machine learning for IR

some slides courtesy James Allan@umass some slides from Chris Manning/Rada Mihalcea

Text and Machine Learning

- Information Retrieval
- Library and Information Science Artificial Intelligence
- Natural Language Processing
- Database Management

What is Machine Learning?

- A computer program is said to learn from experience E with respect to some class of tasks T and performance measure P, if its performance at tasks in T, as measured by P, improves with experience E. [Mitchell '97]
- T: Classifying Text to some category
- P: Accuracy of Classification
- E: A training set

machine learning

- Given such a dataset onemight want to:
 - Learn to put Instances into A fictional dataset predefined classes (classification)
 - Learn relationships between attributes (association learning)
 - Groups similar instances together (clustering)

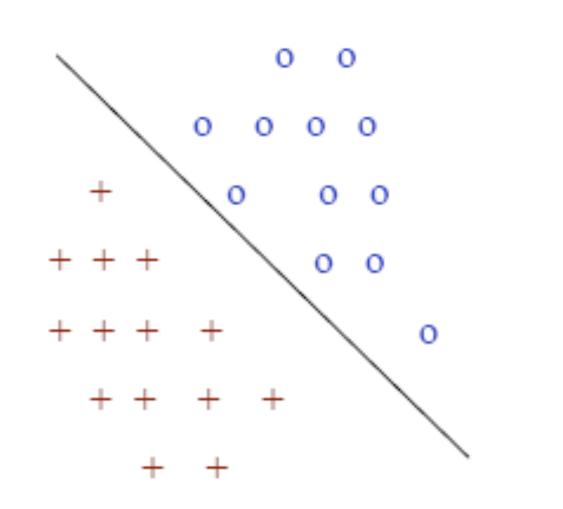
Name	Age	Sex	 Risk
Tom	32	М	 Y
Mary	54	F	 N
John	13	М	 ?
Kim	10	F	 ?

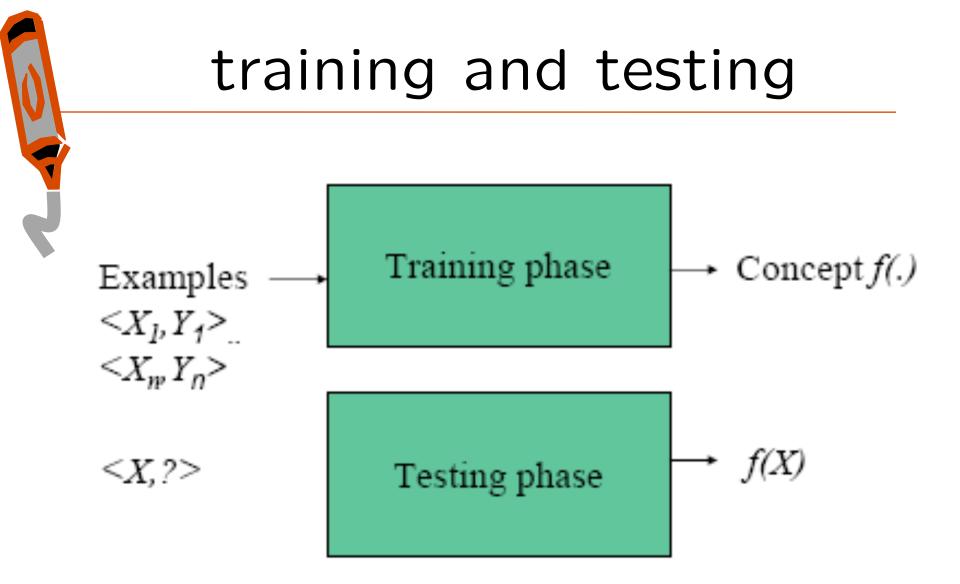
pattern classification

- Definitions:
 - Instance: Single example in the dataset (X_i)
 - Attribute: An aspect of an instance x_j
 - Value: Value that an attribute can take
 - X=(X₁... X_n), a set of ddimensional vectors (the data)
 - $X_i = X_{1,i} \dots X_{m,i}$
 - Y=Y¹...Y^m, a set of output classes
 - Concept The thing to be learned

Name	Age	Sex	 Risk
Tom	32	М	 Y
Mary	54	F	 Ν
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example concept



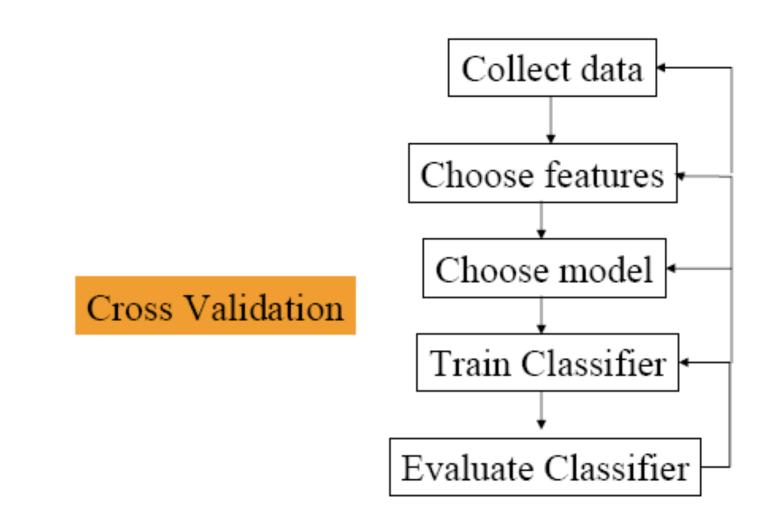


Document Classification

- Standard datasets:
 - Reuters: Reuters news articles in categories like earnings, acquisitions etc
 - Newsgroups: Newsgroups pages: Predict the newsgroup (comp.graphics, comp.os.mswindows.misc, rec.sport.baseball, rec.sport.hockey etc)

