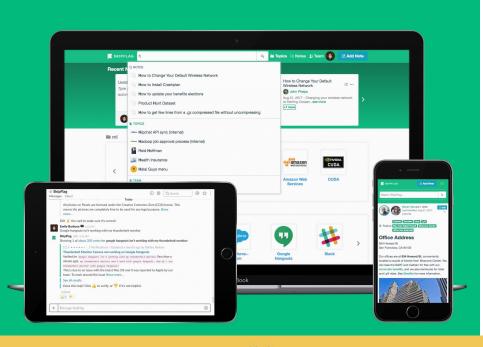


Fast & Effective: Natural Language Understanding

Mike Conover, Ph.D. Principal Data Scientist

## SkipFlag



- Smart Knowledge Base
- **Instant Answers**
- **Expert Identification**
- Intelligent Bot





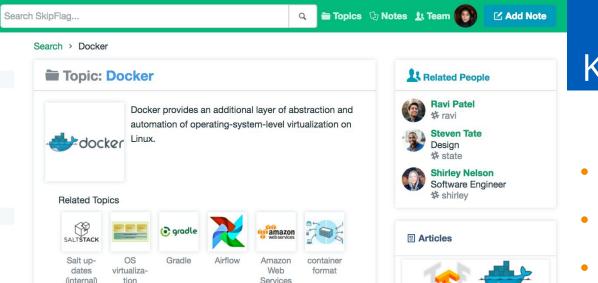












T. ...

M ...

£ ...

SKIPFLAG

Conversations

Articles

Events

O Apps

**TOPICS** 

Docker

(internal)

docker

(internal)

Airflow

(internal)

Services

(internal)

Ansible

virtualization

**Docker Compose** 

+ Add topic

docker buas

Amazon Web

Docker images

Salt updates

configuration

email generation (internal)

D Notes

campaign....see more

John Phelps

Mike Chao

Recreating Indices for One Ad Campaign

Deep Learning Prototyping Resources

Amazon EC2 tutorial GPU +35 more

Aug 15, 2017 - Below is an example workflow for running a job to recreate data for a single

Jul 10, 2017 - A collection of resources & tutorials outlining approaches to deep learning

Emily Barbosa and 1 other

Docker login SSH +11 more

experimentation....see more

FlasticSearch Cheat Sheet

**Filter By** 

TYPE

Q All Notes



# Smart Knowledge Base

- Entity Graph
- Projects & Jargon
- Relevant Articles
- Documentation
- Source Code



## Prototype Rapidly:

Or how to solve open research problems in a production environment on deadline.

### Reflections



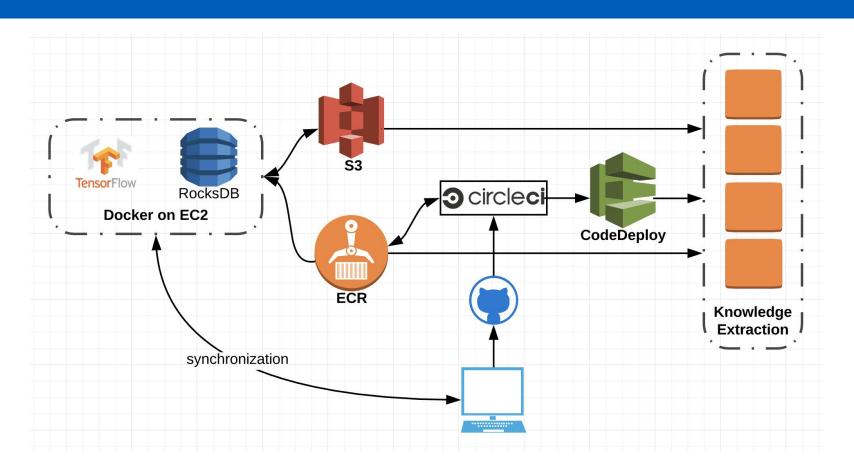
Exercise is good for you.

### Reflections

Start with the model the state of the art claims to beat and implement that.



