FROM LINEAR REGRESSION TO NEURAL NETWORKS





ABOUT ME



75% math 25%

Computers



Computer Vision SOME AREAS OF EXPERTISE









SOME FRAMEWORK PROFICIENCIES

Machine Learning Stuff ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ Video Games stuff Actually playing Video Games

Analytical Index

- 1. Intro: What is Deep Learning?
- 2. From Logistic Regression to Neural Nets
- 3. Backpropagation
- 4. Stochastic Gradient Descent
- 5. Network Examples
- 6. Use Cases and Techniques

What is Deep Learning?





ARTIFICIAL INTELLIGENCE

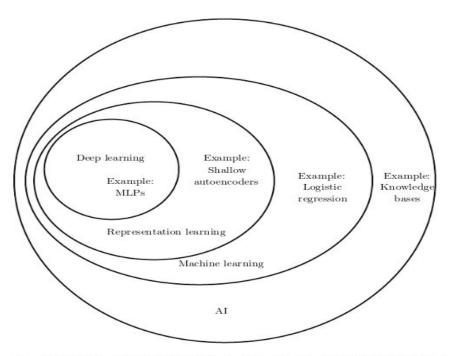


Figure 1.4: A Venn diagram showing how deep learning is a kind of representation learning, which is in turn a kind of machine learning, which is used for many but not all approaches to AI. Each section of the Venn diagram includes an example of an AI technology.

From the book "Deep Learning", Ian Goodfellow and Yoshua Bengio and Aaron Courville



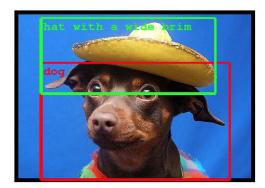








SOME APPLICATIONS



Object Classification and Detection

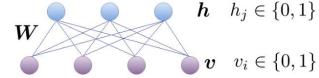
Instant Visual translation







Restricted Boltzmann Machines (RBM)



RBM on Recommender **Systems**



Film scripts. Yes, it's for real



CNN + LSTM to describe pictures

From Logistic Regression to Neural Nets

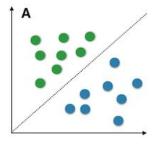


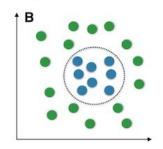


Motivation: The need for non-linear decision boundaries

Decision boundary = set of points that are equally likely to belong to any of two classes
Simple classifiers such as **linear regression and logistic regression** can only find linear boundaries

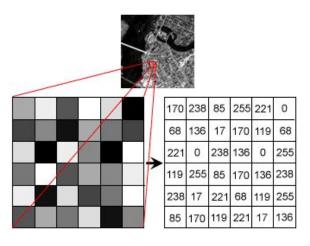
Linear vs. nonlinear problems



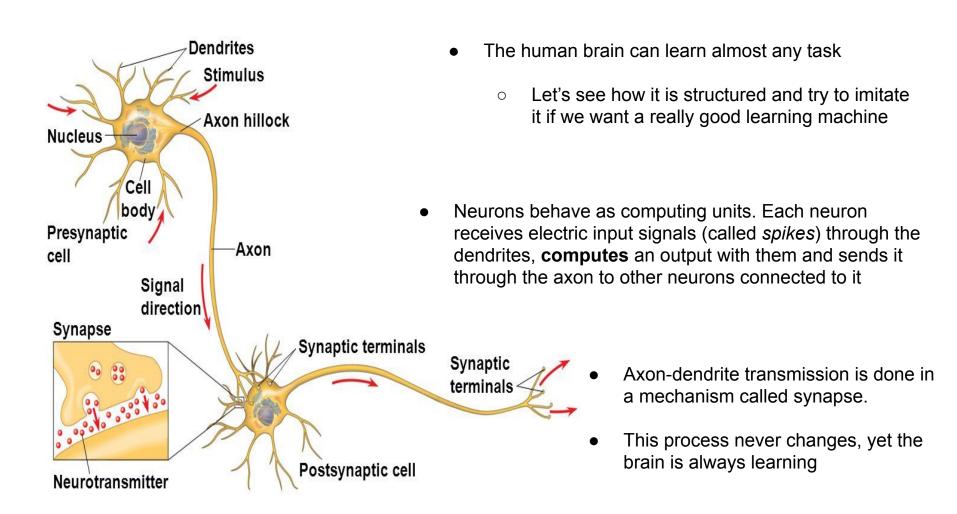


- Trick: create new features as non-linear combinations of existing features, and give them to the linear classifier
 - \circ Eg: use x_1 and x_2 but also x_1x_2 , x_1^2 , x_2^2
 - Pros: still using a simple (white-box) classifier, understandable by business people (econometrics)

- What happens if we have n = 50 features?
 - Too many new features generated
- Even worse: what if we have an image, where each pixel is a feature, and want to learn the concept being displayed?



The brain as the most perfect "universal" learning algorithm



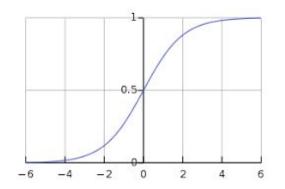
Computational model of a neural network

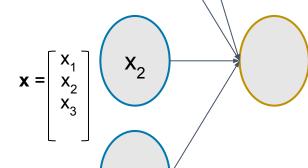


 $g(\mathbf{w}^{\mathsf{T}}\mathbf{x}) = 1 / (1 + e^{-(w0 + w1x1 + w2x2 + w3x3)})$

Function $g(\cdot)$ is known as the **activation** function and it is a **non-linear function** of the input.

