Applied Machine Learning for Business Analytics

Lecture 8: Frontiers in NLP

Lecturer: Zhao Rui

Agenda

- 1. Representation Learning in NLP
- 2. Word Embeddings
- 3. Neural Networks for NLP
- 4. Attention is all you Need
- 5. Introduction to BERT

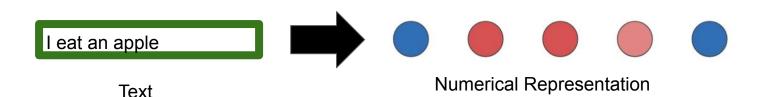
1. Representation Learning

Representation learning

 We need to develop systems that read and understand text the way a person does, by forming a representation of the text, and other context information that humans create to understand a piece of text.

Representation learning

 We need to develop systems that read and understand text the way a person does, by forming a representation of the text, and other context information that humans create to understand a piece of text.



The learned representation should capture high-level semantic and syntactic information.

Kevin Gimpel

History of NLP

- Now, neural nlp models are able to achieve state-of-arts results in all tasks.
- Before neural nlp:
 - Symbolic NLP: rule-based system (derived from linguistic)
 - Statistical NLP: data-driven and use statistical methods

Symbolic NLP	Statistical NLP	Neural NLP	?			
1950 - early 1990s	1990s - 2010s	Present	Future			

Statistical NLP

- Starting from Document-Term Matrix
 - It contains the co-occurrence information
 - Bag-of-Words: n-gram as features
 - TF-IDF: frequency of words to measure importance
 - Matrix Decomposition:
 - SVD->Latent Semantic Analysis
 - Probabilistic model-> Topic Model

D0: I eat an apple every day

D1: I eat an orange every day

D2: I like driving my car to work



Document-Term Matrix

Corpus

	an	apple	car	day	driving	eat	every	like	my	orange	to	work
0	1	1	0	1	0	1	1	0	0	0	0	0
1	1	0	0	1	0	1	1	0	0	1	0	0
2	0	0	1	0	1	0	0	1	1	0	1	1









Bag-of-Words

TF-IDF

Latent Semantic Analysis

Topic Models

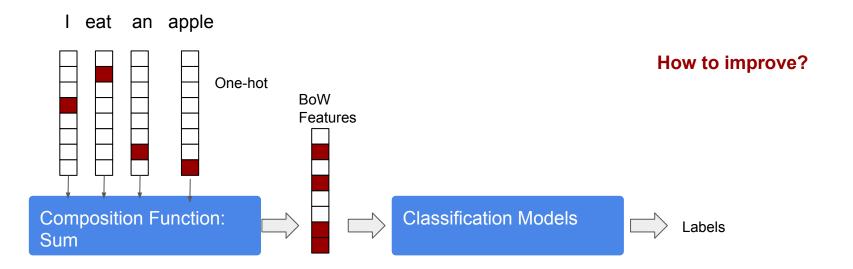
Limitations of document-Term matrix

- Too strong assumption: all words are independent of each other
 - | orange peach | < | orange car |
- Can not capture the order information in the sequence
- High dimensionality due to large size of vocabulary

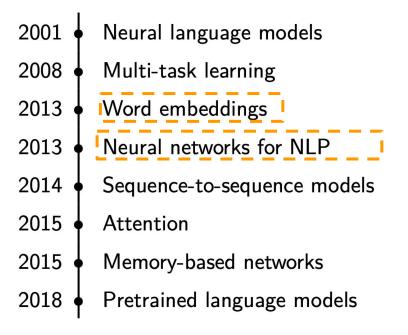
	an	apple	car	day	driving	eat	every	like	my	orange	to	work
0	1	1	0	1	0	1	1	0	0	0	0	0
1	1	0	0	1	0	1	1	0	0	1	0	0
2	0	0	1	0	1	0	0	1	1	0	1	1

A new perspective on BoW

- Each word in vocab is represented in one-hot embedding
- Sum one-hot vectors of the words in a sentence
- The final vector is the representation for the given sentence and then fed into a classifier.



Neural NLP



 $https://www.kamperh.com/slides/ruder+kamper_indaba2018_talk.pdf$

2. Word Embeddings

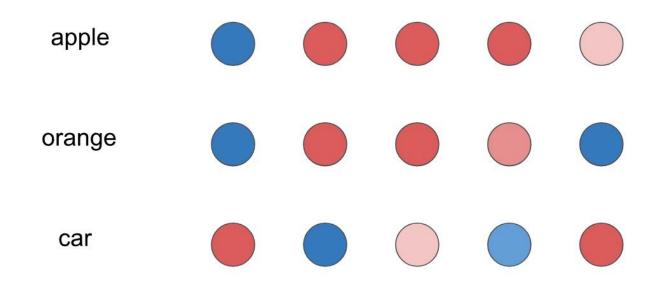
Word representation

How to represent words in a vector space

apple	[0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
orange	[0000000000010000000000]
car	[00000010000000000000000]

Distributed representation

Words should be encoded into a low-dimensional and dense vector

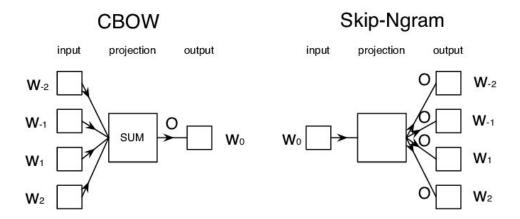


Word vectors

juice apple Project word orange vectors in a rice banana milk two-dimensional space. And visualize them! Similar words are close to bus each other. car train

Word2Vec

- A method of computing vector representation of words developed by Google.
- Open-source version of Word2Vec hosted by Google (in C)
- Train a simple neural network with a single hidden layer to perform word prediction tasks.
- Two structures proposed Continuous Bag of Words (CBoW) vs Skip-Gram



Word2Vec as BlackBox



Corpus

Word2Vec Tool

Word Embeddings

A Good Visualization for Word2Vec

https://ronxin.github.io/wevi/

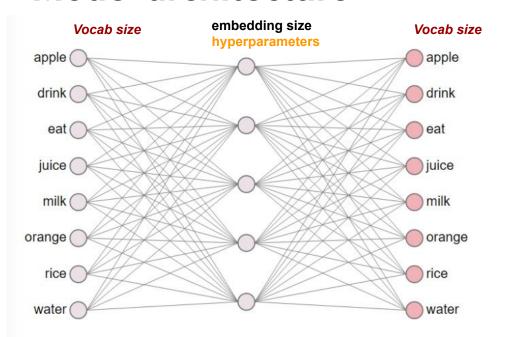
Target

- Given a training corpus, we prepare a list of N (input_word, output_word).
- Objective Function: Maximize probability of all the output words given the corresponding input words.

$$\mathbf{J}(heta) = \prod_{i=1}^{N} p(w_{output}^{i}|w_{input}^{i}, heta)$$

Neural network parameters that will be optimized

Model architecture



Structure Highlights:

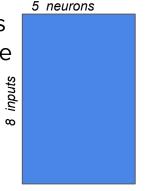
- input layer
 - one-hot vector
- hidden layer
 - linear (identity)
- output layer
 - softmax

