#### Vegan fleas, movie ratings, and the EM algorithm

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The EM algorithm

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2 Building a movie recommendation system

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## The vegan-flea optimization problem

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### A two-dimensional dog



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### The dog's cardiovascular system



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### The dog's cardiovascular system



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#### The EM algorithm

#### The flea, the dog's skin, and the vessel's upper border



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### Animation

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- We assume that for any  $x \in [0, 1]$  and any two time points  $t_1, t_2 \in [0, \infty)$ ,  $skin(x, t_1) vessel(x, t_1) = skin(x, t_2) vessel(x, t_2)$ .
- For any  $x \in [0,1]$  and any  $t \in [0,\infty)$ , there is  $t' \ge t$  such that vessel(x,t') is a maximum of  $vessel(\cdot,t')$ .
- For any t ∈ [0,∞), the flea can efficiently compute a point x\* that maximizes skin(·, t).
- For any  $x \in [0, 1]$  and any  $t \in [0, \infty)$ , the flea can efficiently compute  $\hat{t} \ge t$  such that  $vessel(x, \hat{t})$  is a maximum of  $vessel(\cdot, \hat{t})$ .

## Can the flea compute $x^*$ such that $d(x^*) \ge d(x_0)$ , where $x_0$ is the flea's current position?

#### Optimization algorithm



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#### Optimization algorithm



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#### Optimization algorithm



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### Why does this work?



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### A movie recommendation system

|         | Star wars | Star trek | Titanic  | Pretty<br>Woman | 007      | Mission<br>Impossible |
|---------|-----------|-----------|----------|-----------------|----------|-----------------------|
| Alice   | <b>*</b>  | <b>V</b>  | *        | *               | *        | *                     |
| Bob     | <b>*</b>  | <b>*</b>  | *        | *               | *        | *                     |
| Carlos  | *         | *         | <b>~</b> | <b>*</b>        | *        | *                     |
| David   | *         | *         | <b>V</b> | <b>~</b>        | *        | *                     |
| Ellen   | *         | *         | <b>~</b> | *               | *        | <b>*</b>              |
| Fabian  | *         | *         | ~        | ~               | *        | *                     |
| Gabriel | <b>~</b>  | <b>~</b>  | *        | *               | <b>~</b> | <b>~</b>              |
| Hector  | <b>*</b>  | *         | *        | *               | <b>~</b> | <b>~</b>              |
| Ines    | <b>~</b>  | <b>*</b>  | *        | *               | <b>~</b> | <b>V</b>              |
| Zelya   | <b>V</b>  | *         | <b>V</b> | *               | *        | <b>V</b>              |

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|         | Star wars | Star trek | Titanic  | Pretty<br>Woman  | 007 | Mission<br>Impossible |
|---------|-----------|-----------|----------|------------------|-----|-----------------------|
| Alice   | <b>~</b>  | ×         | *        | *                | *   | *                     |
| Bob     | <         | <b>*</b>  | *        | *                | *   | *                     |
| Carlos  | ***       | **        | ~        | ×                | *   | ***                   |
| David   | *         | *         | ~~       | *                | **  | *                     |
| Ellen   |           |           | ~~~      | 2 - <b>X</b> / - | *   |                       |
| Fabian  | *         | *         |          | ~                | *   | *                     |
| Gabriel | <b>*</b>  | ~         | *        | *                | ~   | ~                     |
| Hector  | ~         | *         | *        | *                | ~   | <b>~</b>              |
| Ines    | ×         | × .       | *        | *                | ~   | <b>V</b>              |
| Zelya   | <b>~</b>  | *         | <b>V</b> | *                | *   | <b>V</b>              |

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|         | Star wars  | Star trek | Titanic  | Pretty<br>Woman | 007      | Mission<br>Impossible |
|---------|--|-----------|----------|-----------------|----------|-----------------------|
| Alice   | <b>~</b>   |           | *        | *               | *        | *                     |
| Bob     | <ul> <li>Image: A second s</li></ul> | <b>*</b>  | *        | *               | *        | *                     |
| Carlos  | × ×  | *         | ~        | ×               | *        | ***                   |
| David   | *  | *         | ~        | ~               | **       | *                     |
| Ellen   |  | *         |          | / s 🗶 / s       | **       |                       |
| Fabian  | *  | *         | ~        | *               | *        | *                     |
| Gabriel | ×  | • • • • • | *        | *               | ~        | ~                     |
| Hector  | × .  | *         | *        | *               | ~        | <b>~</b>              |
| Ines    | ~  | ×         | *        | *               | <b>~</b> | <b>V</b>              |
| Zelya   | <b>~</b>   | *         | <b>~</b> | *               | *        | <b>~</b>              |
| John    | 0  | *         | 2        | <b>~</b>        | *        | *                     |

