INTRODUCTION TO DATA SCIENCE

This lecture is
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WFAiS UJ, Informatyka Stosowana
I stopień studiów

Retrieving documents of interest

- Currently reading article you like
- **Goal:** Want to find similar article

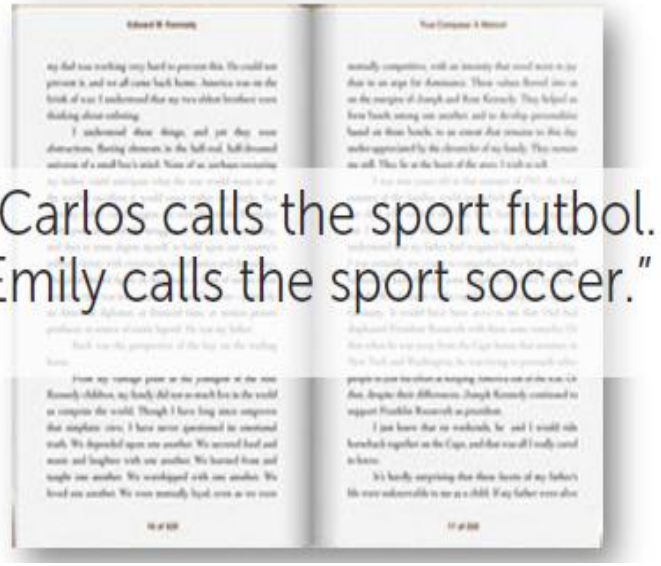
Retrieving documents of interest

Challenges

- How do we measure similarity?
- How do we search over articles?

Word count document representation

- Bag of words model
  - Ignore order of words
  - Count # of instances of each word in vocabulary



Word count document representation

Measuring similarity


1	0	0	0	5	3	0	0	1	0	0	0	0

1*3
+
5*2
= 13

3	0	0	0	2	0	0	1	0	1	0	0	0


Measuring similarity

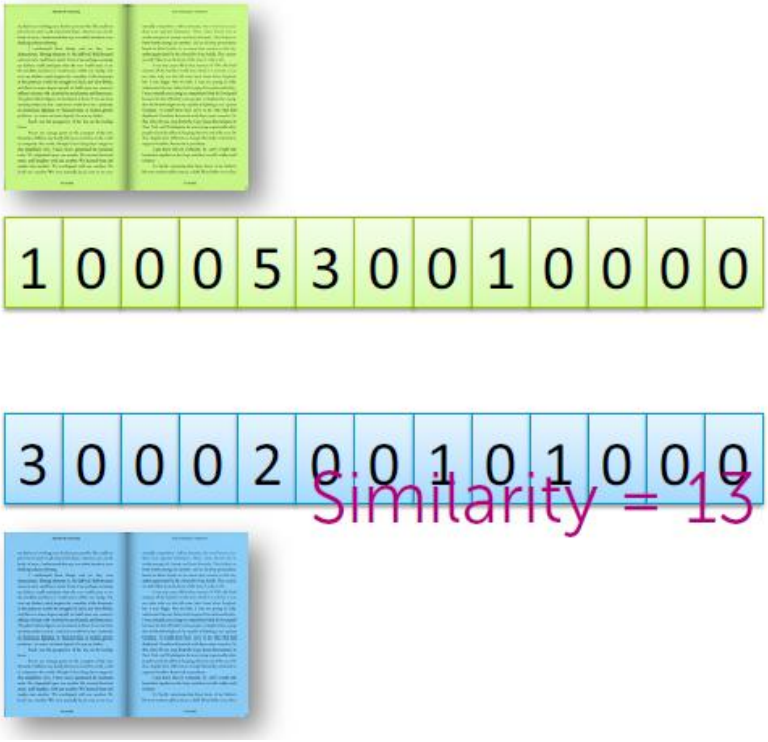

1	0	0	0	5	3	0	0	1	0	0	0	0

0

0	0	1	0	0	0	9	0	0	6	0	4	0


Word count document representation

Issues with word counts – Doc length



Word count document representation

Solution = normalize

1	0	0	0	5	3	0	0	1	0	0	0	0

$$\sqrt{(1^2 + 5^2 + 3^2 + 1^2)}$$

1/6	0	0	0	5/6	3/6	0	0	1/6	0	0	0	0

Prioritizing important words

Issues with word counts – Rare words

Common words in doc: "the", "player", "field", "goal"

Dominate rare words like: "futbol", "Messi"

