

Text as Data

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 - Statistical methods/algorithms, computationally intensive

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- Foreign news sources, treaties, sermons, fatwas, ...

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What automated text methods don't do:

- Develop a comprehensive statistical model of language
- Replace the need to read
- Develop a single tool + evaluation for all tasks

Texts are Deceptively Complex

We've got some difficult days ahead. But it doesn't matter with me now. Because I've been to the mountaintop. And I don't mind. Like anybody, I would like to live a long life. Longevity has its place. But I'm not concerned about that now.

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Texts \rightsquigarrow high dimensional, not self contained

Texts are Surprisingly Simple

(Lamar Alexander (R-TN) Feb 10, 2005)

Word	No. Times Used in Press Release
department	12
grant	9
program	7
firefight	7
secure	5
homeland	4
fund	3
award	2
safety	2
service	2
AFGP	2
support	2
equip	2
applaud	2
assist	2

Texts are Surprisingly Simple (?)

US Senators Bill Frist (R-TN) and Lamar Alexander (R-TN) today applauded the U S Department of Homeland Security for awarding a \$8,190 grant to the Tracy City Volunteer Fire Department under the 2004 Assistance to Firefighters Grant Program's (AFGP) Fire Prevention and Safety Program...

Not just for “big data”

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Manually develop categorization scheme for partitioning small (100) set of documents

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Automated methods can help with even small problems

Goal for this morning: Document-Term Matrices

$$\mathbf{X} = \begin{pmatrix} 1 & 0 & 0 & \dots & 3 \\ 0 & 2 & 1 & \dots & 0 \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ 0 & 0 & 0 & \dots & 5 \end{pmatrix}$$

$\mathbf{X} = N \times J$ matrix

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$\mathbf{X} = N \times J$ matrix

- N = Number of documents
- J = Number of features

Learning From Text

A plan for using texts

- 1) Acquiring text data
- 2) Regular expression search in text
- 3) Creating document-term matrices (term-document matrices)

Finding Text Data

Many places to find text

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Goal: plain text (.txt) file. (UTF-8, ASCII)

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(May also want to create an XML or JSON file)

Plain Text

September 19, 2010 Sunday 10:46 AM EST

REP. FOXX VISITS LOCAL SCHOOLS, TALKS WITH STUDENTS ON
CONSTITUTION DAY

LENGTH: 320 words

CLEMMONS, N.C., Sept. 17 -- Rep. Virginia Foxx, R-N.C.
(5th CD), issued the following press release:

Congresswoman Virginia Foxx is celebrating Constitution Day today by visiting several schools in her district to talk with students about the Constitution and the individuals who helped create our charter document. She will visit Davie County High School, Forbush High School in Yadkin County and Piney Creek School in Alleghany County.

XML

```
<DOC>
```

```
<DOCNO>101-levin-mi-1-19901027< /DOCNO>
```

```
<TEXT>
```

Mr. LEVIN. Mr. President, today the House passed and sent to the President the Great Lakes Critical Programs Act.

... Mr. President, I commend and thank Ms. Bean for her exceptional efforts on the Great Lakes Critical Programs Act

```
< /TEXT>
```

```
< /DOC>
```


JSON

```
{"id":"tag:search.twitter.com,2005:287886850381713411",  
"objectType":"activity"...displayName:"Linda Bowersox",  
"postedTime":"2010-03-10T05:16:14.000Z"...  
"body":"@JeffFlake thank you for standing firm and voting  
NO on the #FiscalCliff (via #PJNET)","object"...
```

Regular Expressions (from Jurafsky Slides)

REGULAR EXPRESSIONS

<

< PREV

RANDOM

NEXT >

>

WHENEVER I LEARN A NEW SKILL I CONCOCT ELABORATE FANTASY SCENARIOS WHERE IT LETS ME SAVE THE DAY.

OH NO! THE KILLER MUST HAVE FOLLOWED HER ON VACATION!



BUT TO FIND THEM WE'D HAVE TO SEARCH THROUGH 200 MB OF EMAILS LOOKING FOR SOMETHING FORMATTED LIKE AN ADDRESS!



IT'S HOPELESS!

EVERYBODY STAND BACK.



I KNOW REGULAR EXPRESSIONS.