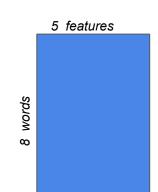
Hidden layer

Hidden Layer Weights Matrix

Word Vector Look Up Table

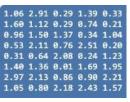
- **Linear-activation** function here
- 5 neurons are the word vec. dimensions
- This layer is operating as a 'lookup' table
- Input word matrix denoted as IVec





One-hot vector

Index of eat





0.96, 1.5, 1.37, 0.34, 1.04

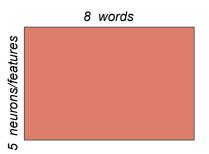


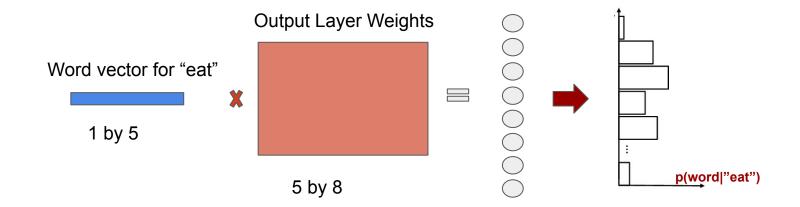
This is a **projection/look up** process: given the index of the word, we take the ith row in the word vector matrix out

Output layer

- Softmax Classifier
- Output word matrix denoted as OVec

Output Layer Weights Matrix A.K.A Output word vectors

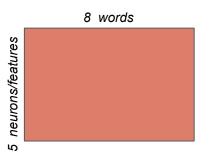


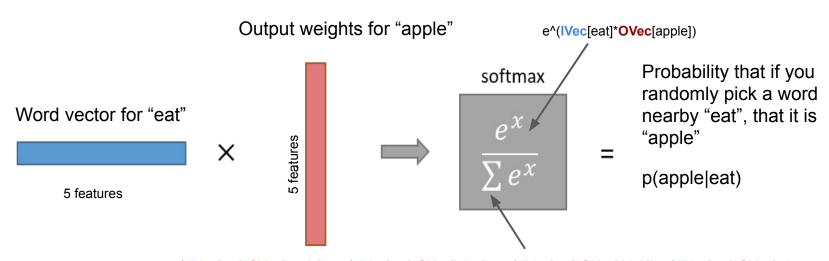


Output layer

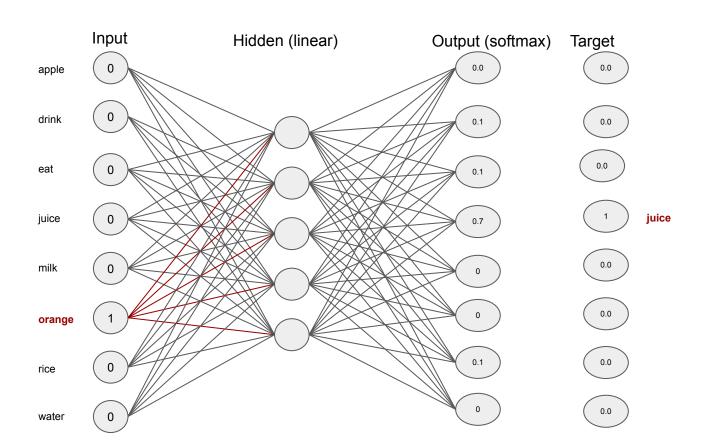
- Softmax Classifier
- Output word matrix denoted as **OVec**

Output Layer Weights Matrix A.K.A Output word vectors



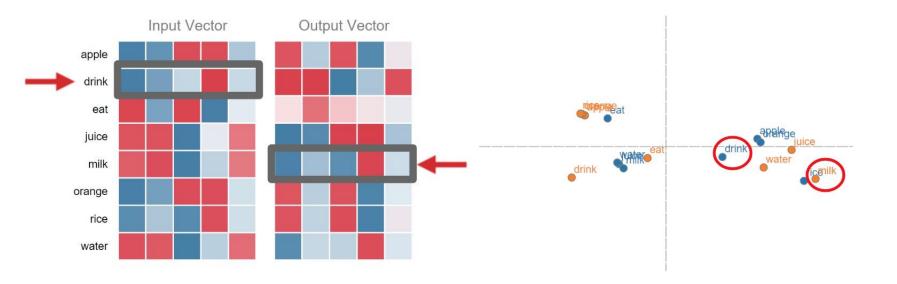


Word2Vec

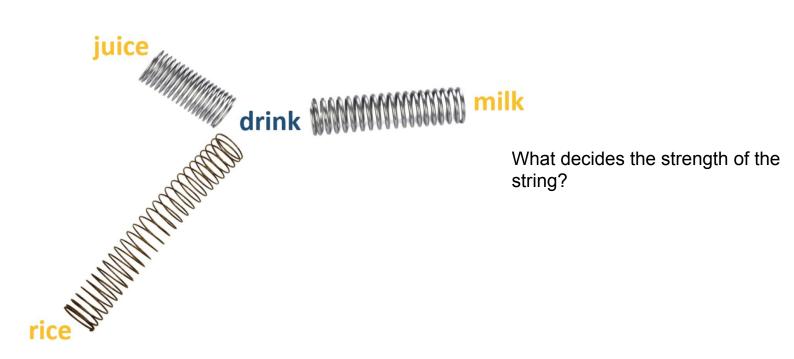


Then, we can compute the loss and call gradient descent to update model parameters.

Updating word vectors



A force-directed graph



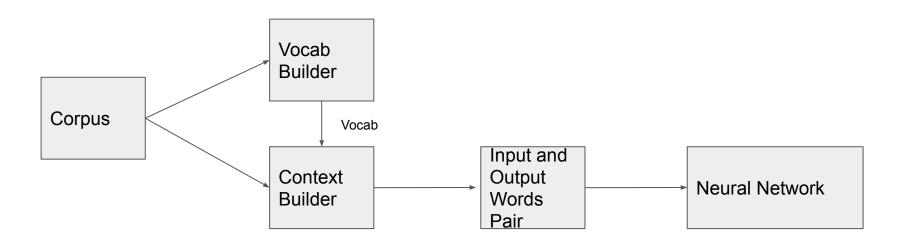
Idea behind Word2Vec

- Feature vector assigned to a word will be adjusted if it can not be used for accurate prediction of that word's context.
- Each word's context in the corpus is the teacher sending error signals back to modify the feature vector.
- It means that words with similar context will be assigned similar vectors!



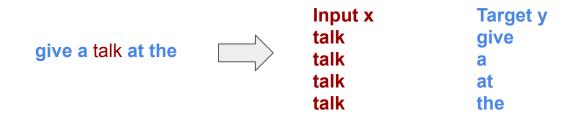
Input and output words

- How to select them from corpus
- Skip-gram and CBoW differ here



Skip-Gram

- Task Definition: given a specific word, predict its nearby word (probability output)
- Model input: source word, Model output: nearby word
- Input is one word, output is one word
- The output can be interpreted as prob. scores, which are regarded as how likely it is that each vocabulary word can be nearby your input word.



