

1) On Philosophy (Nature) of Research

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「學問之道 無他, 求其放心 而已矣。」

《孟子·告子上》

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"I think; therefore I am." • "Je pense, donc je suis"



René Descartes (1596–1650)

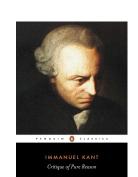
 Discourse on the Method of Rightly Conducting One's Reason and of Seeking Truth in the Sciences (published in 1637)



 Since Descartes believed that all truths were ultimately linked, he sought to uncover the meaning of the natural world with a rational approach, through science and mathematics

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In *Critique of Pure Reason* (1781-1787), Immanuel Kant (1724-1804) tried to answer three questions:

- 1. What can I know?
- 2. What should I do?
- 3. What may I hope?

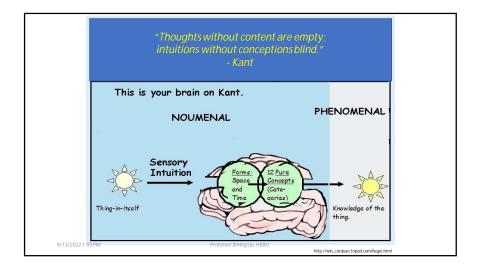
"All our knowledge begins with the senses, proceeds then to the understanding and ends with reason. There is nothing higher than reason."

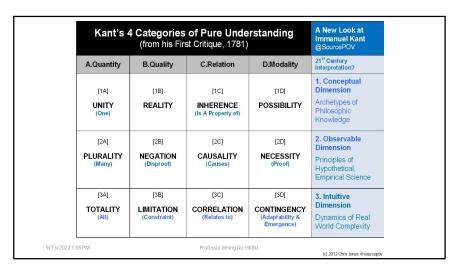
Immanuel Kant

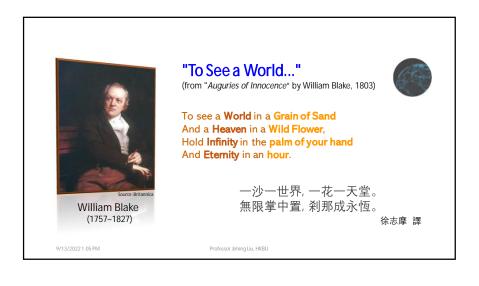
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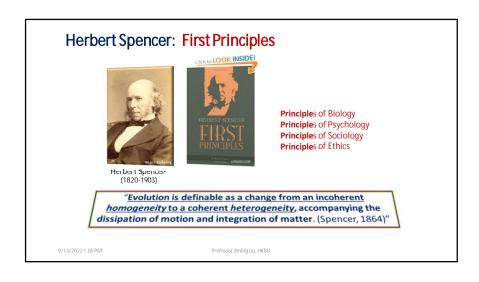
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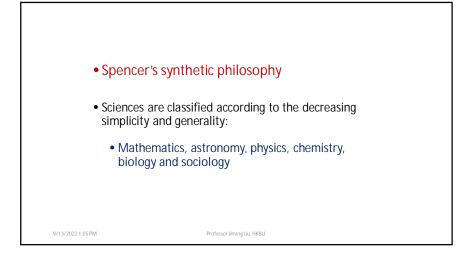


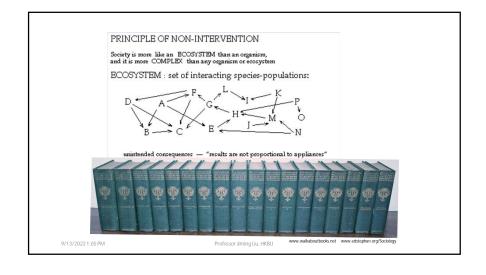


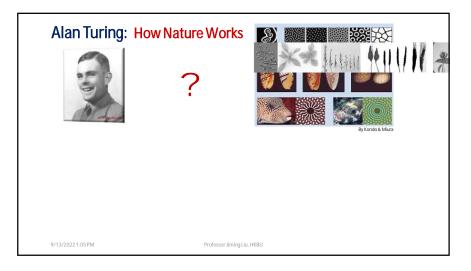




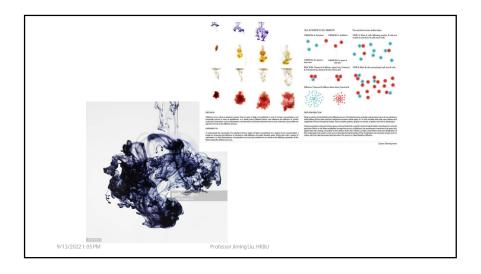


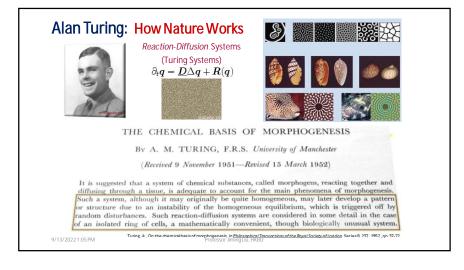


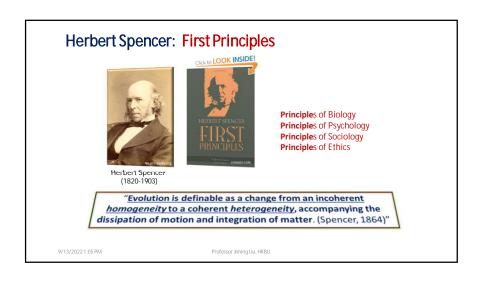




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First Principles should be sound & insightful



George Zipf (1902-1950)

Zipf's law

- · Observation: frequent words and rare words
 - "of" and "the" make up 10% of all occurrences
- hardly ever see "aardvark"
- · Rank words by frequency
- · Zipf's law:
 - rank of the word times its probability (frequency) is approximately a constant

 $r \times P_r \approx const$

Word	Freq.	r	$P_r(\%)$
the	2,420,778	1	6.49
of	1,045,733	2	2.80
to	968,882	3	2.60
a	892,429	4	2.39
and	865,644	5	2.32
in	847,825	6	2.27
said	504,593	7	1.35
for	363,865	8	0.98
that	347,072	9	0.93

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Least effort principle

 Let C_j be the cost of transmitting the j-th most frequent word

$$C_i \sim log_m j$$

The average cost is

$$C = \sum\nolimits_{j=1}^{n} p_{j}C_{j}$$

• The average information content is

$$H = -\sum_{j=1}^{n} p_{j} log_{2} p_{j}$$

Minimizing cost per information unit C/H yields

$$p_i \sim j^{-\alpha}$$

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slideplayer.com/slide/7440155



George Zipf (1902-1950)

Human Behavior and the Principle of Least Effort

- Crashes in financial markets
- Dynamics of online popularity
- Scientific correspondence
- Human mobility patterns
- Spread of infectious diseases

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Multi-Scale Mobility Networks and Gravity Law Fit Multi-Scale Mobility Networks and Gravity Law Fit Distance (w) wij = C Ni Ny warea (km) Duygu Balcan et al. PNAS 2009;106:21484-21489 Professor Ilming Llu, HKBU

Conventional Wisdom...

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