Two-day workshop **Automated Content Analysis with Python** Day 1

Damian Trilling

d.c.trilling@uva.nl @damian0604 www.damiantrilling.net

Afdeling Communicatiewetenschap Universiteit van Amsterdam

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Today

- What's Automated Content Analysis?
- Recap: The very, very, basics of programming with Python Datatypes Indention: The Python way of structuring your program
- Sentiment Analysis
 Bag-of-words approaches
 Advanced approaches
- Basic ACA: Dictionary- and string-based methods Stopword removal Natural language processing A simple algorithm Regular expressions Some more Natural Language Processing



What's Automated Content Analysis?

Methodological approach

	Counting and Dictionary	Supervised Machine Learning	Unsupervised Machine Learning
Typical research interests and content features	visibility analysis sentiment analysis subjectivity analysis	frames topics gender bias	frames topics
Common statistical procedures	string comparisons counting	support vector machines naive Bayes	principal component analysis cluster analysis latent dirichlet allocation semantic network analysis
	deductive		inductive

Boumans, J. W., & Trilling, D. (2016). Taking stock of the toolkit: An overview of relevant autmated content analysis approaches and techniques for digital journalism scholars. *Digital Journalism*, 4(1), 8–23. doi:10.1080/21670811.2015.1096598

- We'll start with counting/dictionary-based methods
- Sentiment analysis
- Basic ACA: Natural language processing and regular expressions
- But first: A short recap.

Recap: The very, very, basics of programming

You can read all this back in Chapter 4.

Basic datatypes (variables)

```
int 32
float 1.75
bool True, False
string "Damian"
```

Basic datatypes (variables)

Basics
•000000000

```
int 32
float 1.75
bool True, False
string "Damian"
(variable name firstname)
```

"firstname" and firstname is not the same.

Basic datatypes (variables)

```
int 32
float 1.75
bool True, False
string "Damian"
(variable name firstname)
```

"firstname" and firstname is not the same.

"5" and 5 is not the same.

But you can transform it: int("5") will return 5.

You cannot calculate 3 * "5" Actually, you can. It gives you "555".

But you can calculate 3 * int("5")



More advanced datatypes

More advanced datatypes

Basics 0•00000000

```
list firstnames = ['Damian','Lori','Bjoern']
    lastnames =
    ['Trilling','Meester','Burscher']
```

More advanced datatypes

```
list firstnames = ['Damian','Lori','Bjoern']
    lastnames =
    ['Trilling','Meester','Burscher']
list ages = [18,22,45,23]
```

More advanced datatypes

```
list firstnames = ['Damian','Lori','Bjoern']
    lastnames =
    ['Trilling','Meester','Burscher']
list ages = [18,22,45,23]
dict familynames= {'Bjoern': 'Burscher',
    'Damian': 'Trilling', 'Lori': 'Meester'}
dict {'Bjoern': 26, 'Damian': 31, 'Lori':
    25}
```

Functions

Functions

functions Take an input and return something else int(32.43) returns the integer 32. len("Hello") returns the integer 5.

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methods are similar to functions, but directly associated with
 an object. "SCREAM".lower() returns the string
 "scream"

Both functions and methods end with (). Between the (), arguments can (sometimes have to) be supplied.



Indention: The Python way of structuring your program

Basics

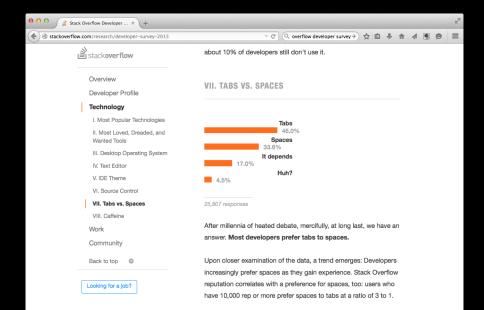
Indention

Indention

Structure

The program is structured by TABs or SPACEs





4 van 8 overeenkomsten

Q tab

Alles markeren

Hoofdlettergevoelig

Basics

Indention

Structure

The program is structured by TABs or SPACEs

```
firstnames=['Damian','Lori','Bjoern']
age={'Bjoern': 27, 'Damian': 32, 'Lori': 26}
print ("The names and ages of all BigData people:")
for naam in firstnames:
    print (naam,age[naam])
```

Basics

Indention

Structure

The program is structured by TABs or SPACEs

```
firstnames=['Damian','Lori','Bjoern']
age={'Bjoern': 27, 'Damian': 32, 'Lori': 26}
print ("The names and ages of all BigData people:")
for maam in firstnames:
   print (naam,age[naam])
```

Don't mix up TABs and spaces! Both are valid, but you have to be consequent!!! Best: always use 4 spaces!