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|         | Star wars  | Star trek | Titanic  | Pretty<br>Woman | 007 | Mission<br>Impossible  |
|---------|--|-----------|----------|-----------------|-----|--|
| Alice   | <b>~</b>   | ×         | *        | *               | *   | *  |
| Bob     | <ul> <li>Image: A second s</li></ul> | <b>*</b>  | *        | *               | *   | *  |
| Carlos  | ***  | *         | ~        | ~               | *   | *  |
| David   | *  |           | ~        | ~               | **  | *  |
| Ellen   |  | **        |          | /~ <b>X</b> /~  |     |  |
| Fabian  | *  | *         |          | ~               | *   | *  |
| Gabriel | <b>~</b>   | ~         | *        | <b>*</b>        | ~   | ~  |
| Hector  | <ul> <li>Image: A second s</li></ul> | *         | *        | *               | ~   | <ul> <li>Image: A second s</li></ul> |
| Ines    | $\checkmark$   |           | *        | *               | ~   | <b>V</b>   |
| Zelya   | <b>~</b>   | *         | <b>~</b> | *               | *   | <b>V</b>   |
| John    | 3  |           | 000      |                 |     |  |

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#### The EM algorithm

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|         | Star wars   | Star trek   | Titanic | La La<br>Land | 007 | Mission<br>Impossible |
|---------|---|---|---------|---------------|-----|-----------------------|
| Alice   | <ul> <li>Image: A set of the set of the</li></ul> | <ul> <li>Image: A set of the set of the</li></ul> | ×       | ×             | ×   | ×                     |
| Bob     | <b>~</b>  | <b>~</b>  | ×       | ×             | ×   | ×                     |
| Carlos  | ×   | ×   | ~       | ~             | ×   | ×                     |
| David   | ×   | ×   | ~       | <b>~</b>      | ×   | ×                     |
| Ellen   | ×   | ×   | ~       | ×             | ×   | ~                     |
| Fabian  | ×   | ×   |         |               | ×   | ×                     |
| Gabriel | ~   | ~   | ×       | ×             | ~   | ~                     |
| Hector  | <ul> <li>Image: A set of the set of the</li></ul> | ×   | ×       | ×             | ~   | ~                     |
| lnes    | ~   | ~   | ×       | ×             | ~   | ¥                     |
| Zelya   | ×   | ×   | ×       | ×             | ×   | ¥                     |

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The EM algorithm



- $X = (x_{i,j})_{i \le N, j \le D}$ . Here,  $x_{i,j} \in \{0, 1\}$  indicates whether person i liked movie j or not.
- $\bar{\mu} = (\mu_{k,j})_{k \le K, j \le D}$ . Here,  $\mu_{k,j} \in [0, 1]$  denotes the probability that someone in category k likes movie j.
- $\bar{\nu} = (\nu_k)_{k \leq K}$ . Here,  $\nu_k \in [0, 1]$  denotes the probability that a person belongs to category k.
- $\bar{z} = (z(i))_{i \leq N}$ . Here,  $z(i) \in \{0, \dots, K\}$  indicates person i's category.

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#### How to mine a probability model from X?

#### Maximum-likelihood approach: Solve the following problem.

$$\arg \max_{\bar{\mu},\bar{\nu}} \quad \log p\left(X \mid \bar{\mu},\bar{\nu}\right) \,.$$

s.t. 
$$\sum_{k \le K} \nu_k = 1.$$

- Incomplete-data log likelihood.
- Complete-data log likelihood.

 $\log p\left(X, \bar{z} \mid \bar{\mu}, \bar{\nu}\right) \,.$ 

#### How to mine a probability model from X?

#### Maximum-likelihood approach: Solve the following problem.

$$\arg \max_{\bar{\mu},\bar{\nu}} \sum_{i \le N} \log \left( \sum_{z(i)} \nu_{z(i)} \prod_{j \le D} \mu_{z(i),j}^{x_{i,j}} (1 - \mu_{z(i),j})^{1 - x_{i,j}} \right).$$
  
s.t. 
$$\sum_{k \le K} \nu_k = 1.$$

- Incomplete-data log likelihood.
- Complete-data log likelihood.

$$\sum_{i \le N} \log \nu_{z(i)} + \sum_{j \le D} x_{i,j} \log \mu_{z(i),j} + (1 - x_{i,j}) \log \left( 1 - \mu_{z(i),j} \right).$$

We are between a problem we want to solve, but we don't know how, and a problem we know how to solve but we don't want to solve. Let's try to connect them.

