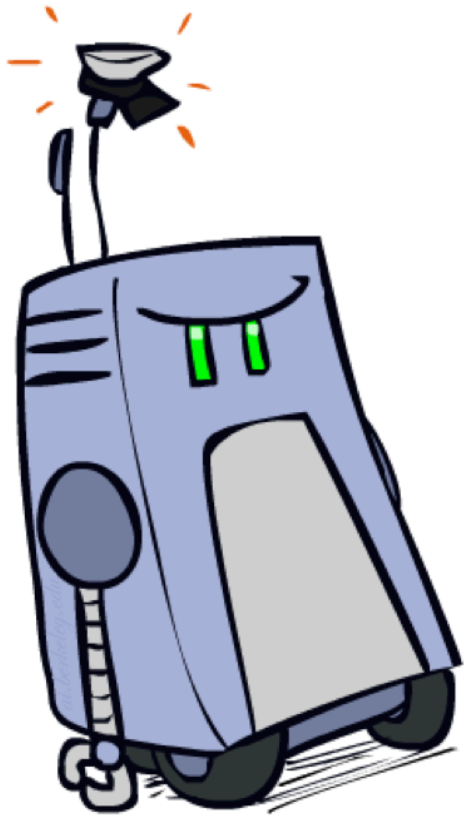


Example: Overfitting

$P(\text{features}, C = 2)$



$P(\text{features}, C = 3)$



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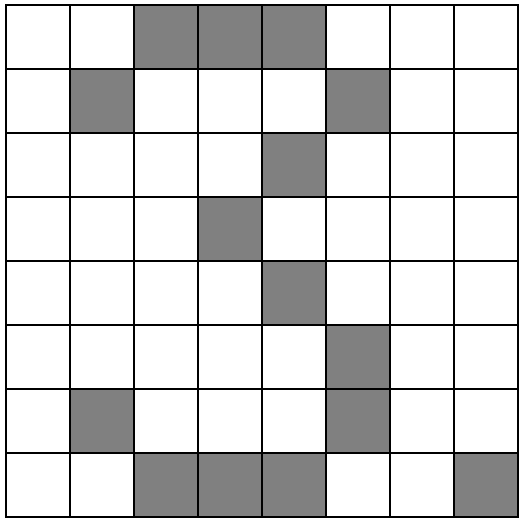

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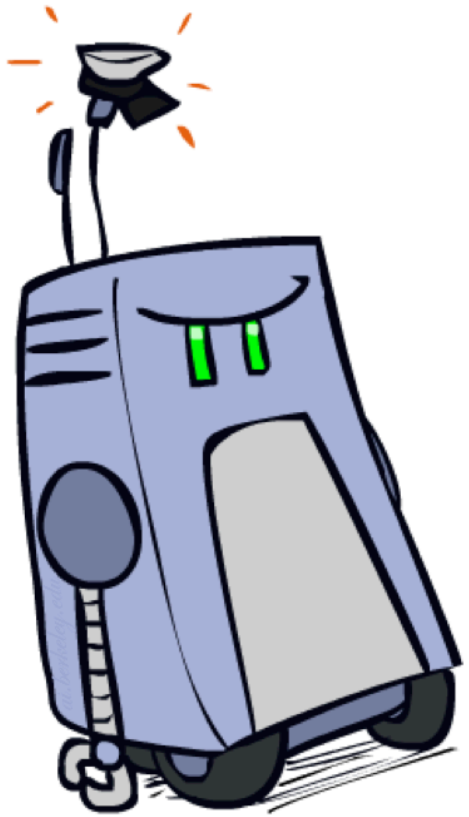

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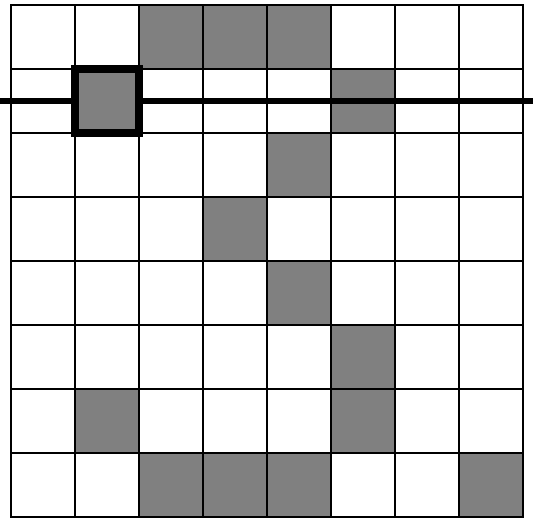

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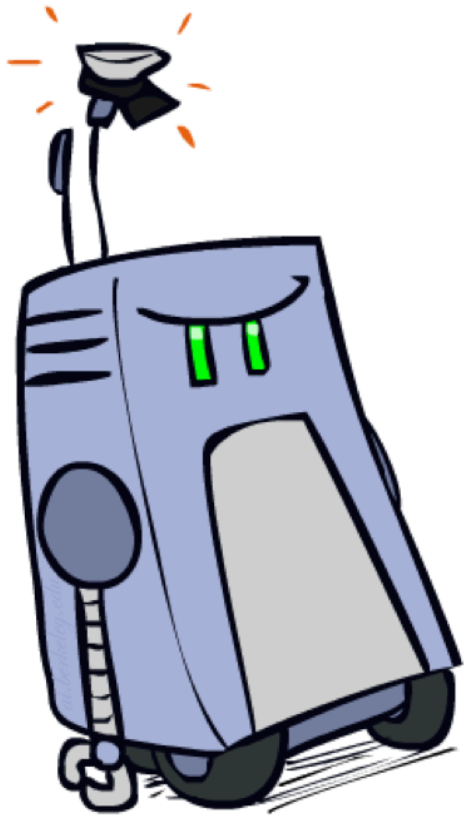

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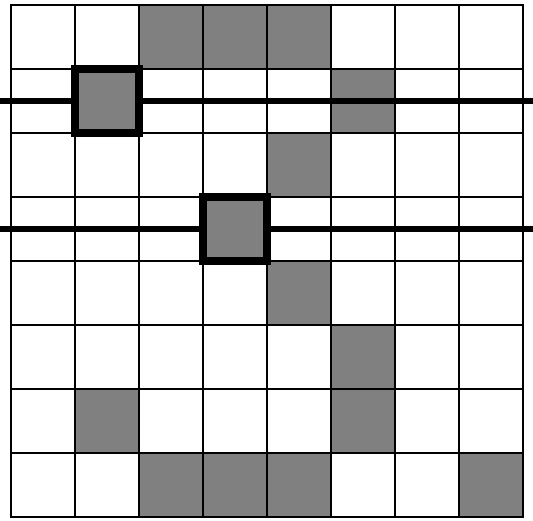

