Applications preview

UNIVERSITY of WASHINGTON

Maximum Likelihood Estimation

Observe $X_1, X_2, \ldots, X_n$ drawn IID from $f(x;\theta)$ for some "true" $\theta = \theta_*$

Likelihood function $L_n(\theta) = \prod_{i=1}^{n} f(X_i;\theta)$

Log-Likelihood function $l_n(\theta) = \log(L_n(\theta)) = \sum_{i=1}^{n} \log(f(X_i;\theta))$

Maximum Likelihood Estimator (MLE) $\widehat{\theta}_{MLE} = \arg\max_{\theta} L_n(\theta)$

Under benign assumptions, as the number of observations $n \to \infty$ we have $\widehat{\theta}_{MLE} \to \theta_*$

Why is it useful to recover the "true" parameters θ_* of a probabilistic model?

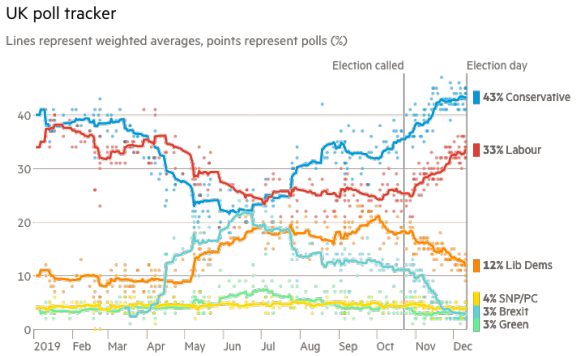
- **Estimation** of the parameters θ_* is the goal
- Help **interpret** or summarize large datasets
- Make **predictions** about future data
- **Generate** new data $X \sim f(\cdot\,; \widehat{\theta}_{MLE})$

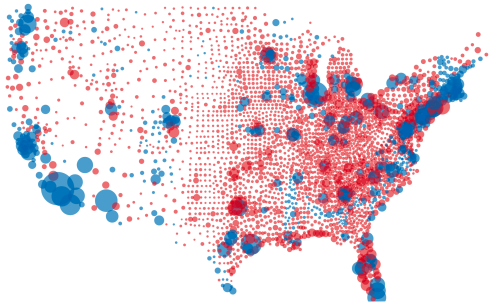
Estimation

Observe $X_1, X_2, \ldots, X_n$ drawn IID from $f(x;\theta)$ for some "true" $\theta = \theta_*$

Opinion polls
How does the greater population feel about an issue? Correct for over-sampling?

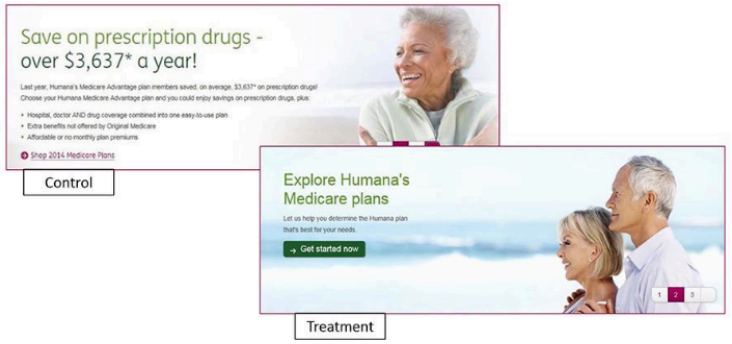
- θ_* is "true" average opinion
- $X_1, X_2, \ldots$ are sample calls





A/B testing
How do we figure out which ad results in more click-through?

- θ_* are the "true" average rates
- $X_1, X_2, \ldots$ are binary "clicks"



Interpret

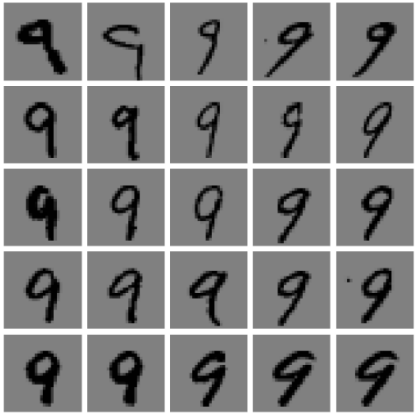
Observe $X_1, X_2, \ldots, X_n$ drawn IID from $f(x;\theta)$ for some "true" $\theta = \theta_*$

Customer segmentation / clustering
Can we identify distinct groups of customers by their behavior?

