Machine Learning: Applications and Practices
Lecture 1

Xu Yuan
University of Louisiana at Lafayette

Welcome!

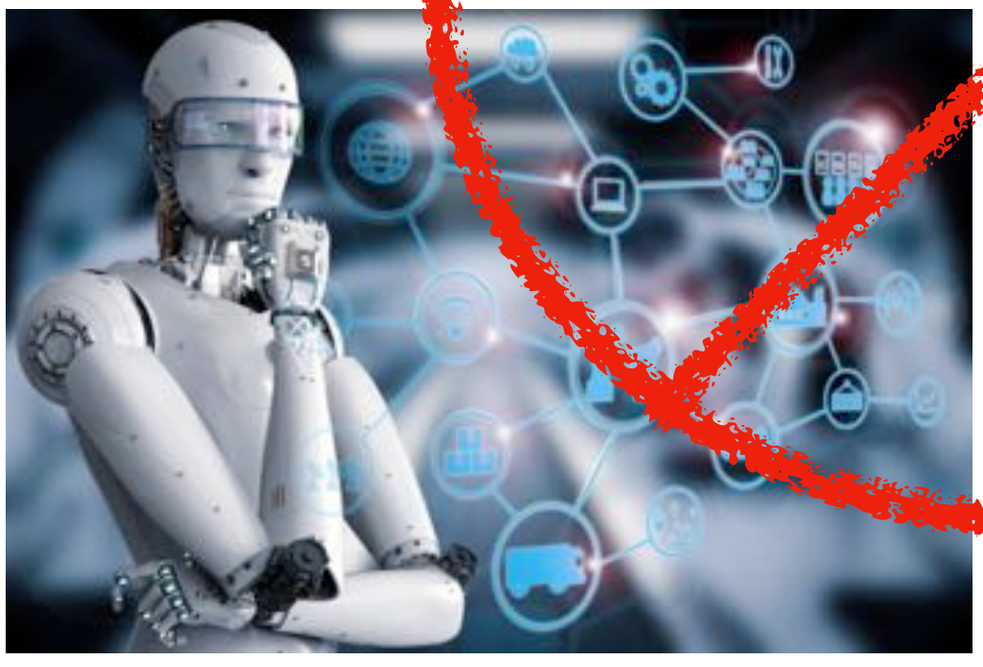
- **Welcome all participants from four universities:**
  - University of Louisiana at Lafayette
  - Southern University
  - University of South Alabama
  - Western Kentucky University
  - Others

Course Information

- **Class Meeting Time:**
  - Wednesday: 10: 30am to 11:45am (Lecture series)
  - Friday: 10: 30am to 12:00am (Hands-on series)
- **Prerequisite:**
  - Have a Windows OS laptop
  - Know the basic of Python programming
- **Course Assistants:**
  - Mr. Jiadong Lou
  - Mr. Fudong Lin
- **Course Website:**
  - https://people.cmix.louisiana.edu/yuan/2023_Summer_Tutorial_Courses.html

What's Our Goals?

We are not ambitious…



Our Goals

This is just an entry level of Machine Learning course!

No credits, no grading!

1. Learning the fundamental knowledge

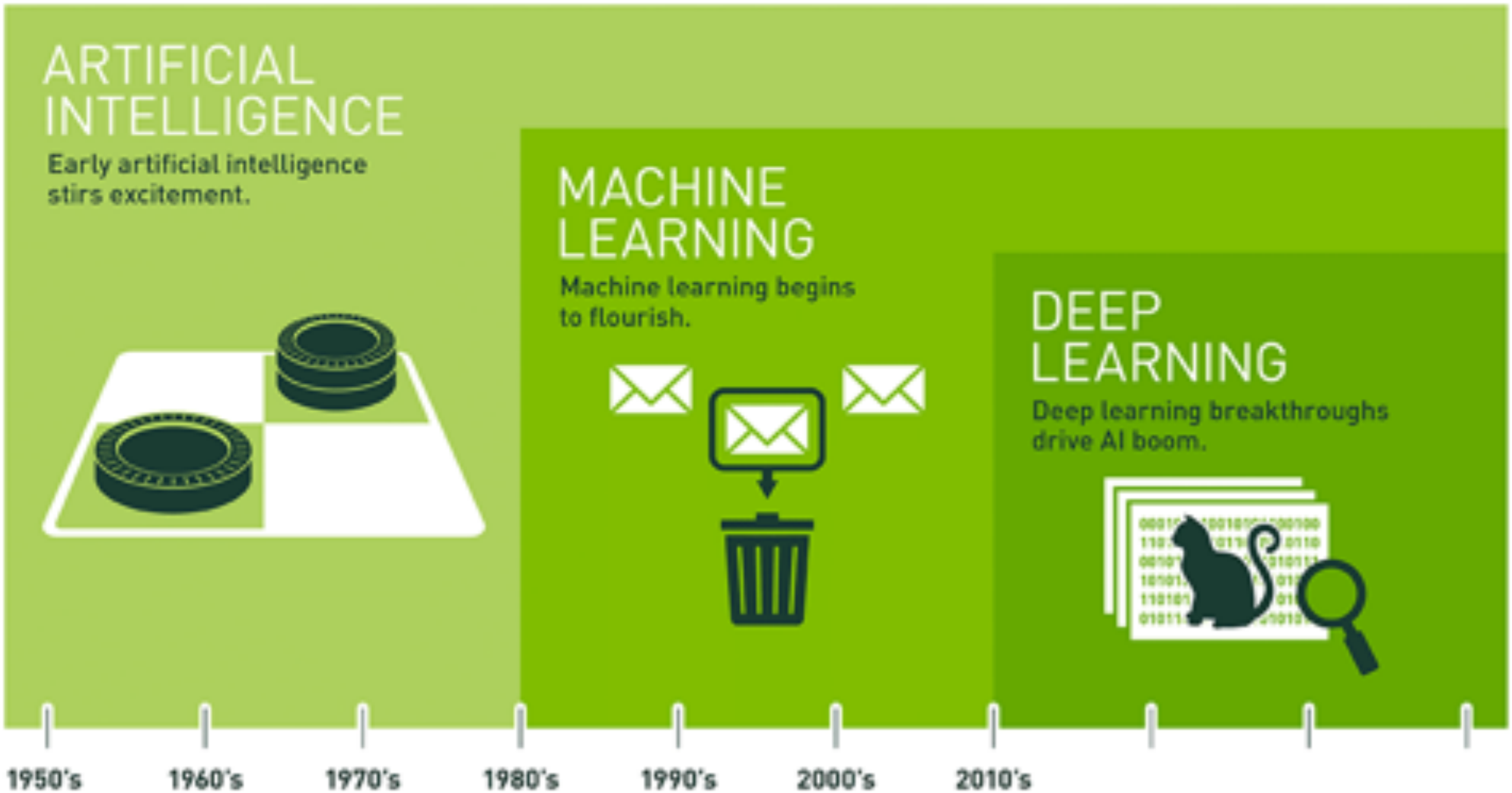
2. Coding practice for Python

3. Practicing on real-world data

My Suggestions

Please attend each lecture and hands-on;
Otherwise, you will be
lost!

AI History



Source from: https://blogs.nvidia.com/blog/2016/07/29/whats-difference-artificial-intelligence-machine-learning-deep-learning-ai/

AI and ML

- **Artificial Intelligence (AI)**
  - Role of Statistics: Inference from a sample.

- **Machine Learning (ML)**
  - Arthur Samuel (1959): Machine Learning: Field of study that gives computers the ability to learn without being explicitly programmed.
  - Tom Mitchell (1998): Well-posed Learning Problem: A computer program is said to learn from experience with respect to some task T and some performance measure P, if its performance on T, as measured by P, improves with experience E.

What is Machine Learning?

- Study of *Algorithms* that *improve* their *performance* at some *task* with *experience*.

- **Role of Computers:**
  - Having efficient algorithms to solve the optimization problems to learn models
  - Learning Models for unknown and changing worlds
  - Representing and Evaluating the model for inference.

What is Machine Learning?

Experience

This is a “cat”

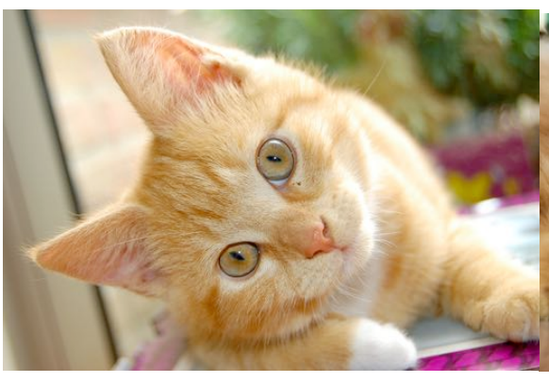
Algorithms

Tasks

Not a “cat”

Not a “cat”

“cat”



Spam Classification Example

- *Suppose Twitter server watches which tweets marked as spam message. Based on this information, he will learn how to better filter spam.*

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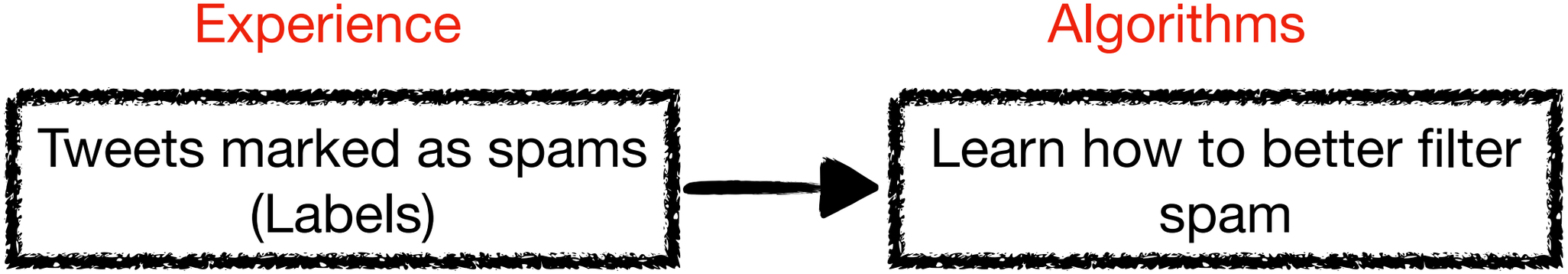

Spam Classification Example

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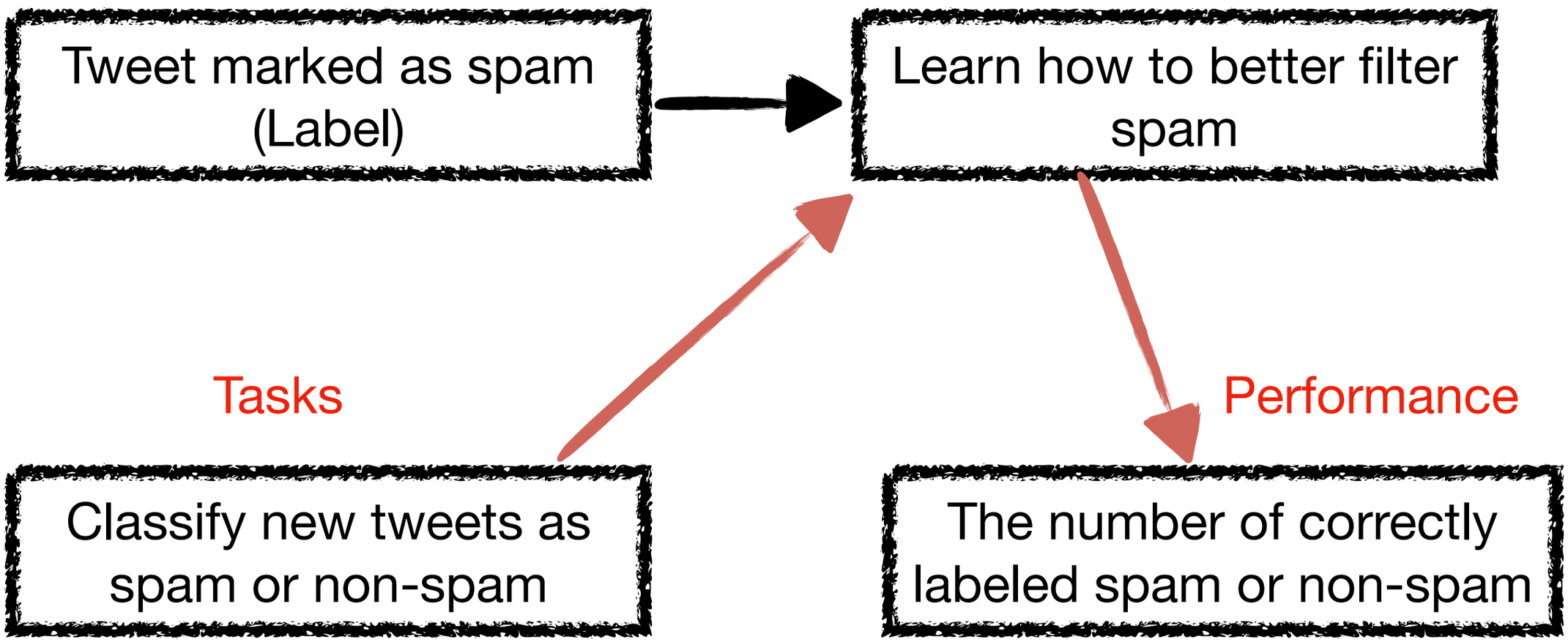

