

## Recap: Backprop

Matrix dimensions in backprop

$$\frac{\partial}{w_{ij}^{[1]}} L(\boldsymbol{y}, g(\boldsymbol{x}; \boldsymbol{W}^{[1]}, \dots, \boldsymbol{W}^{[L]})) = \underbrace{\frac{\partial L(\boldsymbol{y}, \hat{\boldsymbol{y}})}{\partial \hat{\boldsymbol{y}}} \frac{\partial \hat{\boldsymbol{y}}}{\partial \boldsymbol{s}^{[L]}} \cdot \dots \cdot \underbrace{\frac{\partial \boldsymbol{s}^{[l]}}{\partial \boldsymbol{s}^{[l-1]}}}_{=:B} \cdot \dots \cdot \underbrace{\frac{\partial \boldsymbol{s}^{[1]}}{\partial w_{ij}^{[1]}}}_{=:C}$$

$$[1 \times 1] \qquad [1 \times K][K \times K] \dots [n_h^{[l]} \times n_h^{[l-1]}] \dots [D \times 1]$$

# Motivational example: The failure of Google Flu Trends

 In 2009, Google published a paper that states that flu trends can be predicted by search queries

LETTERS

# Detecting influenza epidemics using search engine query data

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- The service repeatedly failed to correctly predict the trend (e.g. completely missing a non-seasonal flu)
- In 2015, the service was quietly abandoned
- What had happened? I attribute this to a thing called overfitting...



$\boldsymbol{X}$	$\boldsymbol{y}$
0.03	0.35
0.14	0.57
0.19	0.87
0.28	1.21
0.43	0.48
0.41	0.70
0.63	-0.44
0.69	-1.05
0.79	-1.29
0.85	-1.11
0.99	0.32

- Our supervised data set is:
  - ullet Samples are rows in the data matrix  $oldsymbol{X}$ :

$$oldsymbol{X} = (oldsymbol{x}^1, \dots, oldsymbol{x}^N)$$

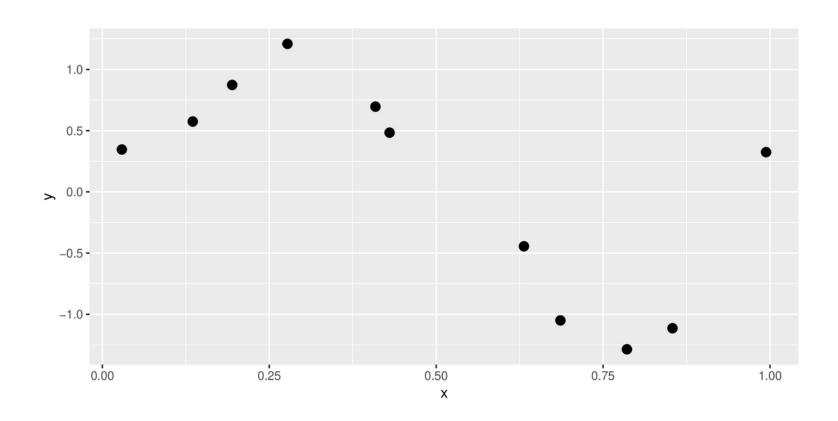
- ullet Features are columns of X:
  - Single features, e.g.:  $x_{21}=0.14$
  - Feature vector, e.g.:  $oldsymbol{x}_{.1}$
  - In this case, we only have a single feature
- Scalar label for each data point:

$$oldsymbol{y} = (y^1, \dots, y^N)^T$$

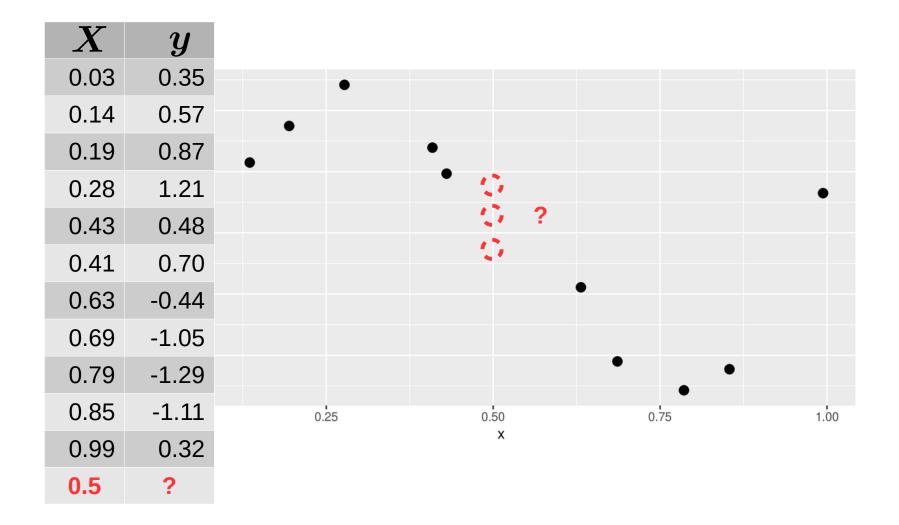
• A machine learning model is typically a function

$$\hat{y} = g(\boldsymbol{x}, \boldsymbol{w})$$

- ullet that takes an example x
- ullet That has a concrete set of parameters  $oldsymbol{w}$
- ullet Outputs something that we are interested in:  $\hat{y}$
- Important: Difference between *model class* and *model* 
  - *Model class* is the type of function, e.g.  $oldsymbol{w}^T oldsymbol{x}$  , whereas
  - The *model* is a function with concrete parameter values
- Important questions in machine learning
  - What is the appropriate model class?
  - How do we select the model? How do we find w?
- How good is a model? How can we assess this?









We fit a function (model) to the given data:

$$\hat{y} = g(\boldsymbol{x}, \boldsymbol{w})$$

For each data point x, this function g should provide the value  $\hat{y}$  that is close to the label y.

ullet We fit the parameters  $oldsymbol{w}$  such that the squared distance between the function value and the label is minimized:

$$R_{\text{emp}}(\boldsymbol{w}) = \frac{1}{2} \sum_{n=1}^{N} (g(\boldsymbol{x}^n, \boldsymbol{w}) - y^n)^2$$

This function is called *empirical error function (empirical risk)*.

