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work model trained using examples of spam and ham; this makes it an online, model-based, supervised learning system.

Let's look at each of these criteria a bit more closely.

## Supervised/Unsupervised Learning

Machine Learning systems can be classified according to the amount and type of supervision they get during training. There are four major categories: supervised learning, unsupervised learning, semisupervised learning, and Reinforcement Learning.

### Supervised learning

In *supervised learning*, the training data you feed to the algorithm includes the desired solutions, called *labels* (Figure 1-5).

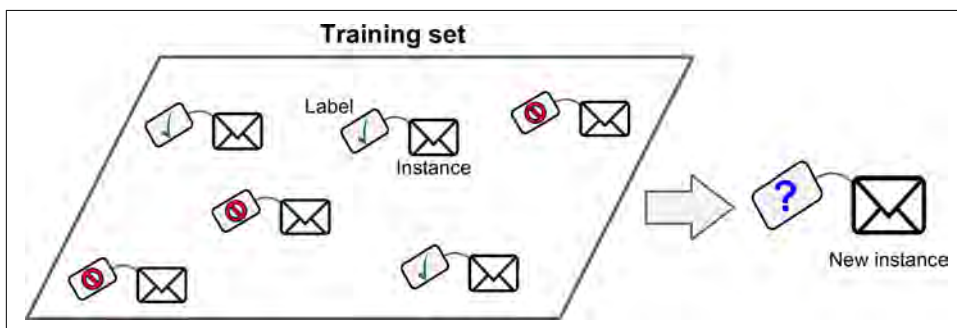


Figure 1-5. A labeled training set for supervised learning (e.g., spam classification)

A typical supervised learning task is *classification*. The spam filter is a good example of this: it is trained with many example emails along with their *class* (spam or ham), and it must learn how to classify new emails.

Another typical task is to predict a *target* numeric value, such as the price of a car, given a set of *features* (mileage, age, brand, etc.) called *predictors*. This sort of task is called *regression* (Figure 1-6).<sup>1</sup> To train the system, you need to give it many examples of cars, including both their predictors and their labels (i.e., their prices).

<sup>1</sup> Fun fact: this odd-sounding name is a statistics term introduced by Francis Galton while he was studying the fact that the children of tall people tend to be shorter than their parents. Since children were shorter, he called this *regression to the mean*. This name was then applied to the methods he used to analyze correlations between variables.



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In Machine Learning an *attribute* is a data type (e.g., “Mileage”), while a *feature* has several meanings depending on the context, but generally means an attribute plus its value (e.g., “Mileage = 15,000”). Many people use the words *attribute* and *feature* interchangeably, though.

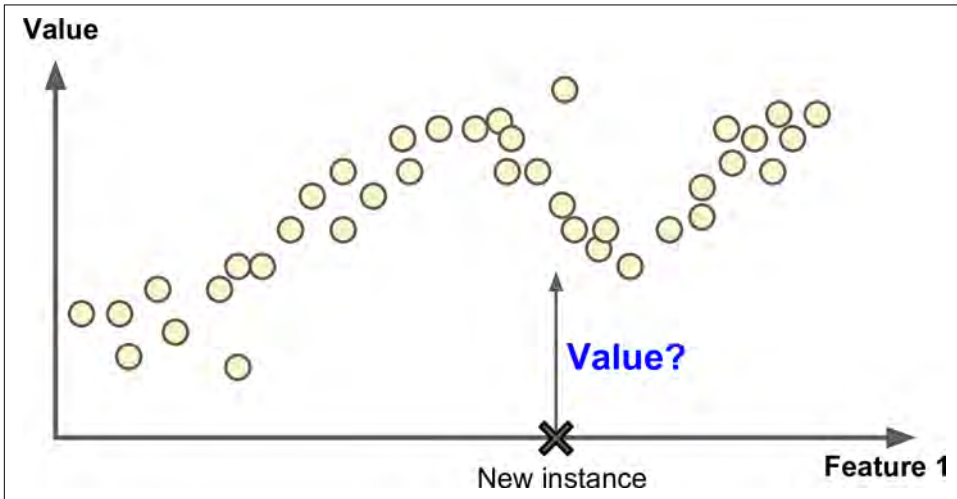


Figure 1-6. Regression

Note that some regression algorithms can be used for classification as well, and vice versa. For example, *Logistic Regression* is commonly used for classification, as it can output a value that corresponds to the probability of belonging to a given class (e.g., 20% chance of being spam).

Here are some of the most important supervised learning algorithms (covered in this book):

- k-Nearest Neighbors
- Linear Regression
- Logistic Regression
- Support Vector Machines (SVMs)
- Decision Trees and Random Forests
- Neural networks<sup>2</sup>

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<sup>2</sup> Some neural network architectures can be unsupervised, such as autoencoders and restricted Boltzmann machines. They can also be semisupervised, such as in deep belief networks and unsupervised pretraining.

