Topic Modeling

Introduction

Another popular text analysis technique is called topic modeling. The ultimate goal of topic modeling is to find various topics that are present in your corpus. Each document in the corpus will be made up of at least one topic, if not multiple topics.

In this notebook, we will be covering the steps on how to do Latent Dirichlet Allocation (LDA), which is one of many topic modeling techniques. It was specifically designed for text data.

To use a topic modeling technique, you need to provide (1) a document-term matrix and (2) the number of topics you would like the algorithm to pick up.

Once the topic modeling technique is applied, your job as a human is to interpret the results and see if the mix of words in each topic make sense. If they don't make sense, you can try changing up the number of topics, the terms in the document-term matrix, model parameters, or even try a different model.

```
1 Resource punkt not found.
             Please use the NLTK Downloader to obtain the resource:
         3
         4 >>> import nltk
         5 >>> nltk.download('punkt')
             For more information see: https://www.nltk.org/data.html
         1 Resource averaged perceptron tagger not found.
             Please use the NLTK Downloader to obtain the resource:
         3
         4
             >>> import nltk
             >>> nltk.download('averaged perceptron tagger')
In [1]: 1 import nltk
In [2]: 1 nltk.download('punkt')
        [nltk data] Downloading package punkt to /home/gong/nltk data...
        [nltk data] Package punkt is already up-to-date!
Out[2]: True
In [3]: 1 nltk.download('averaged perceptron tagger')
        [nltk data] Downloading package averaged perceptron tagger to
        [nltk datal
                       /home/gong/nltk data...
        [nltk data]
                     Package averaged perceptron tagger is already up-to-
        [nltk data]
Out[3]: True
```

Topic Modeling - Attempt #1 (All Text)

```
In [4]: 1 # Let's read in our document-term matrix
import pandas as pd
import pickle
4
5 data = pd.read_pickle('dtm_stop.pkl')
data
```

Out[4]:

	aaaaah	aaaaahhhhhhh	aaaaauuugghhhhhh	aaaahhhhh	aaah	aah	abc	abcs	ability	abject	 zee	zen	zeppelin	zero	zillion	zombie	zombies	zoning	z 00	éclair
ali	0	0	0	0	0	0	1	0	0	0	 0	0	0	0	0	1	0	0	0	0
anthony	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	0
bill	1	0	0	0	0	0	0	1	0	0	 0	0	0	1	1	1	1	1	0	0
bo	0	1	1	1	0	0	0	0	1	0	 0	0	0	1	0	0	0	0	0	0
dave	0	0	0	0	1	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	0
hasan	0	0	0	0	0	0	0	0	0	0	 2	1	0	1	0	0	0	0	0	0
jim	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	0
joe	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	0
john	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	1
louis	0	0	0	0	0	3	0	0	0	0	 0	0	0	2	0	0	0	0	0	0
mike	0	0	0	0	0	0	0	0	0	0	 0	0	2	1	0	0	0	0	0	0
ricky	0	0	0	0	0	0	0	0	1	1	 0	0	0	0	0	0	0	0	1	0

12 rows × 7468 columns

```
In [5]: 1 # Import the necessary modules for LDA with gensim
2 # Terminal / Anaconda Navigator: conda install -c conda-forge gensim
3 from gensim import matutils, models
4 import scipy.sparse
5
6 # import logging
7 # logging.basicConfig(format='%(asctime)s : %(levelname)s : %(message)s', level=logging.INFO)
```

