# Al Programming CS662-2013S-16 More Probability Theory 

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## 16-0: Probability Review

- Probability allows us to represent a belief about a statement, or a likelihood that a statement is true.
- $P($ rain $)=0.6$ means that we believe it is $60 \%$ likely that it is currently raining.
- Axioms:
- $0 \leq P(a) \leq 1$
- The probability of $(A \vee B)$ is $P(A)+P(B)-P(A \wedge B)$
- Tautologies have $P=1$
- Contradictions have $P=0$


## 16-1: Conditional Probability

- Once we begin to make observations about the value of certain variables, our belief in other variables changes.
- Once we notice that it's cloudy, P(rain) goes up.
- this is called conditional probability
- Written as: P(rain|cloudy)
- $P(a \mid b)=\frac{P(a \wedge b)}{P(b)}$
- or $P(a \wedge b)=P(a \mid b) P(b)$
- This is called the product rule.


## 16-2: Conditional Probability

- Example: $P($ Cloudy $)=0.25$
- $P($ Rain $)=0.25$
- $P($ cloudy $\wedge$ rain $)=0.15$
- P(cloudy $\wedge \neg$ Rain $)=0.1$
- $P(\neg$ cloudy $\wedge$ Rain $)=0.1$
- $P(\neg$ Cloudy $\wedge \neg$ Rain $)=0.65$
- Initially, $P($ Rain $)=0.25$. Once we see that it's cloudy, $P($ Rain $\mid$ Cloudy $)=P \frac{(\text { Rain } \wedge \text { Cloudy })}{P(\text { Cloudy })}=\frac{0.15}{0.25}=0.6$


## 16-3: Combinations of events

- The probability of $(A \wedge B)$ is $P(A \mid B) P(B)$
- What if $A$ and $B$ are independent?
- Then $P(A \mid B)$ is $P(A)$, and $P(A \wedge B)$ is $P(A) P(B)$.
- Example:
- What is the probability of "heads" five times in a row?
- What is the probability of at least one "head"?


## 16-4: Bayes' Rule

- Often, we want to know how a probability changes as a result of an observation.
- Recall the Product Rule:
- $P(a \wedge b)=P(a \mid b) P(b)$
- $P(a \wedge b)=P(b \mid a) P(a)$
- We can set these equal to each other
- $P(a \mid b) P(b)=P(b \mid a) P(a)$
- And then divide by $P(a)$
- $P(b \mid a)=\frac{P(a \mid b) P(b)}{P(a)}$
- This equality is known as Bayes' theorem (or rule or law).


## 16-5: Bayes' Rule

- We can generalize Bayes' rule, by adding in some more evidence:
- $P(b \mid a)=\frac{P(a \mid b) P(b)}{P(a)}$
- $P(b \mid a, e)=\frac{P(a \mid b, e) P(b \mid e)}{P(a \mid e)}$


## 16-6: Bayes' Rule

- We can also avoid the pesky $P(a)$ :
- $P(b \mid a)=\frac{P(a b) P(b)}{P(a)}$
- $P(b \mid a)=\alpha P(a \mid b) P(b)$
- Where $\alpha$ is a normalizing constant, so that $P(b \mid a)$ and $P(\neg b \mid a)$ sum to 1.
- Generally, so that $\sum_{b \in B} P(b \mid a)$ sums to 1
- Example:
- $P(t \mid d)=0.8, P(\neg t \mid \neg d)=0.9, P(d)=0.2$
- $P(d \mid t)$ ?


