CSE 473: Artificial Intelligence

Naïve Bayes

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Classification (continued)

Example: Spam Filter

- Input: an email
- Output: spam/ham
- Setup:
  - Get a large collection of example emails, each labeled "spam" or "ham"
  - Note: someone has to hand label all this data!
  - Want to learn to predict labels of new, future emails
- Features: The attributes used to make the ham / spam decision
  - Words: FREE!
  - Text Patterns: $dd, CAPS
  - Non-text: SenderInContacts
  - …

Dear Sir.

First, I must solicit your confidence in this transaction, this is by virture of its nature as being utterly confidencial and top secret. …

TO BE REMOVED FROM FUTURE MAILINGS, SIMPLY REPLY TO THIS MESSAGE AND PUT "REMOVE" IN THE SUBJECT.

99 MILLION EMAIL ADDRESSES FOR ONLY $99

Ok, Iknow this is blatantly OT but I'm beginning to go insane. Had an old Dell Dimension XPS sitting in the corner and decided to put it to use, I know it was working pre being stuck in the corner, but when I plugged it in, hit the power nothing happened.

Example: Digit Recognition

- Input: images / pixel grids
- Output: a digit 0-9
- Setup:
  - Get a large collection of example images, each labeled with a digit
  - Note: someone has to hand label all this data!
  - Want to learn to predict labels of new, future digit images
- Features: The attributes used to make the digit decision
  - Pixels: (6,8)=ON
  - Shape Patterns: NumComponents, AspectRatio, NumLoops
  - …

0

1

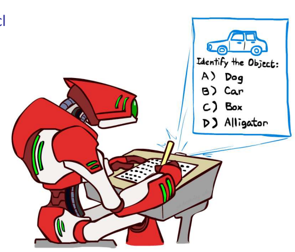
2

1

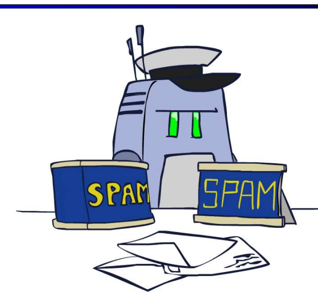
??

Other Classification Tasks

- Classification: given inputs x, predict labels (cl
- Examples:
  - Spam detection (input: document, classes: spam / ham)
  - OCR (input: images, classes: characters)
  - Medical diagnosis (input: symptoms, classes: diseases)
  - Automatic essay grading (input: document, classes: grades)
  - Fraud detection (input: account activity, classes: fraud / no fraud)
  - Customer service email routing
  - … many more
- Classification is an important commercial technology!



Model-Based Classification

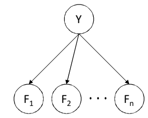


Model-Based Classification

- Model-based approach
  - Build a model (e.g. Bayes' net) where both the label and features are random variables
  - Instantiate any observed features
  - Query for the distribution of the label conditioned on the features
- Challenges
  - What structure should the BN have?
  - How should we learn its parameters?

Naïve Bayes for Digits

- Naïve Bayes: Assume all features are independent effects of the label
- Simple digit recognition version:
  - One feature (variable) F_{ij} for each grid position <i,j>
  - Feature values are on / off, based on whether intensity is more or less than 0.5 in underlying image
  - Each input maps to a feature vector, e.g.



$\rightarrow \langle F_{0,0}=0\ F_{0,1}=0\ F_{0,2}=1\ F_{0,3}=1\ F_{0,4}=0\ \ldots F_{15,15}=0\rangle$

  - Here: lots of features, each is binary valued
- Naïve Bayes model: $P(Y|F_{0,0}\ldots F_{15,15}) \propto P(Y)\prod_{i,j} P(F_{i,j}|Y)$
- What do we need to learn?

General Naïve Bayes

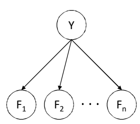
- A general Naive Bayes model:

$$P(\mathsf{Y}, \mathsf{F}_1 \ldots \mathsf{F}_n) = P(\mathsf{Y})\prod_i P(\mathsf{F}_i|\mathsf{Y})$$

|Y| parameters

|Y| x |F|^n values

n x |F| x |Y| parameters



- We only have to specify how each feature depends on the class
- Total number of parameters is *linear* in n
- Model is very simplistic, but often works anyway

