Intro to Data Science

What R we doing?

Prof. Bisbee

Vanderbilt University

Lecture Date: 2023/01/09

Slides Updated: 2023-01-08

Agenda

1. Meet the instructor
2. Course Motivation
    - What is data science (DS) & why should we care?
3. Course Objectives
    - **Content:** Critical thinking, analysis, presentation
    - **Skills:** Computing and analysis in R
4. Course Expectations & Syllabus review

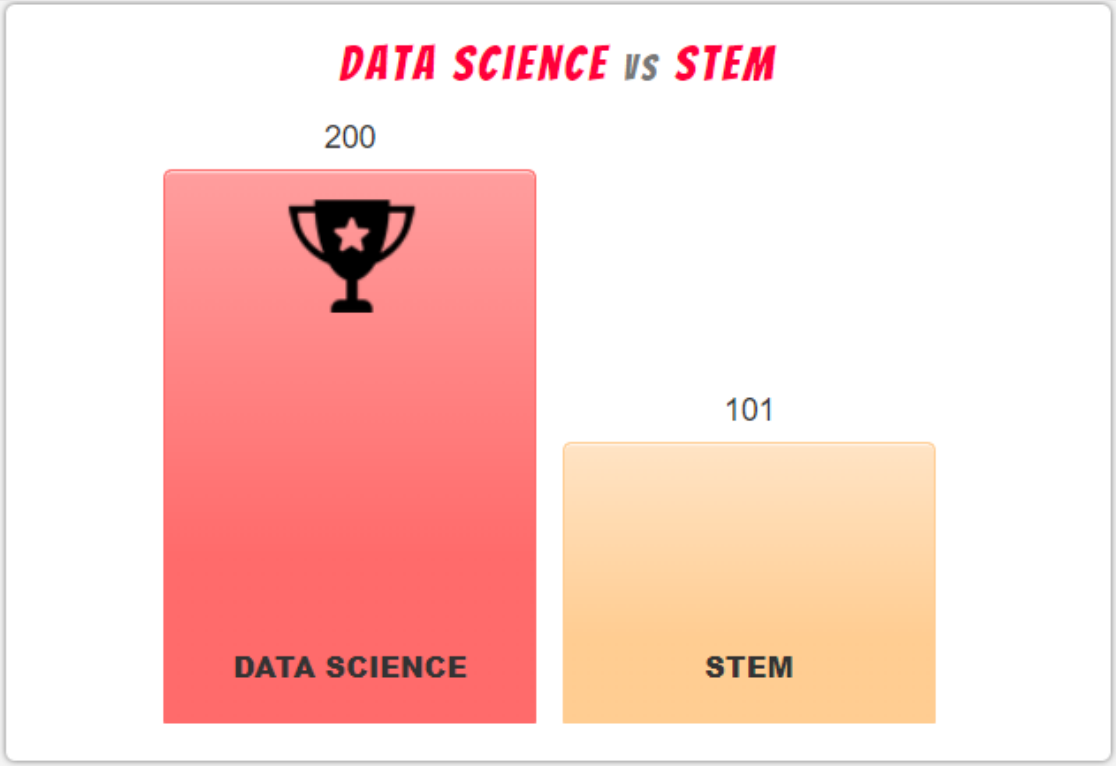
Meet the instructor

- Education
  - PhD from NYU Politics in 2019
  - Postdocs at Princeton Niehaus & NYU CSMaP
- Published some things
  - Methods-ey: external validity 1, 2; measurement 3, 4
  - Substantive: economics & populism 1; Covid-19 & U.S. politics 2, 3; IPE 4; academic naval-gazing 5
  - Popular press: 1, 2, Podcasts
- Work
  - World Bank / IFC
  - MarketCast

Meet the instructor

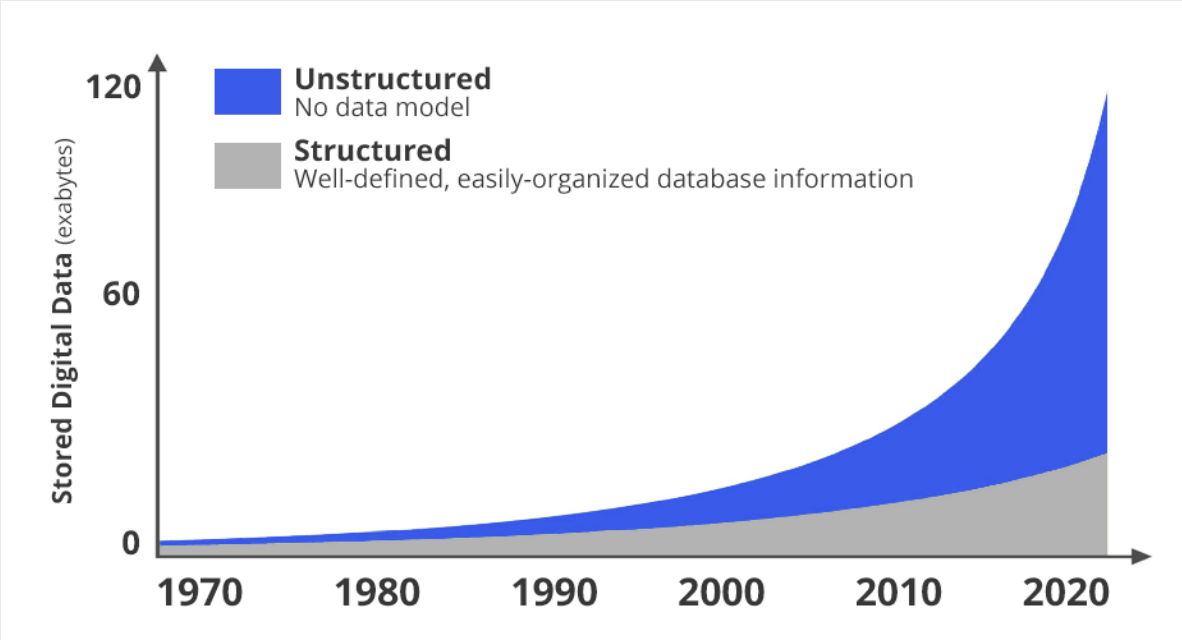
- Current research
  - YouTube + polarization
  - Twitter + misinformation
  - Telegram + white supremacists
- (Throughout the semester, I colorcode data science)

Why are you here?



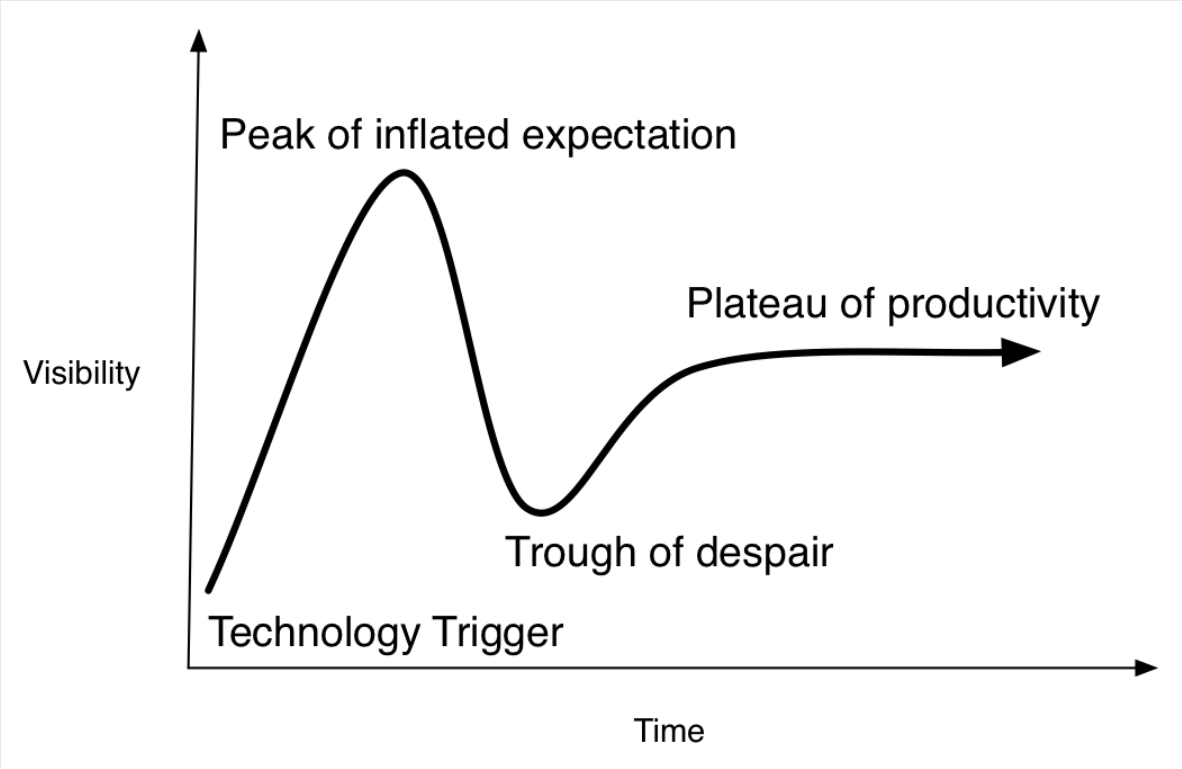
Is this all just a fad?

- No



Is this all just a fad?

- But there are faddish qualities

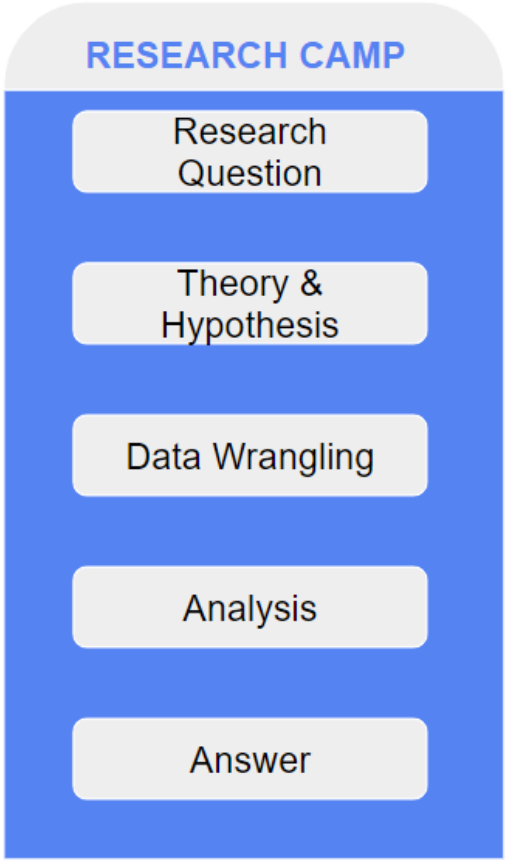


So what IS data science?

- Split into two camps

1. Research camp
    - Focused on **answering a research question**
    - Follows the "scientific method"
    - Goal: contribute to knowledge
    - Domain: academia
2. Prediction camp
    - Focused on **making a prediction**
    - Typically unconcerned with theory or *why* a model works
    - Goal: inform a decision / policy
    - Domain: private sector

The Two Camps



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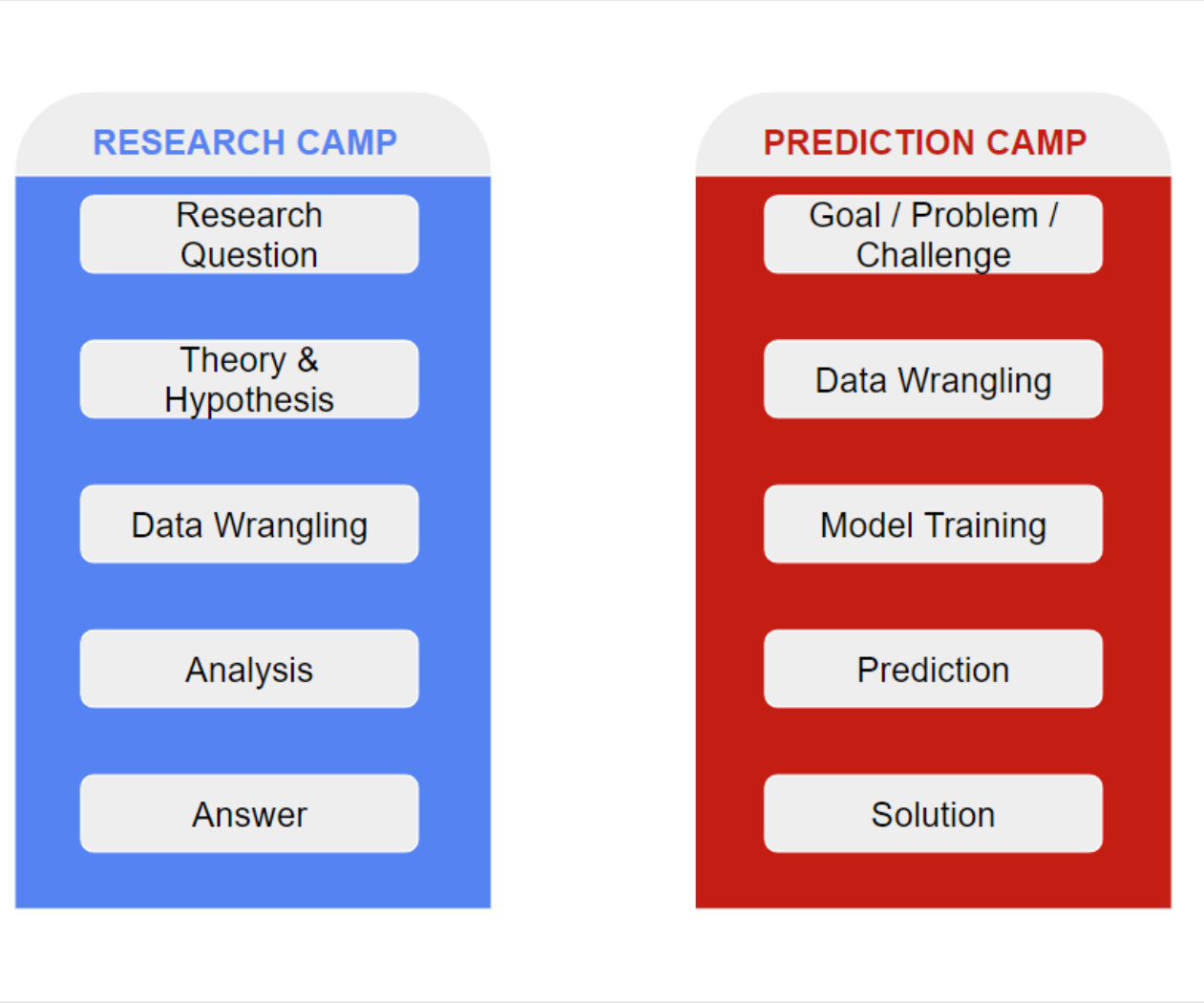