- θ_* describes "center" of distinct groups
- $X_1, X_2, \ldots$ are individual customers

Data exploration
What are the degrees of freedom of the dataset?

- θ_* describes the principle directions of variation
- $X_1, X_2, \ldots$ are the individual images

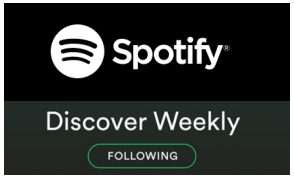


Predict

Observe $X_1, X_2, \ldots, X_n$ drawn IID from $f(x;\theta)$ for some "true" $\theta = \theta_*$

Content recommendation
Can we predict how much someone will like a movie based on past ratings?

- θ_* describes user's preferences
- $X_1, X_2, \ldots$ are (movie, rating) pairs



Object recognition / classification
Identify a flower given just its picture?

- θ_* describes the characteristics of each kind of flower
- $X_1, X_2, \ldots$ are the (image, label) pairs

(a) (b) (c)

Figure 1.1: Three types of Iris flowers: Setosa, Versicolor and Virginica. Used with kind permission of Dennis Kramb and SIGNA.

index	sl	sw	pl	pw	label
0	5.1	3.5	1.4	0.2	Setosa
1	4.9	3.0	1.4	0.2	Setosa
	...				
50	7.0	3.2	4.7	1.4	Versicolor
	...				
149	5.9	3.0	5.1	1.8	Virginica

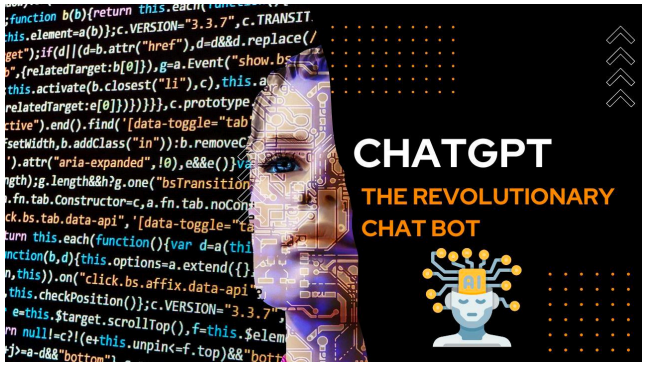
Generate

Observe $X_1, X_2, \ldots, X_n$ drawn IID from $f(x;\theta)$ for some "true" $\theta = \theta_*$

Text generation
Can AI generate text that could have been written like a human?

- θ_* describes language structure
- $X_1, X_2, \ldots$ are text snippets found online

"Kaia the dog wasn't a natural pick to go to mars. No one could have predicted she would..."



https://chat.openai.com/chat

Image to text generation
Can AI generate an image from a prompt?

- θ_* describes the coupled structure of images and text
- $X_1, X_2, \ldots$ are the (image, caption) pairs found online

"dog talking on cell phone under water, oil painting"

https://labs.openai.com/

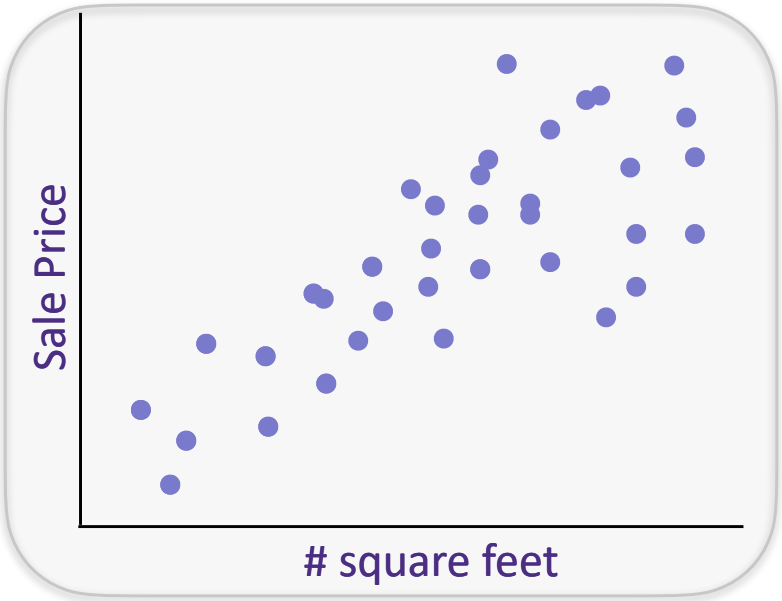
Linear Regression

The regression problem, 1-dimensional

Given past sales data on zillow.com, predict:

y = **House sale price** *from*

x = **{# sq. ft.}**



Training Data:

$$\{(x_i, y_i)\}_{i=1}^{n}$$

$$x_i \in \mathbb{R}$$
$$y_i \in \mathbb{R}$$

Fit a function to our data, 1-d

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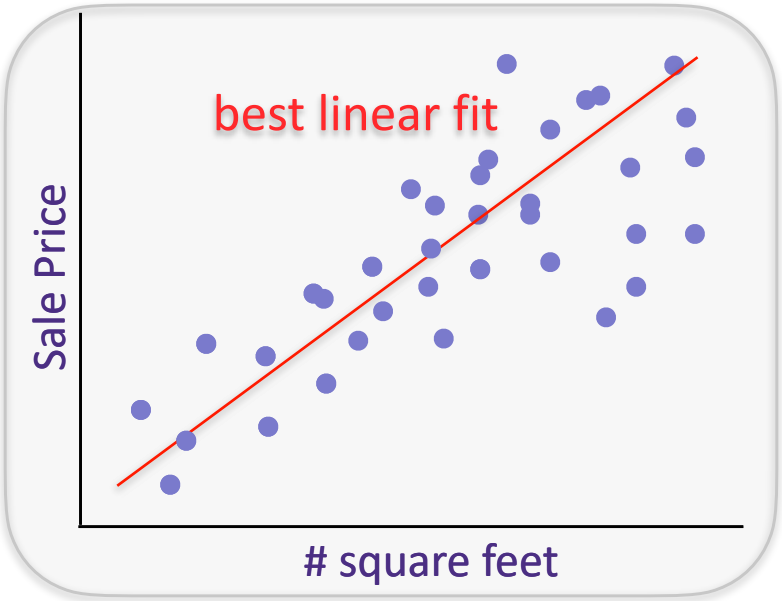

Training Data: $\{(x_i, y_i)\}_{i=1}^{n}$ $x_i \in \mathbb{R}$ $y_i \in \mathbb{R}$

Hypothesis/Model: linear

$$y_i = x_i w + \epsilon_i \qquad \epsilon_i \overset{i.i.d.}{\sim} \mathcal{N}(0, \sigma^2)$$

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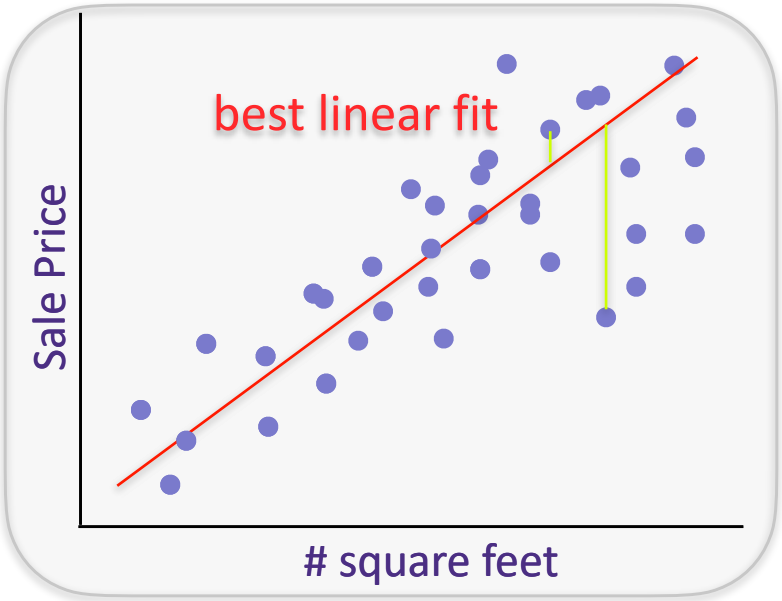

