

# Optimization and Machine Learning SI151

Lu Sun

School of Information Science and Technology

ShanghaiTech University

March 2, 2021

Today:

- Linear Methods for Regression
  - Linear regression models
  - The Gauss-Markov theorem
  - Subsets selection

Readings:

- The Elements of Statistical Learning (ESL), Chapters 3
- Pattern Recognition and Machine Learning (PRML), Chapter 3

# Introduction

$$\min_f \text{EPE}(f)$$

- A linear regression model assumes that,

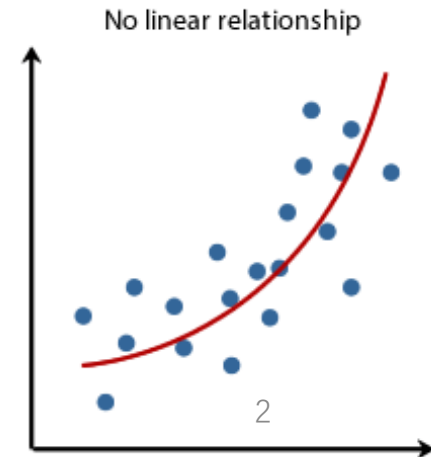
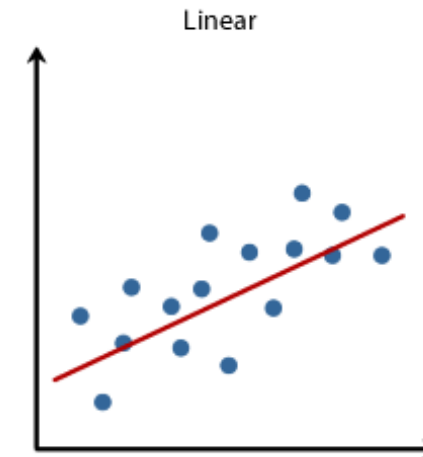
$$f(x) = E(Y|X = x)$$

Regression function

$$\min_f \text{EPE}(f)$$

- **linear** in the inputs  $X_1, X_2, \dots, X_p$ .
- Suitable for the situations:
  - small number of training samples
  - low signal-to-noise ratio
  - sparse data
- Generalize to many **nonlinear** techniques.

- $p = 1 \rightarrow$  simple linear regression
- $p > 1 \rightarrow$  multiple linear regression



# Linear Methods for Regression

--- Linear Regression Models

# Simple Linear Regression

- **Training set:**  $(x_1, y_1), \dots, (x_N, y_N)$ 
  - $x_i$ : value of predictor  $X$  (covariate, independent variable, feature,...)
  - $y_i$ : value of response  $Y$  (dependent variable, label,...)

- We denote the **regression function** by

$$f(x) = E(Y|X = x)$$

- conditional expectation of  $Y$  given  $x$

- The linear regression model assumes a specific **linear** form

$$f(x) = \beta_0 + \beta x$$

- usually thought of as an approximation to the truth

# Simple Linear Regression

$$f(x) = E\{Y|X=x}$$

$$\downarrow f(x) = x^T \beta$$

$$(\hat{\beta} = E\{XX^T\}^{-1} E\{XY\})$$

$$X = \begin{pmatrix} x_1 \\ x_2 \\ \vdots \\ x_p \end{pmatrix}$$

the values of  $\beta_0, \beta$  for which  $RSS(\beta_0, \beta)$  attains its minimum.

- Fitting the model by **least squares**

$$\hat{\beta}_0, \hat{\beta} = \underset{\beta_0, \beta}{\operatorname{argmin}} \sum_{i=1}^N (y_i - \beta_0 - \beta x_i)^2$$

- Solutions are

$$\hat{\beta} = \frac{\sum_{i=1}^N (x_i - \bar{x})(y_i - \bar{y})}{\sum_{i=1}^N (x_i - \bar{x})^2}$$

**Q:** How to get the solutions?

$$\hat{\beta}_0 = \bar{y} - \hat{\beta} \bar{x}$$

sample mean:

$$\bar{x} = \frac{1}{N} \sum_{i=1}^N x_i$$

$$\bar{y} = \frac{1}{N} \sum_{i=1}^N y_i$$

- $\hat{y}_i = \hat{\beta}_0 + \hat{\beta} x_i$  are called the *fitted* or *predicted* values
- $r_i = y_i - \hat{y}_i = y_i - \hat{\beta}_0 - \hat{\beta} x_i$  are called the *residuals*

# Multiple Linear Regression

- **Given**  $X = (X_1, X_2, \dots, X_p)^T$
- $E(Y|X)$  is (approximately) linear:

$$f(X) = \beta_0 + \sum_{j=1}^p X_j \beta_j = X^T \beta$$

- **Sources** of the variable  $X_j$

- quantitative inputs
- transformation
- basis expansions
- dummy coding
- interaction