CBoW

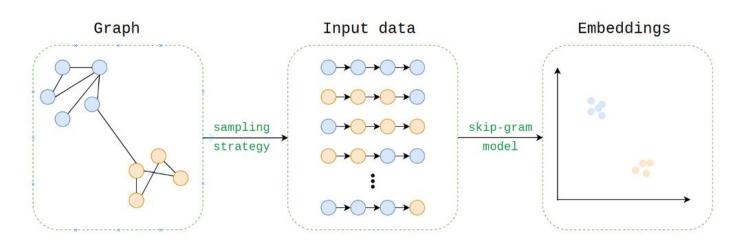
- Task Definition: given context, predict its target word
- Model input: context (several words), Model output: center word
- Input is several words, output is one word
- Core Trick: average these context vectors for prob. score computing



We must learn W and W'

Embedding for graph data

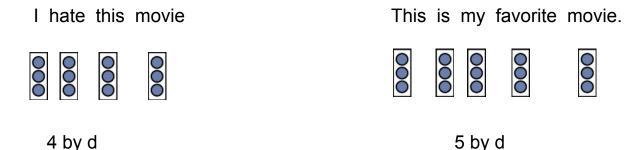
- Embeddings can be extended beyond NLP domain
- Embeddings can be learned for any nodes in a graph
- Nodes can be items, web pages and so on in user clicked stream data
- Embeddings can be learned for any group of discrete and co-occurring states.



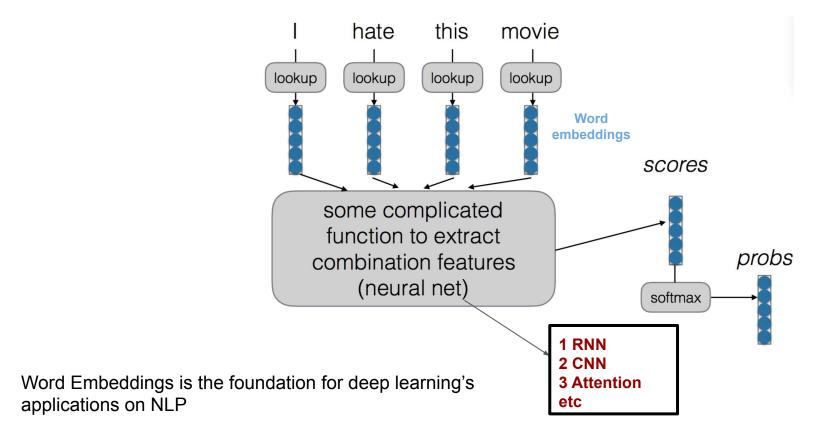
3. Neural Networks for NLP

Sequence of words

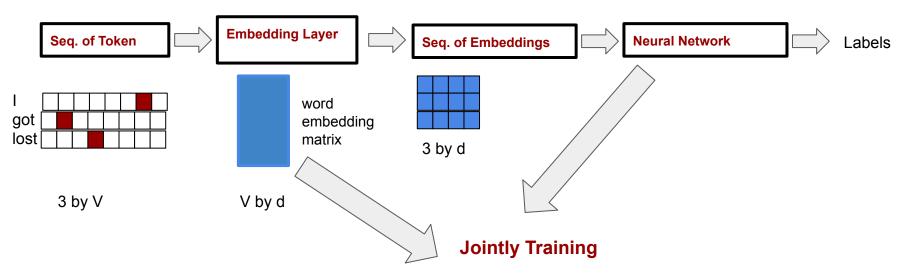
- Each sentence or document can be regarded as a sequence of vectors.
- The shape of matrix depends on the length of sequence. However, the majority of ML systems need fixed-length feature vectors.
- One simple solution: average the sequence of vectors, just like bag-of-words (abandon order information).



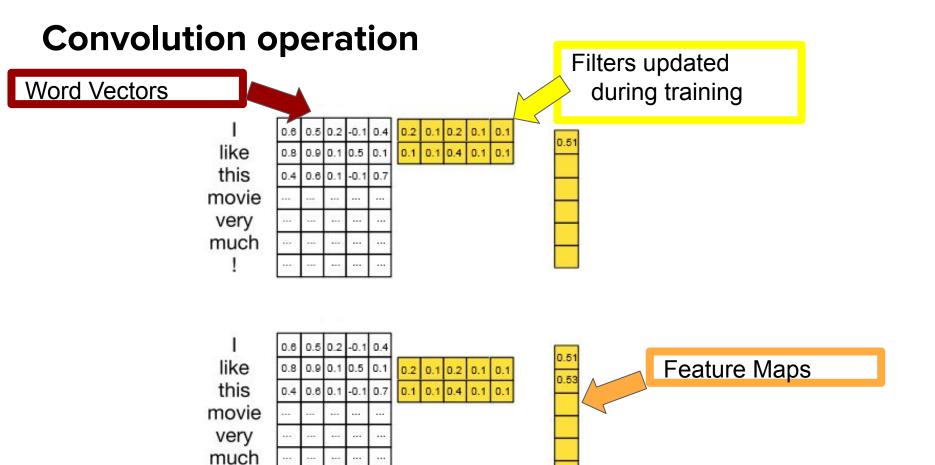
Complex semantic



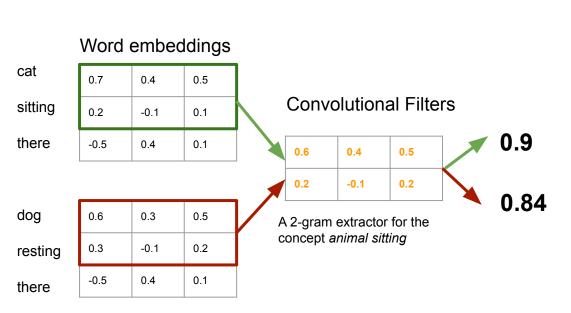
Neural networks for NLP



- Learn from Scratch: Random initialize the word embedding matrix and update the matrix and neural network parameters in the specific task
- Pre-train: Got pre-trained word embeddings as the embedding layer and only update neural network parameters in the specific task
- Pre-train then fine tune



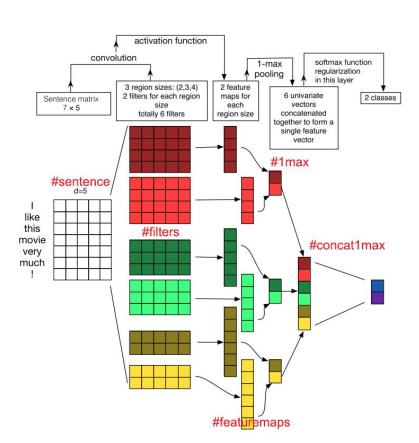
Toy example



- This convolution provides high activations for 2-grams with certain meaning
- Can be extended to 3-grams, 4-grams, etc.
- Can have various filters, need to track many n-grams.
- They are called 1D since we only slice the windows only in one direction

Why is it better than BoW?