Most often, it is the **sigmoid function**: $g(z) = 1 / (1 + e^{-z})$





 X_3

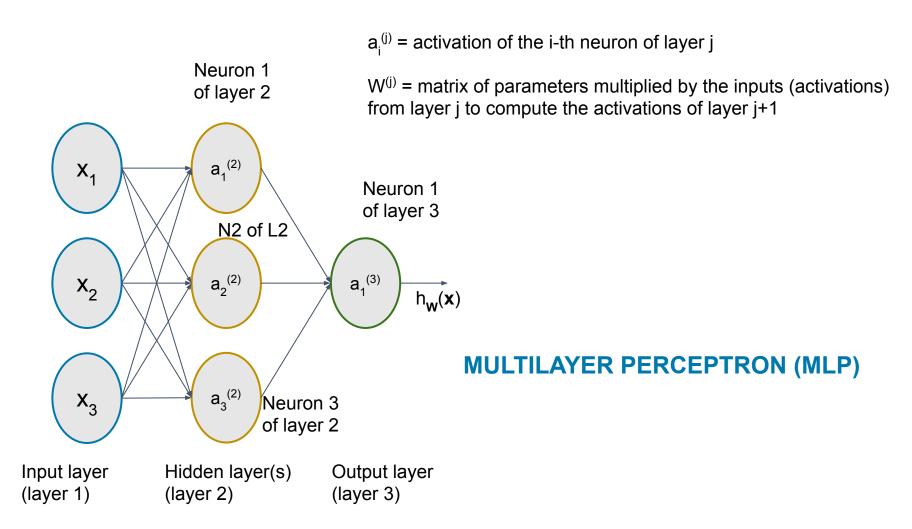
X₁

Output (called **activation**): $g(\mathbf{w}^{\mathsf{T}}\mathbf{x}) = g(\mathbf{w}_0 + \mathbf{w}_1\mathbf{x}_1 + \mathbf{w}_2\mathbf{x}_2 + \mathbf{w}_3\mathbf{x}_3)$

The value of the parameters $\mathbf{w} = \begin{pmatrix} \mathbf{w}_0 \\ \mathbf{w}_1 \\ \mathbf{w}_2 \end{pmatrix}$ represent "what the neuron has learned upt to now").

Conclusion: with the sigmoid, each neuron actually learns a **logistic regression** for a (mysterious) sub-task which contributes appropriately to the network task.

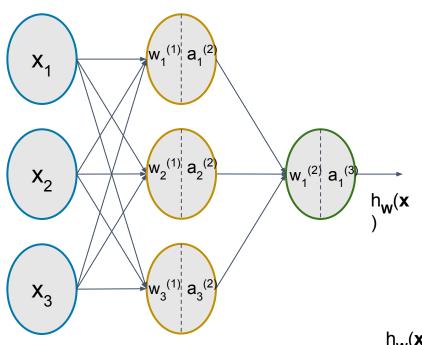
Equation ("hypothesis") of a small neural network



Equation ("hypothesis") of a small neural network

 $a_i^{(j)}$ = activation of the i-th neuron of layer j

W^(j) = matrix of parameters to be multiplied by the inputs (activations) from layer j to compute the activations of layer j+1



Hidden layer(s)

(layer 2)

 $a_3^{(2)} = g(w^{(1)}_{30} + w^{(1)}_{31} x_1 + w^{(1)}_{32} x_2 + w^{(1)}_{33} x_3)$

Output layer (layer 3)

 $h_{\mathbf{W}}(\mathbf{x}) = a_1^{(3)} = g(w^{(2)}_{10} + w^{(2)}_{11} a_1^{(2)} + w^{(2)}_{12} a_2^{(2)} + w^{(2)}_{13} a_3^{(2)})$

which is a logistic regression with new variables a_1 , a_2 , a_3 created as non-linear transformations of x_1 , x_2 , x_3

Input layer

(layer 1)

A matricial compact form to compute the output

a_i(i) = activation of the i-th neuron of layer j

 $B^{(j)}$ = matrix of parameters multiplied by the inputs (activations) from layer j to compute the activations of layer j+1

$$W_{2,3}^{(1)} = \begin{bmatrix} (w_{1}^{(1)})^{T} \\ (w_{2}^{(1)})^{T} \end{bmatrix} \begin{bmatrix} w_{1,0}^{(1)} & w_{1,1}^{(1)} & w_{1,2}^{(1)} & w_{1,3}^{(1)} \\ w_{2,0}^{(1)} & w_{2,1}^{(1)} & w_{2,2}^{(1)} \end{bmatrix}$$

$$W_{3,0}^{(1)} & w_{3,1}^{(1)} & w_{3,2}^{(1)} & w_{3,3}^{(1)} \end{bmatrix}$$

$$W^{(2)} = (w_{1}^{(2)})^{T} = w_{1,0}^{(2)} & w_{1,1}^{(2)} & w_{1,2}^{(2)} & w_{1,3}^{(2)} \end{bmatrix}$$

$$a_{1}^{(2)} = g(w_{10}^{(1)} + w_{11}^{(1)} & w_{11}^{(1)} & w_{11}^{(2)} & w_{11}^{($$

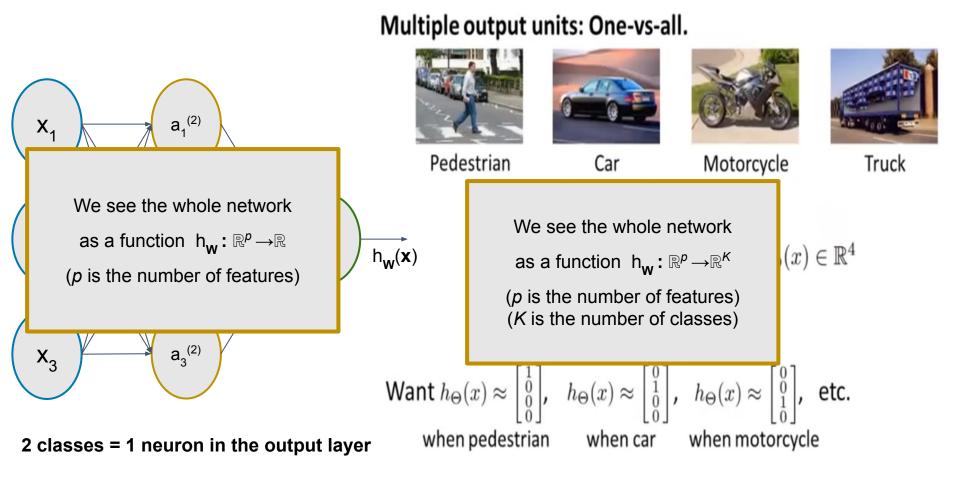
$$\mathbf{z}^{(2)} = \begin{bmatrix} \mathbf{z}_{1}^{(2)} \\ \mathbf{z}_{2}^{(2)} \\ \mathbf{z}_{3}^{(2)} \end{bmatrix} = \mathbf{W}^{(1)} \mathbf{a}^{(1)} = \mathbf{W}^{(1)} \begin{bmatrix} 1 \\ \mathbf{x}_{1} \\ \mathbf{x}_{2} \\ \mathbf{x}_{3} \end{bmatrix}$$

