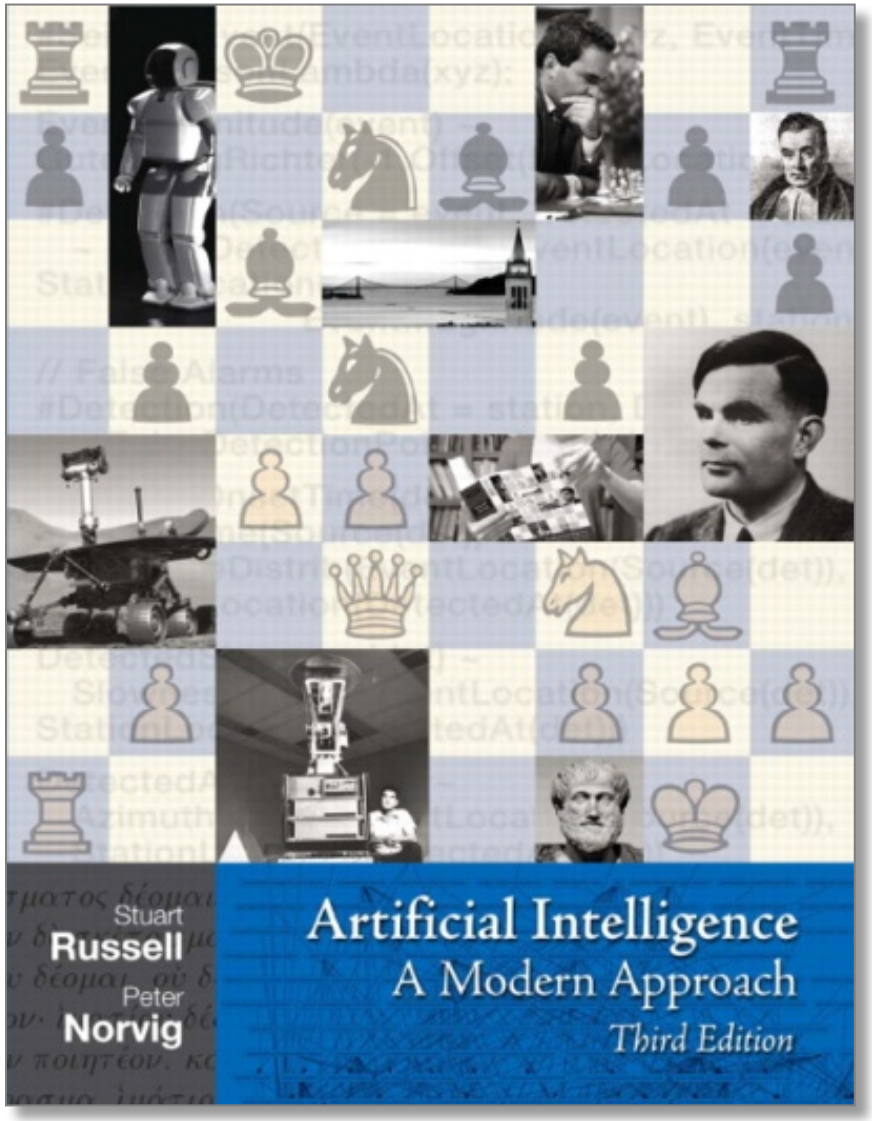
Announcements

- Midterm 2 is in-class on Thursday Oct 31.
- The makeup date on Friday Nov 1 from 9:30-11am in 3401 Walnut room 401B.
- The answers to the practice midterm will be released later this afternoon.
- From today's lecture, Bayes' Nets will be on the exam, but Naive Bayes won't be on it.

- HW 6 on reinforcement learning is due on Nov 5
- EC 3 on adversarial learning is due Nov 7

Bayes' Nets - Wrapup

Read AIMA
Chapter 14 "Probabilistic Reasoning"
(Sections 14.1, 14.2 and 14.4)



Slides courtesy of Dan Klein and Pieter Abbeel --- University of California, Berkeley

Review: Conditional Independence

- X and Y are independent if

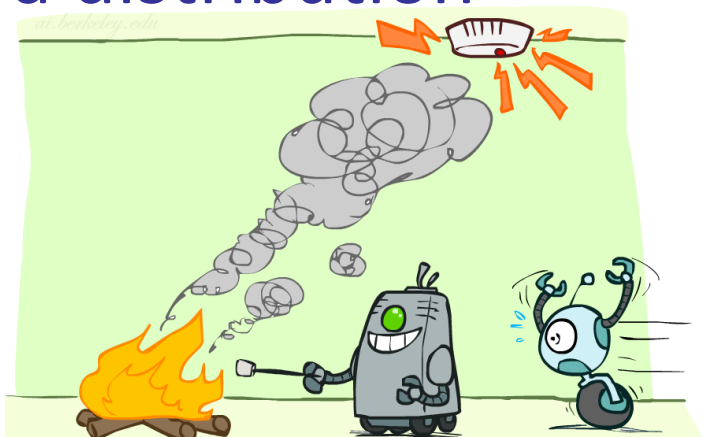
$$\forall x, y \;\; P(x, y) = P(x)P(y) \;\; \dashrightarrow \;\; X \perp\!\!\!\perp Y$$

- X and Y are conditionally independent given Z

$$\forall x, y, z \;\; P(x, y|z) = P(x|z)P(y|z) \;\; \dashrightarrow \;\; X \perp\!\!\!\perp Y|Z$$

- (Conditional) independence is a property of a distribution

- Example: $Alarm \perp\!\!\!\perp Fire|Smoke$



Review: Conditional Independence

- Unconditional (absolute) independence very rare, and it doesn't help us make inferences about other variables.
- *Conditional independence* is our most basic and robust form of knowledge about uncertain environments.
- X is conditionally independent of Y given Z $X \perp\!\!\!\perp Y | Z$

  if and only if:

  $$\forall x, y, z : P(x, y|z) = P(x|z)P(y|z)$$

  or, equivalently, if and only if

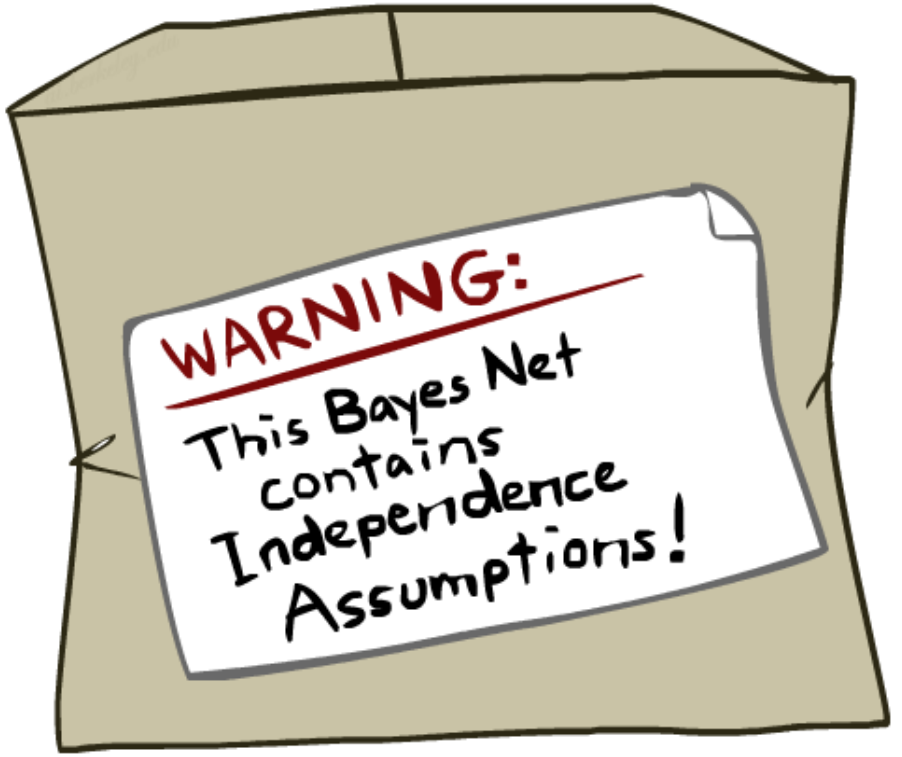
  $$\forall x, y, z : P(x|z, y) = P(x|z)$$

Review: Bayes Nets Assumptions

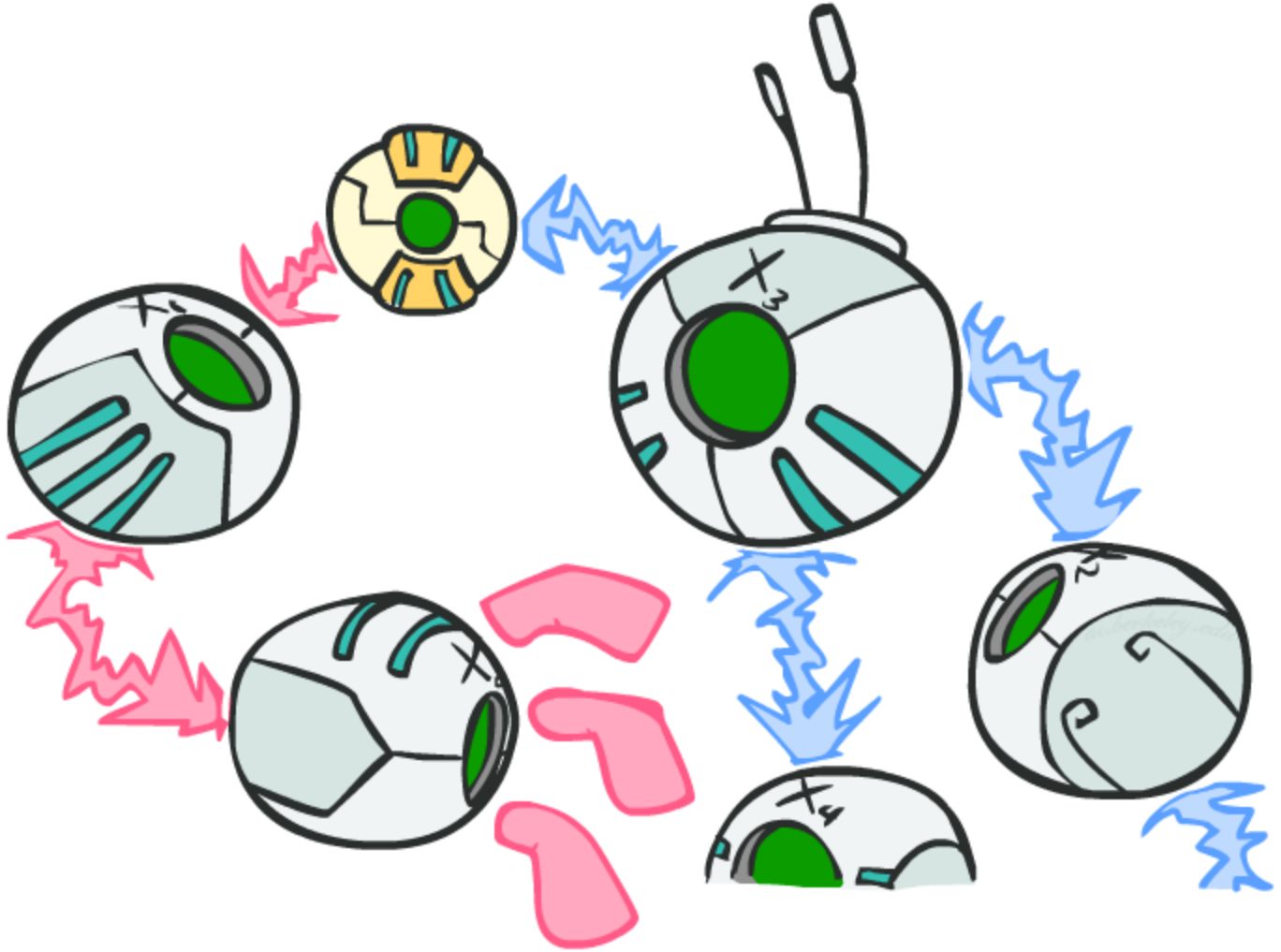
- Assumptions we are required to make to define the Bayes net when given the graph:

$$P(x_i|x_1 \cdots x_{i-1}) = P(x_i|parents(X_i))$$

- Beyond the "chain rule → Bayes net" conditional independence assumptions
  - There are often additional conditional independences
  - They can be read off the graph
- Important for modeling: understand assumptions made when choosing a Bayes net graph



D-separation: Outline



D-separation: Outline

- Study independence properties for triples
- Analyze complex cases in terms of member triples
- D-separation: a condition / algorithm for answering such queries

Review: Causal Chains

- This configuration is a "causal chain"

X: Low pressure Y: Rain Z: Traffic

$$P(x, y, z) = P(x)P(y|x)P(z|y)$$

- Guaranteed X independent of Z ? *No!*
  - One example set of CPTs for which X is not independent of Z is sufficient to show this independence is not guaranteed.
  - Example:
    - Low pressure causes rain causes traffic, high pressure causes no rain causes no traffic
    - In numbers:

      P(+y | +x) = 1, P(-y | - x) = 1,
      P(+z | +y) = 1, P(-z | -y) = 1

Review: Causal Chains

- This configuration is a "causal chain"

X: Low pressure Y: Rain Z: Traffic

$$P(x, y, z) = P(x)P(y|x)P(z|y)$$

- Guaranteed X independent of Z given Y?

$$P(z|x, y) = \frac{P(x, y, z)}{P(x, y)}$$

$$= \frac{P(x)P(y|x)P(z|y)}{P(x)P(y|x)}$$

$$= P(z|y)$$

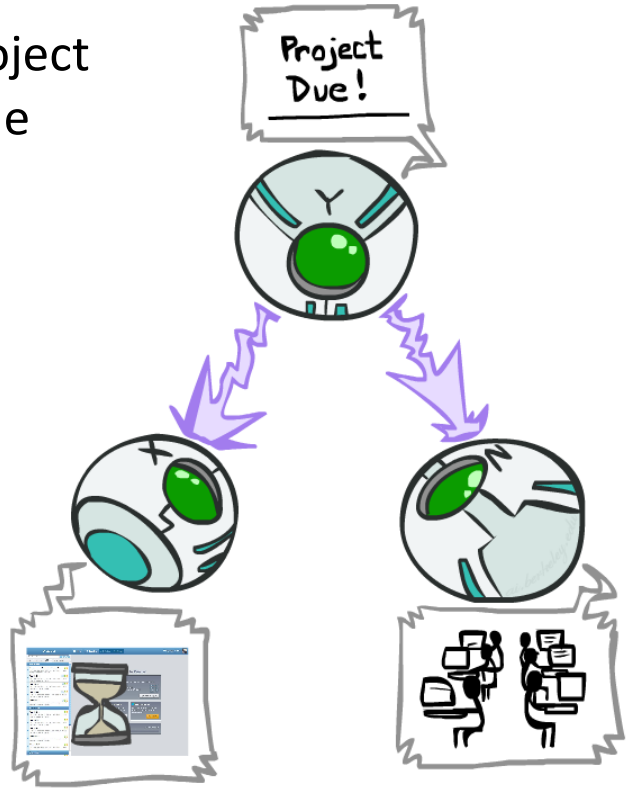
Yes!