Inference for Naïve Bayes

- Goal: compute posterior distribution over label variable Y
  - Step 1: get joint probability of label and evidence for each label

$$P(Y, f_1 \ldots f_n) = \begin{bmatrix} P(y_1, f_1 \ldots f_n) \\ P(y_2, f_1 \ldots f_n) \\ \vdots \\ P(y_k, f_1 \ldots f_n) \end{bmatrix} \Rightarrow \begin{bmatrix} P(y_1)\prod_i P(f_i|y_1) \\ P(y2)\prod_i P(f_i|y2) \\ \vdots \\ P(y_k)\prod_i P(f_i|y_k) \end{bmatrix}$$

$$P(f_1 \ldots f_n) \quad +$$

  - Step 2: sum to get probability of evidence
  - Step 3: normalize by dividing Step 1 by Step 2

$$P(Y|f_1 \ldots f_n)$$

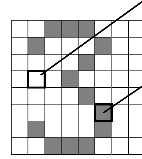
General Naïve Bayes

- What do we need in order to use Naïve Bayes?
  - Inference method (we just saw this part)
    - Start with a bunch of probabilities: P(Y) and the P(F_i|Y) tables
    - Use standard inference to compute P(Y|F_1…F_n)
    - Nothing new here
  - Estimates of local conditional probability tables
    - P(Y), the prior over labels
    - P(F_i|Y) for each feature (evidence variable)
    - These probabilities are collectively called the *parameters* of the model and denoted by θ
    - Up until now, we assumed these appeared by magic, but…
    - …they typically come from training data counts: we'll look at this soon

Example: Conditional Probabilities

$P(Y)$

1	0.1
2	0.1
3	0.1
4	0.1
5	0.1
6	0.1
7	0.1
8	0.1
9	0.1
0	0.1



$P(F_{3,1}=on|Y)$

1	0.01
2	0.05
3	0.05
4	0.30
5	0.80
6	0.90
7	0.05
8	0.60
9	0.50
0	0.80

$P(F_{5,5}=on|Y)$

1	0.05
2	0.01
3	0.90
4	0.80
5	0.90
6	0.90
7	0.25
8	0.85
9	0.60
0	0.80

A Spam Filter

- Naïve Bayes spam filter
- Data:
  - Collection of emails, labeled spam or ham
  - Note: someone has to hand label all this data!
  - Split into training, held-out, test sets
- Classifiers
  - Learn on the training set
  - (Tune it on a held-out set)
  - Test it on new emails

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Naïve Bayes for Text

- Bag-of-words Naïve Bayes:
  - Features: W_i is the word at positon i
  - As before: predict label conditioned on feature variables (spam vs. ham)
  - As before: assume features are conditionally independent given label
  - New: each W_i is identically distributed
- Generative model: $P(Y, W_1 \dots W_n) = P(Y) \prod_i P(W_i|Y)$

  Word at position i, not i^{th} word in the dictionary!
- "Tied" distributions and bag-of-words
  - Usually, each variable gets its own conditional probability distribution P(F|Y)
  - In a bag-of-words model
    - Each position is identically distributed
    - All positions share the same conditional probs P(W|Y)
    - Why make this assumption?
  - Called "bag-of-words" because model is insensitive to word order or reordering

Example: Spam Filtering

- Model: $P(Y, W_1 \dots W_n) = P(Y) \prod_i P(W_i|Y)$
- What are the parameters?

$P(Y)$

```
ham : 0.66
spam: 0.33
```

$P(W|\text{spam})$

```
the :  0.0156
to  :  0.0153
and :  0.0115
of  :  0.0095
you :  0.0093
a   :  0.0086
with:  0.0080
from:  0.0075
...
```

$P(W|\text{ham})$

```
the :  0.0210
to  :  0.0133
of  :  0.0119
2002:  0.0110
with:  0.0108
from:  0.0107
and :  0.0105
a   :  0.0100
...
```

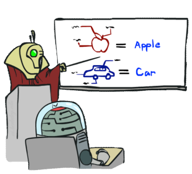
- Where do these tables come from?