$$\mathbf{a}^{(2)} = (1, g(\mathbf{z}^{(2)}))^{T} = \begin{bmatrix} 1 \\ g(\mathbf{z}_{1}^{(2)}) \\ g(\mathbf{z}_{2}^{(2)}) \\ g(\mathbf{z}_{3}^{(2)}) \end{bmatrix}$$
 (apply g element-wise)
$$\mathbf{z}^{(3)} = \mathbf{B}^{(2)} \mathbf{a}^{(2)}$$

$$\mathbf{a}^{(3)} = g(\mathbf{z}^{(3)})$$
 (apply g element-wise)

$$h_{\mathbf{w}}(\mathbf{x}) = a_1^{(3)} = g(w_{10}^{(2)} + w_{11}^{(2)} a_1^{(2)} + w_{12}^{(2)} a_2^{(2)} + w_{13}^{(2)} a_3^{(2)})$$

Two-class and multiclass classification with a neural network



K classes = K neurons in the output layer (K > 2)

The concept of cost function in Machine Learning

- In any Machine Learning model, fitting a model means finding the best values of its parameters.
- The best model is that whose parameter values minimize the total error with respect to the actual outputs
- Since the error depends on the parameters chosen, it is a *function* called *cost function* J. The most common error measure is the MSE (Mean Squared Error):

$$J(w_0, w_1, ..., w_R) = [1/(2m)] \sum_{i=1}^{m} (\hat{y}_i - y_i)^2 =$$

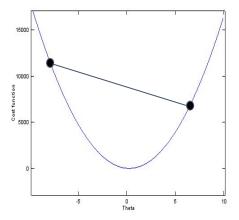
$$= [1/(2m)] \sum_{i=1}^{m} (h_{w_0, w_1, ..., w_R}(\mathbf{x}_i) - y_i)^2$$

m = number of training examples

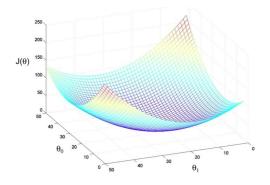
 $h_{w0, w1, ..., wR}$ = hypothesis (the equation of the

model)

- Instead of minimizing the total sum, we minimize the average error, (1/m).
- Finding the optimum of any function f is equivalent to finding the optimum of f/2.
- Hence we divide by 2 because it eases further calculations.



Ideally the cost function is convex: for every pair of points, the curve is always below the line (or hyper-plane) between them



Cost function of one parameter

Cost function of two parameters

Gradient descent with one variable w

- If the cost function is convex: only one global optimum, which is the global minimum.
- Closed form of the minimum:
 - Compute the derivative of the model equation and find the point where it is 0 (exact solution).
 - Multiple variables: partial derivatives, and solve an equation system to find where all are 0 simultaneously.
- Can be difficult if the model equation is complicated, has many variables (large equation system) or is not derivable.
- Solution: approximate iterative algorithm called *gradient descent* (also valid for non-convex functions!)

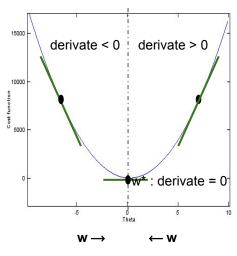
GRADIENT DESCENT ALGORITHM

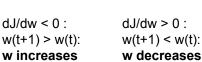
 $w_0 \leftarrow$ some initial value $\eta \leftarrow$ some fixed (small) constant (η is called the *learning ratio*) t \leftarrow 0

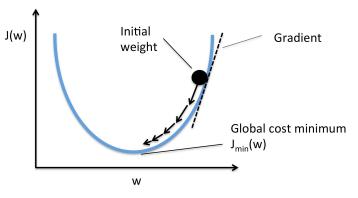
tolerance←small value (e.g: 0.000001)

while $dJ/dw \mid_{w = w(t)}$ > tolerance :

$$w^{(t+1)} \leftarrow w^{(t)} - \eta (dJ/dw |_{w = w(t)})$$







Gradient descent in general (variables w = (w0, w1, ..., wp))

• With multiple variables: evaluate the modulus (noted ||·||) of the gradient vector to test the stopping criterion

GRADIENT DESCENT ALGORITHM (p variables)

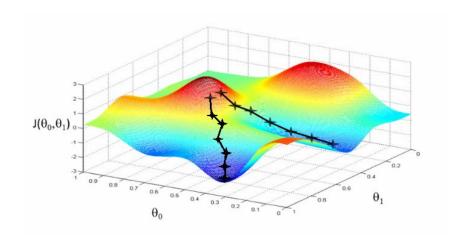
$$\mathbf{w}_0 \leftarrow$$
 some initial vector $(\mathbf{w}_{01}, ..., \mathbf{w}_{0p})$ $\eta \leftarrow$ some fixed (small) constant $(\eta \text{ is called the } \textit{learning ratio})$ $t \leftarrow 0$ tolerance \leftarrow small value (e.g. 0.000001)

while
$$||\nabla g||_{\mathbf{w} = \mathbf{w}(t)}|| > \text{tolerance}$$
:

$$\mathbf{w}^{(t+1)} \leftarrow \mathbf{w}^{(t)} - \eta \mid \mid \nabla g \mid_{\mathbf{w} = \mathbf{w}(t)} \mid \mid$$

