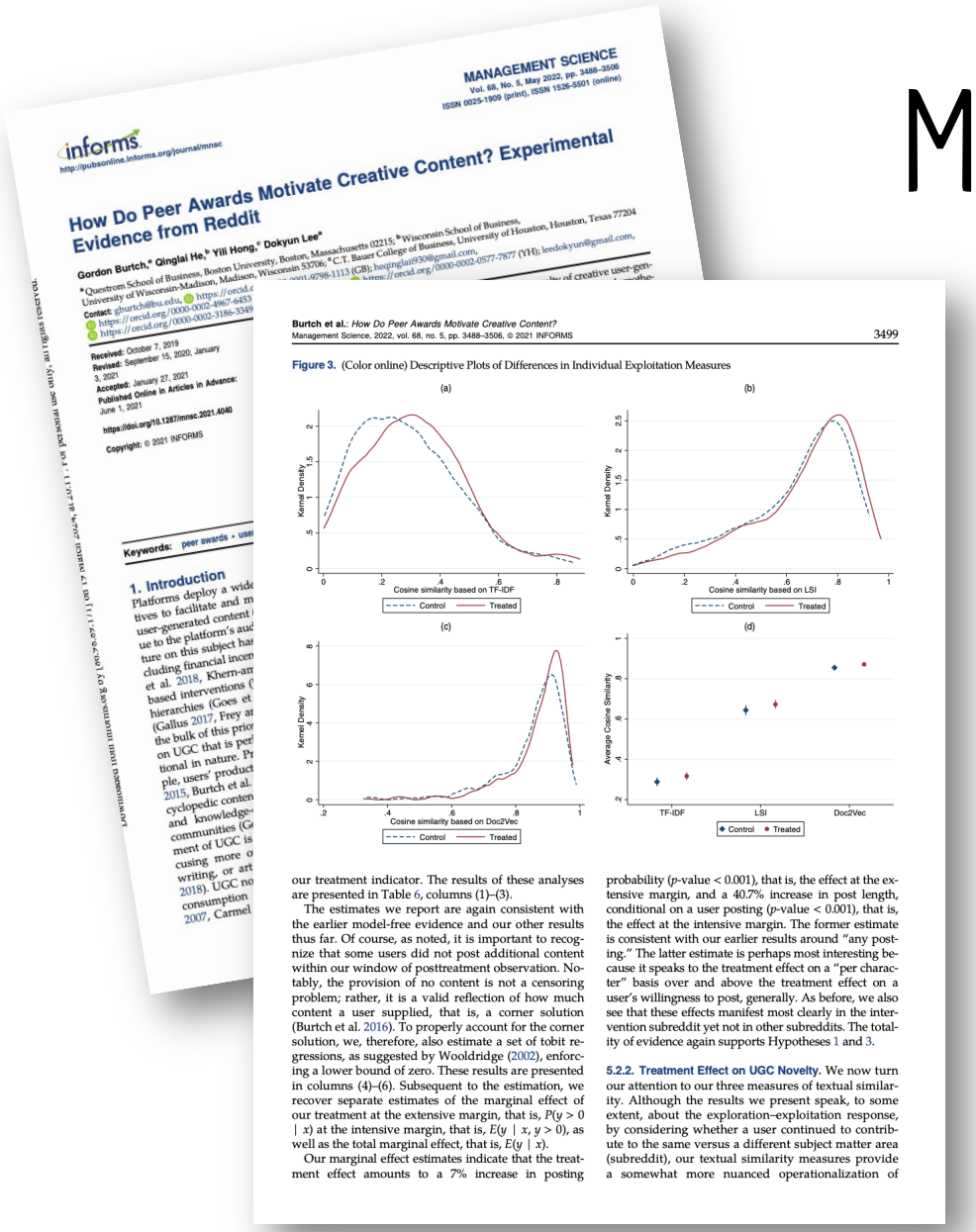
Intro to Neural Nets

Logistics and Introduction

My Background



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How Do Peer Awards Motivate Creative Content? Experimental Evidence from Reddit

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Keywords: peer awards • user

1. Introduction

Platforms deploy a wide
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user-generated content
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2007, Carmel

Burtch et al.: How Do Peer Awards Motivate Creative Content?
Management Science, 2022, vol. 68, no. 5, pp. 3488–3506, © 2021 INFORMS 3499

Figure 3. (Color online) Descriptive Plots of Differences in Individual Exploitation Measures

our treatment indicator. The results of these analyses are presented in Table 6, columns (1)–(3).

The estimates we report are again consistent with the earlier model-free evidence and our other results thus far. Of course, as noted, it is important to recognize that some users did not post additional content within our window of posttreatment observation. Notably, the provision of no content is not a censoring problem; rather, it is a valid reflection of how much content a user supplied, that is, a corner solution (Burtch et al. 2016). To properly account for the corner solution, we, therefore, also estimate a set of tobit regressions, as suggested by Wooldridge (2002), enforcing a lower bound of zero. These results are presented in columns (4)–(6). Subsequent to the estimation, we recover separate estimates of the marginal effect of our treatment at the extensive margin, that is, $P(y > 0 \mid x)$ at the intensive margin, that is, $E(y \mid x, y > 0)$, as well as the total marginal effect, that is, $E(y \mid x)$.

Our marginal effect estimates indicate that the treatment effect amounts to a 7% increase in posting probability (p-value < 0.001), that is, the effect at the extensive margin, and a 40.7% increase in post length, conditional on a user posting (p-value < 0.001), that is, the effect at the intensive margin. The former estimate is consistent with our earlier results around "any posting." The latter estimate is perhaps most interesting because it speaks to the treatment effect on a "per character" basis over and above the treatment effect on a user's willingness to post, generally. As before, we also see that these effects manifest most clearly in the intervention subreddit yet not in other subreddits. The totality of evidence again supports Hypotheses 1 and 3.

5.2.2. Treatment Effect on UGC Novelty. We now turn our attention to our three measures of textual similarity. Although the results we present speak, to some extent, about the exploration–exploitation response, by considering whether a user continued to contribute to the same versus a different subject matter area (subreddit), our textual similarity measures provide a somewhat more nuanced operationalization of

MSI at the ARF

FFG Forschung wirkt.

accenture

NSF

3M

Adobe

Microsoft

Session Agenda

1. INTRO & LOGISTICS

- Who am I? Why should you care what I have to say?
- Schedule and evaluation criteria.
- Delivery format, etc.

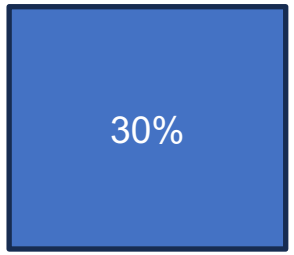
2. WHAT IS DEEP LEARNING?

- How did we get here? When are these techniques this useful?
- Examples of good, useful, and problematic applications

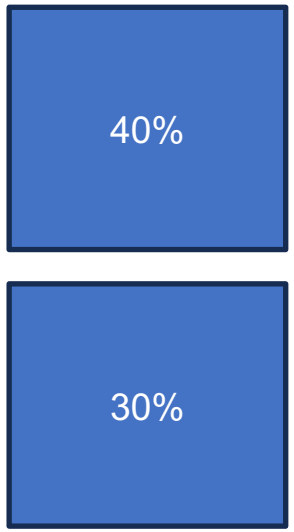
3. OVERVIEW & A FIRST EXAMPLE

- What is a neural network?
- How does it work?
- Training our first neural network.

Grading & Evaluation



Premodule quiz



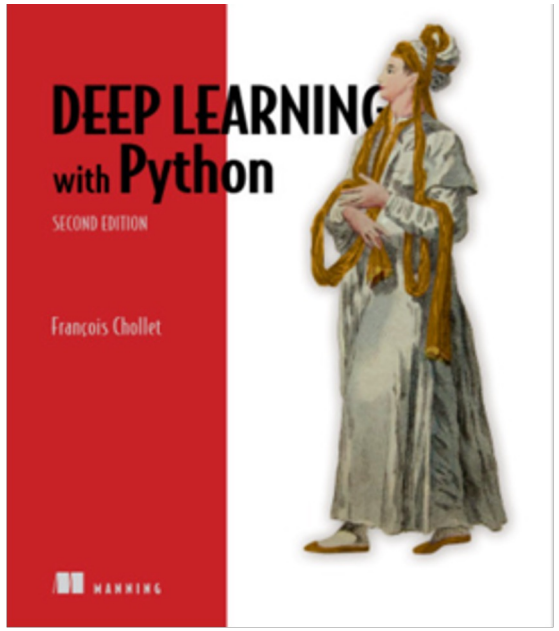
Post module

(40%) INDIVIDUAL PROJECT - Complete the Deep Learning assignment posted on NYU Brightspace . Please feel free to write to me and TF for any questions. The exercise should be done ***independently***. Discussions with other students are allowed, but each student needs to submit his/her individual write-up. Please submit a single Colab/RMD/HTML/PDF file as your homework submission (with your name and ID)

PLUS

30% GROUP PROJECT -- Assume you are a technical leader or business manager of a company, Brainstorm the main business of your company and the size of the business. Please describe the details of your virtual company. Describe how AI can potentially help your business. Describe in more detail about an AI strategy that you would like to implement. You should provide the timeline, the team, and the data acquisition strategy, and any other ideas that you would like to share. Based on the information above, please organize them and write an essay on the plan of implementing an AI strategy in your "virtual" or "real" company (12 point font, 1.5 line space, at maximum 2 pages).

