

# Naive Bayes



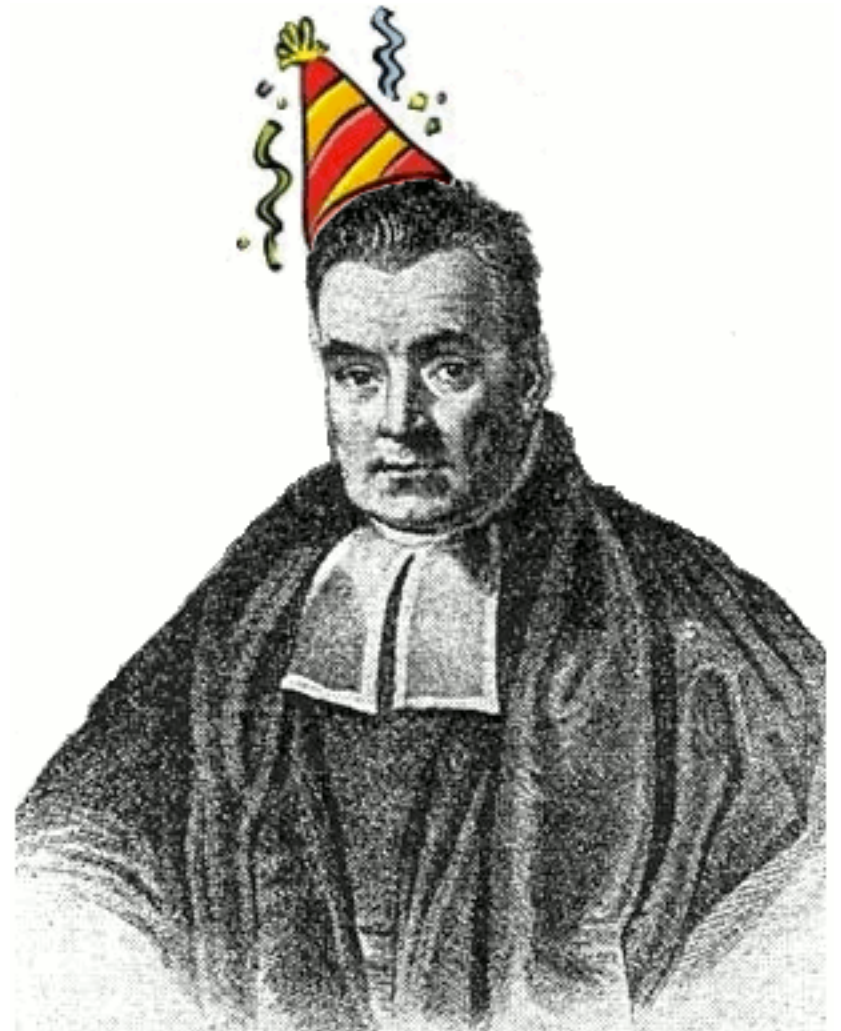
Naïve



Updating the state of  
knowledge

step by step

with new information



What is classification?

Deciding among hypotheses (labels),  
using information we have (features)  
for each example

3 Features: Votes on 3 Bills

2 Labels: Democrat / Republican

Prediction:

I know your votes, I'm trying to guess your party

3 Features: Votes on 3 Bills

2 Labels: Democrat / Republican

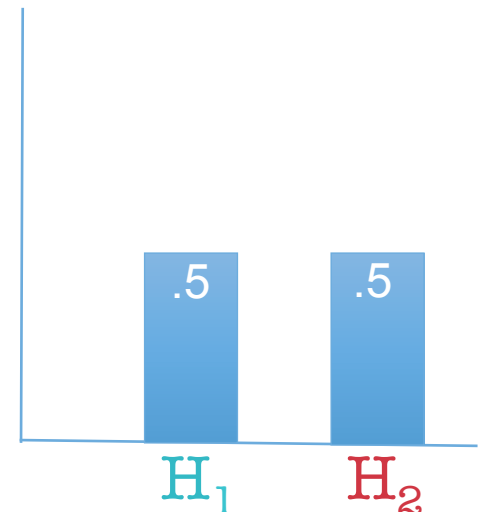
Prediction:

I know your votes, I'm trying to guess your party

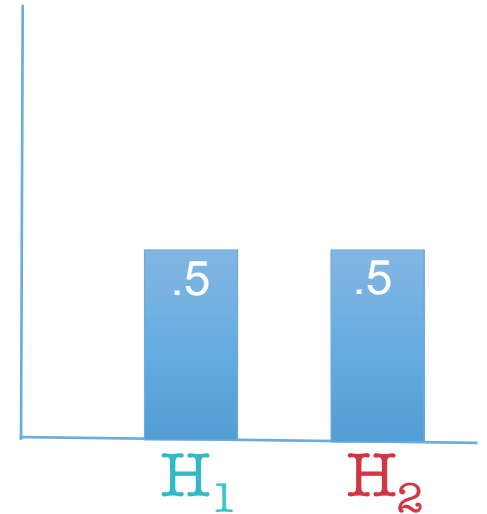
2 Labels

$H_1$ : Democrat

$H_2$ : Republican



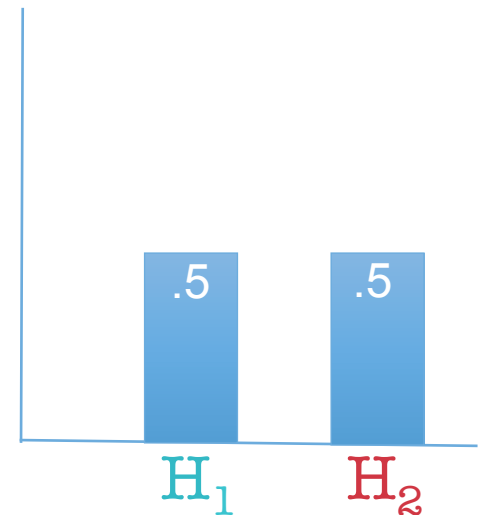
Prior: Initial belief



Prior: Initial belief

50 - 50 ?  $P(\text{Democrat}) = 0.5$  ?

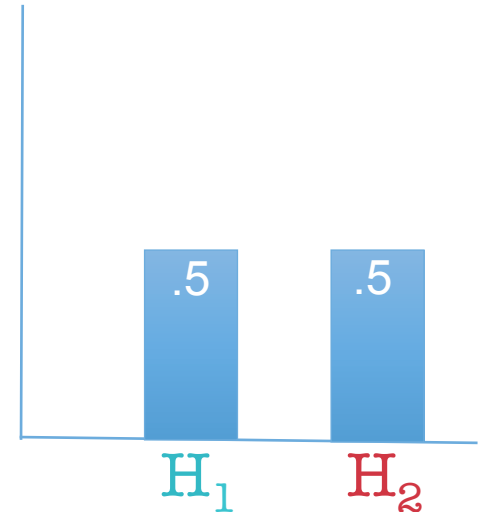
(Uninformative prior)





Prior: Initial belief

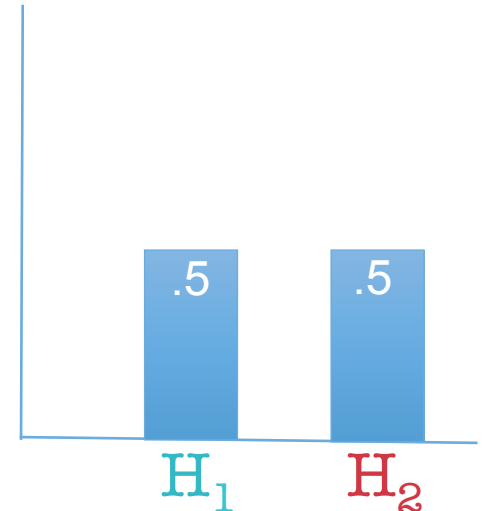
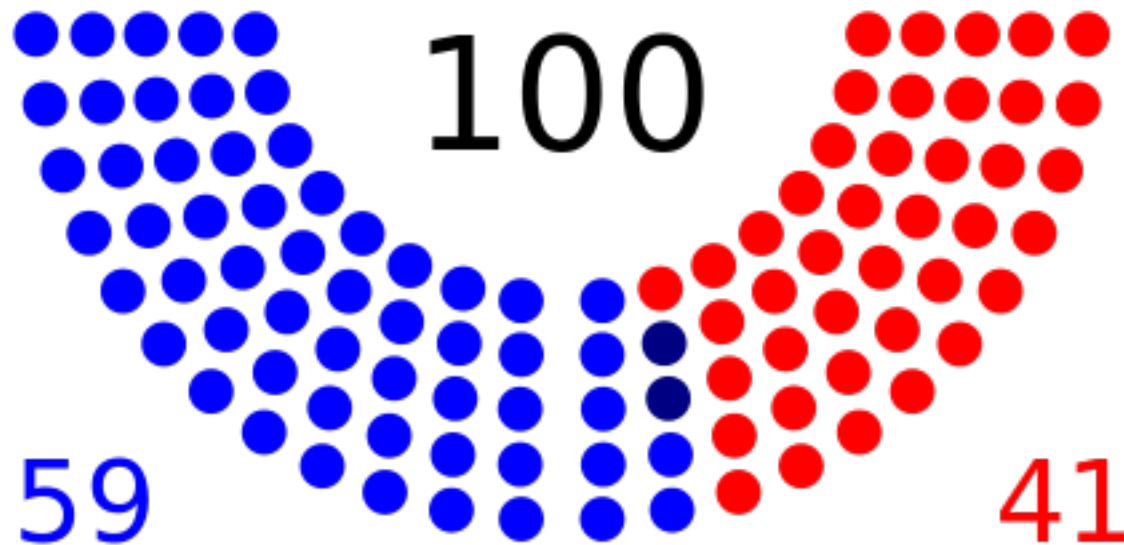
What's my best guess without any vote info?