Weather Prediction Example

- *Suppose a Mesonet station monitors the weather conditions for the past several years, then based on this information, a computer program can learn and predict the weather conditions in next several days.*

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Past several years' observation

Experience

Algorithms

Weather Prediction Example

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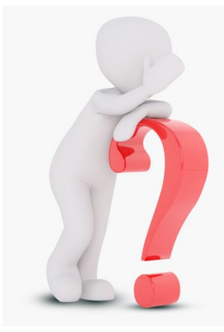
Past several years' observation

Last one week's observation

Tasks

Next week



Machine Learning ~ Looking for a Function

- Image recognition

- Spam classification

- Weather prediction

Machine Learning ~ Training Framework




Training Data

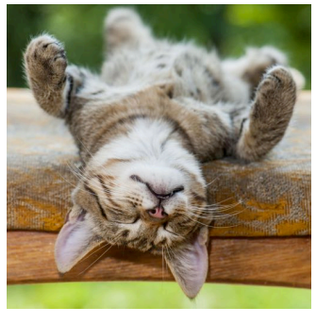
A set of functions (models) $f_1, f_2, \ldots$

Goodness of function f

Pick the "best" function f^*

Trained Model

Machine Learning ~ Testing Framework



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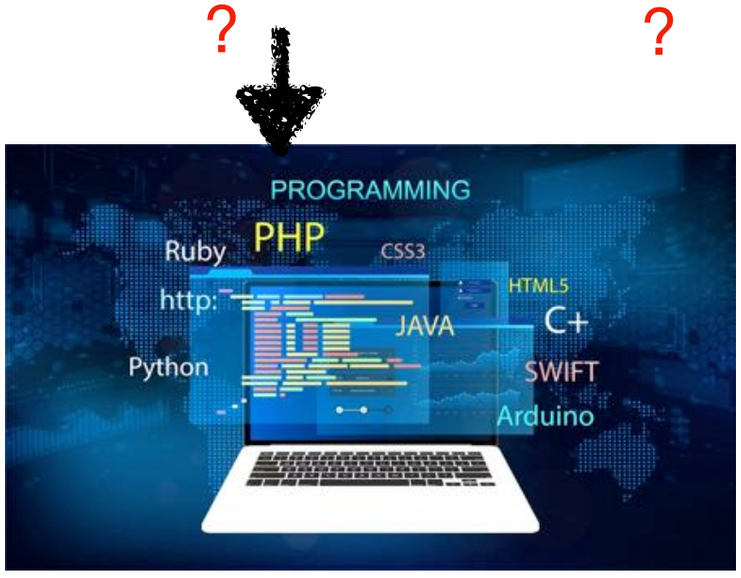
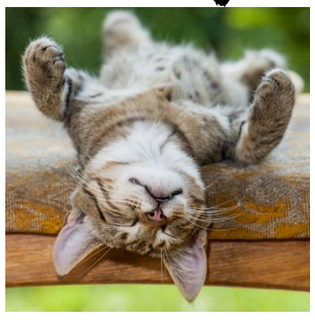




“Cat” (95%)

“Cat” (95%)

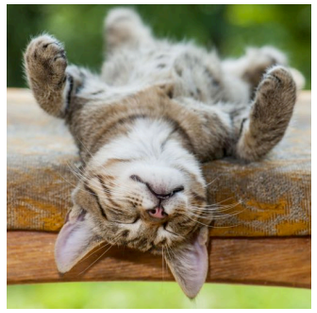
“Cat” (85%)

Testing Data

Trained Model (f)

Labels

Machine Learning ~ Testing Framework



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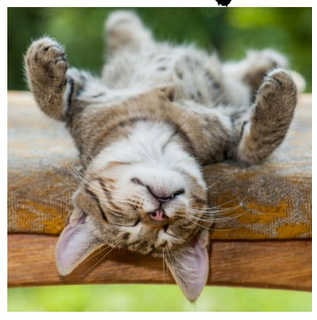

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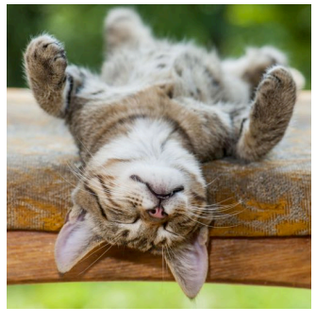

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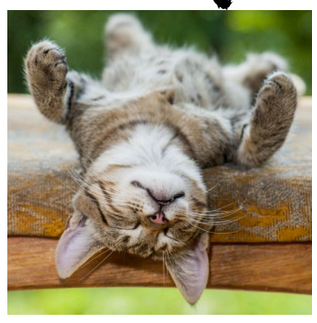

“Cat” (95%)

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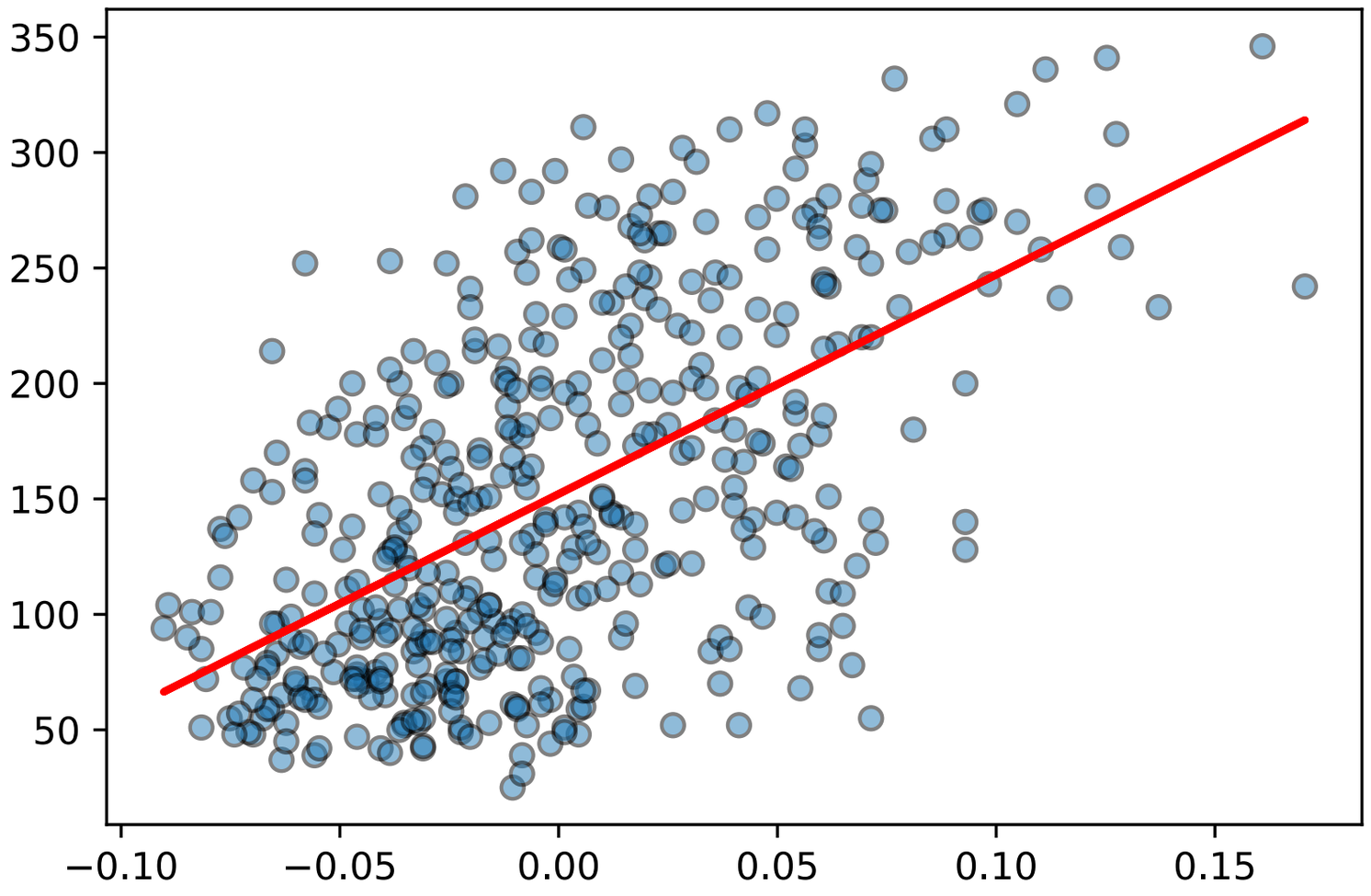
“Unknown” (what’s this guy?)

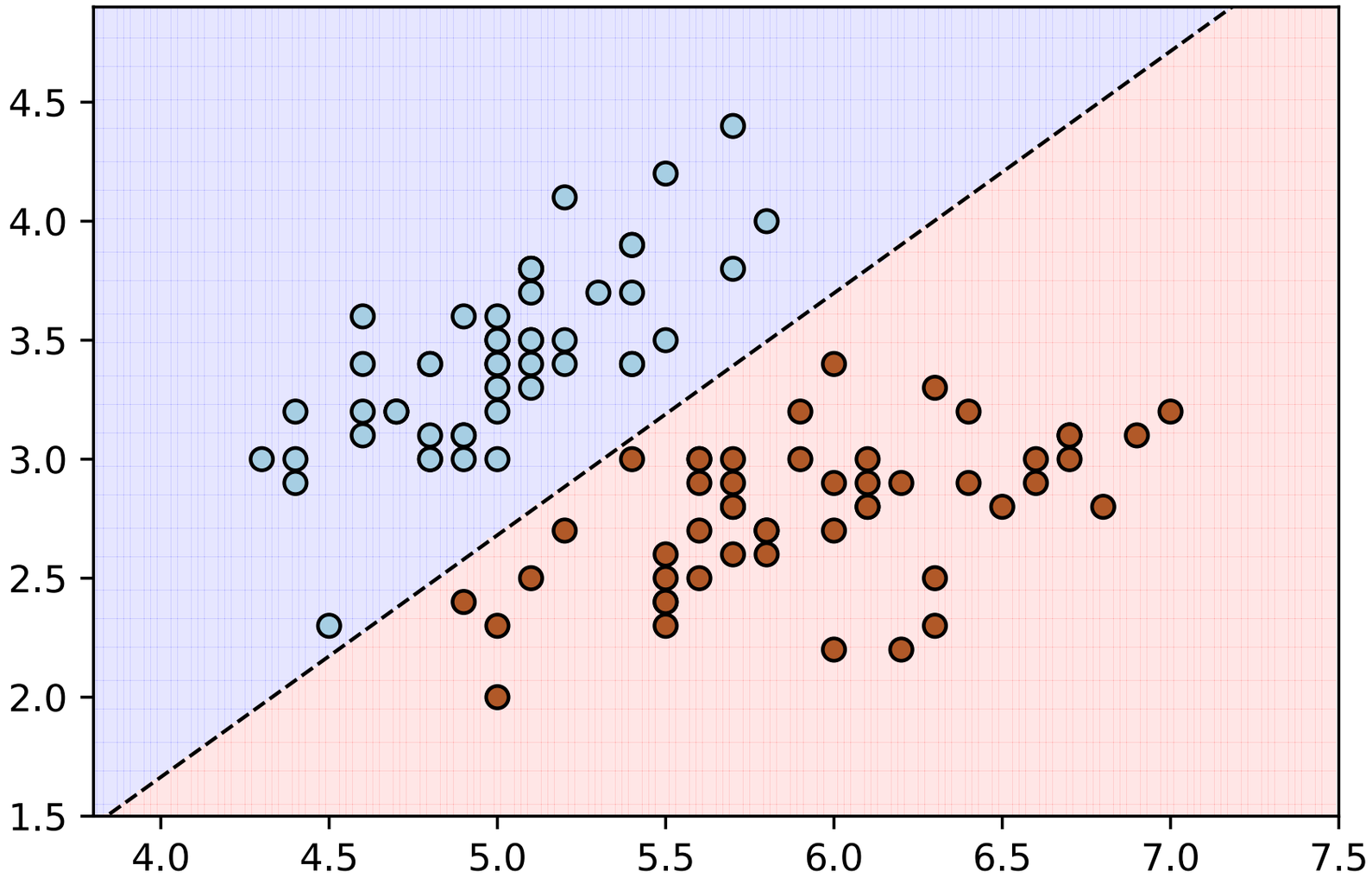
So far,
you can see finding a suitable function is the
core of machine learning