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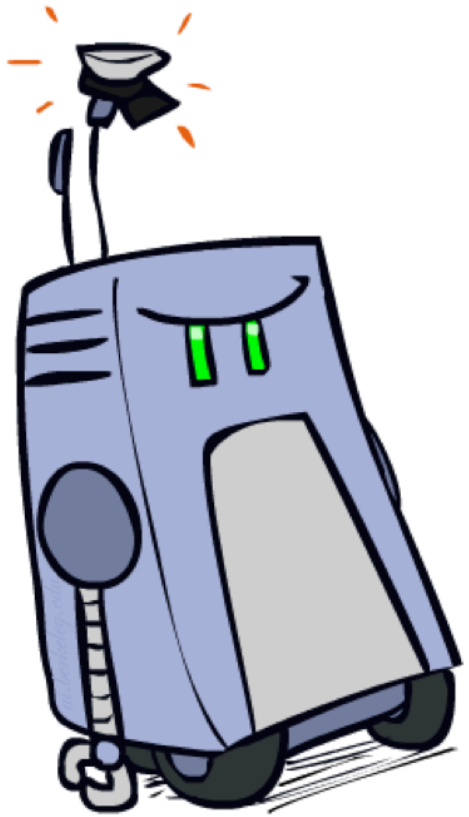

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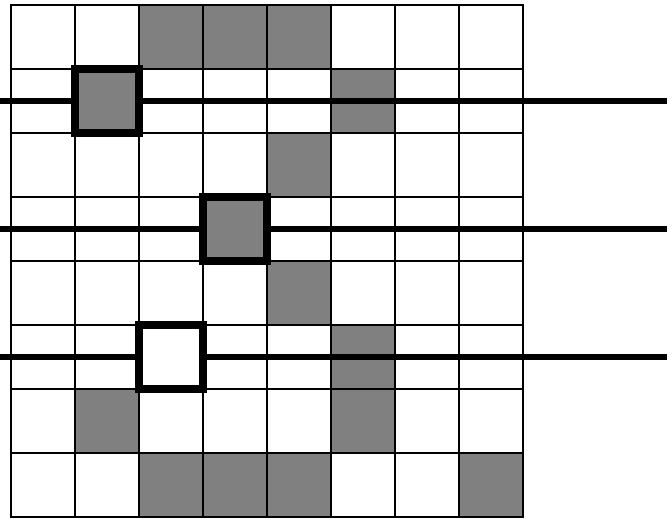

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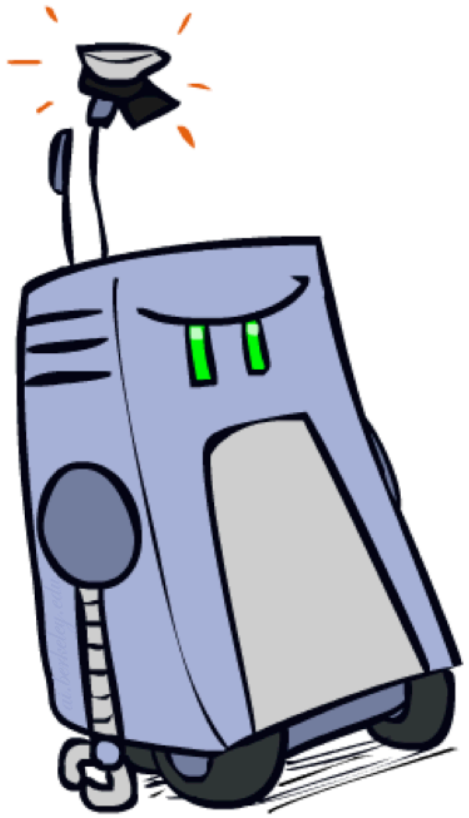

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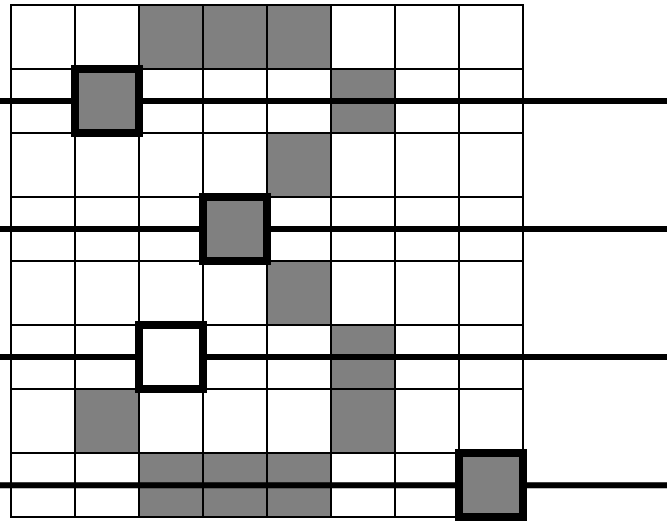

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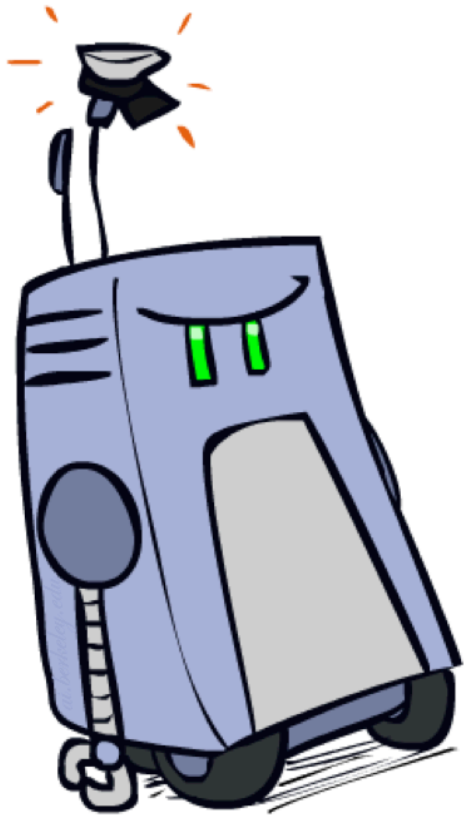