Structure

Basics

The program is structured by TABs or SPACEs

```
print ("The names and ages of all BigData people:")
    for naam in firstnames:
       print (naam,age[naam])
       if naam=="Damian":
           print ("He teaches this course")
       elif naam=="Lori":
           print ("She was an assistant last year")
7
       elif naam=="Bjoern":
8
           print ("He helps on Wednesdays")
g
       else:
10
           print ("No idea who this is")
11
```

The line *before* an indented block starts with a *statement* indicating what should be done with the block and ends with a :

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- it is only to be executed under specific conditions (if, elif, and else statements)
- an alternative block should be executed if an error occurs (try and except statements)
- a file is opened, but should be closed again after the block has been executed (with statement)



Exercise

Sentiment analysis

Extracting subjective information from texts

• the author's attitude towards the topic of the text

- the author's attitude towards the topic of the text
- polarity: negative—positive



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- subjectivity: neutral—subjective *



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- advanced approaches: different emotions

What is sentiment analysis?

Extracting subjective information from texts

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- advanced approaches: different emotions



^{*} Less sophisticated approaches do not see this as a sperate dimension but simply calculate objectivity = 1 - (negativity + positivity)

Example

(polarity, subjectivity) with

$$-1 \le polarity \le +1$$

 $0 \le subjectivity \le +1$)

This is the module pattern.nl, available for Python 2 only. De Smedt, T., & Daelemans W. (2012). Pattern for Python. *Journal of Machine Learning Research, 13*, 2063-2067.

How does it work?

 We take each word of a text and look if it's positive or negative.



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How does it work?

- We take each word of a text and look if it's positive or negative.
 - Most simple way: compare it with a list of negative words and with a list of positive words
 - More advanced: look up a subjectivity score from a table
- e.g., add up the scores and average them.

How to do this

(given a *string* tekst that you want to analyze and two *lists* of strings with negative and positive words, lijstpos=["great","fantastic",...,"perfect"] and lijstneg)

```
sentiment=0
for woord in tekst.split():
    if woord in lijstpos:
        sentiment=sentiment+1 #same as sentiment+=1
    elif woord in lijstneg:
        sentiment=sentiment-1 #same as sentiment-=1
print (sentiment)
```

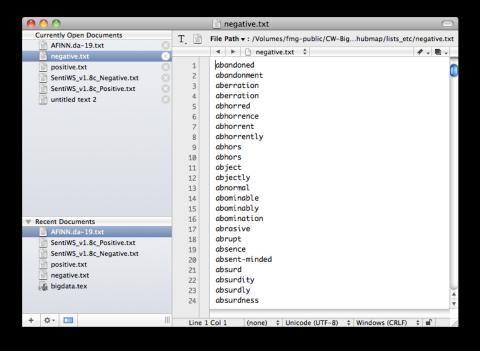
Do we need to have the lists in our program itself?

No.

You could have them in a separate text file, one per row, and then read that file directly to a list.

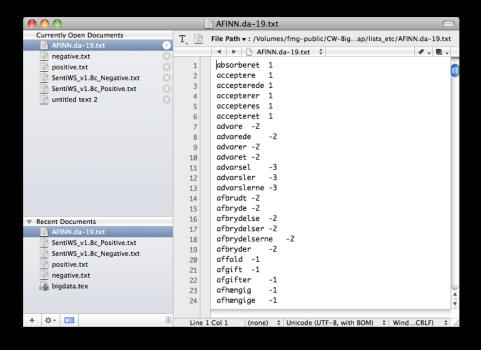
```
poslijst=open("filewithonepositivewordperline.txt").read().splitlines()
```

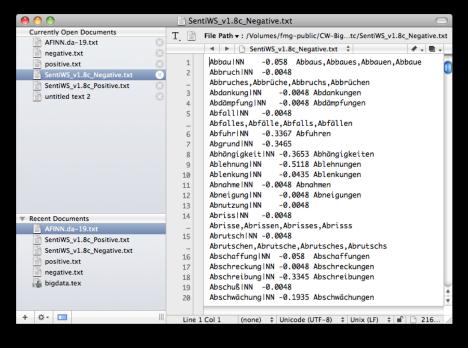
```
neglijst=open("filewithonenegativewordperline.txt").read().splitlines()
```



More advanced versions

- CSV files or similar tables with weights
- Or some kind of dict?





