

# A gentle Introduction to Natural Language Processing

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# Natural Language Processing in daily business

Translation



Multiple tasks



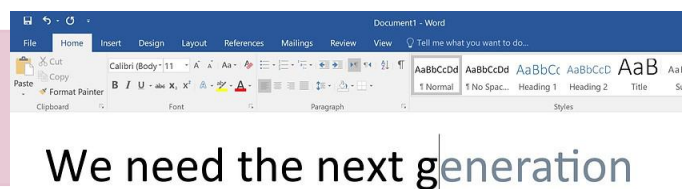
Spam filtering



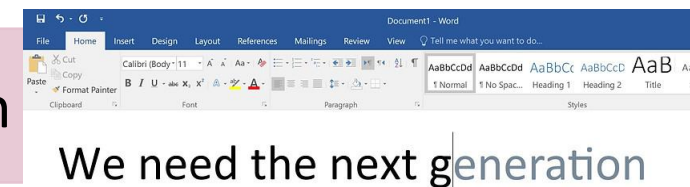
Text classification



Word prediction



Word prediction



Emotion detection



Customer reviews



Sentiment analysis



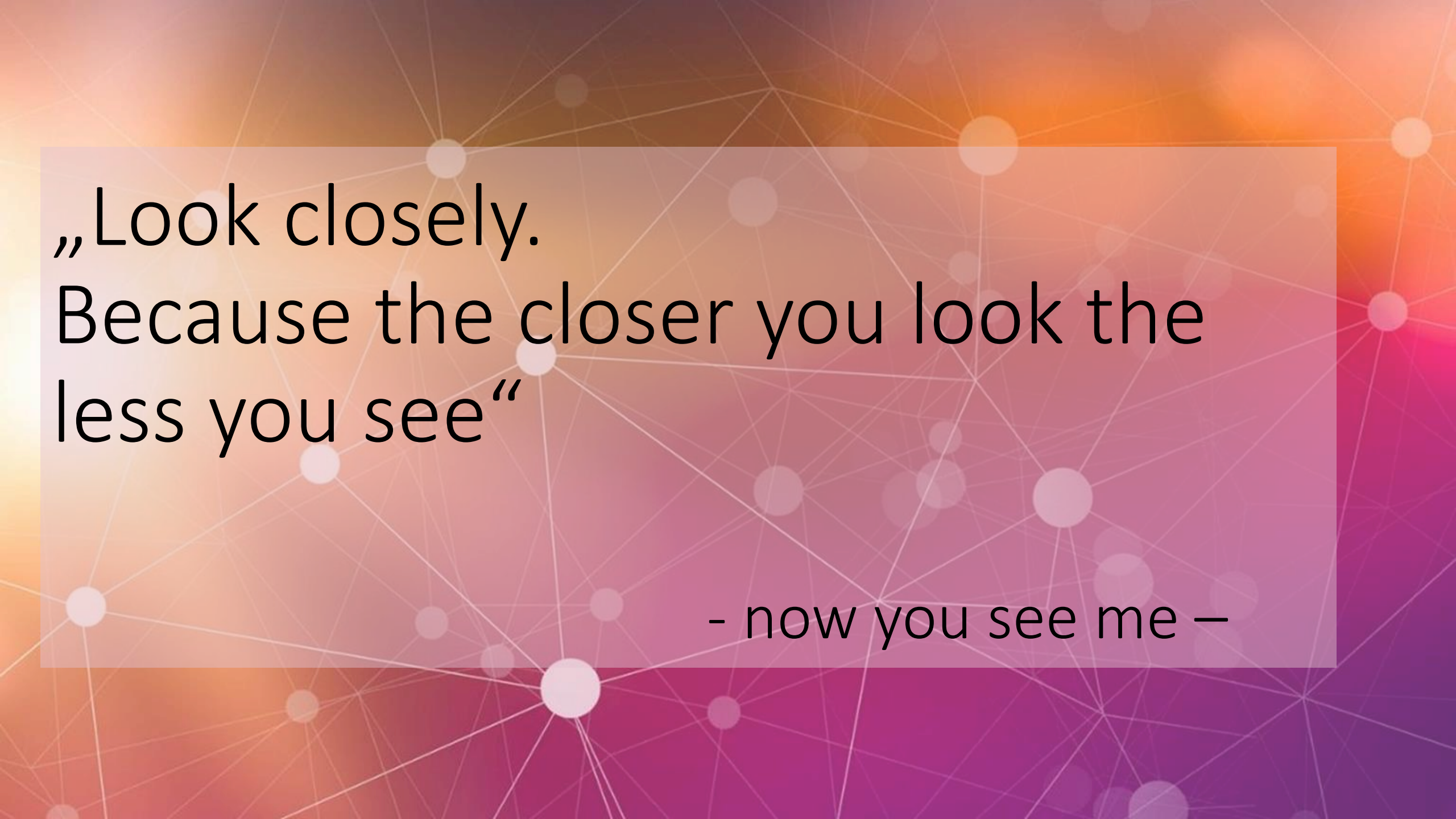
Chatbots



Text Generation

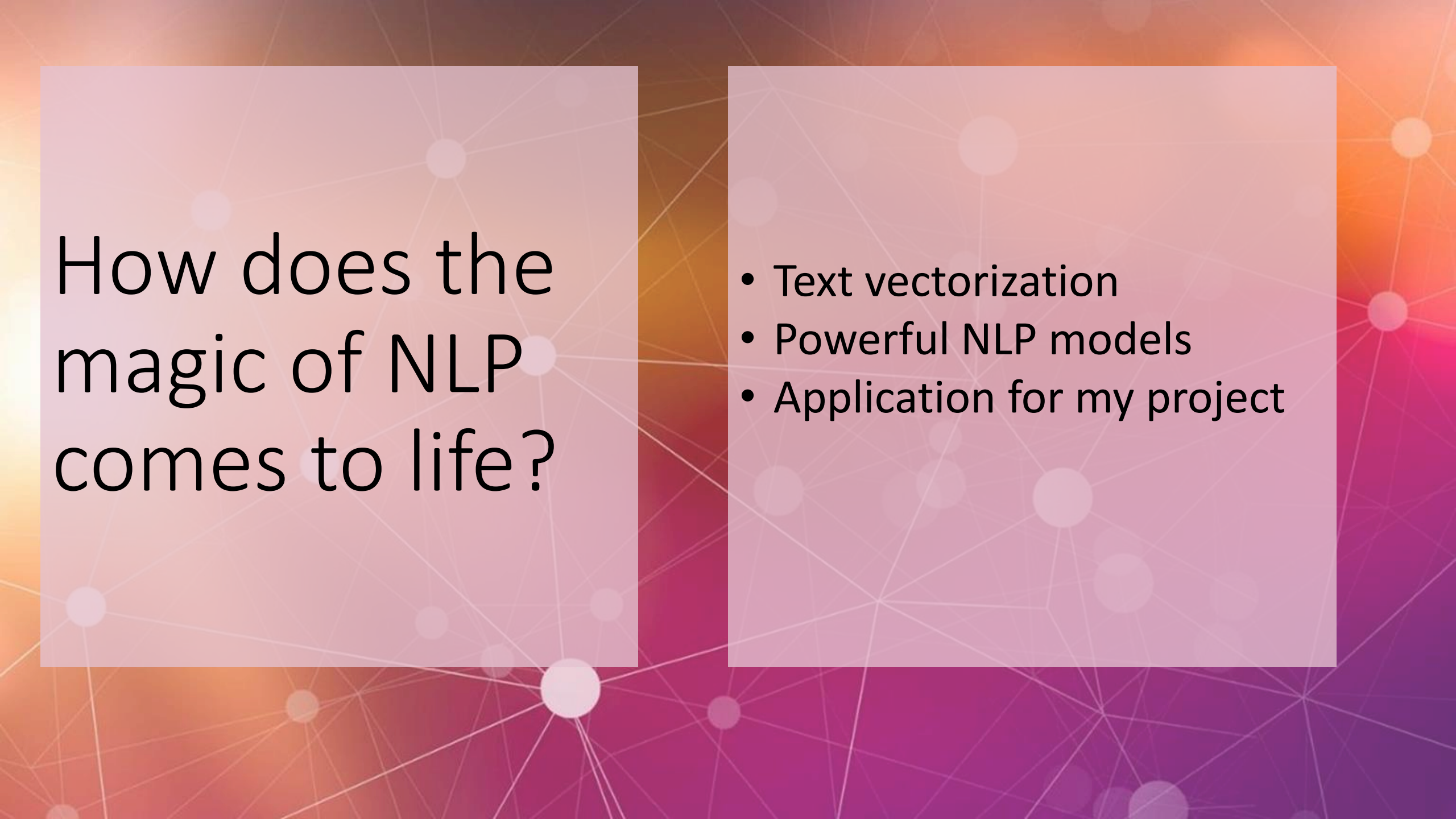






„Look closely.  
Because the closer you look the  
less you see“

- now you see me –

The background of the slide features a network of white dots connected by thin white lines, set against a gradient background transitioning from orange at the top to purple at the bottom. Two semi-transparent rectangular boxes are overlaid on this background.

# How does the magic of NLP comes to life?

- Text vectorization
- Powerful NLP models
- Application for my project

Detect Language

Detect meaningful units

Detect meaning of units

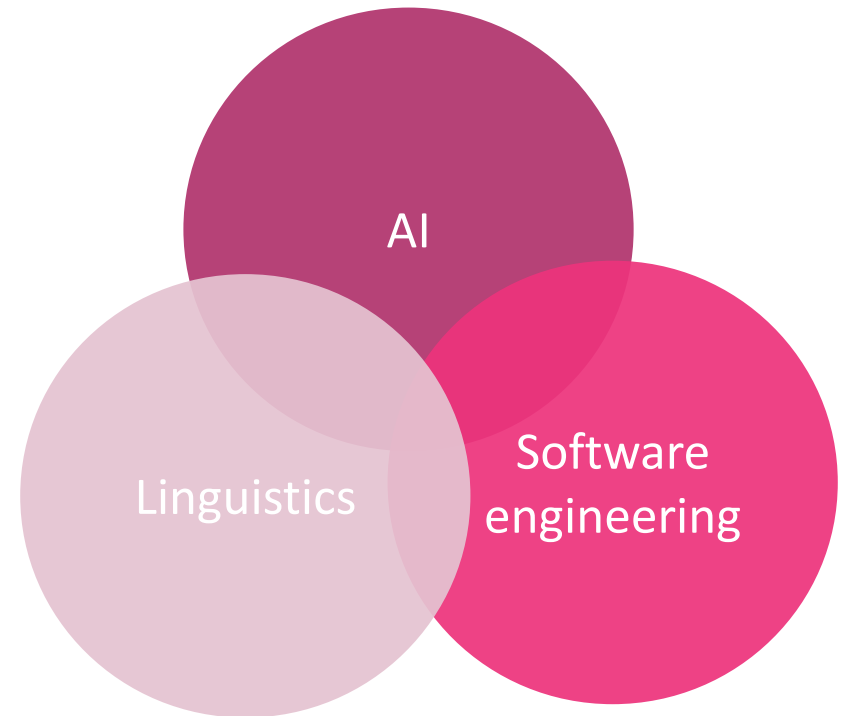
Distinguish between question and answer

Detect language structure and syntax

Abstract meaning of text



**Human Brain:**  
comprehend all at once





## Example text

What more could you ask for?