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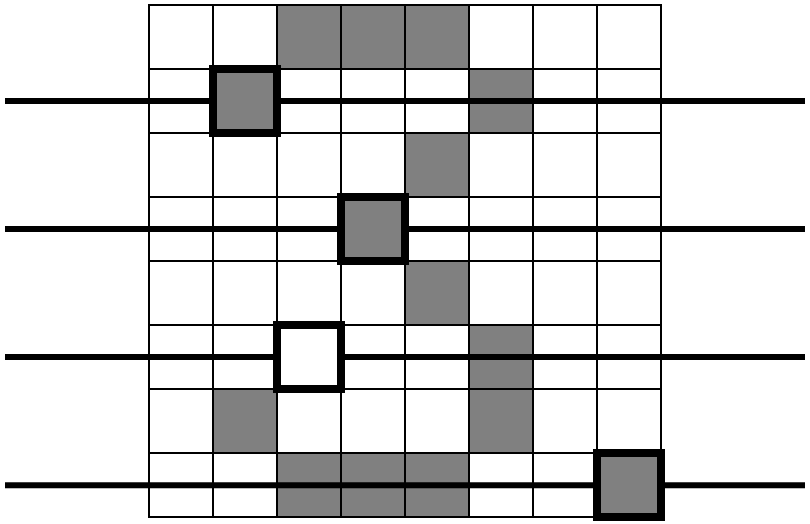

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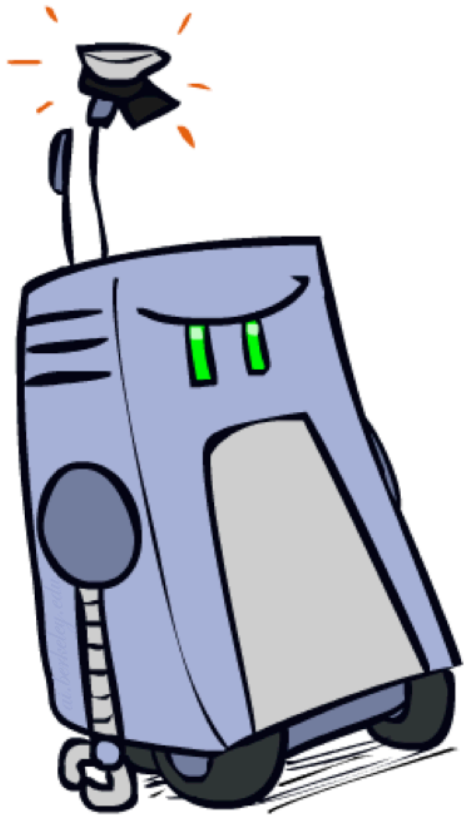
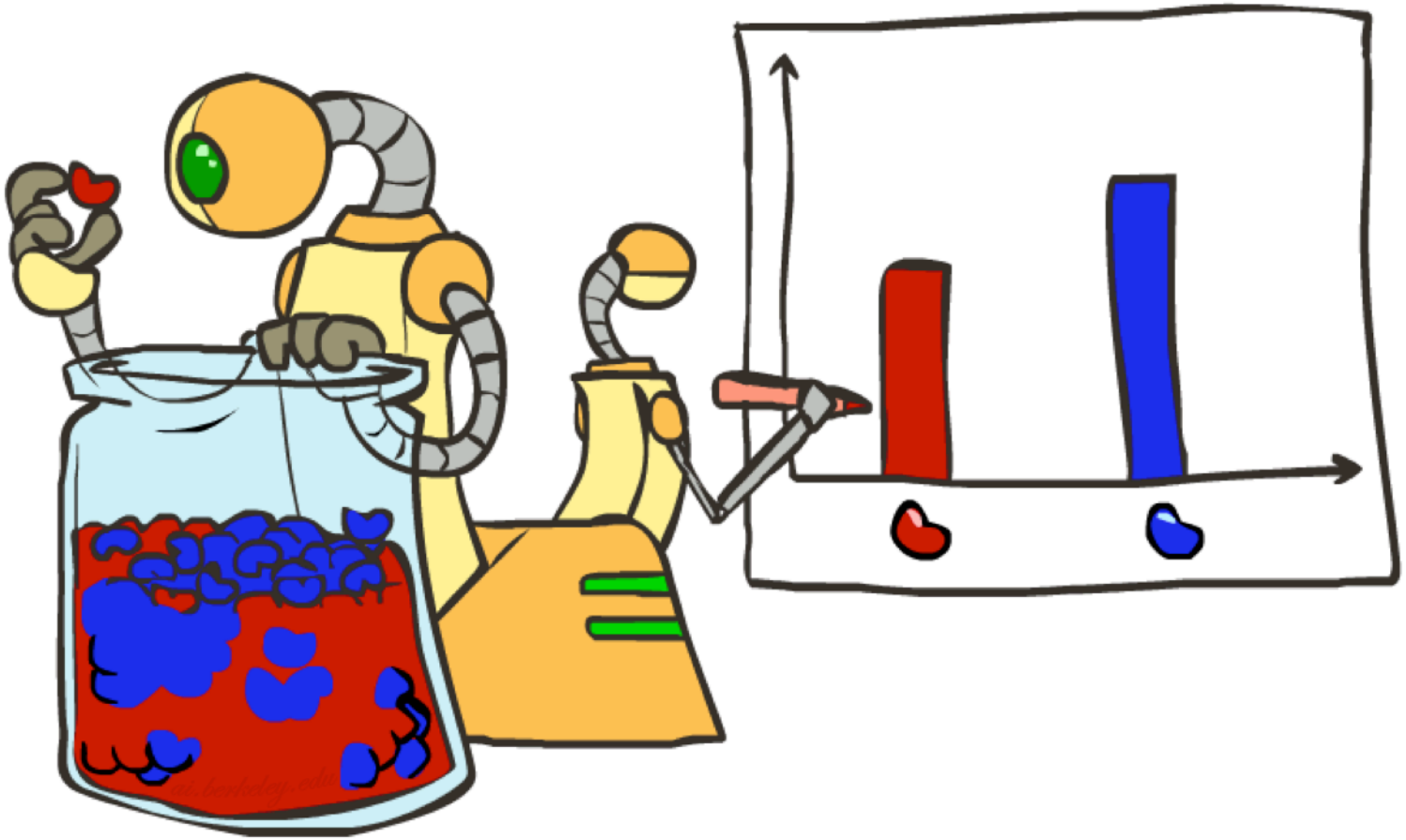


2 wins!!

