CS145: INTRODUCTION TO DATA MINING

Text Data: Topic Model

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Methods to be Learnt

	Vector Data	Set Data	Sequence Data	Text Data
Classification	Logistic Regression; Decision Tree; KNN; SVM; NN			Naïve Bayes for Text
Clustering	K-means; hierarchical clustering; DBSCAN; Mixture Models			PLSA
Prediction	Linear Regression GLM*			
Frequent Pattern Mining		Apriori; FP growth	GSP; PrefixSpan	
Similarity Search			DTW	

Text Data: Topic Models

- Text Data and Topic Models
- Revisit of Mixture Model
- Probabilistic Latent Semantic Analysis (pLSA)
- Summary

Text Data

- Word/term
- Document
  - A sequence of words
- Corpus
  - A collection of documents

Cancer effort honored

Handsworth memorial award set up

MELINDA Hathaway, famous for her Internet Web page on cancer, will be honored by her school with a memorial award.

MELINDA Hathaway shared her positive outlook on life and her cancer experiences with kids on the Internet. Hathaway died last month.

LIFESTYLE

The geek grew up

Now Amanda Welliver helps teens bully-proof themselves

News, Thursday, March 15, 2012

Raven in his 80s set to see again after op

Tarquin's blind, has only one eye but has mate 70 years his junior

It's man vs burger

Monster meal deals hard to digest

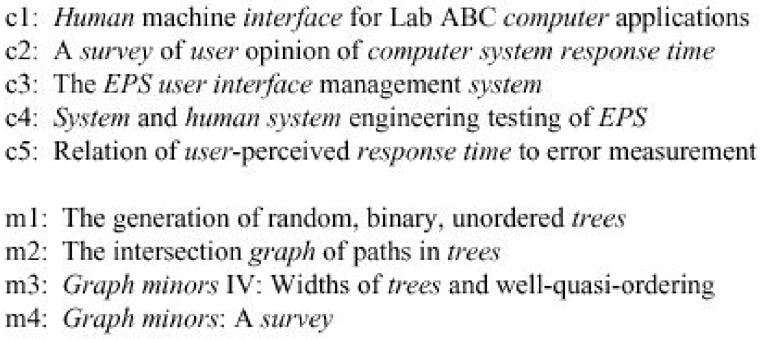
INDIANAPOLIS NEWS

HUNDREDS IN STATE SEE 'FLYING SAUCERS'

Franklin 'Dogfight' Alerts State Troopers

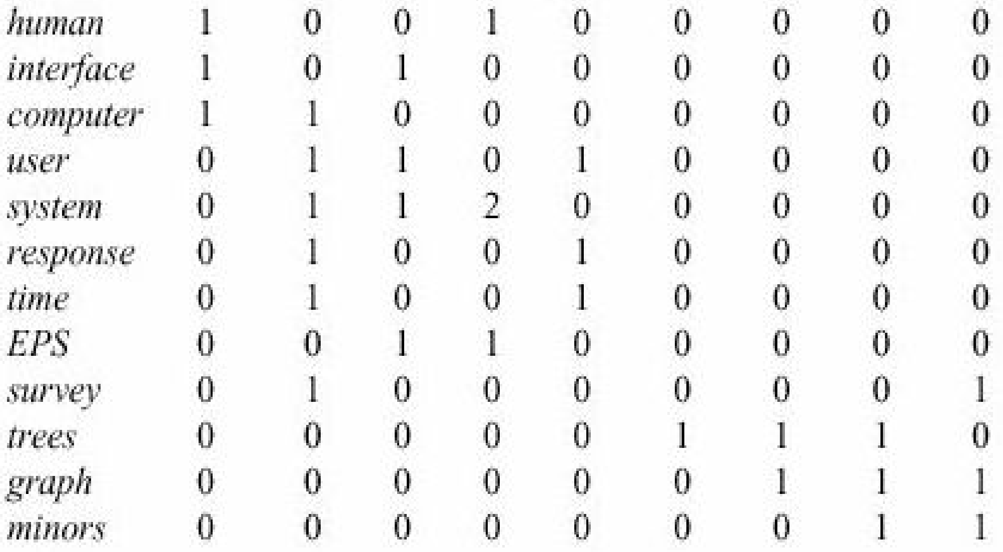
Represent a Document

- Most common way: Bag-of-Words
  - Ignore the order of words
  - keep the count



c1: *Human* machine *interface* for Lab ABC *computer* applications
c2: A *survey* of *user* opinion of *computer system response time*
c3: The *EPS user interface* management *system*
c4: *System* and *human system* engineering testing of *EPS*
c5: Relation of *user*-perceived *response time* to error measurement

m1: The generation of random, binary, unordered *trees*
m2: The intersection *graph* of paths in *trees*
m3: *Graph minors* IV: Widths of *trees* and well-quasi-ordering
m4: *Graph minors*: A *survey*