Linear Regression



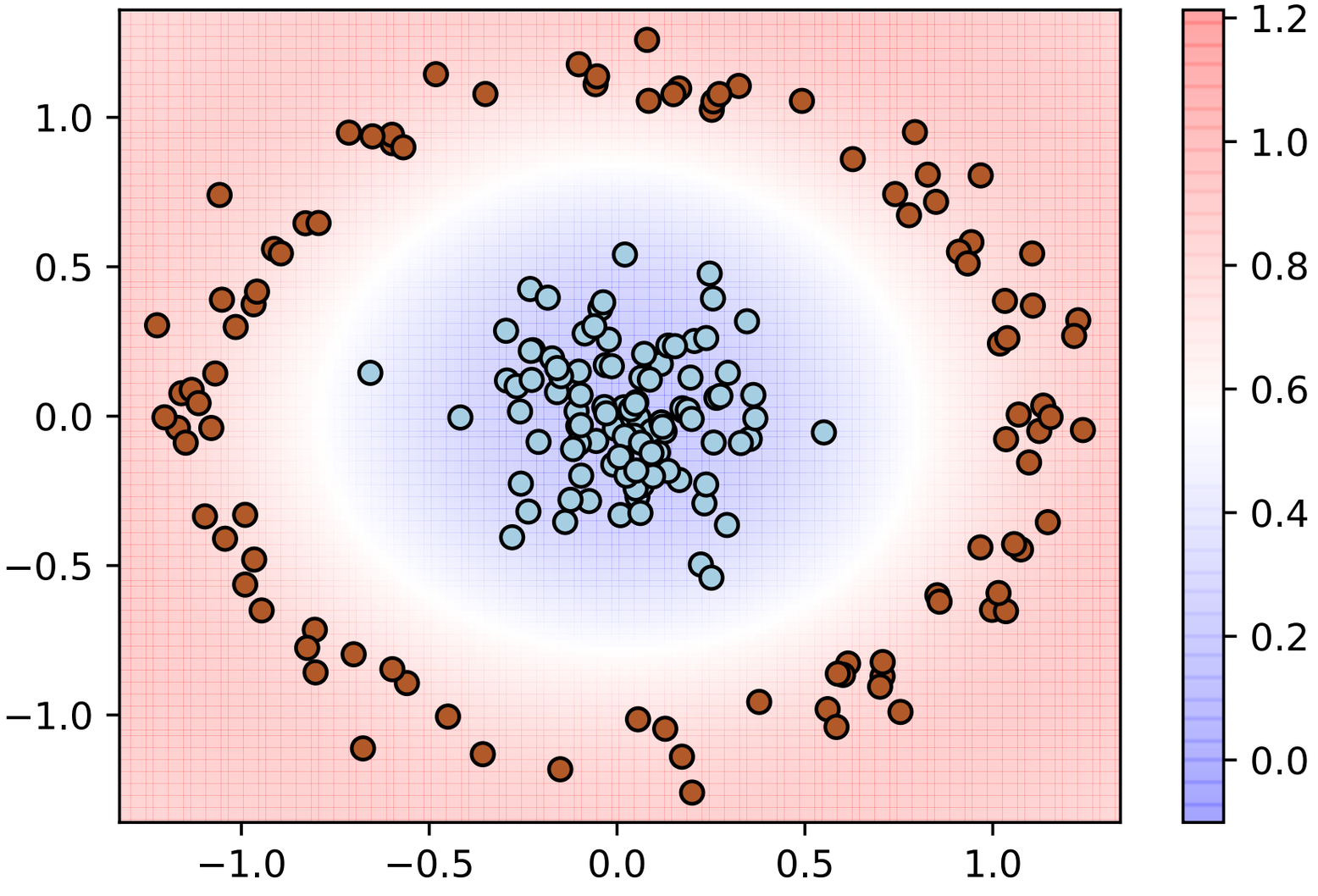
Finding a function that best fits the curve

Logistic Regression



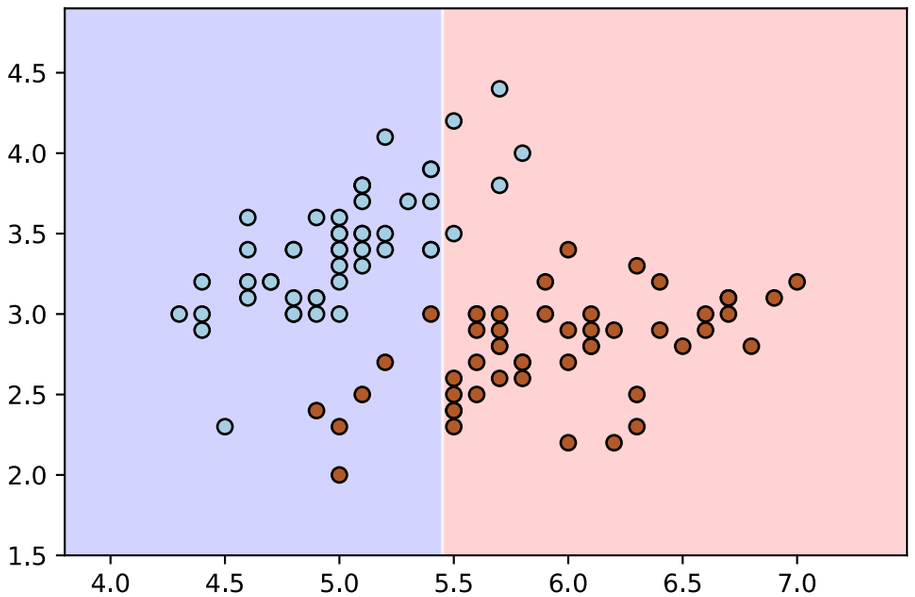
A function is used to define the boundary line

Supported Vector Machine (SVM)

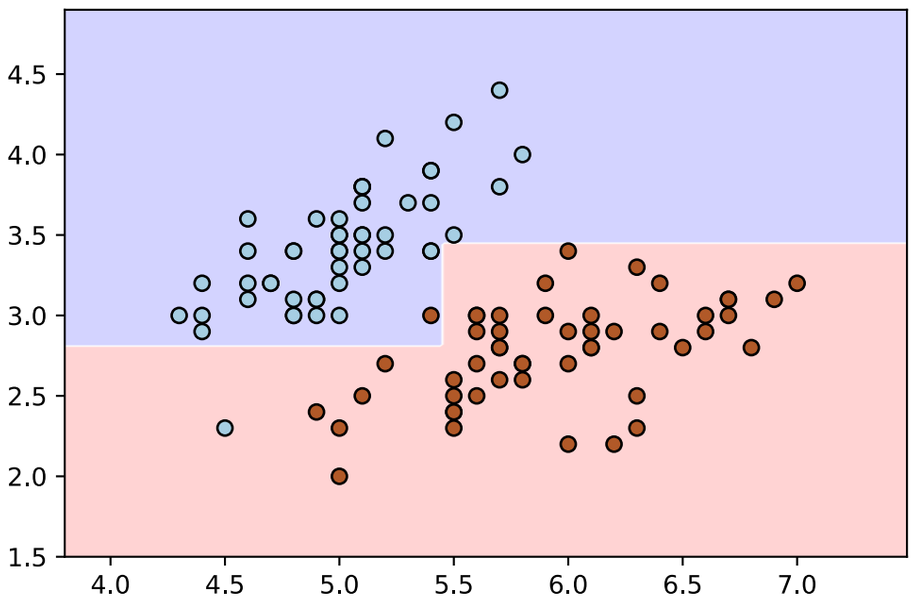


The boundary curves are non-linear.