Out[6]:

	ali	anthony	bill	bo	dave	hasan	jim	joe	john	louis	mike	ricky
aaaaah	0	0	1	0	0	0	0	0	0	0	0	0
aaaaahhhhhhh	0	0	0	1	0	0	0	0	0	0	0	0
aaaaauuugghhhhhh	0	0	0	1	0	0	0	0	0	0	0	0
aaaahhhhh	0	0	0	1	0	0	0	0	0	0	0	0
aaah	0	0	0	0	1	0	0	0	0	0	0	0

```
1 # We're going to put the term-document matrix into a new gensim format. from df --> sparse matrix --> gensim corpus
 In [71:
          2 sparse counts = scipv.sparse.csr matrix(tdm)
          3 corpus = matutils.Sparse2Corpus(sparse counts)
 In [8]: 1 # Gensim also requires dictionary of the all terms and their respective location in the term-document matrix
          2 cv = pickle.load(open("cv stop.pkl", "rh"))
          3 id2word = dict((v, k) for k, v in cv.vocabularv .items())
         Now that we have the corpus (term-document matrix) and id2word (dictionary of location; term), we need to specify two other parameters - the number of topics and the number of passes. Let's start the
         number of topics at 2, see if the results make sense, and increase the number from there.
 In [9]: 1 # Now that we have the corpus (term-document matrix) and id2word (dictionary of location: term).
          2 # we need to specify two other parameters as well - the number of topics and the number of passes
          3 | lda = models.LdaModel(corpus=corpus.id2word=id2word.num topics=2. passes=10)
          4 | lda.print topics()
 Out[9]: [(0.
           nt"').
          (1.
           .,
0.005*"fucking" + 0.006*"shit" + 0.006*"fuck" + 0.005*"sav" + 0.005*"thevre" + 0.005*"didnt" + 0.005*"hes" + 0.004*"cause" + 0.004*"thing" + 0.004
         *"dav"')1
In [10]: 1 # LDA for num topics = 3
          2 | lda = models.LdaModel(corpus=corpus.id2word=id2word.num topics=3. passes=10)
          3 lda.print topics()
Out[10]: [(0,
           '0.005*"love" + 0.005*"shit" + 0.005*"ok" + 0.004*"want" + 0.004*"stuff" + 0.004*"bo" + 0.004*"repeat" + 0.004*"fucking" + 0.003*"hes" + 0.003*"lo
         t"').
          (1.
           '0.006*"hes" + 0.006*"sav" + 0.006*"thing" + 0.006*"fucking" + 0.005*"life" + 0.005*"theres" + 0.005*"thevre" + 0.005*"didnt" + 0.005*"went" + 0.00
         5*"id"').
           '0.008*"fucking" + 0.006*"shit" + 0.006*"fuck" + 0.006*"going" + 0.006*"say" + 0.005*"theyre" + 0.005*"want" + 0.005*"didnt" + 0.005*"good" + 0.005
         *"cause"')1
In [11]: 1 # LDA for num topics = 4
          2 | lda = models.LdaModel(corpus=corpus.id2word=id2word.num topics=4, passes=10)
          3 | lda.print topics()
Out[11]: [(0.
           '0.007*"sav" + 0.006*"didnt" + 0.005*"shit" + 0.005*"fucking" + 0.005*"hes" + 0.005*"good" + 0.005*"going" + 0.005*"life" + 0.005*"thing" + 0.005
         *"fuck"').
           '0.007*"shit" + 0.007*"fuck" + 0.007*"fucking" + 0.006*"thevre" + 0.006*"cause" + 0.004*"sav" + 0.004*"really" + 0.004*"little" + 0.004*"man" + 0.0
         04*"day"'),
           '0.012*"fucking" + 0.007*"went" + 0.006*"fuck" + 0.006*"love" + 0.006*"want" + 0.006*"going" + 0.006*"dav" + 0.005*"good" + 0.005*"thing" + 0.004
         *"stuff"').
          (3,
           '0.007*"fucking" + 0.006*"shit" + 0.006*"want" + 0.005*"cause" + 0.005*"savs" + 0.005*"didnt" + 0.005*"going" + 0.005*"goes" + 0.005*"guy" + 0.004
         *"say"')]
```

These topics aren't looking too great. We've tried modifying our parameters. Let's try modifying our terms list as well.