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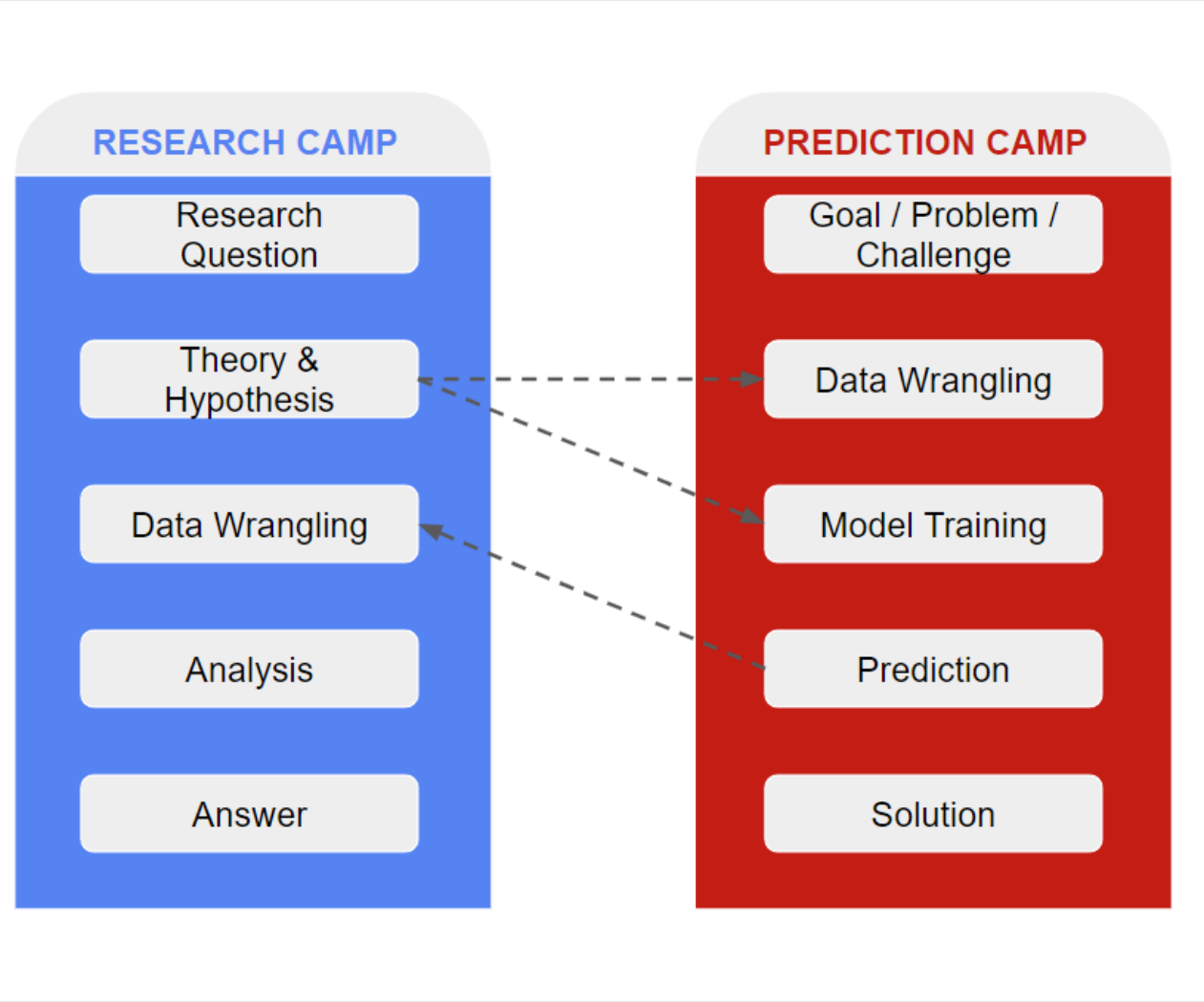
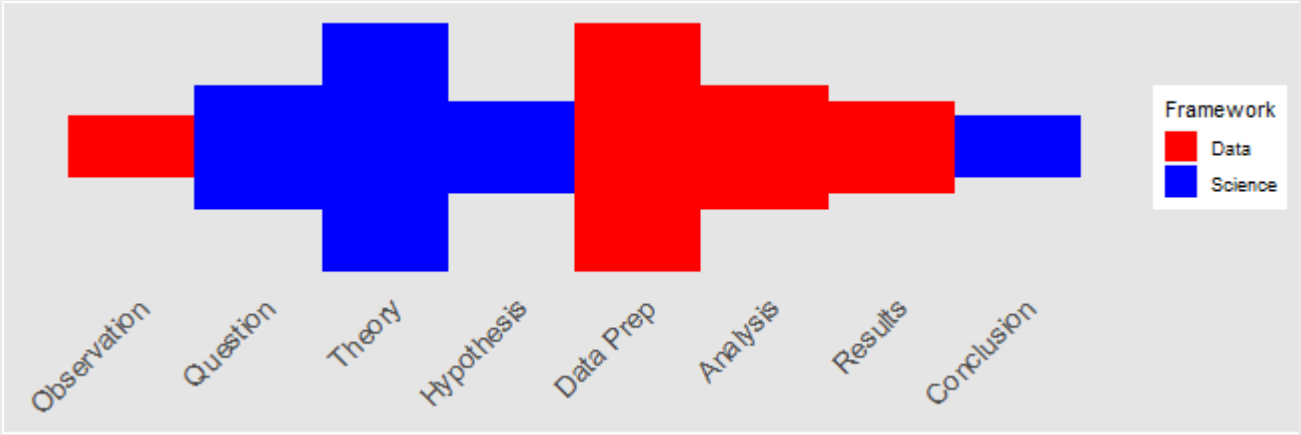


Research Camp

- The scientific method
    1. Observation → Question
    2. Theory → Hypothesis
    3. Data Collection / Wrangling → Analysis
    4. Results → Conclusion



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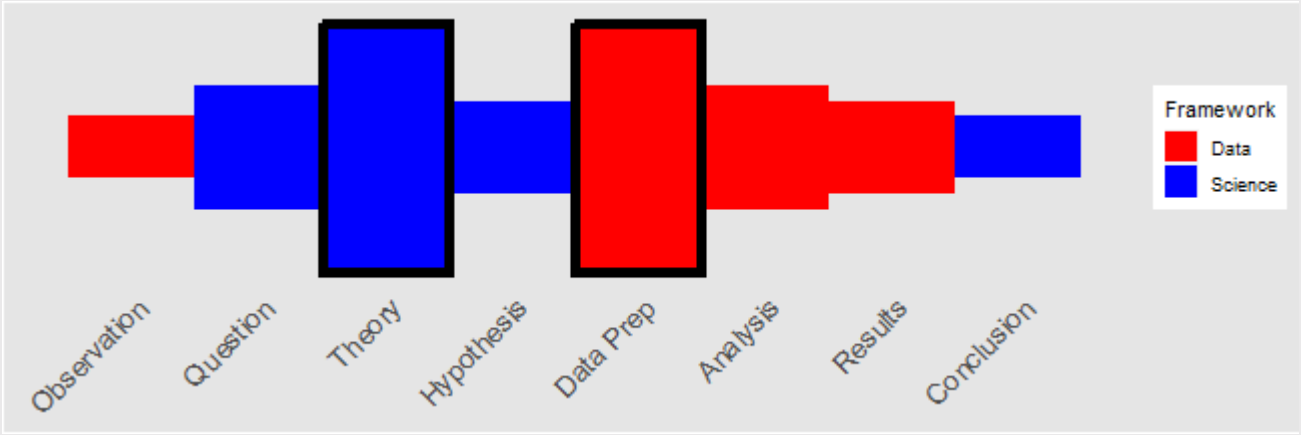

Research Camp

Echo Chambers, Rabbit Holes, and Algorithmic Bias: How YouTube Recommends Content to Real Users

Megan A. Brown,[1‡] James Bisbee,[1] Angela Lai,[1,4]
Richard Bonneau,[1,3,4] Jonathan Nagler,[1,2,4] Joshua A. Tucker[1,2,4]

[1]Center for Social Media and Politics, New York University

[2]Politics Department, New York University

[3]Biology Department, New York University

[4]Center for Data Science, New York University

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August 24, 2022

Abstract

To what extent does the YouTube recommendation algorithm push users into echo chambers, ideologically biased content, or rabbit holes? Despite growing popular concern, recent work suggests that the recommendation algorithm is not pushing users into these echo chambers. However, existing research relies heavily on the use of anonymous data collection that does not account for the personalized nature of the recommendation algorithm. We asked a sample of real users to install a browser extension that downloaded the list of videos they were

Research Camp

1. **Observation** → **Question**
    - Observation is facilitated by data (Descriptive analysis)

Research Camp

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Research Camp

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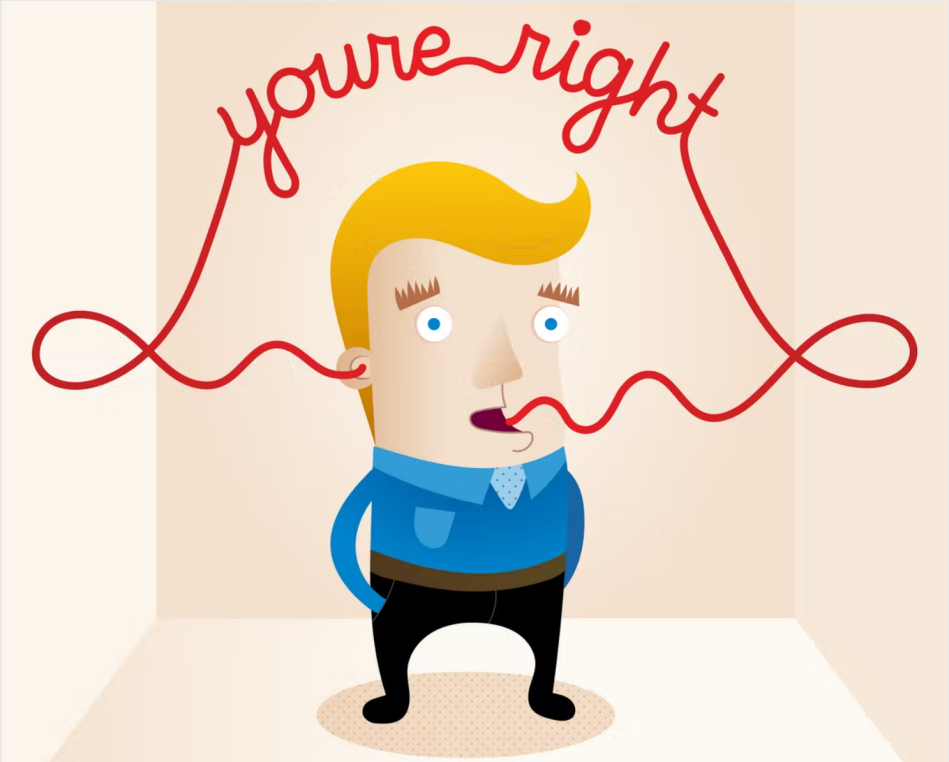
    - The question pertains to science
    - I.e., does YouTube's algorithm put users into "echo chambers"?



Research Camp

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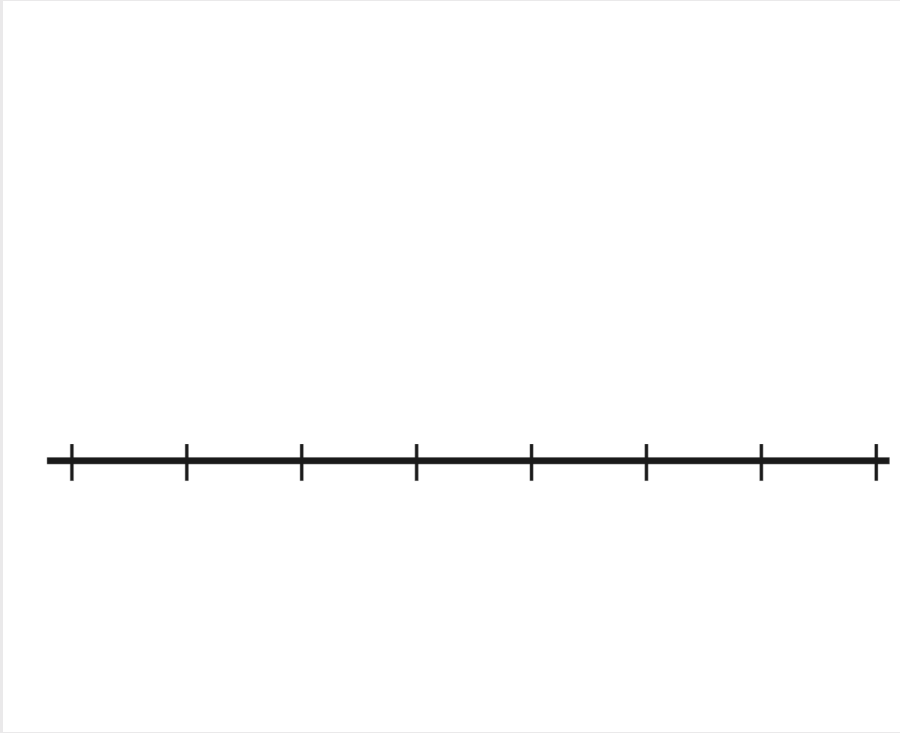
    - Theorizing requires abstraction & simplification
    - I.e., people (in general) avoid conflict



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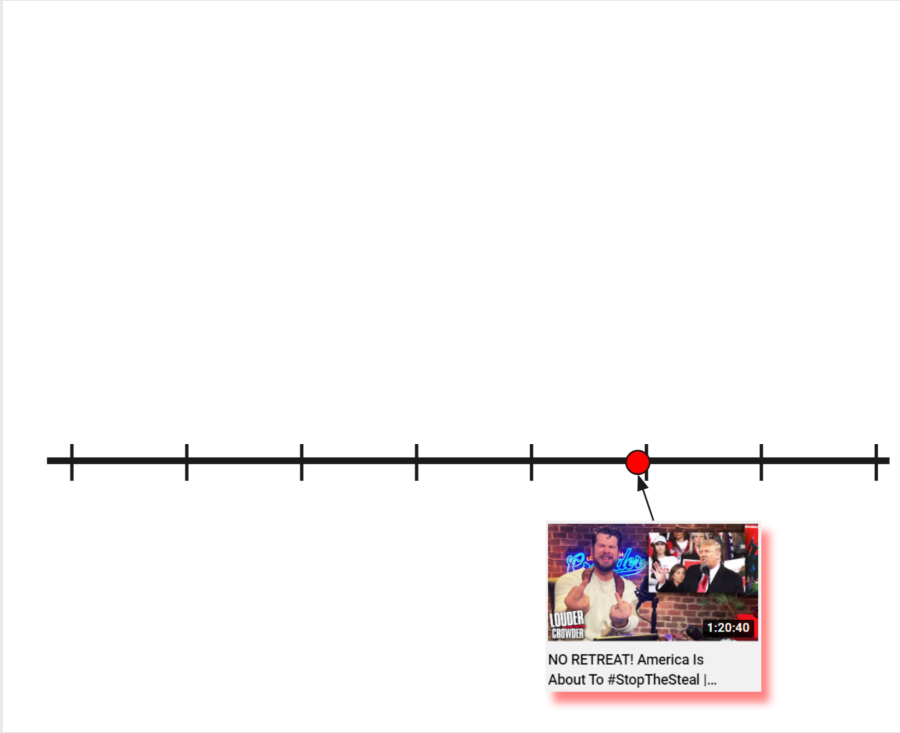

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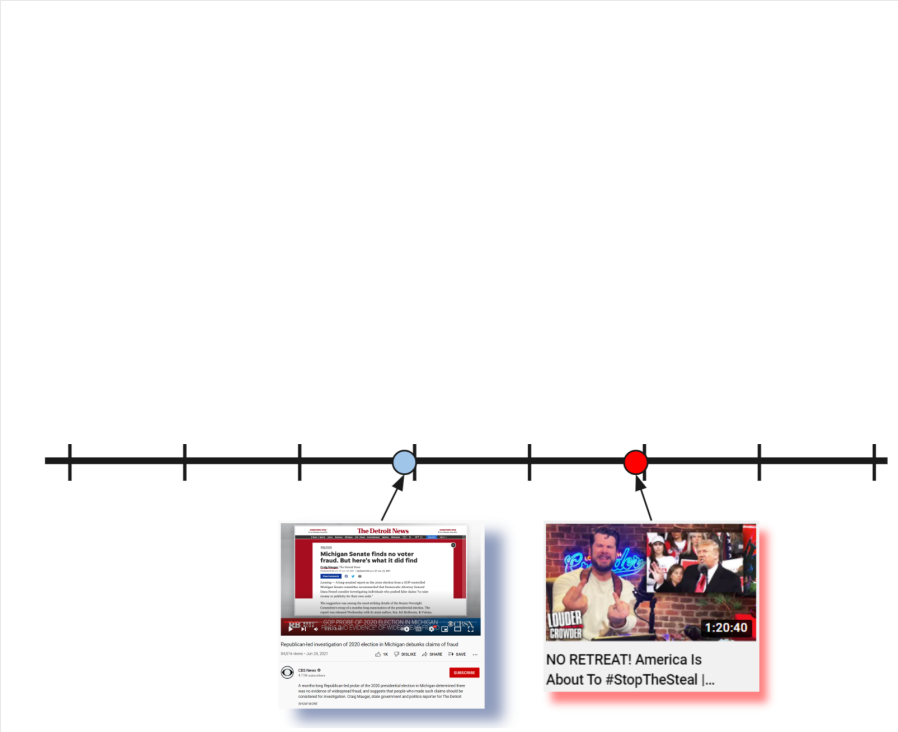