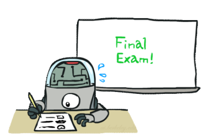
Spam Example

Word	P(w|spam)	P(w|ham)	Tot Spam	Tot Ham
(prior)	0.33333	0.66666	-1.1	-0.4

P(spam | w) = 98.9

Training and Testing





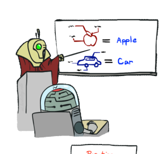
Important Concepts

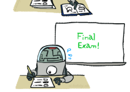
- Data: labeled instances, e.g. emails marked spam/ham
  - Training set
  - Held out set
  - Test set
- Features: attribute-value pairs which characterize each x
- Experimentation cycle
  - Learn parameters (e.g. model probabilities) on training set
  - (Tune hyperparameters on held-out set)
  - Compute accuracy of test set
  - Very important: never "peek" at the test set!
- Evaluation
  - Accuracy: fraction of instances predicted correctly
- Overfitting and generalization
  - Want a classifier which does well on *test* data
  - Overfitting: fitting the training data very closely, but not generalizing well
  - We'll investigate overfitting and generalization formally in a few lectures

Training Data

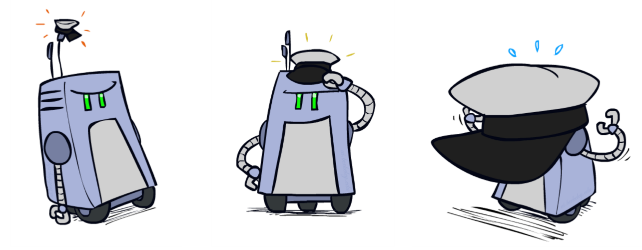
Held-Out Data

Test Data

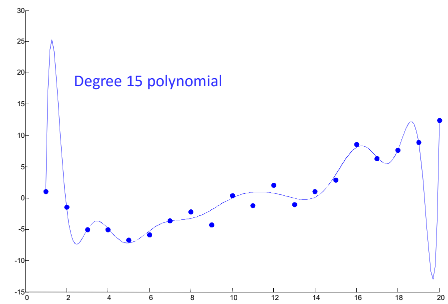


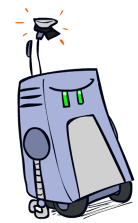


Generalization and Overfitting



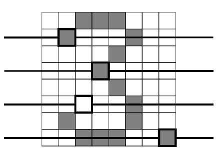
Overfitting



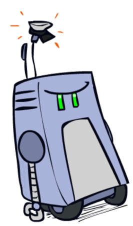


Example: Overfitting

$P(\text{features}, C = 2)$	$P(\text{features}, C = 3)$
$P(C = 2) = 0.1$	$P(C = 3) = 0.1$
$P(\text{on}\|C = 2) = 0.8$	$P(\text{on}\|C = 3) = 0.8$
$P(\text{on}\|C = 2) = 0.1$	$P(\text{on}\|C = 3) = 0.9$
$P(\text{off}\|C = 2) = 0.1$	$P(\text{off}\|C = 3) = 0.7$
$P(\text{on}\|C = 2) = 0.01$	$P(\text{on}\|C = 3) = 0.0$



2 wins!!



Example: Overfitting

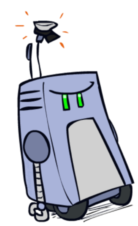
- Posteriors determined by *relative* probabilities (odds ratios):

$$\frac{P(W|\text{ham})}{P(W|\text{spam})} \qquad \frac{P(W|\text{spam})}{P(W|\text{ham})}$$

```
south-west : inf
nation     : inf
morally    : inf
nicely     : inf
extent     : inf
seriously  : inf
...
```

```
screens    : inf
minute     : inf
guaranteed : inf
$205.00    : inf
delivery   : inf
signature  : inf
...
```

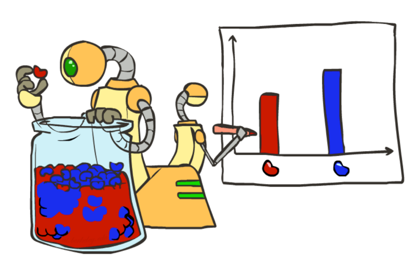
What went wrong here?



Generalization and Overfitting

- Relative frequency parameters will overfit the training data!
  - Just because we never saw a 3 with pixel (15,15) on during training doesn't mean we won't see it at test time
  - Unlikely that every occurrence of "minute" is 100% spam
  - Unlikely that every occurrence of "seriously" is 100% ham
  - What about all the words that don't occur in the training set at all?
  - In general, we can't go around giving unseen events zero probability
- As an extreme case, imagine using the entire email as the only feature
  - Would get the training data perfect (if deterministic labeling)
  - Wouldn't *generalize* at all
  - Just making the bag-of-words assumption gives us some generalization, but isn't enough
- To generalize better: we need to smooth or regularize the estimates