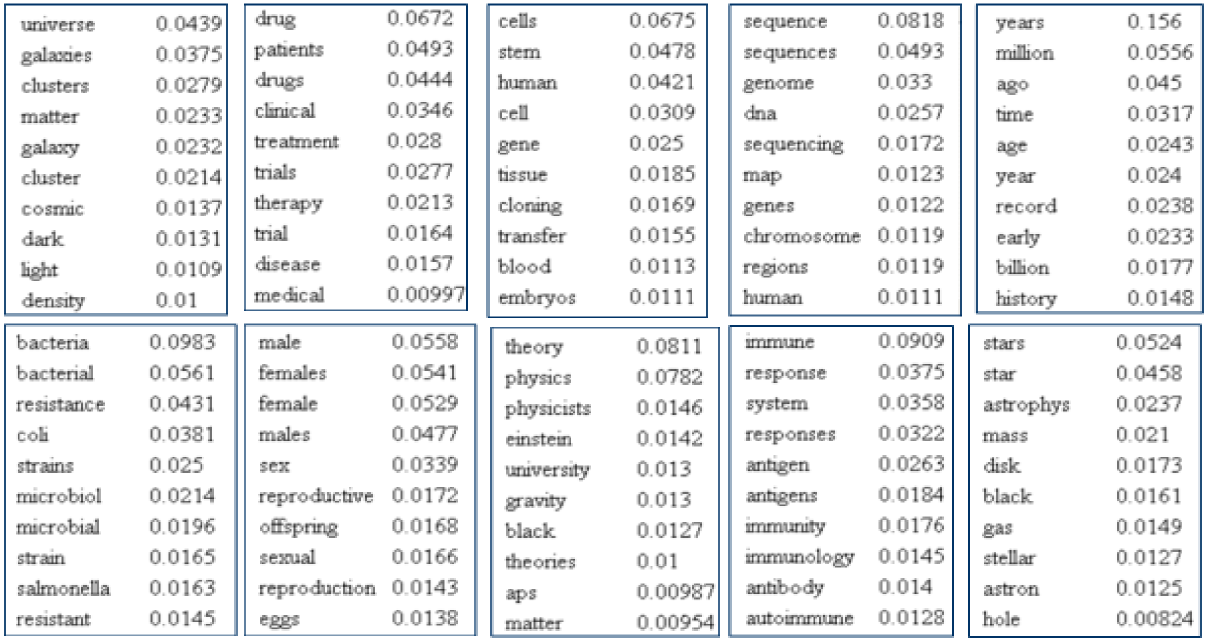


	c1	c2	c3	c4	c5	m1	m2	m3	m4
human	1	0	0	1	0	0	0	0	0
interface	1	0	1	0	0	0	0	0	0
computer	1	1	0	0	0	0	0	0	0
user	0	1	1	0	1	0	0	0	0
system	0	1	1	2	0	0	0	0	0
response	0	1	0	0	1	0	0	0	0
time	0	1	0	0	1	0	0	0	0
EPS	0	0	1	1	0	0	0	0	0
survey	0	1	0	0	0	0	0	0	1
trees	0	0	0	0	0	1	1	1	0
graph	0	0	0	0	0	0	1	1	1
minors	0	0	0	0	0	0	0	1	1

Vector space model

Topics

- Topic
  - A topic is represented by a word distribution
  - Relate to an issue



universe	0.0439
galaxies	0.0375
clusters	0.0279
matter	0.0233
galaxy	0.0232
cluster	0.0214
cosmic	0.0137
dark	0.0131
light	0.0109
density	0.01

drug	0.0672
patients	0.0493
drugs	0.0444
clinical	0.0346
treatment	0.028
trials	0.0277
therapy	0.0213
trial	0.0164
disease	0.0157
medical	0.00997

cells	0.0675
stem	0.0478
human	0.0421
cell	0.0309
gene	0.025
tissue	0.0185
cloning	0.0169
transfer	0.0155
blood	0.0113
embryos	0.0111

sequence	0.0818
sequences	0.0493
genome	0.033
dna	0.0257
sequencing	0.0172
map	0.0123
genes	0.0122
chromosome	0.0119
regions	0.0119
human	0.0111

years	0.156
million	0.0556
ago	0.045
time	0.0317
age	0.0243
year	0.024
record	0.0238
early	0.0233
billion	0.0177
history	0.0148

bacteria	0.0983
bacterial	0.0561
resistance	0.0431
coli	0.0381
strains	0.025
microbiol	0.0214
microbial	0.0196
strain	0.0165
salmonella	0.0163
resistant	0.0145

male	0.0558
females	0.0541
female	0.0529
males	0.0477
sex	0.0339
reproductive	0.0172
offspring	0.0168
sexual	0.0166
reproduction	0.0143
eggs	0.0138

