

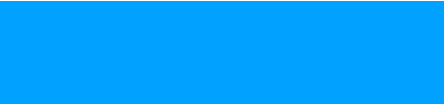
Finding Derivations: Surprising











An ESRC Data Investment

KANTAR WORLD PANEL

- A contrast-set for is considered to be surprising if the support of the contrast set in each group is different from its specialised nodes

Example

For the contrast set c1: “ $Product = burger \wedge Store = Fastfood$ ”

$$\text{support}(Store = Fastfood) = 13\%$$

$$\text{support}(Product = burger \wedge Store = Fastfood) = 12\%$$

$$\text{Subset support ratio} = \frac{12}{13} \approx 0.92$$



Not adding any new information!



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Finding Derivations: Surprising

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Subset support ratio = $\frac{12}{13} \approx 0.92$

← **Not adding any new information!**

Finding Derivations: Valid

- A contrast-set for is considered to be **valid** if the support is greater than a minimum support threshold (frequency constraints)

