

Dataanalyse

Tidy text[©]





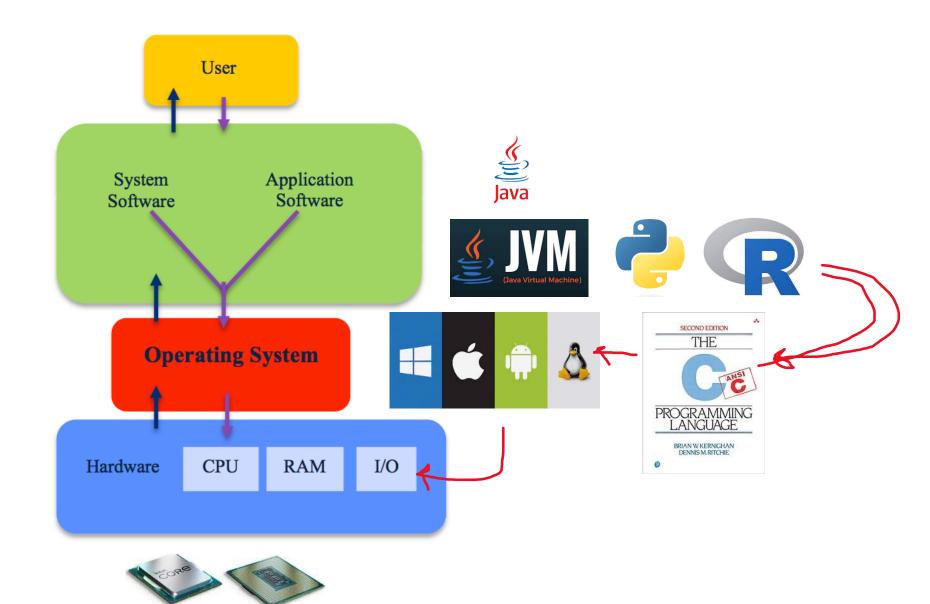
Agenda

- Hardware issues
- Kolb's læringsstile
- · Heidi's kode
- Sentida
- Tidy og Home vs EDC



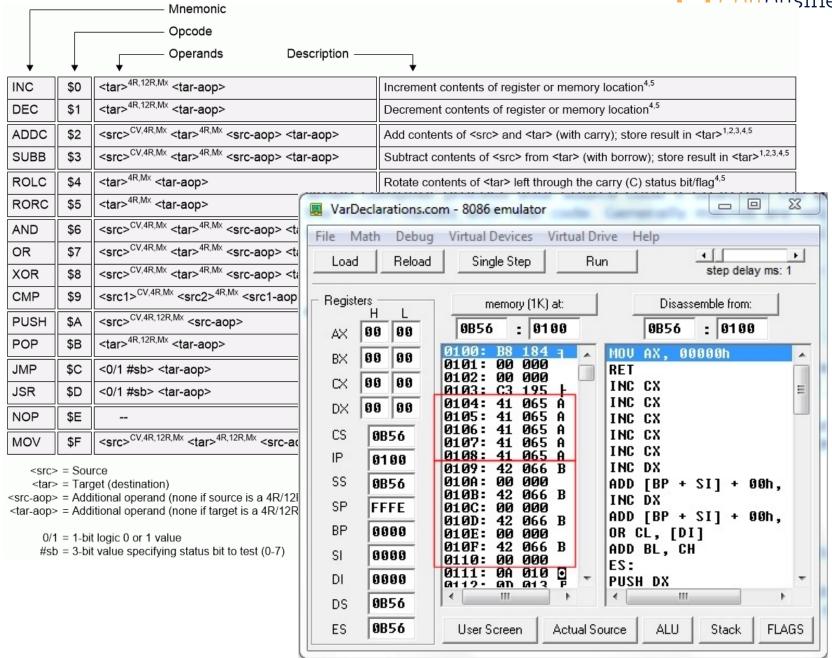


Hardware issues ...

