

Lecture 7B. Unsupervised Techniques I

DS-GA 1015, Text as Data
Arthur Spirling

March 23, 2021

Where Are We?

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and demonstrate challenges that emerge in **interpreting** the results.

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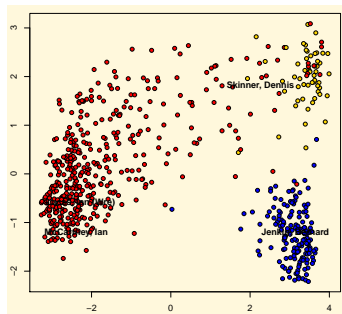
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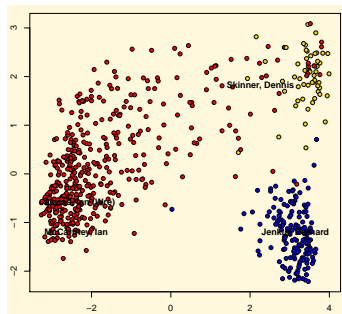
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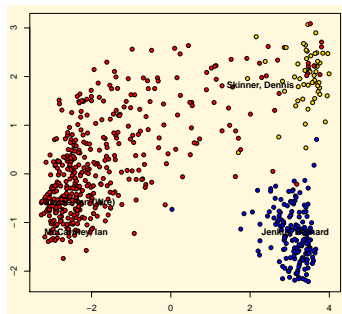


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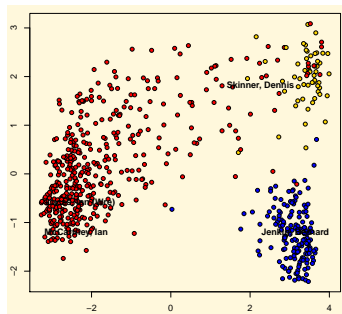


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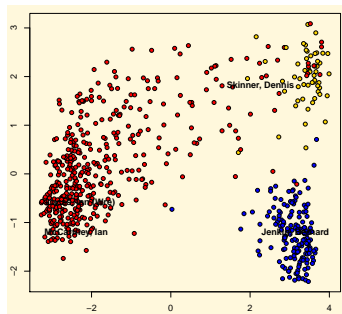
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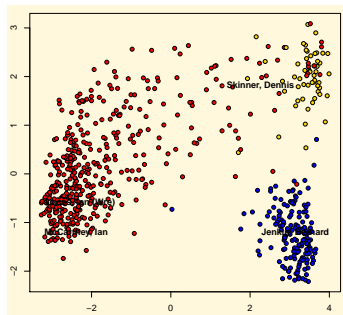
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CRITIC REVIEWS FOR STAR WARS: EPISODE VII - THE FORCE AWAKENS

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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(not “what is the recall/precision/accuracy?”)

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Name	Party	Vote 1	Vote 2	Vote 3	
Ainsworth, Peter (E S)	Con	NA	1	NA	...
Alexander, Douglas	Lab	NA	0	0	...
Allan, Richard	LD	1	0	1	...
Allen, Graham	Lab	0	0	0	...
Amess, David	Con	1	1	NA	...
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Principal Components Analysis