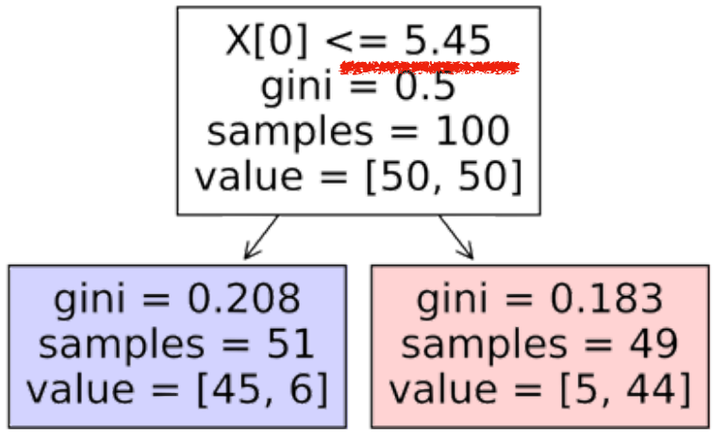
Decision Tree



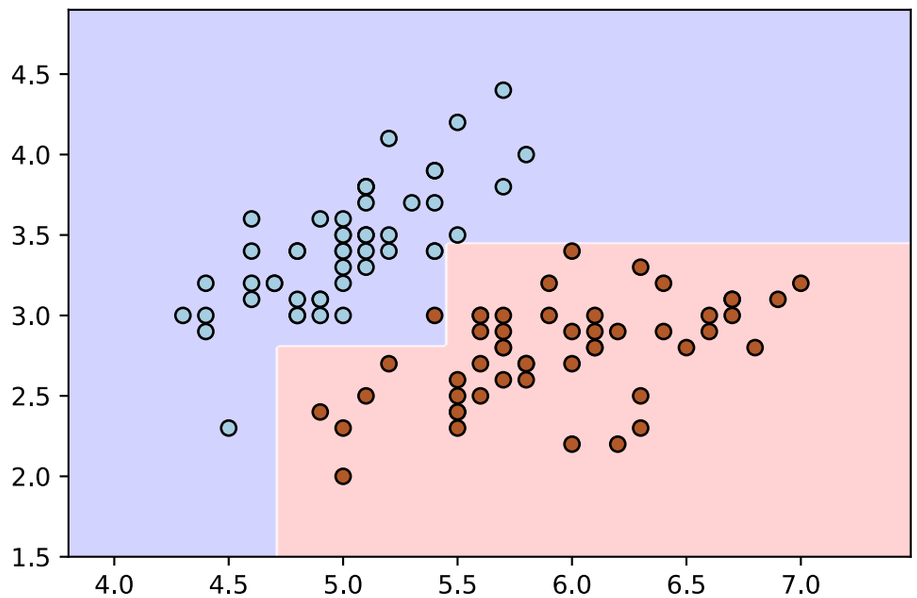
tree height = 1



tree height = 2

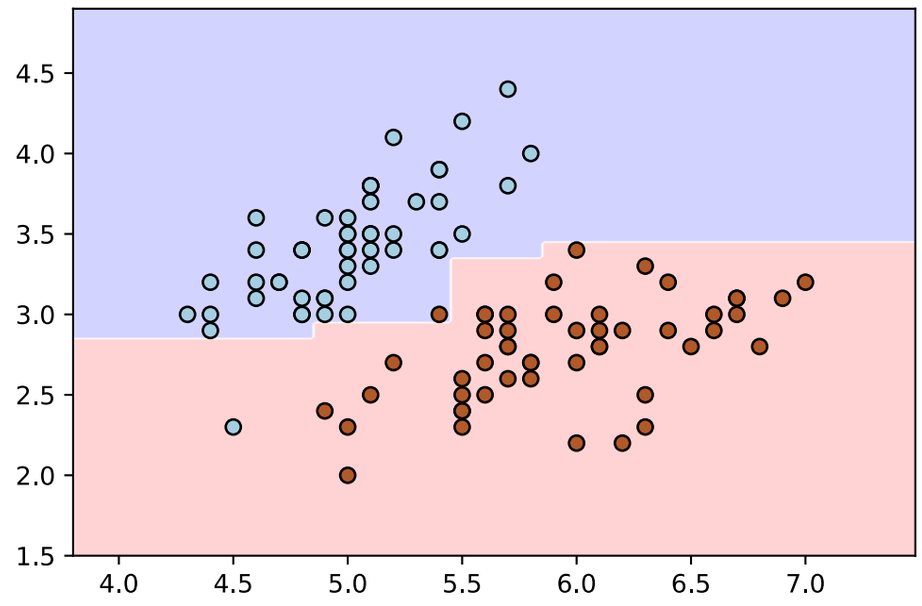


Decision tree with height 1

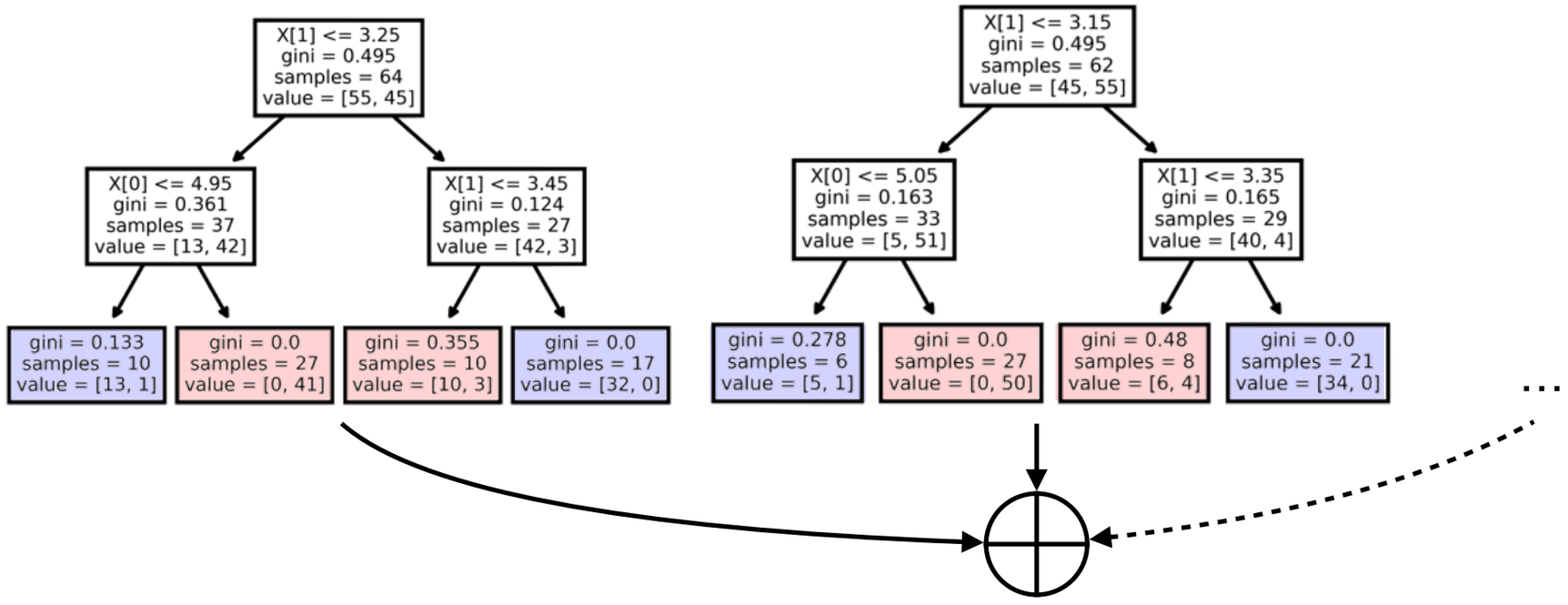


tree height = 3

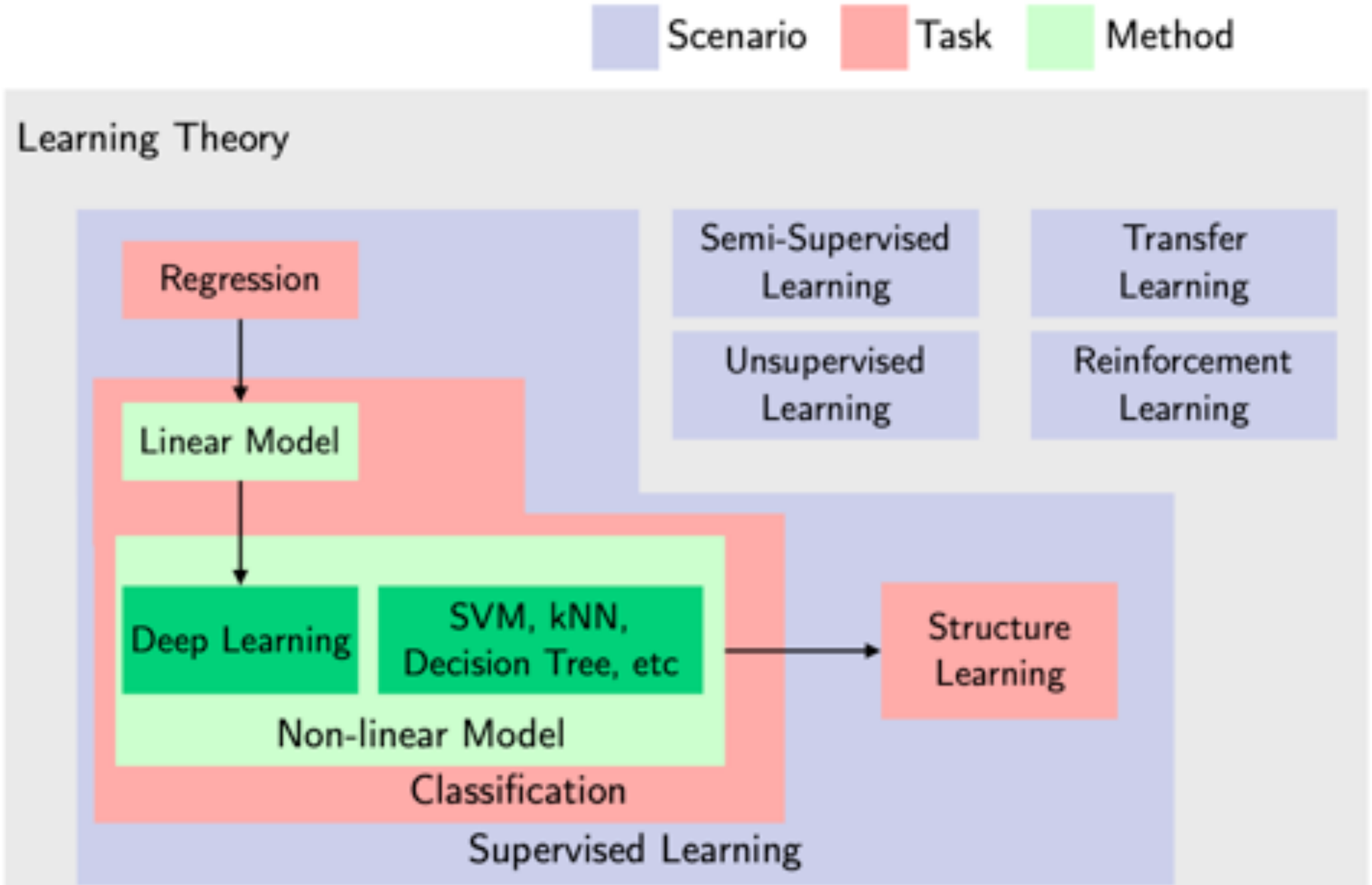
Random Forest



number of trees = 10, tree height = 2

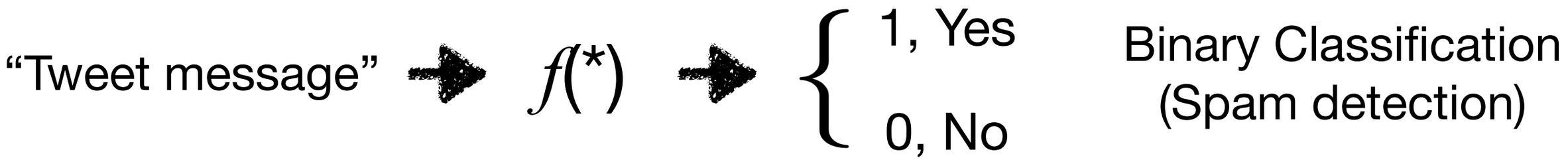


Learning Map

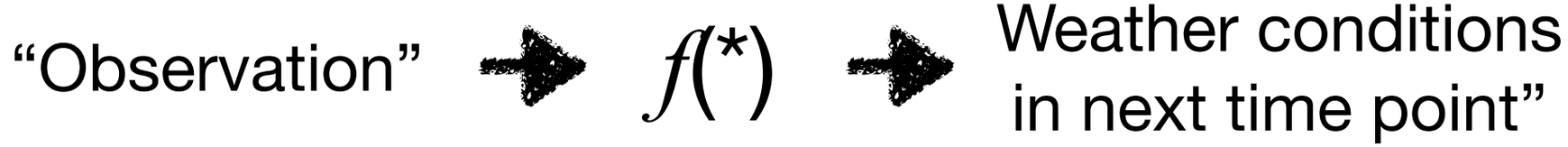


Supervised Learning

- **Classification**
  - Each element in the sample is labeled as belonging to some class. No order among classes.



- **Prediction**
  - Elements in the sample have the inherent relationships to weather condition at some time point.

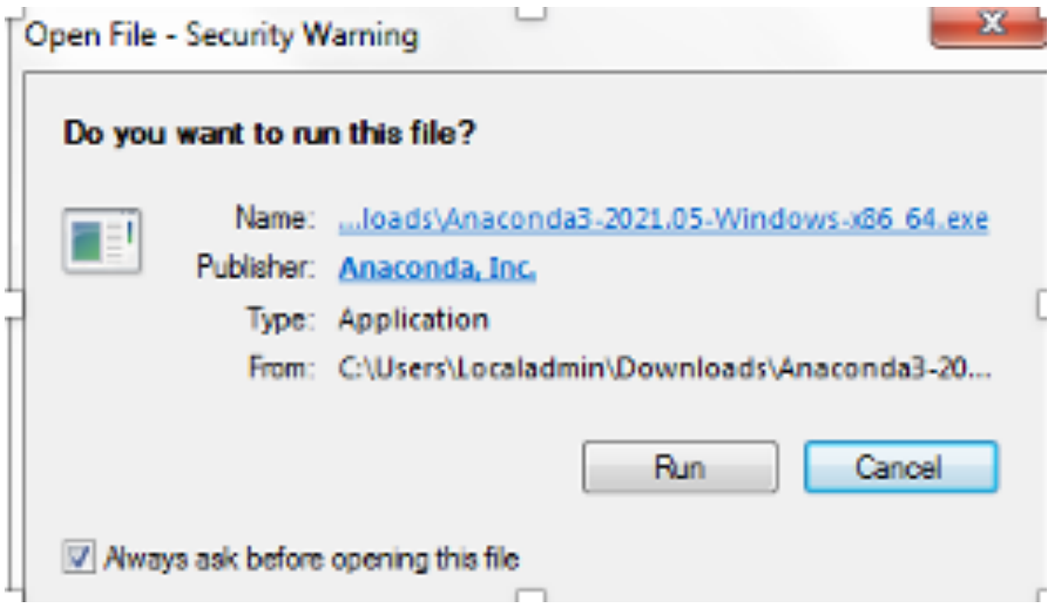


Before starting, we need to know Python

- Python provides a set of libraries including different ML packages
- Standard libraries provide the ready-to-use implementation of algorithms
- The scikit-learn is the one we will use in this course

