

A woman with curly hair is looking intensely at a glowing white crystal ball. She is wearing a headband made of many gold coins and small gold stars. Her hands are positioned around the crystal ball, with fingers spread. The background is dark, and she is wearing a dark, textured garment.

Naïve Bayes

Chris Piech
CS109, Stanford University

Review

MLE vs MAP

Maximum Likelihood Estimation

$$\begin{aligned}\theta_{\text{MLE}} &= \operatorname{argmax}_{\theta} f(X_1, X_2, \dots, X_n | \theta) \\ &= \operatorname{argmax}_{\theta} \sum_i \log f(X_i | \theta)\end{aligned}$$

Maximum A Posteriori

$$\begin{aligned}\theta_{\text{MAP}} &= \operatorname{argmax}_{\theta} f(\theta | X_1, X_2, \dots, X_n) \\ &= \operatorname{argmax}_{\theta} \left(\log g(\theta) + \sum_i \log f(X_i | \theta) \right)\end{aligned}$$

Multinomial with Laplace Smoothing

$$\begin{aligned}\theta_{\text{MAP}} &= \operatorname{argmax}_{\theta} f(\theta|X_1, X_2, \dots, X_n) \\ &= \operatorname{argmax}_{\theta} \left(\log g(\theta) + \sum_i \log f(X_i|\theta) \right)\end{aligned}$$

MAP estimate of
the probability of
outcome i

number of
observed outcomes
of type i

$$p_i = \frac{x_i + 1}{n + m}$$

number of
observations

number of
outcome types



The last estimator has risen...

Machine Learning

Machine Learning: Formally

- Many different forms of “Machine Learning”
 - We focus on the problem of *prediction*
- Want to make a prediction based on observations
 - Vector $\mathbf{X}$ of m observed variables: $\mathbf{X} = [X_1 \dots X_m]$
 - Based on observed $\mathbf{X}$, want to predict unseen variable Y
 - Y called “output feature/variable” (or the “dependent variable”)
 - Seek to “learn” a function $g(\mathbf{X})$ to predict Y :
 - $\hat{Y} = g(\mathbf{X})$
 - When Y is discrete, prediction of Y is called “classification”
 - When Y is continuous, prediction of Y is called “regression”

Training Data

Assume IID data:

N training datapoints

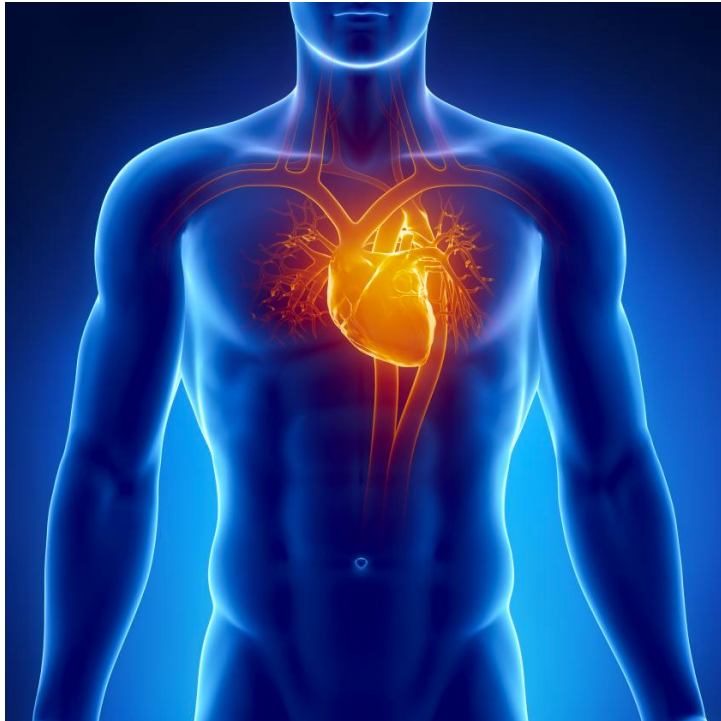
$$(\mathbf{x}^{(1)}, y^{(1)}), (\mathbf{x}^{(2)}, y^{(2)}), \dots (\mathbf{x}^{(n)}, y^{(n)})$$

$$m = |\mathbf{x}^{(i)}|$$

Each datapoint has m features and a single output

Example Datasets

Heart



Ancestry



23andMe

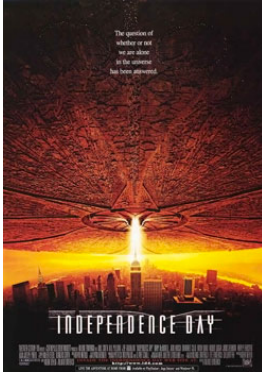
Netflix



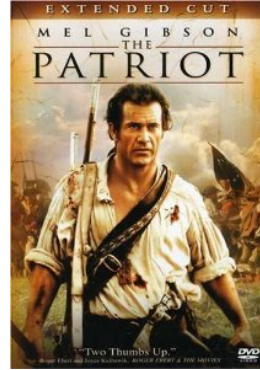
NETFLIX

Target Movie “Like” Classification

Movie 1

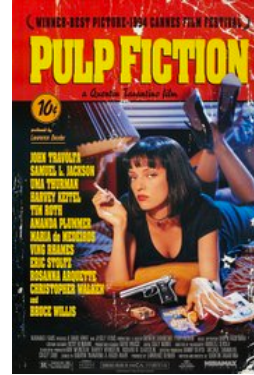


Movie 2

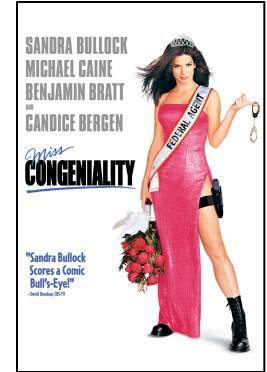


...

Movie m



Output



User 1

1

0

1

1

User 2

1

1

0

0

⋮

⋮

User n

0

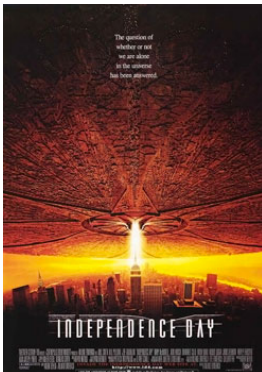
0

1

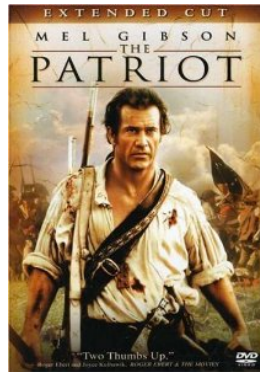
1

Single Instance

Movie 1

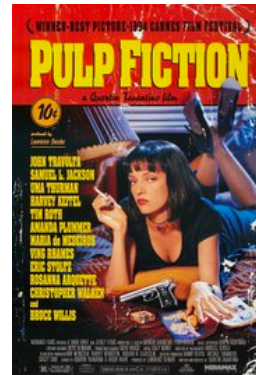


Movie 2



...

