Machine Learning for Modern Artificial Intelligence

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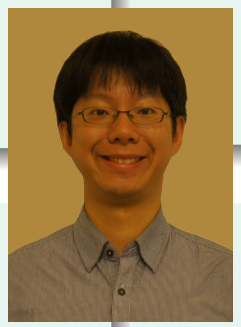
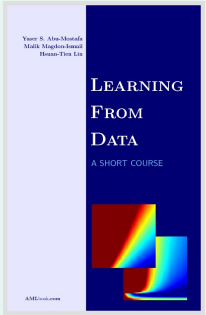
About Me

Professor
National Taiwan University

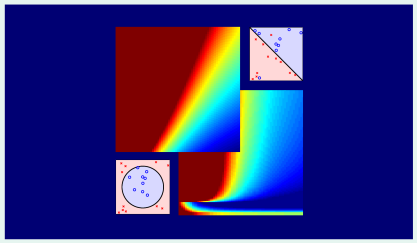


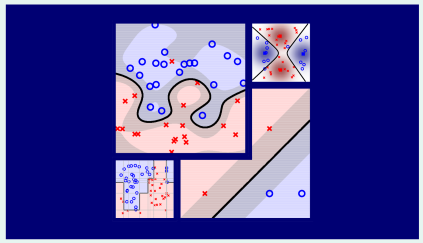
Chief Data Science Consultant
(former Chief Data Scientist)
Appier Inc.

Co-author
Learning from Data



Instructor
NTU-Coursera MOOCs
ML Foundations/Techniques





research goal: making machine more realistic

Outline

From Intelligence to Artificial Intelligence

intelligence: thinking and acting smartly

- humanly
- rationally

artificial intelligence: **computers** (thinking and) acting smartly

- humanly
- rationally

humanly $\approx$ **smartly** $\approx$ rationally

—are humans rational? ☺

Humanly versus Rationally

What if your self-driving car decides one death is better than two—and that one is you? (The Washington Post `http://wpo.st/ZK-51`)

`You're humming along in your self-driving car, chatting on your iPhone 37 while the machine navigates on its own. Then a swarm of people appears in the street, right in the path of the oncoming vehicle.`

Car Acting **Humanly**

to save my (and passengers') life, stay on track

Car Acting **Rationally**

avoid the crowd and crash the owner for minimum total loss

which is smarter?

—depending on where I am, maybe? ☺

Traditional vs. Modern [My] Definition of AI

Traditional Definition

humanly $\approx$ intelligently $\approx$ rationally

My Definition

intelligently $\approx$ easily

is your smart phone 'smart'? ☺

modern artificial intelligence
$=$ **application** intelligence

Examples of Application Intelligence

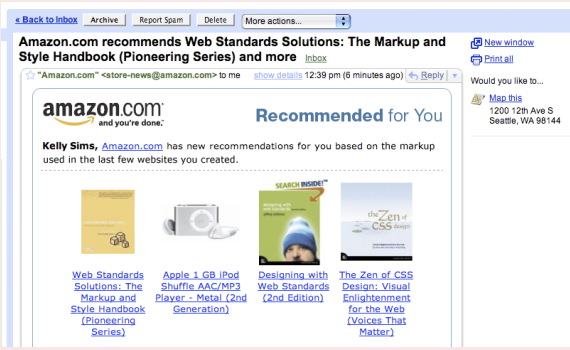
Siri

By Bernard Goldbach [CC BY 2.0]

iRobot

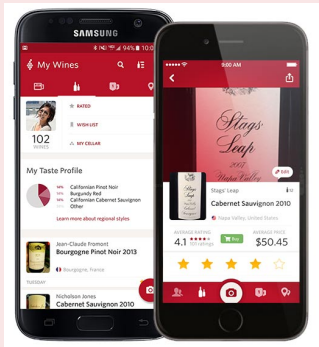
By Yuan-Chou Lo [CC BY-NC-ND 2.0]

