

INTRODUCTION TO DATA SCIENCE

This lecture is
based on course by E. Fox and C. Guestrin, Univ of Washington

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WFAiS UJ, Informatyka Stosowana
I stopień studiów

Retrieving documents of interest

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



Retrieving documents of interest

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Challenges

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



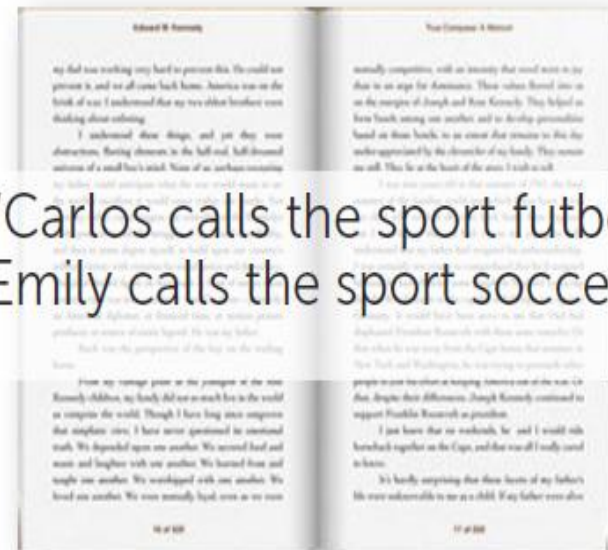
Word count document representation

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



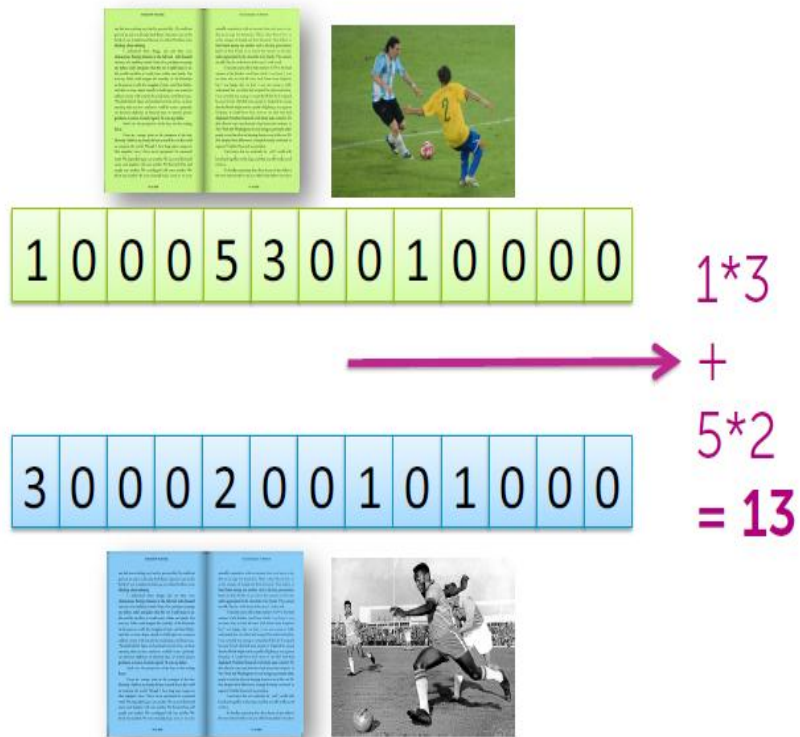
"Carlos calls the sport futbol.
Emily calls the sport soccer."