## Unsupervised learning

In *unsupervised learning*, as you might guess, the training data is unlabeled (Figure 1-7). The system tries to learn without a teacher.

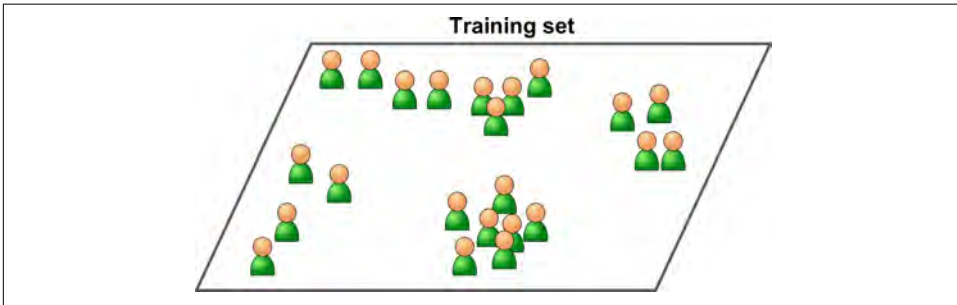


Figure 1-7. An unlabeled training set for unsupervised learning

Here are some of the most important unsupervised learning algorithms (we will cover dimensionality reduction in Chapter 8):

- Clustering
  - k-Means
  - Hierarchical Cluster Analysis (HCA)
  - Expectation Maximization
- Visualization and dimensionality reduction
  - Principal Component Analysis (PCA)
  - Kernel PCA
  - Locally-Linear Embedding (LLE)
  - t-distributed Stochastic Neighbor Embedding (t-SNE)
- Association rule learning
  - Apriori
  - Eclat

For example, say you have a lot of data about your blog’s visitors. You may want to run a *clustering* algorithm to try to detect groups of similar visitors (Figure 1-8). At no point do you tell the algorithm which group a visitor belongs to: it finds those connections without your help. For example, it might notice that 40% of your visitors are males who love comic books and generally read your blog in the evening, while 20% are young sci-fi lovers who visit during the weekends, and so on. If you use a *hierarchical clustering* algorithm, it may also subdivide each group into smaller groups. This may help you target your posts for each group.

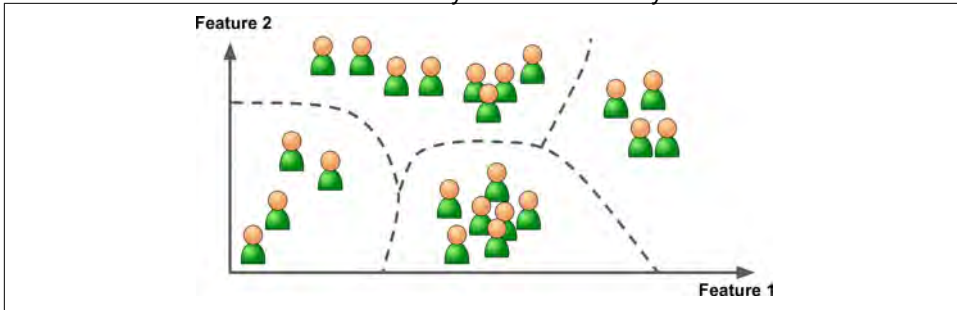


Figure 1-8. Clustering

*Visualization* algorithms are also good examples of unsupervised learning algorithms: you feed them a lot of complex and unlabeled data, and they output a 2D or 3D representation of your data that can easily be plotted (Figure 1-9). These algorithms try to preserve as much structure as they can (e.g., trying to keep separate clusters in the input space from overlapping in the visualization), so you can understand how the data is organized and perhaps identify unsuspected patterns.