Amazon Recommendations



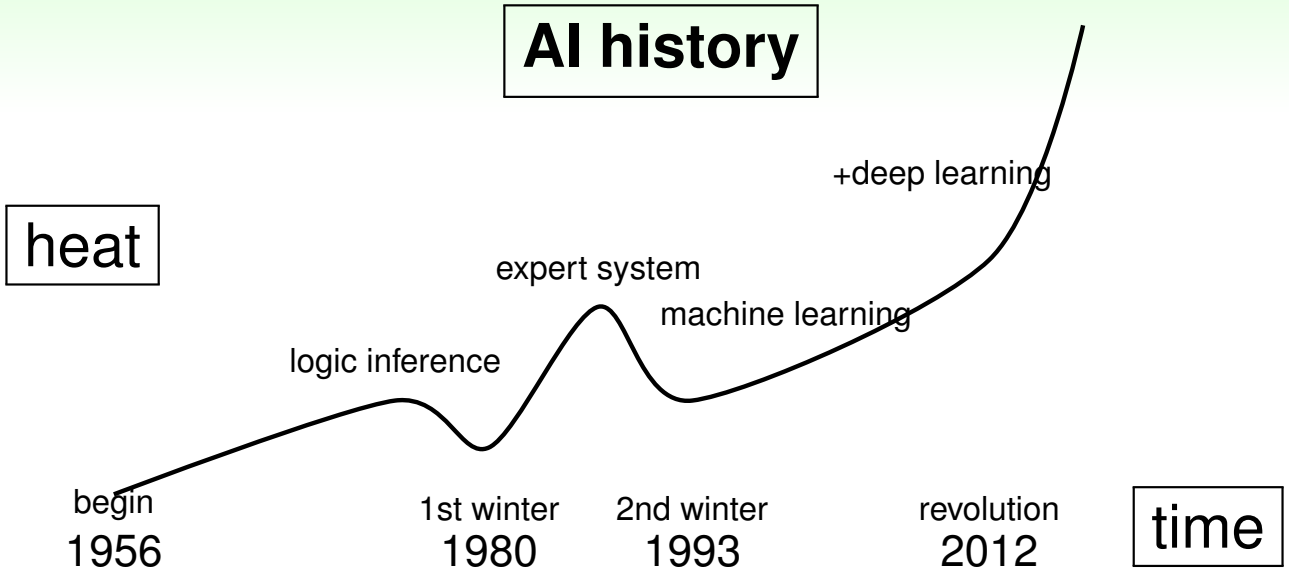
By Kelly Sims [CC BY 2.0]

Vivino



From `nordic.businessinsider.com`

AI Milestones



- first AI winter: AI cannot solve 'combinatorial explosion' problems
- second AI winter: expert system failed to scale

reason of winters: **expectation mismatch**

What's Different Now?