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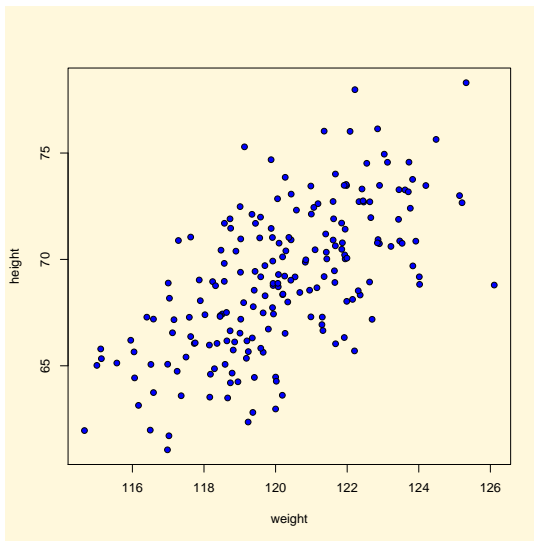
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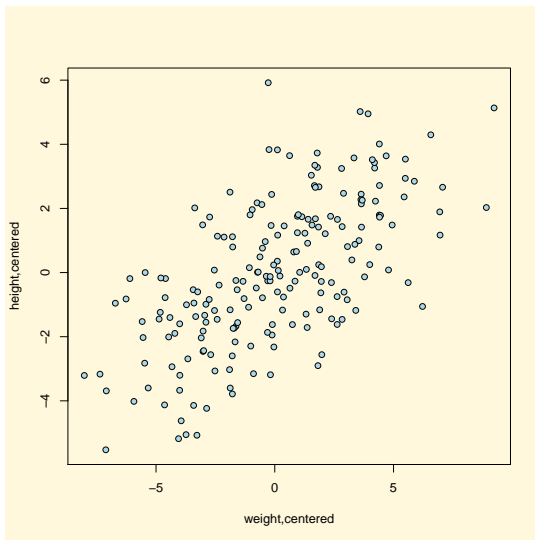
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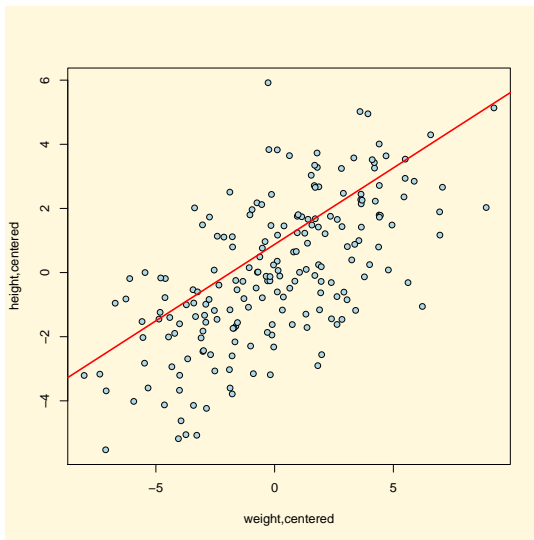
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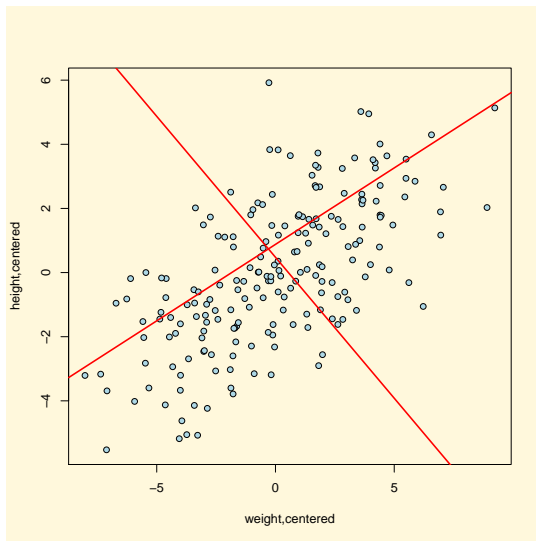
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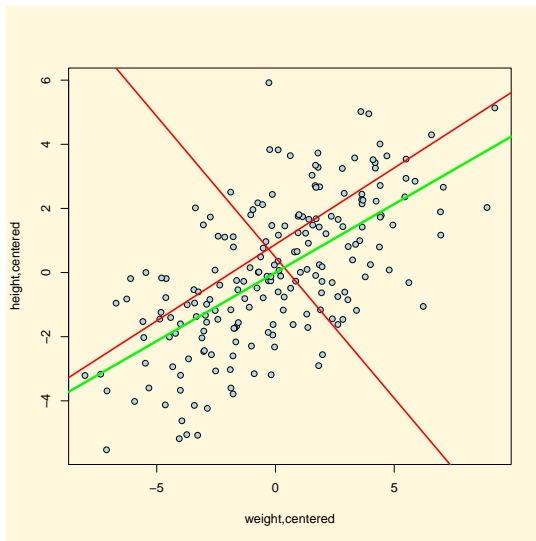
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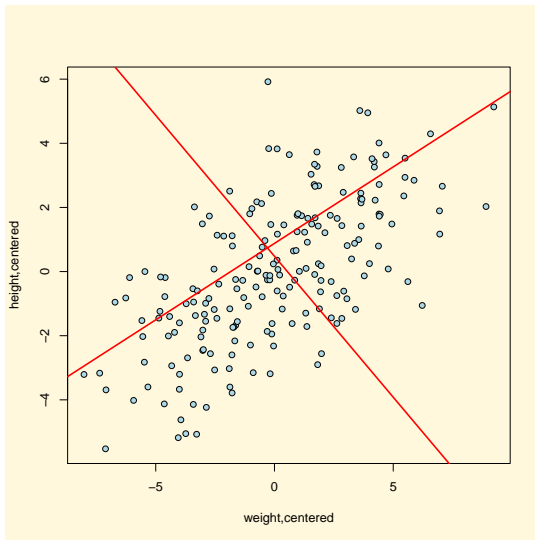
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btw Presumably, we wouldn't fit two components to two variables (why?)