CNN framework

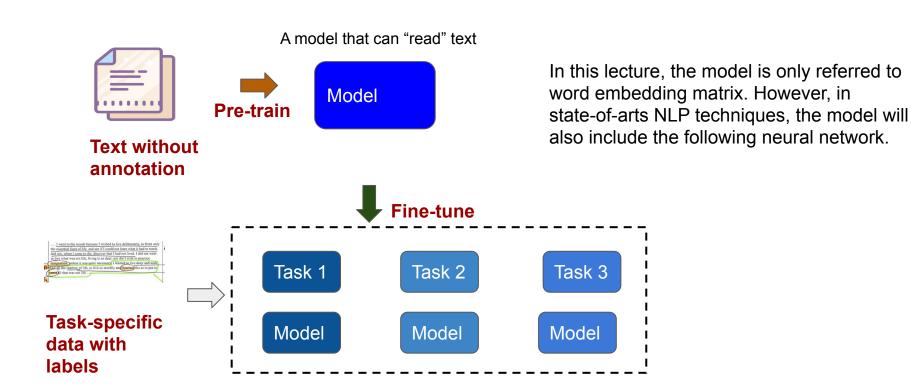


From Zhang 2015

How to build word embedding layer

- Learn from Scratch: Random initialize the word embedding matrix and update the matrix and neural network parameters in the specific task
- Pre-train: Got pre-trained word embeddings as the embedding layer and only update neural network parameters in the specific task
- Pre-train then fine tune

Pre-train then Fine-tune



Is Word2Vec good enough?

- Can not capture different senses of words (context independent)
 - Solution: Take the word order into account
- Can not address Out-of-Vocabulary words
 - Solution: Use characters or subwords



Word Embeddings used for downstream tasks

4. Attention is all you Need

Attention Is All You Need

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Aidan N. Gomez* † University of Toronto aidan@cs.toronto.edu Łukasz Kaiser* Google Brain lukaszkaiser@google.com

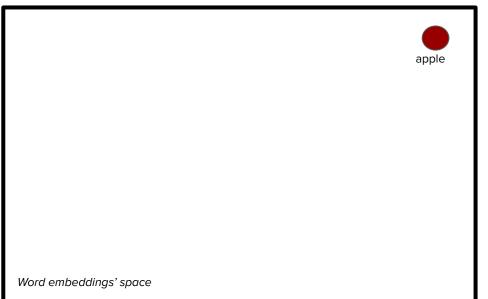
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Abstract

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to be superior in quality while being more parallelizable and requiring significantly less time to train. Our model achieves 28.4 BLEU on the WMT 2014 English-to-German translation task, improving over the existing best results, including ensembles, by over 2 BLEU. On the WMT 2014 English-to-French translation task, our model establishes a new single-model state-of-the-art BLEU score of 41.8 after training for 3.5 days on eight GPUs, a small fraction of the training costs of the best models from the literature. We show that the Transformer generalizes well to other tasks by applying it successfully to English constituency parsing both with large and limited training data.

Word Embeddings

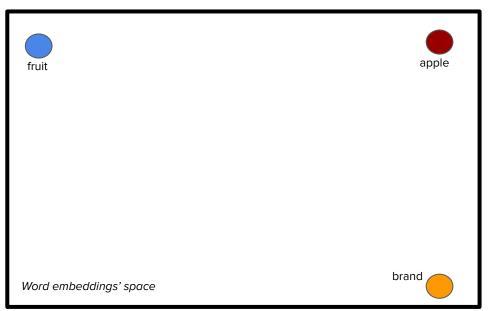
- Apple in two sentences:
 - Sentence 1: My favorite fruit is apple
 - Sentence 2: Solution: My favorite brand is apple



One embedding has multiple senses

Contextualized Word Embeddings

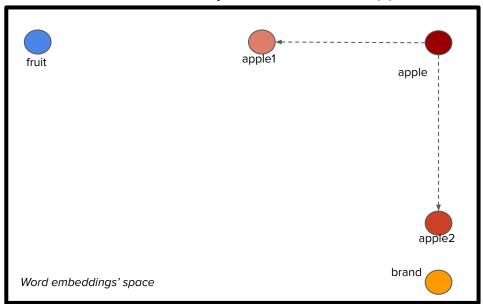
- Telling context in words
 - Sentence 1: My favorite fruit is apple1
 - Sentence 2: Solution: My favorite brand is apple2



From nearby words, we can guess two different meanings of this word (i.e., food and brand)

Contextualized Word Embeddings

- Telling context in words
 - Sentence 1: My favorite fruit is apple1
 - Sentence 2: Solution: My favorite brand is apple2



- 1. In sentence 1, move the word embedding of apple towards the word "fruit"
- 2. In sentence 2, move the word embedding of apple toward the word "brand"

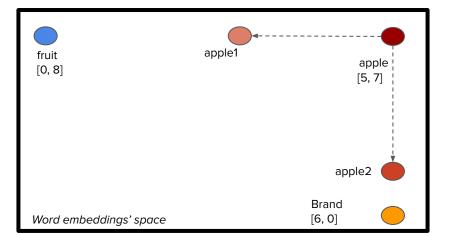
This is how attention will work

How to move one word closer to another one

- Average two words
 - \circ apple1 = 0.8*apple + 0.2*fruit = [4.0, 7.2]
 - o apple2 = 0,9*apple + 0.1*brand = [5.1, 6.3]

Similarity/Attention

Embeddings



Attention mechanism is able to learn multiple embeddings for the same word in multiple sentences

- Apple in two sentences:
 - Sentence 1: My favorite fruit is apple
 - Sentence 2: My favorite brand is apple
- Why we move apple to fruit in sentence 1? Instead of other words as "my" and "is"
- It is based on the similarity!

• In good embeddings, the similarity between two irrelevant words would be zero, while the similarity between the related pair would be high

	my	favourite	fruit	is	apple
my	1	0	0	0	0
favourite	0	1	0	0	0
fruit	0	0	1	0	0.25
is	0	0	0	1	0
apple	0	0	0.25	0	1

	my	favourite	brand	is	apple
my	1	0	0	0	0
favourite	0	1	0	0	0
food	0	0	1	0	0.11
is	0	0	0	1	0
apple	0	0	0.11	0	1

- The diagonal entries are all 1
- The similarity between any irrelevant words is 0 (for simplicity)
- The similarity between apple and fruit is 0.25 while the one between apple and brand is 0.11 considering apple is used more often in the same context as fruit

	my	favourite	fruit	is	apple
my	1	0	0	0	0
favourite	0	1	0	0	0
fruit	0	0	1	0	0.25
is	0	0	0	1	0
apple	0	0	0.25	0	1

	my	favourite	brand	is	apple
my	1	0	0	0	0
favourite	0	1	0	0	0
food	0	0	1	0	0.11
is	0	0	0	1	0
apple	0	0	0.11	0	1

- Contextualized Target Word = The sum of a product between the similarity between target word and context word * context word
- We should also normalize the similarity along the sentence
- Therefore
 - o my (in the sentence 1) = my
 - \circ apple (in the sentence 1) = 0.2 * fruit + 0.8 * apple

	my	favourite	fruit	is	apple
my	1	0	0	0	0
favourite	0	1	0	0	0
fruit	0	0	1	0	0.25
is	0	0	0	1	0
apple	0	0	0.25	0	1

	my	favourite	brand	is	apple
my	1	0	0	0	0
favourite	0	1	0	0	0
food	0	0	1	0	0.11
is	0	0	0	1	0
apple	0	0	0.11	0	1