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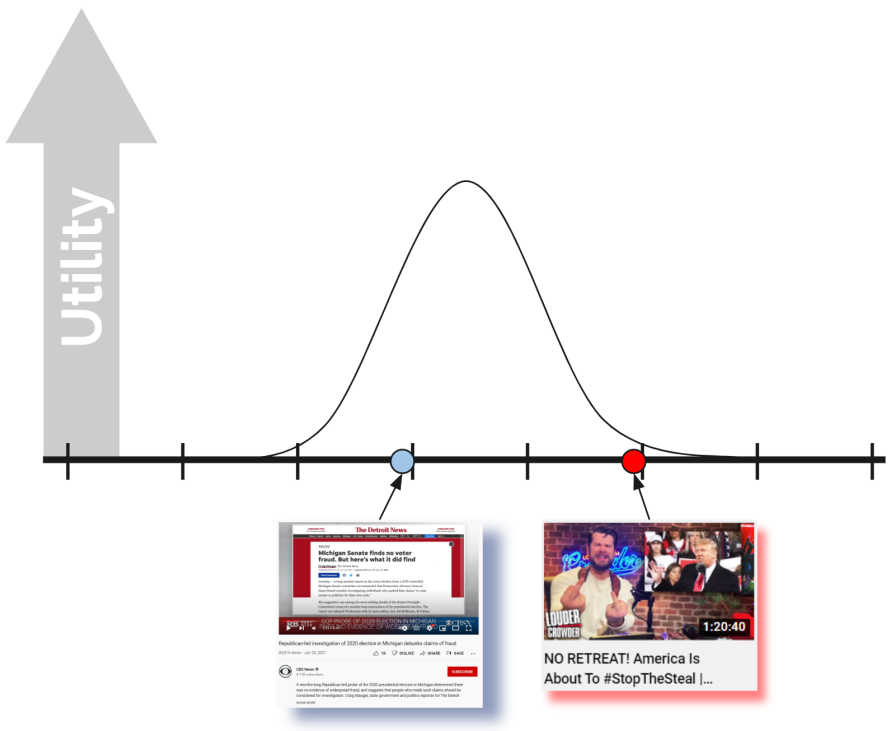

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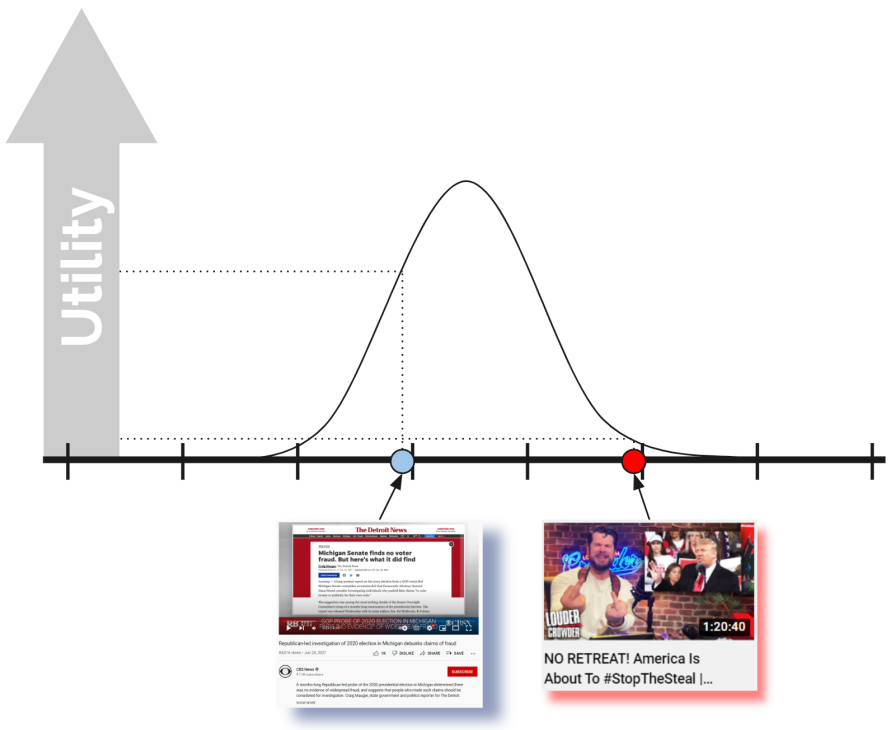

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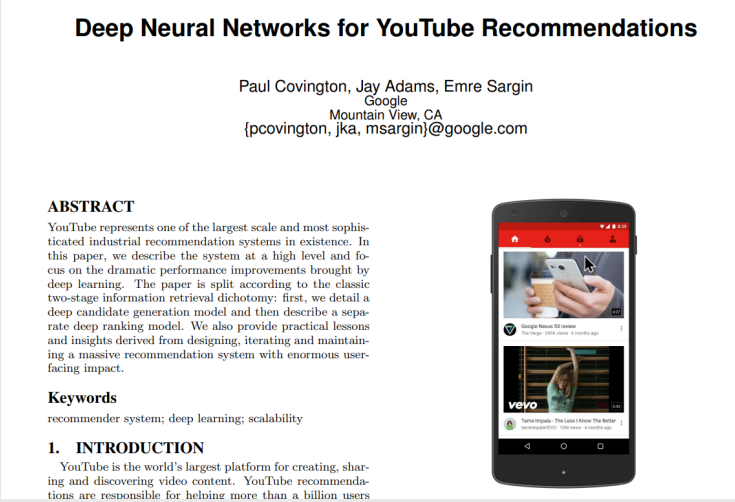


Deep Neural Networks for YouTube Recommendations

Paul Covington, Jay Adams, Emre Sargin
Google
Mountain View, CA
{pcovington, jka, msargin}@google.com

ABSTRACT

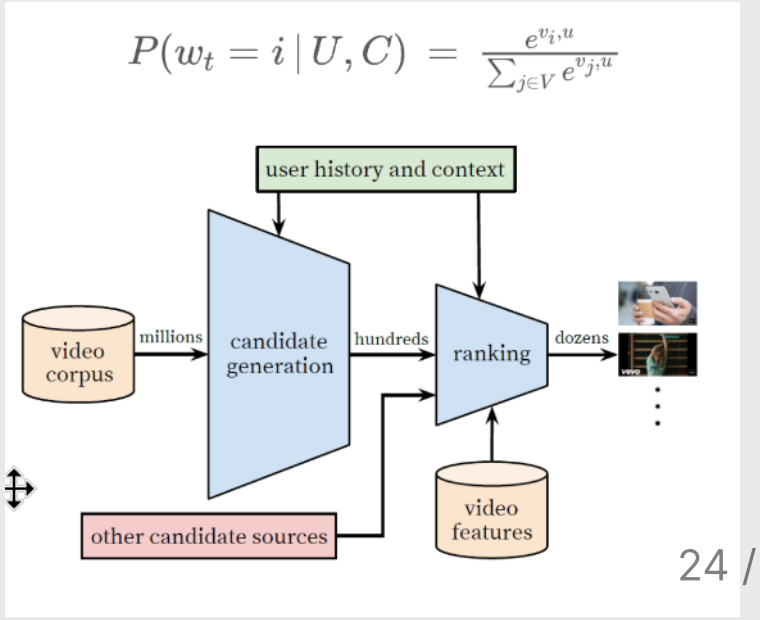
YouTube represents one of the largest scale and most sophisticated industrial recommendation systems in existence. In this paper, we describe the system at a high level and focus on the dramatic performance improvements brought by deep learning. The paper is split according to the classic two-stage information retrieval dichotomy: first, we detail a deep candidate generation model and then describe a separate deep ranking model. We also provide practical lessons and insights derived from designing, iterating and maintaining a massive recommendation system with enormous user-facing impact.

Keywords

recommender system; deep learning; scalability

1. INTRODUCTION

YouTube is the world's largest platform for creating, sharing and discovering video content. YouTube recommendations are responsible for helping more than a billion users



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    - YouTube wants users to watch more videos
    - Hypotheses fall out naturally from well-done theory
    - **H1:** *YouTube's recommendation algorithm should suggested liberal content to liberals and conservative content to conservatives.*

Research Camp

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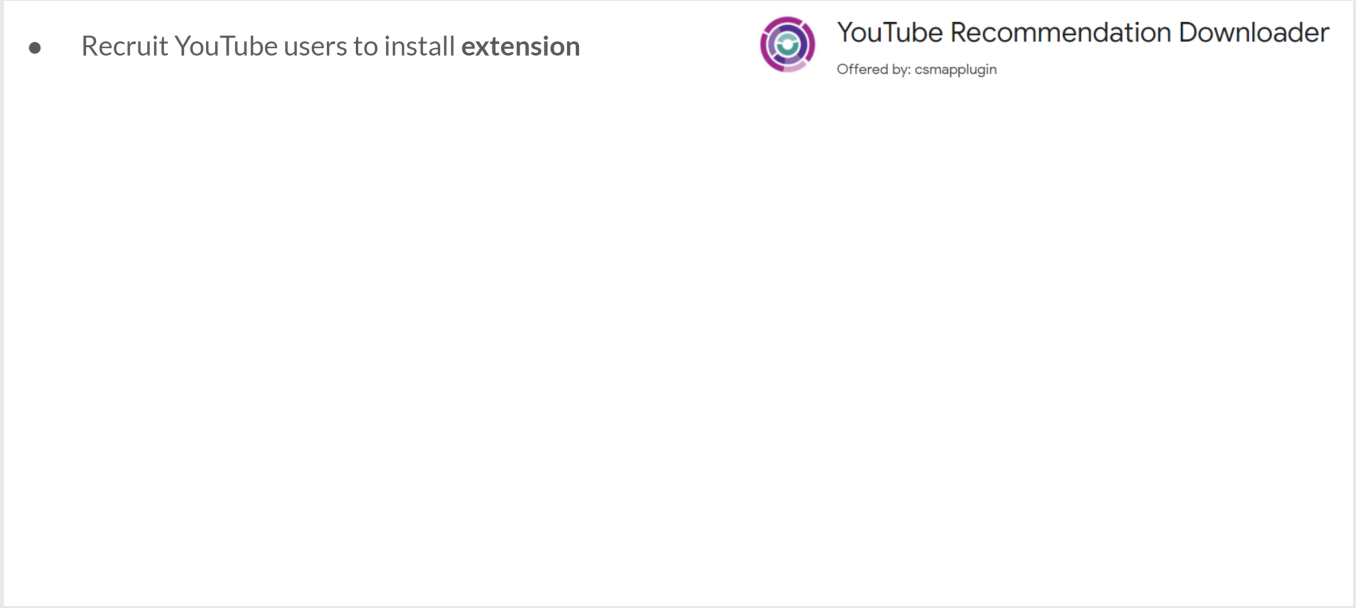
    - Data collection separates "Data Science"...
    - ...from "Science, with data"



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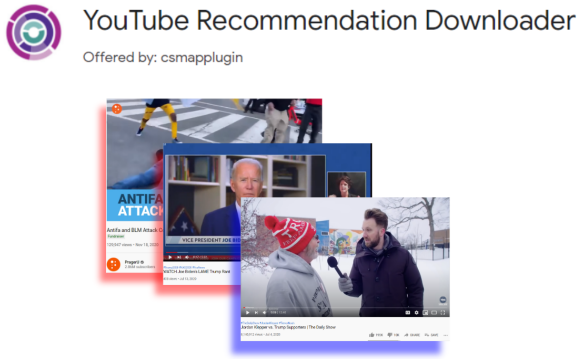
- Start on randomly assigned **seed video**



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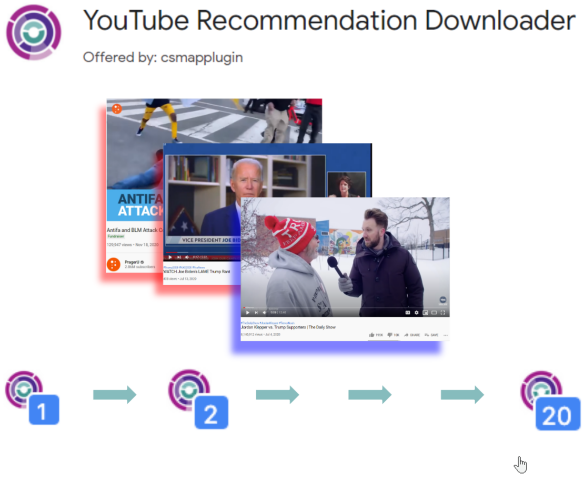

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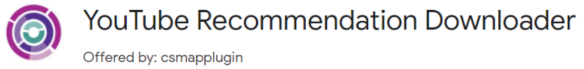

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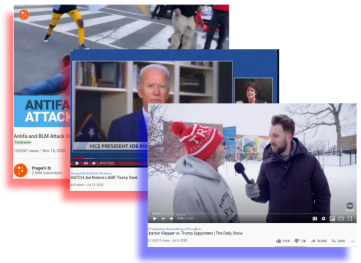

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- Short **survey** on demographics, politics, and **BELIEFS ABOUT THE 2020 ELECTION**

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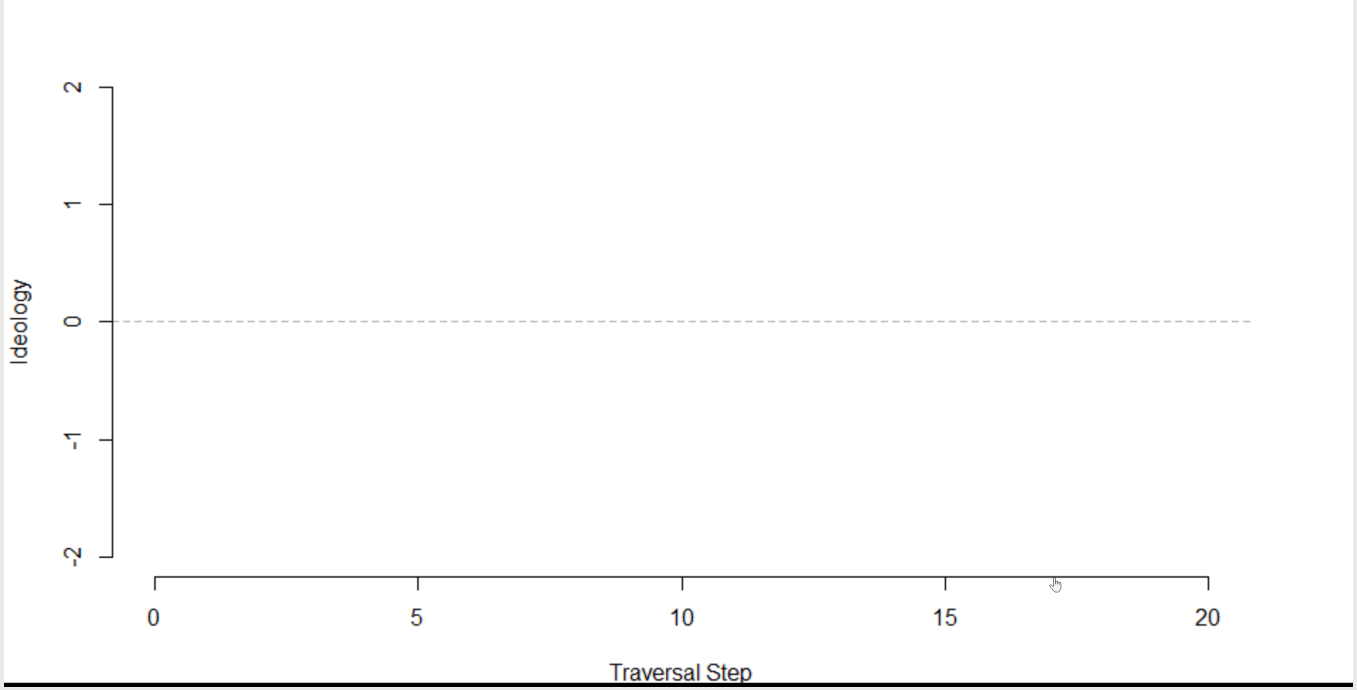

