An Experience with Text Classification in Datadays 2019

Majid Hajiheidari Amirmohammad Asadi

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Divar Posts Dataset

- Released for DataDays 2019
- ► One million posts







دوحرخه مریدا BIG 7-300سال ۲۰۱۷ ۲ ساعت بیش دوحرخه/اسكيت/اسكوتر دستهبندي تهان مبدان آزادی محل فروشي نوع آگھی oleni Arkensee Cons

با سلام یک دستگاه دوجرخه مریدا BIG 7-300سال ۲۰۱۷ در حد آک آک سایز 27/5 تنه 18/5یا کمک باد ست اوازم دنده=طبق و

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Introduction: Divar Dataset

Columns

- ▶ id
- archive_by_user
- published_at
- ► cat1
- ► cat2
- ► cat3
- city
- title

- desc
- price
- image_count
- platform
- mileage
- brand
- year
- type

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Introduction: Divar Dataset

The Problem: Categorization

eature Extraction

Count Vectorizer Tf-idf Vectorizer

Classification

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Linear SVM

Passive Aggressi

A Comparison among Models

The Problem: Categorization

- ▶ We need to categorize posts based on other posts features;
- ▶ We only use text features(title & description)!

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Introduction:
Divar Dataset

The Problem: Categorization

eature Extraction

Count Vectorizer
Tf-idf Vectorizer

Tf-idf Vectori Embedding

Classification Algorithms

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inear SVM

assive Aggressive

A Comparison among Models

Features

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Introduction: Divar Dataset

The Problem: Categorization

ature Extraction

Count Vectorizer
Tf-idf Vectorizer

Embedding

Classification

aive Bayes

aive Bayes NN

near SVM

near 5 vivi assive Aggressi

A Comparison among Models

No. of Classes

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Introduction:
Divar Dataset

The Problem: Categorization

eature Extraction

Count Vectorizer
Tf-idf Vectorizer

Classification

lgorithms

aive Bayes NN

near SVM

assive Aggressive

A Comparison among Models

Feature Extraction

Feature extraction is a dimensionality reduction process, where an initial set of raw variables is reduced to more manageable groups (features) for processing, while still accurately and completely describing the original data set.

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Feature Extraction

Vectorizing the Text: Count Vectorizer

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Count Vectorizer

¹Example from Rahul Vasaikar

8 / 31

An example: We want to vectorize these 4 setences¹:

- 1. Hello, how are you!
- 2. Win money, win from home.
- 3. Call me now
- 4. Hello, Call you tomorrow?

Vectorizing the Text: Count Vectorizer

1. We first build a vocabulary:

vocabulary =

{ are, call, from, hello, home, how, me, money, now, tomorrow, win, you}

2. Then, we vectorize each sentence based on the occurness of each word:

	are	call	from	hello	home	how	me	money	now	tom	win	you
1	1	0	0	1	0	1	0	0	0	0	0	1
2	0	0	1	0	1	0	0	1	0	0	2	0
3	0	1	0	0	0	0	1	0	1	0	0	0
4	0	1	0	1	0	0	0	0	0	1	0	1

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Majid Hajiheidari, Amirmohammad Asadi

Introduction:

Categorization

Feature Extraction

Count Vectorizer

Embedding Classification

aive Baves

aive Bayes

inear SVM

Passive Aggressi

A Comparison

Vectorizing the Text: Count Vectorizer

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Introduction: Divar Dataset

The Problem: Categorization

Feature Extrac

Count Vectorizer

Tf-idf Vectorizer

Embedding

assification gorithms

aive Bayes

NN

near SVM

A Comparison

Tf-idf Vectoizer

- ► Tf-idf stands for term frequency-inverse document frequency
- a statistical measure used to evaluate how important a word is to a document in a collection or corpus
- the tf-idf weight is composed by two terms:

TF Term Frequency, which measures how frequently a term occurs in a document.

$$TF(t) = rac{ extit{Number of times term t appears in a document}}{ extit{Total number of terms in the document}}$$

Inverse Document Frequency, which measures how important a term is

$$IDF(t) = \ln \frac{Total\ number\ of\ documents}{Number\ of\ documents\ with\ term\ t\ in\ it}$$

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Tf-idf Vectorizer

Tf-idf Vectorizer: An Example

Consider a document containing 100 words wherein the word cat appears 3 times. The term frequency (i.e., tf) for cat is then $tf(cat) = \frac{3}{100} = 0.03$. Now, assume we have 10 million documents and the word cat appears in one thousand of these. Then, the inverse document frequency (i.e., idf) is calculated as $idf(cat) = \ln \frac{10,000,000}{1,000} = 4$. Thus, the Tf-idf weight is the product of these quantities: tf - idf(cat) = 0.03 * 4 = 0.12.