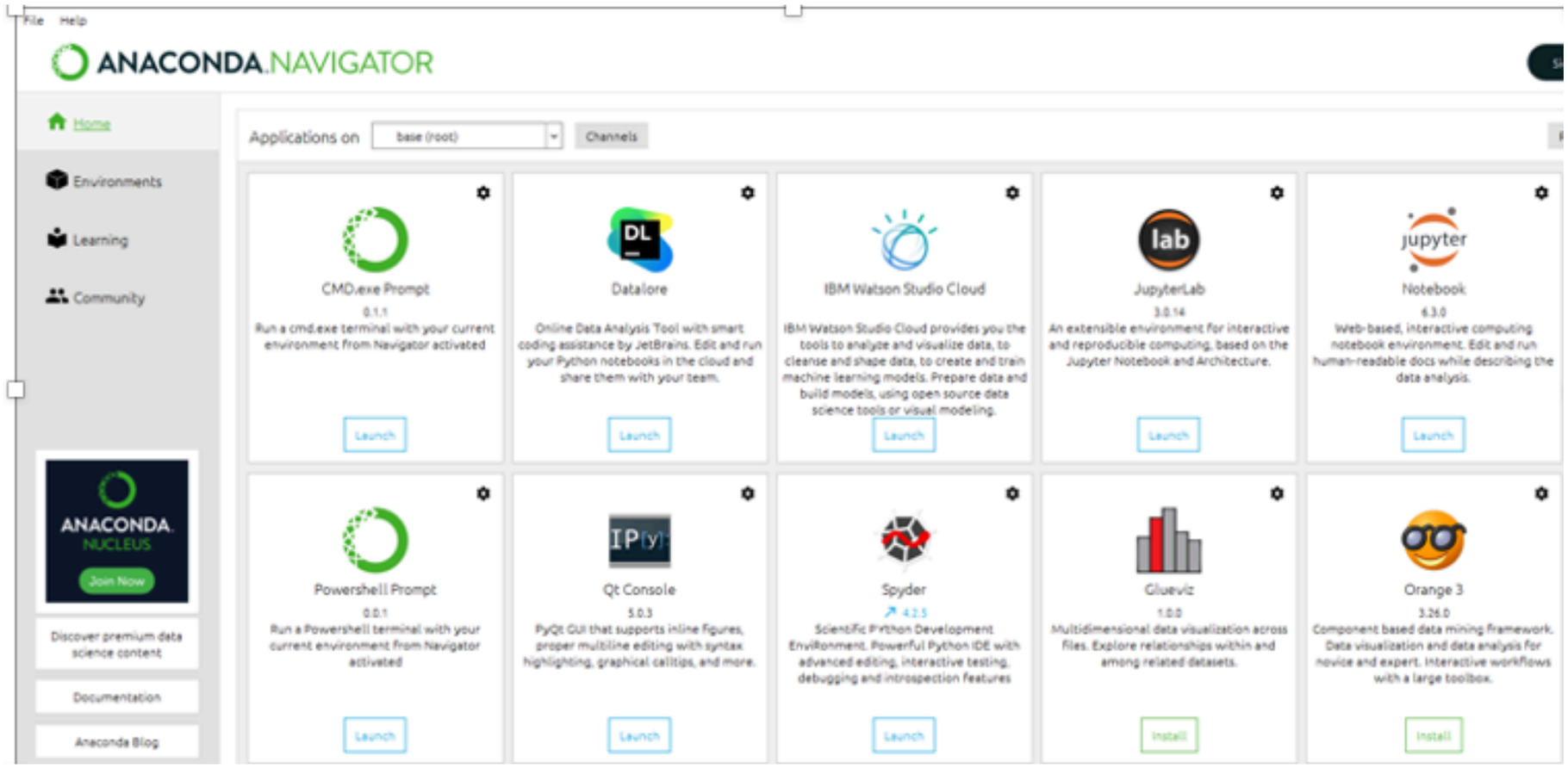
Installing Anaconda Navigator

1. Browse https://docs.anaconda.com/anaconda/install/windows/
2. Click on Download the Anaconda installer
   - Check your OS bit version: Start button->Settings->System->About: Device specification System Type
   - Click on (your_OS_bit_version)-Bit Graphical Installer, e.g., 64-Bit Graphical Installer, and click on save (will take a while for downloading)
3. Double click the installer to launch and click on Run for installation
4. Click on Next -> I Agree -> Next ->Next->Install (for default settings)



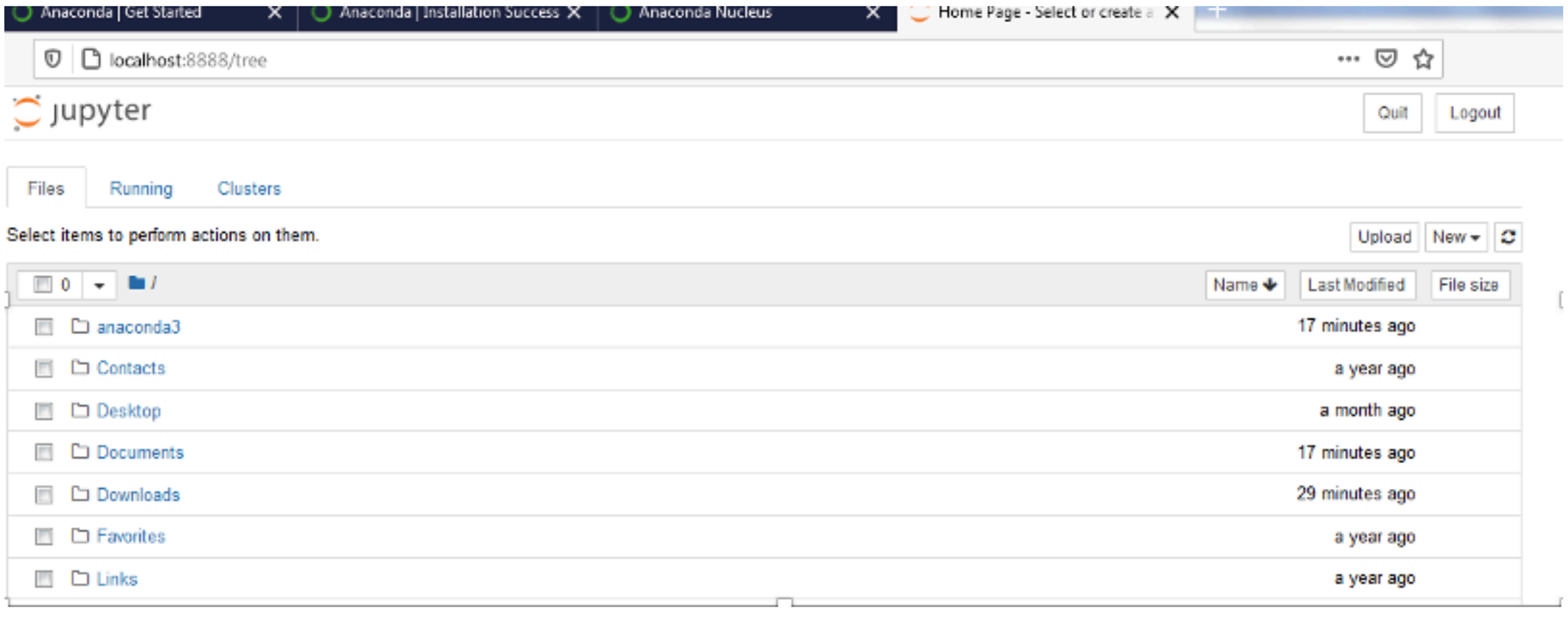
Installing Anaconda Navigator (Continuing…)

5. Click Next->Next->Finish to complete the installation (registration is not essential for operation).
6. Open Anaconda Navigator: It will pop up an icon in the status bar.
7. Click on the icon and click on the launch button of Jupyter Notebook.



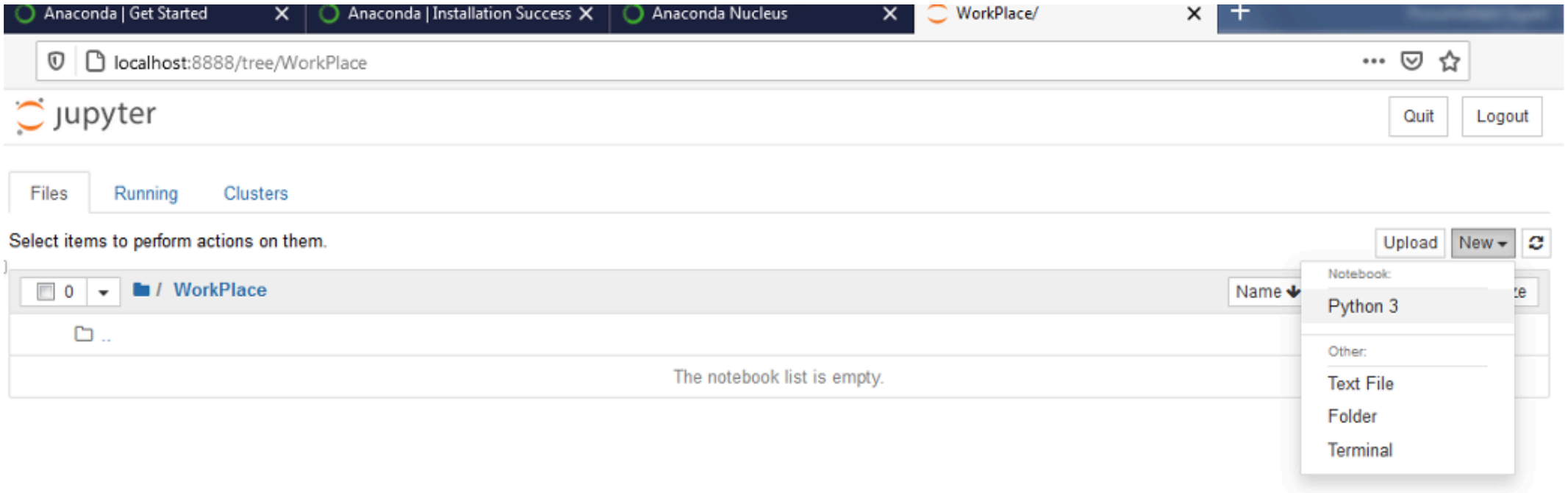
Installing Anaconda Navigator (Continuing…)

8. It will open the browser and show your files and directory (folders) from C:\Users\Your_user_account.
9. For the time being, create a working directory at C:\Users\Your_user_account\[yourWorkingDirectory]



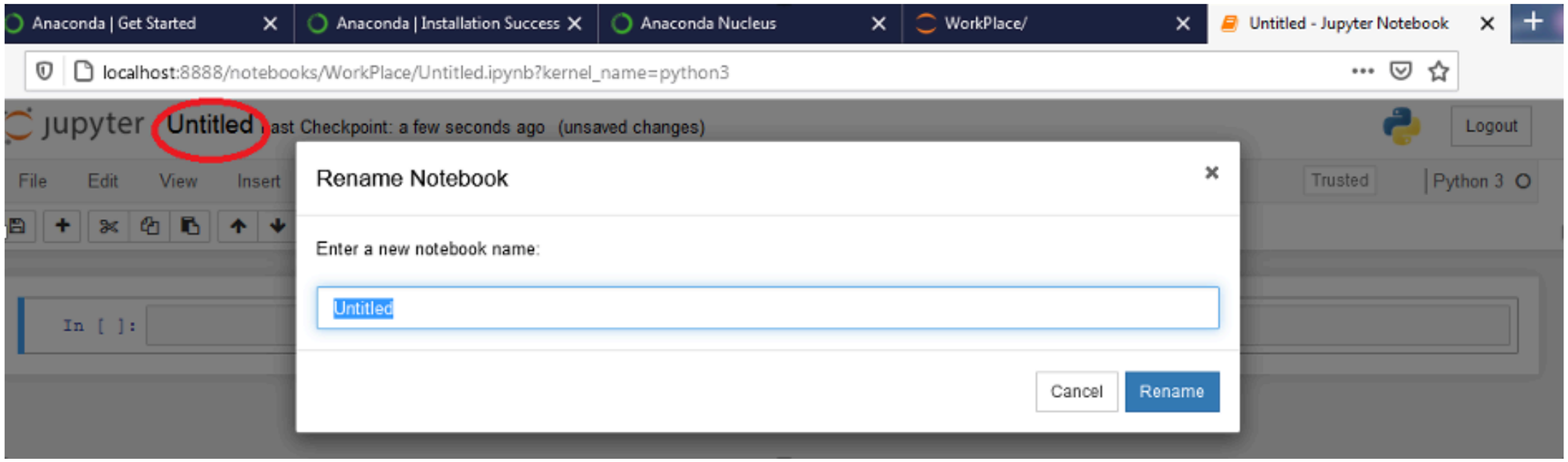
Installing Anaconda Navigator (Continuing…)

10. Click on your working directory (in my case, it is ‘workPlace’). It will take you to a new window.
11. Click on the New dropdown button (on the right side) and click on the Python 3.