Systematic Searches

A language for searching texts:

- Count mentions of a person
- Calculate amount of money discussed
- Prepare texts for analysis: Identify where to “split” a document
- ...

Provide a quick introduction here, with some examples

Regular Expressions, Some Basics (from Jurafsky Slides)

- Disjunctions

RE	Match	Example Patterns Matched
[mM]oney	Money or money	" <u>M</u> oney"
[abc]	'a', 'b', or 'c'	"Investing in I <u>r</u> an" "is d <u>a</u> ngerous <u>b</u> usiness"
[1234567890]	any digit	"sitting on \$ <u>7</u> . <u>5</u> billion dollars" " <u>2005</u> and <u>2006</u> , more than " "\$ <u>150</u> million dollars"
[\.]	A period	" 'Run!', he screamed <u>.</u> "

Regular Expressions, Some Basics (from Jurafsky Slides)

- Ranges

RE	Match	Example Patterns Matched
[A-Z]	an upper case letter	" <u>R</u> ep. <u>A</u> nthony <u>W</u> einer (<u>D</u> - <u>B</u> rooklyn & <u>Q</u> ueens)"
[a-z]	a lower case letter	"ACORN' <u>s</u> "
[0-9]	a single digit	"(<u>9</u> th CD) "

Regular Expressions, Some Basics (from Jurafsky Slides)

- Negations

RE	Match	Example Patterns Matched
[^A-Z]	not an upper case letter	“ACORN' <u>s</u> ”
[^Ss]	neither 'S' nor 's'	“ <u>ACORN</u> 's”
[^\.]	not a period	“ ‘Run!’, he screamed.”

Regular Expressions, Some Basics (from Jurafsky Slides)

- Optional Characters: ?, *, +

RE	Match	Example Patterns Matched
colou?r	Words with u 0 or 1 times	<u>“color”</u> or <u>“colour”</u>
oo*h!	Words with o 0 or more times	<u>“oh!”</u> or <u>“ooh!”</u> or <u>“oooh!”</u>
o+h!	Words with o 1 or more times	<u>“oh!”</u> or <u>“ooh!”</u> or <u>“oooooh!”</u> or

Regular Expressions, Some Basics (from Jurafsky Slides)

- Wild Cards .

RE	Match	Example Patterns Matched
<code>beg.n</code>	Any word with “beg” then “n”	“begin” or “began” or “begun” or “begn” (Poor grammar!)

Regular Expressions, Some Basics (from Jurafsky Slides)

- Start of the line anchor \wedge , end of the line anchor $\$$

RE	Match	Example Patterns Match
$\wedge[A-Z]$	Upper case start of line	" <u>P</u> alo Alto" "the town of Palo Alto"
$\wedge[\wedge A-Z]$	Not upper case start of line	" <u>t</u> he town of Palo Alto" "Palo Alto"
$\wedge.$	Start of line	" <u>P</u> alo Alto" " <u>t</u> he town of Palo Alto"
$.\$$	Identify character that ends a line	"Wait <u>!</u> " "This is the end <u>.</u> "

Regular Expressions, Some Basics (from Jurafsky Slides)

- “Or” | statements, Useful short hand

RE	Match	Example Patterns Matched
yours mine	Matches “yours” or “mine”	“it’s either <u>yours</u> or <u>mine</u> ”
\ d	Any digit	“ <u>1</u> -Mississippi”
\ D	Any non-digit	“1- <u>Mississippi</u> ”
\ s	Any whitespace character	“1, <u>2</u> ”
\ S	Any non-whitespace character	“ <u>1</u> , <u>2</u> ”
\ w	Any alpha-numeric	“ <u>1</u> - <u>Mississippi</u> ”
\ W	Any non-alpha numeric	“1- <u>Mississippi</u> ”

Regular Expressions, Some Basics (from Jurafsky Slides)

Quick Example to Illuminate Differences:

A “simple” example: identify all instances of **the**.

