

Computational Text Analysis for Content Analysis

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For POLS 7346 Resilient Cities
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Spring 2022



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NULab for Texts, Maps, and Networks

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during the presentation!*

Workshop Agenda

- Introduction to definitions and key terms in computational text analysis (What)
- Discussion on its applications and uses in research (Why)
- Demonstration of web-based text analysis tools (How)
 - Word Counter, Word Trees, Voyant, Lexos

Slides, handouts, and data available at

<http://bit.ly/diti-spring2022-aldrich>



Workshop Outline

- Introduction
- Examples from practice
- Text preparation
- Tools:
 - Word Counter and Word Trees
 - Voyant
 - Lexos



Introduction



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Computational Text Analysis

Text analysis is a process to make inferences based on textual data. Computational text analysis refers to the array of methods used to “read” texts with a computer. It is similar to statistical analysis, but the data are texts (words) instead of numbers.

Text analysis:

- Involves a computer drawing out patterns in a text, and a researcher interpreting those patterns.
- Includes methods such as word count frequency, nGrams, and sentiment analysis.



Why Computational Text Analysis?

Computational text analysis can help us **analyze very large amounts of data**, **identify keywords**, and **discover patterns** in a corpus of text(s). Using text analysis, researchers may **find surprising results** that they would not have discovered from close reading or traditional methods alone.

From collections of texts, researchers can discover keywords that serve as a proxy for major trends in societies, cultures, and policies. For example, computational tools can reveal patterns on how public officials communicate policies, which issues are of concern, which phrases leaders regularly employ, and much more.



Key Terms

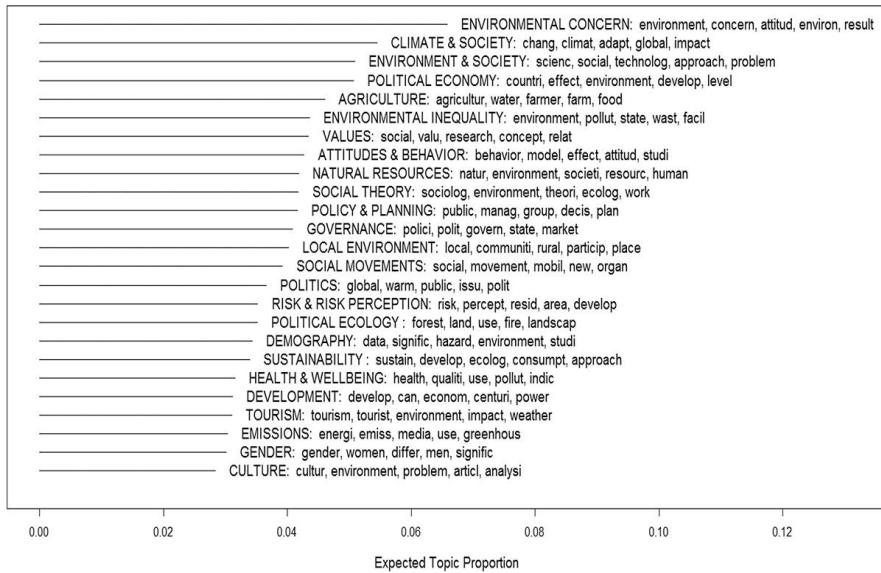
- **Corpus (plural-corpora):** A collection of texts used for analysis and research purposes.
- **Stop words:** Words that appear frequently in a language, like pronouns, prepositions, and basic verbs. These are often removed for computational analysis. Some English stop words include: a, the, she, he, I, me, us, of, is, would, could, should, etc.
- **Word Count Frequency:** Counting the total times a word appears in a text/corpus or the percentage of how often it appears.
- **nGram:** A continuous sequence of n items in a text. A bigram (or 2 continuous words) could be 'United States,' while a trigram (3 words) could be 'yes we can.'
- **Sentiment Analysis:** Measuring the sentiment of a text based on a scale such as negative/positive or happy/sad. Each word has a particular weight to determine where on the scale it falls, and these weights are calculated to determine a text's overall sentiment.



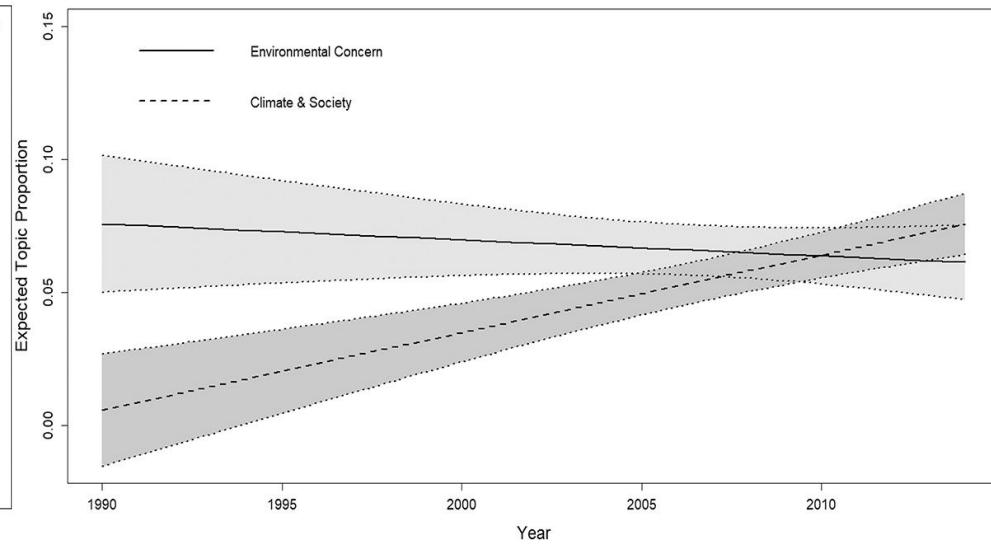
Examples from Practice



Key Topics in environmental sociology, 1990–2014: results from a computational text analysis



25 topics ranked from most to least prevalent in the corpus of 815 environmental sociology articles, including the top five associated word stems. The x-axis represents the proportion of each topic within the overall corpus.



Topical prevalence of ‘Environmental Concern’ and ‘Climate & Society’ over time, 1990 – 2014 (with 95% confidence intervals).

