

The ABC of Computational Text Analysis

#1 INTRODUCTION +
WHERE IS THE DIGITAL REVOLUTION?

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03 March 2022

~~#COVID-19~~ 🤔

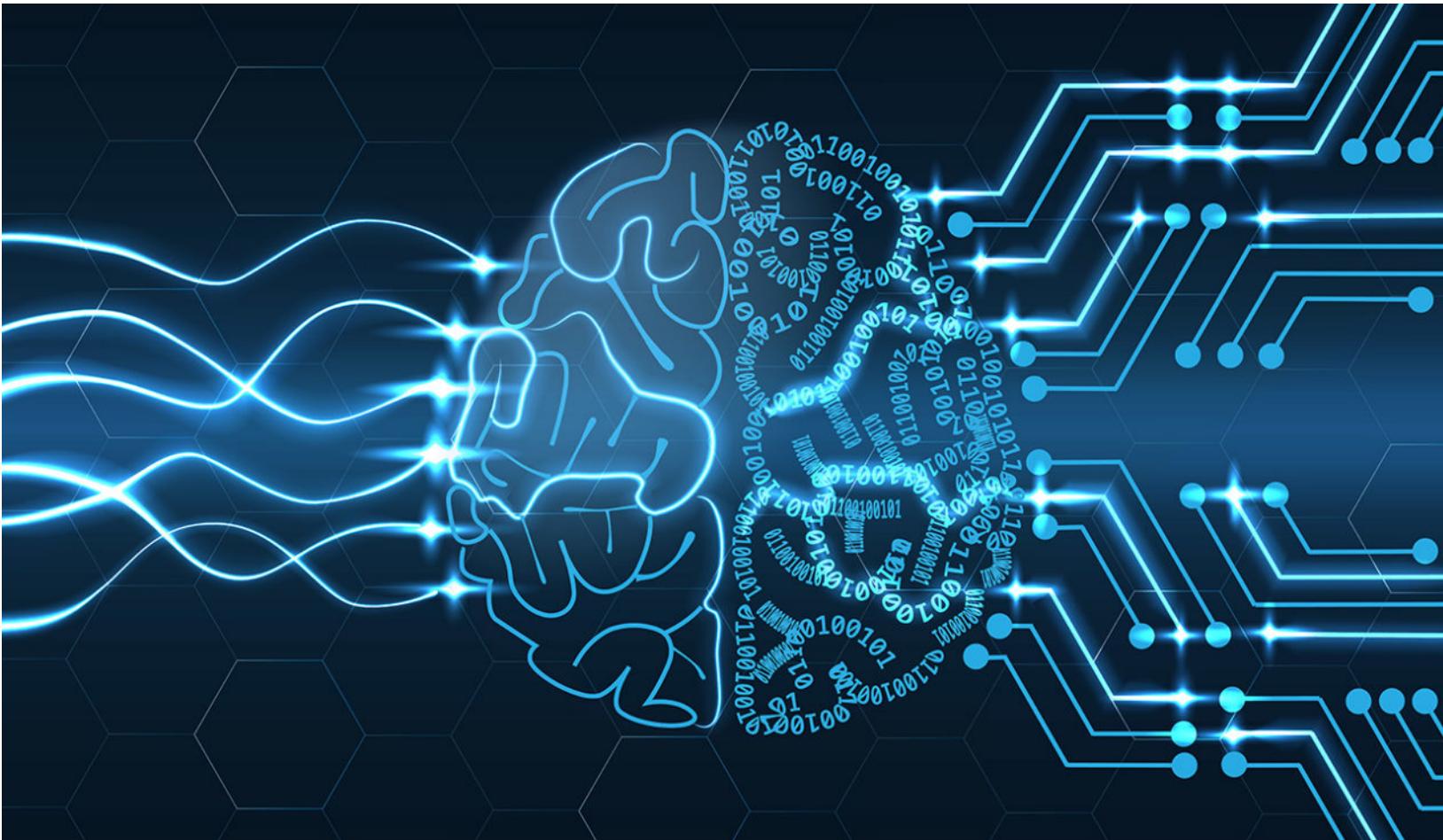
- Back to normal? How was it, though?
- Let me know when you have some special needs

Outline

1. digital revolution or hype?
2. about us
3. goals of this course

AI: A non-standard Introduction

The world has changed, hasn't it?