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Returns words that are too long (theocrat, theme)

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- **[^a-zA-Z][tT]he[^a-zA-Z]**

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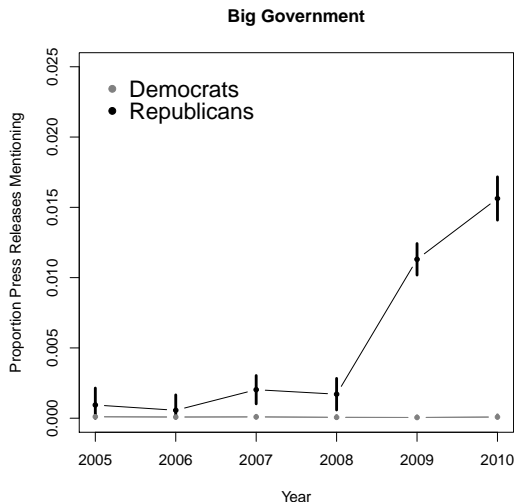
- **(^ | [^ a-zA-Z])[tT]he[^ a-zA-Z]**

An Example: Searching for Tea Party Language

Grimmer, Westwood, and Messing (2014): Criticism and credit

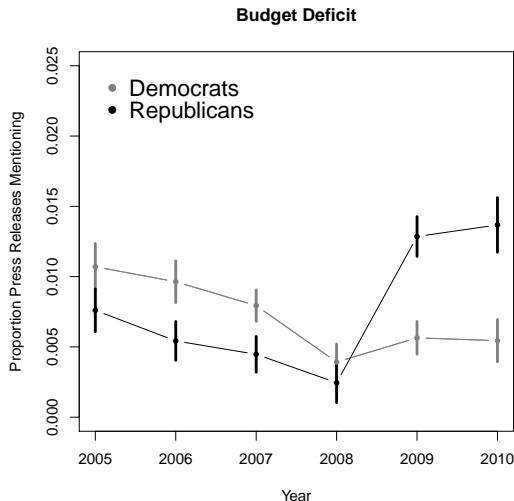
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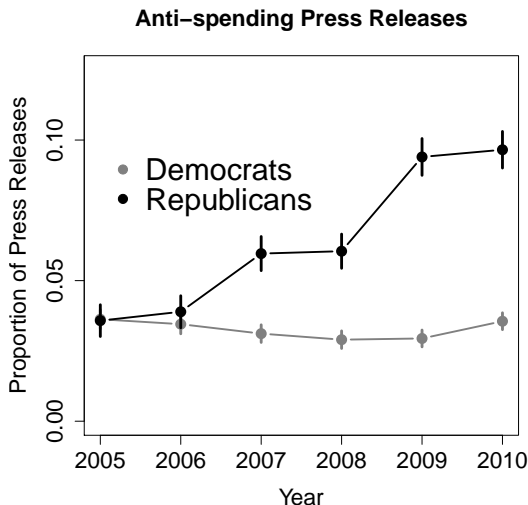
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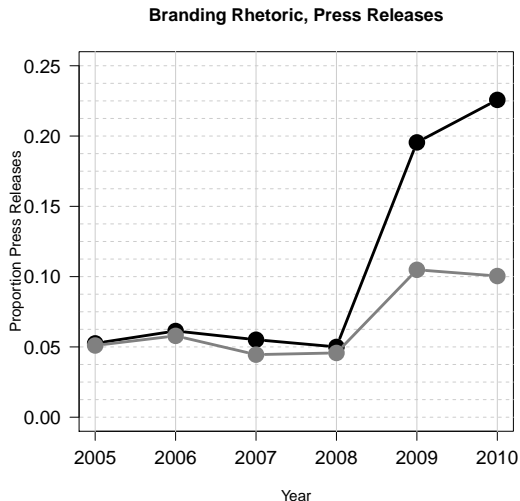
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An Example: Searching for Tea Party Language

Goodman, Grimmer, Parker, Zlotnik (2015): Criticism



Regular Expressions on Steroids: Cheating Detection Software

- WCopyFind:

<http://plagiarism.bloomfieldmedia.com/z-wordpress/software/wcopyfind/>

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- Useful:

- Media uptake

- Joint Press Releases

Document Term Matrices

Regular expressions and search are useful

Document Term Matrices

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We want to use statistics/algorithms to characterize text

Document Term Matrices

Regular expressions and search are useful

We want to use statistics/algorithms to characterize text

We'll put it in a document-term matrix

Document Term Matrices

Preprocessing \rightsquigarrow **Simplify** text, make it useful

Document Term Matrices

Preprocessing \rightsquigarrow **Simplify** text, make it useful
Lower dimensionality