Parameter Estimation



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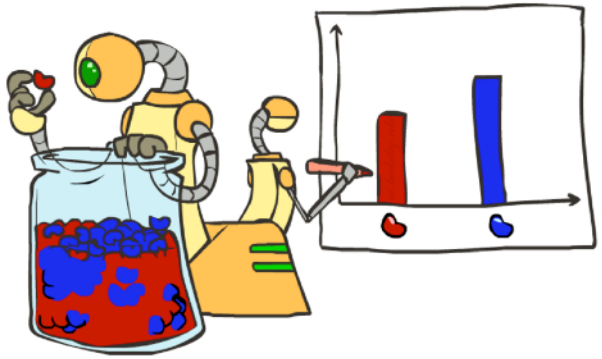

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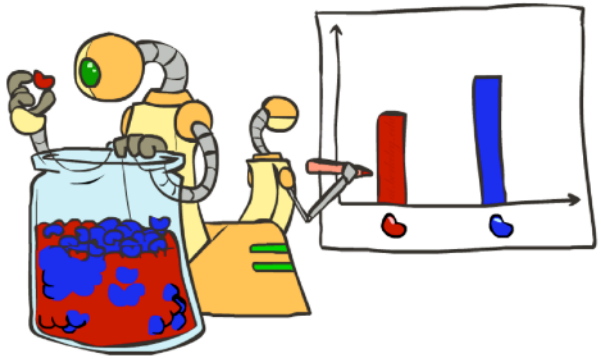

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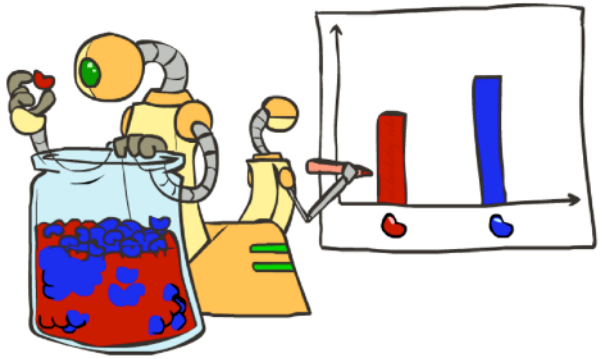

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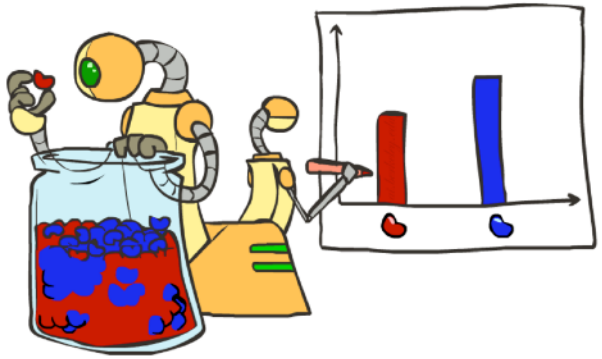

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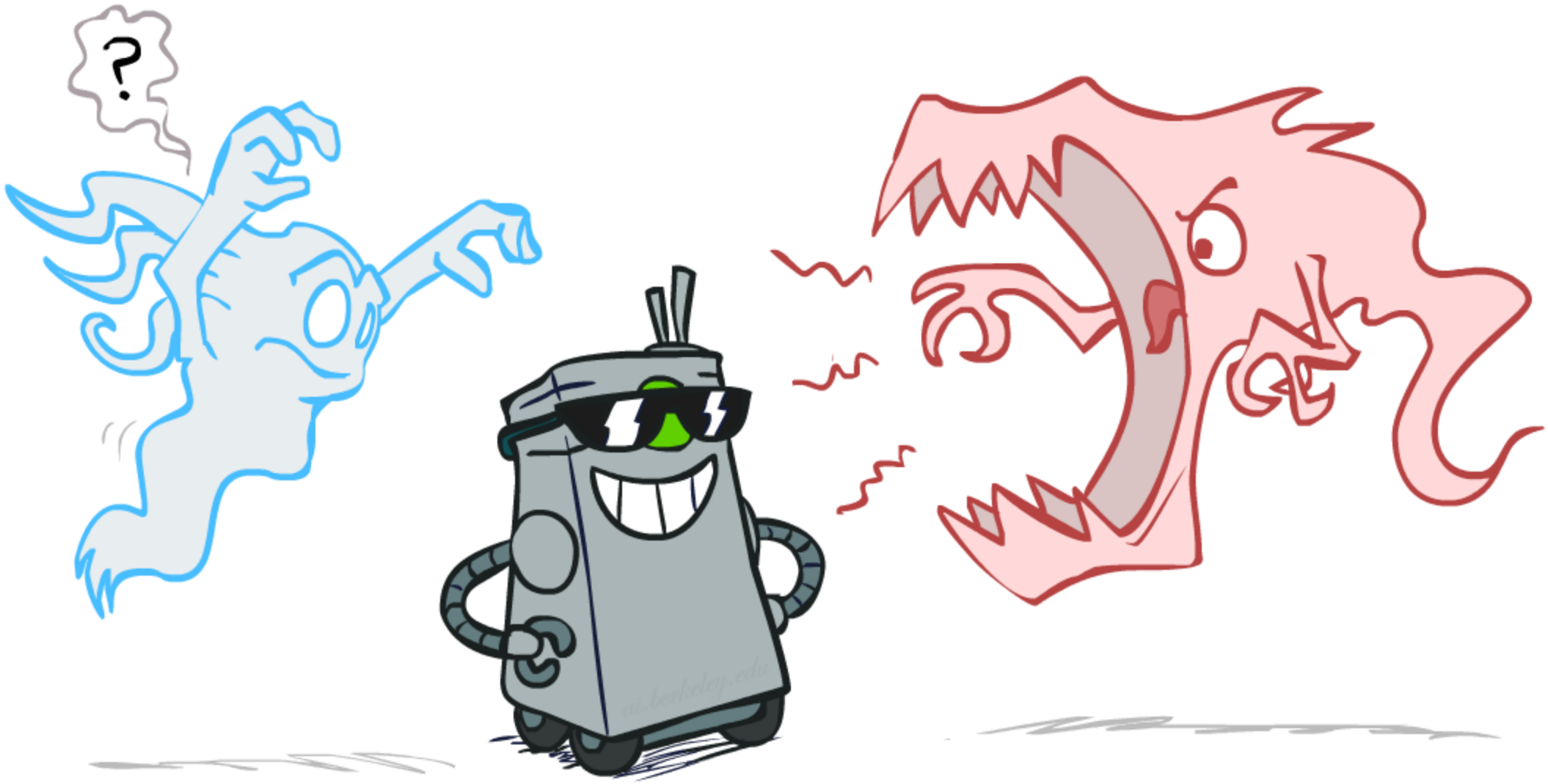
$$L(x, \theta) = \prod_i P_\theta(x_i)$$

Smoothing



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Maximum Likelihood?