• The factor 0.5 is included for later convenience



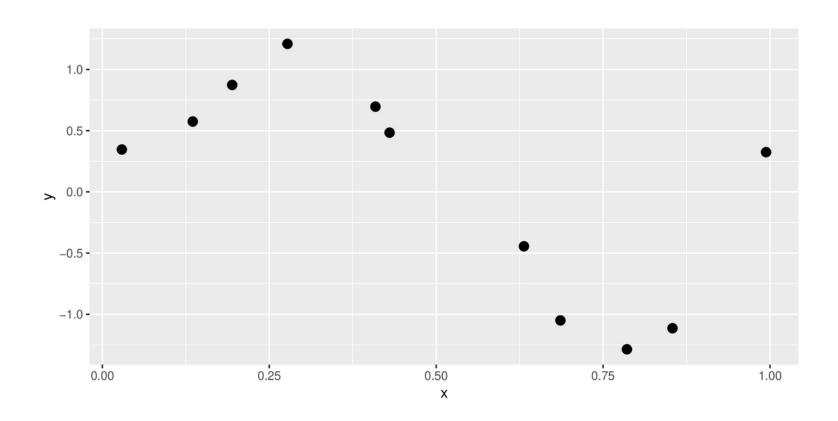
$$R_{\text{emp}}(\boldsymbol{w}) = \frac{1}{2} \sum_{n=1}^{N} (g(\boldsymbol{x}^n, \boldsymbol{w}) - y^n)^2$$

- This empirical error is larger or equal zero.
- It is zero if and only if the curve passes exactly through each data point.
- We can solve the curve fitting problem by choosing the value of  $\boldsymbol{w}$  for which  $R_{\rm emp}(\boldsymbol{w})$  is as small as possible
- $\bullet$  Let us for now assume that we can minimize  $R_{\rm emp}({\boldsymbol w})$  with respect to  ${\boldsymbol w}$

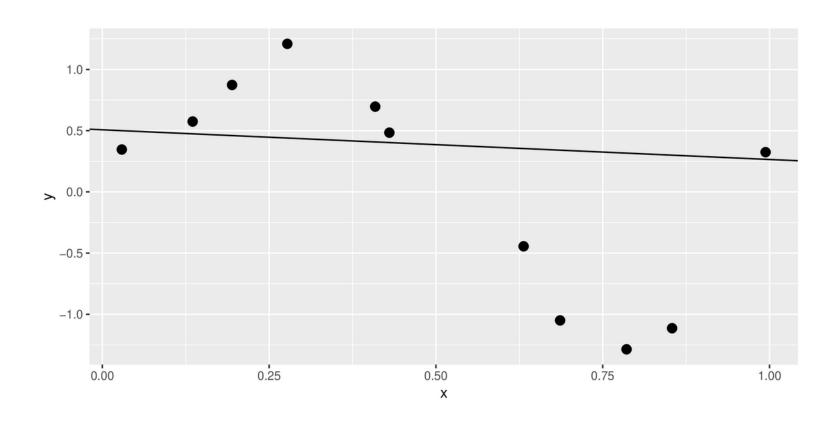
$$\boldsymbol{w}^* = \operatorname{argmin}_{\boldsymbol{w}} R_{\operatorname{emp}}(\boldsymbol{w})$$

ullet We know how to find  $oldsymbol{w}^*$ , for example for linear models.

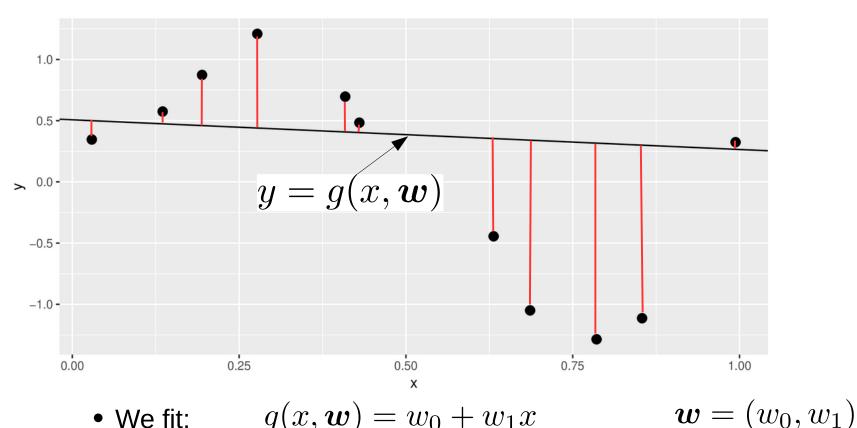








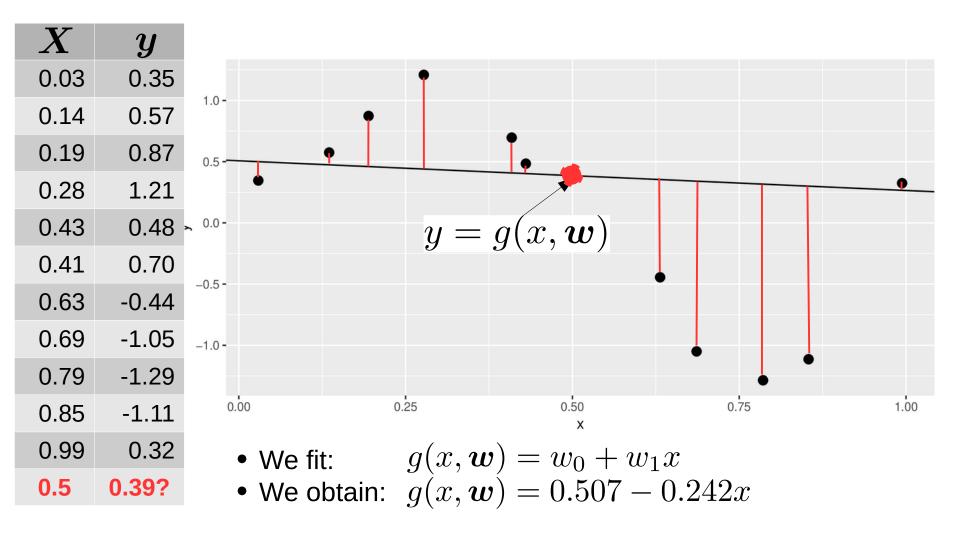




• We fit:  $g(x, \boldsymbol{w}) = w_0 + w_1 x$ 

• We obtain: g(x, w) = 0.507 - 0.242x







What if we would fit the following function?