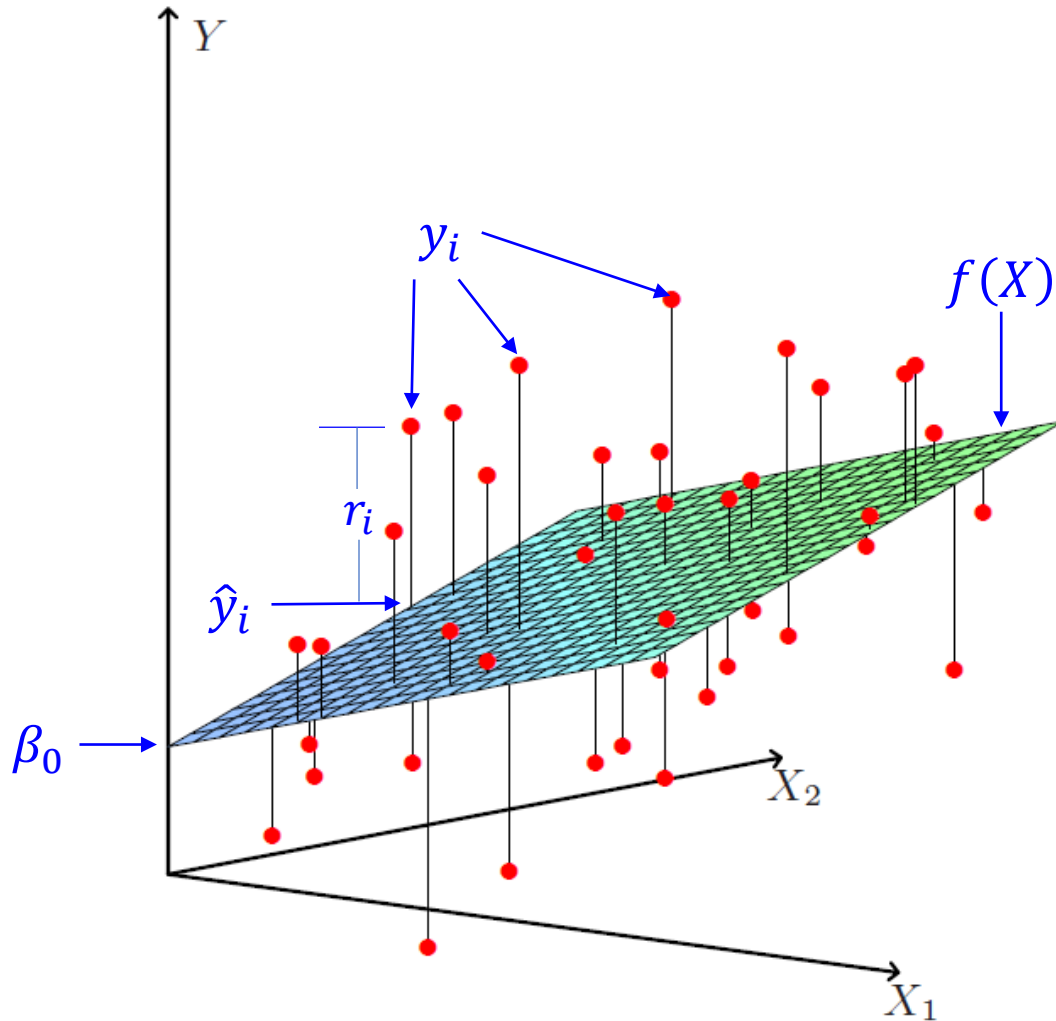
- **Linear** in the parameters  $\beta$

- Training data  $(x_1, y_1), \dots, (x_N, y_N)$
- **Least squares:**

$$\begin{aligned} \text{RSS}(\beta) &= \sum_{i=1}^N (y_i - f(x_i))^2 \\ &= \sum_{i=1}^N (y_i - \beta_0 - \sum_{j=1}^p x_{ij} \beta_j)^2 \end{aligned}$$

- It is reasonable once
  - Observations  $(x_i, y_i)$  are **randomly sampled** from their population
  - Output  $y_i$  is **conditionally independent** w.r.t. the inputs  $x_i$
- No guarantee on the validity of model

# Multiple Linear Regression



- Training data  $(x_1, y_1), \dots, (x_N, y_N)$
- *Least squares:*

$$\text{RSS}(\beta) = \sum_{i=1}^N (y_i - f(x_i))^2$$

$$= \sum_{i=1}^N (y_i - \beta_0 - \sum_{j=1}^p x_{ij} \beta_j)^2$$

*Handwritten notes:  $\beta_0 x_0, x_0 = 1$*

- It is reasonable once
  - Observations  $(x_i, y_i)$  are **randomly sampled** from their population
  - Output  $y_i$  is **conditionally independent** w.r.t. the inputs  $x_i$
- No guarantee on the validity of model

*Handwritten notes:*  
 $(y_i - \bar{y} - x_i^T \beta)^2$   
 $y_i$   
 $y_{i-2}$   
 $y_{i-1}$   
 $x_i \Rightarrow y_i$   
 $x_i \Rightarrow y_{i+1}$

# Multiple Linear Regression

- **Minimization** of  $\text{RSS}(\beta)$
- Rewrite it by the vector form:

$$\text{RSS}(\beta) = (\mathbf{y} - \mathbf{X}\beta)^T (\mathbf{y} - \mathbf{X}\beta)$$

- Differentiating w.r.t.  $\beta$

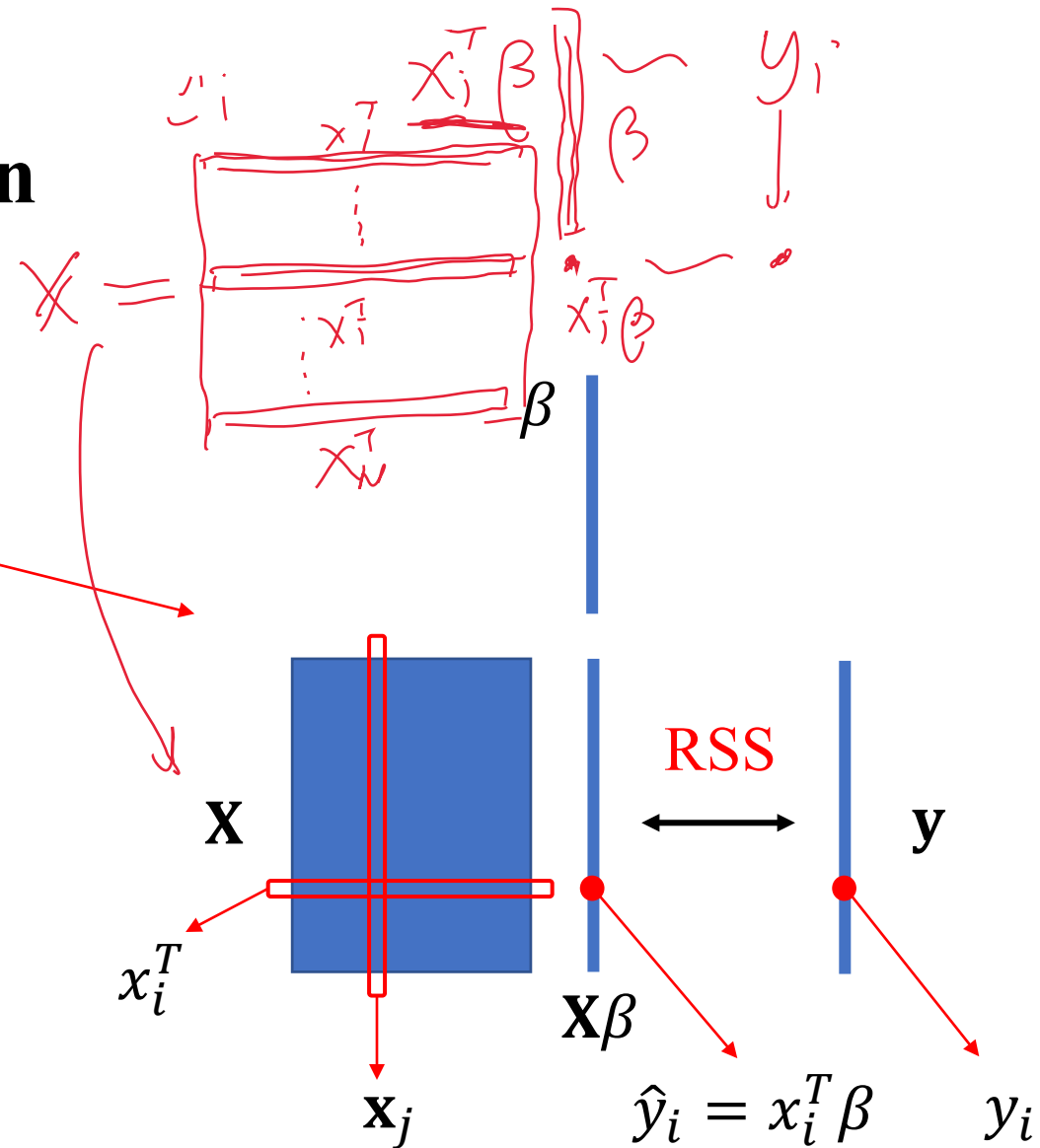
$$\frac{\partial \text{RSS}}{\partial \beta} = -2\mathbf{X}^T (\mathbf{y} - \mathbf{X}\beta)$$

