

5. Supervised Techniques II

DS-GA 1015, Text as Data
Arthur Spirling

March 9, 2021

Where Are We?

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Covered dictionary and related approaches to document **classifications**



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Continue this idea, but in a more **formal** modeling way: **Naive Bayes**

and look at ways to classify/scale specifically **political** texts.

also consider ways to estimate **proportions** of documents in different categories.

plus opportunities for fast, reliable coding of **training** set.

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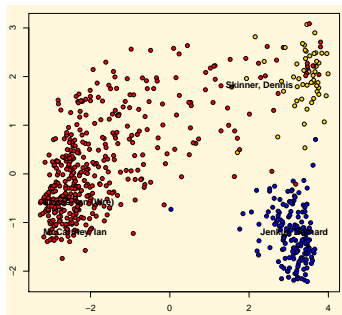
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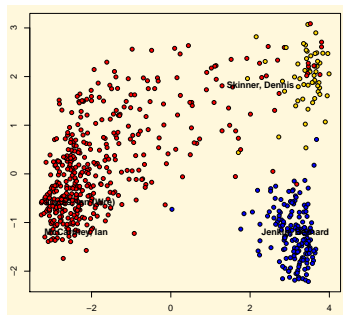
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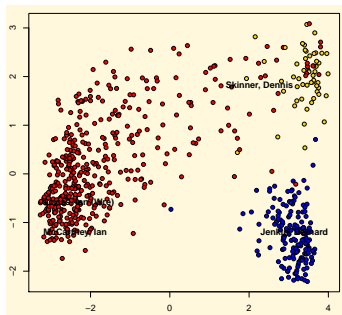


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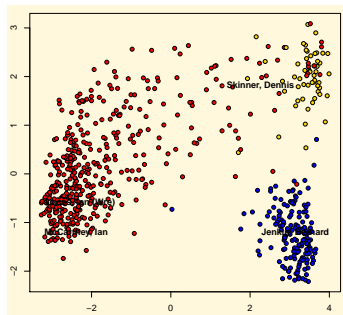


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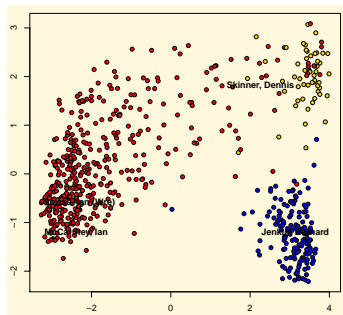
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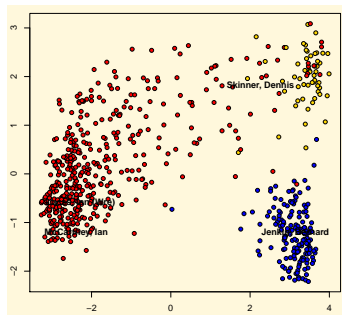
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CRITIC REVIEWS FOR STAR WARS: EPISODE VII - THE FORCE AWAKENS

All Critics (313) | Top Critics (48) | My Critics | Fresh (293) | Rotten (20)


 The new movie, as an act of pure storytelling, streams by with fluency and zip.


[Full Review...](#) | December 21, 2015

 **Anthony Lane**
New Yorker
★ Top Critic


 While Star Wars: The Force Awakens gets temporarily bogged down taking us back to the world that we left in 1983, it introduces us to the new and exciting torch-bearers of the franchise.


[Full Review...](#) | December 30, 2015

 **Blake Howard**
Graffiti With Punctuation

 At the end The Force Awakens looks more like a nostalgic film that will work as a transition to the new Star Wars' age. [Full Review in Spanish]

[Full Review...](#) | December 29, 2015

 **Salvador Franco Reyes**

 This film is a well-planned product that balances nostalgia with the capacity to attract new generations into the Star Wars universe. [Full Review in Spanish]

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→ fast, simple, accurate, efficient and therefore **popular**.