$$g(x, \mathbf{w}) = w_0 + w_1 x + w_2 x^2$$

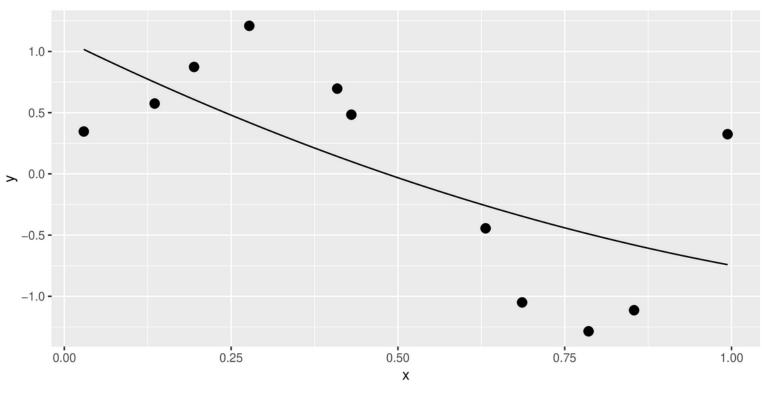
Btw... we could also write

$$g(\boldsymbol{x}, \boldsymbol{w}) = \boldsymbol{w}^T \boldsymbol{x},$$

where

$$\mathbf{w} = (w_0, w_1, w_2, ..., w_k)$$

$$\boldsymbol{x} = (1, x, x^2, \dots, x^k)$$



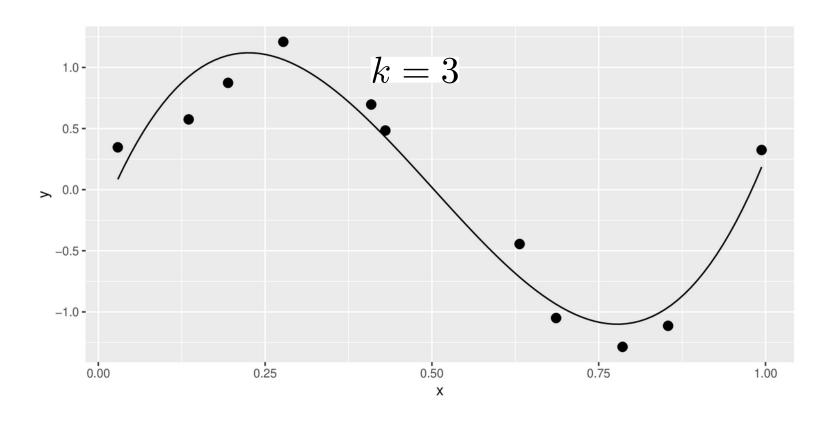
$$g(x, \mathbf{w}) = 1.09 - 2.66x + 0.82x^2$$



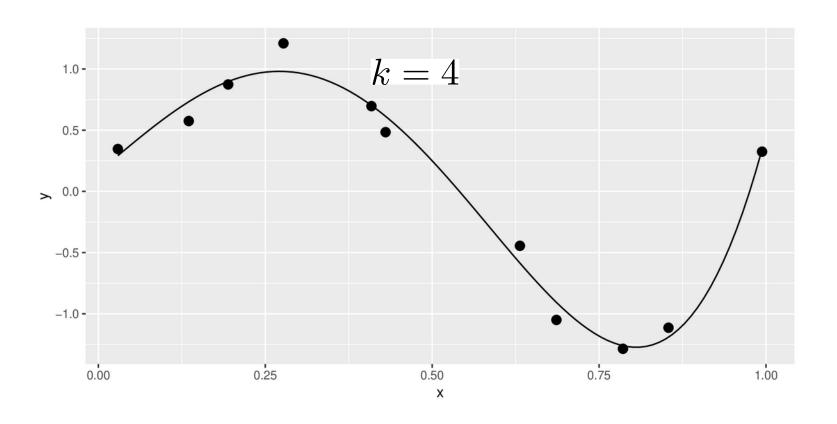
Ok, let's try polynomials of higher order...

Power operation

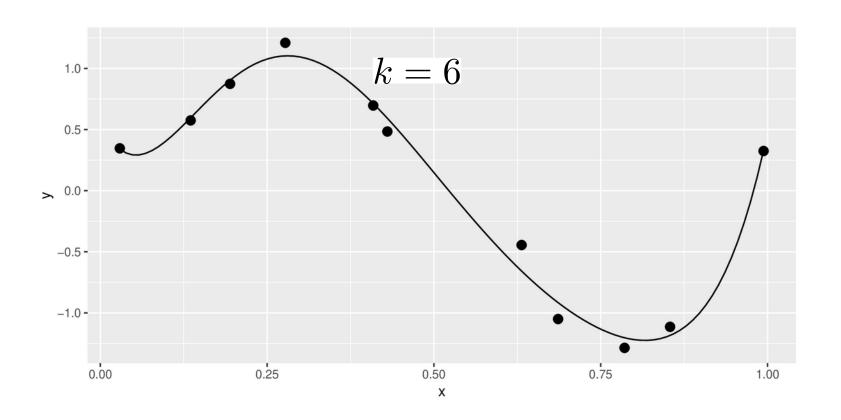
$$g(x, \boldsymbol{w}) = \sum_{j=0}^{k} w_j x^{j}$$