Features Docs	w1	 wn	 Class
1			
2			
3			
4			

classification



Supervised Learning

Supervised learning

- learning algorithm is provided with a set of inputs for the algorithm along with the corresponding correct outputs,
- learning involves the algorithm comparing its current actual output with the correct or target outputs, so that it knows what its error is, and modify things accordingly.
- Unsupervised Learning
 - Example regression, clustering

models

• Discriminative Models:

$$x \to g(x)$$

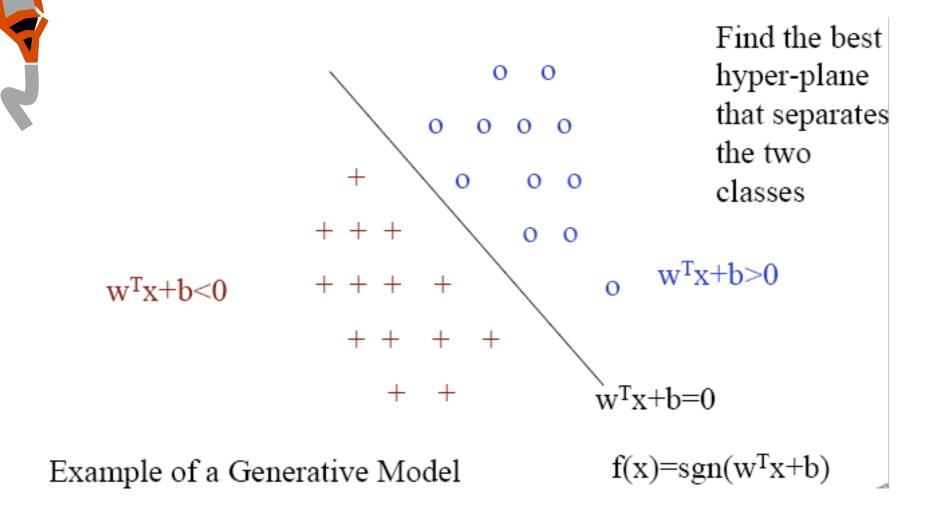
• Generative models:

$$x \to P(x|C)$$
$$P(C|x) \propto P(x|C)P(C)$$
$$g(x) = \frac{P(C|x)}{P(\overline{C}|x)}$$

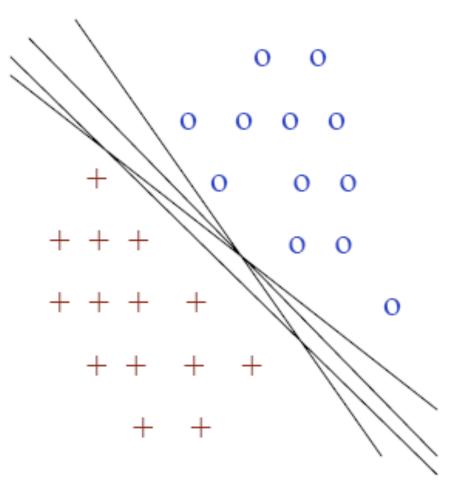
naive Bayes

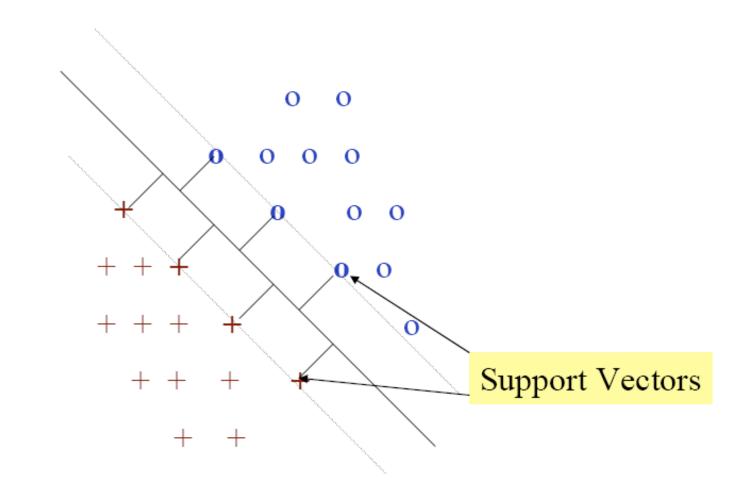
$$P(C|X) = \frac{P(X|C)P(C)}{P(X)}$$
$$P(X|C) = \prod_{i}^{|V|} p(x_i|C)$$

- If $P(C|X) > P(\overline{C}|X)$ then assign X to C
 - Intuitive. Also corresponds to the action where Bayes Risk is minimum
- Example of Generative Model
- Probabilities are Max likelihood with some form of smoothing



But what is the best hyper-plane?