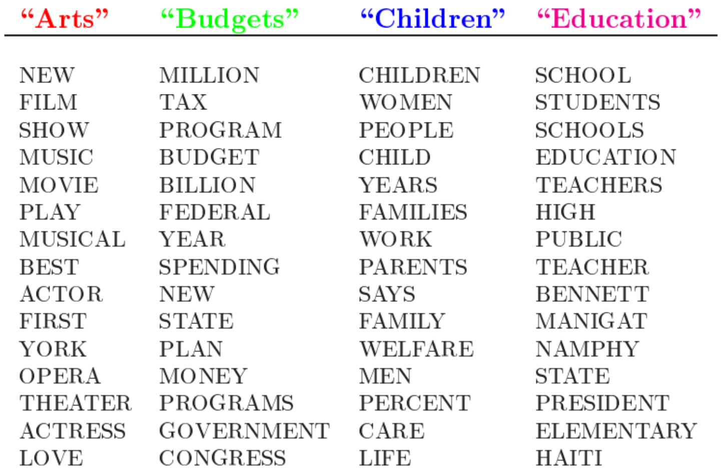
theory	0.0811
physics	0.0782
physicists	0.0146
einstein	0.0142
university	0.013
gravity	0.013
black	0.0127
theories	0.01
aps	0.00987
matter	0.00954

immune	0.0909
response	0.0375
system	0.0358
responses	0.0322
antigen	0.0263
antigens	0.0184
immunity	0.0176
immunology	0.0145
antibody	0.014
autoimmune	0.0128

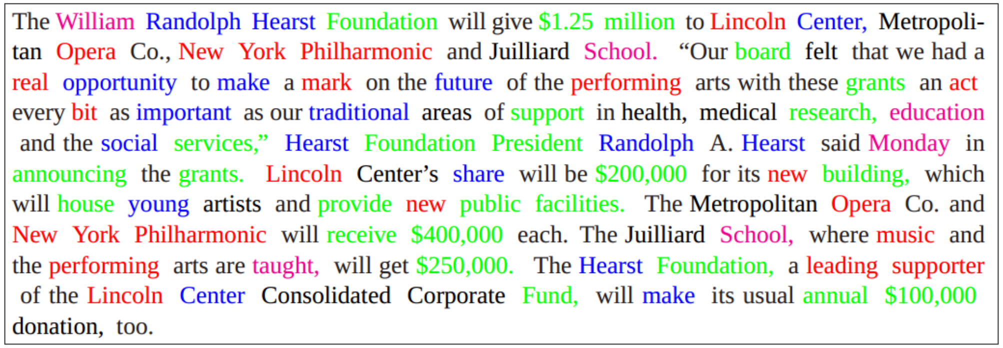
stars	0.0524
star	0.0458
astrophys	0.0237
mass	0.021
disk	0.0173
black	0.0161
gas	0.0149
stellar	0.0127
astron	0.0125
hole	0.00824

Topic Models

- Topic modeling
  - Get topics automatically from a corpus
  - Assign documents to topics automatically
- Most frequently used topic models
  - pLSA
  - LDA



"Arts"	"Budgets"	"Children"	"Education"
NEW	MILLION	CHILDREN	SCHOOL
FILM	TAX	WOMEN	STUDENTS
SHOW	PROGRAM	PEOPLE	SCHOOLS
MUSIC	BUDGET	CHILD	EDUCATION
MOVIE	BILLION	YEARS	TEACHERS
PLAY	FEDERAL	FAMILIES	HIGH
MUSICAL	YEAR	WORK	PUBLIC
BEST	SPENDING	PARENTS	TEACHER
ACTOR	NEW	SAYS	BENNETT
FIRST	STATE	FAMILY	MANIGAT
YORK	PLAN	WELFARE	NAMPHY
OPERA	MONEY	MEN	STATE
THEATER	PROGRAMS	PERCENT	PRESIDENT
ACTRESS	GOVERNMENT	CARE	ELEMENTARY
LOVE	CONGRESS	LIFE	HAITI



The William Randolph Hearst Foundation will give $1.25 million to Lincoln Center, Metropolitan Opera Co., New York Philharmonic and Juilliard School. "Our board felt that we had a real opportunity to make a mark on the future of the performing arts with these grants an act every bit as important as our traditional areas of support in health, medical research, education and the social services," Hearst Foundation President Randolph A. Hearst said Monday in announcing the grants. Lincoln Center's share will be $200,000 for its new building, which will house young artists and provide new public facilities. The Metropolitan Opera Co. and New York Philharmonic will receive $400,000 each. The Juilliard School, where music and the performing arts are taught, will get $250,000. The Hearst Foundation, a leading supporter of the Lincoln Center Consolidated Corporate Fund, will make its usual annual $100,000 donation, too.

