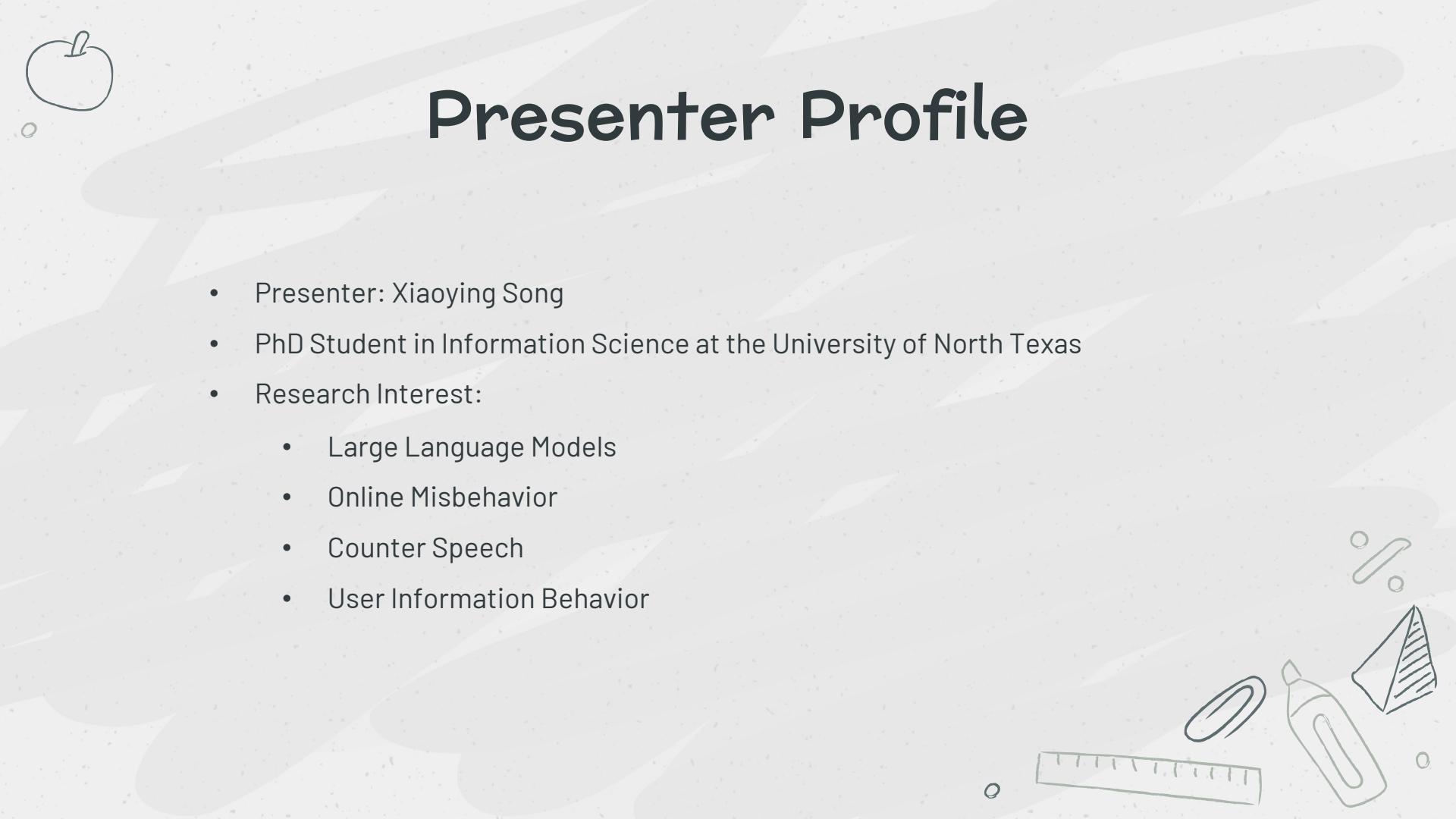


Comprehending the Semantic Essence of Text: Leveraging SEANCE for Textual Analysis

Instructor: Lingzi Hong & Xiaoying Song

Presenter Profile

- Presenter: Lingzi Hong
- Assistant Professor in Data Science at the University of North Texas
- Research Interest:
 - Computational Linguistics
 - Human-Centered Computing
 - Social Media Analysis
 - Data Literacy



Presenter Profile

- Presenter: Xiaoying Song
- PhD Student in Information Science at the University of North Texas
- Research Interest:
 - Large Language Models
 - Online Misbehavior
 - Counter Speech
 - User Information Behavior