- Set the first derivative to zero

$$\mathbf{X}^T (\mathbf{y} - \mathbf{X}\beta) = 0$$

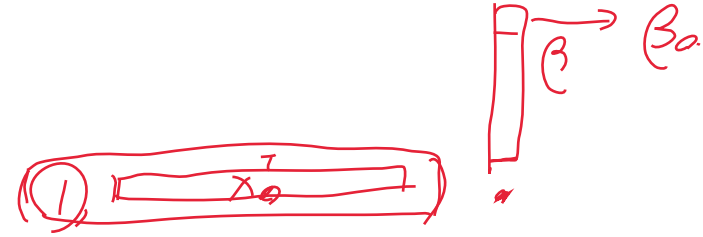
- If  $\mathbf{X}$  has **full column rank**,

$$\hat{\beta} = (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{y}$$





# Multiple Linear Regression



- **Minimization** of  $\text{RSS}(\beta)$
- Rewrite it by the vector form:

$$\text{RSS}(\beta) = (\mathbf{y} - \mathbf{X}\beta)^T (\mathbf{y} - \mathbf{X}\beta)$$

- Differentiating w.r.t.  $\beta$

$$\frac{\partial \text{RSS}}{\partial \beta} = -2\mathbf{X}^T (\mathbf{y} - \mathbf{X}\beta)$$

- Set the first derivative to zero

$$\mathbf{X}^T (\mathbf{y} - \mathbf{X}\beta) = 0$$

- If  $\mathbf{X}$  has **full column rank**,

$$\hat{\beta} = (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{y}$$

- **Prediction** on a test sample  $x_0$

$$\hat{f}(x_0) = (\underline{1: x_0})^T \hat{\beta}$$

- The fitted values at the training inputs

$$\hat{\mathbf{y}} = \mathbf{X}\hat{\beta} = \mathbf{X}(\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{y} = \mathbf{H}\mathbf{y}$$