Text Data: Topic Models

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- Revisit of Mixture Model
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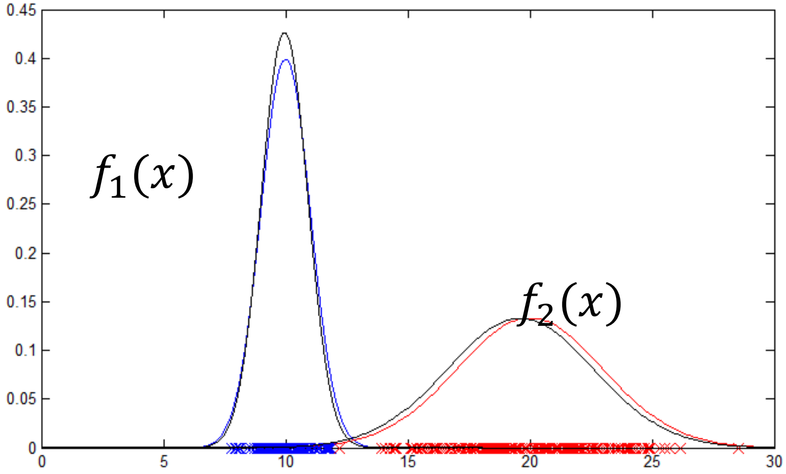
Mixture Model-Based Clustering

- A set *C* of *k* probabilistic clusters $C_1, \ldots, C_k$
  - probability density/mass functions: $f_1, \ldots, f_k,$
  - Cluster prior probabilities: $w_1, \ldots, w_k, \sum_j w_j = 1$
- Joint Probability of an object *i and its* cluster C_j is:
  - $P(x_i, z_i = C_j) = w_j f_j(x_i)$
  - z_i: hidden random variable
- Probability of *i* is:
  - $P(x_i) = \sum_j w_j f_j(x_i)$



Maximum Likelihood Estimation

- Since objects are assumed to be generated independently, for a data set D = {x_1, …, x_n}, we have,

$$P(D) = \prod_i P(x_i) = \prod_i \sum_j w_j f_j(x_i)$$

$$\Rightarrow logP(D) = \sum_i logP(x_i) = \sum_i log \sum_j w_j f_j(x_i)$$

- Task: Find a set *C* of *k* probabilistic clusters s.t. *P*(*D*) is maximized

Gaussian Mixture Model

- Generative model
  - For each object:
    - Pick its cluster, i.e., a distribution component: $Z \sim Categorical(w_1, \dots, w_k)$
    - Sample a value from the selected distribution: $X|Z \sim N\left(\mu_Z, \sigma_Z^2\right)$
- Overall likelihood function
  - $L(D|\,\theta) = \prod_i \sum_j w_j p(x_i|\mu_j, \sigma_j^2)$

  s.t. $\sum_j w_j = 1\ and\ w_j \geq 0$

Multinomial Mixture Model

- For documents with bag-of-words representation
  - $\boldsymbol{x}_d = (x_{d1}, x_{d2}, \dots, x_{dN})$, x_{dn} is the number of words for nth word in the vocabulary
- Generative model
  - For each document
    - Sample its cluster label $z \sim Categorical(\boldsymbol{\pi})$
      - $\boldsymbol{\pi} = (\pi_1, \pi_2, \dots, \pi_K)$, π_k is the proportion of kth cluster
      - $p(z = k) = \pi_k$
    - Sample its word vector $\boldsymbol{x}_d \sim multinomial(\boldsymbol{\beta}_z)$
      - $\boldsymbol{\beta}_z = (\beta_{z1}, \beta_{z2}, \dots, \beta_{zN})$, β_{zn} is the parameter associate with nth word in the vocabulary
      - $p(\boldsymbol{x}_d | z = k) = \frac{(\sum_n x_{dn})!}{\prod_n x_{dn}!} \prod_n \beta_{kn}^{x_{dn}}$

Likelihood Function

- For a set of M documents

$$L = \prod_d p(\boldsymbol{x}_d) = \prod_d \sum_k p(\boldsymbol{x}_d, z = k)$$

$$= \prod_d \sum_k p(\boldsymbol{x}_d | z = k) p(z = k)$$

$$= \prod_d \frac{(\sum_n x_{dn})!}{\prod_n x_{dn}!} \sum_k p(z = k) \prod_n \beta_{kn}^{x_{dn}}$$

Mixture of Unigrams

- For documents represented by a sequence of words
  - $\boldsymbol{w}_d = (w_{d1}, w_{d2}, \dots, w_{dN_d})$, N_d is the length of document *d*, w_{di} is the word at the ith position of the document
- Generative model
  - For each document
    - Sample its cluster label $z \sim Categorical(\boldsymbol{\pi})$
      - $\boldsymbol{\pi} = (\pi_1, \pi_2, \dots, \pi_K)$, π_k is the proportion of kth cluster
      - $p(z = k) = \pi_k$
    - For each word in the sequence
      - Sample the word $w_{di} \sim Categorical(\boldsymbol{\beta}_z)$
      - $p(w_{di}|z = k) = \beta_{kw_{di}}$

Likelihood Function

- For a set of M documents

$$L = \prod_d p(\mathbf{w}_d) = \prod_d \sum_k p(\mathbf{w}_d, z = k)$$

$$= \prod_d \sum_k p(\mathbf{w}_d | z = k) p(z = k)$$

$$= \prod_d \sum_k p(z = k) \prod_i \beta_{k w_{di}}$$

Question

- Are multinomial mixture model and mixture of unigrams model equivalent? Why?