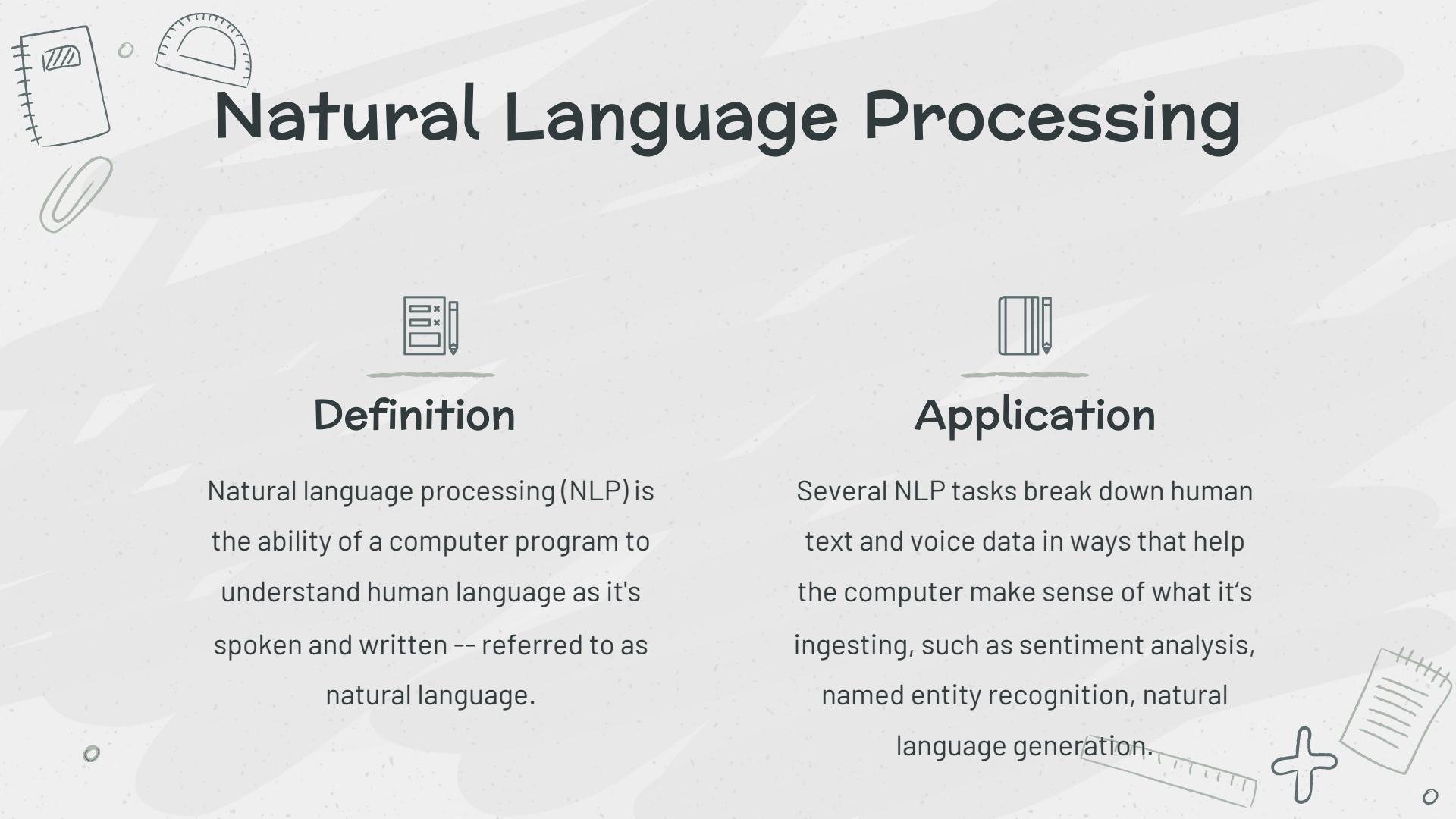
Outline

- ❖ **Theoretical Part (35 minutes)**
 - ❖ Natural Language Processing
 - ❖ Text Analysis
 - ❖ SEANCE for Text Analysis
 - ❖ Results Interpretation
- ❖ **Demonstrations (15 minutes)**
 - ❖ Setting Up SEANCE
 - ❖ Running SEANCE
 - ❖ Statistical Test
- ❖ **Q&A (10 minutes)**