Prior: Initial belief

What's my best guess without any vote info?

I'd guess **democrat** since there are more of them.

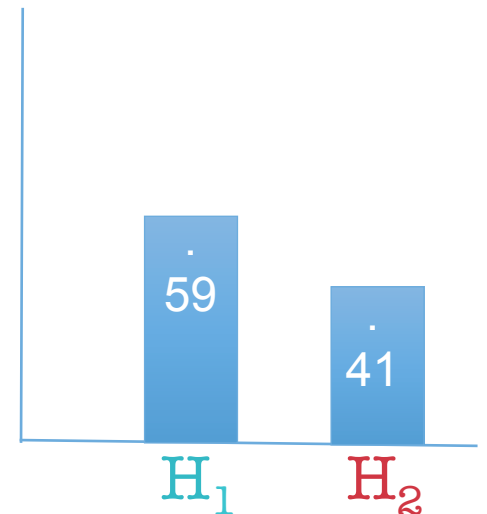
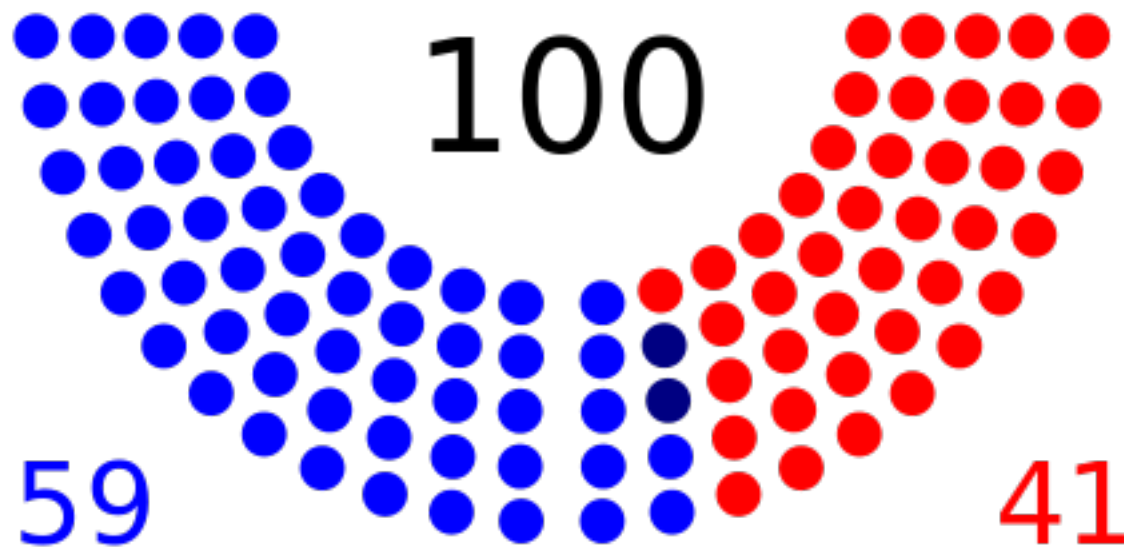


Prior: Initial belief

What's my best guess without any vote info?

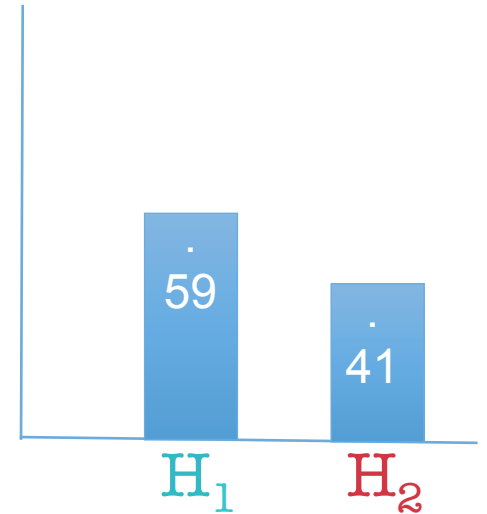
I'd guess democrat since there are more of them.

$$P(\text{Democrat}) = 0.59$$



Prior: Initial belief

$$P(\text{Democrat}) = 0.59$$

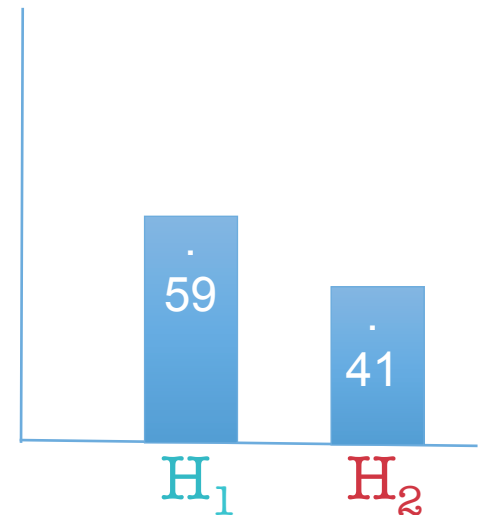


Prior: Initial belief

$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

Voted YES on Net Neutrality



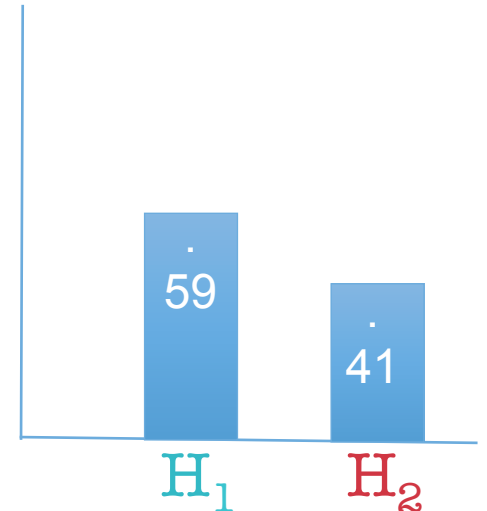
Prior: Initial belief

$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{\text{NN}}) = \frac{P(Y_{\text{NN}} | \text{Dem}) P(\text{Dem})}{P(Y_{\text{NN}})}$$



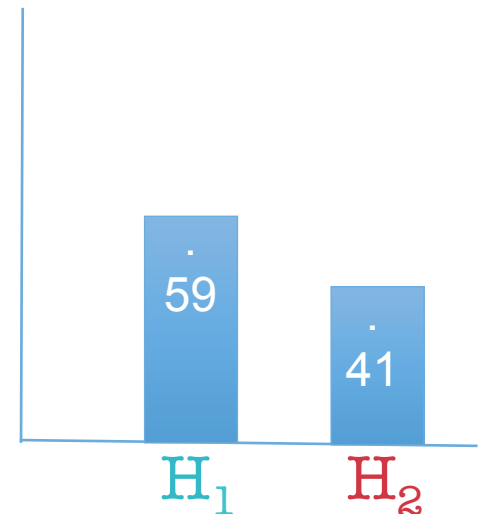
Prior: Initial belief

$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{\text{NN}}) = \frac{\overset{\text{likelihood}}{P(Y_{\text{NN}} | \text{Dem})} \overset{\text{prior}}{P(\text{Dem})}}{\underset{\substack{\text{evidence} \\ \text{(normalization factor)}}}{P(Y_{\text{NN}})}}$$