- Evidence along the chain "blocks" the influence

Review: Common Cause

- This configuration is a "common cause"

Y: Project due



X: Forums busy

Z: Office hours full

$$P(x, y, z) = P(y)P(x|y)P(z|y)$$

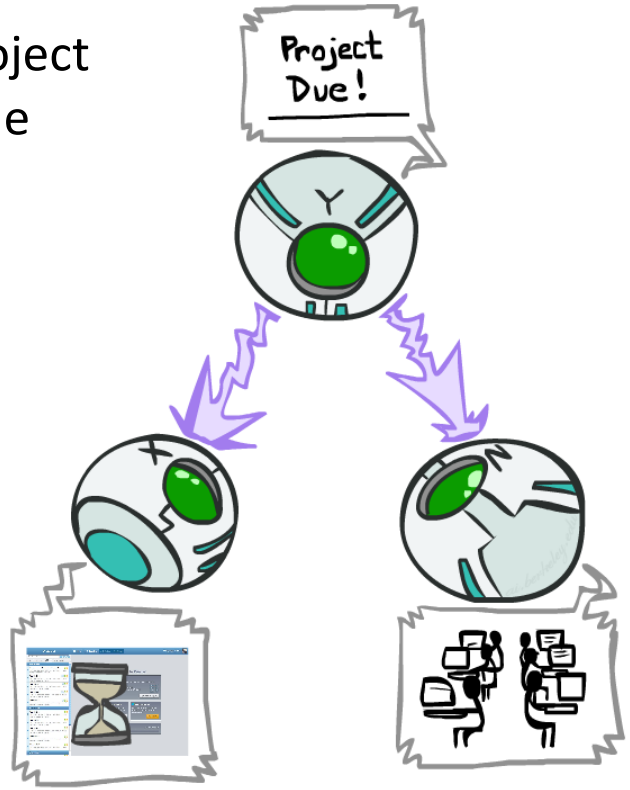
- Guaranteed X independent of Z ? *No!*
  - One example set of CPTs for which X is not independent of Z is sufficient to show this independence is not guaranteed.
  - Example:
    - Project due causes both forums busy and office hours to be full
    - In numbers:

      P(+x | +y) = 1, P(-x | -y) = 1,
      P(+z | +y) = 1, P(-z | -y) = 1

Review: Common Cause

- This configuration is a "common cause"

Y: Project due



X: Forums busy

Z: Office hours full

$$P(x, y, z) = P(y)P(x|y)P(z|y)$$

- Guaranteed X and Z independent given Y?

$$P(z|x, y) = \frac{P(x, y, z)}{P(x, y)}$$

$$= \frac{P(y)P(x|y)P(z|y)}{P(y)P(x|y)}$$

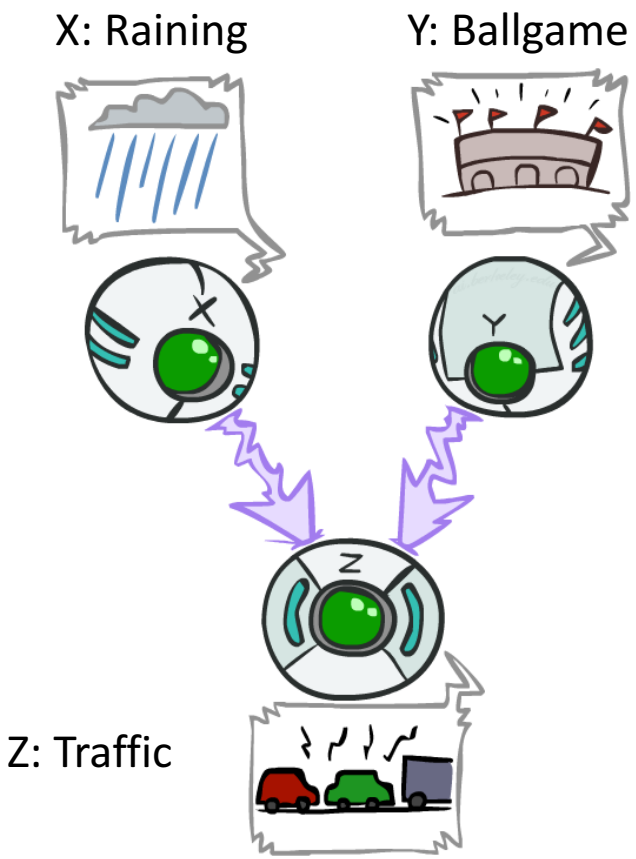
$$= P(z|y)$$

Yes!

- Observing the cause blocks influence between effects.

Review: Common Effect

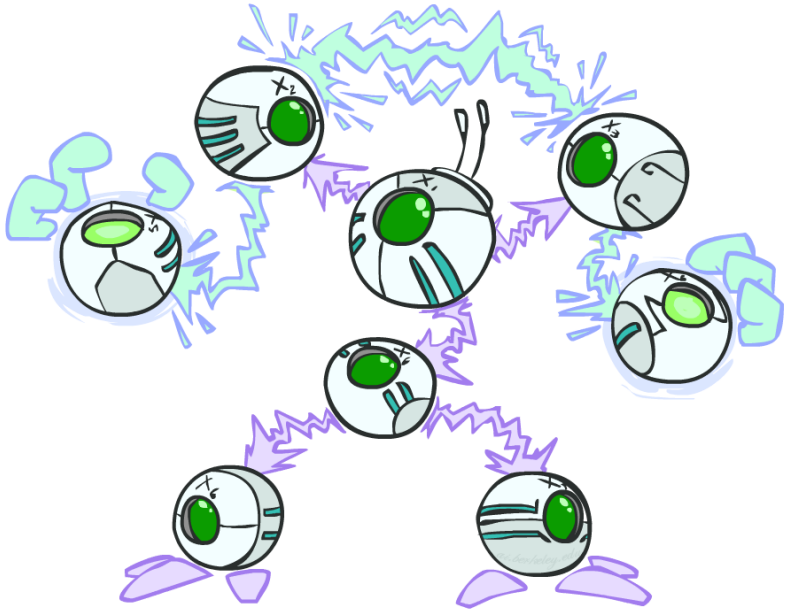
- Last configuration: two causes of one effect (v-structures)



- Are X and Y independent?
  - *Yes*: the ballgame and the rain cause traffic, but they are not correlated
  - Still need to prove they must be (try it!)
- Are X and Y independent given Z?
  - *No*: seeing traffic puts the rain and the ballgame in competition as explanation.
- This is backwards from the other cases
  - Observing an effect activates influence between possible causes.

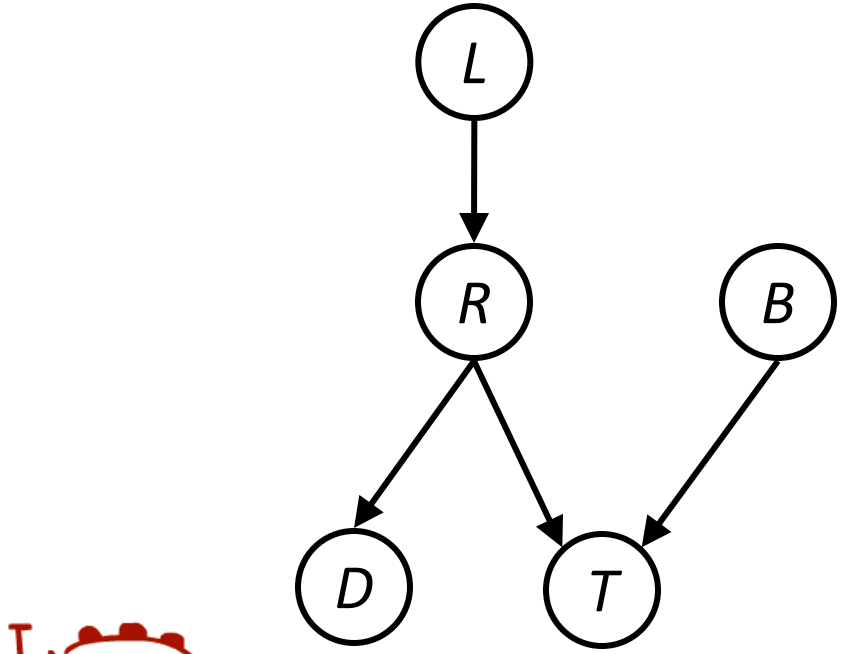
Are two variables in a BN independent?

- General question: in a given BN, are two variables independent (given some evidence)?
- Solution: analyze the graph
- Any complex example can be broken into repetitions of the three canonical cases



Reachability

- Recipe: shade evidence nodes, look for paths in the resulting graph
- Attempt 1: if two nodes are connected by an undirected path not blocked by a shaded node, they are conditionally independent
- Almost works, but not quite
  - Where does it break?
  - Answer: the v-structure at T doesn't count as a link in a path unless "active"

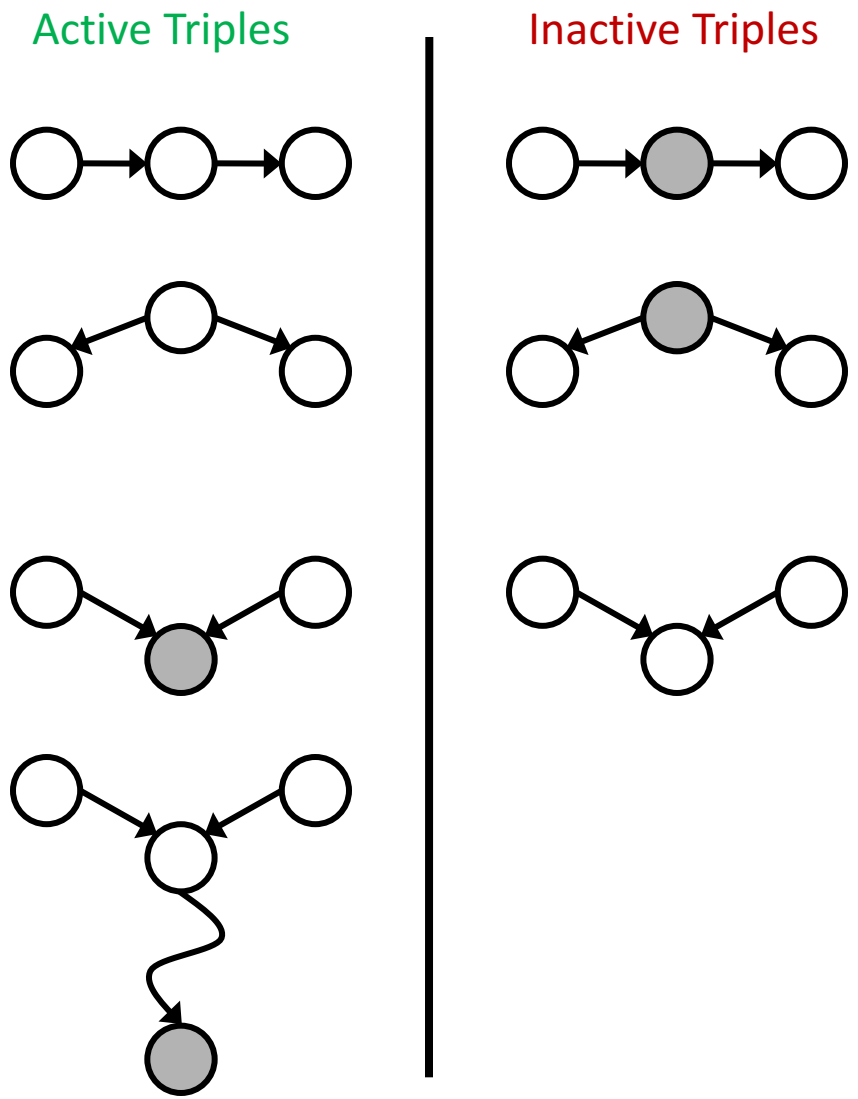


Active / Inactive Paths

- Question: Are X and Y conditionally independent given evidence variables {Z}?
  - Yes, if X and Y "d-separated" by Z
  - Consider all (undirected) paths from X to Y
  - No active paths = independence!