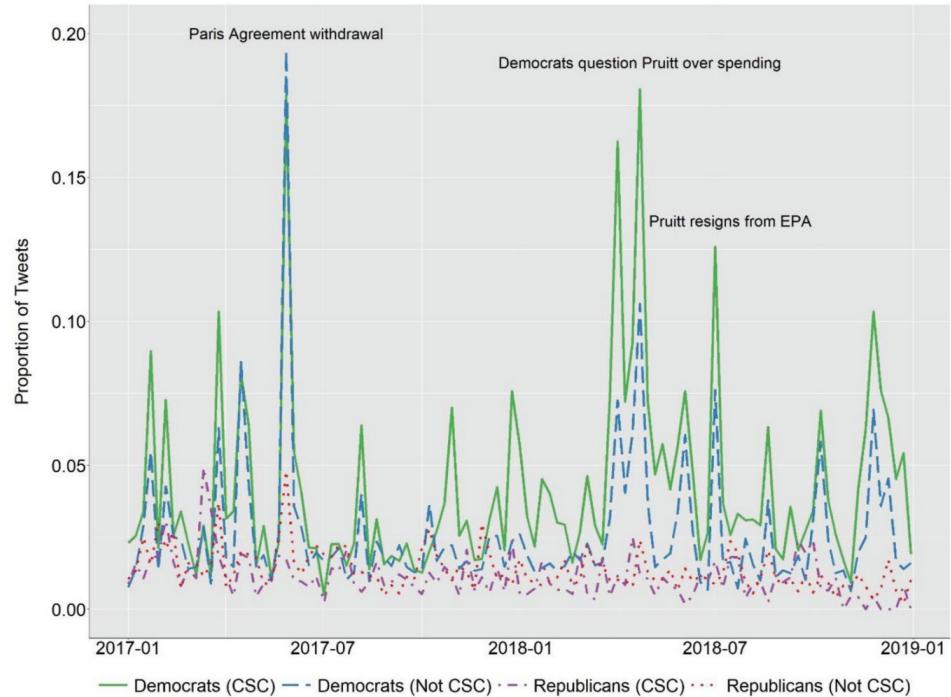
Jeremiah Bohr & Riley E. Dunlap (2018) Key Topics in environmental sociology, 1990–2014: results from a computational text analysis, Environmental Sociology, 4:2, 181-195, DOI: [10.1080/23251042.2017.1393863](https://doi.org/10.1080/23251042.2017.1393863)



U.S. Environmental Politics

To what extent politicians publicly discuss environmental issues in line with public opinion and economic characteristics of their constituents?

- Nominally pro-environment Republicans representing more moderate constituents fail to oppose their partisan colleagues, particularly during the Trump administration's withdrawal from the Paris Agreement. At the same time, very few openly attacked climate science



Weekly proportions of tweets discussing environmental issues sent by the 115th House of Representatives.

[Key events and challenges: a computational text analysis of the 115th house of representatives on Twitter](#) - Jeremiah Bohr in Environmental Politics (2021), 30 (3): 399-422



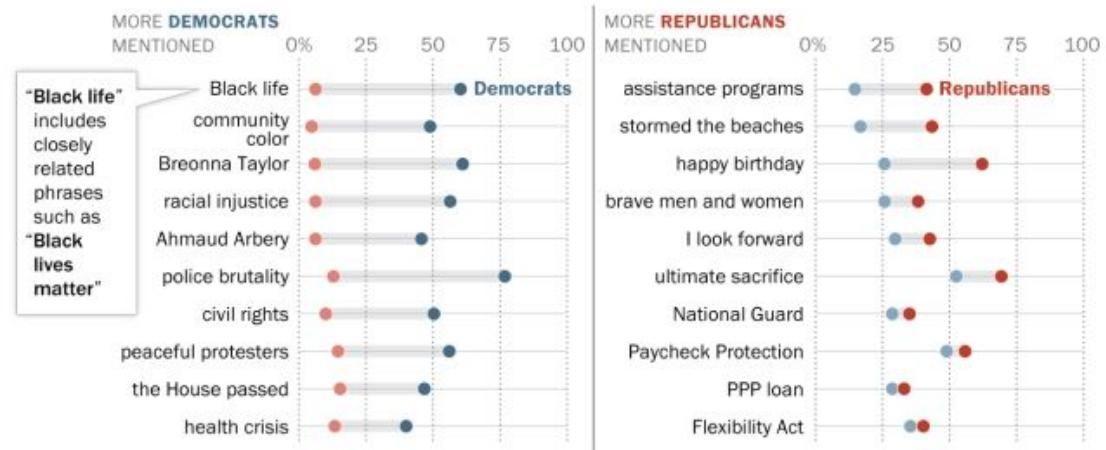
Content warning: police violence, racism

Posts mentioning 'Black lives matter' spiked on lawmakers' social media accounts after the death of George Floyd

- [Pew Research Center](#)
July 16, 2020 article
- [Methodology](#)

In weeks following George Floyd killing, Democratic lawmakers' most distinctive language on social media focused on racial justice, police violence

Share of members in each party that mentioned ___ on Twitter or Facebook, May 25-June 14, 2020



Note: Chart shows the top 10 keywords based on how much more likely members of one party were to ever mention a keyword relative to the other party. Terms are displayed in their standardized form (e.g., "Black life" instead of "Black lives") and have been edited slightly in some cases for readability (e.g., "the House passed" instead of "house passed"). Keyword analysis was not case-sensitive. Words from retweets are included in this analysis even if the member who retweeted them did not create the original tweet.

Source: Pew Research Center analysis of congressional social media data from the Twitter API, Facebook Graph API and CrowdTangle, May 25-June 14, 2020.

PEW RESEARCH CENTER



Additional Examples

- National interests and coalition positions on climate change: A text-based analysis - Paula Castro in *International Political Science Review* (2020) ,42 (1): 95-113
- The Meaning of Action: Linking Goal Orientations, Tactics, and Strategies in the Environmental Movement - Laura K. Nelson and Brayden G King in *Mobilization: An International Quarterly* (2020) 25 (3): 315–338.
- Posts mentioning ‘Black lives matter’ spiked on lawmakers’ social media accounts after the death of George Floyd - Pew Research Centre



Text Preparation



Corpus Building

Questions to consider before you begin:

- What are my research questions and why am I creating a corpus?
- What am I asking my corpus to do?
- What text(s) should form my corpus to answer my research questions?
- How should I organize my corpus to streamline my research processes and save time?



Preparing Your Text

1. Choose the texts or text selections that you would like to include.
2. Create a folder on your computer or cloud storage where you will store your corpus. Give it a clearly descriptive name, without spaces or special characters.
3. Copy and paste the text into a **plain text editor** (on Macs: Text Edit; on Windows: Notepad)
 - a. Mac users, you may need to make your Text Edit into a ‘plain text’. Open Text Edit, go to Preferences, and make sure “plain text” is selected
4. Save the text as a plain text file (with a .txt extension). Always make sure to name your files so you know what is in them!
5. Repeat steps above for each text in the corpus.



