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- Semantic matching

- Learning to rank

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- Modeling user behavior

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- Feedforward neural network
- Distributed representations
- Recurrent neural networks
- Sequence-to-sequence models
- Convolutional neural networks

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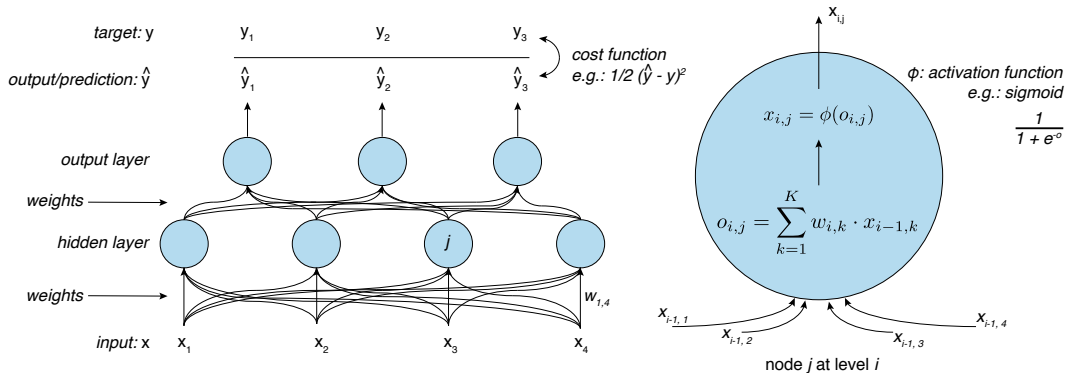
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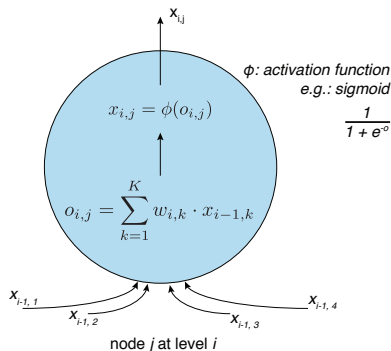
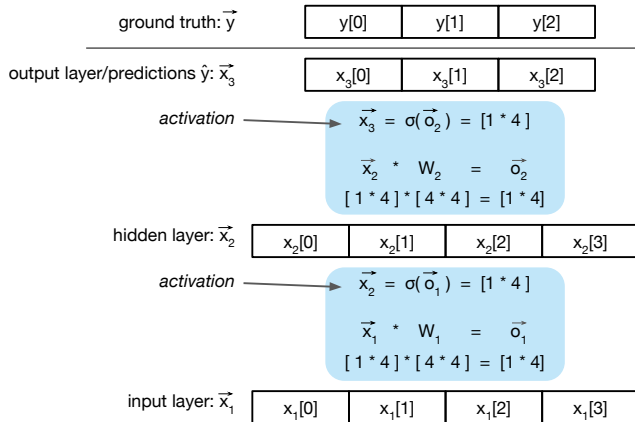
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Q & A

Multi-layer perceptron a.k.a. feedforward neural network



Multi-layer perceptron a.k.a. feedforward neural network



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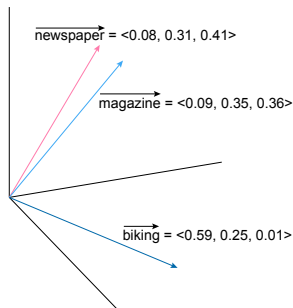
Q & A

Distributed representations

- ▶ Represent units, e.g., words, as vectors
- ▶ Goal: words that are similar, e.g., in terms of meaning, should get similar embeddings

Cosine similarity to determine how similar two vectors are:

$$\begin{aligned}\text{cosine}(\vec{v}, \vec{w}) &= \frac{\vec{v}^\top \cdot \vec{w}}{\|\vec{v}\|_2 \|\vec{w}\|_2} \\ &= \frac{\sum_{i=1}^{|v|} v_i \cdot w_i}{\sqrt{\sum_{i=1}^{|v|} v_i^2} \sqrt{\sum_{i=1}^{|w|} w_i^2}}\end{aligned}$$

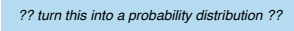


Distributed representations

How do we get these vectors?

