

The ABC of Computational Text Analysis

**#1 INTRODUCTION +
WHERE IS THE DIGITAL REVOLUTION?**

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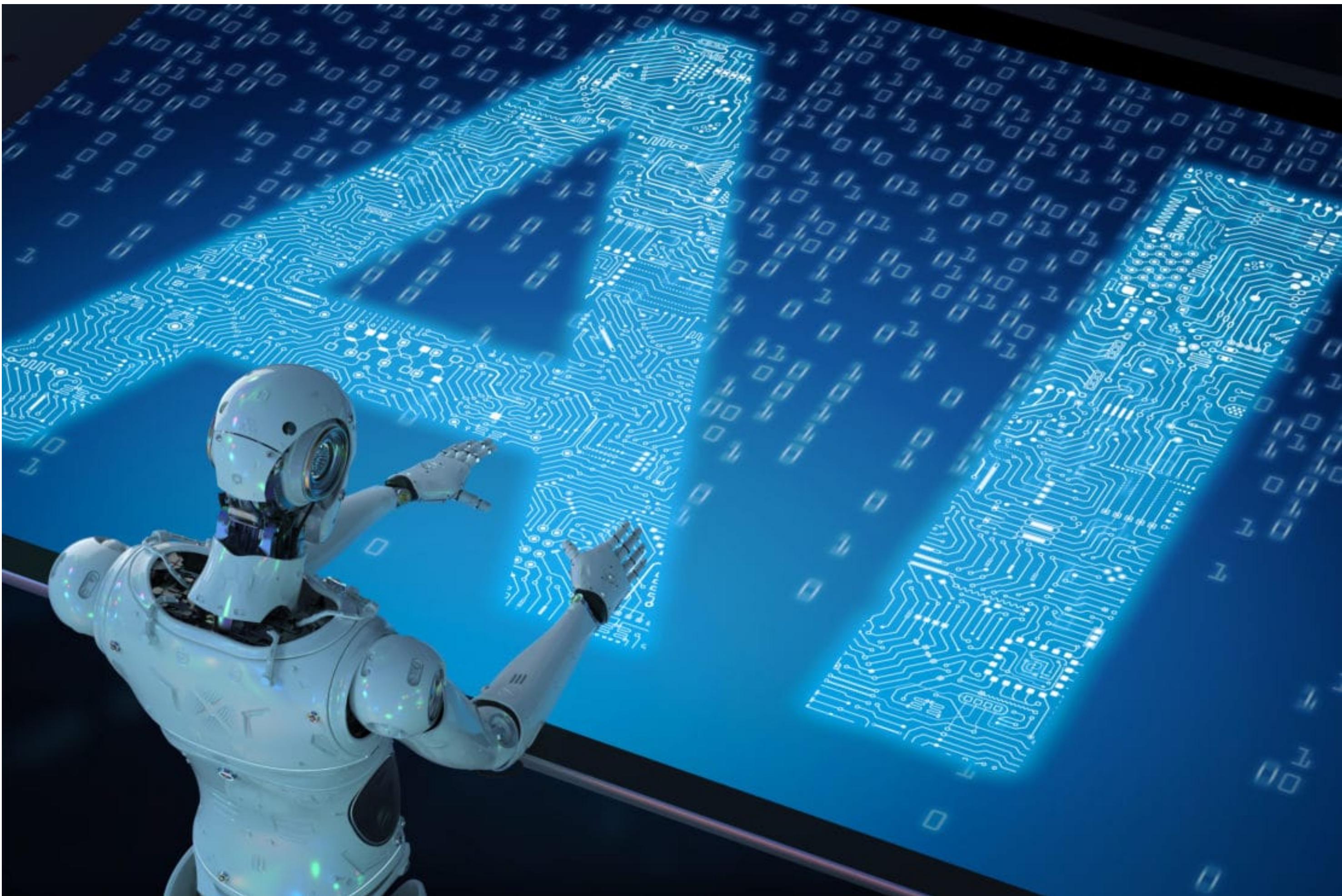
03 March 2023

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?