NOTE:
$$\nabla g = (\partial J/\partial w_0, \partial J/\partial w_1, \dots, \partial J/\partial w_n) \in \mathbb{R}^p$$

- In general, cost functions are not convex: many local optima. Gradient descent does not guarantee the minimum
- The solution found depends on the starting point



In summary: we need to compute the partial derivatives at each parameter point

Gradient descent with two variables

- Note that the error function J is determined uniquely by the dataset and the shape model being fitted.
- The function (and hence its derivative) does not change during the algorithm, we just evaluate the derivate function at different values of the model parameters, which are the variables of that function.
- E.g: linear regression with 2 variables x₁, x₂. The model is

$$h_{\mathbf{W}}(\mathbf{x}) = w_0 + w_1 x_1 + w_2 x_2$$
 Imagine this dataset: Sample 1: \mathbf{x} ; $\mathbf{y} = (2, 3; 1.8)$ Sample 2: \mathbf{x} ; $\mathbf{y} = (4, 5; 3.2)$ (having only $\mathbf{m} = 2$ examples) Then
$$J(w_0, w_1, w_2) = (1/(2 \cdot 2)) \left[(w_0 + 2w_1 + 3w_2 - 1.8)^2 + (w_0 + 4w_1 + 5w_2 - 3.2)^2 \right]$$

$$\frac{\partial J}{\partial w_0} = (1/2) \left((w_0 + 2w_1 + 3w_2 - 1.8) + (w_0 + 4w_1 + 5w_2 - 3.2) \right)$$

$$\frac{\partial J}{\partial w_1} = (1/2) \left((w_0 + 2w_1 + 3w_2 - 1.8) \cdot 2 + (w_0 + 4w_1 + 5w_2 - 3.2) \cdot 4 \right)$$

$$\frac{\partial J}{\partial w_2} = (1/2) \left((w_0 + 2w_1 + 3w_2 - 1.8) \cdot 3 + (w_0 + 4w_1 + 5w_2 - 3.2) \cdot 5 \right)$$

$$\nabla g = ((1/2) \left((w_0 + 2w_1 + 3w_2 - 1.8) \cdot 3 + (w_0 + 4w_1 + 5w_2 - 3.2) \cdot 4 \right)$$

$$(1/2) \left((w_0 + 2w_1 + 3w_2 - 1.8) \cdot 2 + (w_0 + 4w_1 + 5w_2 - 3.2) \cdot 4 \right)$$

$$(1/2) \left((w_0 + 2w_1 + 3w_2 - 1.8) \cdot 2 + (w_0 + 4w_1 + 5w_2 - 3.2) \cdot 4 \right)$$

$$(1/2) \left((w_0 + 2w_1 + 3w_2 - 1.8) \cdot 3 + (w_0 + 4w_1 + 5w_2 - 3.2) \cdot 5 \right)$$

and now we can start evaluating ∇g at different points $\mathbf{w}^{(t)}$, each point being a vector of \mathbb{R}^3 .

Gradient descent with two variables

• In logistic regression, $h_{\beta}(\mathbf{x}) = 1 / (1 + e^{-(\beta^T \mathbf{x})})$ and so the cost function of a logistic regression, $J(\beta_0, \beta_1, ..., \beta_R) = [1/(2m)] \sum_{i=1}^{m} (1/(1 + e^{-(\beta^T \mathbf{x})}) - y_i)^2$

is non-convex. A somewhat equivalent, convex cost function in logistic regression is

$$J(\beta_0, \beta_1, ..., \beta_R) = -(1/m) \left[\sum_{i=1}^m y_i \log(h_{\boldsymbol{\beta}}(\mathbf{x}_i)) + (1-y_i) \log(1 - h_{\boldsymbol{\beta}}(\mathbf{x}_i)) \right] \quad \text{(we ignore any regularization term)}$$

Recall that a neural network can be seen as an aggregation of logistic regressions. In a NN with **K neurons in the output layer** (no matter how many are inside), the cost function is

$$J(\mathbf{B}) = -(1/m) \left[\sum_{i=1}^{m} \sum_{k=1}^{K} y_i \log(h_{\mathbf{B}}(\mathbf{x}_i))_k + (1-y_i)\log(1 - (h_{\mathbf{B}}(\mathbf{x}_i))_k) \right] \qquad \mathbf{B} = \{B^{(1)}, B^{(2)}, \dots\}$$

which is again non-convex.





Backpropagation



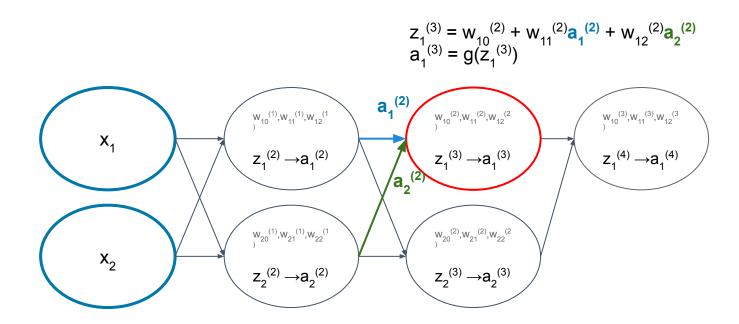


Backpropagation

Algorithm to compute the partial derivatives of the cost function with respect to each parameter.

- Intuition: compute the contribution of each neuron to the final error, and change its weights accordingly
 - Compute the contribution (*deltas*) of each neuron to the error of each example separately, and then accumulate over all examples to obtain the total contribution of each neuron to the total error.

