HOCHSCHULE MITTWEIDA
University of Applied Sciences

Cognitive Science and Machine Learning

Mert Saruhan, B.Sc.

November 11, 2023

hs-mittweida.de

Agenda

1. What is Cognitive Bias?
2. ML Implementation
3. Optimizers
4. Results

What is Cognitive Bias?

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Introduction

1. Bias created by human cognition
2. Has an active role in decision making
3. Not always logical
4. Notation: $B(q|p)$, How strongly one belives q occurs after observing p
5. $0 \leq B(q|p) \leq 1$

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What is Cognitive Bias?

Types of cognitive bias we use

- **Symmetry Bias**
  Example: 'If the weather was rainy, then the ground is wet'
  $\Longrightarrow$ 'Only if the ground is wet, then the weather was rainy a while ago' [**shi07**]
- **Mutual Exclusitivity Bias**
  Example: 'if you do not clean your room, then you will not be allowed to play'
  $\Longrightarrow$ 'If I clean up my room, then my mum will allow me to play' [**bar07**]

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Illogical bias

p: 'The shoe is white'
q: 'A star is printed on it'
$p \implies q$: 'If the shoe is white, then a star is printed on it' [**tan18**]

Symmetry Bias

$q \implies p$: 'If a star is printed on a shoe, then the shoe is white' [**tan18**]

Mutual Exclusitivity Bias

$\neg p \implies \neg q$: 'If the shoe is not white, then a star is not printed on it' [**tan18**]

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What is Cognitive Bias?

Properties and biases

- **Symmetry Bias (S)**: $B(q|p) \sim B(p|q)$
- **Mutual Exclusitivity Bias (MX)**: $B(q|p) \sim B(\neg q|\neg p)$
- **The law of excluded middle (XM)**: $B(q|p) \sim 1 - B(\neg q|p)$
- **Estimation relativity (ER)**: $B(q|p) \sim 1 - B(q|\neg p)$

Note: Adapted from [**tak10**]

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ML Implementation

ML Implementation

Interpretation

	q	$\neg q$
p	a	b
$\neg p$	c	d

Table: Co-occurence frequency [**man21**]

	$L(x) = L(w^x)$	$L(x) \neq L(w^x)$
$L(w_i) = L(w^x)$	a	b
$L(w_i) \neq L(w^x)$	c	d

Table: ML implementation of the co-occurence frequency table [**man21**]

- x: sample
- w_i: ith prototype
- w_x: winner prototype of sample x
- $L(y)$: label of y

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Updating learning rates

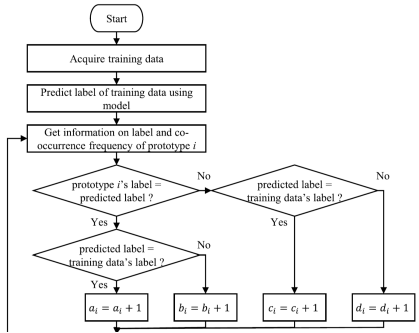

Figure: Learning rate update flowchart part 1 [**tak10**]

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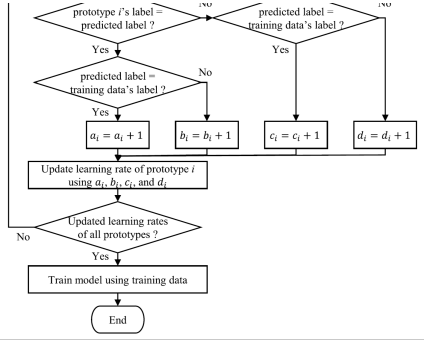

Figure: Learning rate update flowchart part 2 [**tak10**]

ML Implementation

Updating learning rates

- $R_i(a_i, b_i, c_i, d_i, t)$: Causal relationship between events for i^{th} prototype at time t
- $\epsilon_i(t) = 1 - R_i(t)$: Local learning rate of i^{th} prototype at time t

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Optimizers

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Loose Symmetry (LS)

- $R_i^{\mathrm{LS}}(t) = \frac{a_i(t) + \frac{b_i(t)}{b_i(t)+d_i(t)} d_i(t)}{a_i(t) + \frac{b_i(t)}{b_i(t)+d_i(t)} d_i(t) + b_i(t) + \frac{a_i(t)}{a_i(t)+c_i(t)} c_i(t)}$ [3, 7]

- Satisfies XM and loosely satisfies S, MX, and ER [3]
- Has better results than other cognitive bias optimizers [**something**]

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Optimizers

Loose Symmetry under Rarity (LSR)

- Assumption: The events p and q are small, hence the correlation of any two events is unlikely, $d(t) \to \infty$ [**22**]
- Example: The correlation between any random event and you starting you car in the morning [**22**]
- $R_i^{\mathrm{LSR}}(t) = \lim_{d_i(t)\to\infty} R_i^{\mathrm{LS}}(t)$
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Results

Besonderheiten

Eventuelle Probleme, die gar keine sind

- Bei überlangen (Unter-)Titeln auf der Titelseite und auf den Folien wird bei Bedarf die Schriftgröße heruntergesetzt
- Sie erhalten dafür eine Paket-Warnung in der Logdatei, die Sie darauf hinweist:

  "Package beamerinnerthemehsmw Warning: Font of text '*<text>*' is scaled down by a factor of *<factor>*"
- Sie können diese Texte ggf. anpassen, damit sie nicht skaliert werden müssen
- Sie können den Warnhinweis allerdings auch einfach ignorieren

Theorem

Es gibt keine "größte" Primzahl.

Bibliography I

Thank You

Mert Saruhan, B.Sc.

msaruhan@hs-mittweida.de

Mathematics for Network and Data Science (MA20w1-M)

HOCHSCHULE MITTWEIDA
University of Applied Sciences

Hochschule Mittweida
University of Applied Sciences
Technikumplatz 17 | 09648 Mittweida