

# **Topic Models**

Material adapted from David Mimno University of Maryland

# Why topic models?



- Suppose you have a huge number of documents
- Want to know what's going on
- Can't read them all (e.g. every New York Times article from the 90's)
- Topic models offer a way to get a corpus-level view of major themes

# Why topic models?



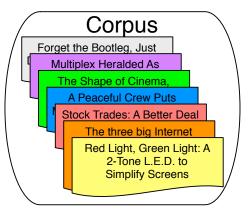
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- Want to know what's going on
- Can't read them all (e.g. every New York Times article from the 90's)
- Topic models offer a way to get a corpus-level view of major themes
- Unsupervised

# Roadmap

- What are topic models
- How to know if you have good topic model
- How to go from raw data to topics

# **Conceptual Approach**

From an **input corpus** and number of topics  $K \rightarrow$  words to topics



# Conceptual Approach

From an input corpus and number of topics  $K \to \mathbf{words}$  to topics

# TOPIC 1

computer, technology, system, service, site, phone, internet. machine

# TOPIC 2

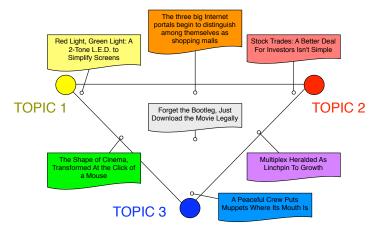
sell, sale, store, product, business, advertising, market, consumer

# TOPIC 3

play, film, movie, theater, production, star, director, stage

# **Conceptual Approach**

For each document, what topics are expressed by that document?



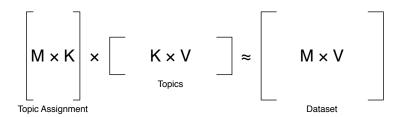
# **Topics from Science**

human	evolution	disease	computer
genome	evolutionary	host	$\overline{\mathrm{models}}$
$_{ m dna}$	species	bacteria	information
genetic	organisms	diseases	$_{ m data}$
genes	life	resistance	computers
sequence	origin	bacterial	system
gene	biology	new	network
$\overline{\text{molecular}}$	groups	strains	systems
sequencing	phylogenetic	$\operatorname{control}$	$\operatorname{model}$
map	living	infectious	parallel
information	diversity	$_{ m malaria}$	$_{ m methods}$
genetics	group	parasite	networks
mapping	new	parasites	software
project	two	united	new
sequences	common	tuberculosis	simulations

# Why should you care?

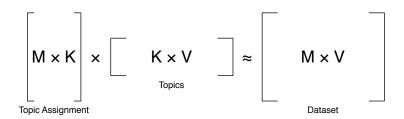
- Neat way to explore / understand corpus collections
  - E-discovery
  - Social media
  - Scientific data
- NLP Applications
  - Word Sense Disambiguation
  - Discourse Segmentation
  - Machine Translation
- Psychology: word meaning, polysemy
- Inference is (relatively) simple

# **Matrix Factorization Approach**



- K Number of topics
- Number of documents
- V Size of vocabulary

# **Matrix Factorization Approach**



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- M Number of documents
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- If you use singular value decomposition (SVD), this technique is called latent semantic analysis.
- Popular in information retrieval.

#### Alternative: Generative Model

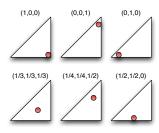
- How your data came to be
- Sequence of Probabilistic Steps
- Posterior Inference

#### **Alternative: Generative Model**

- How your data came to be
- Sequence of Probabilistic Steps
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- Blei, Ng, Jordan. Latent Dirichlet Allocation. JMLR, 2003.