Example: we first apply forward propagation to compute every $a_i^{(\ell)}$ and the output of the network $h_{\mathbf{W}}(\mathbf{x})$



Backpropagation: contribution of a1(3) to the error

How wrong is $a_1^{(3)}$? In other words:

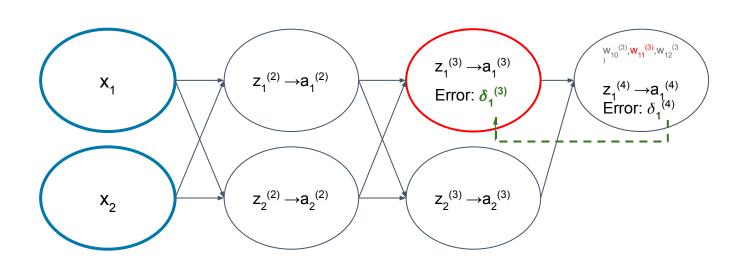
How much did neuron 1 of layer 3 contribute to the network error on a given example (\mathbf{x}_i, y_i) ?

$$\delta_1^{(4)} = y_i - a_1^{(4)}$$

 $\delta_1^{(3)} = w_{11}^{(3)} \delta_1^{(4)}$

because $a_1^{(3)}$ had contributed to $a_1^{(4)}$ with the term $a_1^{(3)}w_{11}^{(3)}$

(recall:
$$a_1^{(4)} = g(w_{10}^{(3)} + a_1^{(3)}w_{11}^{(3)} + a_2^{(3)}w_{12}^{(3)})$$
)

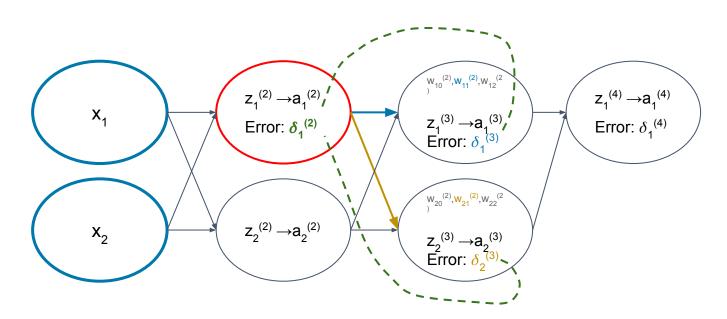


Backpropagation: contribution of a1(2) to the error

How wrong is $a_1^{(2)}$? In other words:

How much did neuron 1 of layer 2 contribute to the network error on a given example (\mathbf{x}_i, y_i) ?

$$\delta_{1}^{(2)} = w_{11}^{(2)} \delta_{1}^{(3)} + w_{21}^{(2)} \delta_{2}^{(3)} \text{ because } \mathbf{a}_{1}^{(2)} \text{ contributed to} \\ = \left[a_{1}^{(3)} \text{ with term } \mathbf{a}_{1}^{(2)} \mathbf{w}_{11}^{(2)} \text{ (recall: } \mathbf{a}_{1}^{(3)} = \mathbf{g}(\mathbf{w}_{10}^{(2)} + \mathbf{a}_{1}^{(2)} \mathbf{w}_{11}^{(2)} + \mathbf{a}_{2}^{(2)} \mathbf{w}_{12}^{(2)}) \right] \\ = \left[a_{1}^{(3)} \text{ with term } \mathbf{a}_{1}^{(2)} \mathbf{w}_{21}^{(2)} \text{ (recall: } \mathbf{a}_{2}^{(3)} = \mathbf{g}(\mathbf{w}_{10}^{(2)} + \mathbf{a}_{1}^{(2)} \mathbf{w}_{11}^{(2)} + \mathbf{a}_{2}^{(2)} \mathbf{w}_{12}^{(2)}) \right]$$



Backpropagation algorithm (complete)

INPUT: training set $\{(\mathbf{x}_1, \mathbf{y}_1), (\mathbf{x}_2, \mathbf{y}_2), ..., (\mathbf{x}_m, \mathbf{y}_m)\}$

Initialize $\Delta_{ii}^{(\ell)} \leftarrow 0$ for every i, j, ℓ

For i = 1 to m:

$$a^{(1)} \leftarrow \mathbf{x}_i$$

Perform forward propagation to compute every $a_i^{(\ell)}$ for $\ell = 1, 2, ..., L$ (recall the $a_i^{(L)}$ are the outputs of the network)

$$\boldsymbol{\delta}^{(L)} \leftarrow \mathbf{a}^{(L)} - \mathbf{y}_{i}$$
 (errors of the output layer)

Compute the $\delta^{(L-1)}$, $\delta^{(L-2)}$, ..., $\delta^{(2)}$ as explained before

$$\Delta_{ij}^{(\ell)} \leftarrow \Delta_{ij}^{(\ell)} + a_j^{(\ell)} \delta_i^{(\ell+1)}$$

$$D_{ii}^{(\ell)} = (1/m) \Delta_{ii}^{(\ell)}$$
 (assuming no regularization)

Finally..... the D's are the components of the gradient vector evaluated at the current values of the parameters:

$$9J \setminus 9M_{i(l)}^{ij} \mid Bij(l) = Bij(l)(l) = D_{i(l)}^{ij}$$

and now we can use them to update the parameter values $\mathbf{W}^{(t)}$ to obtain $\mathbf{W}^{(t+1)}$, either as in gradient descent or any other optimization method

