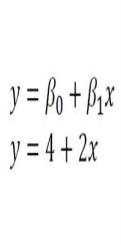


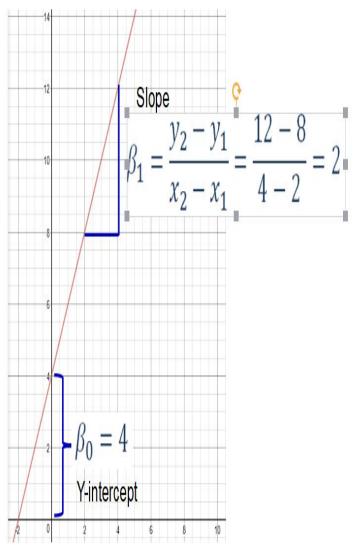
# Question?

# Linear Equation Example

We've learned how to model with a numeric response variable

BUT, WHAT IF
THE RESPONSE
VARIABLE (Y) 15
NOT NUMERIC?





# Outline:

- Overview of Categorical Responses
- Case Study: Predicting personalities (binary)



## Categorical Data & Reponses

What is a categorical response?

Response data that is measured by categories instead of continuously.

Also called: Qualitative (vs. Quantitative),

#### Qualitative:

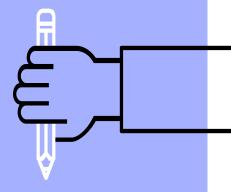
- Color of a sample
- Texture of a surface
- Aroma of a reaction



#### Quantitative:

Mass of a sample Length of a piece of wire

Molecules in a mole





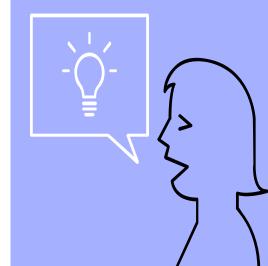
# Types of Categorical Responses

#### Binary: 1 or 0



The response variable is one of two things.

- Smoker or Non-smoker
- Netflix Thumbs up or Thumbs down
- People who dance in front of the mirror or people who don't dance in front of the mirror



# BIG CONCEPT

- ➤ If a variable is not binary, it is Polytomous *Polytomous (more than 1 outcome)*
- Type of Polytomous: Categorical Responses

Ordinal: On an ordered spectrum

Multiple Categories that can be ordered.

**EXAMPLES:** 

E.g. How much do you like Dr. Ath's class?

(1 - 4)

- 1. It's pretty good
- 2. I love it!
- 3. Would leave my spouse to take it
- 4. Even better than Game of Thrones

Interval: numerical distance between data points

# Types of Categorical Responses: Nominal

Nominal categorical responses have no order (unlike ordinal)

#### **Worst Television Show?**

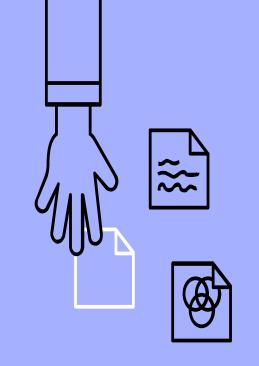
iZombie, Santa Clarita Diet, Ironfist

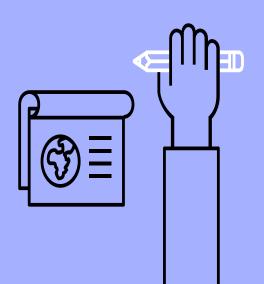
### Who is your favorite singer?

Taylor Swift, The Biebs, Beyonce, Shakira, Robert Nakano

#### **Favorite Dessert?**

Tiramisu, Chocolate Souffle, Beef jerky, Froyo!