More Data

- cheaper storage
- Internet companies

Better Algorithms

- decades of research
- e.g. deep learning

Faster Computation

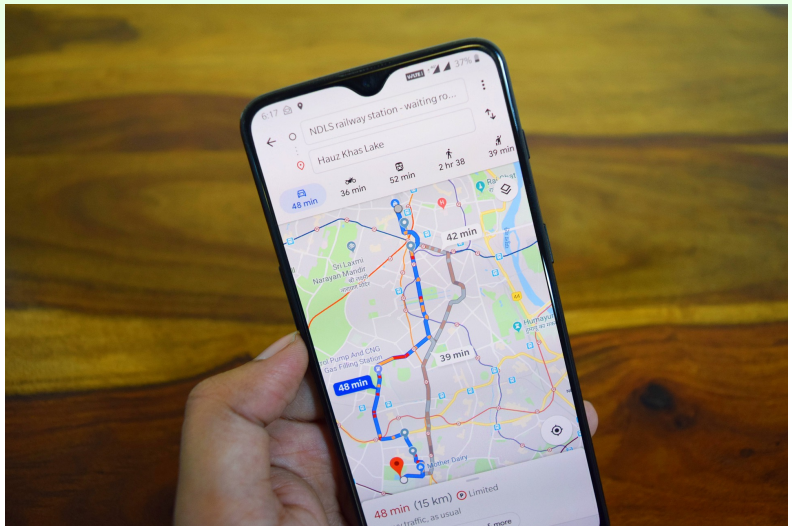
- cloud computing
- GPU computing

Healthier Mindset

- reasonable wishes
- key breakthroughs

data-enabled AI: mainstream nowadays

Bigger Data Enable Easier-to-use AI



By deepanker70 on `https://pixabay.com/`

past

best route by shortest path

present

best route by current traffic

future

best route by predicted travel time

big data **can** make machine look smarter

Machine Learning and AI

Easy-to-Use

Acting Humanly

Acting Rationally

Machine Learning

machine learning: core behind modern (data-driven) AI

Machine Learning Connects Big Data and AI

From Big Data to Artificial Intelligence

big data → ML → artificial intelligence

ingredient → tools/steps → dish

many possibilities when
using the right tools

Example of ML-based AI Application: Education

- data: students' records on quizzes on a Math tutoring system
- AI: predict whether a student can give a correct answer to another quiz question

A Possible ML Solution

answer correctly $\approx$ ⟦recent strength of student $>$ difficulty of question⟧

- give ML 9 million records from 3000 students
- ML determines (**reverse-engineers**) strength and difficulty automatically

key part of the **world-champion** system from National Taiwan Univ. in KDDCup 2010

Good AI Needs Both ML and Non-ML Techniques

AlphaGo

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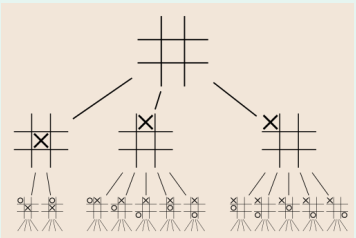
Non-ML Techniques

Monte C. Tree Search
≈ **move simulation** in brain



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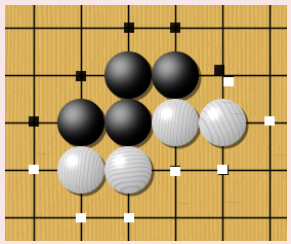
ML Techniques

Deep Learning
≈ **board analysis** in human brain



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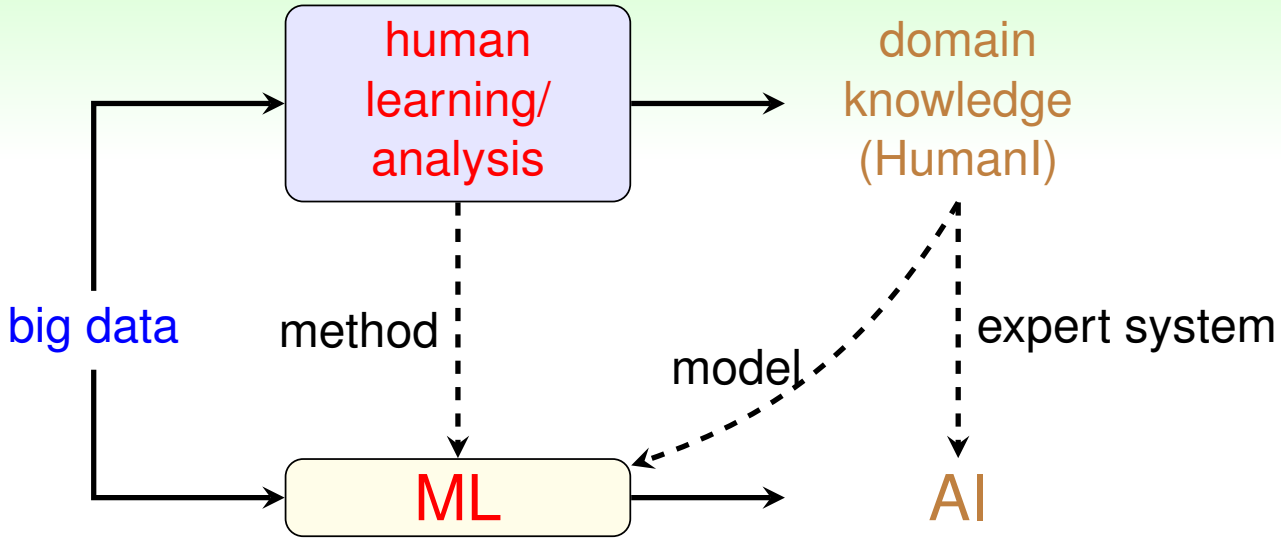
Reinforcement Learn.
≈ **(self)-practice** in human training