## 16-7: Bayes' Rule

- $P(t \mid d)=9 / 10, P(\neg t \mid \neg d)=8 / 10, P(d)=1 / 10$

$$
\begin{aligned}
P(d \mid t) & =\alpha P(t \mid d) P(d) \\
& =\alpha 9 / 10 * 1 / 10 \\
& =\alpha 9 / 100 \\
P(\neg d \mid t) & =\alpha P(t \mid \neg d) P(\neg d) \\
& =\alpha 2 / 10 * 9 / 10 \\
& =\alpha 18 / 100 \\
\alpha & =\frac{1}{9 / 100+18 / 100}=\frac{100}{27}
\end{aligned}
$$

## 16-8: Bayes' Rule

- $P(t \mid d)=9 / 10, P(\neg t \mid \neg d)=8 / 10, P(d)=1 / 10$

$$
\begin{aligned}
P(d \mid t) & =\alpha P(t \mid d) P(d) \\
& =\alpha 9 / 10 * 1 / 10 \\
& =\alpha(9 / 100) \\
& =(100 / 27)(9 / 100) \\
& =1 / 3 \\
P(\neg d \mid t) & =\alpha P(t \mid \neg d) P(\neg d) \\
& =\alpha 2 / 10 * 9 / 10 \\
& =\alpha(18 / 100) \\
& =(100 / 27)(18 / 100) \\
& =2 / 3
\end{aligned}
$$

## 16-9: More Probability

$$
P(a)=\sum_{b \in B} P(a \mid b) P(b)
$$

- Intuitively: It's always either day or night (and never both). Probability of of something happening is the probability that it happens at night, plus the probability that it happens during the day

$$
P(a \mid e)=\sum_{b \in B} P(a \mid b, e) P(b \mid e)
$$

- For any probability function, we can always condition everything for some additional evidence


## 16-10: Example

## Disease $P(d)=0.1$

| Test | $P(t \mid d)=0.9$ <br> $P(\sim t \mid \sim d)=0.9$ |
| :--- | :--- |

$$
\mathrm{P}(\mathrm{~d} \mid \sim \mathrm{r}) ?
$$

$$
\begin{aligned}
& \mathrm{P}(\mathrm{r} \mid \mathrm{t})=0.8 \\
& \mathrm{P}(\sim \mathrm{r} \mid \sim \mathrm{t})=1
\end{aligned}
$$

## 16-11: Example

- $P(d \mid \neg r)=\alpha P(\neg r \mid d) P(d)$
- We know $P(d)$, we just need $P(\neg r \mid d)$ and $P(\neg r)$.
- $P(\neg r \mid d)$ We only know $P(R)$ in terms of $T$...
- $P(\neg r \mid d)=P(\neg r \mid d, t) P(t \mid d)+P(\neg r \mid d, \neg t) P(\neg t \mid d)$
- Conditional Independence to the rescue!
- $P(\neg r \mid d, t)=P(\neg r \mid t)$, which we know.


## 16-12: Example

$$
\begin{aligned}
P(d \mid \neg r) & =\alpha(P(\neg r \mid t) P(t \mid d)+P(\neg r \mid \neg t) P(\neg t \mid d)) * P(d) \\
& =\alpha((0.2) *(0.9)+(1) * 0.1) * 0.1 \\
& =\alpha * 0.019
\end{aligned}
$$

$$
\begin{aligned}
P(\neg d \mid \neg r) & =\alpha(P(\neg r \mid t) P(t \mid \neg d)+P(\neg r \mid \neg t) P(\neg t \mid \neg d)) * P(\neg d) \\
& =\alpha((0.2) *(0.1)+(1) * 0.9) * 0.9 \\
& =\alpha(0.828)
\end{aligned}
$$

$$
\alpha=\frac{1}{0.828+0.019}=\frac{1}{0.847}
$$

## 16-13: Example

$$
\begin{aligned}
P(d \mid \neg r) & =\alpha(P(\neg r \mid t) P(t \mid d)+P(\neg r \mid \neg t) P(\neg t \mid d)) * P(d) \\
& =\alpha((0.2) *(0.9)+(1) * 0.1) * 0.1 \\
& =\alpha * 0.019 \\
& =0.022
\end{aligned}
$$

$$
\begin{aligned}
P(\neg d \mid \neg r) & =\alpha(P(\neg r \mid t) P(t \mid \neg d)+P(\neg r \mid \neg t) P(\neg t \mid \neg d)) * P(\neg d) \\
& =\alpha((0.2) *(0.1)+(1) * 0.9) * 0.9 \\
& =\alpha(0.828) \\
& =0.978
\end{aligned}
$$

