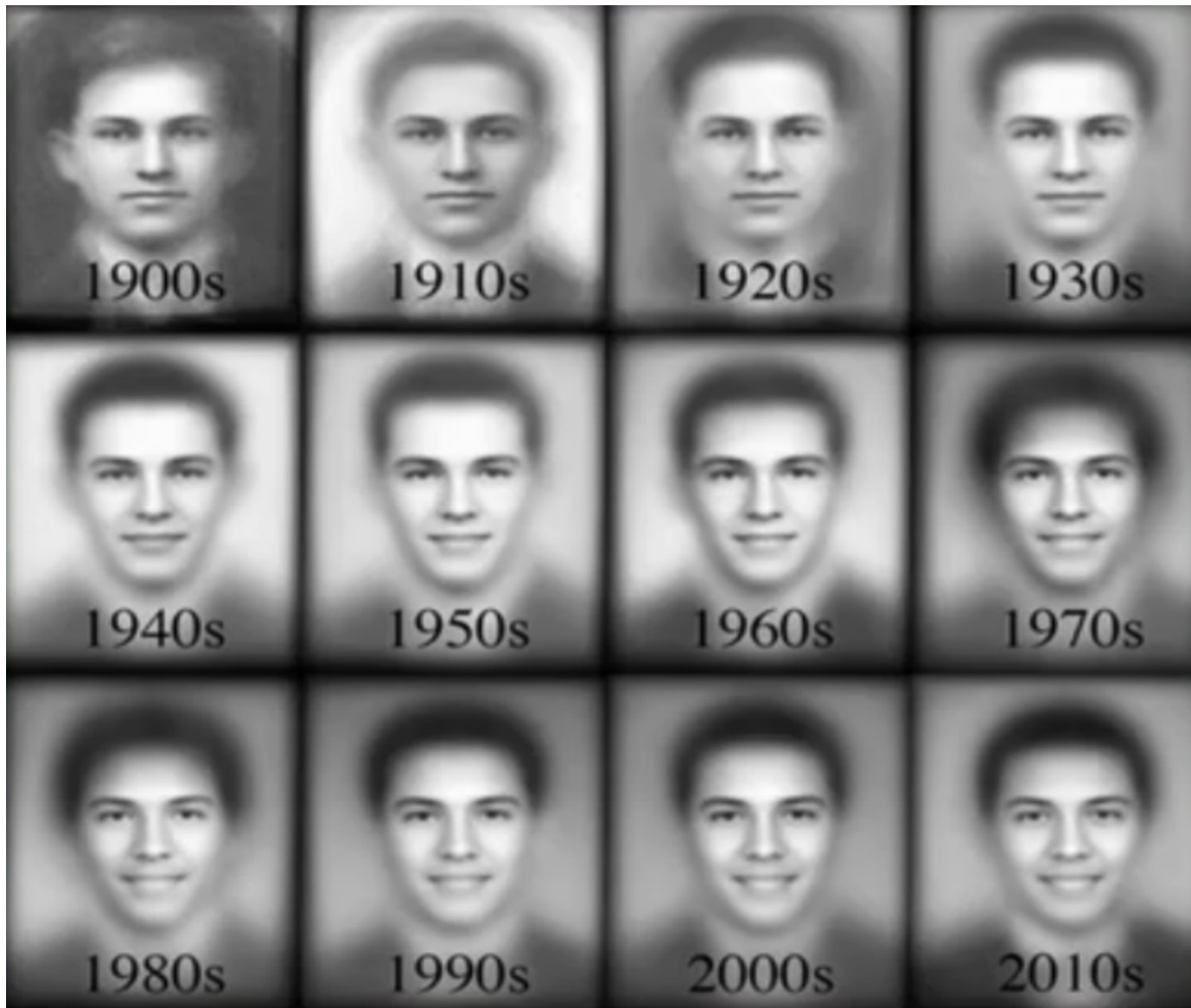


Visualization matters

- ◆ Check data quality
- ◆ Understand the data
- ◆ Understand the model
 - To aid in model development
 - To explain results to users

Exploratory Data Analysis (EDA)

- ◆ **Look at the data!!!**
- ◆ **Look at some images; read some posts**
- ◆ **Counts**
 - Present/missing
- ◆ **Means/standard deviations**
- ◆ **Histograms**
- ◆ **Correlations of features with outputs**



Shiry Ginosaur
et al.