(Public Domain, from Wikipedia)

good AI: important to use the **right** techniques—ML **& others, including human**

Full Picture of ML for Modern AI



Human Learning

- subjective
- produce domain knowledge
- fast basic solution

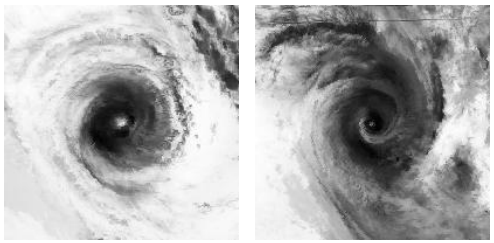
Machine Learning

- objective
- leverage computing power
- continuous improvement

tip: **use humans as much as possible first** before going to machines

Example: Tropical Cyclone Intensity Estimation

meteorologists can 'feel' & estimate TC intensity from image



TC images

human learning/ analysis

domain knowledge (HumanI)

ConvNet (deep learning)

polar rotation invariance

current weather system

ML

intensity estimation

better than current system & '**production-ready**'

(Chen et al., KDD '18; Chen et al., Weather & Forecasting '19)

Outline

What is the Status of the Patient?

?

By DataBase Center for Life Science;

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COVID19

cold

healthy

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- a **classification** problem
  —grouping 'patients' into different 'status'

are all mis-prediction costs equal?

Patient Status Prediction

error measure = society cost

actual \ predicted	COVID19	cold	healthy
COVID19	0	1000	**100000**
cold	100	0	3000
healthy	100	30	0

- COVID19 mis-predicted as healthy: **very high cost**
- cold mis-predicted as healthy: high cost
- cold correctly predicted as cold: no cost

human doctors consider costs of decision;
how about computer-aided diagnosis?

Our Works

	binary	multiclass
regular	well-studied	well-studied
cost-sensitive	known (Zadrozny et al., 2003)	ongoing (our works, among others)

selected works of ours

- cost-sensitive SVM (Tu and Lin, ICML 2010)
- cost-sensitive one-versus-one (Lin, ACML 2014)
- cost-sensitive deep learning (Chung et al., IJCAI 2016)

why are people **not**
using those **cool ML works for their AI?** ☺

Issue 1: Where Do Costs Come From?

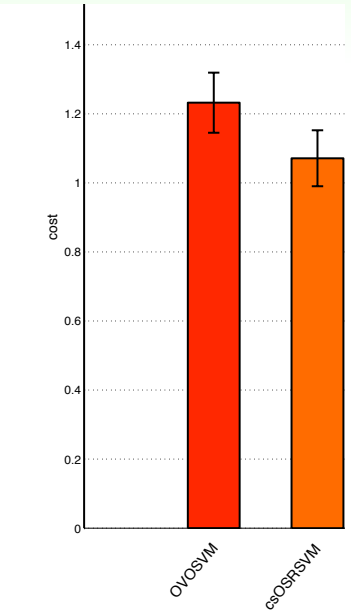
A Real Medical Application: Classifying Bacteria

- by human doctors: **different treatments** $\Longleftrightarrow$ serious costs
- cost matrix averaged from two doctors:

	Ab	Ecoli	HI	KP	LM	Nm	Psa	Spn	Sa	GBS
Ab	0	1	10	7	9	9	5	8	9	1
Ecoli	3	0	10	8	10	10	5	10	10	2
HI	10	10	0	3	2	2	10	1	2	10
KP	7	7	3	0	4	4	6	3	3	8
LM	8	8	2	4	0	5	8	2	1	8
Nm	3	10	9	8	6	0	8	3	6	7
Psa	7	8	10	9	9	7	0	8	9	5
Spn	6	10	7	7	4	4	9	0	4	7
Sa	7	10	6	5	1	3	9	2	0	7
GBS	2	5	10	9	8	6	5	6	8	0

issue 2: is cost-sensitive classification **really useful**?