Movie m



Output



User 1

1

0

1

1

User 2

1

1

0

0

⋮

⋮

User n

0

0

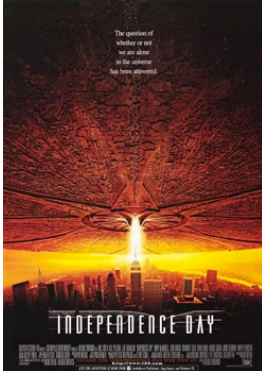
1

1

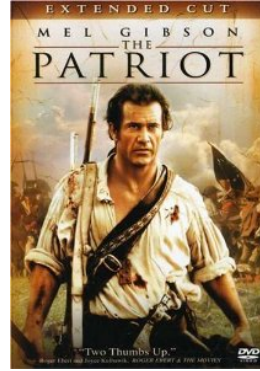
$(\mathbf{x}^{(i)}, y^{(i)})$ such that $1 \leq i \leq n$

Feature Vector

Movie 1

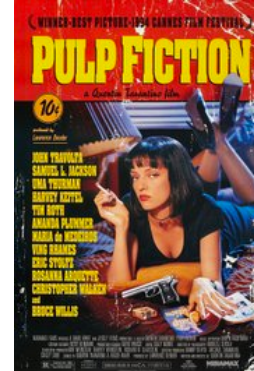


Movie 2

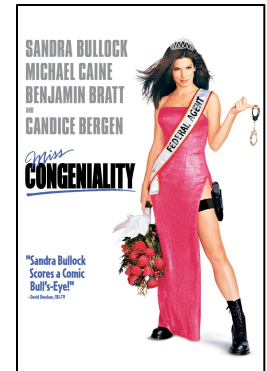


...

Movie m



Output



User 1

1

0

1

1

User 2

1

1

0

0

⋮

⋮

User n

0

0

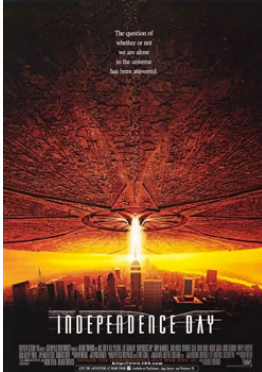
1

1

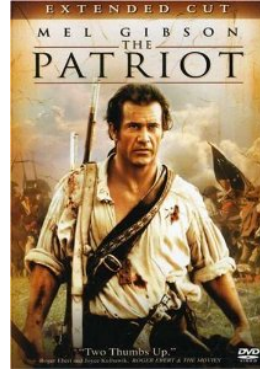
$(\mathbf{x}^{(i)}, y^{(i)})$ such that $1 \leq i \leq n$

Output Value

Movie 1

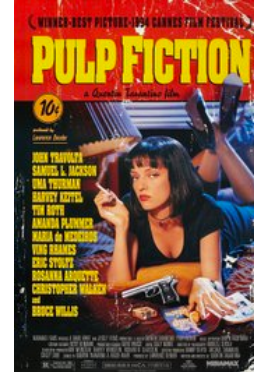


Movie 2

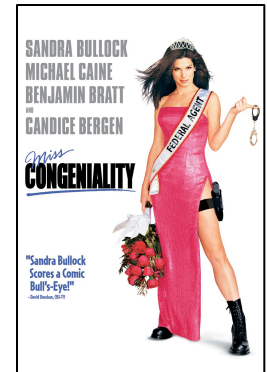


...

Movie m



Output



User 1

1

0

1

1

User 2

1

1

0

0

⋮

⋮

User n

0

0

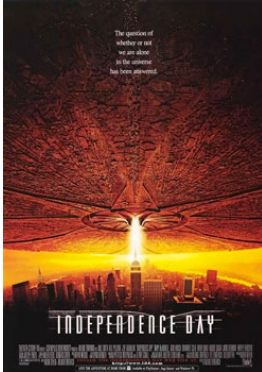
1

1

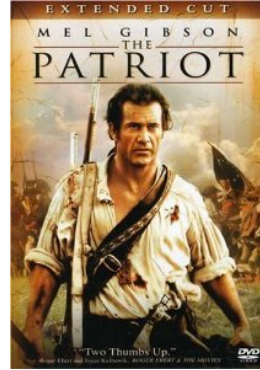
$(\mathbf{x}^{(i)} \text{ } y^{(i)})$ such that $1 \leq i \leq n$

Single Feature Value

Movie 1

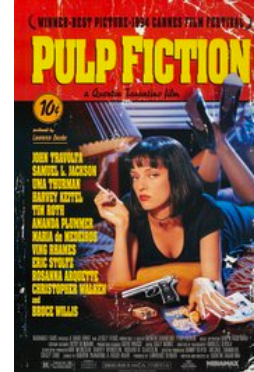


Movie 2

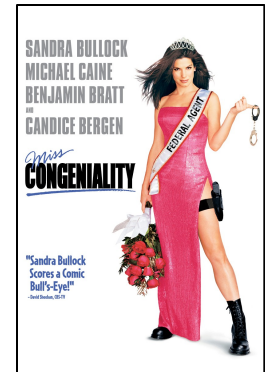


...

Movie m



Output



User 1

1

0

1

1

User 2

1

1

0

0

⋮

⋮

User n

0

0

1

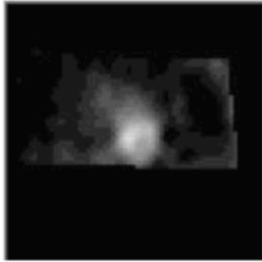
1

In general: $\mathbf{x}_j^{(i)}$

In this case: $\mathbf{x}_m^{(2)}$

Healthy Heart Classifier

ROI 1



ROI 2



...

ROI m



Output



Heart 1

0

1

1

0

Heart 2

1

1

1

0

⋮

⋮

Heart n

0

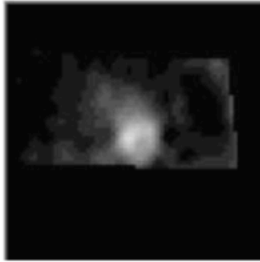
0

0

1

Healthy Heart Classifier

ROI 1



ROI 2



...

