CS 188: Artificial Intelligence
Spring 2010

Lecture 22: Naïve Bayes
4/13/2010

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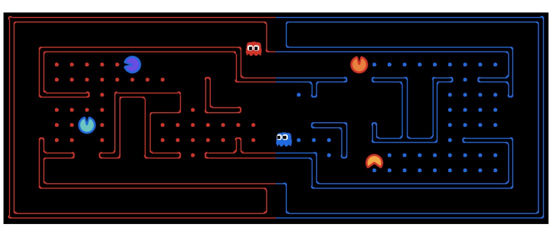
Slides adapted from Dan Klein.

Announcements

- Project 4 due Thursday
- Contest up since last night.
  - Nightly tournaments starting 11pm.



Machine Learning

- Up until now: how to reason in a model and how to make optimal decisions
- Machine learning: how to acquire a model on the basis of data / experience
  - Learning parameters (e.g. probabilities)
  - Learning structure (e.g. BN graphs)
  - Learning hidden concepts (e.g. clustering)

Example: Spam Filter

- Input: 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.

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FOR ONLY $99

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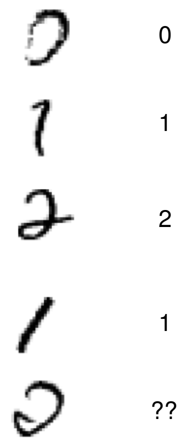
Example: Digit Recognition

- 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
  - …

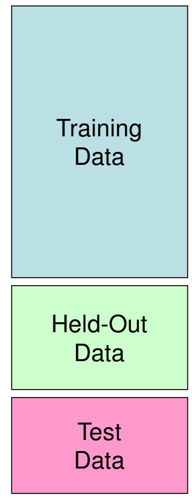


Other Classification Tasks

- In classification, we predict labels y (classes) for inputs x
- Examples:
  - Spam detection (input: document, classes: spam / ham)
  - OCR (input: images, classes: characters)
  - Medical diagnosis (input: symptoms, classes: diseases)
  - Automatic essay grader (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!

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



Bayes Nets for Classification

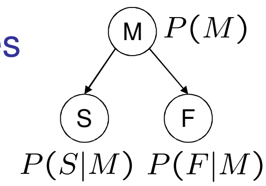
- One method of classification:
  - Use a probabilistic model!
  - Features are observed random variables F_i
  - Y is the query variable
  - Use probabilistic inference to compute most likely Y

$$y = \text{argmax}_y \; P(y|f_1 \ldots f_n)$$

- You already know how to do this inference

Simple Classification

- Simple example: two binary features



$P(m|s,f)$ ⟵ direct estimate

$$P(m|s,f) = \frac{P(s,f|m)P(m)}{P(s,f)}$$ ⟵ Bayes estimate (no assumptions)

$$P(m|s,f) = \frac{P(s|m)P(f|m)P(m)}{P(s,f)}$$ ⟵ Conditional independence

$$+ \begin{cases} P(+m,s,f) = P(s|+m)P(f|+m)P(+m) \\ P(-m,s,f) = P(s|-m)P(f|-m)P(-m) \end{cases}$$

General Naïve Bayes

- A general *naive Bayes* model:

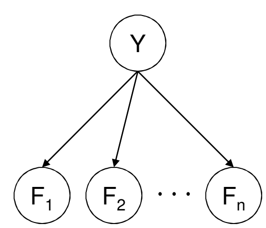
$|Y| \times |F|^n$ parameters

$$P(\mathsf{Y}, \mathsf{F}_1 \dots \mathsf{F}_n) =$$

$$P(\mathsf{Y}) \prod_i P(\mathsf{F}_i|\mathsf{Y})$$

$|Y|$ parameters

$n \times |F| \times |Y|$ parameters



- We only specify how each feature depends on the class
- Total number of parameters is *linear* in n