Cost-Sensitive vs. Traditional on Bacteria Data

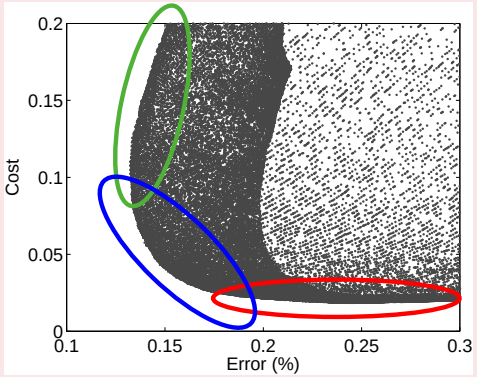


(Jan et al., BIBM 2011)

cost-sensitive better than **traditional**;
but why are people **still not**
using those cool ML works for their AI? ☺

Issue 3: Error Rate of Cost-Sensitive Classifiers

The Problem



- cost-sensitive classifier: low cost but high error rate
- traditional classifier: low error rate but high cost
- how can we get the blue classifiers?: low error rate and low cost

cost-and-error-sensitive:
more suitable for **real-world medical needs**

Improved Classifier for Both Cost and Error

(Jan et al., KDD 2012)

Cost

iris	≈
wine	≈
glass	≈
vehicle	≈
vowel	◯
segment	◯
dna	◯
satimage	≈
usps	◯
zoo	◯
splice	≈
ecoli	≈
soybean	≈

Error

iris	◯
wine	◯
glass	◯
vehicle	◯
vowel	◯
segment	◯
dna	◯
satimage	◯
usps	◯
zoo	◯
splice	◯
ecoli	◯
soybean	◯

now, **are people using those cool ML works for their AI?** ☺

Lessons Learned from Research on Cost-Sensitive Multiclass Classification

?

COVID19

cold

healthy

See Page 16 of the Slides for Sources of the Pictures

1. more realistic (generic) in academia
   $\neq$ **more realistic (feasible) in application**
   e.g. the 'cost' of **inputting a cost matrix?** ☺
2. **cross-domain collaboration** important
   e.g. getting the 'cost matrix' from **domain experts**
3. not easy to win **human trust**
   —humans are somewhat **multi-objective**

Outline

Frequently Asked Questions of ML for AI (1/3)

What is the best AI project for (my precious big) data?

My Polite Answer

good start already ☺, any more thoughts that you have in mind?

My Honest Answer

I don't know.

or a slightly longer answer:
if you don't know, I don't know.

A Similar Scenario

What is the best AI project for
(my precious big) data?

how to find a research topic for my thesis?

My Polite Answer

good start already ☺, any more thoughts that you have in mind?

My Honest Answer

I don't know.

or a slightly longer answer:
I don't know, but perhaps you can **start** by thinking about **motivation** and **feasibility**.

Two Axes on Finding AI Projects ≈ Finding Research Topics

- motivation: what are you interested in?
- feasibility: what can or cannot be done?

motivation

- something publishable? oh, possibly **just for people in academia** ☺
- something that **improves xyz performance**
- something that inspires deeper study

—helps generate questions

feasibility

- **modeling**
- **computational**
- budget
- timeline
- . . .

—helps filter questions

tip: important for **first AI project** to be **of high success possibility**

Frequently Asked Questions of ML for AI (2/3)

What is the best machine learning model for (my precious big) data and AI?

My Polite Answer

the best model is **data-dependent**, let's chat about your data first

My Honest Answer

I don't know.

or a slightly longer answer:
I don't know about **best**, but perhaps you can **start** by thinking about **simple models**.

Sophisticated Model for AI

What is the best machine learning model for (my precious big) data and AI?

What is the most sophisticated machine learning model for (my precious big) data and AI?

