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## 6. Similarity Measures-Cost functions

### Similarity Measures-Cost functions

to go over every single cluster.

That's what I'm going to do.

I am going to go from cluster 1 to cluster k.

And then, within each cluster, I will

take the points that belong to this cluster,  
all the indexes

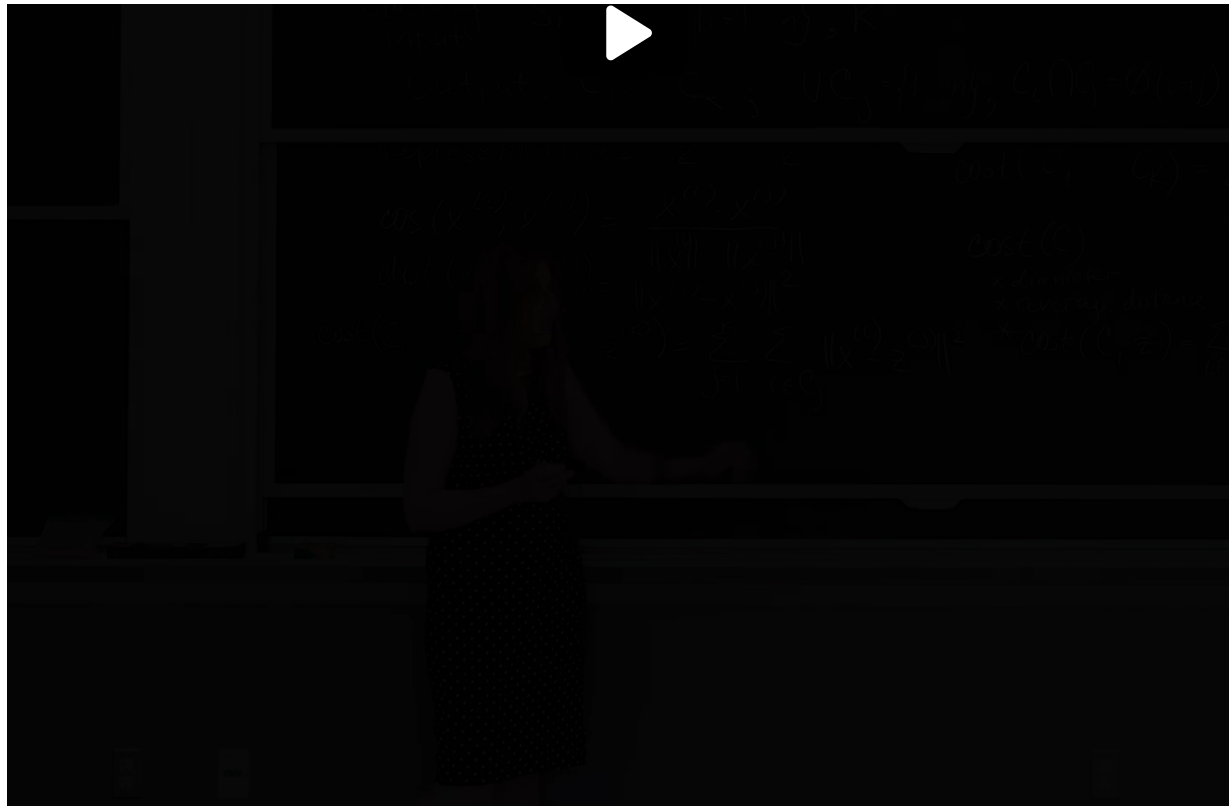
of points that belong to cluster  $c_j$ ,

and then compute square Euclidean  
distance

between this point and the  
representative of this cluster.

And you may be looking at it and  
thinking,

why do I need to carry both?



Maybe I can compute representative  
if I know the clusters.

This is true.

And as we will continue our lecture,  
we will see how to unify them together.

But at this point, I would want you



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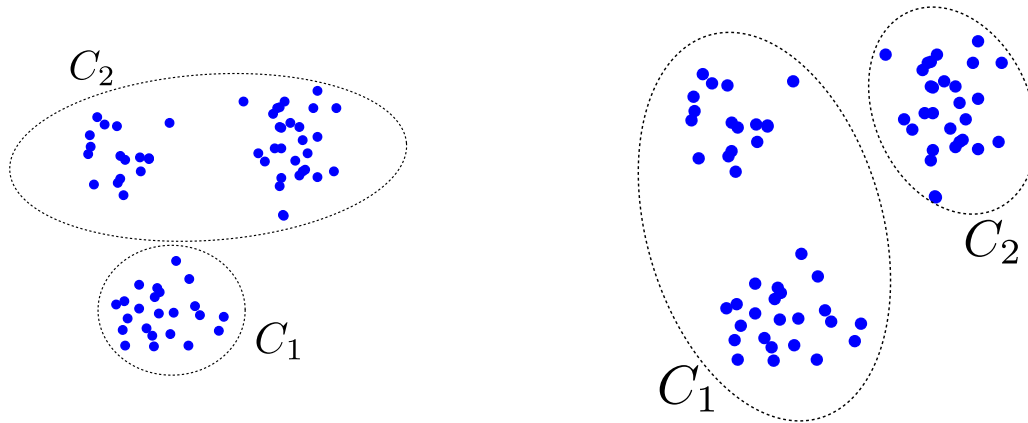
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## The Need to Define Costs

1/1 point (graded)

Note that it is possible to have multiple clustering results given the same set of feature vectors. For example, in the following picture, we can have two scenarios of clustering outputs given the same set of feature vectors.



Output 1

Output 2

What is a good method for deciding which clustering output is more preferable?