- The “**hat**” matrix  $\mathbf{H}$

- like a hat put on  $\mathbf{y}$

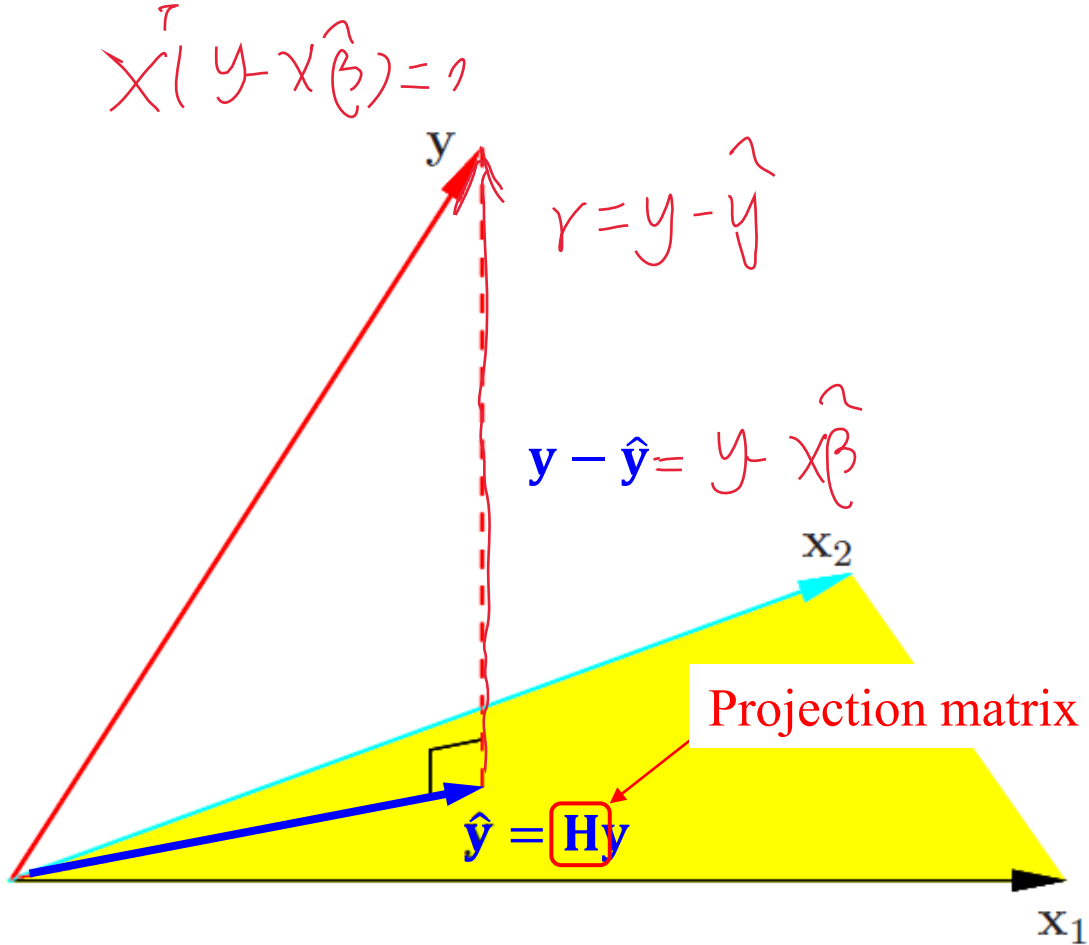
- Geometrical interpretation

- The optimal  $\hat{\beta}$  makes the residual vector  $\mathbf{y} - \hat{\mathbf{y}}$  orthogonal to the subspace spanned by the columns of  $\mathbf{X}$

$$r = y - X\beta$$

$$\mathbf{X} = \begin{bmatrix} 1 & & \\ x_1 & \dots & x_{T_1} \\ 1 & & \end{bmatrix} \quad \mathbf{X}^T = \begin{bmatrix} \text{---} x_1 \text{---} \\ \vdots \\ \text{---} x_{T_1} \text{---} \end{bmatrix} \quad \mathbf{X}^T \mathbf{X} = 0$$

# Multiple Linear Regression



- **Prediction** on a test sample  $x_0$   

$$\hat{f}(x_0) = (1: x_0)^T \hat{\beta}$$
- The fitted values at the training inputs  

$$\hat{\mathbf{y}} = \mathbf{X}\hat{\beta} = \mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{y} = \mathbf{H}\mathbf{y}$$
- The “**hat**” matrix  $\mathbf{H}$ 
  - like a hat put on  $\mathbf{y}$
- Geometrical interpretation
  - The optimal  $\hat{\beta}$  makes the residual vector  $\mathbf{y} - \hat{\mathbf{y}}$  **orthogonal** to the subspace spanned by the columns of  $\mathbf{X}$

$$\mathbf{X} = (\mathbf{x}_1, \dots, \mathbf{x}_p), \text{ where } \mathbf{x}_j = (x_{1j}, \dots, x_{Nj})^T \in \mathbb{R}^N$$

$$\mathbf{X} \in \mathbb{R}^{N \times p}$$

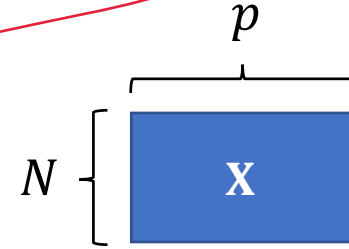
$$\hat{\beta} = (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{y}$$

# Multiple Linear Regression

On the singularity of  $\mathbf{X}^T \mathbf{X}$

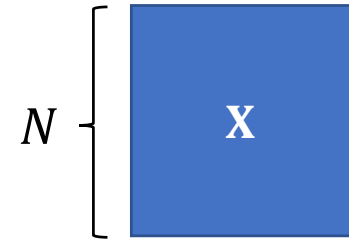
- *Fat* data matrix  $\mathbf{X}$ 
  - singular
- *Square* data matrix  $\mathbf{X}$ 
  - probably singular
  - nonsingular if  $\text{rank}(\mathbf{X}) = p$
- *Skinny* data matrix  $\mathbf{X}$ 
  - probably nonsingular
  - singular if  $\text{rank}(\mathbf{X}) < p$

The solution  $\hat{\beta}$  is **unique** once  $\mathbf{X}^T \mathbf{X}$  is nonsingular ( $\text{rank}(\mathbf{X}) = p$ )



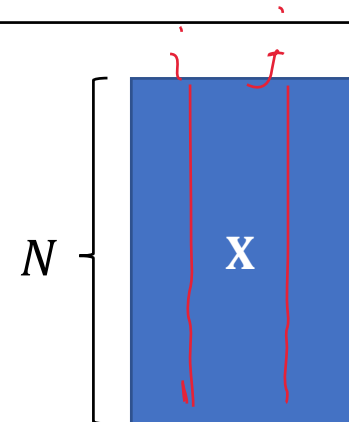
**Fat**  
( $N < p$ )