- Relative frequencies are the maximum likelihood estimates

$$\theta_{ML} = \arg\max_{\theta} P(\mathbf{X}|\theta) = \arg\max_{\theta} \prod_i P_\theta(X_i) \Rightarrow P_{\mathsf{ML}}(x) = \frac{\mathsf{count}(x)}{\mathsf{total\ samples}}$$

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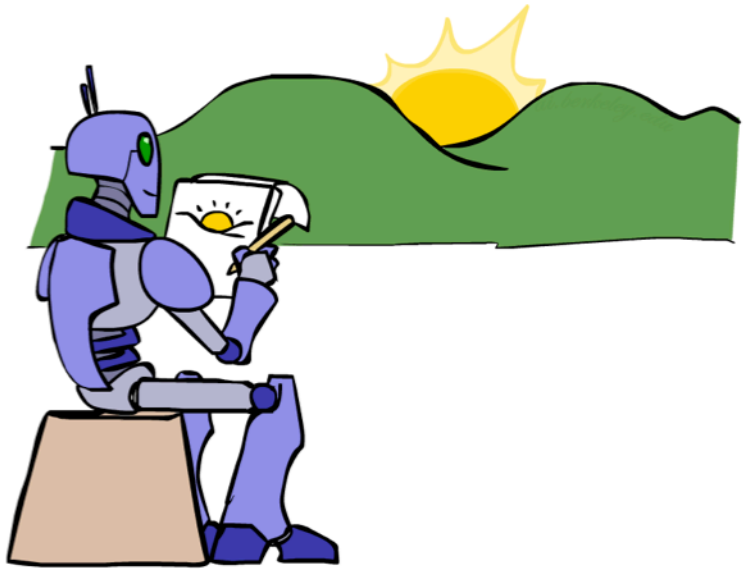
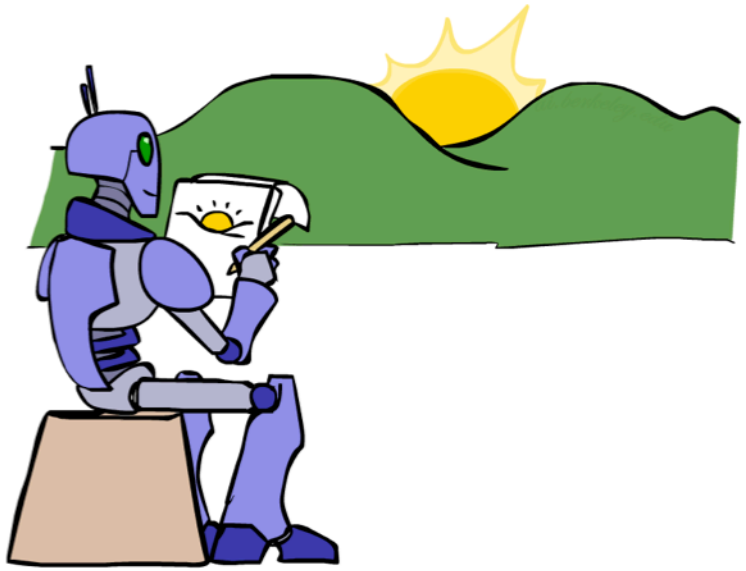
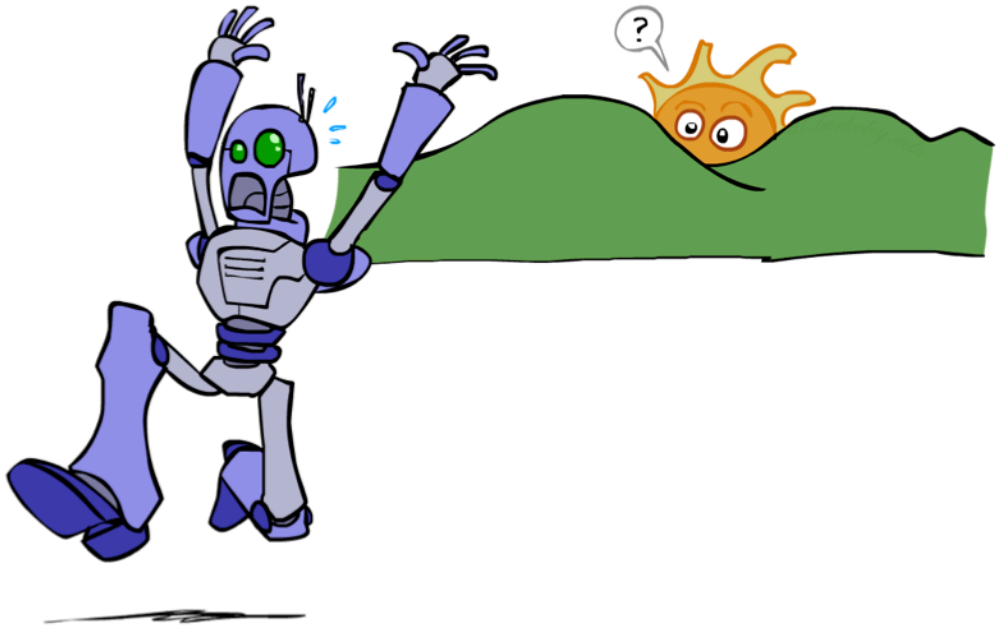
????

Unseen Events



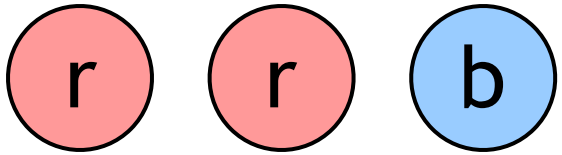
Unseen Events





Laplace Smoothing

- Laplace's estimate:
  - Pretend you saw every outcome once more than you actually did



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$$= \frac{c(x)+1}{N+|X|}$$

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  - Can derive this estimate with *Dirichlet priors* (see cs281a)

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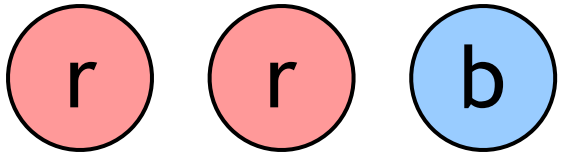

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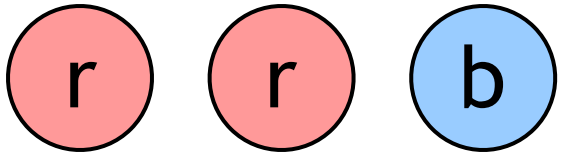

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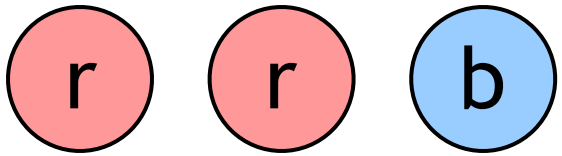
  - What's Laplace with k = 0?
  - k is the strength of the prior



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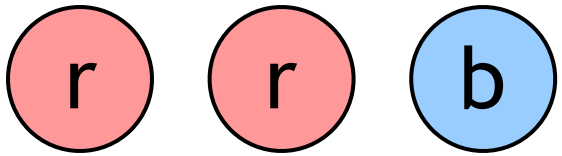