01

Theoretical Part



Natural Language Processing



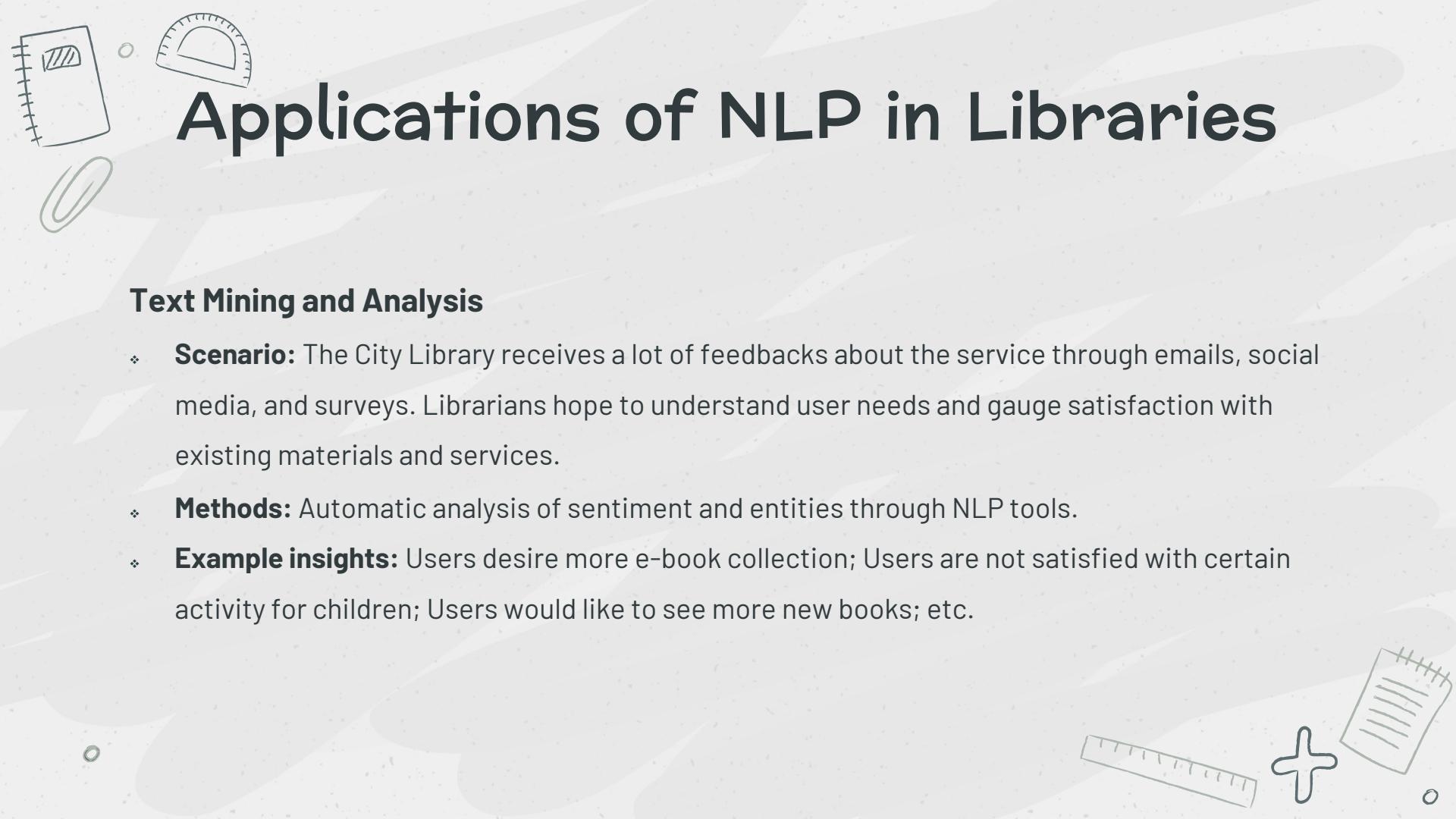
Definition

Natural language processing (NLP) is the ability of a computer program to understand human language as it's spoken and written -- referred to as natural language.