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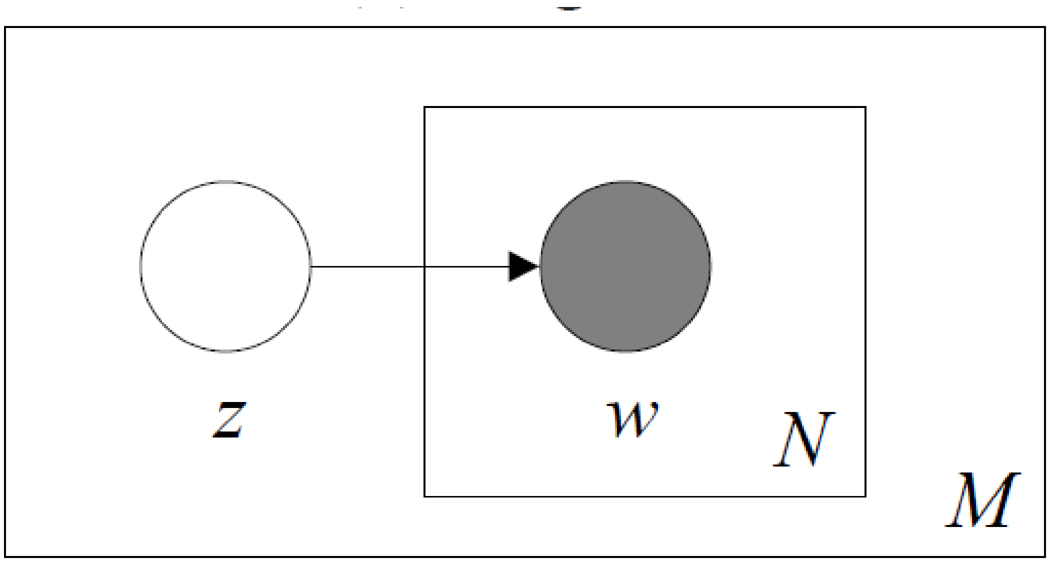
Notations

- Word, document, topic
  - w, d, z
- Word count in document
  - $c(w, d)$
- Word distribution for each topic (β_z)
  - $\beta_{zw}: p(w|z)$
- Topic distribution for each document (θ_d)
  - $\theta_{dz}: p(z|d)$ (Yes, soft clustering)