Textbook



Chollet, François. (2021). *Deep Learning with Python (2nd Edition).* Manning Publications Co. **ISBN-13: 978-1617296864.** https://www.manning.com/books/deep-learning-with-python-second-edition

We Will Be Using Keras...

SOFTWARE CONFIGURATION

- You can access Google Colab at https://colab.research.google.com. You should have setup a colab account already.

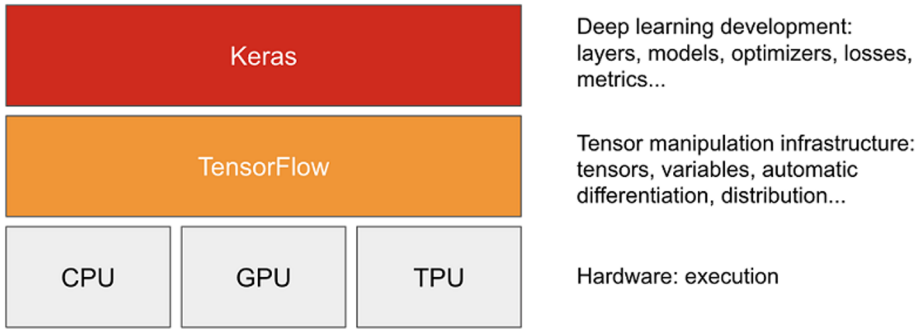
Keras and Tensorflow

1. Tensorflow

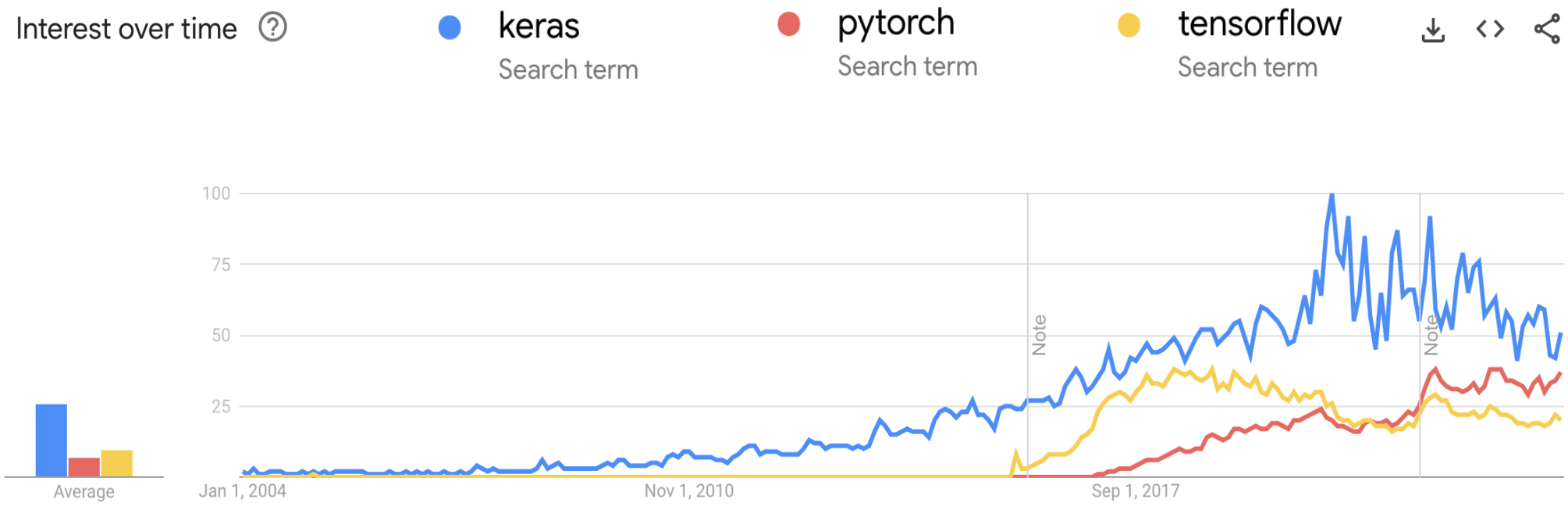
- A Python platform for working with tensors, implementing automatic differentiation, providing access to repositories of (well-known) pre-trained models.

2. Keras

- A higher-level API that wraps common usage patterns with Tensorflow functions, pre-defined loss functions, optimization algorithms, etc.
- Keras simplifies data scientists' interaction with Tensorflow.



Why Keras?



Course 

LECTURE AND DISCUSSION

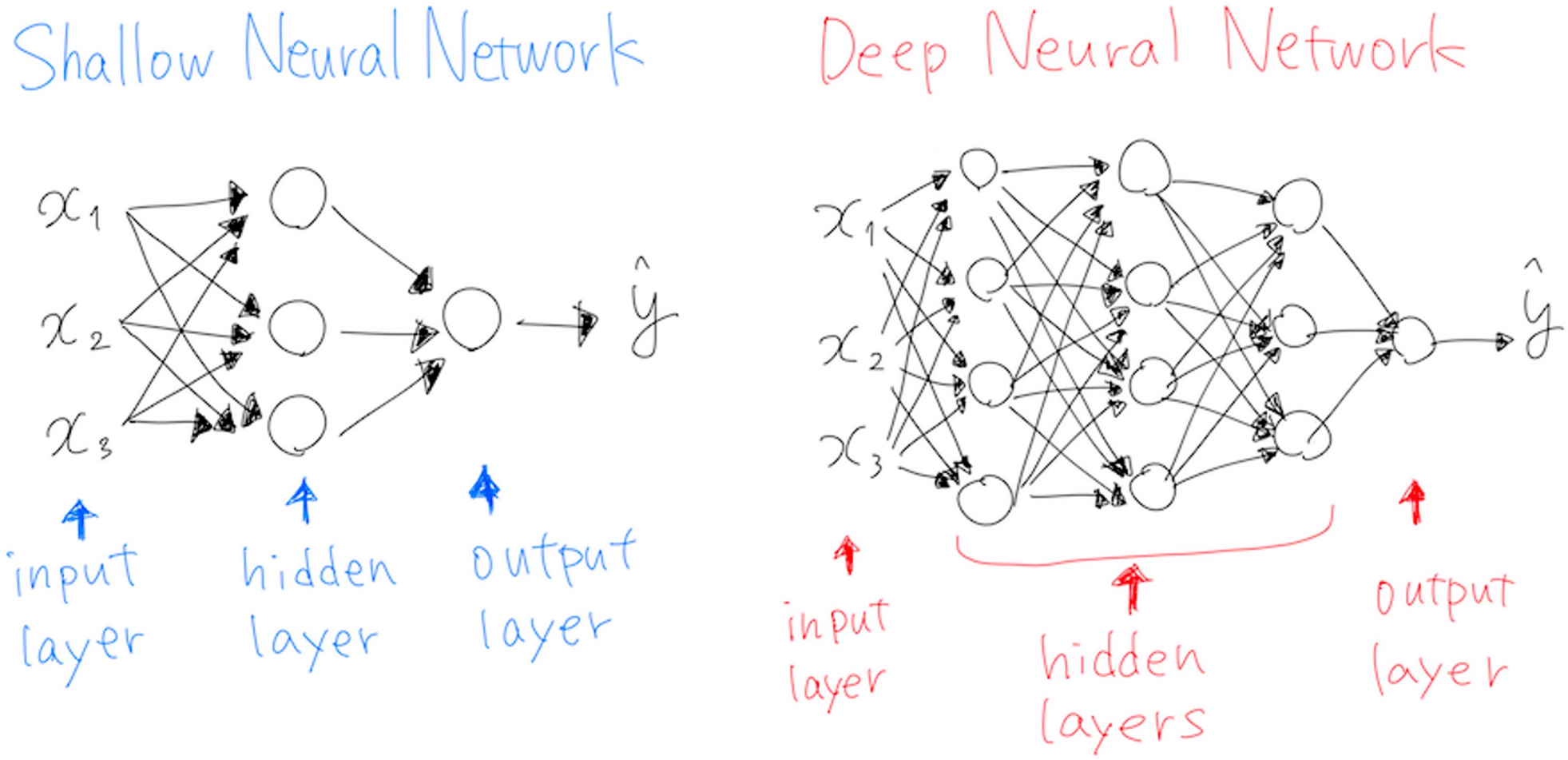
- For each session block over the next two days, I will begin by presenting concepts, describing logic, discussing implementation considerations.

HANDS-ON EXERCISES

- The latter half of each session will be dedicated to hands on examples in Colab notebooks, where I will walk through the code and explain the logic of what we are doing, allow you to ask questions, etc.

Question: What is ‘Deep’ (vs. Shallow) Learning?

What is 'Deep' Learning?



A Very Simple Application

Communicated by Dana Ballard

Backpropagation Applied to Handwritten Zip Code Recognition

Y. LeCun
B. Boser
J. S. Denker
D. Henderson
R. E. Howard
W. Hubbard
L. D. Jackel
AT&T Bell Laboratories Holmdel, NJ 07733 USA

The ability of learning networks to generalize can be greatly enhanced by providing constraints from the task domain. This paper demonstrates how such constraints can be integrated into a backpropagation network through the architecture of the network. This approach has been successfully applied to the recognition of handwritten zip code digits provided by the U.S. Postal Service. A single network learns the entire recognition operation, going from the normalized image of the character to the final classification.

