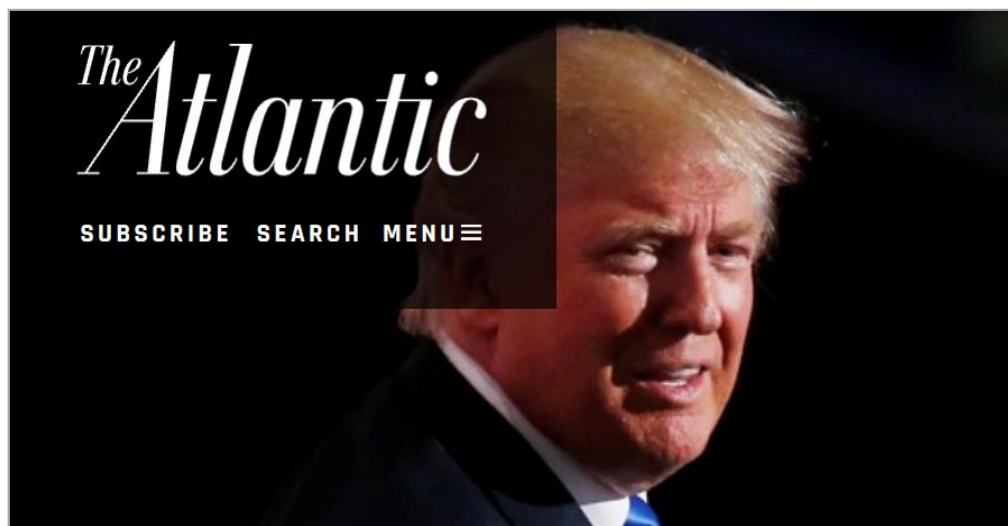


Machine Learning + Social Science

Matt Taddy — Microsoft Research and Chicago Booth

The New York Times

Republicans and Democrats in Congress
Speak in Completely Different Languages



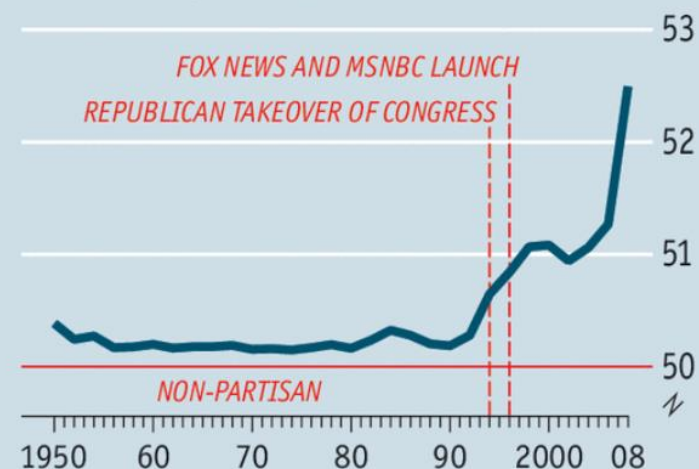
Why Democrats and Republicans Literally Speak Different Languages

The Republican National Convention proved yet again that the GOP talks about America and U.S. policy with an entire unique vocabulary. It hasn't always been this way.

The Economist

Shouting louder

Average partisanship of speech, US Congress
Probability of identifying a speaker's party
based on a single phrase, %



The Washington Post

However divided you think our politics are, this chart shows that it's actually way worse

Wealthiest

Tax Freedom

Pro life

entrepreneurs

Tax Relief

Tax Breaks

1 percent

fair labor

Pro choice

ESTATE TAX

freedom fighters

War on Terror

DEATH TAX

terrorists

equality

Right to life

Welfare Queens

undocumented worker

illegal alien

Big Government

living wage

African American

capitalist

Washington takeover

Luntz (2006): “Never say '**privatization / private accounts.**' Instead say '**personalization / personal accounts.**' Two-thirds of America want to personalize security while only one third would privatize it. Why? [Personalization] suggests ownership and control... while [privatization] suggests a profit motive and winners and losers.”

THE LANGUAGE OF HEALTHCARE 2009

THE 10 RULES FOR STOPPING THE “WASHINGTON TAKEOVER” OF HEALTHCARE

- (1) **Humanize your approach.** Abandon and exile ALL references to the “healthcare system.” From now on, healthcare is about *people*. Before you speak, think of the three components of tone that matter most: **Individualize. Personalize. Humanize.**
- (2) **Acknowledge the “crisis” or suffer the consequences.** If you say there is no healthcare crisis, you give your listener permission to ignore everything *else* you say. It is a credibility killer for most Americans. A better approach is to define the crisis in your terms. “*If you’re one of the millions who can’t afford healthcare, it is a crisis.*” Better yet, “*If some bureaucrat puts himself between you and your doctor, denying you exactly what you need, that’s a crisis.*” And the best: “*If you have to wait weeks for tests and months for treatment, that’s a healthcare crisis.*”

Government healthcare killer. As Mick Jagger once sang, “Time is on your side.” People against the government takeover of healthcare are in a delayed and potentially even denied car or even a house won’t be denied car.