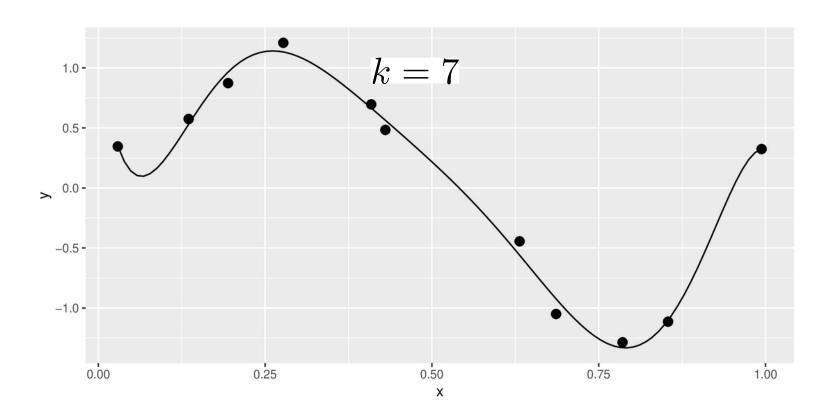




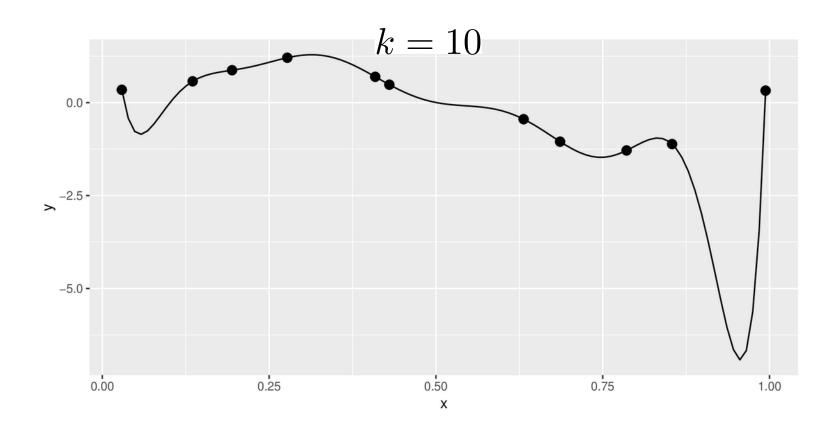














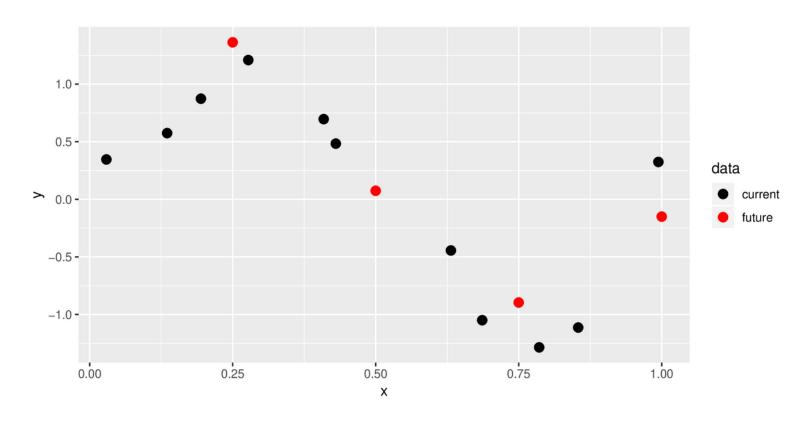
Which of these functions was the best one?

k	$R(oldsymbol{w})$
1	1.266
2	0.383
3	0.041
4	0.013
5	0.009
6	0.005
8	0.005
9	0.001
10	0.000

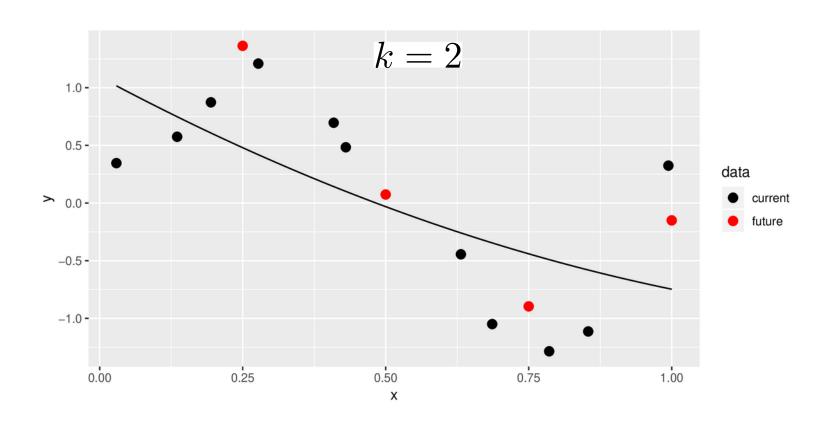
k	1	2	3	4	6	7	8	9
$oldsymbol{w}$	0.51	1.09	-0.29	0.16	0.57	1.14	0.58	-2.55
	-0.24	-2.66	13.82	4.50	-11.71	-39.45	-10.28	165.30
		0.82	-39.56	2.66	151.26	495.42	74.25	-2889.32
			26.29	-38.33	-585.86	-2431.31	317.47	24171.73
				31.47	983.67	6015.98	-3545.80	-110968.15
					-782.52	-8064.19	10837.85	300400.90
					245.08	5561.06	-15725.69	-492113.49
						-1538.32	11176.11	478948.01
							-3124.27	-254578.08
								56866.84



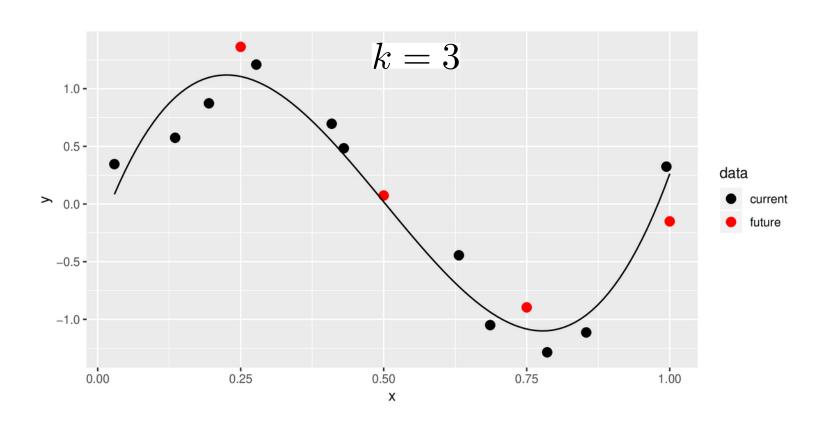
• What if we had new data points (future data)? Or: What if we had left out some data points?



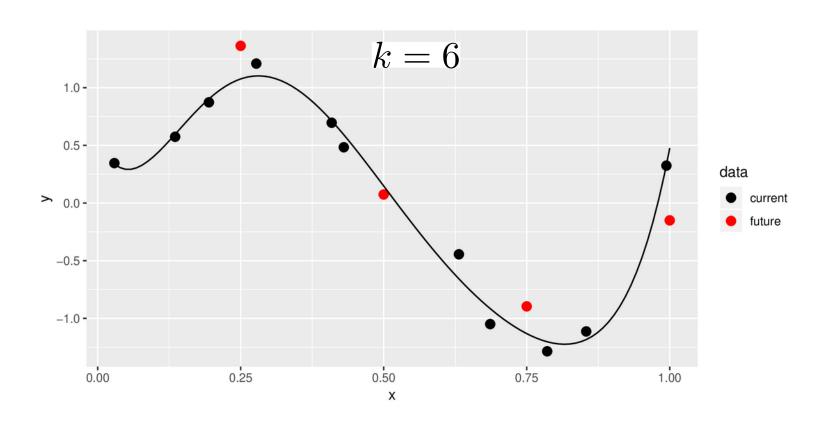




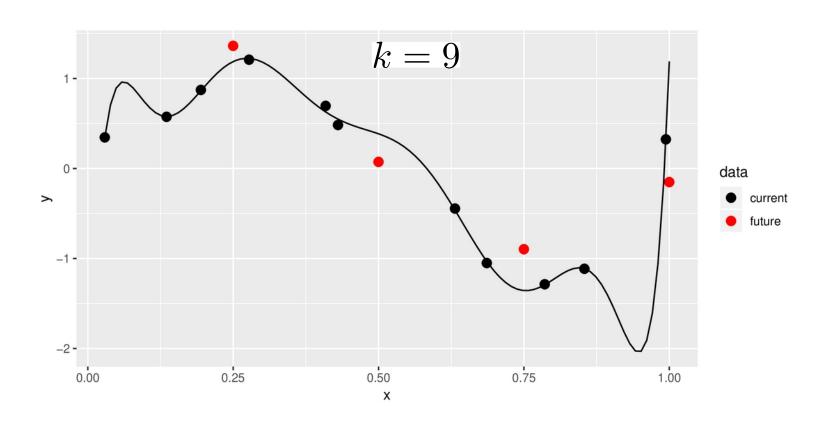














• Do we know more now that we have these "future data points"?