Prior: Initial belief

$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

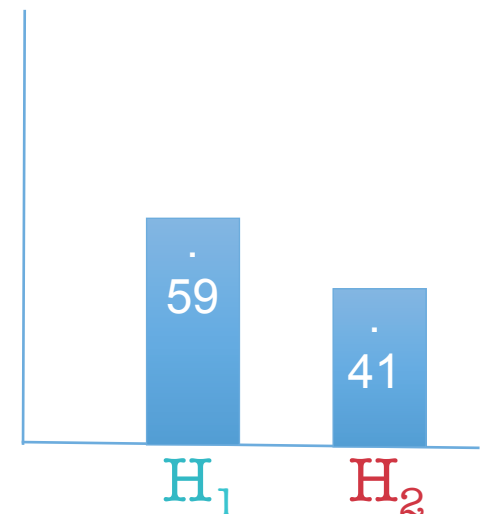
Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{NN}) = \frac{\overset{\text{likelihood}}{P(Y_{NN} | \text{Dem})} \overset{\text{prior}}{P(\text{Dem})}}{\underset{\substack{\text{evidence} \\ \text{(normalization factor)}}}{P(Y_{NN})}}$$

posterior

$$P(Y_{NN} | \text{Dem})$$

Prob. of voting yes  
on net neutrality  
if you're democrat





Prior: Initial belief

$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

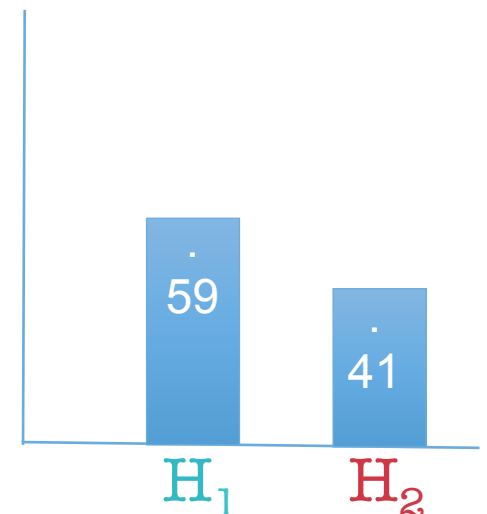
Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{NN}) = \frac{\overset{\text{posterior}}{P(\text{Dem} | Y_{NN})} = \frac{\overset{\text{likelihood}}{P(Y_{NN} | \text{Dem})} \overset{\text{prior}}{P(\text{Dem})}}{\underset{\substack{\text{evidence} \\ \text{(normalization factor)}}}{P(Y_{NN})}}$$

$$P(\text{Rep} | Y_{NN}) = \frac{P(Y_{NN} | \text{Rep}) P(\text{Rep})}{P(Y_{NN})}$$

$$P(Y_{NN} | \text{Dem})$$

Prob. of voting yes  
on net neutrality  
if you're democrat



Prior: Initial belief

$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{\text{NN}}) = \frac{\overset{\text{likelihood}}{P(Y_{\text{NN}} | \text{Dem})} \overset{\text{prior}}{P(\text{Dem})}}{\underset{\substack{\text{evidence} \\ \text{(normalization factor)}}}{P(Y_{\text{NN}})}}$$

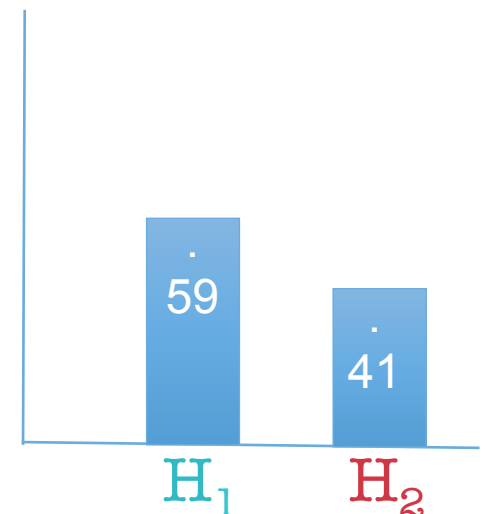
posterior

$$P(\text{Rep} | Y_{\text{NN}}) = \frac{P(Y_{\text{NN}} | \text{Rep}) P(\text{Rep})}{P(Y_{\text{NN}})}$$

$$P(Y_{\text{NN}} | \text{Dem})$$

Prob. of voting yes  
on net neutrality  
if you're democrat

$$P(Y_{\text{NN}} | \text{Rep})$$

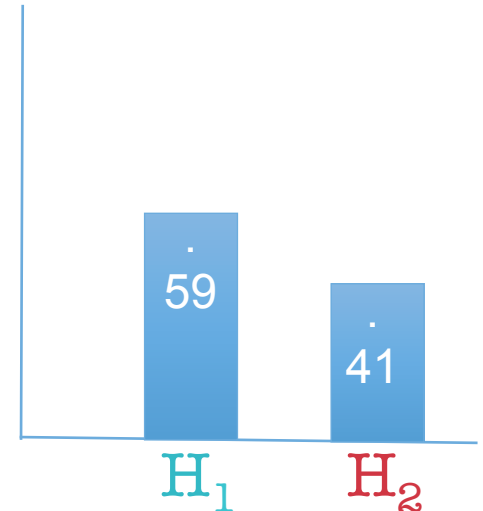


$$P(Y_{NN}|\text{Dem})$$

Prob. of voting yes  
on net neutrality  
if you're democrat

$$P(Y_{NN}|\text{Rep})$$

Prob. of voting  
yes  
on net neutrality  
if you're  
republican



Training set has the answers!

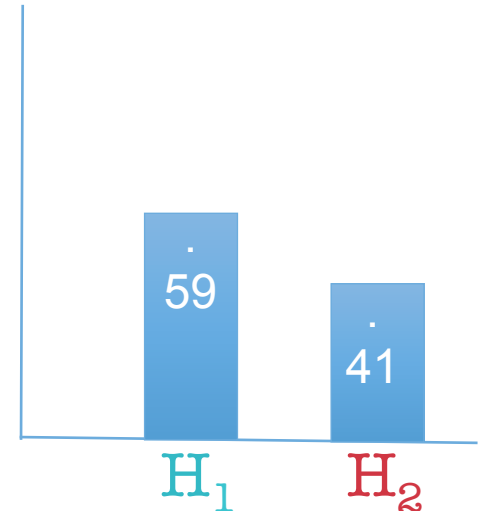
We know Dem/Rep for each person, we know their votes!

$$P(Y_{NN}|\text{Dem})$$

Prob. of voting yes  
on net neutrality  
if you're democrat

$$P(Y_{NN}|\text{Rep})$$

Prob. of voting  
yes  
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if you're  
republican



Training set has the answers!

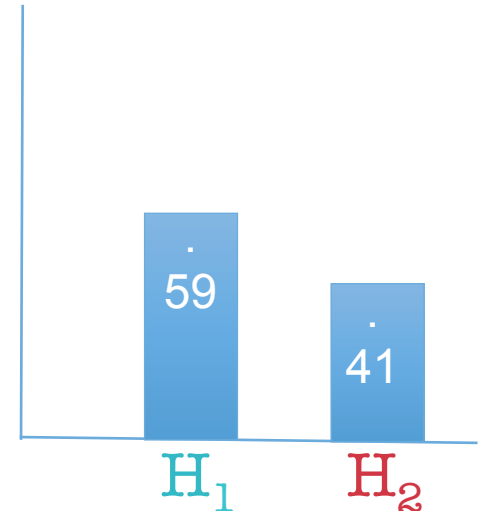
We know Dem/Rep for each person, we know their votes!

$$P(Y_{NN} | \text{Dem})$$

$$\approx \frac{\text{\# democrats that } Y_{NN}}{\text{\# all democrats}}$$

$$P(Y_{NN} | \text{Rep})$$

$$\approx \frac{\text{\# republicans that } Y_{NN}}{\text{\# all republicans}}$$



Training set has the answers!

We know Dem/Rep for each person, we know their votes!

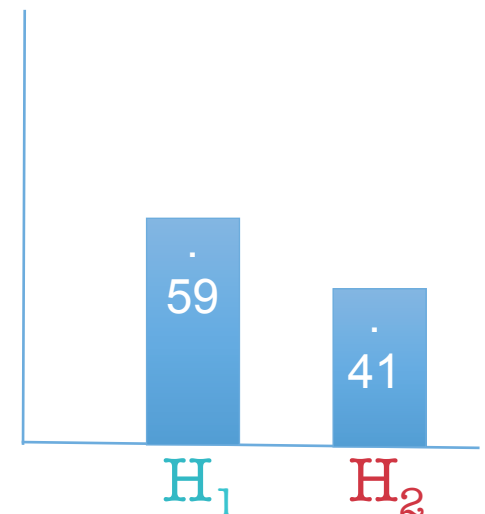
$$P(Y_{NN} | \text{Dem})$$

$$\approx \frac{\text{\# democrats that } Y_{NN}}{\text{\# all democrats}}$$

$$P(Y_{NN} | \text{Rep})$$

$$\approx \frac{\text{\# republicans that } Y_{NN}}{\text{\# all republicans}}$$

For likelihoods of discrete data,  
training/fitting means counting!  
(and estimating likelihoods by dividing counts)



Training set has the answers!

We know Dem/Rep for each person, we know their votes!