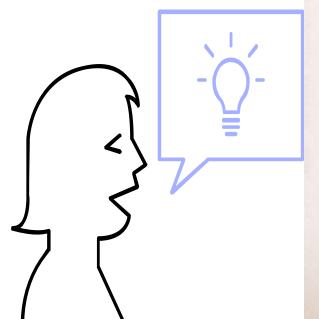


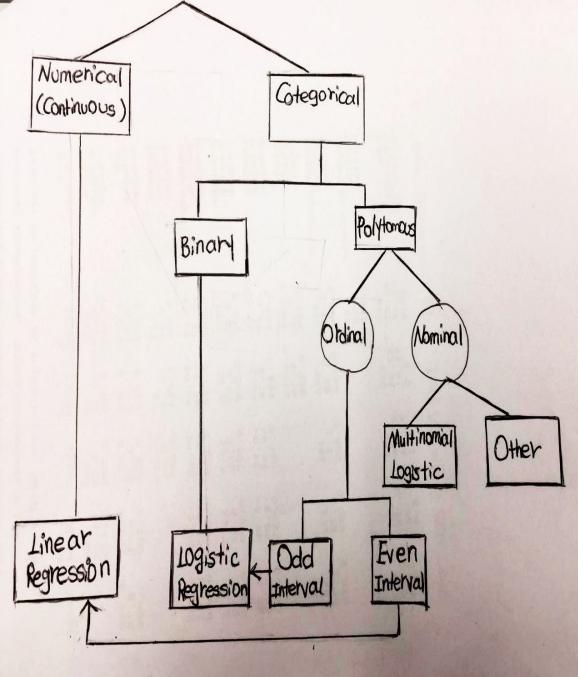


# HOW DO YOU PREDICT A CATEGORICAL RESPONSE?



Linear or Logistic Regression Model?





#### WHY LOGISTIC REGRESSION IS NEEDED?

- 1. The residuals cannot be normally distributed (as the OLS model assumes), since they can only take on one of several values for each combination of level of the Independent Variables
- 2. The OLS model makes nonsensical predictions, since the DV is not continuous - e.g., it may predict that someone does something more than 'all the time'. Something like 1.3 doesn't make sense in a binary response.
- 3. For nominal DVs, the coding is completely arbitrary.

For Ordinal Data, a linear regression may make sense if they are evenly spaced.

# How to predict a categorical response?

In statistics, logistic regression, or logit regression, or logit model[1] is a regression model where the dependent variable (DV) is categorical.

# Assumptions for Logistic Regressions

#### **Don't Need**

Doesn't need to be linear



Distribution doesn't need to be normal



#### Do Need:

Binary or ordinal data



No multicollinearity in variables



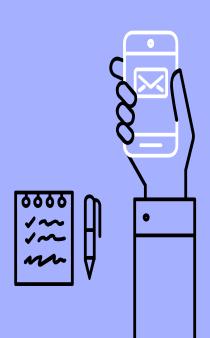
Independent observations (no matched data)



Independent variables need to be linearly related to the log odds

Large sample size





# Logistic Regression Formula:

$$p = \frac{1}{1 + e^{-y}}$$

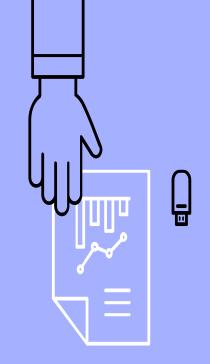
The Sigmoid Function

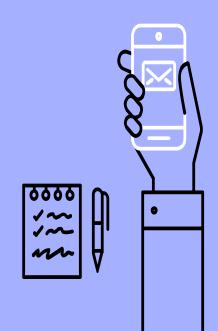
$$\ln\left(\frac{p}{1-p}\right) = b_0 + b_1 \bullet x$$

Logistic Regression Formula

## **Binary**

A binary logistic model is used to estimate the probability of a binary response based on one or more predictor (or independent) variables (features).



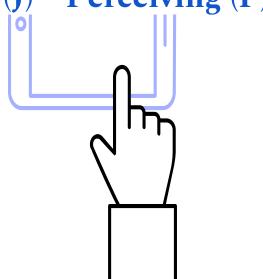


# Case Study: Using forum posts to predict a person's personality

#### **WHAT IS MBTI?**

The Myers Briggs Type Indicator (MBTI) is a personality classification system that divides individuals into 16 distinct personality types across 4 axis:

- · Introversion (I) Extroversion (E)
- · Intuition (N) Sensing (S)
- Thinking (T) Feeling (F)
- · Judging (J) Perceiving (P)



