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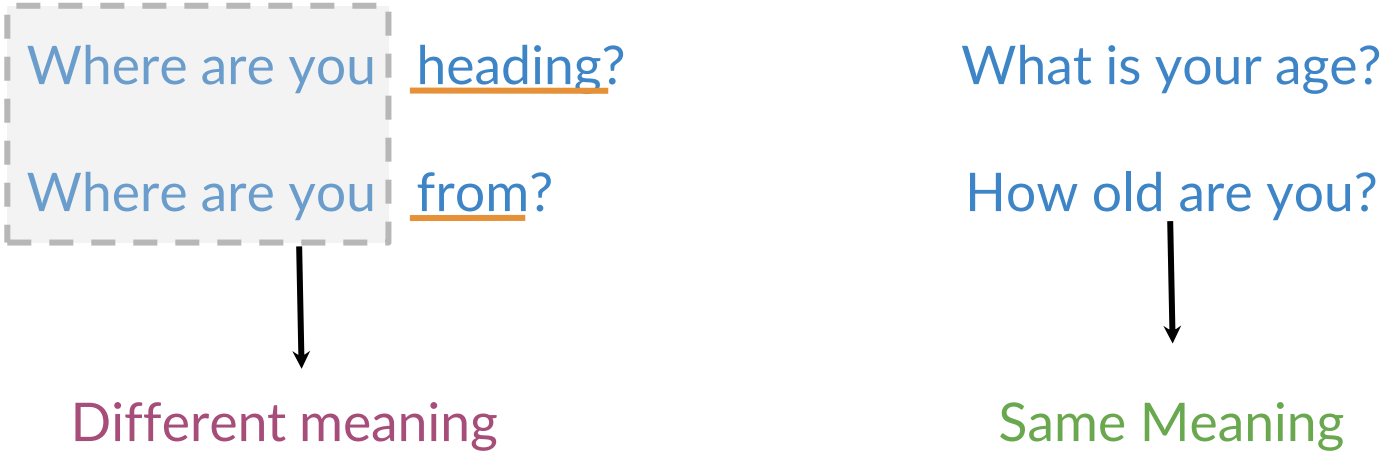
Vector Space Models

Outline

- Vector space models
- Advantages
- Applications

Why learn vector space models?

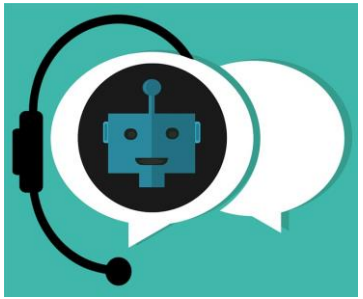


Vector space models applications

- You eat *cereal* from a *bowl*
- You *buy* something and someone else *sells* it

Information Extraction

Machine Translation

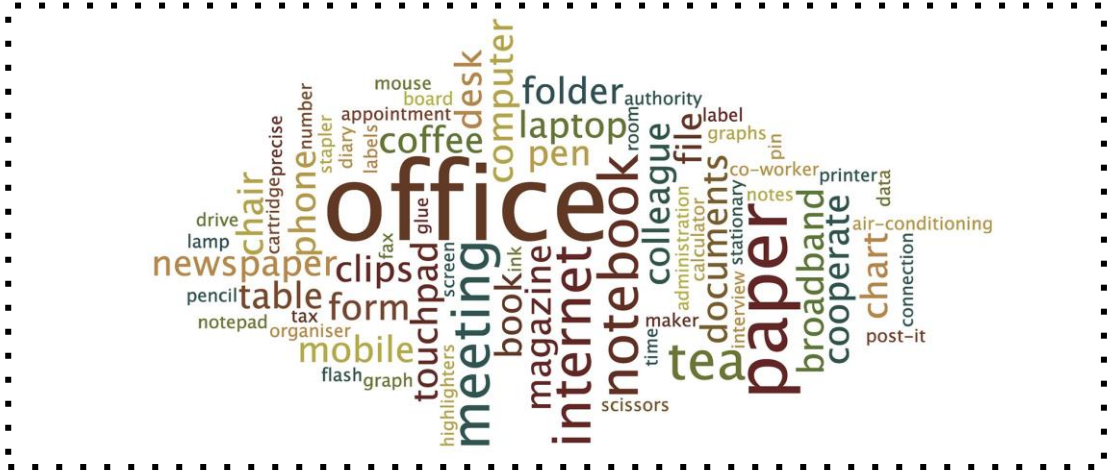


Chatbots

Fundamental concept

"You shall know a word by the company it keeps"

Firth, 1957



(Firth, J. R. 1957:11)

Summary

- Represent words and documents as vectors
- Representation that captures relative meaning

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Word by Word and Word by Doc.