Our Text

Our text is plain text (.txt file) of [Climate Ready Boston](#), the final report dated December 2016. The primary objective is to explore this text using web-based computational text analysis tools.

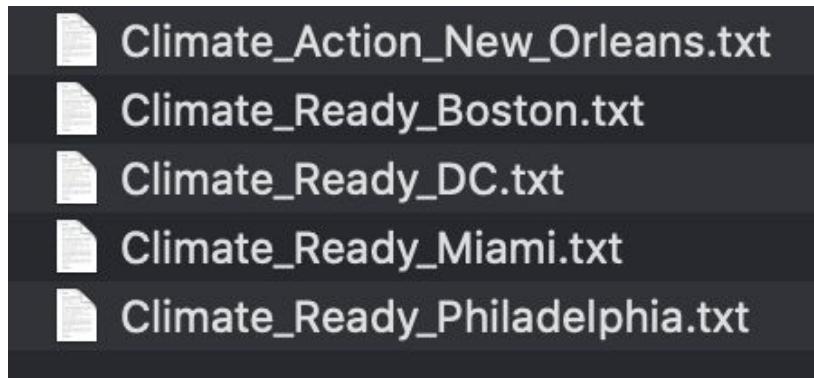
We will also use climate change plans of [DC](#), [Philadelphia](#), [New Orleans](#), and [Miami](#), to see how a corpus can be analyzed. The primary objective is to compare the climate change plans of these cities with Boston.



Sample Corpus

The following .txt files are available on:

<http://bit.ly/diti-spring2022-aldrich>



Exploratory Tool: Word Counter



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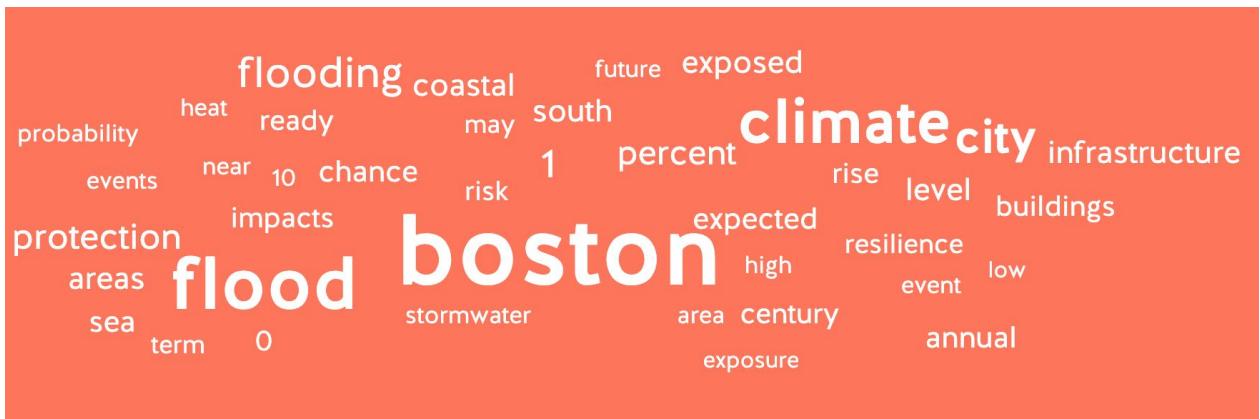
Word Counter

- <https://databasic.io/en/wordcounter/>
- A user-friendly **basic word counting tool**
- It allows you to count words, bigrams, and trigrams in plain text files and to download spreadsheets with your results
- The max file upload is 10MB
- The default is to lowercase all words and remove stopwords, but you can control these options



Word Counter Examples

Word Counter will show you a word cloud, which can give you a sense of the **most used words in a document**. Words used more often are bigger, and ones used less often are smaller.



Word Counter Examples

TOP WORDS

Word	Frequency
boston	1680
flood	1203
climate	991
city	686
flooding	600
1	562
protection	475
percent	453
exposed	396

Shows the top words in the text.

Stopwords aren't removed for the bigrams and trigrams because they need context.

BIGRAMS

bigram?	Frequency
in the	685
of the	546
flood protection	400
the city	399
annual chance	327
climate ready	322
sea level	310
exposed to	305

TRIGRAMS

trigram?	Frequency
sea level rise	294
climate ready boston	275
percent annual chance	233
city of boston	215
boston climate ready	193
of boston climate	189
1 percent annual	177

It is interesting that though 'flood' is second most used term, it does not appear in top few trigrams. Also, '1' gets a meaningful context here!



Exploratory Tool: Word Tree



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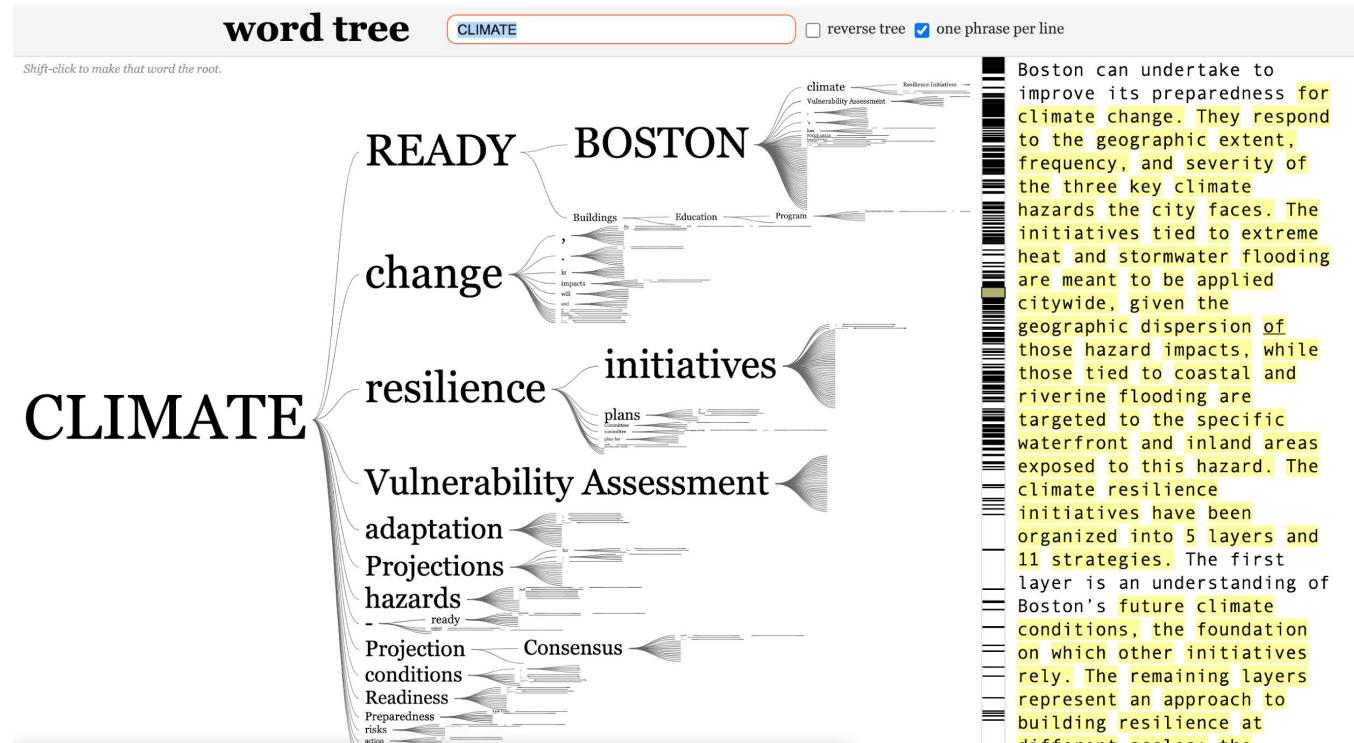
Word Tree