# 16 e









ISFJ Protector

INFJ Counselor

INTJ Mastermind









ISTP Crafter

ISFP Composer

INFP Healer

INTP Architect









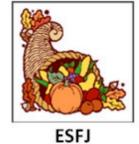
ESTP Promoter

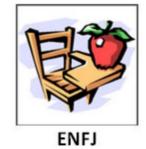
ESFP Performer

ENFP Champion

ENTP Inventor









**ESTJ** Supervisor

Provider

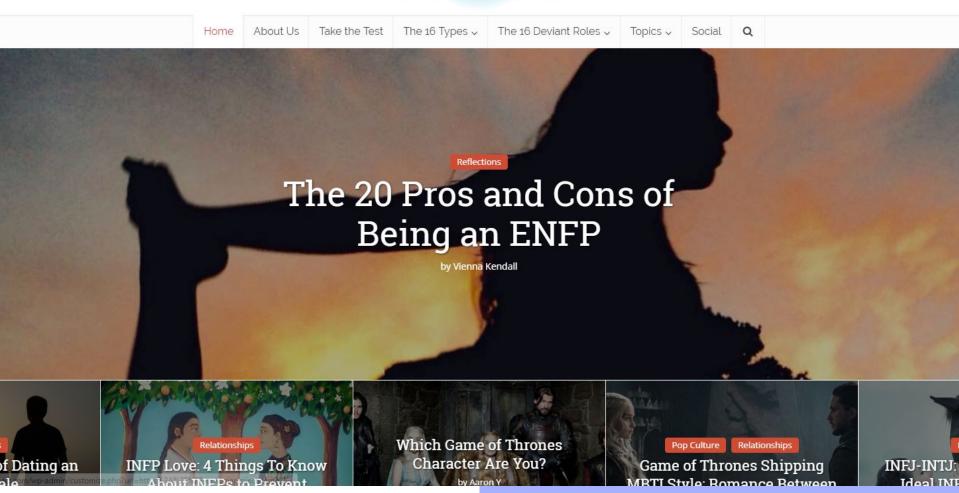
Teacher

Fieldmarshal

# voutopiaproject.com

# youtopia

a personality magazine



## First axis IVS. E

Introverted

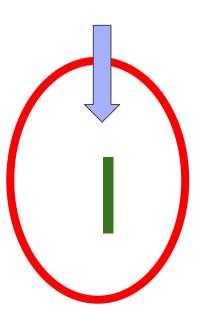
V.5 Extroverted





# First Indicator I VS. E

binary variable

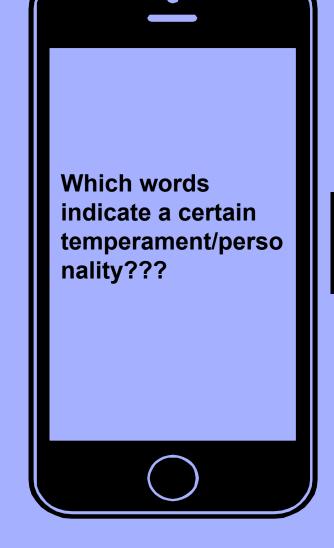


NFP

Do using certain words indicate

Introverted/Extrovertedness?





