

# Text as Data

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# Principal Component Analysis $\rightsquigarrow$ low-dimensional embedding

# A Simple Two-Dimensional Example

Suppose we have the following observations:

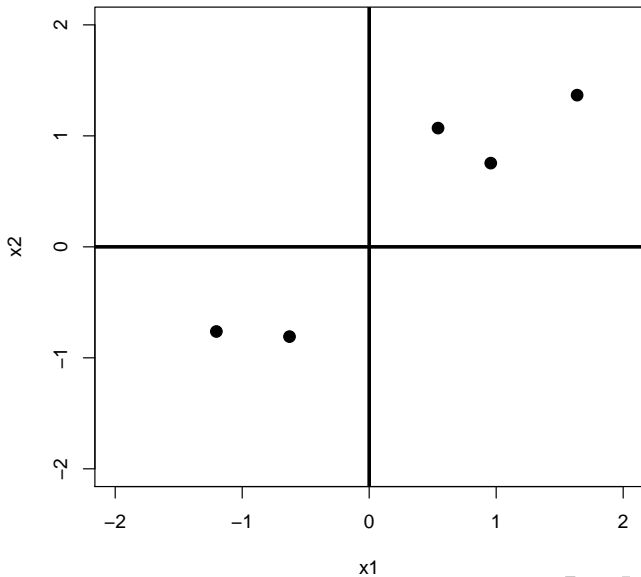
$$x_1 = (0.54, 1.07)$$

$$x_2 = (-1.20, -0.76)$$

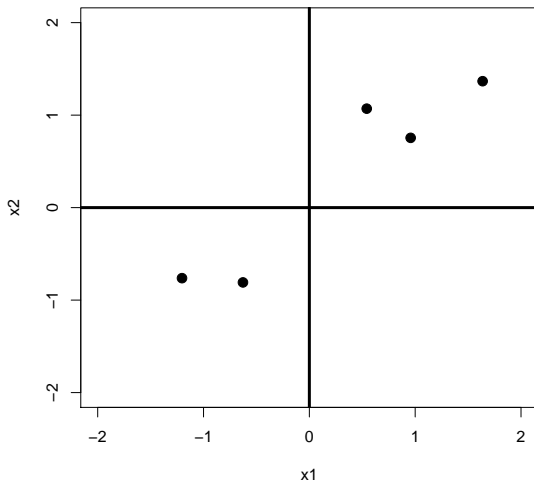
$$x_3 = (-0.63, -0.81)$$

$$x_4 = (0.96, 0.75)$$

$$x_5 = (1.64, 1.37)$$

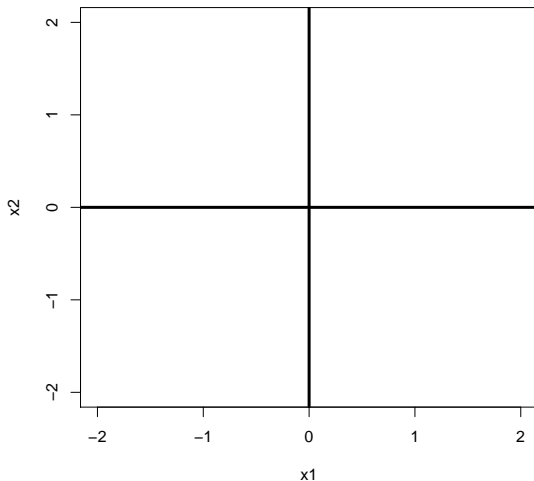


Goal: find line that summarizes bivariate information



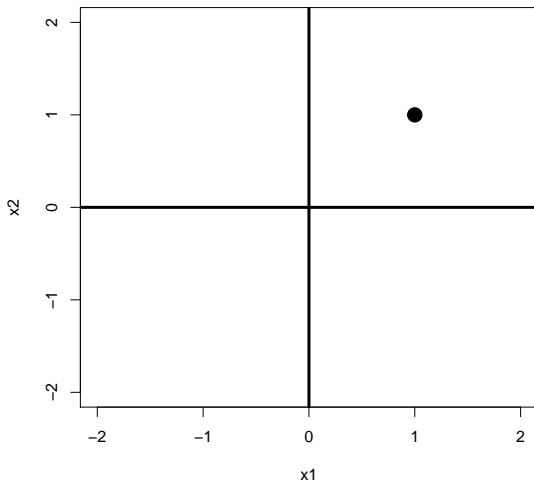