- <https://www.jasondavies.com/wordtree/>
- A word tree **depicts multiple parallel sequences of words**
- This is a good way to see patterns in word usage, based on words that appear before and after a term or terms of interest.
- There are some restrictions in size: fewer than 1 million words should work



Word Tree Example

Reflects the focus of the report on climate ready boston, climate change, resilience initiatives, vulnerability assessments, etc.



Word Tree Examples

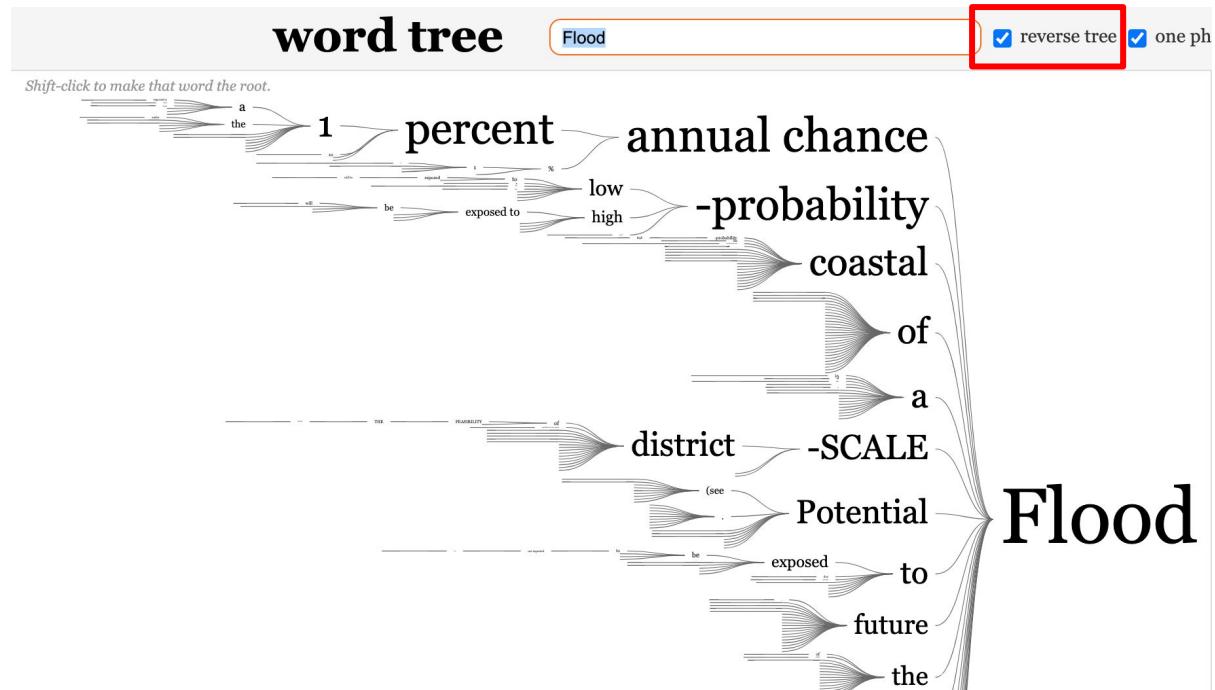
'Flood' is the second most used word in the text. It is followed by various patterns: protection systems/system/locations, risk, event/s, impacts and insurance.



Word Tree: Reverse Trees

It is worth reversing the tree to see the words that often precede it. To do this click “reverse tree” next to the search bar.

Here annual chance, probability, coastal etc. are some of the terms preceding the word ‘flood’.



Your Turn!

Use the sample text or texts of your choice and begin practicing web-browser text analysis. **Explore Word Counter and Word Tree!**

Discussion Prompts

- What limitations are you observing?
- Where do you see yourself using these simple tools?



Powerful Platform: Voyant



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Voyant

Voyant makes it possible to **perform analyses on one or multiple files in many ways**, including word counts, nGrams (n=number of words), word frequency distributions, word trends across documents, and concordances. It also makes nice visualizations!

<https://voyant-tools.org/>



VOYANT

see through your text

Add Texts

Type in one or more URLs on separate lines or paste in a full text.

?

Reveal

Click on Upload and navigate to the folder with the text document you wish to analyze.

Alternatively, insert URLs or full text into the textbox.

