

Introduction to word2vec

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2023-09-16

```
## [1] "I went on a successful date with someone I felt sympathy and connection with."  
## [2] "I was happy when my son got 90% marks in his examination"  
## [3] "I went to the gym this morning and did yoga."  
## [4] "We had a serious talk with some friends of ours who have been flaky lately. They understood and  
## [5] "I went with grandchildren to butterfly display at Crohn Conservatory\n"  
## [6] "I meditated last night."
```

```
##   wid  age country gender marital parenthood  
## 1   1  37.0     USA      m married         y  
## 2   2  29.0     IND      m married         y  
## 3   3   25     IND      m  single         n  
## 4   4   32     USA      m married         y  
## 5   5   29     USA      m married         y  
## 6   6   35     IND      m married         y
```

Question: Effect of animals on happiness across gender groups.

We are going to use `word2vec` to try to investigate this question.

First convert the data to a list of characters to input into our model. Choose the dimension of the embedding (arbitrarily chose 15 but this is a tuning parameter you can try a few dimensions and see what works best for you). You can also choose either models based on `cbow` or `skipgram`. We choose to represent the embedding with the `umap` dimension reduction method. You can also use `t-SNE` for another 2D mapping (see the Python tutorial).

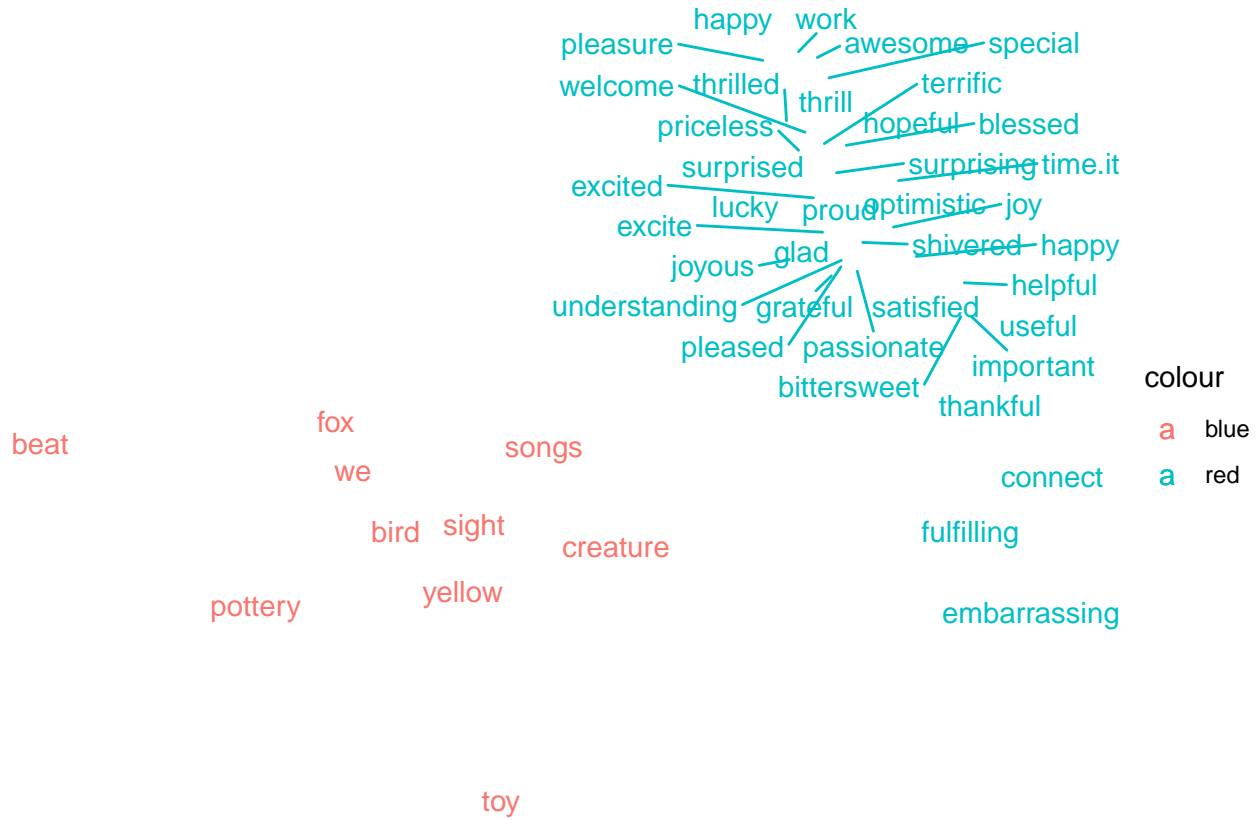
Overall vocabulary between happiness and animals

```
x <- tolower(cleaned_data$cleaned_hm)  
cat(x[1])
```

```
## i went on a successful date with someone i felt sympathy and connection with.
```

