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# Today

## Bottom-up vs. top-down

## Basic string operations

## A cleaner BOW representation

## Better tokenization

## Stopword removal

## Stemming and lemmatization

ngrams

## The order of preprocessing steps

## How further?

## Bottom-up vs. top-down

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Automated content analysis can be either **bottom-up** (inductive, explorative, pattern recognition, ...) or **top-down** (deductive, based on a-priori developed rules, ...). Or in between.

# The ACA toolbox

	Methodological approach		
	Counting and Dictionary	Supervised Machine Learning	Unsupervised Machine Learning
Typical research interests and content features	visibility analysis	frames	frames
	sentiment analysis	topics	topics
	subjectivity analysis	gender bias	
Common statistical procedures	string comparisons	support vector machines	principal component analysis
	counting	naive Bayes	cluster analysis
			latent dirichlet allocation
			semantic network analysis

**deductive**

**inductive**

Boumans and Trilling, 2016

# Bottom-up vs. top-down

## Bottom-up

- Count most frequently occurring words
- Maybe better: Count combinations of words  $\Rightarrow$  Which words co-occur together?

We *don't* specify what to look for in advance

## Top-down

- Count frequencies of pre-defined words
- Maybe better: patterns instead of words

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# Bottom-up vs. top-down

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## A simple bottom-up approach

```
1 from collections import Counter
2
3 texts = ["I really really really love him, I do", "I hate him"]
4
5 for t in texts:
6     print(Counter(t.split()).most_common(3))
```

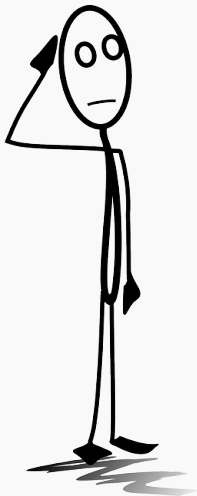
```
1 [('really', 3), ('I', 2), ('love', 1)]
2 [('I', 1), ('hate', 1), ('him', 1)]
```



## A simple top-down approach

```
1 texts = ["I really really really love him, I do", "I hate him"]
2 features = ['really', 'love', 'hate']
3
4 for t in texts:
5     print(f"\nAnalyzing '{t}':")
6     for f in features:
7         print(f"{f} occurs {t.count(f)} times")
```

```
1 Analyzing 'I really really really love him, I do':
2 really occurs 3 times
3 love occurs 1 times
4 hate occurs 0 times
5
6 Analyzing 'I hate him':
7 really occurs 0 times
8 love occurs 0 times
9 hate occurs 1 times
```



*When would you use which approach?*

## Some considerations

- Both can have a place in your workflow (e.g., bottom-up as first exploratory step)
- You have a clear theoretical expectation? Bottom-up makes little sense.
- But in any case: you need to transform your text into something “countable”.

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# Basic string operations

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1. string methods that every string has (`"hello".upper()`)
2. functions that take a string as input (`len("hello")`)
3. pandas column string methods  
(`df["somecolumn"].str.upper()`)
4. applying string methods or functions to a pandas column  
(`df["somecolumn"].apply(len)` or  
`df["somecolumn"].apply(lambda x: x.upper())`)

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# An example says more than 1000 words...

```
1 # probably read from text file(s) instead, you learned that already...
2 data = [ "I <b>really</b> liked this movie! It was great. ", " What
   ↪ an awful movie", "Awesome!!!" ]
3
4 data_stripped = [e.strip() for e in data]
5 data_lower = [e.lower() for e in data_stripped]
6 data_clean = [e.replace("<b>", "").replace("</b>", "") for e in
   ↪ data_lower]
7
8 # or, more efficient, in one single step:
9 data_clean2 = [e.strip().lower().replace("<b>", "").replace("</b>", "")
   ↪ for e in data]
```

## Two examples says even more:

```
1 from string import punctuation
2
3 # punctuation is just the string '!"#$%&\'()*+,-./:;<=>?@[\\]^_`{|}~'
4
5 text = "This is a test! Let's get rid (of) punct&"
6
7 # we make a list of each character in the text but only if it is not
8 # a punctuation sign. The, we join the elements of the list directly
9 # to each other without anything between it (""")
10 cleantext = "".join([c for c in text if c not in punctuation])
```