Click here for help and advanced options



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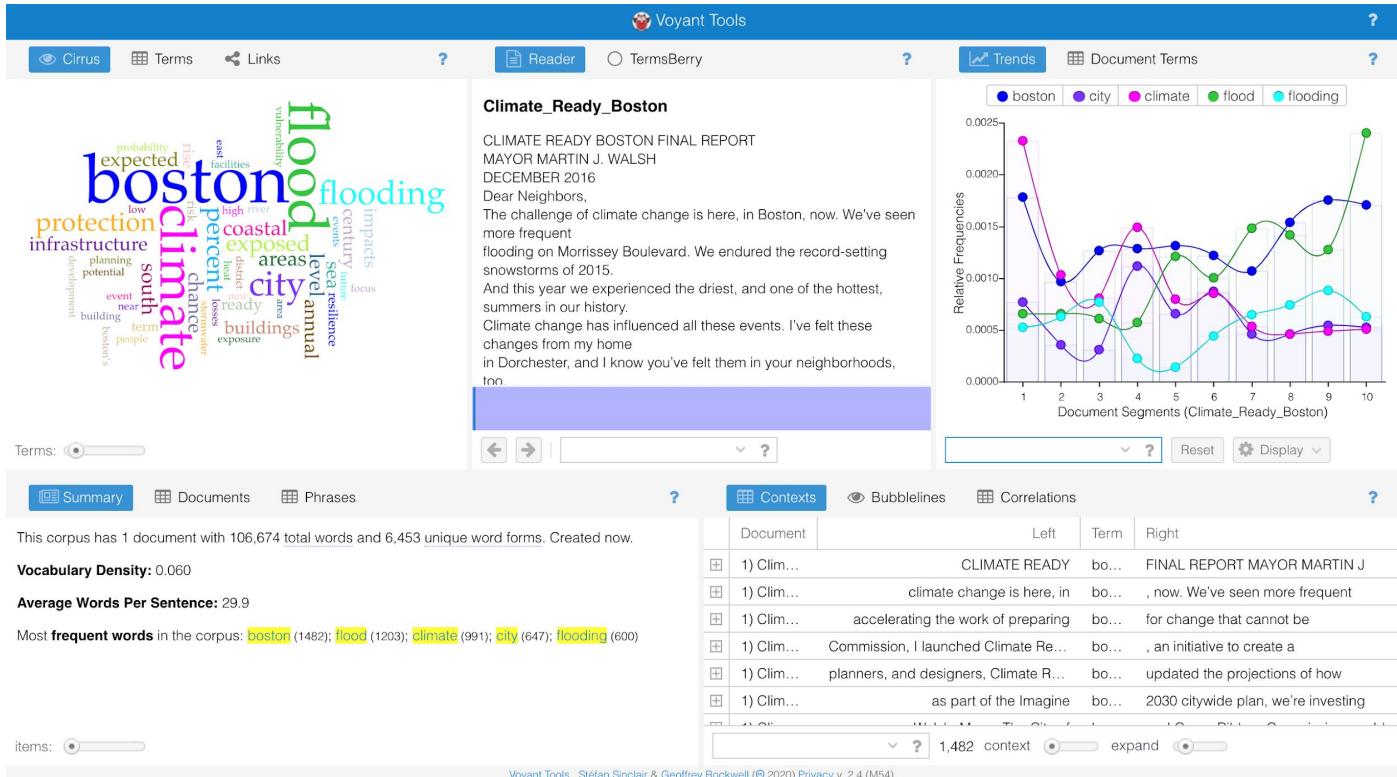
Voyant: Basic Dashboard

Results:

From Climate Ready Boston you can see the default results page with multiple panes:

- A word cloud
- Reader section
- Trends
- Document Summary
- Word Contexts

These boxes can all be changed!



Voyant: Contexts (concordances)

Contexts, or concordances, show the different contexts around particular search terms. For example, you can see all the times the word “boston” appears in the text and the contexts in which it appears.

Contexts Bubblelines Correlations ?

Document	Left	Term	Right
1) Clim...	CLIMATE READY	boston	FINAL REPORT MAYOR MARTIN J
1) Clim...	climate change is here, in	boston	, now. We've seen more frequent
1) Clim...	accelerating the work of preparing	boston	for change that cannot be
1) Clim...	Commission, I launched Climate ...	boston	, an initiative to create a
1) Clim...	planners, and designers, Climate ...	boston	updated the projections of how
1) Clim...	as part of the Imagine	boston	2030 citywide plan, we're investing

▼ ? 1,482 context expand



Voyant: Changing displayed results

Hover on the right top corner of a pane and buttons will appear. Select the panes button and choose a new option from the dropdown menu



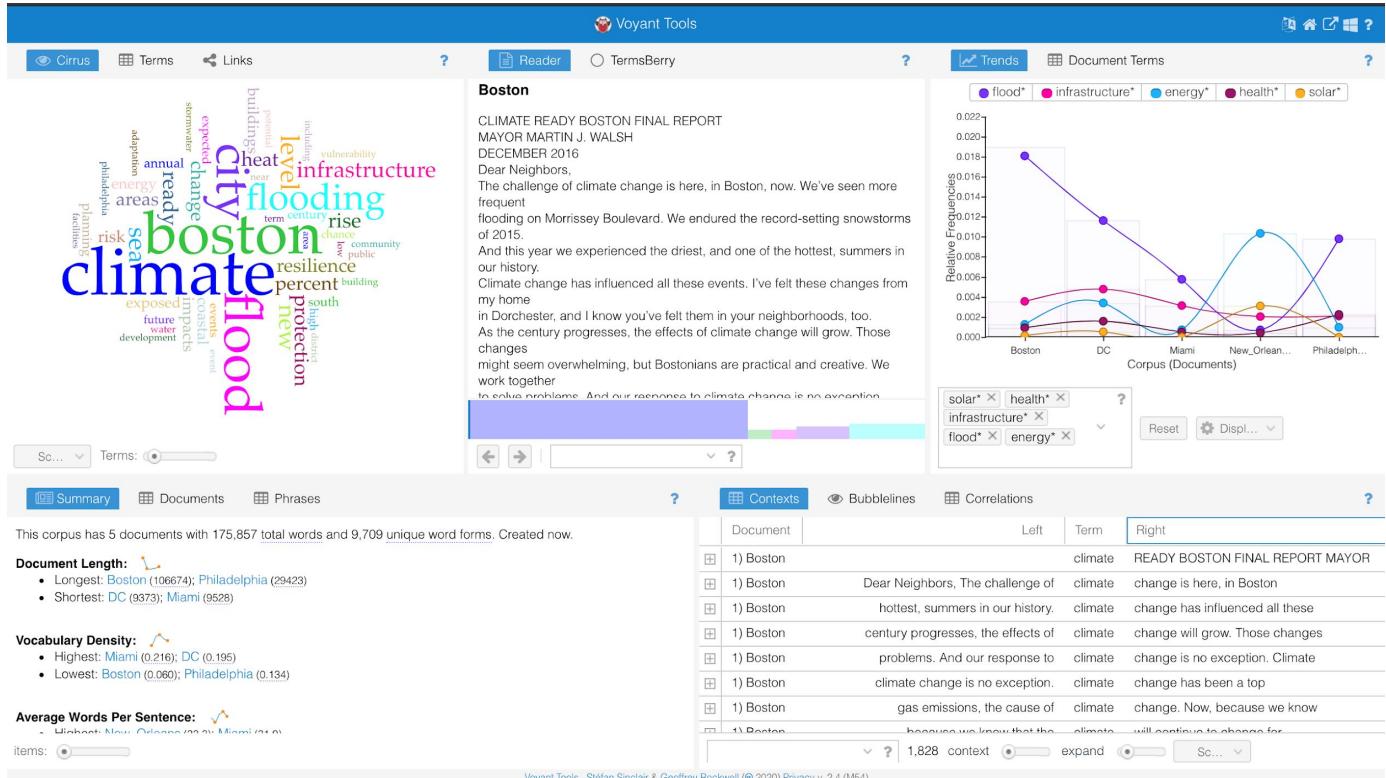
For our new pane option, we have chosen the WordTree visualization from the 'visualization tools' dropdown sub-menu. You can select the number of "branches" by dragging the scroll button at the bottom.