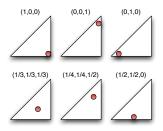
#### **Multinomial Distribution**

- Distribution over discrete outcomes
- Represented by non-negative vector that sums to one
- Picture representation



#### **Multinomial Distribution**

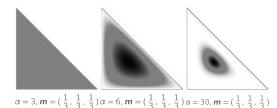
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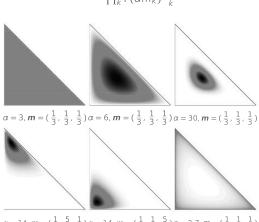
Come from a Dirichlet distribution

$$P(\boldsymbol{p} \mid \alpha \boldsymbol{m}) = \frac{\Gamma(\sum_{k} \alpha m_{k})}{\prod_{k} \Gamma(\alpha m_{k})} \prod_{k} p_{k}^{\alpha m_{k} - 1}$$

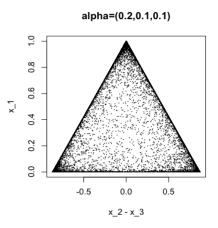
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$$\alpha = 14$$
,  $\mathbf{m} = (\frac{1}{7}, \frac{5}{7}, \frac{1}{7}) \alpha = 14$ ,  $\mathbf{m} = (\frac{1}{7}, \frac{1}{7}, \frac{5}{7}) \alpha = 2.7$ ,  $\mathbf{m} = (\frac{1}{3}, \frac{1}{3}, \frac{1}{3})$ 



• If  $\vec{\phi} \sim \text{Dir}((\alpha), \vec{w} \sim \text{Mult}((\phi), \text{ and } n_k = |\{w_i : w_i = k\}| \text{ then } n_k = |\{w_i : w_i = k\}|$ 

$$p(\phi|\alpha, \vec{w}) \propto p(\vec{w}|\phi)p(\phi|\alpha) \tag{1}$$

$$\propto \prod_{k} \phi^{n_k} \prod_{k} \phi^{\alpha_k - 1}$$
 (2)

$$\propto \prod_{k} \phi^{\alpha_k + n_k - 1}$$
 (3)

Conjugacy: this posterior has the same form as the prior

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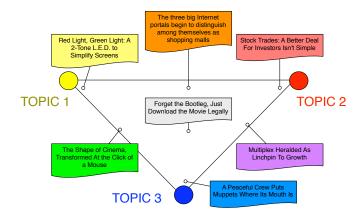
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# TOPIC 2

sell, sale, store, product, business, advertising, market, consumer

# TOPIC 3

play, film, movie, theater. production, star, director, stage



computer. technology. system. service, site. phone. internet. machine

sell, sale. store, product. business. advertising. market. consumer

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Hollywood studios are preparing to let people download and buy electronic copies of movies over the Internet, much as record labels now sell songs for 99 cents through Apple Computer's iTunes music store and other online services ...

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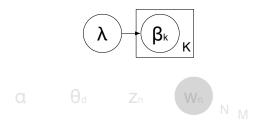
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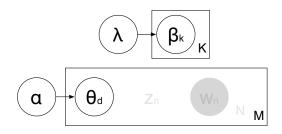
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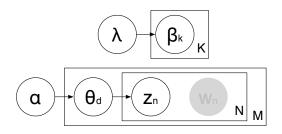
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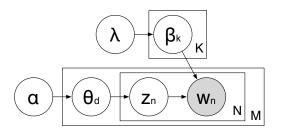
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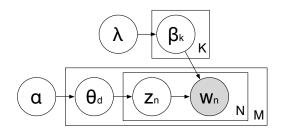
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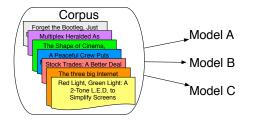
# **Topic Models: What's Important**

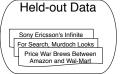
- Topic models
  - Topics to word types
  - Documents to topics
  - Topics to word types—multinomial distribution
  - Documents to topics—multinomial distribution
- Focus in this talk: statistical methods
  - Model: story of how your data came to be
  - Latent variables: missing pieces of your story
  - Statistical inference: filling in those missing pieces
- We use latent Dirichlet allocation (LDA), a fully Bayesian version of pLSI, probabilistic version of LSA

# **Topic Models: What's Important**

- Topic models (latent variables)
  - Topics to word types
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#### **Evaluation**

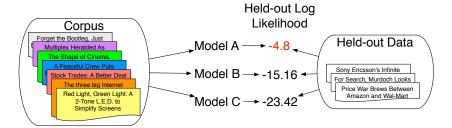




$$P(\mathbf{w} | \mathbf{w}', \mathbf{z}', \alpha \mathbf{m}, \beta \mathbf{u}) = \sum_{\mathbf{z}} P(\mathbf{w}, \mathbf{z} | \mathbf{w}', \mathbf{z}', \alpha \mathbf{m}, \beta \mathbf{u})$$