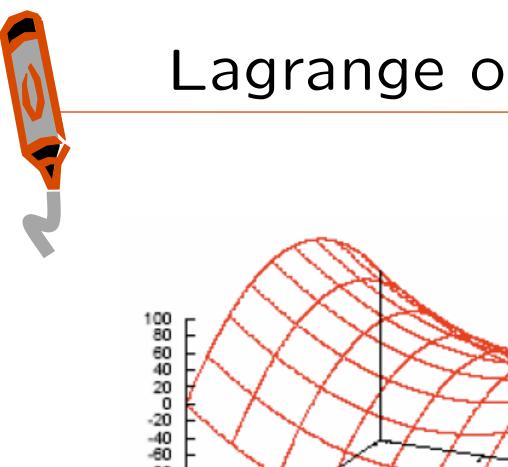




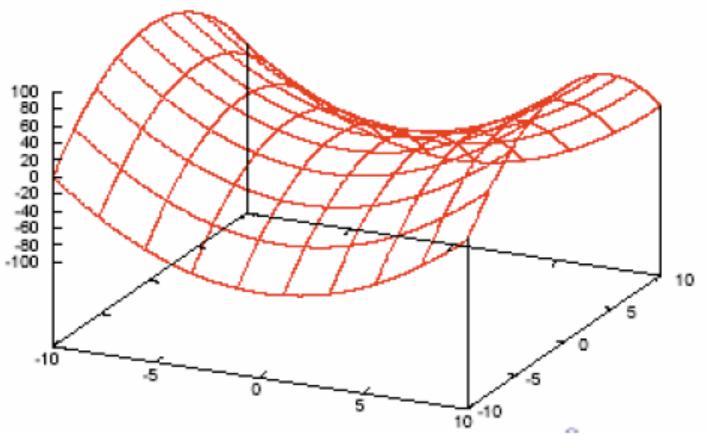


optimization problem

$$(w*,b*) = argmax_{(w,b)}min_{(X_i \in X)}Y_i(w^T X_i + b)$$



Lagrange optimization



svm

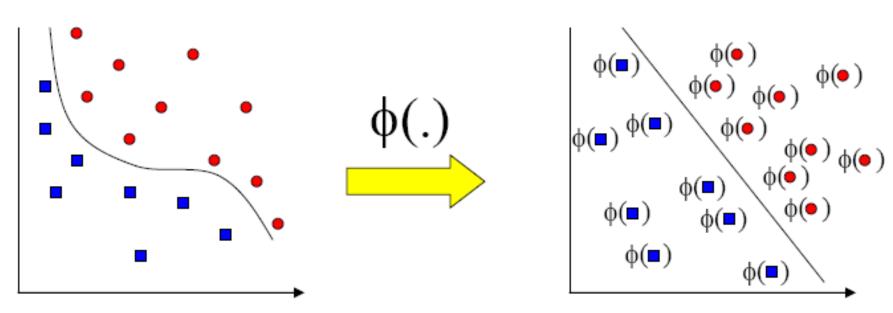
• The solution is of the form

$$f(x) = sgn(\sum_{i \in SV} \alpha_i y_i x_i^T x + b^*)$$

- Support vectors are the only important data points in the training set
- Summation over number of support vectors

the kernel trick

 $K((x,y) = \phi(x)^T \phi(y)$



IR as a Classification Problem

- Binary Classification and
- Compare with Language ModelingFramework

Probabilistic IR models as classifiers

- BIR model : A generative classifier
 - Features are binary representing the presence or absence of each word in the vocabulary
 - Uses a multiple-Bernoulli model to model the class-conditional

$$\log \frac{P(R \mid \mathbf{D})}{P(\overline{R} \mid \mathbf{D})} = \log \frac{P(\mathbf{D} \mid R)P(R)}{P(\mathbf{D} \mid \overline{R})P(\overline{R})}$$
$$= \log \left(\prod_{i:x_i=1}^{n} \frac{P(x_i = 1 \mid R)}{P(x_i = 1 \mid \overline{R})} \prod_{i:x_i=0}^{n} \frac{P(x_i = 0 \mid R)}{P(x_i = 0 \mid \overline{R})}\right)$$

Probabilistic IR models as classifiers

- Language models
 - Appear to have abandoned the notion of IR as a binary classification problem: There is no reference to the class variable R !
 - However, if we imagine each document as a unique class, language models can be considered generative!
 - Language models rank the classes (documents) for each instance (query)!

- Theoretical considerations
 - "One should solve the (classification) problem directly and never solve a more general problem (class-conditional) as an intermediate step" [Vapnik, 1998]
 - Discriminative models tend to have a lower asymptotic error as the training set size is increased [Ng and Jordan, NIPS 2002]

- Modeling assumptions
 - Term conditional independence assumptions in LM not strictly valid
 - Multinomial distribution fails to model burstiness of terms [Teevan and Karger, SIGIR 2003]
 - Discriminative models make very few assumptions and let the data speak for itself!