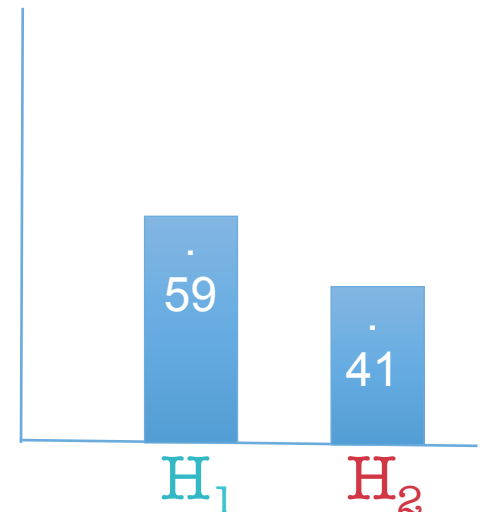
$$P(Y_{NN}|\text{Dem})$$

$$\approx \frac{56}{59} = 0.949$$

$$P(Y_{NN}|\text{Rep})$$

$$\approx \frac{34}{41} = 0.829$$

For likelihoods of discrete data,  
training/fitting means counting!  
(and estimating likelihoods by dividing counts)



Prior: Initial belief

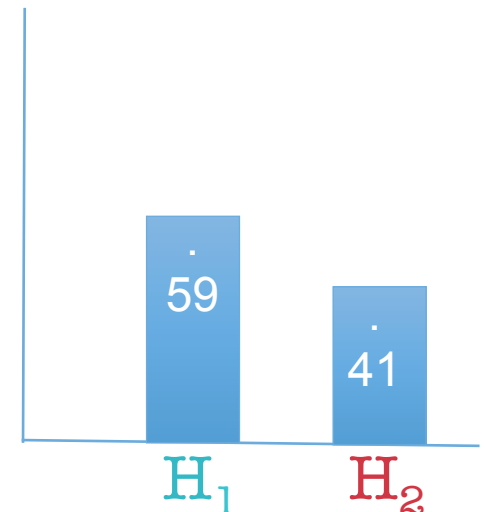
$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{\text{NN}}) = \frac{\overset{\text{likelihood}}{P(Y_{\text{NN}} | \text{Dem})} \overset{\text{prior}}{P(\text{Dem})}}{\underset{\substack{\text{evidence} \\ \text{(normalization factor)}}}{P(Y_{\text{NN}})}}$$

$$P(\text{Rep} | Y_{\text{NN}}) = \frac{P(Y_{\text{NN}} | \text{Rep}) P(\text{Rep})}{P(Y_{\text{NN}})}$$





Prior: Initial belief

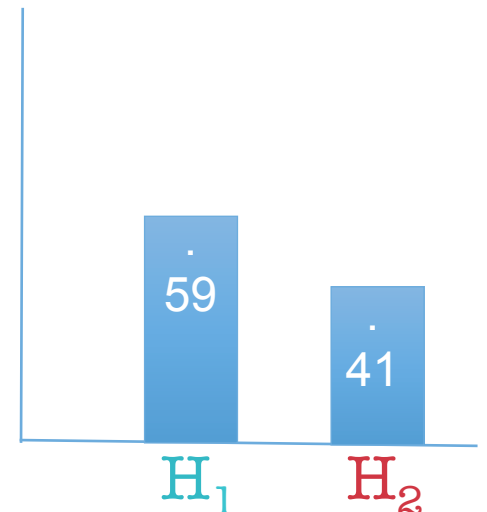
$$P(\text{Democrat}) = 0.59$$

New information (feature 1):

Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{\text{NN}}) = \frac{\overset{\text{likelihood}}{0.949} * \overset{\text{prior}}{0.59}}{\underset{\substack{\text{evidence} \\ \text{(normalization factor)}}}{P(Y_{\text{NN}})}}$$

$$P(\text{Rep} | Y_{\text{NN}}) = \frac{0.829 * 0.41}{P(Y_{\text{NN}})}$$



Current belief

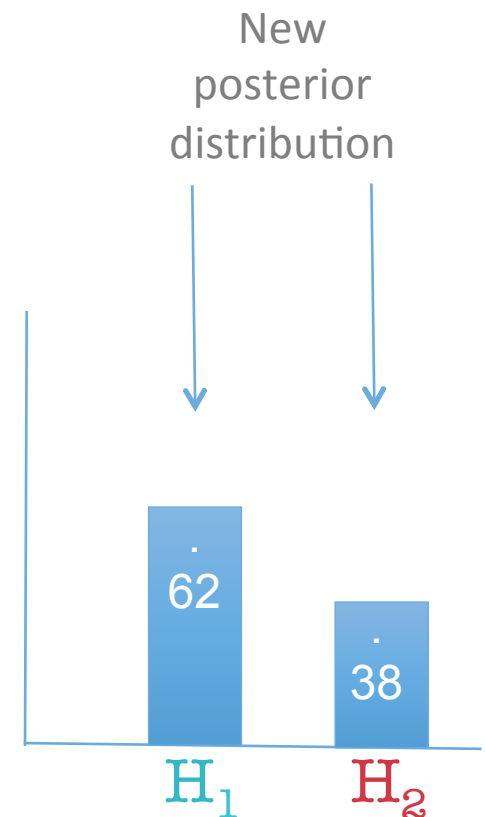
$$P(\text{Democrat} | Y_{NN}) = 0.62$$

New information (feature 1):

Voted YES on Net Neutrality

$$P(\text{Dem} | Y_{NN}) = \frac{\overset{\text{likelihood}}{0.949} * \overset{\text{prior}}{0.59}}{\underset{\substack{\text{evidence} \\ \text{(normalization factor)}}}{P(Y_{NN})}}$$

$$P(\text{Rep} | Y_{NN}) = \frac{0.829 * 0.41}{P(Y_{NN})}$$

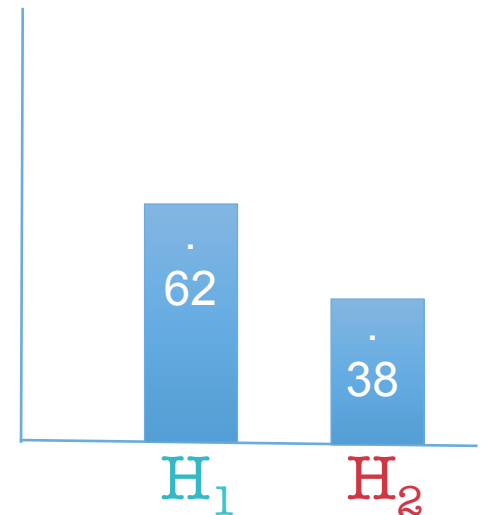


Current belief

$$P(\text{Democrat} | Y_{NN}) = 0.62$$

New information (feature 2):

Voted YES on Tax Cuts



Current belief

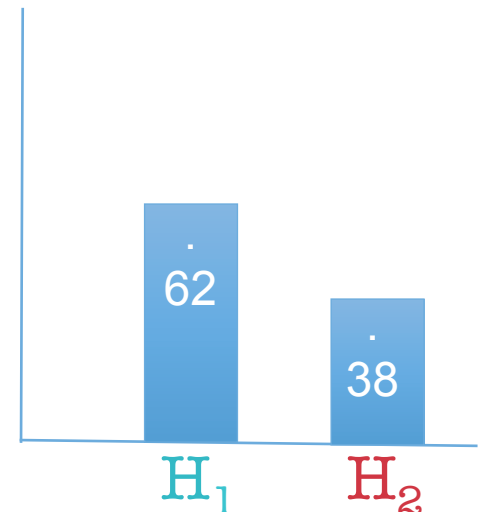
$$P(\text{Democrat} | Y_{NN}) = 0.62$$

New information (feature 2):

Voted YES on Tax Cuts

$$P(\text{Dem} | Y_{NN}, Y_{TC}) = \frac{P(Y_{TC} | \text{Dem}) P(\text{Dem} | Y_{NN})}{P(Y_{TC})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}) = \frac{P(Y_{TC} | \text{Rep}) P(\text{Rep} | Y_{NN})}{P(Y_{TC})}$$



Current belief

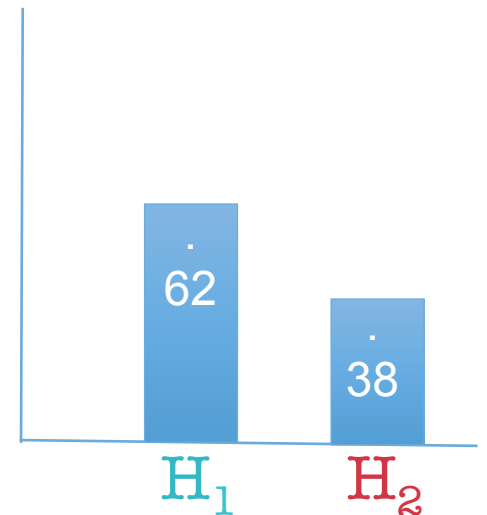
$$P(\text{Democrat} | Y_{NN}) = 0.62$$

$$P(Y_{TC} | \text{Dem})$$

$$\approx \frac{10}{59} = 0.169$$

$$P(Y_{TC} | \text{Rep})$$

$$\approx \frac{35}{41} = 0.854$$



Current belief

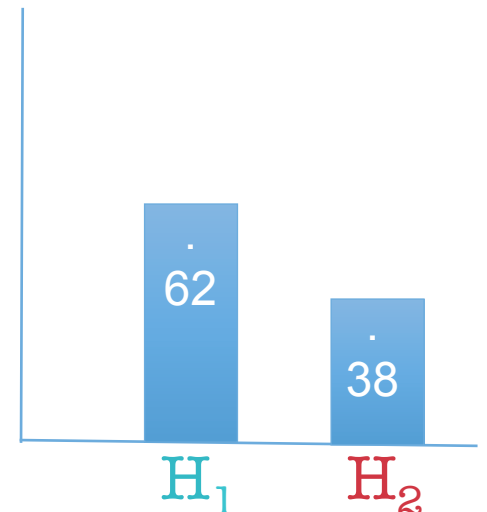
$$P(\text{Democrat} | Y_{NN}) = 0.62$$

New information (feature 2):