## 16-14: Example II

## Disease $P(d)=0.1$

| Test | $P(t \mid d)=0.9$ |
| :--- | :--- |
| $P(\sim t \mid \sim d)=0.9$ |  |

$\mathrm{P}(\mathrm{d} \mid \mathrm{r}) ?$
Report $P(r \mid t)=0.8$

$$
\mathrm{P}(\sim \mathrm{r} \mid \sim \mathrm{t})=1
$$

## 16-15: Example

- $P(d \mid r)=\alpha P(r \mid d) P(d)$
- $P(r \mid d)=P(r \mid d, t) P(t \mid d)+P(r \mid d, \neg t) P(\neg t \mid d)$
- Conditional Independence to the rescue!
- $P(r \mid d, t)=P(r \mid t)$, which we know.


## 16-16: Example

$$
\begin{aligned}
P(d \mid r) & =\alpha(P(r \mid t) P(t \mid d)+P(r \mid \neg t) P(\neg t \mid d)) * P(d) \\
& =\alpha((0.8) *(0.9)+(0) * 0.1) * 0.1 \\
& =\alpha * 0.072
\end{aligned}
$$

$$
\begin{aligned}
P(\neg d \mid r) & =\alpha(P(r \mid t) P(t \mid \neg d)+P(r \mid \neg t) P(\neg t \mid \neg d)) * P(\neg d) \\
& =\alpha((0.8) *(0.1)+(0) * 0.9) * 0.9 \\
& =\alpha(0.072)
\end{aligned}
$$

$$
P(d \mid r)=P(\neg d \mid r)=0.5
$$

## 16-17: Learning and Classification

- An important sort of learning problem is the classification problem.
- This involves placing examples into one of two or more classes.
- Should/shouldn't play tennis
- Spam/not spam.
- Wait/don't wait at a restaurant
- Classification is a supervised learning task.
- Requires access to a set of labeled training examples
- From this we induce a hypothesis that describes how to determine what class an example should be in.


## 16-18: Probabilistic Learning

- Decision trees are one way to do this.
- They tell us the most likely classification for given data.
- Work best with tabular data, where each attribute has a known number of possible values.
- What if we want to know how likely a hypothesis is?
- We can apply our knowledge of probability to learn a hypothesis.


## 16-19: Bayes' Theorem

- Recall the definition of Bayes' Theorem
- $P(b \mid a)=\frac{P(a \mid b) P(b)}{P(a)}$
- Let's rewrite this a bit.
- Let $D$ be the data we've seen so far.
- Let $h$ be a possible hypothesis
- $P(h \mid D)=\frac{P(D h) P(h)}{P(D)}$


## 16-20: MAP Hypothesis

- Often, we're not so interested in the particular probabilities for each hypothesis.
- Instead, we want to know: Which hypothesis is most likely, given the data?
- Which classification is the most probable?
- Is PlayT ennis or $\neg$ PlayT ennis more likely?
- We call this the maximum a posteriori hypothesis (MAP hypothesis).
- In this case, we can ignore the denominator $(P(D))$ in Bayes' Theorem, since it will be the same for all $h$.
- $h_{M A P}=\operatorname{argmax}_{h \in H} P(D \mid h) P(h)$


## 16-21: MAP Hypothesis

- Advantages:
- Simpler calculation
- No need to have a prior for $P(D)$
- In some cases, we can simplify things even further.
- What are the priors $P(h)$ for each hypothesis?
- Without any other information, we'll often assume that they're equally possible.
- Each has probability $\frac{1}{H}$
- In this case, we can just consider the conditional probability $P(D \mid h)$.
- We call the hypothesis that maximizes this conditional probability the maximum likelihood hypothesis.
- $h_{M L}=\operatorname{argmax}_{h \in H} P(D \mid h)$