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?

Speech-to-Text (STT)

Recognizing speech regardless of language, accent, speed, noise etc.

Check out [samples](#) of Whisper (Radford et al. 2022)

Text-to-Speech Synthesis (TTS)

Personalizing voice given an audio sample of 3s

Check out [samples](#) of VALL-E (Wang et al. 2023)

Outsmarting Humans?

ChatGPT is amazing but ...

... it is also a stochastic parrot.



(Bender et al. 2021)

Can you disenchant ChatGPT?

Experiment with ChatGPT

- What works (surprisingly) well?
- Where does it fail?

Beyond Perception and Unimodality



Generated Images by a Neural
Network

<https://thisxdoesnotexist.com/>

Give me *more!*

Trend towards Multimodality



A storefront with 'Muse' written on it, in front of Matterhorn Zermatt.



A surreal painting of a robot making coffee.



A cake made of macarons in a unicorn shape.

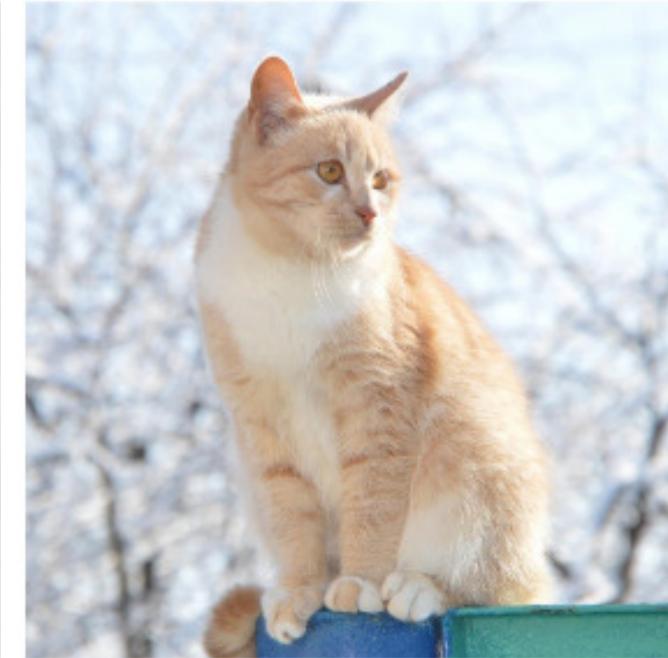


Three dogs celebrating Christmas with some champagne.

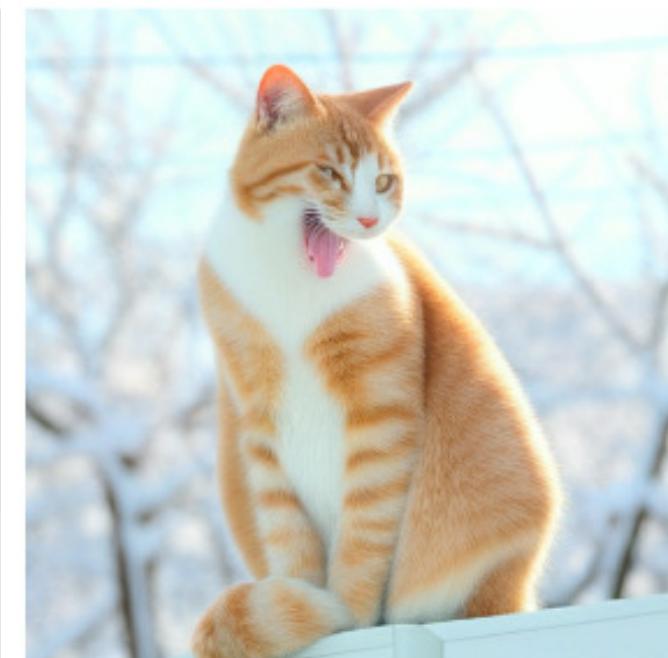
Breakthrough by combining language processing and image generation with Muse (Chang et al. 2023)

Deepfakes? It is real!