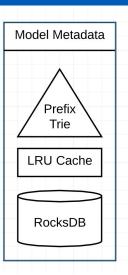
# Containers & Model Deployment



### Tiered Metadata Architecture

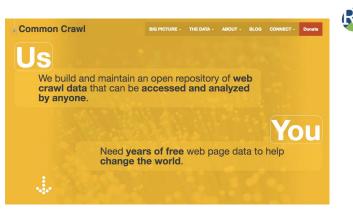


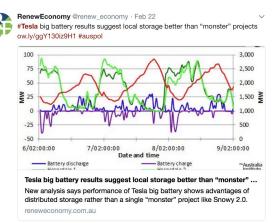
- Compute local data access
- Memory constrained environments
- Fast bulk write





## Language in the Wild







#### **Common Crawl**

- Petabyte Scale Web Crawl
- Available for Free on S3

#### **Twitter**

Cornucopia of Malformed Text

### Wikipedia

- Linked Structured
- Taxonomic

# Word Embeddings

Twitter	Wikipedia	Common Crawl
protest	occupying	protesters
taiji	occupied	ows
ows	reside	protest
boycott	places	protestors
burma	within	protests
protests	surrounded	occupying
occupygezi	adjacent	occupied
lebanon	enter	activists
activists	occupies	demonstrators
protesters	houses	protesting

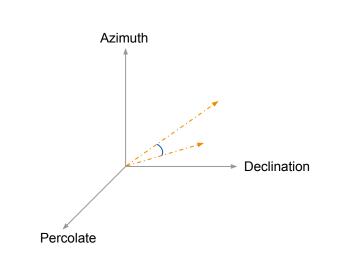
occupy



"All models are wrong, but some are useful."

George Box

## Who Needs Grammar, Anyway?



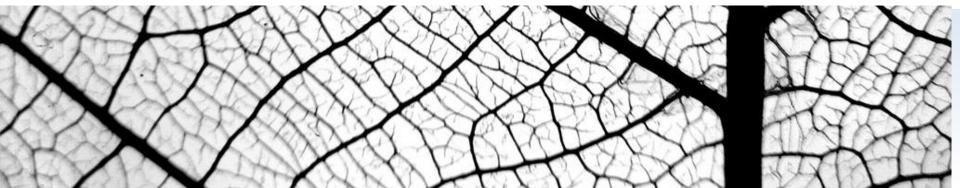
Azimuth	Declination	Percolate
.5	.9	.01

.. M's of Dimensions



Orienteering	Physics
.9	0.1

.. 100's of Dimensions



## Targets of Interest

#### **Document**

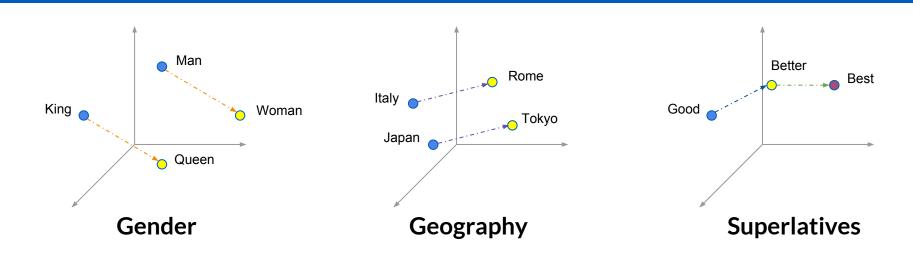
$$A = \begin{bmatrix} a_{11} & a_{12} & a_{13} & \dots & a_{1n} \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ a_{i1} & a_{i2} & a_{i3} & \dots & a_{in} \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ a_{m1} & a_{m2} & a_{m3} & \dots & a_{mn} \end{bmatrix}$$