Almost all degree programmes on campus, good bus connections,  
smoke-free entire campus and very friendly staff ;)

What more could you ask for?

Almost all degree programmes on campus, good bus connections,  
smoke-free entire campus and very friendly staff ;)

Detect Language

Conversational  
English

What more could you ask for?

Almost all degree programmes on campus, good bus connections,  
smoke-free entire campus and very friendly staff ;)

Detect Language

Tokenization

Conversational  
English

2 sentences,  
24 words

What more could you ask for?

Almost all degree programmes on campus, good bus connections,  
smoke-free entire campus and very friendly staff ;)

Detect Language

Tokenization

Text Vectorization

Conversational  
English

2 sentences,  
24 words

Numerical  
representation:

- Words
- Sentences
- paragraph



What more could you ask for?

Almost all degree programmes on campus, good bus connections,  
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Detect Language

Tokenization

Text Vectorization

Conversational  
English

2 sentences,  
24 words

Numerical  
representation:

- Words
- Sentences
- paragraph



Basic Model  
building blocks

What more could you ask for?

Almost all degree programmes on campus, good bus connections, smoke-free entire campus and very friendly staff ;)

Named Entity  
Recognition (NER)

What more could you ask for?

Almost all degree programmes on campus, good bus connections, smoke-free entire campus and very friendly staff ;)

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Recognition (NER)

Part of speech  
(POS) tagging

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Stemming /  
Lemmatization

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Named Entity  
Recognition (NER)

Dependency  
tagging

Part of speech  
(POS) tagging

Stemming /  
Lemmatization



Sequence Tagging Tasks

What more could you ask for?

Almost all degree programmes on campus,  
good bus connections, smoke-free entire  
campus and very friendly staff ;)

DON'T STUDY HERE!

Awful way of teaching. Horrible teachers.  
Do not waste your money on this hilarious  
institution.



NLP Downstream Tasks

What more could you ask for?

Almost all degree programmes on campus,  
good bus connections, smoke-free entire  
campus and very friendly staff ;)

Text Classification

E.g. Sentiment  
analysis

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NLP Downstream Tasks



What more could you ask for?

Almost all degree programmes on campus,  
good bus connections, smoke-free entire  
campus and very friendly staff ;)

Text Classification

E.g. Sentiment  
analysis

Question  
Answering

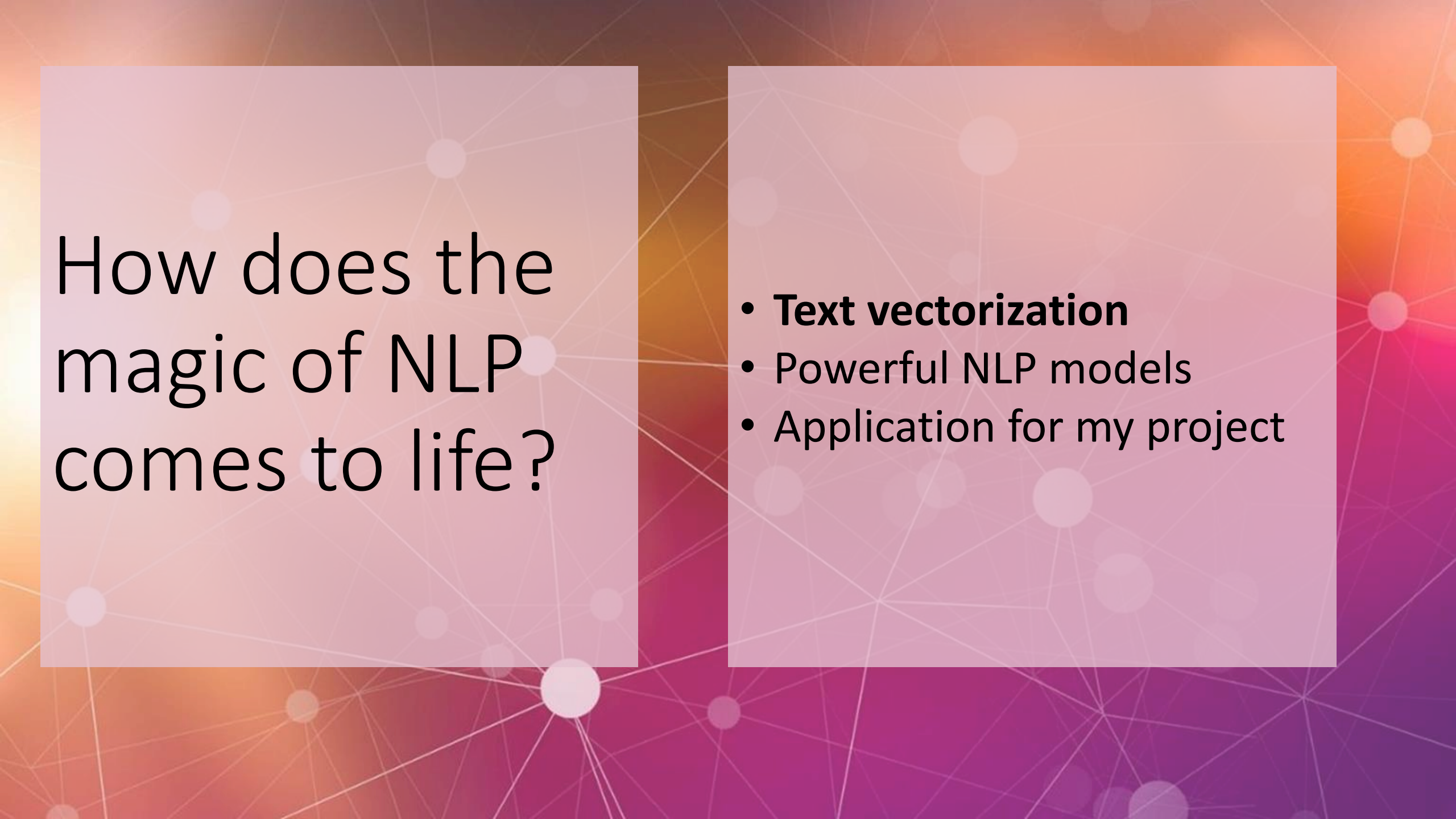
E.g. should I study  
at the Hanze?

DON'T STUDY HERE!

Awful way of teaching. Horrible teachers.  
Do not waste your money on this hilarious  
institution.



NLP Downstream Tasks

The background of the slide features a network diagram with white nodes and connecting lines. The background color transitions from a warm orange at the top to a deep purple at the bottom. Two semi-transparent rectangular boxes are overlaid on the background: a light purple one on the left and a light pink one on the right.

# How does the magic of NLP comes to life?

- **Text vectorization**
- Powerful NLP models
- Application for my project



*Ronaldo, Messi, Dicaprio*

How can we define this words numerically?

[2]



*Ronaldo, Messi, Dicaprio*

	isRonaldo	isMessi	isDicaprio
<b>Ronaldo</b>	1	0	0
<b>Messi</b>	0	1	0
<b>Dicaprio</b>	0	0	1

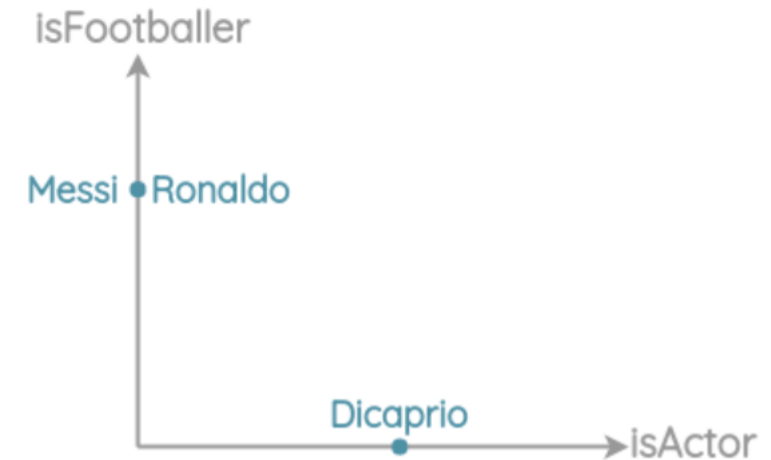
One hot encoding



*Ronaldo, Messi, Dicaprio*

	isRonaldo	isMessi	isDicaprio
Ronaldo	1	0	0
Messi	0	1	0
Dicaprio	0	0	1

	isFootballer	isActor
Ronaldo	1	0
Messi	1	0
Dicaprio	0	1



Embedding

[2]



*Ronaldo, Messi, Dicaprio*

	isRonaldo	isMessi	isDicaprio
Ronaldo	1	0	0
Messi	0	1	0
Dicaprio	0	0	1

Can a Neural Network  
do this for us?