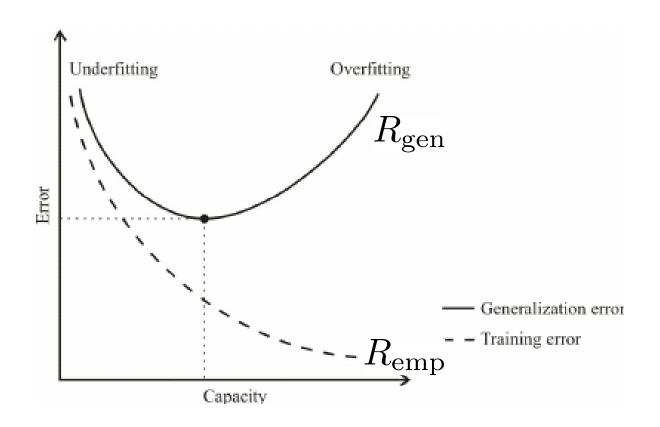
k	Empirical error	Estimate of "future error"
1	1.27	1.17
2	0.38	0.34
3	0.04	0.07
4	0.01	0.16
5	0.01	0.13
6	0.00	0.11
8	0.00	0.08
9	0.00	0.53
10	0.00	3.57



- What was actually the problem with our strategy to increase the order of the polynomial?
  - $\bullet \ \, \text{Our model} \ g \text{ got increasingly "complex"} \\$
  - ullet Our model g could fit the given data (training data) better and better
  - Our empirical error got better, but could not be used as an indicator how good the model would be on future data (test data)
    - The model parameters were adjusted to the given data

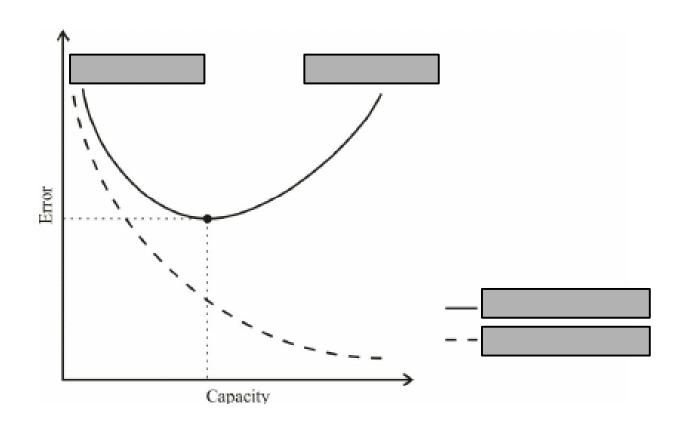


#### Capacity, overfitting and underfitting





## Capacity, overfitting and underfitting





## Loss, generalization error, risk

Our supervised data set is:

$$\boldsymbol{x} \in \mathbb{R}^d, \ y \in \mathbb{R}$$

ullet Samples are rows in the data matrix  $oldsymbol{X}$ :

$$oldsymbol{X} = (oldsymbol{x}^1, \dots, oldsymbol{x}^N)$$

Scalar label for each data point:

$$\mathbf{y} = (y^1, \dots, y^N)^T$$

Pairs of data points with labels:

$$oldsymbol{z} = (oldsymbol{x}, y) \ oldsymbol{Z} = (oldsymbol{z}^1, \dots, oldsymbol{z}^N)$$

Probability distribution:

$$p(\boldsymbol{z})$$

#### Loss, generalization error, risk

Loss function is a function of model and target (=label):

$$\mathcal{L}(y, g(\boldsymbol{x}; \boldsymbol{w}))$$

Examples: Quadratic loss function

$$\mathcal{L}(y, g(\boldsymbol{x}; \boldsymbol{w})) = (y - g(\boldsymbol{x}; \boldsymbol{w}))^2$$

Examples: Zero-One loss function

$$\mathcal{L}(y, g(\boldsymbol{x}; \boldsymbol{w})) = \begin{cases} 0 & \text{for } y = g(\boldsymbol{x}; \boldsymbol{w}) \\ 1 & \text{for } y \neq g(\boldsymbol{x}; \boldsymbol{w}) \end{cases}$$

Examples: Cross-entropy loss function

$$\mathcal{L}(y, g(\boldsymbol{x}; \boldsymbol{w})) = -\left(y \log(g(\boldsymbol{x}; \boldsymbol{w})) + (1 - y) \log(1 - g(\boldsymbol{x}; \boldsymbol{w}))\right)$$



#### Loss, generalization error, risk

• The *generalization error* or *risk* is the expected loss on future data:

$$R_{\text{gen}}(g(.; \boldsymbol{w})) = E_{\boldsymbol{z}}(\mathcal{L}(y, g(\boldsymbol{x}; \boldsymbol{w})))$$

$$R_{\text{gen}}(g(.; \boldsymbol{w})) = \int_{Z} \mathcal{L}(y, g(\boldsymbol{x}; \boldsymbol{w})) p(\boldsymbol{z}) d\boldsymbol{z}$$

• Because we do not know p(z) the risk cannot be computed; especially we do not know  $p(y \mid x)$ . Therefore, in practical situations, we have to approximate the risk.



## **Bayes optimal classifier (1/4)**

For the zero-one loss, we obtain

$$R(g(.; \boldsymbol{w})) = \int_{X} \int_{\mathbb{R}} p(\boldsymbol{x}, y \neq g(\boldsymbol{x}; \boldsymbol{w})) dy d\boldsymbol{x},$$

i.e. the misclassification probability. With the notations

$$X_{-1} = \{ x \in X \mid g(x; w) < 0 \}, \qquad X_{+1} = \{ x \in X \mid g(x; w) > 0 \},$$

we can conclude further:

$$R(g(.; \boldsymbol{w})) = \int_{X_{-1}} p(\boldsymbol{x}, y = +1)d\boldsymbol{x} + \int_{X_{+1}} p(\boldsymbol{x}, y = -1)d\boldsymbol{x}$$