# Vectors to Draw a Line

Suppose  $\mathbf{w}_1 = (1, 1)$



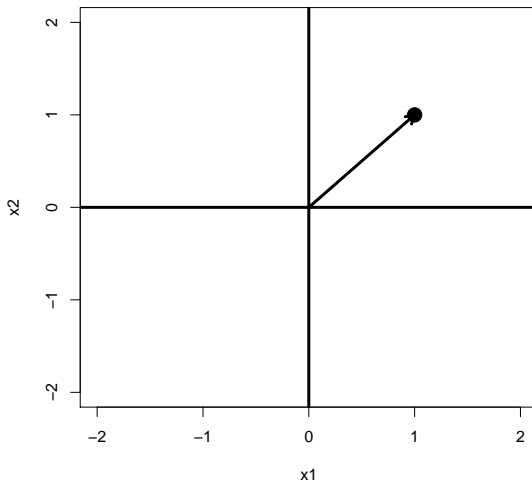
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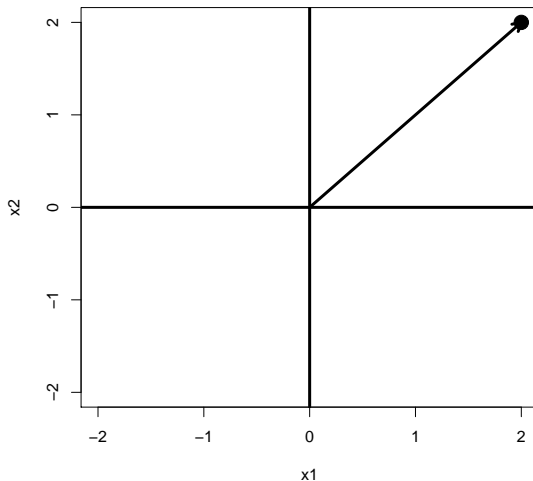
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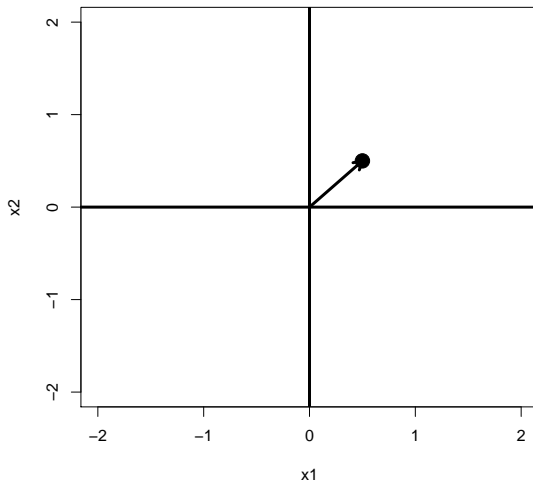
# Vectors to Draw a Line

Suppose  $\mathbf{w}_1 = (1, 1)$   $2\mathbf{w}_1 = (2, 2)$



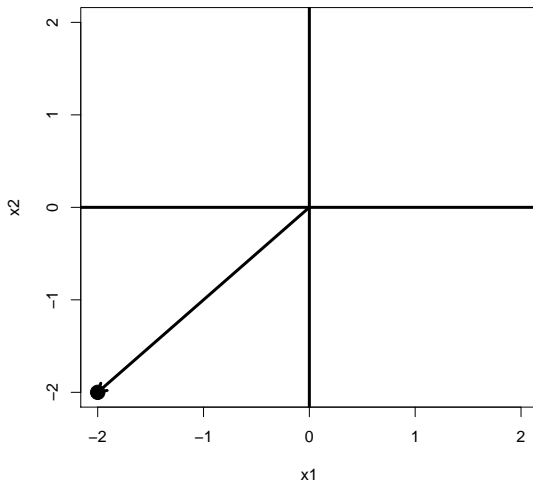
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Suppose  $\mathbf{w}_1 = (1, 1)$   $\frac{1}{2}\mathbf{w}_1 = (1/2, 1/2)$