How you compute it is important too (Wallach et al. 2009)

#### **Evaluation**



Measures predictive power, not what the topics are

$$P(\mathbf{w} | \mathbf{w}', \mathbf{z}', \alpha \mathbf{m}, \beta \mathbf{u}) = \sum_{\mathbf{z}} P(\mathbf{w}, \mathbf{z} | \mathbf{w}', \mathbf{z}', \alpha \mathbf{m}, \beta \mathbf{u})$$

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# TOPIC 3

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1. Take the highest probability words from a topic

## **Original Topic**

dog, cat, horse, pig, cow

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2. Take a high-probability word from another topic and add it

## Topic with Intruder

dog, cat, apple, horse, pig, cow

Take the highest probability words from a topic

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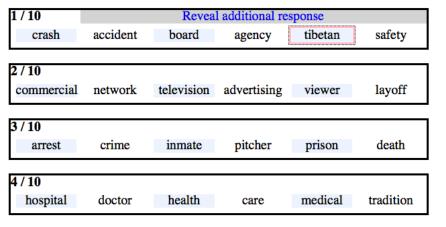
We ask users to find the word that doesn't belong

## Hypothesis

If the topics are interpretable, users will consistently choose true intruder

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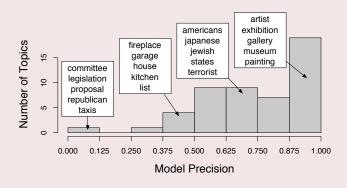
1 / 10 crash	accident	board	agency	tibetan	safety
2 / 10 commercial	network	television	advertising	viewer	layoff
3 / 10 arrest	crime	inmate	pitcher	prison	death
4 / 10 hospital	doctor	health	care	medical	tradition



- Order of words was shuffled
- Which intruder was selected varied
- Model precision: percentage of users who clicked on intruder

## Word Intrusion: Which Topics are Interpretable?

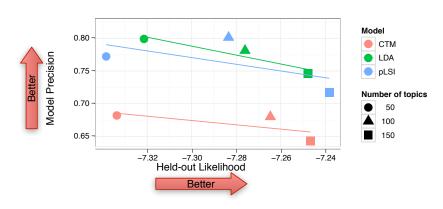
## New York Times, 50 LDA Topics



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### Interpretability and Likelihood

### Model Precision on New York Times

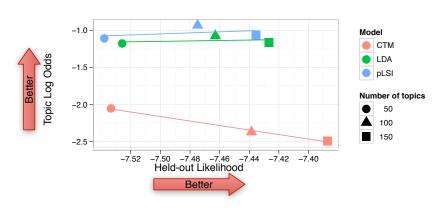


within a model, higher likelihood ≠ higher interpretability

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### Interpretability and Likelihood

Topic Log Odds on Wikipedia



across models, higher likelihood  $\neq$  higher interpretability

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### **Evaluation Takeaway**

- Measure what you care about
- If you care about prediction, likelihood is good
- If you care about a particular task, measure that

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• We are interested in posterior distribution

$$p(Z|X,\Theta) \tag{4}$$

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• Here, latent variables are topic assignments z and topics  $\theta$ . X is the words (divided into documents), and  $\Theta$  are hyperparameters to Dirichlet distributions:  $\alpha$  for topic proportion,  $\lambda$  for topics.

$$p(\vec{z}, \vec{\beta}, \vec{\theta} | \vec{w}, \alpha, \lambda) \tag{5}$$

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$$p(\vec{z}, \vec{\beta}, \vec{\theta} | \vec{w}, \alpha, \lambda) \tag{5}$$

$$p(\vec{w}, \vec{z}, \vec{\theta}, \vec{\beta} | \alpha, \lambda) = \prod_{k} p(\beta_{k} | \lambda) \prod_{d} p(\theta_{d} | \alpha) \prod_{n} p(z_{d,n} | \theta_{d}) p(w_{d,n} | \beta_{z_{d,n}})$$

