Problem Statement
Given a corpus of categorized photos, we aim to produce a concise visual representation of what makes each category distinctive. In turn, we use this representation to make measurements across Internet-scale datasets to learn about stylistic variations of people and places across space and time.

Why do we desire a concise, visual representation?
A visual representation is useful since it can be presented to humans to give them insight regarding trends within the dataset. A concise representation is preferred to minimize the effort the analyst must expend in order to understand the results.

Therefore, we revisited the discriminative patches problem. We addressed this problem with two questions in mind:
(1) Convolutional neural networks (CNNs) have internal representations that outperform hand-engineered features on many classification tasks. These hand-engineered features form the basis for most prior discriminative patches work. How can we incorporate CNN features cleanly in a discriminative patches framework?
(2) Billions of photos are uploaded per day to services such as Facebook and Instagram. It would be useful if we could measure trends relating to elements represented by these sets of patches across both space and time. How should we design the representation such that this detection step is inexpensive?

Main Idea
Adapt prior method for studying human perception to find discriminative regions.

Previous experiment
[1] presents a method for determining what makes humans perceive differences between attributes such as gender and facial expression. We construct analogous experiments with CNNs and Internet-scale datasets.

Our adaptation
What regions make humans perceive this person as "male"?
Ask human subjects to classify masked images.
Identify discriminative regions based on successful classifications.

What regions make CNNs perceive this location as "Tokyo"?
Ask CNNs to classify masked images.
Identify discriminative patches based on successful classifications.

Key Observation: CNNs that perform well on the original classification task tend not to perform well on the masked image task. Can we train CNNs to make reasonable predictions with such a tiny amount of the image visible?

Method
Our method has four steps.
(1) Train a standard CNN for the target task.
We apply our method to a number of datasets such as ILSVRC2012, Places205, and CUB-200-2011. If a trained network is available, we use that as the base network. If not, then we fine-tune an existing network.

(2) Continue to fine-tune the classifier with a mix of modified and unmodified images.
We wish to arrive at a network that can achieve non-trivial performance given modified images, but has retained much of its original classification performance on unmodified images.

We tried two types of modification to produce two types of networks:
FoveaNets and BubbLeNets.
FoveaNet: Modified images have a bubble of unobscured content and the rest is heavily blurred. (Inspired by [2])
BubbLeNet: Modified images have a bubble of unobscured content and the rest is completely deleted. (Inspired by [1])
Both representations were trainable, so we favor the BubbLeNet since it is easier to reason about what content outside the bubble is leaked. e.g. Foveal images can leak shape information.

During training, bubble locations were sampled at random and mini-batches contained 50% modified images.

(3) Use supervised objective function + backprop to select one discriminative patch per image.
Both FoveaNet and BubbLeNet representations allow us to compute the partial derivatives of the bubble center with respect to the modified image output. This means we can add this pre-processing operation as a layer in our network. This offers an efficient alternative to densely evaluating bubble positions.

(4) Cluster patches and rank clusters.
Inspired by [3], we build a set of patch clusters as well as a ranking function to help promote the most important clusters.

We split our validation set of unmodified images into two partitions — S and T. Corresponding sets S’ and T’ contain their discriminative patch counterparts.

(a) Cluster T with k means and train multi-class SVM (A) on clusters.
SVM (A) predicts bubble clusters given bubble images.
(b) Apply SVM (A) on T.
(c) Transfer predicted patch cluster labels to T and train multi-class SVM (B) on bubble clusters given regular images.
(d) Apply SVM (B) to S and related examples. Repeat.

Validation
How representative are these patch clusters? i.e. Do a few clusters capture the discriminative power of the original classifier?
We applied an algorithm similar to BubbleBank [2] to the Indoor67 dataset. While prior work allocates tens of elements to each class, we found that on average one class could be represented by only two of our clusters.

How well do bubbles localize discriminative parts?
We applied our method to CUB-200, a dataset of birds with part annotations. We found that our method was much more likely to choose a bubble location near a part and operation compared to chance.

Applications
We applied our method to two Internet-scale datasets of people (Instagram) and places (StreetView) to discover discriminative visual elements and to measure their occurrence across space and time.

Street View for spatial analysis
A BubbLeNet trained on city classification revealed that architectural elements and street markers play an important role in city classification (Inspired by [4]). Here we show that an important visual element for Boston is siding on homes. We applied the detector for this visual element to a much larger set of photos to build a spatial visualization.

Instagram for spatial analysis
Given cropped detections of people in Instagram photos, we trained a BubbLeNet to predict whether the photo was taken in NYC or London (60.8% accuracy). Top ranked clusters include different types of clothing, logos, and fabric patterns.

Instagram for temporal analysis
We also trained a classifier to predict the month given a photo of a person in NYC. Certain months were more distinguishable than others. For example, the top ranked cluster for March versus April was "sunglasses" and we used this detector to measure the occurrence of sunglasses over time. We can corroborate this finding using weather data.

References

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