Bag-of-words approaches

e.g., Schut, L. (2013). Verenigde Staten vs. Verenigd Koningrijk: Een automatische inhoudsanalyse naar verklarende factoren voor het gebruik van positive campaigning en negative campaigning door vooraanstaande politici en politieke partijen op Twitter. *Bachelor Thesis*, Universiteit van Amsterdam.



pro

- easy to implement
- easy to modify:
 - add or remove words
 - make new lists for other languages, other categories (than positive/negative), . . .
- easy to understand (transparency, reproducability)

e.g., Schut, L. (2013). Verenigde Staten vs. Verenigd Koningrijk: Een automatische inhoudsanalyse naar verklarende factoren voor het gebruik van positive campaigning en negative campaigning door vooraanstaande politici en politieke partijen op Twitter. Bachelor Thesis, Universiteit van Amsterdam.



con

- simplistic assumptions
- e.g., intensifiers cannot be interpreted ("really" in "really good" or "really bad")
- or, even more important, negations.



Sentiment analysis: Advanced approaches

Improving the BOW approach

Example: The Sentistrenght algorithm

- -5...-1 and +1...+5
- spelling correction
- "booster word list" for strengthening/weakening the effect of the following word
- interpreting repeated letters ("baaaaaad"), CAPITALS and !!!
- idioms
- negation
- Idots

Thelwall, M., Buckley, K., & Paltoglou, G. (2012). Sentiment strength detection for the social Web. *Journal of the American Society for Information Science and Technology*, 63(1), 163-173.



Take the structure of a text into account

- Try to apply linguistics concepts to identify sentence structure
- can identify negations
- can interpret intensifiers

Example

```
from pattern.nl import sentiment
>>> sentiment("Great service by @NSHighspeed")
(0.8, 0.75)
>>> sentiment("Really")
(0.0, 1.0)
>>> sentiment("Really Great service by @NSHighspeed")
(1.0, 1.0)
```

```
(polarity, subjectivity) with -1 \le polarity \le +1 0 \le subjectivity \le +1)
```

Unlike in pure bag-of-words approaches, here, the overall sentiment is not just the sum or the average of its parts!

De Smedt, T., & Daelemans W. (2012). Pattern for Python. Journal of Machine Learning Research, 13, 2063-2067.



Advanced approaches

pro

- understand intensifiers or negation
- thus: higher accuracy

pro

- understand intensifiers or negation
- thus: higher accuracy

con

- Black box? Or do we understand the algorithm?
- Difficult to adapt to own needs
- really much better results?

Exercise

Stopword removal: What and why?

Why remove stopwords?

- If we want to identify key terms (e.g., by means of a word count), we are not interested in them
- If we want to calculate document similarity, it might be inflated
- If we want to make a word co-occurance graph, irrelevant information will dominate the picture

Stopword removal: How

```
testo='He gives her a beer and a cigarette.'
1
   testonuovo=""
   stopwords=['and','the','a','or','he','she','him','her']
   for verbo in testo.split():
       if verbo not in stopwords:
          testonuovo=testonuovo+verbo+" "
6
```

What do we get if we do:

```
print (testonuovo)
```

Can you explain the algorithm?

We get:

```
1 >>> print (testonuovo)
2 'He gives beer cigarette. '
```

Why is "He" still in there? How can we fix this?

Stopword removal

```
testo='He gives her a beer and a cigarette.'
testonuovo=""
stopwords=['and','the','a','or','he','she','him','her']
for verbo in testo.split():
    if verbo.lower() not in stopwords:
    testonuovo=testonuovo+verbo+" "
```

Regular expressions

Automated content analysis using regular expressions

Regular Expressions: What and why?

What is a regexp?

• a very widespread way to describe patterns in strings

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- Think of wildcards like * or operators like OR, AND or NOT in search strings: a regexp does the same, but is much more powerful

Regular Expressions: What and why?

What is a regexp?

- a very widespread way to describe patterns in strings
- Think of wildcards like * or operators like OR, AND or NOT in search strings: a regexp does the same, but is much more powerful
- You can use them in many editors (!), in the Terminal, in STATA ... and in Python

An example

From last week's task

- We wanted to remove everything but words from a tweet
- We did so by calling the .replace() method
- We could do this with a regular expression as well: [^a-zA-Z] would match anything that is not a letter



Basic regexp elements

Alternatives

[TtFf] matches either T or t or F or f

Twitter | Facebook matches either Twitter or Facebook

. matches any character



Basic regexp elements

Alternatives

[TtFf] matches either T or t or F or f

Twitter | Facebook matches either Twitter or Facebook

. matches any character

Repetition

- * the expression before occurs 0 or more times
- + the expression before occurs 1 or more times

regexp quizz

Which words would be matched?