Parameter Estimation



Parameter Estimation

- Estimating the distribution of a random variable
- *Elicitation:* ask a human (why is this hard?)
- *Empirically:* use training data (learning!)
  - E.g.: for each outcome x, look at the *empirical rate* of that value:

$$P_{\text{ML}}(x) = \frac{\text{count}(x)}{\text{total samples}}$$

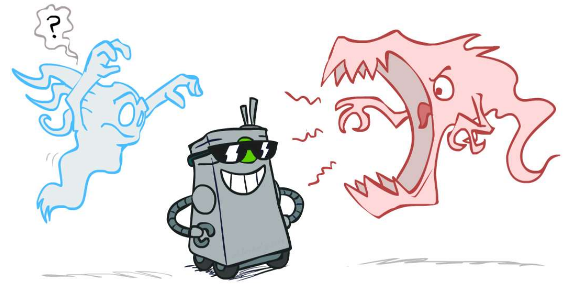
r r b

$$P_{\text{ML}}(\text{r}) = 2/3$$

  - This is the estimate that maximizes the *likelihood of the data*

$$L(x,\theta) = \prod_i P_\theta(x_i)$$

Smoothing



Maximum Likelihood?

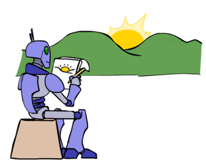
- Relative frequencies are the maximum likelihood estimates

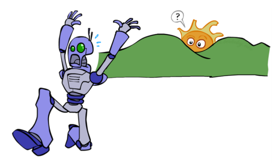
$$\theta_{ML} = \arg\max_\theta P(\mathbf{X}|\theta) = \arg\max_\theta \prod_i P_\theta(X_i) \quad \Rightarrow \quad P_{\text{ML}}(x) = \frac{\text{count}(x)}{\text{total samples}}$$

- Another option is to consider the most likely parameter value given the data

$$\theta_{MAP} = \arg\max_\theta P(\theta|\mathbf{X}) = \arg\max_\theta P(\mathbf{X}|\theta)P(\theta)/P(\mathbf{X}) = \arg\max_\theta P(\mathbf{X}|\theta)P(\theta) \quad \Rightarrow \quad ????$$

Unseen Events





Laplace Smoothing

- Laplace's estimate:
  - Pretend you saw every outcome once more than you actually did

r r b

$$P_{LAP}(x) = \frac{c(x)+1}{\sum_x[c(x)+1]} = \frac{c(x)+1}{N+|X|}$$

$$P_{ML}(X) =$$

$$P_{LAP}(X) =$$

  - Can derive this estimate with *Dirichlet priors* (see cs281a)

Laplace Smoothing

- Laplace's estimate (extended):
  - Pretend you saw every outcome k extra times

r r b

$$P_{LAP,k}(x) = \frac{c(x)+k}{N+k|X|}$$

  - What's Laplace with k = 0?
  - k is the strength of the prior

$$P_{LAP,0}(X) =$$

$$P_{LAP,1}(X) =$$

$$P_{LAP,100}(X) =$$

- Laplace for conditionals:
  - Smooth each condition independently:

$$P_{LAP,k}(x|y) = \frac{c(x,y)+k}{c(y)+k|X|}$$

Estimation: Linear Interpolation*

- In practice, Laplace often performs poorly for P(X|Y):
  - When |X| is very large
  - When |Y| is very large
- Another option: linear interpolation
  - Also get the empirical P(X) from the data
  - Make sure the estimate of P(X|Y) isn't too different from the empirical P(X)

$$P_{LIN}(x|y) = \alpha \hat{P}(x|y) + (1.0 - \alpha)\hat{P}(x)$$

  - What if α is 0? 1?
- For even better ways to estimate parameters, as well as details of the math, see cs281a, cs288

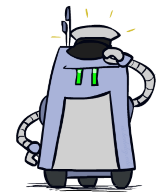
Real NB: Smoothing

- For real classification problems, smoothing is critical
- New odds ratios:

$$\frac{P(W|\text{ham})}{P(W|\text{spam})} \qquad \frac{P(W|\text{spam})}{P(W|\text{ham})}$$

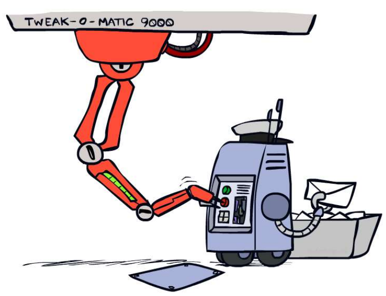
helvetica	11.4
seems	10.8
group	10.2
ago	8.4
areas	8.3
...	

verdana	28.8
Credit	28.4
ORDER	27.2
<FONT>	26.9
money	26.5
...	