Application

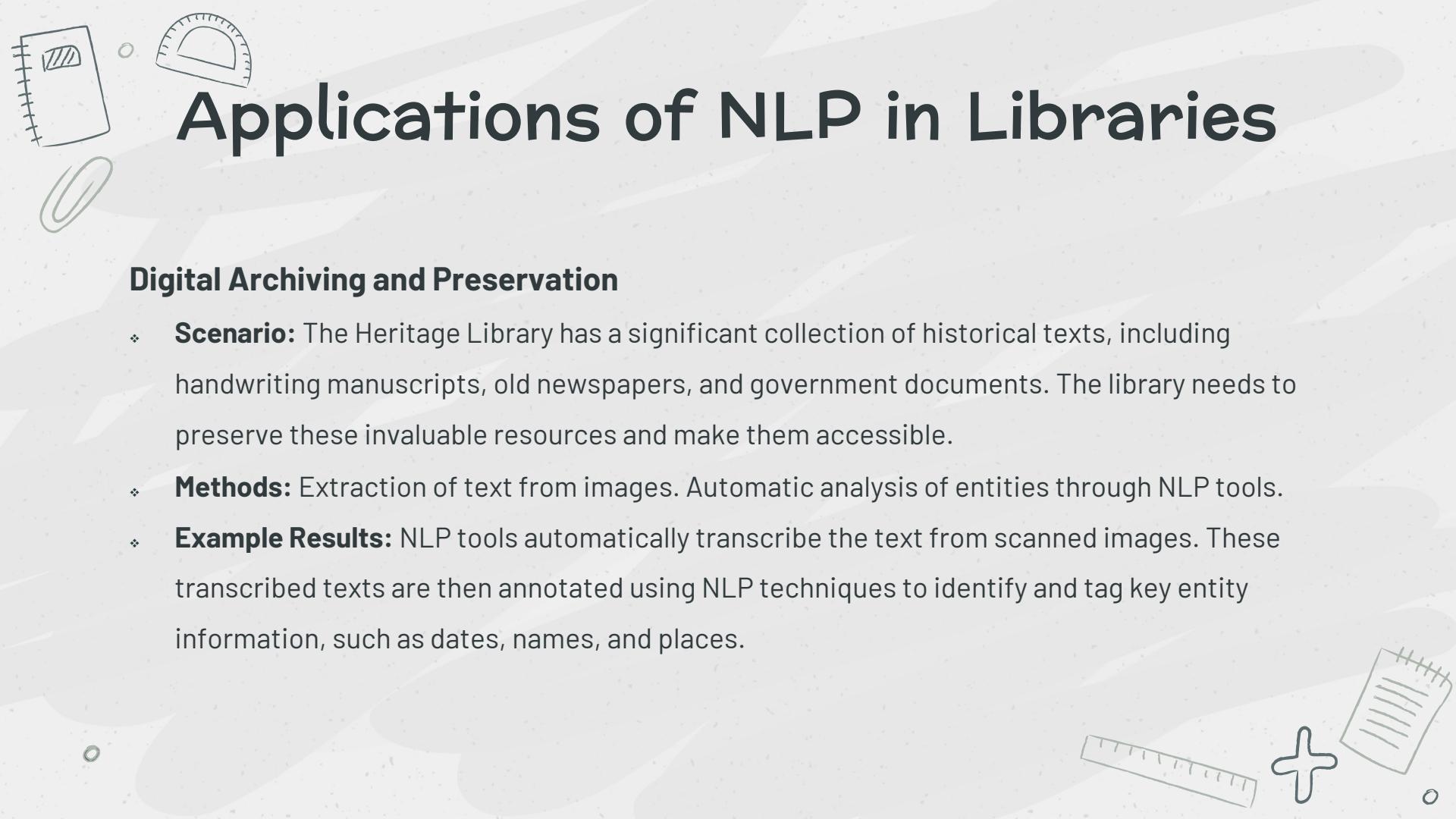
Several NLP tasks break down human text and voice data in ways that help the computer make sense of what it's ingesting, such as sentiment analysis, named entity recognition, natural language generation.

The background features a faint watermark of school-related icons, including a spiral notebook with a pencil, a protractor, a ruler, a calculator, a book, a pen, and a pencil. These icons are scattered across the slide.

Applications of NLP in Libraries

Text Mining and Analysis

- ❖ **Scenario:** The City Library receives a lot of feedbacks about the service through emails, social media, and surveys. Librarians hope to understand user needs and gauge satisfaction with existing materials and services.
- ❖ **Methods:** Automatic analysis of sentiment and entities through NLP tools.
- ❖ **Example insights:** Users desire more e-book collection; Users are not satisfied with certain activity for children; Users would like to see more new books; etc.



Applications of NLP in Libraries

Digital Archiving and Preservation

- ❖ **Scenario:** The Heritage Library has a significant collection of historical texts, including handwriting manuscripts, old newspapers, and government documents. The library needs to preserve these invaluable resources and make them accessible.
- ❖ **Methods:** Extraction of text from images. Automatic analysis of entities through NLP tools.
- ❖ **Example Results:** NLP tools automatically transcribe the text from scanned images. These transcribed texts are then annotated using NLP techniques to identify and tag key entity information, such as dates, names, and places.

Text Analysis

- ❖ Text analysis, a branch of Natural Language Processing (NLP), involves the automated processing of unstructured text to extract and categorize pertinent information using various techniques.
- ❖ These techniques include topic extraction, sentiment analysis, aspect classification, and named entity extraction, among others.

Technique that computers use
to extract worthwhile information
to extract worthwhile
information from the human
language **Text Analysis** in a smart
and efficient manner.