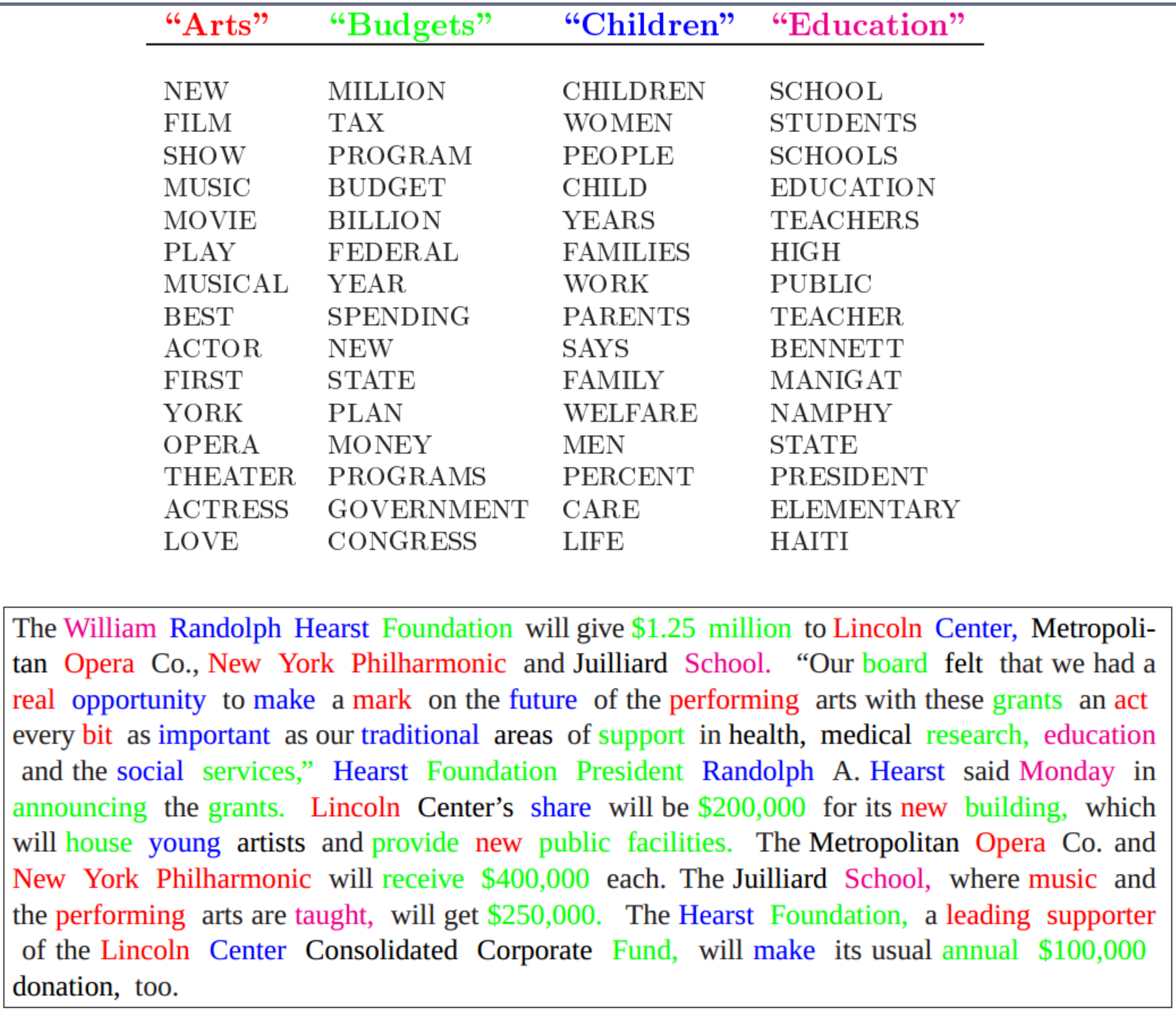
Issues of Mixture of Unigrams

- All the words in the same documents are sampled from the same topic



- In practice, people switch topics during their writing

Illustration of pLSA



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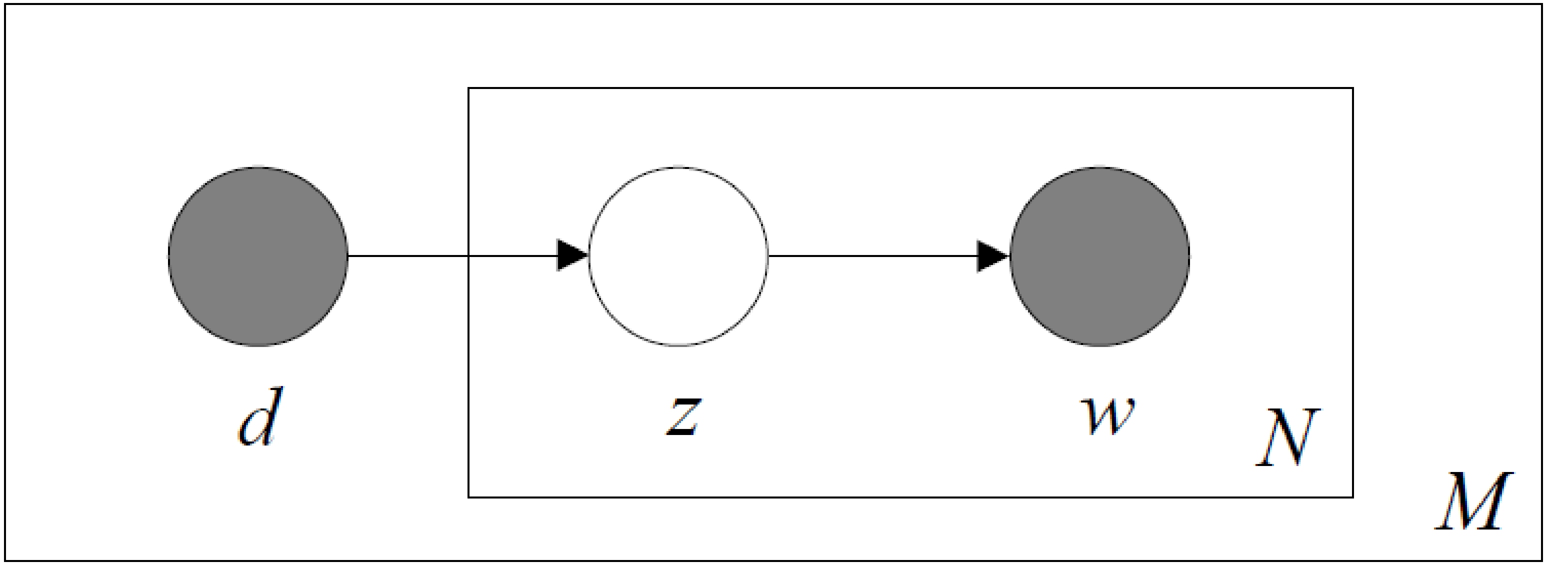
Generative Model for pLSA

- Describe how a document *d* is generated probabilistically
  - For each position in d, $n = 1, \ldots, N_d$
    - Generate the topic for the position as $z_n \sim Categorical(\boldsymbol{\theta}_d), i.e., p(z_n = k) = \theta_{dk}$

      (Note, 1 trial multinomial)
    - Generate the word for the position as

      $w_n | z_n \sim Categorical(\boldsymbol{\beta}_{z_n}), i.e., p(w_n = w | z_n) = \beta_{z_n w}$