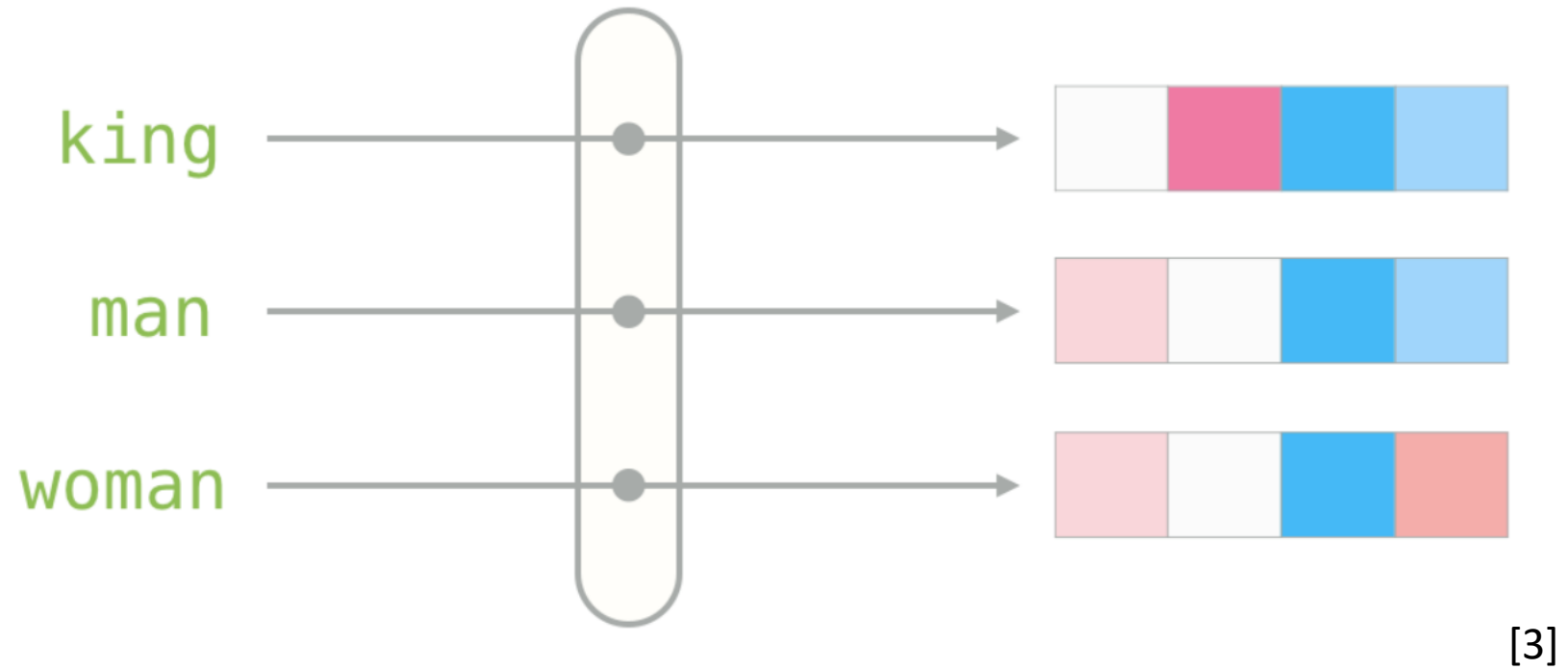
	isFootballer	isActor
Ronaldo	1	0
Messi	1	0
Dicaprio	0	1

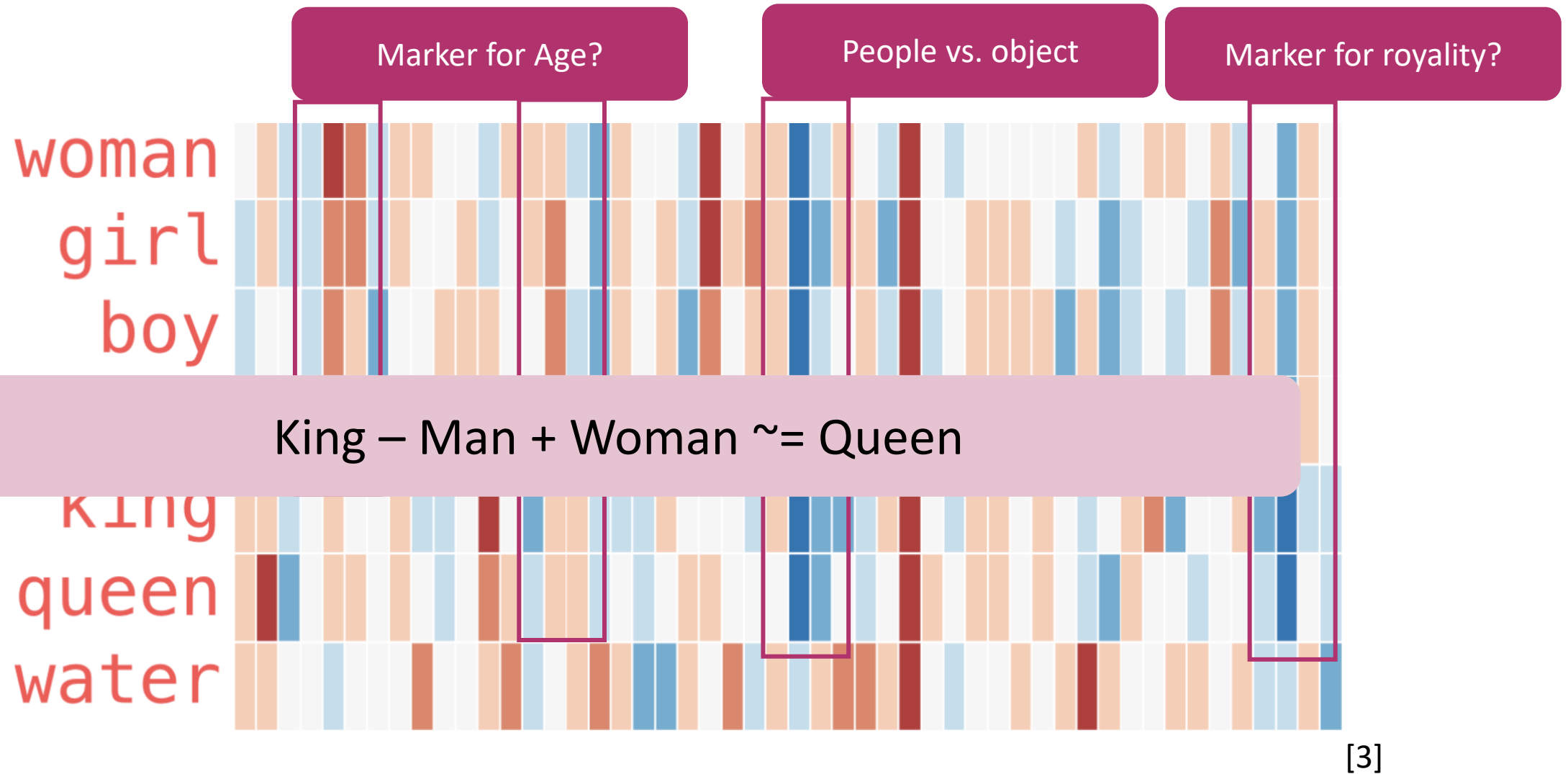


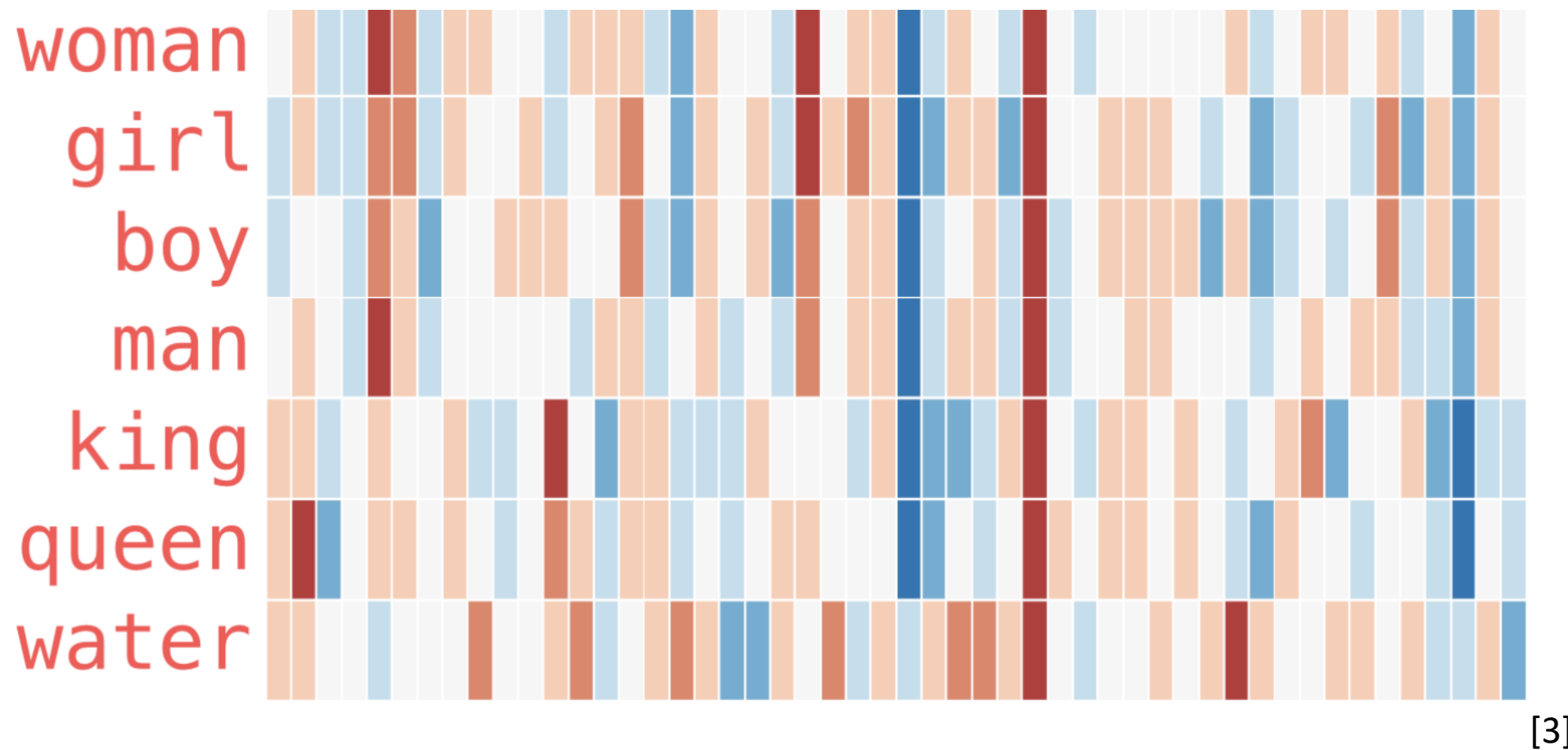
	isFootballer	isActor	Popularity	Gender	Height
Ronaldo	1	0	...	...	...
Messi	1	0	...	...	...
Dicaprio	0	1	...	...	...