A symbolic image of artificial intelligence (HWZ)

An Era of Big Data + AI

Group Discussion

What makes a computer looking intelligent?

AI is a moving target with respect to ...

- human capabilities
- technological abilities

Transfer of Human Intelligence

from static machines to more flexible devices

- mimicking intelligent behavior
 - reading + seeing + hearing
 - speaking + writing + drawing
- a sense of contextual perception
- many degrees of freedom

Seeing like a Human?



An image segmentation with Facebook's Detectron2 (Wu et al. 2019)

Speaking like a Human?

Meena Conversation 4

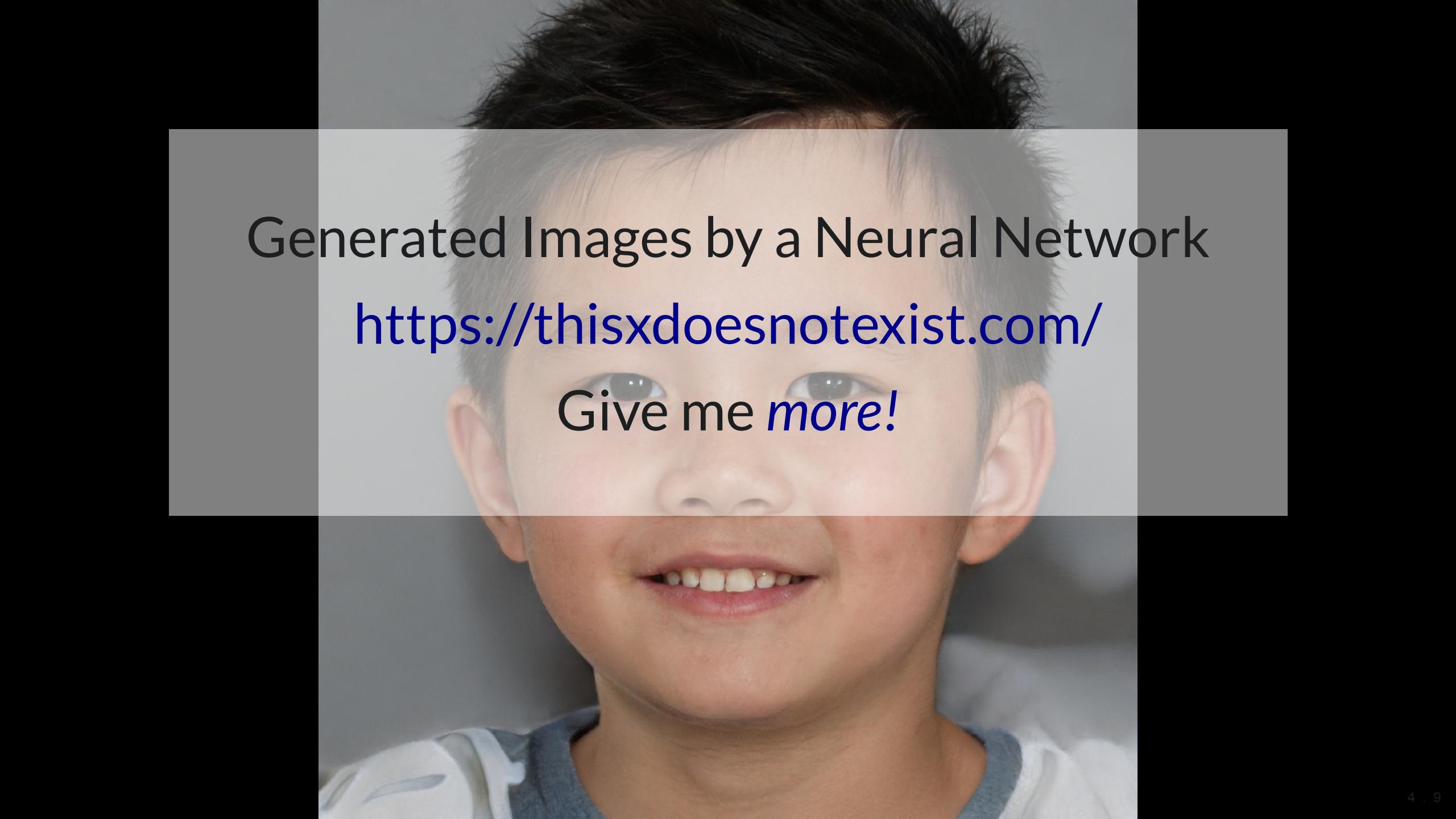
- Human:** *Hi!*
Meena: *Hey! How's it going?*
Human: *How's what going?*
Meena: *Pretty good. How's your day been?*
Human: *Excellent. I spent most of trying to learn to surf.*
Meena: *Sweet! What kind of surfing?*
Human: *The kind where I try to catch a wave and fail*
Meena: *Haha. Do you have a surfboard?*
Human: *I borrowed a friend's, to see if I like it. I'm still a beginner.*
Meena: *Ah. I'm sure you'll get the hang of it.*
Human: *Appreciate the vote of confidence :) Have you ever been surfing?*
Meena: *I have! It's actually a ton of fun.*
Human: *Did you find it hard at first?*
Meena: *A little bit, yes. But once I got the hang of it, it was really fun.*
Human: *That's good to know. Do you go surfing regularly?*
Meena: *Yup. I live in southern Arizona, so there's plenty of surfing to be had.*
-