## **MBTI** Dataset

#### https://www.kaggle.com/datasnaek/mbti-type/data

Previ	iew (first 100 rows) Column Metadata Column Metrics	×
type	posts	
INFJ	'http://www.youtube.com/watch?v=qsXHcwe3krw   http://41.media.tumblr.com/tumblr_lfouy03Pl has been the most life-changing experience in your life?   http://www.youtube.com/watch?v=vXZcommitting suicide the next day. Rest in peace- http://vimeo.com/22842206   Hello ENFJ7. Sorry http://wallpaperpassion.com/upload/23700/friendship-boy-and-girl-wallpaper.jpg http://assets.c450-338.jpg Game. Set. Match.  Prozac, wellbrutin, at least thirty minutes of moving your legs (ar each type (or whichever types you want to do) would more than likely use, given each types' cognit completely promoting the death of any given Sim  Dear ENFP: What were your favorite video ga everyone.   Wait I thought confidence was a good thing.  I  just cherish the time of solitude b/c in complimentary personality,well, hey.   when your main social outlet is xbox live conversations and because this thread requires it of me.   Get high in backyard, roast and eat marshmellows in backy v=4V2uYORhQOk   http://www.youtube.com/watch?v=SIVmgFQQ0TI   Banned for too many b's pressure.   Banned for a whole host of reasons!  http://www.youtube.com/watch?v=IRcrv41hgz4   pokemon world an infj society everyone becomes an optimist  149142  http://www.youtube.com/version/d/dd/Ditto.gif  http://www.serebii.net/potw-dp/Scizor.jpg  Not all artists are artists becalike herself.:proud:  Banned for taking all the room under my bed. Ya gotta learn to share with the http://www.youtube.com/watch?v=dcCRUPCdB1w   I failed a public speaking class a few years ag INTJ by the way. http://www.youtube.com/watch?v=dcCRUPCdB1w   I failed a public speaking class a few years ag INTJ by the way. http://www.youtube.com/watch?v=dcCRUPCdB1w  I  failed a public speaking class a few years ag INTJ by the way. http://www.youtube.com/watch?v=hGKLI-GEc6M   Move to the Denver area and	eYwwRDw8 http:// to hear of your dist dornob.com/wp-cond I don't mean mon tive functions and warmes growing up and revel within my inner d even then you ver ward while conversing in that sentence. He [1] Two baby deer of watch?v=ZRCEq_JF ause they draw. It's e roaches.   http://w go and I've sort of le
ENTP	'I'm finding the lack of me in these posts very alarming.   Sex can be boring if it's in the same posit theory.   Hello *ENTP Grin* That's all it takes. Than we converse and they do most of the flirting what tests are funny. I score 140s or higher. Now, like the former responses of this thread I will mention to liking your ideas/thoughts. You know you're an ENTP when you   http://img188.imageshack.us/iman has special knowledge and special powers like my own, it rather encourages him to seek a conventions and rarely Si. I also use Ni due to me strength  You know though. That was ingenious. It is the best. It makes me lol. You guys are lucky: D I'm really high up on the tumbler system.  So did in  No; The way he connected things was very Ne. Ne dominates are just as aware of their environded minate 7w8. 7s and 8s both like to be noticed. 4's like to be known (not the same  ;D I'll upload singer. I love the beat it makes me bounce.   drop.io v1swck0:D Mic really close to my mouth and shooks he's an ESTJ. As I said. The movie looked good except for it being called sherlock holmes.   liking it. The guy I kissed didn't know me. It was one of those   Sounds pretty much like my area impression that you were female. I never looked at your boxy. Okay, I help out my gay friends all the	hile I acknowledge that I don't believe ing188/6422/6020 mplex  cheshireventer saying it I reayou hear about that onments as Se domed the same clip with smokin aces; assassattp://i817.photobuand what I'm going

Do using certain words indicate a certain temperament?

### **Procedure**

- 1. Clean data
  - Create a column for I vs. E (binary)
- 2. Tokenize/vectorize dataset (bag of words)
  - Count words & create giant matrix
- 3. Run a logistic regression
- 4. Summarize data

#### 

```
In [70]:
           1 #import libraries
           2 import numpy as np
           3 import pandas as pd
           4 import sklearn
           6 from sklearn import preprocessing
             from sklearn.feature extraction.text import CountVectorizer
           9
          10 import matplotlib.pyplot as plt
          11 plt.rc("font", size=14)
          12 from sklearn.linear model import LogisticRegression
          13 from sklearn.cross_validation import train_test_split
          14 import seaborn as sns
          15 sns.set(style="white")
          16 sns.set(style="whitegrid", color codes=True)
          17
          18 import statsmodels.api as sm
          19
```

2 data= pd.read csv(r'C:\Users\Robert\Desktop\mbti 1.csv')

In [71]:

1 #import dataset

# **Our Data**

4 5 data.head()

#### Out[73]:

	type	posts	extroverted
0	INFJ	'http://www.youtube.com/watch?v=qsXHcwe3krw	1
1	ENTP	'I'm finding the lack of me in these posts ver	E
2	INTP	'Good one https://www.youtube.com/wat	1
3	INTJ	'Dear INTP, I enjoyed our conversation the o	1
4	ENTJ	'You're fired.   That's another silly misconce	E

#### In [74]:

1 #how many is I vs. E in dataset?
2 data.describe()