### **Bayes optimal classifier (2/4)**

So, we get:

$$R(g(.; \mathbf{w})) = \int_{X_{-1}} p(y = +1 \mid \mathbf{x}) \cdot p(\mathbf{x}) d\mathbf{x} + \int_{X_{+1}} p(y = -1 \mid \mathbf{x}) \cdot p(\mathbf{x}) d\mathbf{x}$$
$$= \int_{X} \left\{ \begin{array}{ll} p(y = -1 \mid \mathbf{x}) & \text{if } g(\mathbf{x}; \mathbf{w}) = +1 \\ p(y = +1 \mid \mathbf{x}) & \text{if } g(\mathbf{x}; \mathbf{w}) = -1 \end{array} \right\} \cdot p(\mathbf{x}) d\mathbf{x}$$

Hence, we can infer an optimal classification function, the so-called *Bayes-optimal classifier*:

$$g(\mathbf{x}) = \begin{cases} +1 & \text{if } p(y = +1 \mid \mathbf{x}) > p(y = -1 \mid \mathbf{x}) \\ -1 & \text{if } p(y = -1 \mid \mathbf{x}) > p(y = +1 \mid \mathbf{x}) \end{cases}$$
$$= \operatorname{sign}(p(y = +1 \mid \mathbf{x}) - p(y = -1 \mid \mathbf{x})) \tag{1}$$



### Bayes optimal classifier (3/4)

The resulting minimal risk is

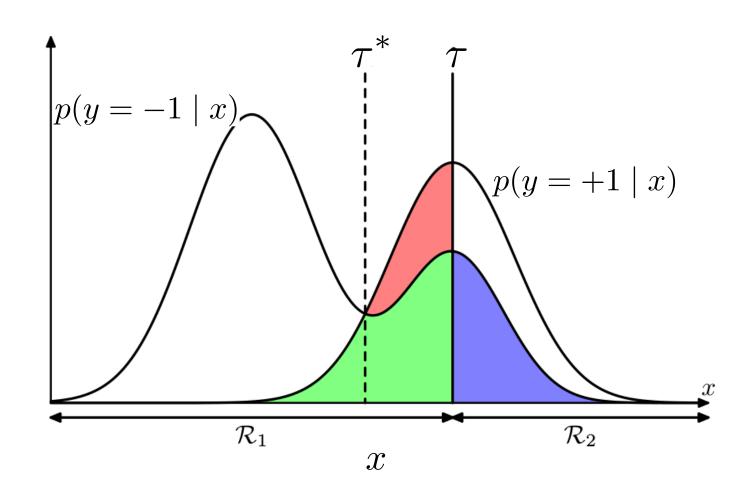
$$R_{\min} = \int_{X} \min(p(\mathbf{x}, y = -1), p(\mathbf{x}, y = +1)) d\mathbf{x}$$
$$= \int_{X} \min(p(y = -1 \mid \mathbf{x}), p(y = +1 \mid \mathbf{x})) \cdot p(\mathbf{x}) d\mathbf{x}$$

Obviously, for non-overlapping classes, i.e.  $\min(p(y = -1 \mid \mathbf{x}), p(y = +1 \mid \mathbf{x})) = 0$ , the minimal risk is zero and the optimal classification function is

$$g(\mathbf{x}) = \begin{cases} +1 & \text{if } p(y = +1 \mid \mathbf{x}) > 0, \\ -1 & \text{if } p(y = -1 \mid \mathbf{x}) > 0. \end{cases}$$



## **Bayes optimal classifier (4/4)**





## **Empirical estimation of Generalization Error: Test Set**

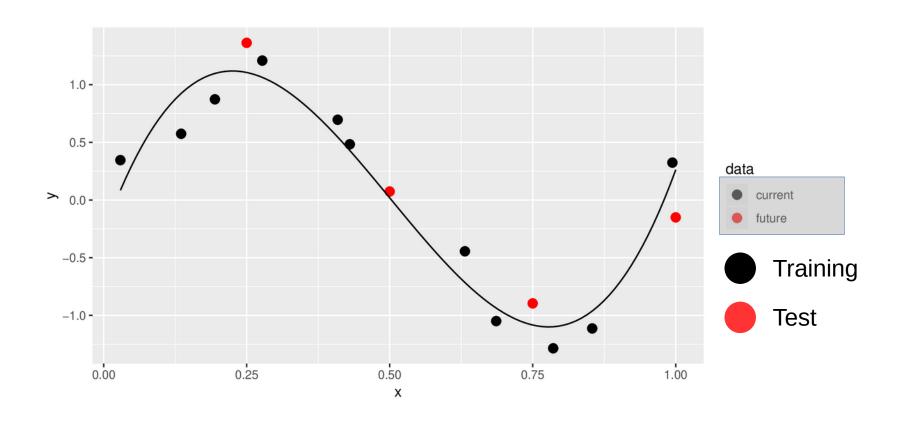
 We assume that data points are "iid" (independently identically distributed) and therefore:

$$R_{\mathrm{gen}}(g(.; \boldsymbol{w})) = \mathrm{E}_{\boldsymbol{z}}(\mathcal{L}(y, g(\boldsymbol{x}; \boldsymbol{w}))) \approx \frac{1}{M} \sum_{m=N+1}^{N+M} \mathcal{L}(y^m, g(\boldsymbol{x}^m; \boldsymbol{w}))$$

where the set of elements  $\{z_{N+1}, \dots, z_{N+M}\}$  is called *test set*.



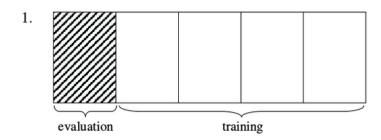
# **Empirical estimation of Generalization Error: Test Set**





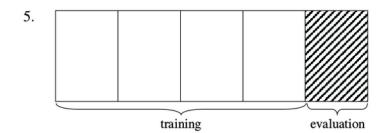
- Few data points available we want to use them all for learning and not for estimating the performance via a test set
- But we want to estimate the performance for our final model
  - We can divide the available data multiple times into training data and test data and average over the result.
  - Th problem here is that the test data is overlapping and we estimate with dependent test data points.
  - Solution: dividing the training data into several folds





evaluation training

:





• We write  $Z_N := Z$  as a variable for training sets with elements

$$R_{L-cv}(\boldsymbol{Z}_{N}) = \frac{1}{L} \sum_{l=1}^{L} \frac{L}{N} \sum_{\boldsymbol{z} \in \boldsymbol{Z}_{N/L}^{l}} \mathcal{L}\left(y, g\left(\boldsymbol{x}; \boldsymbol{w}_{l}\left(\boldsymbol{Z}_{N} \setminus \boldsymbol{Z}_{N/L}^{l}\right)\right)\right)$$

where  $w_l$  are the model parameters selected when removing the l-th fold.