- Case for Discriminative models for IR
- Expressiveness : advanced features
 - Proximity of query terms
 - Ordering of terms
 - Presence or absence of terms
- Hard to include such features in LMs
- Discriminative models can handle arbitrary features

- Learning arbitrary features
 - Multiple representations of documents
 - E.g.: abstract, title, anchor text, document content
 - Query-independent features
 - E.g.: Page Rank
 - User preferences
- Language models permit both but feature weights (typically) determined empirically
- Discriminative models can learn all such features automatically

IR vs. Text Classification

- IR not same as text classification!
 - IR is much harder: training data is very sparse
 - Dynamic vs. static classes:
 Distribution of words in the relevant class is query-specific
 - training on words as features will not help
- Features based on query-based statistics of documents instead

Unbalanced data

- Non-relevant class is represented by much larger number of training examples than the relevant class
- Discriminative classifiers trained on unbalanced data result in trivial classifiers
- Methods used to overcoming unbalanced data problem:
 - Oversampling minority class
 - Undersampling majority class
 - Adjusting misclassification cost of one of the classes

Ad-hoc Retrieval

- Task of retrieving a ranked list of relevant documents for a given free-text query
 - 4 different TREC collections used in the experiments: each collection has a set of train and test queries and relevance judgments
 - SVM and LM
 - The models trained on each collection and tested on all 4 collections: in total we have 16 runs
 - Documents and queries are pre-preprocessed using a stop-word list and the K-stemmer

Ad-hoc Retrieval

- Used title queries in all experiments
- Dirichlet smoothing is used in LM runs: training consists of finding the best value of Dirichlet parameter
- SVMs: linear kernels proved the best
- Discriminative models trained using all relevant examples and randomly sampled non-relevant examples
- Lemur for LMs, SVM-light for SVMs

Ad-hoc Retrieval

Features used in the discriminative models

$$1.\sum_{i=1}^{n} \log(c(q_i, D)) \qquad 4.\sum_{i:q_i>0} \log \frac{|C|}{c(q_i, C)}$$
$$2.\sum_{i=1}^{n} \log(1 + \frac{c(q_i, D)}{|D|}) \qquad 5.\sum_{i=1}^{n} \log\left(1 + \frac{|D|}{c(q_i, D)}idf(q_i)\right)$$
$$3.\sum_{i:c(q_i, D)>0} \log(idf(q_i)) \qquad 6.\sum_{i=1}^{n} \log\left(1 + \frac{|C|}{c(q_i, C)}\frac{c(q_i, D)}{|D|}\right)$$

Out-Of-Vocab problem

- Words in test queries are mostly to have occurred in training queries.
- However, features are based not on words but on the term statistics.

adhoc retrieval

	→				
Train Test		Disk 1-2	Disk3	Disks 4-5	WT2G
		(151-200)	(101-150)	(401-450)	(426-450)
Disk1-2	LM	0.2561 (6.75e-3)	0.1842	0.2377 (0.80)	0.2665 (0.61)
(101-150)	SVM	0.2145	0.1877 (0.3)	0.2356	0.2598
Disk3	LM	0.2605 (1.08e-4)	0.1785 (0.11)	0.2503 (0.21)	0.2666
(51-100)	SVM	0.2064	0.1728	0.2432	0.2750 (0.55)
Disk4-5	LM	0.2592 (1.75e-4)	0.1773 (7.9e-3)	0.2516 (0.036)	0.2656
(301-350)	SVM	0.2078	0.1646	0.2355	0.2675 (0.89)
WT2G	LM	0.2524 (4.6e-3)	0.1838 (0.08)	0.2335	0.2639
(401-425)	SVM	0.2199	0.1744	0.2487 (0.046)	0.2798 (0.037)

ad-hoc retrieval

- Conclusions
 - LMs, despite some inaccurate assumptions are quite robust!
 - class conditional models using a fixed distribution are relatively impervious to noise in training data
 - Simplicity helps in good generalization
 Why use SVMs then?
 - Strength of SVMs: ability to learn relative importance of arbitrary features automatically

home page finding

- Task of retrieving the relevant document as high in the ranked list as possible.
 - Corpus is WT10G, a 10GB web collection.
 - 50 Queries for Training, 50 for development and 145 for testing
 - Evaluation
 - Mean Reciprocal Rank (MRR)
 - Success rate
 - Failure rate

home page finding

- Features used in discriminative models
 - Query-dependent features:
 - Document content
 - Anchor text
 - Title
 - Query-independent features
 - Link factor
 - URL-depth: reciprocal of number of brathe d $\log\left(1 + \frac{num - links(D)}{Avg - num - links}\right)$ sath of

home page finding

Results on the development set

SVM features	MRR	Success %	Failure %
Content + Anchor	0.54	73.0	5.2
Content + Anchor + Title	0.61	85.7	10.2
Content + Anchor + Title + URL	0.61	85.7	10.2
Content + Anchor + Title + URL+ link	0.61	85.7	10.2
LM baseline	0.35	52.0	10.0
SVM baseline	0.33	53.06	12.24

home page finding

Results on test set

 Used all query-dependent and queryindependent features

Model	MRR	Success %	Failure %
Full-featured SVM	0.52	77.93	11.03
LM baseline	0.35	57.93	15.86
SVM Baseline	0.28	52.41	17.90

Different Learning Paradigms

- Inductive Learning what you just saw
 - Learn from solved examples in a book . In-class closed book exam
- Active Learning
 - Only unsolved problems. Can ask an expert a few questions. In-class closed book exam
- Semi supervised learning
 - Book examples, back of the book questions. In-class closed
- Transductive Learning.
 - Book examples. Take home exam.