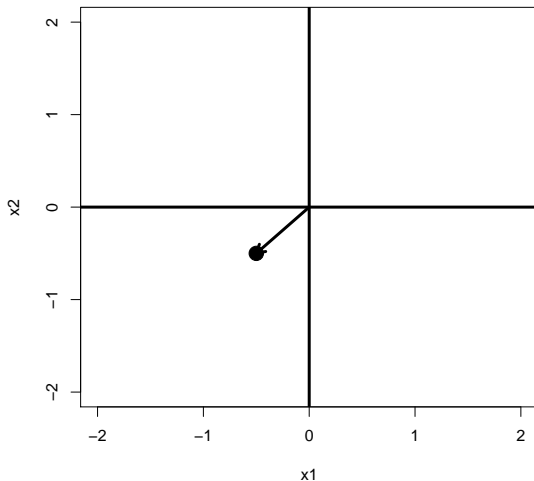
# Vectors to Draw a Line

Suppose  $\mathbf{w}_1 = (1, 1)$     $-2\mathbf{w}_1 = (-2, -2)$



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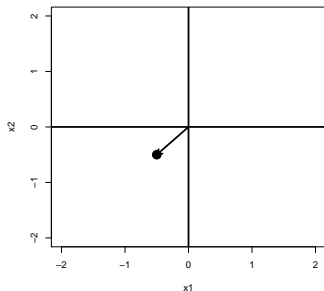
Suppose  $\mathbf{w}_1 = (1, 1)$      $-\frac{1}{2}\mathbf{w}_1 = (-1/2, -1/2)$



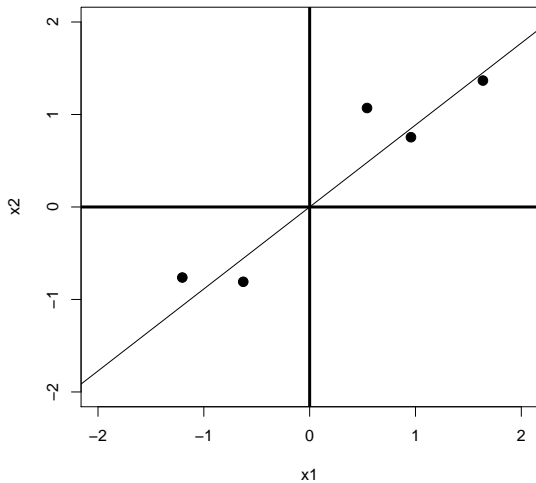
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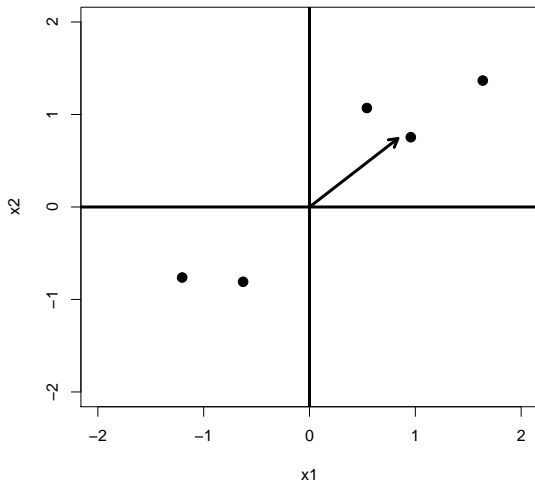
$z_i$  = amount we shrink/flip  $\mathbf{w}_1$  to approximate point  $i$ .



