



Machine Learning

Machine learning system design

Prioritizing what to
work on: Spam
classification example

Building a spam classifier

From: cheapsales@buystufffromme.com
To: ang@cs.stanford.edu
Subject: Buy now!

Deal of the week! Buy now!
Rolex w4tchs - \$100
Medicine (any kind) - \$50
Also low cost M0rgages
available.

Spam

(1)

palavras com
numeros

From: Alfred Ng
To: ang@cs.stanford.edu
Subject: Christmas dates?

Hey Andrew,
Was talking to Mom about plans
for Xmas. When do you get off
work. Meet Dec 22?
Alf

Non-spam (0)

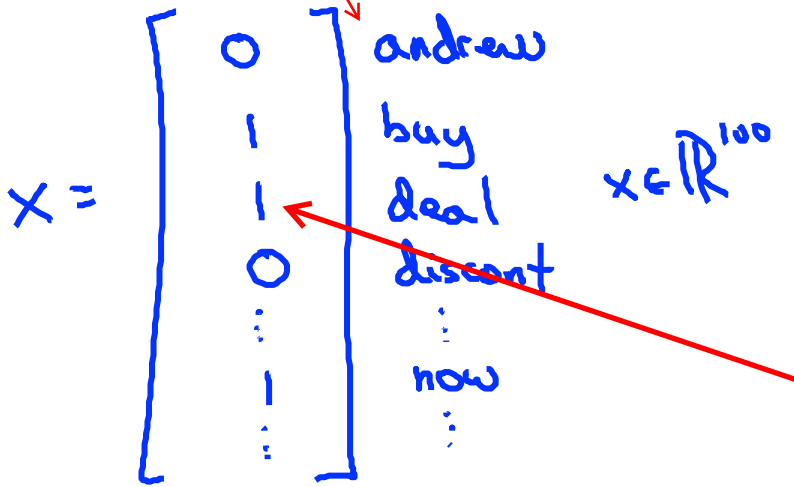
Building a spam classifier

logistic regression

Supervised learning. x = features of email. y = spam (1) or not spam (0).

Features x : Choose 100 words indicative of spam/not spam.

E.g. deal, buy, discount, andrew, now, ...



$$x_j = \begin{cases} 1 & \text{if word } j \text{ appears} \\ 0 & \text{otherwise.} \end{cases}$$

in email

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To: ang@cs.stanford.edu
Subject: Buy now!

Deal of the week! Buy now!

Note: In practice, take most frequently occurring n words (10,000 to 50,000) in training set, rather than manually pick 100 words.

Building a spam classifier

How to spend your time to make it have low error?

- Collect lots of data
 - E.g. “honeypot” project.
- Develop sophisticated features based on email routing information (from email header).
- Develop sophisticated features for message body, e.g. should “discount” and “discounts” be treated as the same word? How about “deal” and “Dealer”? Features about punctuation?
- Develop sophisticated algorithm to detect misspellings (e.g. m0rtgage, med1cine, w4tches.)