- A path is active if each triple is active:
  - Causal chain $A \rightarrow B \rightarrow C$ where B is unobserved (either direction)
  - Common cause $A \leftarrow B \rightarrow C$ where B is unobserved
  - Common effect (aka v-structure)
    $A \rightarrow B \leftarrow C$ where B *or one of its descendants* is observed

- All it takes to block a path is a single inactive segment



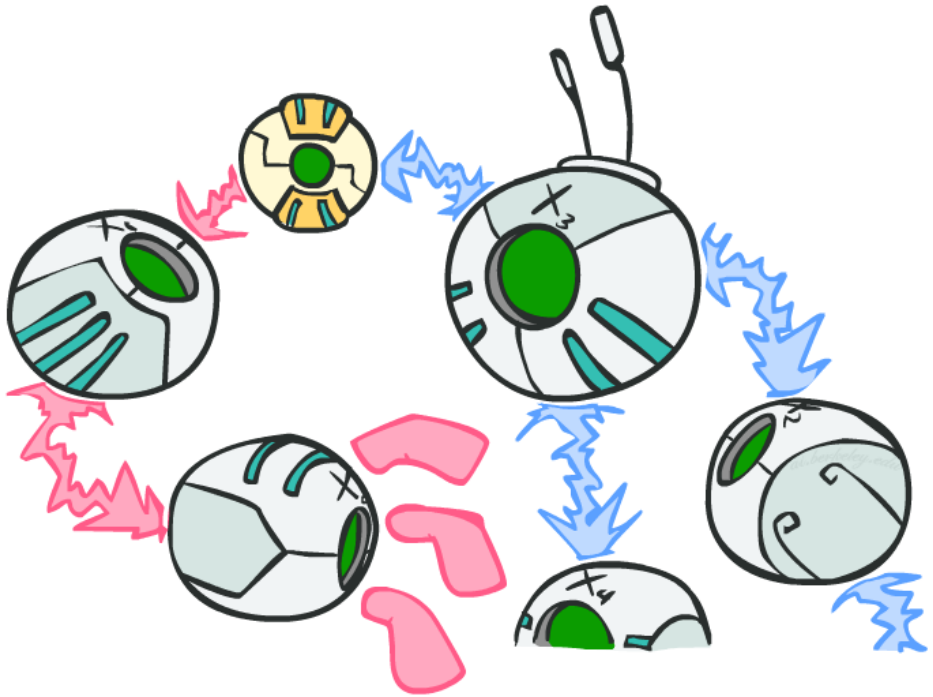
D-Separation

- Query: $X_i \perp\!\!\!\perp X_j | \{X_{k_1}, ..., X_{k_n}\}$?
- Check all (undirected!) paths between X_i and X_j
  - If one or more active, then independence not guaranteed

$$X_i \not\perp\!\!\!\perp X_j | \{X_{k_1}, ..., X_{k_n}\}$$

  - Otherwise (i.e. if all paths are inactive), then independence is guaranteed

$$X_i \perp\!\!\!\perp X_j | \{X_{k_1}, ..., X_{k_n}\}$$

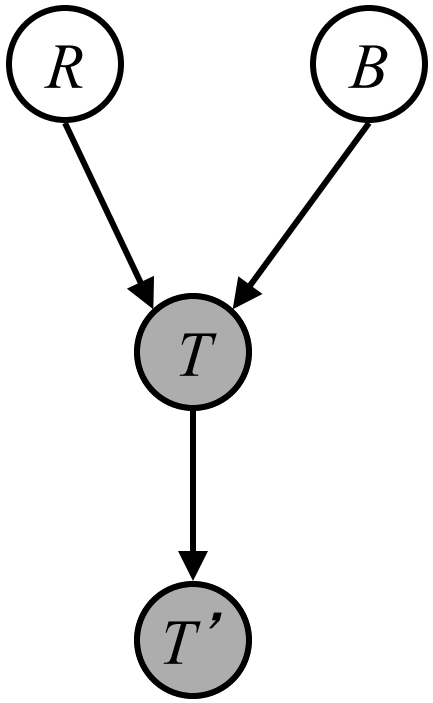


Example

$R \perp\!\!\!\perp B$ *Yes*

$R \perp\!\!\!\perp B | T$

$R \perp\!\!\!\perp B | T'$



Example

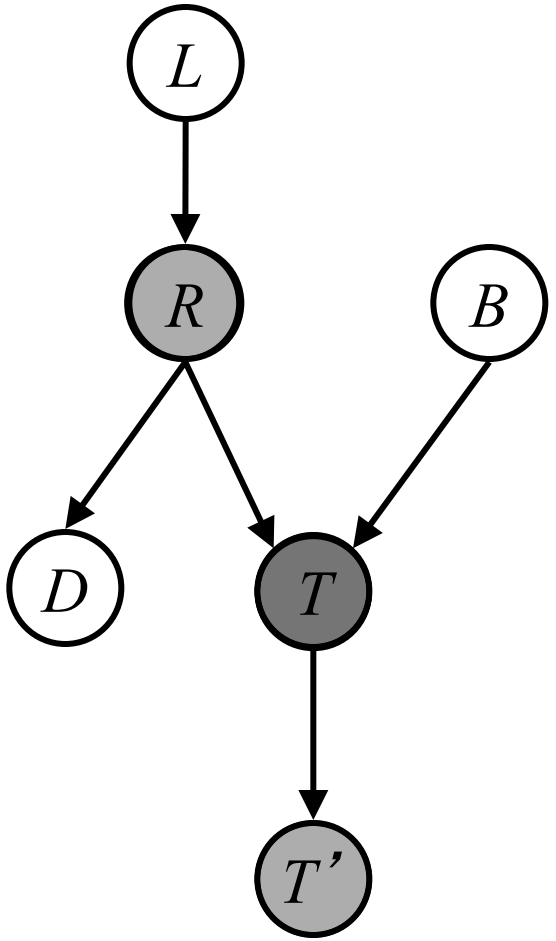
$L \perp\!\!\!\perp T' | T$ *Yes*

$L \perp\!\!\!\perp B$ *Yes*

$L \perp\!\!\!\perp B | T$

$L \perp\!\!\!\perp B | T'$

$L \perp\!\!\!\perp B | T, R$ *Yes*



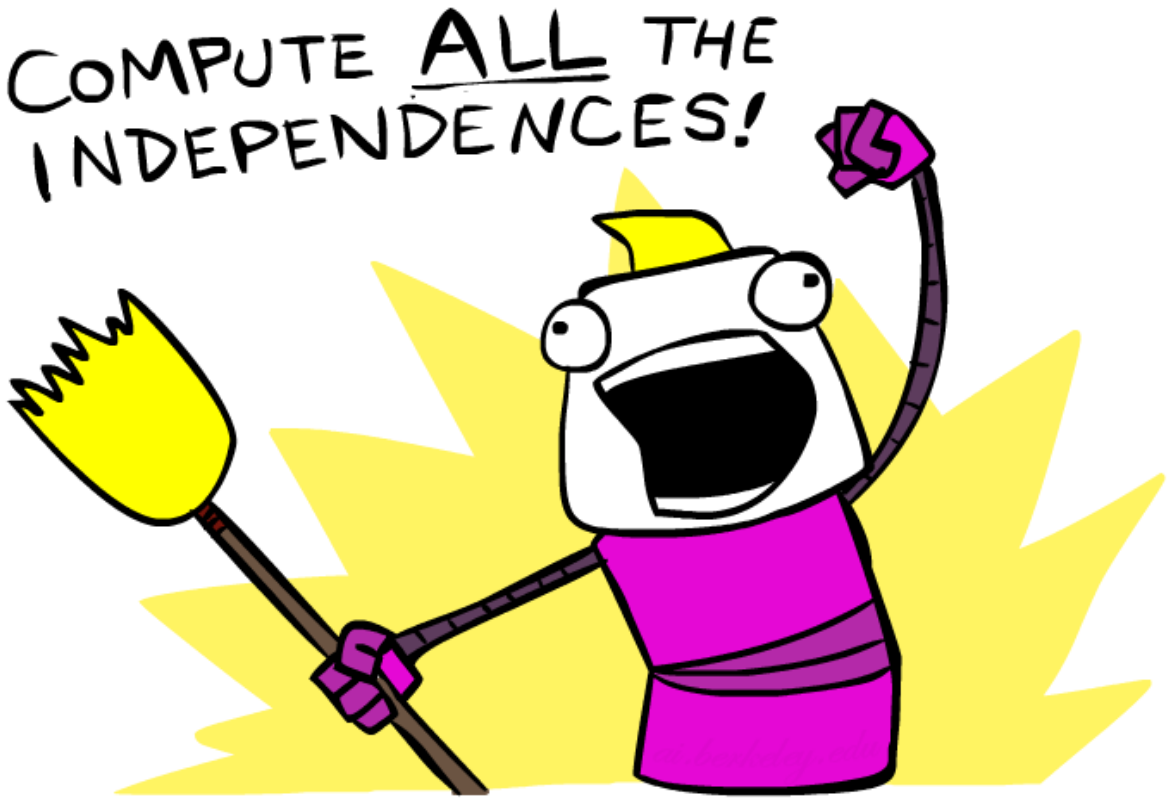
Structure Implications

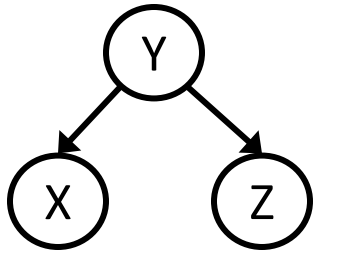
- Given a Bayes net structure, can run d-separation algorithm to build a complete list of conditional independences that are necessarily true of the form

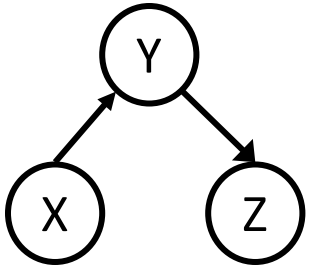
$$X_i \perp\!\!\!\perp X_j | \{X_{k_1}, ..., X_{k_n}\}$$

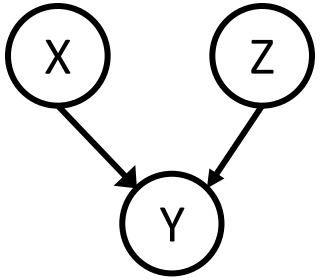
- This list determines the set of probability distributions that can be represented

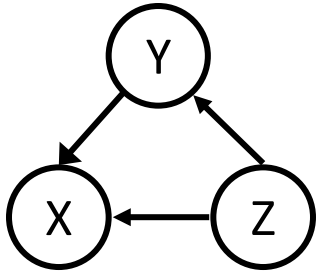
Computing All Independences











Inference

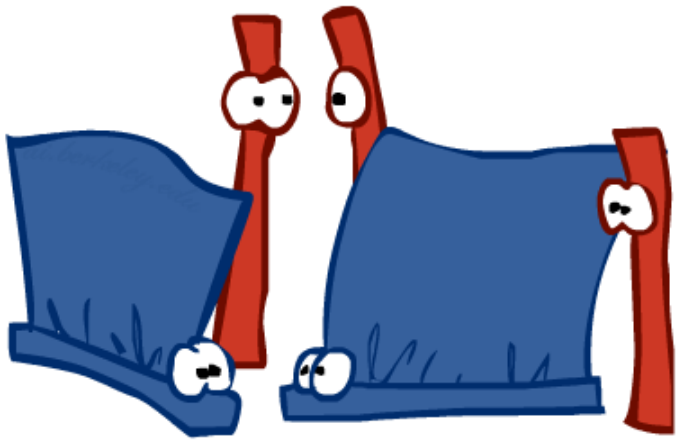
- Inference: calculating some useful quantity from a joint probability distribution

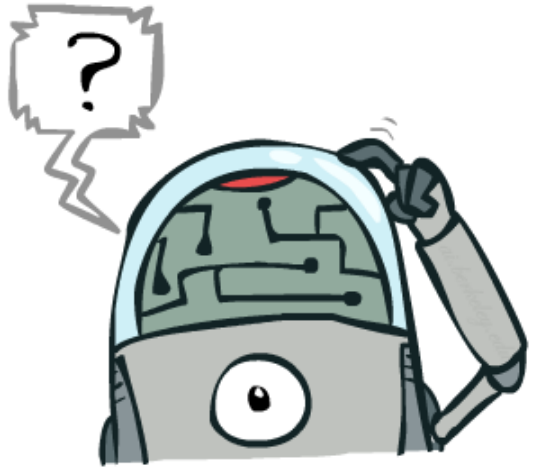
- Examples:
  - Posterior probability

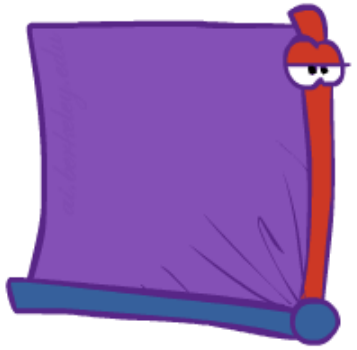
    $$P(Q|E_1 = e_1, \ldots E_k = e_k)$$

  - Most likely explanation:

    $$\text{argmax}_q \; P(Q = q|E_1 = e_1 \ldots)$$







Inference by Enumeration

- General case:
  - Evidence variables: $E_1 \dots E_k = e_1 \dots e_k$
  - Query* variable: Q
  - Hidden variables: $H_1 \dots H_r$

  $\left.\begin{matrix} \\ \\ \\ \end{matrix}\right\} X_1, X_2, \dots X_n$

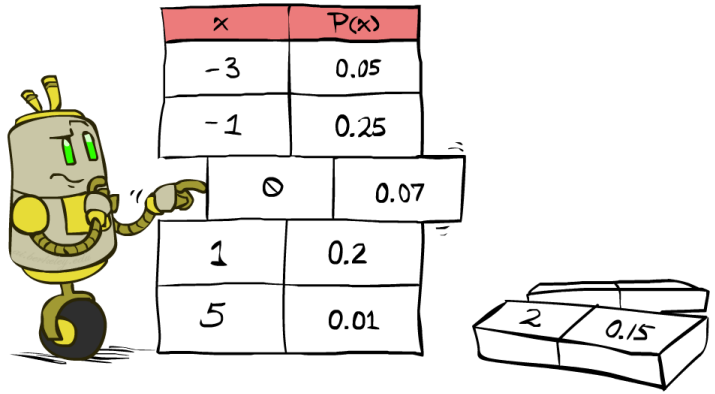
  All variables

- We want:

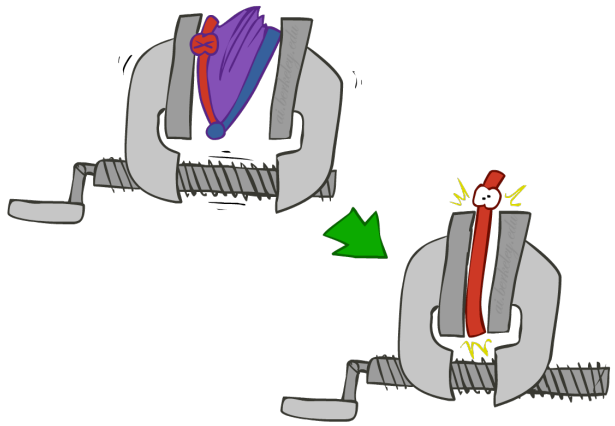
  $$P(Q|e_1 \dots e_k)$$

  ** Works fine with multiple query variables, too*

- Step 1: Select the entries consistent with the evidence



- Step 2: Sum out H to get joint of Query and evidence



$$P(Q, e_1 \dots e_k) = \sum_{h_1 \dots h_r} P(\underbrace{Q, h_1 \dots h_r, e_1 \dots e_k}_{X_1, X_2, \dots X_n})$$

- Step 3: Normalize

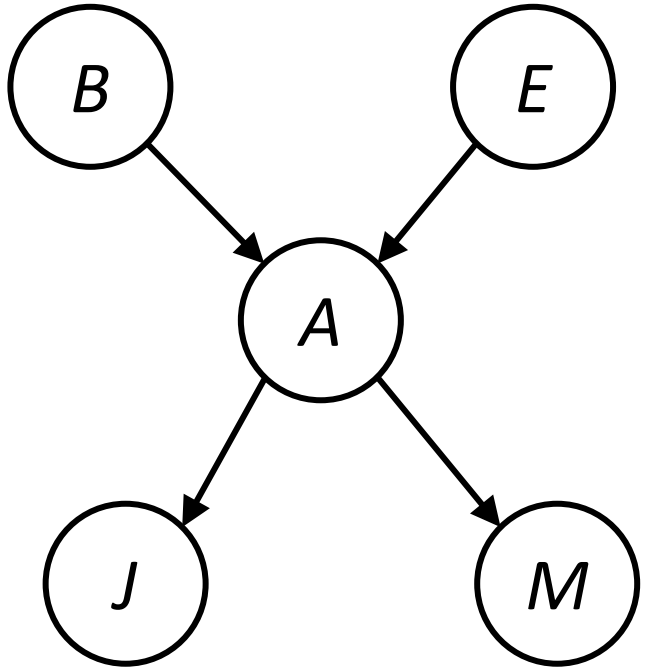
$$\times \frac{1}{Z}$$

$$Z = \sum_q P(Q, e_1 \cdots e_k)$$

$$P(Q|e_1 \cdots e_k) = \frac{1}{Z} P(Q, e_1 \cdots e_k)$$

Inference by Enumeration in Bayes' Net

- Given unlimited time, inference in BNs is easy
- Reminder of inference by enumeration by example:



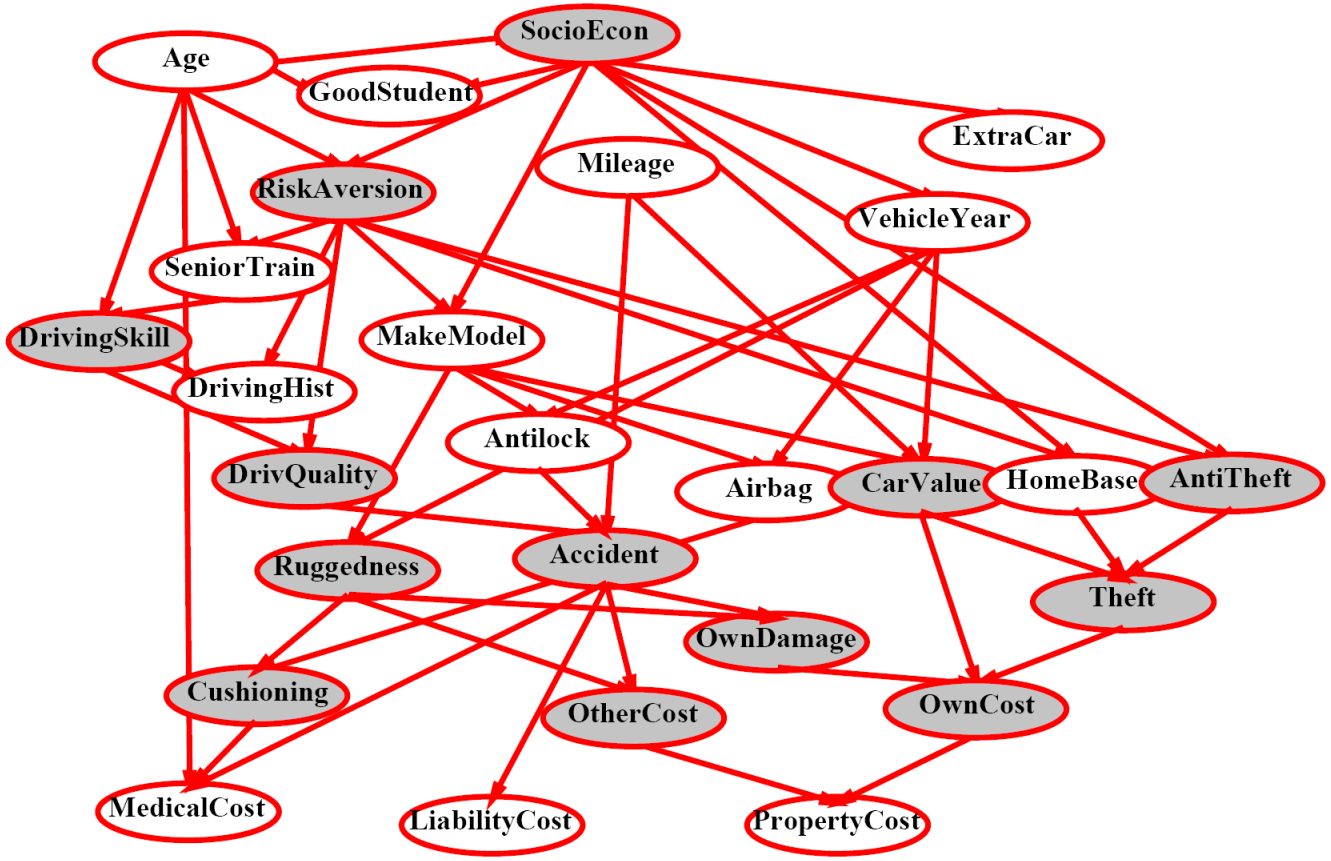
$$P(B \mid +j, +m) \propto_B P(B, +j, +m)$$

$$= \sum_{e,a} P(B, e, a, +j, +m)$$

$$= \sum_{e,a} P(B)P(e)P(a|B,e)P(+j|a)P(+m|a)$$

$$= P(B)P(+e)P(+a|B,+e)P(+j|+a)P(+m|+a) + P(B)P(+e)P(-a|B,+e)P(+j|-a)P(+m|-a)$$
$$P(B)P(-e)P(+a|B,-e)P(+j|+a)P(+m|+a) + P(B)P(-e)P(-a|B,-e)P(+j|-a)P(+m|-a)$$

Inference by Enumeration?



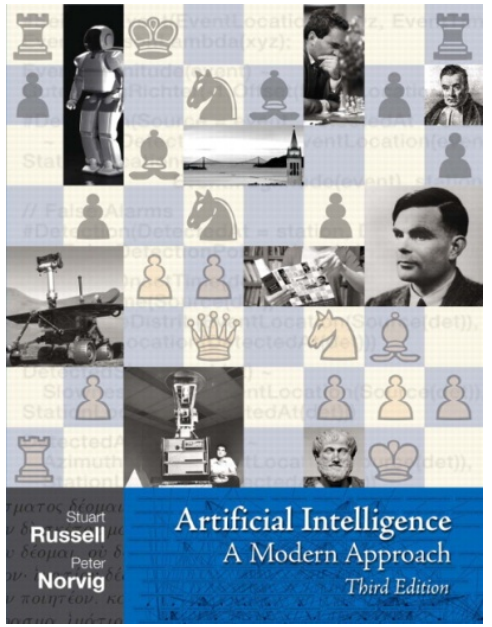
$$P(Antilock|observed\ variables) = ?$$

Inference by Enumeration vs. Variable Elimination

- Why is inference by enumeration so slow?
  - You join up the whole joint distribution before you sum out the hidden variables

- Advanced technique: Variable Elimination
  - Interleave joining and marginalizing
  - Still NP-hard, but usually much faster than inference by enumeration
  - See the textbook for a description.

Naïve Bayes



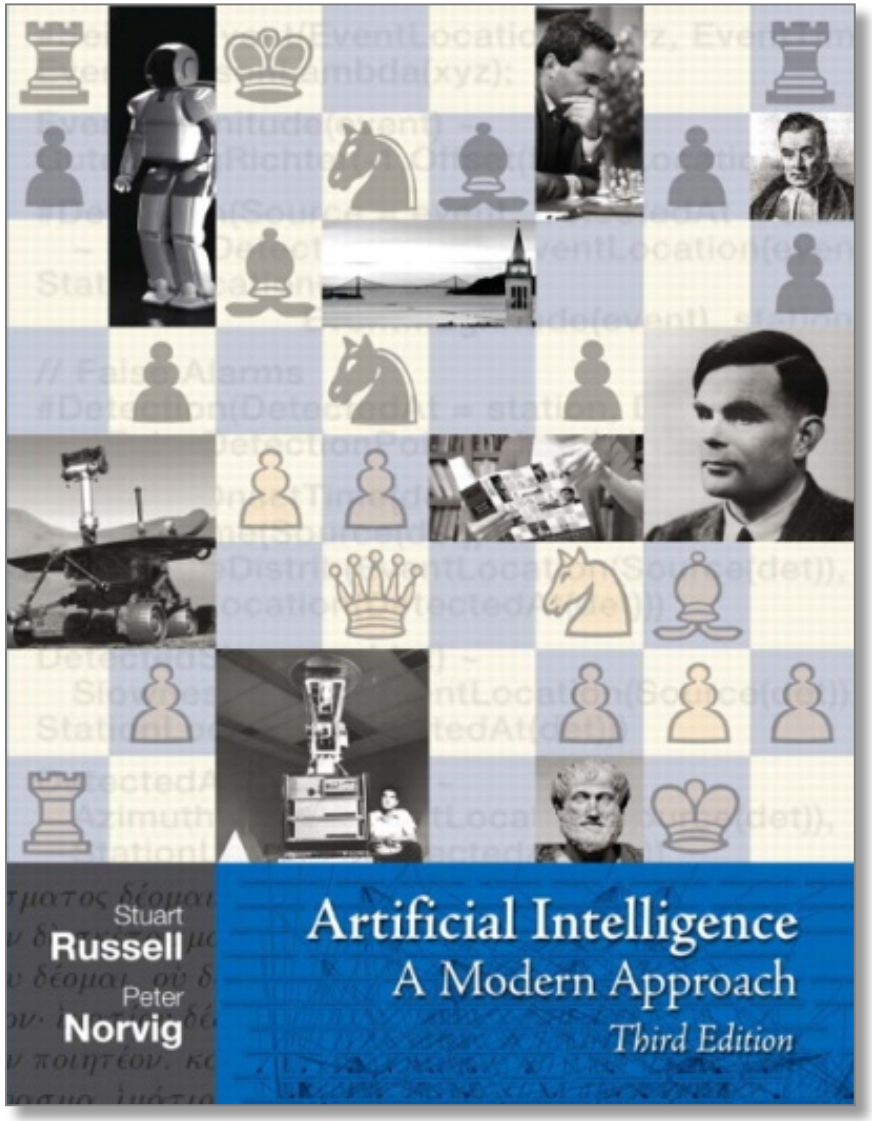
Read AIMA 20.1-20.1

Slides courtesy of Dan Klein and Pieter Abbeel --- University of California, Berkeley

[These slides were created by Dan Klein and Pieter Abbeel for CS188 Intro to AI at UC Berkeley. All CS188 materials are available at http://ai.berkeley.edu.]

Naïve Bayes

Read AIMA
Section 20.1

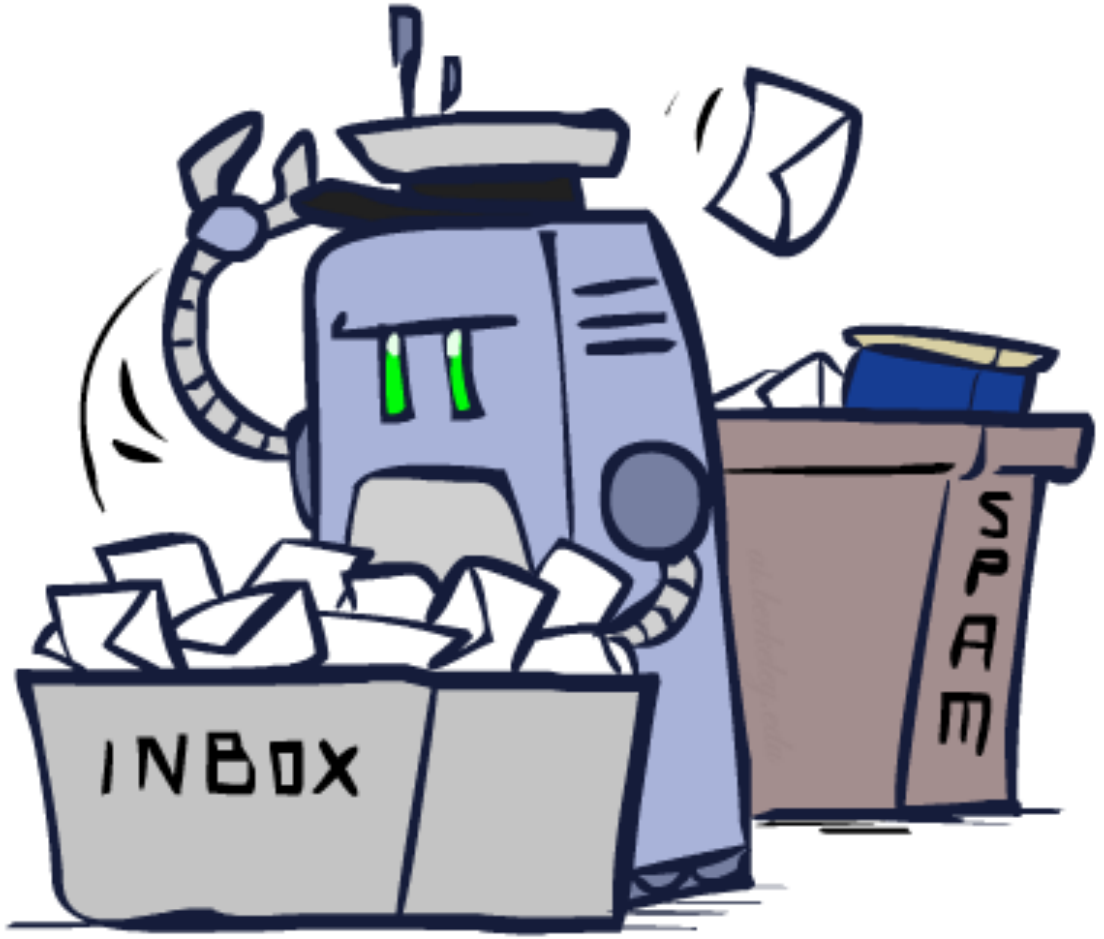


Slides courtesy of Dan Klein and Pieter Abbeel --- University of California, Berkeley

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.