Voted YES on Tax Cuts

$$P(\text{Dem} | Y_{NN}, Y_{TC}) = \frac{P(Y_{TC} | \text{Dem}) P(\text{Dem} | Y_{NN})}{P(Y_{TC})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}) = \frac{P(Y_{TC} | \text{Rep}) P(\text{Rep} | Y_{NN})}{P(Y_{TC})}$$



Current belief

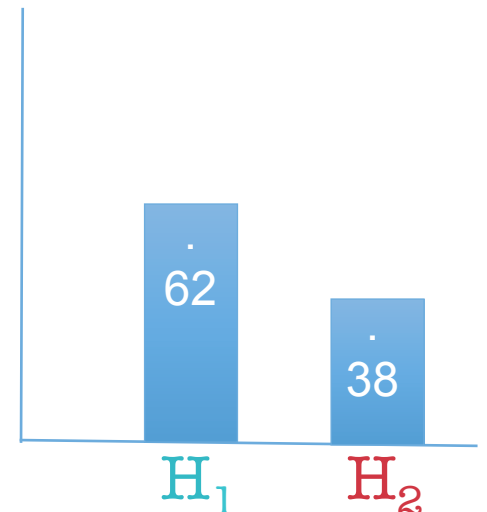
$$P(\text{Democrat} | Y_{NN}) = 0.62$$

New information (feature 2):

Voted YES on Tax Cuts

$$P(\text{Dem} | Y_{NN}, Y_{TC}) = \frac{0.169 * 0.62}{P(Y_{TC})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}) = \frac{0.854 * 0.38}{P(Y_{TC})}$$



Current belief

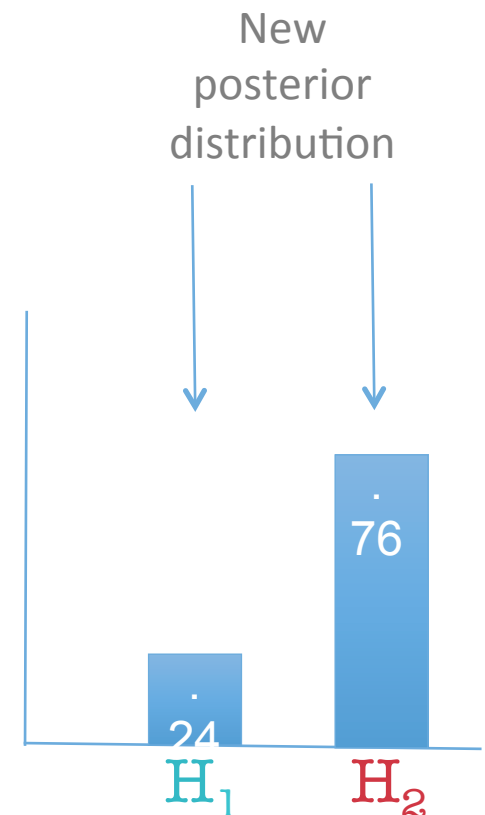
$$P(\text{Democrat} | Y_{NN}, Y_{TC}) = 0.24$$

New information (feature 2):

Voted YES on Tax Cuts

$$P(\text{Dem} | Y_{NN}, Y_{TC}) = \frac{0.169 * 0.62}{P(Y_{TC})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}) = \frac{0.854 * 0.38}{P(Y_{TC})}$$



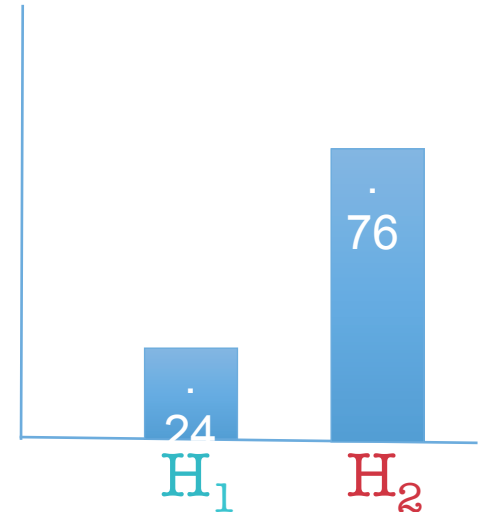


Current belief

$$P(\text{Democrat} | Y_{\text{NN}}, Y_{\text{TC}}) = 0.24$$

New information (feature 3):

Voted NO on License-free Guns



Current belief

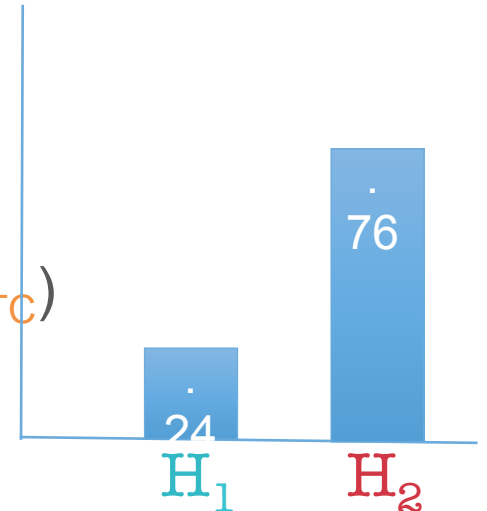
$$P(\text{Democrat} | Y_{NN}, Y_{TC}) = 0.24$$

New information (feature 3):

Voted NO on License-free Guns

$$P(\text{Dem} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{P(N_{LG} | \text{Dem}) P(\text{Dem} | Y_{NN}, Y_{TC})}{P(N_{LG})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{P(N_{LG} | \text{Rep}) P(\text{Rep} | Y_{NN}, Y_{TC})}{P(N_{LG})}$$



Current belief

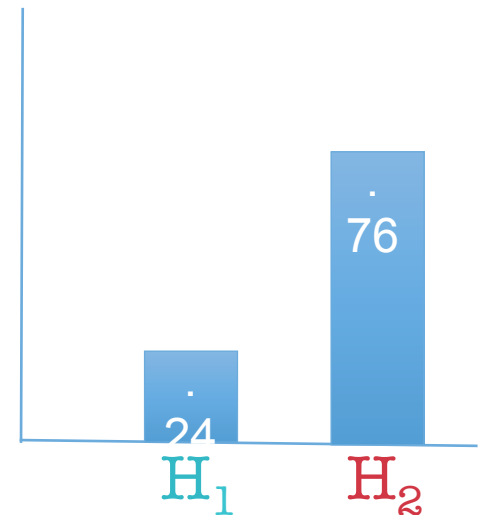
$$P(\text{Democrat} | Y_{\text{NN}}, Y_{\text{TC}}) = 0.24$$

$$P(N_{\text{LG}} | \text{Dem})$$

$$\approx \frac{53}{59} = 0.898$$

$$P(N_{\text{LG}} | \text{Rep})$$

$$\approx \frac{23}{41} = 0.561$$



Current belief

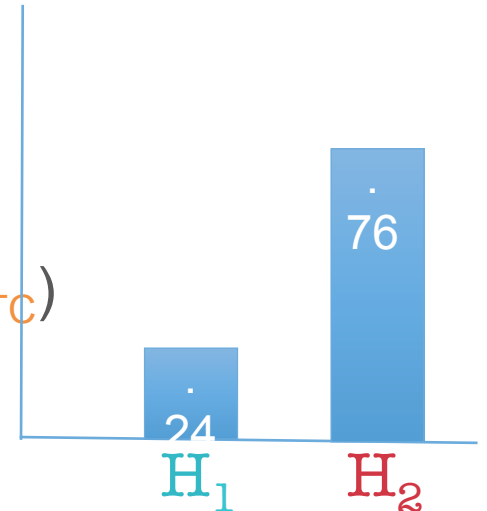
$$P(\text{Democrat} | Y_{NN}, Y_{TC}) = 0.24$$

New information (feature 3):

Voted NO on License-free Guns

$$P(\text{Dem} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{P(N_{LG} | \text{Dem}) P(\text{Dem} | Y_{NN}, Y_{TC})}{P(N_{LG})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{P(N_{LG} | \text{Rep}) P(\text{Rep} | Y_{NN}, Y_{TC})}{P(N_{LG})}$$