#### Out[74]:

extrover	posts	type	
8	8675	8675	count
	8675	16	unique
	Afterburner your reasoning is EPIC!   Patriot	INFP	top
6	1	1832	freq

```
In [75]: 1 #breakdown of types in survery
2 type_data = data.groupby('type')
3 type_data.describe()
```

extroverted

#### Out[75]:

					A103 1915 200			
	count	unique	top	freq	count	unique	top	freq
type								
ENFJ	190	1	E	190	190	190	'There are some really awesome ENFJ facebook g	
ENFP	675	1	E	675	675	675	'What do you mean? What's changed? I feel a	1
ENTJ	231	1	E	231	231	231	'Usually when I am in a group consisting large	1
ENTP	685	1	E	685	685	685	Haven't had time to think.   Oh, christ. Now I	1
ESFJ	42	1	E	42	42	42	Entj   Esfp   Entp   Esfj   Estp   Infp   Intj	1
ESFP	48	1	E	48	48	48	'Good job! William I am!!!   Yes to both. Sel	1
ESTJ	39	1	E	39	39	39	hitler was what he was,and i am estj or esfj	1
ESTP	89	1	E	89	89	89	'Class clown. I made a joke out of everything	1
INFJ	1470	1	1	1470	1470	1470	'desperately wish there was a moment every day	1
INFP	1832	1	1	1832	1832	1832	'I can say if I was winked at I would be throw	1
INTJ	1091	1	1	1091	1091	1091	'Afterburner your reasoning is EPIC!   Patriot	1
INTP	1304	1	1	1304	1304	1304	'I totally analyzed you a figured out who you	1
ISFJ	166	1	1	166	166	166	I would say Gayle is an INFP 4w5 so/sx, a very	1
ISFP	271	1	1	271	271	271	'I was with an ENFJ, and this is extremely acc	1
ISTJ	205	1	1	205	205	205	'http://www.youtube.com/watch?v=EOgfZHxTgts	1
ISTP	337	1	1	337	337	337	'Lol. But hey, men can be gorgeous too.   Nope	. 1

posts

# Make Binary Column

```
In [76]:
              1 data['extroverted'].replace(['I','E'],['0','1'],inplace=Tr
                data.head()
Out[76]:
                                                           posts extroverted
                type
                     "http://www.youtube.com/watch?v=gsXHcwe3krw|||...
               ENTP
                           'I'm finding the lack of me in these posts ver...
              INTP
                        'Good one _____ https://www.youtube.com/wat...
               INTJ
                           'Dear INTP, I enjoyed our conversation the o ...
            4 ENTJ
                            'You're fired. | That's another silly misconce...
              1 data.dtypes
In [77]:
                            object
Out[77]:
           type
           posts
                           object
           extroverted
                            object
           dtype: object
In [78]:
              1 data['extroverted'] = data['extroverted'].astype('int')
In [79]:
              1 data.dtypes
Out[79]:
           type
                            object
                            object
           posts
           extroverted
                             int32
           dtype: object
```

# **Create Stopwords**

```
1 data['extroverted'] = data['extroverted'].astype('int')
     1 data.dtypes
]: type
                  object
                  object
   posts
   extroverted
                  int32
   dtype: object
     1 from sklearn.feature_extraction import text
     2 stop_words = text.ENGLISH_STOP_WORDS.union(['http', 'isfj', 'infp', 'intj', 'https', 'com', 'youtube', 'enfp', 'entp',
                                                     'infj', 'infp', 'intj', 'intp',
         'intp', 'istj', 'istp', '00', 'enfps', 'entps', 'infjs', 'enfjs', 'estps',
                                                     'entj', 'esfjs', 'existence', 'infps', 'enfj', 'entjs', 'intps',
         '000',
         '01',
```

# Count Vectorizer

```
#create our count vectorizer
count_vectorizer = CountVectorizer(analyzer='word', min_df=1, stop_words = stop_words, lowercase=True,max_features=1000
#Transform the list of strings
transform = count_vectorizer.fit_transform(data.posts).toarray()
```

```
1 transform
In [95]:
Out[95]: array([[0, 0, 0, ..., 0, 0, 0],
                [0, 1, 0, ..., 0, 0, 0],
                [2, 1, 2, ..., 0, 0, 0],
                [0, 0, 0, ..., 0, 0, 1],
                [0, 2, 0, ..., 0, 0, 0],
                [0, 1, 0, ..., 1, 0, 0]], dtype=int64)
In [96]:
           1 transform.shape
Out[96]: (8675, 1000)
```