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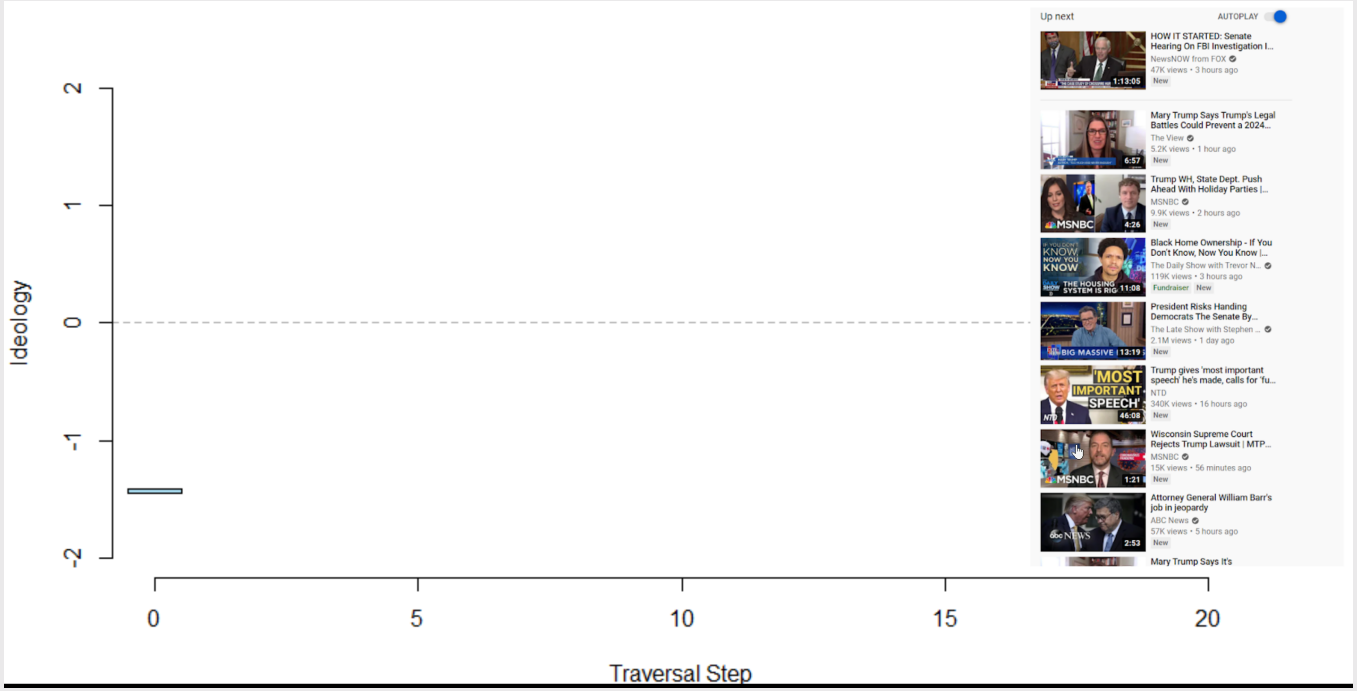

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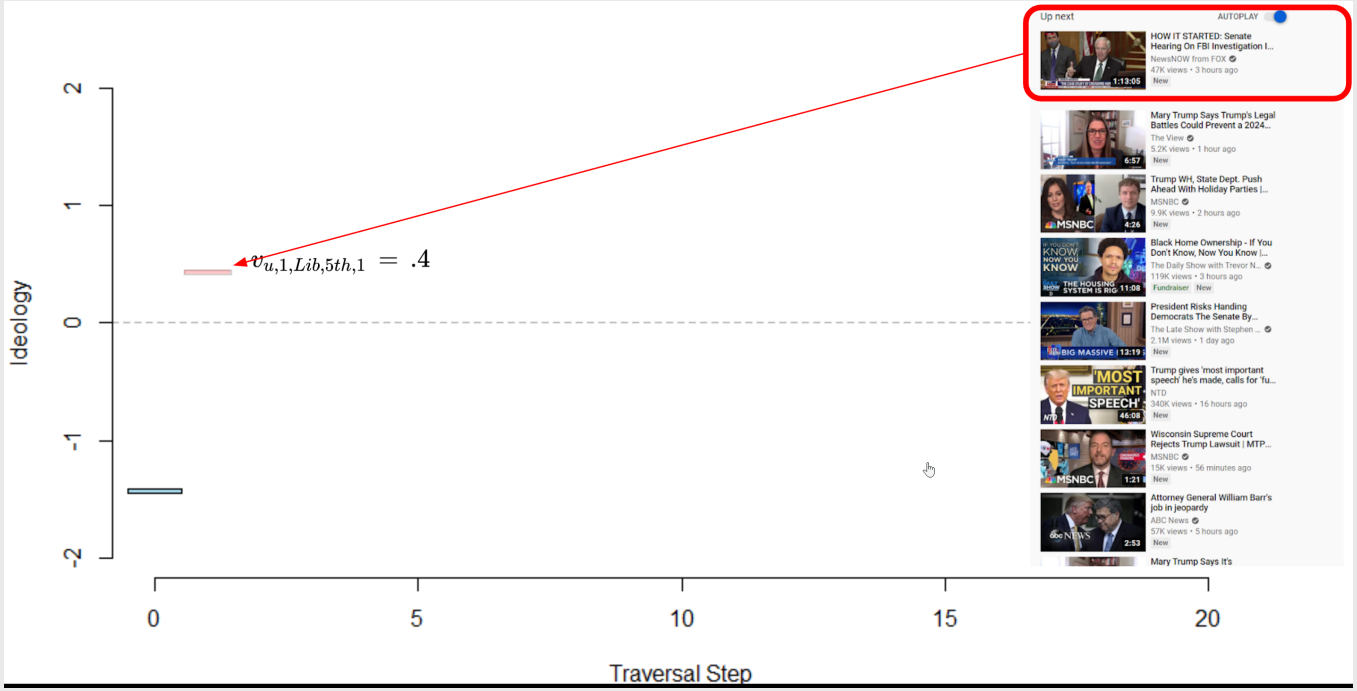

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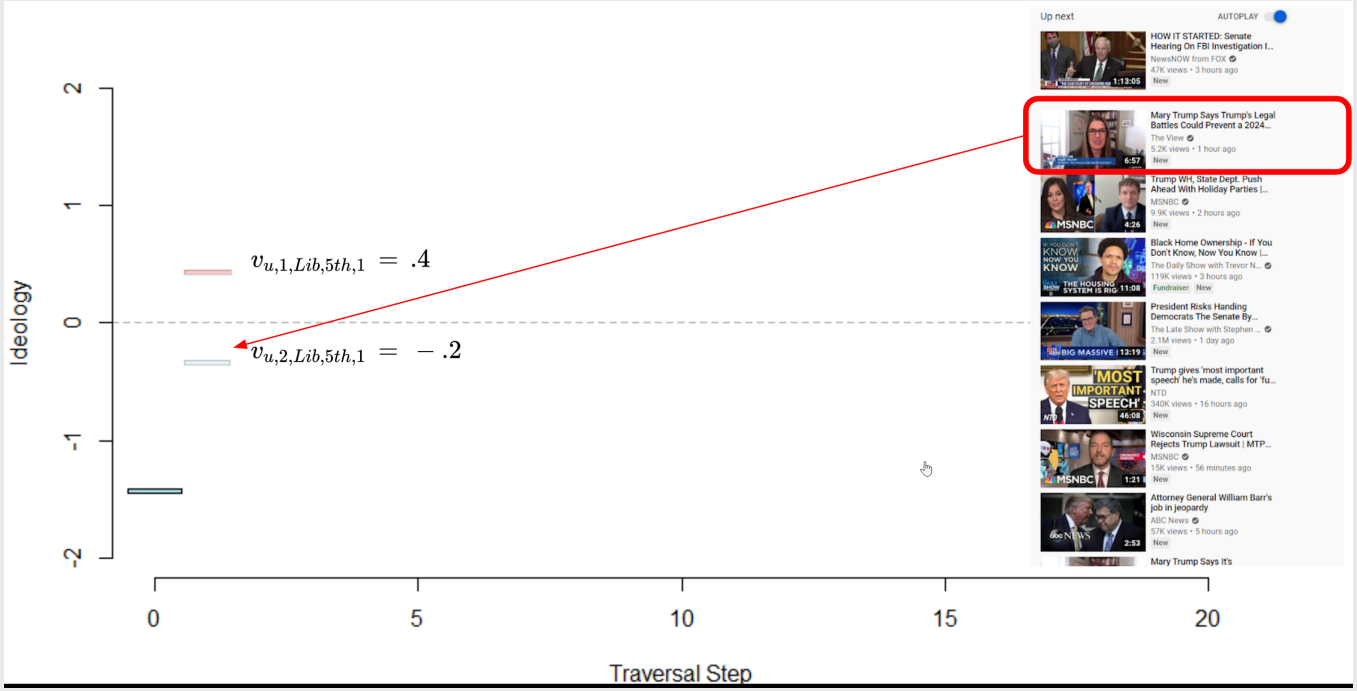

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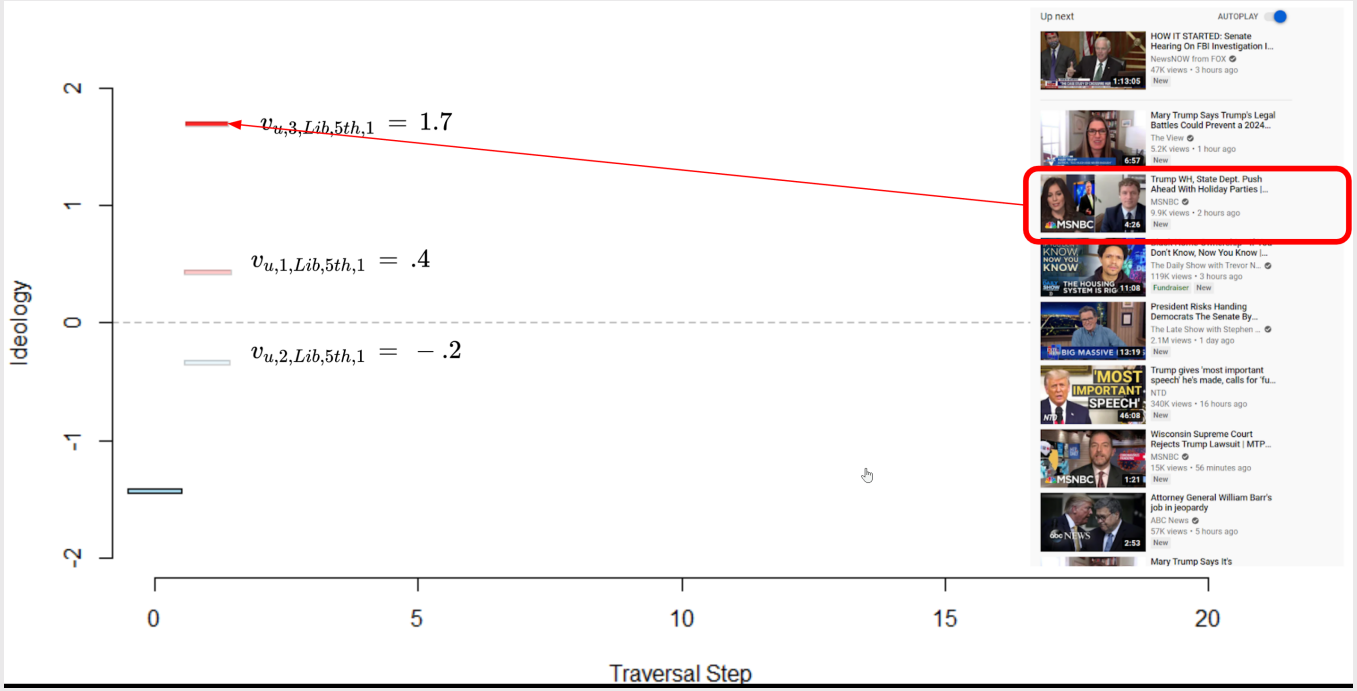

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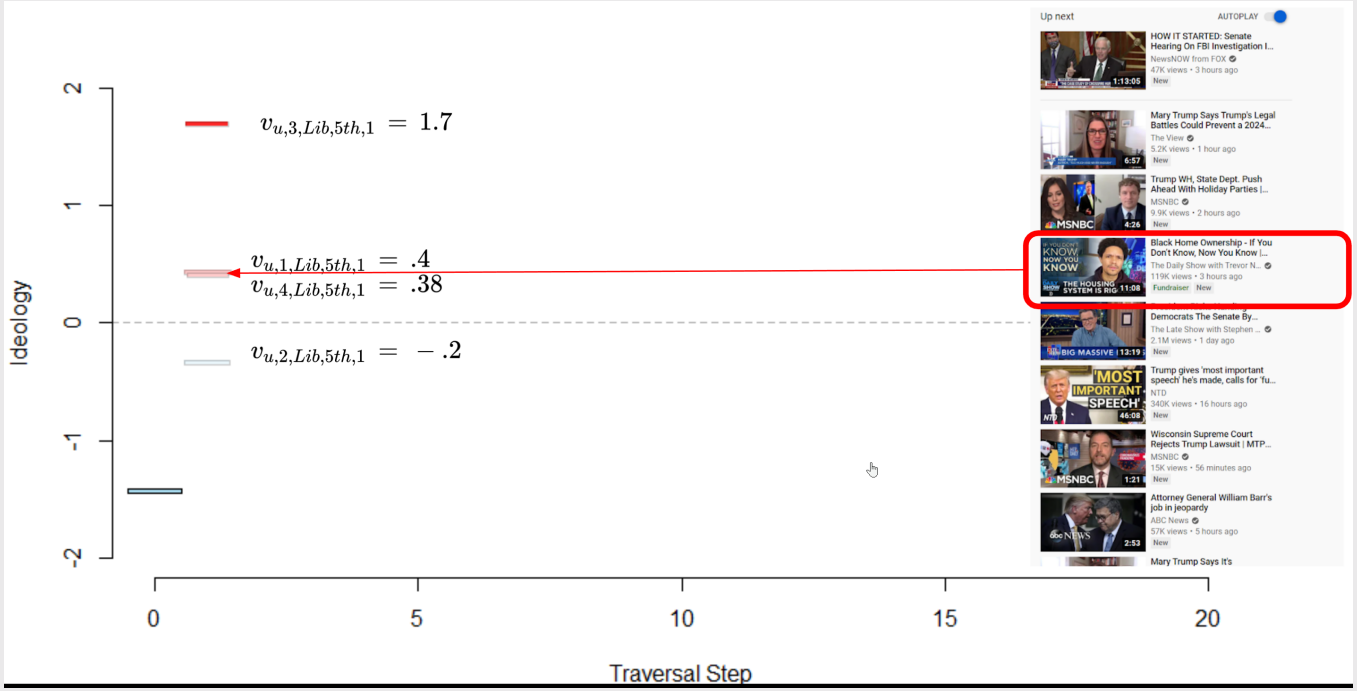

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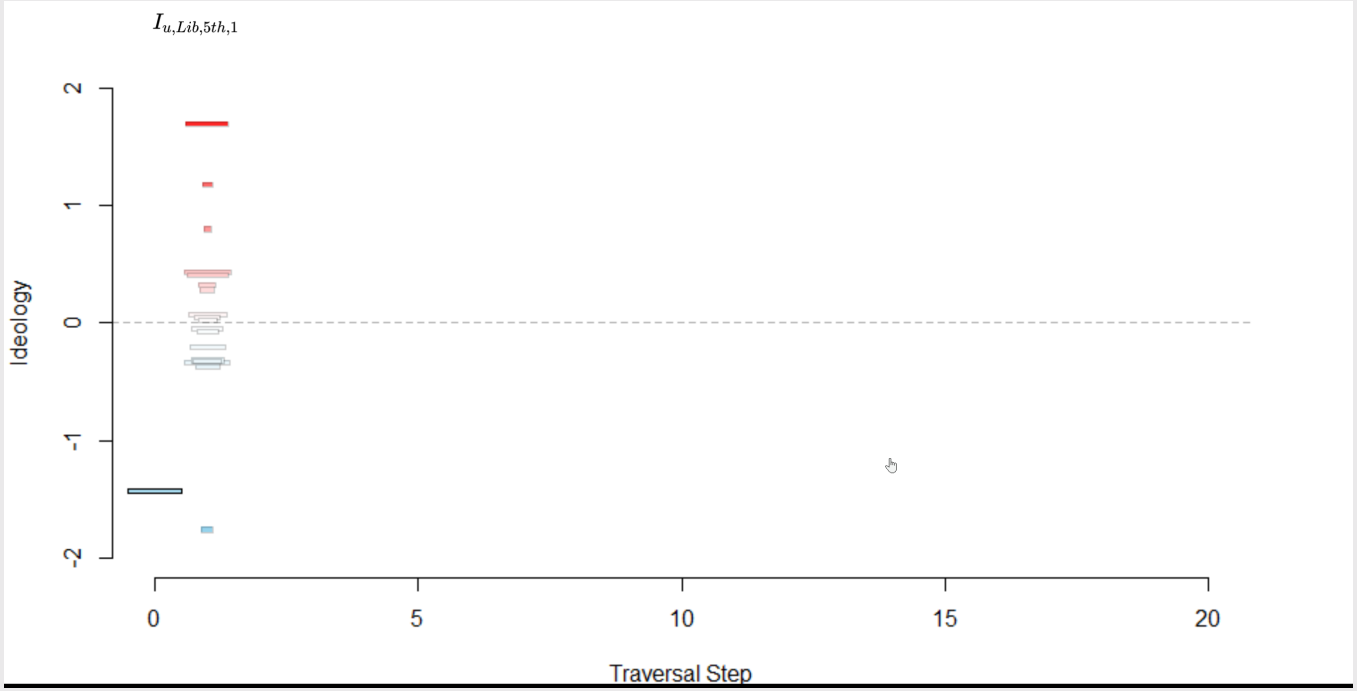