ROI m



Output



Heart 1

0

1

1

0

Heart 2

1

1

1

0

$\vdots$

$\vdots$

Heart n

0

0

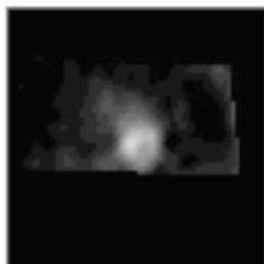
0

1

$x_2^{(1)}$

Healthy Heart Classifier

ROI 1



ROI 2



...

ROI m



Output



Heart 1

0

1

1

0

Heart 2

1

1

1

0

$\vdots$

$\vdots$

Heart n

0

0

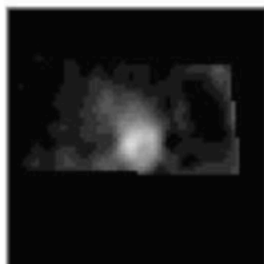
0

1

$(\mathbf{x}^{(2)}, y^{(2)})$

Healthy Heart Classifier

ROI 1



ROI 2



...

ROI m



Output



Heart 1

0

1

1

0

Heart 2

1

1

1

0

⋮

⋮

Heart n

0

0

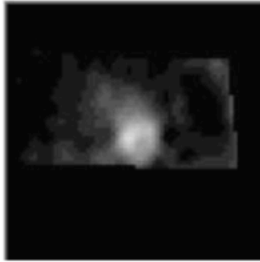
0

1

$\mathbf{x}^{(2)}$

Healthy Heart Classifier

ROI 1



ROI 2



...

ROI m



Output



Heart 1

0

1

1

0

Heart 2

1

1

1

0

⋮

⋮

Heart n

0

0

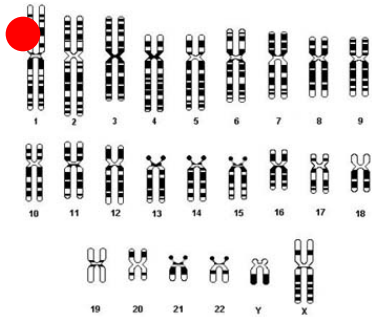
0

1

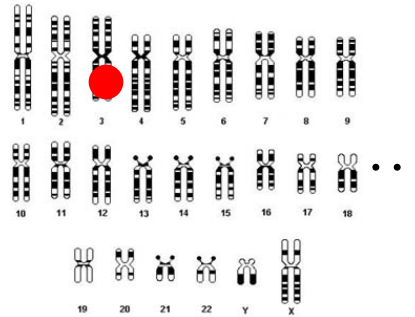
$y^{(2)}$

Ancestry Classifier

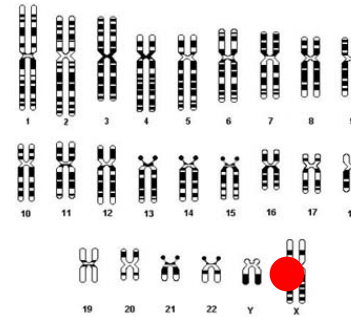
SNP 1



SNP 2



SNP m



Output



User 1

1

0

1

0

User 2

0

0

1

1

$\vdots$

$\vdots$

User n

1

1

0

1

How Many Points will Warriors Score

Opposing team ELO		Points in last game	At Home?	Output
			...	
Game 1	84	105	1	120
Game 2	90	102	0	95
		⋮		⋮
Game n	74	120	0	115

Training Data

Assume IID data:

N training datapoints

$$(\mathbf{x}^{(1)}, y^{(1)}), (\mathbf{x}^{(2)}, y^{(2)}), \dots (\mathbf{x}^{(n)}, y^{(n)})$$

$$m = |\mathbf{x}^{(i)}|$$

Each datapoint has m features and a single output

ML is ubiquitous

Linear Regression

A Grounding Example: Linear Regression

Problem: Predict real value Y based on observing variable X

N training pairs: $(\mathbf{x}^{(1)}, y^{(1)}), (\mathbf{x}^{(2)}, y^{(2)}), \dots, (\mathbf{x}^{(n)}, y^{(n)})$

Model: Linear weight for every feature

$$\begin{aligned}\hat{Y} &= \theta_1 X_1 + \theta_2 X_2 + \dots \theta_{n-1} X_{n-1} + \theta_n 1 \\ &= \boldsymbol{\theta}^T \mathbf{X}\end{aligned}$$

Training: Chose the best thetas to describe your data

$$\hat{\boldsymbol{\theta}}_{MLE} = \underset{\boldsymbol{\theta}}{\operatorname{argmax}} - \sum_{i=1}^n (y^{(i)} - \boldsymbol{\theta}^T \mathbf{x}^{(i)})^2$$

Use Gradient Ascent to optimize

MLE based on
assumption

$$Y = \hat{Y} + Z$$

$$Z \sim N(0, \sigma^2)$$

Predicting Warriors

X_1 = Opposing team ELO

X_2 = Points in last game

X_3 = Curry playing?

X_4 = Playing at home?