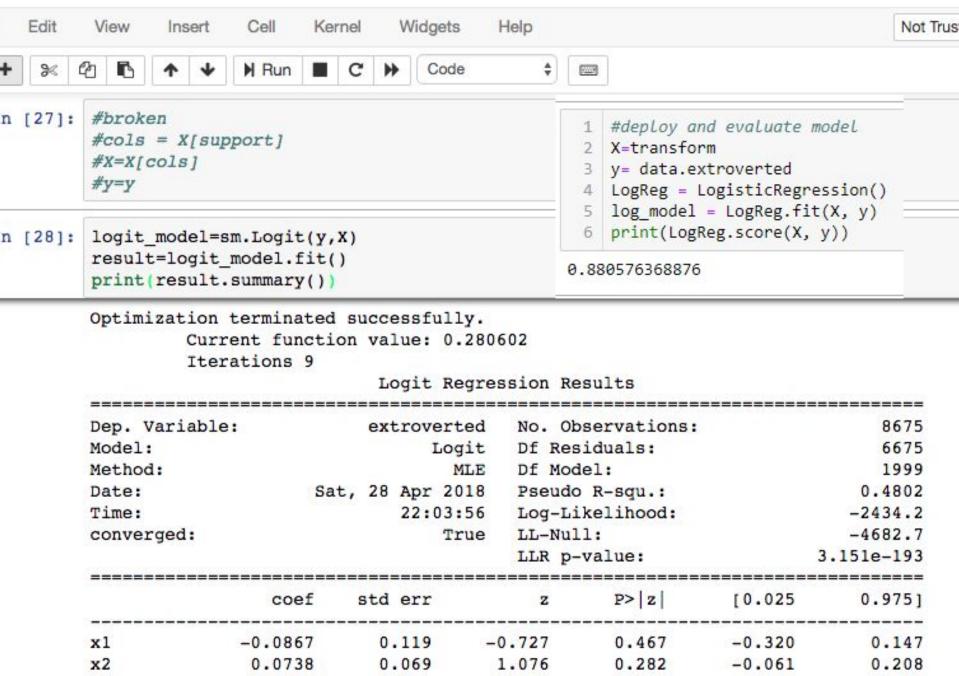
# Initial Logistic Regression

```
n [98]:
          1 #deploy and evaluate model
          2 X=transform
          3 y= data.extroverted
          4 LogReg = LogisticRegression()
          5 log model = LogReg.fit(X, y)
          6 print(LogReg.score(X, y))
        0.831469740634
n [99]:
          1 y_pred = LogReg.predict(X)
          2 from sklearn.metrics import classification report
          3 #print(classification report(y, y pred))
          4 y pred
ut[99]: array([0, 1, 0, ..., 0, 0, 0])
          1 #predict probability
[100]:
          2 LogReg.predict proba(X)
t[100]: array([[ 0.98611172, 0.01388828],
               [ 0.24652963, 0.75347037],
               [ 0.9876008 , 0.0123992 ],
               [ 0.79772296, 0.20227704],
              [ 0.58838976, 0.41161024],
               [ 0.91377169, 0.08622831]])
          1 # Check trained model intercept
[101]:
          2 print("Intercept is ", log model.intercept )
          4 # Check trained model coefficients
          5 print("Coefficients are", log model.coef )
       Intercept is [-0.87775154]
        Coefficients are [[ -5.28997687e-02 2.86176034e-02
                                                              3.36041054e-02 -2.36611411e-02
           1.00055925e-02 -1.36921426e-01 2.17613577e-02 -1.52126704e-02
           2.30634796e-01 4.47117324e-02 -4.68193753e-05 -2.16254118e-03
           5.37954702e-02 1.87829004e-02 -2.01270984e-01 -8.77103720e-03
           1.06312899e-01 -1.03347004e-02 -4.69906221e-02 3.34363028e-02
           9.54529808e-02 -6.75883567e-02 8.91682435e-02 -4.90272948e-02
            3.02870909e-02 -1.30802291e-01 -3.02986439e-01
                                                             1.20644477e-01
```

