Naïve Bayes Classifiers

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Northwestern EECS 474

Naïve Bayes Classifiers

- Combines all ideas we've covered
  - Conditional Independence
  - Bayes' Rule
  - Statistical Estimation
  - Bayes Nets
- …in a simple, yet accurate classifier
  - Classifier: Function f($\boldsymbol{x}$) from $\boldsymbol{X} = \{<x_1, \ldots, x_d>\}$ to *Class*
  - E.g., $\boldsymbol{X}$ = {<GRE, GPA, Letters>}, *Class* = {yes, no, wait}

Probability => Classification (1 of 2)

- Classification task
  - Learn function f(***x***) from ***X*** = {<x_1, …, x_d>} to *Class*
  - Given: Examples *D*={(***x***, *y*)}

- Probabilistic Approach
  - Learn P(*Class* = *y* | ***X* = *x***) from *D*
  - Given ***x***, pick the maximally probable *y*

Probability => Classification (2 of 2)

- More formally
  - $f(\boldsymbol{x}) = \arg\max_y P(Class = y \mid \boldsymbol{X} = \boldsymbol{x}, \theta_{MAP})$
  - θ_{MAP} : MAP parameters, learned from data
    - That is, parameters of $P(Class = y \mid \boldsymbol{X} = \boldsymbol{x})$
  - …we'll focus on using MAP estimate, but can also use ML or Bayesian
- Predict next coin flip? Instance of this problem
  - X = null
  - Given D= hhht…tht, estimate $P(\theta \mid D)$, find MAP
  - Predict *Class* = heads *iff* $\theta_{MAP} > ½$

Example: Text Classification

Dear Sir/Madam,
We are pleased to inform you of the result of the Lottery Winners International programs held on the 30/8/2004. Your e-mail address attached to ticket number: EL-23133 with serial Number: EL-123542, batch number: 8/163/EL-35, lottery Ref number: EL-9318 and drew lucky numbers 7-1-8-36-4-22 which consequently won in the 1st category, you have therefore been approved for a lump sum pay out of US$1,500,000.00 (One Million, Five Hundred Thousand United States dollars)

- SPAM

NOT SPAM?

Representation

- ***X*** = document
- Task: Estimate P(*Class* = {spam, non-spam} | ***X***)
- Question: how to represent ***X***?
  - Lots of possibilities, common choice: "bag of words"

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…

→

Sir	1
Lottery	10
Dollars	7
With	38
…	

Bag of Words

- Ignores Word Order, i.e.
  - No emphasis on title
  - No compositional meaning (“Cold War” -> “cold” and “war”)
  - Etc.
  - But, massively reduces dimensionality/complexity
- Still and all…
  - Presence or absence of a 100,000-word vocab => 2^100,000 distinct vectors

Naïve Bayes Classifiers

- $P(Class \mid \mathbf{X})$ for $|Val(\mathbf{X})| = 2^{100,000}$ requires $2^{100,000}$ parameters
  - Problematic.
- Bayes' Rule:
  $P(Class \mid \mathbf{X}) = P(\mathbf{X} \mid Class)\, P(Class) / P(\mathbf{X})$
- Assume presence of word *i* is independent of all other words given *Class*:
  $P(Class \mid \mathbf{X}) = \Pi_i\, P(X_i \mid Class)\, P(Class) / P(\mathbf{X})$
- Now only 200,001 parameters for $P(Class \mid \mathbf{X})$

Naïve Bayes Assumption

- Features are conditionally independent given class
  - *Not* $P(\text{"Republican"}, \text{"Democrat"}) = P(\text{"Republican"})P(\text{"Democrat"})$ but instead
    $P(\text{"Republican"}, \text{"Democrat"} \mid Class = \text{Politics}) =$
    $P(\text{"Republican"} \mid Class = \text{Politics}) P(\text{"Democrat"} \mid Class = \text{Politics})$
- Still, an absurd assumption
  - (“Lottery” $\perp$ “Winner” | SPAM)? (“lunch” $\perp$ “noon” | Not SPAM)?
- But: offers massive tractability advantages and works quite well in practice
  - Lesson: Overly strong independence assumptions sometimes allow you to build an accurate model where you otherwise couldn’t

Getting the parameters from data

- Parameters $\boldsymbol{\theta} = < \theta_{ij} = P(w_i \mid Class = j) >$
- Maximum Likelihood: Estimate $P(w_i \mid Class = j)$ from D by counting
  - Fraction of documents in class j containing word i
  - But if word i never occurs in class j ?
- Commonly used MAP estimate:
  - $$\frac{(\#\text{ docs in class } j \text{ with word } i) + 1}{(\#\text{ docs in class } j) + 2}$$

Caveats

- Naïve Bayes effective as a *classifier*
- **Not** as effective in producing probability estimates
  - Π_i P(w_i | *Class*) pushes estimates toward 0 or 1
- In practice, numerical underflow is typical at classification time
  - Compare sum of logs instead of product