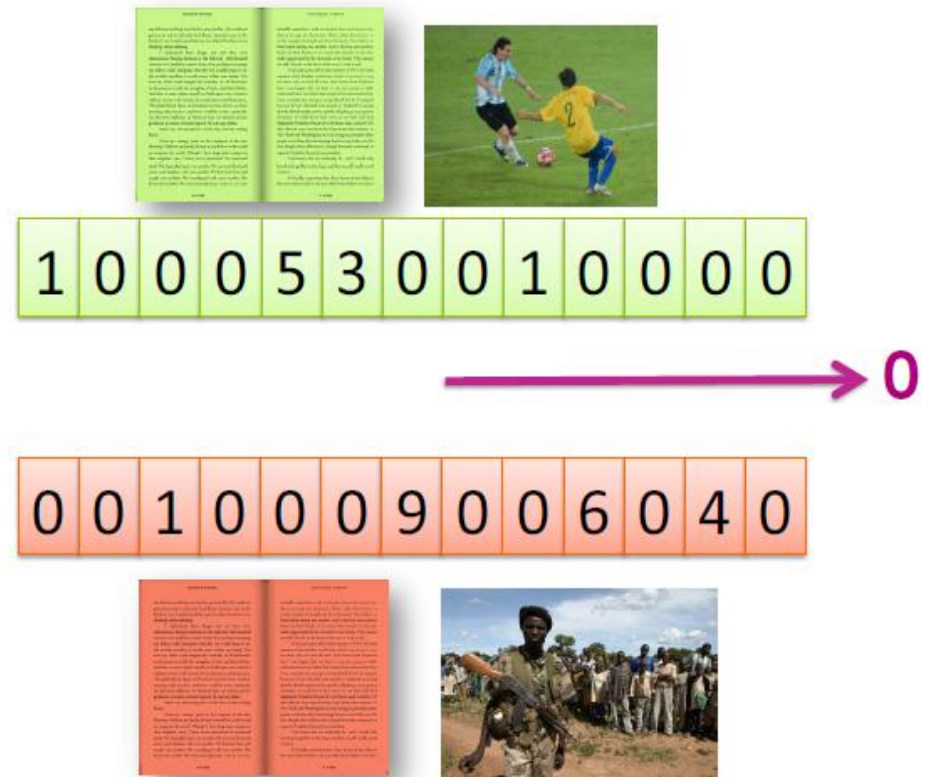
Word count document representation

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Measuring similarity



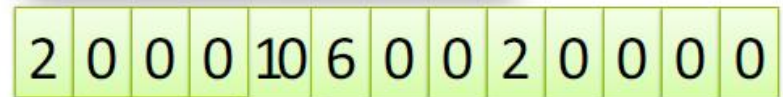
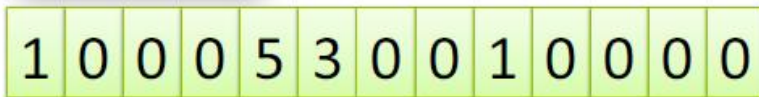
Measuring similarity



Word count document representation

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Issues with word counts – Doc length



Similarity = 13



Similarity = 52



Word count document representation

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

Prioritizing important words

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Issues with word counts – Rare words



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

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

Prioritizing important words

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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

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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

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- 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

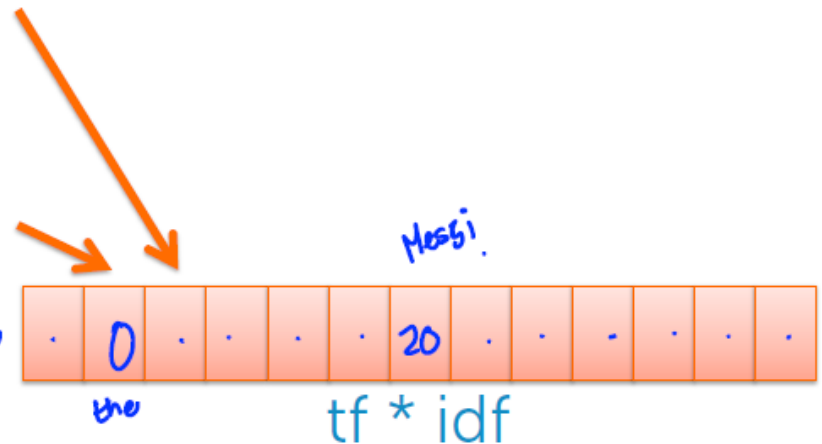
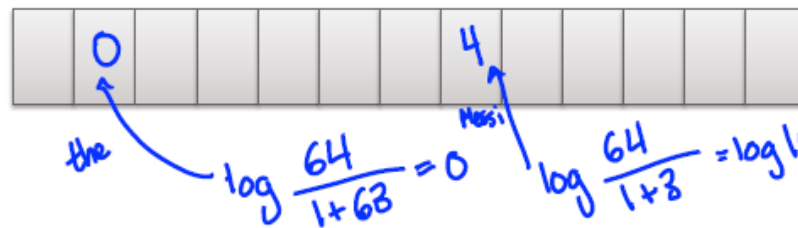
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TF-IDF document representation

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



- Inverse document frequency



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Retrieving similar documents

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Nearest neighbor search

- Query article:



- Corpus:








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



Retrieving similar documents

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1 – Nearest neighbor

- **Input:** Query article 
- **Output:** *Most* similar article
- Algorithm:
 - Search over each article  in corpus
 - Compute $s = \text{similarity}(\text{query article}, \text{article})$
 - If $s > \text{Best}_s$, record  =  and set $\text{Best}_s = s$
 - Return 

Retrieving similar documents

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k – Nearest neighbor

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



Structure documents by topics

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What if some of the labels are known?