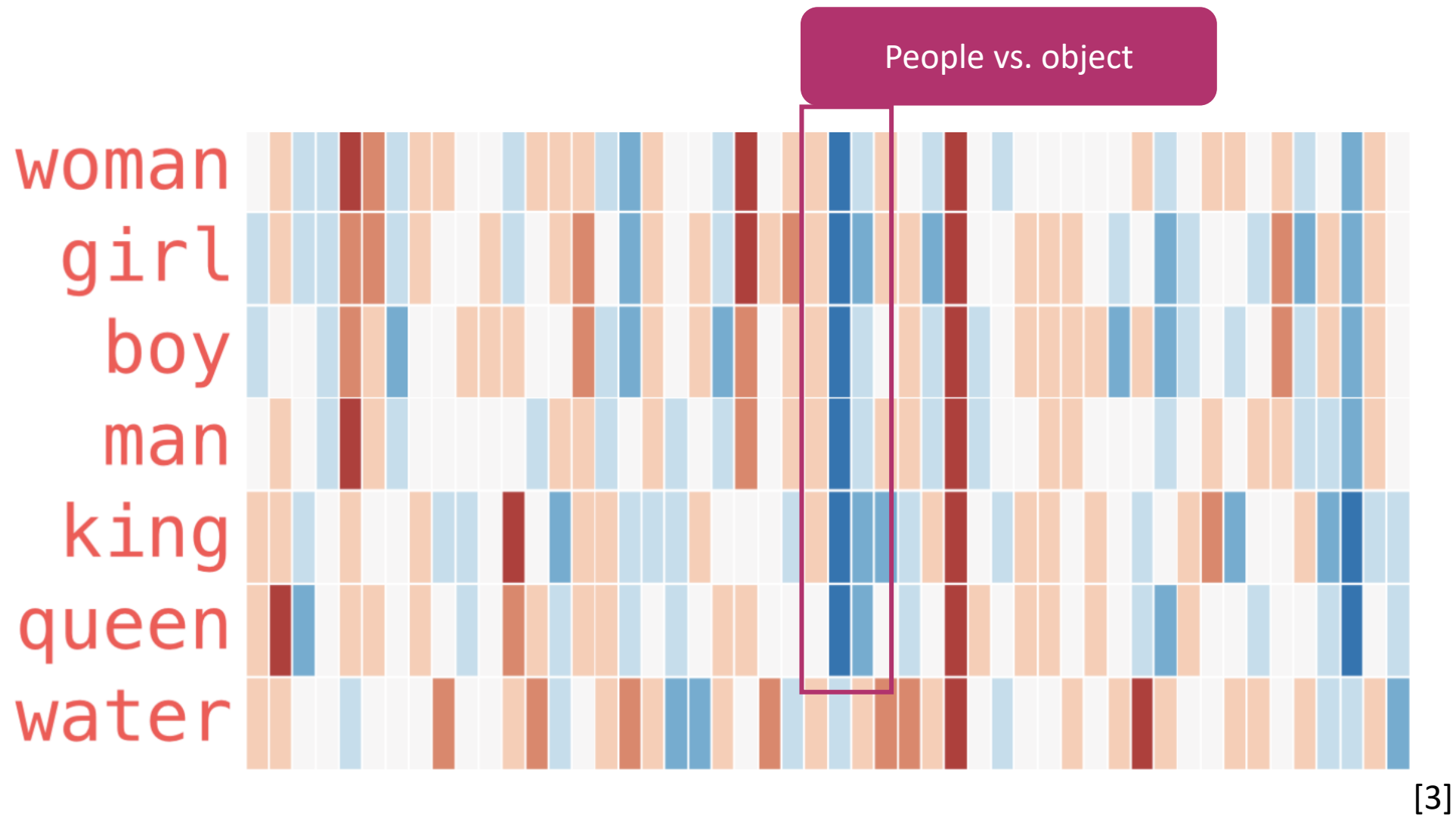
[2]