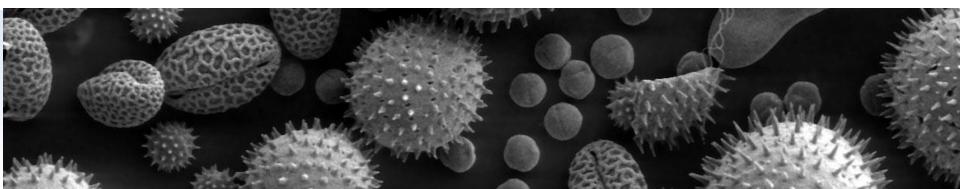
eature





### Semantic Structure





## **Embedding Vectors**

The sky above the port was the color of television, tuned to a dead channel.

$$A = \begin{bmatrix} a_{11} & a_{12} & a_{13} & \dots & a_{1n} \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ a_{i1} & a_{i2} & a_{i3} & \dots & a_{in} \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ a_{n-1} & a_{n-2} & a_{n-3} & a_{n-n} \end{bmatrix} \overset{\textbf{Embedding}}{\textbf{Document Vector}}$$



## Word Embeddings

#### **Glove Vectors**

Wikipedia 2014 + Gigaword 5 (6B tokens, 400K vocab, uncased, 50d, 100d, 200d, & 300d vectors, 822 MB):

<u>Common Crawl</u> (42B tokens, 1.9M vocab, uncased, 300d vectors, 1.75 GB)

<u>Common Crawl</u> (840B tokens, 2.2M vocab, cased, 300d vectors, 2.03 GB)

<u>Twitter</u> (2B tweets, 27B tokens, 1.2M vocab, uncased, 25d, 50d, 100d, & 200d vectors, 1.42 GB)

#### Word2Vec

Google News (100B tokens, 3M vocab, 300d)

Freebase (100B words, 1.4M vocab, 300d)

Corpus Casing Dimensionality Size

## Build Your Own Embeddings

### Out of the Box



Word2Vec

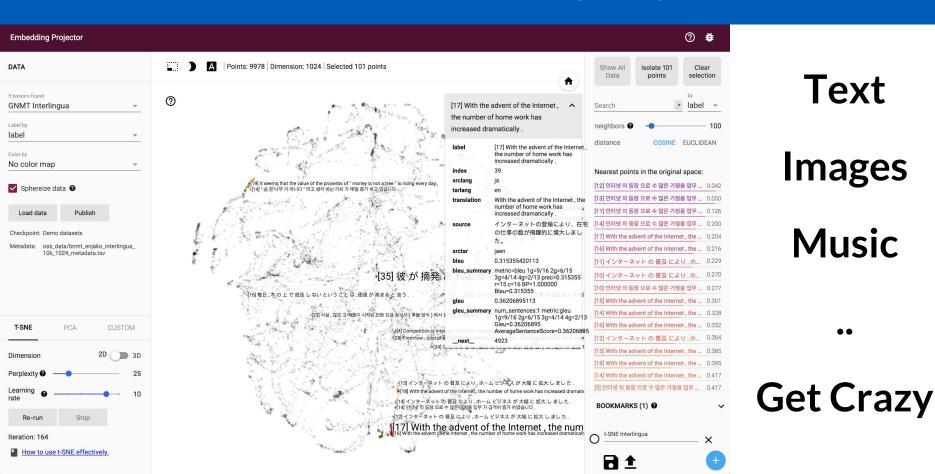
Doc2Vec

Poincare Embeddings

LDA/LSA



## Tensorflow Embedding Projector



### Compositional Embeddings

**Domain Specific Corpora** 

**Initialize with Pre-trained Embeddings** 

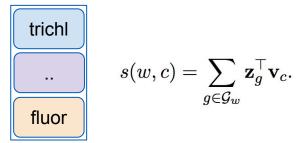


### Cut to the Chase

#### **FastText**

- Multiclass Classification
- Subword Embeddings

### trichlorodifluor ene



https://github.com/facebookresearch/fastText Bojanowski, Piotr, et al. "Enriching word vectors with subword information." *arXiv* (2016)



