LDAVis: A Method for Visualizing and Interpreting Topics

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Follow along –
`http://cpsievert.github.com/slides/LDAvis`

What is a topic model?

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- **Drawback:** Rare words tend to receive too high of a ranking.
- We believe that a compromise between these two measures can aid topic interpretation:

$$\text{relevance} = \lambda * p(w_i|z_j) + (1 - \lambda) * \text{lift}$$

User study

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- For this reason, it is nice to have an *interactive* tool that *quickly* iterates through word rankings (based on different values of λ).
- The `R` package LDAvis makes it easy to create an interactive visualizations to aid topic interpretation.

Live demo

Some links

- LDAvis on GitHub (see README.md) – `https://github.com/cpsievert/LDAvis/`
- Reach me on Twitter @cpsievert
- Thanks for coming!