• The risk for the *l*-th fold is:

$$R_{\mathrm{L-cv},l}(\boldsymbol{Z}_l) = \frac{L}{N} \sum_{\boldsymbol{z} \in \boldsymbol{Z}_{N/L}^l} \mathcal{L}\left(y, g\left(\boldsymbol{x}; \boldsymbol{w}_l\left(\boldsymbol{Z}_N \setminus \boldsymbol{Z}_{N/L}^l\right)\right)\right)$$

1 / Number of data points in one fold

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Data points in test set

Weights selected Data with one fold L-1 folds removed

- Some explanations before:
  - If the data is iid, then:

$$\mathrm{E}_{\boldsymbol{z}}\left[f(\boldsymbol{z})\right] = \frac{1}{k} \sum_{i=1}^{k} \mathrm{E}_{\boldsymbol{z}}\left[f(\boldsymbol{z}^{i})\right] = \mathrm{E}_{\boldsymbol{Z}_{k}}\left[\frac{1}{k} \sum_{i=1}^{k} f(\boldsymbol{z}^{i})\right]$$

where  $z^i$  are "copies" of the random variable z

- Remember what the variables mean:

 $oldsymbol{Z}_N$  : set with N elements; full training set

 $oldsymbol{Z}_{N/L}^{l}$  : set with N/L elements; I-th hold-out set

 $oldsymbol{Z}_{N(1-1/L)}$ : set with N-N/L elements; e.g. 4/5 of data

 $oldsymbol{Z}_N \setminus oldsymbol{Z}_{N/L}^l$ : full set without the I-th hold-out set



Statement "CV estimate for risk is almost unbiased"

$$\mathrm{E}_{\boldsymbol{Z}_{N(1-1/L)}}\left[R_{\mathrm{gen}}\left(g\left(.;\boldsymbol{w}\left(\boldsymbol{Z}_{N(1-1/L)}\right)\right)\right)\right]=\mathrm{E}_{\boldsymbol{Z}_{N}}\left[R_{L-\mathrm{cv}}\left(\boldsymbol{Z}_{N}\right)\right]$$

Left hand side:

$$\mathbf{E}_{\boldsymbol{Z}_{N(1-1/L)}} \left[ R_{\text{gen}} \left( g \left( :; \boldsymbol{w} \left( \boldsymbol{Z}_{N(1-1/L)} \right) \right) \right) \right] \\
= \mathbf{E}_{\boldsymbol{Z}_{N(1-1/L)} \cup \boldsymbol{z}} \left[ \mathcal{L} \left( y, g \left( \boldsymbol{x}; \boldsymbol{w} \left( \boldsymbol{Z}_{N(1-1/L)} \right) \right) \right) \right] \\
= \mathbf{E}_{\boldsymbol{Z}_{N(1-1/L)}} \mathbf{E}_{\boldsymbol{Z}_{N/L}} \left[ \frac{L}{N} \sum_{\boldsymbol{z} \in \boldsymbol{Z}_{N/L}} \mathcal{L} \left( y, g \left( \boldsymbol{x}; \boldsymbol{w} \left( \boldsymbol{Z}_{N(1-1/L)} \right) \right) \right) \right].$$

- We used
  - that the data are iid
  - definition of generalization error



Statement "CV estimate for risk is almost unbiased"

$$\mathrm{E}_{\boldsymbol{Z}_{N(1-1/L)}}\left[R_{\mathrm{gen}}\left(g\left(.;\boldsymbol{w}\left(\boldsymbol{Z}_{N(1-1/L)}\right)\right)\right)\right]=\mathrm{E}_{\boldsymbol{Z}_{N}}\left[R_{L-\mathrm{cv}}\left(\boldsymbol{Z}_{N}\right)\right]$$

Right hand side:

$$\mathbf{E}_{\boldsymbol{Z}_{N}}\left[R_{L-\text{cv}}\left(\boldsymbol{Z}_{N}\right)\right] = \mathbf{E}_{\boldsymbol{Z}_{N}}\left[\frac{1}{L}\sum_{l=1}^{L}\frac{L}{N}\sum_{\boldsymbol{z}\in\boldsymbol{Z}_{N/L}^{l}}\mathcal{L}\left(y,g\left(\boldsymbol{x};\boldsymbol{w}_{l}\left(\boldsymbol{Z}_{N}\setminus\boldsymbol{Z}_{N/L}^{l}\right)\right)\right)\right] \\
= \frac{1}{L}\sum_{l=1}^{L}\mathbf{E}_{\boldsymbol{Z}_{N}}\left[\frac{L}{N}\sum_{\boldsymbol{z}\in\boldsymbol{Z}_{N/L}^{l}}\mathcal{L}\left(y,g\left(\boldsymbol{x};\boldsymbol{w}_{l}\left(\boldsymbol{Z}_{N}\setminus\boldsymbol{Z}_{N/L}^{l}\right)\right)\right)\right] \\
= \mathbf{E}_{\boldsymbol{Z}_{N(1-1/L)}}\mathbf{E}_{\boldsymbol{Z}_{N/L}}\left[\frac{L}{N}\sum_{\boldsymbol{z}\in\boldsymbol{Z}_{N/L}^{l}}\mathcal{L}\left(y,g\left(\boldsymbol{x};\boldsymbol{w}\left(\boldsymbol{Z}_{N}\setminus\boldsymbol{Z}_{N/L}^{l}\right)\right)\right)\right]$$



# Remark: Regularization to reduce overfitting (chapter 8)

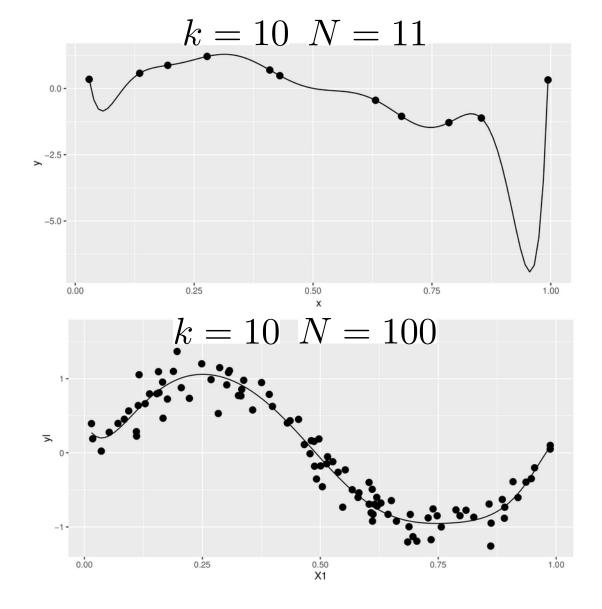
 Adding a regularization term for the error term to discourage high coefficients:

$$R_{\mathrm{reg}}(\boldsymbol{w}) = \frac{1}{2} \sum_{n=1}^{N} (g(\boldsymbol{x}^n, \boldsymbol{w}) - y^n)^2 + \frac{\lambda}{2} \|\boldsymbol{w}\|^2,$$
 where  $\|\boldsymbol{w}\|^2 = \boldsymbol{w}^T \boldsymbol{w} = w_0^2 + w_1^2 + \ldots + w_k^2.$ 

The parameter  $\lambda$  governs the relative importance of the penalty term versus the error term.  $\lambda$  is a so-called *hyperparameter*.