Examples

- ❖ **App Review:** "I absolutely loved the smooth interface and easy navigation of this app!"
 - ❖ Sentiment: Positive
 - ❖ Emotion: Joy
 - ❖ Named Entity: App
 - ❖ Topic Category: Technology/Product Review
- ❖ **Social Media Feedback:** "The Wi-Fi at City Library is so slow. It's frustrating trying to get any work done. #librarywoes!"
 - ❖ Sentiment: Negative
 - ❖ Emotion: Frustration
 - ❖ Named Entity: City Library
 - ❖ Topic Category: Library Complaint

SEntiment ANalysis and Cognition Engine

Instructions

1. Select desired indices, types of words to analyze, and whether negation control is desired.
2. Choose the input folder (where your files are).
3. Select the folder you want the output file to go in.
4. Give a name to the output file.
5. Press the 'Process Texts' button.
6. Please reference the SEANCE Index Spreadsheet and the SEANCE help file (www.kristopherkyle.com) for further assistance in interpreting the output.

Indices

Select All	<input type="checkbox"/>	GALC	<input type="checkbox"/>	EmoLex	<input type="checkbox"/>	ANEW	<input type="checkbox"/>	SENTIC
Select None	<input type="checkbox"/>	VADER	<input type="checkbox"/>	Hu-Liu	<input type="checkbox"/>	GI	<input type="checkbox"/>	Lasswell

Words to Analyze

All Words	<input type="checkbox"/>	Nouns	<input type="checkbox"/>	Verbs	<input type="checkbox"/>	Adjectives	<input type="checkbox"/>	Adverbs
Components	<input type="checkbox"/>	Negation Control						
<input checked="" type="checkbox"/> Components	<input type="checkbox"/>	Three Left						

Data Input

Select Input Folder

Your selected input folder:

(No Folder Chosen)

Choose Output Filename

Your selected filename:

(No Output Filename Chosen)

Run Program

Process Texts

Program Status

...Waiting for Data to Process

SEANCE

- ❖ SEANCE is a sentiment analysis tool that relies on a number of preexisting sentiment, social-positioning, and cognition dictionaries.
- SEANCE contains a number of predeveloped word vectors developed to measure sentiment, cognition, and social order. These vectors are taken from freely available source databases
- SEANCE is written in Python but is implemented in a way that requires little to no knowledge of programming, and it can be started by simply double-clicking the SEANCE icon.



Source Database

GI	Seventeen semantic categories: semantic dimensions, pleasure, overstatements, institutions, roles, social categories, references to places, references to objects, communication, motivation, cognition, pronouns, assent and negation, and verb and adjective types.
Lasswell	Nine semantic categories: power, rectitude, respect, affection, wealth, wellbeing, enlightenment, and skill.
GALC	Emotion: 36 specific emotions and two general emotional states (positive and negative).
ANEW	Effective norms for valence, pleasure, arousal, and dominance.
EmoLex	Lists of words and bigrams that evoke particular emotions (e.g., anger, anticipation, disgust, fear, joy, sadness, surprise, and trust).
SENTIC	Emotional dimensions (sensitivity, aptitude, attention, and pleasantness)
VADER	A rule-based sentiment analysis system developed specifically for shorter texts found in social media contexts.
Hu-Liu	Polarity list developed specifically for product reviews and social texts.

Indices Examples

- ❖ **Arousal, Arousal_nwords:** These indices measure the level of arousal, which refers to the intensity of emotion provoked by words. High arousal words typically trigger a strong emotional response (e.g., excitement, alarm).
- ❖ **Valence, Valence_nwords:** Valence indices measure the positive or negative sentiment conveyed by words. Positive valence indicates pleasantness, while negative valence points to unpleasantness.
- ❖ **Longing_GALC, Lust_GALC, Anger_GALC**
 - ❖ Longing: Reflects a yearning or desire for something.
 - ❖ Lust: Associated with intense desire, often in a sexual context.
 - ❖ Anger: Measures expressions of irritability, frustration, and rage.

Indices References

Index	Variable description	Variable Category	examples (not POS specific)
1	Arousal	Arousal	Norms
2	Arousal_nwords	Arousal	Norms
3	Dominance	Dominance, respect, money, and power	Norms
4	Dominance_nwords	Dominance, respect, money, and power	Norms
5	Valence	Valence/polarity	Norms
6	Valence_nwords	Valence/polarity	Norms
7	Longing_GALC	Arousal	crav*, daydream*, desir*, fanta*, hanker*
8	Lust_GALC	Arousal	carnal, lust*, climax, ecsta*, orgas*
9	Anger_GALC	Negative Emotion words	anger, angr*, cross*, enrag*, furious
10	Anxiety_GALC	Negative Emotion words	anguish*, anxi*, apprehens*, diffiden*, jitter*
11	Boredom_GALC	Negative Emotion words	bor*, ennui, indifferen*, languor*, tedi*
12	Contempt_GALC	Negative Emotion words	contempt*, denigr*, deprec*, deris*, despi*
13	Desperation_GALC	Negative Emotion words	deject*, desolat*, despair*, desperat*, despond*
14	Disappointment_GALC	Negative Emotion words	comedown, disappoint*, discontent*, disenchant*, disgruntl*
15	Disgust_GALC	Negative Emotion words	abhor*, avers*, detest*, disgust*, dislik*
16	Dissatisfaction_GALC	Negative Emotion words	dissatisf*, unhapp*
17	Envy_GALC	Negative Emotion words	envious*, envy*
18	Fear_GALC	Negative Emotion words	afraid*, aghast*, alarm*, dread*, fear*
19	Guilt_GALC	Negative Emotion words	blame*, contriti*, guilt*, remorse*, repent*
20	Hatred_GALC	Negative Emotion words	acrimon*, hat*, rancor*
21	Irritation_GALC	Negative Emotion words	annoy*, exasperat*, grump*, indign*, irrita*
22	Jealousy_GALC	Negative Emotion words	covetous*, jealous*
23	Sadness_GALC	Negative Emotion words	chagrin*, deject*, dole*, gloom*, glum*