Chatting with Google's Meena ([Adiwardana et al. 2020](#))



Not really, Arizona is not by the sea.

Beyond Perception and Unimodality



Generated Images by a Neural Network

<https://thisxdoesnotexist.com/>

Give me *more!*

Trend towards Multimodality



“a hedgehog using a calculator”



“a corgi wearing a red bowtie and a purple party hat”



“robots meditating in a vipassana retreat”



“a fall landscape with a small cottage next to a lake”



“a surrealist dream-like oil painting by salvador dalí of a cat playing checkers”



“a professional photo of a sunset behind the grand canyon”



“a high-quality oil painting of a psychedelic hamster dragon”



“an illustration of albert einstein wearing a superhero costume”

Breakthrough by combining language processing and image generation with GLIDE (Nichol et al. 2021)

Deepfakes? It is real!



“a man with red hair”



“a girl hugging a corgi on a pedestal”

Demos of *intelligent* Text Processing

Can you disenchant them?

- sentiment analysis
- question answering
- creating images from text
- text generation
- chat bot
- machine translation
- zero-shot classification
- image captioning

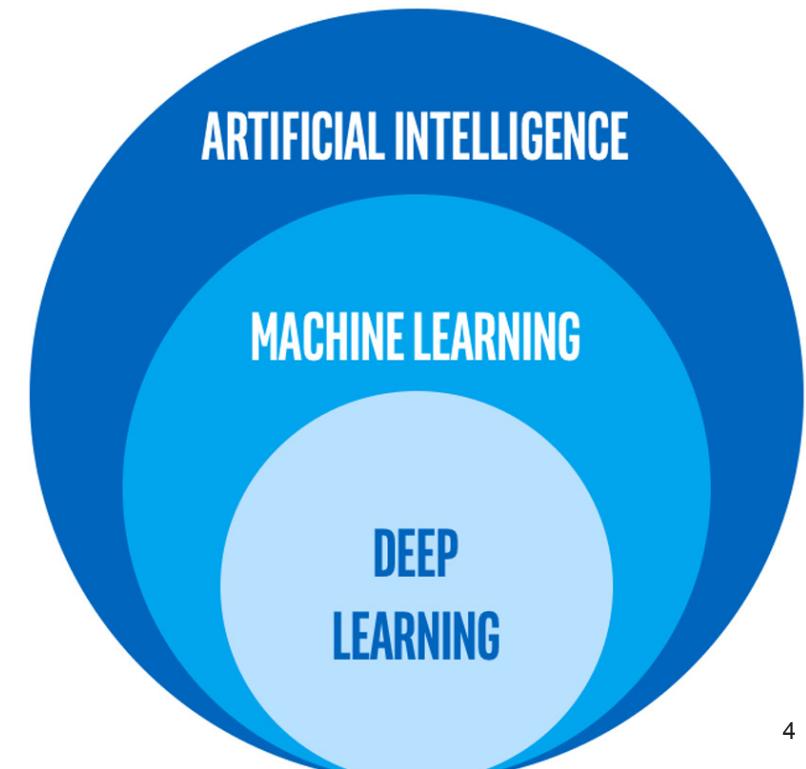
Artificial Intelligence

Subfields

- Natural Language Processing (NLP)
- Computer Vision (CV)
- Robotics

How does Computer Intelligence work?