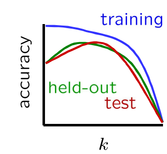
Do these make more sense?

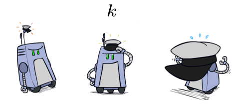
Tuning



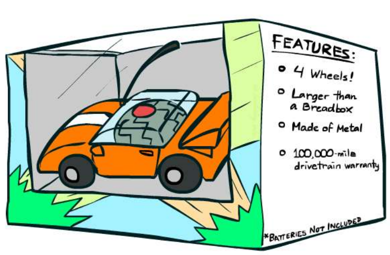
Tuning on Held-Out Data

- Now we've got two kinds of unknowns
  - Parameters: the probabilities P(X|Y), P(Y)
  - Hyperparameters: e.g. the amount / type of smoothing to do, k, α
- What should we learn where?
  - Learn parameters from training data
  - Tune hyperparameters on different data
    - Why?
  - For each value of the hyperparameters, train and test on the held-out data
  - Choose the best value and do a final test on the test data





Features



Errors, and What to Do

- Examples of errors

```
Dear GlobalSCAPE Customer,

GlobalSCAPE has partnered with ScanSoft to offer you the
latest version of OmniPage Pro, for just $99.99* - the regular
list price is $499! The most common question we've received
about this offer is - Is this genuine? We would like to assure
you that this offer is authorized by ScanSoft, is genuine and
valid. You can get the . . .
```

```
. . . To receive your $30 Amazon.com promotional certificate,
click through to

  http://www.amazon.com/apparel

and see the prominent link for the $30 offer. All details are
there. We hope you enjoyed receiving this message. However, if
you'd rather not receive future e-mails announcing new store
launches, please click . . .
```

What to Do About Errors?

- Need more features– words aren't enough!
  - Have you emailed the sender before?
  - Have 1K other people just gotten the same email?
  - Is the sending information consistent?
  - Is the email in ALL CAPS?
  - Do inline URLs point where they say they point?
  - Does the email address you by (your) name?
- Can add these information sources as new variables in the NB model
- Next class we'll talk about classifiers which let you easily add arbitrary features more easily

Baselines

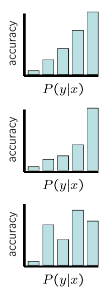
- First step: get a baseline
  - Baselines are very simple "straw man" procedures
  - Help determine how hard the task is
  - Help know what a "good" accuracy is
- Weak baseline: most frequent label classifier
  - Gives all test instances whatever label was most common in the training set
  - E.g. for spam filtering, might label everything as ham
  - Accuracy might be very high if the problem is skewed
  - E.g. calling everything "ham" gets 66%, so a classifier that gets 70% isn't very good…
- For real research, usually use previous work as a (strong) baseline

Confidences from a Classifier

- The confidence of a probabilistic classifier:
  - Posterior over the top label

$$\text{confidence}(x) = \max_y P(y|x)$$

  - Represents how sure the classifier is of the classification
  - Any probabilistic model will have confidences
  - No guarantee confidence is correct
- Calibration
  - Weak calibration: higher confidences mean higher accuracy
  - Strong calibration: confidence predicts accuracy rate
  - What's the value of calibration?

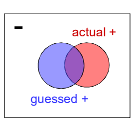


Summary

- Bayes rule lets us do diagnostic queries with causal probabilities
- The naïve Bayes assumption takes all features to be independent given the class label
- We can build classifiers out of a naïve Bayes model using training data
- Smoothing estimates is important in real systems
- Classifier confidences are useful, when you can get them

Precision vs. Recall

- Let's say we want to classify web pages as homepages or not
  - In a test set of 1K pages, there are 3 homepages
  - Our classifier says they are all non-homepages
  - 99.7 accuracy!
  - Need new measures for rare positive events



- Precision: fraction of guessed positives which were actually positive
- Recall: fraction of actual positives which were guessed as positive
- Say we guess 5 homepages, of which 2 were actually homepages
  - Precision: 2 correct / 5 guessed = 0.4
  - Recall: 2 correct / 3 true = 0.67
- Which is more important in customer support email automation?
- Which is more important in airport face recognition?

Precision vs. Recall

- Precision/recall tradeoff
  - Often, you can trade off precision and recall
  - Only works well with weakly calibrated classifiers
- To summarize the tradeoff:
  - Break-even point: precision value when p = r
  - F-measure: harmonic mean of p and r:

$$F_1 = \frac{2}{1/p + 1/r}$$