Prioritizing important words

Document frequency

- What characterizes a rare word?
  - Appears infrequently in the corpus

- Emphasize words appearing in few docs
  - Equivalently, discount word *w* based on
    # of docs containing *w* in corpus

Prioritizing important words

Important words

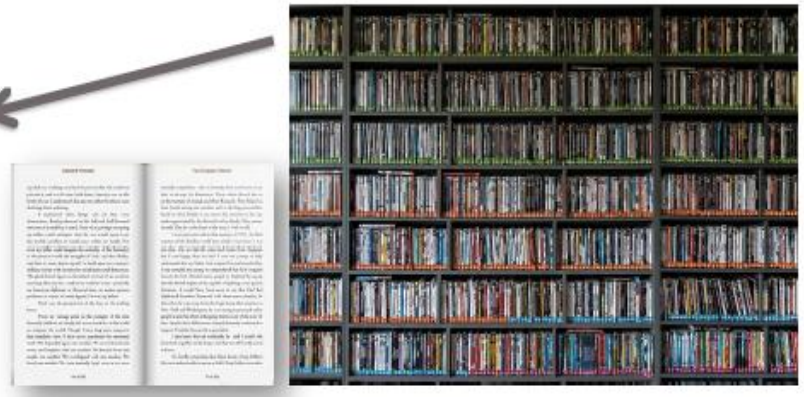
- Do we want only rare words to dominate???
- What characterizes an important word?
  - Appears frequently in document (common locally)
  - Appears rarely in corpus (rare globally)
- Trade off between local frequency and global rarity

TF-IDF document representation

- Term frequency – inverse document frequency (tf-idf)
- Term frequency

- Inverse document frequency

$$\log \frac{\#\ \text{docs}}{1 + \#\ \text{docs using word}}$$



TF-IDF document representation

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- Term frequency – inverse document frequency (tf-idf)
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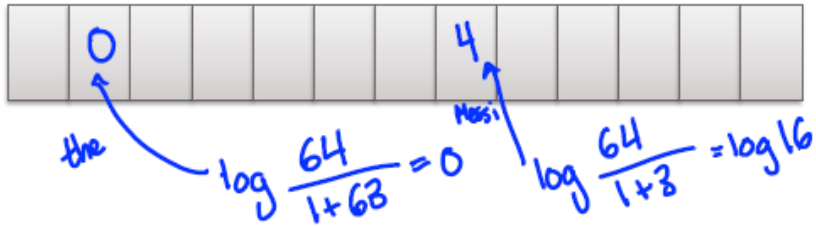
- Inverse document frequency



Retrieving similar documents

Nearest neighbor search

- Query article:

- Corpus:

- **Specify:** Distance metric
- **Output:** Set of most similar articles

Retrieving similar documents

1 – Nearest neighbor

- **Input:** Query article 
- **Output:** *Most* similar article

- Algorithm:
  - Search over each article  in corpus
    - Compute **s = similarity(**  ,  **)**
    - If **s > Best_s**, record  **=**  and set **Best_s = s**
  - Return 

Retrieving similar documents

k – Nearest neighbor

- **Input:** Query article 
- **Output:** *List of k* similar articles

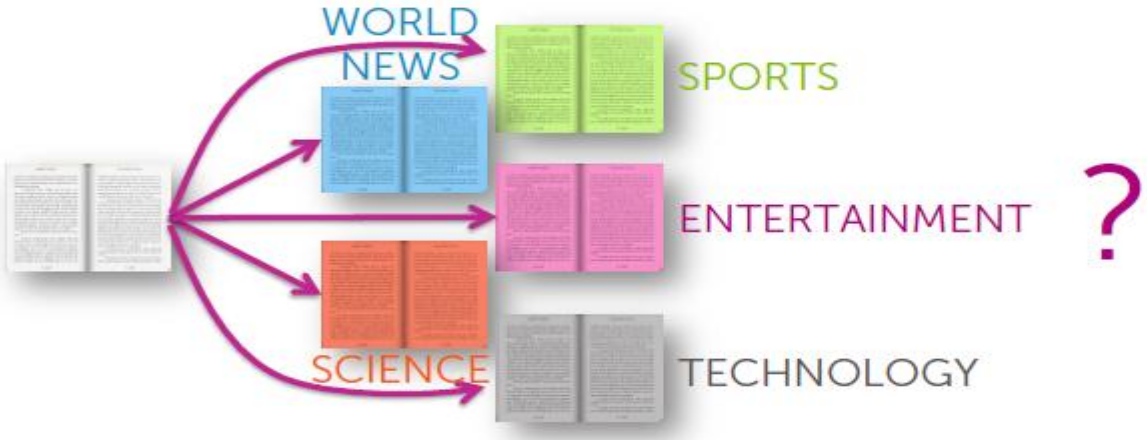
Structure documents by topics

What if some of the labels are known?