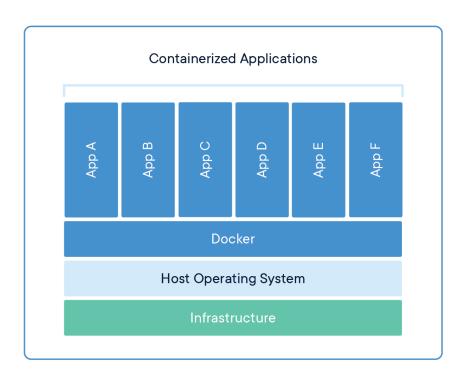


```
#include <stdio.h>
    int main(int argc, char** argv) {
     printf("h");
| => objdump -d -S h.o
       file format mach-o 64-bit x86-64
h.o:
Disassembly of section __TEXT,__text:
0000000000000000 <_main>:
  int main(int argc, char** argv) {
       0: 55
                                       pushq
                                               %rbp
      1: 48 89 e5
                                               %rsp, %rbp
                                       movq
      4: 48 83 ec 20
                                               $32, %rsp
                                       subq
      8: 89 7d fc
                                       movl
                                               %edi, -4(%rbp)
      b: 48 89 75 f0
                                               %rsi, -16(%rbp)
                                       movq
   printf("h");
      f: 48 8d 3d 14 00 00 00
                                               20(%rip), %rdi # 2a < main+0x2a>
                                       leaq
     16: b0 00
                                       movb
                                               $0, %al
     18: e8 00 00 00 00
                                               0x1d <_main+0x1d>
                                       callq
     1d: 31 c9
                                               %ecx, %ecx
                                       xorl
     1f: 89 45 ec
                                       movl
                                               %eax, -20(%rbp)
; }
     22: 89 c8
                                               %ecx, %eax
                                       movl
     24: 48 83 c4 20
                                               $32, %rsp
                                       addq
     28: 5d
                                               %rbp
                                       popq
     29: c3
                                       retq
```