Graphical Model



Note: Sometimes, people add parameters such as $\theta\ and\ \beta$ into the graphical model

The Likelihood Function for a Corpus

- Probability of a word

$$p(w|d) = \sum_k p(w, z = k|d) = \sum_k p(w|z = k)p(z = k|d) = \sum_k \beta_{kw}\theta_{dk}$$

- Likelihood of a corpus

$$\begin{aligned} & \prod_{d=1} P(w_1, \cdots, w_{N_d}, d|\theta, \beta, \pi) \\ = \; & \prod_{d=1} P(d) \left\{ \prod_{n=1}^{N_d} \left(\sum_k P(z_n = k|d, \theta_d) P(w_n|\beta_k) \right) \right\} \\ = \; & \prod_{d=1} \pi_d \left\{ \prod_{n=1}^{N_d} \left(\sum_k \theta_{dk} \beta_{kw_n} \right) \right\} \end{aligned}$$

π_d *is usually considered as uniform*, i.e., 1/M

Re-arrange the Likelihood Function

- Group the same word from different positions together

$$\max logL = \sum_{dw} c(w, d) log \sum_{z} \theta_{dz} \beta_{zw}$$

$$s.t. \sum_{z} \theta_{dz} = 1 \; and \; \sum_{w} \beta_{zw} = 1$$

Optimization: EM Algorithm

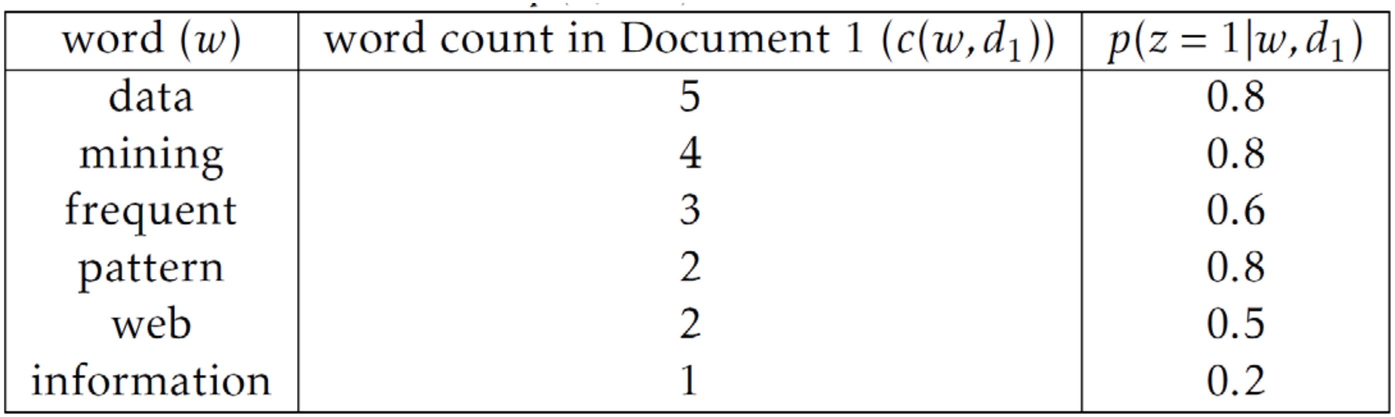
- Repeat until converge
  - E-step: for each word in each document, calculate its conditional probability belonging to each topic
    $p(z|w,d) \propto p(w|z,d)p(z|d) = \beta_{zw}\theta_{dz}$ $(i.e., p(z|w,d) = \frac{\beta_{zw}\theta_{dz}}{\sum_{z'}\beta_{z'w}\theta_{dz'}})$
  - M-step: given the conditional distribution, find the parameters that can maximize the expected complete log-likelihood

$$\beta_{zw} \propto \sum_d p(z|w,d)c(w,d) \ (i.e., \beta_{zw} = \frac{\sum_d p(z|w,d)c(w,d)}{\sum_{w',d} p(z|w',d)c(w',d)})$$