- Training set of labeled docs

Structure documents by topics

Multiclass classification problem



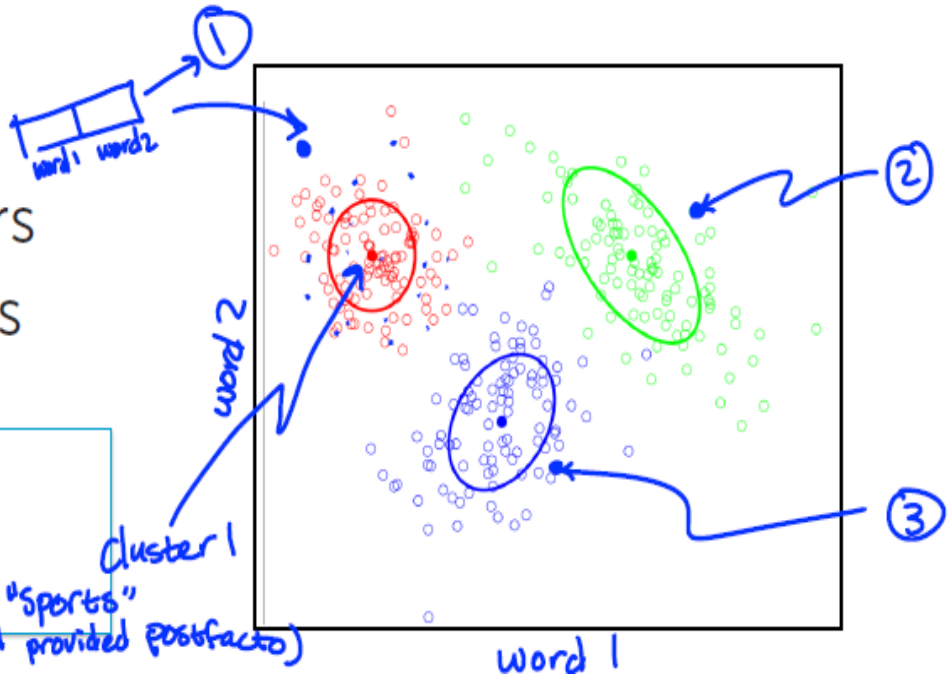
Labels provided: case of supervised learning problem

Clustering

- No labels provided
- Want to uncover cluster structure

- **Input:** docs as vectors
- **Output:** cluster labels

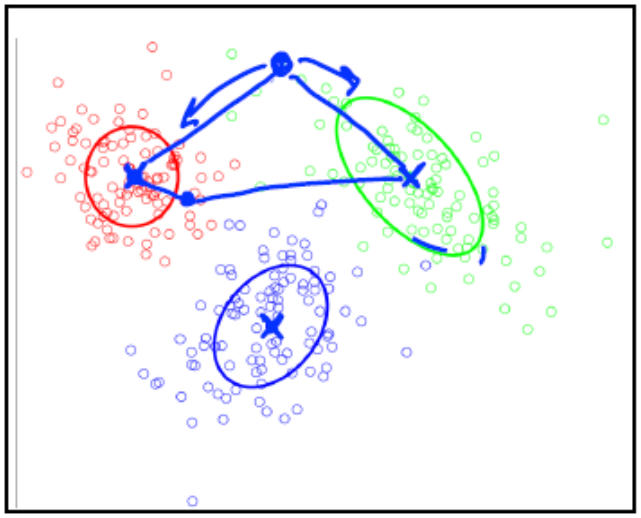
No labels provided unsupervised learning



Clustering

What defines a cluster?

