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If all went well, your model will make good predictions. If not, you may need to use more attributes (employment rate, health, air pollution, etc.), get more or better quality training data, or perhaps select a more powerful model (e.g., a Polynomial Regression model).

In summary:

- You studied the data.
- You selected a model.
- You trained it on the training data (i.e., the learning algorithm searched for the model parameter values that minimize a cost function).
- Finally, you applied the model to make predictions on new cases (this is called *inference*), hoping that this model will generalize well.

This is what a typical Machine Learning project looks like. In **Chapter 2** you will experience this first-hand by going through an end-to-end project.

We have covered a lot of ground so far: you now know what Machine Learning is really about, why it is useful, what some of the most common categories of ML systems are, and what a typical project workflow looks like. Now let's look at what can go wrong in learning and prevent you from making accurate predictions.

Main Challenges of Machine Learning

In short, since your main task is to select a learning algorithm and train it on some data, the two things that can go wrong are “bad algorithm” and “bad data.” Let's start with examples of bad data.

Insufficient Quantity of Training Data

For a toddler to learn what an apple is, all it takes is for you to point to an apple and say “apple” (possibly repeating this procedure a few times). Now the child is able to recognize apples in all sorts of colors and shapes. Genius.

Machine Learning is not quite there yet; it takes a lot of data for most Machine Learning algorithms to work properly. Even for very simple problems you typically need thousands of examples, and for complex problems such as image or speech recognition you may need millions of examples (unless you can reuse parts of an existing model).

The Unreasonable Effectiveness of Data

In a **famous paper** published in 2001, Microsoft researchers Michele Banko and Eric Brill showed that very different Machine Learning algorithms, including fairly simple ones, performed almost identically well on a complex problem of natural language disambiguation⁸ once they were given enough data (as you can see in **Figure 1-20**).

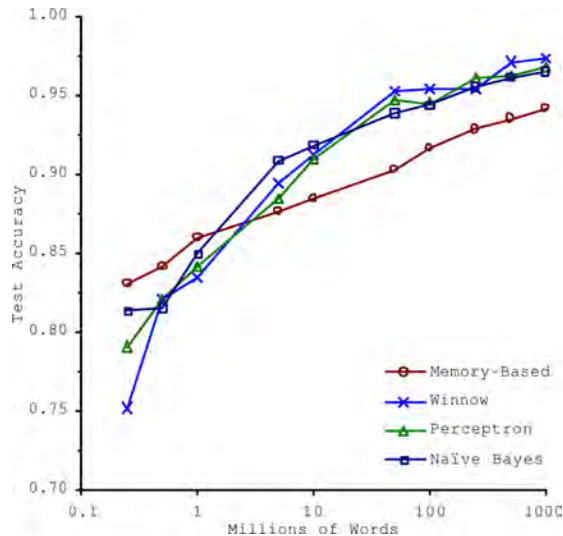


Figure 1-20. The importance of data versus algorithms⁹

As the authors put it: “these results suggest that we may want to reconsider the trade-off between spending time and money on algorithm development versus spending it on corpus development.”

The idea that data matters more than algorithms for complex problems was further popularized by Peter Norvig et al. in a paper titled “**The Unreasonable Effectiveness of Data**” published in 2009.¹⁰ It should be noted, however, that small- and medium-sized datasets are still very common, and it is not always easy or cheap to get extra training data, so don’t abandon algorithms just yet.

⁸ For example, knowing whether to write “to,” “two,” or “too” depending on the context.

⁹ Figure reproduced with permission from Banko and Brill (2001), “Learning Curves for Confusion Set Disambiguation.”

¹⁰ “The Unreasonable Effectiveness of Data,” Peter Norvig et al. (2009).

Nonrepresentative Training Data

In order to generalize well, it is crucial that your training data be representative of the new cases you want to generalize to. This is true whether you use instance-based learning or model-based learning.

For example, the set of countries we used earlier for training the linear model was not perfectly representative; a few countries were missing. **Figure 1-21** shows what the data looks like when you add the missing countries.

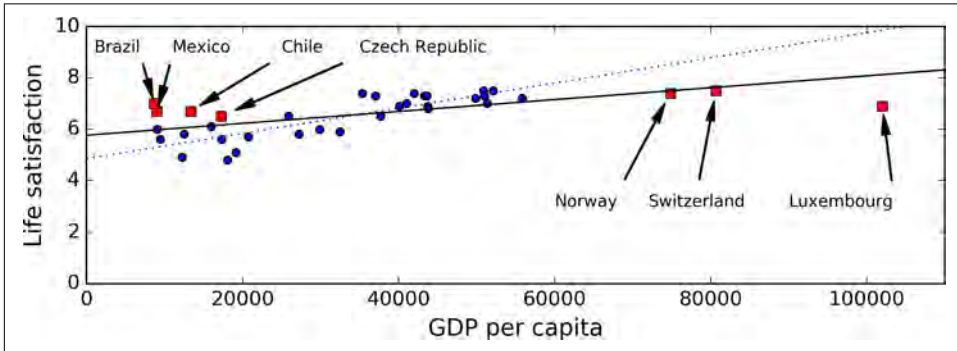


Figure 1-21. A more representative training sample

If you train a linear model on this data, you get the solid line, while the old model is represented by the dotted line. As you can see, not only does adding a few missing countries significantly alter the model, but it makes it clear that such a simple linear model is probably never going to work well. It seems that very rich countries are not happier than moderately rich countries (in fact they seem unhappier), and conversely some poor countries seem happier than many rich countries.

By using a nonrepresentative training set, we trained a model that is unlikely to make accurate predictions, especially for very poor and very rich countries.

It is crucial to use a training set that is representative of the cases you want to generalize to. This is often harder than it sounds: if the sample is too small, you will have *sampling noise* (i.e., nonrepresentative data as a result of chance), but even very large samples can be nonrepresentative if the sampling method is flawed. This is called *sampling bias*.

A Famous Example of Sampling Bias

Perhaps the most famous example of sampling bias happened during the US presidential election in 1936, which pitted Landon against Roosevelt: the *Literary Digest* conducted a very large poll, sending mail to about 10 million people. It got 2.4 million answers, and predicted with high confidence that Landon would get 57% of the votes.