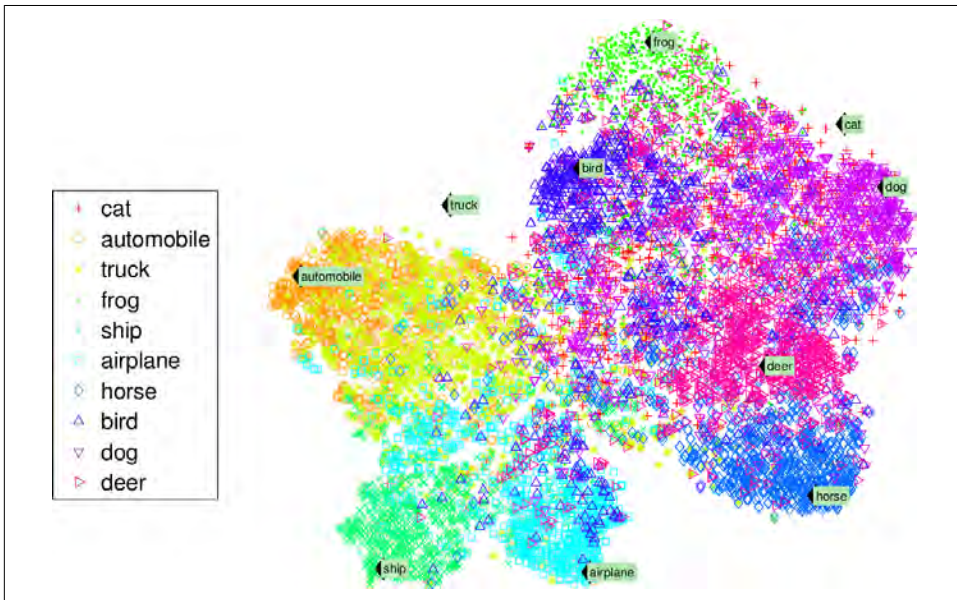


Figure 1-9. Example of a t-SNE visualization highlighting semantic clusters<sup>3</sup>

<sup>3</sup> Notice how animals are rather well separated from vehicles, how horses are close to deer but far from birds, and so on. Figure reproduced with permission from Socher, Ganjoo, Manning, and Ng (2013), “T-SNE visualization of the semantic word space.”

A related task is *dimensionality reduction*, in which the goal is to simplify the data without losing too much information. One way to do this is to merge several correlated features into one. For example, a car's mileage may be very correlated with its age, so the dimensionality reduction algorithm will merge them into one feature that represents the car's wear and tear. This is called *feature extraction*.



It is often a good idea to try to reduce the dimension of your training data using a dimensionality reduction algorithm before you feed it to another Machine Learning algorithm (such as a supervised learning algorithm). It will run much faster, the data will take up less disk and memory space, and in some cases it may also perform better.

Yet another important unsupervised task is *anomaly detection*—for example, detecting unusual credit card transactions to prevent fraud, catching manufacturing defects, or automatically removing outliers from a dataset before feeding it to another learning algorithm. The system is trained with normal instances, and when it sees a new instance it can tell whether it looks like a normal one or whether it is likely an anomaly (see Figure 1-10).

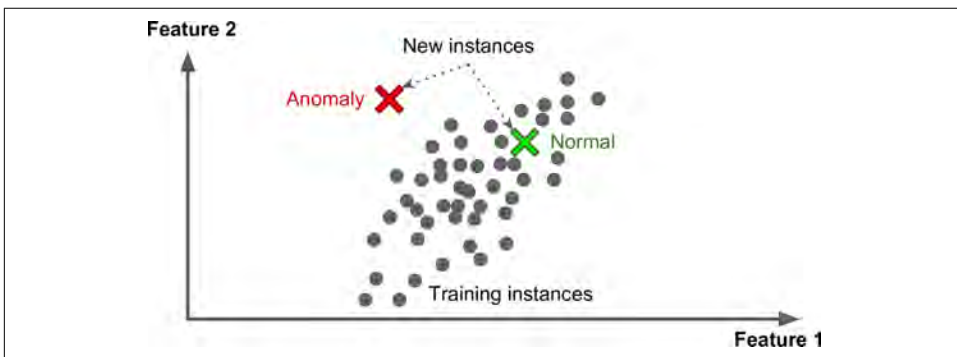


Figure 1-10. Anomaly detection

Finally, another common unsupervised task is *association rule learning*, in which the goal is to dig into large amounts of data and discover interesting relations between attributes. For example, suppose you own a supermarket. Running an association rule on your sales logs may reveal that people who purchase barbecue sauce and potato chips also tend to buy steak. Thus, you may want to place these items close to each other.

## Semisupervised learning

Some algorithms can deal with partially labeled training data, usually a lot of unlabeled data and a little bit of labeled data. This is called *semisupervised learning* (Figure 1-11).

Some photo-hosting services, such as Google Photos, are good examples of this. Once you upload all your family photos to the service, it automatically recognizes that the same person A shows up in photos 1, 5, and 11, while another person B shows up in photos 2, 5, and 7. This is the unsupervised part of the algorithm (clustering). Now all the system needs is for you to tell it who these people are. Just one label per person,<sup>4</sup> and it is able to name everyone in every photo, which is useful for searching photos.