Voyant: Corpus Dashboard

Results page of the corpus containing climate reports of 5 cities.

- A word cloud: combining all texts
- Reader section: scroll down all texts
- Trends: relative frequency of terms across text - good for comparison
- Document Summary- good for comparison
- Word Contexts: separate for all texts



Your Turn!

Use the sample text or texts of your choice and begin practicing web-browser text analysis. **Explore Voyant features!**

Discussion Prompts

- What do you find challenging or exciting about this tool?
- What interesting or surprising results came up?
- How might you interpret those results based on what you know about your field?



Powerful Platform: Lexos



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Lexos

Lexos provides a step-by-step guide for text uploading, preparation, and analysis.

- **Upload:** upload your .txt file
- **Manage:** select the files you want to prepare and analyze
- **Prepare:** prepare your text for analysis
- **Visualize:** create visualizations of patterns across your corpus or in single texts
- **Analyze:** analyze your text

<http://lexos.wheatoncollege.edu/upload>



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Lexos: Upload

Click Browse and select your entire text (or drag file into the “Drag Files Here” area)

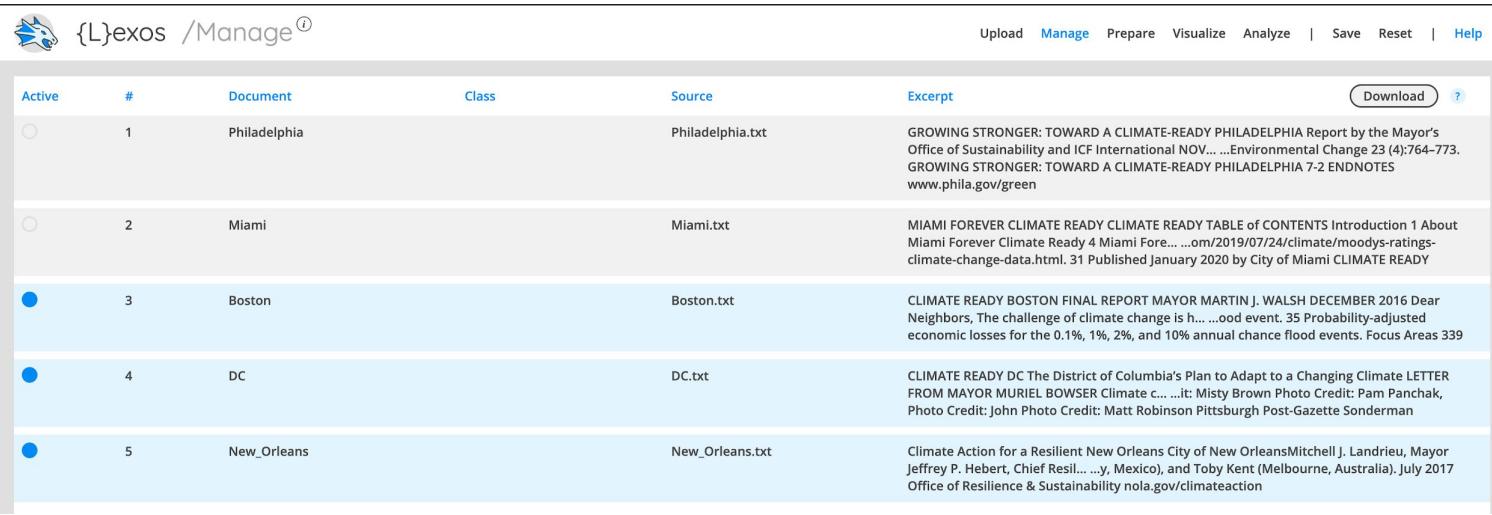
You will not get a super visible notification when the upload is done - click “Manage” to double check that the text file is there.

The screenshot shows the Lexos interface with the 'Upload' tab selected. On the left, there's a 'Browse...' button and a dashed rectangular area labeled 'Drag Files Here'. A red arrow points from the text in the orange box to the 'Browse...' button. On the right, there's a 'Scrape' section with a 'Scrape' button and a placeholder text 'Enter URLs to scrape here.'



Lexos: Manage

Make sure the document you want to use is selected (blue = selected, gray = not selected)



The screenshot shows the Lexos Manage interface. At the top, there is a logo and the text '{L}exos /Manageⁱ'. To the right, there are navigation links: Upload, Manage (which is highlighted in blue), Prepare, Visualize, Analyze, and a vertical bar with Save, Reset, and Help. Below the header is a table with the following columns: Active, #, Document, Class, Source, and Excerpt. The table contains five rows, each representing a document:

Active	#	Document	Class	Source	Excerpt
<input type="radio"/>	1	Philadelphia		Philadelphia.txt	GROWING STRONGER: TOWARD A CLIMATE-READY PHILADELPHIA Report by the Mayor's Office of Sustainability and ICF International NOV... Environmental Change 23 (4):764-773. GROWING STRONGER: TOWARD A CLIMATE-READY PHILADELPHIA 7-2 ENDNOTES www.phila.gov/green
<input type="radio"/>	2	Miami		Miami.txt	MIAMI FOREVER CLIMATE READY CLIMATE READY TABLE OF CONTENTS Introduction 1 About Miami Forever Climate Ready 4 Miami Fore... .om/2019/07/24/climate/moodys-ratings-climate-change-data.html. 31 Published January 2020 by City of Miami CLIMATE READY
<input checked="" type="radio"/>	3	Boston		Boston.txt	CLIMATE READY BOSTON FINAL REPORT MAYOR MARTIN J. WALSH DECEMBER 2016 Dear Neighbors, The challenge of climate change is h...ood event: 35 Probability-adjusted economic losses for the 0.1%, 1%, 2%, and 10% annual chance flood events. Focus Areas 339
<input checked="" type="radio"/>	4	DC		DC.txt	CLIMATE READY DC The District of Columbia's Plan to Adapt to a Changing Climate LETTER FROM MAYOR MURIEL BOWSER Climate c... it: Misty Brown Photo Credit: Pam Panchak, Photo Credit: John Photo Credit: Matt Robinson Pittsburgh Post-Gazette Sonderman
<input checked="" type="radio"/>	5	New_Orleans		New_Orleans.txt	Climate Action for a Resilient New Orleans City of New Orleans Mitchell J. Landrieu, Mayor Jeffrey P. Hebert, Chief Resil... y, Mexico), and Toby Kent (Melbourne, Australia). July 2017 Office of Resilience & Sustainability nola.gov/climateaction