Topic Modeling - Attempt #2 (Nouns Only)

One popular trick is to look only at terms that are from one part of speech (only nouns, only adjectives, etc.). Check out the UPenn tag set: https://www.ling.upenn.edu/courses/Fail 2003/ling001/penn treebank pos.html (https://www.ling.upenn.edu/courses/Fail 2003/ling001/penn treebank pos.html).

Out[13]:

transcript

```
ladies and gentlemen please welcome to the sta...
             thank you thank you thank you san francisco th...
anthony
     bill
               all right thank you thank you very much thank...
             bo what old macdonald had a farm e i e i o and...
     bo
   dave
                   this is dave he tells dirty jokes for a living...
  hasan
               whats up davis whats up im home i had to bri...
               ladies and gentlemen please welcome to the ...
     jim
              ladies and gentlemen welcome joe rogan wha...
     joe
   john
               all right petunia wish me luck out there you w...
   louis
                  introfade the music out lets roll hold there I...
          wow hey thank you thanks thank you guys hey se...
            hello hello how you doing great thank you wow ...
   ricky
```

- In [14]: 1 # Apply the nouns function to the transcripts to filter only on nouns
 2 data_nouns = pd.DataFrame(data_clean.transcript.apply(nouns))
 3 data_nouns

Out[14]:

transcript

	transcript
ali	ladies gentlemen stage ali hi thank hello na s
anthony	thank thank people i em i francisco city world
bill	thank thank pleasure georgia area oasis i june
bo	macdonald farm e i o farm pig e i i snort macd
dave	jokes living stare work profound train thought
hasan	whats davis whats home i netflix la york i son
jim	ladies gentlemen stage mr jim jefferies thank
joe	ladies gentlemen joe fuck thanks phone fuckfac
john	petunia thats hello hello chicago thank crowd \ldots
louis	music lets lights lights thank i i place place
mike	wow hey thanks look insane years everyone i id
ricky	hello thank fuck thank im gon youre weve money

Out[15]:

	aaaaahhhhhhh	aaaaauuugghhhhhh	aaaahhhhh	aah	abc	abcs	ability	abortion	abortions	abuse	 yummy	ze	zealand	zee	zeppelin	zillion	zombie	zombies	Z 00	éclair
ali	0	0	0	0	1	0	0	0	0	0	 0	0	0	0	0	0	1	0	0	0
anthony	0	0	0	0	0	0	0	2	0	0	 0	0	10	0	0	0	0	0	0	0
bill	0	0	0	0	0	1	0	0	0	0	 0	1	0	0	0	1	1	1	0	0
bo	1	1	1	0	0	0	1	0	0	0	 0	0	0	0	0	0	0	0	0	0
dave	0	0	0	0	0	0	0	0	1	0	 0	0	0	0	0	0	0	0	0	0
hasan	0	0	0	0	0	0	0	0	0	0	 0	0	0	1	0	0	0	0	0	0
jim	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	0
joe	0	0	0	0	0	0	0	0	0	1	 0	0	0	0	0	0	0	0	0	0
john	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	1
louis	0	0	0	3	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	0
mike	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	2	0	0	0	0	0
ricky	0	0	0	0	0	0	1	0	0	0	 1	0	0	0	0	0	0	0	1	0