Outline

- Co-occurrence ⟶ Vector representation
- Relationships between words/documents

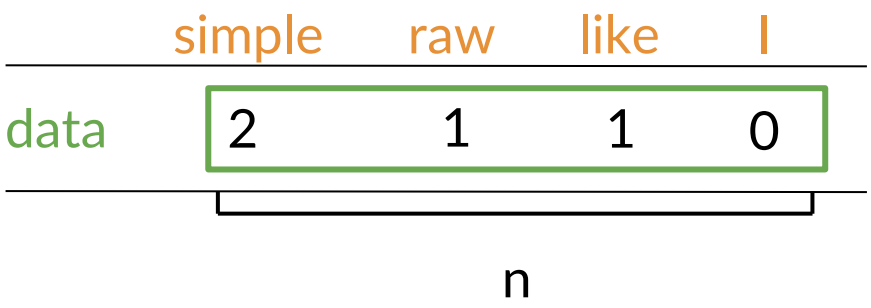
Word by Word Design

Number of times they *occur together within a certain distance k*

I like simple data

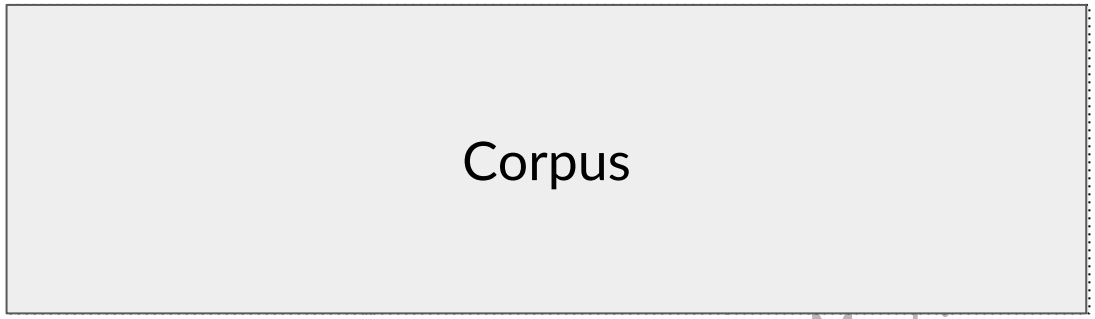
I prefer simple raw data

k=2



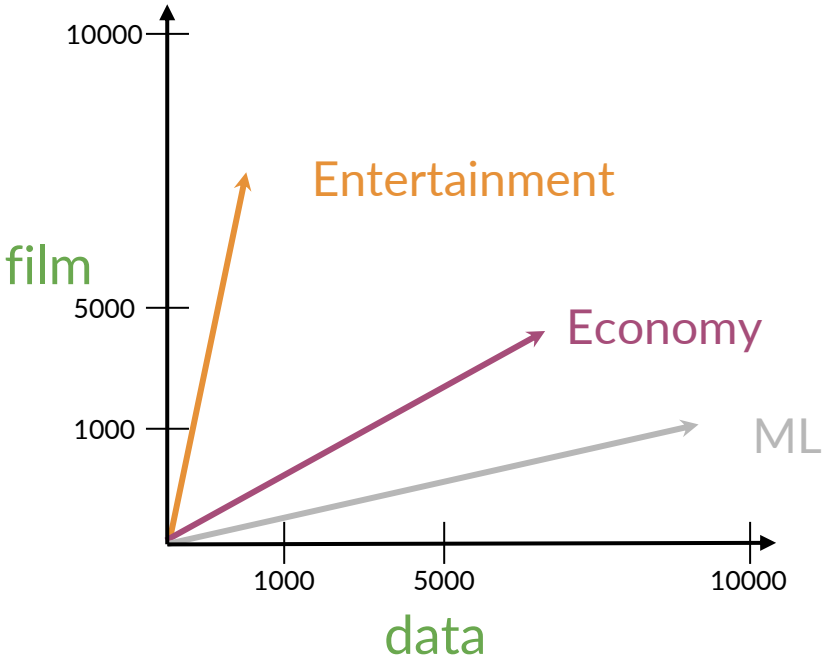
Word by Document Design

Number of times a word *occurs within a certain category*



	Entertainment	Economy	Machine Learning
data	500	6620	9320
film	7000	4000	1000

Vector Space



	Entertainment	Economy	ML
data	500	6620	9320
film	7000	4000	1000

Measures of “similarity:”
Angle
Distance

Summary

- W/W and W/D, *counts* of occurrence

- Vector Spaces ⟶ Similarity between words/documents

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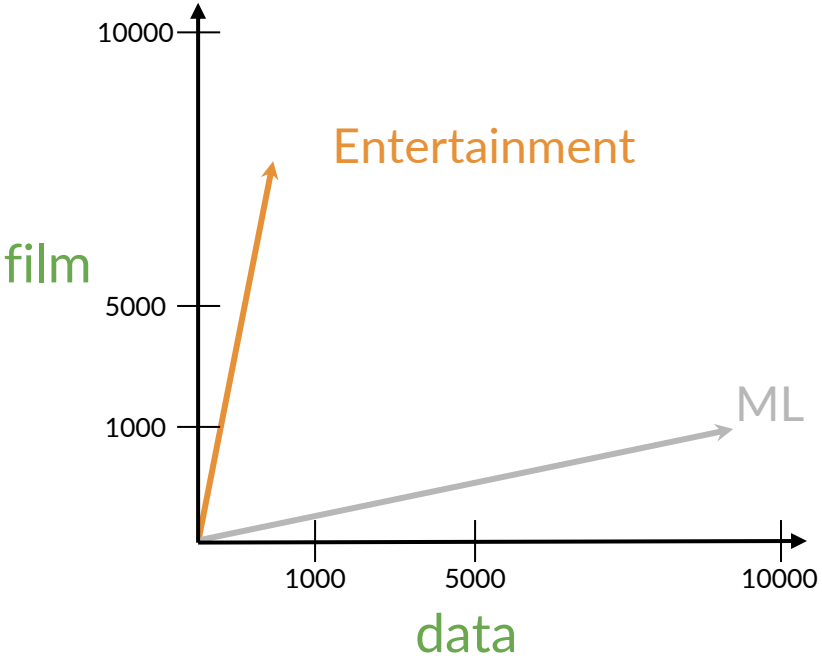
Euclidean Distance

Outline

- Euclidean distance
- N-dimension vector representations comparison