## Combine both

```
1 from string import punctuation
2
3 def strip_punctuation(text):
4     return "".join([c for c in text if c not in punctuation])
5
6 data_clean3 = [strip_punctuation(e).strip().lower()\
7     .replace("<b>", "").replace("</b>", "") for e in data]
```

# The toolbox at a glance

## Slicing

`mystring[2:5]` to get the characters with indices 2,3,4

## String methods

- `.lower()` returns lowercased string
- `.strip()` returns string without whitespace at beginning and end
- `.find("bla")` returns index of position of substring "bla" or -1 if not found
- `.replace("a","b")` returns string with "a" replaced by "b"
- `.count("bla")` counts how often substring "bla" occurs
- `.isdigit()` true if only numbers

Use tab completion for more!



# Basic string operations

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A cleaner BOW representation

## Room for improvement

**tokenization** How do we (best) split a sentence into tokens  
(terms, words)?

**pruning** How can we remove unnecessary words?

**lemmatization** How can we make sure that slight variations of the  
same word are not counted differently?

## OK, good enough, perfect?

### `.split()`

- space → new word
- no further processing whatsoever
- thus, only works well if we do a preprocessing ourselves (e.g., remove punctuation)

```
1 docs = ["This is a text", "I haven't seen John's derring-do. Second  
    sentence!"]  
2 tokens = [d.split() for d in docs]
```

```
1 [['This', 'is', 'a', 'text'], ['I', "haven't", 'seen', "John's", 'derring-do.', 'Second', '  
    sentence!']]
```

## OK, good enough, perfect?

### Tokenizers from the NLTK package

- multiple improved tokenizers that can be used instead of `.split()`
- e.g., Treebank tokenizer:
  - `split` standard contractions ("don't")
  - deals with punctuation
  - BUT: Assumes lists of *sentences*.
- Solution: Build an own (combined) tokenizer (next slide)!

# OK, good enough, perfect?

```
1 import nltk
2 import regex
3
4 class MyTokenizer:
5     def tokenize(self, text):
6         tokenizer = nltk.tokenize.TreebankWordTokenizer()
7         result = []
8         word = r"\p{letter}"
9         for sent in nltk.sent_tokenize(text):
10             tokens = tokenizer.tokenize(sent)
11             tokens = [t for t in tokens
12                       if regex.search(word, t)]
13             result += tokens
14         return result
15
16 mytokenizer = MyTokenizer()
17 tokens = [mytokenizer.tokenize(d) for d in docs]
```

```
1 [['This', 'is', 'a', 'text'], ['I', 'have', 'n't', 'seen', 'John', "'s", 'derring-do', 'Second',
    'sentence']]
```

# Stopword removal

## What are stopwords?

- Very frequent words with little inherent meaning
- the, a, he, she, ...
- context-dependent: if you are interested in gender, he and she are no stopwords.
- Many existing lists as basis

# Stopword removal: What and why?

## Why remove stopwords?

- If we want to identify key terms (e.g., by means of a word count), we are not interested in them
- If we want to calculate document similarity, it might be inflated
- If we want to make a word co-occurrence graph, irrelevant information will dominate the picture

# Stopword removal

```
1 from nltk.corpus import stopwords
2 mystopwords = stopwords.words("english")
3 mystopwords.extend(["test", "this"])
4
5 def tokenize_clean(s, stoplist):
6     cleantokens = []
7     for w in TreebankWordTokenizer().tokenize(s):
8         if w.lower() not in stoplist:
9             cleantokens.append(w)
10    return cleantokens
11
12 tokens = [tokenize_clean(d, mystopwords) for d in docs]
```

```
1 [['text'], ['n't', 'seen', 'John', 'derring-do.', 'Second', 'sentence', '!']]
```

**You can do more!**

For instance, in line 8, you could add an `or` statement to also exclude punctuation.