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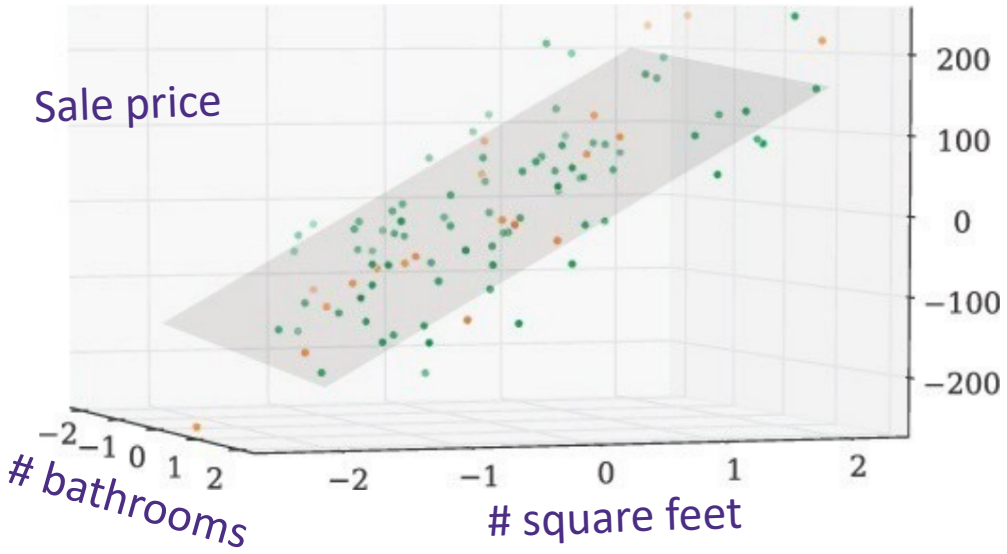
***x* = {# sq. ft., zip code, date of sale, etc.}**



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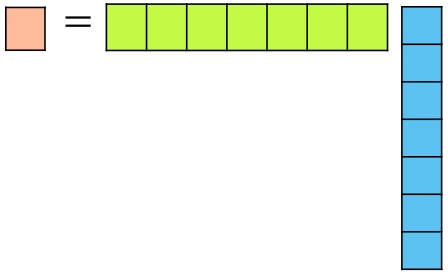

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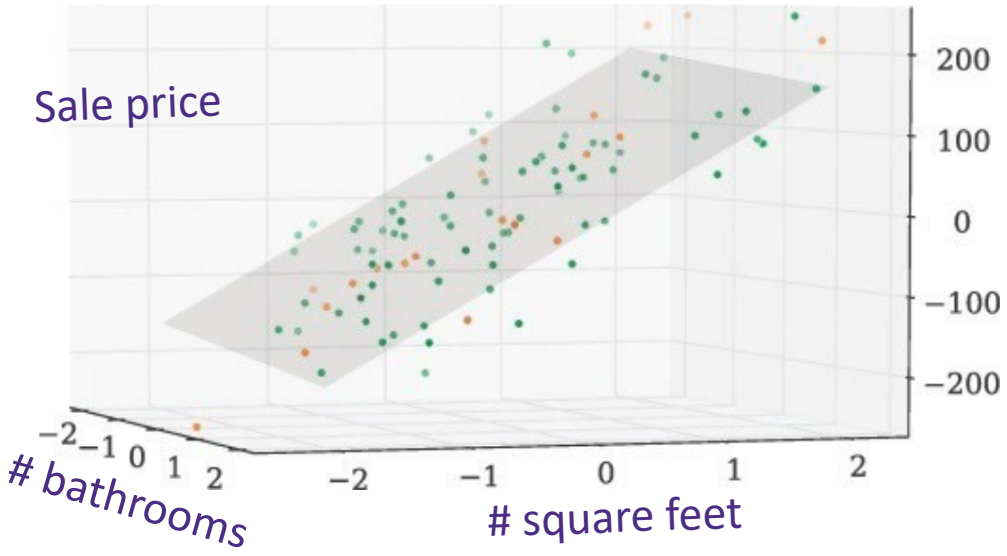