- Task: Test the effect of the regularization term on our model!
- A large number of data points also allows for a more complex model





# Remark: polynomial regression and its relation to linear regression

ullet Polynomial regression: one-dimensional input x

$$egin{align} g(oldsymbol{x},oldsymbol{w}) &= oldsymbol{w}^Toldsymbol{x}, \ oldsymbol{w} &= (w_0,w_1,w_2,...,w_k) \ oldsymbol{x} &= (1,x,x^2,\ldots,x^k) \end{aligned}$$

ullet Linear regression: multi-dimensional input  $oldsymbol{x}=(x_1,\ldots,x_D)$ 

$$g(\boldsymbol{x}, \boldsymbol{w}) = \boldsymbol{w}^T \boldsymbol{x},$$
  $\boldsymbol{w} = (w_0, w_1, w_2, ..., w_D)$   $\boldsymbol{x} = (1, x_1, x_2, ..., x_D)$ 



# Remark: which functions can we approximate with ML methods? universal function approximator theorem

- If we have a "complicated function" can we still approximate it?
- Yes, the "universal function approximator theorem" states that a neural network with a single hidden layer can approximate continuous functions on compact subsets of Rn (under mild assumptions)
- However: It remains unclear whether the parameters of the neural network can be found (learned)
- See later in the lectures on neural networks



## Task: solving the optimization problem

For a given data set  $\{(x_1, y_1), \dots, (x_n, y_n)\}$  find the parameter vector  $\boldsymbol{w}$  that solves the following optimization problem:

$$\min_{\boldsymbol{w}} R_{\text{emp}}(\boldsymbol{w}) = \min_{\boldsymbol{w}} \frac{1}{2} \sum_{n=1}^{N} (\boldsymbol{w}^T \boldsymbol{x}^n - y^n)^2,$$

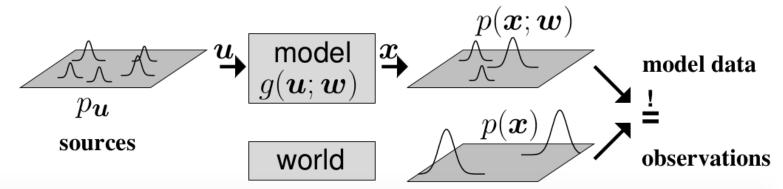
where  ${m w} = (w_0, w_1, w_2, ..., w_k)$  and  ${m x} = (1, x, x^2, \ldots, x^k)$  and k+1 < n .

We already know how to solve this problem...

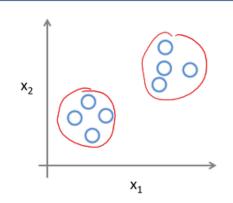


### Loss for unsupervised tasks

- Likelihood of the data
- Projection methods:
  - low dimensionality and information loss
  - independence of the components
- Generative models: approximate the distribution of the real data

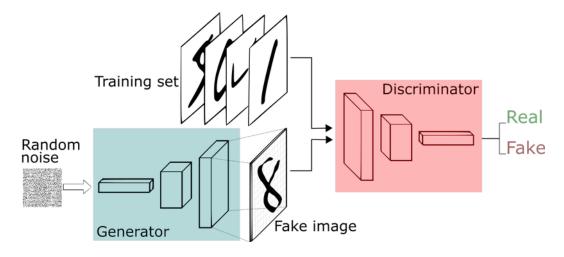






### **Learned loss functions (GANs)**

- Generative adversarial networks learn a loss function between real and generated data
- Mean squared error is not a good loss for a model that should generate realistic images (why?)





## Ok, a new problem now

- We want to optimize architectures:
  - Train arch1 with Ir=0.1 on training data; loss on "test set": 0.82
  - Train arch1 with Ir=0.01 on training data; loss on "test set": 0.75
  - Train arch2 with Ir=0.1 on training data; loss on "test set": 0.72
  - Train arch2 with Ir=0.01 on training data; loss on "test set": 0.89
- Ok, we select arch2 with lr=0.1
  - Is 0.72 a "good" estimate for the generalization error?
  - Why/why not?



# Validation set: optimizing hyperparameters (architecture)

- To avoid a *hyperparameter selection bias*, we have to optimize the hyperparameters/architecture on a validation set
- The validation set is part of the training set
- Evaluation on test set only after hyperparameters is selected and model is trained
- How can we do this in a cross-validation setting?



# Nested cross-validation: estimating performance for

```
Define set of hyperparameter combinations C
Divide data in L folds
# outer loop
for fold 1 in L folds:
    set fold 1 as test set
    for parameter combination c in C:
        # inner loop
        for fold m in remaining L-1 folds:
            set fold \mathbf{m} as validation set
            train model on remaining L-2 folds
            evaluate model performance on fold \mathbf{m}
        Calculate average performance over L-1 folds for hyperparam c
    train model on L-1 folds using hyperparams with best avg.
    performance over all steps of the inner loop
    evaluate model performance on fold 1
Calculate average performance over L folds
```



## Summary

- Training set: for optimizing parameters(weights) of the model
- Validation set: for optimizing the architecture/hyperparams of the model
- Test set: for estimating the generalization error
- Cross-validation: estimate performance of a model (without hyperparam selection)
- Nested cross-validation: estimate performance of a model (with hyperparam selection)



### **Recap: concepts and terminology**

$$g(\boldsymbol{x}; \boldsymbol{w})$$

- Machine learning model
- Model class vs model
- Model parameters: *Learning is finding parameters*
- How can it be assessed how good a model is?
  - Test set or cross validation to assess generalization performance
- What are hyperparameters of a model?



## Coming back to the start: The failure of Google flu trends

 In 2009, Google published a paper that states that flu trends can be predicted by search queries

LETTERS

## **Detecting influenza epidemics using search engine query data**

Jeremy Ginsberg<sup>1</sup>, Matthew H. Mohebbi<sup>1</sup>, Rajan S. Patel<sup>1</sup>, Lynnette Brammer<sup>2</sup>, Mark S. Smolinski<sup>1</sup> & Larry Brilliant<sup>1</sup>

- The service repeatedly failed to correctly predict the trend (e.g. completely missing a non-seasonal flu)
- In 2015, the service was quietly abandoned
- They used top correlated search terms...
  - e.g. "basketball" was highly correlated