Benefits Using SEANCE for Text Analysis

01

Comprehensive
Analysis

02

Dimensionality
Reduction

03

Quantitative
Insightsn

04

Sentiment
Analysis

Example of Text Analysis Results by SEANCE



Text: "The library's new online catalog system is very user-friendly and efficient. The staff is always willing to help, although the website sometimes loads slowly."

nwords	negative_adjectives_component	positive_adjectives_compon ent	politeness_compon ent
20	-0.30	0.85	0.25

nwords: The total number of words in the text.

negative_adjectives_component: Indicates the presence and intensity of negative adjectives. A negative value suggests the presence of some negative comments such as "loads slowly".

positive_adjectives_component: Positive value indicates the presence of positive adjectives such as "user-friendly," "efficient," and "help".

politeness_component: Moderate indications of politeness or formal language, as seen in the respectful critique "although the website sometimes loads slowly".

What to do with Text Analysis Results?

Identify Common Issues:

- Aggregate negative feedback, count the frequency of entities mentioned in the text.

Compare user sentiment before and after the implementation of new services:

- Statistical comparison of the sentiment element in user feedback in two periods.



Statistic Test

Wilcoxon Rank Sum Test

- Nonparametric: Does not assume the data follow a specific distribution.
- Independent Samples: Compares two groups that are not related.
- Median Comparison: Tests whether the medians of two groups differ.



Example

Suppose a librarian wants to compare the effects of two different services for youth. They collect data user feedbacks about two services, conduct text analysis to identify sentiment.

- Group A (Service 1): 5 social media posts
- Group B (Service 2): 5 social media posts

The positive sentiment intensity for each social media post in the groups is as follows:

- Group A: 0.3, 0.5, 0.7, 0, 0.2
- Group B: 0, 0, 0.1, 0.5, 0.2

Hypotheses:

- **Null Hypothesis (H0):** The positive sentiment for both services is the same.
- **Alternative Hypothesis (H1):** The positive sentiment differs between the two services.

Example

The Wilcoxon Rank Sum Test (Mann-Whitney U test) results are as follows:

- U Statistic: 12.0
- p-value: 0.31473916375196484

Interpretation:

Given the p-value (0.31473916375196484), which is greater than the common significance level of 0.05, we fail to reject the null hypothesis. This suggests that there is not enough evidence to conclude that the positive sentiment differs between the two services.

02

Demonstrations

Setting up SEANCE

SEANCE: SENTIMENT ANALYSIS



recent analysis, custom negation control, and 20 component indices based on indices, SEANCE allows for a number of search and controlling for instances of

SEANCE produces output files in a particular folder) and easily read by any spreadsheet

software.

Please use the following citation when referencing SEANCE:

Crossley, S. A., Kyle, K., & McNamara, T. S. (2016). SEANCE: An automatic tool for sentiment, social cognition, and social network analysis. *Computers in Human Behavior*, 53, 743-753. doi:10.1016/j.chb.2015.09.021

Current Version: 1.2.0 (released 11-2-2016)

[SEANCE index spreadsheet](#)

[SEANCE user manual \(revised 11-2-2016\)](#)

[SEANCE 1.2.0 \(Mac OSX\)](#)

[SEANCE 1.2.0 \(64-bit Windows 7, 8, and 10\)](#)

[SEANCE 1.2.0 \(Python 3\)](#)

SEANCE 1.2.0

SEntiment ANalysis and Cognition Engine

Instructions

1. Select desired indices, types of words to analyze, and whether negation control is desired.
2. Choose the input folder (where your files are).
3. Select the folder you want the output file to go in.
4. Give a name to the output file.
5. Press the 'Process Texts' button.
6. Please reference the SEANCE Index Spreadsheet and the SEANCE help file (www.kristopherkyle.com) for further assistance in interpreting the output.