Stochastic Gradient Descent



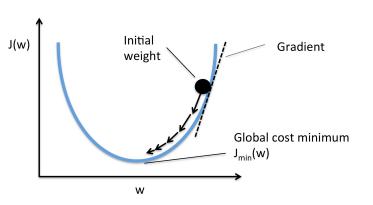


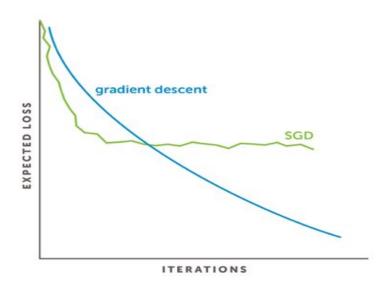
STOCHASTIC GRADIENT DESCENT

Gradient Descent

- Goes over the whole training set.
- Very expensive.
- There isn't an easy way to incorporate new data to training set.

$$\begin{split} \widehat{J}(W) &= \frac{1}{m} \cdot \sum_{i} \mathcal{L}(\widehat{y}_{i}.y_{i}) \\ w^{t+1} &\longleftarrow w^{t} - \eta \cdot \nabla_{w} J(w^{t}) \end{split}$$





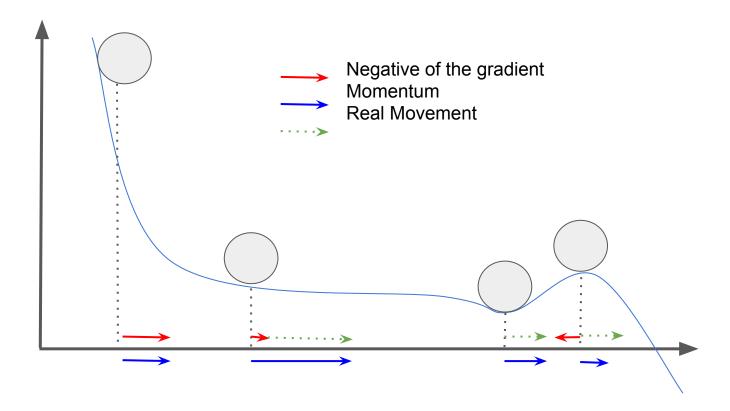
Stochastic Gradient Descent (SGD)

- Randomly sample a small number of examples (minibatch)
- Estimate cost function and gradient:

$$\widehat{J}(W) = \frac{1}{m} \cdot \sum_{i} \mathcal{L}(\widehat{y}_{i}.y_{i})$$

- Batch size: Length of the minibatch
- Iteration: Every time we update the weights
- **Epoch:** One pass over the whole training set.
- k = 1 => online learning
- Small batches => regularization

MOMENTUM IDEA



MOMENTUM IDEA

https://github.com/fermaat/afi deep learning intro

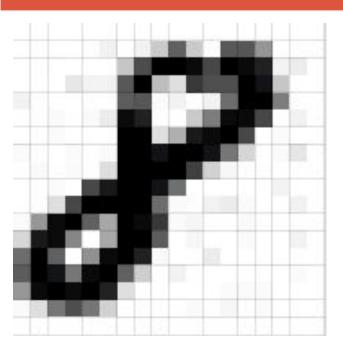
https://www.cs.ryerson.ca/~aharley/vis/conv/flat.html

Network Examples





IMAGE DATA

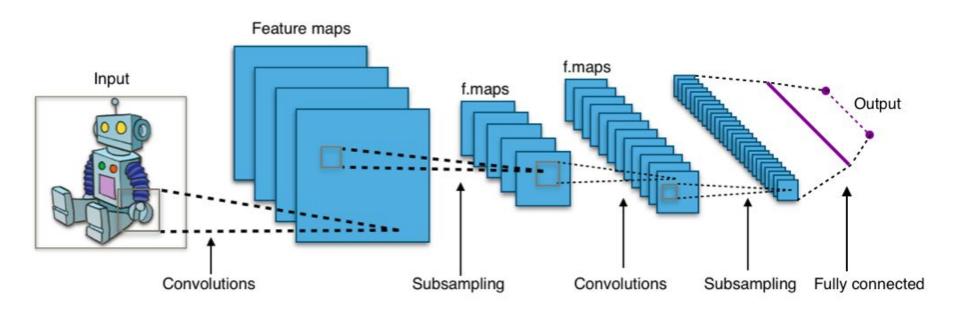


- Coloured images are usually represented as mixes of three colours: Red, Green and Blue
- Each one can be seen as a grayscale-like filter.

- Images are composed by pixels.
- Grayscale images can be seen as matrices

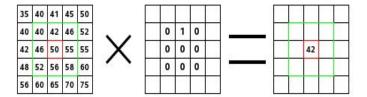


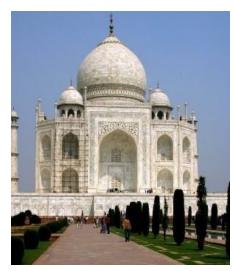
CONVOLUTIONAL NEURAL NETWORKS



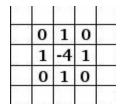
- Exceed on feature extraction
- Composed of a feature extractor (mainly based on convolutions) and a classifier
- Convolutions are linear transformations of the data, applied through all the filters on each stage
- Subsampling processes are performed to improve generalization
- Widely used on image classification, but not strictly

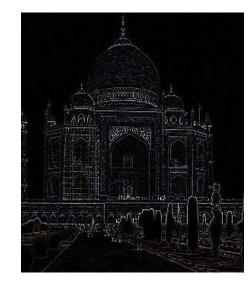
CONVOLUTION EXAMPLES





Edge Detection



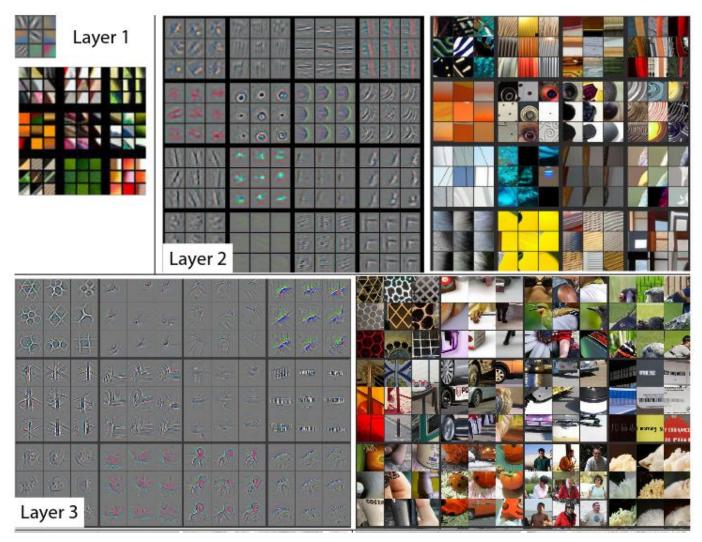


Edge Enhance (right)