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- A form of Markov Chain Monte Carlo
- Chain is a sequence of random variable states
- Given a state  $\{z_1, \ldots z_N\}$  given certain technical conditions, drawing  $z_k \sim p(z_1, \ldots z_{k-1}, z_{k+1}, \ldots z_N | X, \Theta)$  for all k (repeatedly) results in a Markov Chain whose stationary distribution is the posterior.
- For notational convenience, call  $\vec{z}$  with  $z_{d,n}$  removed  $\vec{z}_{-d,n}$

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computer, technology, system, service, site, phone, internet, machine

sell, sale, store, product, business, advertising, market, consumer

play, film, movie, theater, production, star, director, stage

Hollwood studies are preparing to let people download and but electronic comes of movies over the Incrnet, much as record labels now sell sens for 99 cents through Apple Computer's iTurns music store and other online services ...

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- For LDA, we will sample the topic assignments
- Thus, we want:

$$p(z_{d,n} = k | \vec{z}_{-d,n}, \vec{w}, \alpha, \lambda) = \frac{p(z_{d,n} = k, \vec{z}_{-d,n} | \vec{w}, \alpha, \lambda)}{p(\vec{z}_{-d,n} | \vec{w}, \alpha, \lambda)}$$

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- The topics and per-document topic proportions are integrated out / marginalized
- Let n<sub>d,i</sub> be the number of words taking topic i in document d. Let v<sub>k,w</sub> be the number of times word w is used in topic k.

$$=\frac{\int_{\theta_{d}}\left(\prod_{i\neq k}\theta_{d}^{\alpha_{i}+n_{d,i}-1}\right)\theta_{d}^{\alpha_{k}+n_{d,i}}d\theta_{d}\int_{\beta_{k}}\left(\prod_{i\neq w_{d,n}}\beta_{k,i}^{\lambda_{i}+v_{k,i}-1}\right)\beta_{k,w_{d,n}}^{\lambda_{i}+v_{k,i}}d\beta_{k}}{\int_{\theta_{d}}\left(\prod_{i}\theta_{d}^{\alpha_{i}+n_{d,i}-1}\right)d\theta_{d}\int_{\beta_{k}}\left(\prod_{i}\beta_{k,i}^{\lambda_{i}+v_{k,i}-1}\right)d\beta_{k}}$$

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- For LDA, we will sample the topic assignments
- The topics and per-document topic proportions are integrated out / marginalized / Rao-Blackwellized
- Thus, we want:

$$p(z_{d,n} = k | \vec{z}_{-d,n}, \vec{w}, \alpha, \lambda) = \frac{n_{d,k} + \alpha_k}{\sum_{i}^{K} n_{d,i} + \alpha_i} \frac{v_{k,w_{d,n}} + \lambda_{w_{d,n}}}{\sum_{i} v_{k,i} + \lambda_i}$$

Integral is normalizer of Dirichlet distribution

$$\int_{\beta_{k}} \left( \prod_{i} \beta_{k,i}^{\lambda_{i} + \nu_{k,i} - 1} \right) d\beta_{k} = \frac{\prod_{i}^{V} \Gamma(\beta_{i} + \nu_{k,i})}{\Gamma(\sum_{i}^{V} \beta_{i} + \nu_{k,i})}$$

Integral is normalizer of Dirichlet distribution

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So we can simplify

$$\frac{\int_{\theta_{d}} \left(\prod_{i \neq k} \theta_{d}^{\alpha_{i} + n_{d,i} - 1}\right) \theta_{d}^{\alpha_{k} + n_{d,i}} d\theta_{d} \int_{\beta_{k}} \left(\prod_{i \neq w_{d,n}} \beta_{k,i}^{\lambda_{i} + v_{k,i} - 1}\right) \beta_{k,w_{d,n}}^{\lambda_{i} + v_{k,i}} d\beta_{k}}{\int_{\theta_{d}} \left(\prod_{i} \theta_{d}^{\alpha_{i} + n_{d,i} - 1}\right) d\theta_{d} \int_{\beta_{k}} \left(\prod_{i} \beta_{k,i}^{\lambda_{i} + v_{k,i} - 1}\right) d\beta_{k}} = \frac{\frac{\Gamma(\alpha_{k} + n_{d,k} + 1)}{\Gamma(\sum_{i}^{K} \alpha_{i} + n_{d,i} + 1)} \prod_{i \neq k}^{K} \Gamma(\alpha_{k} + n_{d,k})}{\frac{\Gamma(\sum_{i}^{V} \lambda_{i} + v_{k,i} + 1)}{\Gamma(\sum_{i}^{V} \lambda_{i} + v_{k,i} + 1)} \prod_{i \neq w_{d,n}}^{V} \Gamma(\lambda_{k} + v_{k,w_{d,n}})}{\frac{\prod_{i}^{K} \Gamma(\alpha_{i} + n_{d,i})}{\Gamma(\sum_{i}^{K} \alpha_{i} + n_{d,i})}}$$