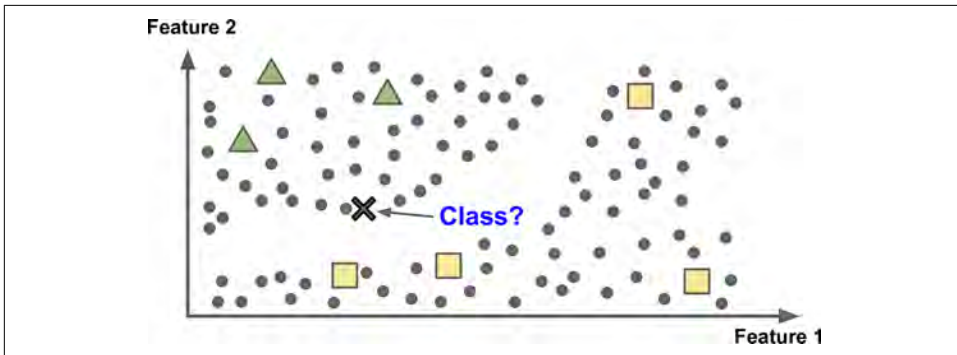


Figure 1-11. Semisupervised learning

Most semisupervised learning algorithms are combinations of unsupervised and supervised algorithms. For example, *deep belief networks* (DBNs) are based on unsupervised components called *restricted Boltzmann machines* (RBMs) stacked on top of one another. RBMs are trained sequentially in an unsupervised manner, and then the whole system is fine-tuned using supervised learning techniques.

## Reinforcement Learning

*Reinforcement Learning* is a very different beast. The learning system, called an *agent* in this context, can observe the environment, select and perform actions, and get *rewards* in return (or *penalties* in the form of negative rewards, as in Figure 1-12). It must then learn by itself what is the best strategy, called a *policy*, to get the most reward over time. A policy defines what action the agent should choose when it is in a given situation.

<sup>4</sup> That's when the system works perfectly. In practice it often creates a few clusters per person, and sometimes mixes up two people who look alike, so you need to provide a few labels per person and manually clean up some clusters.

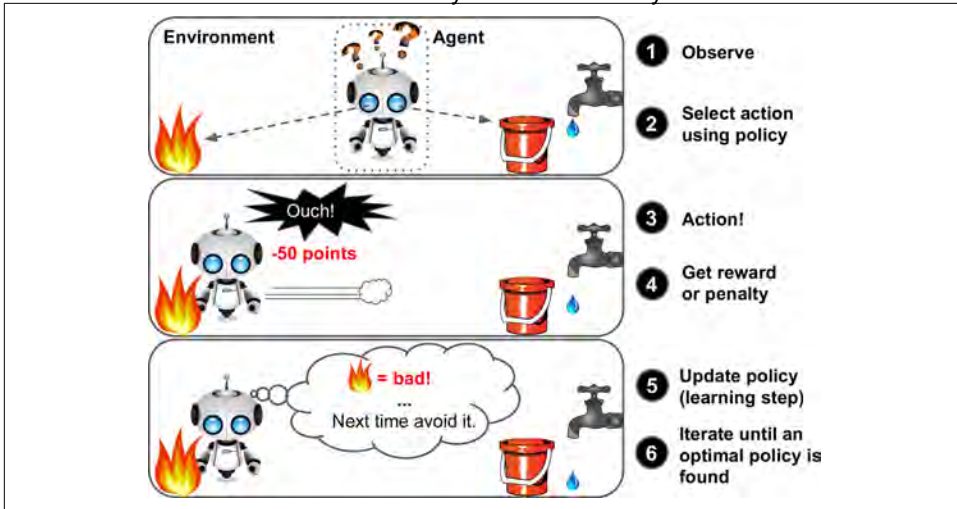


Figure 1-12. Reinforcement Learning

For example, many robots implement Reinforcement Learning algorithms to learn how to walk. DeepMind's AlphaGo program is also a good example of Reinforcement Learning; it made the headlines in March 2016 when it beat the world champion Lee Sedol at the game of Go. It learned its winning policy by analyzing millions of games, and then playing many games against itself. Note that learning was turned off during the games against the champion; AlphaGo was just applying the policy it had learned.

## Batch and Online Learning

Another criterion used to classify Machine Learning systems is whether or not the system can learn incrementally from a stream of incoming data.

### Batch learning

In *batch learning*, the system is incapable of learning incrementally: it must be trained using all the available data. This will generally take a lot of time and computing resources, so it is typically done offline. First the system is trained, and then it is launched into production and runs without learning anymore; it just applies what it has learned. This is called *offline learning*.

If you want a batch learning system to know about new data (such as a new type of spam), you need to train a new version of the system from scratch on the full dataset (not just the new data, but also the old data), then stop the old system and replace it with the new one.

Fortunately, the whole process of training, evaluating, and launching a Machine Learning system can be automated fairly easily (as shown in [Figure 1-3](#)), so even a