Active Learning

- In Active Learning the learner can ask an expert the labels of some of the unlabeled instances in order to improve classification accuracy.
- The objective is to ask the expert as few questions as possible.
- Uncertainty sampling is one way of Active Learning

Active Learning

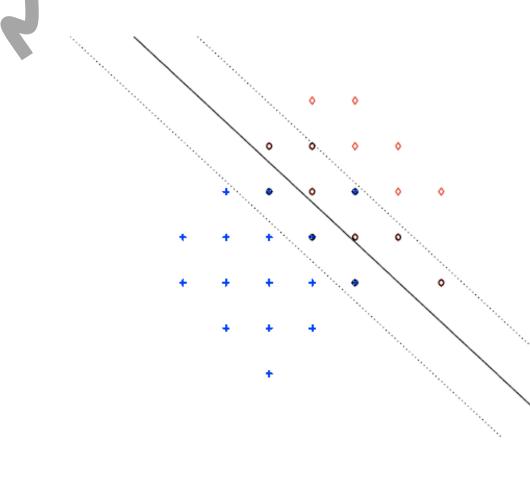
- Query by Committee [Freund, Sueng et al]
 - They prove theoretically that if a 2 member committee can achieve information gain with +ve lower bound then error decreases exponentially in the number of queries
- Uncertainty Sampling [Lewis and Gale]
 - Query on those instances that the Naïve Bayes classifier is most uncertain about $(p(Y|X)^{-}0.5)$
- Optimize on expected future error[Roy,McCallum]
- Active Learning with Support Vector Machines [Tong, Koller]
 - Pick a sample such that the knowledge of the label reduces the version space in half.

Active Learning with a Naive Bayes Classifier

- Remember the Naïve Bayes Classifier
- The simplest way of uncertainty sampling is to query the user on instances with as close to 0.5 as possible.

 $\frac{P(C|D)}{P(\bar{C}|D)} = \frac{P(C)}{P(\bar{C})} \times \frac{P(D|C)}{P(D|\bar{C})}$

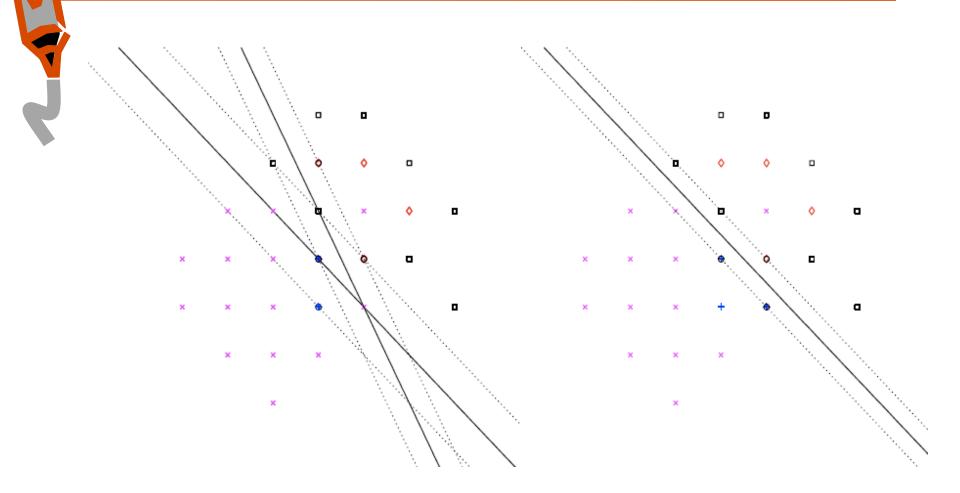
active learning with SVM



CMPSCI 646

- Consider a two class problem
- The SVM tries to find the best separating hyper- plane
- When all the data is labeled it's easy.
 - ◇ Labeled Class 1 data
 - + Labeled Class 2 data
 - Unlabeled Class 1 data
 - X Unlabeled Class 2 data
 - Support vectors

Uncertainty Sampling



active learning and SVMs

- For each instance that you pick, you halve the hypothesis space.
- In other words you halve the number of possible concepts that fit the data

Uncertainty Sampling

Topic	SVM – Unc	Equivalent Random size
Earn	86.4	34
Acq	77.0	>100
Money	93.8	50
Grain	95.5	13
Crude	95.26	>100

Avg. test set accuracy on Reuters corpus. 2nd column is accuracy with 10 labeled instances using Uncertainty sampling with SVMs.