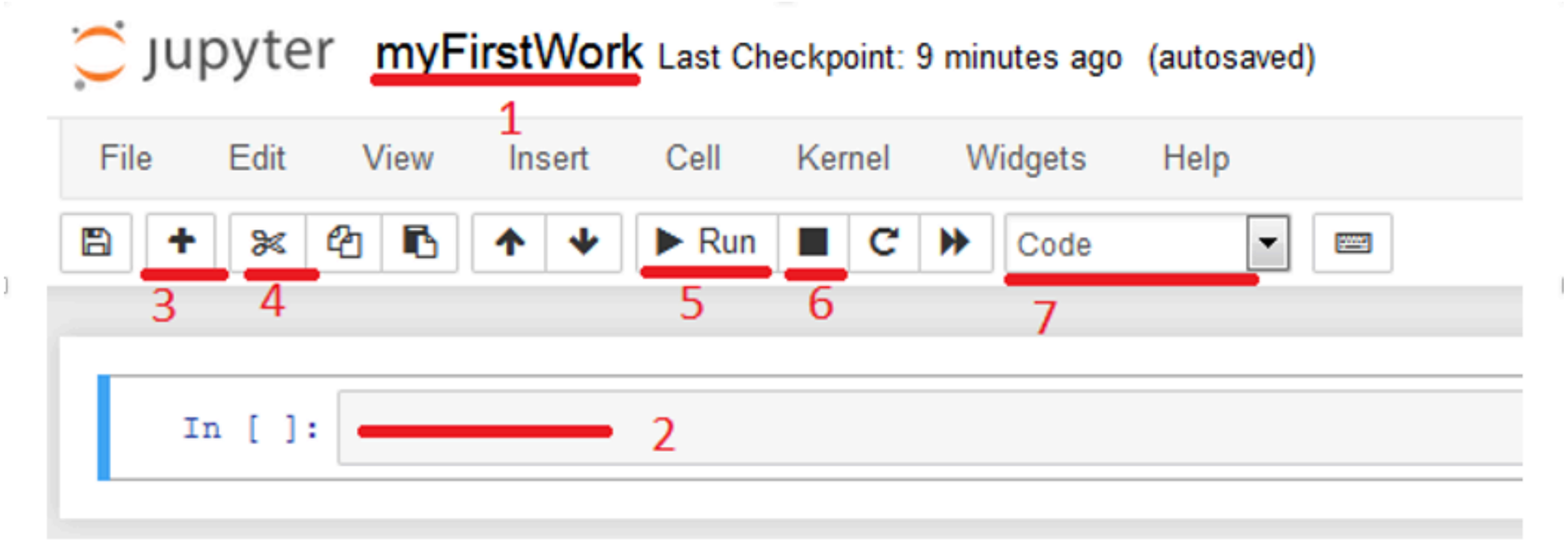


Installing Anaconda Navigator (Continuing…)

12. It will open a new page in the browser with the Untitled – Jupyter Notebook page. To change the name, click on the Untitled label (on the top left) and rename your file.



Frequently Used buttons



Examples

jupyter **myFirstWork** Last Checkpoint: 40 minutes ago (unsaved changes)

File Edit View Insert Cell Kernel Widgets Help

Run Code

```
In [1]: print("Hello World!")
        Hello World!

In [2]: 7+5
Out[2]: 12

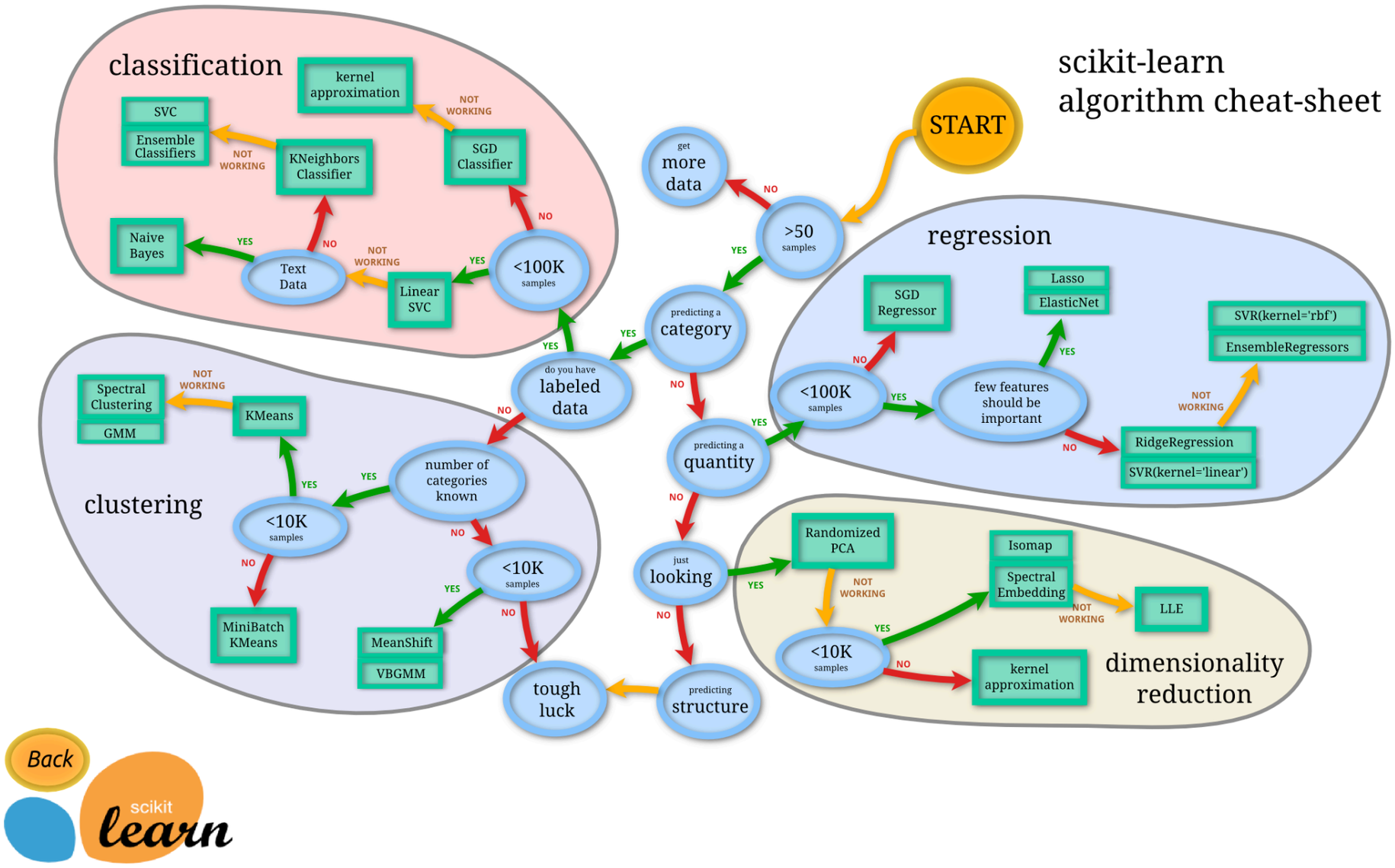
In [3]: import numpy as np
        x = np.random.rand(1)

In [4]: x
Out[4]: array([0.95841561])

In [5]: print(x)
        [0.95841561]

In [ ]:
```

Scikit-learn



Source: https://scikit-learn.org/stable/tutorial/machine_learning_map/index.html

Example 1

```
from sklearn import svm

X = [[0, 1],[1, 2],[2, 1],[2, 3],[1, 3],[2, 2]]

y = ['a', 'a', 'b', 'b', 'a', 'b']

clf = svm.SVC()

clf.fit(X, y)

result1 = clf.predict([[3, 1]])

print(result1)

result2 = clf.predict([[0, 2]])

print(result2)
```

```
['b']
['a']
```

Example 2

```
from sklearn import svm

from sklearn.datasets import load_iris

#iris dataset contains 150 samples, each has 4 features
X, y = load_iris(return_X_y = True)

'''
Parameter 'return_X_y = True' is required in
load_iris()function to get the sample and label data in
seperate variables.
'''

print("The size of the sample:", X.shape)

print("First 5 samples:\n", X[0:5])
print("First 5 labels:\n", y[0:5])

clf = svm.SVC()

clf.fit(X, y)

result = clf.predict(X[45:55])

print("Predicted labels\n",result)

print("Actual labels\n",y[45:55])
```

```
The size of the sample: (150, 4)
First 5 samples:
 [[5.1 3.5 1.4 0.2]
 [4.9 3.  1.4 0.2]
 [4.7 3.2 1.3 0.2]
 [4.6 3.1 1.5 0.2]
 [5.  3.6 1.4 0.2]]
First 5 labels:
 [0 0 0 0 0]
Predicted labels
 [0 0 0 0 0 1 1 1 1 1]
Actual labels
 [0 0 0 0 0 1 1 1 1 1]
```

UNIVERSITY of LOUISIANA LAFAYETTE

Data Labeling

Machine Learning ~ Training Framework

Dog

Monkey

Cat

Cat

Training Data

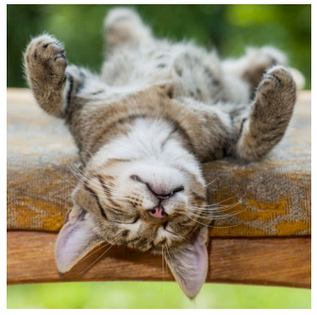
A set of functions (models) $f_1, f_2, \ldots$

Goodness of function f

Pick the "best" function f^*

Trained Model

Machine Learning ~ Testing Framework



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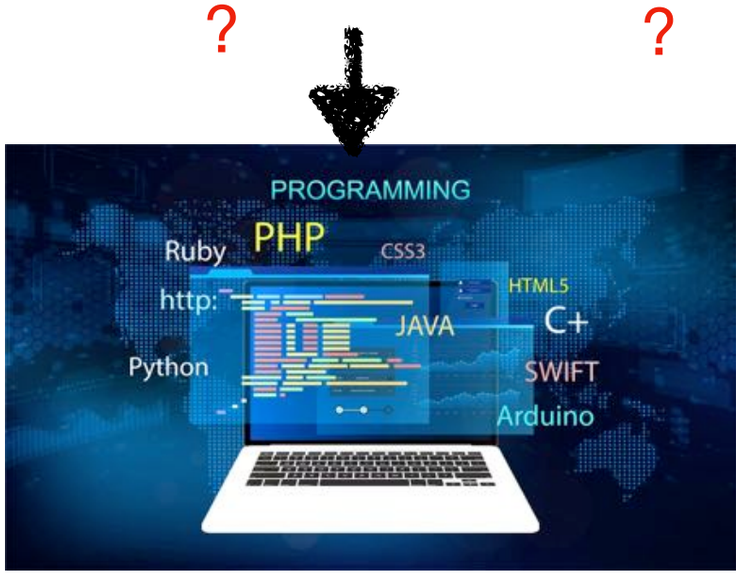
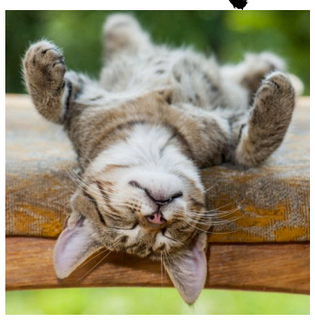


Testing Data

Trained Model (f)

Labels



“Cat” (95%)

“Cat” (95%)

“Cat” (85%)

“Unknown” (what’s this guy?)