## 16-23: Example

- Imagine that we have a large bag of candy. We want to know the ratio of cherry to lime in the bag.
- We start with 5 hypotheses:

1. $h_{1}: 100 \%$ cherry
2. $h_{2} 75 \%$ cherry, $25 \%$ lime.
3. $h_{3} 50 \%$ cherry, $50 \%$ lime
4. $h_{4} 25 \%$ cherry, $75 \%$ lime
5. $h_{5} 100 \%$ lime

- Our agent repeatedly draws pieces of candy.
- We want it to correctly pick the type of the next piece of candy.


## 16-24: Example

- Let's assume our priors for the different hypotheses are:
- (0.1, 0.2, 0.4, 0.2, 0.1)
- Also, we assume that the observations are i.i.d.
- Independent and Identically Distributed - each choice is independent of the others, and order doesn't matter.
- In that case, we can multiply probabilities.
- $P\left(D \mid h_{i}\right)=\Pi_{j} P\left(d_{j} \mid h_{i}\right)$
- Suppose we draw 10 limes in a row. $P\left(D \mid h_{3}\right)$ is $\left(\frac{1}{2}\right)^{10}$, since the probability of drawing a lime under $h_{3}$ is $\frac{1}{2}$.


## 16-25: Example

- How do the hypotheses change as data is observed?
- Initially, we start with the priors: (0.1, 0.2, 0.4, 0.2, 0.1)
- Then we draw a lime.
- $P\left(h_{1} \mid\right.$ lime $)=\alpha P\left(\right.$ lime $\left.\mid h_{1}\right) P\left(h_{1}\right)=0$.
- $P\left(h_{2} \mid\right.$ lime $)=\alpha P\left(\right.$ lime $\left.\mid h_{2}\right) P\left(h_{2}\right)=\alpha \frac{1}{4} * 0.2=\alpha 0.05$.
- $P\left(h_{3} \mid\right.$ lime $)=\alpha P\left(\right.$ lime $\left.\mid h_{3}\right) P\left(h_{3}\right)=\alpha \frac{1}{2} * 0.4=\alpha 0.2$
- $P\left(h_{4} \mid\right.$ lime $)=\alpha P\left(\right.$ lime $\left.\mid h_{4}\right) P\left(h_{4}\right)=\alpha \frac{3}{4} * 0.2=\alpha 0.15$.
- $P\left(h_{5} \mid\right.$ lime $)=\alpha P\left(\right.$ lime $\left.\mid h_{5}\right) P\left(h_{5}\right)=\alpha 1 * 0.1=\alpha 0.1$.
- $\alpha=2$.


## 16-26: Example

- Then we draw a second lime.
- $P\left(h_{1} \mid\right.$ lime, lime $)=\alpha P\left(\right.$ lime, lime $\left.\mid h_{1}\right) P\left(h_{1}\right)=0$.
- $P\left(h_{2} \mid\right.$ lime, lime $)=\alpha P\left(\right.$ lime, lime $\left.\mid h_{2}\right) P\left(h_{2}\right)=$ $\alpha \frac{1}{4} \frac{1}{4} * 0.2=\alpha 0.0125$.
- $P\left(h_{3} \mid\right.$ lime, lime $)=\alpha P\left(\right.$ lime, lime $\left.\mid h_{3}\right) P\left(h_{3}\right)=$ $\alpha \frac{1}{2} \frac{1}{2} * 0.4=\alpha 0.1$
- $P\left(h_{4} \mid\right.$ lime, lime $)=\alpha P\left(\right.$ lime, lime $\left.\mid h_{4}\right) P\left(h_{4}\right)=$ $\alpha \frac{3}{4} \frac{3}{4} * 0.2=\alpha 0.1125$.
- $P\left(h_{5} \mid\right.$ lime $)=\alpha P\left(\right.$ lime $\left.\mid h_{5}\right) P\left(h_{5}\right)=\alpha 1 * 0.1=\alpha 0.1$.
- $\alpha=3.07$.
- Strictly speaking, we don't really care what $\alpha$ is.
- We can just select the MAP hypothesis, since we iust want to know the most likelv hyoothesis.