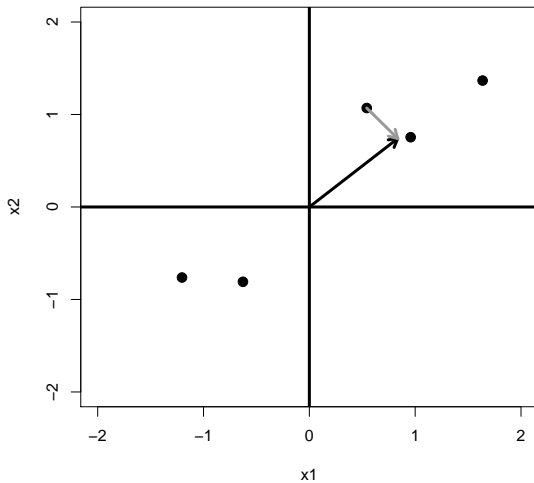
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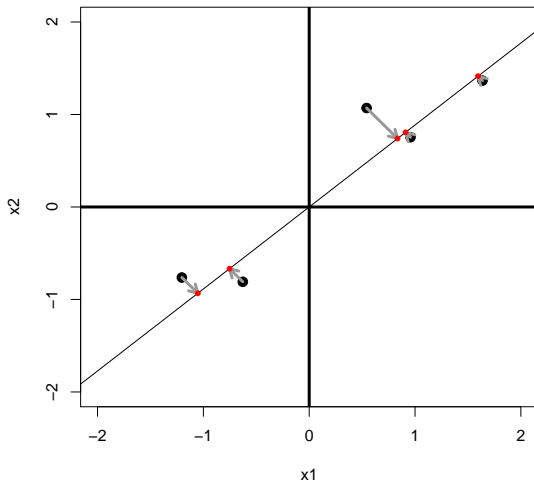


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$$\mathbf{x}_i = z_i \mathbf{w}_1 + \mathbf{e}_i$$

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$$\begin{aligned}\mathbf{x}_i &= z_i \mathbf{w}_1 + \mathbf{e}_i \\ (x_{i1}, x_{i2}) &= (z_i w_{11} + e_{i1}, z_i w_{12} + e_{i2})\end{aligned}$$

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$$\text{error} = \frac{1}{N} \sum_{i=1}^N ((x_{i1}, x_{i2}) - z_i(w_{11}, w_{12}))' ((x_{i1}, x_{i2}) - z_i(w_{11}, w_{12}))$$

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# Three Dimensional Approximation

$$\mathbf{x}_1 = (0.09, -1.02, -0.10)$$

$$\mathbf{x}_2 = (0.09, 1.41, 0.67)$$

$$\mathbf{x}_3 = (-0.81, -1.46, -0.54)$$

$$\mathbf{x}_4 = (1.43, 0.26, 0.61)$$

$$\mathbf{x}_5 = (1.23, 0.87, 1.33)$$

Find  $\mathbf{w}_1 = (w_{11}, w_{12}, w_{13})$  and  $z_i$  to provide best one dimensional approximation.