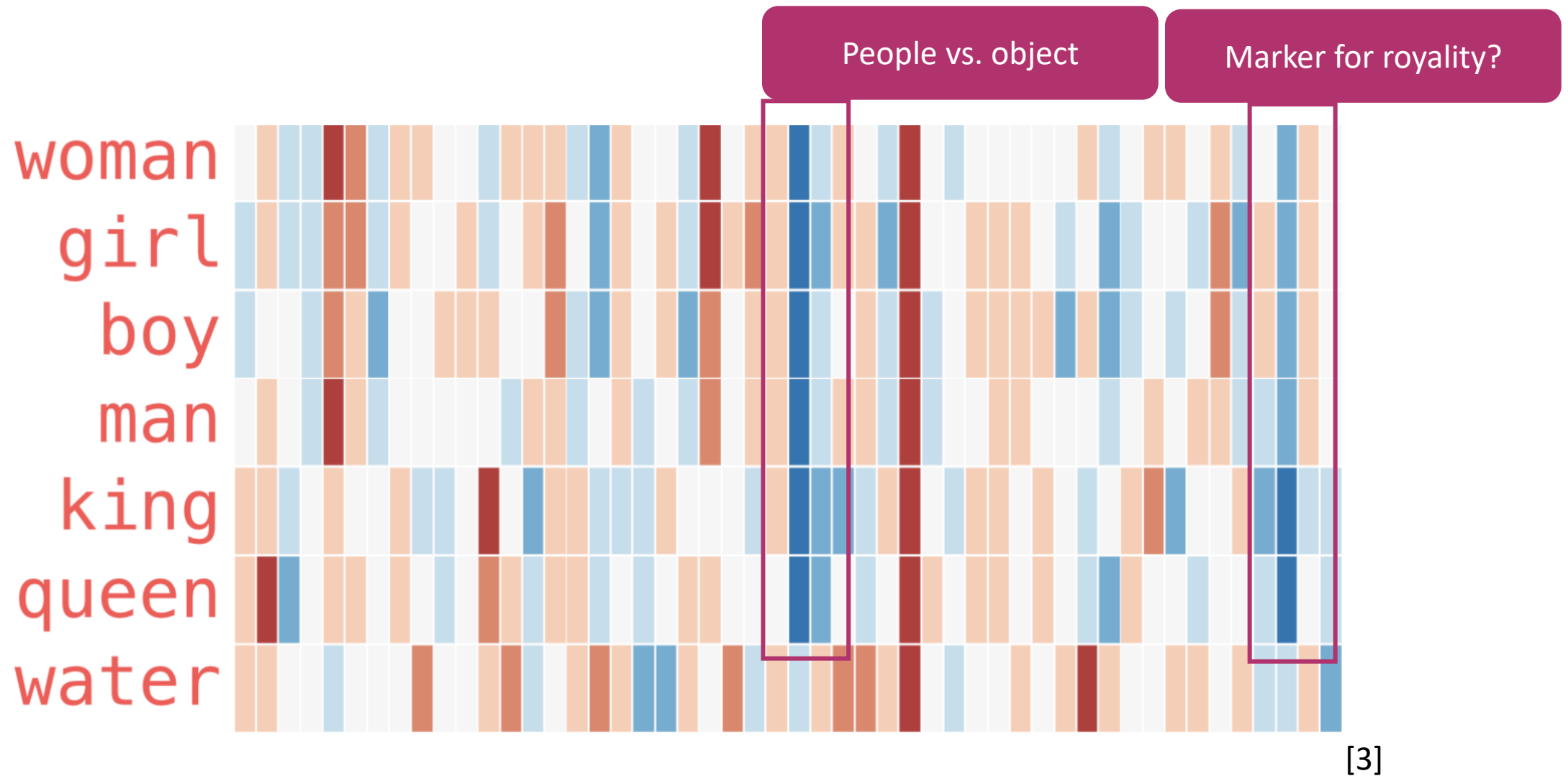


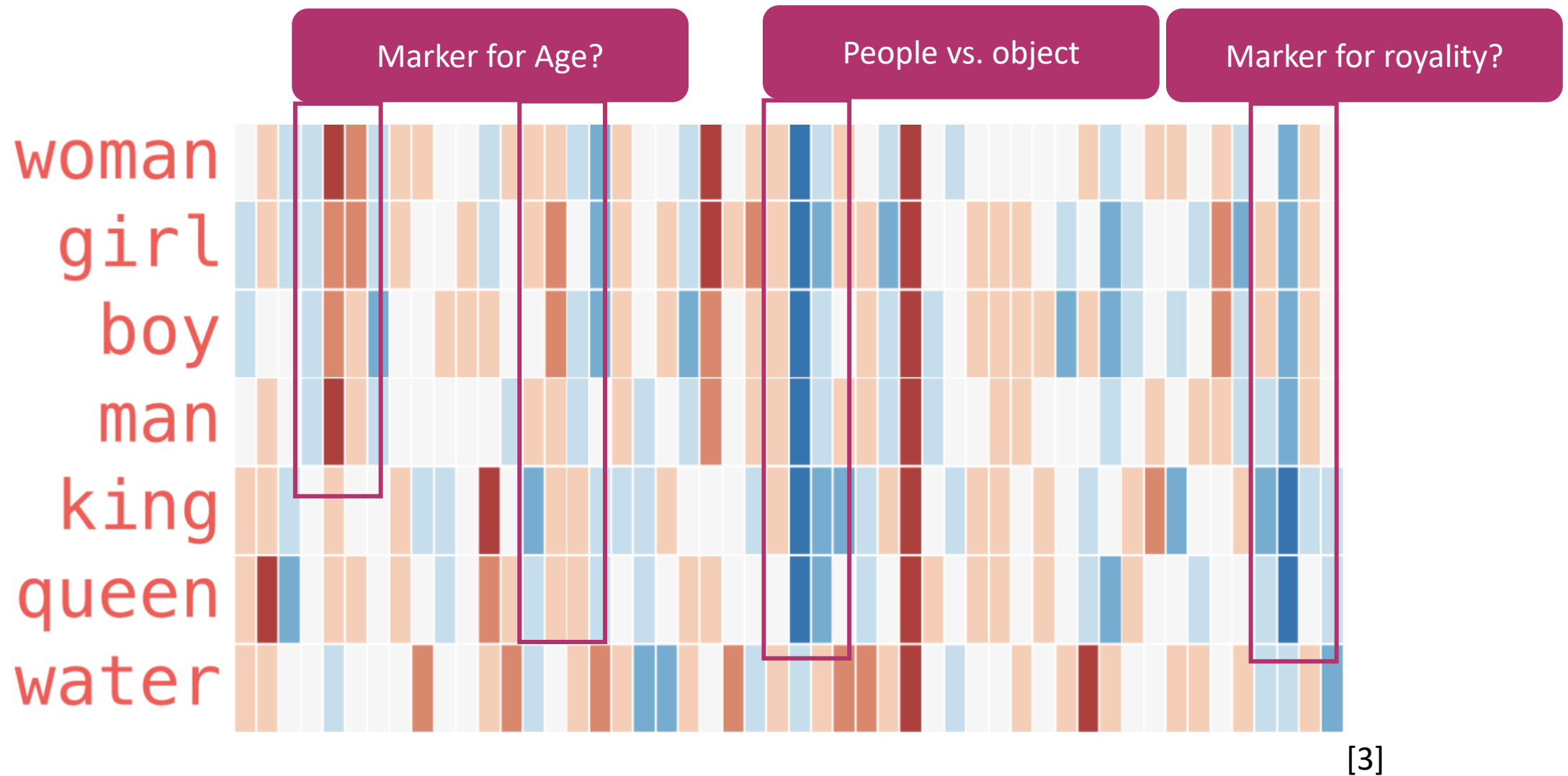




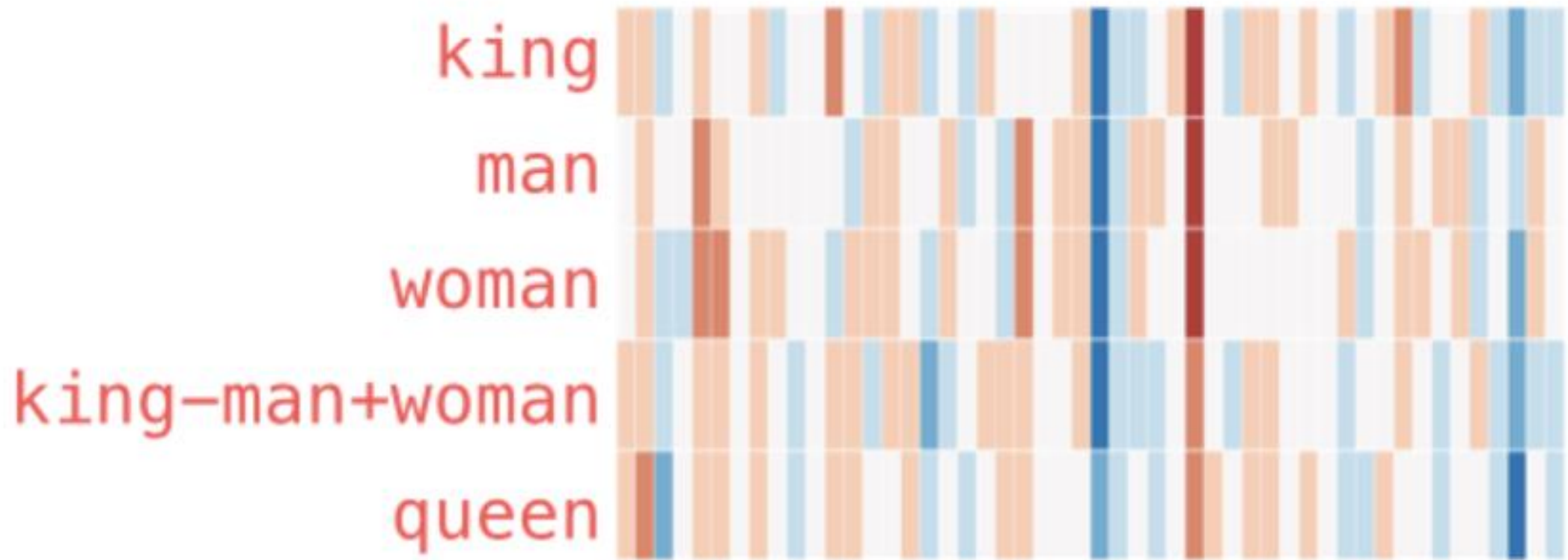








king - man + woman ≈ queen



[3]

```
def solve_analogies(A, B, C):  
    fasttext = WordEmbeddings('crawl')  
    result = compute_embedding_D(A, B, C, fasttext)  
    vocab = get_embedding_english_vocab(fasttext)  
    D = find_closest_matching_word(result, vocab, {A, B, C})  
  
    return f'{A} is to {B} as {C} is to {D}'  
  
#anal_solv = pn.Row(solve_analogies)  
solve_analogies('king', 'man', 'queen')  
  
'king is to man as queen is to woman'
```

Word A is to Word B  
As  
Word C is to Word D

```
solve_analogies('Amsterdam', 'Netherlands', 'Paris')
```

```
'Amsterdam is to Netherlands as Paris is to France'
```



## Different Embedding methods

### Word2Vec (Mikolov et al.)

- Embedding for every word in corpus
- Semantics: consider direct neighbors
- Out of vocabulary words

### FastText (Bojanowski et al.)

- Embedding for every word in corpus extended by subwords
- Semantics: consider direct neighbors

### BERT

- Contextual embeddings
- Semantics: consider pairs of sentences

Input  
Features

Trained Language Model

Output  
Prediction

**Task:**

Predict the next word

Thou →

shalt →

1) Look up  
embeddings

2) Calculate  
prediction

3) Project  
to output  
vocabulary

0	aardvark
0	aarhus
0.001	aaron
...	
0.4	not
...	
0.0001	zyzzyva

[2]

Input  
Features

Trained Language Model

Output  
Prediction

**Task:**

Predict the next word

Thou



shalt



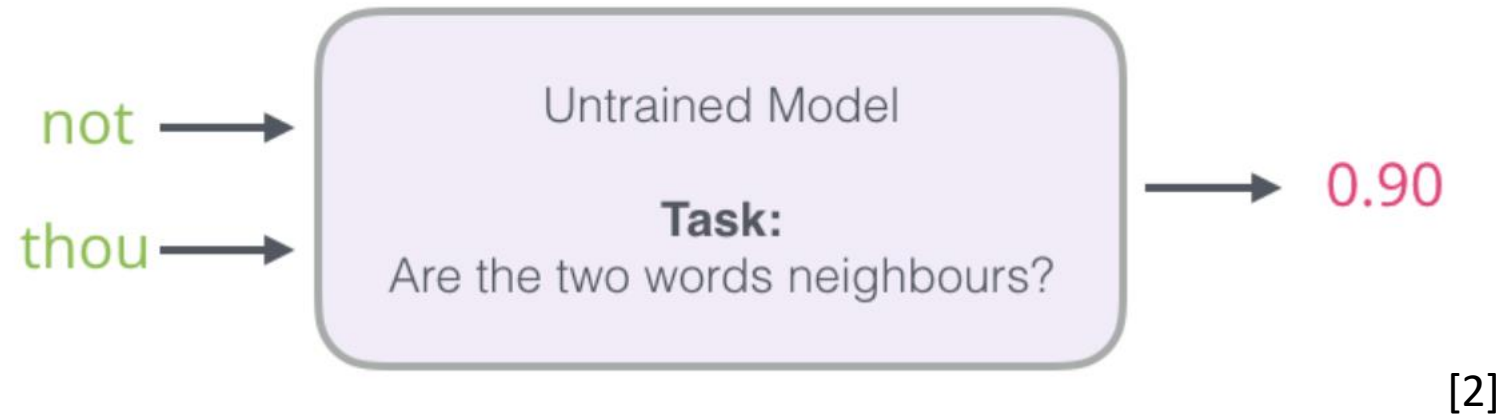
1) Look up  
embeddings

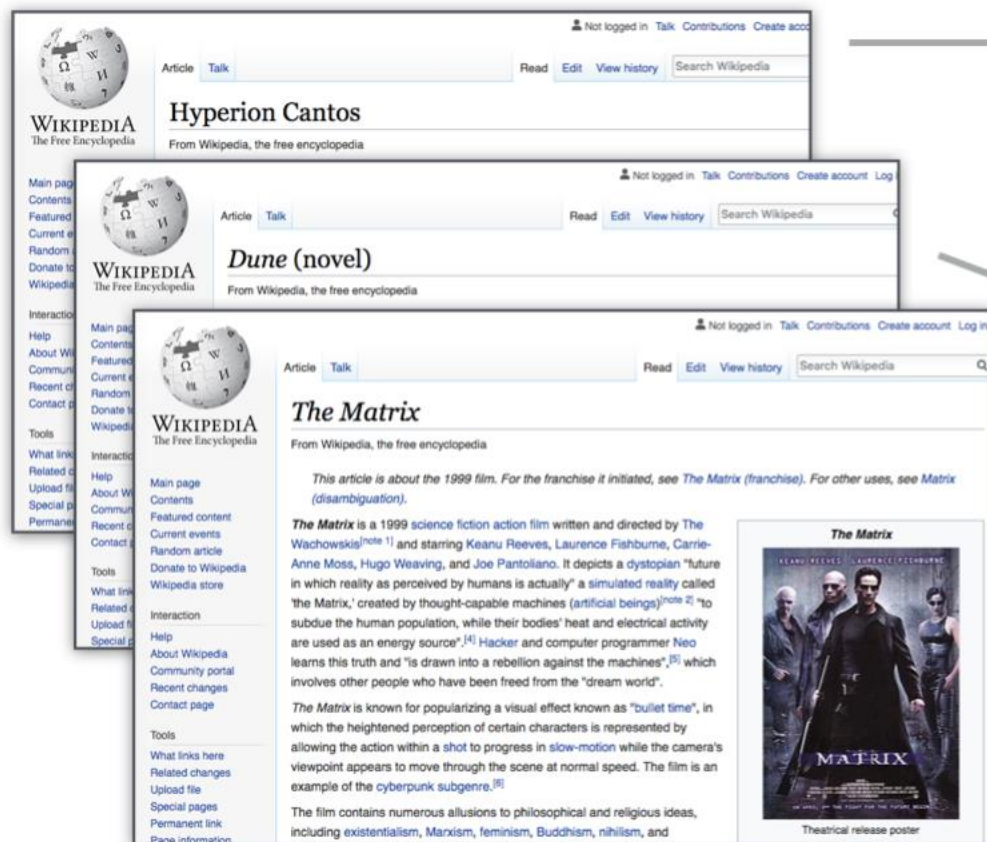
2) Calculate  
prediction

3) Project  
to output  
vocabulary

0	aardvark
0	aarhus
0.001	aaron

- Compare predictions with true neighbors and adjust weights
  - Task computational expensive
- ➔ We want this to be a binary classification task





The **Hyperion Cantos** is a series of science fiction novels by Dan Simmons. The title refers to the fictional planet Hyperion, which is the setting for the series, *Hyperion* and *The Fall of Hyperion*,<sup>[1][2]</sup> and later came to refer to the overall storyline, including *Endymion*, *The Rise of Endymion*, and a number of short stories.<sup>[3][4]</sup> More narrowly, inside the fictional storyline, after the first volume, the Hyperion Cantos is an epic poem written by the character Martin Silenus covering in verse form the events of the first book.<sup>[5]</sup>

Of the four novels, *Hyperion* received the Hugo and Locus Awards in 1990;<sup>[6]</sup> *The Fall of Hyperion* won the Locus and British Science Fiction Association Awards in 1991;<sup>[7]</sup> and *The Rise of Endymion* received the Locus Award in 1998.<sup>[8]</sup> All four novels were also nominated for various science fiction awards.