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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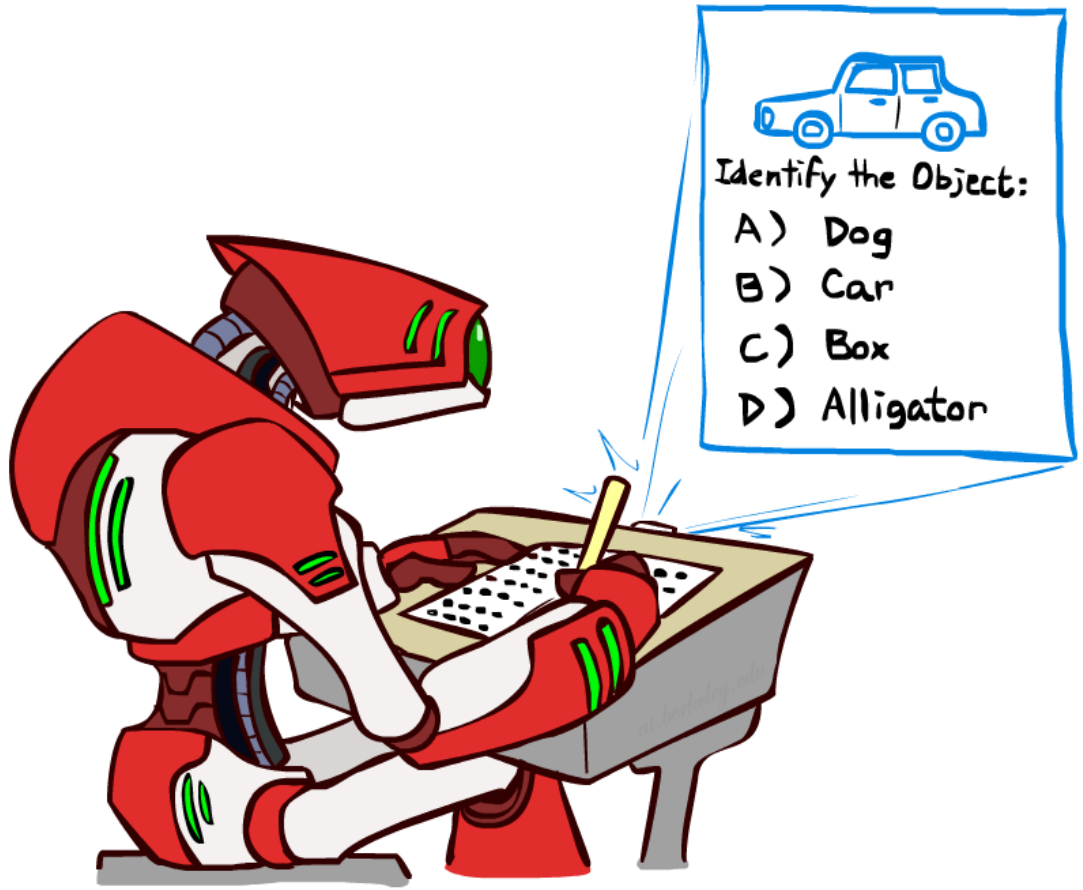
Other Classification Tasks

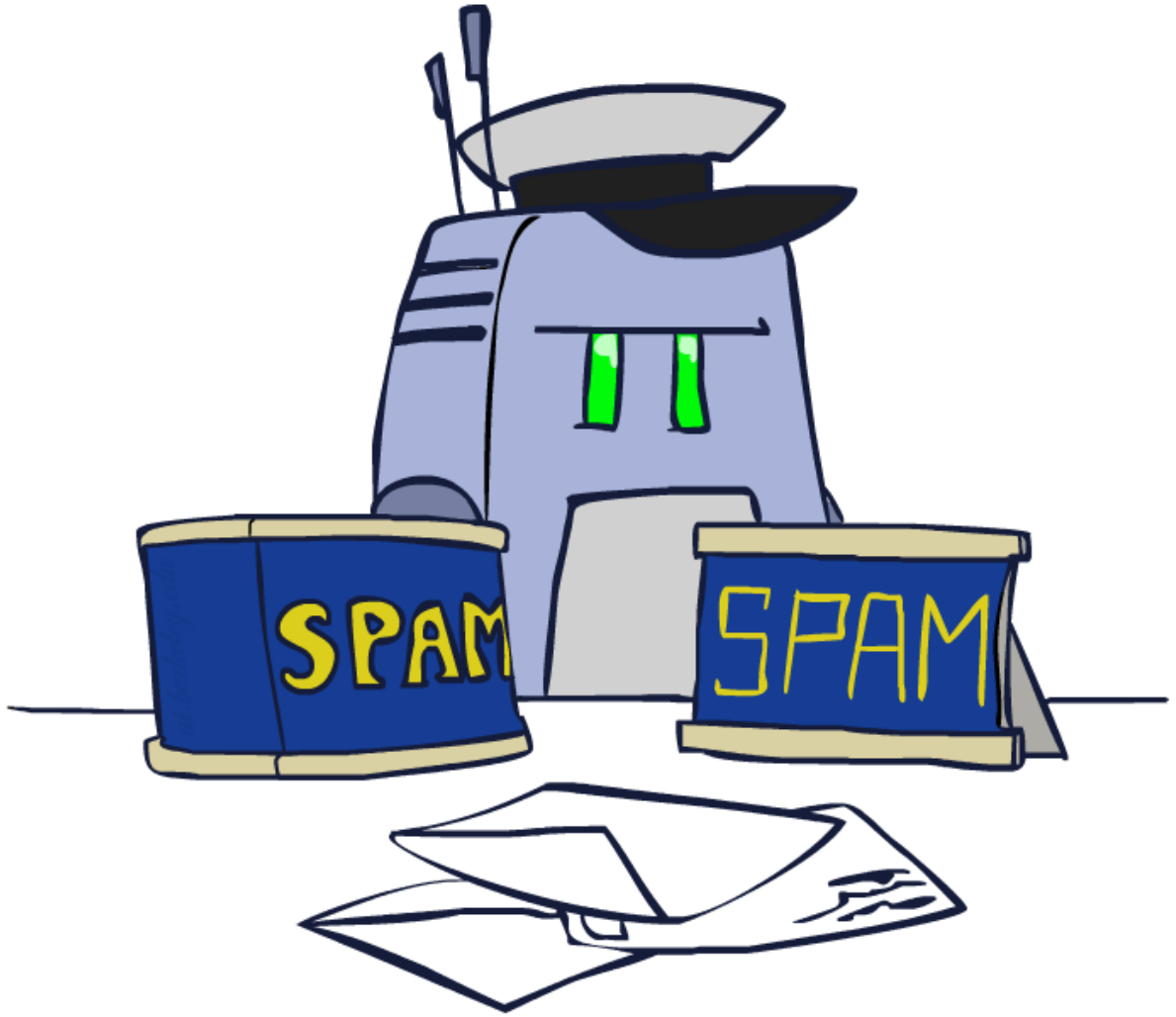
- Classification: given inputs x, predict labels y

- 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

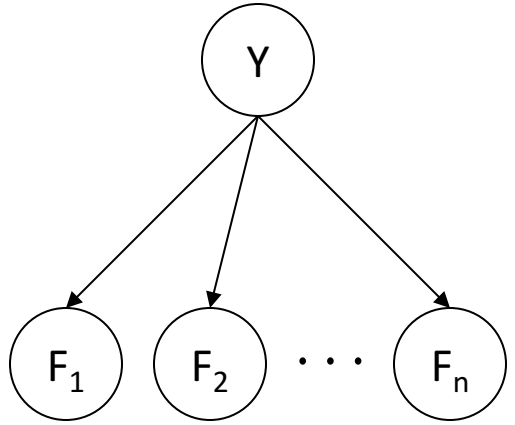


Model-Based Classification

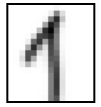
- Model-based approach
  - Build a model (e.g. Bayes' net) where both the label and features are random variables
  - Instantiate any observed features
  - Query for the distribution of the label conditioned on the features
- Challenges
  - What structure should the BN have?
  - How should we learn its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

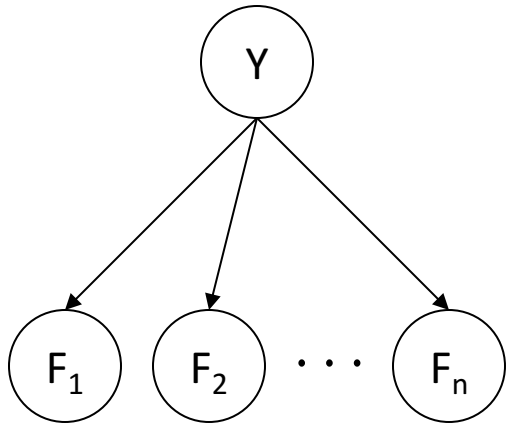
- A general Naive Bayes model:

|Y| labels

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

|Y| x |F|^n values

n x |F| x |Y| parameters



- We only have to specify how each feature depends on the class
- Total number of parameters is *linear* in number of features
- 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

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

$$\frac{\begin{bmatrix} P(y_1) \prod_i P(f_i|y_1) \\ P(y_2) \prod_i P(f_i|y_2) \\ \vdots \\ P(y_k) \prod_i P(f_i|y_k) \end{bmatrix}}{P(f_1 \dots f_n)} \Rightarrow P(Y|f_1 \dots f_n)$$

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

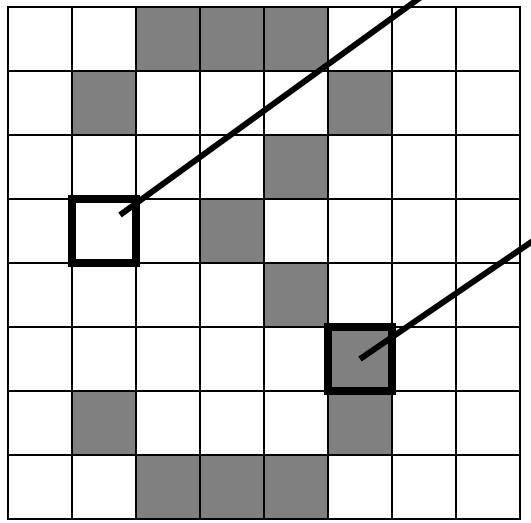
General Naïve Bayes

- What do we need in order to use Naïve Bayes?
  - Inference method (we just saw this part)
    - Start with a bunch of probabilities: P(Y) and the $P(F_i|Y)$ tables
    - Use standard inference to compute $P(Y|F_1 \ldots F_n)$
    - Nothing new here
  - Estimates of local conditional probability tables
    - P(Y), the prior over labels
    - $P(F_i|Y)$ for each feature (evidence variable)
    - These probabilities are collectively called the *parameters* of the model and denoted by θ
    - Up until now, we assumed these appeared by magic, but…
    - …they typically come from training data counts: we'll look at this soon

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



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

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

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

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

A Spam Filter

- Naïve Bayes spam filter
- Data:
  - Collection of emails, labeled spam or ham
  - Note: someone has to hand label all this data!
  - Split into training, held-out, test sets
- Classifiers
  - Learn on the training set
  - (Tune it on a held-out set)
  - Test it on new emails

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.

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

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

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

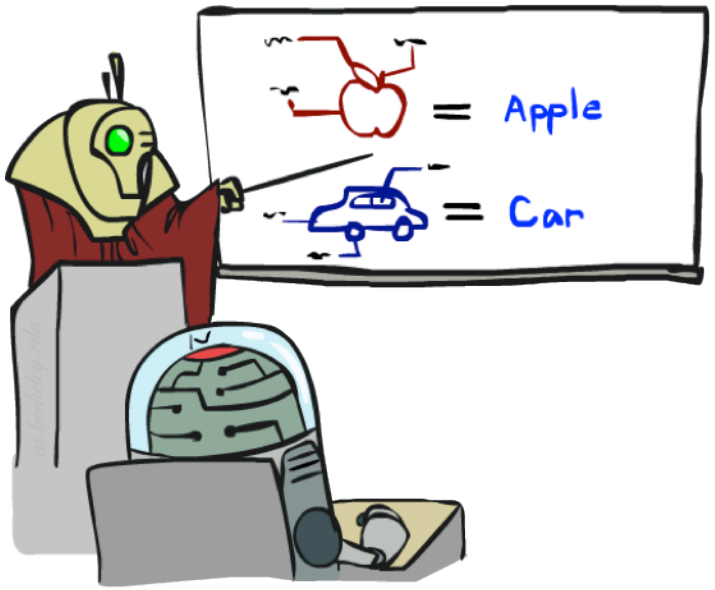
- Where do these tables come from?