- ▶ You shall know a word by the company it keeps [Firth, 1957]
- ▶ The vector of a word should be similar to the vectors of the words surrounding it

\overrightarrow{all} \overrightarrow{you} \overrightarrow{need} \overrightarrow{is} \overrightarrow{love}



Probability distributions

softmax = normalize the logits

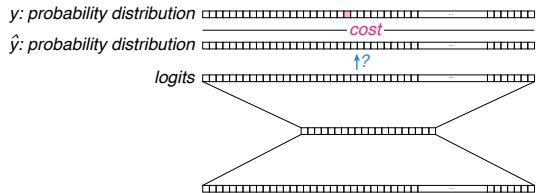
$$= \frac{e^{\text{logits}[i]}}{\sum_{j=1}^{|\text{logits}|} e^{\text{logits}[j]}}$$

cost = cross entropy loss

$$= - \sum_x p(x) \log \hat{p}(x)$$

$$= - \sum_i p_{\text{ground truth}}(\text{word} = \text{vocabulary}[i]) \log p_{\text{predictions}}(\text{word} = \text{vocabulary}[i])$$

$$= - \sum_i y_i \log \hat{y}_i$$



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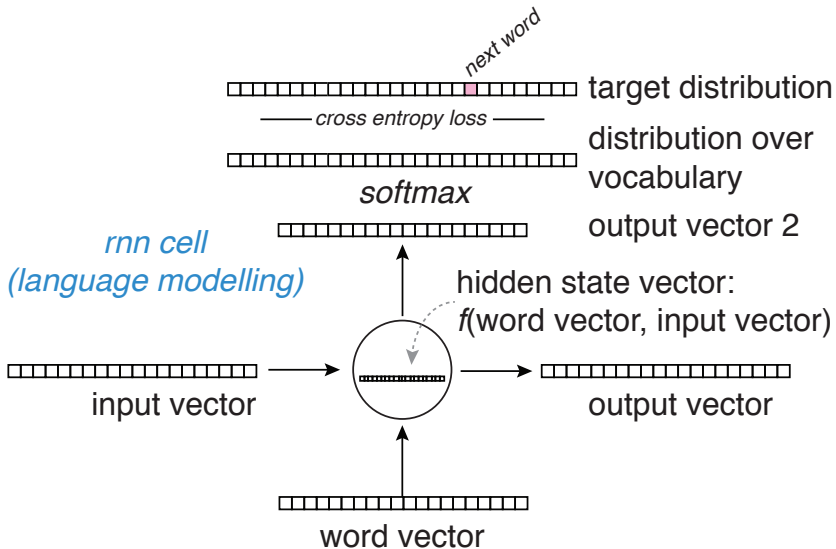
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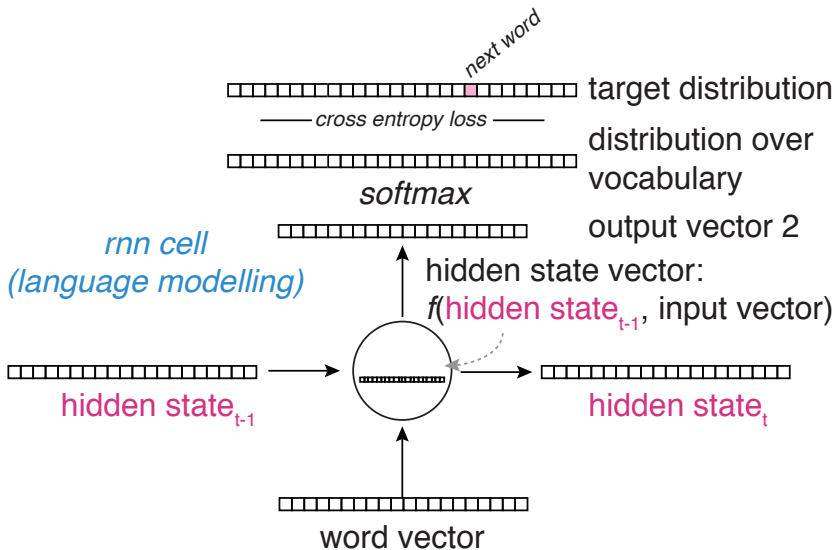
Recurrent neural networks

- ▶ Recurrent neural networks (RNNs) are typically used in scenarios where a sequence of inputs and/or outputs is being modelled
- ▶ RNNs have memory that captures information about what has been computed so far
- ▶ RNNs are called recurrent because they perform same task for every element of sequence, with output dependent on previous computations
- ▶ RNNs can, in theory, make use of information in arbitrarily long sequences – in practice, however, they are limited to looking back only few steps

Recurrent cell

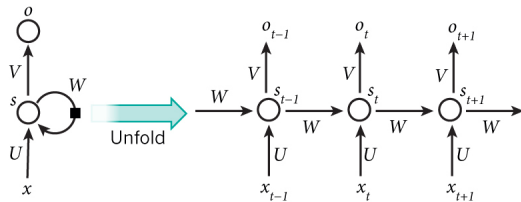


Recurrent cell



Recurrent neural networks

- ▶ RNN being unrolled (or unfolded) into full network
- ▶ **Unrolling**: write out network for complete sequence



Formulas governing computation:

- ▶ x_t input at time step t
 - ▶ s_t hidden state at time step t – **memory** of the network, calculated based on
 - **input at the current step**
 - **previous hidden state**
- $$s_t = f(Ux_t + Ws_{t-1})$$
- ▶ f usually nonlinearity, e.g., tanh or ReLU
 f can also be LSTM or GRU.