Inference for Naïve Bayes

- Goal: compute posterior over causes
  - Step 1: get joint probability of causes and evidence

$$P(Y, f_1 \ldots f_n) =$$

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

+

  - Step 2: get probability of evidence
  - Step 3: renormalize

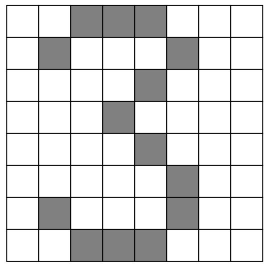
$$P(Y|f_1 \ldots f_n)$$

General Naïve Bayes

- What do we need in order to use naïve Bayes?
  - Inference (you know this part)
    - Start with a bunch of conditionals, P(Y) and the $P(F_i|Y)$ tables
    - Use standard inference to compute $P(Y|F_1 \ldots F_n)$
    - 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 $\boldsymbol{\theta}$
    - Up until now, we assumed these appeared by magic, but…
    - …they typically come from training data: we'll look at this now

A Digit Recognizer

- Input: pixel grids



- Output: a digit 0-9

Naïve Bayes for Digits

- Simple version:
  - One feature F_{ij} for each grid position <i,j>
  - Possible 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:

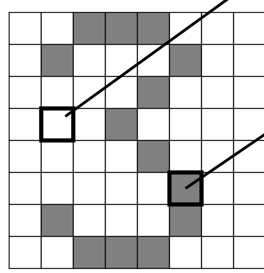
$$P(Y|F_{0,0} \ldots F_{15,15}) \propto P(Y) \prod_{i,j} P(F_{i,j}|Y)$$

- What do we need to learn?

Examples: CPTs

$P(Y)$

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

Parameter Estimation

- Estimating distribution of random variables like X or X | Y
- *Empirically:* use training data
  - For each outcome x, look at the *empirical rate* of that value:

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

r g g

$$P_{\text{ML}}(\text{r}) = 1/3$$

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

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

- *Elicitation:* ask a human!
  - Usually need domain experts, and sophisticated ways of eliciting probabilities (e.g. betting games)
  - Trouble calibrating

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:
  - Predict unknown class label (spam vs. ham)
  - Assume evidence features (e.g. the words) are independent
  - Warning: subtly different assumptions than before!
- 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|C)
    - Why make this assumption?

Example: Spam Filtering

- Model: $P(Y, W_1 \ldots W_n) = P(Y) \prod_i P(W_i|Y)$
- 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

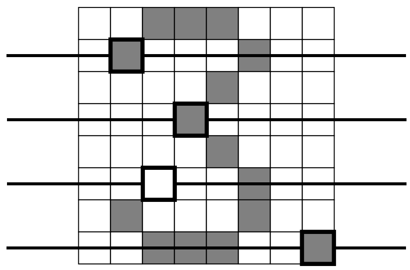
Word	P(w|spam)	P(w|ham)	Tot Spam	Tot Ham
(prior)	0.33333	0.66666	-1.1	-0.4

P(spam | w) = 98.9

Example: Overfitting

$P(\text{features}, Y = 2)$ | $P(\text{features}, Y = 3)$

$P(Y = 2) = 0.1$ | $P(Y = 3) = 0.1$



$P(\text{on}|Y = 2) = 0.8$ | $P(\text{on}|Y = 3) = 0.8$

$P(\text{on}|Y = 2) = 0.1$ | $P(\text{on}|Y = 3) = 0.9$

$P(\text{off}|Y = 2) = 0.1$ | $P(\text{off}|Y = 3) = 0.7$

$P(\text{on}|Y = 2) = 0.01$ | $P(\text{on}|Y = 3) = 0.0$

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

Estimation: Smoothing

- Problems with maximum likelihood estimates:
  - If I flip a coin once, and it's heads, what's the estimate for P(heads)?
  - What if I flip 10 times with 8 heads?
  - What if I flip 10M times with 8M heads?
- Basic idea:
  - We have some prior expectation about parameters (here, the probability of heads)
  - Given little evidence, we should skew towards our prior
  - Given a lot of evidence, we should listen to the data

Estimation: Smoothing

- Relative frequencies are the maximum likelihood estimates

$$\theta_{ML} = \arg\max_{\theta} P(\mathbf{X}|\theta) = \arg\max_{\theta} \prod_i P_{\theta}(X_i)$$

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

- In Bayesian statistics, we think of the parameters as just another random variable, with its own distribution

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

$\Rightarrow$????

Estimation: Laplace Smoothing

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

H H T

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

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

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

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

Estimation: Laplace Smoothing

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

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

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

- Laplace for conditionals:
  - Smooth each condition independently:

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

H H T

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

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

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