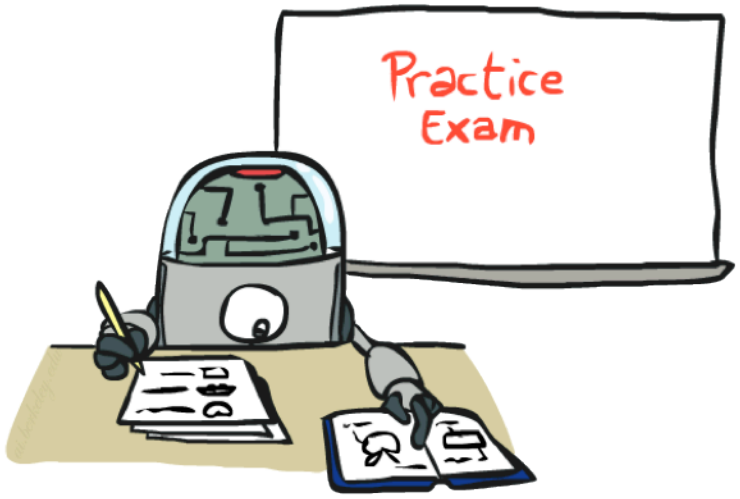
Spam Example

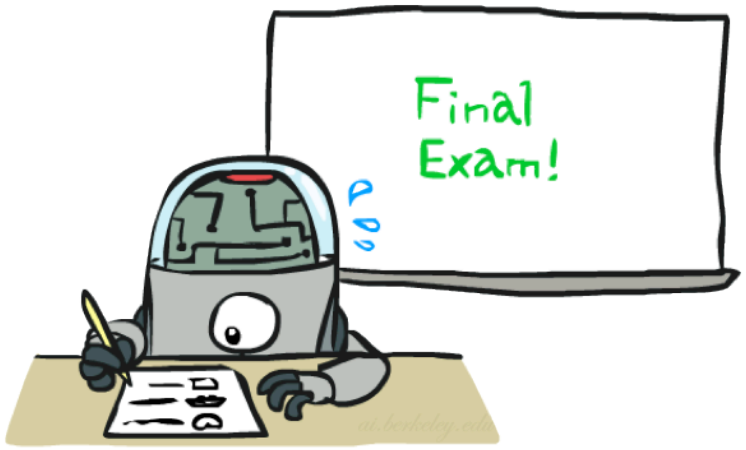
Word	P(w|spam)	P(w|ham)	Tot Spam	Tot Ham
(prior)	0.33333	0.66666	-1.1	-0.4

P(spam | w) = 98.9

Training and Testing

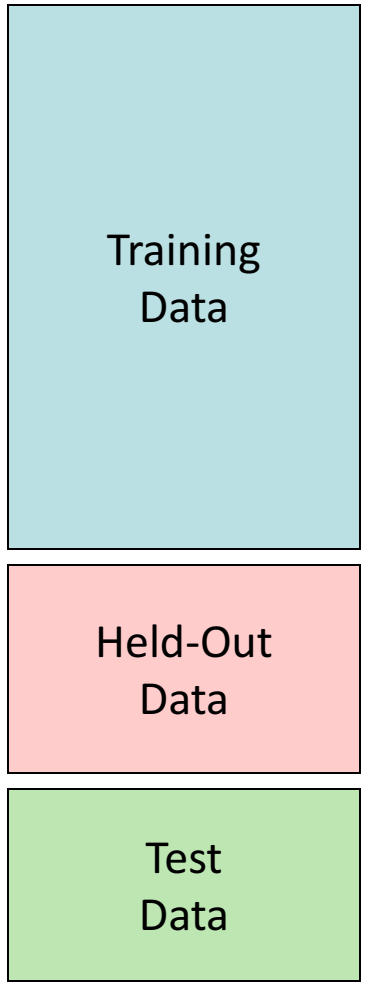


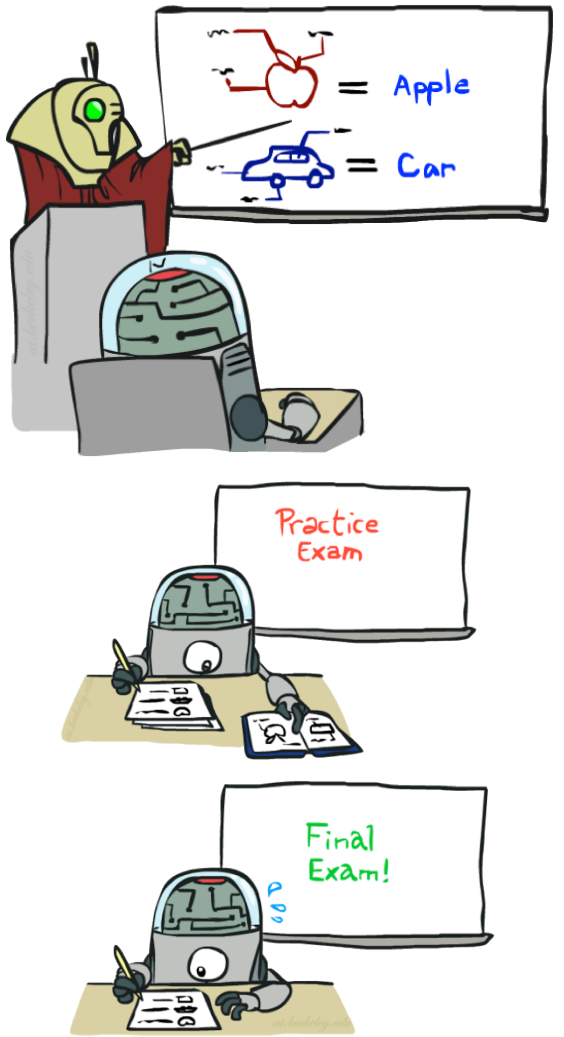




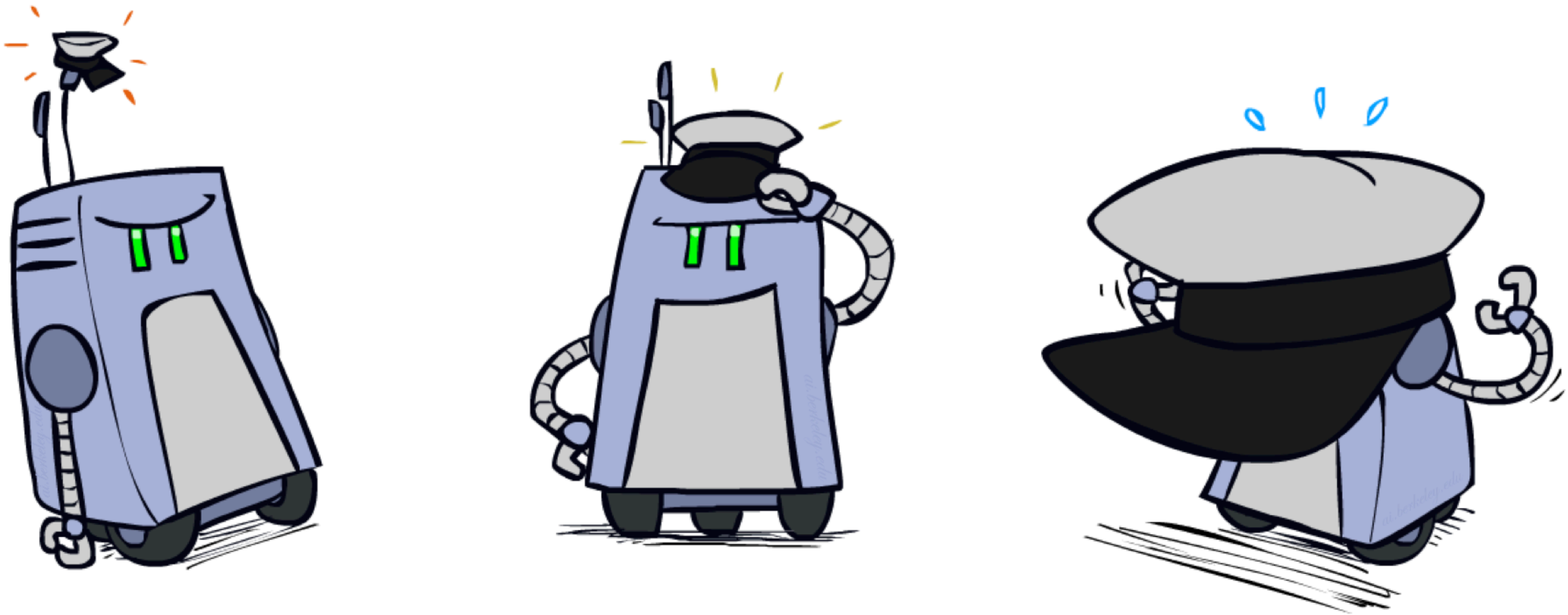
Important Concepts

- Data: labeled instances, e.g. emails marked spam/ham
  - Training set
  - Held out set
  - Test set
- Features: attribute-value pairs which characterize each x
- Experimentation cycle
  - Learn parameters (e.g. model probabilities) on training set
  - (Tune hyperparameters on held-out set)
  - Compute accuracy of test set
  - Very important: never "peek" at the test set!
- 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