12 rows × 4635 columns

```
In [18]: 1 # Let's try tonics = 3
           2 | ldan = models.LdaModel(corpus=corpusn, num topics=3, id2word=id2wordn, passes=10)
          3 ldan.print topics()
Out[18]: [(0,
            '.0.016*"shit" + 0.011*"fuck" + 0.011*"man" + 0.008*"gon" + 0.008*"lot" + 0.008*"dude" + 0.007*"hes" + 0.007*"guv" + 0.007*"thing" + 0.006*"life"').
           .
'0.011*"day" + 0.010*"thing" + 0.008*"life" + 0.007*"cause" + 0.007*"way" + 0.007*"hes" + 0.006*"dad" + 0.006*"shes" + 0.006*"things" + 0.006*"gu
         v"').
           '0.010*"stuff" + 0.010*"bo" + 0.009*"repeat" + 0.008*"eve" + 0.007*"contact" + 0.006*"man" + 0.005*"brain" + 0.005*"storv" + 0.005*"cos" + 0.004*"c
         omedy"')1
In [191: 1 # Let's try 4 topics
           2 | ldan = models.LdaModel(corpus=corpusn. num topics=4. id2word=id2wordn. passes=10)
           3 ldan.print topics()
Out[19]: [(0.
            ^{'}0.011*"thing" + 0.010*"dav" + 0.009*"life" + 0.009*"man" + 0.009*"hes" + 0.008*"shit" + 0.007*"fuck" + 0.007*"way" + 0.007*"cause" + 0.007*"gu
         v"').
          (1.
           '0.010*"dad" + 0.010*"shit" + 0.008*"man" + 0.007*"fuck" + 0.007*"jot" + 0.007*"dav" + 0.006*"life" + 0.006*"school" + 0.006*"wav" + 0.006*"wav" + 0.006*"mom"').
           '0.000*"man" + 0.000*"life" + 0.000*"gon" + 0.000*"thing" + 0.000*"guv" + 0.000*"cause" + 0.000*"wav" + 0.000*"lot" + 0.000*"fuck" + 0.000*"dav"').
           '0.010*"cause" + 0.008*"point" + 0.007*"lot" + 0.007*"day" + 0.007*"kind" + 0.006*"gon" + 0.006*"shit" + 0.005*"way" + 0.005*"women" + 0.005*"nigh
         t"')1
```

Topic Modeling - Attempt #3 (Nouns and Adjectives)

```
In [20]: 1 # Let's create a function to pull out nouns from a string of text
def nouns_adj(text):
    '''Given a string of text, tokenize the text and pull out only the nouns and adjectives.'''
    is_noun_adj = lambda pos: pos[:2] == 'NN' or pos[:2] == 'JJ'
    tokenized = word_tokenize(text)
    nouns_adj = [word for (word, pos) in pos_tag(tokenized) if is_noun_adj(pos)]
    return ' '.join(nouns_adj)
```

```
1 # Apply the nouns function to the transcripts to filter only on nouns
             2 data nouns adj = pd.DataFrame(data clean.transcript.apply(nouns adj))
             3 data nouns adi
Out[21]:
                                                    transcript
                 ali ladies gentlemen welcome stage ali wong hi wel...
                     thank san francisco thank good people surprise...
            anthony
                 bill
                       right thank thank pleasure greater atlanta geo...
                        old macdonald farm e i i o farm pig e i i snor...
                 bo
                       dirty jokes living stare most hard work profou...
               dave
              hasan
                       whats davis whats im home i netflix special la...
                      ladies gentlemen welcome stage mr iim iefferie...
                 iim
                      ladies gentlemen joe fuck san francisco thanks...
               john
                       right petunia august thats good right hello he...
                         music lets lights lights thank much i i i nice...
               louis
                      wow hey thanks hey seattle nice look crazy ins...
               mike
                      hello great thank fuck thank lovely welcome im...
In [221:
             1 # Create a new document-term matrix using only nouns and adjectives, also remove common words with max df
             2 cvna = CountVectorizer(stop words=stop words, max df=.8)
             3 data cvna = cvna.fit transform(data nouns adj.transcript)
             4 data dtmna = pd.DataFrame(data cvna.toarray(), columns=cvna.get feature names())
             5 data dtmna.index = data nouns adj.index
             6 data dtmna
Out[22]:
```