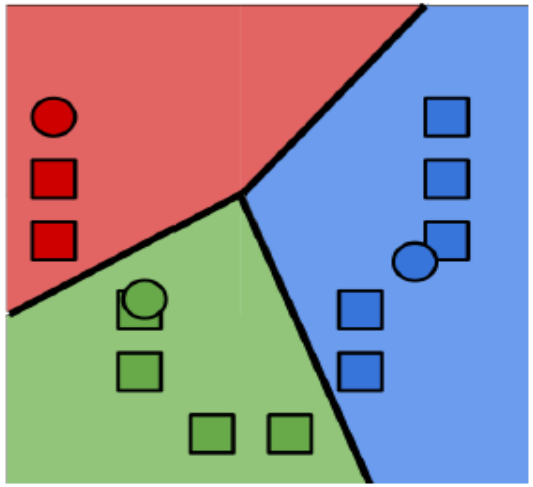
- Cluster defined by center & shape/spread
- Assign observation (doc) to cluster (topic label)
  - Score under cluster is higher than others
  - Often, just more similar to assigned cluster center than other cluster centers



Clustering

k-means algorithm

0. Initialize cluster centers
1. Assign observations to closest cluster center
2. Revise cluster centers as mean of assigned observations
3. Repeat 1.+2. until convergence



Examples

Clustering images

- For search, group as:
  - Ocean
  - Pink flower
  - Dog
  - Sunset
  - Clouds
  - …

Examples

Products on Amazon

- Discover product categories from purchase histories

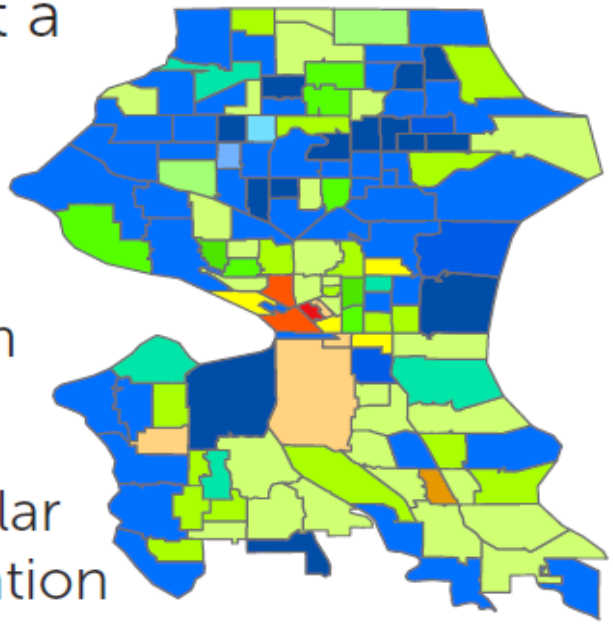
~~"furniture"~~
"baby"

- Or discovering groups of **users**

Examples

Discovering similar neighborhoods

- **Task 1:** Estimate price at a small regional level
- Challenge:
  - Only a few (or no!) sales in each region per month
- Solution:
  - Cluster regions with similar trends and share information within a cluster

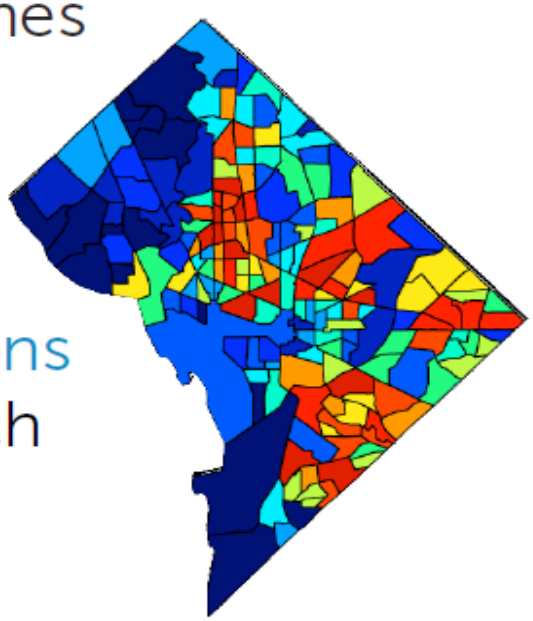


City of Seattle

Examples

Discovering similar neighborhoods

- **Task 2:** Forecast violent crimes to better task police
- Again, cluster regions and share information!
- Leads to improved predictions compared to examining each region independently



Washington, DC

We discussed how to …

- Describe ways to represent a document (e.g., raw word counts, tf-idf,…)
- Measure the similarity between two documents
- Discuss issues related to using raw word counts
  - Normalize counts to adjust for document length
  - Emphasize important words using tf-idf
- Implement a nearest neighbor search for document retrieval
- Describe the input (unlabeled observations) and output (labels) of a clustering algorithm
- Determine whether a task is supervised or unsupervised
- Cluster documents using k-means (algorithmic details to come…)
- Describe other applications of clustering