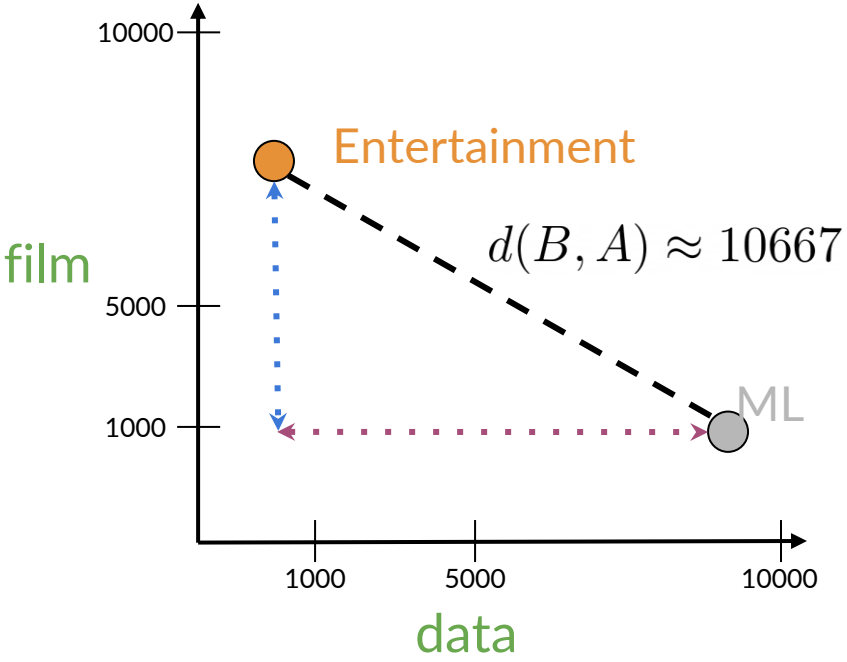
Euclidean distance



Corpus A: (500,7000)

Corpus B: (9320,1000)

Euclidean distance



Corpus A: (500,7000)

Corpus B: (9320,1000)

$$d(B, A) = \sqrt{(B_1 - A_1)^2 + (B_2 - A_2)^2}$$

$$c^2 = a^2 + b^2$$

$$d(B, A) = \sqrt{(-8820)^2 + (6000)^2}$$

Euclidean distance for n-dimensional vectors

	data	$\vec{w}$ boba	$\vec{v}$ ice-cream
AI	6	0	1
drinks	0	4	6
food	0	6	8

$$= \sqrt{(1-0)^2 + (6-4)^2 + (8-6)^2}$$

$$= \sqrt{1+4+4} = \sqrt{9} = 3$$

$$d(\vec{v}, \vec{w}) = \sqrt{\sum_{i=1}^{n} (v_i - w_i)^2}$$

Norm of $(\vec{v} - \vec{w})$

Euclidean distance in Python

```
# Create numpy vectors v and w
v = np.array([1, 6, 8])
w = np.array([0, 4, 6])

# Calculate the Euclidean distance d
d = np.linalg.norm(v-w)
# Print the result
print("The Euclidean distance between v and w is: ", d)
```

```
The Euclidean distance between v and w is: 3
```