Shiry Ginosaur
et al.

Variable explanation/importance

◆ Interpretation

- Find items closest to the cluster center
- Find words closest to a vector embedding

◆ Method *specific* or *agnostic* variable importance

◆ $\operatorname{argmax}_x f(x)$ for hidden nodes or outputs

- Which input (Image, document ...) maximizes the $p(Y=y)$?

$$\operatorname{argmax}_x f(x)$$



(a) Extraverted.



(b) Conscientious.

Figure 1: Example Twitter profile pictures for users scoring high in a personality trait.

Variable Importance

- ◆ $y = 1000 x_1 + x_2$
- ◆ **Which is more important:** x_1 or x_2 ?
- ◆ How should you measure importance?
- ◆ Possible answers:
 - Standardize x_1 and x_2
 - Change each of the features over its usual range and see you much y changes
 - Remove each of the features and see how the prediction changes - *with or without retraining the model*

Variable Importance: Regression

- ◆ **Univariate and multivariate are different**

- Since features are usually highly redundant

- ◆ **True model:** $y = x_1 + x_5$

- ◆ **Fit:** $y = c_1 x_1 + c_2 x_2 + c_3 x_3 + c_4 x_4 + c_5 x_5$

- with $x_1 = x_2 = x_3 = x_4$

- ◆ **Giving:** $y = \frac{1}{4} x_1 + \frac{1}{4} x_2 + \frac{1}{4} x_3 + \frac{1}{4} x_4 + c_5 x_5$

- ◆ **How important is x_1 ?**

- $\frac{1}{4}$ or 1?

Kinds of generic variable importance

◆ The accuracy loss from leaving out a variable when building a model

- What is the importance of x_1 in

$$y = c_1 x_1 + c_2 x_2 + c_3 x_3 + c_4 x_4 + c_5 x_5$$

$$\text{with } x_1 = x_2 = x_3 = x_4$$

◆ The accuracy loss from pegging a variable to its average value in a trained model

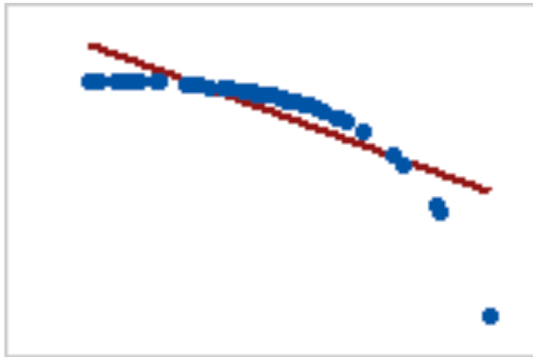
Random Forest Variable Importance

- ◆ Find test set error, Err
- ◆ Permute a variable x_j , find new test set error, Err_t
- ◆ Variable importance is the difference, $(Err - Err_t)$ divided by the standard error

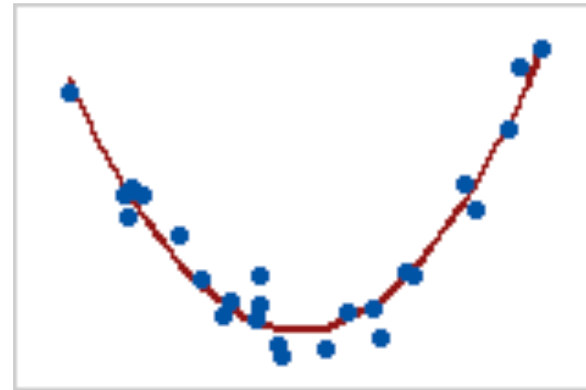
From the R package for
Random forests

For interpretation

- ◆ Find correlation of each feature x_j with y
 - But beware on nonlinear relations
 - Pearson vs. Spearman correlations



Pearson = -0.799 , Spearman = -1



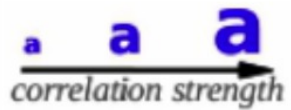
Look at the data!