	0	0	0
Ī	-1	1	0
	0	0	0



Inside the layers



Zailer and Fergus. Visualizing and Understanding Convolutional Networks

Inside the layers

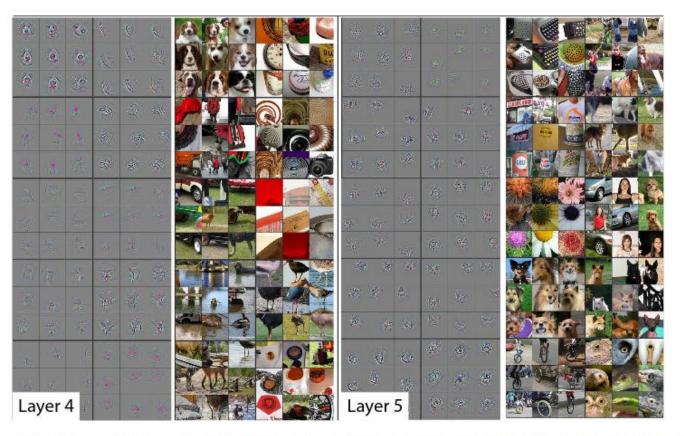
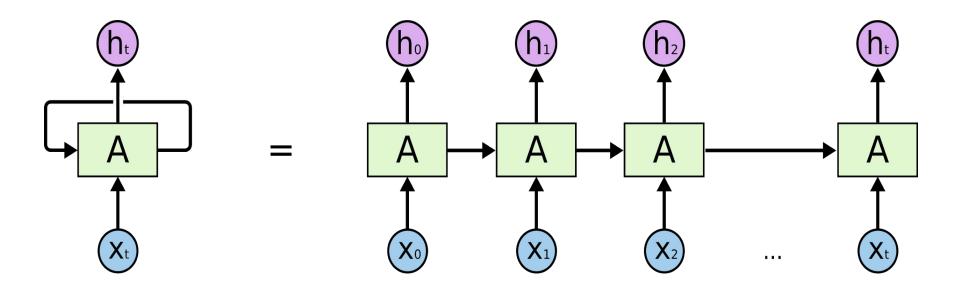


Figure 2. Visualization of features in a fully trained model. For layers 2-5 we show the top 9 activations in a random subset of feature maps across the validation data, projected down to pixel space using our deconvolutional network approach. Our reconstructions are not samples from the model: they are reconstructed patterns from the validation set that cause high activations in a given feature map. For each feature map we also show the corresponding image patches. Note: (i) the the strong grouping within each feature map, (ii) greater invariance at higher layers and (iii) exaggeration of discriminative parts of the image, e.g. eyes and noses of dogs (layer 4, row 1, cols 1). Best viewed in electronic form.

RECURRENT NEURAL NETWORKS

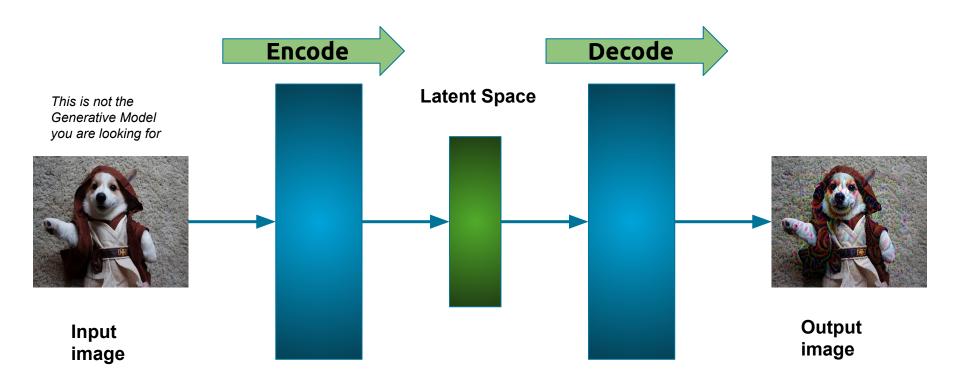


- Neural Networks with recurrent connections, specialized in processing sequential data.
- Recurrent connections allows a 'memory' of previous inputs.

- Can scale to long sequences (variable length), not practical for other types of nets.
- Same parameters for every timestep
 (t) => generalize

RNN images by Christopher Olah

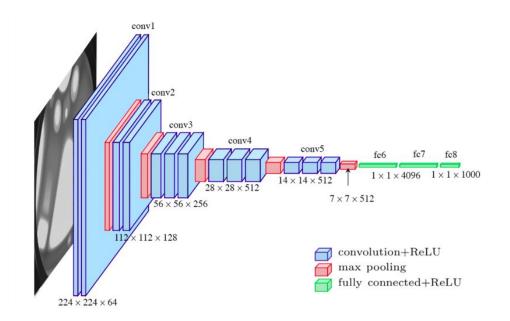
AUTOENCODERS

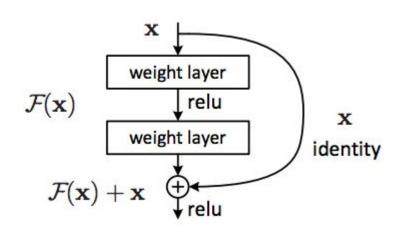


- It tries to predict x from x, but no labels are needed.
- The idea is learning an approximation of the identity function.
- Along the way, some restrictions are placed: typically the hidden layers compress the data.