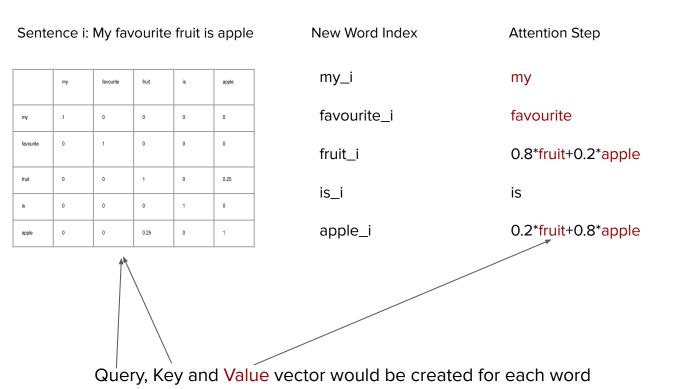
Attention Mechanism

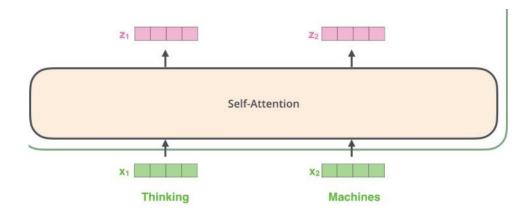
Sentence i: My favourite fruit is apple

	my	favourite	fruit	is	apple
my	1	0	0	0	0
favourite	0	1	0	0	0
fruit	0	0	1	0	0.25
is	0	0	0	1	0
apple	0	0	0.25	0	1

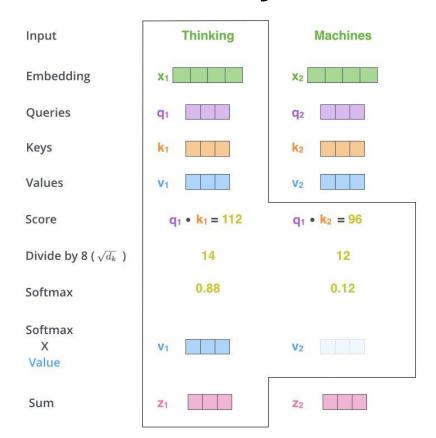
New Word IndexAttention Stepmy_imyfavourite_ifavouritefruit_i0.8*fruit+0.2*appleis_iisapple_i0.2*fruit+0.8*apple

Here, we only use the same embedding for attention weights and the base vectors



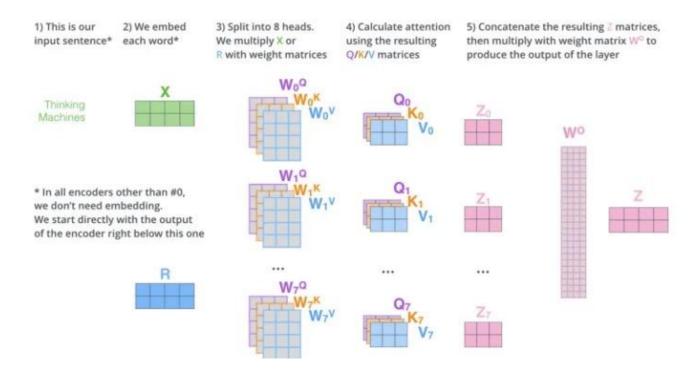


Input	Thinking	Machines		
Embedding	X ₁	X ₂		
Queries	q ₁	q ₂	Mo	
Keys	k ₁	k ₂	Wĸ	
Values	V ₁	V ₂	wv	



Each pair of q, k, v transformation is corresponding to each neuron. In attentional layer, we call it multihead (multi-neurons)

MultiHeadAttention



MultiHeadAttention in Keras

```
import tensorflow as tf
from tensorflow import keras
from tensorflow.keras.layers import MultiHeadAttention
target = tf.keras.Input(shape=[6, 16])
# assume it is a sentence of 6 words. Then, each word has a
layer = MultiHeadAttention(num_heads=1, key_dim=2)
output tensor, attention scores = layer(target, target, return attention scores=True)
print(output_tensor.shape)
print(attention_scores.shape)
(None, 6, 16)
(None, 1, 6, 6)
for matrix in layer.weights:
   print(matrix.shape)
(16, 1, 2)
(1, 2)
(16, 1, 2)
(1, 2)
(16, 1, 2)
(1, 2)
(1, 2, 16)
(16,)
```

MultiHeadAttention in Keras

```
layer = MultiHeadAttention(num_heads=3, key_dim=2)
 target = tf.keras.Input(shape=[6, 16])
 output_tensor, attention_scores = layer(target, target, return_attention_scores=True)
 print(output_tensor.shape)
 print(attention_scores.shape)
 (None, 6, 16)
 (None, 3, 6, 6)
for matrix in layer.weights:
     print(matrix.shape)
 (16, 3, 2)
 (3, 2)
 (16, 3, 2)
 (3, 2)
 (16, 3, 2)
 (3, 2)
 (3, 2, 16)
 (16.)
```

MultiHeadAttention in Keras

If we change the key_dim from 2 to 5?

```
layer = MultiHeadAttention(num_heads=3, key_dim=2)
 target = tf.keras.Input(shape=[6, 16])
 output_tensor, attention_scores = layer(target, target, return_attention_scores=True)
 print(output_tensor.shape)
 print(attention_scores.shape)
  (None, 6, 16)
  (None, 3, 6, 6)
for matrix in layer.weights:
     print(matrix.shape)
  (16, 3, 2)
  (3, 2)
 (16, 3, 2)
  (3, 2)
  (16, 3, 2)
  (3, 2)
  (3, 2, 16)
  (16.)
```

Keras Implementation

https://keras.io/examples/nlp/text_classification_with_transformer/

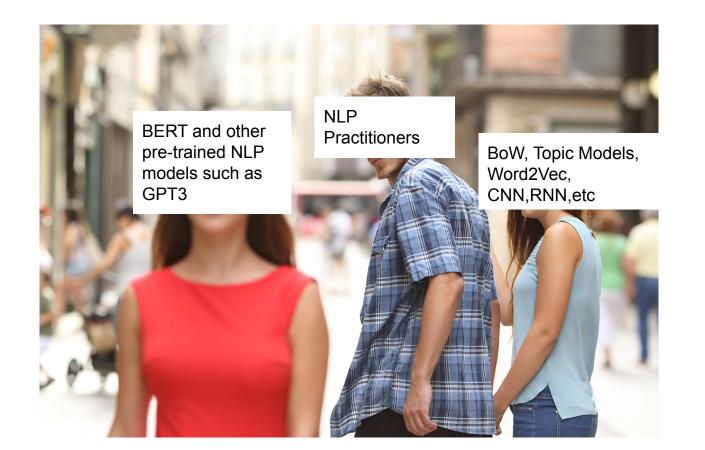
Details Behind Transformer

- 1. https://jalammar.github.io/visualizing-neural-machine-translation-mechanics-of-seq2seq-models-with-attention/
- 2. http://jalammar.github.io/illustrated-transformer/

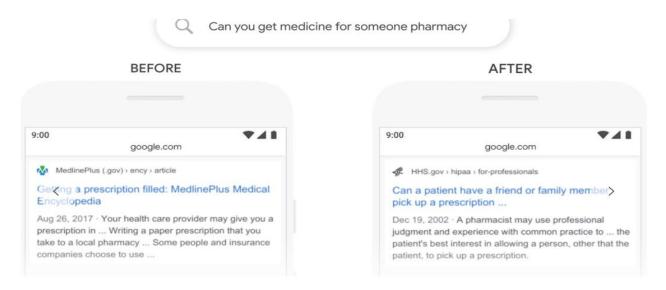
Visualizing Ichiban!!!