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$$p(y|x, w, \sigma) =$$

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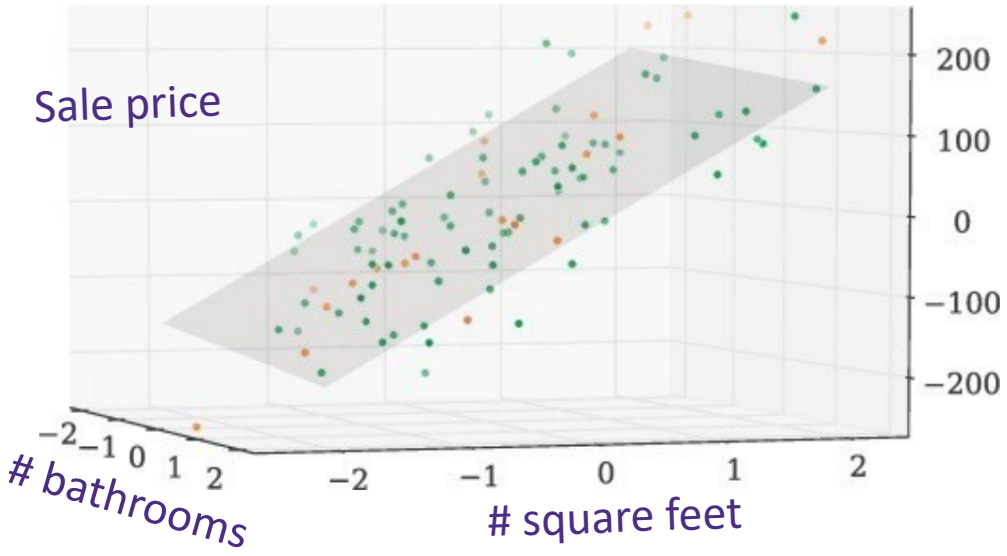

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$$p(y|x, w, \sigma) = \frac{1}{\sqrt{2\pi\sigma^2}} e^{-(y - x^\top w)^2 / 2\sigma^2}$$

Maximizing log-likelihood

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$$\widehat{w}_{MLE} = \left(\sum_{i=1}^{n} x_i x_i^\top \right)^{-1} \sum_{i=1}^{n} x_i y_i$$

The regression problem in matrix notation

$$\widehat{w}_{MLE} = \arg\min_{w} \sum_{i=1}^{n} (y_i - x_i^\top w)^2$$

$$\mathbf{y} = \begin{bmatrix} y_1 \\ \vdots \\ y_n \end{bmatrix} \quad \mathbf{X} = \begin{bmatrix} x_1^T \\ \vdots \\ x_n^T \end{bmatrix}$$

d : # of features

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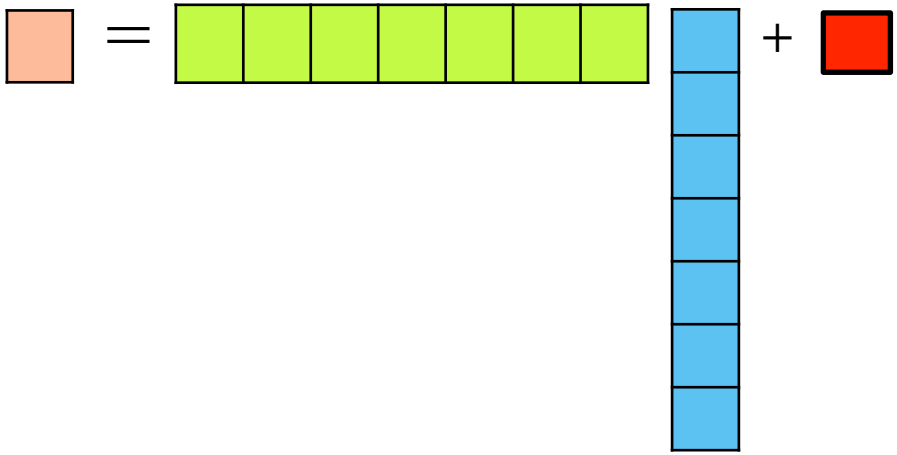