Y = Warriors points

Predicting CO₂

X_1 = Temperature

X_2 = Elevation

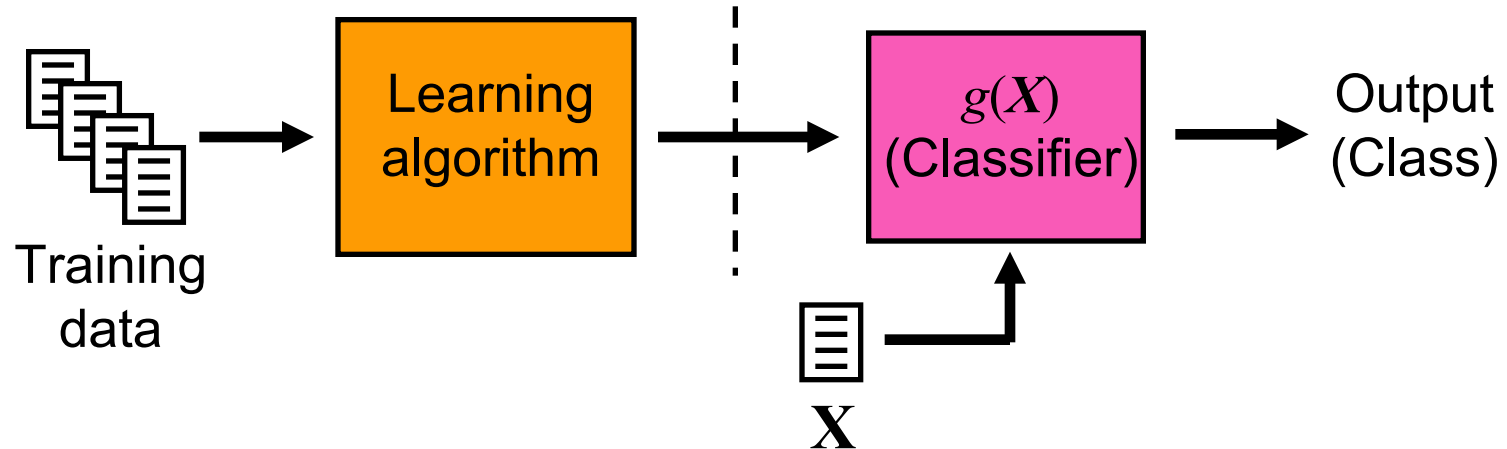
X_3 = CO₂ level yesterday

X_4 = GDP of region

X_5 = Acres of forest growth

Y = CO₂ levels

The Machine Learning Process



- Training data: set of n pre-classified data instances
 - n training pairs: $(x^{(1)}, y^{(1)})$, $(x^{(2)}, y^{(2)})$, ..., $(x^{(n)}, y^{(n)})$
 - Use superscripts to denote i -th training instance
- Learning algorithm: method for determining $g(X)$
 - Given a new input observation of $x = x_1, x_2, \dots, x_m$
 - Use $g(x)$ to compute a corresponding output (prediction)

Predicting Warriors

Y = Warriors points

$$\begin{aligned}\hat{Y} &= \theta_1 X_1 + \theta_2 X_2 + \dots \theta_{n-1} X_{n-1} + \theta_n 1 \\ &= \theta^T \mathbf{X}.\end{aligned}$$

X_1 = Opposing team ELO

X_2 = Points in last game

X_3 = Curry playing?

X_4 = Playing at home?

$$\theta_1 = -2.3$$

$$\theta_2 = +1.2$$

$$\theta_3 = +10.2$$

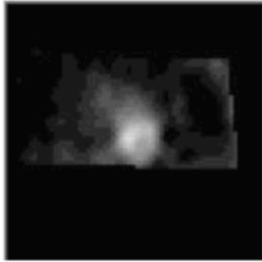
$$\theta_4 = +3.3$$

$$\theta_5 = +95.4$$

Classification

Healthy Heart Classifier

ROI 1



ROI 2



...

ROI m



Output



Heart 1

0

1

1

0

Heart 2

1

1

1

0

$\vdots$

$\vdots$

Heart n

0

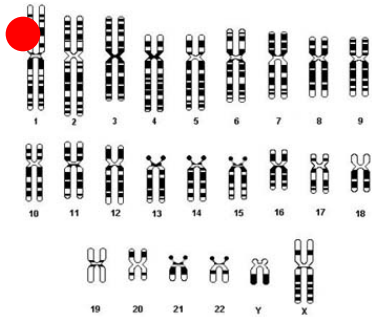
0

0

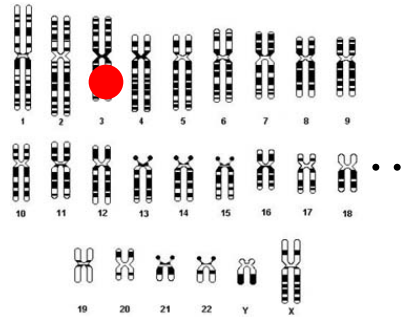
1

Ancestry Classifier

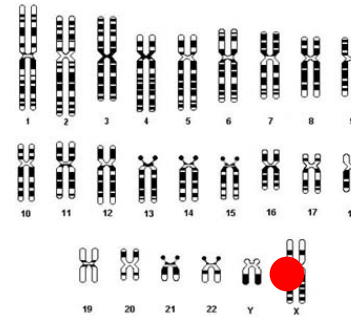
SNP 1



SNP 2



SNP m



Output



User 1

1

0

1

0

User 2

0

0

1

1

$\vdots$

$\vdots$

User n

1

1

0

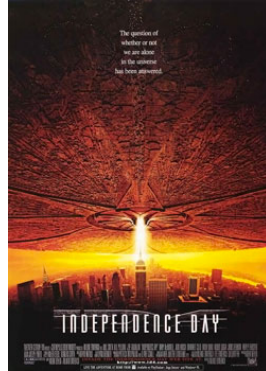
1

NETFLIX

And Learn

Target Movie “Like” Classification

Feature 1



Output



User 1

1

1

User 2

1

0

⋮

User n

0

1

$$x_j^{(i)} \in \{0, 1\}$$

$$y^{(i)} \in \{0, 1\}$$

How could we predict the class label:
will the user like life is beautiful?

Fake Algorithm: Brute Bayes Classifier

Brute Force Bayes

Prediction: will they like L.I.B.?

$$\hat{y} = \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x})$$

If $y = 1$, they like L.I.B.?

Whether or not they liked Independence day

The diagram illustrates the components of the brute force Bayes classifier. A green arrow points from the text 'Prediction: will they like L.I.B.?' to the variable $\hat{y}$ in the formula. Another green arrow points from the text 'Whether or not they liked Independence day' to the variable $\mathbf{x}$ in the formula. A third green arrow points from the text 'If $y = 1$, they like L.I.B.?' to the probability term $P(y|\mathbf{x})$.

Simply chose the class label that is the most likely given the data

This is for one user

Brute Force Bayes

$$\hat{y} = \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x})$$

Simply chose the class label that is the most likely given the data

This is for one user

Brute Force Bayes

$$\begin{aligned}\hat{y} &= \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x}) \\ &= \operatorname{argmax}_{y=\{0,1\}} \frac{P(\mathbf{x}|y)P(y)}{P(\mathbf{x})} \\ &= \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)\end{aligned}$$

Simply chose the class label that is the most likely given the data

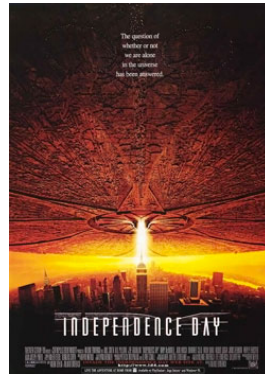
This is for one user

* Note how similar this is to Hamilton example ☺

What are the Parameters?