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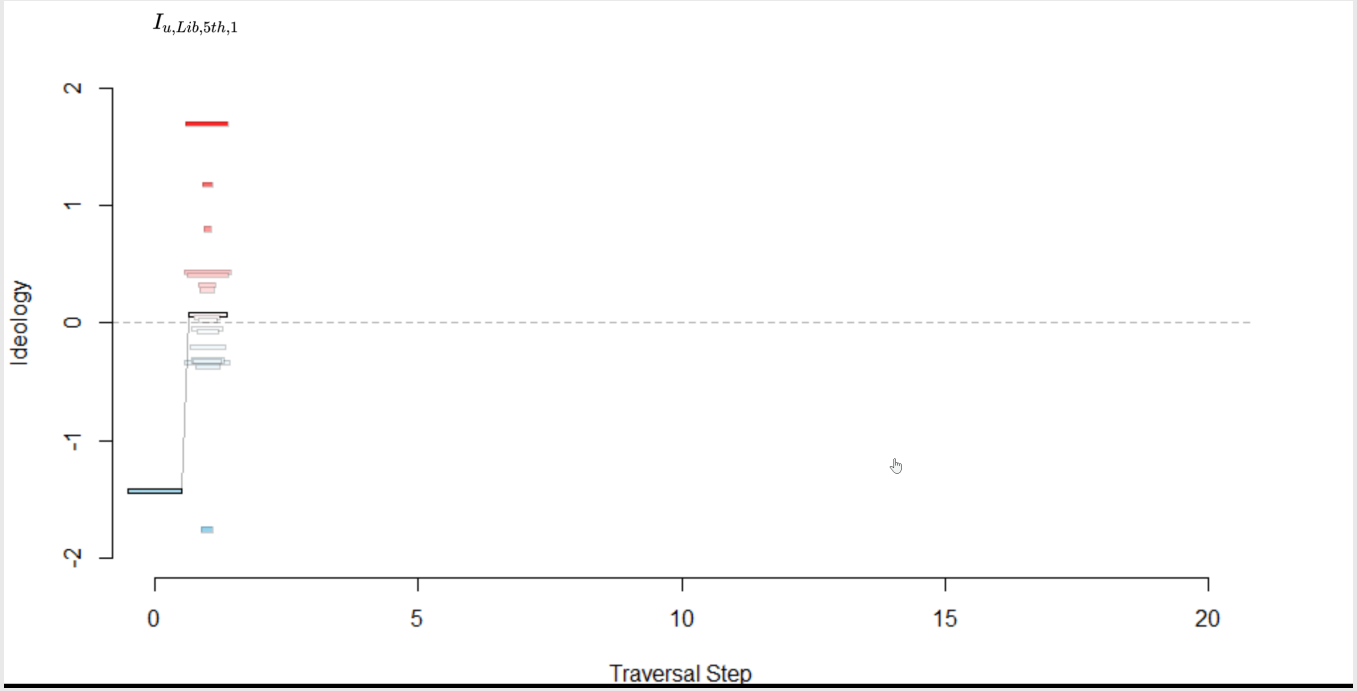

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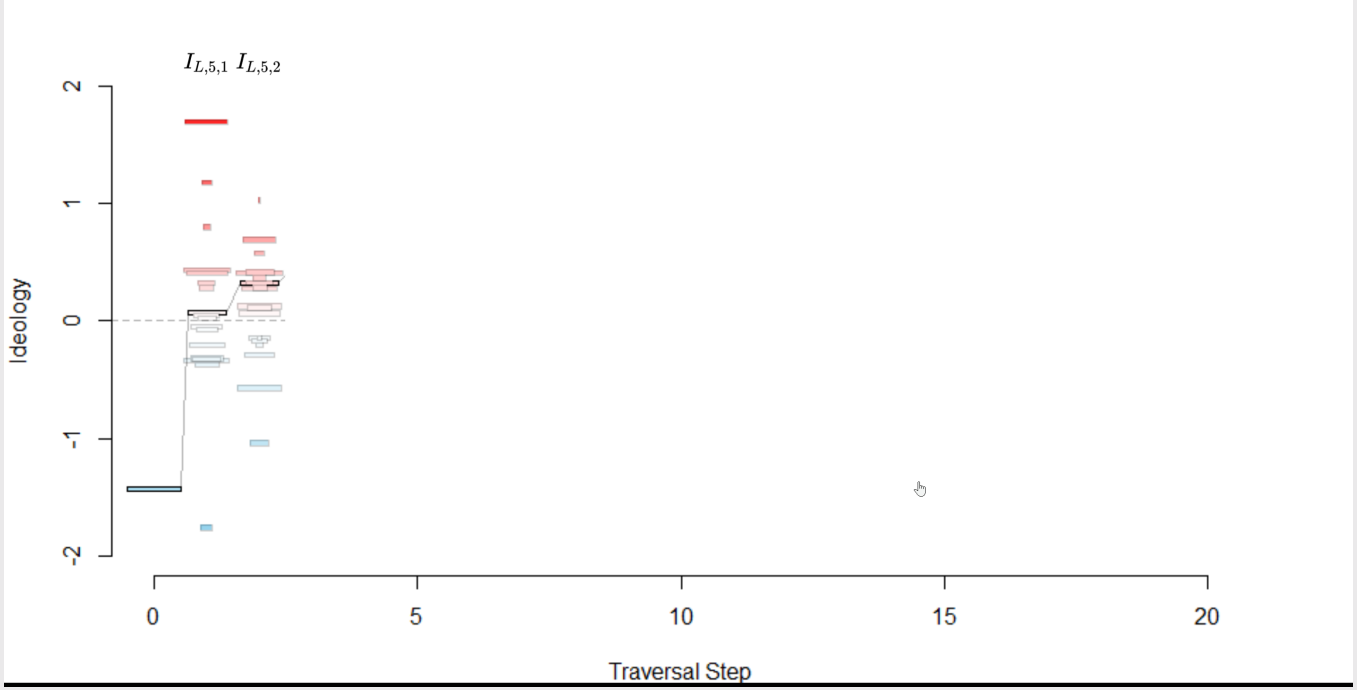

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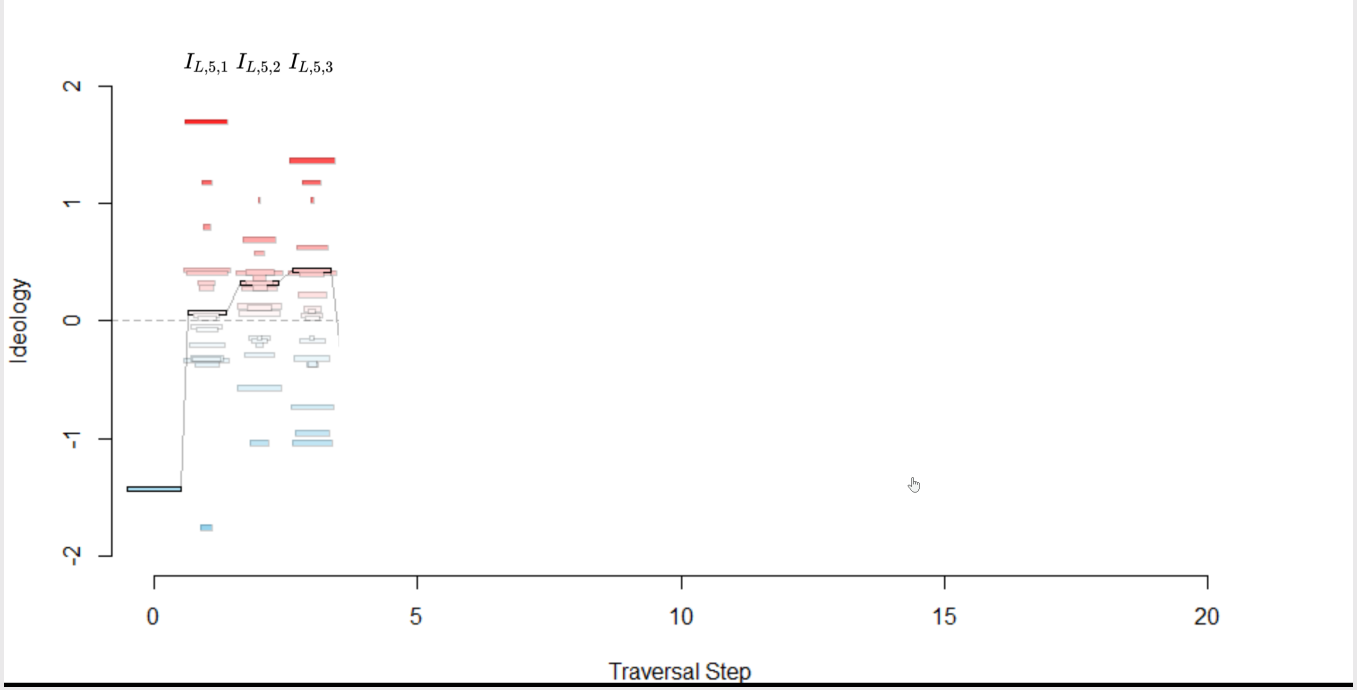

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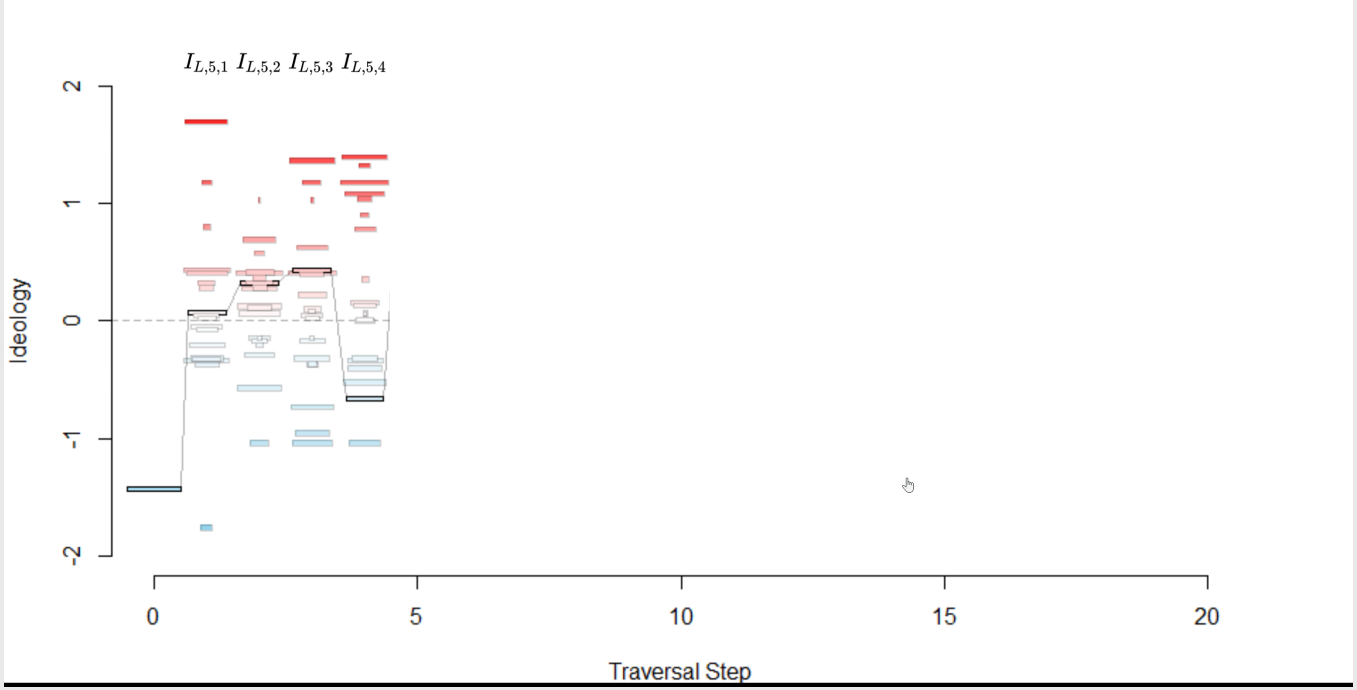

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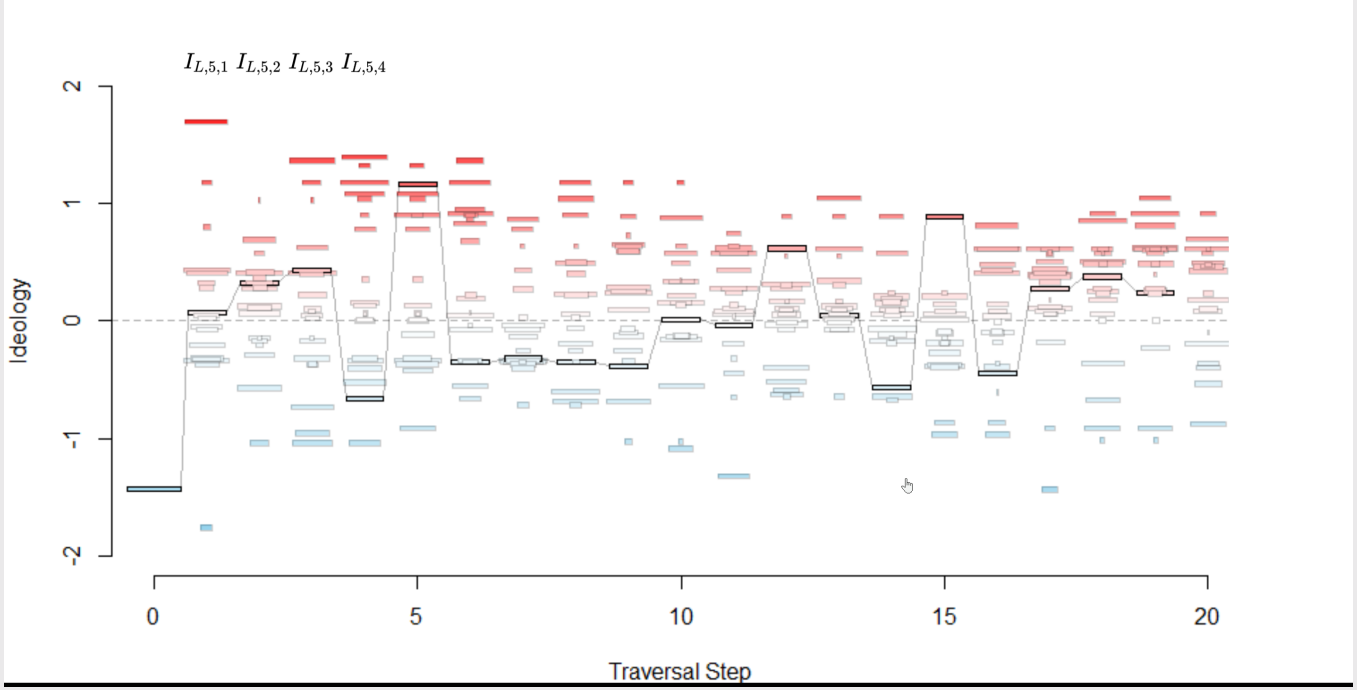

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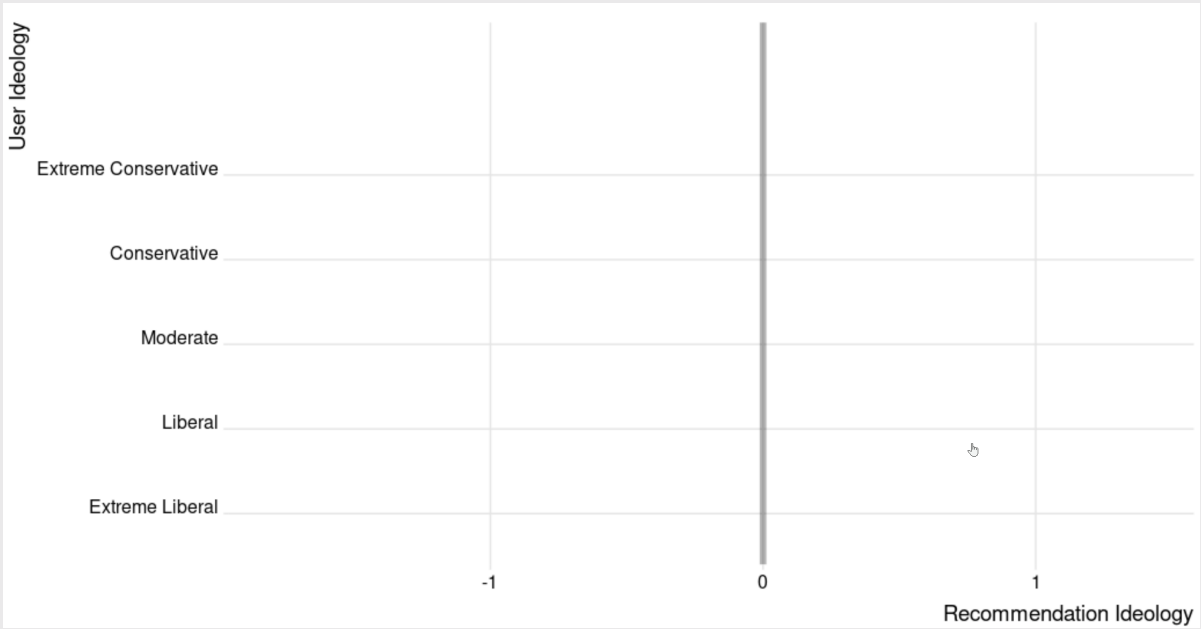