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Introduction: Divar Dataset

The Problem:
Categorization

Feature Extraction

Tf-idf Vectorizer

Classification

assification gorithms

ive Bayes

ear SVM

ssive Aggressive

A Comparison among Models

This slide is temp.

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Introduction: Divar Dataset

The Problem:

eature Extract

Tf-idf Vectorizer

Embedding

Embedding

lassification lgorithms

aive Bayes

NN

near SVM

Passive Aggressi

A Comparison among Models

Classification Algorithms

We used different classifiers and applied different models on the data. The classifiers we tested are:

- Naive Bayes
- Linear Support Vector Machine(SVM)
- Passive Aggressive
- Convolutional Neural Network(CNN)

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Classification **Algorithms**

Naive Bayes Classifier

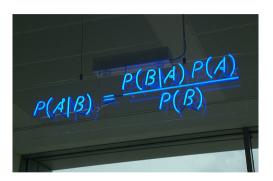


Photo by Matt Buck



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Bayes Classifier: Naive One!

It is possible to show that accuracy is minimized, on average, by a very simple classifier that assigns each observation to the most likely class, given its predictor values. In other words, we should simply assign a test observation with predictor vector x_0 to the class i for which

$$P(Y = j \mid \mathbf{X} = \mathbf{x})$$

is largest.

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Bayes Classifier: Naive One!

We make two assumptions:

- 1. $X_1, X_2, \ldots, and X_m$ are independent from each other;
- 2. $X_1, X_2, ..., X_m \mid Y \sim MN(\cdot, p_1, p_2, ..., p_m)$

$$P(Y = j \mid \mathbf{X} = (x_1, x_2, \dots, x_m)) = \frac{P(\mathbf{X} = (x_1, x_2, \dots, x_m) \mid Y = j) \cdot P(Y = j)}{P(\mathbf{X} = \mathbf{x})}$$

$$= \frac{P(X_1 = x_1 \mid Y = j) \cdot \dots \cdot P(X_m = x_m \mid Y = j) \cdot P(Y = j)}{P(\mathbf{X} = \mathbf{x})}.$$

$$\hat{y} = \underset{j \in \textit{classes}}{\text{arg max}} \frac{P(X_1 = x_1 \mid Y = j) \cdot \ldots \cdot P(X_m = x_m \mid Y = j) \cdot P(Y = j)}{P(\mathbf{X} = \mathbf{x})}$$

$$= \underset{j \in \textit{classes}}{\text{arg max}} P(X_1 = x_1 \mid Y = j) \cdot \ldots \cdot P(X_m = x_m \mid Y = j) \cdot P(Y = j).$$

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Introduction:
Divar Dataset

The Problem: Categorization

Feature Extraction

Count Vectorizer
Tf-idf Vectorizer

lassification

Naive Bayes

ive Bayes

Linear SVM Passive Aggressive

A Comparison among Models

Bayes Classifier: Naive One!

Let's dive into code!

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Hyperparameters

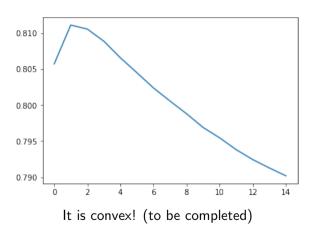
Two important hyperparameters:

- 1. Size of the vocabulary;
- 2. Laplace/Lidstone smoothing parameter(α).

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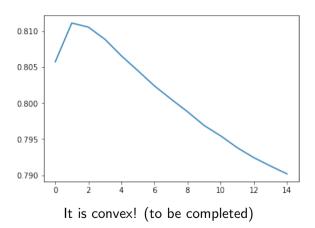
Size of Vocabulary



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Laplace/ Lidstone Smoothing Parameter(α)



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Grid Search

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Introduction: Divar Dataset

The Problem: Categorization

eature Extraction

Tf-idf Vectorize

Embedding

Classification Algorithms

Naive Bayes

NN

Linear SVM

Passive Aggressi

A Comparison among Models

This slide is temp.