Brute Force Bayes

$$\hat{y} = \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)$$



Joint
probability
table



Y \ X ₁	0	1
	0	1
0	θ_0	θ_1
1	θ_2	θ_3

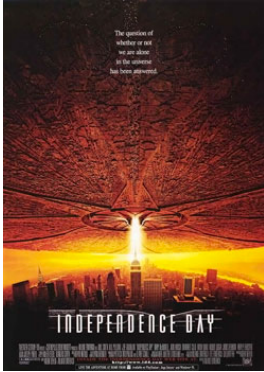


y
θ_4
θ_5

Learn these during training

Training

x_1



User 1

1

User 2

0

User n

0

y



1

0

$\vdots$

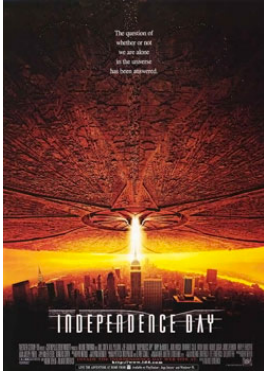
1

$Y \backslash x_1$	0	1
0	θ_0	θ_1
1	θ_2	θ_3

Let (x_1, y) be a multinomial with four outcomes

MLE Estimate

x_1



User 1 1

User 2 0

User n 0

y



1

0

$\vdots$

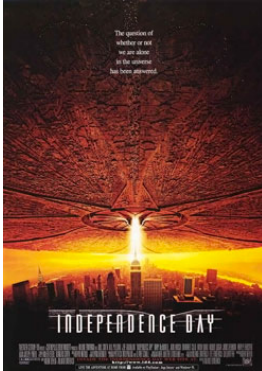
1

Y \ x_1	0	1
0	0.2	0.0
1	0.3	0.5

MLE: Just count

MAP Estimate

x_1



User 1 1

User 2 0

User n 0

y



1

0

$\vdots$

1

Y \ x_1	0	1
0	0.20	0.01
1	0.30	0.49

Add Laplace smoothing

Testing

$$\hat{y} = \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)$$

Y \ X ₁			y
	0	1	
0	0.20	0.01	0.21
1	0.30	0.49	0.79

Test user: Likes independence day

$$P(x_1 = 1|y = 0)P(y = 0)$$

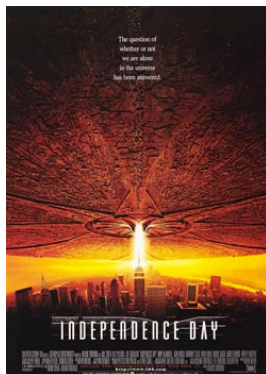
vs

$$P(x_1 = 1|y = 1)P(y = 1)$$

That was pretty good!

Brute Force Bayes $m = 2$

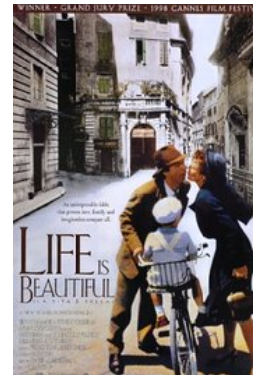
x_1



x_2



y



User 1

1

0

1

User 2

1

0

0

$\vdots$

User n

0

1

1

Brute Force Bayes $m = 2$

Simply chose the class label that is the most likely given the data

$$\begin{aligned}\hat{y} &= \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x}) \\ &= \operatorname{argmax}_{y=\{0,1\}} \frac{P(\mathbf{x}|y)P(y)}{P(\mathbf{x})} \\ &= \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)\end{aligned}$$

$$P(x_1, x_2|y)$$

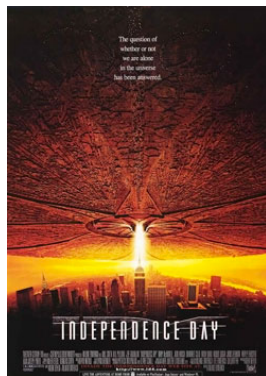
Brute Force Bayes

$$\hat{y} = \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)$$

		$X_2 = 0$	
		$X_1 = 0$	$X_1 = 1$
Y	X_1		
0		θ_0	θ_1
1		θ_2	θ_3

		$X_2 = 1$	
		$X_1 = 0$	$X_1 = 1$
Y	X_1		
0		θ_4	θ_5
1		θ_6	θ_7

X_1



X_2

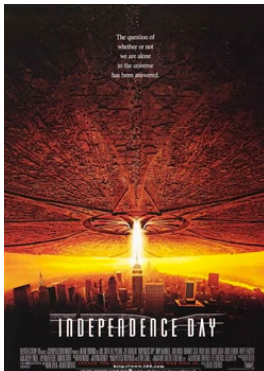
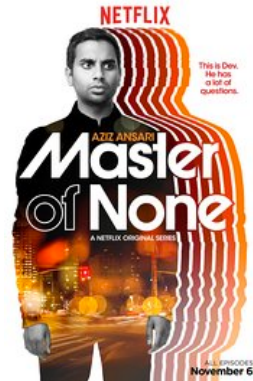
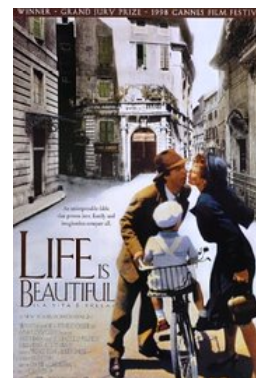


y



Fine

Brute Force Bayes $m = 3$

 x_1  x_2  x_3  y 

User 1

1

0

1

1

User 2

1

0

1

0

⋮

User n

0

1

1

1

Brute Force Bayes $m = 3$

Simply chose the class label that is the most likely given the data

$$\begin{aligned}\hat{y} &= \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x}) \\ &= \operatorname{argmax}_{y=\{0,1\}} \frac{P(\mathbf{x}|y)P(y)}{P(\mathbf{x})} \\ &= \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)\end{aligned}$$

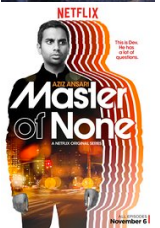


$$P(x_1, x_2, x_3|y)$$

Brute Force Bayes

$$\hat{y} = \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)$$

$\mathbf{X}_3 = 0$			$\mathbf{X}_2 = 0$				$\mathbf{X}_2 = 1$	
	$\mathbf{Y} \backslash \mathbf{X}_1$		0	1	$\mathbf{Y} \backslash \mathbf{X}_1$		0	1
	0		θ_0	θ_1	0		θ_8	θ_9
	1		θ_2	θ_3	1		θ_{10}	θ_{11}
$\mathbf{X}_3 = 1$			$\mathbf{X}_2 = 0$				$\mathbf{X}_2 = 1$	
	$\mathbf{Y} \backslash \mathbf{X}_1$		0	1	$\mathbf{Y} \backslash \mathbf{X}_1$		0	1
	0		θ_4	θ_5	0		θ_{12}	θ_{13}
	1		θ_6	θ_7	1		θ_{14}	θ_{15}



And if $m=100$?