1 [Pp]ython

regexp quizz

Which words would be matched?

- 1 [Pp]ython

regexp quizz

Which words would be matched?

- ① [Pp]ython
- **2** [A-Z]+
- **3** RT :* @[a-zA-Z0-9]*

What else is possible?

If you google regexp or regular expression, you'll get a bunch of useful overviews. The wikipedia page is not too bad, either.



How to use regular expressions in Python

The module re

- re.findall("[Tt]witter|[Ff]acebook",testo) returns a list
 with all occurances of Twitter or Facebook in the
 string called testo
- re.findall("[0-9]+[a-zA-Z]+",testo) returns a list with all words that start with one or more numbers followed by one or more letters in the string called testo

How to use regular expressions in Python

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- re.findall("[0-9]+[a-zA-Z]+",testo) returns a list with all words that start with one or more numbers followed by one or more letters in the string called testo
- re.sub("[Tt]witter|[Ff]acebook","a social medium",testo)
 returns a string in which all all occurances of Twitter
 or Facebook are replaced by "a social medium"

How to use regular expressions in Python

The module re

```
re.match(" +([0-9]+) of ([0-9]+) points",line) returns

None unless it exactly matches the string line. If it

does, you can access the part between () with the

.group() method.
```

Example:

```
line=" 2 of 25 points"
result=re.match(" +([0-9]+) of ([0-9]+) points",line)
if result:
print ("Your points:",result.group(1))
print ("Maximum points:",result.group(2))
```

Your points: 2

Maximum points: 25



Possible applications

Data preprocessing

- Remove unwanted characters, words, ...
- Identify *meaningful* bits of text: usernames, headlines, where an article starts, . . .
- filter (distinguish relevant from irrelevant cases)

Possible applications

Data analysis: Automated coding

- Actors
- Brands
- links or other markers that follow a regular pattern
- Numbers (!)

Example 1: Counting actors

```
import re, csv
   from os import listdir, path
   mypath ="/home/damian/artikelen"
    filename list=[]
   matchcount54_list=[]
   matchcount10 list=[]
6
    onlyfiles = [f for f in listdir(mypath) if path.isfile(path.join(mypath,
        f))]
8
    for f in onlyfiles:
      matchcount54=0
g
      matchcount10=0
10
      with open(path.join(mypath,f),mode="r",encoding="utf-8") as fi:
11
12
         artikel=fi.readlines()
         for line in artikel:
13
            matches54 = re.findall('Israel.*(minister|politician.*|[Aa]
14
                 uthorit)',line)
            matches10 = re.findall('[Pp]alest',line)
15
            matchcount54+=len(matches54)
16
            matchcount10+=len(matches10)
17
         filename_list.append(f)
18
         matchcount54_list.append(matchcount54)
19
         matchcount10_list.append(matchcount10)
20
    output=zip(filename list,matchcount10 list,matchcount54 list)
21
    with open("overzichtstabel.csv", mode='w',encoding="utf-8") as fo:
22
       writer = csv.writer(fo)
23
24
       writer.writerows(output)
```

Example 2: Which number has this Lexis Nexis article?

```
All Rights Reserved
1
                                 2 of 200 DOCUMENTS
5
                                    De Telegraaf
6
7
                               21 maart 2014 vrijdag
8
    Brussel bereikt akkoord aanpak probleembanken;
10
    ECB krijgt meer in melk te brokkelen
11
    SECTION: Finance: Blz. 24
12
    LENGTH: 660 woorden
13
14
             Europa heeft gisteren op de valreep een akkoord bereikt
15
    over een saneringsfonds voor banken. Daarmee staat de laatste
16
```

Example 2: Check the number of a lexis nexis article

```
All Rights Reserved
1
2
                                 2 of 200 DOCUMENTS
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13
14
    BRUSSEL Europa heeft gisteren op de valreep een akkoord bereikt
15
    over een saneringsfonds voor banken. Daarmee staat de laatste
16
    for line in tekst:
       matchObj=re.match(r" +([0-9]+) of ([0-9]+) DOCUMENTS",line)
2
       if matchObj:
           numberofarticle= int(matchObj.group(1))
           totalnumberofarticles= int(matchObj.group(2))
```

Practice yourself!

http://www.pyregex.com/



Some more Natural Language Processing

Some more Natural Language Processing

Some more NLP: What and why?