- Training set of labeled docs



SPORTS



WORLD NEWS



ENTERTAINMENT

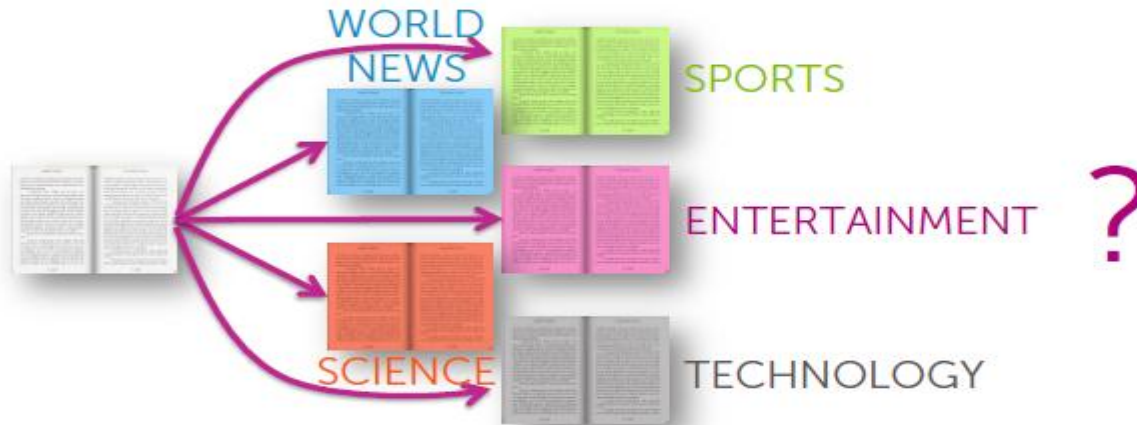


SCIENCE

Structure documents by topics

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Multiclass classification problem



Labels provided: case of supervised learning problem

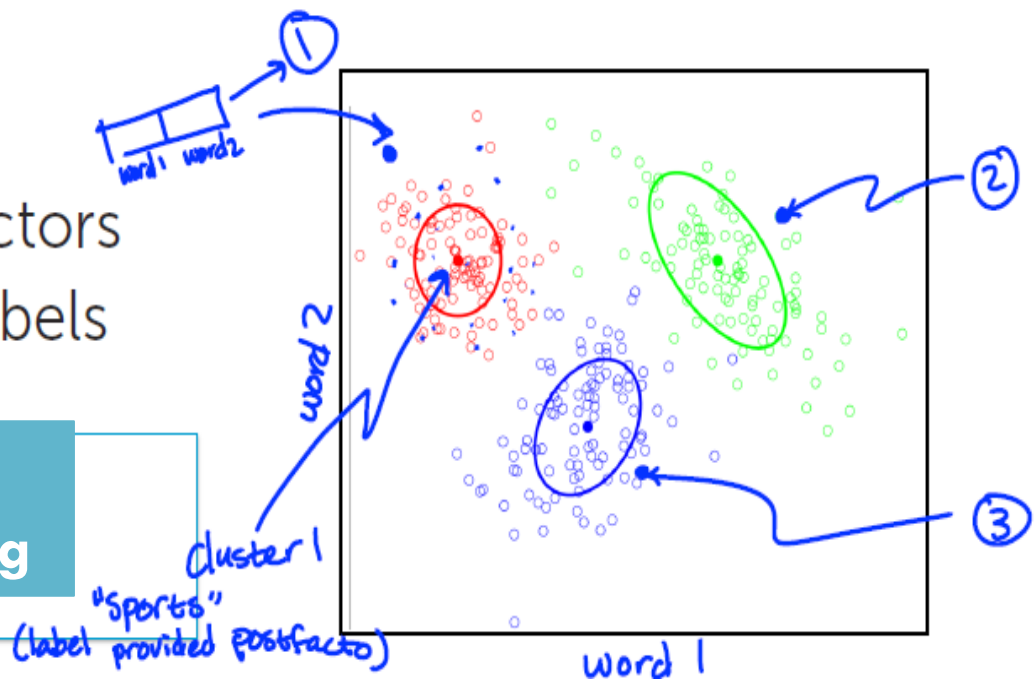
Clustering

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- No labels provided
- Want to uncover cluster structure