Current belief

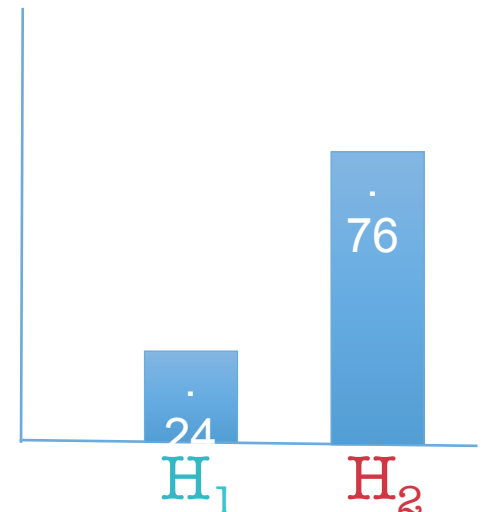
$$P(\text{Democrat} | Y_{NN}, Y_{TC}) = 0.24$$

New information (feature 3):

Voted NO on License-free Guns

$$P(\text{Dem} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{0.898 * 0.24}{P(N_{LG})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{0.561 * 0.76}{P(N_{LG})}$$



Current belief

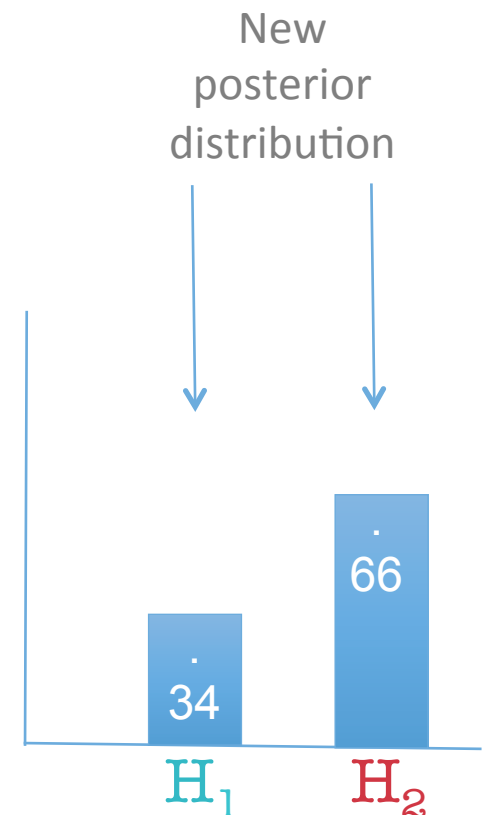
$$P(\text{Democrat} | Y_{NN}, Y_{TC}, N_{LG}) = 0.34$$

New information (feature 3):

Voted NO on License-free Guns

$$P(\text{Dem} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{0.898 * 0.24}{P(N_{LG})}$$

$$P(\text{Rep} | Y_{NN}, Y_{TC}, N_{LG}) = \frac{0.561 * 0.76}{P(N_{LG})}$$



Current belief

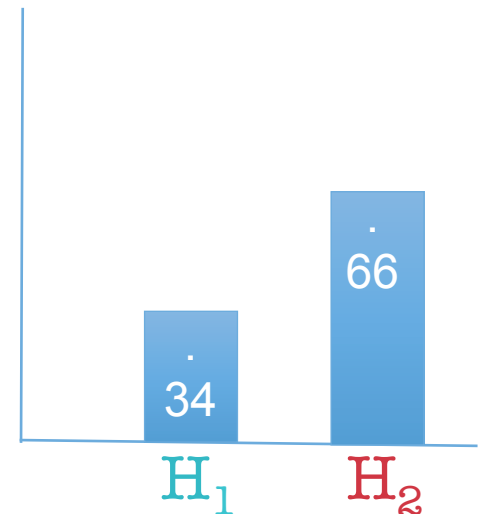
$$P(\text{Democrat} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = 0.34$$

Classify this person that voted

Yes on Net Neutrality ( $Y_{\text{NN}}$ ),

Yes on Tax Cuts ( $Y_{\text{TC}}$ ),

No on License-free Guns ( $N_{\text{LG}}$ )



Current belief

$$P(\text{Democrat} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = 0.34$$

Classify this person that voted

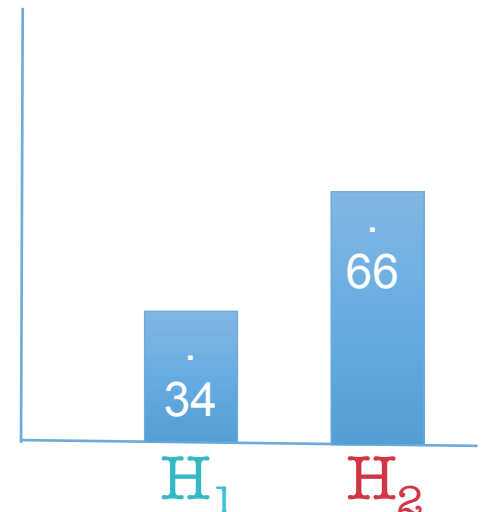
Yes on Net Neutrality ( $Y_{\text{NN}}$ ),

Yes on Tax Cuts ( $Y_{\text{TC}}$ ),

No on License-free Guns ( $N_{\text{LG}}$ )

My strongest belief is in  $H_2$ ,

I classify this person with the label **Republican**.





# Naïve Bayes

## Training:

Count and calculate the likelihood of each feature value for each class:

$$P(Y_{NN}|\text{Dem}) = 1 - P(N_{NN}|\text{Dem})$$

$$P(Y_{NN}|\text{Rep}) = 1 - P(N_{NN}|\text{Rep})$$

$$P(Y_{TC}|\text{Dem}) = 1 - P(N_{TC}|\text{Dem})$$

$$P(Y_{TC}|\text{Rep}) = 1 - P(N_{TC}|\text{Rep})$$

$$P(Y_{LG}|\text{Dem}) = 1 - P(N_{LG}|\text{Dem})$$

$$P(Y_{LG}|\text{Rep}) = 1 - P(N_{LG}|\text{Rep})$$

## Prediction:

Use Bayes to update priors with the likelihoods,  
Pick label with the highest posterior probability.

What was the naïve part?



We assumed each feature is independent

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Easier to see in a single update rather than  
sequential

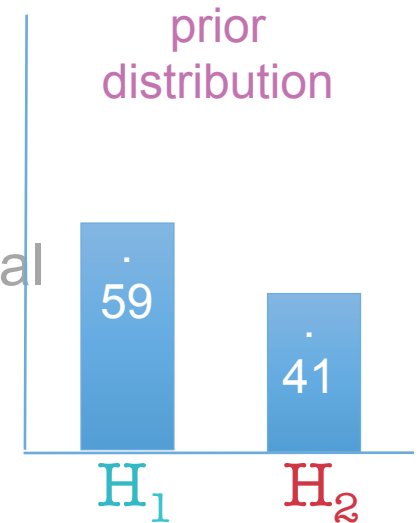
We assumed each feature is independent

Easier to see in a single update rather than sequential  
Prob. of this example having label Democrat,  
given the values Yes, Yes and No  
on the features NN, TC and LG

$$P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}} | \text{Dem}) P(\text{Dem})}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

We assumed each feature is independent

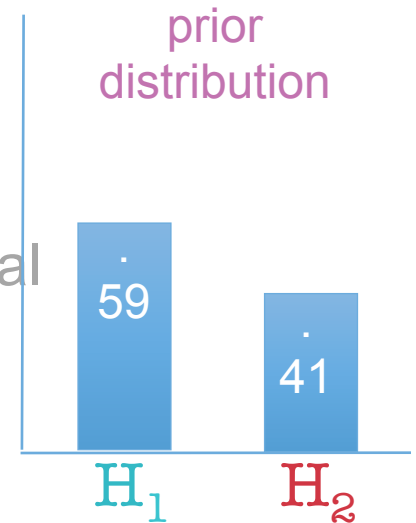
Easier to see in a single update rather than sequential  
Prob. of this example having label Democrat,  
given the values Yes, Yes and No  
on the features NN, TC and LG



$$\text{posterior } P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{\text{likelihood } P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}} | \text{Dem}) \cdot \text{prior } P(\text{Dem})}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

We assumed each feature is independent

Easier to see in a single update rather than sequential  
Prob. of this example having label Democrat,  
given the values Yes, Yes and No  
on the features NN, TC and LG



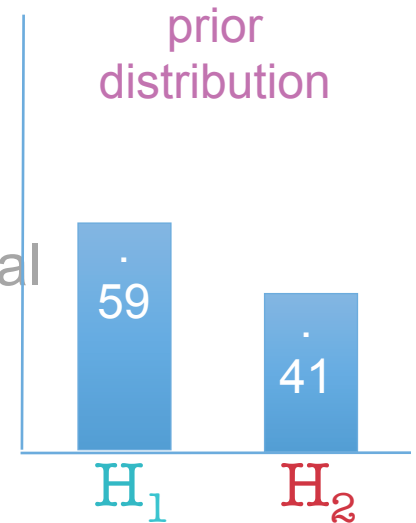
$$\text{posterior } P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{\text{likelihood } P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}} | \text{Dem}) \text{ prior } P(\text{Dem})}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

Independence Assumption:

$$P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}} | \text{Dem}) = P(Y_{\text{NN}} | \text{Dem}) P(Y_{\text{TC}} | \text{Dem}) P(N_{\text{LG}} | \text{Dem})$$

We assumed each feature is independent

Easier to see in a single update rather than sequential  
Prob. of this example having label Democrat,  
given the values Yes, Yes and No  
on the features NN, TC and LG



$$\text{posterior } P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{\text{likelihood } P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}} | \text{Dem}) \text{ prior } P(\text{Dem})}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

Independence Assumption:

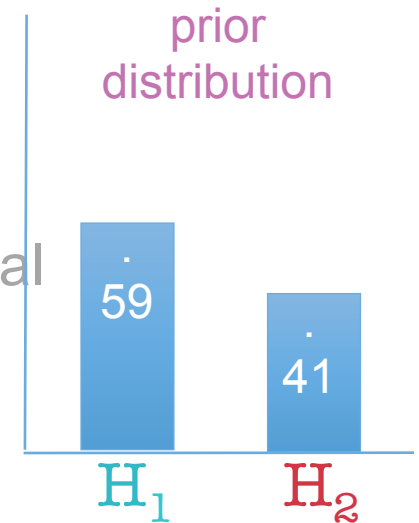
$$P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}} | \text{Dem}) = P(Y_{\text{NN}} | \text{Dem}) P(Y_{\text{TC}} | \text{Dem}) P(N_{\text{LG}} | \text{Dem})$$

Not even close in most cases!  
Naïve Bayes still works well.