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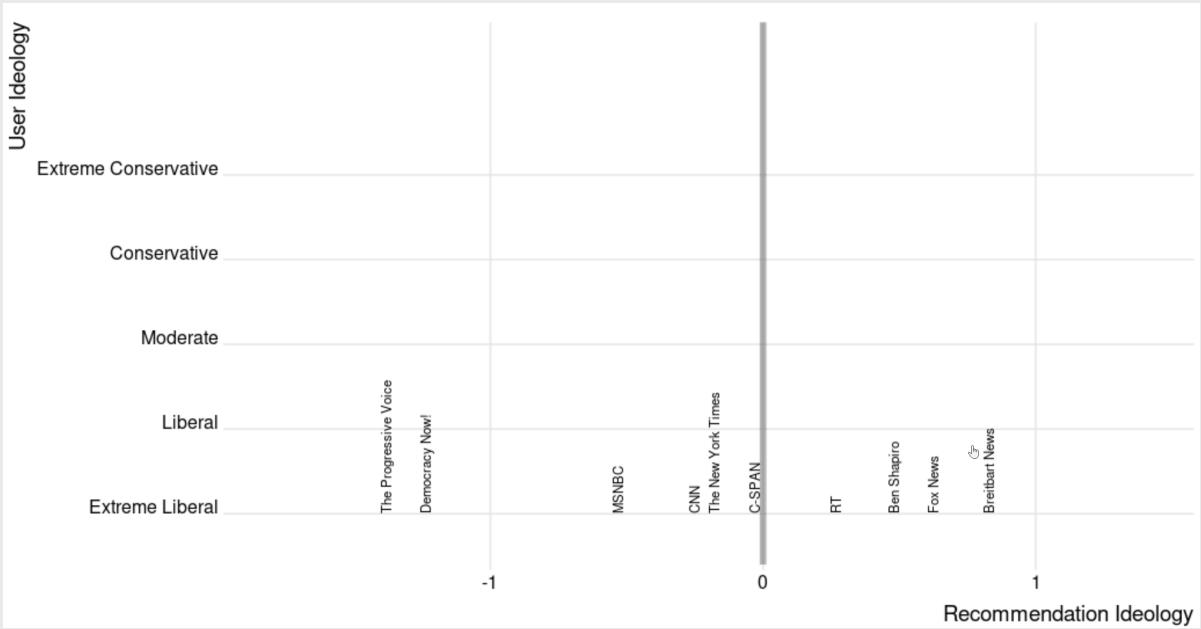

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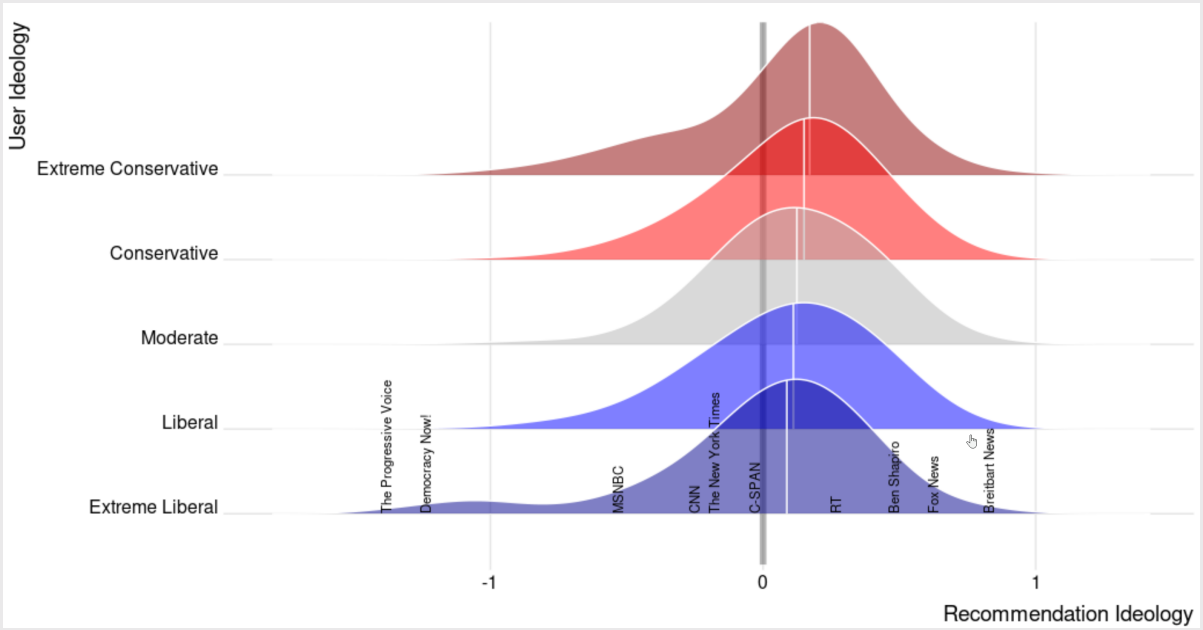

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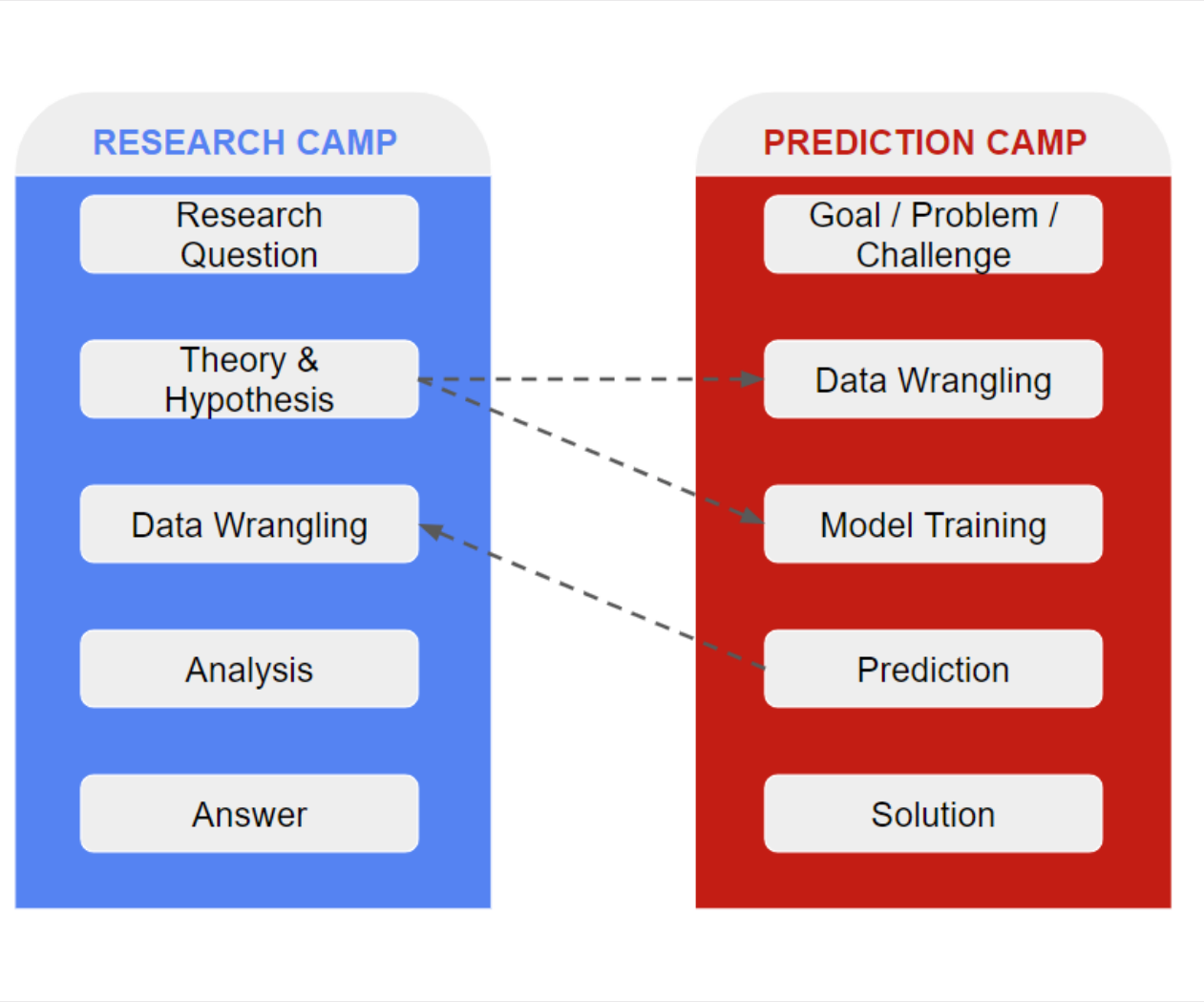
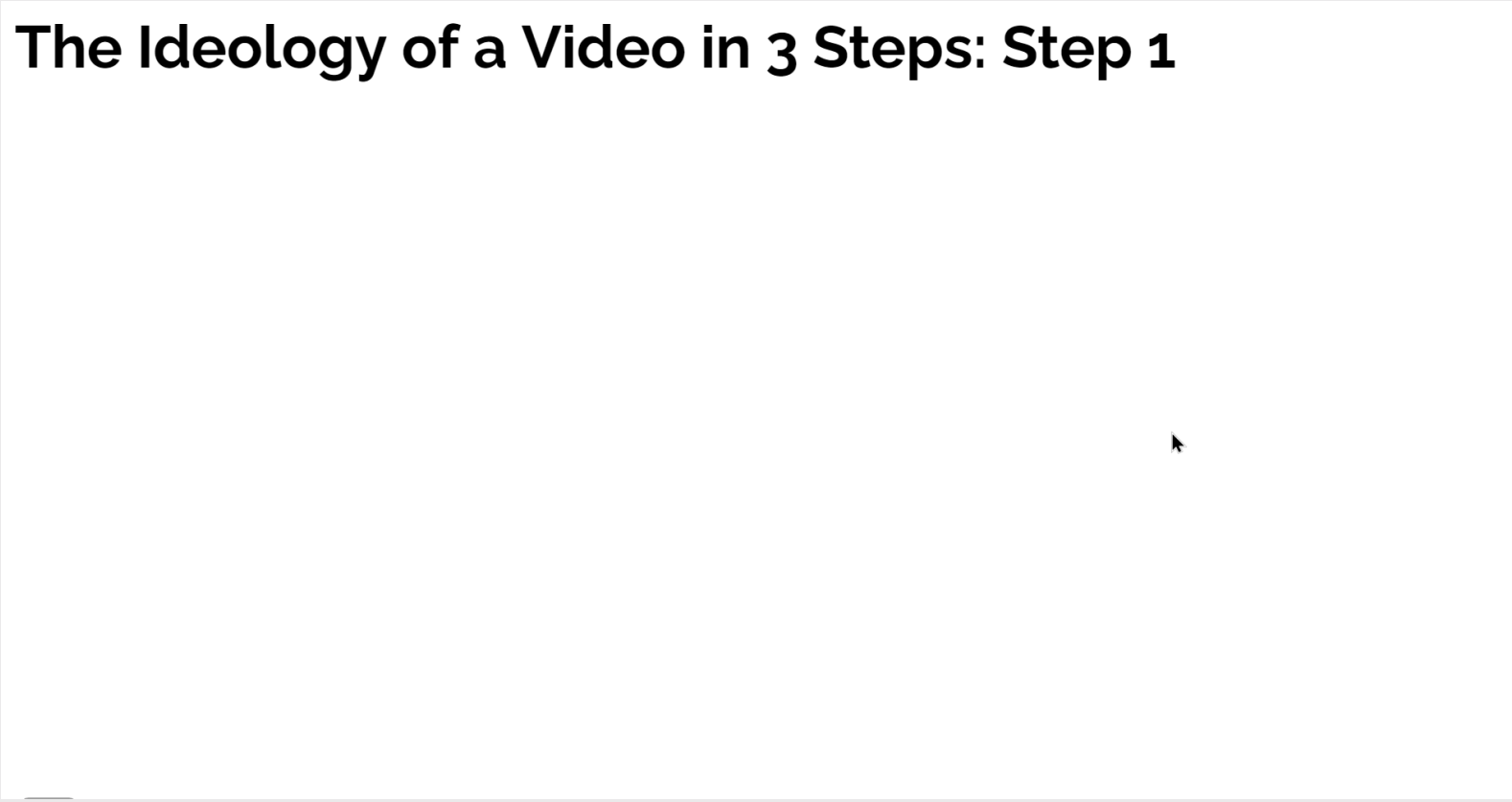


Prediction Camp

- **Goal/Problem/Challenge**: Measure the ideology of a YouTube

Prediction Camp

- **Data Wrangling**: Get matrix of links shared on political subreddits

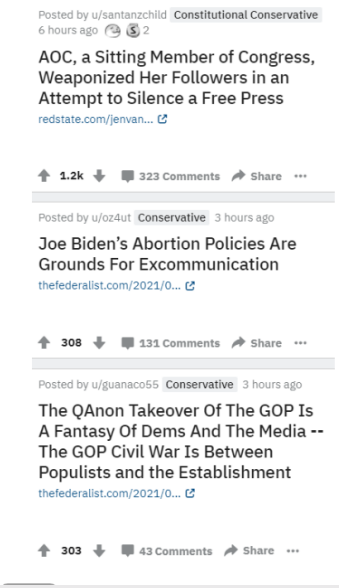


Prediction Camp

- **Data Wrangling**: Get matrix of links shared on political subreddits

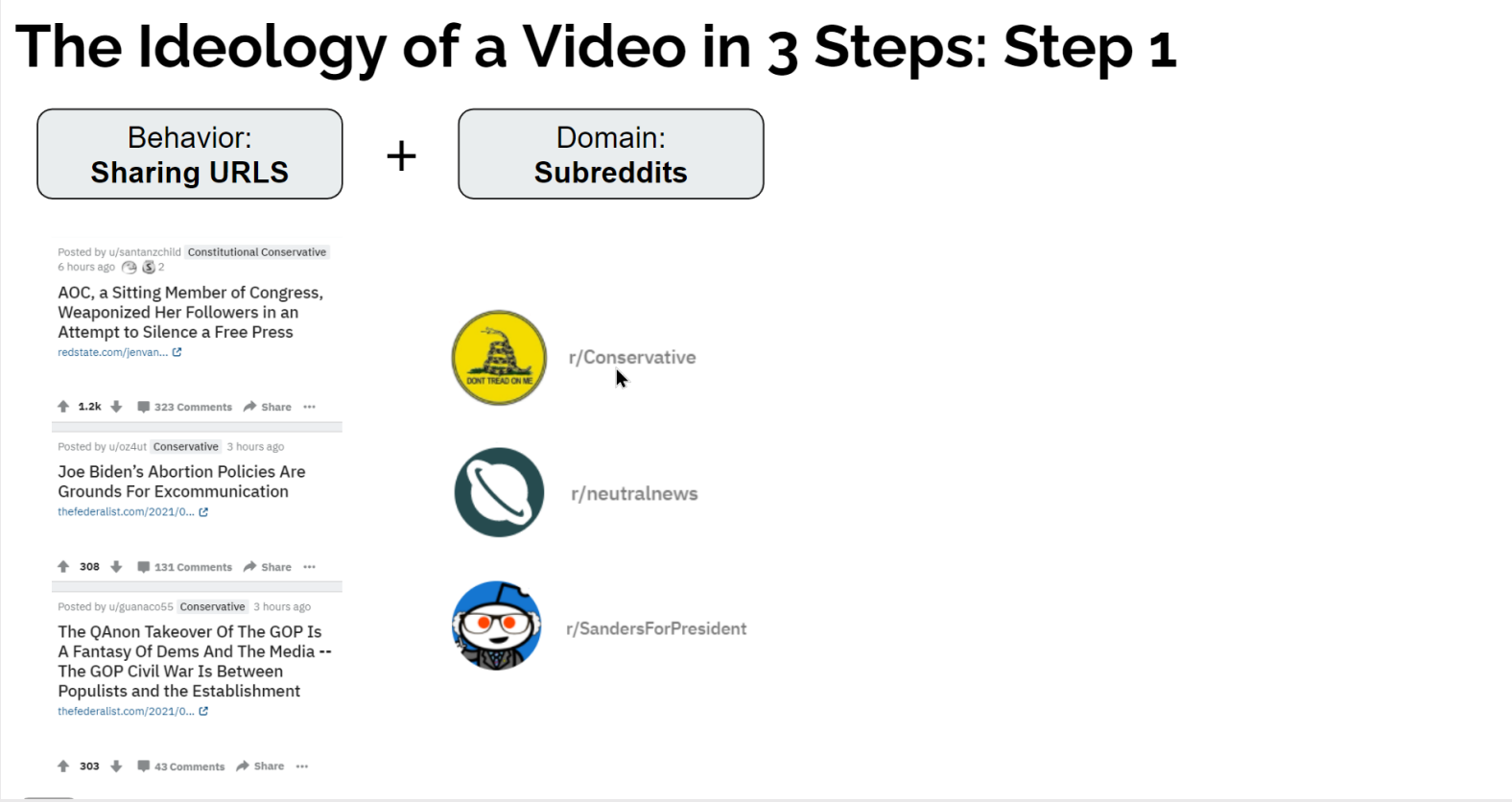
The Ideology of a Video in 3 Steps: Step 1