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a_k obtained via an **singular value decomposition** of \mathbf{x} via `prcomp()`

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Alternative:

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Alternative: obtain a_k via eigenvectors of original data's var-cov matrix (via `princomp()`)

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$\mathbf{\Sigma}$ is diagonal matrix of **singular values** (related to eigenvalues of covariance matrix).

→ $\mathbf{U}\mathbf{\Sigma} = \mathbf{U}\mathbf{\Sigma}\mathbf{V}'\mathbf{V} = \mathbf{X}\mathbf{V}$ are the principal component **scores**.

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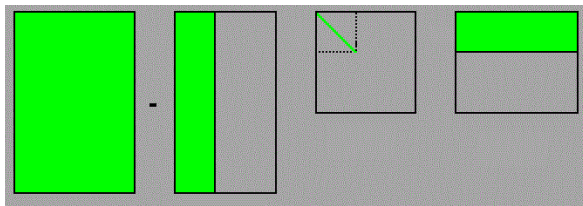
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(from <http://web.eecs.utk.edu/~mberry/>)

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Assessed by Narcissistic Personality Inventory: 40 'forced choice' questions.

	A	B
1.	<input type="radio"/> I have a natural talent for influencing people.	<input type="radio"/> I am not good at influencing people.
2.	<input type="radio"/> Modesty doesn't become me.	<input type="radio"/> I am essentially a modest person.
3.	<input type="radio"/> I would do almost anything on a dare.	<input type="radio"/> I tend to be a fairly cautious person.
4.	<input type="radio"/> When people compliment me I sometimes get embarrassed.	<input type="radio"/> I know that I am good because everybody keeps telling me so.
5.	<input type="radio"/> The thought of ruling the world frightens the hell out of me.	<input type="radio"/> If I ruled the world it would be a better place.
6.	<input type="radio"/> I can usually talk my way out of anything.	<input type="radio"/> I try to accept the consequences of my behavior.
7.	<input type="radio"/> I prefer to blend in with the crowd.	<input type="radio"/> I like to be the center of attention.
8.	<input type="radio"/> I will be a success.	<input type="radio"/> I am not too concerned about success.
9.	<input type="radio"/> I am no better or worse than most people.	<input type="radio"/> I think I am a special person.
10.	<input type="radio"/> I am not sure if I would make a good leader.	<input type="radio"/> I see myself as a good leader.
11.	<input type="radio"/> I am assertive.	<input type="radio"/> I wish I were more assertive.
12.	<input type="radio"/> I like to have authority over other people.	<input type="radio"/> I don't mind following orders.
13.	<input type="radio"/> I find it easy to manipulate people.	<input type="radio"/> I don't like it when I find myself manipulating people.
14.	<input type="radio"/> I insist upon getting the respect that is due me.	<input type="radio"/> I usually get the respect that I deserve.