Summary

- Straight line between points
- Norm of the difference between vectors

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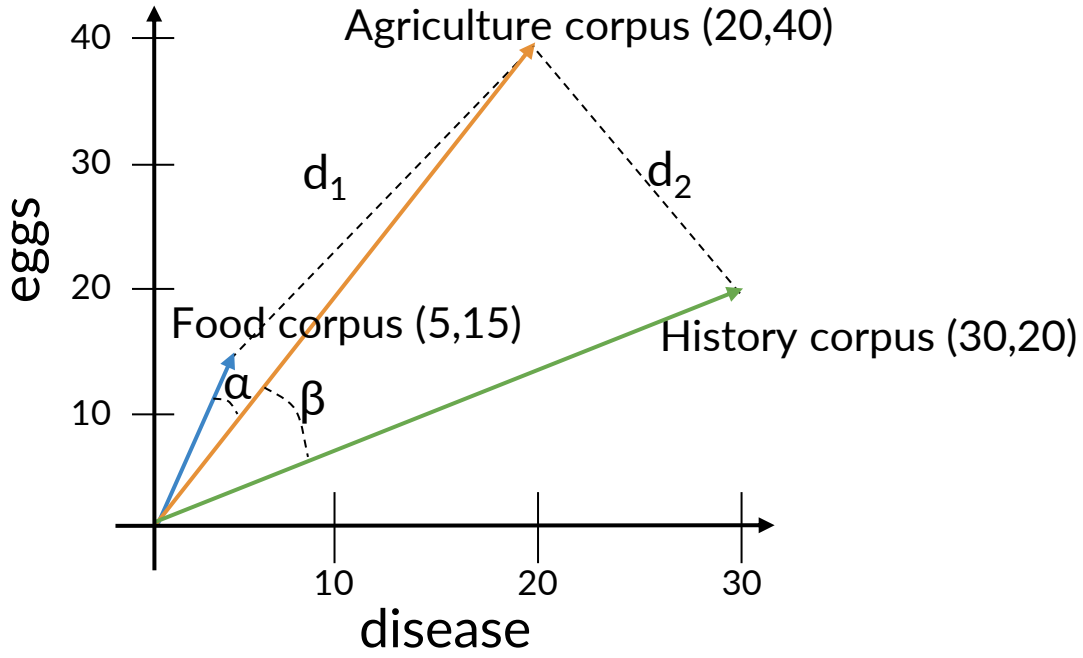
Cosine Similarity: Intuition

Outline

- Problems with Euclidean Distance
- Cosine similarity

Euclidean distance vs Cosine similarity



Euclidean distance: $d_2 < d_1$

Angles comparison: $\beta > \alpha$

The cosine of the angle between the vectors

Summary

- Cosine similarity when corpora are different sizes

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Cosine Similarity

Outline

- How to get the cosine of the angle between two vectors
- Relation of this metric to similarity