We assumed each feature is independent

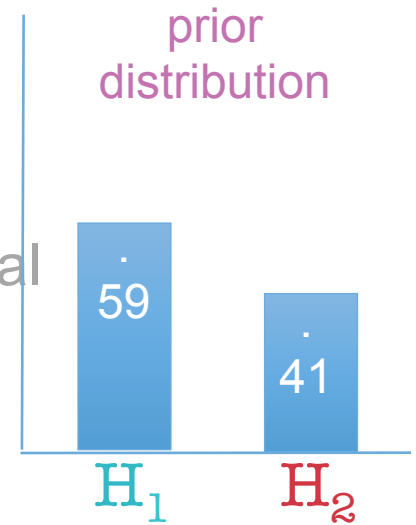
Easier to see in a single update rather than sequential  
Prob. of this example having label Democrat,  
given the values Yes, Yes and No  
on the features NN, TC and LG



$$\text{posterior } P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{\text{likelihood } P(Y_{\text{NN}} | \text{Dem}) P(Y_{\text{TC}} | \text{Dem}) P(N_{\text{LG}} | \text{Dem}) \text{ prior } P(\text{Dem})}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

We assumed each feature is independent

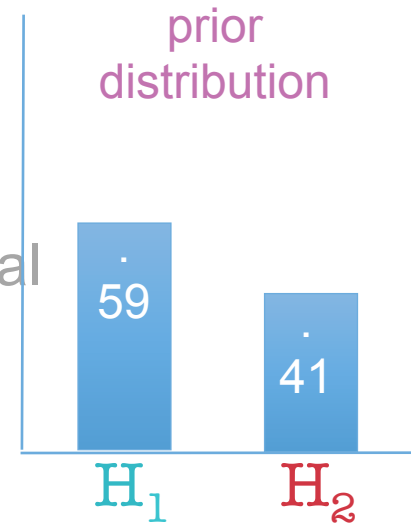
Easier to see in a single update rather than sequential  
Prob. of this example having label Democrat,  
given the values Yes, Yes and No  
on the features NN, TC and LG



$$\text{posterior} \quad \text{likelihood} \quad \text{prior}$$
$$P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{0.949 * 0.169 * 0.898 * 0.59}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

We assumed each feature is independent

Easier to see in a single update rather than sequential  
 Prob. of this example having label Democrat,  
 given the values Yes, Yes and No  
 on the features NN, TC and LG



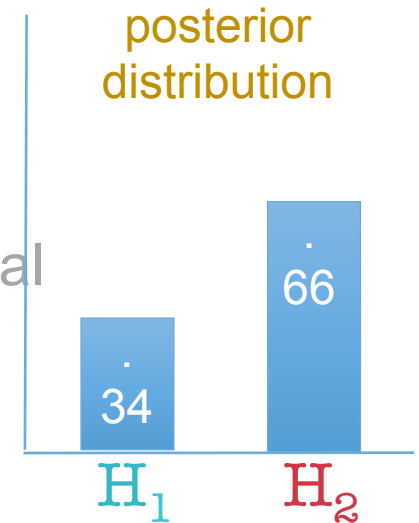
$$P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{\text{likelihood} \times \text{prior}}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

$$= \frac{0.949 * 0.169 * 0.898 * 0.59}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

$$P(\text{Rep} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = \frac{0.829 * 0.854 * 0.561 * 0.41}{P(Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})}$$

We assumed each feature is independent

Easier to see in a single update rather than sequential  
Prob. of this example having label Democrat,  
given the values Yes, Yes and No  
on the features NN, TC and LG



$$P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = 0.34$$

$$P(\text{Rep} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}}) = 0.66 \quad \leftarrow \text{predict!}$$

# What about multiple classes?



Straightforward!

Update each hypothesis,  
given the values Yes, Yes and No  
on the features NN, TC and LG

$$P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})$$

$$P(\text{Rep} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})$$

$$P(\text{Indep} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})$$

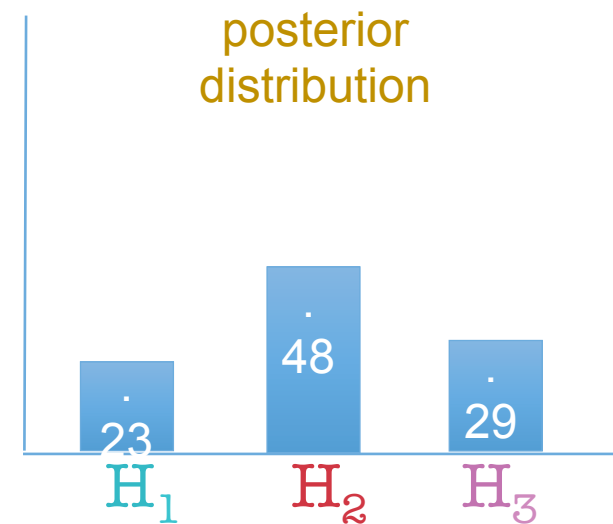
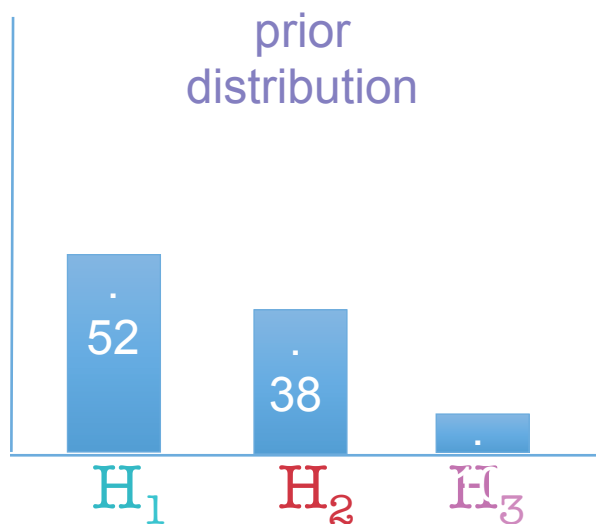
Straightforward!

Update each hypothesis,  
given the values **Yes**, **Yes** and **No**  
on the features **NN**, **TC** and **LG**

$$P(\text{Dem} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})$$

$$P(\text{Rep} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})$$

$$P(\text{Indep} | Y_{\text{NN}}, Y_{\text{TC}}, N_{\text{LG}})$$



# Naïve Bayes: The Multinomial Approach (Text Classification example)

	Document	Class
	Hamburger NYC Hamburger	A
	Hamburger Hamburger LA	A
	Hamburger Cheeseburger	A
	Montreal Iceskate Hamburger	C
TEST	Hamburger Hamburger Hamburger Montreal Iceskate	??

1) Develop our likelihoods for 'seeing' each word in given the class:

$$P(\text{Hamburger} \mid A) = (5 + 1) / (8 + 6) = 3/7$$

# times 'hamburger' appeared in 'A' Docs

smoothing

# of words in 'A' docs

# of unique words in all docs



# Naïve Bayes: The Multinomial Approach

	<u>Document</u>	<u>Class</u>
	Hamburger NYC Hamburger	A
	Hamburger Hamburger LA	A
	Hamburger Cheeseburger	A
	Montreal Iceskate Hamburger	C
TEST	Hamburger Hamburger Hamburger Montreal Iceskate	??