## 16-27: Bayesian Learning

- Eventually, the true hypothesis will dominate all others.
- Caveat: assuming the data is noise-free, or noise is uniformly distributed.
- Notice that we can use Bayesian learning (in this case) either as a batch algorithm or as an incremental algorithm.
- We can always easily update our hypotheses to incorporate new evidence.
- This depends on the assumption that our observations are independent.


## 16-28: Learning bias

- What sort of bias does Bayesian Learning use?
- Typically, simpler hypotheses will have larger priors.
- More complex hypotheses will fit data more exactly (but there's many more of them).
- Under these assumptions, $h_{M A P}$ will be the simplest hypothesis that fits the data.
- This is Occam's razor, again.


## 16-29: Bayesian Concept Learning

- Bayesian Learning involves estimating the likelihood of each hypothesis.
- In a more complex world where observations are not independent, this could be difficult.
- Our first cut at doing this might be a brute force approach:

1. For each $h$ in $H$, calculate $P(h \mid D)=\frac{P(D \mid h) P(h)}{P(D)}$
2. From this, output the hypothesis $h_{M A P}$ with the highest posterior probability.

- This is what we did in the example.
- Challenge - Bayes' Theorem can be computationally expensive to use when observations are not i.i.d.


## 16-30: Bayesian Optimal Classifiers

- There's one other problem with the formulation as we have it.
- Usually, we're not so interested in the hypothesis that fits the data.
- Instead, we want to classify some unseen data, given the data we've seen so far.
- One approach would be to just return the MAP hypothesis.
- We can do better, though.
- Suppose we have three hypotheses and posteriors: $h_{1}=0.4, h_{2}=0.3, h_{3}=0.3$.
- We get a new piece of data - $h_{1}$ says it's positive, $h_{2}$ and $h_{3}$ negative.
- $h_{1}$ is the MAP hypothesis, yet there's a 0.6 chance that the data is negative.
- By combining weighted hypotheses, we improve our performance.


## 16-32: Bayesian Optimal Classifiers

- By combining the predictions of each hypothesis, we get a Bayesian optimal classifier.
- More formally, let's say our unseen data belongs to one of $v$ classes.
- The probability $P\left(v_{j} \mid D\right)$ that our new instance belongs to class $v_{j}$ is:
- $\sum_{h_{i} \in H} P\left(v_{j} \mid h_{i}\right) P\left(h_{i} \mid D\right)$
- Intuitively, each hypothesis gives its prediction, weighted by the likelihood that that hypothesis is the correct one.
- This classification method is provably optimal - on average, no other algorithm can perform better.
- However, the Bayes optimal classifier is mostly interesting as a theoretical benchmark.
- In practice, computing the posterior probabilities is exponentially hard.
- This problem arises when instances or data are conditionally dependent upon each other.
- Can we get around this?


## 16-34: Naive Bayes classifier

- The Naive Bayes classifer makes a strong assumption that makes the algorithm practical:
- Each attribute of an example is independent of the others.
- $P(a \wedge b)=P(a) P(b)$ for all a and b .
- This makes it straightforward to compute posteriors.