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- **For our purposes**

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Remember: characterize the **Hay stack**

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- If you want to analyze a straw of hay, these methods **are unlikely to work**

Document Term Matrices

Preprocessing \rightsquigarrow **Simplify** text, make it useful
Lower dimensionality

- **For our purposes**

Remember: characterize the **Hay stack**

- If you want to analyze a straw of hay, these methods **are unlikely to work**
- But even if you want to closely read texts, characterizing hay stack can be useful

Preprocessing for Quantitative Text Analysis

One (of many) recipe for preprocessing: retain **useful** information

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Output: Count vector, each element counts occurrence of stems
Provide tools to preprocess via this recipe

Preprocessing Texts

We're going to use the Natural Language Toolkit (nltk) to work with texts

- Built in functionality
- Ensures we can customize our feature spaces

Text Loaded into Python

Gettysburg Address

```
from BeautifulSoup import BeautifulSoup
from urllib import urlopen
import re, os
url =
urlopen('http://avalon.law.yale.edu/19th_century/gettyb.asp').read()
soup = BeautifulSoup(url)
text = soup.p.contents[0]
```

Preprocessing Texts

Removing capitalization:

- Python : `string.lower()`
- R : `tolower('string')`

Removing punctuation

- Python: `re.sub('\W', ' ', string)`
- R : `gsub('\\W', ' ', string)`

Preprocessing Texts

```
text_1 = text.lower()  
text_2 = re.sub('\W', ' ', text_1)
```


The Bag of Words Assumption

Assumption: Discard Word Order

Now we are engaged in a great civil war, testing whether that nation, or any nation

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The Bag of Words Assumption

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	Unigram	Count
	a	1
	any	1
	are	1
	civil	1
	engaged	1
	great	1
	in	1
Unigrams	nation	2
	now	1
	or	1
	testing	1
	that	1
	war	1
	we	1
	whether	1

The Bag of Words Assumption

Assumption: Discard Word Order

	Bigram	Count
	now we	1
	we are	1
	are engaged	1
	engaged in	1
	in a	1
	a great	1
Bigrams	great civil	1
	civil war	1
	war testing	1
	testing whether	1
	whether that	1
	that nation	1
	nation or	1
	or any	1
	any nation	1

The Bag of Words Assumption

Assumption: Discard Word Order

Trigrams	Trigram	Count
	now we are	1
	we are engaged	1
	are engaged in	1
	engaged in a	1
	in a great	1
	a great civil	1
	great civil war	1
	civil war testing	1
	war testing whether	1
	whether that nation	1
	that nation or	1
	nation or any	1
	or any nation	1

How Could This Possibly Work?

Speech is:

- Ironic

A real strength of the Bears is their place kicking and I'm super glad they didn't give Robbie Gould a reasonable raise

- Subtle Negation (Source: Janyce Wiebe) :

They have not succeeded, and will never succeed, in breaking the will of this valiant people

- Order Dependent (Source: Arthur Spirling):

Peace, no more war

War, no more peace

How Could This Possibly Work?

Three answers

- 1) **It might not**: Validation is critical (task specific)
- 2) **Central Tendency in Text**: Words often imply what a text is about
war, civil, union or tone consecrate, dead, died, lives.
Likely to be used repeatedly: create a theme for an article
- 3) **Human supervision**: Inject human judgement (coders): helps methods identify subtle relationships between words and outcomes of interest

Dictionaries

Training Sets

Discarding Word Order in Python

```
from nltk import word_tokenize
from nltk import bigrams
from nltk import trigrams
from nltk import ngrams
```

```
text_3 = word_tokenize(text_2)
text_3_bi = bigrams(text_3)
text_3_tri = trigrams(text_3)
text_3_n = ngrams(text_3, 4)
```


Stop Words

- **Stop Words**: English Language place holding words

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the, it, if, a, able, at, be, because...