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$$\Pr(A|B) \propto \Pr(A) \Pr(B|A)$$

Here, $\Pr(A)$ is our **prior** for A , while $\Pr(B|A)$ will be the **likelihood** for the data we saw.

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where $\Pr(c)$ is the **prior probability** of a document occurring in class c ; and $\Pr(t_k|c)$ is interpreted as “measure of the how much evidence t_k contributes that c is the correct class”

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and denominator is the total number of all terms in the training documents in c .

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	2	prince inherit amount	spam
	3	inherit plan money	ham
	4	cost amount amazon	ham
	5	prince william news	ham
test	6	prince prince money	?

$$\Pr(\text{prince}|\text{ham}) = \frac{1}{9}$$

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$$\Pr(\text{money}|\text{ham}) = \frac{1}{9}$$

$$\Pr(\text{ham}|d) \propto \frac{3}{5} \frac{1}{9} \frac{1}{9} \frac{1}{9} = 0.00082$$

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→ $C_{map} = \text{spam}$

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Can assign a *Jihad Score* to each document: basically the logged likelihood ratio, $\sum_i \log \frac{\text{Pr}(t_k | \text{Jihad})}{\text{Pr}(t_k | \neg \text{Jihad})}$ (note: doesn't know what 'real world' priors are, so drops them here)

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Then for each cleric, **concatenate all works** into **one** and give this 'document'/cleric a score.

Discriminating Words

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Apostasy

Jihad

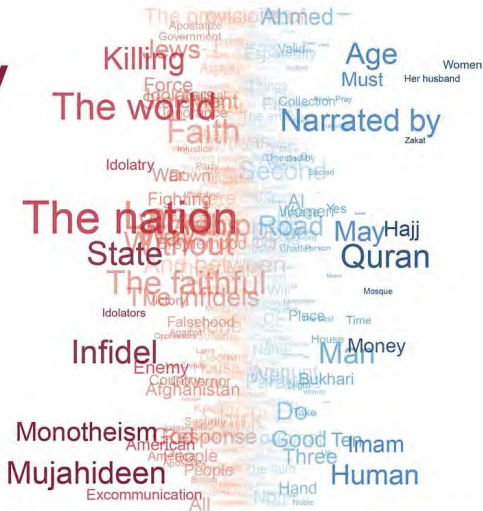
Word Frequency

a = 1/250

a = 1/500

a = 1/1000

a = 1/2000



Validation: *Exoneration*

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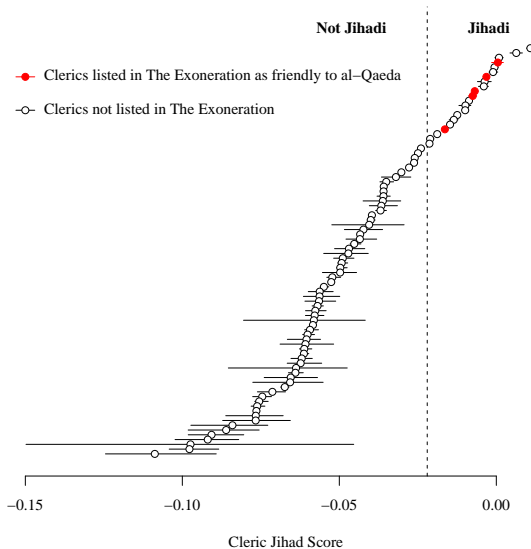


Figure 4.9: Jihad Scores Predict Inclusion in The Exoneration

Scoring and Scaling Political Texts

Wordscores (Laver, Benoit & Garry, 2003)

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- e.g. are parties moving together over time, such that manifestos are converging?
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→ LBG suggest a way of scoring documents in a NB style, so that we can answer such questions.

- 1 Begin with a **reference set** (training set) of texts that have **known positions**.

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- 2 Generate **word scores** from these reference texts
- 3 Score the **virgin texts** (test set) of texts using those word scores, possibly transform virgin scores to original metric.

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which in our simple case is $S_i = P_{iR} - P_{iL}$.