$$\text{rank}(\mathbf{X}) \leq N < p$$



**Square**  
( $N = p$ )

$$\text{rank}(\mathbf{X}) \leq N, p$$

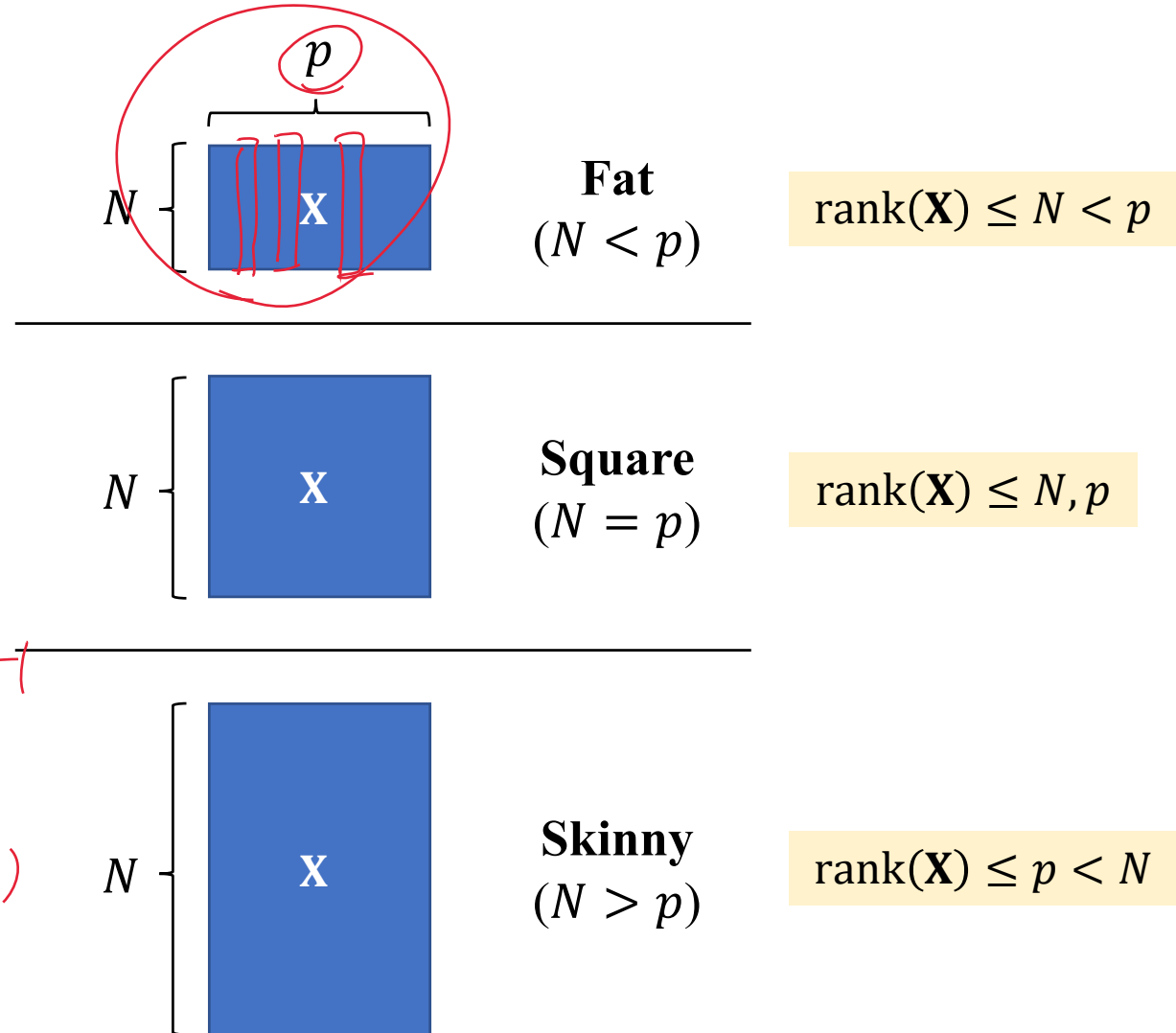


**Skinny**  
( $N > p$ )

$$\text{rank}(\mathbf{X}) \leq p < N$$

# Multiple Linear Regression

- Rank deficient  $\mathbf{X}$ 
  - coding qualitative inputs
    - **redundancy** in columns of  $\mathbf{X}$
  - image and signal analysis
    - **more features** ( $p > N$ )
- Two ways to overcome it
  - **feature selection** (dimension reduction)
  - **regularization**



Handwritten notes in red ink:

$$\text{PRSS} = \text{RSS} + \lambda \mathbf{J}(f)$$

$$\left( \mathbf{X}^T \mathbf{X} + \lambda \mathbf{I} \right)^{-1}$$

Arrows point from the  $\lambda \mathbf{J}(f)$  term in the first equation to the  $\lambda \mathbf{I}$  term in the second equation, and from the  $\lambda$  in the second equation to the  $\lambda$  in the first equation. A note  $(\lambda > 0)$  is written next to the second equation.

# Multiple Output Regression

- Multiple outputs  $Y_1, Y_2, \dots, Y_K$
- Assume a linear model for each output

$$Y_k = \beta_{0k} + \sum_{j=1}^p X_j \beta_{jk} + \varepsilon_k = f_k(X) + \varepsilon_k$$

- In matrix notation

$$\mathbf{Y} = \mathbf{XB} + \mathbf{E}$$

where  $\mathbf{X} \in \mathbb{R}^{N \times (p+1)}$ ,  $\mathbf{B} \in \mathbb{R}^{(p+1) \times K}$  and  $\mathbf{E} \in \mathbb{R}^{N \times K}$ .

- A generalization of the univariate loss function

$$\text{RSS}(\mathbf{B}) = \sum_{k=1}^K \sum_{i=1}^N (y_{ik} - f_k(x_i))^2 = \|\mathbf{Y} - \mathbf{XB}\|_F^2$$

For an arbitrary matrix  $\mathbf{A}$ , the **Frobenius-norm** is defined by  $\|\mathbf{A}\|_F^2 = \text{Tr}(\mathbf{A}^T \mathbf{A}) = \sum_{ij} a_{ij}^2$ .

# Multiple Output Regression

- Our problem:

$$\hat{\mathbf{B}} = \operatorname{argmin}_{\mathbf{B}} \operatorname{RSS}(\mathbf{B}) = \operatorname{argmin}_{\mathbf{B}} \|\mathbf{Y} - \mathbf{XB}\|_F^2$$

- A quadratic function with global minimum

- Rewrite  $\operatorname{RSS}(\mathbf{B})$  as follows

$$\begin{aligned} \operatorname{RSS}(\mathbf{B}) &= \operatorname{Tr}((\mathbf{Y} - \mathbf{XB})^T (\mathbf{Y} - \mathbf{XB})) \\ &= \operatorname{Tr}(\mathbf{Y}^T \mathbf{Y} - \mathbf{Y}^T \mathbf{XB} - \mathbf{B}^T \mathbf{X}^T \mathbf{Y} + \mathbf{B}^T \mathbf{X}^T \mathbf{XB}) \\ &= \operatorname{Tr}(\mathbf{Y}^T \mathbf{Y}) - 2\operatorname{Tr}(\mathbf{B}^T \mathbf{X}^T \mathbf{Y}) + \operatorname{Tr}(\mathbf{B}^T \mathbf{X}^T \mathbf{XB}) \end{aligned}$$

*Matrix trace* (pointing to  $\operatorname{Tr}$ )  
 $\mathbb{R}^{K \times K}$  (pointing to  $\mathbf{B}^T \mathbf{X}^T \mathbf{XB}$ )

- Differentiating w.r.t.  $\mathbf{B}$

$$\frac{\partial \operatorname{RSS}(\mathbf{B})}{\partial \mathbf{B}} = -2\mathbf{X}^T \mathbf{Y} + 2\mathbf{X}^T \mathbf{XB}$$

- If  $\mathbf{X}^T \mathbf{X}$  is nonsingular,  $\hat{\mathbf{B}} = (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{Y} \longrightarrow \hat{\beta}_k = (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{y}_k, \forall k$

Multiple outputs **do not affect** one another's least squares estimates.