Language modeling using RNNs

- ▶ **Language model** allows us to predict probability of observing sentence (in a given dataset) as: $P(w_1, \dots, w_m) = \prod_{i=1}^m P(w_i \mid w_1, \dots, w_{i-1})$
- ▶ In RNN, **set** $o_t = x_{t+1}$: we want output at step t to be actual next word
- ▶ **Cross-entropy loss** as loss function
- ▶ Training RNN similar to training a traditional NN: backpropagation algorithm, but with small twist:
parameters shared by all time steps, so gradient at each output depends on calculations of previous time steps: **Backpropagation Through Time**

Vanishing and exploding gradients

- ▶ For training RNNs, calculate gradients for U , V , W – ok for V but for W and U ...
- ▶ Gradients for W :

$$\frac{\partial \mathcal{L}_3}{\partial W} = \frac{\partial \mathcal{L}_3}{\partial o_3} \frac{\partial o_3}{\partial s_3} \frac{\partial s_3}{\partial W} = \sum_{k=0}^3 \frac{\partial \mathcal{L}_3}{\partial o_3} \frac{\partial o_3}{\partial s_3} \frac{\partial s_3}{\partial s_k} \frac{\partial s_k}{\partial W}$$

- ▶ More generally: $\frac{\partial \mathcal{L}}{\partial s_t} = \frac{\partial \mathcal{L}}{\partial s_m} \cdot \frac{\partial s_m}{\partial s_{m-1}} \cdot \frac{\partial s_{m-1}}{\partial s_{m-2}} \cdot \dots \cdot \frac{\partial s_{t+1}}{\partial s_t} \Rightarrow \ll 1$
 $\qquad \qquad \qquad < 1 \qquad \qquad < 1 \qquad \qquad < 1$
- ▶ Gradient contributions from **far away** steps become zero: state at those steps doesn't contribute to what you are learning

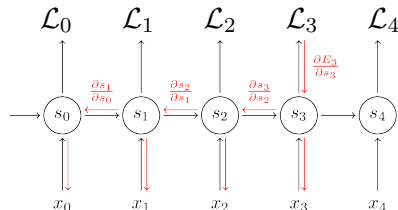


Image credits: <http://www.wildml.com/2015/10/>

Long Short Term Memory [Hochreiter and Schmidhuber, 1997]

LSTMs designed to combat vanishing gradients through **gating** mechanism

$$i_t = \sigma(x_t U^i + s_{t-1} W^i)$$

$$f_t = \sigma(x_t U^f + s_{t-1} W^f)$$

$$o_t = \sigma(x_t U^o + s_{t-1} W^o)$$

$$g_t = \tanh(x_t U^g + s_{t-1} W^g)$$

$$c_t = c_{t-1} \circ f + g \circ i$$

$$s_t = \tanh(c_t) \circ o$$

(\circ is elementwise multiplication)

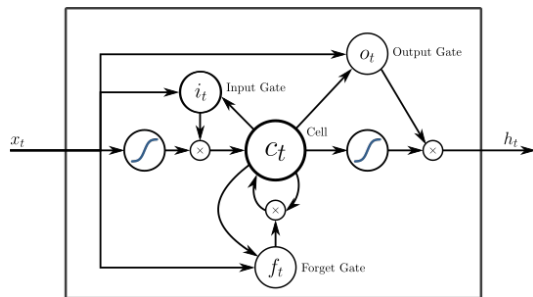


Image credits:

https://commons.wikimedia.org/wiki/File:Peephole_Long_Short-Term_Memory.svg

Gated Recurrent Units

- ▶ GRU layer quite similar to that of LSTM layer, as are the equations:

$$z = \sigma(x_t U^z + s_{t-1} W^z)$$

$$r = \sigma(x_t U^r + s_{t-1} W^r)$$

$$h = \tanh(x_t U^h + (s_{t-1} \circ r) W^h)$$

$$s_t = (1 - z) \circ h + z \circ s_{t-1}$$

- ▶ GRU has **two gates**: **reset gate** r and **update gate** z .
 - ▶ Reset gate determines how to combine new input with previous memory; update gate defines how much of the previous memory to keep around
 - ▶ Set reset to all 1's and update gate to all 0's to get plain RNN model
- ▶ On many tasks, LSTMs and GRUs perform similarly