Input image



Editing output



A Shiba Inu

A dog holding
a football in its
mouth

A basket of oranges

A photo of a cat
yawning

A photo of a vase
of red roses

Editing pictures with Muse using natural language (Chang et al. 2023)

But videos are still real?

- Checkout this [demo trailer](#) for authentic dubbing.
- Use words and images to synthesize new videos with [Gen-1](#)



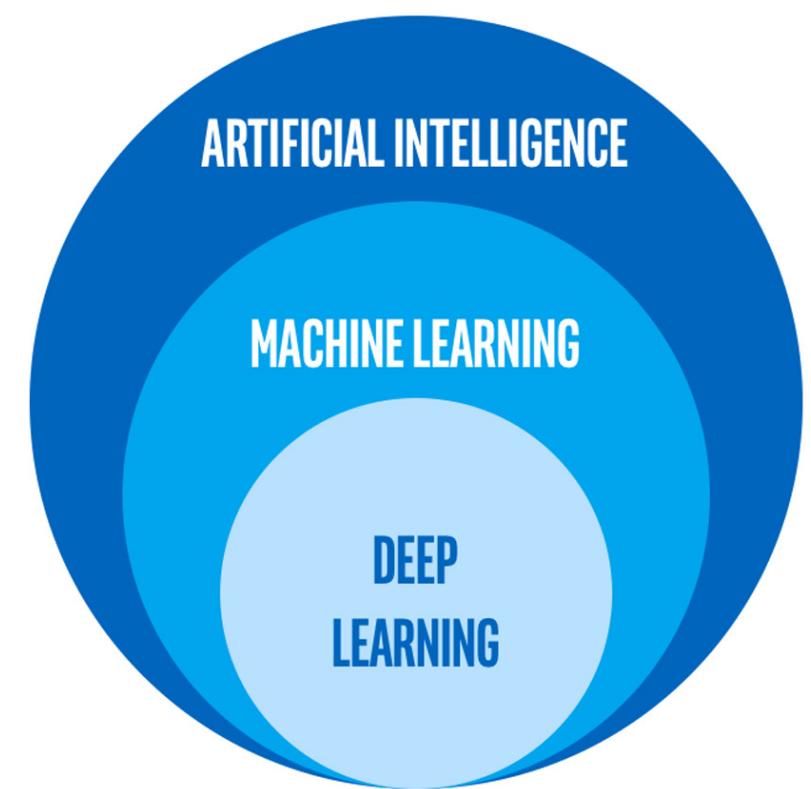
Artificial Intelligence

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)
- learn **patterns** from lots of data
more recycling than genuine intelligence
theory agnostically
- supervised **training** is the most popular
learn relation between input and output



AI Hype in a Nutshell

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

This is how current AI looks like

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



Women have coding
powers too!

Where the actual Revolution is

Coding is a **superpower** ...