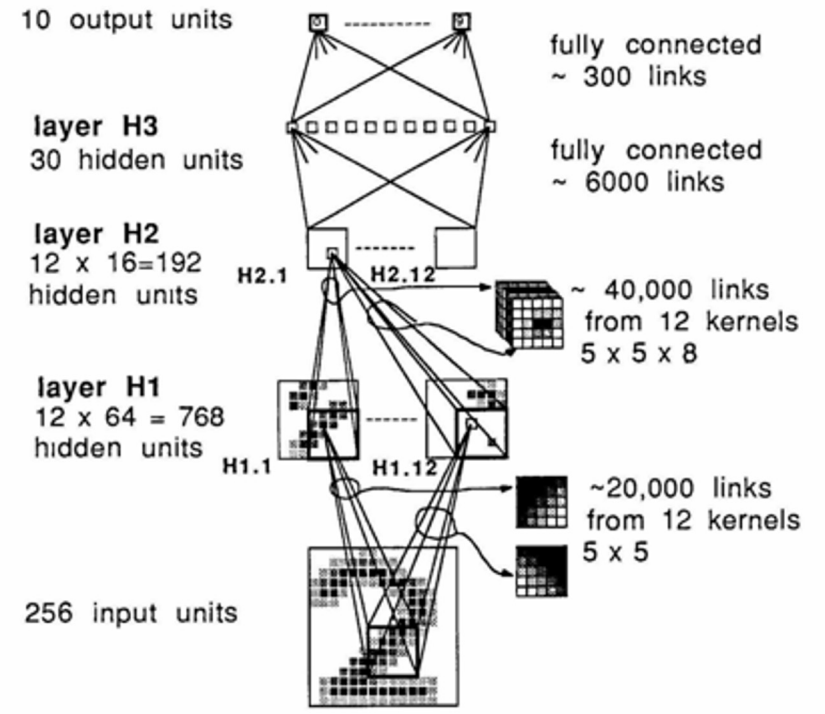
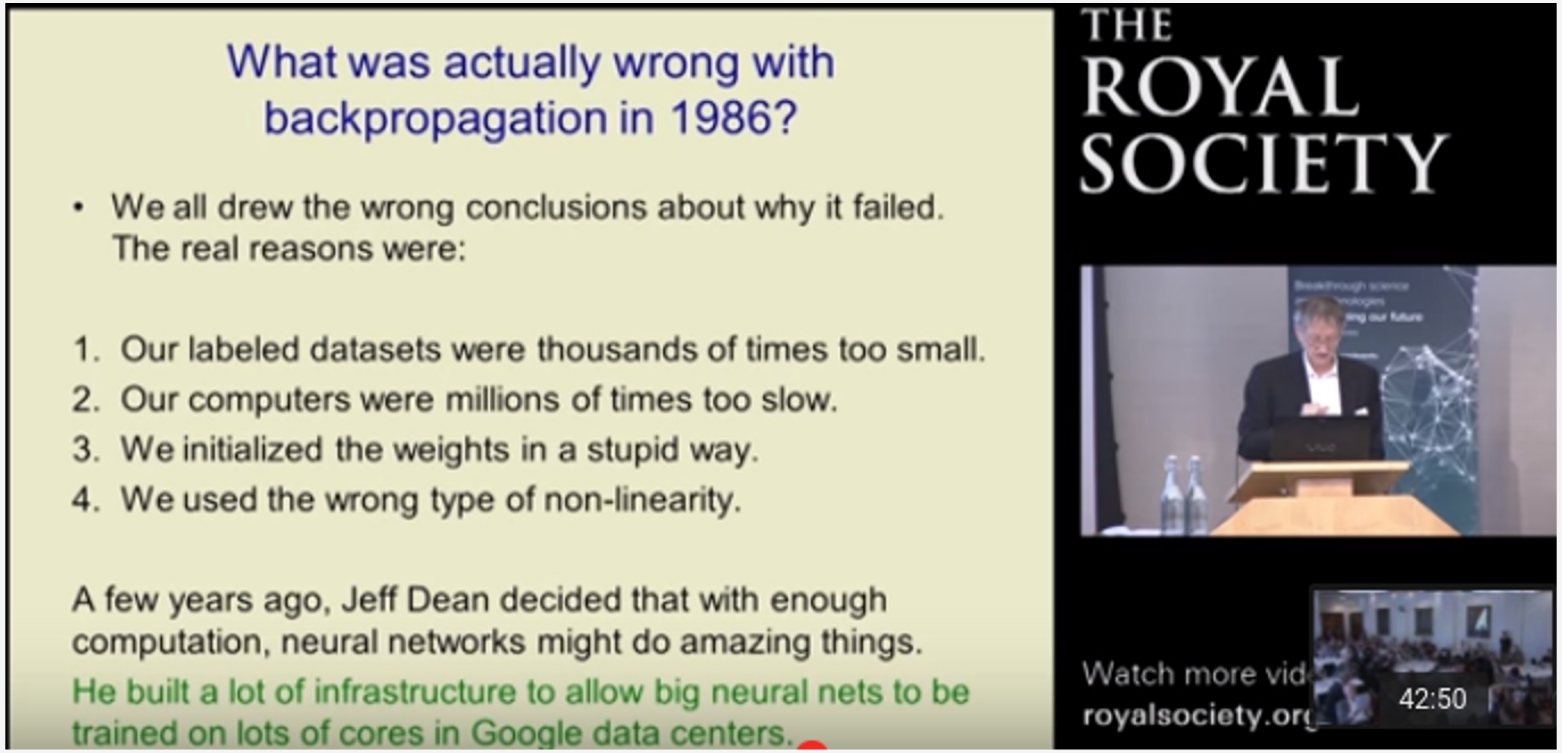


Figure 3 Log mean squared error (MSE) (top) and raw error rate (bottom) versus number of training passes