Brute Force Bayes $m = 100$

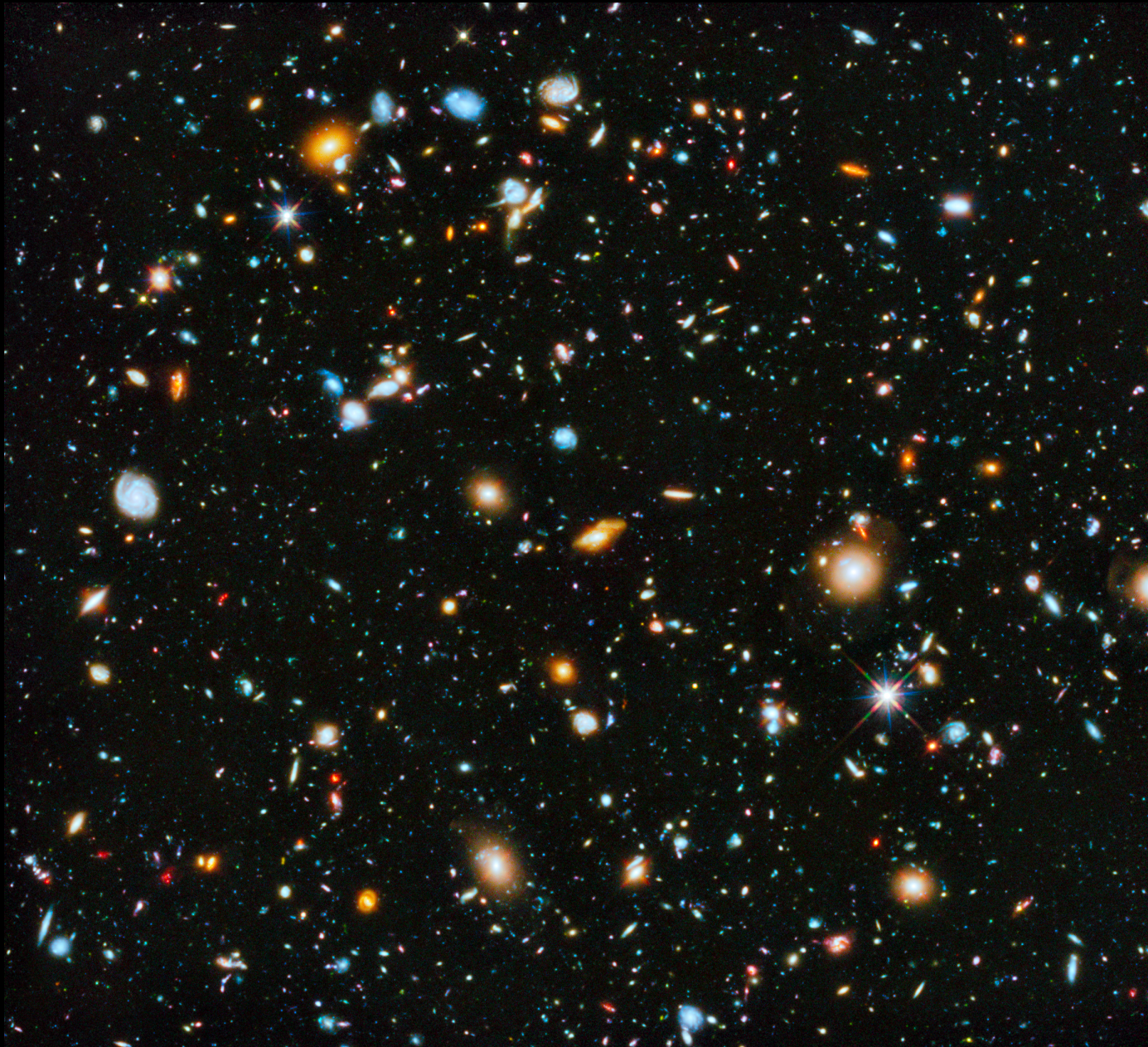
Simply chose the class label that is the most likely given the data

$$\begin{aligned}\hat{y} &= \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x}) \\ &= \operatorname{argmax}_{y=\{0,1\}} \frac{P(\mathbf{x}|y)P(y)}{P(\mathbf{x})} \\ &= \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)\end{aligned}$$



$$P(x_1, x_2, x_3, \dots, x_{100}|y)$$

Oops... Number of atoms in the universe



What is the big O for # parameters?
 $m = \# \text{ features.}$

Big O of Brute Force Joint

What is the big O for # parameters?
 $m = \# \text{ features.}$

$$O(2^m)$$

Assuming each feature
is binary...

Not going to cut it!

What is the problem here?

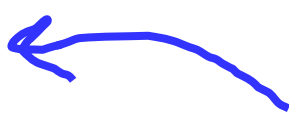
$$\begin{aligned}\hat{y} &= \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x}) \\ &= \operatorname{argmax}_{y=\{0,1\}} \frac{P(\mathbf{x}|y)P(y)}{P(\mathbf{x})} \\ &= \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)\end{aligned}$$

$$P(\mathbf{x}|y) = P(x_1, x_2, \dots, x_m|y)$$

Naïve Bayes Assumption

$$\begin{aligned}\hat{y} &= \operatorname{argmax}_{y=\{0,1\}} P(y|\mathbf{x}) \\ &= \operatorname{argmax}_{y=\{0,1\}} \frac{P(\mathbf{x}|y)P(y)}{P(\mathbf{x})} \\ &= \operatorname{argmax}_{y=\{0,1\}} P(\mathbf{x}|y)P(y)\end{aligned}$$

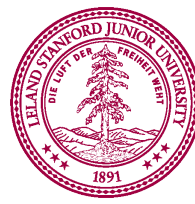
$$\begin{aligned}P(\mathbf{x}|y) &= P(x_1, x_2, \dots, x_m|y) \\ &= \prod_i P(x_i|y)\end{aligned}$$

The Naïve Bayes
assumption



Naïve Bayes Assumption:

$$P(\mathbf{x}|y) = \prod_i P(x_i|y)$$



Naïve Bayes Classifier

Naïve Bayes Classifier

- Say, we have m input values $\mathbf{X} = \langle X_1, X_2, \dots, X_m \rangle$
 - Assume variables $X_1, X_2, \dots, X_m$ are **conditionally independent** given Y
 - Really don't believe $X_1, X_2, \dots, X_m$ are conditionally independent
 - Just an approximation we make to be able to make predictions
 - This is called the “Naive Bayes” assumption, hence the name
 - Predict Y using $\hat{Y} = \arg \max_y P(\mathbf{X}, Y) = \arg \max_y P(\mathbf{X} | Y)P(Y)$
 - But, we now have:
- $$P(\mathbf{X} | Y) = P(X_1, X_2, \dots, X_m | Y) = \prod_{i=1}^m P(X_i | Y) \quad \text{by conditional independence}$$
- Note: computation of PMF table is **linear** in m : $O(m)$
 - Don't need much data to get good probability estimates