## r 510 MBTI dataset-1000 words (autosaved)

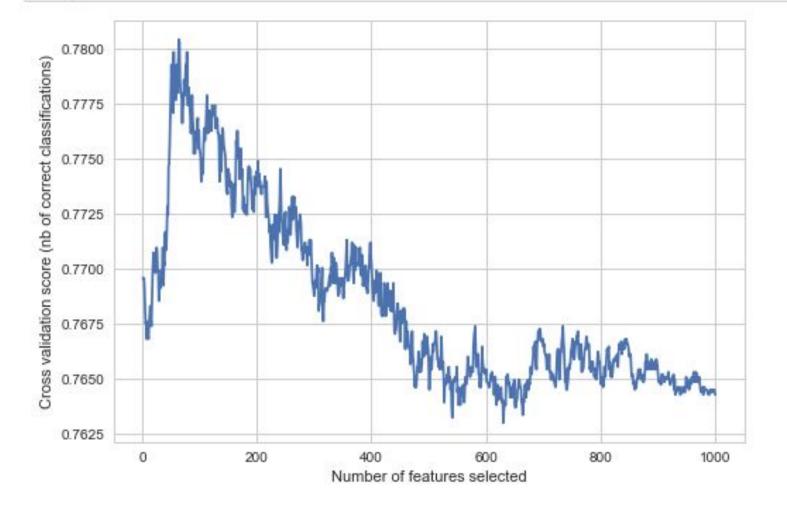
View	Insert	Cell K	ernel Widgets	s Help			Not Trus
ð <b>6</b>	<b>1</b>	N Run	Cod	e ‡			
result	=logit_	m.Logit(y model.fit summary()	()				
Optimi	Curr		d successful ion value: 0 Logit R		esults		
Dep. V	ariable	:	extrover	ted No. Oh	servations:		8675
Model:			Lo	git Df Res	iduals:		7675
Method	l :			MLE Df Mod	lel:		999
Date:		S	at, 28 Apr 2	018 Pseudo	R-squ.:		0.2944
Time:			20:58		kelihood:		-3304.0
conver	ged:		T	rue LL-Nul	LL-Null:		-4682.7
				LLR p-	value:		2.568e-164
		coef	std err	z	P>   z		0.975]
x1		-0.0607	0.081	-0.748	0.454	-0.220	0.098
x2		0.0304	0.048	0.638	0.523	-0.063	0.124
<b>x</b> 3		0.0349	0.057	0.618	0.537	-0.076	0.146
x4		-0.0314	0.090	-0.349	0.727	-0.208	0.145
x4		-0.0314	0.090	-0.349	0.727	-0.208	0.145

## upyter 510 MBTI dataset- 2000 (autosaved)



# Which words indicate a certain temperament/personality???

# Using Recursive Feature Selection with Cross Validation



# Using RFECV (Recursive Feature Elimination Cross Validation) 1000 Words

INTILIDEI OFFERENCE SCIENTER

```
In [69]:
           1 logit model=sm.Logit(y,rfecv.transform(X))
           2 result=logit model.fit()
           3 print(result.summary())
         Optimization terminated successfully.
                 Current function value: 0.506609
                 Iterations 6
                                   Logit Regression Results
         Dep. Variable:
                                  extroverted
                                               No. Observations:
                                                                                8675
         Model:
                                        Logit Df Residuals:
                                                                                8613
         Method:
                                         MLE Df Model:
                                                                                  61
                             Mon, 30 Apr 2018 Pseudo R-squ.:
         Date:
                                                                             0.06148
         Time:
                                     00:00:06 Log-Likelihood:
                                                                             -4394.8
                                         True LL-Null:
         converged:
                                                                             -4682.7
                                               LLR p-value:
                                                                           7.438e-85
                                                        P> z
                                                                   [0.025
                                 std err
                                                                              0.9751
                         coef
                                                 Z
                                  0.028
                                           -1.546
                                                        0.122
                                                                   -0.097
                                                                              0.011
         x1
                      -0.0428
         x2
                      -0.0484
                                   0.024 -1.979
                                                        0.048
                                                                   -0.096
                                                                              -0.000
                                   0.023 1.388
                                                        0.165
                                                                  -0.013
                                                                               0.076
         x3
                       0.0314
         x4
                      -0.0451
                                   0.028
                                             -1.637
                                                        0.102
                                                                   -0.099
                                                                               0.009
```