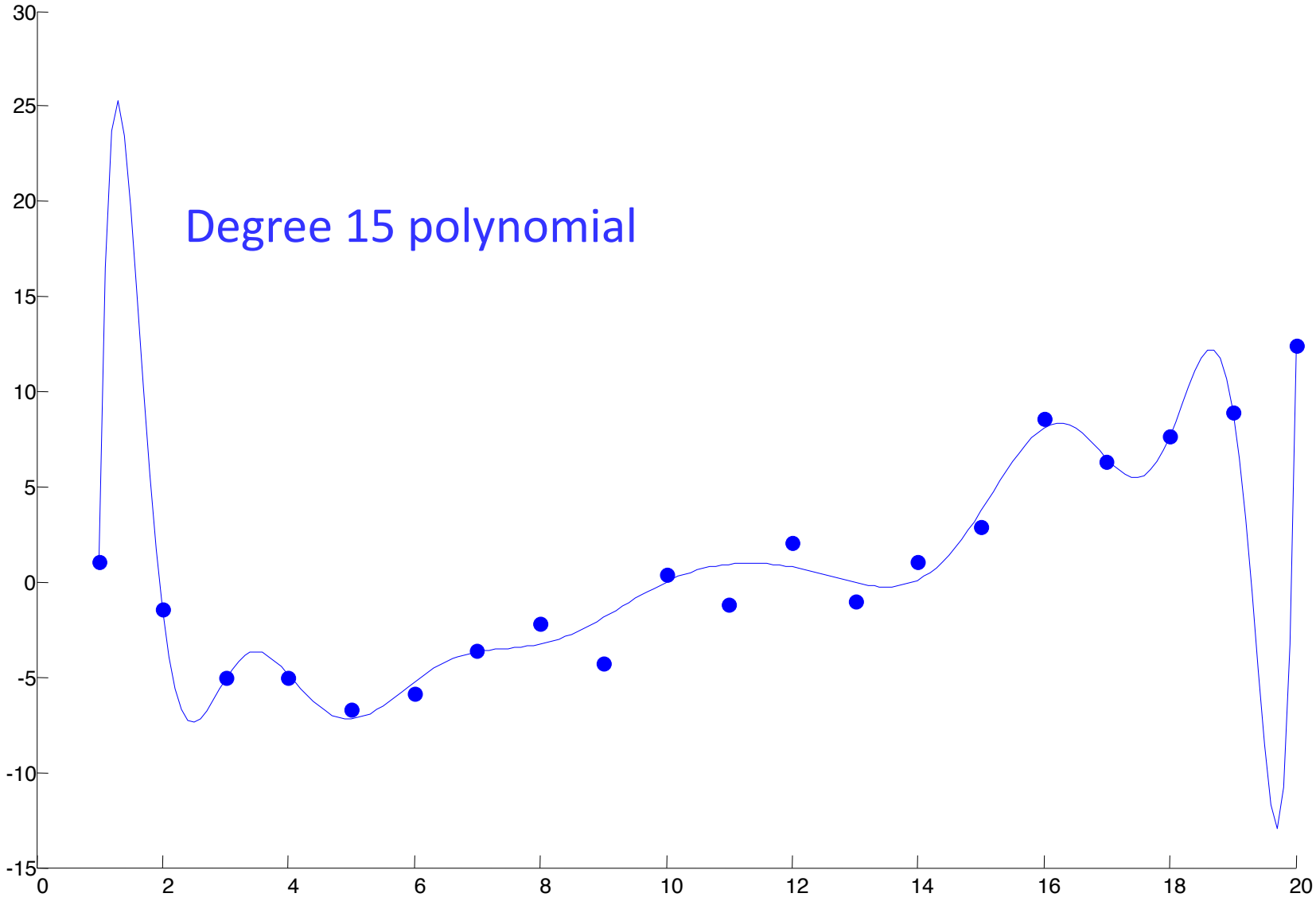


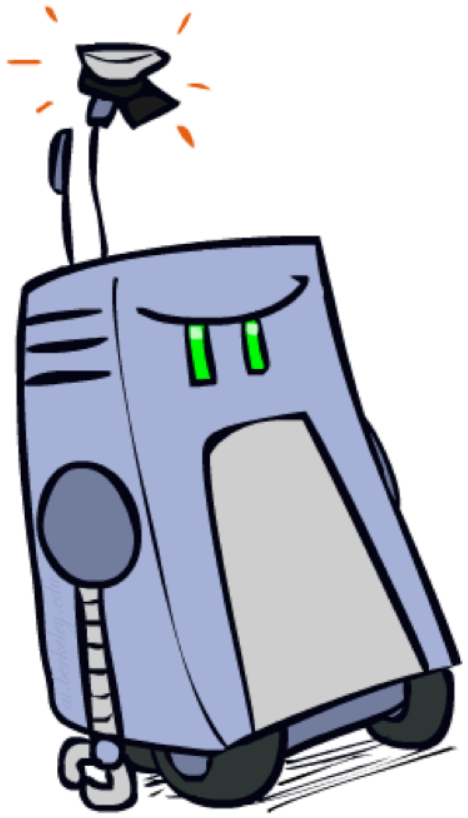


Generalization and Overfitting



Overfitting





Example: Overfitting

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

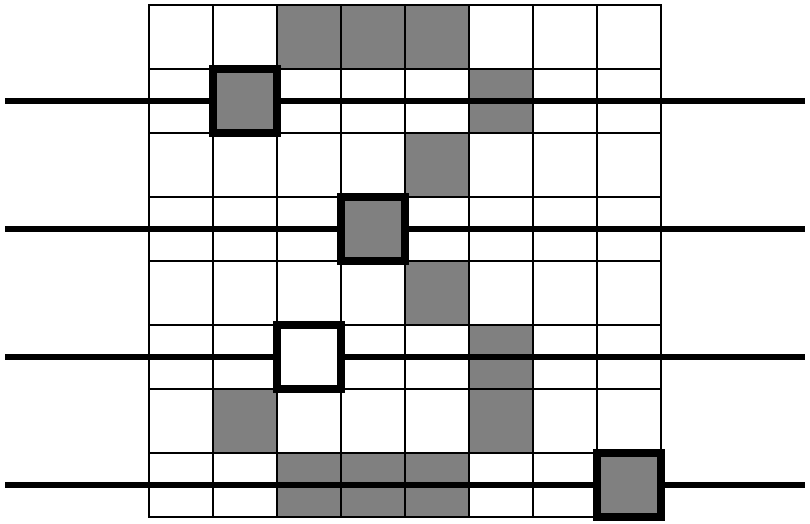
$P(C = 2) = 0.1$

$P(\text{on}|C = 2) = 0.8$

$P(\text{on}|C = 2) = 0.1$

$P(\text{off}|C = 2) = 0.1$

$P(\text{on}|C = 2) = 0.01$



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

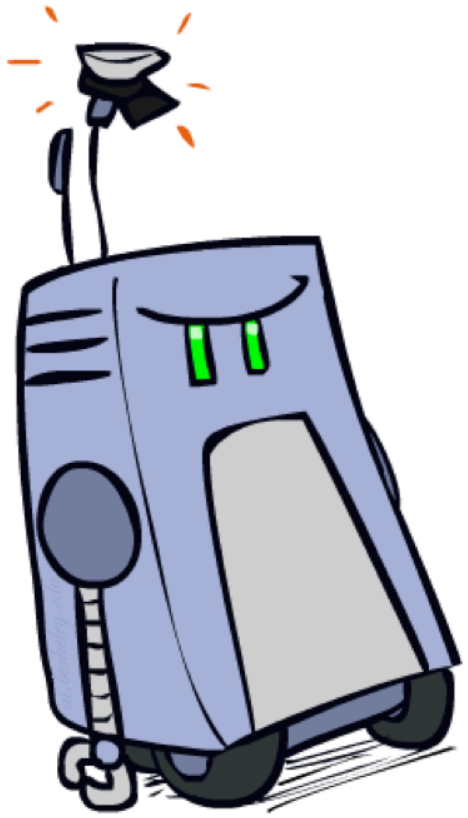
$P(C = 3) = 0.1$

$P(\text{on}|C = 3) = 0.8$

$P(\text{on}|C = 3) = 0.9$

$P(\text{off}|C = 3) = 0.7$

$P(\text{on}|C = 3) = 0.0$



2 wins!!

Example: Overfitting

- Posteriors determined by *relative* probabilities (odds ratios):

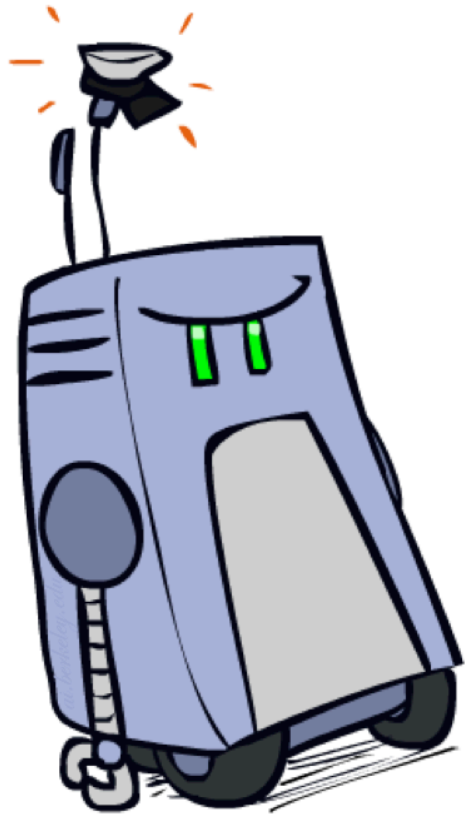
$$\frac{P(W|\text{ham})}{P(W|\text{spam})}$$

```
south-west : inf
nation     : inf
morally    : inf
nicely     : inf
extent     : inf
seriously  : inf
...
```

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

```
screens    : inf
minute     : inf
guaranteed : inf
$205.00    : inf
delivery   : inf
signature  : inf
...
```

What went wrong here?



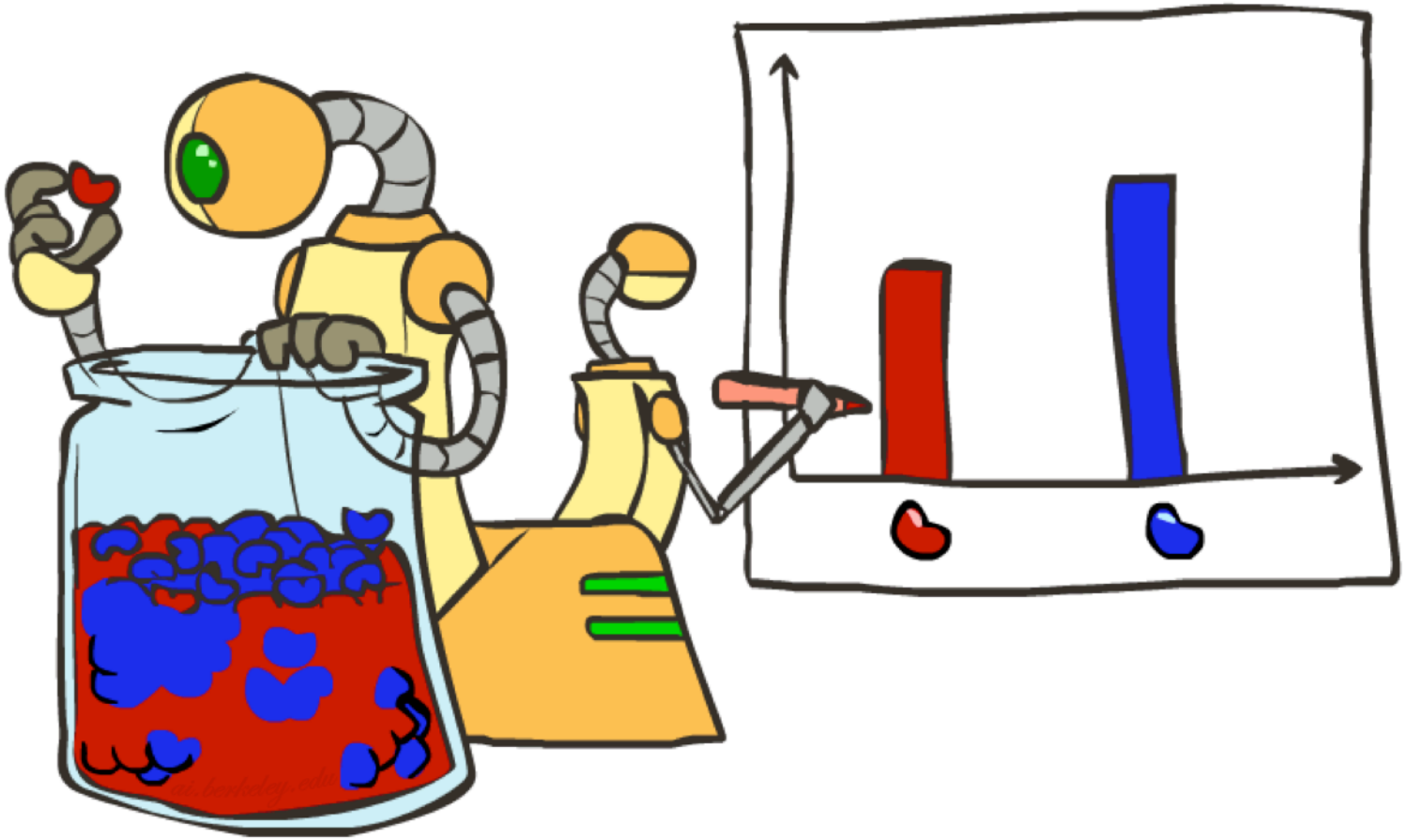
Generalization and Overfitting

- Relative frequency parameters will overfit the training data!
  - Just because we never saw a 3 with pixel (15,15) on during training doesn't mean we won't see it at test time
  - Unlikely that every occurrence of "minute" is 100% spam
  - Unlikely that every occurrence of "seriously" is 100% ham
  - What about all the words that don't occur in the training set at all?
  - In general, we can't go around giving unseen events zero probability

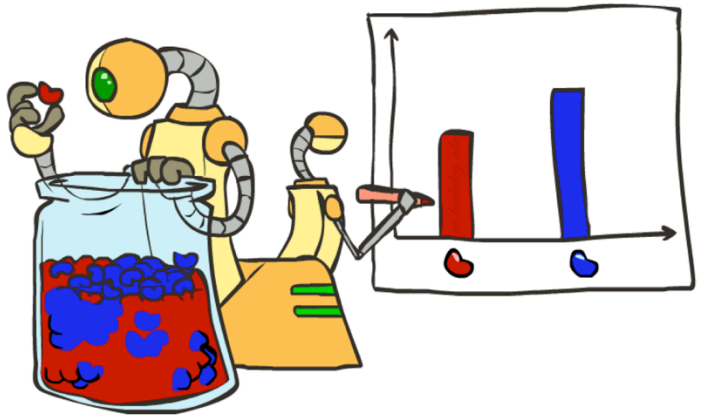
- As an extreme case, imagine using the entire email as the only feature
  - Would get the training data perfect (if deterministic labeling)
  - Wouldn't *generalize* at all
  - Just making the bag-of-words assumption gives us some generalization, but isn't enough

- To generalize better: we need to smooth or regularize the estimates

Parameter Estimation



Parameter Estimation



- Estimating the distribution of a random variable
- *Elicitation:* ask a human (why is this hard?)
- *Empirically:* use training data (learning!)
  - E.g.: for each outcome x, look at the *empirical rate* of that value:

$$P_{\text{ML}}(x) = \frac{\text{count}(x)}{\text{total samples}}$$

$$P_{\text{ML}}(\text{r}) = 2/3$$

  - This is the estimate that maximizes the *likelihood of the data*

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

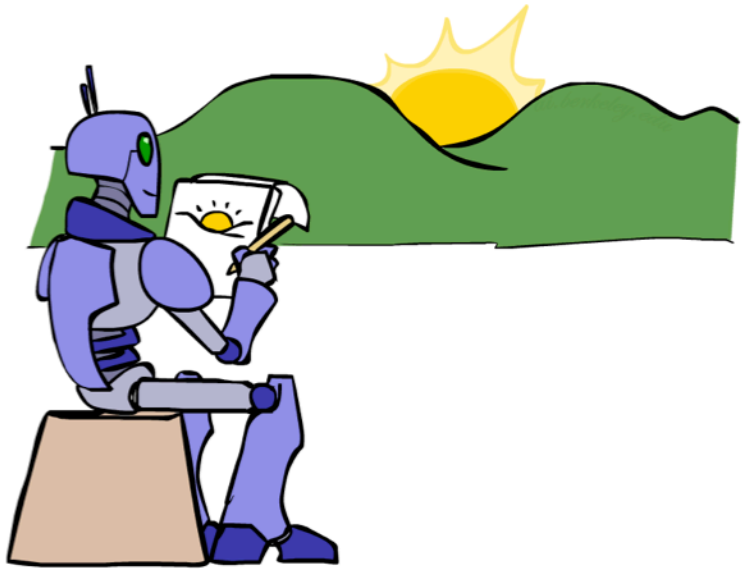
Maximum Likelihood

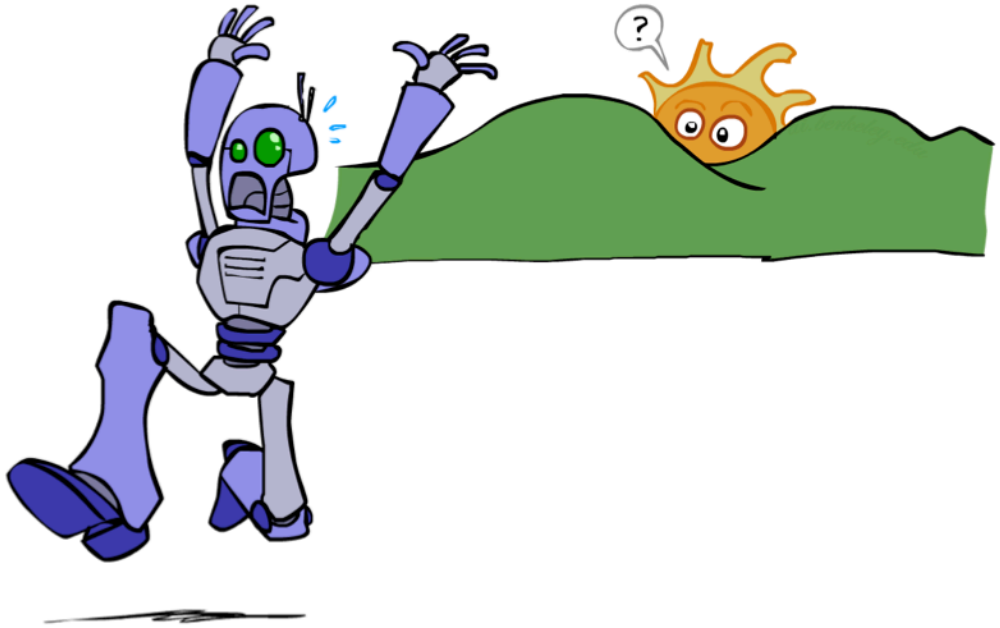
- Relative frequencies are the maximum likelihood estimates

$$\theta_{ML} = \arg\max_{\theta} P(\mathbf{X}|\theta)$$
$$= \arg\max_{\theta} \prod_{i} P_{\theta}(X_i)$$

$$\Rightarrow \quad P_{\mathsf{ML}}(x) = \frac{\mathsf{count}(x)}{\mathsf{total\ samples}}$$