Training Data

- **Artificial intelligence (AI) is only as good as the data it is trained with**
  - 80% of the time spent on an AI project is wrangling training data, including data labeling
  - Both quality and quantity of training data determine the success of AI

Training Data

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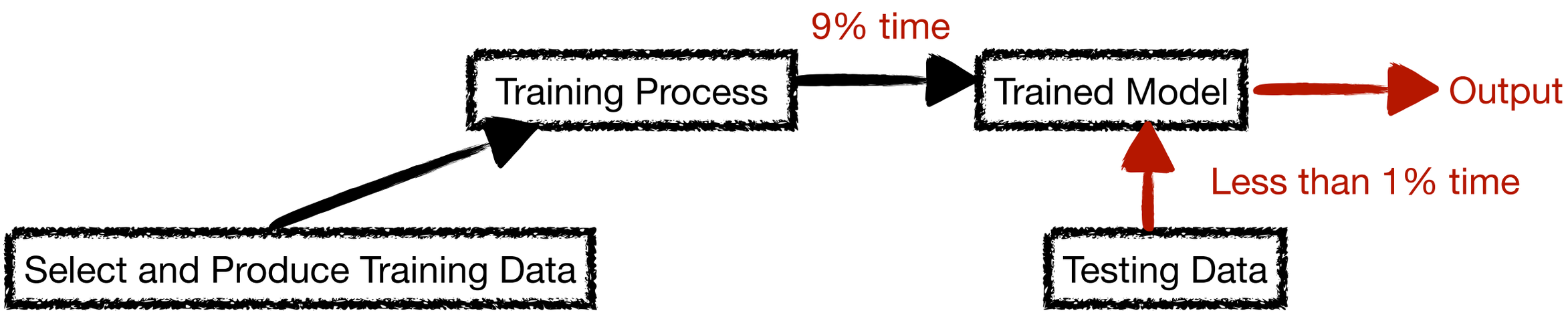


Data Labeling

- **Data Labeling**
  - A central part of the data preprocessing workflow for machine learning
  - Defined as the task of detecting and tagging data with labels
  - Give a machine learning model information about what is shown in order to teach the model from these examples
  - Data labeling structures data to make it meaningful
  - After training, able to find “meaning” in new, relevantly similar data.

Simulating Human Learning

Knowledge

Computer Science

Computer Engineering

Earth Science

Meteorology

Labeling

Simulating Human Learning

Knowledge

Computer Science

Computer Engineering

Earth Science

Meteorology

Become familiar with or an expert in an area

Labeling

Inference

Labeling Example

Twitter 1: I’m gonna be home soon and i don't want to talk about this stuff anymore tonight, k? I've cried enough today.”,,,

Ham

Twitter 2:,Oh k...i'm watching here:),,,

Ham

Tweet 3: ”SIX chances to win CASH! From 100 to 20,000 pounds txt> CSH11 and send to 87575. Cost 150p/day, 6days, 16+ TsandCs apply Reply HL 4 info”,,,

Spam

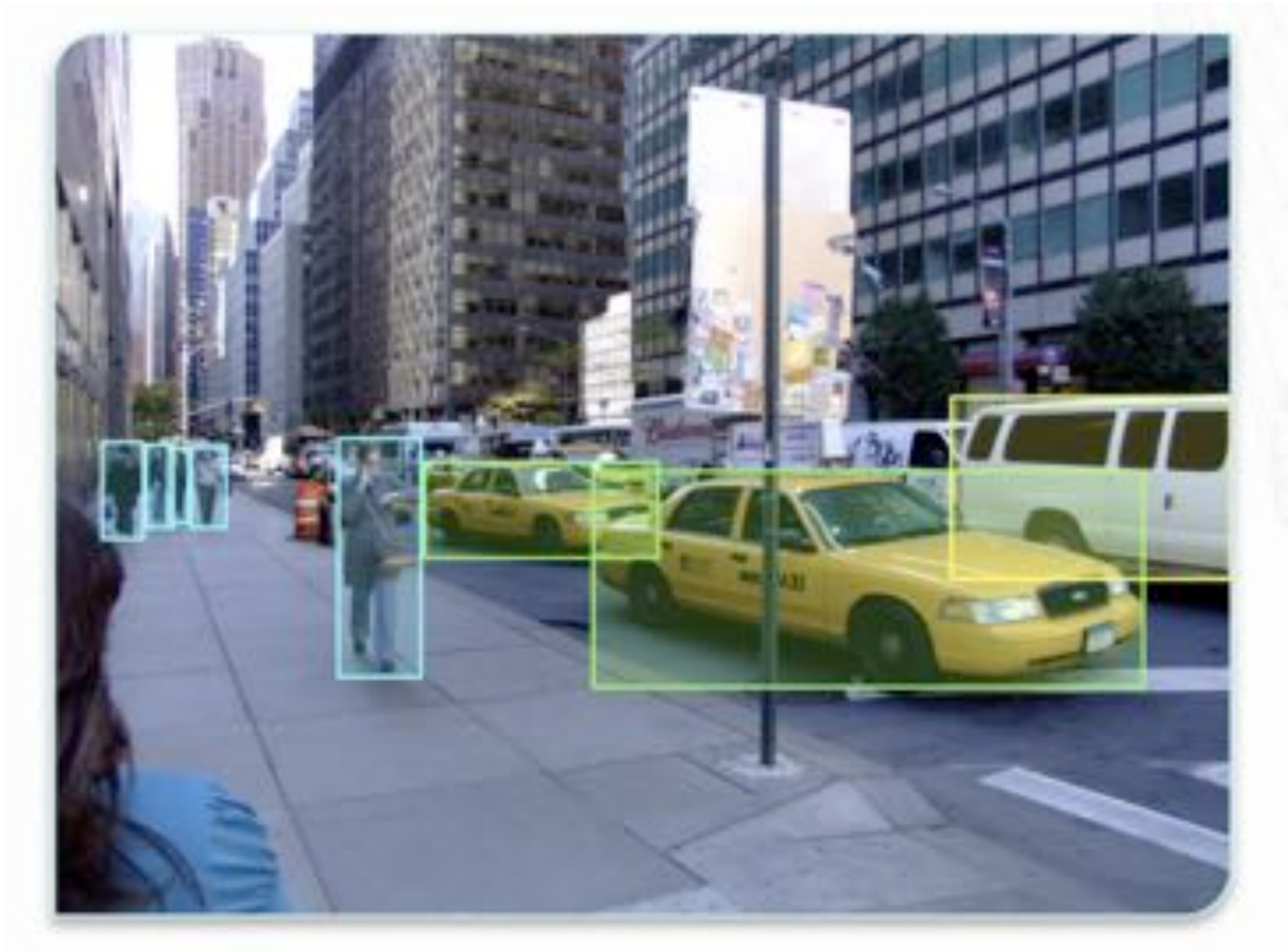
Twitter 4,"URGENT! You have won a 1 week FREE membership in our å£100,000 Prize Jackpot! Txt the word: CLAIM to No: 81010 T&C www.dbuk.net LCCLTD POBOX 4403LDNW1A7RW18”,,,

Spam

Tweet 5,”XXXMobileMovieClub: To use your credit, click the WAP link in the next txt message or click here>> http://wap. xxxmobilemovieclub.com?n=QJKGIGHJJGCBL",,,

Spam

Labeling Example



Source: https://labelbox.com/data-labeling-overview

From Previous Coding Practice

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result1 = clf.predict([[3, 1]])

print(result1)

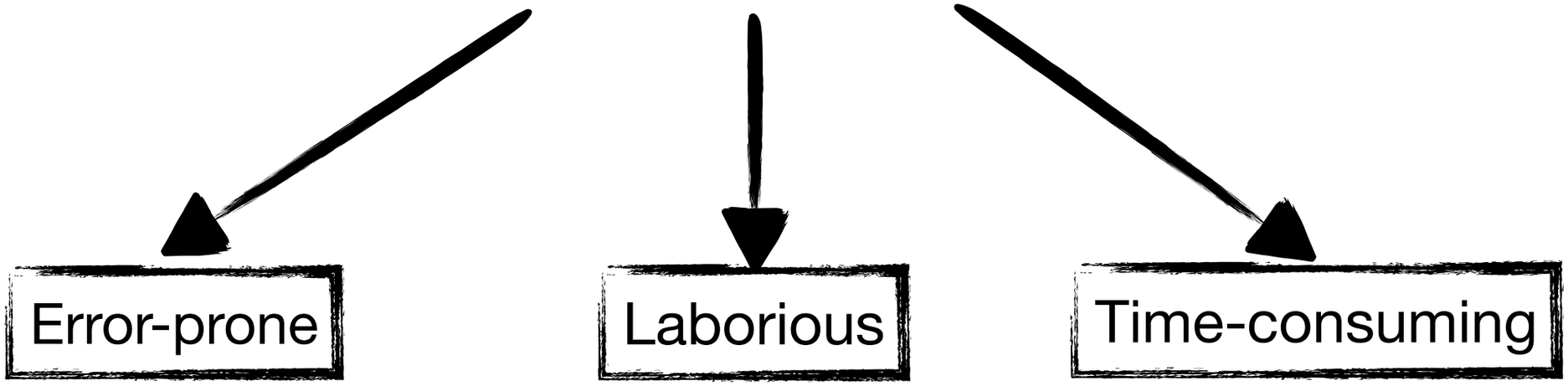
result2 = clf.predict([[0, 2]])