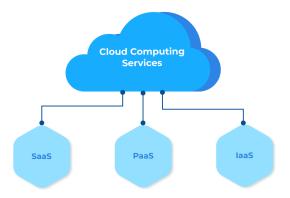


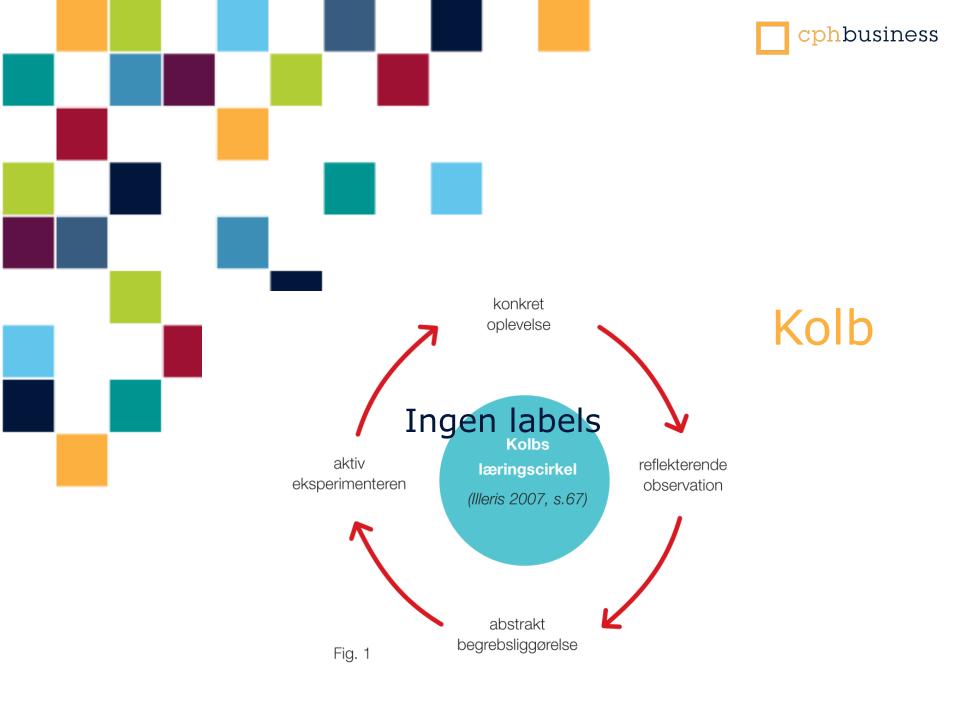


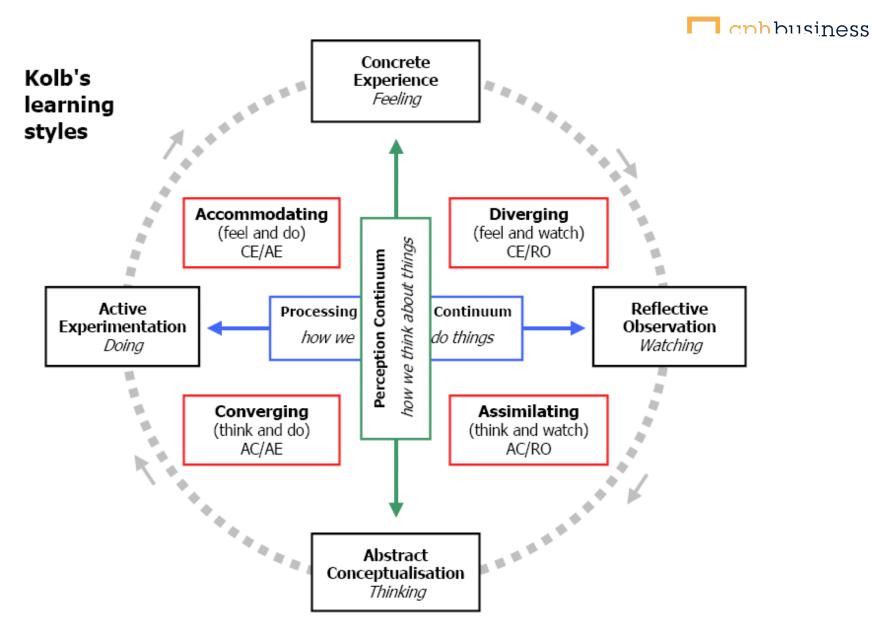




Cloud Computing Services





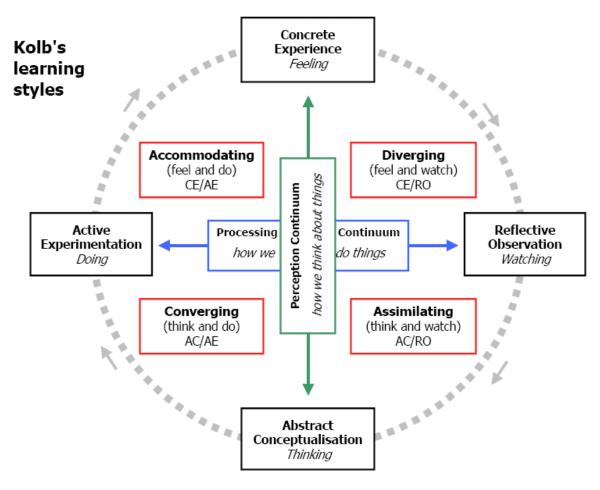


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```
cphbusiness
```

```
doScrape <- function(domain,mlim) {
    # dataframen til mine reviews
    reviews = data.frame()
    limit = doEstimate(domain)
    url <- paste0("https://dk.trustpilot.com/review/", domain)</pre>
```