Bidirectional RNNs

- ▶ **Bidirectional RNNs** based on idea that output at time t may depend on previous **and future** elements in sequence
 - ▶ Example: predict missing word in a sequence
- ▶ Bidirectional RNNs are two RNNs stacked on top of each other
- ▶ Output is computed based on hidden state of both RNNs

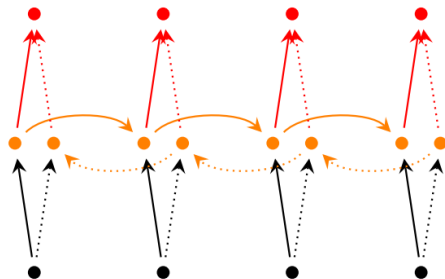


Image credits: <http://www.wildml.com/2015/09/recurrent-neural-networks-tutorial-part-1-introduction-to-rnns/>

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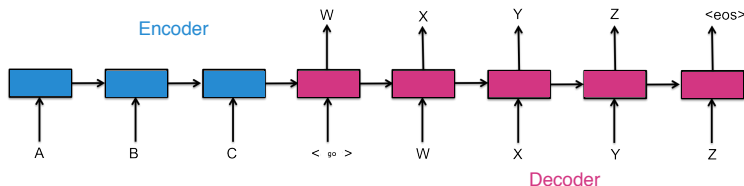
Q & A

Sequence-to-sequence models

Increasingly important: not just retrieval but also **generation**

- ▶ Machine translation, spoken results, chatbots, conversational interfaces, . . . , but also snippets, query suggestion, query correction, . . .

Basic **sequence-to-sequence** (seq2seq) model consists of two RNNs: an **encoder** that processes input and a **decoder** that generates output:

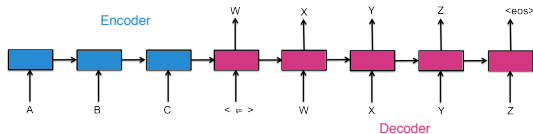


Each box represents cell of RNN (often GRU cell or LSTM cell). Encoder and decoder can share weights or, as is more common, use a different set of parameters

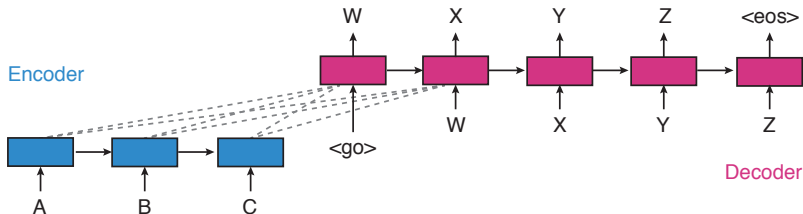
Attention mechanism Bahdanau et al. [2014]

Normal decoder model:

$$\mathbf{h}_t = f(\mathbf{x}, \mathbf{h}_{t-1}; \theta),$$

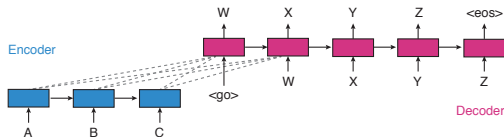


Decoder with attention:



$$\mathbf{h}_t^{dec} = g(\mathbf{x}^{dec}, \mathbf{H}^{encoder}, \mathbf{h}_{t-1}^{dec})$$

Attention mechanism



Decoder with attention Luong and Manning [2016], Vinyals et al. [2015]:

\mathbf{d}_t is calculated from $\mathbf{H}^{encoder}$ by:

$$\begin{aligned}\mathbf{h}_t^{dec} &= g(\mathbf{x}^{dec}, \mathbf{H}^{encoder}, \mathbf{h}_{t-1}^{dec}) \\ &= \mathbf{W}_{proj} \cdot \mathbf{d}_t \parallel \hat{\mathbf{h}}_t^{dec},\end{aligned}$$

\parallel is the concatenation operator, and $\hat{\mathbf{h}}_t^{dec} = f(\mathbf{x}^{dec}, \mathbf{h}_{t-1}^{dec}; \theta^{dec})$ from above.

$$\mathbf{d}_t = \sum_{i=1}^n a_{t,i} \mathbf{h}_i^{encoder}$$

$$\mathbf{a}_t = \text{softmax}(\mathbf{u}_t)$$

$$\mathbf{u}_{t,i} = v^T \tanh(\mathbf{W}_1 \mathbf{h}_i^{encoder} + \mathbf{W}_2 \mathbf{h}_t^{dec}),$$