Maximum Likelihood Parameter Estimation

$$P(X) \sim \theta$$

- For example $\theta = \mu, \sigma$ for a normal distribution.
- Write this as:

 $P(X|\theta)$

$$\mathcal{D} = x_1 \dots x_n$$
$$p(\mathcal{D}|\theta) = \prod_{i=1}^n p(x_i|\theta)$$

MLE

Log Likelihood: $l(\theta) = \log p(\mathcal{D}|\theta)$

Maximum Likelihood Estimate: $\hat{\theta} = argmax_{\theta}l(\theta)$

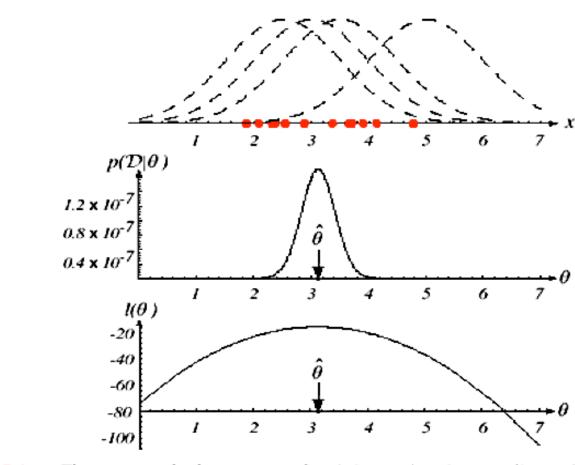


FIGURE 3.1. The top graph shows several training points in one dimension, known or assumed to be drawn from a Gaussian of a particular variance, but unknown mean. Four of the infinite number of candidate source distributions are shown in dashed lines. The middle figure shows the likelihood $p(\mathcal{D}|\theta)$ as a function of the mean. If we had a very large number of training points, this likelihood would be very narrow. The value that maximizes the likelihood is marked $\hat{\theta}$; it also maximizes the logarithm of the likelihood—that is, the log-likelihood $I(\theta)$, shown at the bottom. Note that even though they look similar, the likelihood $p(\mathcal{D}|\theta)$ is shown as a function of θ whereas the conditional density $p(x|\theta)$ is shown as a function of x. Furthermore, as a function of θ , the likelihood $p(\mathcal{D}|\theta)$ is not a probability density function and its area has no significance. From: Richard O. Duda, Peter E. Hart, and David G. Stork, *Pattern Classification*. Copyright © 2001 by John Wiley & Sons, Inc.

Bayesian estimation

$P(x|\mathcal{D}) = \int p(x|\theta)p(\theta|\mathcal{D})d\theta$ $P(\theta|\mathcal{D}) = \frac{P(\mathcal{D}|\theta)p(\theta)}{\int p(\mathcal{D})}$ $P(\theta|\mathcal{D}) = \frac{P(\mathcal{D}|\theta)p(\theta)}{\int p(\mathcal{D}|\theta)p(\theta)d\theta}$

used for smoothing language models



text classification

Is this spam?

From: "" ¡takworlld@hotmail.com¿ Subject: real estate is the only way... gem oalvgkay

Anyone can buy real estate with no money down

Stop paying rent TODAY !

There is no need to spend hundreds or even thousands for similar courses

I am 22 years old and I have already purchased 6 properties using the methods outlined in this truly INCREDIBLE ebook.

Change your life NOW !

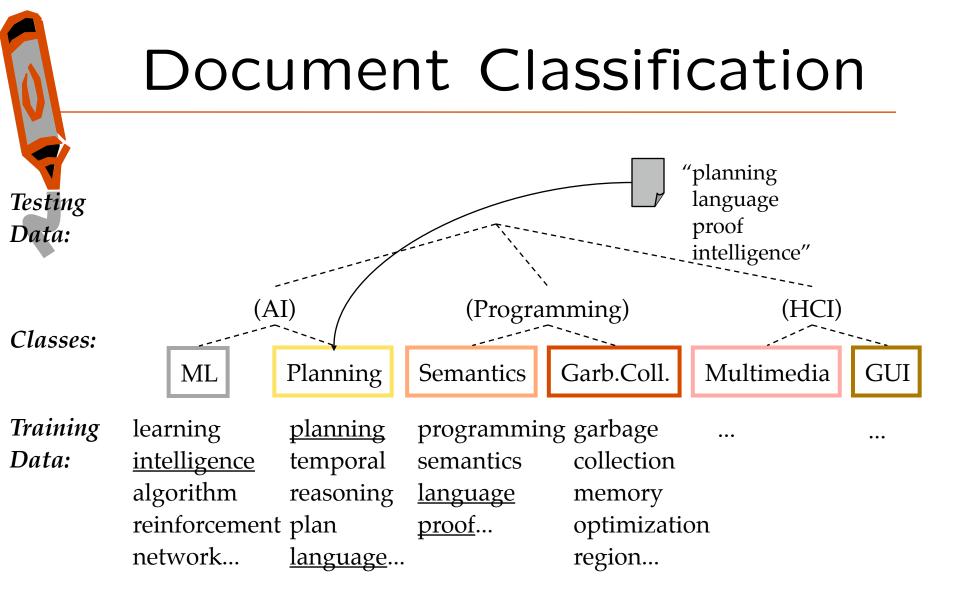
Click Below to order: http://www.wholesaledaily.com/sales/nmd.htm

Categorization/Classification

- Given:
 - A description of an instance, $x \in X$, where X is the instance language or instance space.
 - Issue: how to represent text documents.
 - A fixed set of categories:

 $C = -c_1, c_2, ..., c_n$

- Determine:
 - The category of x: c(x)∈C, where c(x) is a categorization function whose domain is X and whose range is C.
 - We want to know how to build categorization functions ("classifiers").