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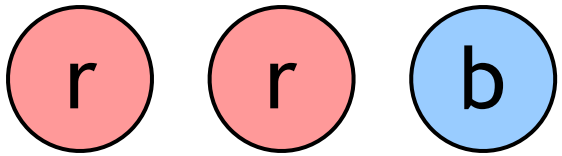

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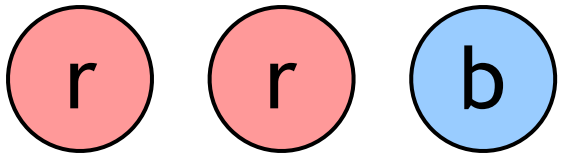

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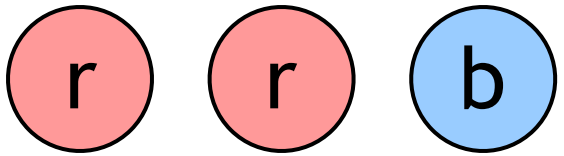
- Laplace for conditionals:
  - Smooth each condition independently:

$$P_{LAP,k}(x|y) = \frac{c(x,y) + k}{c(y) + k|X|}$$



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Estimation: Linear Interpolation*

- In practice, Laplace often performs poorly for P(X|Y):
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  - When |Y| is very large

- Another option: linear interpolation
  - Also get the empirical P(X) from the data
  - Make sure the estimate of P(X|Y) isn't too different from the empirical P(X)

$$P_{LIN}(x|y) = \alpha \hat{P}(x|y) + (1.0 - \alpha)\hat{P}(x)$$

  - What if α is 0? 1?

Real NB: Smoothing

- For real classification problems, smoothing is critical
- New odds ratios:

$$\frac{P(W|\text{ham})}{P(W|\text{spam})}$$

```
helvetica : 11.4
seems     : 10.8
group     : 10.2
ago       :  8.4
areas     :  8.3
...
```

$$\frac{P(W|\text{spam})}{P(W|\text{ham})}$$

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verdana : 28.8
Credit  : 28.4
ORDER   : 27.2
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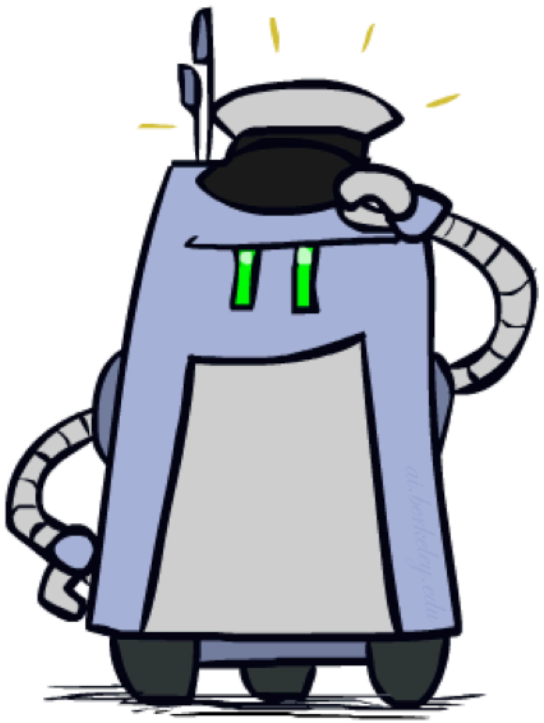

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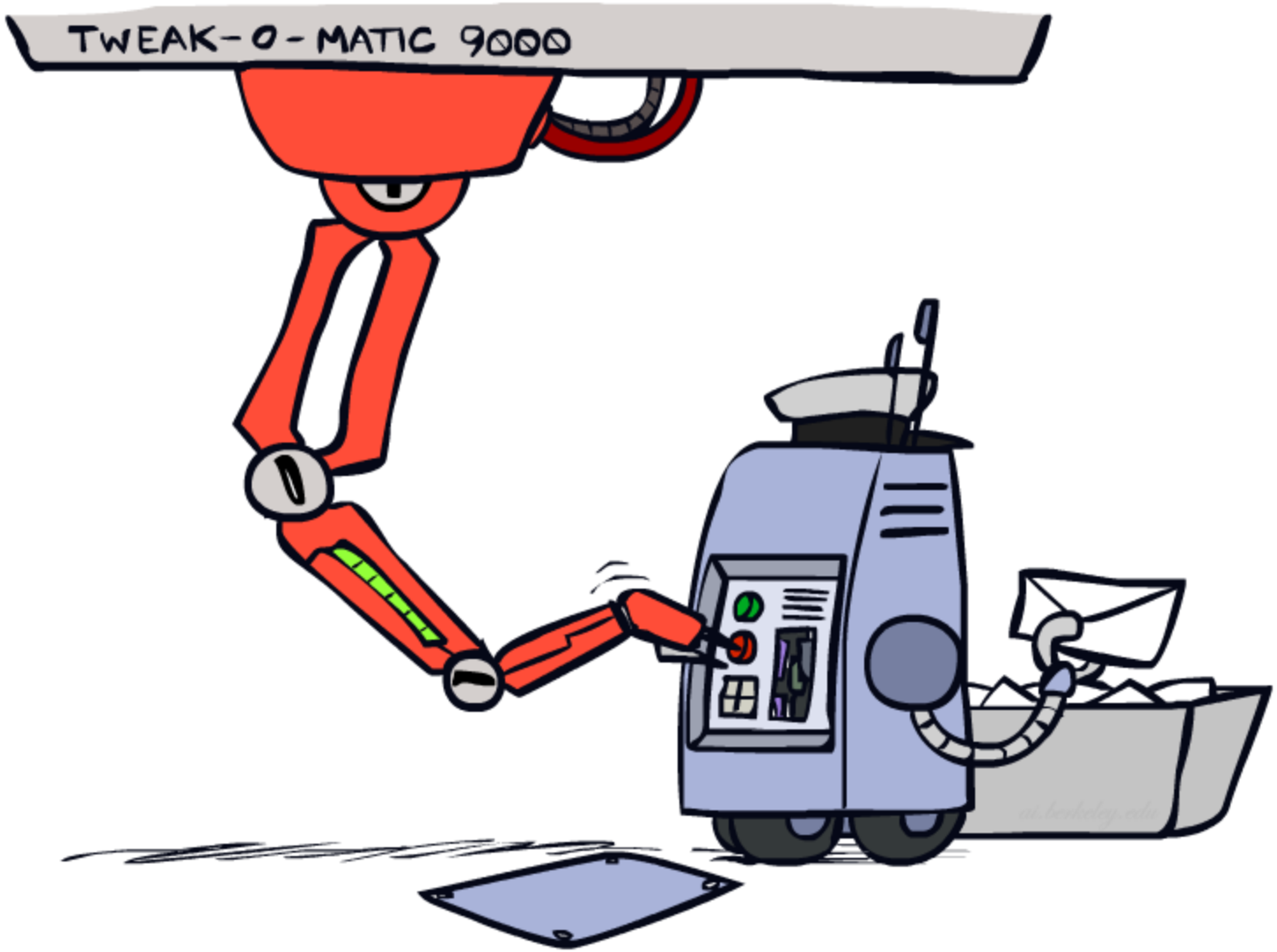
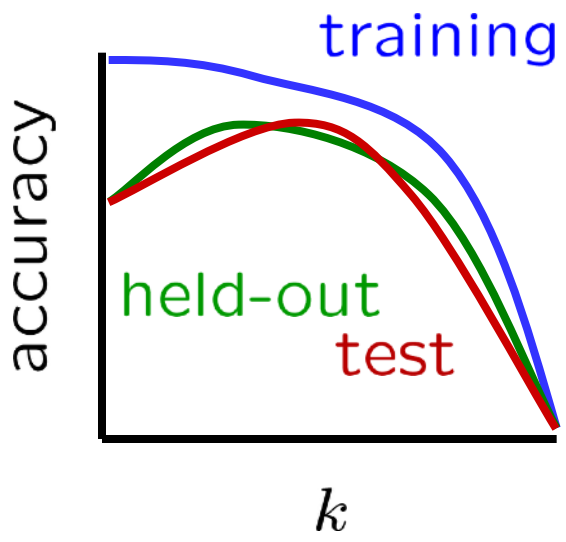
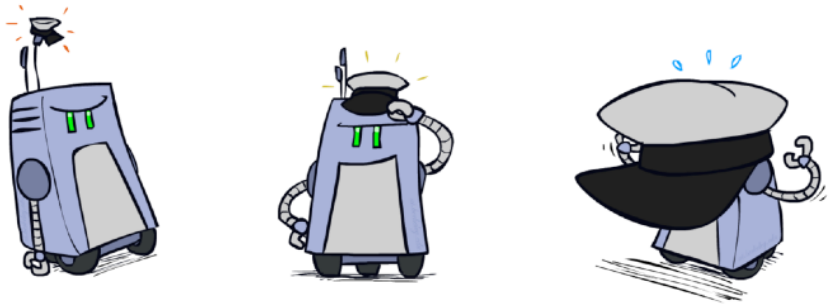
Tuning