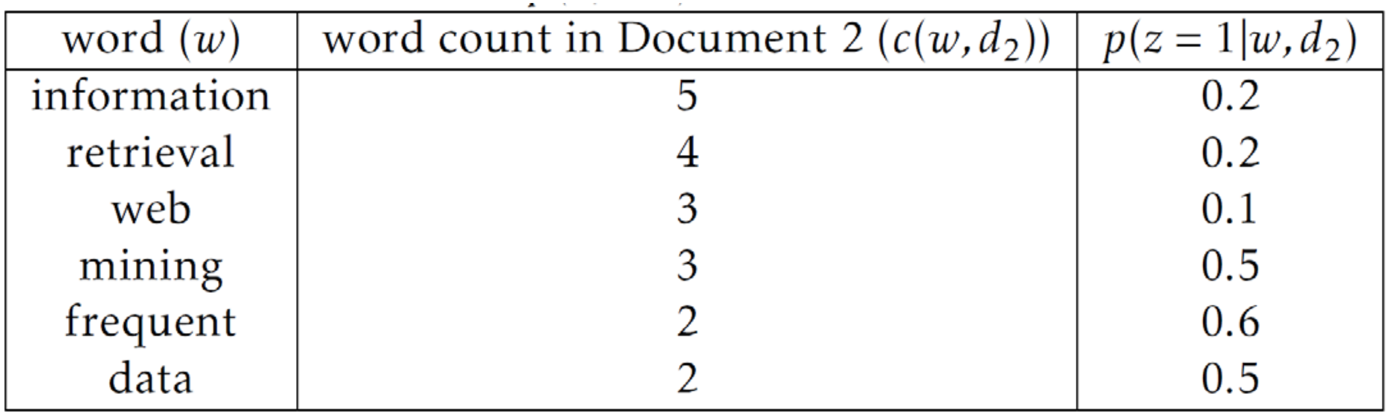
$$\theta_{dz} \propto \sum_w p(z|w,d)c(w,d) \ \ (i.e., \theta_{dz} = \frac{\sum_w p(z|w,d)c(w,d)}{N_d})$$

Example

- Two documents, two topics
  - Vocabulary: {1: data, 2: mining, 3: frequent, 4: pattern, 5: web, 6: information, 7: retrieval}
  - A



word (w)	word count in Document 1 ($c(w, d_1)$)	$p(z = 1 \mid w, d_1)$
data	5	0.8
mining	4	0.8
frequent	3	0.6
pattern	2	0.8
web	2	0.5
information	1	0.2



word (w)	word count in Document 2 ($c(w, d_2)$)	$p(z = 1 \mid w, d_2)$
information	5	0.2
retrieval	4	0.2
web	3	0.1
mining	3	0.5
frequent	2	0.6
data	2	0.5

Example (Continued)

- M-step

$$\beta_{11} = \frac{0.8 * 5 + 0.5 * 2}{11.8 + 5.8} = 5/17.6$$

$$\beta_{12} = \frac{0.8 * 4 + 0.5 * 3}{11.8 + 5.8} = 4.7/17.6$$

$$\beta_{13} = 3/17.6$$

$$\beta_{14} = 1.6/17.6$$

$$\beta_{15} = 1.3/17.6$$

$$\beta_{16} = 1.2/17.6$$

$$\beta_{17} = 0.8/17.6$$

$$\theta_{11} = \frac{11.8}{17}$$

$$\theta_{12} = \frac{5.2}{17}$$

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Summary

- Basic Concepts
  - Word/term, document, corpus, topic
- Mixture of unigrams
- pLSA
  - Generative model
  - Likelihood function
  - EM algorithm

Learnt Algorithms

	Vector Data	Set Data	Sequence Data	Text Data
Classification	Logistic Regression; Decision Tree; KNN; SVM; NN			Naïve Bayes for Text
Clustering	K-means; hierarchical clustering; DBSCAN; Mixture Models			PLSA
Prediction	Linear Regression GLM*			
Frequent Pattern Mining		Apriori; FP growth	GSP; PrefixSpan	
Similarity Search			DTW	

Major Deadlines ahead

- Homework 6 (optional)
  - We will pick 5 highest score
- Course project
  - Kaggle completion and report are due on different dates
  - Don’t forget peer evaluation form:
    - One question is: “Do you think some member in your group should be given a lower score than the group score? If yes, please list the name, and explain why.”

Content to Cover

- All the content learned so far
  - ~20% before midterm
  - ~80% after midt

	Vector Data	Set Data	Sequence Data	Text Data

Classification	Logistic Regression;
	Decision Tree;
	KNN;
	SVM; NN
				Naïve Bayes for Text

Clustering	K-means;
	hierarchical clustering;
	DBSCAN;
	Mixture Models
				PLSA

Prediction	Linear Regression GLM*			
Frequent Pattern Mining		Apriori; FP growth	GSP; PrefixSpan	
Similarity Search			DTW	

Type of Questions

- Similar to Midterm
  - True or false
  - Conceptual questions
  - Computation questions

Sample question on DTW

- Suppose that we have two sequences S1 and S2 as follows:
  - S1 = <1, 2, 5, 3, 2, 1, 7>
  - S2 = <2, 3, 2, 1, 7, 4, 3, 0, 2, 5>
- Compute the distance between two sequences according to the dynamic time warping algorithm.

What's next?

- Following-up courses
  - CS247: Advanced Data Mining
    - Focus on Text, Recommender Systems, and Networks/Graphs
    - Will be offered in Spring 2021
  - CS249: Graph Neural Networks
    - Focus on Deep Neural Networks on Graphs
    - Research seminar: You are expected to read papers and present to the whole class; you are expected to write a survey or conduct a course project
    - Will be offered in Winter 2021

Thank you and good luck!

- Give us feedback by submitting evaluation form (counted as bonus for participation)
- 1-2 undergraduate research intern positions are available