Previous definitions

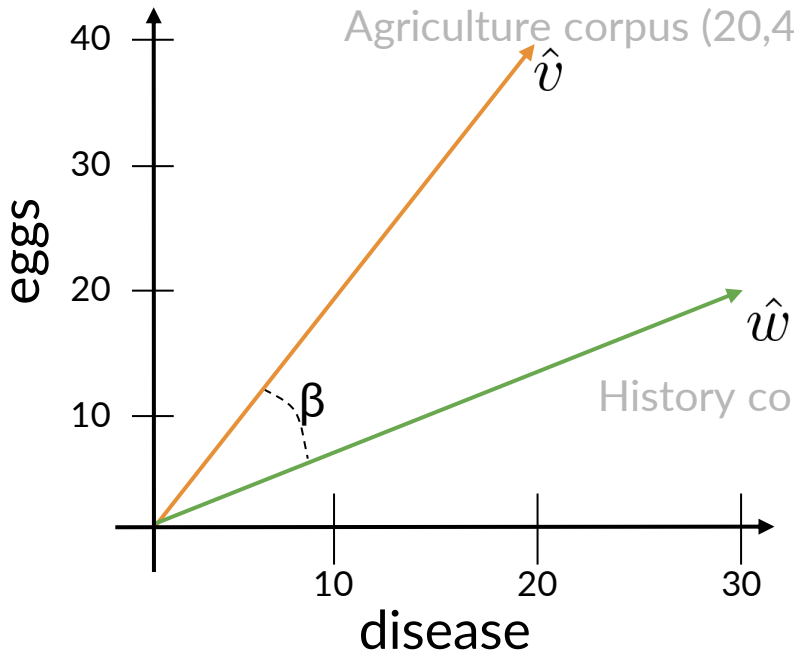
Vector norm

$$\|\vec{v}\| = \sqrt{\sum_{i=1}^{n} v_i^2}$$

Dot product

$$\vec{v}.\vec{w} = \sum_{i=1}^{n} v_i.w_i$$

Cosine Similarity



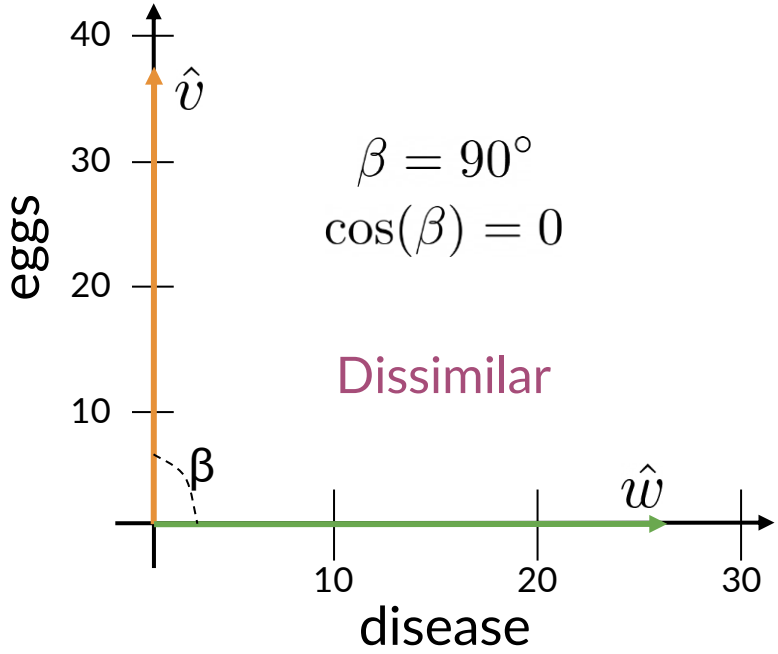
$$\hat{v} \cdot \hat{w} = \|\hat{v}\| \|\hat{w}\| \cos(\beta)$$

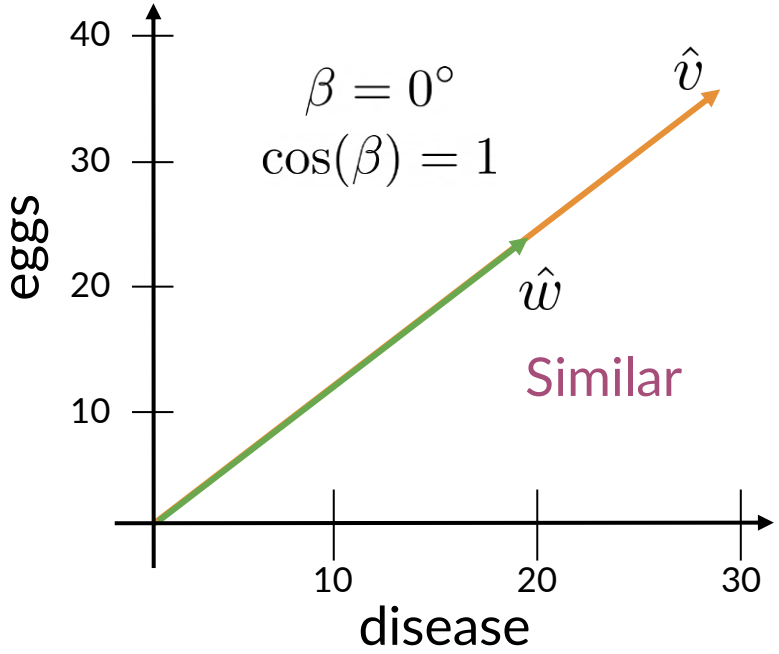
$$\cos(\beta) = \frac{\hat{v} \cdot \hat{w}}{\|\hat{v}\| \|\hat{w}\|}$$

$$= \frac{(20 \times 30) + (40 \times 20)}{\sqrt{20^2 + 40^2} \times \sqrt{30^2 + 20^2}}$$

$$= 0.87$$

Cosine Similarity





Summary

- Cosine $\propto$ Similarity
- Cosine Similarity gives values between 0 and 1

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Manipulating Words in Vector Spaces