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NB any **new** words in the virgin document that were *not* in the reference texts are **ignored**: the sum is only over the words we've seen in the reference texts.

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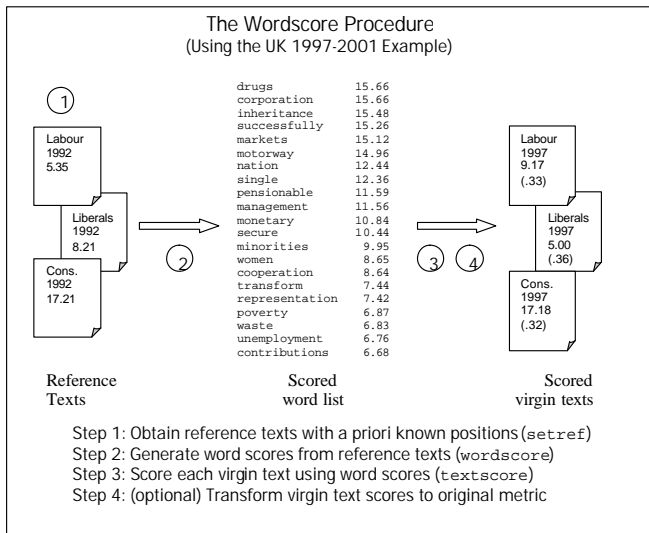
→ can rescale these back to original $(-1, 1)$ dimension.

New Labour Moderates its Economic Policy

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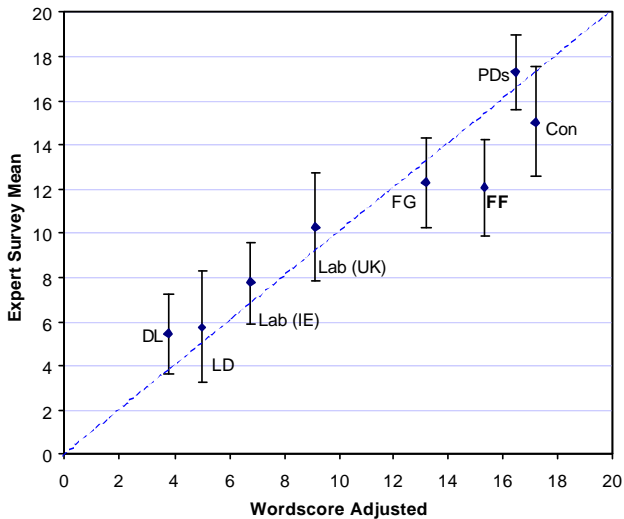
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Compared to Expert Surveys

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(a) Economic Scale



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while Beauchamp (2011) provides comparison and extension to more purely **Bayesian** approach.