5. Introduction to BERT

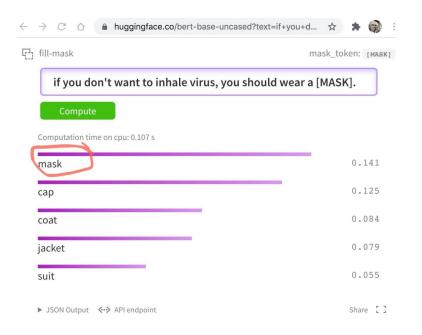


BERT in Google Search



With the latest advancements from our research team in the science of language understanding—made possible by machine learning—we're making a significant improvement to how we understand queries, representing the biggest leap forward in the past five years, and one of the biggest leaps forward in the history of Search.

BERT vs Somebody





Try:

 $\frac{https://huggingface.co/bert-base-uncased?text=if+you+don\%27t+want+to+inhale+virus+is\%2C+you+should+wear+a+\%5BMASK\%5D}{}$

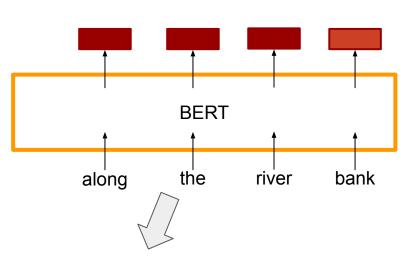
Extraction-based QA using BERT

```
question = "What can we learn in NUS?"
     answer_text = "The National University of Singapore (NUS) is the national research university of Singapore. \
                   Founded in 1905 as the Straits Settlements and Federated Malay States Government Medical School, NUS is the oldest higher education institution in Singapore.
                   It is consistently ranked within the top 20 universities in the world and is considered to be the best university in the Asia-Pacific.
                   NUS is a comprehensive research university, \
                   offering a wide range of disciplines, including the sciences, medicine and dentistry, design and environment, law, arts and social sciences, engineering, business, computing and music \
                   at both the undergraduate and postgraduate levels."
                                                                     BERT
 print('Answer: "' + answer + '"')
 Answer: "sciences , medicine and dentistry , design and environment , law , arts and social sciences , engineering , business , computing and music"
guestion = "What does NUS mean?"
answer text = "The National University of Singapore (NUS) is the national research university of Singapore. \
              Founded in 1905 as the Straits Settlements and Federated Malay States Government Medical School, NUS is the oldest higher education institution in Singapore.
              It is consistently ranked within the top 20 universities in the world and is considered to be the best university in the Asia-Pacific. \
              NUS is a comprehensive research university, \
              offering a wide range of disciplines, including the sciences, medicine and dentistry, design and environment, law, arts and social sciences, engineering, business, computing and music \
              at both the undergraduate and postgraduate levels."
                                      print('Answer: "' + answer + '"')
                                     Answer: "national university of singapore"
```

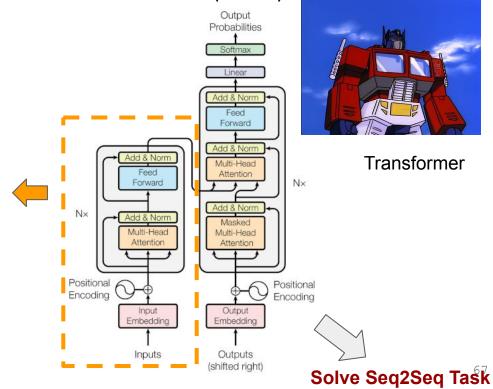
What is BERT

Bidirectional Encoder Representations from Transformers (BERT)

BERT: Encoder of Transformer,

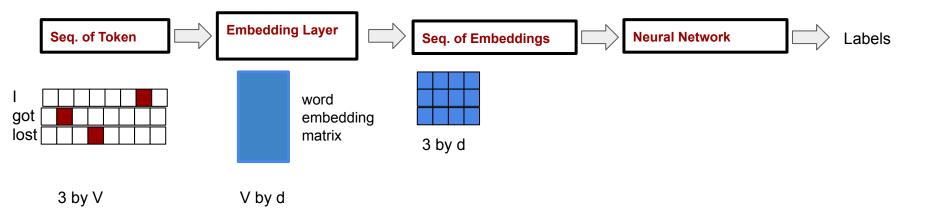


Given a sequence of words, generate a sequence of vectors and then can be used for various NLP tasks



Transformer

Neural Networks for NLP

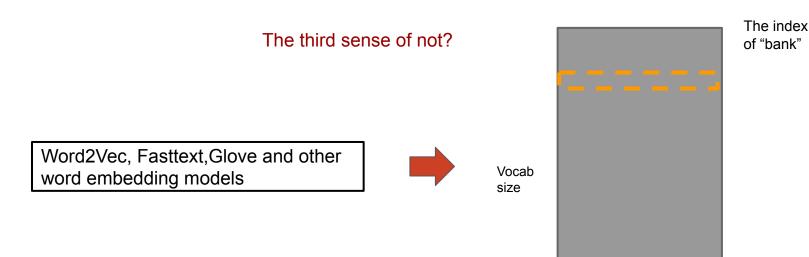




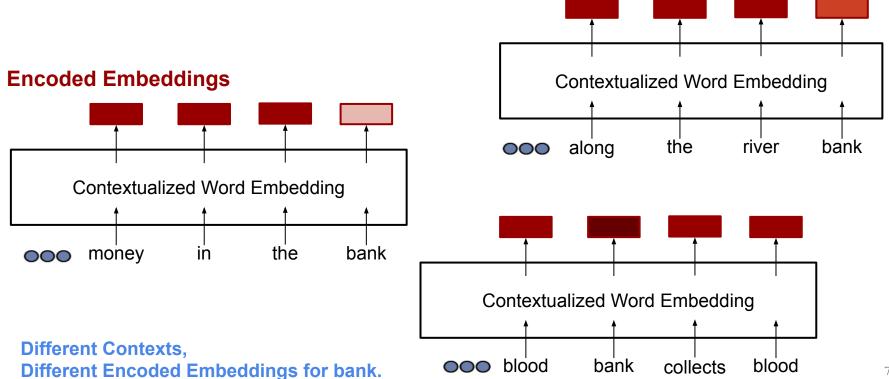
Can not address multi-sense problem!

Multiple Senses of Words

- It is safest to deposit your money in the bank.
- All the animals lined up along the river bank.
- Today, blood banks collect blood.