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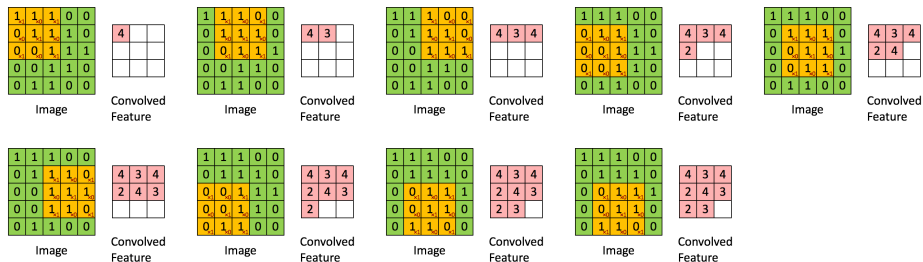
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Convolutional neural networks

What is a **convolution**? Intuition: sliding window function applied to a matrix

Example: convolution with 3×3 filter

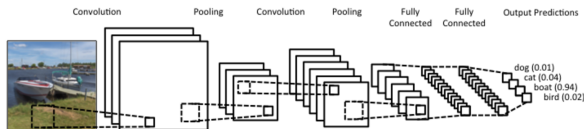


Multiply values element-wise with original matrix, then sum. Slide over whole matrix.

Image credits:

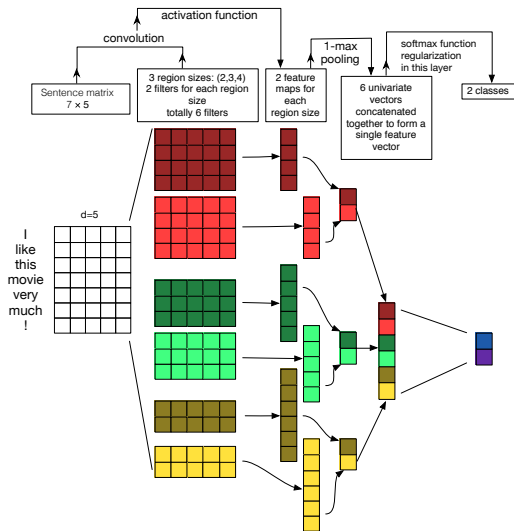
http://deeplearning.stanford.edu/wiki/index.php/Feature_extraction_using_convolution

Convolutional neural networks



- ▶ Each layer applies different filters and combines results
- ▶ Pooling (subsampling) layers
- ▶ During training, CNN learns values of filters
- ▶ First layer may learn to detect edges from raw pixels in first layer
- ▶ Use edges to detect simple shapes in second layer
- ▶ Use shapes to detect higher-level features, such as facial shapes in higher layers
- ▶ Last layer: classifier using high-level features

CNNs in text



- ▶ Instead of image pixels, inputs typically are word embeddings.
- ▶ For a 10 word sentence using a 100-dimensional embedding we would have a 10×100 matrix as our input.
- ▶ That's our "image"
- ▶ Typically 1-dimensional convolutions are used. I.e. filters slide over rows of the matrix (words).

CNNs in text

Example uses in IR

- ▶ MSR: how to learn semantically meaningful representations of sentences that can be used for Information Retrieval
- ▶ Recommending potentially interesting documents to users based on what they are currently reading
- ▶ Sentence representations are trained based on search engine log data
- ▶ Modeling interestingness with deep neural networks Gao et al. [2014]
A latent semantic model with convolutional-pooling structure for information retrieval [Shen et al., 2014]

Take aways

1. **Information Retrieval** (IR) systems help people find **the right** (most useful) **information** in **the right** (most convenient) **format** at **the right time** (when they need it).
2. **Neural Network** (NN) is a function $F(x; \Theta)$ with (a large number of) parameters Θ that maps an input object x (which can be text, image or arbitrary vector of features) to an output object y (class label, sequence of class labels, text, image).
3. There three **main architectures** (classes of $F(x; \Theta)$): (i) **feed-forward NN** (FFNN), (ii) **recurrent NN** (RNN), (iii) **convolutional NN** (CNN).
4. **Embeddings** are **vector representations of objects in a high-dimensional space** that are learned during training. In many practical applications, these vectors **reflect similarities between objects** that are important for solving the task.
5. Other stuff, such as **seq2seq**, **vanishing and exploding gradients**, **LSTM and GRU**, **attention mechanism**, **softmax**, **cross-entropy**.