(Note: in real life there is often a hierarchy, not present in the above problem statement; and you get papers on ML approaches to Garb. Coll.)

Text Categorization Examples

Assign labels to each document or web-page:

- Labels are most often topics such as Yahoo-categories e.g., "finance," "sports," "news¿world¿asia¿business"
- Labels may be genres
 e.g., "editorials" "movie-reviews" "news"
- Labels may be opinion
 e.g., "like", "hate", "neutral"
- Labels may be domain-specific binary e.g., "interesting-to-me": "not-interesting-to-me"
 - e.g., "spam" : "not-spam"

e.g., "is a toner cartridge ad" :"isn't"

Methods (1)

Manual classification

- Used by Yahoo!, Looksmart, about.com, ODP, Medline
- very accurate when job is done by experts
- consistent when the problem size and team is small
- difficult and expensive to scale
- Automatic document classification
 - Hand-coded rule-based systems
 - Used by CS dept's spam filter, Reuters, CIA, Verity,
 - E.g., assign category if document contains a given boolean combination of words
 - Commercial systems have complex query languages (everything in IR query languages + accumulators)

Methods (2)

- Accuracy is often very high if a query has been carefully refined over time by a subject expert
- Building and maintaining these queries is expensive
- Supervised learning of document-label assignment function
 - Many new systems rely on machine learning (Autonomy, Kana, MSN, Verity, ...) • k-Nearest Neighbors (simple, powerful)

 - Naive Bayes (simple, common method)
 Support-vector machines (new, more powerful)
 - ... plus many other methods
 - No free lunch: requires hand-classified training data
 - But can be built (and refined) by non-experts

Text Categorization:

- Representations of text are very high dimensional (one feature for each word).
- High-bias algorithms that prevent overfitting in highdimensional space are best.
- For most text categorization tasks, there are many irrelevant and many relevant features.
- Methods that combine evidence from many or all features (e.g. naive Bayes, kNN, neural-nets) tend to work better than ones that try to isolate just a few relevant features (standard decision-tree or rule induction)*

*Although one can compensate by using many rules

Bayesian Methods

- Learning and classification methods based on probability theory.
- Bayes theorem plays a critical role in probabilistic learning and classification.
- Build a generative model that approximates how data is produced
- Uses prior probability of each category given no information about an item.
- Categorization produces a posterior probability distribution over the possible categories given a description of an item.

Naive Bayes Classifiers

Task: Classify a new instance based on a tuple of attribute values

$$\langle x_1, x_2, \ldots, x_n \rangle$$

$$c_{MAP} = \underset{c_j \in C}{\operatorname{argmax}} P(c_j \mid x_1, x_2, \dots, x_n)$$

$$c_{MAP} = \underset{c_{j} \in C}{\operatorname{argmax}} \frac{P(x_{1}, x_{2}, \dots, x_{n} \mid c_{j})P(c_{j})}{P(x_{1}, x_{2}, \dots, x_{n})}$$

$$c_{MAP} = \underset{c_j \in C}{\operatorname{argmax}} P(x_1, x_2, \dots, x_n \mid c_j) P(c_j)$$

Naïve Bayes Classifier: Assumptions

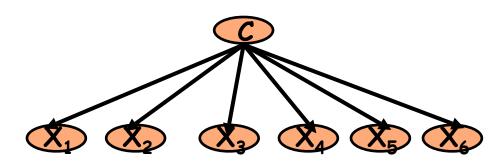
- $P(c_j)$
 - Can be estimated from the frequency of classes in the training examples.
- $P(x_1, x_2, \dots, x_n | c_j)$
 - $-\operatorname{O}(|X|^{n\bullet}|C|)$
 - Could only be estimated if a very, very large number of training examples was available.
- Conditional Independence Assumption:
- ⇒ Assume that the probability of observing the conjunction of attributes is equal to the product of the individual probabilities.

The Naïve Bayes Classifier

 Conditional Independence Assumption: features are independent of each other given the class:

 $P(X_1,\ldots,X_5 \mid C) = P(X_1 \mid C) \bullet P(X_2 \mid C) \bullet \cdots \bullet P(X_5 \mid C)$