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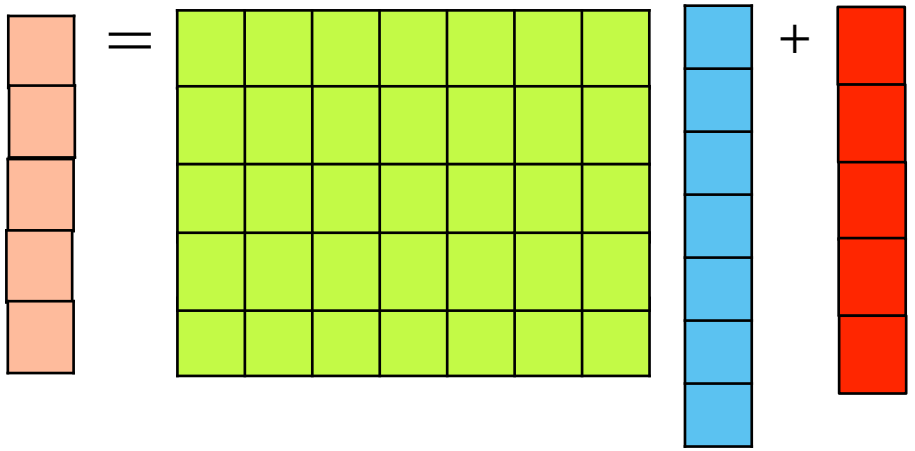

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$$\begin{aligned} \widehat{w}_{LS} &= \arg\min_w ||\mathbf{y} - \mathbf{X}w||_2^2 \\ &= \arg\min_w (\mathbf{y} - \mathbf{X}w)^T (\mathbf{y} - \mathbf{X}w) \end{aligned}$$

ℓ_2 norm: $\|z\|_2 = \sqrt{\sum_{i=1}^{n} z_i^2} = \sqrt{z^\top z}$

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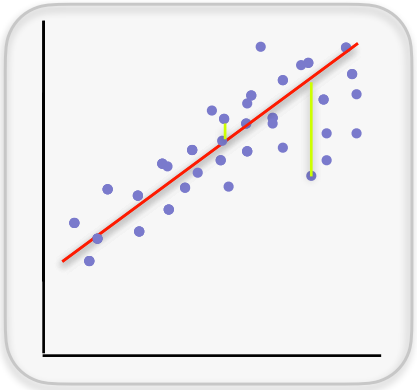

What about an offset?

$$\begin{aligned}\widehat{w}_{LS}, \widehat{b}_{LS} &= \arg\min_{w,b} \sum_{i=1}^{n} \left(y_i - (x_i^T w + b)\right)^2 \\ &= \arg\min_{w,b} ||\mathbf{y} - (\mathbf{X}w + \mathbf{1}b)||_2^2\end{aligned}$$

Dealing with an offset

$$\widehat{w}_{LS}, \widehat{b}_{LS} = \arg\min_{w,b} ||\mathbf{y} - (\mathbf{X}w + \mathbf{1}b)||_2^2$$

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$$\mathbf{X}^T\mathbf{X}\widehat{w}_{LS} + \widehat{b}_{LS}\mathbf{X}^T\mathbf{1} = \mathbf{X}^T\mathbf{y}$$

$$\mathbf{1}^T\mathbf{X}\widehat{w}_{LS} + \widehat{b}_{LS}\mathbf{1}^T\mathbf{1} = \mathbf{1}^T\mathbf{y}$$

If $\mathbf{X}^T\mathbf{1} = 0$ (i.e., if each feature is mean-zero) then

$$\widehat{w}_{LS} = (\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{Y}$$

$$\widehat{b}_{LS} = \frac{1}{n}\sum_{i=1}^{n} y_i$$

Make Predictions

$$\widehat{w}_{LS} = (\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{Y}$$

$$\widehat{b}_{LS} = \frac{1}{n}\sum_{i=1}^{n} y_i$$

A new house is about to be listed. What should it sell for?

$$\hat{y}_{\text{new}} = x_{\text{new}}^T\hat{w}_{LS} + \hat{b}_{LS}$$

Process

Decide on a **model** for the likelihood function $f(x; \theta)$

Find the function which fits the data best

Choose a loss function- least squares

Pick the function which minimizes loss on data

Use function to make prediction on new examples