An event series is being developed by Bradley Cooper, Graham King, and Todd Phillips for Syfy based on the first novel *Hyperion*.<sup>[9]</sup>

*Dune* is a 1965 science fiction novel by American author Frank Herbert, originally published as two separate serials in *Analog* magazine. It tied with Roger Zelazny's *This Immortal* for the Hugo Award in 1966,<sup>[3]</sup> and it won the inaugural *Nebula Award for Best Novel*.<sup>[4]</sup> It is the first installment of the *Dune* saga, and in 2003 was cited as the world's best-selling science fiction novel.<sup>[5][6]</sup>

Set in the distant future amidst a feudal interstellar society in which noble houses, in control of individual planets, owe allegiance to the *Padishah Emperor*, *Dune* tells the story of young Paul Atreides, whose noble family accepts the stewardship of the populated desert wasteland of Arrakis as "spice", a drug that is an important and valuable commodity—coveted—and dangerous interactions of political factions of the empire.

*The Matrix* is a 1999 science fiction action film written and directed by The Wachowskis<sup>[note 1]</sup> and starring Keanu Reeves, Laurence Fishburne, Carrie-Anne Moss, Hugo Weaving, and Joe Pantoliano. It depicts a dystopian "future in which reality as perceived by humans is actually" a simulated reality called "the Matrix," created by thought-capable machines (artificial beings)<sup>[note 2]</sup> to subdue the human population, while their bodies' heat and electrical activity are used as an energy source.<sup>[4]</sup> Hacker and computer programmer Neo learns this truth and "is drawn into a rebellion against the machines",<sup>[5]</sup> which involves other people who have been freed from the "dream world".

*This article is about the 1999 film. For the franchise it initiated, see *The Matrix (franchise)*. For other uses, see *Matrix (disambiguation)*.*

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*The Matrix* is known for popularizing a visual effect known as "bullet time", in which the heightened perception of certain characters is represented by allowing the action within a shot to progress in *slow-motion* while the camera's viewpoint appears to move through the scene at normal speed. The film is an example of the cyberpunk subgenre.<sup>[6]</sup>

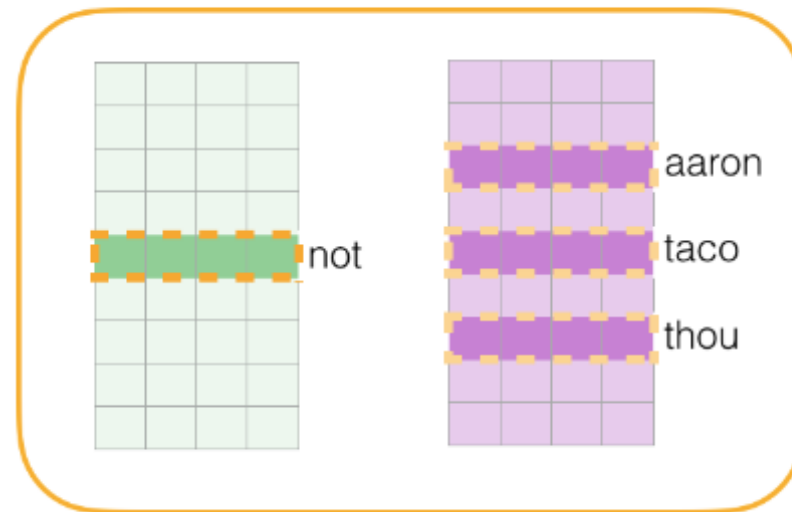
The film contains numerous allusions to philosophical and religious ideas, including existentialism, Marxism, feminism, Buddhism, nihilism, and



[2]

- Get a big corpus
  - Slide window over corpus = positive samples
  - Random negative samples
- ➔ Training examples

input word	output word	target	input • output	sigmoid()	Error
not 	thou 	1	0.2	0.55	0.45
not 	aaron 	0	-1.11	0.25	-0.25
not 	taco 	0	0.74	0.68	-0.68



Update  
Model  
Parameters

[2]

Continuous Bag of words (CBOW)

A quick brown fox jumps over the lazy dog  
[3]

Predict central word based on neighbors

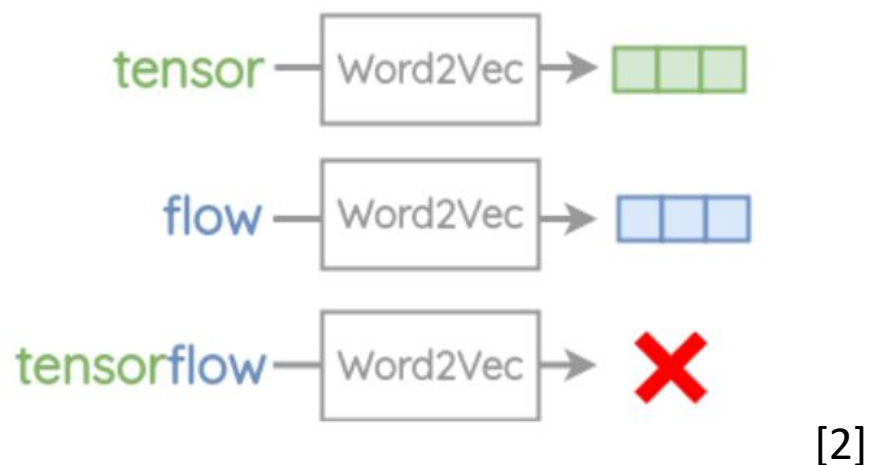
Skip-gram

A quick brown fox jumps over the lazy dog  
[3]

Predict neighbor words from central word



Limitation: Out of Vocabulary  
Words cause problems



Limitation: Morphology, no  
Parameter sharing

Shared radical

eat eats eaten eater eating

[2]

Use internal structure to improve embeddings



Do skip-gram embeddings and obtain subwords for central word

3-grams      <eating>  
                 ┌───────────┐  
                 <ea eat ati tin ing ng>  
[2]

## 1.) Embed central word

Example Sentence

I am eating food now

[2]

Central word embedding



[2]

## 2.) Sampling

context words

am food



[2]

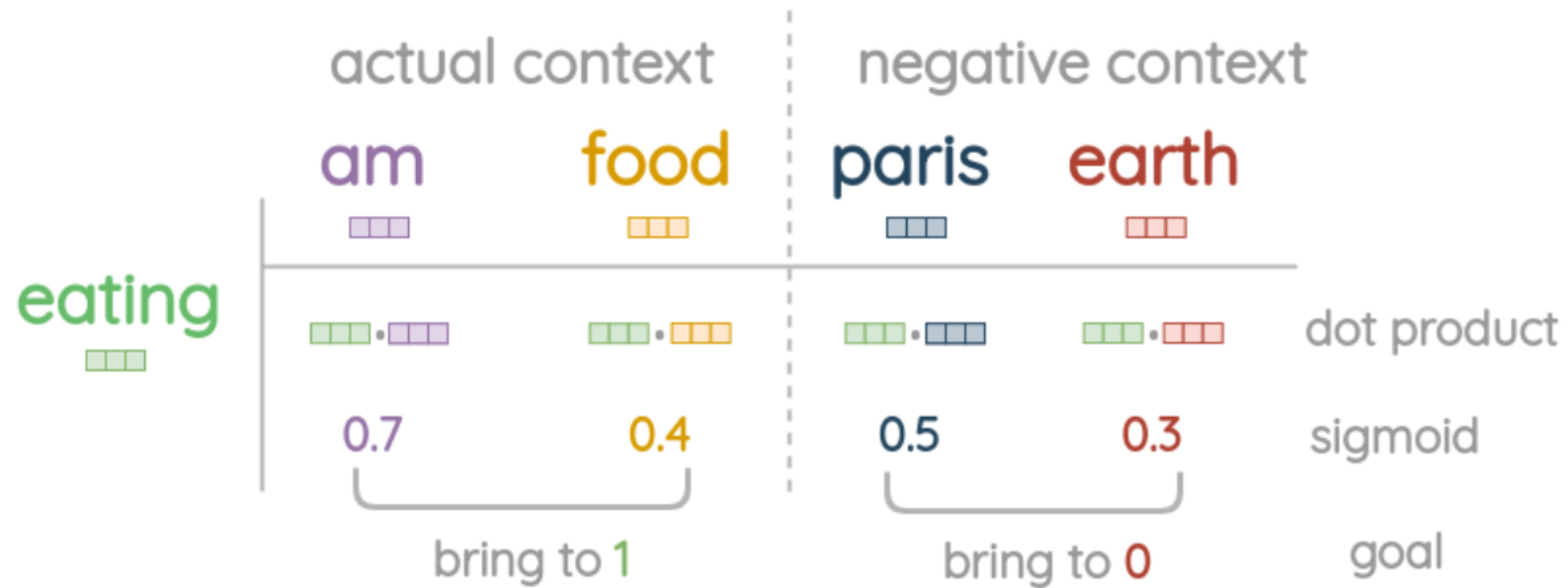
negative samples

paris earth



[2]

## 2.) Train the model



[2]

## **BERT embeddings:** Bidirectional Encoder Representations from Transformer

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Contextual embeddings: the same word can have different embeddings based on context

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Embeddings based on whole sentences

## **BERT embeddings:** Bidirectional Encoder Representations from Transformer

Contextual embeddings: the same word can have different embeddings based on context

Embeddings based on whole sentences

Whole word embedding, subword embedding, character embedding

Multi-layer model → how to define the final embedding?