1) Develop our likelihoods for 'seeing' each word in given the class:

$$P(\text{Hamburger} \mid A) = (5 + 1) / (8 + 6) = 3/7$$

$$P(\text{Montreal} \mid A) = (0 + 1) / (8 + 6) = 1/14$$

$$P(\text{Iceskate} \mid A) = (0 + 1) / (8 + 6) = 1/14$$

$$P(\text{Hamburger} \mid C) = (1 + 1) / (3 + 6) = 2/9$$

$$P(\text{Montreal} \mid C) = (1 + 1) / (3 + 6) = 2/9$$

$$P(\text{Iceskate} \mid C) = (1 + 1) / (3 + 6) = 2/9$$

$$P(A \mid \text{test}) \sim (3/7)^3 * (1/14) * (1/14) * (3/4) = 0.0003$$

$$P(C \mid \text{test}) \sim (2/9)^3 * (2/9) * (2/9) * (1/4) = 0.0001$$

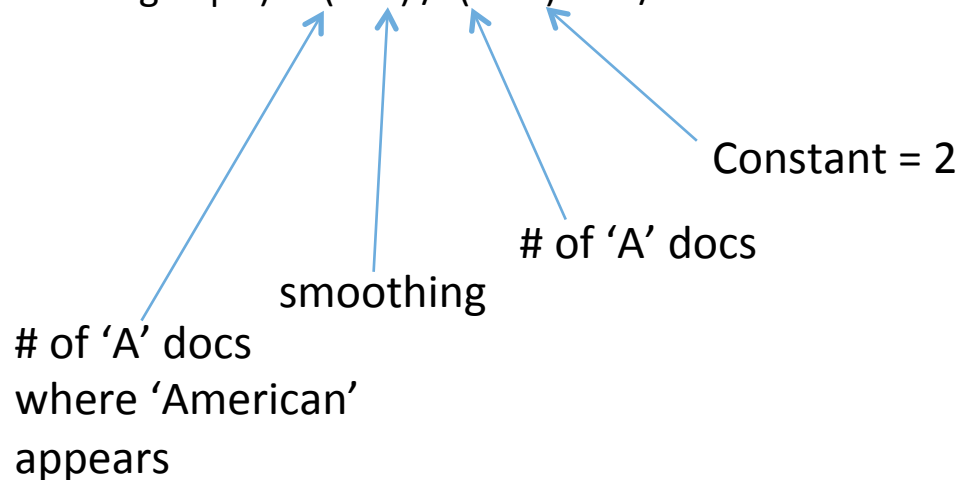
# Naïve Bayes: The Bernouli Approach

Document	Class
Hamburger NYC Hamburger	A
Hamburger Hamburger LA	A
Hamburger Cheeseburger	A
Montreal Iceskate Hamburger	C

TEST      Hamburger Hamburger Hamburger Montreal Iceskate      ??

1) Develop our likelihoods for 'seeing' each word in given the class:

$$P(\text{Hamburger} \mid A) = (3+1) / (3+ 2) = 4/5$$



# Naïve Bayes: The Bernouli Approach

Document	Class
Hamburger NYC Hamburger	A
Hamburger Hamburger LA	A
Hamburger Cheeseburger	A
Montreal Iceskate Hamburger	C
TEST      Hamburger Hamburger Hamburger Montreal Iceskate	??

1) Develop our likelihoods for 'seeing' each word in given the class:

$$P(\text{Hamburger} | A) = (3+1) / (3+2) = 4/5$$

$$P(\text{Montreal} | A) = P(\text{Iceskate} | C) = (0+1) / (3+2) = 1/5$$

$$P(\text{Cheeseburger} | A) = P(\text{NYC} | A) = P(\text{LA} | A) = (1+1) / (3+2) = 2/5$$

$$P(\text{Hamburger} | C) = P(\text{Montreal}) = P(\text{Iceskate}) = (1+1) / (1+2) = 2/3$$

$$P(\text{NYC} | C) = P(\text{LA} | C) = P(\text{Cheeseburger} | C) = (1+0) / (1+2) = 1/3$$

$$P(A | \text{test}) = P(A) * P(\text{Hamburger} | A) * P(\text{Montreal} | A) * P(\text{Iceskate} | C) * (1 - P(\text{Cheeseburger} | A)) * (1 - P(\text{NYC} | A)) * (1 - P(\text{LA} | A))$$

$$P(A | \text{test}) \sim (3/4) * (4/5) * (1/5) * (1/5) * (1 - (2/5)) * (1 - (2/5)) * (1 - (2/5)) = .005$$

$$P(C | \text{test}) \sim (1/4) * (2/3) * (2/3) * (2/3) * (1 - (1/3)) * (1 - (1/3)) * (1 - (1/3)) = 0.022$$

## Naïve Bayes

**Bernoulli** : models the fraction of documents of class C that contain the word 'w' (ignores number of occurrences)

Vs.

**Multinomial**: models the fraction of *positions* in documents of class C that contain the word 'w' (keeps track of number of occurrences)

**But why does Naïve Bayes work so well-**  
(Considering that it is Naïve) ?

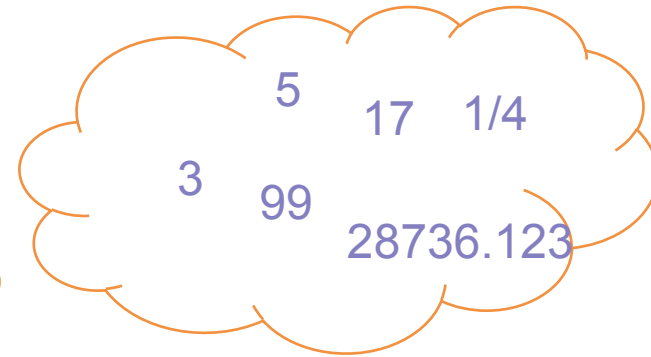
NB chooses among possible classes to find the class with the highest associated probability.

Naiveté doesn't hurt, because correctness is based on classification, not exact predictions

## Advantages of Naïve Bayes:

- Simple & Fast. Just doing a bunch of counts!
- Will converge quickly. Requires less training data
- Can handle sparse matrices
- Can handle multiple classes well

# How about numeric features?



# Naïve Bayes: The Gaussian Approach

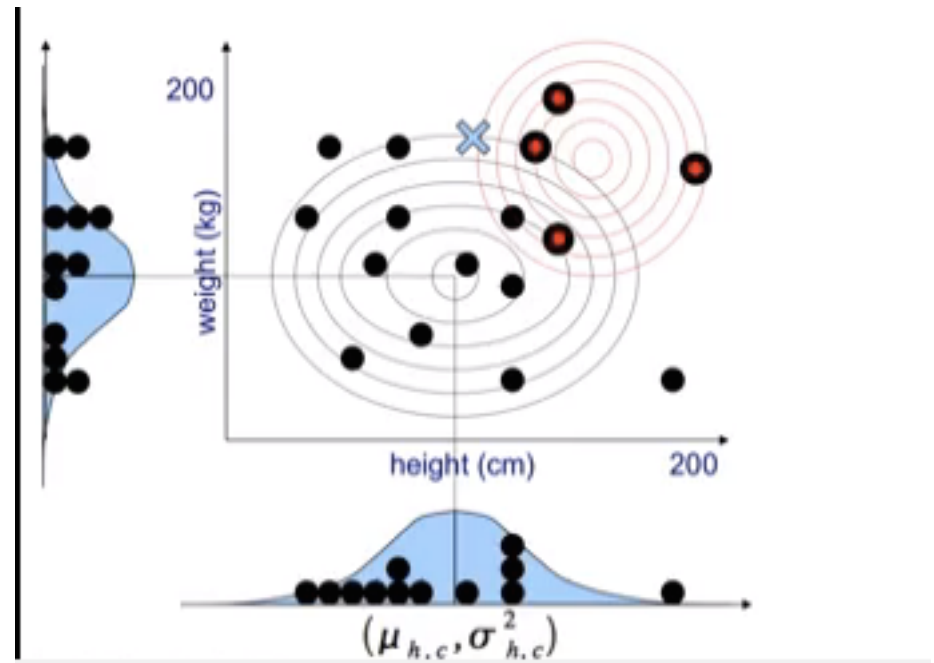
$$p(h_x|c) = \frac{1}{\sqrt{2\pi} \sigma_{h,c}^2} \exp - \frac{1}{2} \left( \frac{(h_x - \mu_{h,c})^2}{\sigma_{h,c}^2} \right)$$

$$p(w_x|c) = \frac{1}{\sqrt{2\pi} \sigma_{w,c}^2} \exp - \frac{1}{2} \left( \frac{(w_x - \mu_{w,c})^2}{\sigma_{w,c}^2} \right)$$

$$p(h_x|a) = \frac{1}{\sqrt{2\pi} \sigma_{h,a}^2} \exp - \frac{1}{2} \left( \frac{(h_x - \mu_{h,a})^2}{\sigma_{h,a}^2} \right)$$

$$p(w_x|a) = \frac{1}{\sqrt{2\pi} \sigma_{w,a}^2} \exp - \frac{1}{2} \left( \frac{(w_x - \mu_{w,a})^2}{\sigma_{w,a}^2} \right)$$

$$P(x|a) = p(h_x|a) p(w_x|a)$$



$$P(a|x) \sim P(x|a) * P(a)$$



Flavors of Bayes in `sklearn`:

Numeric Features:

Gaussian Naïve Bayes

Features that are 0 or 1 (and both matter):

Bernoulli Naïve Bayes

Features that are count-like (and only non-zero matters):

Multinomial Naïve Bayes

Which did we do?