Indices

Select All GALC EmoLex ANEW SENTIC
Select None VADER Hu-Liu GI Lasswell

Words to Analyze

All Words Nouns Verbs Adjectives Adverbs

Components Components Three Left

Negation Control

Data Input

Select Input Folder

Your selected input folder:
(No Folder Chosen)

Choose Output Filename

Your selected filename:
(No Output Filename Chosen)

Run Program

Process Texts

Program Status
...Waiting for Data to Process

<https://www.linguisticanalysis-tools.org/seance.html>

Data Process

Original json file

```
{"label":4187,"target":"You can't define someone by their gender as people act o  
{"label":4659,"target":"Trying to fight fire with fire here isn't going to chang  
{"label":2815,"target":"There are much better ways to explain someone's lack of  
{"label":3183,"target":"Take out the provocative language and use words that are  
{"label":2867,"target":"I would love to see what you look like without all those  
{"label":1254,"target":"it's been decades since people used words describing hom  
{"label":1187,"target":"Avoid the attacks on people please, and use friendlier w  
{"label":1806,"target":"Language that attacks someones disorder is not allowed."  
{"label":3418,"target":"\\"Ret--ds\" and \"c--t(s)\" are offensive terms of hate  
{"label":4952,"target":"sexist and derogatory comments and views are rude and un  
{"label":2294,"target":"This comment is insensitive towards the mentally handic  
{"label":4690,"target":"Use of the word retarded is offensive because it equates  
{"label":4276,"target":"Not sure what anyone is hoping to accomplish with the di  
{"label":3351,"target":"an assumption of someone's political affiliation while u  
{"label":1425,"target":"Please take out the slurs at people and be more gentle i
```

Input text



0.txt ▾

Mentally challenged individuals tend to be highly intelligent so to use that as a way to describe something as stupid is ignorant.

Input Folder

Name	Date Modified
0.txt	Today, 1:18 PM
1.txt	Today, 1:18 PM
2.txt	Today, 1:18 PM
3.txt	Today, 1:18 PM
4.txt	Today, 1:18 PM
5.txt	Today, 1:18 PM
6.txt	Today, 1:18 PM
7.txt	Today, 1:18 PM
8.txt	Today, 1:18 PM
9.txt	Today, 1:18 PM
10.txt	Today, 1:18 PM
11.txt	Today, 1:18 PM
12.txt	Today, 1:18 PM
13.txt	Today, 1:19 PM

Run SEANCE

1. Select desired indices, types of words to analyze, and whether negation control is desired.
2. Choose the input folder (where your files are).
3. Select the folder you want the output file to go in.
4. Give a name to the output file.
5. Press the 'Process Texts' button.
6. Please reference the SEANCE Index Spreadsheet and the SEANCE help file (www.kristopherkyle.com) for further assistance in interpreting the output

The screenshot shows the SEANCE software interface with the following configuration:

- Indices:** A group of checkboxes for selecting analysis indices. "Select All" is checked, and other options like GALC, EmoLex, ANEW, SENTIC, VADER, Hu-Liu, GI, and Lasswell are also checked.
- Words to Analyze:** A group of checkboxes for selecting word types. "All Words" is checked, while Nouns, Verbs, Adjectives, and Adverbs are unchecked.
- Components:** A group of checkboxes for selection. "Components" is checked, and "Three Left" is unchecked.
- Negation Control:** A group of checkboxes for selection. "Components" is checked, and "Three Left" is unchecked.
- Data Input:** A section with a "Select Input Folder" button and a text field containing the path ".../SEANCE_input".
- Your selected input folder:** A text field containing ".../SEANCE_input".
- Choose Output Filename:** A section with a "Choose Output Filename" button and a text field containing the filename ".../results.csv".
- Your selected filename:** A text field containing ".../results.csv".
- Run Program:** A section with a "Process Texts" button.
- Program Status:** A text field containing "...Waiting for Data to Process".