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Introduction: Divar Dataset

> The Problem: Categorization

eature Extraction

Count Vectorizer Tf-idf Vectorizer

Embedding

lassification lgorithms

ive Bayes

CNN

near SVM

assive Aggressive

A Comparison among Models

This slide is temp.

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Introduction: Divar Dataset

The Problem:

eature Extraction

Count Vectorizer Tf-idf Vectorizer

Classification

lassification lgorithms

aive Bayes

CNN

near SVM

Passive Aggressive

A Comparison among Models

This slide is temp.

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Majid Hajiheidari, Amirmohammad Asadi

Introduction: Divar Dataset

The Problem: Categorization

eature Extraction

Count Vectorizer Tf-idf Vectorizer

Classification

Algorithms

aive Bayes

CNN

inear SVM.

A Comparison

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This slide is temp.

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Majid Hajiheidari, Amirmohammad Asadi

Introduction: Divar Dataset

The Problem: Categorization

eature Extractio

Count Vectorizer Tf-idf Vectorizer

Classification

lgorithms

aive Bayes

CNN

inear SVM. Passive Aggress

A Comparison among Models

Linear SVM

- ► A non-probablistic classifier
- ▶ A discriminative classifier formally defined by a separating hyperplane
- ► The algorithm outputs an optimal hyperplane which categorizes new examples
- ► A good separation is achieved by the hyperplane that has the largest distance to the nearest training-data point of any class

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Introduction: Divar Dataset

The Problem: Categorization

Feature Extraction

Count Vectorizer
Tf-idf Vectorizer

Classification

lassification lgorithms

laive Bayes

Linear SVM

near SVM

assive Aggressive

MacComparison Models

Linear SVM: Behind the Scene

Given training vectors $x_i \in \mathbb{R}^p$, i=1,...,n, in two classes, and a vector $y \in \{1,-1\}^n$, SVM classifier solves the following primal problem:

$$\min_{w,b,\zeta} \frac{1}{2} w^T w + C \sum_{i=1}^n \zeta_i$$

subject to $y_i(w^T \phi(x_i) + b) \ge 1 - \zeta_i$,
 $\zeta_i \ge 0, i = 1, ..., n$

Its dual is:

$$\min_{\alpha} \frac{1}{2} \alpha^{T} Q \alpha - e^{T} \alpha$$
subject to $y^{T} \alpha = 0$

$$0 \le \alpha_{i} \le C, i = 1, ..., n$$

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Introduction: Divar Datase

The Problem: Categorization

Feature Extractio

Count Vectorizer Tf-idf Vectorizer

Embedding

lassification lgorithms

Vaive Bayes

Linear SVM

Passive Aggressi

A Comparison

Linear SVM: Behind the Scene(cont'd)

where e is the vector of all ones, C > 0 is the upper bound, Q is an n by n positive semidefinite matrix, $Q_{ij} \equiv y_i y_j K(x_i, x_j)$, where $K(x_i, x_j) = \phi(x_i)^T \phi(x_j)$ is the kernel. Here, training vectors are implicitly mapped into a higher (maybe infinite) dimensional space by the function ϕ . The decision function is:

$$\operatorname{sgn}(\sum_{i=1}^n y_i \alpha_i K(x_i, x) + \rho)$$

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Introduction: Divar Dataset

The Problem: Categorization

Feature Extraction

Count Vectorize

Classification

Igorithms

aive Bayes NN

Linear SVM

ssive Aggressiv

A Comparison among Models

This slide is temp.

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Majid Hajiheidari, Amirmohammad Asadi

Introduction: Divar Dataset

> The Problem: Categorization

eature Extraction

Count Vectorizer Tf-idf Vectorizer

Embedding

lassification lgorithms

aive Bayes

near SVM

near SVM

Passive Aggressive

among Models

Thanks for your attention!

Codes in slides (in my GitHub):(github link) Divar posts dataset:(divar link) Any questions?

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