Lexos: Prepare (scrub)

Lexos demonstrates some more advanced options you have for preparing your corpus. By “scrubbing,” you are transforming the texts in your corpus and making choices that will impact your results. Here are some possibilities:

- **Make Lowercase:** make all your letters lowercase. Even though you know “A” and “a” are the same letter, the computer treats these as two separate characters. Lowercasing removes this distinction.
- **Remove Punctuation:** remove punctuation, which may influence your results.
- **Stop/Keep Words:** remove a list of words (or keep only words from a list). Usually you would remove **stopwords**, or the most common words in a language (English: the, a she, her, it, him, they, etc).
- **Lemmas:** standardize to the *stem* of word. For example, you can stem all forms of talk: talking, talked, talks, etc. to “talk”



Lexos: Removing Stopwords

Get a list of English stopwords here: <https://gist.github.com/sebleier/554280> (there is also a copy on the GitHub page). Copy and paste the stopwords (or upload the .txt file) into the “Stop/Keep Words” box then select “Stop”

The screenshot shows the Lexos Scrub interface. On the left, there are several sections: 'Scrubbing Options' with checkboxes for 'Make Lowercase', 'Remove Digits', 'Remove Spaces', 'Remove Tabs', and 'Remove Newlines'; 'Lemmas' with a text input field; and 'Consolidations' with a text input field. In the center, there is a 'Stop/Keep Words' section with three radio buttons: 'Off', 'Stop' (which is selected and highlighted with a red box), and 'Keep'. Below this is a text area containing a list of stopwords: 'once', 'here', 'there', 'when', 'where', 'why', 'how', 'all', 'any', 'both', 'each', and 'few'. To the right of this section, there are tabs for 'Previews' (selected), 'Preview', 'Apply', and 'Download'. Under the 'Previews' tab, there are several preview cards for different cities: Philadelphia, Miami, DC, Boston, and New Orleans. Each card displays a snippet of text from a climate report and some metadata.

Lexos: Applying your Preparations

BEFORE PREP

load Manage **Prepare** Visualize Analyze | Save Reset | Help

Previews Preview Apply Download

Philadelphia
GROWING STRONGER: TOWARD A CLIMATE-READY PHILADELPHIA Report by the Mayor's Office of Sustainability and ICF International NOV... Environmental Change 23 (4):764-773. GROWING STRONGER: TOWARD A CLIMATE-READY PHILADELPHIA 7-2 ENDNOTES www.phila.gov/green

Miami
MIAMI FOREVER CLIMATE READY CLIMATE READY TABLE OF CONTENTS Introduction 1 About Miami Forever Climate Ready 4 Miami Fore... om/2019/07/24/climate/moodys-ratings-climate-change-data.html. 31 Published January 2020 by City of Miami CLIMATE READY

DC
CLIMATE READY DC The District of Columbia's Plan to Adapt to a Changing Climate LETTER FROM MAYOR MURIEL BOWSER Climate c... ...it: Misty Brown Photo Credit: Pam Panchak, Photo Credit: John Photo Credit: Matt Robinson Pittsburgh Post-Gazette Sonderman

AFTER PREP

load Manage **Prepare** Visualize Analyze | Save Reset | Help

Previews Preview Apply Download

Philadelphia
growing stronger toward climate ready philadelphia report mayors office sustainability icf international november shifts we...ts us road network global environmental change growing stronger toward climate ready philadelphia endnotes wwwphilagovgreen

Miami
miami forever climate ready climate ready table contents introduction miami forever climate ready miami forever climate r...rk times july httpswwwnytimes comclimate moodys ratings climate change data html published january city miami climate ready

DC
climate ready dc district columbias plan adapt changing climate letter mayor muriel bowser climate change longer distant...o credit misty brown photo credit pam panchak photo credit john photo credit matt robinson pittsburgh postgazette sonderman

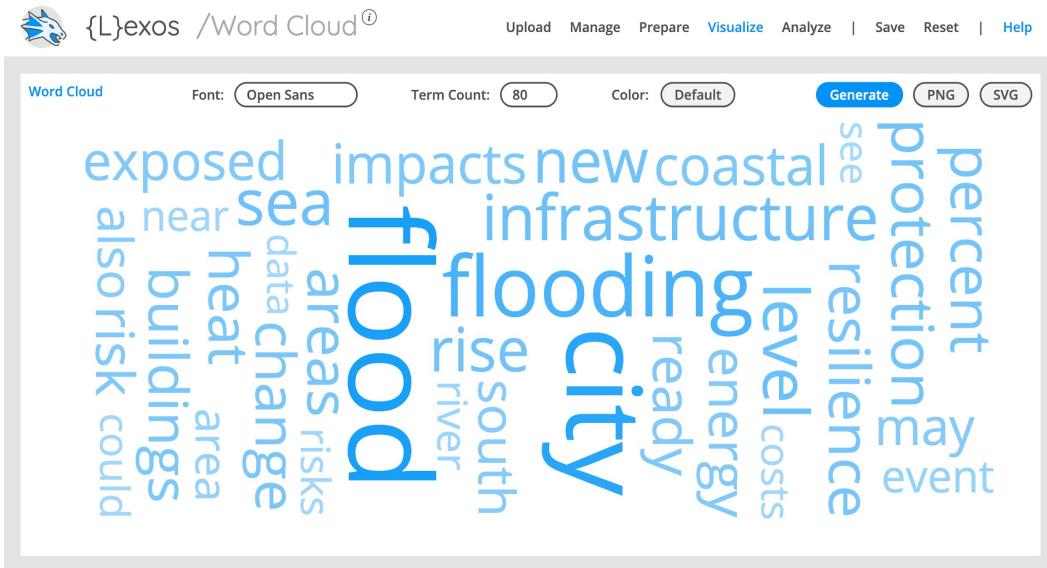
Once you have made decisions about your preparations, click “**Apply**” and wait a few minutes. Because the program is going through each document and completing all the processes you selected, it needs some time. Then, you will see the final results of your preparation! You can also **download** your new corpus and use it with other tools.