Then It Shuffled Along for Decades…

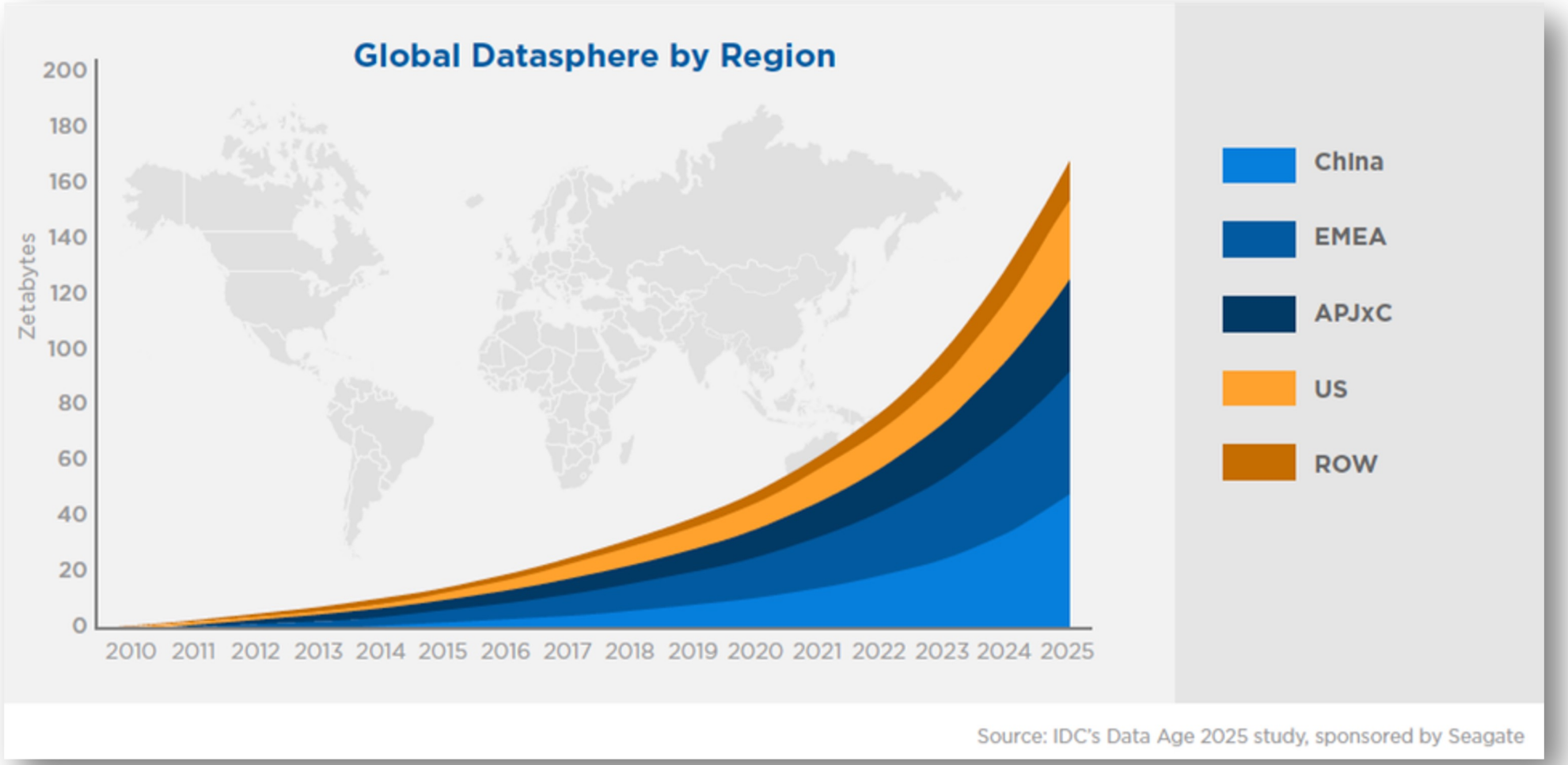


Now…

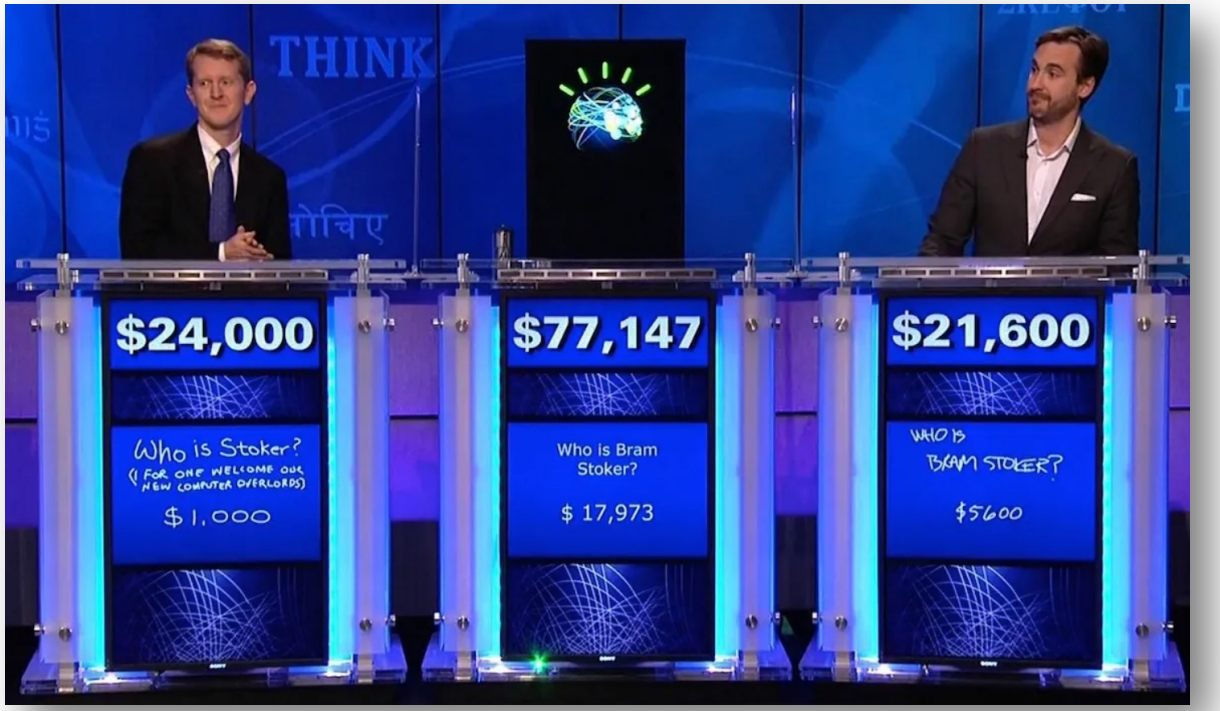
Why Did Deep Learning Take Off?

Video Games

Data



Caveat: Lots of Data != Good Data



M. D. Anderson Breaks With IBM Watson, Raising Questions About Artificial Intelligence in Oncology

By Charlie Schmidt

In 2012, the University of Texas M. D. Anderson Cancer Center in Houston partnered with IBM to develop the artificial intelligence program, called IBM Watson, as a clinical decision tool in oncology. Five years and $62 million later, M. D. Anderson let its contract with IBM expire before anyone used Watson on actual patients.

Last February, a university audit of the project exposed many procurement problems, cost overruns, and delays. Although the audit took no position on Watson's scientific basis or functional capabilities, it did describe challenges with assimilating Watson into the hospital setting.

Amy Abernethy, M.D.
Photo credit:
Flatiron Health

Experts familiar with Watson's applications in oncology describe problems with the system's ability to digest written case reports, doctors' notes, and other text-heavy information generated in resources. IBM Watson Health, a specialized division commercializing the system in genomics and drug discovery, as well as oncology, has relationships with roughly 50 other institutions.

"The M. D. Anderson experience is telling us that solving data quality problems in unstructured data is a much bigger challenge for artificial intelligence than was first anticipated."

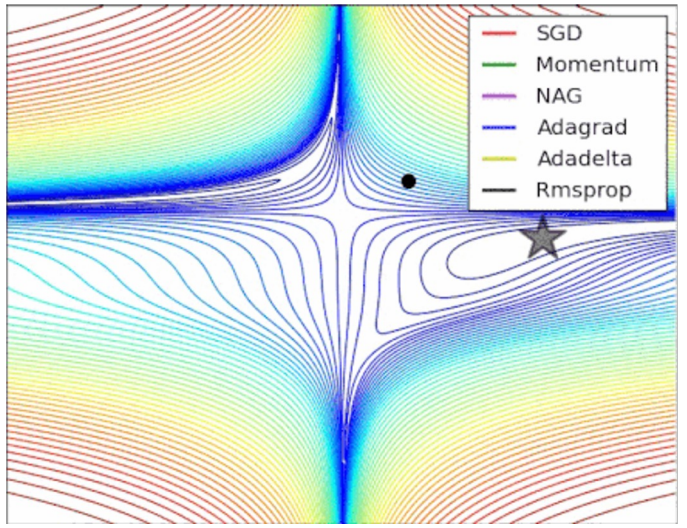
Watson's selling point is that it helps doctors stay current with the volume of new findings published every day. IBM has been working on natural language processing capabilities that allow Watson to increasingly understand human speech. Oncologists have been trying to teach the computer system to think like a cancer doctor by training it with real and made-up cases. At M. D. Anderson, timely completion," the UT audit stated.

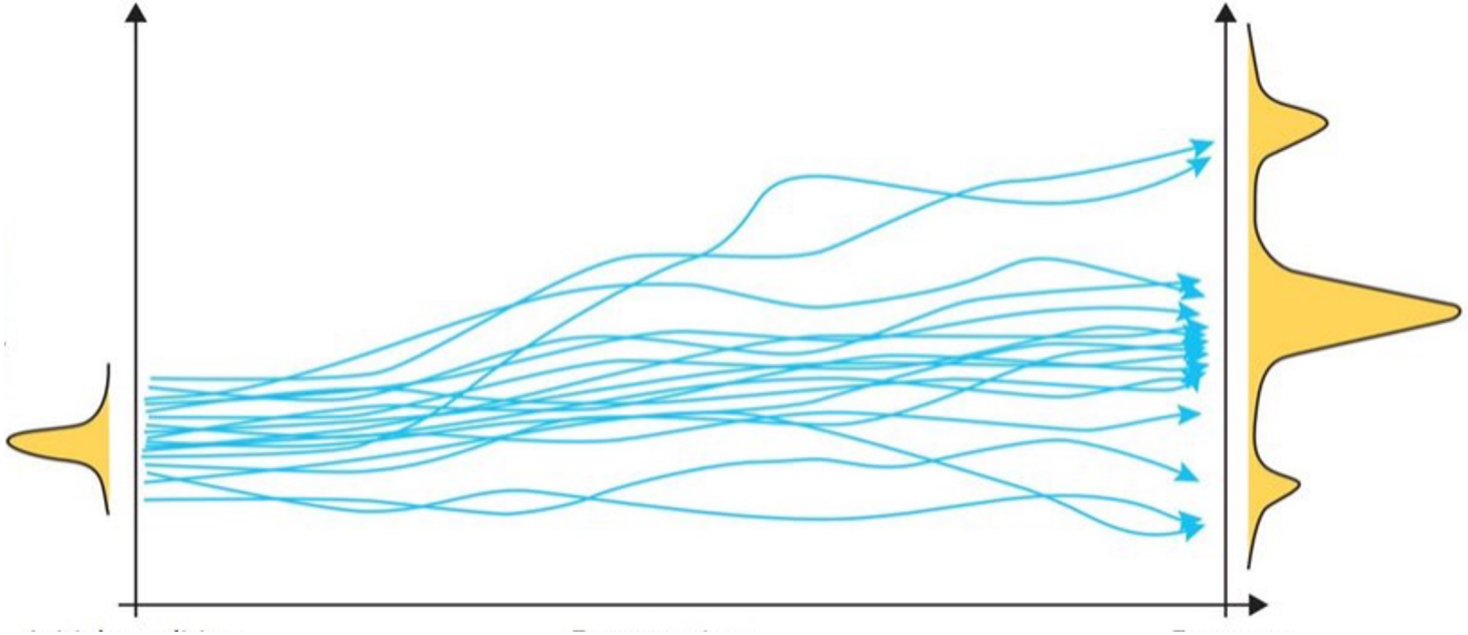
Andrew Seidman, M.D., a medical oncologist at the Memorial Sloan Kettering Cancer Center in New York, has been trying to teach Watson how to treat breast cancer. He said that to bring its accumulated knowledge to bear on treating patients at the hospital, Watson needs to be better integrated with electronic medical records.