Results

index	nwords	negative_adjectives_component	social_order_component	action_component	positive_adjectives_component	joy_component	affect_friends_and_family_compo
29	30	-0.3982002	0.20122121212120	0.3634696969696970	-0.0387374242424242	0.0	0.19785466666666666
15	21	-1.147	0.2266190476190480	0.8042058823529410	0.9431960784313730	0.0	0.1525756302525
14	7	0.2837824	0.1268571428571430	0.0	-0.3924	0.0	
28	11	0.0	0.0886363636363636	1.20609090909090910	-0.545	0.0	0.1998290909090909
16	13	-0.6678144	0.1953846153846150	0.0391538461538461	-0.2345307692307690	0.0358461538461538	0.2702430769230769
17	9	0.44097946666666670	2.32066666666666700	1.40755555555555600	-0.39349	0.0	0.2442355555555555
13	21	0.3748611142857140	0.2062492997198880	0.4625252100840340	0.2449661764705880	0.0	0.1643390476190476
12	15	1.8794587333333300	0.401	0.2891833333333330	0.4408033333333330	3.898953333333330	0.3250720000000000
10	20	-0.6091144	1.2434833333333300	0.4037333333333330	-0.23105	0.0	0.5050505050505050
38	20	-0.519	0.9343	0.089	-0.44645	0.0	
39	7	-0.6678144	0.3718571428571430	0.3309285714285710	0.0523535714285713	0.0	
11	17	5.010202505882350	0.2627058823529410	0.4415359477124180	-0.431095	0.0	
76	19	3.3110381263157900	0.5106421052631580	0.6307578947368420	-0.2455539473684210	0.0	0.0538884210521052
62	15	5.6325566666666670	0.5212666666666670	0.0506	-0.30302	0.0	0.2588933333333333
89	20	-0.6881004000000000	0.3394642857142860	0.1780428571428570	-0.1782000000000000	0.117	0.6464646464646464
88	15	1.924603866666670	1.6812151515151500	0.7792727272727270	-0.3150009090909090	0.0	0.1319826666666666
63	20	2.9326564000000000	0.0743	0.1737833333333330	-0.0554299999999999	0.40185	0.3737373737373737
77	21	1.9244887955182100	0.1094033613445380	0.7764963585434170	-0.472733893557423	0.79804	0.1815571428571428
49	17	-0.9295284235294120	0.0822941176470588	0.1494264705882350	1.7055964705882400	0.0551176470588235	
61	8	1.0332279333333300	0.193375	0.2225	-0.281765	0.0	
75	22	3.647365268686870	0.0886363636363636	0.7065833333333330	-0.2527677777777780	0.0	0.1269701010101010
74	5	0.556277	0.0	0.9860666666666670	-0.216725	0.0	0.4009600000000000

Wilcoxon Rank Sum Test

```
import pandas as pd
from scipy.stats import wilcoxon
data = pd.read_csv("/Users/xiaoying/Desktop/pythonProject/workshop/results.csv")
data_1 = data[data["category"] == 1]
data_1 = data_1.drop(columns=["index", "category", "text"])
data_0 = data[data["category"] == 0]
data_0 = data_0.drop(columns=["index", "category", "text"])
print(data_1.head(5))
stat, p = wilcoxon(data_1, data_0)
print('Statistics=% .3f, p=% .3f' % (stat, p))
# interpret
alpha = 0.05
if p > alpha:
    print('Same distribution (fail to reject H0)')
else:
    print('Different distribution (reject H0)')
```

Statistics=109.0, p=0.03213980289049357

Lust_GALC has significant difference

Pleasure/Enjoyment_GALC

Statistics=72.5, p=4.184119148623244e-15

Pleasure/Enjoyment_GALC has significant difference

Pride_GALC

Statistics=0.0, p=0.17971249487899976

Pride_GALC has no significant difference

Relaxation/Serenity_GALC

Statistics=19.0, p=0.6773318478512569

Relaxation/Serenity_GALC has no significant difference

.....

Results Interpretation

	All	Discussion	Identity	Media	Meme	Hobby
Textual factors						
Tokens	↑↑↑	↑↑↑	↑↑↑		↑↑↑ ↑↑	↑↑↑
1st person pronouns	↑↑↑	↑↑↑	↑↑			
2nd person pronouns	↑↑↑	↑↑↑	↑↑↑	↑↑↑	↑↑↑ ↑↑↑	↑↑↑
Communication Form	↑↑↑	↑↑↑	↑↑↑		↑↑↑ ↑↑↑	↑↑↑
Interjection	↑↑↑	↑↑↑	↑↑↑		↑	↑↑↑
Sentiment factors						
Neutral words	↓↓↓	↓↓↓	↓↓↓		↓ ↑↑	↓↓
Negative words	↑↑↑	↑↑↑	↑↑↑		↑↑ ↑↑	↑↑↑
Positive words	↑↑↑	↑↑↑	↑↑↑	↑	↑ ↑	↑↑
Arousal words	↑↑↑	↑↑↑	↑↑↑		↑	↑
Vice words	↑↑↑	↑	↑↑↑			↑↑
Pain words	↑↑↑	↑↑↑	↑↑↑			↑↑↑ ↑↑↑
Topic factors						
Enlightenment words	↑↑↑	↑↑↑	↑↑↑		↑↑↑ ↑↑↑	↑↑↑
Action words	↑↑↑	↑↑↑	↑↑↑		↑↑↑ ↑↑↑	↑↑↑
Evaluation words	↑↑↑	↑↑↑	↑↑↑	↑	↑ ↑↑↑	↑↑↑
Certainty words	↑↑↑	↑↑↑	↑↑↑		↑↑↑ ↑↑↑	↑↑
Power words	↑↑↑	↑↑↑	↑↑		↑ ↑	↑

Q&A

Thank you!