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```
stop_words =  
urlopen('http://www.ai.mit.edu/projects/jmlr/papers/volume5/lewis04a/a11-smart-stop-list/english.stop').read().  
n')
```

```
text_4 = [x for x in text_3 if x not in stop_words]
```

```
text_rem = [x for x in text_3 if x not in text_4]
```

Creating an Equivalence Class of Words

Reduce dimensionality further

Creating an Equivalence Class of Words

Reduce dimensionality further \rightsquigarrow create equivalence class between words

Creating an Equivalence Class of Words

- Reduce dimensionality further \rightsquigarrow create equivalence class between words
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family, families, familial \rightarrow famili

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- Stemming/Lemmatizing algorithms: Many-to-one mapping from words to stem/lemma

Comparing Stemming and Lemmatizing

Stemming algorithm:

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Lemmatizing algorithm:

- Condition on part of speech (noun, verb, etc)

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Key comparison: equivalence classes

Comparing Stemming and Lemmatizing

Stemming algorithm:

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- Chop off end of word
- Porter stemmer, Lancaster stemmer, Snowball stemmer

Lemmatizing algorithm:

- Condition on part of speech (noun, verb, etc)
- Verify result is a word

Key comparison: equivalence classes

```
from nltk.stem.lancaster import LancasterStemmer
st = LancasterStemmer()
from nltk.stem import PorterStemmer
pt = PorterStemmer()
from nltk.stem.snowball import EnglishStemmer
sb = EnglishStemmer()
from nltk.stem.wordnet import WordNetLemmatizer
wn = WordNetLemmatizer()
```

```
>>> st.stem('better')
'bet'
>>> pt.stem('better')
'better'
>>> sb.stem('better')
'better'
>>> wn.lemmatize('better', 'a')
'good'
>>> wn.lemmatize('families', 'n')
'family'
text_5 = map(pt.stem, text_4)
```

All together now...

Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

All together now...

Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Step 1: Remove capitalization and punctuation:

:

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All together now...

Step 1: Remove capitalization and punctuation:

four score and seven years ago our fathers brought forth on
this continent a new nation conceived in liberty and
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Step 2: Discard word order:

:

All together now...

Step 1: Remove capitalization and punctuation:

four score and seven years ago our fathers brought forth on
this continent a new nation conceived in liberty and
dedicated to the proposition that all men are created equal

Step 2: Discard word order:

four, score, and, seven, years, ago, our, fathers, brought,
forth, on, this, continent, a, new, nation, conceived, in,
liberty, and, dedicated, to, the, proposition, that, all,
men, are, created, equal

:

All together now...

Step 1: Remove capitalization and punctuation:

Step 2: Discard word order:

four, score, and, seven, years, ago, our, fathers, brought,
forth, on, this, continent, a, new, nation, conceived, in,
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Step 3: Remove stop words :

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Step 4: Applying Stemming Algorithm

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four, score, seven, years, ago, fathers, brought, forth,
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Step 4: Applying Stemming Algorithm

four, score, seven, year, ago, father, brought, forth,
contin, new, nation, conceiv, liberti, dedic, proposit,
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Step 1: Remove capitalization and punctuation:

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Step 4: Applying Stemming Algorithm

four, score, seven, year, ago, father, brought, forth,
contin, new, nation, conceiv, liberti, dedic, proposit,
men, creat, equal

Step 5: Create Count Vector (Python Code!)

Stem	Count
------	-------

ago	1
-----	---

brought	1
---------	---

seven	1
-------	---

creat	1
-------	---

conceiv	1
---------	---

men	1
-----	---

father	1
--------	---

⋮	⋮
---	---

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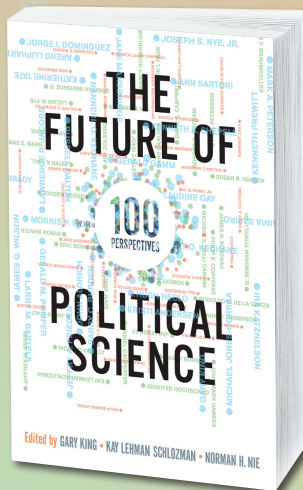
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Evaluators' Rate Machine Choices Better Than Their Own (Grimmer and King)

Generate pairs of **similar** documents: Humans vs Machines

- Scale: (1) unrelated, (2) loosely related, or (3) closely related
- Table reports: mean(scale)

Pairs from	Overall Mean	Evaluator 1	Evaluator 2
------------	--------------	-------------	-------------

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p.s. The hand-coders did the evaluation!