Outline

- How to use vector representations

Manipulating word vectors

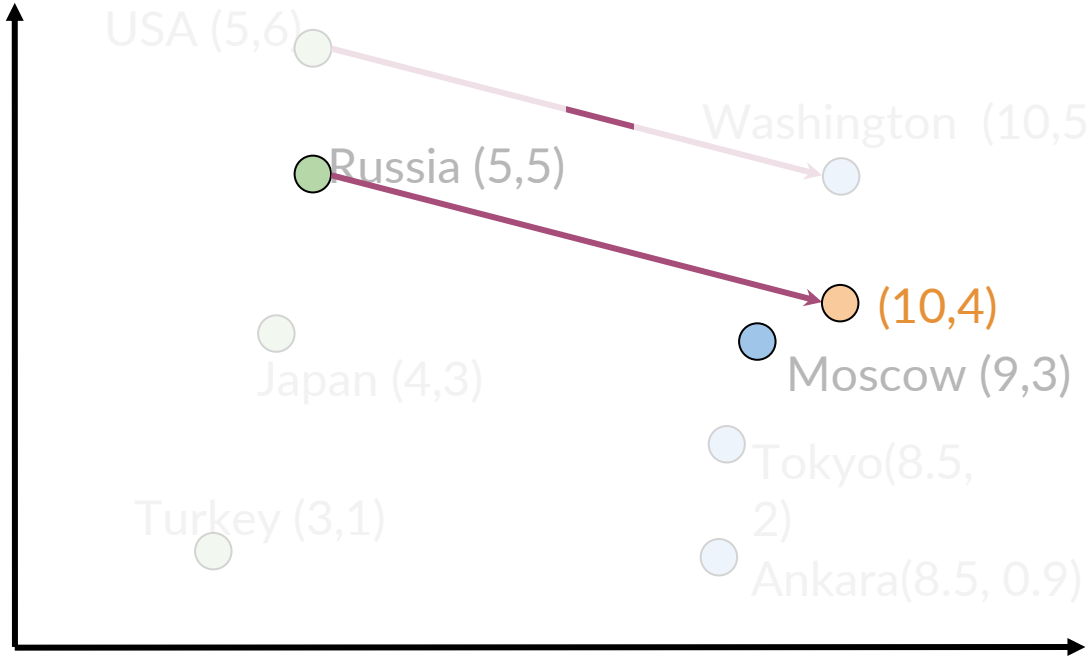
USA

Washington DC

Russia

?

Manipulating word vectors



Washington - USA = $[5 \quad -1]$

Russia + $[5 \quad -1]$ $[10 \quad 4]$

Moscow

[Mikolov et al, 2013, Distributed Representations of Words and Phrases and their Compositionality]

Summary

- Use known relationships to make predictions

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Visualization and PCA

Outline

- Some motivation for visualization
- Principal Component Analysis

Visualization of word vectors

$d > 2$

oil	0.20	...	0.10
gas	2.10	...	3.40
city	9.30	...	52.1
town	6.20	...	34.3

How can you visualize if your representation captures these relationships?

oil & gas

town & city

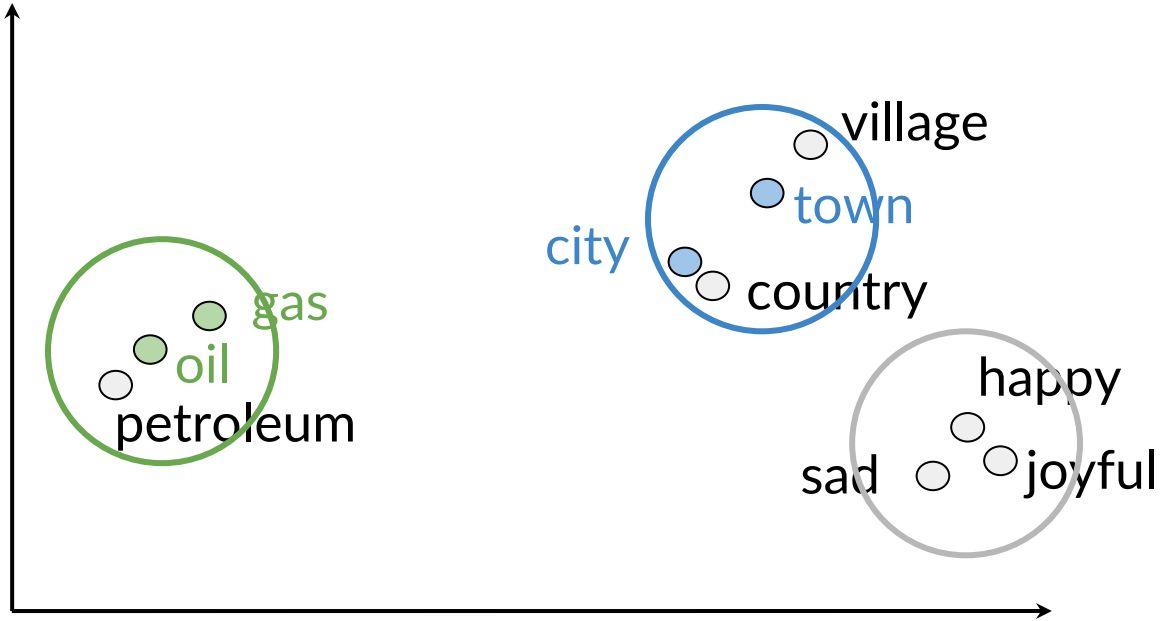
Visualization of word vectors

	$d > 2$		
oil	0.20	...	0.10
gas	2.10	...	3.40
city	9.30	...	52.1
town	6.20	...	34.3