## Gamma Function Identity

$$z = \frac{\Gamma(z+1)}{\Gamma(z)} \tag{6}$$

$$\frac{\frac{\Gamma(\alpha_{k}+n_{d,k}+1)}{\Gamma(\sum_{i}^{K}\alpha_{i}+n_{d,i}+1)}\prod_{i\neq k}^{K}\Gamma(\alpha_{k}+n_{d,k})}{\frac{\prod_{i}^{K}\Gamma(\alpha_{i}+n_{d,i})}{\Gamma(\sum_{i}^{K}\alpha_{i}+n_{d,i})}} \frac{\frac{\Gamma(\lambda_{w_{d,n}}+v_{k,w_{d,n}}+1)}{\Gamma(\sum_{i}^{V}\lambda_{i}+v_{k,i}+1)}\prod_{i\neq w_{d,n}}^{V}\Gamma(\lambda_{k}+v_{k,w_{d,n}})}{\frac{\prod_{i}^{V}\Gamma(\lambda_{i}+v_{k,i})}{\Gamma(\sum_{i}^{V}\lambda_{i}+v_{k,i})}}$$

$$=\frac{n_{d,k}+\alpha_{k}}{\sum_{i}^{K}n_{d,i}+\alpha_{i}}\frac{v_{k,w_{d,n}}+\lambda_{w_{d,n}}}{\sum_{i}^{V}v_{k,i}+\lambda_{i}}$$

Material adapted from David Mimno | UMD

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$$\frac{\mathbf{n}_{d,k} + \alpha_k}{\sum_{i}^{K} \mathbf{n}_{d,i} + \alpha_i} \frac{\mathbf{v}_{k,w_{d,n}} + \lambda_{w_{d,n}}}{\sum_{i} \mathbf{v}_{k,i} + \lambda_i}$$
(7)

- Number of times document d uses topic k
- Number of times topic k uses word type w<sub>d,n</sub>
- Dirichlet parameter for document to topic distribution
- Dirichlet parameter for topic to word distribution
- How much this document likes topic k
- How much this topic likes word w<sub>d,n</sub>

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## **Sample Document**

Etruscan	trade	price	temple	market

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## **Randomly Assign Topics**

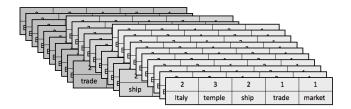


3	2	1	3	1
Etruscan	trade	price	temple	market

### **Randomly Assign Topics**



3	2	1	3	1
Etruscan	trade	price	temple	market



### **Total Topic Counts**

3	2	2	-	1		3	1	
Etruscan	tra	ide pri		ce tem		emple	mar	ket
				1		2	3	
		Etruscan			1	(	) :	35
Total	price	market			50	(	)	1
counts — from <b>all</b>		price			42	1	L	0
docs		temp	ole		0	(	) :	20
		trade	9		10	8	3	1

#### **Total Topic Counts**

3	2	1	3	1
Etruscan	trade	price	temple	market

	1	2	3
Etruscan	1	0	35
and a selection	1	_	4

### **Total**

## Sampling Equation

$$\frac{n_{d,k} + \alpha_k}{\sum_{i}^{K} n_{d,i} + \alpha_i} \frac{v_{k,w_{d,n}} + \lambda_{w_{d,n}}}{\sum_{i} v_{k,i} + \lambda_i}$$

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# Sampling Equation

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### We want to sample this word ...