## RFECV scores and feature names

```
In [120]:
            1 support = rfecv.get support()
             2 #Now support is an array, you can use that to efficiently extract the name of your selected features (columns).
             4 feature names = np.array(count vectorizer.get feature names()) # transformed list to array
             6 feature names support = feature names[support]
In [108]:
             1 rfecv.score(X, y)
Out[108]: 0.7887031700288184
In [146]:
             1 #change max rows to show
            2 pd.options.display.max rows =100
             3 pd.options.display.max rows
Out[146]: 100
             1 final = pd.DataFrame({'feature name':feature_names_support, 'coefficient': result.params})
In [148]:
             2 #https://stackoverflow.com/questions/13148429/how-to-change-the-order-of-dataframe-columns
             3 def order(frame, var):
                  if type(var) is str:
                       var = [var] #let the command take a string or list
                 varlist =[w for w in frame.columns if w not in var]
                  frame = frame[var+varlist]
                   return frame
             9 final = order(final, ['feature name'])
            10 final = final.sort values('coefficient', ascending = False)
            11 final
Out[148]:
```

	leature manne	Coefficient
x43	ne	0.252407
х5	bored	0.216664
x14	debate	0.216558

fastura nama confficient

#### Conclusion:

Top 15

1 rfecv.score(X, y) 0.7887031700288184

Words used in posts can be used to predict temperament (at least introverted/extrovertedness)

#### **Introverted Words**

Extroverted	Words
-------------	-------

	feature name	coefficient
x22	earth	-0.477344
x51	quiet	-0.448619
x38	listening	-0.443149
x58	uncomfortable	-0.442473
x42	nature	-0.409219
x2	anime	-0. <mark>4</mark> 07223
x21	dry	-0.404414
x12	dealing	-0.396716
x13	death	-0.396006
x53	sign	-0.391099
x20	dream	-0.387978
x48	parts	-0.379960
x54	soul	-0.378604
x49	philosophy	-0.378426

gender

-0.375306

x31

	feature name	coefficient
x43	ne	0.252407
<b>x</b> 5	bored	0.216664
x14	debate	0.216558
<b>x7</b>	business	0.210116
x34	hahaha	0.175742
x23	estp	0.170026
x11	dated	0.148015
x25	excited	0.144750
x16	developed	0.140425
x61	wanna	0.140193
x56	super	0.134935
x35	hot	0.127757
x29	fun	0.123675
x55	spot	0.122939
x24	exact	0.120324

## Next Steps

- More Data
- Reduction of variables using lemmatization
- Try using ngrams
- Compare performance of other models/classifiers
- Look at each other axis N/S, F/T, J/P

#### References

https://en.wikipedia.org/wiki/Ordinal\_regression

**Ordinal Responses** 

Maybe an example? Which factor effects quality most? (Highest correlation) (<a href="https://www.kaggle.com/uciml/red-wine-quality-cortez-et-al-2009">https://www.kaggle.com/uciml/red-wine-quality-cortez-et-al-2009</a>)

https://en.wikipedia.org/wiki/Ordered logit

Example of ordered regression problems:

https://stats.idre.ucla.edu/r/dae/ordinal-logistic-regression/

In SPSS

https://www.ibm.com/support/knowledgecenter/en/SSLVMB\_22.0.0/com.ibm.spss.statistics.help/spss/categories/idh\_catr.htm

General information on categorical data

http://www.ucd.ie/statdept/classpages/categorical\_data\_analysis/cda1.pdf

## References for R, SAS, & Python

https://www.analyticsvidhya.com/blog/2015/08/comprehensive-guide-regression/

R tutorial on running a logistic regression:

https://www.r-bloggers.com/how-to-perform-a-logistic-regression-in-r/

R tutorial on building a logistic regression from scratch:

https://www.analyticsvidhya.com/blog/2015/10/basics-logistic-regression/

Python walkthrough:

https://towardsdatascience.com/logistic-regression-using-python-sklearn-numpy-mnist-handwriting-recognition-matplotlib-a6b31e2b166a

https://towardsdatascience.com/building-a-logistic-regression-in-python-step-by-st ep-becd4d56c9c8

SAS example:

http://support.sas.com/documentation/cdl/en/statug/63962/HTML/default/viewer.htm#statug logistic sect060.htm

### **CREDITS**

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- Presentation template by <u>SlidesCarnival</u>
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# Thank you



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Link to code and slides:

https://github.com/bobbyinfj/projects/tree/master/510%20Project-%20Categorical%20Response