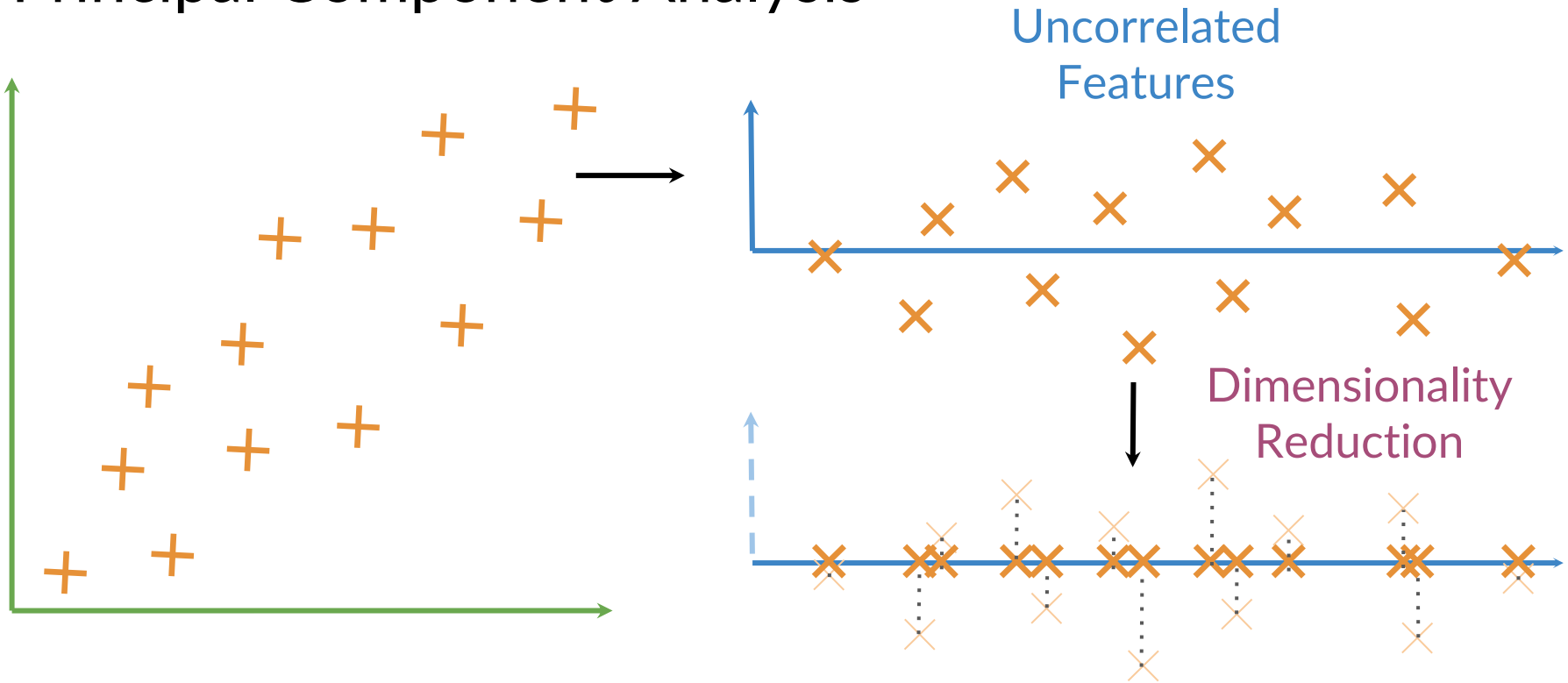
PCA →

	$d = 2$	
oil	2.30	21.2
gas	1.56	19.3
city	13.4	34.1
town	15.6	29.8

Visualization of word vectors



Principal Component Analysis



Summary

- Original Space → Uncorrelated features → Dimension reduction
- Visualization to see words relationships in the vector space

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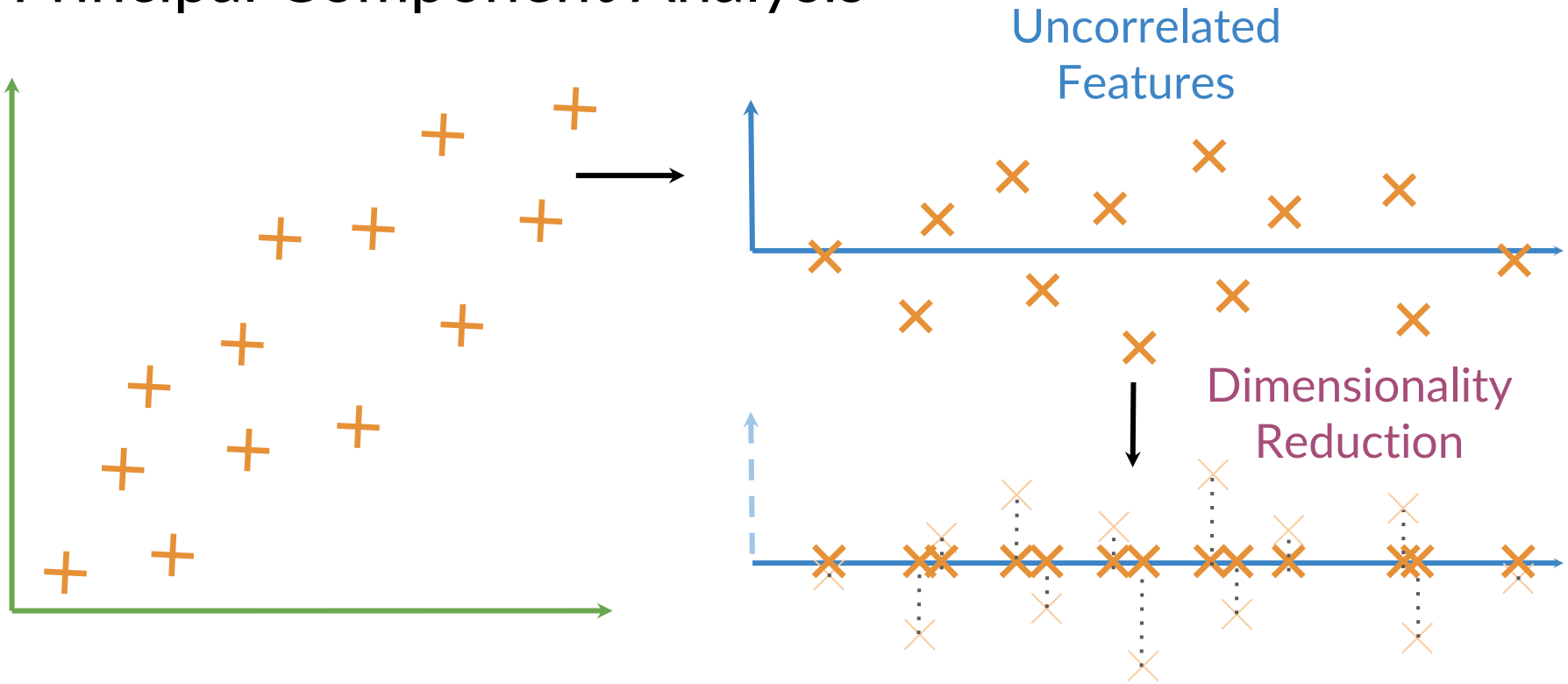
PCA Algorithm