- ☐ Randomly select a scenario because all clustering outputs are possible
- ☒ Define a measure of homogeneity inside cluster assignments and compare the measure of each scenario ✓
- ☐ Always use the average distance of points in the cluster from its center

**Solution:**

A clustering output is preferable if and only if the data assigned inside each cluster are homogenous to each other enough. Thus we define a measure of homogeneity inside cluster assignments and compare the measure of each scenario.

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You have used 1 of 2 attempts

**i** Answers are displayed within the problem

## Choosing the Right Similarity Measure

1/1 point (graded)

Now, let's think about the Google News example the professor has mentioned in the beginning of the lecture. We want to measure the similarity between two Google News articles.

In the feature space, each article is represented as with the bag-of-words approach. For example, if "I", "love", "you", "more", "than", "Kevin" are the list of all unique vocabulary mentioned in all articles, the article "I love you" is represented as a vector  $[1, 1, 1, 0, 0, 0]$  while another article "you love Kevin more than I" is represented as a vector  $[1, 1, 1, 1, 1, 1]$ . Note that each entry of vector is a binary indicator whether given word exists in an article or not.

Assume that the length of an article does not tell any useful information about the article.

Among the two distances, which of the following would be an appropriate similarity measure?

☐ Euclidean distance

☒ Cosine distance ✓

**Solution:**

It can be thought that longer articles will have larger norms, since they are more likely to contain unique words. Because it is assumed that the length of the article does not contain any important information, it is not ideal to use the Euclidean distance.

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## Possible Ways to Define Costs

1/1 point (graded)

Remember from the lecture above that the total cost of clustering output is defined as the sum of the cost inside each cluster. In other words,

$$\text{Cost}(C_1, \dots, C_k) = \sum_{j=1}^K \text{Cost}(C_j)$$

Note that the cost  $\text{Cost}(C_j)$  is supposed to measure "how homogenous" the assigned data are inside the  $j$ th cluster  $C_j$ . Which of the following are valid ways to define  $\text{Cost}$ ? Select all those apply.

☒ The diameter of a cluster ✓☒ The average distance between points inside a cluster ✓☒ The sum of distance between the representative and all points inside a cluster ✓**Solution:**

As mentioned in the lecture, all three choices are possible. Note that different cost measures take different characteristics into considerations. For example, the diameter of a cluster will be decided by the outlier of a cluster. On the other hand, the average distance between points will have all points equally contribute to the cost.

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You have used 1 of 3 attempts

**i** Answers are displayed within the problem

## Calculating Costs

3/3 points (graded)

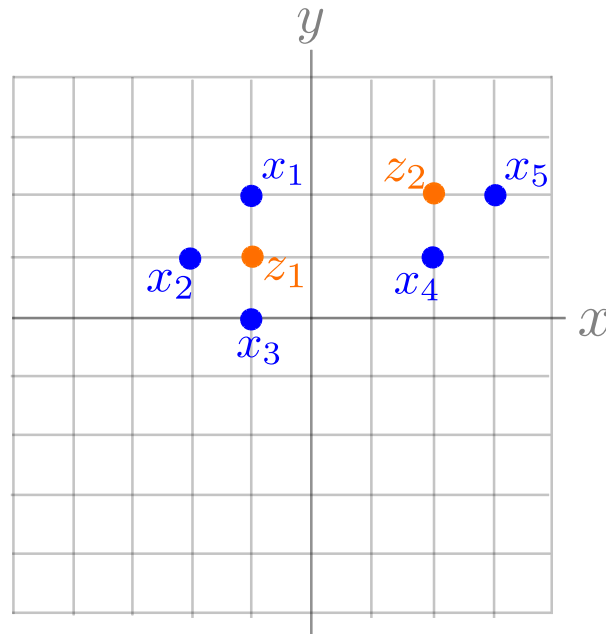
As in the picture below, the set of feature vectors is given by

$$S_n = \{x_1, \dots, x_5\}$$

and the number of clusters  $K = 2$ .  $S_n$  is clustered such that

$x_1, x_2, x_3 \in C_1$  whose representative is  $z_1$

$x_4, x_5 \in C_2$  whose representative is  $z_2$



If the coordinates of points are given by

$$x_1 = (-1, 2), x_2 = (-2, 1), x_3 = (-1, 0), z_1 = (-1, 1)$$

$$x_4 = (2, 1), x_5 = (3, 2), z_2 = (2, 2)$$

The cost of a clustering output is given by the sum of the squared euclidean distance of all points in a cluster with the representative for each of its clusters, i.e.

$$\text{Cost}(C_1, \dots, C_k) = \sum_{j=1}^K \text{Cost}(C_j) = \sum_{j=1}^K \sum_{i \in C_j} \|x_i - z_j\|^2$$

What is  $\text{Cost}(C_1)$ ?

$\text{Cost}(C_1) =$

✓ Answer: 3

Now, What is  $\text{Cost}(C_2)$ ?

$\text{Cost}(C_2) =$

✓ Answer: 2

Finally, what is the cost of this clustering output?

$\text{Cost}(C_1, C_2) =$

✓ Answer: 5



**Solution:**

Because  $x_1, x_2, x_3 \in C_1$  and  $x_4, x_5 \in C_2$ , the cost of the clustering output is given by

$$\begin{aligned}\text{Cost}(C_1, C_2) &= \|x_1 - z_1\|^2 + \|x_2 - z_1\|^2 + \|x_3 - z_1\|^2 \\ &\quad + \|x_4 - z_2\|^2 + \|x_5 - z_2\|^2 \\ &= 1 + 1 + 1 + 1 + 1 \\ &= 5\end{aligned}$$

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You have used 1 of 3 attempts

**i** Answers are displayed within the problem

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