## **BERT embeddings:** Bidirectional Encoder Representations from Transformer

- Word embedding:
  - Concatenate last four layers (3.072 dimensions)
  - Sum last four layers (768 dimensions)

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## **BERT embeddings:** Bidirectional Encoder Representations from Transformer

- Word embedding:
  - Concatenate last four layers (3.072 dimensions)
  - Sum last four layers (768 dimensions)
- Sentence embedding:
  - Average second – last hidden layer (768 dimensions)

### Purpose:

- Information retrieval without keyword or phrase overlap
- High-quality input features for downstream NLP tasks

## Different Embedding methods, different performance

Word2Vec  
(Mikolov et al.)

- Good performance on semantic analogy

FastText  
(Bojanowski et al.)

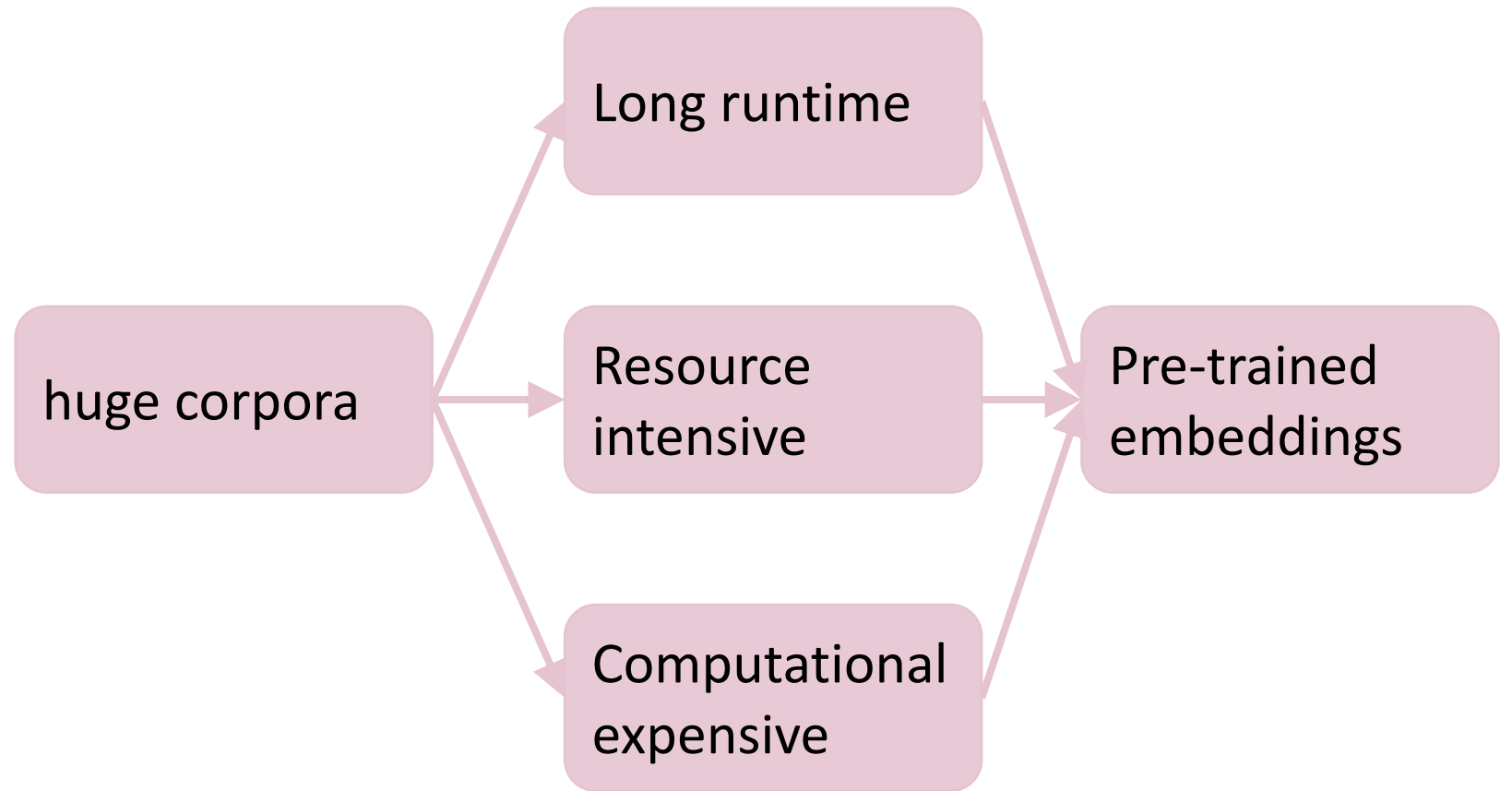
- Improved performance on syntactic analogy
- Worse performance on semantic analogy

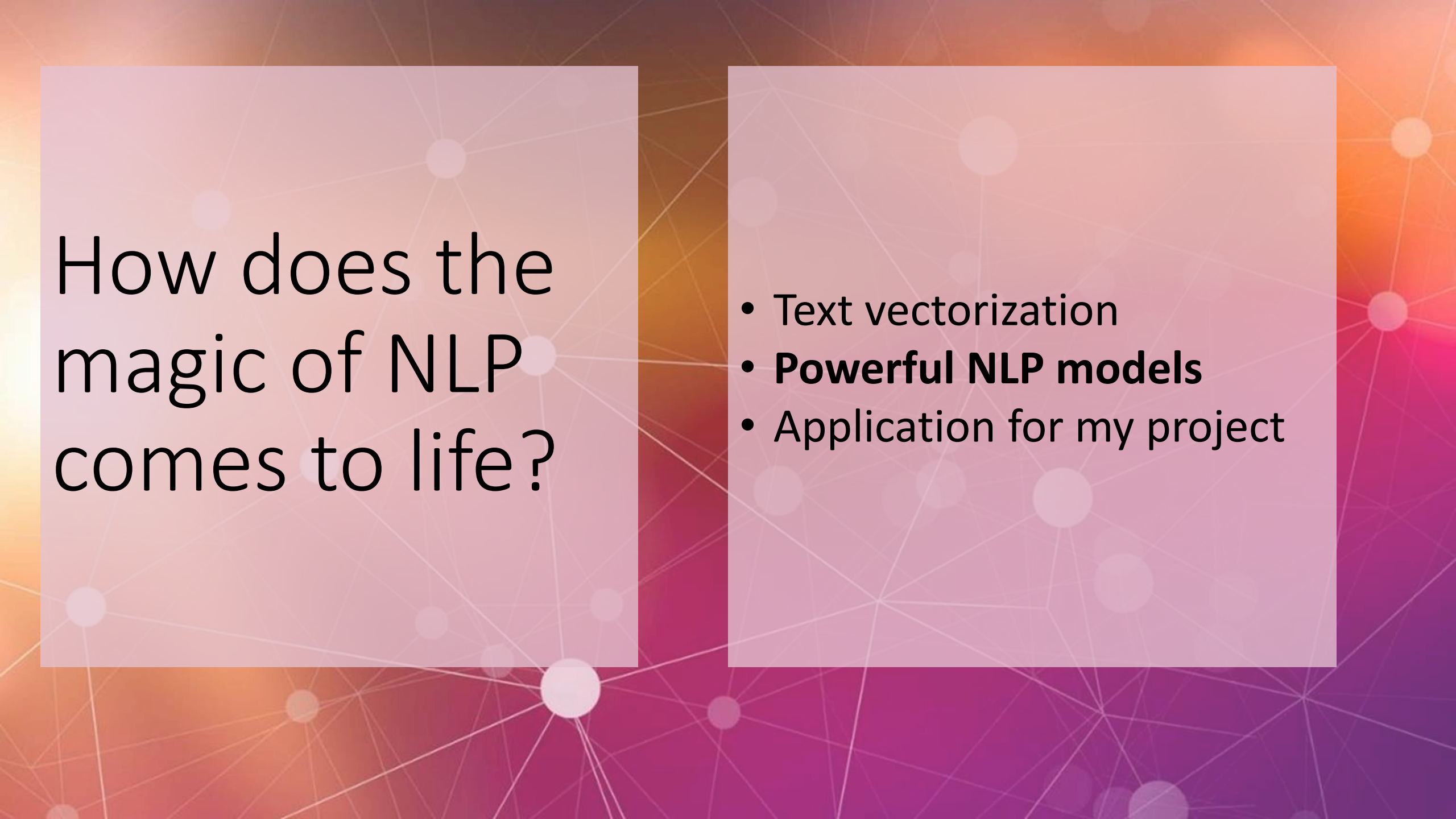
BERT

- similarity comparison for words invalid
- Similarity comparison for sentences valid

state-of-the-art  
performance:

- No out-of-vocabulary words
- Capture syntax and semantics



The background of the slide features a network of white dots connected by thin white lines, set against a gradient background transitioning from orange at the top to purple at the bottom. The dots vary in size, and the lines form a complex web-like structure.