Naïve Bayes Example

- Predict Y based on observing variables X_1 and X_2
 - X_1 and X_2 are both indicator variables
 - X_1 denotes “likes Star Wars”, X_2 denotes “likes Harry Potter”
 - Y is indicator variable: “likes Lord of the Rings”
 - Use training data to estimate PMFs: $\hat{p}_{X_i, Y}(x_i, y)$, $\hat{p}_Y(y)$

$Y \backslash X_1$	0	1	MLE estimates	
0	3	10	0.10	0.33
1	4	13	0.13	0.43

$Y \backslash X_2$	0	1	MLE estimates	
0	5	8	0.17	0.27
1	7	10	0.23	0.33

Y	#	MLE est.
0	13	0.43
1	17	0.57

- Say someone likes Star Wars ($X_1 = 1$), but not Harry Potter ($X_2 = 0$)
- Will they like “Lord of the Rings”? Need to predict Y :

$$\hat{Y} = \arg \max_y \hat{P}(\mathbf{X} | Y) \hat{P}(Y) = \arg \max_y \hat{P}(X_1 | Y) \hat{P}(X_2 | Y) \hat{P}(Y)$$

One SciFi/Fantasy to Rule them All

$\begin{array}{c c} & X_1 \\ \hline Y & \end{array}$	0	1	MLE estimates	
0	3	10	0.10	0.33
1	4	13	0.13	0.43

$\begin{array}{c c} & X_2 \\ \hline Y & \end{array}$	0	1	MLE estimates	
0	5	8	0.17	0.27
1	7	10	0.23	0.33

Y	#	MLE est.
0	13	0.43
1	17	0.57

- Prediction for Y is value of Y maximizing $P(\mathbf{X}, Y)$:

$$\hat{Y} = \arg \max_y \hat{P}(\mathbf{X} | Y) \hat{P}(Y) = \arg \max_y \hat{P}(X_1 | Y) \hat{P}(X_2 | Y) \hat{P}(Y)$$

- Compute $P(\mathbf{X}, Y=0)$: $\hat{P}(X_1 = 1 | Y = 0) \hat{P}(X_2 = 0 | Y = 0) \hat{P}(Y = 0)$
 $= \frac{\hat{P}(X_1 = 1, Y = 0)}{\hat{P}(Y = 0)} \frac{\hat{P}(X_2 = 0, Y = 0)}{\hat{P}(Y = 0)} \hat{P}(Y = 0) \approx \frac{0.33}{0.43} \frac{0.17}{0.43} 0.43 \approx 0.13$
- Compute $P(\mathbf{X}, Y=1)$: $\hat{P}(X_1 = 1 | Y = 1) \hat{P}(X_2 = 0 | Y = 1) \hat{P}(Y = 1)$
 $= \frac{\hat{P}(X_1 = 1, Y = 1)}{\hat{P}(Y = 1)} \frac{\hat{P}(X_2 = 0, Y = 1)}{\hat{P}(Y = 1)} \hat{P}(Y = 1) \approx \frac{0.43}{0.57} \frac{0.23}{0.57} 0.57 \approx 0.17$
- Since $P(\mathbf{X}, Y=1) > P(\mathbf{X}, Y=0)$, we predict $\hat{Y} = 1$

What is Bayes Doing in my Mail Server

- This is spam:

From: Abey Chavez [tristramu@deleteddomains.com] Sent: Sat 5/22/03
To: sahami@robotics.stanford.edu
Cc:
Subject: For excellent metabolism

Canadian ** Pharmacy
#1 Internet Inline Drugstore

Viagra Our price \$1.15	Cialis Our price \$1.99	Viagra Professional Our price \$3.73
Cialis Professional Our price \$4.17	Viagra Super Active Our price \$2.82	Cialis Super Active Our price \$3.66
Levitra Our price \$2.93	Viagra Soft Tabs Our price \$1.64	Cialis Soft Tabs Our price \$3.51

And more...

[Click here](#)

Let's get Bayesian on your spam:

Content analysis details: (49.5 hits, 7.0 required)

0.9 RCVD_IN_PBL
RBL: Received via a relay in Spamhaus PBL
[93.40.189.29 listed in zen.spamhaus.org]

1.5 URIBL_WS_SURBL
Contains an URL listed in the WS SURBL blocklist
[URIs: recragas.cn]

5.0 URIBL_JP_SURBL
Contains an URL listed in the JP SURBL blocklist
[URIs: recragas.cn]

5.0 URIBL_OB_SURBL
Contains an URL listed in the OB SURBL blocklist
[URIs: recragas.cn]

5.0 URIBL_SC_SURBL
Contains an URL listed in the SC SURBL blocklist
[URIs: recragas.cn]

2.0 URIBL_BLACK
Contains an URL listed in the URIBL blacklist
[URIs: recragas.cn]

8.0 BAYES_99
BODY: Bayesian spam probability is 99 to 100%
[score: 1.0000]

A Bayesian Approach to Filtering Junk E-Mail

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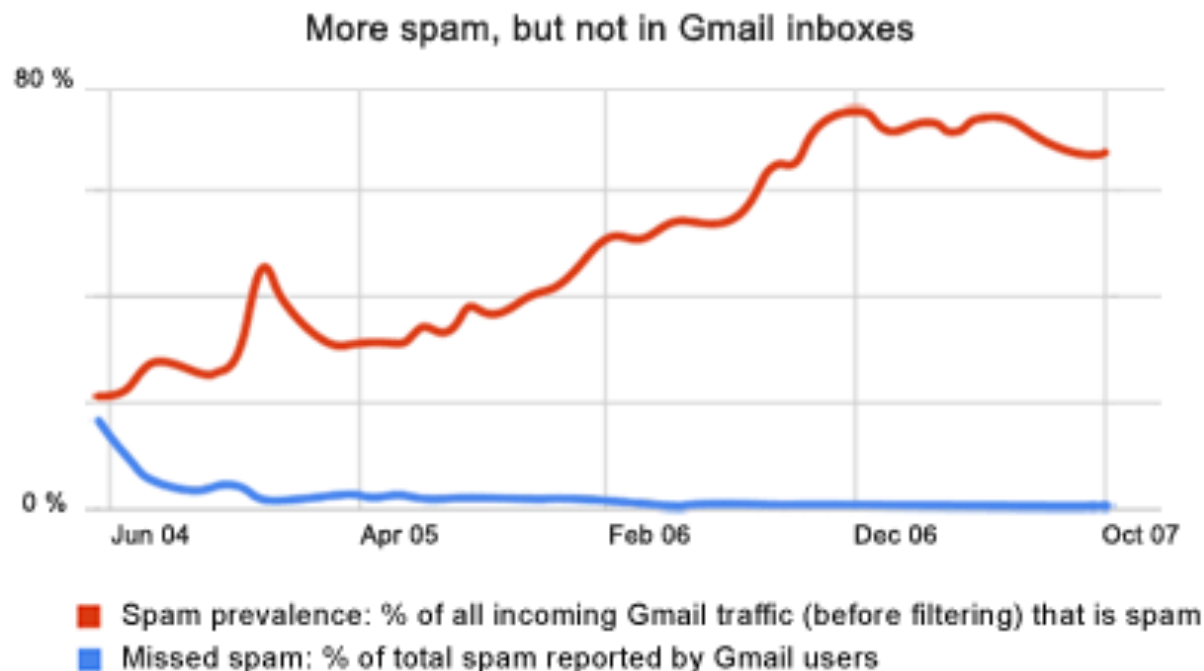
Abstract