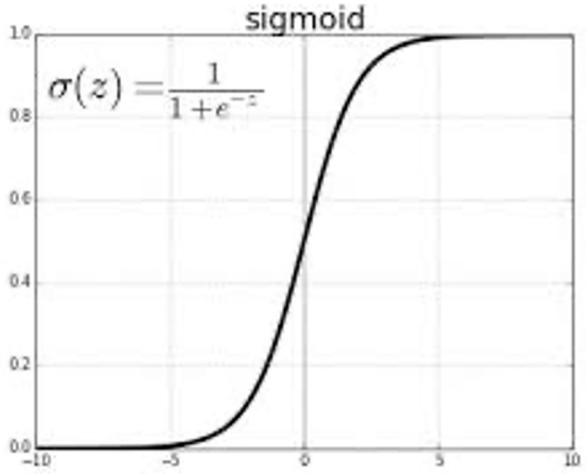
"The more efficient way to do that would be for it to extract medical attributes automatically," Seidman said. "But many of the attributes we want Watson to digest aren't found in categorical structured data—they're buried in narrative form in doctors' consultation notes." And though natural language processing is central to Watson's functionality, Seidman said that "it remains a work in progress."

Andrew Norden, M.D., deputy chief health officer at IBM Watson Health, acknowledged the need to clarify abbreviations in unstructured medical notes and "other things Watson hasn't seen before." He added, "But this isn't rocket science—the trick is getting the right digital content to Watson so that Watson can read it." In M. D. Anderson's case, a third party—the London-based consult-

Algorithmic Improvements



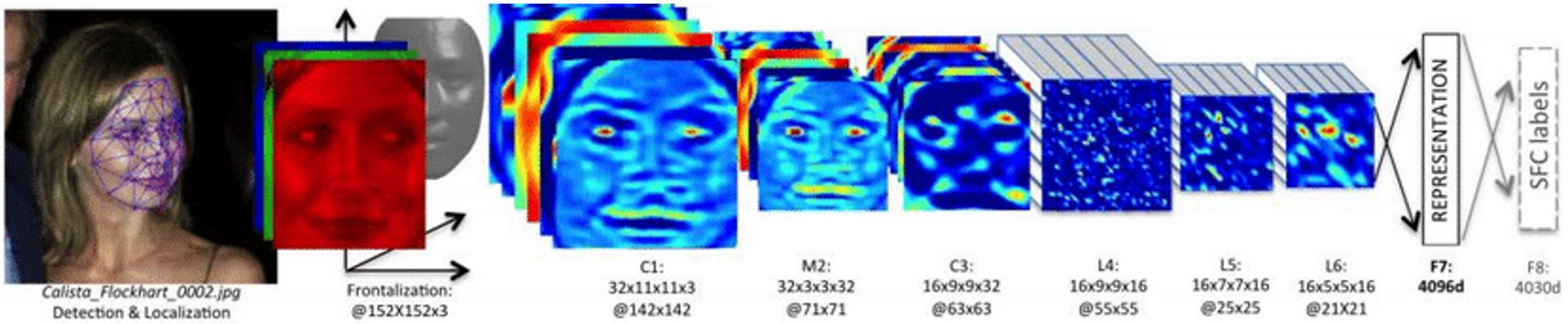




When to Learn Deeply (vs. Not)

COMPLEX RELATIONSHIPS

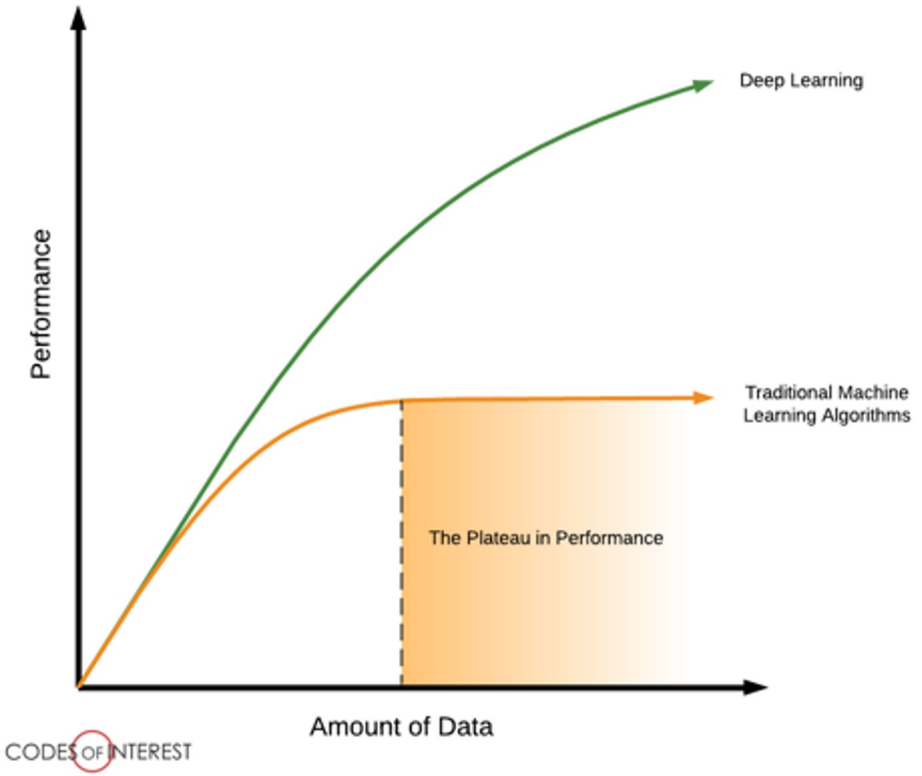
- Complex, non-linear, interactive relationships and mappings; common use cases involve unstructured (high dimensional) data. Deep learning techniques remove the need for feature engineering, a daunting task.



When to Learn Deeply (vs. Not)

LOTS OF DATA ON HAND

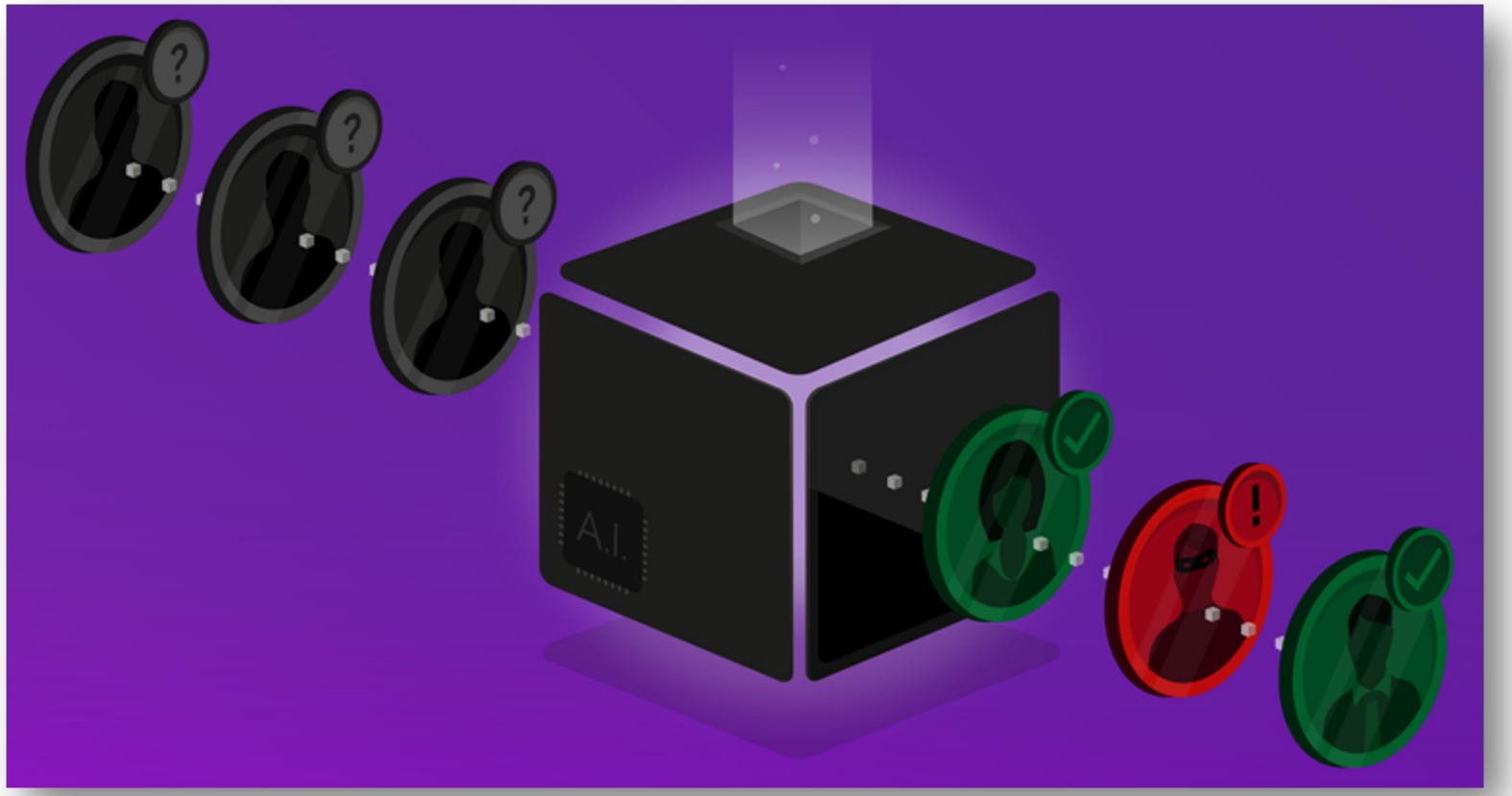
- To be able to learn those complex mappings, typically requires many, many, many training examples.