# Connecting incomplete-data and complete-data log likelihoods

Let  $\theta = (\bar{\mu}, \bar{\nu})$ How can we connect  $\log p(X \mid \theta)$  and  $\log p(X, \bar{z} \mid \theta)$ ? We can start with the following:

$$p(\bar{z} \mid X, \theta) = \frac{p(X, \bar{z} \mid \theta)}{p(X \mid \theta)}.$$

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From here, we can derive that:

$$\log p(X \mid \theta) = \log p(X, \bar{z} \mid \theta) - \log p(\bar{z} \mid X, \theta).$$

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From here, we can derive that:

$$\log p(X \mid \theta) = \log p(X, \bar{z} \mid \theta) - \log p(\bar{z} \mid X, \theta).$$

But we don't know the value of  $\bar{z}$ .

Take expectations on both sides with respect to  $\bar{z},$  using some pdf  $\tilde{p}\left(\bar{z}\right)$  for  $\bar{z}.$ 

$$\int \tilde{p}\left(\bar{z}\right) \log p(X \mid \theta) d\bar{z} = \int \tilde{p}\left(\bar{z}\right) \log p(X, \bar{z} \mid \theta) d\bar{z} - \int \tilde{p}\left(\bar{z}\right) \log p(\bar{z} \mid X, \theta) d\bar{z}.$$

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Since  $\log p(X \mid \theta)$  does not depend on  $\overline{z}$ , we get

$$\log p(X \mid \theta) = \int \tilde{p}(\bar{z}) \log p(X, \bar{z} \mid \theta) d\bar{z} - \int \tilde{p}(\bar{z}) \log p(\bar{z} \mid X, \theta) d\bar{z}.$$

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 $\log p(X \mid \theta) = \mathbb{E}_{\tilde{p}(\bar{z})} \log p(X, \bar{z} \mid \theta) - \mathbb{E}_{\tilde{p}(\bar{z})} \log p(\bar{z} \mid X, \theta).$ Does this look familiar?

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$$d(\theta) = skin \left(\theta, \tilde{p}\right) - vessel \left(\theta, \tilde{p}\right).$$

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$$d(\theta) = skin \left(\theta, \tilde{p}\right) - vessel\left(\theta, \tilde{p}\right).$$

• Like a vegan flea, we want to maximize the value for  $\theta$  that maximizes the distance between  $\mathbb{E}_{\tilde{p}(\bar{z})} \log p(X, \bar{z} \mid \theta)$  and  $\mathbb{E}_{\tilde{p}(\bar{z})} \log p(\bar{z} \mid X, \theta)!$ 

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 $\log p(X \mid \theta) = \mathbb{E}_{\tilde{p}(\bar{z})} \log p(X, \bar{z} \mid \theta) - \mathbb{E}_{\tilde{p}(\bar{z})} \log p(\bar{z} \mid X, \theta).$ Does this look familiar?

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- It turns out that all assumptions hold!

 $\log p(X \mid \theta) = \mathbb{E}_{\tilde{p}(\bar{z})} \log p(X, \bar{z} \mid \theta) - \mathbb{E}_{\tilde{p}(\bar{z})} \log p(\bar{z} \mid X, \theta).$ Does this look familiar?

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- Like a vegan flea, we want to maximize the value for  $\theta$  that maximizes the distance between  $\mathbb{E}_{\tilde{p}(\bar{z})} \log p(X, \bar{z} \mid \theta)$  and  $\mathbb{E}_{\tilde{p}(\bar{z})} \log p(\bar{z} \mid X, \theta)!$
- It turns out that all assumptions hold!
- We can apply our optimization algorithm to approximately maximize  $\log p(X \mid \theta)$  with respect to  $\theta$ .

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#### Prerequisites

A1 It is efficient to calculate  $p(\bar{z} \mid X, \theta)$ , for any  $\theta$ . A2 It is efficient to compute  $\arg \max_{\theta} \mathbb{E}_{p(\bar{z} \mid X, \theta^o)} [\log p(X, \bar{z} \mid \theta)]$ , for any  $\theta_0$ .

#### **EM-algorithm**

Init Initialize  $\theta^o$  with random values.

E-step Compute  $p(\bar{z} \mid X, \theta^o)$ .

M-step  $\theta \leftarrow \arg \max_{\theta} \mathbb{E}_{p(\bar{z}|X,\theta^o)} [\log p(X, \bar{z} \mid \theta)].$ 

Repeat If  $\theta^o$  and  $\theta$  are close enough, finish; otherwise, set  $\theta^o \leftarrow \theta$  and go to [E-step].