3	2	1	l		3	1
Etruscan	trade	pri	ice te		emple	market
	$/ \sqsubset$		1		2	3
/	/ Etru:	scan		1	0	35
/	marl	ĸet		50	0	1
•	price	9		42	1	0
	tem	ole		0	0	20
	trade	е		10	8	1

### We want to sample this word ...

3	2		1		3	1	
Etruscan	trade	price		temple		market	
			1		2	3	
	Etrus	Etruscan		1	0	35	
	mark	market		50	0	1	
	price	)		42	1	0	
	temp	temple		0	0	20	
	trade	trade		10	8	1	
					1		
					`	\	

#### **Decrement its count**

3	?	1	3	1
Etruscan	trade	price	temple	market

	1	2	3
Etruscan	1	0	35
market	50	0	1
price	42	1	0
temple	0	0	20
trade	10	7	1
		1	

### What is the conditional distribution for this topic?

3	?	1	3	1
Etruscan	trade	price	temple	market

3	?	1	3	1
Etruscan	trade	price	temple	market

3	?	1	3	1
Etruscan	trade	price	temple	market

Topic 1 Topic 2 Topic 3

3	?	1	3	1
Etruscan	trade	price	temple	market

Tonic 1 Tonic 2 Tonic 3 Sampling Equation

$$\frac{n_{d,k} + \alpha_k}{\sum_{i}^{K} n_{d,i} + \alpha_i} \frac{v_{k,w_{d,n}} + \lambda_{w_{d,n}}}{\sum_{i} v_{k,i} + \lambda_i}$$

3	?	1	3	1
Etruscan	trade	price	temple	market

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Part 2: How much does each topic like the word?

3	?	1	3	1
Etruscan	trade	price	temple	market



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3	?	1	3	1
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### **Geometric interpretation**

3	?	1	3	1
Etruscan	trade	price	temple	market



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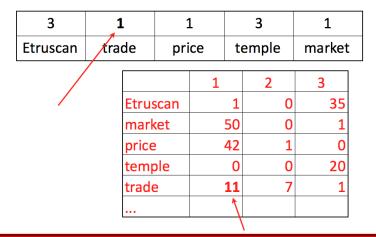


### **Update counts**

3	3	1	3	1
Etruscan	trade	price	temple	market

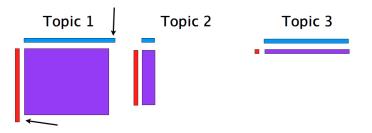
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market	50	0	1
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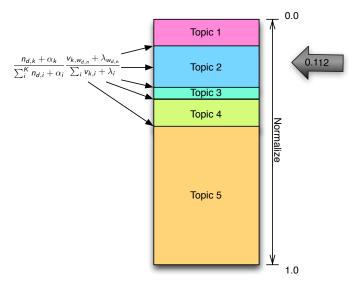


### **Update counts**

3	1	1	3	1
Etruscan	trade	price	temple	market



### Details: how to sample from a distribution





## Algorithm

- 1. For each iteration *i*:
  - 1.1 For each document d and word n currently assigned to  $z_{old}$ :
    - 1.1.1 Decrement  $n_{d,z_{old}}$  and  $v_{z_{old},w_{d,n}}$
    - 1.1.2 Sample  $z_{new} = k$  with probability proportional to  $\frac{n_{d,k} + a_k}{\sum_{i}^{K} n_{d,i} + a_i} \frac{v_{k,w_{d,n}} + \lambda_{w_{d,n}}}{\sum_{i} v_{k,i} + \lambda_i}$
    - 1.1.3 Increment  $n_{d,Z_{new}}$  and  $v_{Z_{new},W_{d,n}}$

#### Implementation

## Algorithm

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  - 1.1 For each document d and word n currently assigned to  $z_{old}$ :
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    - 1.1.3 Increment  $n_{d,Z_{new}}$  and  $v_{Z_{new},W_{d,n}}$

#### Desiderata

- Hyperparameters: Sample them too (slice sampling)
- Initialization: Random
- Sampling: Until likelihood converges
- Lag / burn-in: Difference of opinion on this
- Number of chains: Should do more than one

#### **Available implementations**

- Mallet (http://mallet.cs.umass.edu)
- LDAC (http://www.cs.princeton.edu/ blei/lda-c)
- Topicmod (http://code.google.com/p/topicmod)

#### Wrapup

- Topic Models: Tools to uncover themes in large document collections
- Another example of Gibbs Sampling
- In class: Gibbs sampling example

Inference