When to Learn Deeply (vs. Not)

LITTLE NEED FOR UNDERSTANDING

- Although there have been advancements in explainable and interpretable AI, deep nets are notoriously “black box” algorithms.



ARTIFICIAL INTELLIGENCE

A GPT-3 bot posted comments on Reddit for a week and no one noticed

Under the username /u/thegentlemetre, the bot was interacting with people on /r/AskReddit, a popular forum for general chat with 30 million users.

By Will Douglas Heaven

October 8, 2020

GitHub Copilot

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Technical Preview

Your AI pair programmer

With GitHub Copilot, get suggestions for whole lines or entire functions right inside your editor.

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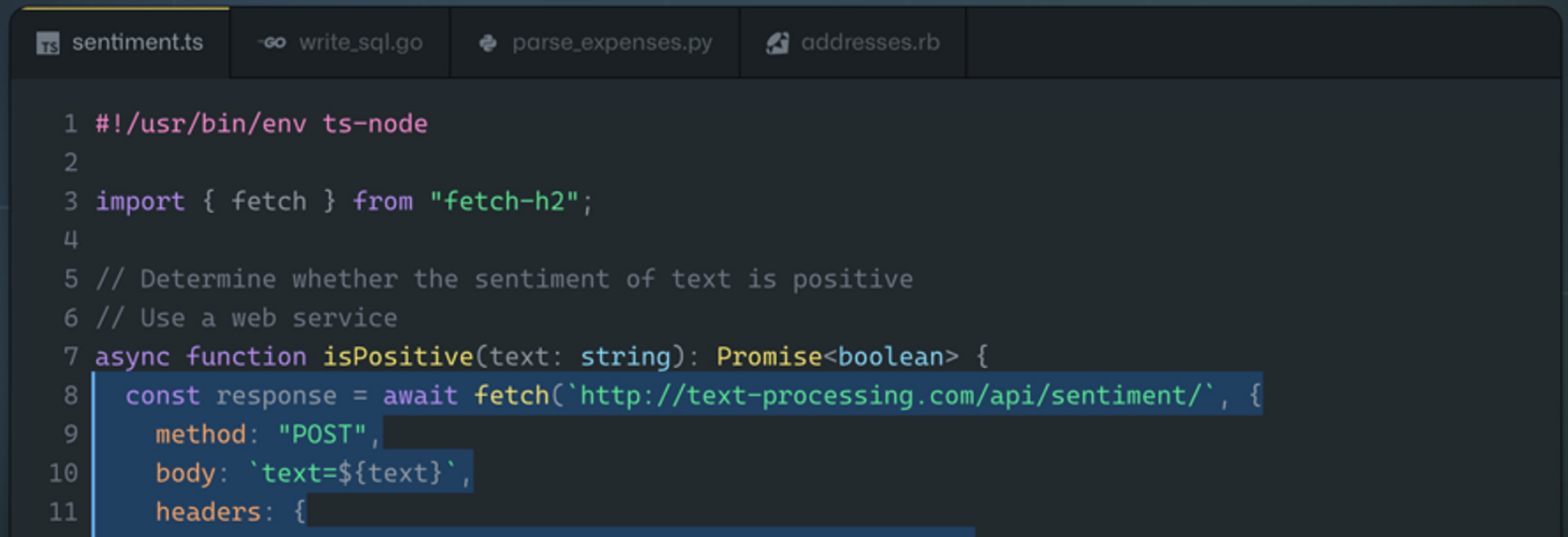
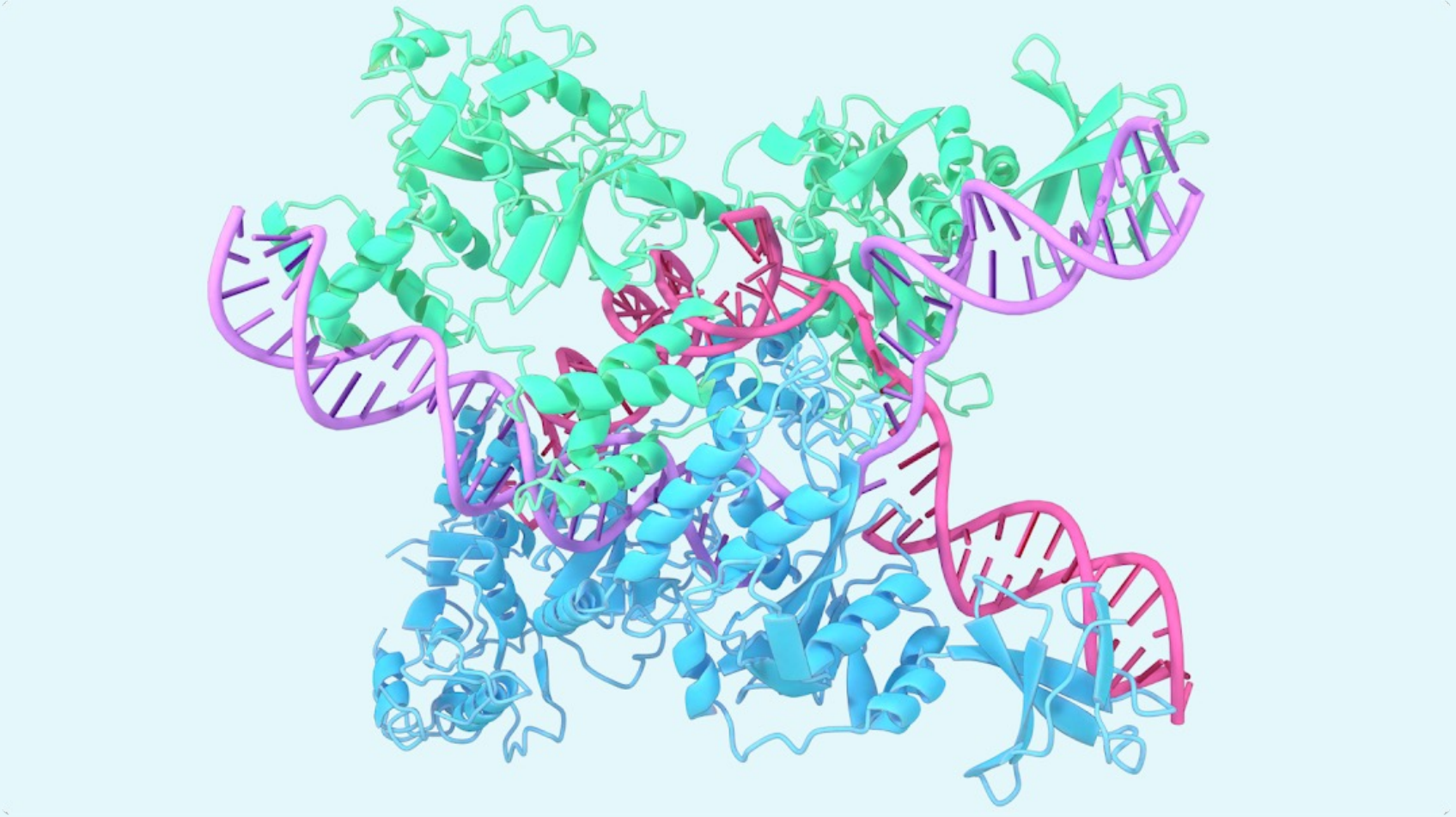


TECHNOLOGY

AlphaFold

AlphaFold is accelerating research in nearly every field of biology.

Google DeepMind



Bloomberg Opinion

Money Stuff

Sorry, Zillow's Computer Can't Buy Your House Right Now

Also CEO pay, the Boredom Markets Hypothesis and Big Short guys being big short.

By Matt Levine +Sign Up
October 18, 2021, 1:18 PM EDT

Matt Levine is a Bloomberg Opinion columnist covering finance. He was an editor of Dealbreaker, an investment banker at Goldman Sachs, a mergers and acquisitions lawyer at Wachtell, Lipton, Rosen & Katz, and a clerk for the U.S. Court of Appeals for the 3rd Circuit.