Lemmatizing our text and using speech tag (verb, adverb, noun, adjective) will make representation easier (let's say we want to see all adjectives and nouns relative to the topic of animals).

We now want to get the words most similar to animal in the embedding and we compare them to the words most similar to happy.



```
## $title
## [1] "100 most similar words to animal with word2vec - umap"
##
## attr(,"class")
## [1] "labels"
```

Per gender

We need to combine `demo_data$gender` to `cleaned_data`, join on `wid`.

```
## 2023-09-16 22:22:43 Annotating text fragment 1/42019
## 2023-09-16 22:22:43 Annotating text fragment 11/42019
## 2023-09-16 22:22:43 Annotating text fragment 21/42019
## 2023-09-16 22:22:43 Annotating text fragment 31/42019
## 2023-09-16 22:22:43 Annotating text fragment 41/42019
## 2023-09-16 22:22:44 Annotating text fragment 51/42019
## 2023-09-16 22:22:44 Annotating text fragment 61/42019
## 2023-09-16 22:22:44 Annotating text fragment 71/42019
## 2023-09-16 22:22:44 Annotating text fragment 81/42019
## 2023-09-16 22:22:44 Annotating text fragment 91/42019
## 2023-09-16 22:22:44 Annotating text fragment 101/42019
## 2023-09-16 22:22:44 Annotating text fragment 111/42019
## 2023-09-16 22:22:44 Annotating text fragment 121/42019
## 2023-09-16 22:22:44 Annotating text fragment 131/42019
## 2023-09-16 22:22:44 Annotating text fragment 141/42019
```