## 16-35: Bayesian Learning Problem

- Given: a set of labeled, multivalued examples.
- Find a function $F(x)$ that correctly classifies an unseen example with attributes $\left(a_{1}, a_{2}, \ldots, a_{n}\right)$.
- Call the most probable category $v_{\text {map }}$.
- $v_{\text {map }}=\operatorname{argmax}_{v_{i} \in V} P\left(v_{i} \mid a_{1}, a_{2}, \ldots, a_{n}\right)$
- We rewrite this with Bayes' Theorem as:
$v_{\text {map }}=\operatorname{argmax}_{v_{i} \in V} P\left(a_{1}, a_{2}, \ldots, a_{n} \mid v_{i}\right) P\left(v_{i}\right)$
- Estimating $P\left(v_{i}\right)$ is straightforward with a large training set; count the fraction of the set that are of class $v_{i}$.
- However, estimating $P\left(a_{1}, a_{2}, \ldots, a_{n} \mid v_{i}\right)$ is difficult unless our training set is very large. We need to see everv nossible_attribute_ combination manv


## 16-36: Naive Bayes assumption

- Naive Bayes assumes that all attributes are conditionally independent of each other.
- In this case, $P\left(a_{1}, a_{2}, \ldots, a_{n} \mid v_{i}\right)=\Pi_{i} P\left(a_{i} \mid v_{i}\right)$.
- This can be estimated from the training data.
- The classifier then picks the class with the highest probability according to this equation.
- Interestingly, Naive Bayes performs well even in cases where the conditional independence assumption fails.


## 16-37: Example

- Recall your tennis-playing problem from the decision tree homework.
- We want to use the training data and a Naive Bayes classifier to classify the following instance:
- Outlook = Sunny, Temperature = Cool, Humidity = high, Wind = Strong.


## 16-38: Example

| Day | Outlook | Temperature | Humidity | Wind | PlayTennis |
| :---: | :---: | :---: | :---: | :---: | :---: |
| D1 | Sunny | Hot | High | Weak | No |
| D2 | Sunny | Hot | High | Strong | No |
| D3 | Overcast | Hot | High | Weak | Yes |
| D4 | Rain | Mild | High | Weak | Yes |
| D5 | Rain | Cool | Normal | Weak | Yes |
| D6 | Rain | Cool | Normal | Strong | No |
| D7 | Overcast | Cool | Normal | Strong | Yes |
| D8 | Sunny | Mild | High | Weak | No |
| D9 | Sunny | Cool | Normal | Weak | Yes |
| D10 | Rain | Mild | Normal | Weak | Yes |
| D11 | Sunny | Mild | Normal | Strong | Yes |
| D12 | Overcast | Mild | High | Strong | Yes |
| D13 | Overcast | Hot | Normal | Weak | Yes |
| D14 | Rain | Mild | High | Strong | No |

## 16-39: Example

- Our priors are:
- $P($ PlayTennis $=$ yes $)=9 / 14=0.64$
- $P($ PlayTennis $=n o)=5 / 14=0.36$
- We can estimate:
- $P($ wind $=$ strong $\mid$ PlayT ennis $=$ yes $)=3 / 9=0.33$
- $P($ wind $=$ strong $\mid$ PlayTennis $=$ no $)=3 / 5=0.6$
- $P($ humidity $=$ high $\mid$ PlayTennis $=$ yes $)=3 / 9=0.33$
- $P($ humidity $=$ high $\mid$ PlayTennis $=$ no $)=4 / 5=0.8$
- $P($ outlook $=$ sunny $\mid$ PlayT ennis $=$ yes $)=2 / 9=0.22$
- $P($ outlook $=$ sunny $\mid$ PlayTennis $=$ no $)=3 / 5=0.6$
- $P($ temp $=$ cool $\mid$ PlayT ennis $=$ yes $)=3 / 9=0.33$
- $P($ temp $=\operatorname{cool} \mid$ PlayTennis $=$ no $)=1 / 5=0.2$


## 16-40: Example

- $v_{\text {yes }}=$
$P($ yes $) P($ sunny $\mid$ yes $) P($ cool $\mid$ yes $) P($ high $\mid$ yes $) P($ strong|yes $)=$ 0.005
- $v_{n o}=$
$P($ no $) P($ sunny $\mid$ no $) P($ cool $\mid$ no $) P($ high $\mid$ no $) P($ strong $\mid$ no $)=$ 0.0206
- So we see that not playing tennis is the maximum likelihood hypothesis.
- Further, by normalizing, we see that the classifier predicts a $\frac{0.0206}{0.005+0.0206}=0.80$ probability of not playing tennis.