Outline

- How to get uncorrelated features
- How to reduce dimensions while retaining as much information as possible

Principal Component Analysis

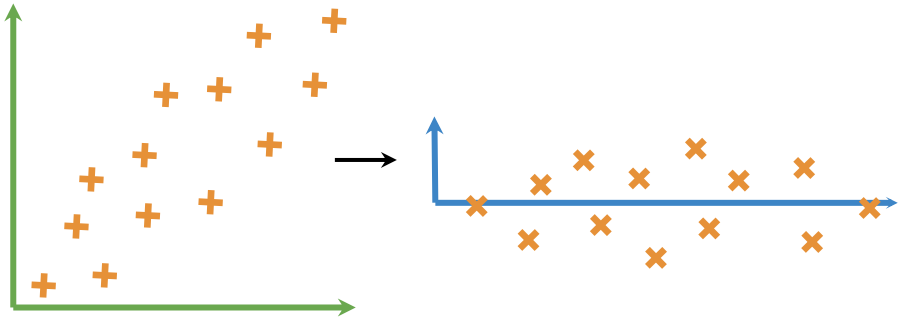


PCA algorithm

Eigenvector: Uncorrelated features for your data

Eigenvalue: the amount of information retained by each feature

PCA algorithm



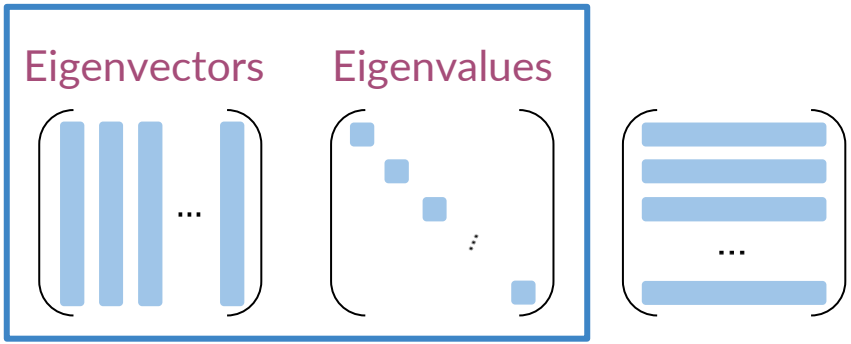
Mean Normalize Data $x_i = \frac{x_i - \mu_{x_i}}{\sigma_{x_i}}$

↓

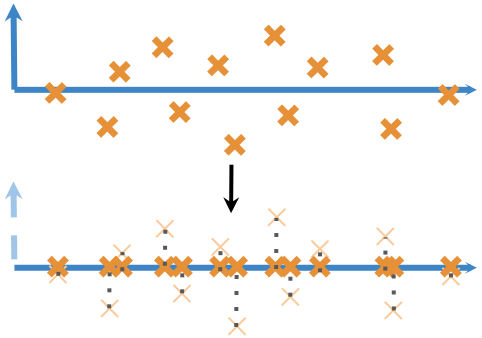
Get Covariance Matrix Σ

↓

Perform SVD $\mathrm{SVD}(\Sigma)$



PCA algorithm



Eigenvectors Eigenvalues

$$U \quad S$$

Dot Product to Project Data $X' = XU[:, 0:2]$

Percentage of Retained Variance $\frac{\sum_{i=0}^{1} S_{ii}}{\sum_{j=0}^{d} S_{jj}}$

Summary

- Eigenvectors give the direction of uncorrelated features
- Eigenvalues are the variance of the new features
- Dot product gives the projection on uncorrelated features