print(result2)
```

Labeling

```
['b']
['a']
```

So far, it remains a challenging task to label a large reliable dataset!



Tweets Labeling

- **Before labeling, we need to know our task**
  - Detecting the spam and non-spam messages
  - So our label will be spam (indicated as 1) or non-spam (indicated as 0)

- **A diversified method**
  - Checking suspended account
  - Clustering-based method
  - Rule-based method
  - Manual checking

Checking Suspended Account

- **Suspended Account**

  Check suspended account from twitter.

Twitter API →

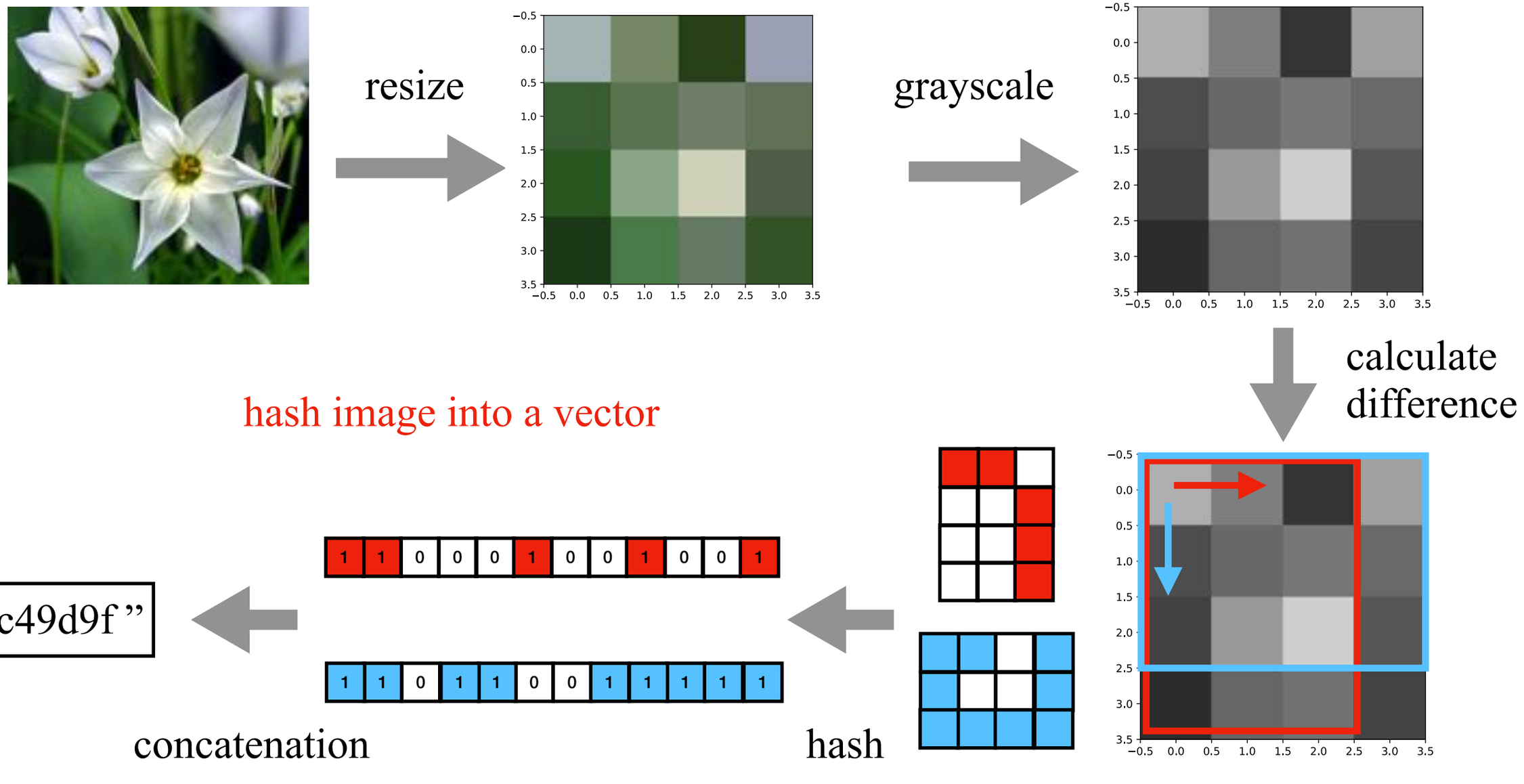
Error Code

50	User not found.
63	User has been suspended.
68	Some actions on this user's Tweet have been disabled by Twitter.
109	The specified user is not found in this list.

Clustering Based Method

- **dHash (1)**

  Cluster near-duplicated images from the social network. However, the images in the social network are not in the same size, and usually very large.

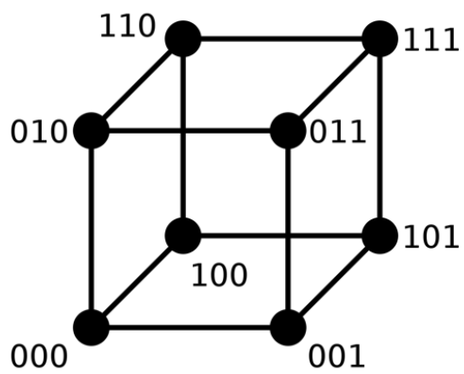


Clustering Based Method

- **dHash (2)**

Hamming Distance

the number of different bits



d(000, 111) = 3

use hamming distance to compare two image hashs

“ c49d9f ”

d = 0
same cluster

“ c49d9f ”

threshold

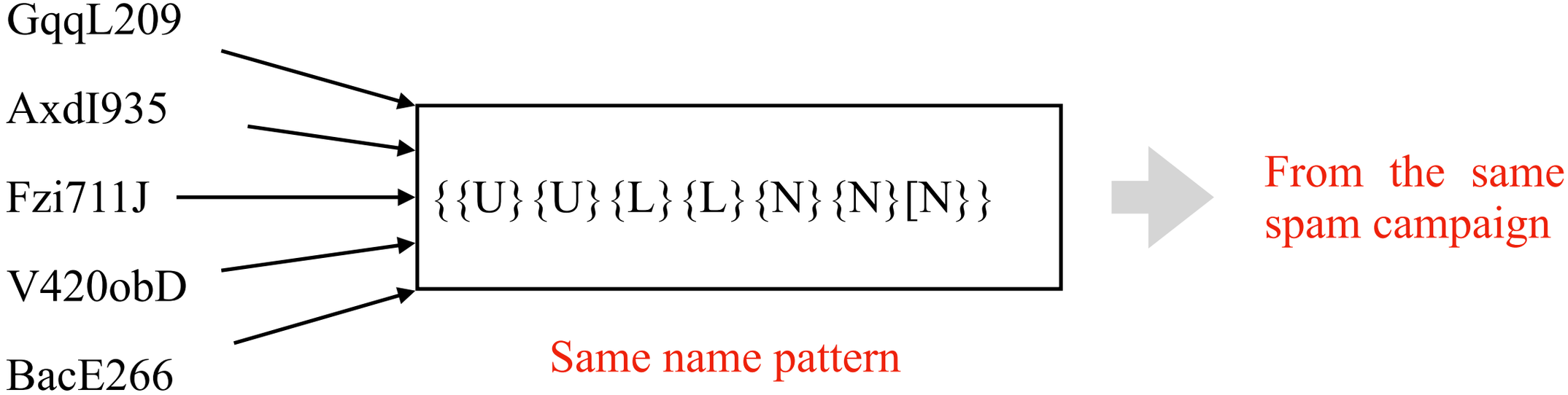
d = 6
not same cluster

“ 88ecd7 ”

Clustering Based Method

- **Automatic Naming Patterns Discovery**

  A spam campaign typically registers its accounts with automatic naming patterns which have relatively limited variability.



Clustering Based Method

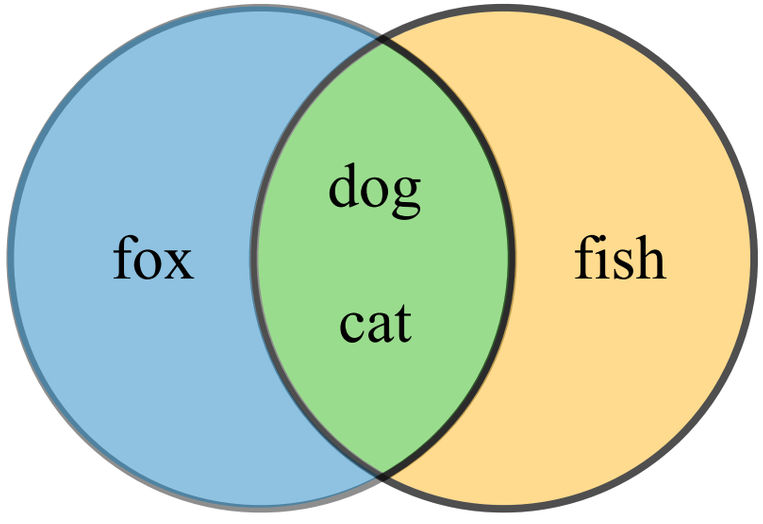
- **minHash (1)**

Cluster near-duplicated content from social networks.

tweet 1: dog, fox, cat

tweet 2: cat, fish, dog

Jaccard similarity



$$J(A,B) = \frac{|A \cap B|}{|A \cup B|} = \frac{2}{4} = 0.5$$

Clustering Based Method

- **minHash (2)**

Cluster near-duplicated content from social network.

Assuming we have N tweets, N-choose-2 comparisons requires:

$$\binom{N}{2} \approx \frac{N^2}{2} \quad \text{comparisons.}$$

A PC can calculate the Jaccard similarity between two sets in 1ms per pair. In twitter, 500 million tweets sent each day.

That means, the total comparison time is

$$\frac{(500 \times 10^6)^2}{2} * \frac{1 \times 10^{-3}}{1 \text{ comparision}} = 7{,}927{,}447 \; years$$

Is there a better solution ?

Clustering Based Method

- **minHash (3)**

Assume we have 3 tweets

t1: dog, fox, cat t2: cat, fish, dog t3: dog, cat, fox

hash function h1
(dog: 1, cat: 3, fish: 5, fox: 4)

hash function h2
(dog: 6, cat: 4, fish: 1, fox: 3)

	t1	t2	t3
h1	1	1	1
h2	3	1	3

minimum hash value

Sim(t1, t2) = 1/2 = 0.5 1 value in common

Sim(s1, s3) = 2/2 = 1 2 value in common

Clustering 600 million tweets

< 1 hour

Data labeling

- **Rule-Based Method**

Labeling spam tweets:

1) has malicious URL;
2) includes repetitive information;
3) includes deceptive information;
4) has pertinence purpose;
5) includes many meaningless tweets;
6) has relevant information on free or quick money gain;
7) includes adult content;
8) is an automatic tweet from bots/app with the malicious purpose;
9) is from malicious promoters;
10) is friend infiltrators.
11) includes sensitive or offensive contents.

Labeling ham tweets:

Defining seed accounts:

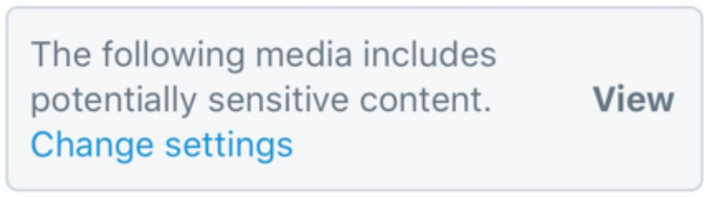
- governments,
- famous companies,
- organizations,
- well-known persons.

Data labeling

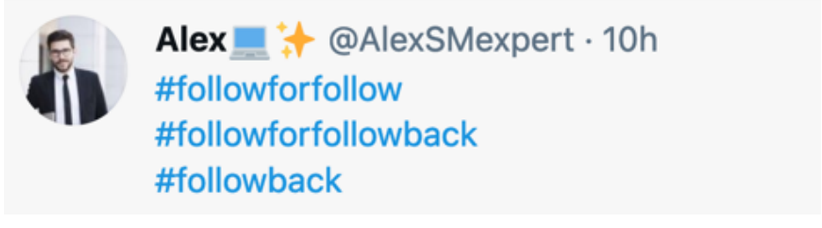
- **Rule-Based Method-Spam Example**

Malicious URL

Sensitive contents



Friend infiltrators



Quick money gain

Rule-Based Method

- **Ham Example**

Governments

Companies

Organizations

People

Data labeling

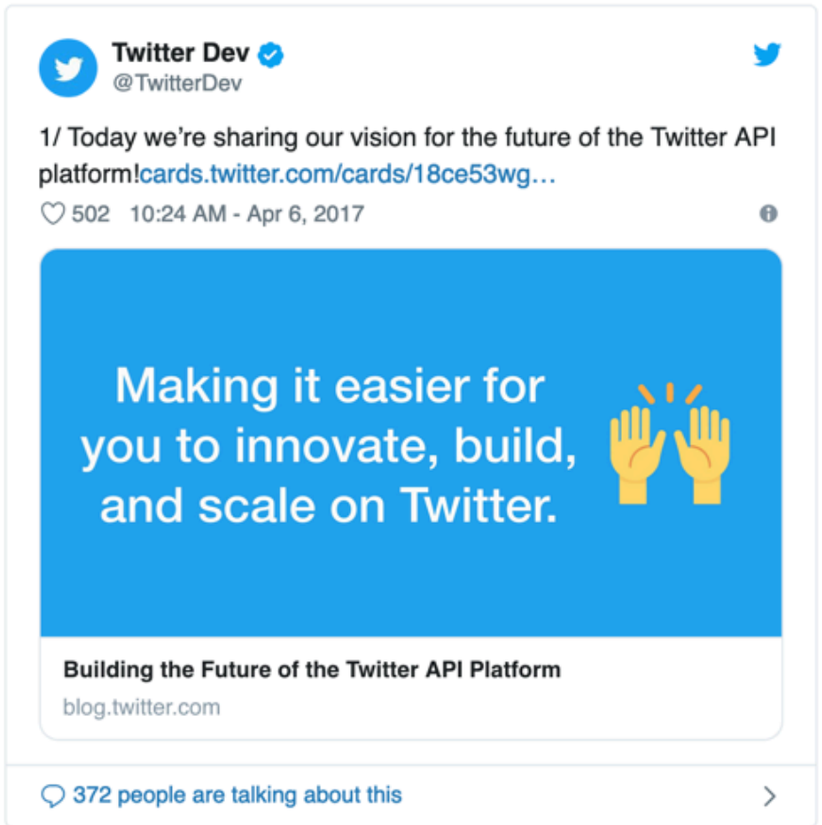
- **Manual checking**

looks like a normal account!

Mimic Normal User

Fraud

Tweet Data Format



Tweet object


```
  "created_at": "Thu Apr 06 15:24:15 +0000 2017",
  "id_str": "850006245121695744",
  "text": "1\/ Today we\u2019re sharing our vision for the future of
the Twitter API platform!\nhttps:\/\/t.co\/XweGngmxlP",
  "user": {
    "id": 2244994945,
    "name": "Twitter Dev",
    "screen_name": "TwitterDev",
    "location": "Internet",
    "url": "https:\/\/dev.twitter.com\/",
    "description": "Your official source for Twitter Platform news,
updates & events. Need technical help? Visit https:\/\/
twittercommunity.com\/ \u2328\ufe0f #TapIntoTwitter"
  },
  "place": {
  },
  "entities": {
    "hashtags": [
    ],
    "urls": [
      {
        "url": "https:\/\/t.co\/XweGngmxlP",
        "unwound": {
          "url": "https:\/\/cards.twitter.com\/cards\/18ce53wgo4h\/
3xo1c",
          "title": "Building the Future of the Twitter API Platform"
        }
      }
    ],
    "user_mentions": [
    ]
  }
}
```


Content

Author information

Mentions/Hashtags/URLs

Tweet JSON object

More Resources

Please check
https://people.cmix.louisiana.edu/yuan/2023_Summer_Tutorial_Courses.html

Q&A

Thank You!