## 16-41: Estimating Probabilities

- As we can see from this example, estimating probabilities through frequency is risky when our data set is small.
- We only have 5 negative examples, so we may not have an accurate estimate.
- A better approach is to use the following formula, called an $m$-estimate:
$\frac{n_{c}+m p}{n+m}$
- Where $n_{c}$ is the number of individuals with the characteristic of interest (say Wind = strong), $n$ is the total number of positive/negative examples, $p$ is our prior estimate, and $m$ is a constant called the equivalent sample size.


## 16-42: Estimating Probabilities

- $m$ determines how heavily to weight $p$.
- $p$ is assumed to be uniform.
- So, in the Tennis example, $P($ wind $=$ strong $\mid$ playTennis $=n o)=\frac{3+0.2 m}{5+m}$
- We'll determine an $m$ based on sample size.
- If $m$ is zero, we just use observed data.
- If $m \gg n$, we use the prior.
- Otherwise $m$ lets us weight these parameters' relative influence.
- One are where Naive Bayes has been very successful is in text classification.
- Despite the violation of independence assumptions.
- Classifying spam is just a special case of text classification.
- Problem - given some emails labled ham or spam, determine the category of new and unseen documents.
- Our features will be the tokens that appear in a document.
- Based on this, we'll predict a category.


## 16-44: Classifying spam

- Naive Bayes is only one possible way to classify spam.
- Rule-based systems (SpamAssassin)
- Examining headers (broken From or Content-Type)
- Blacklist/Whitelist
- Challenge/response


## 16-45: Naive Bayes: Classify Spam

- Naive Bayes has several properties that make it nice as a spam classifier:
- We don't need to encode specific rules
- We can adapt as the types of spam change
- Somewhat robust to spammers adding in extra text


## 16-46: Naive Bayes: Classify Spam

- For a given email, we'll want to compute the MAP hypothesis - that is, is:
- $P($ spam $\mid t 1, t 2, . ., t n)$ greater than
- $P($ ham $\mid t 1, t 2, . ., t n)$
- We can use Bayes' rule to rewrite these as:
- $\alpha P(t 1, t 2, \ldots, t n \mid$ spam $) P($ spam $)$
- $\alpha P(t 1, t 2, \ldots$, tn|ham $) P($ ham $)$


## 16-47: Naive Bayes: Classify Spam

- We can then use the Naive Bayes assumption to rewrite these as:
- $\alpha P(t 1 \mid$ spam $) P(t 2 \mid$ spam $) \ldots P($ tn $\mid$ spam $) P($ spam $)$
- $\alpha P(t 1 \mid h a m) P(t 2 \mid h a m) \ldots P($ tn $\mid$ ham $) P($ ham $)$
- And this we know how to compute.


## 16-48: Naive Bayes: Classify Spam

- We can get the conditional probabilities by counting tokens in the training set.
- We can get the priors from the training set, or through estimation.


## 16-49: Naive Bayes: Classify Spam

- This is a case of a problem where we can tolerate occasional false negatives (spam classified as ham) but we cannot tolerate false positives (ham classified as spam).
- Plain old vanilla Naive Bayes will do fairly well, but there's a lot of tuning and tweaking that can be done to optimize performance.


## 16-50: Naive Bayes: Classify Spam

- There are a lot of wrinkles to consider:
- What should be treated as a token? All words? All strings? Only some words?
- Should headers be given different treatment? Greater or less emphasis? What about subject?
- What about HTML?


## 16-51: Naive Bayes: Classify Spam

- There are a lot of wrinkles to consider:
- When classifying an email, should you consider all tokens, or just the most significant?
- When computing conditional probabilities, should you could the fraction of documents a token appear in, or the fraction of words represented by a particular token?
- Can you use any of the NLTK tools to better identify structure?

