CSE 258 – Lecture 1.5
Web Mining and Recommender Systems

Supervised learning – Regression
Supervised learning is the process of trying to infer from labeled data the underlying function that produced the labels associated with the data.
What is supervised learning?

Given **labeled training data** of the form

\[
\{(\text{data}_1, \text{label}_1), \ldots, (\text{data}_n, \text{label}_n)\}
\]

Infer the function

\[
f(\text{data}) \rightarrow \text{labels}
\]
Example

Suppose we want to build a movie recommender

e.g. which of these films will I rate highest?
Q: What are the labels?

A: ratings that others have given to each movie, and that I have given to other movies
Q: What is the data?

A: features about the movie and the users who evaluated it

Movie features: genre, actors, rating, length, etc.

User features: age, gender, location, etc.
Example

Movie recommendation:

\[ f(\text{data}) \rightarrow \text{labels} \]

\[ = \]

\[ f(\text{user features, movie features}) \rightarrow \text{star rating} \]
Design a system based on **prior knowledge**, e.g.

```python
def prediction(user, movie):
    if (user['age'] <= 14):
        if (movie['mpaa_rating']) == "G"):
            return 5.0
        else:
            return 1.0
    else if (user['age'] <= 18):
        if (movie['mpaa_rating']) == "PG"):
            return 5.0
        else:
            return 1.0
    .... Etc.
```

Is this **supervised learning**?
Solution 2

Identify words that I frequently mention in my social media posts, and recommend movies whose plot synopses use similar types of language.

Is this supervised learning?

\[
\text{argmax} \text{ similarity(synopsis, post)}
\]
Identify which attributes (e.g. actors, genres) are associated with positive ratings. Recommend movies that exhibit those attributes.

Is this supervised learning?
Solution 1

(design a system based on prior knowledge)

Disadvantages:
• Depends on possibly false **assumptions** about how users relate to items
• Cannot adapt to new data/information

Advantages:
• Requires no data!
Solution 2

(identify similarity between wall posts and synopses)

Disadvantages:
• Depends on possibly false assumptions about how users relate to items
• May not be adaptable to new settings

Advantages:
• Requires data, but does not require labeled data
(identify attributes that are associated with positive ratings)

Disadvantages:
• Requires a (possibly large) dataset of movies with labeled ratings

Advantages:
• Directly optimizes a measure we care about (predicting ratings)
• Easy to adapt to new settings and data
Supervised versus unsupervised learning

Learning approaches attempt to model data in order to solve a problem.

Unsupervised learning approaches find patterns/relationships/structure in data, but are not optimized to solve a particular predictive task.

Supervised learning aims to directly model the relationship between input and output variables, so that the output variables can be predicted accurately given the input.
Regression is one of the simplest supervised learning approaches to learn relationships between input variables (features) and output variables (predictions)
Linear regression assumes a predictor of the form

\[ X\theta = y \]

(or \( Ax = b \) if you prefer)
Linear regression

Linear regression assumes a predictor of the form

\[ X\theta = y \]

**Q:** Solve for theta

**A:**
Example 1

How do preferences toward certain beers vary with age?
Example 1

Beers:

**Beeradvocate**

**Bourbon County**

- **BA Score**: 100/100
- **The Bruery**: 95/100

**Brewed by:**
Goose Island Beer Co.
Illinois, United States

**Style / ABV**
American Double / Imperial Stout | 13.8% ABV

**Availability:** Winter

**Notes/Commercial Description:**

- **Brewed by:** Goose Island Beer Co.
- **Style:** American Double / Imperial Stout
- **Availability:** Winter

**User profiles:**

**HipCzech**

- **Affiliation:** Aftionado
- **Male, from Texas**

**Profile Page**

- **Member Since:** Jul 12, 2014
- **Points:** 175
- **Beers:** 108
- **Places:** 6
- **Posts:** 0
- **Likes Received:** 0
- **Trading:** 0% / 0

**Ratings/reviews:**

**4.35/5**

- **Look:** 4 | **Smell:** 4.25 | **Taste:** 4.5 | **Feel:** 4.25 | **Overall:** 4.25

**Serving:** 355 mL bottle poured into a 9 oz Libbey Embassy snifter ("bottled on 08/14/1109").

**Appearance:** Deep, dark near-black brown. Hazy, light brown fringes of foam and limited lacing; no head.

**Smell:** Roasted malt, vanilla, and some warming alcohol.

**Taste:** Roasted malts, cocoa, burnt caramel, molasses, vanilla and dark fruit. Bourbon barrel is hinted at but never takes over.

**Mouthfeel:** Medium to full body and light carbonation with a very lush, silky smooth feel.

**Overall:** Not as complex or intense as some newer barrel-aged stouts, but smooth and balanced with all the elements tightly integrated.

*HipCzech, Yesterday at 05:38 AM*
Example 1

50,000 reviews are available on
http://jmcauley.ucsd.edu/cse258/data/beer/beer_50000.json
(see course webpage)
Real-valued features

How do preferences toward certain beers vary with age?
How about \textbf{ABV}?

(code for all examples is on http://jmcauley.ucsd.edu/cse258/code/week1.py)
Real-valued features

What is the interpretation of:

\[ \theta = (3.4, 10e^{-7}) \]

(code for all examples is on [http://jmcauley.ucsd.edu/cse258/code/week1.py](http://jmcauley.ucsd.edu/cse258/code/week1.py))
Example 2

Categorical features

How do beer preferences vary as a function of gender?

(code for all examples is on http://jmcauley.ucsd.edu/cse258/code/week1.py)
Example 3

Random features

What happens as we add more and more random features?

(code for all examples is on http://jmcauley.ucsd.edu/cse258/code/week1.py)
Exercise

How would you build a feature to represent the month, and the impact it has on people’s rating behavior?