### **Embed All the Things!**



### **StarSpace**

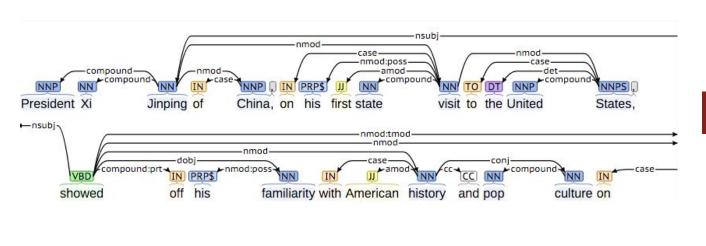
- Text Classification
- Graph Embeddings
- Similarity / Ranking
- Image Classification

### Fine-Grained Structure



Graham Askew PERSON, a biomechanics professor at the University of Leeds ORG in England OPE, leads research to understand better how the chambered nautilus moves.

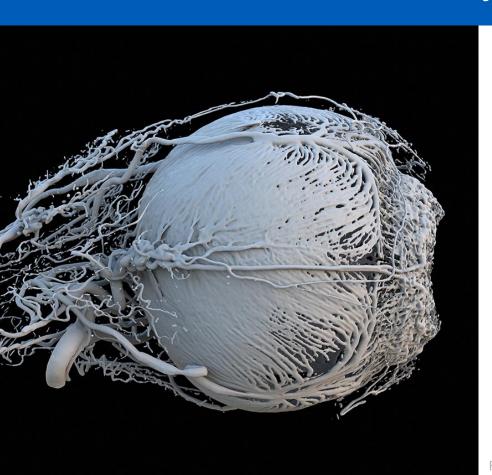
### Breakdown





graham askew, a biomechanics professor at the university of leeds in england, leads research to understand better how the chambered nautilus moves.

## Piece by Piece



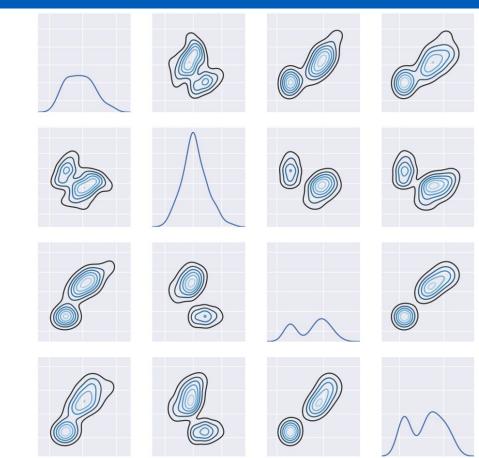
#### **Keyphrase Extraction**

- RAKE Algorithm
- Segphrase / Autophrase

graham\_askew | a | biomechanics\_professor | at the | university\_of\_leeds | in | england | leads research | to | understand | better | how | the | chambered nautilus | moves

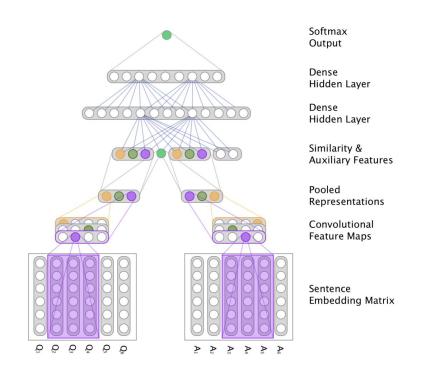
# **Taking Sentences Apart**

Zeroth Law: This only works in practice, never in theory.