Learning the Model

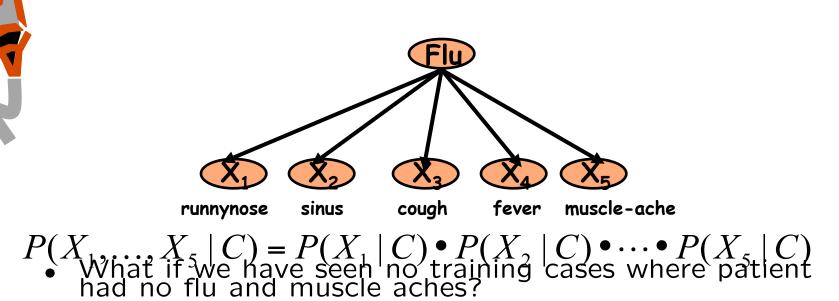


 Common practice:maximum likelihood
 – simply use the frequencies in the data

$$\hat{P}(c_j) = \frac{N(C = c_j)}{N}$$

$$\hat{P}(x_i | c_j) = \frac{N(X_i = x_i, C = c_j)}{N(C = c_j)}$$

Problem with Max Likelihood



• Zero probabilities cannot be
$$N(X_5 = t, C = nf) = 0$$

matter the other evidence! $N(X_5 = t, C = nf)$ away, no

$$\ell = \arg\max_{c} \hat{P}(c) \prod_{i} \hat{P}(x_{i} \mid c)$$

Smoothing to Avoid Overfitting

$$\hat{P}(x_i \mid c_j) = \frac{N(X_i = x_i, C = c_j) + 1}{N(C = c_j) + k}$$

of values of X_i
• Somewhat more subtle version

$$\hat{P}(x_{i,k} \mid c_j) = \frac{N(X_i = x_{i,k}, C = c_j) + mp_{i,k}}{N(C = c_j) + mp_{i,k}}$$

extent of
"smoothing"

Attributes are text positions, values are words.

$$c_{NB} = \underset{c_{j} \in C}{\operatorname{argmax}} P(c_{j}) \prod_{i} P(x_{i} | c_{j})$$
$$= \underset{c_{j} \in C}{\operatorname{argmax}} P(c_{j}) P(x_{1} = "\operatorname{our}" | c_{j}) \cdots P(x_{n} = "\operatorname{text}" | c_{j})$$

Attributes are text positions, values are words.

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=
$$\underset{c_{j} \in C}{\operatorname{argmax}} P(c_{j}) P(x_{1} = "\operatorname{our}" | c_{j}) \cdots P(x_{n} = "\operatorname{text}" | c_{j})$$

Still too many possibilities

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- Still too many possibilities
- Assume that classification is independent of the positions of the words

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- Still too many possibilities
- Assume that classification is independent of the positions of the words

-Use same parameters for each position

Text Classification Algorithms: Learning

- From training corpus, extract *Vocabulary*
- Calculate required $P(c_i)$ and $P(x_k | c_i)$ terms
 - For each c_i in C do
 - $docs_j \leftarrow$ subset of documents for which the target class is c_j

$$P(c_j) \neg \frac{|docs_j|}{|total \# documents|}$$

- *Text_i* ← single document containing all *docs_i*
- for each word x_k in *Vocabulary*

 $-n_k \leftarrow \text{number of occurrences of } x_k \text{ in } Text_j$ $- \frac{P(x_k | c_j) \neg \frac{n_k + 1}{n + |Vocabulary|}}{|Vocabulary|}$

Text Classification Algorithms: Classifying



$c_{NB} = \underset{c_j \in C}{\operatorname{argmax}} P(c_j) \prod P(x_i \mid c_j)$

General Learning Issues

- Many hypotheses are usually consistent with the training data.
 - Can derive many classification schemes
- Classification accuracy (% of instances classified correctly).
 - Measured on independent test data.
- Training time (efficiency of training algorithm).
- Testing time (efficiency of subsequent classification).

Text Categorization

Assigning documents to a fixed set of categories. Applications:

- Web pages
 - Recommending
 - Yahoo-like classification
- Newsgroup Messages
 - Recommending
 - spam filtering
- News articles
 - Personalized newspaper
- Email messages
 - Routing
 - Prioritizing
 - Folderizing
 - spam filtering

Learning for Text Categorization

- •Manual development of text categorization functions is difficult.
- •Learning Algorithms:
 - Bayesian (naïve)
 - Neural network
 - Relevance Feedback (Rocchio)
 - Rule based (Ripper)
 - Nearest Neighbor (case based)
 - Support Vector Machines (SVM)

Using Relevance Feedback (Rocchio)

- Relevance feedback methods can be adapted for text categorization.
- Use standard TF/IDF weighted vectors to represent text documents (normalized by maximum term frequency).
- For each category, compute a prototype vector by summing the vectors of the training documents in the category.
- Assign test documents to the category with the closest prototype vector based on cosine similarity.

Rocchio Text Categorization Algorithm(Training)

Assume the set of categories is $\{c_1, c_2, ..., c_n\}$

For *i* from 1 to *n* let $\mathbf{p}_i = \langle 0, 0, \dots, 0 \rangle$ (*init. prototype vectors*)

For each training example $\langle x, c(x) \rangle \in D$

Let **d** be the frequency normalized TF/IDF term vector for doc x Let i = j: $(c_j = c(x))$

(sum all the document vectors in c_i to get p_i)

Let $\mathbf{p}_i = \mathbf{p}_i + \mathbf{d}$

One vector per category

Rocchio Text Categorization Algorithm (Test)

Given test document x Let **d** be the TF/IDF weighted term vector for x Let m = -2 (*init. maximum cosSim*) For *i* from 1 to *n*: (compute similarity to prototype vector) Let $s = cosSim(\mathbf{d}, \mathbf{p}_i)$ if s > mlet m = slet $r = c_i$ (update most similar class prototype)

Return class r