TAX RELIEF & SIMPLIFICATION

OVERVIEW

- You may be tempted to talk about tax policy in terms of *reform*. Don’t. When Americans hear the word *reform*, they fear that they will end up paying more. Far better for you to talk about *simplification* – which everyone supports and sees a benefit.
 - You may be tempted to talk about making the tax cuts from 2001 and 2003 “*permanent*.” Don’t. It is a far more effective to talk about “*the largest tax increase in American history if these tax cuts are revoked.*” Remember, the American public dislikes a tax hike more than they like a tax cut.
 - You may be tempted to talk about how Americans are overtaxed overall. Do, but also emphasize that Washington spends too much as well. The more you link high taxes to high spending, the greater the support for tax relief.
- If there is one debate where framing the issue is as important as the policy itself, this is it. So here’s what needs to be said to set the context and begin the tax relief and tax simplification effort:
- 1) **Personalize tax relief.**

Data

- US Congressional Record, 1873-2009
- Tokens (e.g. “war terror”) by speaker-session

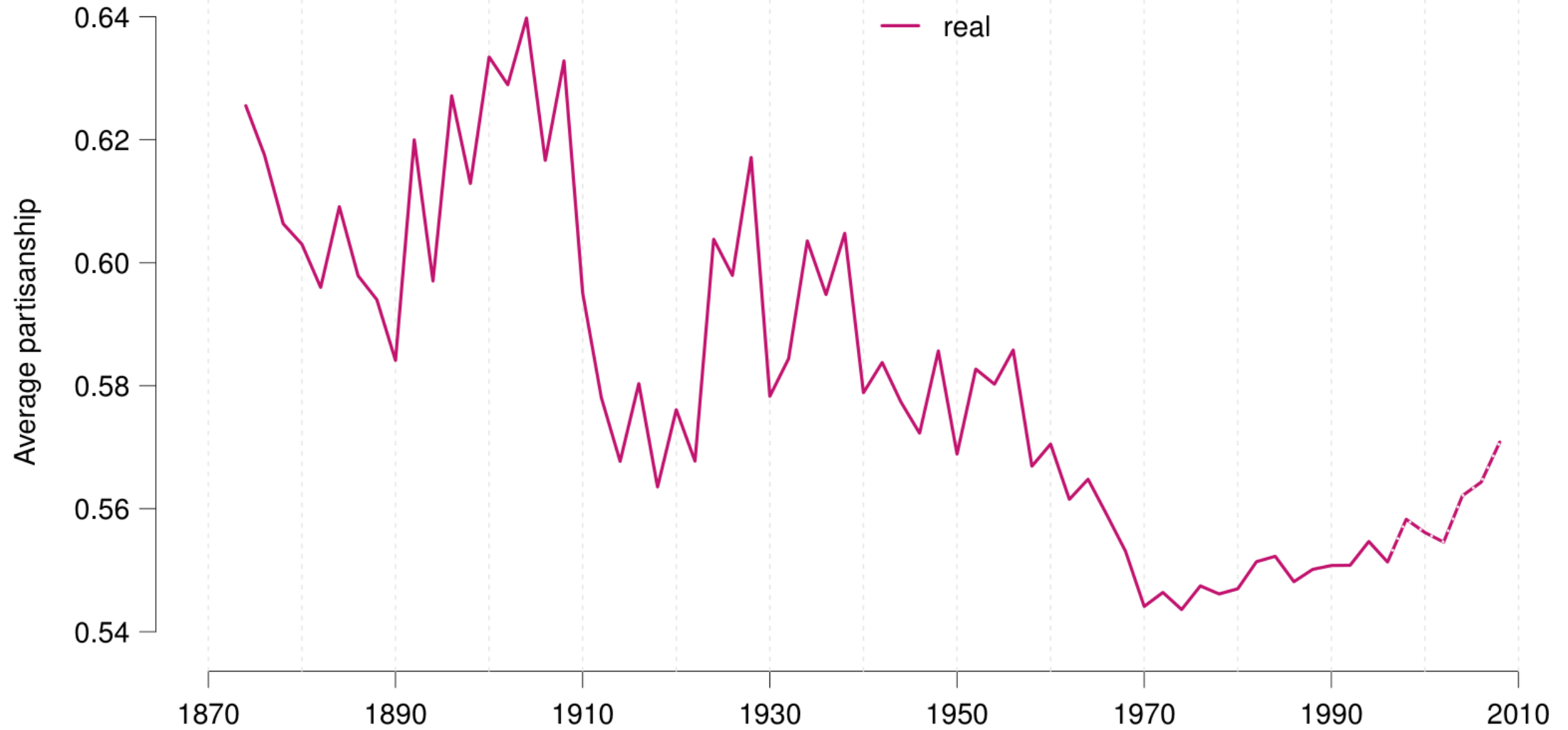
Model

- A strategic model for language choice given party P
- Token counts are multinomial, with probabilities
$$\text{prob}(\textit{word } j \textit{ by speaker } i \textit{ at time } t) = q_{tj}(\mathbf{x}_{it}, P_i)$$

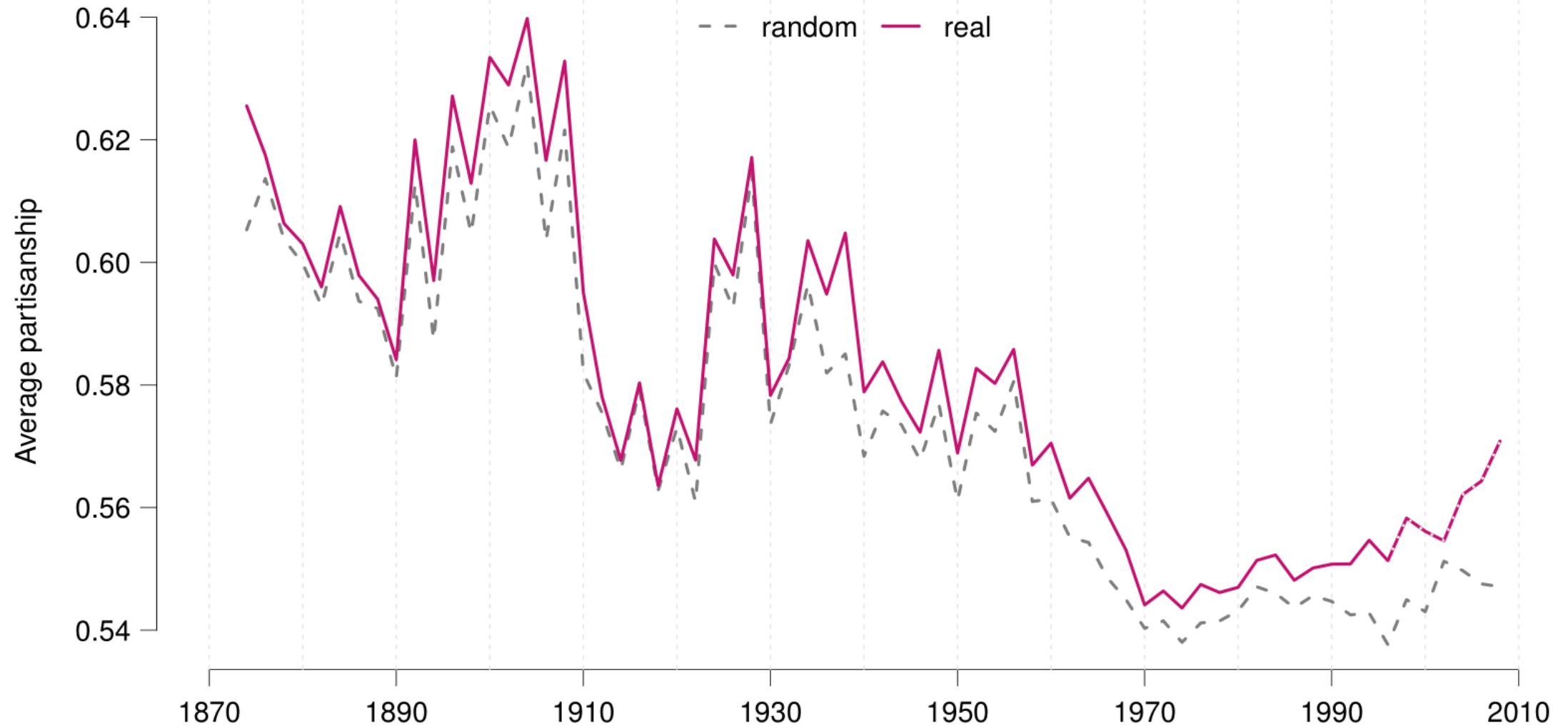
Question

- Have the by-party probabilities moved apart over time?
- How much speech do you need to see to predict party?