- interchangeably (?) used concepts
Artificial Intelligence (AI), Machine Learning (ML), **Deep Learning** (DL)
- generalize **patterns** from lots of data
more recycling than genuine intelligence
theory agnostically
- supervised **training** is the most popular
pairs of input data and outcome



AI Hype in a Nutshell

```
AI = from humankind import solution
```

This is how current AI looks like

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Why this matters for Social Science

Computational Social Science

data-driven research

- **computational social science** (Lazer et al. 2009)
Digital Humanities, Computational History, Data Science
- **highly interdisciplinary**
- **early computational history already in 1960s** (Graham, Milligan, and Weingart 2015)

Group Discussion

What kind of data is there?

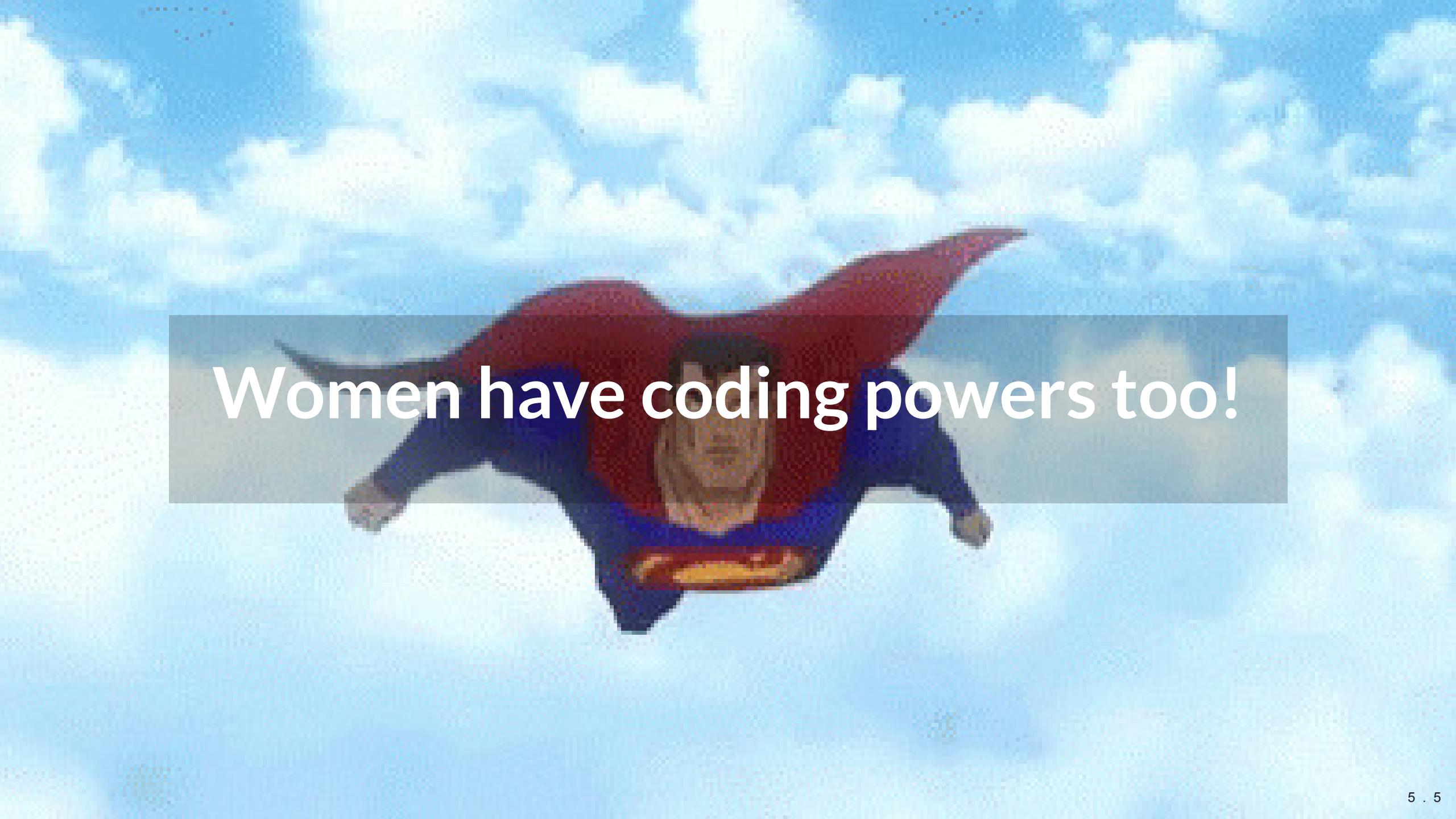
What data is relevant for social science?