Read more opinion

Zillow

Deciding how much you should pay for a share of large-cap publicly traded stock is not an *entirely* solved problem, but it's pretty close. If someone comes to you and says "hey I have 100 shares of Microsoft Corp. stock for sale, how much will you pay me for it," a pretty decent answer would be to look at the last price at which Microsoft traded – like a millisecond ago – and subtract, you know, one cent from that price. That will get you a price that is likely to be competitive (the seller might actually sell to you), likely to be profitable (you might be able to sell it for more than you paid), and

Forbes

Sub

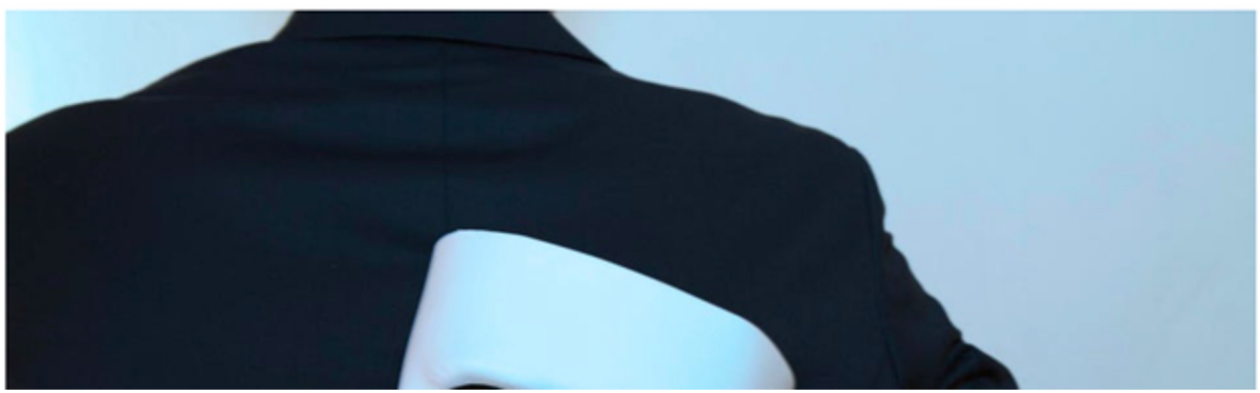
EDITORS' PICK | Oct 14, 2021, 07:01am EDT | 79,274 views

Fraudsters Cloned Company Director's Voice In $35 Million Bank Heist, Police Find

Thomas Brewster Forbes Staff

Cybersecurity

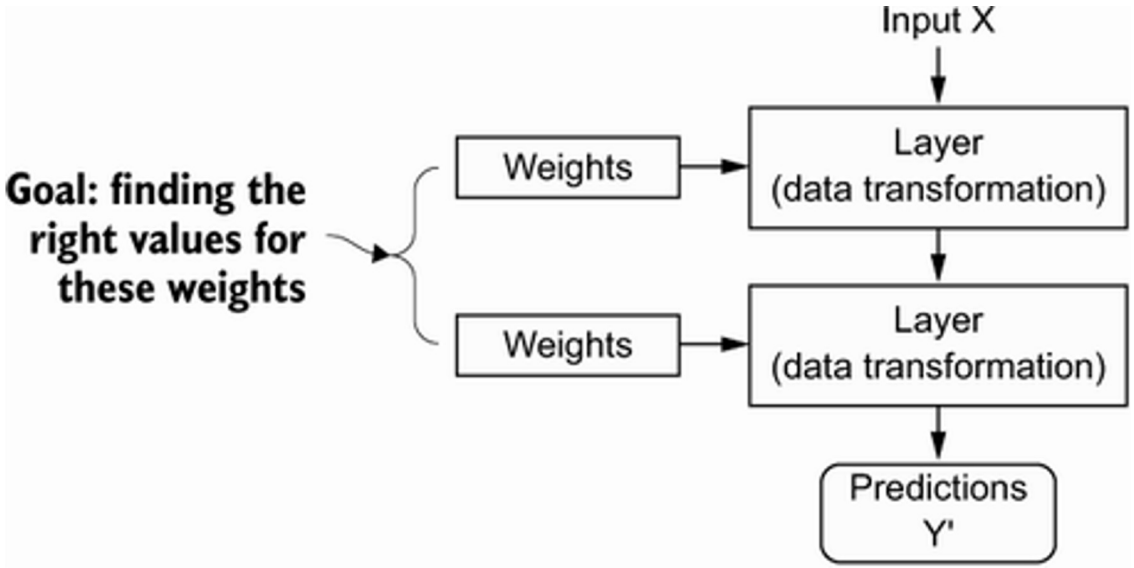
Associate editor at Forbes, covering cybercrime, privacy, security and surveillance.