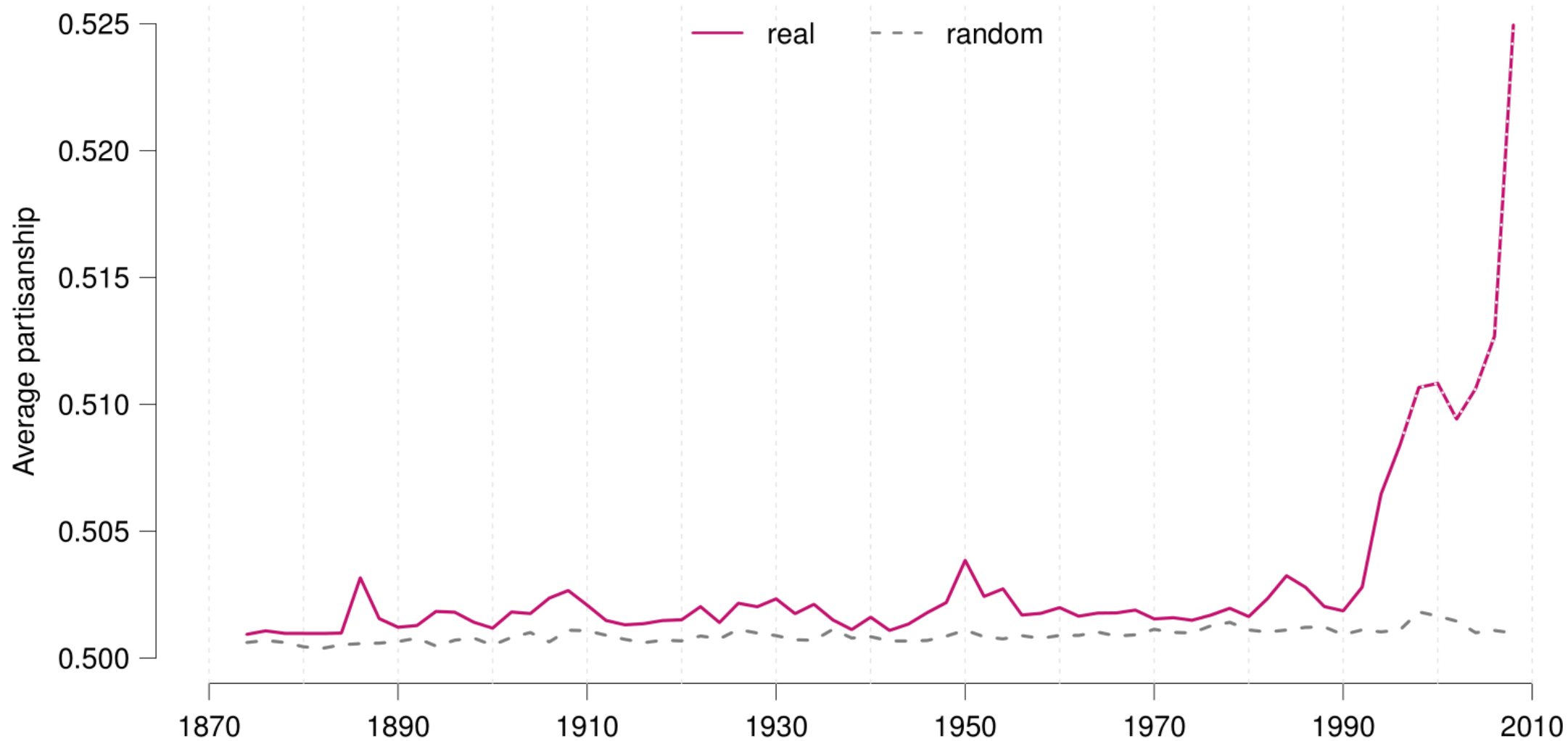
Naïve Estimation (MLE)



Naïve Estimation (MLE)



Machine Learning Estimator



Why is this hard?

Old tools don't work in new data domains, but off-the-shelf ML is not directed towards the “Why?” questions of social science.

You need to take from everywhere

- Economics for a measurable and interpretable strategic model
- ML for reliable estimation with unstructured ultra-HD data
- Mathematical Statistics for uncertainty quantification

Artificial Intelligence and Economics

We've created NLP tools for questions on science, systems, + causation.
Similar results in classic 'Big Data' environments (e.g., browser history)

We're looking to replicate this success with Deep Neural Nets on all sorts of data, including richer language and [images](#) and even video.

THANKS!