Contextualized Word Embeddings



Embeddings generated from BERT

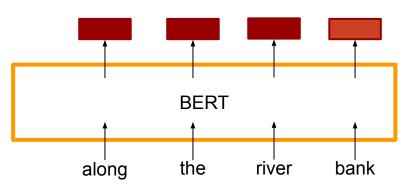
Cos-similarities among vectors of "apple" in different context

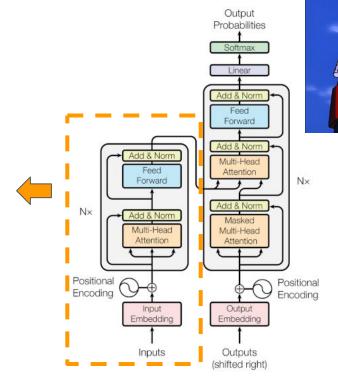


BERT

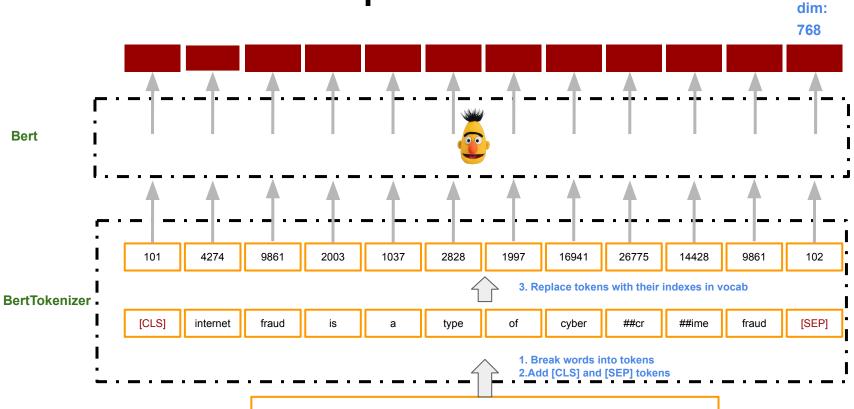
Bidirectional Encoder Representations from Transformers (BERT)

• BERT: Encoder of Transformer,

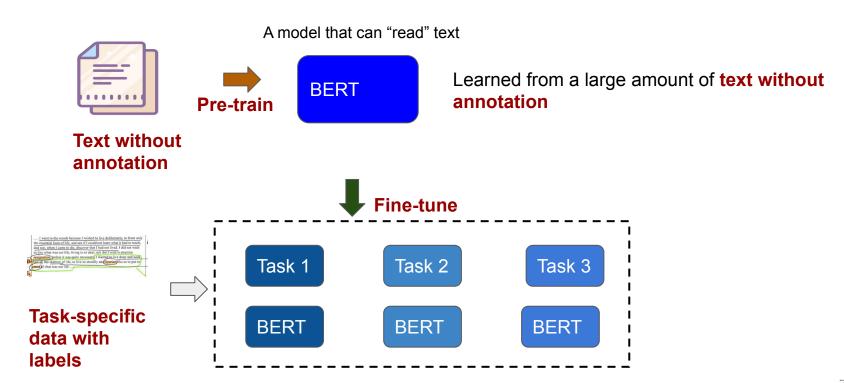




How does BERT compute



How to use BERT



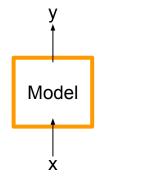
How to Pre-Train

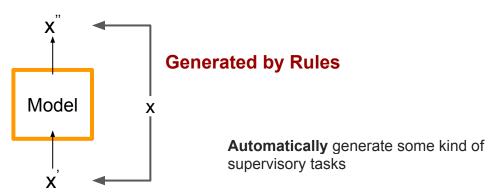


The answer is **self-supervised learning**.

I now call it "self-supervised learning", because "unsupervised" is both a loaded and confusing term.

In self-supervised learning, the system learns to predict part of its input from other parts of it input. In other words a portion of the input is used as a supervisory signal to a predictor fed with the remaining portion of the input.





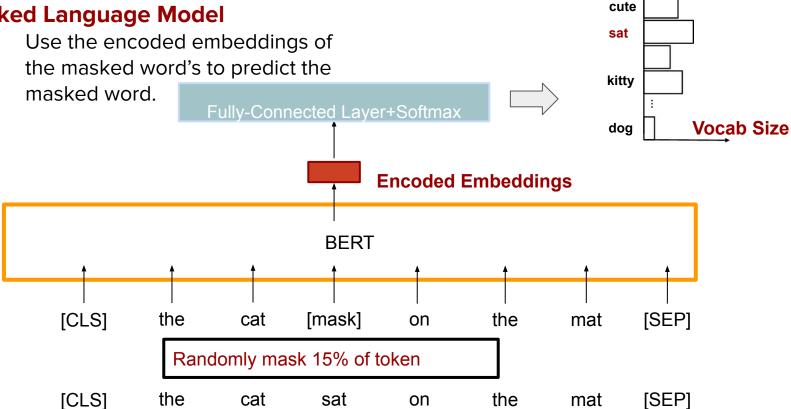
Self-Supervised

Supervised S

75

Pre-training Task I: MLM

Masked Language Model

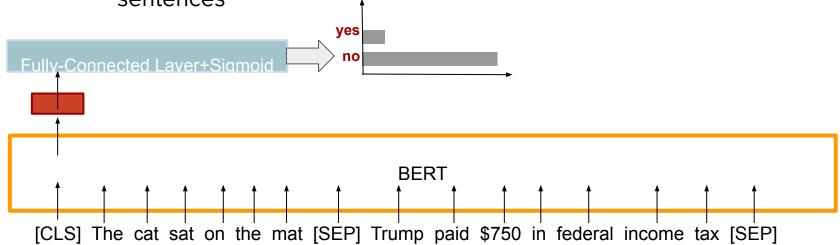


build

Pre-training Task II: NSP

Next sentence prediction

- Given two sentences A and B, is B likely to be the sentence followed by A?
- Make bert good at handling relationships between multiple sentences



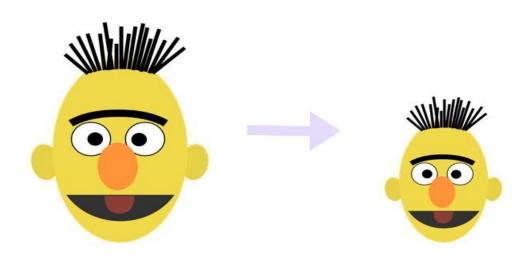
Huge Model Size

12 attention heads
110 million model parameters

Training of BERT_{BASE} was performed on 4 Cloud TPUs in Pod configuration (16 TPU chips total). ¹³ Training of BERT_{LARGE} was performed on 16 Cloud TPUs (64 TPU chips total). Each pretraining took 4 days to complete.

16 attention heads 345 million model parameters

Smaller Model



Published as a conference paper at ICLR 2020

ALBERT: A LITE BERT FOR SELF-SUPERVISED LEARNING OF LANGUAGE REPRESENTATIONS

Zhenzhong Lan¹ Mingda Chen²⁺ Sebastian Goodman¹ Kevin Gimpel²
Pivush Sharma¹ Radu Soricut¹

DistilBERT, a distilled version of BERT: smaller, faster, cheaper and lighter

Victor SANH, Lysandre DEBUT, Julien CHAUMOND, Thomas WOLF Hugging Face. {victor,lysandre,julien,thomas}@huggingface.co

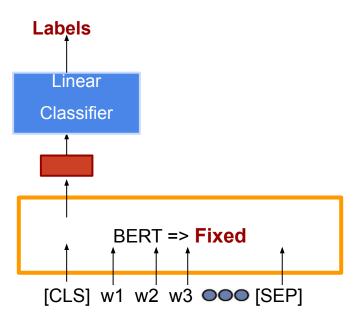
Abstract

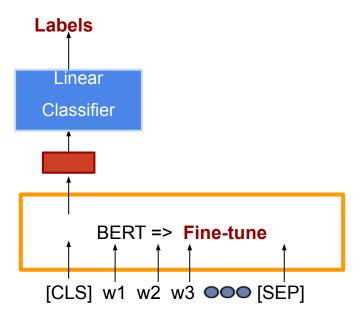
Good summary:

http://mitchgordon.me/machine/learning/2019/11/18/all-the-ways-to-compress-BERT.html