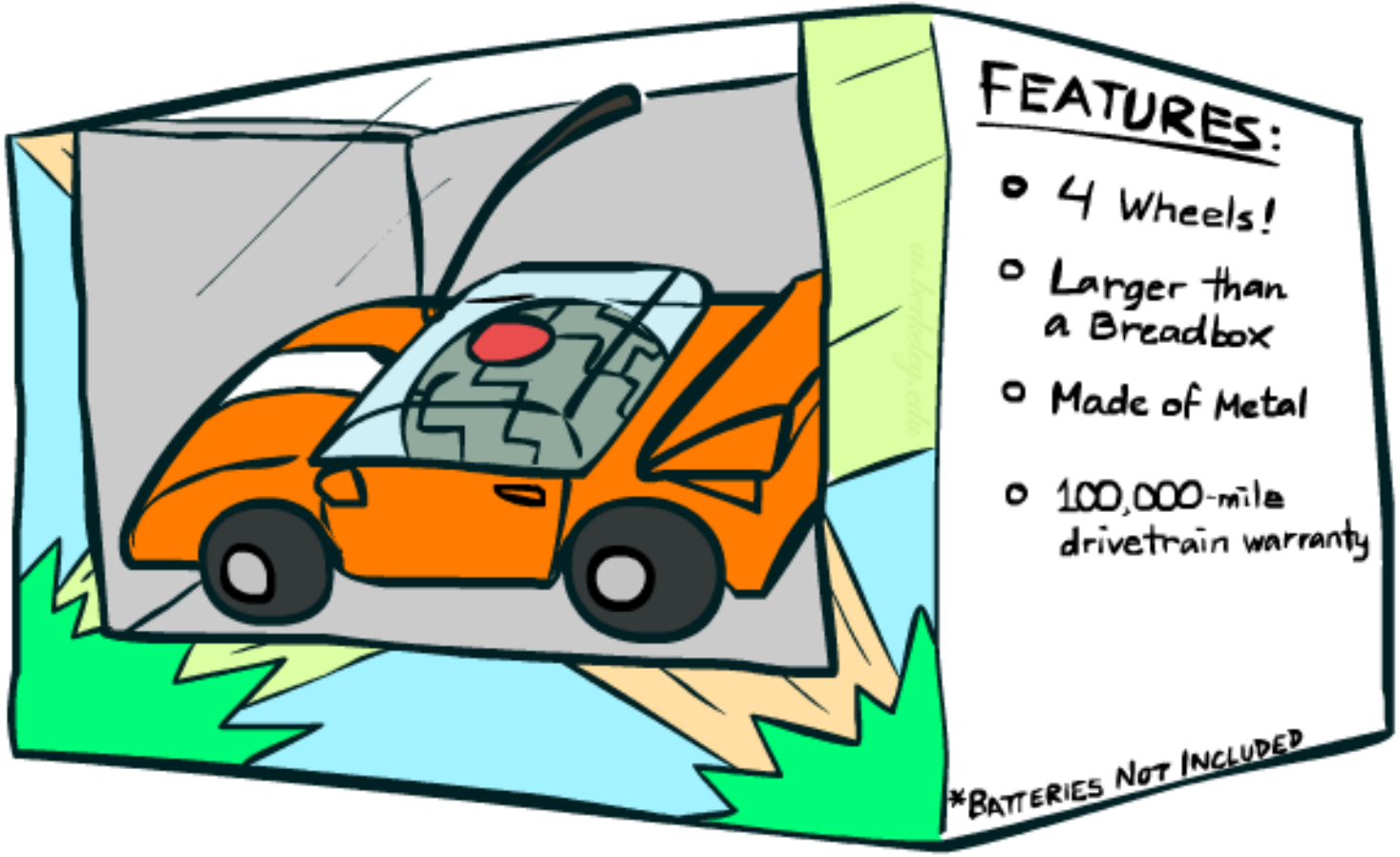
Tuning on Held-Out Data

- Now we've got two kinds of unknowns
  - Parameters: the probabilities P(X|Y), P(Y)
  - Hyperparameters: e.g. the amount / type of smoothing to do, k, α
- What should we learn where?
  - Learn parameters from training data
  - Tune hyperparameters on different data
    - Why?
  - For each value of the hyperparameters, train and test on the held-out data
  - Choose the best value and do a final test on the test data