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

No labels provided
unsupervised learning

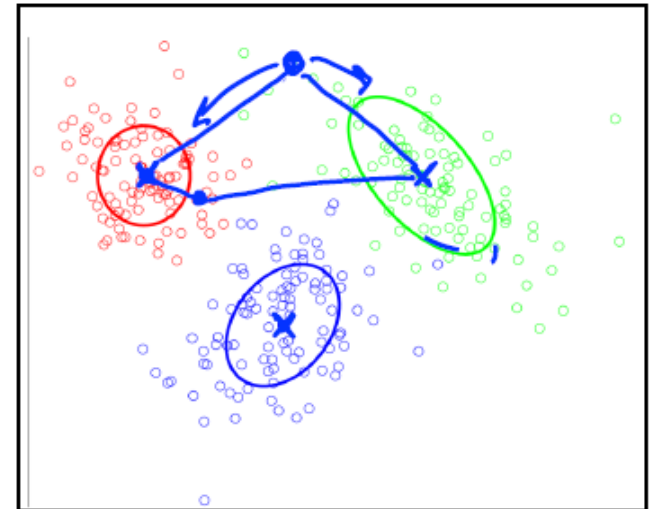


Clustering

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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

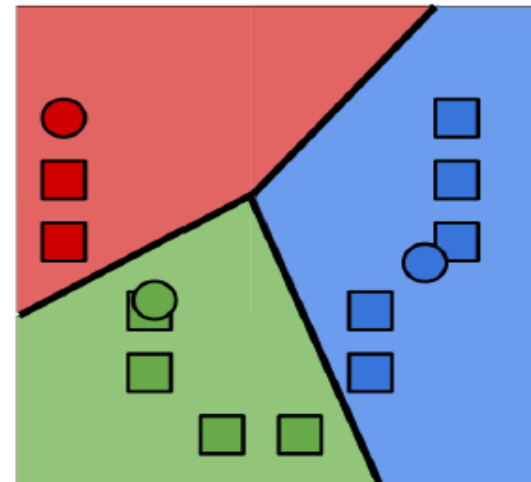


Clustering

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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

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Clustering images

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



Examples

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Products on Amazon

- Discover product categories from purchase histories



~~"furniture"~~
"baby"



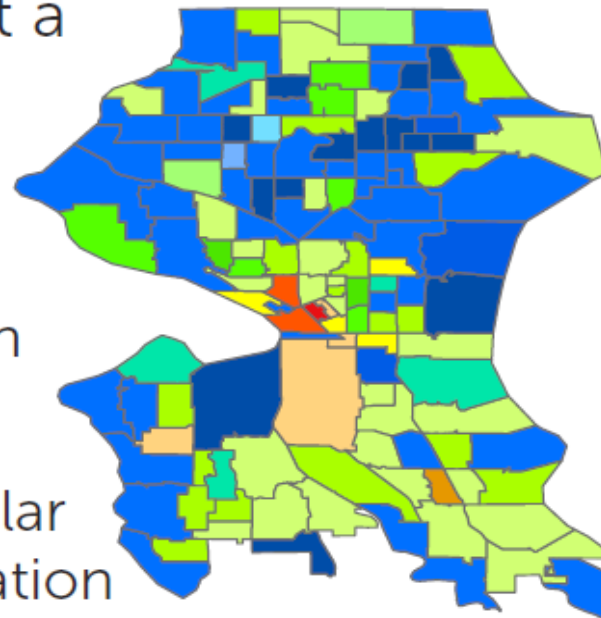
- Or discovering groups of **users**

Examples

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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



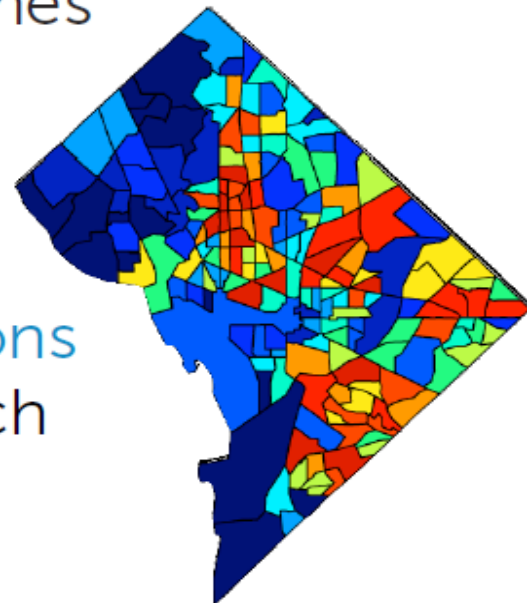
City of Seattle

Examples

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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 ...

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- 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