- data as traces of social behaviour
 - tabular, text, image
- datafication
 - sensors of smartphone, digital communication
- much of human knowledge compiled as text

About the Mystery of Coding

coding is like...

- cooking with recipes
- superpowers

A woman with long dark hair is shown from the waist up, wearing a red and blue superhero-style costume with a gold belt. She is flying through a bright blue sky filled with white clouds. A large, semi-transparent rectangular box covers the bottom half of the image, containing the text.

Women have coding powers too!

Where the actual Revolution is

Coding is a **superpower** ...

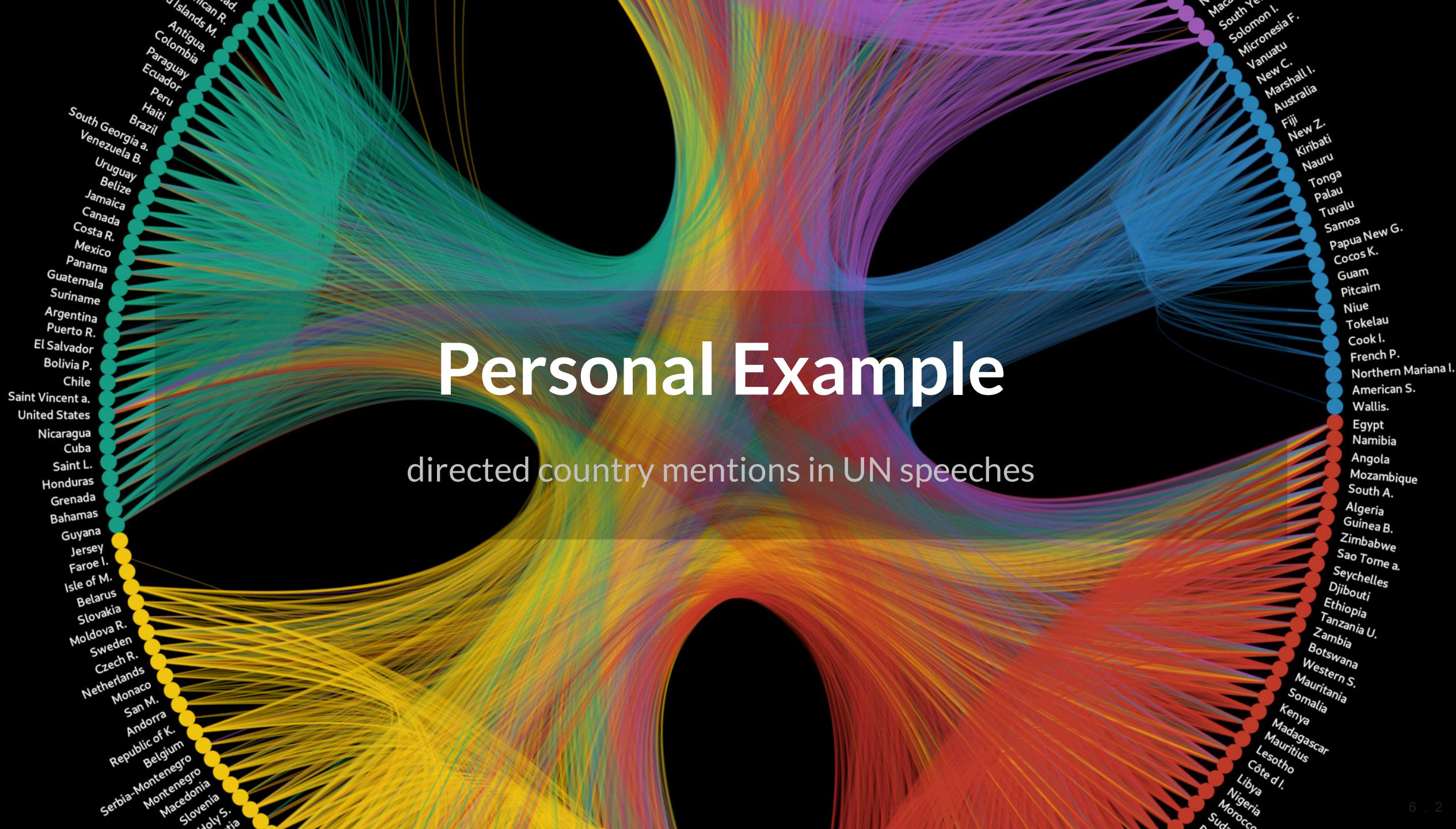
- flexible
- reusable
- reproducible
- inspectable
- collaborative