What can we do?

• remove stopwords (last week)



Some more NLP: What and why?

What can we do?

- remove stopwords (last week)
- stemming

Some more NLP: What and why?

What can we do?

- remove stopwords (last week)
- stemming
- Parse sentences (advanced)

NLP: What and why?

Why do stemming?

- Because we do not want to distinguish between smoke, smoked, smoking, . . .
- Typical preprocessing step (like stopword removal)

Stemming

(with NLTK, see Bird, S., Loper, E., & Klein, E. (2009). *Natural language processing with Python*. Sebastopol, CA: O'Reilly.)

```
from nltk.stem.snowball import SnowballStemmer
stemmer=SnowballStemmer("english")
frase="I am running while generously greeting my neighbors"
frasenuevo=""
for palabra in frase.split():
    frasenuevo=frasenuevo + stemmer.stem(palabra) + " "
```

If we now did print(frasenuevo), it would return:

```
i am run while generous greet my neighbor
```

Stemming and stopword removal - let's combine them!

```
from nltk.stem.snowball import SnowballStemmer
from nltk.corpus import stopwords
stemmer=SnowballStemmer("english")
stopwords = stopwords.words("english")
frase="I am running while generously greeting my neighbors"
frasenuevo=""
for palabra in frase.lower().split():
    if palabra not in stopwords:
        frasenuevo=frasenuevo + stemmer.stem(palabra) + " "
```

Now, print(frasenuevo) returns:

```
1 run generous greet neighbor
```

Perfect!

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```

Now, print(frasenuevo) returns:

1 run generous greet neighbor

Perfect!

In order to use nltk.corpus.stopwords, you have to download that module once. You can do so by typing the following in the Python console and selecting the appropriate package from the menu that pops up: import nltk ...

nltk.download()

NB: Don't download everything, that's several GB.



Eile Yiew Sort Help

ython 3.4)

Collections Corpora Models All Packages			
Identifier	Name	Size	Status 📤
senseval sentiwordnet shakespeare sinica_treebank smultron state_union stopwords swadesh switchboard timit toolbox treebank udhr udhr2 unicode_samples universal_treebank	SENSEVAL 2 Corpus; Sense Tagged Text SentiWordNet Shakespeare XML Corpus Sample Sinica Treebank Corpus Sample SMULTRON Corpus Sample C-Span State of the Union Address Corpus Stopwords Corpus Swadesh Wordlists Switchboard Corpus Sample TIMIT Corpus Sample Tiolbox Sample Files Penn Treebank Sample Universal Declaration of Human Rights Corpu Unicode Samples Universal Treebanks Version 2.0	2.1 MB 4.5 MB 4.64.3 KB 878.2 KB 162.3 KB 789.8 KB 22.3 KB 772.6 KB 21.2 MB 244.7 KB 1.6 MB 1.1 MB 1.2 KB 24.7 MB	not instal not instal
Download			Refresh

Server Index: http://nltk.github.com/nltk_data/

Download Directory: /home/damian/nltk_data

In [5]: import nltk

In [6]: nltk.download()

√₽⟩ ⟨≌⟩ ⟨≡⟩ ≡

NLP: What and why?

Why parse sentences?

- To find out what grammatical function words have
- and to get closer to the meaning.



Parsing a sentence

```
import nltk
sentence = "At eight o'clock on Thursday morning, Arthur didn't feel
    very good."

tokens = nltk.word_tokenize(sentence)
print (tokens)
```

nltk.word_tokenize(sentence) is similar to sentence.split(),
but compare handling of punctuation and the didn't in the
output:

Parsing a sentence

Now, as the next step, you can "tag" the tokenized sentence:

```
tagged = nltk.pos_tag(tokens)
print (tagged[0:6])
```

gives you the following:

```
1 [('At', 'IN'), ('eight', 'CD'), ("o'clock", 'JJ'), ('on', 'IN'),
2 ('Thursday', 'NNP'), ('morning', 'NN')]
```

Parsing a sentence

Now, as the next step, you can "tag" the tokenized sentence:

```
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```

gives you the following:

```
1 [('At', 'IN'), ('eight', 'CD'), ("o'clock", 'JJ'), ('on', 'IN'),
2 ('Thursday', 'NNP'), ('morning', 'NN')]
```

And you could get the word type of "morning" with tagged[5][1]!

More NLP

Look at http://nltk.org

Exercise