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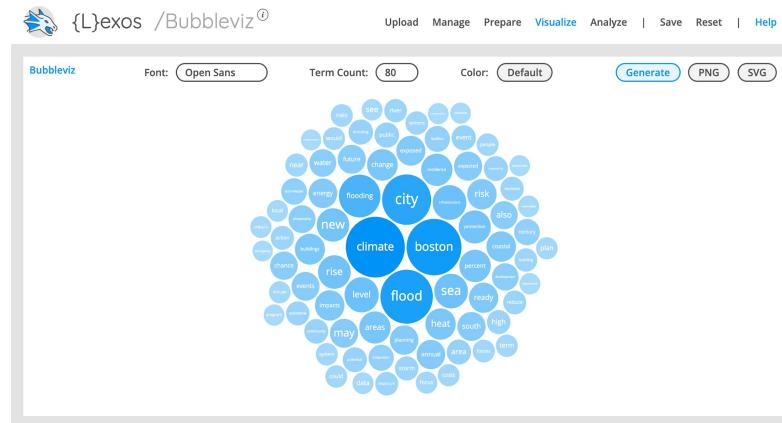
Feel free to ask questions at any point during the presentation!

Lexos: Visualize



Word Cloud: visualize a wordcloud across the entire text/corpus.

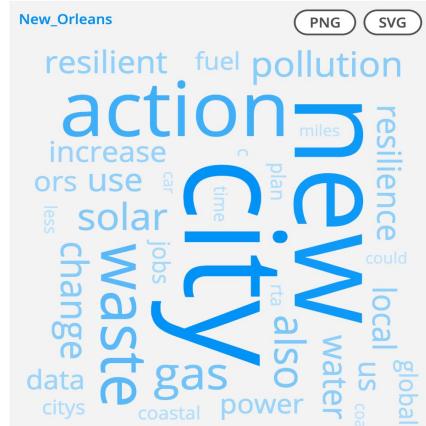
Bubbleviz: visualize word counts through bubbles across the entire text/corpus.



Feel free to ask questions at any point during the presentation!



Lexos: Visualize > Multicloud



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Voyant vs. Lexos: Wordclouds

How does the Voyant wordcloud below compare to the one made using Lexos?



Lexos Wordcloud



What could be causing this distinction?



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Lexos: Rolling Window

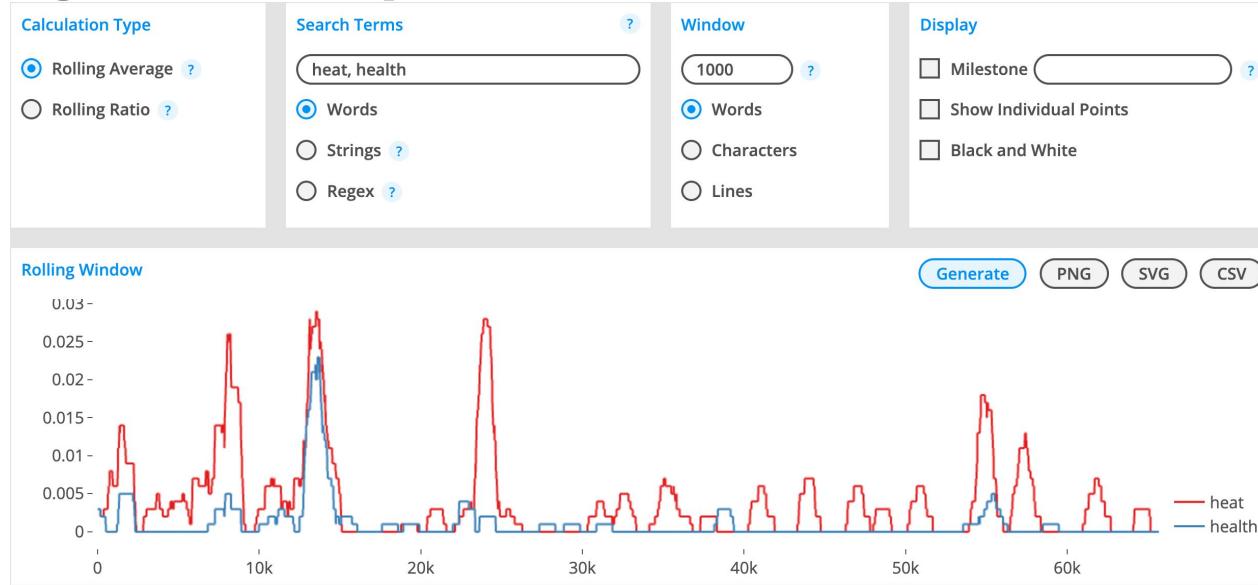
Rolling windows allow you to look at word trends across **one** document. To use a rolling window, first select a single text in the "Manage" screen, then:

1. Go to “Visualize-> Rolling Window” and type in a search term you want to visualize. You can also search multiple terms by clicking “String” and separating words with a comma (heat, health, flood, storm)
2. Choose a Window size (the number of words each “window” contains). For shorter documents, it’s good to have a number like 300/500. For larger documents, you may want to make your window larger. Play around with the window size until you get a visualization that makes sense.
3. Click “Generate”



Lexos: Rolling Window Results

Using *Climate Ready Boston*, and searching for the words ‘heat’ and ‘health’ with a window of 1000 (since this is a large document), we can get an idea of how these terms work together in the report.



Lexos: Analyze > Dendrogram

The dendrogram demonstrates similarity between the different documents. Dendograms require at least two documents to compare. Dendograms are able to show the hierarchy between objects. Dendograms show:

- Similarities between texts
 - The greater the distance between texts, the less similar they are
 - The smaller the distance between texts, the more similar they are



Lexos: Dendrogram

The dendrogram demonstrates similarity between the different documents.



Lexos: Save or Reset Your Results

Lexos allows you to **save** your results as a Lexos file. If you do this, you can re-upload the Lexos file any time to access your cleaned-up corpus as well as the different analyses you've done. You can also download modified text files from the “Manage” page, which you can use with other tools if you would like.

You can also save individual visualizations as images (PNGs).

Finally, if you want to start over, you can “Reset” your Lexos dashboard.



Your Turn!

Use the sample text or texts of your choice and begin practicing web-browser text analysis. **Explore Lexos's features!**

Discussion Prompts

- What difference did you notice between Voyant and Lexos?
- Which tool do you prefer and why?
- How would you want to use these tools in this class and future?



Thank you!

If you have any questions, contact us at nulab.info@gmail.com

Developed by Vaishali Kushwaha and Garrett Morrow

Delivered by Vaishali Kushwaha and Tieanna Graphenreed

DITI Research Fellows

Digital Integration Teaching Initiative

Slides, handouts, and data available at <http://bit.ly/diti-spring2022-aldrich>

You also have access to DITI Canvas Module on Computational Text Analysis.

Schedule an appointment with us! <https://calendly.com/diti-nu>



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