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## 2023-09-16 22:27:09 Annotating text fragment 41791/42019
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## 2023-09-16 22:27:09 Annotating text fragment 41831/42019
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## 2023-09-16 22:27:09 Annotating text fragment 41881/42019
## 2023-09-16 22:27:09 Annotating text fragment 41891/42019
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## 2023-09-16 22:27:10 Annotating text fragment 41941/42019
## 2023-09-16 22:27:10 Annotating text fragment 41951/42019
## 2023-09-16 22:27:10 Annotating text fragment 41961/42019
## 2023-09-16 22:27:10 Annotating text fragment 41971/42019
## 2023-09-16 22:27:10 Annotating text fragment 41981/42019
## 2023-09-16 22:27:10 Annotating text fragment 41991/42019
## 2023-09-16 22:27:10 Annotating text fragment 42001/42019
## 2023-09-16 22:27:10 Annotating text fragment 42011/42019
```


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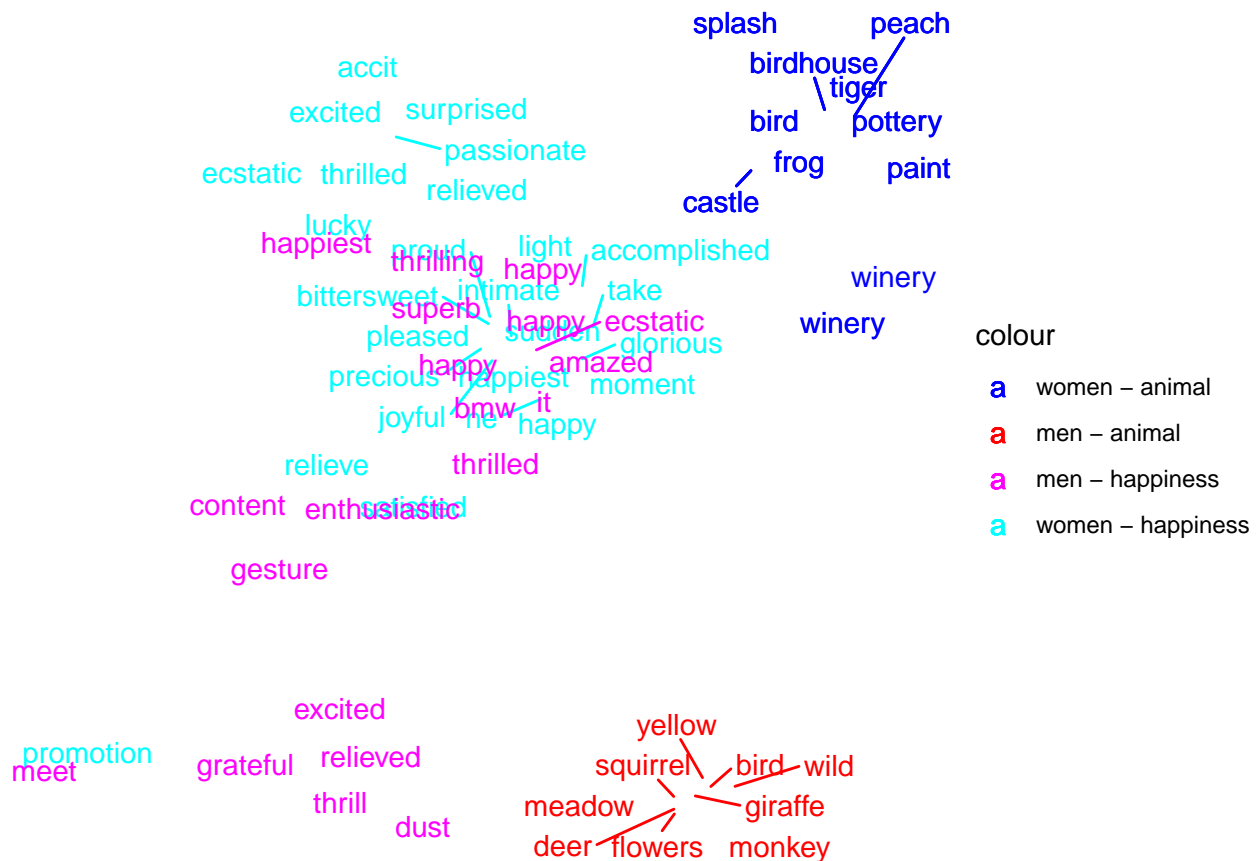
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## 2023-09-16 22:33:30 Annotating text fragment 57501/57597
## 2023-09-16 22:33:30 Annotating text fragment 57511/57597
## 2023-09-16 22:33:30 Annotating text fragment 57521/57597
## 2023-09-16 22:33:30 Annotating text fragment 57531/57597
## 2023-09-16 22:33:30 Annotating text fragment 57541/57597
## 2023-09-16 22:33:30 Annotating text fragment 57551/57597
## 2023-09-16 22:33:30 Annotating text fragment 57561/57597
## 2023-09-16 22:33:31 Annotating text fragment 57571/57597
## 2023-09-16 22:33:31 Annotating text fragment 57581/57597
## 2023-09-16 22:33:31 Annotating text fragment 57591/57597
```



```
## $title
## [1] "Most similar words to animal with word2vec - umap"
##
## attr(,"class")
## [1] "labels"
```

What seems to appear is that animals are a topic more correlated to happiness for men than for women.