- ◆ Frequency

- ◆ Correlation (Pearson)

$$\text{corr}(x,y) = E[(x - \mu_x)(y - \mu_y)] / \sigma_x \sigma_y$$

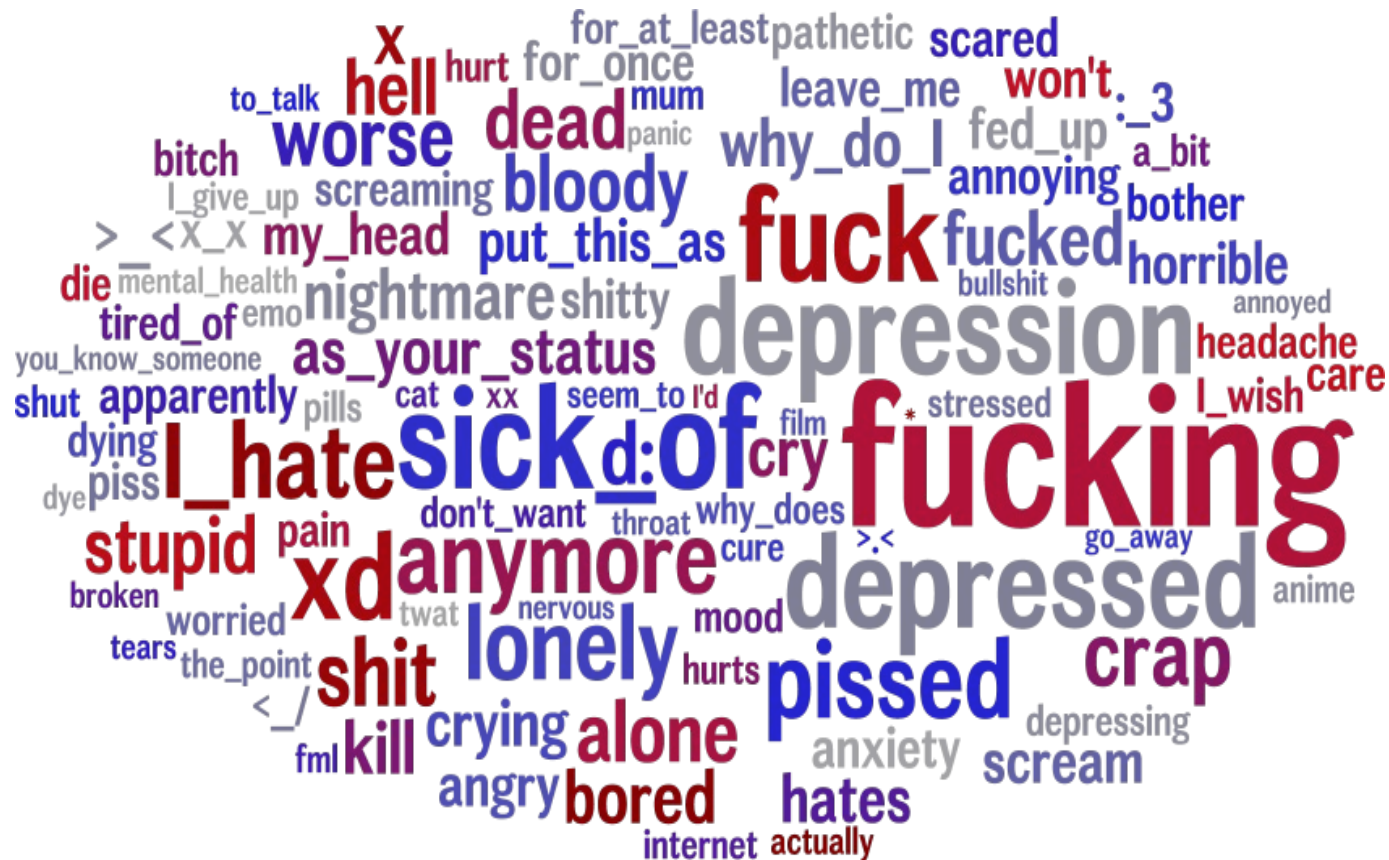
Words reflect who says them



Words reflect who says them



Neurotic words



Well adjusted (anti-neurotic) words



What you should know

◆ Start by looking at distributions

- Look for outliers
- Label clusters with frequent items close to the center

◆ $\operatorname{argmax}_x f(x)$ for feature detectors or outputs

- Images, words/documents ...

◆ Correlations (Pearson or Spearman)

- E.g., word clouds

◆ Univariate vs. multivariate variable importance