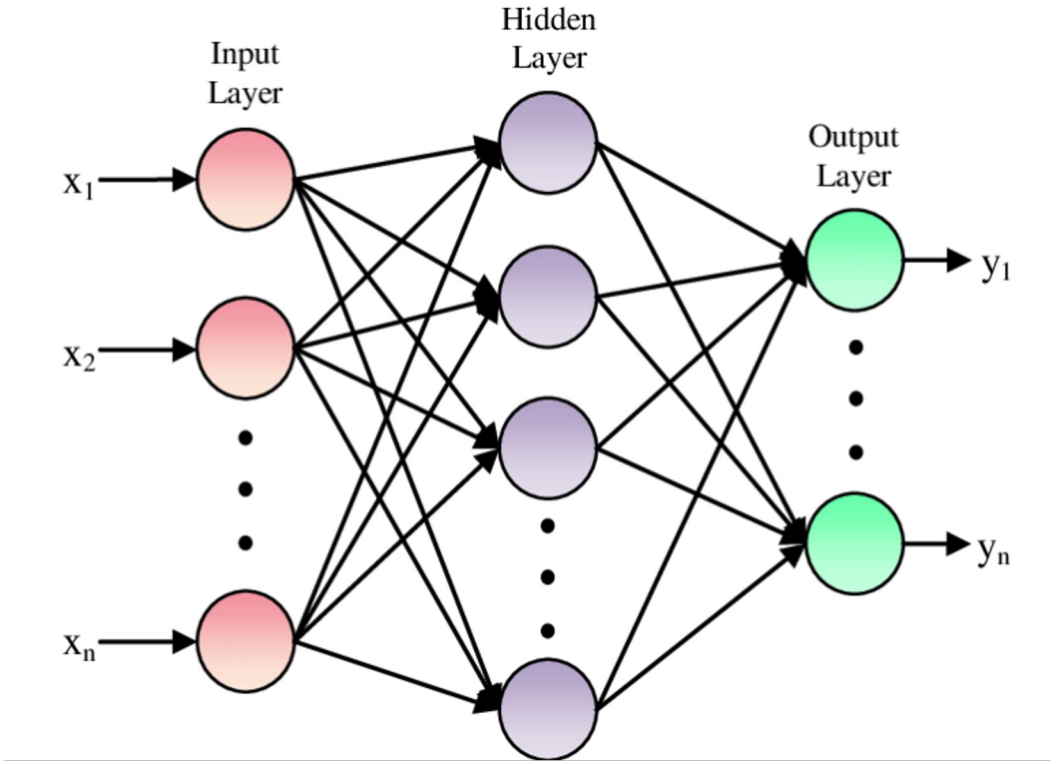


https://twitter.com/gburtch/status/1366806289192517634

How Neural Nets Work, Conceptually

Model Parameters

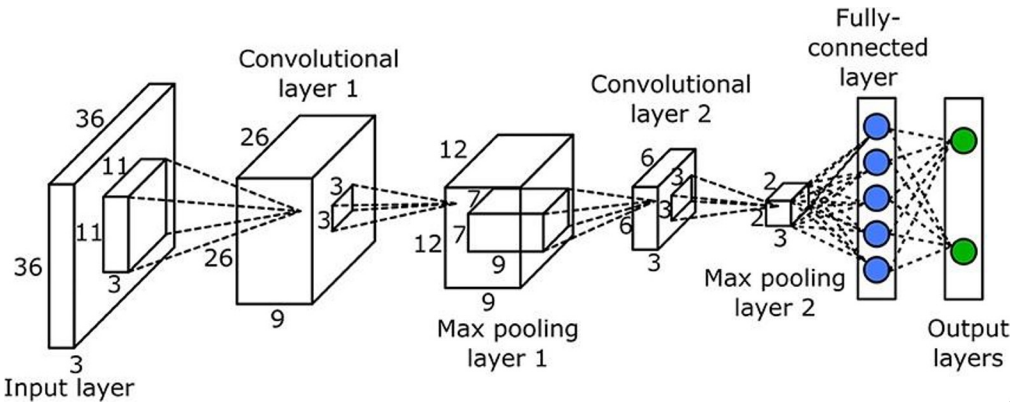




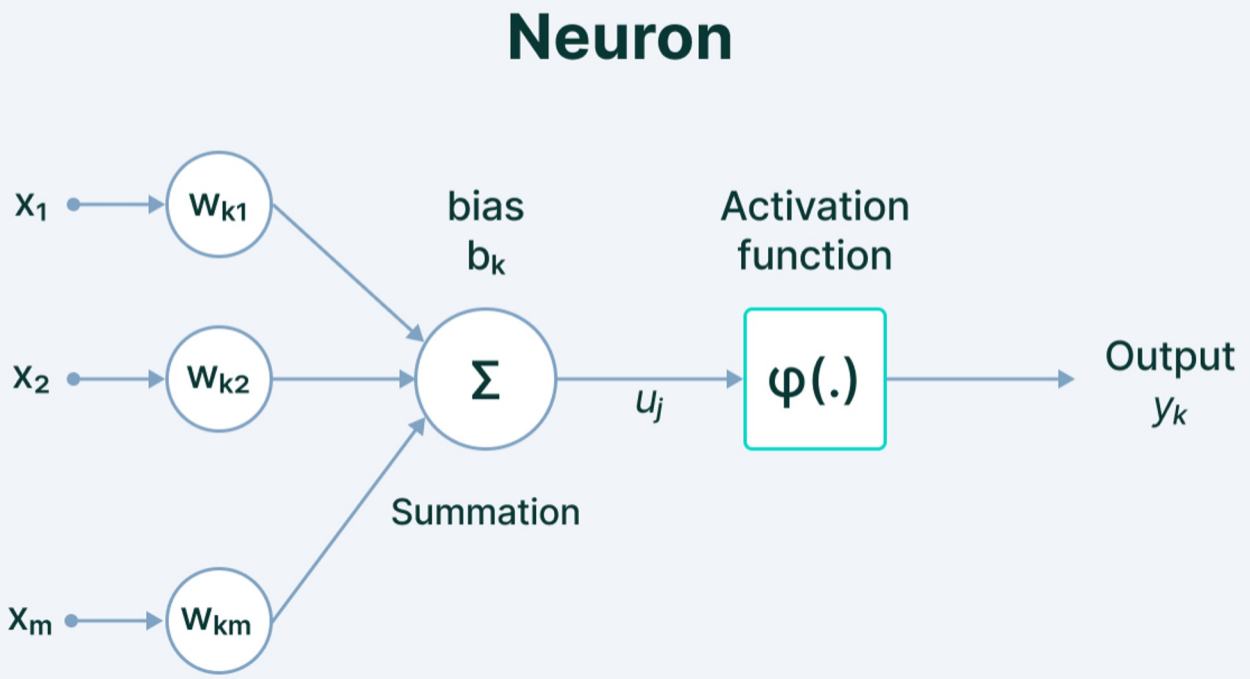
Neural Network Layers

Layers are the Key Building Block of NNs

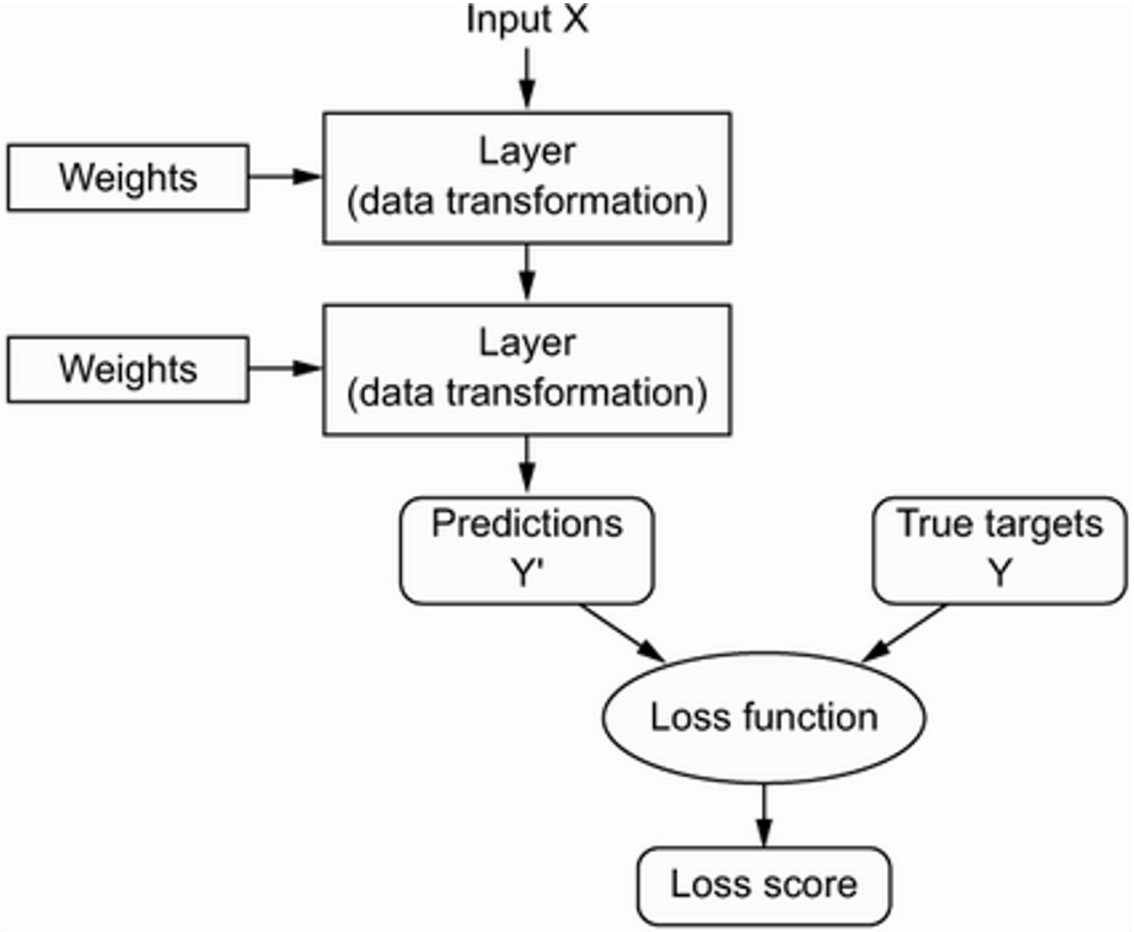
- Dense layers are the simplest form, layers.Dense(), but there are others, e.g., convolutional layers, max-pooling layers, recurrent layers, and so on: https://keras.io/api/layers/.
- These are different architectural components that can be mixed and matched in different ways to create different network topologies. It is also possible to construct custom layers.



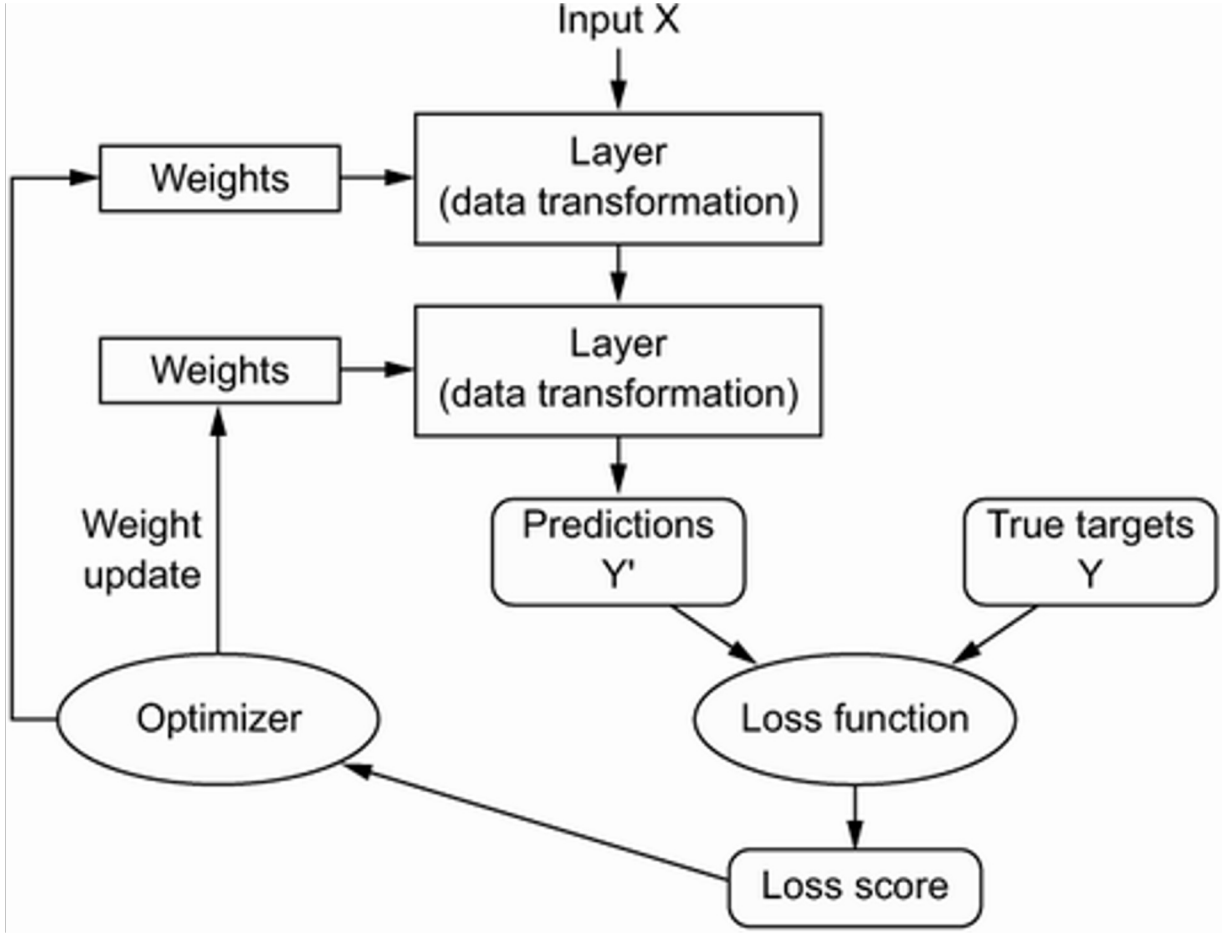
Model Parameters



Loss Function (Error)



Optimization



Questions?

First Example