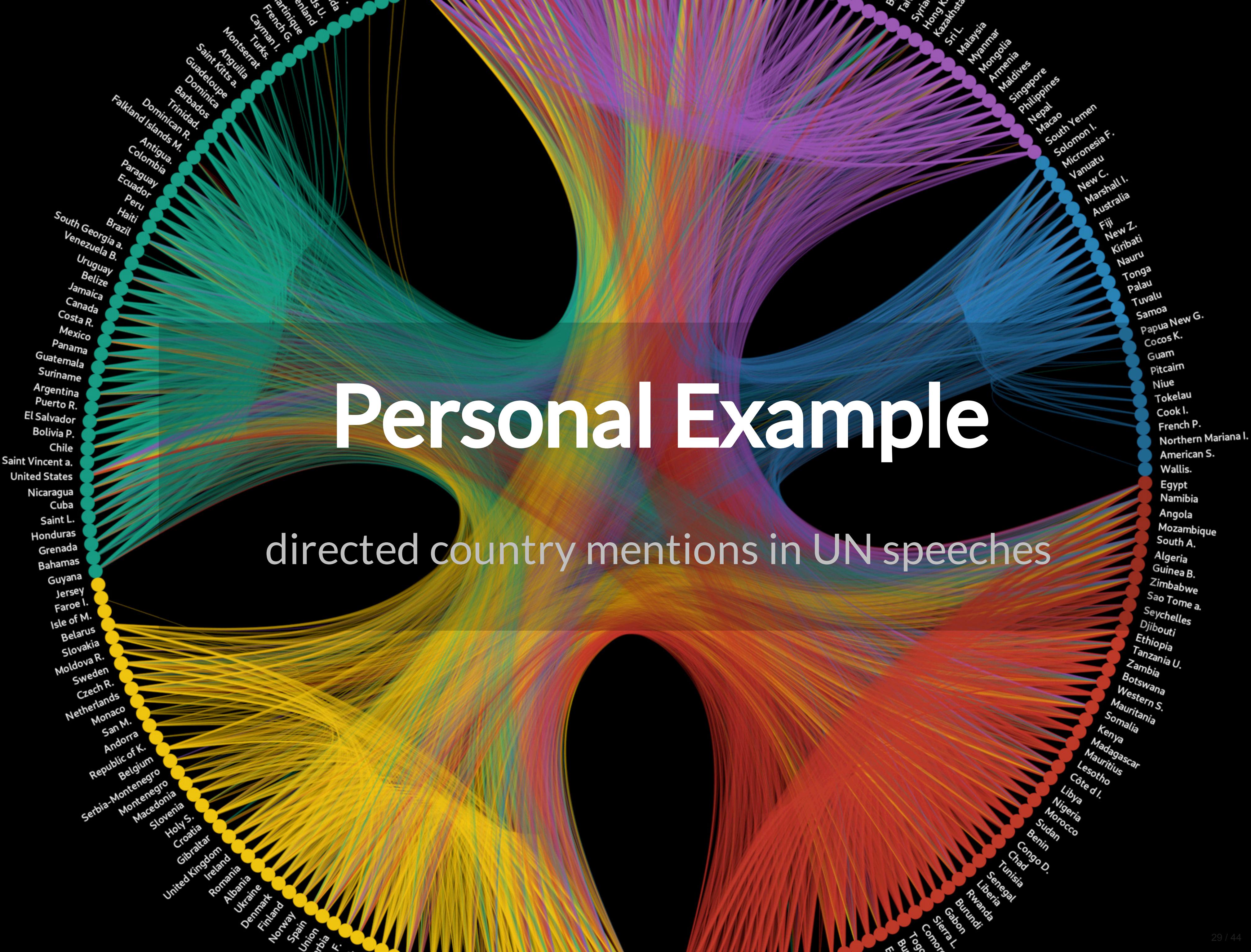
- flexible
- reusable
- reproducible
- inspectable
- collaborative

... 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 datasets
- creating new datasets



inputs are more than welcome!

Provisional Schedule

TODO

- There are two digital lectures via Zoom.

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 **KED2023** 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

- Bender, Emily M., Timnit Gebru, Angelina McMillan-Major, and Shmargaret Shmitchell. 2021. “On the Dangers of Stochastic Parrots: Can Language Models Be Too Big? .” In *Proceedings of the 2021 ACM Conference on Fairness, Accountability, and Transparency*, 610–23. Virtual Event Canada: ACM. <https://doi.org/10.1145/3442188.3445922>.
- Chang, Huiwen, Han Zhang, Jarred Barber, A. J. Maschinot, Jose Lezama, Lu Jiang, Ming-Hsuan Yang, et al. 2023. “Muse: Text-To-Image Generation via Masked Generative Transformers.” arXiv. <https://doi.org/10.48550/arXiv.2301.00704>.
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- Wu, Yuxin, Alexander Kirillov, Francisco Massa, Wan-Yen Lo, and Ross Girshick. 2019. *Detectron2*. Meta Research. <https://github.com/facebookresearch/detectron2>.