# Basic string operations

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Stemming and lemmatization

# NLP: What and why?

## Why do stemming?

- Because we do not want to distinguish between smoke, smoked, smoking, ...
- Typical preprocessing step (like stopwords removal)

## Stemming and lemmatization

- Stemming: reduce words to its stem by removing last part (drinking → drink)
- Lemmatization: find word that you would need to look up in a dictionary (drinking → drink, but also went → go)
- stemming is simpler than lemmatization
- lemmatization often better

Example below: tokenization and lemmatization with spacy in one go:

```
1 import spacy
2 nlp = spacy.load('en') # potentially you need to install the language
  model first
3 lemmatized_tokens = [[token.lemma_ for token in nlp(doc)] for doc in
  docs]
```

```
1 [['this', 'be', 'a', 'text'], ['-PRON-', 'have', 'not', 'see', 'John', "'s", 'derring', '-', 'do',
  ', ', '!', 'second', 'sentence', '!']]
```

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  ', .', 'second', 'sentence', '!']]
```

# Basic string operations

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ngrams

Instead of just looking at single words (unigrams), we can also use adjacent words (bigrams).

## ngrams

```
1 import nltk
2 texts = ['This is the first text text text first', 'And another text
    yeah yeah']
3 texts_bigrams = ["_".join(tup) for tup in nltk.ngrams(t.split(),2)] for
    t in texts]
4 print(texts_bigrams)
```

```
['This_is', 'is_the', 'the_first', 'first_text',
'text_text', 'text_text', 'text_first'],
['And_another', 'another_text', 'text_yeah',
'yeah_yeah']]
```

Typically, we would combine both. What do you think? Why is this useful? (and what may be drawbacks?)

# ngrams

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# Basic string operations

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The order of preprocessing steps

# Option 1

## Preprocessing only through Vectorizer

“Just use CountVectorizer or TfidfVectorizer with the appropriate options.”

- pro: No double work, efficient if your main goal is a sparse matrix (for ML?) anyway
- con: you cannot “see” the preprocessed texts

## Option 2

### Extensive preprocessing without Vectorizer

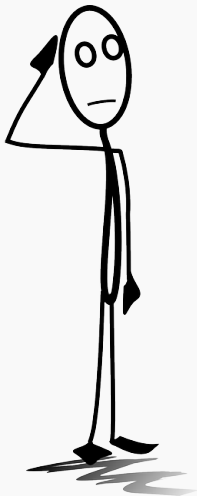
“Remove stopwords, punctuation etc. and store in a string with spaces”

```
1 cleaneddocs = [" ".join(re.findall(r"\w\w+", d)).lower() for d in docs]
2 cleaneddocswithoutstopwords = [" ".join([w for w in d.split() if w not
    in mystopwords]) for d in cleaneddocs]
```

```
1 ['this is text', 'haven seen john derring do second sentence']
2 ['text', 'seen john derring second sentence']
```

Yes, this list comprehension looks scary – you can make a more elaborate for loop instead

- pro: you can read (and store!) the preprocessed docs
- pro: even the most stupid vectorizer (or wordcloud tool) can split the resulting string later on
- con: potentially double work (for you *and* the computer)



*How would you do it?*

Sometimes, I go for Option 2 because

- I like to inspect a sample of the documents
- I can re-use the cleaned docs irrespective of the Vectorizer

But at other times, I opt of Option 1 instead because

- I want to systematically compare the effect of different choices in a machine learning pipeline (then I can simply vary the vectorizer instead of the data)
- I want to use techniques that are geared towards little or no preprocessing (deep learning)

# Basic string operations

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How further?

## Main takeaway

- It matters how you transform your text into numbers (“vectorization”).
- Preprocessing matters, be able to make informed choices.
- Keep this in mind when we will discuss Machine Learning!
- Once you vectorized your texts, you can do all kinds of calculations (random example: get the cosine similarity between two texts)

# More NLP

***n*-grams** Consider using *n*-grams instead of unigrams

**collocations** *n*grams that appear more frequently than expected

**POS-tagging** grammatical function (“part-of-speech”) of tokens

**NER** named entity recognition (persons, organizations,  
locations)



## More NLP

I **really** recommend looking into spacy (<https://spacy.io>) for advanced natural language processing, such as part-of-speech-tagging and named entity recognition.

Test on a single string, then make a for loop or list comprehension!

32

## General approach

Test on a single string, then make a for loop or list comprehension!

### Own functions

If it gets more complex, you can write your own function and then use it in the list comprehension:

```
1 def mycleanup(t):  
2     # do sth with string t here, create new string t2  
3     return t2  
4  
5 results = [mycleanup(t) for t in allmytexts]
```

If you select column with strings from a pandas dataframe, pandas offers a collection of string methods (via `.str.`) that largely mirror standard Python string methods:

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## To pandas or not to pandas for text?

Not-too-large dataset with a lot of extra columns? Advanced statistical analysis planned? Sounds like pandas.

33