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and Squared factor loading is percent of variance in that variable explained by the factor

Narcissistic Personality Inventory Items and Principal-Component Loadings

Items	Loadings						
	1	2	3	4	5	6	7
47. I would prefer to be a leader.	.83	.00	-.07	.04	-.12	.07	.22
15. I see myself as a good leader.	.83	.16	.09	-.12	.06	.03	-.14
13. I will be a success.	.67	.00	-.09	-.14	-.14	.17	.26
46. People always seem to recognize my authority.	.66	.02	.06	-.06	.06	.00	.20
2. I have a natural talent for influencing people.	.66	-.15	.02	-.02	.29	.03	-.24
16. I am assertive.	.56	.18	-.02	.22	-.02	-.03	-.27
17. I like to have authority over other people.	.56	.08	-.08	.18	.08	.05	.24
50. I am a born leader.	.35	.20	.22	.00	.09	-.14	-.01
30. I rarely depend on anyone else to get things done.	.02	.61	-.17	.04	.04	.10	-.11
23. I like to take responsibility for making decisions.	.28	.59	-.23	.23	-.12	.00	.02
53. I am more capable than other people.	-.19	.57	.16	.07	.11	.01	.20
45. I can live my life in any way I want to.	-.13	.46	.29	-.02	.05	.05	-.03
29. I always know what I am doing.	.15	.46	-.14	-.03	.30	.01	-.09
48. I am going to be a great person.	.05	.43	.39	.04	-.03	-.05	.00
54. I am an extraordinary person.	.06	.22	.69	-.07	-.06	.01	.06
7. I know that I am good because everybody keeps telling me so.	-.18	.01	.69	.00	.21	.01	.15
36. I like to be complimented.	.00	-.28	.67	.06	.00	.11	-.17
14. I think I am a special person.	.08	.16	.64	-.02	-.09	.17	-.01
51. I wish somebody would someday write my biography.	-.06	-.01	.57	.06	-.22	.09	.00
28. I am apt to show off if I get the chance.	-.04	-.02	.04	.71	-.03	.06	.06
3. Modesty doesn't become me.	-.01	.19	-.01	.69	-.16	-.06	.14
52. I get upset when people don't notice how I look when I go out in public.	-.16	.04	.10	.51	.09	.25	.17

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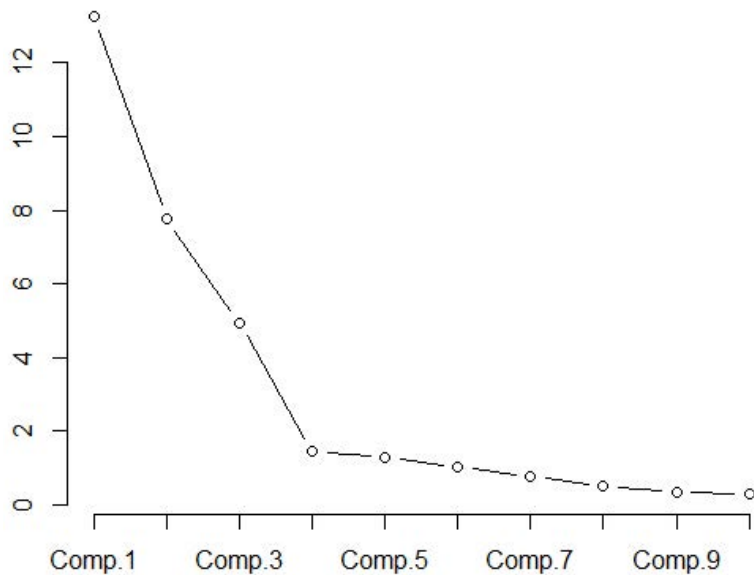
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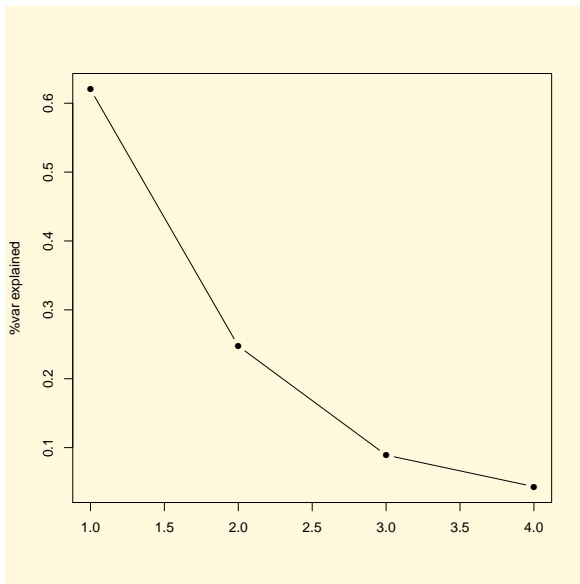
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btw generally like to see an 'elbow'

Good



Bad



Ugly