Behavior:
Sharing URLS



Prediction Camp

- **Data Wrangling**: Get matrix of links shared on political subreddits

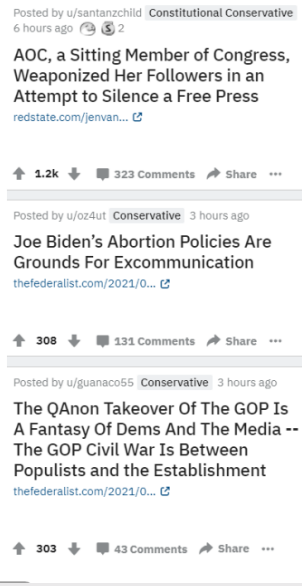


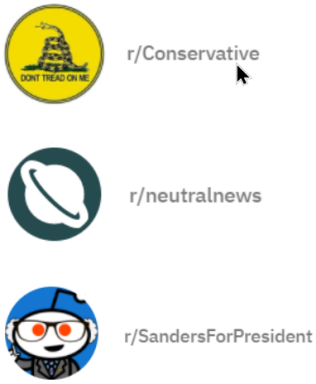
Prediction Camp

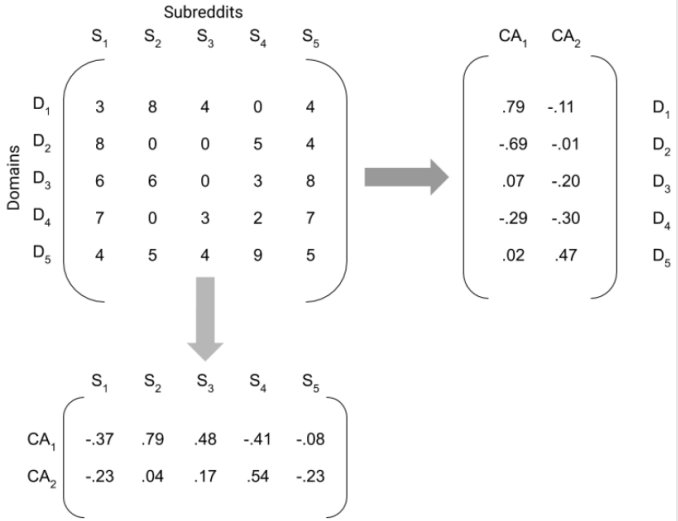
- **Data Wrangling**: Get matrix of links shared on political subreddits

The Ideology of a Video in 3 Steps: Step 1

Behavior: **Sharing URLS** + Domain: **Subreddits**

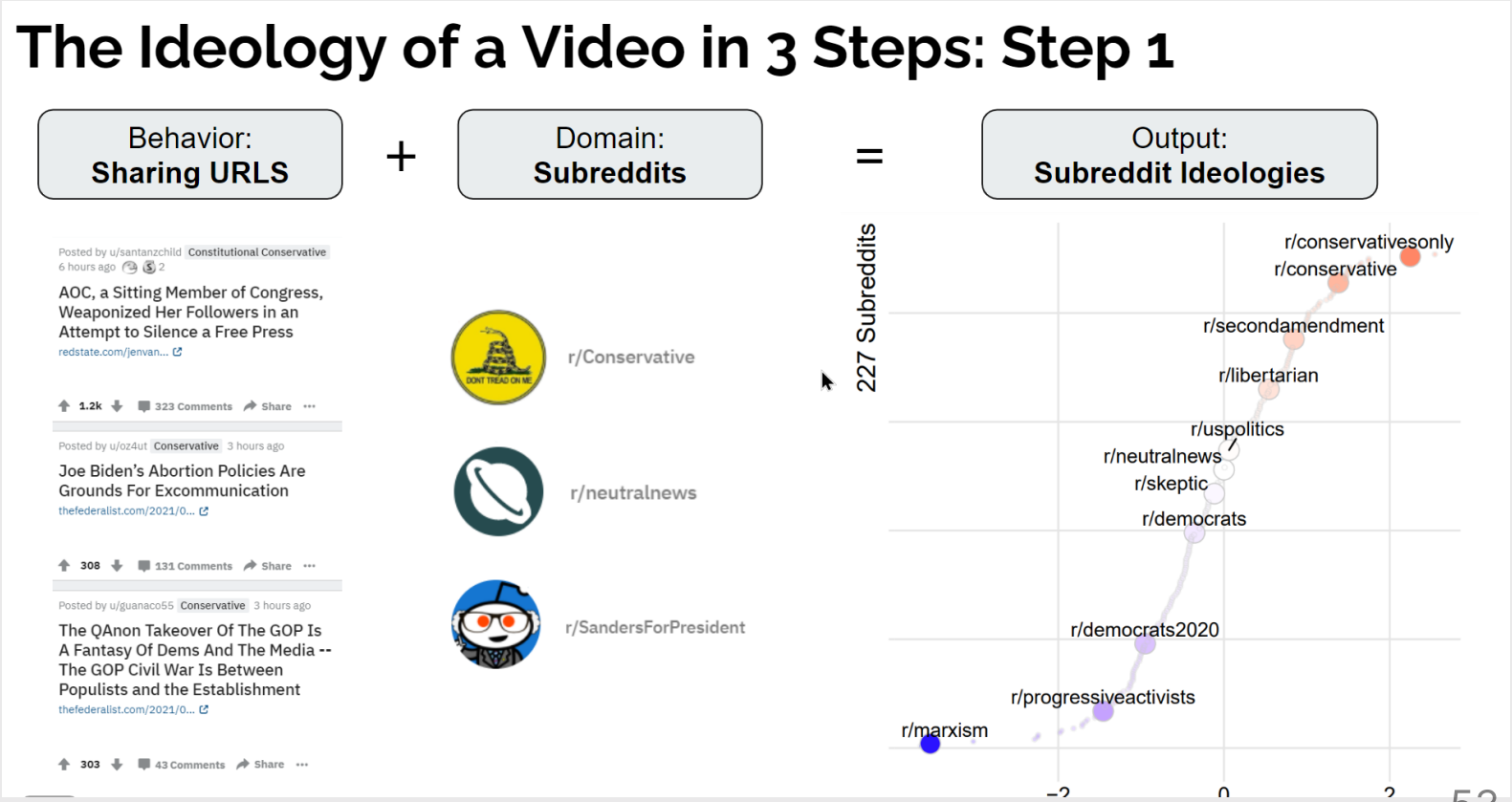






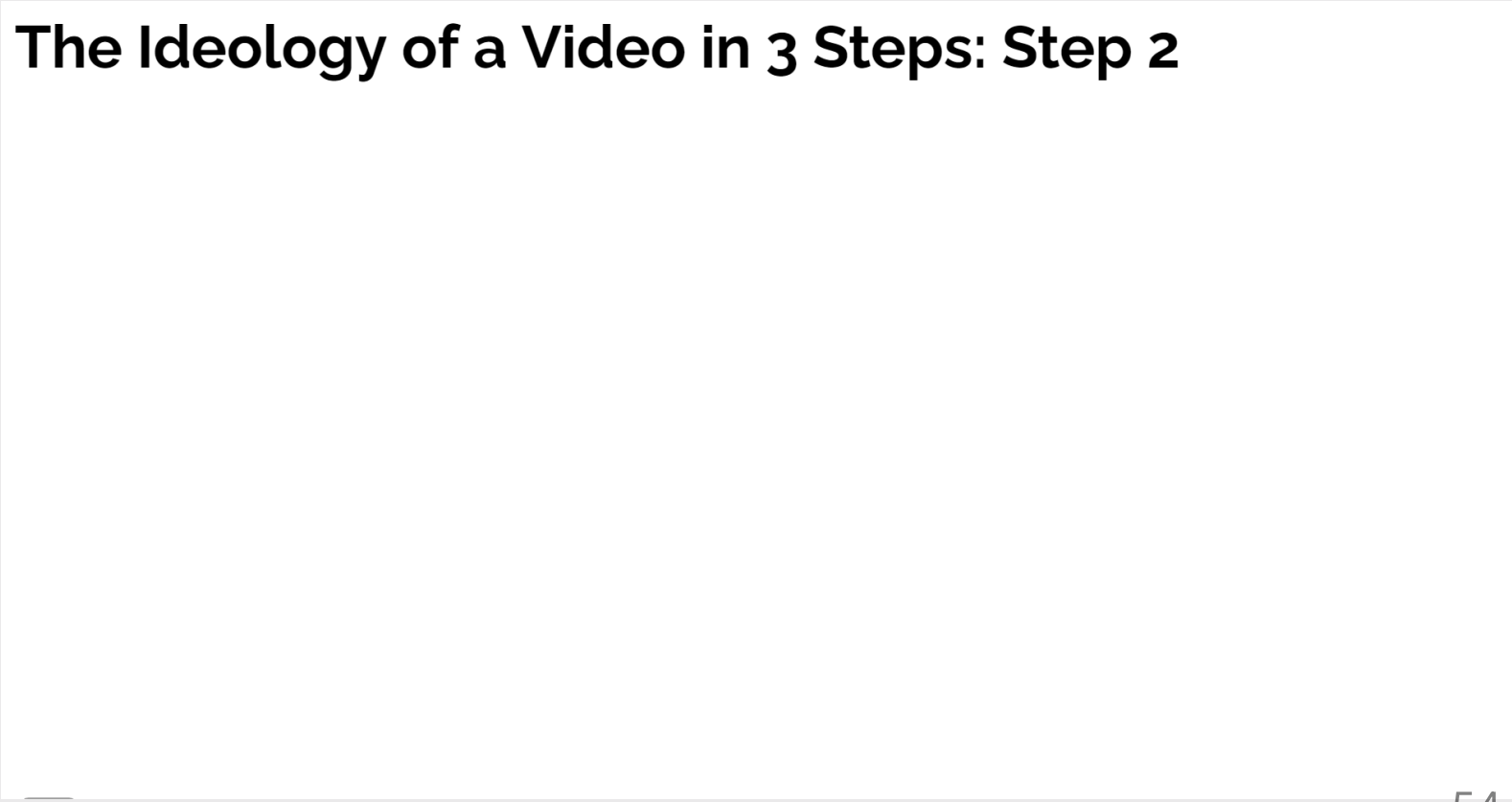
Prediction Camp

- **Data Wrangling**: Correspondence Analysis to estimate ideology scores for subreddits



Prediction Camp

- **Data Wrangling**: Get matrix of YouTube videos shared on scored subreddits

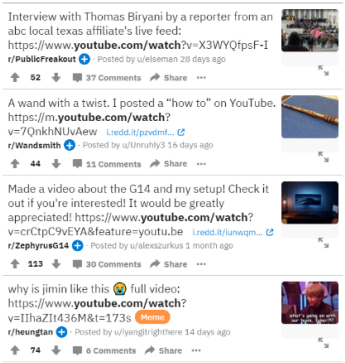


Prediction Camp

- **Data Wrangling**: Get matrix of YouTube videos shared on scored subreddits

The Ideology of a Video in 3 Steps: Step 2

Behavior:
Sharing Videos

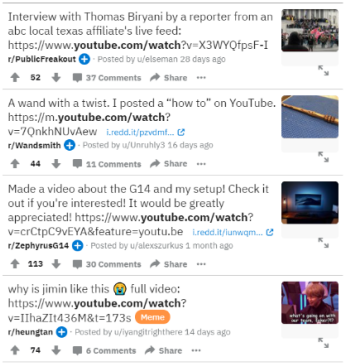


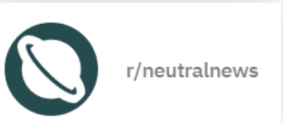
Prediction Camp

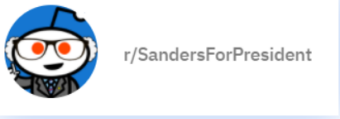
- **Data Wrangling**: Get matrix of YouTube videos shared on scored subreddits

The Ideology of a Video in 3 Steps: Step 2

Behavior: **Sharing Videos** + Domain: **Ideological Reddit**





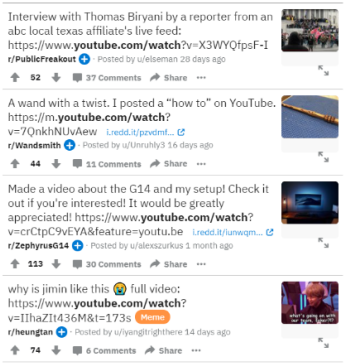


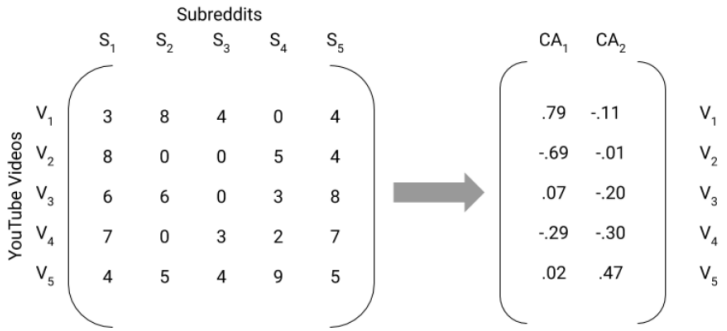
Prediction Camp

- **Data Wrangling**: Get matrix of 60k YouTube videos shared on scored subreddits

The Ideology of a Video in 3 Steps: Step 2

Behavior: **Sharing Videos** + Domain: **Ideological Reddit**



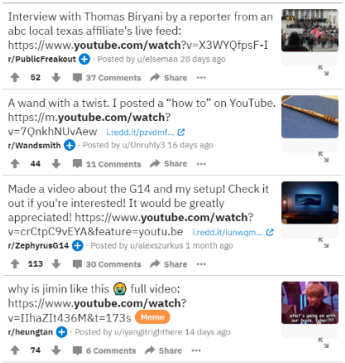


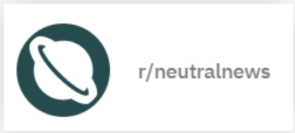
Prediction Camp

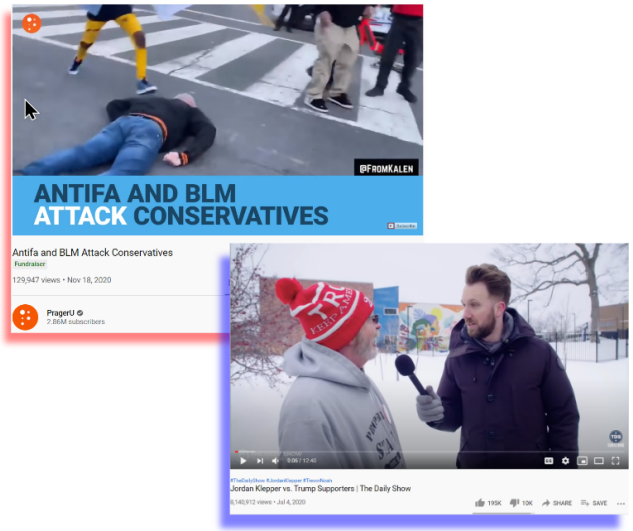
- **Data Wrangling**: Calculate video ideology as weighted mean of subreddits