	aaaaah	aaaaahhhhhhh	aaaaauuugghhhhhh	aaaahhhhh	aah	abc	abcs	ability	abject	able	 ze	zealand	zee	zeppelin	zero	zillion	zombie	zombies	Z00	éclair
ali	0	0	0	0	0	1	0	0	0	2	 0	0	0	0	0	0	1	0	0	0
anthony	0	0	0	0	0	0	0	0	0	0	 0	10	0	0	0	0	0	0	0	0
bill	1	0	0	0	0	0	1	0	0	1	 1	0	0	0	0	1	1	1	0	0
bo	0	1	1	1	0	0	0	1	0	0	 0	0	0	0	1	0	0	0	0	0
dave	0	0	0	0	0	0	0	0	0	0	 0	0	0	0	0	0	0	0	0	0
hasan	0	0	0	0	0	0	0	0	0	1	 0	0	2	0	0	0	0	0	0	0
jim	0	0	0	0	0	0	0	0	0	1	 0	0	0	0	0	0	0	0	0	0
joe	0	0	0	0	0	0	0	0	0	2	 0	0	0	0	0	0	0	0	0	0
john	0	0	0	0	0	0	0	0	0	3	 0	0	0	0	0	0	0	0	0	1
louis	0	0	0	0	3	0	0	0	0	1	 0	0	0	0	0	0	0	0	0	0
mike	0	0	0	0	0	0	0	0	0	0	 0	0	0	2	0	0	0	0	0	0
ricky	0	0	0	0	0	0	0	1	1	2	 0	0	0	0	0	0	0	0	1	0

12 rows × 5587 columns

```
In [23]: 1 # Create the gensim cornus
                   2 corpusna = matutils.Sparse2Corpus(scipv.sparse.csr matrix(data dtmna.transpose()))
                   4 # Create the vocabulary dictionary
                   5 id2wordna = dict((v, k) for k, v in cyna.vocabulary .items())
In [24]: 1 # Let's start with 2 topics
                   2 | ldana = models.LdaModel(corpus=corpusna. num topics=2. id2word=id2wordna. passes=10)
                   3 ldana.print topics()
Out[24]: [(0.
                     ^{'}0.007*"ioke" + 0.005*"mom" + 0.004*"parents" + 0.003*"iokes" + 0.003*"bo" + 0.003*"hasan" + 0.003*"comedv" + 0.003*"clinton" + 0.003*"repeat" + 0.003*"hasan" + 0.003*"comedv" + 0.003*"clinton" + 0.003*"repeat" + 0.003*"hasan" + 0.003*"comedv" + 0.003*"clinton" + 0.003*"comedv" + 0.003*"comedv* + 0.003*"co
                 002*"anthony"').
                  (1.
                    .,
'0.003*"ass" + 0.003*"son" + 0.003*"gun" + 0.002*"ok" + 0.002*"dick" + 0.002*"door" + 0.002*"door" + 0.002*"ienny" + 0.002*"guns" + 0.002*"frien
                 d"')1
In [25]: | 1 | # Let's trv 3 topics
                   2 | Idana = models.LdaModel(corpus=corpusna. num topics=3. id2word=id2wordna. passes=10)
                   3 ldana.print topics()
Out[25]: [(0.
                     n"').
                   (1,
                     '0.007*"mom" + 0.005*"parents" + 0.004*"ok" + 0.003*"hasan" + 0.003*"clinton" + 0.003*"dick" + 0.003*"president" + 0.003*"ass" + 0.003*"vork" + 0.0
                 02*"door"').
                   (2,
                     '0.005*"bo" + 0.004*"ienny" + 0.004*"repeat" + 0.003*"comedy" + 0.003*"eve" + 0.003*"contact" + 0.003*"love" + 0.003*"andy" + 0.003*"sense" + 0.003
                 *"sad"')1
In [26]: 1 # Let's try 4 topics
                   2 | Idana = models.LdaModel(corpus=corpusna, num topics=4, id2word=id2wordna, passes=10)
                   3 ldana.print topics()
Out[26]: [(0,
                     '0.007*"bo" + 0.006*"repeat" + 0.005*"eve" + 0.005*"contact" + 0.004*"cos" + 0.004*"gun" + 0.004*"comedy" + 0.004*"iesus" + 0.003*"um" + 0.003*"bra
                 in"').
                     'Ó.004*"ass" + 0.004*"iennv" + 0.004*"quns" + 0.003*"dog" + 0.003*"qirls" + 0.003*"class" + 0.003*"dick" + 0.003*"morning" + 0.003*"tit" + 0.003*"d
                 ate"').
                   (2.
                     '0.014*"joke" + 0.006*"jokes" + 0.006*"anthony" + 0.005*"twitter" + 0.004*"grandma" + 0.004*"nuts" + 0.004*"dead" + 0.004*"jenner" + 0.004*"shark"
                 + 0.004*"hampstead"').
                     '0.007*"mom" + 0.004*"parents" + 0.004*"hasan" + 0.004*"clinton" + 0.004*"wife" + 0.004*"ahah" + 0.003*"friend" + 0.003*"gav" + 0.003*"husband" +
                 0.003*"door"')]
```