```
#Der laves et loop som går gennem alle siderne
for (i in (1:mlim)) {
```

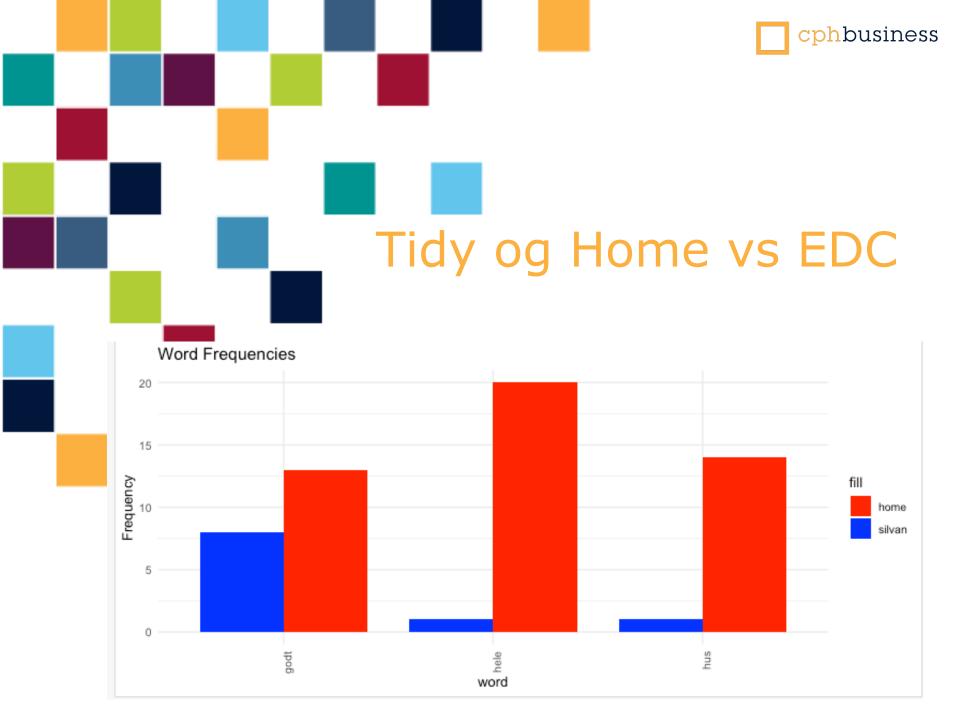
```
113
         #påbegynder scraping
114
115
         tmpurl=paste0(url,"?page=",i)
116
         #log_print(tmpurl)
117
118
         #remDr$navigate(tmpurl)
119
         #tmpsource <- remDr$getPageSource()</pre>
120
         page <- read_html(tmpurl)</pre>
121
         Sys.sleep(3)
122
```



Sentida

Ingen labels

```
library(Sentida)
library(dplyr)
library(gaplot2)
# indlæs Silvan - review
# indlæs Sentida pakken
# Find selv på en 1) positiv 2) negativ 3) neutral sætning og test scoren
# Undersøg hvordan sentida scorer på en dobbelt-negation
# "det er jo ikke sådan at vi ikke vil støtte Sudan, men ..."
# her er flere eksempler https://www.altinget.dk/artikel/pas-paa-dobbelthedernes-dumhed
# Beregn en sentida-score for alle reviews og find de mest positive.
#SPACYR
# I skal nu bruge spacyr til at finde alle navneord i et udvalgt review.
# INSTALLATION af spacy kan være besværlig.
# følg evt denne vejledning og spør!
# https://cran.r-project.org/web/packages/spacyr/readme/README.html
library(spacyr)
spacy_initialize(model = "da_core_news_sm")
# START test
txt="Otto bor i Lyngby med sin hund Vuf"
parsedtxt <- spacy_parse(txt, lemma = FALSE, entity = TRUE, nounphrase = TRUE)</pre>
edf = entity_extract(parsedtxt)
# Udfør entity_extract på alle reviews så der dannes en ny kolonne med en liste af locationer
```





Strukturer i tidy – ligner jeres almindelig opbygning

- Each variable is a column
- Each observation is a row
- Each type of observational unit is a table



Tidy text med andre strukturer

- String: Text can, of course, be stored as strings, i.e., character vectors, within R, and often text data is first read into memory in this form.
- Corpus: These types of objects typically contain raw strings annotated with additional metadata and details.
- **Document-term matrix**: This is a sparse matrix describing a collection (i.e., a corpus) of documents with one row for each document and one column for each term. The value in the matrix is typically word count or tf-idf (see Chapter 3).





Token

```
text <- c("Because I could not stop for Death -",
          "He kindly stopped for me -",
          "The Carriage held but just Ourselves -",
          "and Immortality")
text
#> [1] "Because I could not stop for Death -"
#> [2] "He kindly stopped for me -"
#> [3] "The Carriage held but just Ourselves -"
#> [4] "and Immortality"
```



Token

```
library(dplyr)
text_df <- tibble(line = 1:4, text = text)</pre>
text_df
#> # A tibble: 4 × 2
#> line text
#> <int> <chr>
        1 Because I could not stop for Death -
#> 1
#> 2
        2 He kindly stopped for me -
#> 3 The Carriage held but just Ourselves -
#> 4     4 and Immortality
```



Unnest token

A token is a meaningful unit of text, most often a word, that we are interested in using for further analysis, and tokenization is the process of splitting text into tokens.