# Linear Methods for Regression

--- The Gauss-Markov Theorem

# The Gauss-Markov Theorem

$$\downarrow \underline{E}E = \downarrow (\text{var} + \text{bias}) + \text{bias}$$

$\hat{y} \leftrightarrow y$        $\text{MSE: } \hat{y} \leftrightarrow f(x)$        $y = f(x) + \varepsilon$

$$y = X^T \beta + \varepsilon, \quad \varepsilon \sim \mathcal{N}(0, \sigma^2)$$

The least squares estimator has the lowest sampling variance within the class of linear unbiased estimators.

$\downarrow$   
X: fixed (non-random)

Proof: suppose  $\tilde{\beta} = Cy$  is a linear estimator of  $\hat{\beta} = (X^T X)^{-1} X^T y$ , where  $C = (X^T X)^{-1} X^T + D$ , and  $D \in \mathbb{R}^{p \times N}$  is a non-zero matrix

$$\begin{aligned} E[\tilde{\beta}] &= E[Cy] \\ &= E[((X'X)^{-1}X' + D)(X\beta + \varepsilon)] \\ &= ((X'X)^{-1}X' + D)X\beta + ((X'X)^{-1}X' + D)E[\varepsilon] \\ &= ((X'X)^{-1}X' + D)X\beta \\ &= (X'X)^{-1}X'X\beta + DX\beta \\ &= (I_p + DX)\beta. \end{aligned}$$

$E[\varepsilon] = 0$

If and only if  $DX = 0$ ,  $\tilde{\beta}$  is unbiased.

$$\begin{aligned} \text{Var}(\tilde{\beta}) &= \text{Var}(Cy) \\ &= C \text{Var}(y) C' \\ &= \sigma^2 C C' \\ &= \sigma^2 ((X'X)^{-1}X' + D)(X(X'X)^{-1} + D') \\ &= \sigma^2 ((X'X)^{-1}X'X(X'X)^{-1} + (X'X)^{-1}X'D' + DX(X'X)^{-1} + DD') \\ &= \sigma^2 (X'X)^{-1} + \sigma^2 (X'X)^{-1}(DX) + \sigma^2 DX(X'X)^{-1} + \sigma^2 DD' \\ &= \sigma^2 (X'X)^{-1} + \sigma^2 DD' \\ &= \text{Var}(\hat{\beta}) + \sigma^2 DD' \end{aligned}$$

$DX = 0$

$\text{Var}(\hat{\beta}) = \sigma^2 (X^T X)^{-1}$       Positive semidefinite



# The Gauss-Markov Theorem

*The least squares estimator has the lowest sampling variance within the class of linear unbiased estimators.*

*Proof:* suppose  $\tilde{\beta} = \mathbf{C}\mathbf{y}$  is a linear estimator of  $\hat{\beta} = (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{y}$ ,  
 where  $\mathbf{C} = (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T + \mathbf{D}$ , and  $\mathbf{D} \in \mathbb{R}^{p \times N}$  is a non-zero matrix

Given an arbitrary test point  $x_0$ , we have

$$\begin{aligned} \text{Var}(\tilde{y}_0) &= \text{Var}(x_0^T \tilde{\beta}) \\ &= x_0^T \text{Var}(\tilde{\beta}) x_0 \\ &= x_0^T \text{Var}(\hat{\beta}) x_0 + \sigma^2 x_0^T \mathbf{D} \mathbf{D}^T x_0 \\ &= \text{Var}(\hat{y}_0) + \sigma^2 x_0^T \mathbf{D} \mathbf{D}^T x_0 \end{aligned}$$

$\mathbf{D} \mathbf{D}^T$ : PSD  $\Rightarrow \geq 0$

$$\begin{aligned} \text{Var}(\tilde{\beta}) &= \text{Var}(\mathbf{C}\mathbf{y}) \\ &= \mathbf{C} \text{Var}(\mathbf{y}) \mathbf{C}' \\ &= \sigma^2 \mathbf{C} \mathbf{C}' \\ &= \sigma^2 ((\mathbf{X}' \mathbf{X})^{-1} \mathbf{X}' + \mathbf{D}) (\mathbf{X} (\mathbf{X}' \mathbf{X})^{-1} + \mathbf{D}') \\ &= \sigma^2 ((\mathbf{X}' \mathbf{X})^{-1} \mathbf{X}' \mathbf{X} (\mathbf{X}' \mathbf{X})^{-1} + (\mathbf{X}' \mathbf{X})^{-1} \mathbf{X}' \mathbf{D}' + \mathbf{D} \mathbf{X} (\mathbf{X}' \mathbf{X})^{-1} + \mathbf{D} \mathbf{D}') \\ &= \sigma^2 (\mathbf{X}' \mathbf{X})^{-1} + \sigma^2 (\mathbf{X}' \mathbf{X})^{-1} (\mathbf{D} \mathbf{X})' + \sigma^2 \mathbf{D} \mathbf{X} (\mathbf{X}' \mathbf{X})^{-1} + \sigma^2 \mathbf{D} \mathbf{D}' \\ &= \sigma^2 (\mathbf{X}' \mathbf{X})^{-1} + \sigma^2 \mathbf{D} \mathbf{D}' \\ &= \text{Var}(\hat{\beta}) + \sigma^2 \mathbf{D} \mathbf{D}' \end{aligned}$$