# How does the magic of NLP comes to life?

- Text vectorization
- **Powerful NLP models**
- Application for my project

ELMO

Allen AI



[4]

BERT

Google



[5]

Open-GPT

OpenAI



[6]



[5]

BERT



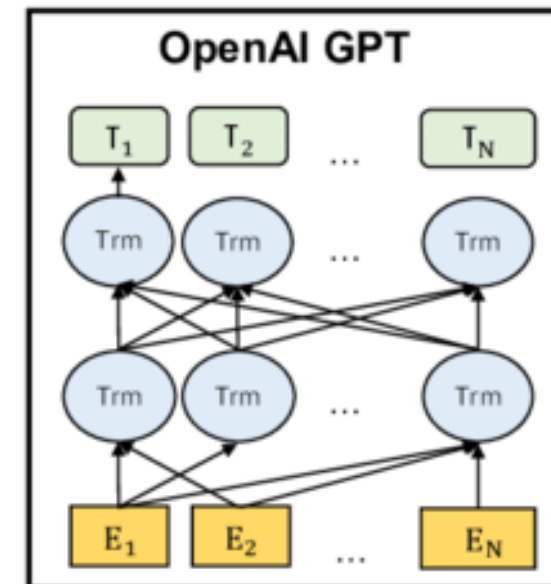
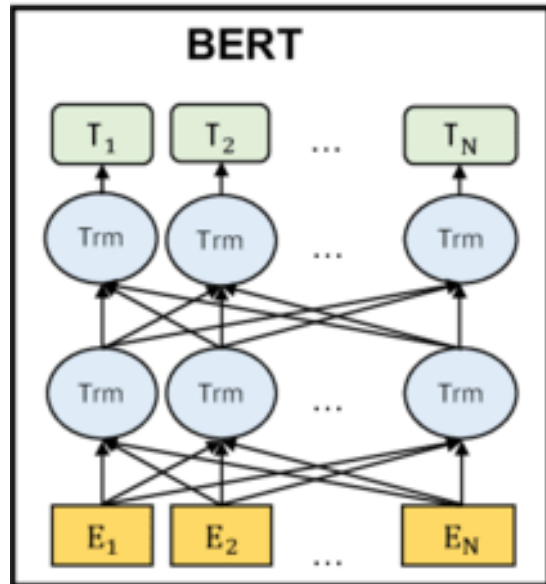
[6]

Open-GPT

## Model Architecture

- Transformers
- bidirectional

- Transformers
- Unidirectional (left)

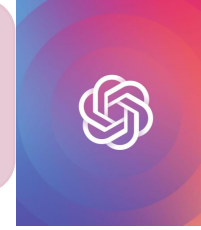






[5]

BERT



[6]

Open-GPT

Model Architecture

- Transformers
- bidirectional

- Transformers
- Unidirectional (left)

Task Type

Supervised e.g. text classification

Unsupervised e.g. text generation



[5]

BERT



[6]

Open-GPT

Model Architecture

- Transformers
- bidirectional

- Transformers
- Unidirectional (left)

Task Type

Supervised e.g. text classification

Unsupervised e.g. text generation

Training data

masked language modelling,  
next sentence prediction

Language modelling



[5]

BERT



[6]

Open-GPT

Model Architecture

- Transformers
- bidirectional

- Transformers
- Unidirectional (left)

Task Type

Supervised e.g. text classification

Unsupervised e.g. text generation

Training data

masked language modelling, next sentence prediction

Language modelling

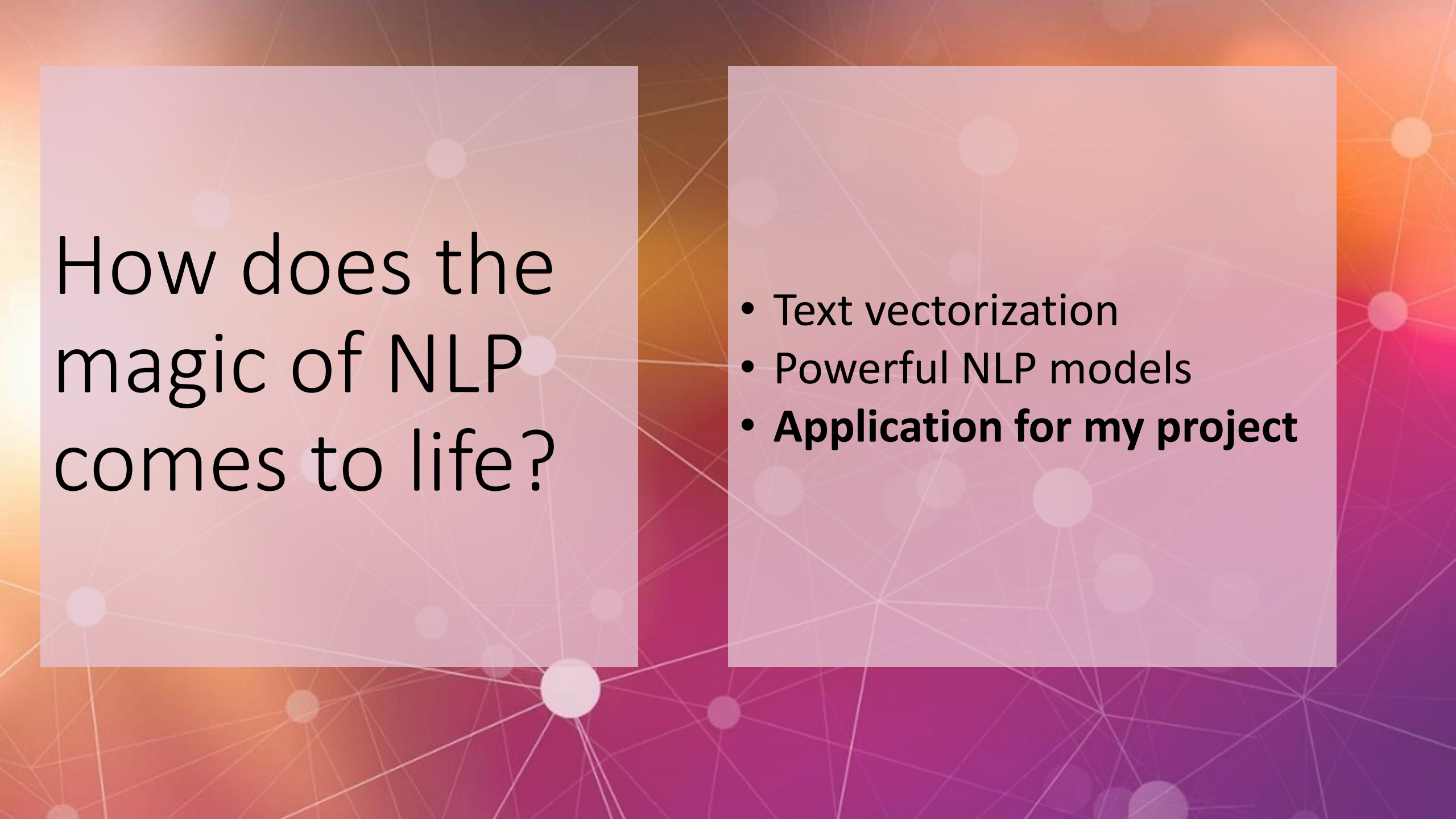
Output

Fixed length embeddings for downstream NLP tasks

Sequence of tokens (variable length)

Powerful NLP models

28/42

The background features a network diagram with white nodes and lines on a gradient of orange and purple. Two semi-transparent white rectangular boxes are overlaid on the image. The left box contains the main title, and the right box contains a bulleted list.

# How does the magic of NLP comes to life?

- Text vectorization
- Powerful NLP models
- **Application for my project**

# Concluding Remarks

- **Limitations**
- My favourite NLP tools



Custom solutions too expensive and  
no state-of-the-art performance



Work with the Resources given:  
Domain transfer challenging, suboptimal results

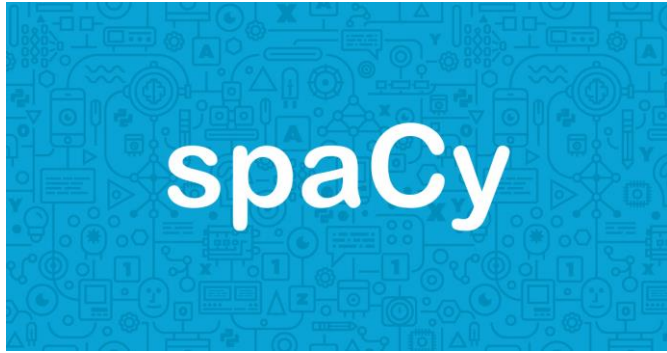


Language is not precise: exceptions to be handled



# Concluding Remarks

- Limitations
- **My favourite NLP tools**



[11]



spaCy

[12]

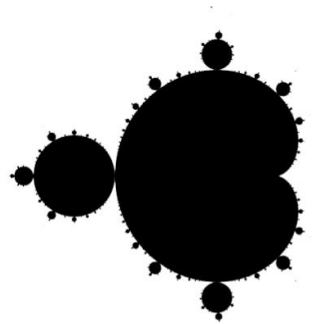
Outstanding performance for Lemmatization  
Biomedical sequence tagging with scientific models

flair

[13]

Own embedding method  
Interface for third-party model use especial for text classification





TextBlob



[14]

NLTK



[15]

# Do you see me now?

## References:

- [1] spam filter image: <https://i0.wp.com/www.metronetworksllc.com/wp-content/uploads/2018/08/iStock-538057636.jpg?fit=2510%2C1194&ssl=1>
- [2] A visual Guide to FastText Embeddings: <https://amitnass.com/2020/06/fasttext-embeddings/>
- [3] The illustrated Word2vec: <https://jalammar.github.io/illustrated-word2vec/>
- [4] ELMO image: [https://static.smalljoys.me/2020/04/img\\_5e8f13ed41e91.png](https://static.smalljoys.me/2020/04/img_5e8f13ed41e91.png)
- [5] BERT image: <https://i1.wp.com/jacobiem.org/wp-content/uploads/2020/10/Bert.jpg>
- [6] GPT image: [https://mixed.de/wp-content/uploads/2019/03/open\\_ai\\_lp\\_logo.jpg](https://mixed.de/wp-content/uploads/2019/03/open_ai_lp_logo.jpg)
- [7] BERT vs GPT image: [https://www.researchgate.net/publication/340797092\\_Recent\\_Trends\\_in\\_Deep\\_Learning\\_Based\\_Open-Domain\\_Textual\\_Question\\_Answering\\_Systems/figures?lo=1](https://www.researchgate.net/publication/340797092_Recent_Trends_in_Deep_Learning_Based_Open-Domain_Textual_Question_Answering_Systems/figures?lo=1)
- [8] PubMed: [http://gomerpedia.org/images/thumb/1/10/PubMed\\_Logo.jpg/600px-PubMed\\_Logo.jpg](http://gomerpedia.org/images/thumb/1/10/PubMed_Logo.jpg/600px-PubMed_Logo.jpg)
- [9] BioBERT: [https://academic.oup.com/view-large/figure/394146824/BIOINFORMATICS\\_36\\_4\\_1234\\_f1.png](https://academic.oup.com/view-large/figure/394146824/BIOINFORMATICS_36_4_1234_f1.png)
- [10] Sentiment analysis: <https://www.expressanalytics.com/wp-content/uploads/2021/06/sentimentanalysishotelgeneric-2048x803-1.jpg>
- [11] spaCy: <https://external-content.duckduckgo.com/iu/?u=https%3A%2F%2Fcdn.analyticsvidhya.com%2Fwp-content%2Fuploads%2F2020%2F03%2Flogo.jpg&f=1&nofb=1&ipt=e302d95cf8cf666fd7b986920eb64ad92db863a3c7e15207b864f217a3ceeca4&ipo=images>
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