Classifier Performance and Comparison

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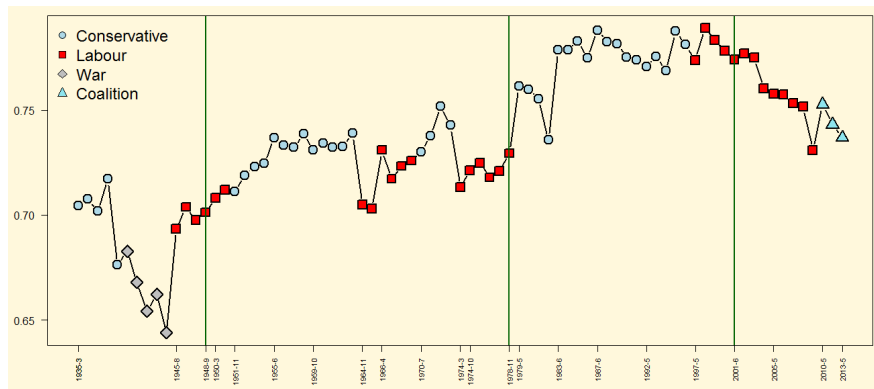
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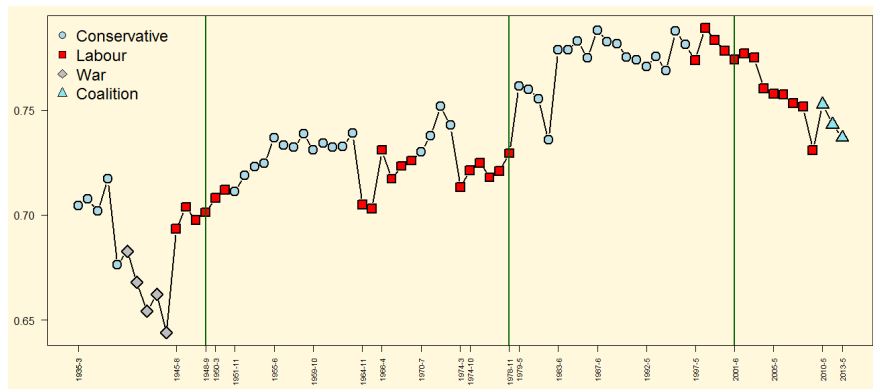
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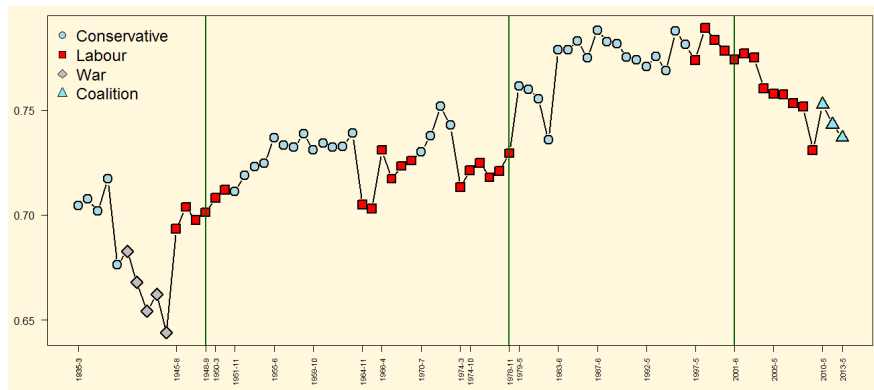
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Makes sense in terms of historical record!

Proportions

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→ would like **unbiased** approach (and be nice if non-parametric), that avoids the intermediate step of document classification.

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What to do

Convert all features to K **stems** S , and count **binary** instances only (stem occurs, or not, in document). Hand code say, 500, texts into the J classes.

Notice that this has linear regression form:

$$\underbrace{\Pr(\mathbf{S})}_{2^K \times 1} = \underbrace{\Pr(\mathbf{S}|c)}_{2^K \times J} \underbrace{\Pr(c)}_{J \times 1}$$

where $\Pr(\mathbf{S})$ is the probability of each of the word stem (binary) combinations occurring, which we can tabulate from the target texts (test set).

and $\Pr(\mathbf{S}|c)$ is the probability of each of the word stem combinations occurring within class c : which we assume is **identical** to the same quantity in the **labeled set** (and then tabulate).

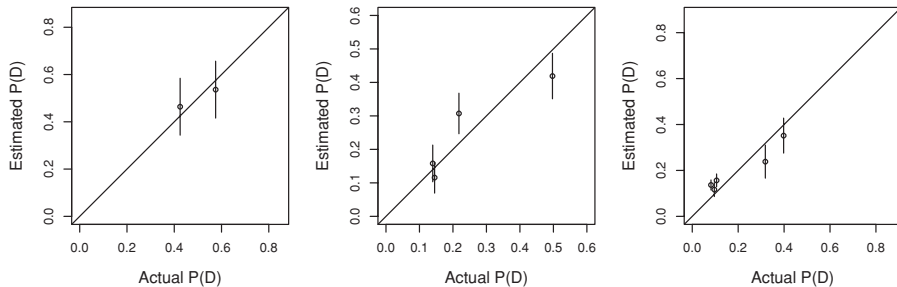
while $\Pr(c)$ is the proportion of documents in class c , which is what we want to know.