... to tackle complex problems on scale

About us

Personal Example

directed country mentions in UN speeches



Goals of this Course

What you learn

- computationally analyze, interpret, and visualize texts
command line + Python
- digital literacy + scholarship
- problem-solving capacity

Learnings from previous Courses

- too much content, too little **practice**
- programming can be overwhelming
- **learning by doing**, doing by **googling**

Levels of Proficiency

1. **awareness** of today's computational potential
2. **analyzing** existing datasets
3. **creating** + analyzing new datasets
4. applying advanced **machine learning**

What I teach

- computational **practises**
- **critical perspective** on technology
- lecture-style introductions
- hands-on coding sessions
- discussions + experiments in groups

Topics

techniques

- text processing
- extracting and aggregating information
- creating simple visualizations
- optical character recognition (OCR)
- scraping files

data

- using existing resources
- creating new resources



inputs are more than welcome!

Provisional Schedule

Date	Topic
03 March 2022	Introduction + Where is the digital revolution?
10 March 2022	Text as Data
17 March 2022	Setting up your Development Environment
24 March 2022	Introduction to the Command-line
31 March 2022	Basic NLP with Command-line
07 April 2022	Learning Regular Expressions
14 April 2022	Working with (your own) Data
21 April 2022	<i>no lecture (Osterpause)</i>
28 April 2022	Ethics and the Evolution of NLP
05 May 2022	Introduction to Python
12 May 2022	NLP with Python
19 May 2022	NLP with Python + Working Session
26 May 2022	<i>no lecture (Christi Himmelfahrt)</i>
02 June 2022	Mini-Project Presentations + Discussion

TL;DR



You will be tech-savvy...
...yet no programmer applying fancy machine learning

Requirements

- no technical skills required 
 - self-contained course
- laptop (macOS, Win10, Linux) 
 - update system
 - free up at least 15GB storage
 - backup files

Grading



- **3 exercises during semester**
no grades (pass/fail)
- **mini-project with presentation**
backup claims with numbers
work in teams
data of your interest
- **optional: writing a seminar paper**
in cooperation with Prof. Sophie Mützel

Organization

- seminar on Thursday from 2.15pm - 4.00pm
- course website **KED2022** with slides + information
- readings on **OLAT**
- communication on **OLAT Forum**
 - forum for everything except personal
 - subscribe to notifications
 - direct: alex.flueckiger@doz.unilu.ch

Who are you?

Please fill out this questionnaire





Questions?

Reading

Required

Lazer, David, Alex Pentland, Lada Adamic, Sinan Aral, Albert-László Barabási, Devon Brewer, Nicholas Christakis, Noshir Contractor, James Fowler, Myron Gutmann, Tony Jebara, Gary King, Michael Macy, Deb Roy, and Marshall Van Alstyne. 2009. "Computational Social Science." *Science* 323(5915):721-23.

(via OLAT)

Optional

Graham, Shawn, Ian Milligan, and Scott Weingart. 2015. *Exploring Big Historical Data: The Historian's Macroscope*. Open Draft Version. Under contract with Imperial College Press.

[online](#)

References

- Adiwardana, Daniel, Minh-Thang Luong, David R. So, Jamie Hall, Noah Fiedel, Romal Thoppilan, Zi Yang, et al. 2020. "Towards a Human-like Open-Domain Chatbot." February 27, 2020.
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<http://themacroscope.org>.
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