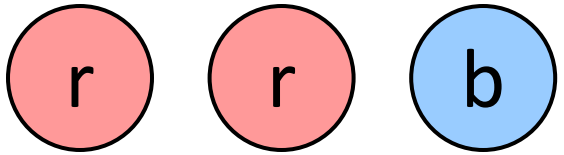
Unseen Events





Laplace Smoothing

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



$$P_{LAP}(x) = \frac{c(x)+1}{\sum_x [c(x)+1]}$$

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

$$P_{ML}(X) =$$

$$P_{LAP}(X) =$$

  - Can derive this estimate with *Dirichlet priors*

Laplace Smoothing

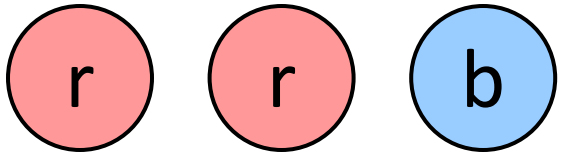
- Laplace's estimate (extended):
  - Pretend you saw every outcome k extra times

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

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

- Laplace for conditionals:
  - Smooth each condition independently:

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



$$P_{LAP,0}(X) =$$

$$P_{LAP,1}(X) =$$

$$P_{LAP,100}(X) =$$

Estimation: Linear Interpolation*

- In practice, Laplace often performs poorly for P(X|Y):
  - When |X| is very large
  - 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?
- For even better ways to estimate parameters, take CIS 530 next semester. ☺

Real NB: Smoothing

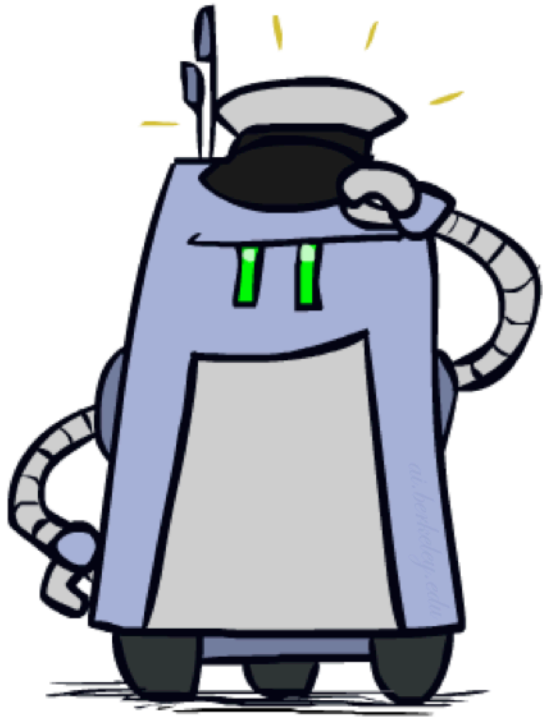
- For real classification problems, smoothing is critical
- New odds ratios:

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

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

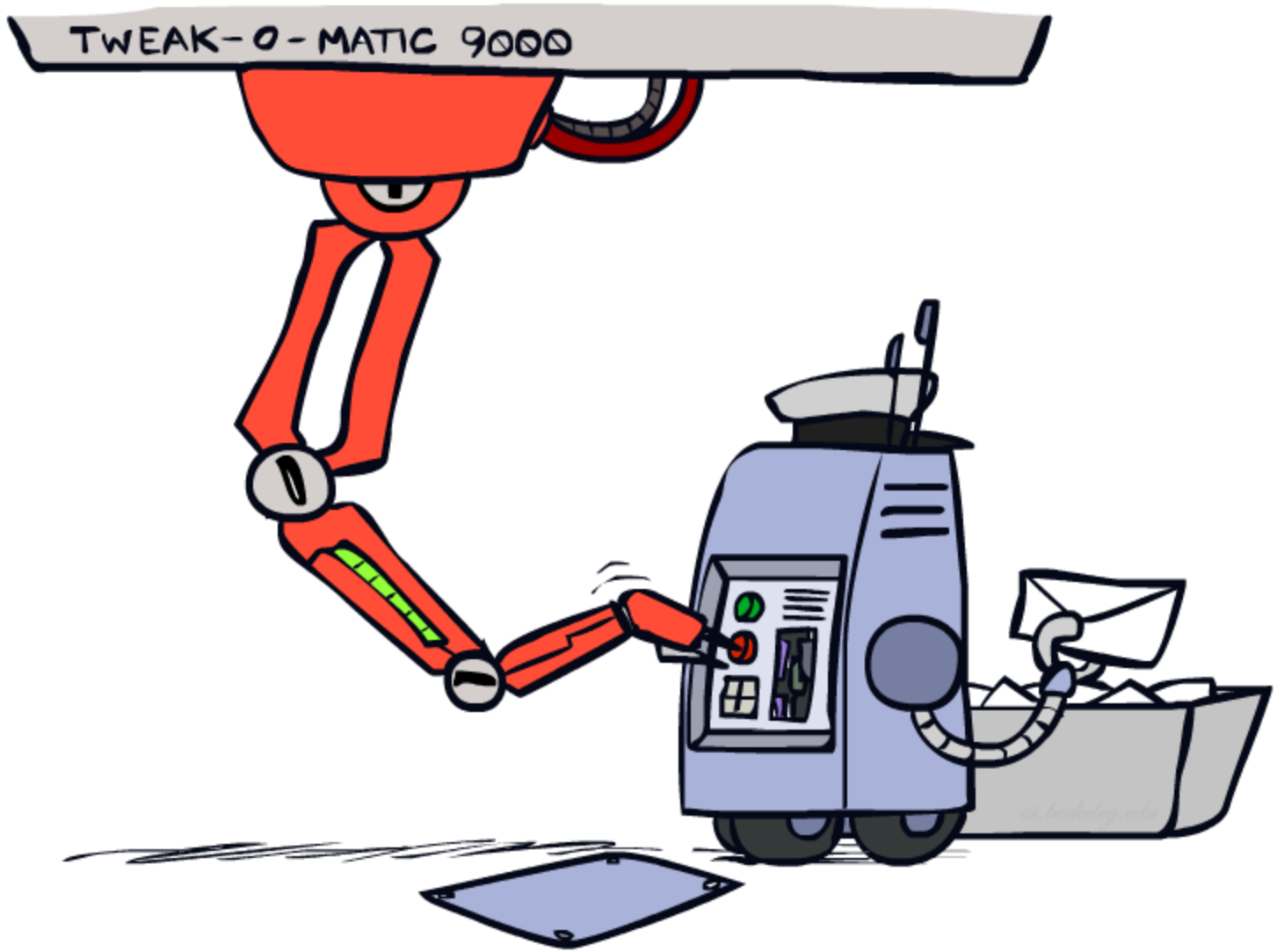
$$\frac{P(W|\text{spam})}{P(W|\text{ham})}$$

```
verdana : 28.8
Credit  : 28.4
ORDER   : 27.2
<FONT>  : 26.9
money   : 26.5
...
```



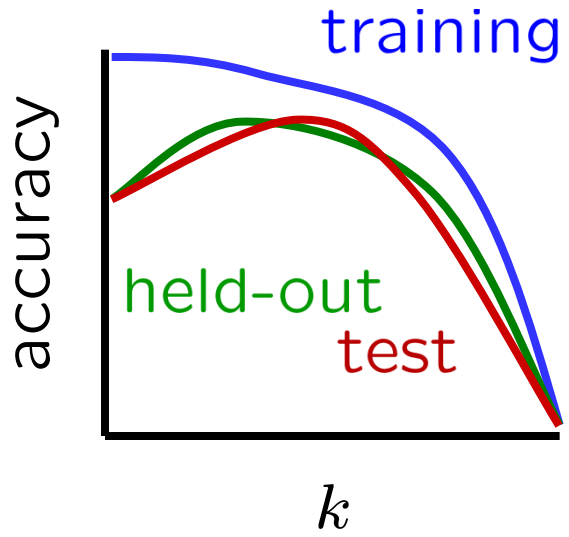
Do these make more sense?

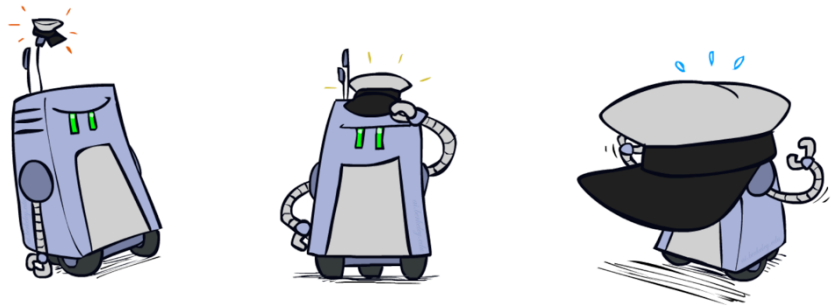
Tuning



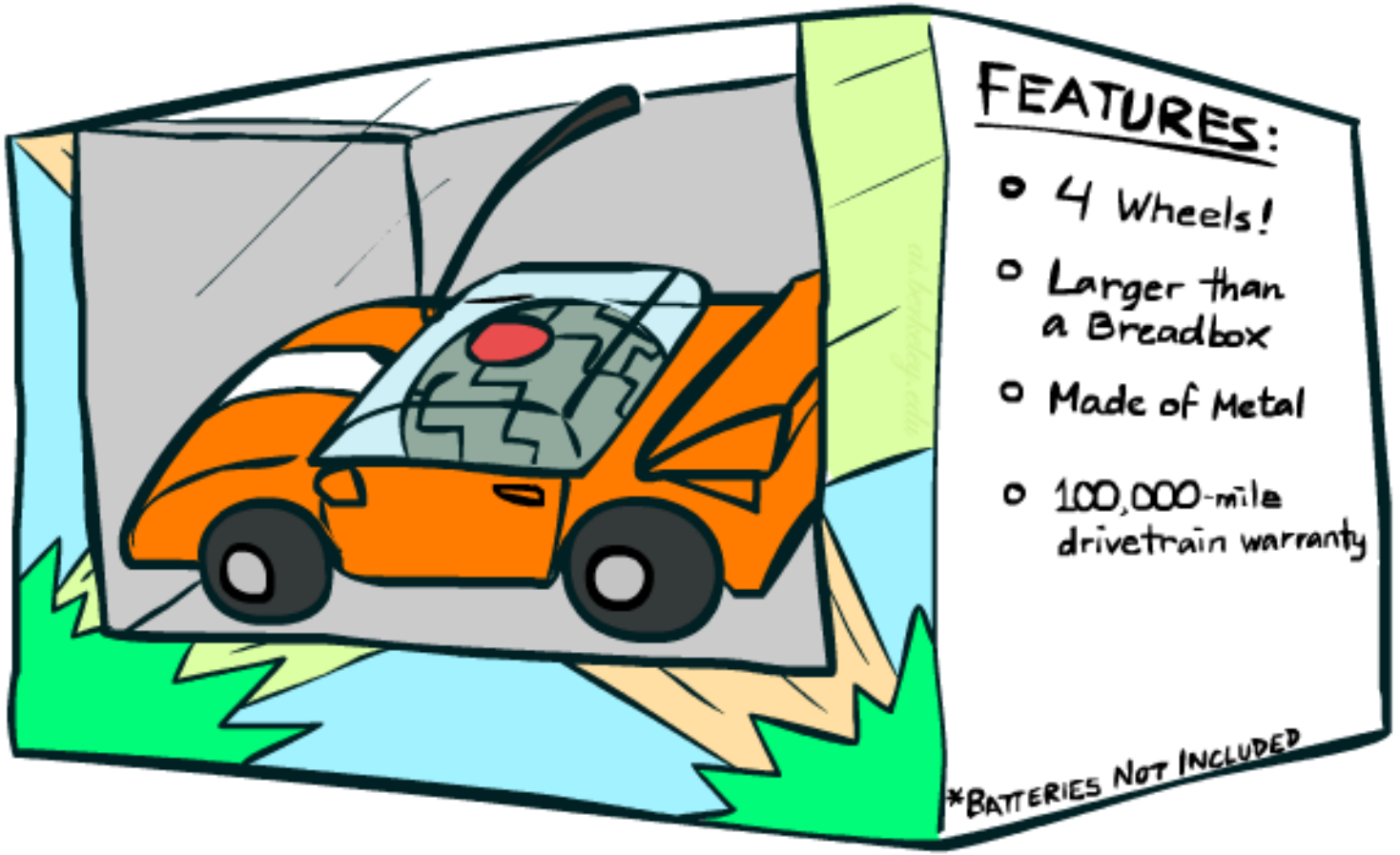
Tuning on Held-Out Data

- 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

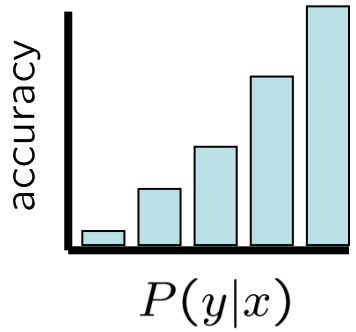
Confidences from a Classifier

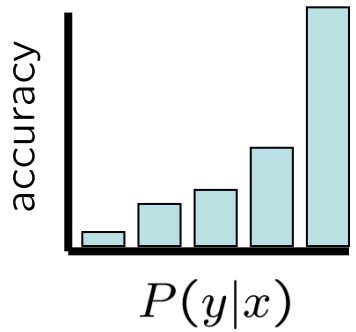
- The confidence of a probabilistic classifier:
  - Posterior over the top label

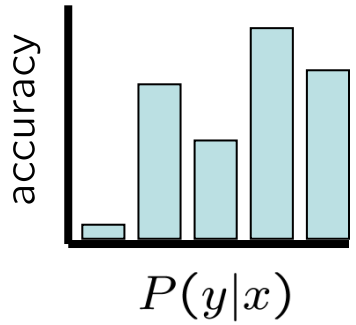
$$\text{confidence}(x) = \max_y P(y|x)$$

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

- 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!