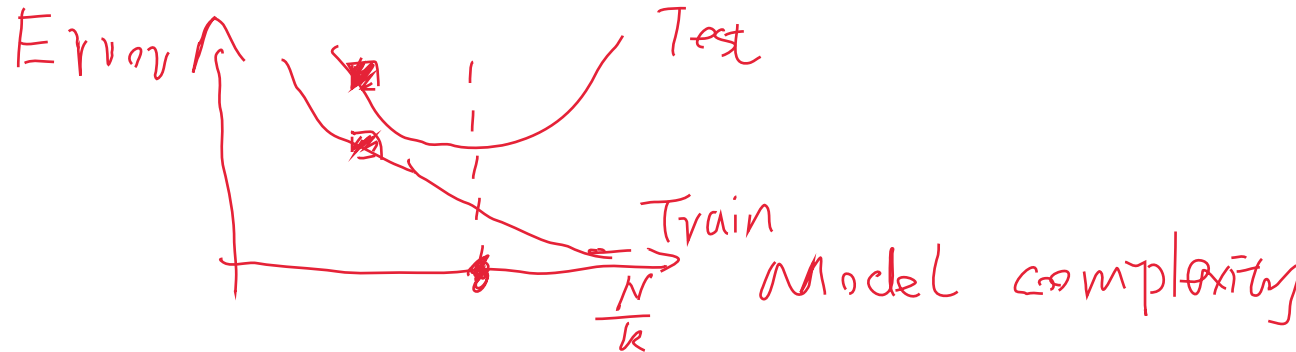
# The Gauss-Markov Theorem

*The least squares estimator has the lowest sampling variance within the class of linear unbiased estimators.*

## Remarks

$$EPE \downarrow = MSE \downarrow + \sigma^2$$

- Among the unbiased linear methods, least squares has the **lowest** MSE
  - $\downarrow MSE = Var + \text{Bias}^2 \uparrow$
- A **biased** methods probably has **lower** MSE
  - Var-Bias trade-off
  - A small increase in Bias might gives rise to a large reduction in Var ← Model selection



# Linear Methods for Regression

--- Subset Selection

# Introduction

Two **limitations** of least squares

- prediction accuracy
  - **low bias and high variance**
    - sacrifice a little bias to reduce the variance
- interpretation
  - hard to interpret **a large number** of input features
    - find a subset of features exhibiting strong effects

$$PRSS = RSS + \boxed{AJ(f)}$$

We use **model selection** to overcome the limitations

- variable subset selection, shrinkage, dimension reduction.
- not restricted to linear models

Feature selection

Feature transformation  
|  
extraction

# Subset Selection

- Best-subset selection

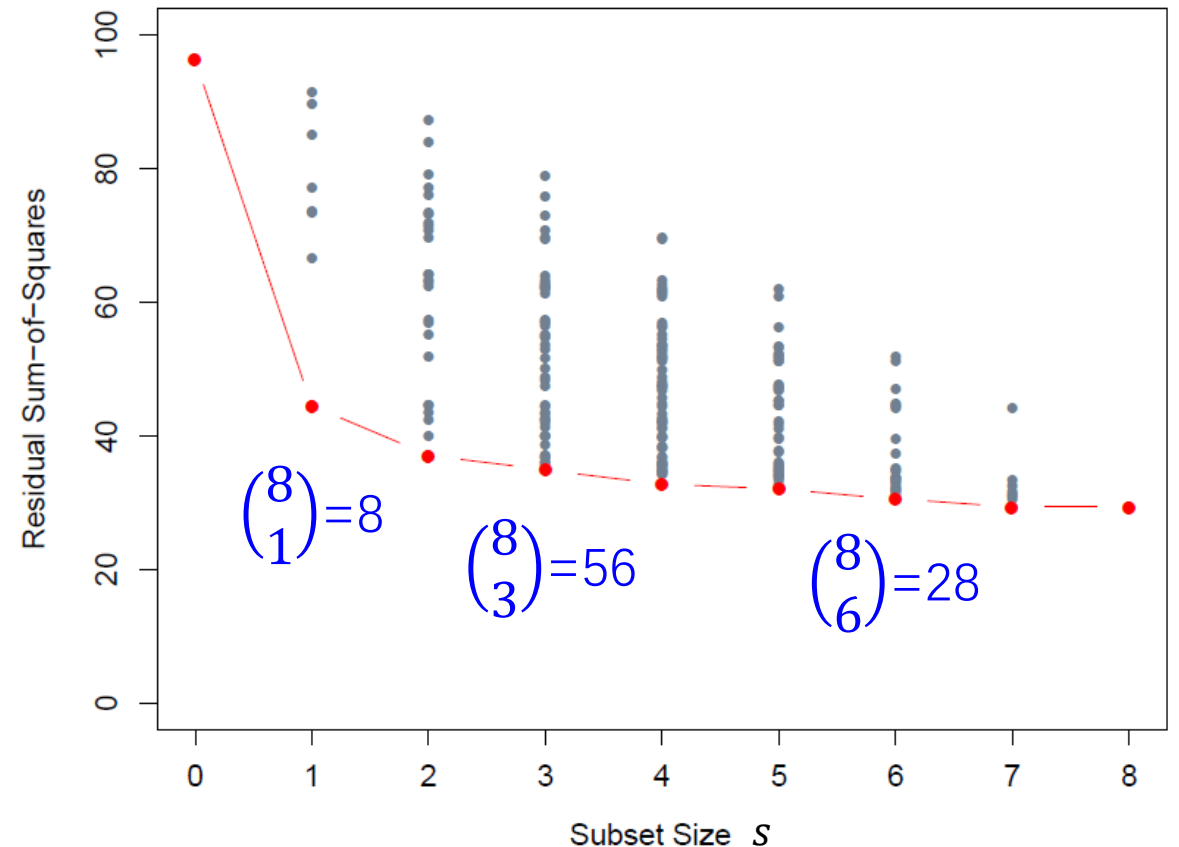
- For each  $s \in \{0, 1, \dots, p\}$ , find the subset in size of  $s$  that gives **lowest**  $\text{RSS}(\beta) = \|\mathbf{y} - \mathbf{X}^{(s)}\beta\|_2^2$

$$\binom{4}{2} = 6$$

$p = 4$ $s = 2$	<del><math>X_1</math></del>	<del><math>X_2</math></del>	<del><math>X_3</math></del>	<del><math>X_4</math></del>	$\mathbf{X}^{(s)}$
Model 1	✓	✓	×	×	$(\mathbf{x}_1, \mathbf{x}_2)$
Model 2	✓	×	✓	×	$(\mathbf{x}_1, \mathbf{x}_3)$
Model 3	✓	×	×	✓	$(\mathbf{x}_1, \mathbf{x}_4)$
Model 4	×	✓	✓	×	$(\mathbf{x}_2, \mathbf{x}_3)$
Model 5	×	✓	×	✓	$(\mathbf{x}_2, \mathbf{x}_4)$
Model 6	×	×	✓	✓	$(\mathbf{x}_3, \mathbf{x}_4)$

# Subset Selection

- Best-subset selection
  - For each  $s \in \{0, 1, \dots, p\}$ , find the subset in size of  $s$  that gives **lowest**  $\text{RSS}(\beta) = \|\mathbf{y} - \mathbf{X}^{(s)}\beta\|_2^2$
- Example
  - prostate cancer example ( $p = 8$ )
  - the **red** lower bound denotes the models eligible for selection
  - the red lower bound keeps decreasing ( $s = 8$ ?)
  - *cross-validation* to estimate prediction error and select  $s$
- Typically intractable for  $p > 40$



All the subset models for the prostate cancer example.