Identify Topics in Each Document

Out of the 9 topic models we looked at, the nouns and adjectives, 4 topic one made the most sense. So let's pull that down here and run it through some more iterations to get more fine-tuned topics.

```
In [27]: 1 # Our final LDA model (for now)
           2 | Idana = models.LdaModel(corpus=corpusna. num topics=4. id2word=id2wordna. passes=80)
           3 ldana.print topics()
Out[27]: [(0.
            '0.009*"ahah" + 0.007*"nigga" + 0.006*"gay" + 0.004*"son" + 0.004*"oi" + 0.004*"dhetto" + 0.004*"voung" + 0.004*"motherfucker" + 0.004*"kevin" + 0.
         003*"mad"').
            '0.004*"dog" + 0.004*"gun" + 0.004*"bo" + 0.004*"ass" + 0.004*"wife" + 0.003*"clinton" + 0.003*"guns" + 0.003*"repeat" + 0.003*"mom" + 0.003*"dic
          k"').
            '0.008*"ioke" + 0.005*"mom" + 0.004*"iokes" + 0.004*"parents" + 0.004*"hasan" + 0.003*"door" + 0.003*"anthony" + 0.003*"ienner" + 0.003*"mad" + 0.0
          03*"twitter"').
          (3.
            '0.007*"ienny" + 0.005*"husband" + 0.004*"ok" + 0.004*"accident" + 0.003*"pregnant" + 0.003*"friend" + 0.003*"scrambler" + 0.003*"marriage" + 0.003
          *"argument" + 0.003*"andv"')1
          These four topics look pretty decent. Let's settle on these for now.
           • Topic 0: mom, parents
           · Topic 1: husband, wife

    Topic 2: guns

    Topic 3: profanity

In [28]: 1 # Let's take a look at which topics each transcript contains
           2 corpus transformed = ldana[corpusna]
           3 list(zip([a for [(a,b)] in corpus transformed], data dtmna.index))
Out[28]: [(3, 'ali'),
           (2. 'anthony').
           (1. 'bill').
           (1. 'bo').
           (0, 'dave').
           (2, 'hasan'),
          (1. 'iim').
           (2. 'ioe').
          (1, 'john'),
           (1, 'louis'),
           (3, 'mike'),
           (2, 'ricky')]
```

For a first pass of LDA, these kind of make sense to me, so we'll call it a day for now.

- Topic 0: mom, parents [Anthony, Hasan, Louis, Ricky]
- Topic 1: husband, wife [Ali, John, Mike]
- Topic 2: guns [Bill, Bo, Jim]
- Topic 3: profanity [Dave, Joe]

Additional Exercises

- 1. Try further modifying the parameters of the topic models above and see if you can get better topics.
- 2. Create a new topic model that includes terms from a different part of speech (https://www.ling.upenn.edu/courses/Fall 2003/ling001/penn treebank pos.html) and see if you can get better topics.

In []: 1