Performance: Congress, Editorials, Enron

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► Estimation details

FIGURE 4 Additional Out-of-Sample Validation



Crowdsourcing

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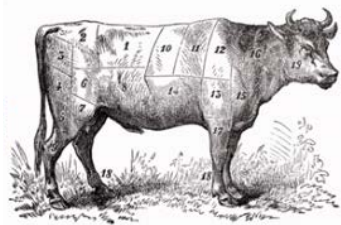
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if we had a large number of 'experts', we could (depending on the size of the problem) have everything as a 'training' set and **avoid modeling** at all.

Galton and the Wisdom of Crowds

Galton and the Wisdom of Crowds



average of 800 guesses = 1,197
actual weight of the ox = 1,198

9b

Crowdsourcing as Concept

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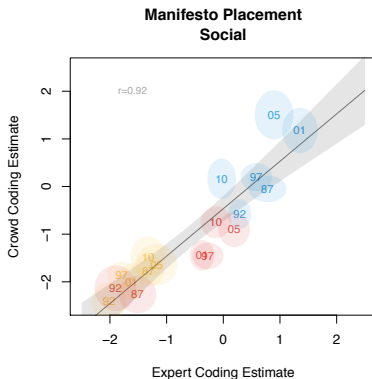
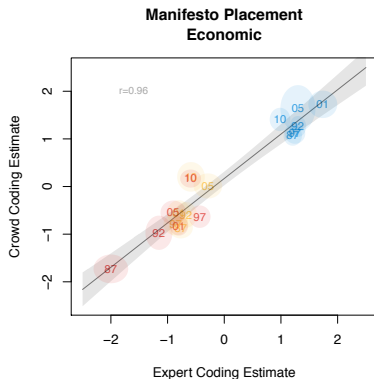
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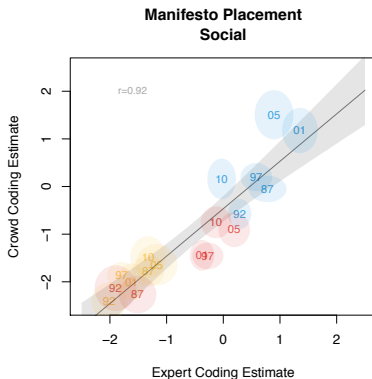
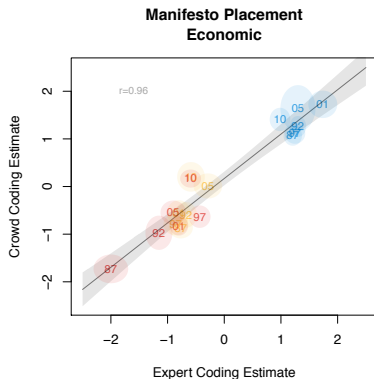
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Comparing Experts and CF workers

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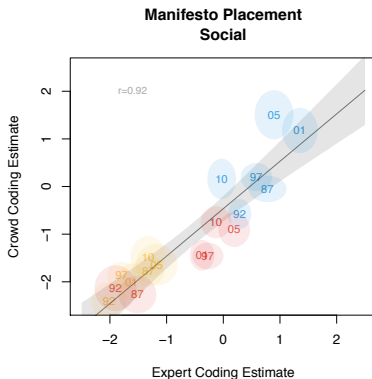
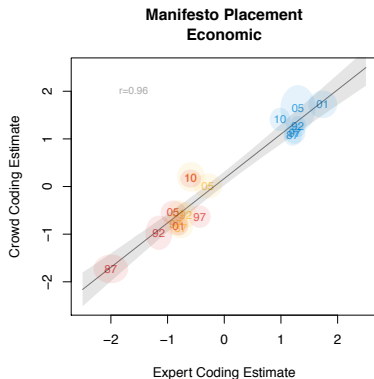


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Note that this method allows replication of [the data](#) used in an analysis, not just the analysis itself!