- myth: my AI works best with most sophisticated model
- sophisticated model:
  - time-consuming to train and predict
  - difficult to tune or modify
  - hard to "simplify" nor "analyze"

sophisticated model shouldn't be **first choice**

Simple First

What is the first machine learning model for (my precious big) data and AI?

Taught in ML Foundations on NTU@Coursera

simple model first:

- efficient to train and predict
- easy to tune or modify
- somewhat "analyzable"
- little risk

tip: KISS Principle
—*Keep It Simple, ~~Stupid~~* **Safe**

Frequently Asked Questions of ML for AI (3/3)

How to Get my AI Project Started?

Old Me

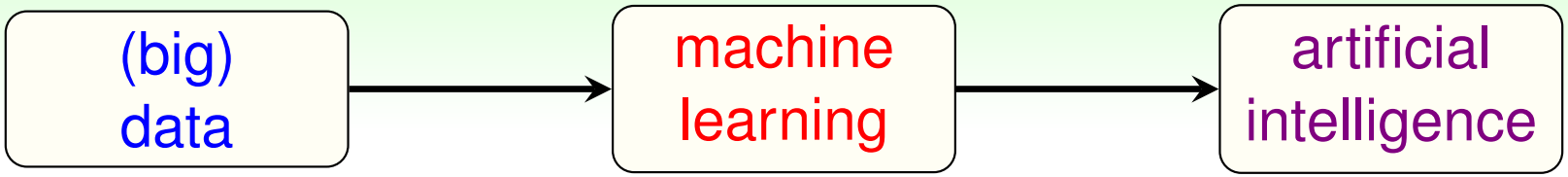
I don't know. ☺

New Me

I know one key factor!

let's see what the key factor is

Todos in AI Project



data

- gathering
- cleaning
- storing
- . . .

techniques

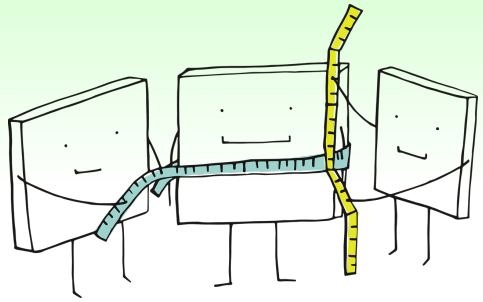
- modeling
- computation
- non-ML tech.
- . . .

usage

- **evaluation**
- deployment
- scalability
- . . .

key first step: set up **evaluation criteria**

Evaluation Criteria Guide AI Project Planning



(free image by Manfred Steger from Pixabay)

suggest improvement opportunities

⇕

data

hint
preparation steps

⇐

techniques

assist
model/tech. choices

⇐

usage

define
acceptance goals

tip: always start with
reasonable & measurable criteria
to describe prioritized AI goal

Outline

AI: Now and Next

2010–2015: AI |

AI becomes **promising**, e.g.

- initial success of **deep learning** on ImageNet
- mature tools for SVM (**LIBSVM**) and others

2016–2020: AI +

AI becomes **competitive**, e.g.

- super-human performance of **alphaGo** and others
- all big technology companies become **AI-first**

2021–: AI ×

AI becomes **necessary**

- "You'll not be replaced by AI, but **by humans who know how to use AI**"

  (Sun, Chief AI Scientist of Appier, 2018)

Needs of ML for Future AI

more generative

win human **respect**

e.g. Appier's 2018 work on **design matching clothes**

(Shih et al., AAAI 2018)

more explainable

win human **trust**

e.g. my students' work on **automatic bridge bidding**

(Yeh et al., IEE ToG 2018)

more interactive

win human **heart**

e.g. my student's work (w/ DeepQ) on **efficient disease diagonsis**

(Peng et al., NeurIPS 2018)

Summary

- ML for (Modern) AI:
  tools + human knowledge $\Rightarrow$ **easy-to-use application**
- ML Research for Modern AI:
  need to be **more open-minded**
  —in methodology, in collaboration, in KPI
- ML for AI in Reality:
  - motivated/feasible project with **measurable criteria**
  - human and/or **simple** model first
- ML for future AI:
  knowing **how to use** is important

Thank you! Questions?