- Encoder and decoder can share the same (inversed) structure or be different.
- Each one can have its own depth (number of layers) and complexity.
- The original input is represented at the output, even if it comes from noisy or corrupted data.

Common Architecture tricks





VGG16 Architecture

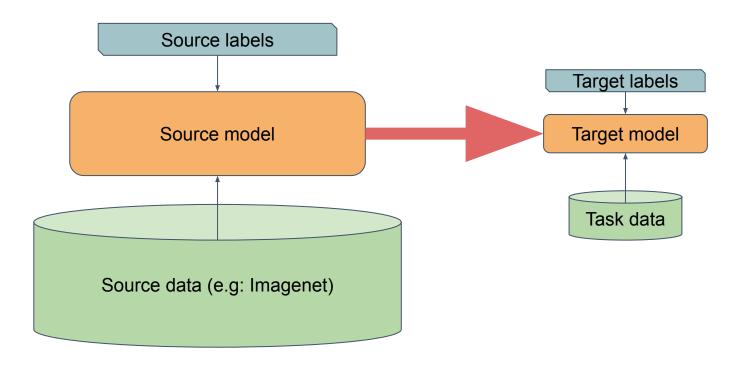
- Not a very deep network, but a very successful one
- its name is due to the 16 layers (excluding pooling)
- Widely used on transfer learning

Residuals

- A clever way to keep previous information on new layers
- prevents the network to learn identity function
- Has a different dense version, which adds concatenation

Ferguson et al. Automatic localization of casting defects with convolutional neural networks

Transfer Learning



Instead of training a Deep Neural Net from scratch for your task:

- Take a network trained on a different domain for a different task
- Adapt it for your domain and your task

Variations:

- Same domain, different task
- Different domain, same task

Use Cases and Techniques





GENERATIVE MODELS





Why are generative models harder to create than discriminative models?

3 Answers



Ian Goodfellow, I invented generative adversarial networks.

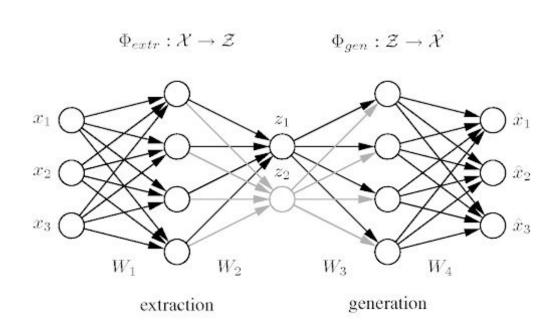
Answered Apr 10, 2016 · Upvoted by Amir H. Jadidinejad, Expert in Machine Learning, Assistant Professor @QIAU and Viresh Ranjan

Can you look at a painting and recognize it as being the Mona Lisa? You probably can. That's discriminative modeling. Can you paint the Mona Lisa yourself? You probably can't. That's generative modeling.

- Generate potentially unfeasible examples for Reinforcement Learning
- Denoising/Pretraining
- Structured prediction exploration in RL
- Entirely plausible generation of images to depict image/video
- Feature understanding

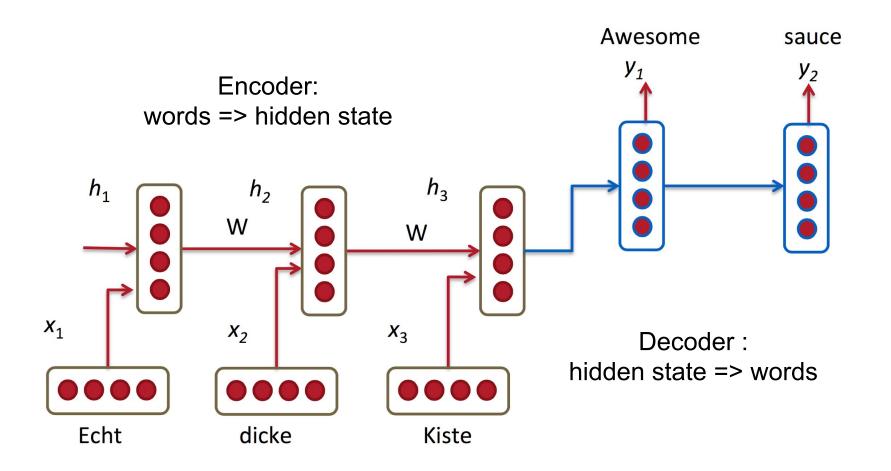
Generative neural nets (II)





- <u>Musenet</u>, by openAl. **Music generation**
- GPT2 online demo. A transformer structured text generator
- A living Dalí, created by his museum in florida.
 Image/Video generation

MACHINE TRANSLATION



Hidden states are not entirely universal languages!!

Deep Learning on Images

- Image Segmentation
- Fashion Matching





Figure 2: From left to right: bicubic interpolation, deep residual network optimized for MSE, deep residual generative adversarial network optimized for a loss more sensitive to human perception, original HR image. Corresponding PSNR and SSIM are shown in brackets. [4× upscaling]

- Super Resolution generated images
- Denoising

Ledig et al. Photo-Realistic Single Image Super-Resolution Using a Generative Adversarial Network

Bonus track: about ethics





Some Ethical concerns





- Ethical issues are complex and don't have clear answers
- It is good to think about how you'd handle a situation before you are on it
- Consider the next step impact of what you do
- Be responsible for what you program
- Volkswagen engineer sentenced to prison for creating software to cheat on emissions test (he was following the chain of command)
- Algorithms are used differently than human decision makers: Algorithms are more likely to be implemented without appeals process in place

Jeremy Howard and Rachel Thomas. On ethics/TED talk