In addressing the growing problem of junk E-mail on the Internet, we examine methods for the automated

contain offensive material (such as graphic pornography), there is often a higher cost to users of actually viewing this mail than simply the time to sort out the junk. Lastly, junk mail not only wastes user time, but

Spam, Spam... Go Away!

- The constant battle with spam



As the amount of spam has increased, Gmail users have received less of it in their inboxes, reporting a rate less than 1%.

“And machine-learning algorithms developed to merge and rank large sets of Google search results allow us to combine hundreds of factors to classify spam.”

Email Classification

- Want to predict if an email is spam or not
 - Start with the input data
 - Consider a lexicon of m words (Note: in English $m \approx 100,000$)
 - Define m indicator variables $\mathbf{X} = \langle X_1, X_2, \dots, X_m \rangle$
 - Each variable X_i denotes if word i appeared in a document or not
 - Note: m is huge, so make “Naive Bayes” assumption
 - Define output classes Y to be: {spam, non-spam}
 - Given training set of N previous emails
 - For each email message, we have a training instance:
 $\mathbf{X} = \langle X_1, X_2, \dots, X_m \rangle$ noting for each word, if it appeared in email
 - Each email message is also marked as spam or not (value of Y)

Training the Classifier

- Given N training pairs:

$$(\mathbf{x}^{(1)}, y^{(1)}), (\mathbf{x}^{(2)}, y^{(2)}), \dots, (\mathbf{x}^{(n)}, y^{(n)})$$

- Learning

- Estimate probabilities $P(Y)$ and each $P(X_i | Y)$ for all i
 - Many words are likely to not appear at all in given set of email
- Laplace estimate: $\hat{p}(X_i = 1 | Y = \text{spam})_{\text{Laplace}} = \frac{(\# \text{ spam emails with word } i) + 1}{\text{total } \# \text{ spam emails} + 2}$

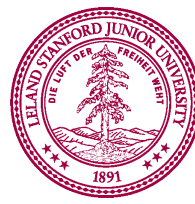
- Classification

- For a new email, generate $\mathbf{X} = \langle X_1, X_2, \dots, X_m \rangle$
- Classify as spam or not using: $\hat{Y} = \arg \max_y \hat{P}(\mathbf{X} | Y) \hat{P}(Y)$
- Employ Naive Bayes assumption: $\hat{P}(\mathbf{X} | Y) = \prod_{i=1}^m \hat{P}(X_i | Y)$



Training Naïve Bayes, is
estimating parameters for
a multinomial.

Thus it is just counting.



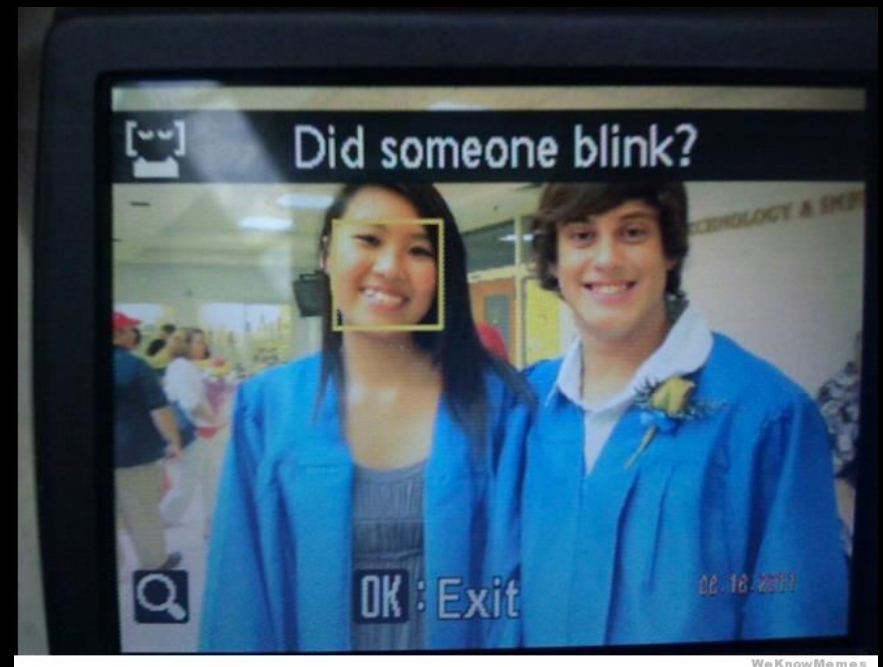
How Does This Do?

- After training, can test with another set of data
 - “Testing” set also has known values for Y, so we can see how often we were right/wrong in predictions for Y
 - Spam data
 - Email data set: 1789 emails (1578 spam, 211 non-spam)
 - First, 1538 email messages (by time) used for training
 - Next 251 messages used to test learned classifier
 - Criteria:
 - Precision = # *correctly* predicted class Y / # predicted class Y
 - Recall = # *correctly* predicted class Y / # real class Y messages

	Spam		Non-spam	
	Precision	Recall	Precision	Recall
Words only	97.1%	94.3%	87.7%	93.4%
Words + add'l features	100%	98.3%	96.2%	100%

On biased datasets

Ethics and Datasets?



Sometimes machine learning feels universally unbiased.

We can even prove our estimators are “unbiased” 😊

Google/Nikon/HP had biased datasets

Ancestry dataset prediction

East Asian

or

Ad Mixed American (Native, European and
African Americans)

It is much easier
to write a binary classifier
when learning ML
for the first time

Learn Three Things From This

1. What classification with DNA Single Nucleotide Polymorphisms looks like.
2. That genetic ancestry paints a more realistic picture of how we are mixed in many nuanced ways.
3. The importance of choosing the right data to learn from. Your results will be as biased as your dataset.

Know it so you can beat it!

Ethics in Machine Learning
is a whole new field