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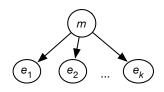
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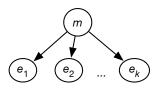
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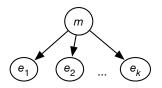


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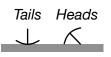
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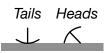
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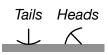


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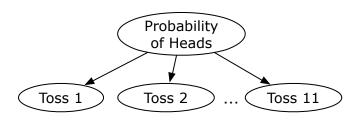


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  - Only restaurants with few ratings have an average rating of 5.
- Solution: add some "average" ratings for each restaurant!

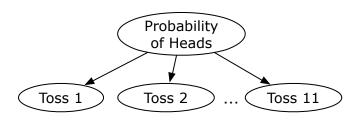




aipython.org: coinTossBN in learnBayesian.py

- Probablity\_of\_Heads is a random variable representing the probability of heads.
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- i.i.d. or independent and identically distributed.



- Y has two outcomes y and  $\neg y$ . We want the probability of y given training examples Es.
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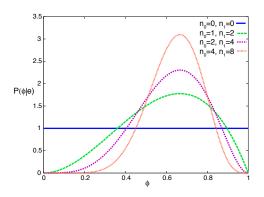
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• Uniform prior:  $P(\phi=p)=1$  for all  $p \in [0,1]$ .



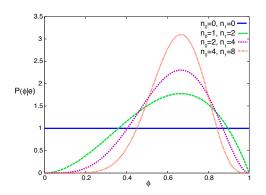
# Posterior Probabilities for Different Training Examples (beta distribution)



AlPython.org see probBeta.py



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AIPython.org see probBeta.py

- The mode is the empirical average.
- The expected value is Laplace smoothing (pseudo-count of 1).



#### Beta Distribution

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• If the prior is of the form of a beta distribution, so is the posterior — called a conjugate distribution.



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- A Dirichlet distribution has form:

$$Dirichlet^{\alpha_1,...,\alpha_k}(p_1,...,p_k) = \frac{\prod_{j=1}^k p_j^{\alpha_j-1}}{Z}$$

#### where

- $ightharpoonup p_i$  is the probability of the *i*th outcome (and so  $0 \le p_i \le 1$ )
- $ightharpoonup \alpha_i$  is a positive real number (a "count")
- ▶ *Z* is a normalizing constant that ensures the integral over all the probability values is 1.





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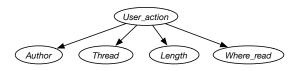
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- the number can be combined with real data
- the effective sample size (m) can be tuned to reflect expertise.

### Probabilistic Classifiers

- A Bayes classifier is a probabilistic model that is used for supervised learning.
- idea: the role of a class is to predict the values of features for members of that class.
- In a naive Bayes classifier the input features are conditionally independent of each other given the classification.
   Example: Suppose an agent wants to predict the user action based on properties of an online discussion:



With inputs  $X_1=v_1,\ldots,X_k=v_k$ , and classification, Y:

$$P(y \mid X_{1}=v_{1},...,X_{k}=v_{k})$$

$$= \frac{P(y) * \prod_{i=1}^{k} P(X_{i}=v_{i} \mid y)}{P(y) * \prod_{i=1}^{k} P(X_{i}=v_{i} \mid y) + P(\neg y) * \prod_{i=1}^{k} P(X_{i}=v_{i} \mid \neg y)}$$

$$= \frac{1}{1 + \frac{P(\neg y) * \prod_{i=1}^{k} P(X_{i}=v_{i} \mid \neg y)}{P(y) * \prod_{i=1}^{k} P(X_{i}=v_{i} \mid y)}}$$

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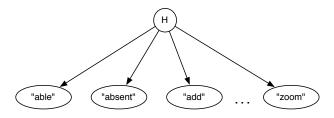
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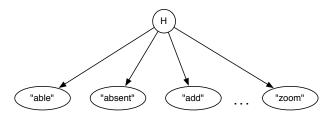
is a Logistic regression model when all  $X_i$  are observed





*H* is the help page the user is interested in. We observe the words in the query.

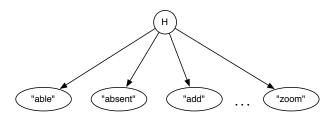




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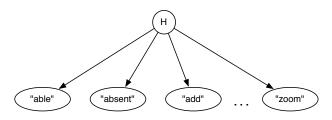


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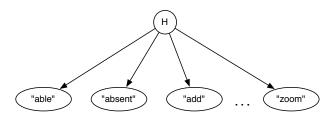
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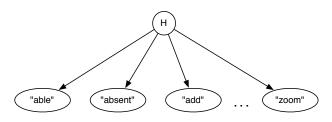
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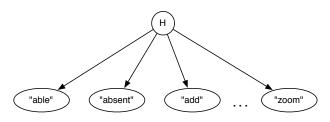
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What prior counts should be used? Can they be zero?



- Suppose the help pages are  $\{h_1, \ldots, h_k\}$ .
- Words are  $\{w_1, \ldots, w_m\}$ .
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  - $ightharpoonup P(w_j \mid h_i)$ , do not sum to one in a set-of-words model
- Maintain "counts" (pseudo counts + observed cases):
  - $ightharpoonup c_i$  the number of times  $h_i$  was the correct help page
  - $ightharpoonup s = \sum_i c_i$
  - u<sub>ij</sub> the number of times h<sub>i</sub> was the correct help page and word w<sub>j</sub> was used in the query.
- $P(h_i) = c_i/s$
- $P(w_j \mid h_i) = u_{ij}/c_i$



# Learning + Inference

- Q is the set of words in the query.
- Learning: if  $h_i$  is the correct page: Increment s,  $c_i$  and  $u_{ij}$  for each  $w_j \in Q$ .
- Inference:

$$P(h_i \mid Q) \propto P(h_i) \prod_{w_j \in Q} P(w_j \mid h_i) \prod_{w_j \notin Q} (1 - P(w_j \mid h_i))$$

$$\frac{\text{expensive}}{\text{inference}} \rangle = \frac{c_i}{s} \prod_{w_j \in Q} \frac{u_{ij}}{c_i} \prod_{w_j \notin Q} \frac{c_i - u_{ij}}{c_i}$$

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If you were designing such a system, many issues arise such as:

• What if the most likely page isn't the correct page?



- What if the most likely page isn't the correct page?
- What if the user can't find the correct page?



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- What about new words?
- What do we do with new help pages?
- How can we transfer the language model to a new help system?