```
library(tidytext)
text df %>%
  unnest tokens(word, text)
#> # A tibble: 20 × 2
       line word
      <int> <chr>
          1 because
          1 i
          1 could
          1 not
          1 stop
          1 for
          1 death
          2 he
          2 kindly
          2 stopped
#> 10
#> # ... with 10 more rows
```





Usage

```
unnest_tokens_(tbl, output_col, input_col, token = "words", to_lower = TRUE, drop = TRUE, collapse = NULL, ...)
unnest_tokens(tbl, output, input, token = "words", to_lower = TRUE, drop = TRUE, collapse = NULL, ...)
```

Arguments

tbl

Data frame

Output column to be created

output_col

Input column that gets split

input_col

Unit for tokenizing, or a custom tokenizing function. Built-in options are "words" (default), "characters", "ngrams",

token

"skip_ngrams", "sentences", "lines", "paragraphs", and "regex". If a function, should take a character vector and return a list of

character vectors of the same length.

Whether to turn column lowercase

to_lower

collapse

Whether original input column should get dropped. Ignored if the original input and new output column have the same name.

drop

Whether to combine text with newlines first in case tokens (such as sentences or paragraphs) span multiple lines. If NULL,

Extra arguments passed on to the tokenizer, such as `n` and `k` for "ngrams" and "skip_ngrams" or `pattern` for "regex"

collapses when token method is "ngrams", "skip_ngrams", "sentences", "lines", "paragraphs", or "regex"

Output column to be created as bare name

output

Input column that gets split as bare name

input

Fra ord til data til visualisering

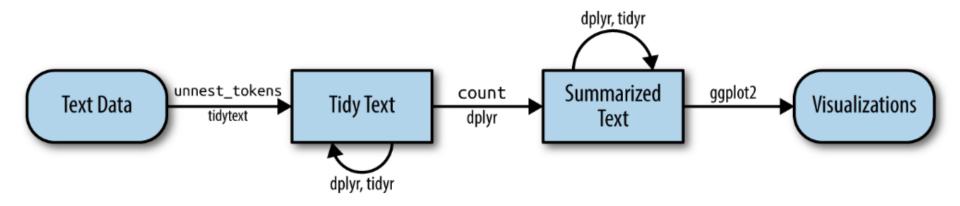


Figure 1.1: A flowchart of a typical text analysis using tidy data principles. This chapter shows how to summarize and visualize text using these tools.



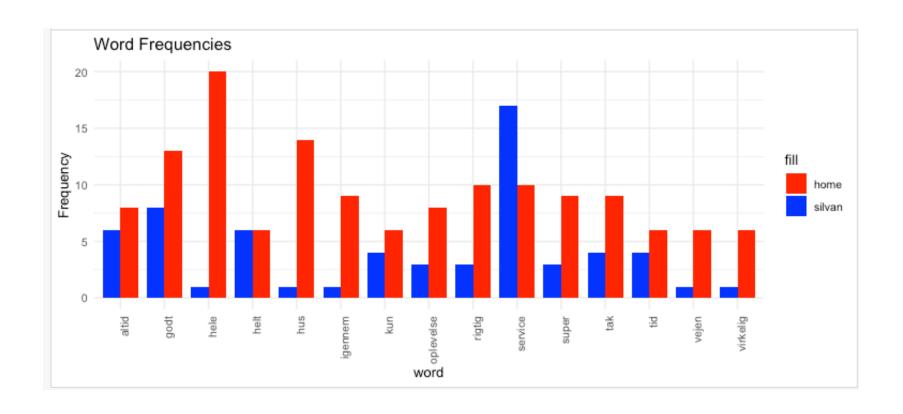




Lav en sammenligning af highscores mellem home og edc



Slut målet ...



Vejen ..