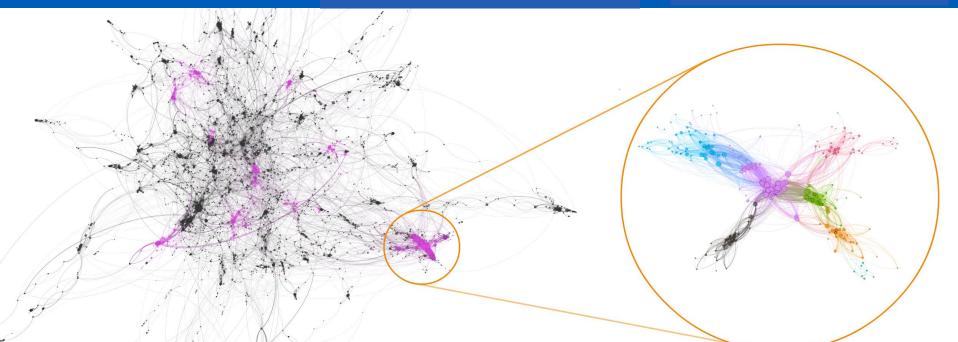


### Learning to Rank with Neural Nets

Sometimes Good Enough Isn't Good Enough









Pete Skomoroch



Sam Shah



Scott Blackburn



Matt Hayes

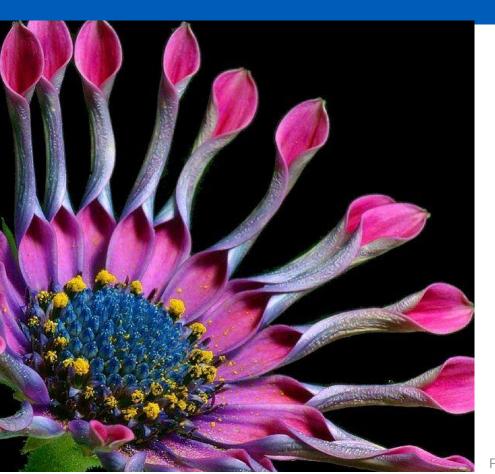


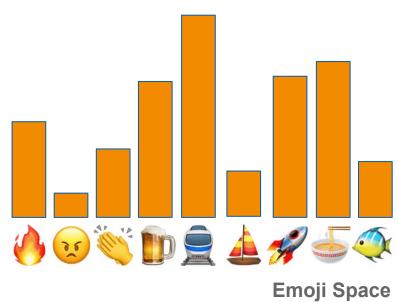


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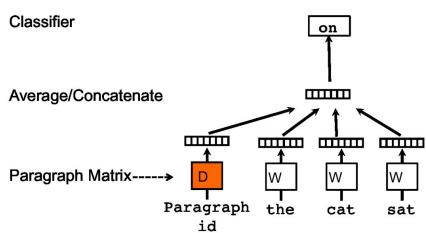
### Cut to the Chase





### **Build Your Own Embeddings**





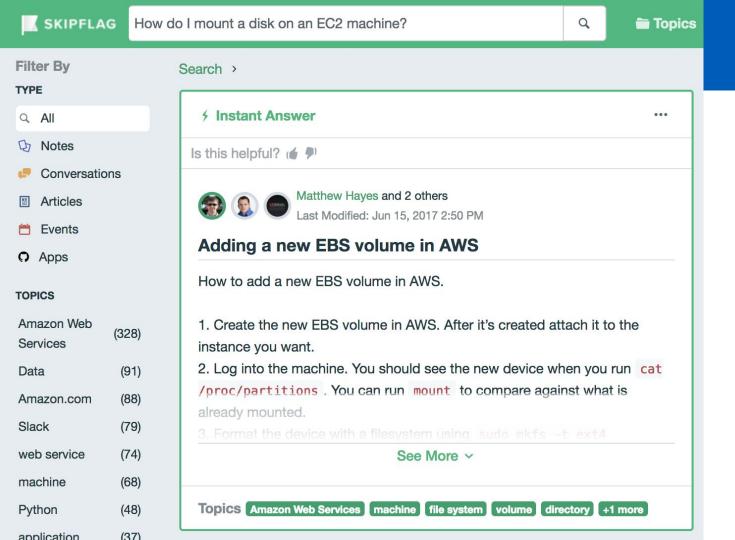
Paragraph Vectors (Doc2Vec)

Le, Quoc, and Tomas Mikolov. "Distributed representations of sentences and documents." *International Conference on Machine Learning*. 2014.

## Ship It!







# Instant Answers