BERT Usage I

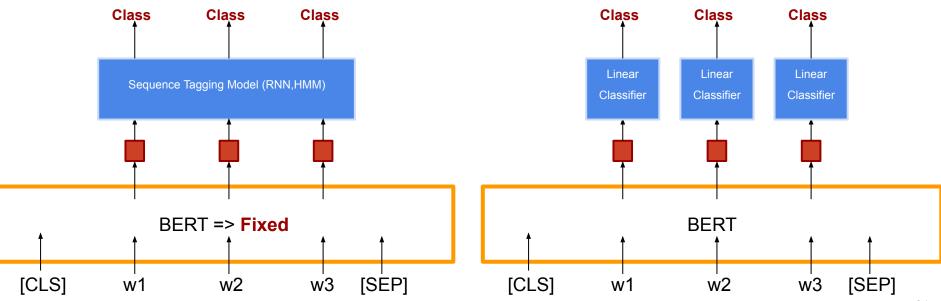
- Input: Single Sentence Output: Class
 - Sentiment Analysis
 - Document Classification





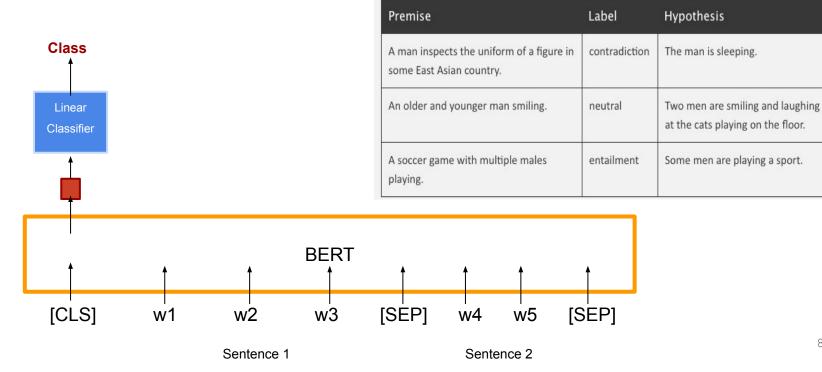
BERT Usage II

- Input: Single Sentence Output: Class
 - NER, POS Tagging



BERT Usage III

- Input: Two Sentences Output: Class
 - Natural Language Inference



BERT Usage IV

- Extraction-based Question Answering (SQuAD):
 - Input: two "sentences" (Question and Reference Text)
 - Output: start and end positions in Reference (Answer)

Question:

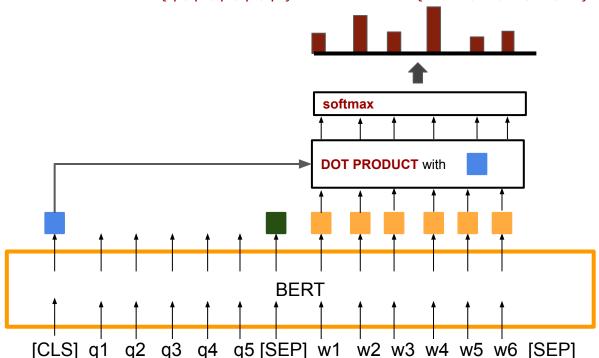
How many parameters does BERT-large have?

Reference Text:

BERT-large is really big... it has 24 layers and an embedding size of 1,024, for a total of 340M parameters! Altogether it is 1.34GB, so expect it to take a couple minutes to download to your Colab instance.

BERT Usage IV

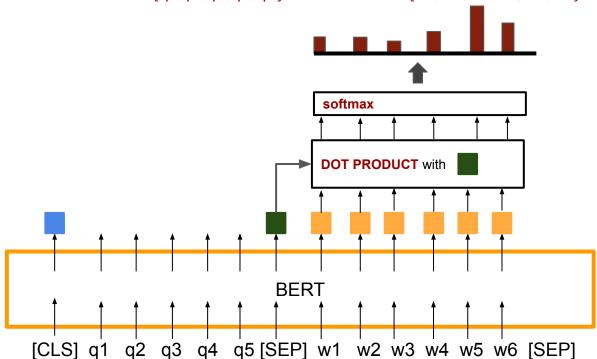
- Extraction-based Question Answering (SQuAD):
 - Question {q1,q2,q3,q4,q5} Reference Text{w1,w2,w3,w4,w5,w6}



The starting position for answer in reference is 4

BERT Usage IV

- Extraction-based Question Answering (SQuAD):
 - Question {q1,q2,q3,q4,q5} Reference Text{w1,w2,w3,w4,w5,w6}

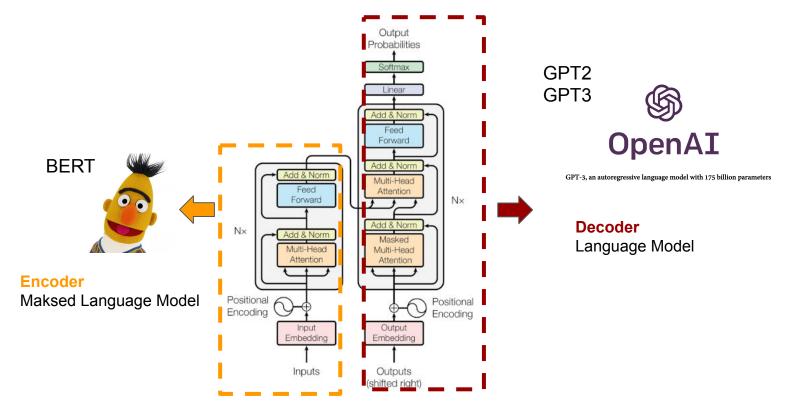


The starting position for answer in reference is 4

The ending position for answer in reference is 5

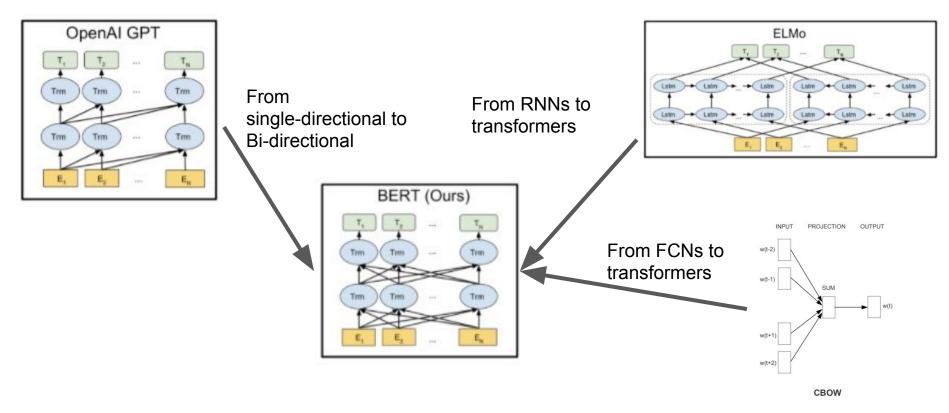
The answer is w4w5

BERT, GPT and Transformers



86

BERT and other Pre-trained Models



Next Class: Model Evaluation