# Forward- and Backward-Stepwise Selection

- Forward-stepwise

- starts with intercept
- sequentially adds the best predictor

- Greedy algorithm

- sub-optimal

- Advantages

- Computational
  - even  $p \gg N$
- Statistical
  - constrained search
  - lower variance, more bias

F statistic

$$F = \frac{\left( \text{RSS}(\hat{\beta}^{\text{old}}) - \text{RSS}(\hat{\beta}^{\text{new}}) \right) / (p^{\text{new}} - p^{\text{old}})}{\text{RSS}(\hat{\beta}^{\text{new}}) / (N - p^{\text{new}} - 1)}$$

$X_1, X_2, X_3, X_4$

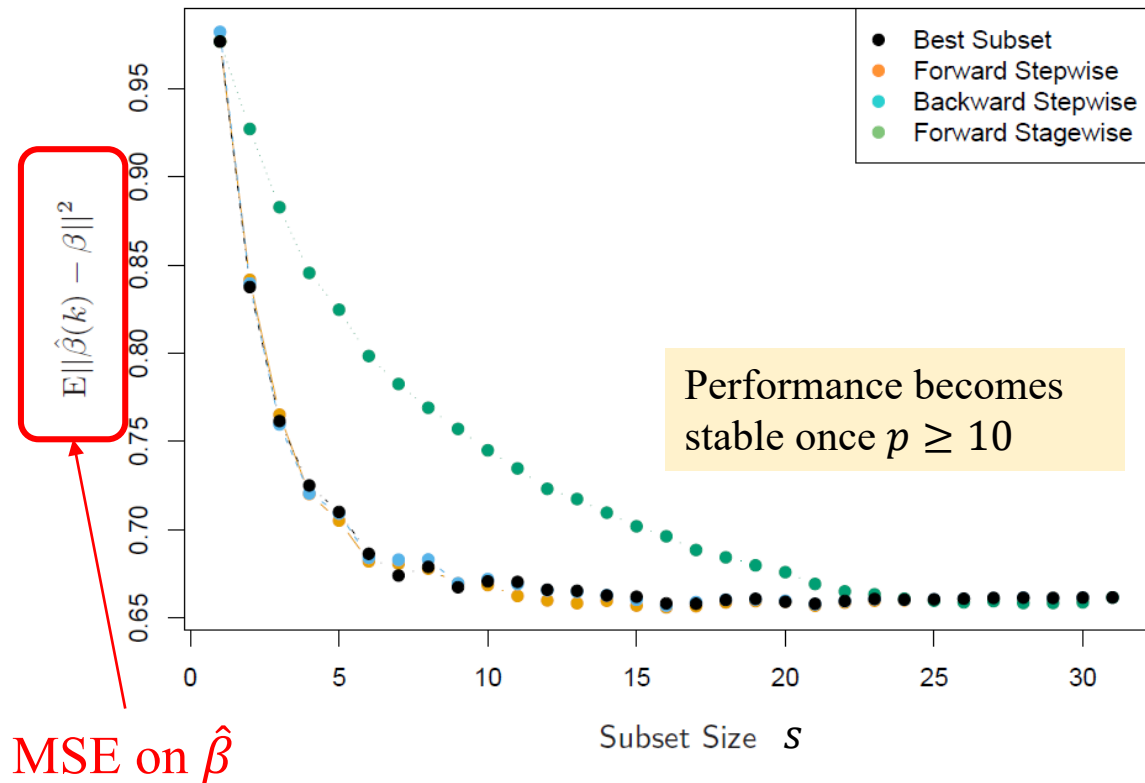
Step 1	Step 2	Step 3	Step 4
$X_0 = 1$	$(X_2, X_1)$	$(X_3, X_2, X_1)$	.
	<u><math>(X_0, X_2)</math></u>	$(X_3, X_2, X_3)$	.
	$(X_0, X_3)$	<u><math>(X_0, X_2, X_4)</math></u>	.
	$(X_0, X_4)$		.

# Forward- and Backward-Stepwise Selection

- Forward-stepwise
  - starts with intercept
  - sequentially adds the best predictor
- Greedy algorithm
  - sub-optimal
- Advantages
  - Computational
    - even  $p \gg N$
  - Statistical
    - constrained search
    - lower variance, more bias
- Backward-stepwise
  - starts with the full model
  - sequentially deletes the worst predictor
- Greedy algorithm
- Only useful when  $N > p$ 
  - linear regression
- Smart stepwise
  - group of variables
  - add or drop whole groups at a time



# Forward- and Backward-Stepwise Selection



- Example
  - $Y = X^T \beta + \varepsilon$
  - $N = 300, p = 31$
  - only 10 variables are effective
  - similar performance

# K-Fold Cross-Validation

- Each has a complexity parameter  $\lambda$ 
  - the subset size in subset selection
  - the neighborhood size in  $k$ -NN
  - The coefficient of regularization
- K-fold cross validation**
  - divide the training data into  $K$  roughly **equal** parts ( $K = 5$  or  $10$ )
  - for  $k = 1, \dots, K$ ,
    - fit the model with  $K - 1$  parts
    - compute the error  $E_k$  on the rest part
  - The  $K$ -fold cross validation error

$$E(\lambda) = \frac{1}{K} \sum_{k=1}^K E_k(\lambda)$$

Repeat this for many values of  $\lambda$ , and choose the best value that **makes  $E(\lambda)$  lowest**.