The Ideology of a Video in 3 Steps: Step 2

Behavior: **Sharing Videos** + Domain: **Ideological Reddit** = Output: **Video Ideologies**







Prediction Camp

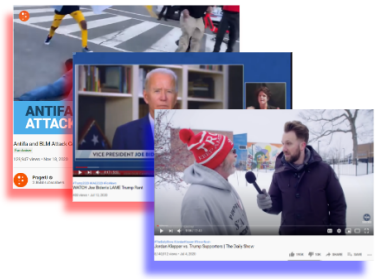
- **Model Training**: BERT transformer trained on 60k videos

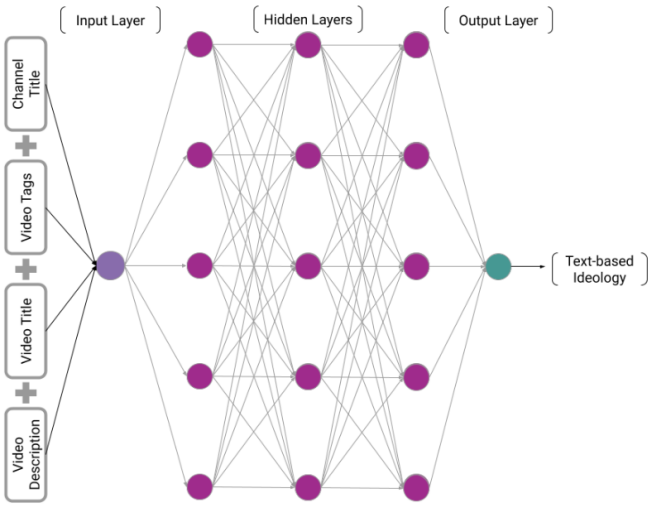
The Ideology of a Video in 3 Steps: Step 3

Training Data:
67k Coded Videos

+

Classifier:
BERT Transformer



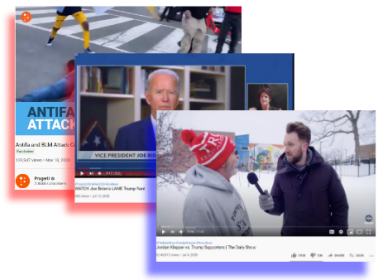


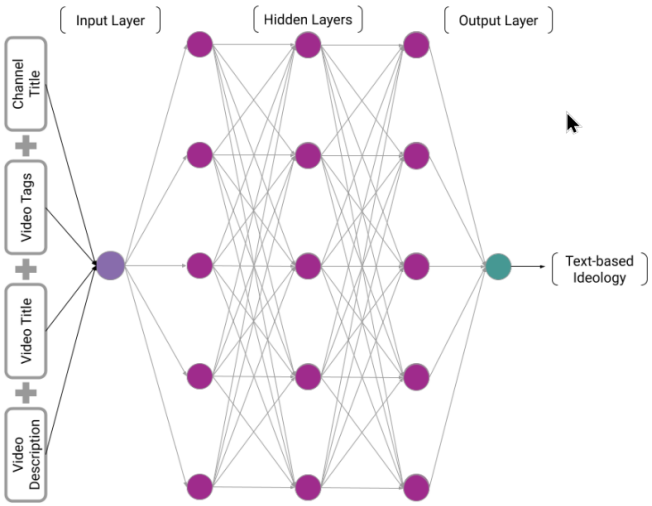
Prediction Camp

- **Prediction**: Measure the ideology of a YouTube video

The Ideology of a Video in 3 Steps: Step 3

Training Data: **67k Coded Videos** + Classifier: **BERT Transformer** = Output: **Any Video's Ideology**





Preview of Semester

- This course is the menu, not the food
  - Look over many different fields, methods, and tools
  - You pick those you like, and take more advanced classes to dig into them
- But we are very **hands on**
  - You must download `R` and `RStudio` prior to next class (Problem Set 0)
  - You must work through first HW using an `.Rmd` file

Grades

Item	Percent	Points
pset 1	5%	10
pset 2	5%	10
pset 3	5%	10
pset 4	5%	10
pset 5	5%	10
pset 6	5%	10
pset 7	5%	10
pset 8	5%	10
Midterm	20%	40
Final Exam	20%	40
Quizzes	20%	40
Totals	100%	200

Grades: PSets

- 9 in total, only 8 are graded
  - Pset 0 doesn't count
- Posted to **Brightspace** on Mondays at noon
- Due **Friday by midnight**
  - Each day late is -1 point
  - After 3 days, scored zero
- Restrictions:
  - Open book / open note / open Campuswire
  - **Can collaborate but submissions must be your own**

Grades: Exams

- 2 in total: midterm on March 8th, final on April 26th
- 20% of final grade
- Restrictions:
  - Open book / open note / open Campuswire
  - **Cannot collaborate**

Grades: Quizzes

- Taken at end of each lecture
- Password protected
  - Only students in class can take them
  - 50% of quiz grade is just taking it (sign affidavit)
  - 50% of quiz grade is four questions related to lecture

Not Graded: HW

- You should work through the homeworks prior to each lecture
- Open the `.Rmd` file and Knit it
- Read the output and try and answer the prompts
- **Not graded**, but enormously helpful in preparing you to keep up with lectures

The Syllabus

Date	Lecture	DOW	Goal	Assignments	Quizzes
9-Jan-23	Intro to Data Science	M	The scientific method, the camps of analysis	Pset 0 assigned	Quiz 1
11-Jan-23	Intro to R Part 1	W	Install and open R, packages, tidyverse		Quiz 2
16-Jan-23	BREAK	M			
18-Jan-23	Intro to R Part 2	W	Objects, functions, %>%, and <-		Quiz 3
23-Jan-23	Intro to R Part 3	M	Visualization in R	Pset 1 assigned	Quiz 4
25-Jan-23	Intro to R Review	W			
30-Jan-23	Data Wrangling	M	Replicability, R, and tabular data	Pset 2 assigned	Quiz 5
1-Feb-23	Univariate Analysis	W	Summaries of a single variable		Quiz 6
6-Feb-23	Multivariate Analysis Part 1	M	Summaries of multiple variables	Pset 3 assigned	Quiz 7
8-Feb-23	Multivariate Analysis Part 2	W	Visualizations of multiple variables		Quiz 8
13-Feb-23	Multivariate Analysis Part 3	M	Uncertainty and bootstrapping	Pset 4 assigned	Quiz 9
15-Feb-23	Multivariate Review	W			
20-Feb-23	Regression Part 1	M	The concept of a linear regression	Pset 5 assigned	Quiz 10
22-Feb-23	Regression Part 2	W	Interpreting a linear regression output and evaluating model performance		Quiz 11
27-Feb-23	Regression Part 3	M	Multiple regression and categorical predictors		Quiz 12
1-Mar-23	Regression Review	W			
6-Mar-23	Midterm Review	M			
8-Mar-23	**Midterm Exam**	**W**			
13-Mar-23	BREAK	M			
15-Mar-23	BREAK	W			
20-Mar-23	Classification Part 1	M	The concept of a logistic regression	Pset 6 assigned	Quiz 13
22-Mar-23	Classification Part 2	W	Interpreting a logistic regression output and evaluating model performance		Quiz 14
27-Mar-23	Classification Part 3	M	Using models for prediction	Pset 7 assigned	Quiz 15
29-Mar-23	Classification Review	W			
3-Apr-23	Clustering Part 1	M	k-means clustering	Pset 8 assigned	Quiz 16
5-Apr-23	NLP Part 2	W	k-means clustering on text		Quiz 17
10-Apr-23	NLP Part 3	M	Sentiment analysis	Pset 9 assigned	Quiz 18
12-Apr-23	NLP Review	W			
17-Apr-23	Advanced Topics in DS	M	Random forests, neural networks, image as data		Quiz 19
19-Apr-23	Ethics	W	The risks of rapid technological change		Quiz 20
24-Apr-23	Final Review	M			
26-Apr-23	**Final Exam**	**W**			

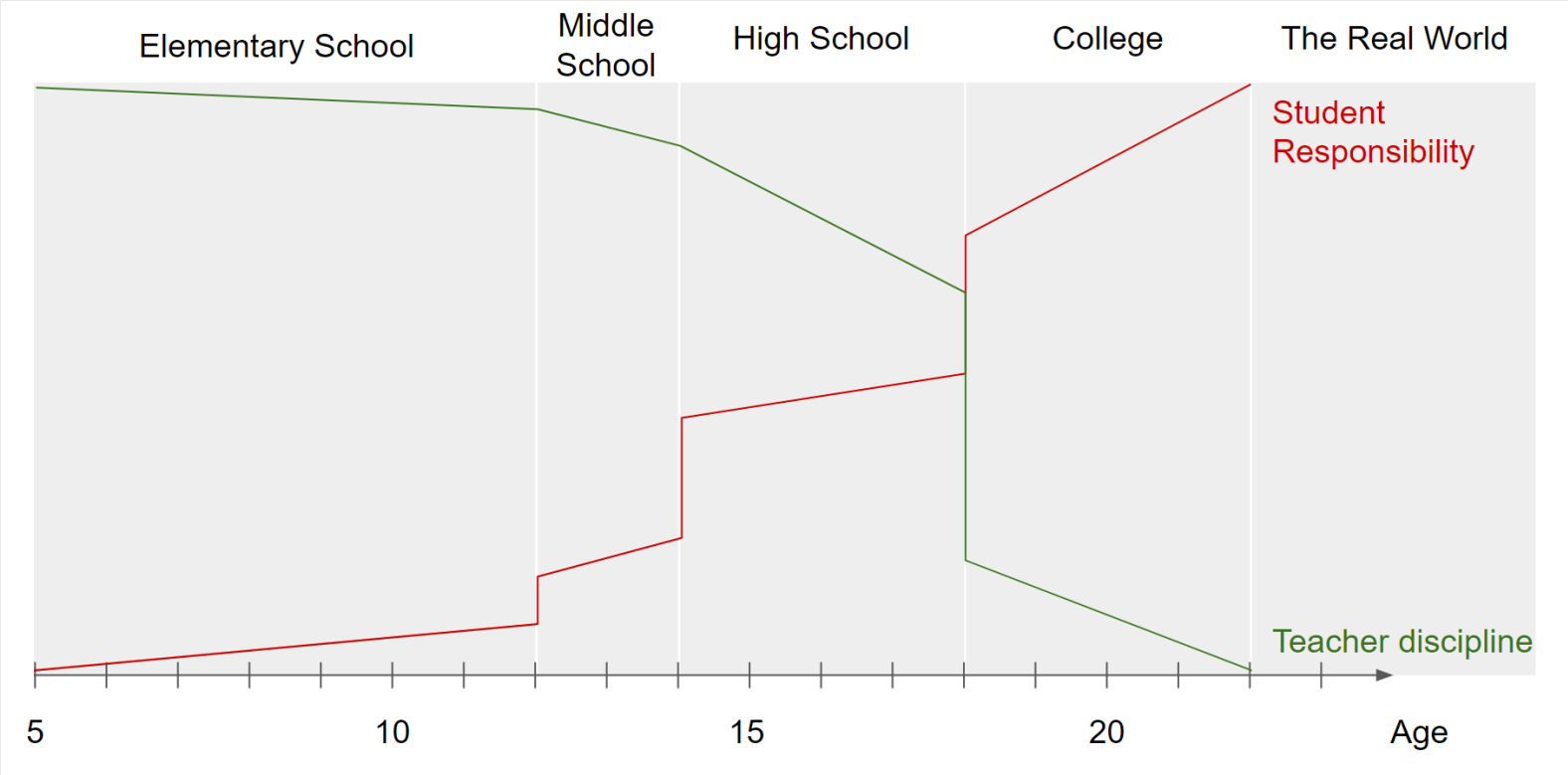
Honor Code

- Students are assumed to have read and agreed with the Vanderbilt University Academic Honesty policy
- Violations of this policy may result in:
  - An F for the semester (at minimum)
  - Suspension for a semester
  - Expulsion
- However, except where **explicitly noted**, this course is collaborative
  - Open book, open note, open internet
  - Can rely on Campuswire for help
  - Can work together on problem sets (but must submit own work)
- **Can't collaborate on exams**

Resources

- Campuswire (place for **questions**)
  - Post questions on the class feed
- Brightspace (place for **submissions**)
  - Submit problem sets, quizzes, and exams
- GitHub (place for **materials**)
  - Find all in-class materials
- TA recitations / labs (place for **hands-on help**)
- Office hours (place for **hands-on help**)

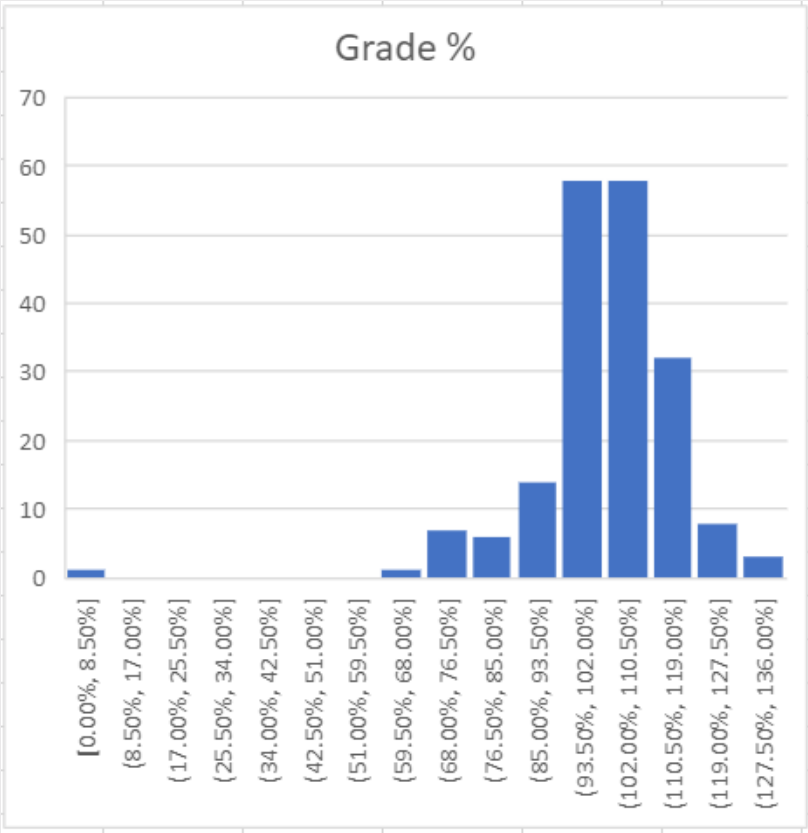
Teaching Philosophy

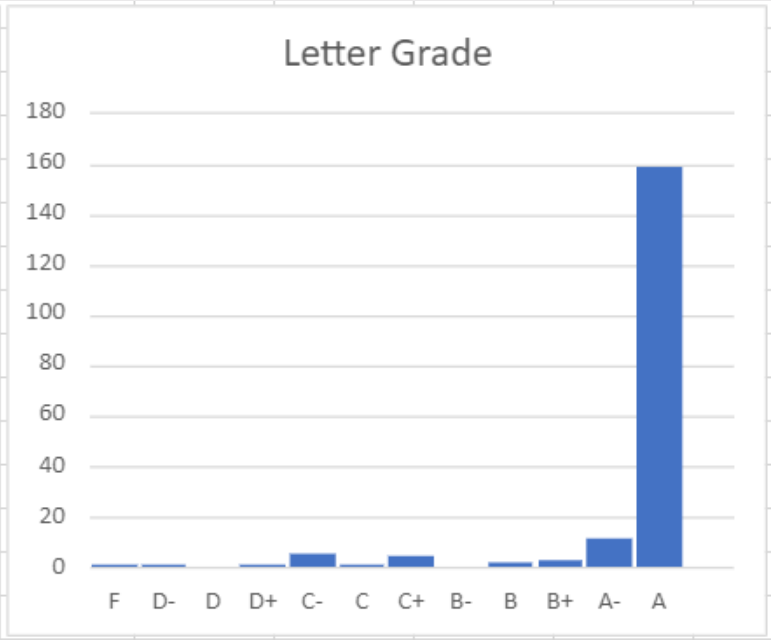


Teaching Philosophy

- This course is **inherently** hard
  - Learning `R` is challenging
- But the goal is to **encourage** you to pursue data science
- As such, the **nature** of the material is at odds with the **goal** of the class
- My solution: grade leniently
  - `+` lots of extra credit

Previous Semester





Conclusion

- Go to Brightspace and take the **1st** quiz
    - The password to take the quiz is ####
- Homework:
    1. Work through Intro_Data_Science_hw.Rmd
    2. Complete Problem Set 0 (on Brightspace)