Features


FEATURES:
4 Wheels!
Larger than a Breadbox
Made of Metal
100,000-mile drivetrain warranty
*BATTERIES NOT INCLUDED

Errors, and What to Do

- Examples of errors

```
Dear GlobalSCAPE Customer,

GlobalSCAPE has partnered with ScanSoft to offer you the
latest version of OmniPage Pro, for just $99.99* - the regular
list price is $499! The most common question we've received
about this offer is - Is this genuine? We would like to assure
you that this offer is authorized by ScanSoft, is genuine and
valid. You can get the . . .
```

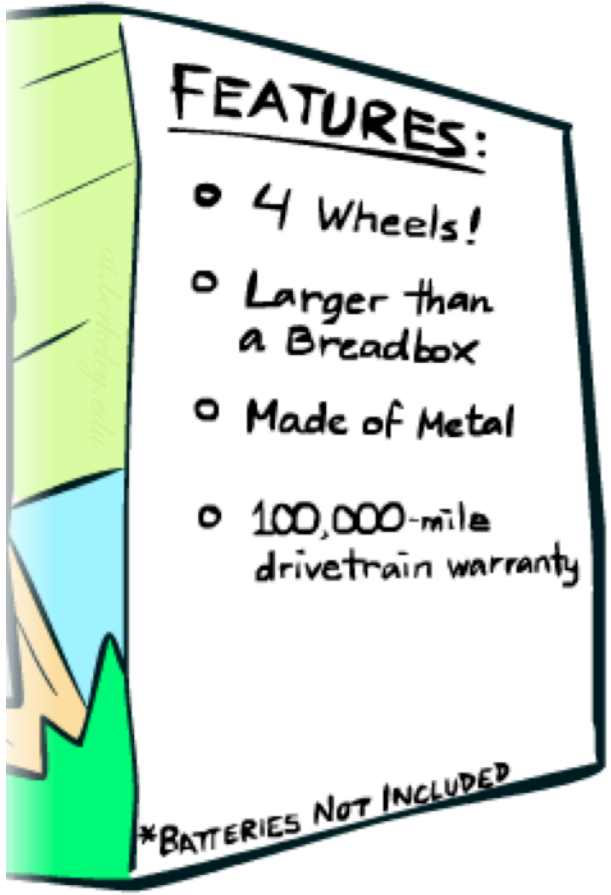
```
. . . To receive your $30 Amazon.com promotional certificate,
click through to

  http://www.amazon.com/apparel

and see the prominent link for the $30 offer. All details are
there. We hope you enjoyed receiving this message. However, if
you'd rather not receive future e-mails announcing new store
launches, please click . . .
```

What to Do About Errors?

- Need more features– words aren't enough!
  - Have you emailed the sender before?
  - Have 1K other people just gotten the same email?
  - Is the sending information consistent?
  - Is the email in ALL CAPS?
  - Do inline URLs point where they say they point?
  - Does the email address you by (your) name?
- Can add these information sources as new variables in the NB model
- Next class we'll talk about classifiers which let you easily add arbitrary features more easily



Baselines

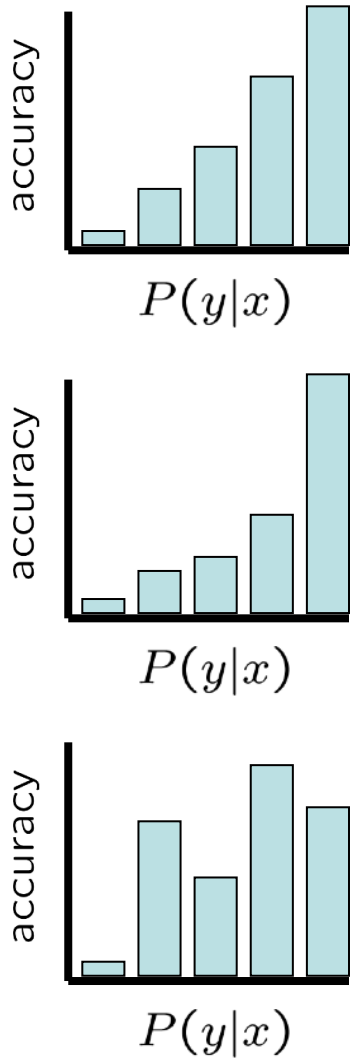
- First step: get a baseline
  - Baselines are very simple “straw man” procedures
  - Help determine how hard the task is
  - Help know what a “good” accuracy is
- Weak baseline: most frequent label classifier
  - Gives all test instances whatever label was most common in the training set
  - E.g. for spam filtering, might label everything as ham
  - Accuracy might be very high if the problem is skewed
  - E.g. calling everything “ham” gets 66%, so a classifier that gets 70% isn’t very good…
- For real research, usually use previous work as a (strong) baseline

Confidences from a Classifier

- The confidence of a probabilistic classifier:
  - Posterior over the top label

$$\text{confidence}(x) = \max_y P(y|x)$$

  - Represents how sure the classifier is of the classification
  - Any probabilistic model will have confidences
  - No guarantee confidence is correct



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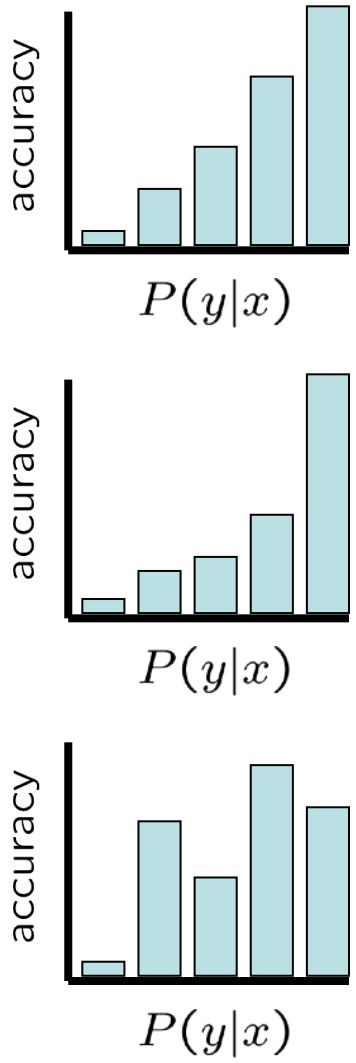
- Calibration
  - Weak calibration: higher confidences mean higher accuracy
  - Strong calibration: confidence predicts accuracy rate
  - What's the value of calibration?



Summary

- Bayes rule lets us do diagnostic queries with causal probabilities
- The naïve Bayes assumption takes all features to be independent given the class label
- We can build classifiers out of a naïve Bayes model using training data
- Smoothing estimates is important in real systems
- Classifier confidences are useful, when you can get them

Next Time: Perceptron!