```
🗀 📗 📗 📗 Source on Save
    #Byg en dataframe med review-indhold fra Silvan
    #Byg en dataframe med review-indhold fra Home
    #Find tokens for Silvan og Home
11
    # bigrams For sjov :-)
13
    #colnames(text)="content"
15
16
    # Tæl ord for Home og Silvan
18
19
    # Lav evt dine egne stopord
20
21
22
    #Eller find dem på nettet
24
25
    #Clean for stopord
26
27
    #Gentag optælling
28
29
30
    #Fjern ikke-ord
31
32
33 # Gør klar til join
34
    # Join så vi kun har fælles ord
35
36
    # kun ord af en vis frekvens vil vi plotte
37
38
39 #plot
40
41
```



Tekstanalyse



En linje pr. række

```
library(janeaustenr)
library(dplyr)
library(stringr)
original_books <- austen_books() %>%
  group by(book) %>%
  mutate(linenumber = row number(),
         chapter = cumsum(str detect(text,
                                    regex("^chapter [\\divxlc]",
                                          ignore case = TRUE)))) %>%
  ungroup()
original books
#> # A tibble: 73,422 × 4
                                                 linenumber chapter
     text
                             book
   <chr>
                                                      <int> <int>
                             <fct>
#> 1 "SENSE AND SENSIBILITY" Sense & Sensibility
                                                          1
#> 2 ""
                             Sense & Sensibility
                                                          2
#> 3 "by Jane Austen"
                             Sense & Sensibility
                                                                 0
```



Hvert ord for sig

```
library(tidytext)
tidy books <- original books %>%
 unnest tokens(word, text)
tidy_books
#> # A tibble: 725,055 × 4
#>
     book
                       linenumber chapter word
#> <fct>
                            <int> <int> <chr>
#> 1 Sense & Sensibility
                                       0 sense
#> 2 Sense & Sensibility
                                       0 and
#> 3 Sense & Sensibility 1
                                       0 sensibility
#> 4 Sense & Sensibility 3
                                       0 by
#> 5 Sense & Sensibility
                                       0 jane
                                       0 austen
#> 6 Sense & Sensibility
```



Fjerner stopord

```
data(stop_words)

tidy_books <- tidy_books %>%
   anti_join(stop_words)
```



Optælling af ord

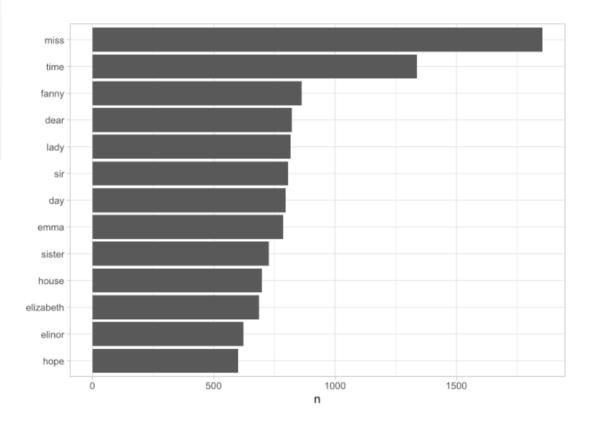
```
tidy_books %>%
 count(word, sort = TRUE)
#> # A tibble: 13,914 × 2
     word
#>
   <chr> <int>
   1 miss
             1855
   2 time
             1337
   3 fanny
            862
   4 dear
              822
   5 lady
              817
   6 sir
              806
   7 day
              797
              787
   8 emma
   9 sister
              727
#> 10 house
              699
#> # ... with 13,904 more rows
```



Illustration

```
library(ggplot2)

tidy_books %>%
    count(word, sort = TRUE) %>%
    filter(n > 600) %>%
    mutate(word = reorder(word, n)) %>%
    ggplot(aes(n, word)) +
    geom_col() +
    labs(y = NULL)
```





Opgaver

Lav en analyse af Tessas nytårstale



Lav en sammenligning af highscores mellem home og edc



Tessas tale

- Struktur i dokument
- Datarens
- Data exploration
- Stop words
- Ordoptælling
- Analyse
- Konklusion (ud fra antagelse)



Overblik