## Three-Dimensional Visualization



Three-Dimensional Visualization  
 $\mathbf{w}_1 = (0.48, 0.75, 0.46)$

$$\mathbf{x}_i = z_i \mathbf{w}_1 + \mathbf{e}_i$$

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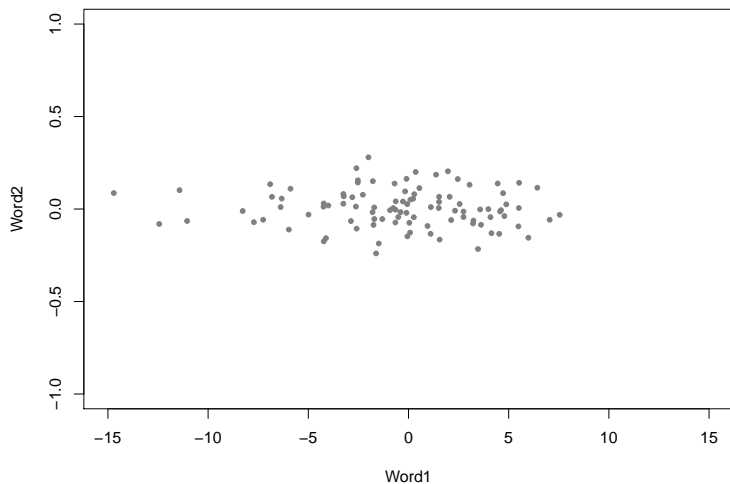
$$\begin{aligned}\text{error} &= \frac{1}{N} \sum_{i=1}^N ((x_{i1}, x_{i2}, x_{i3}) - z_i (w_{11}, w_{12}, w_{13}))' \\ &\quad ((x_{i1}, x_{i2}, x_{i3}) - z_i (w_{11}, w_{12}, w_{13}))\end{aligned}$$

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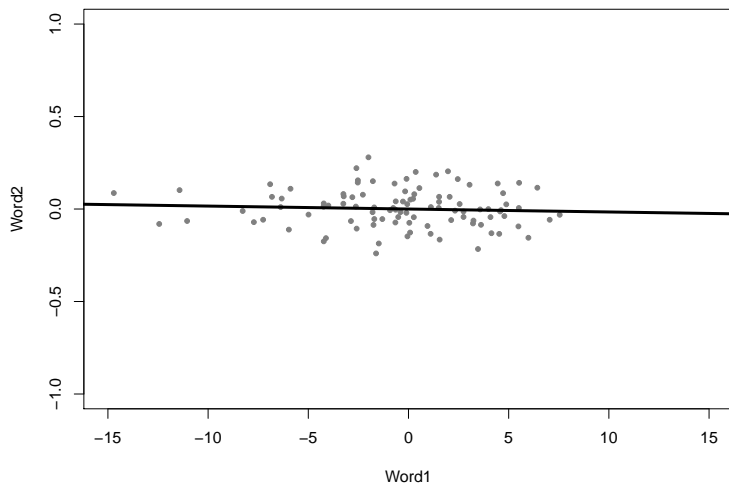
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# Principal Component Analysis

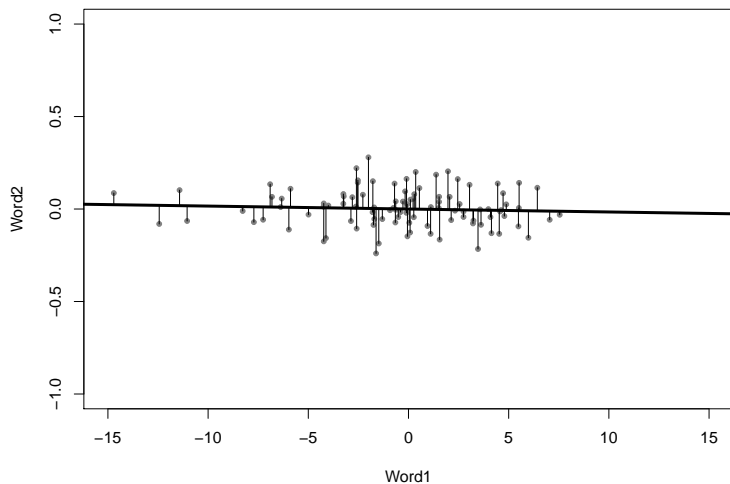


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$$\mathbf{z}_i = (z_{1i}, z_{2i}, \dots, z_{Ki})$$

# An Introduction to Eigenvectors, Values, and Diagonalization

## Definition

Suppose  $\mathbf{A}$  is an  $N \times N$  matrix and  $\lambda$  is a scalar.

If

$$\mathbf{Ax} = \lambda \mathbf{x}$$

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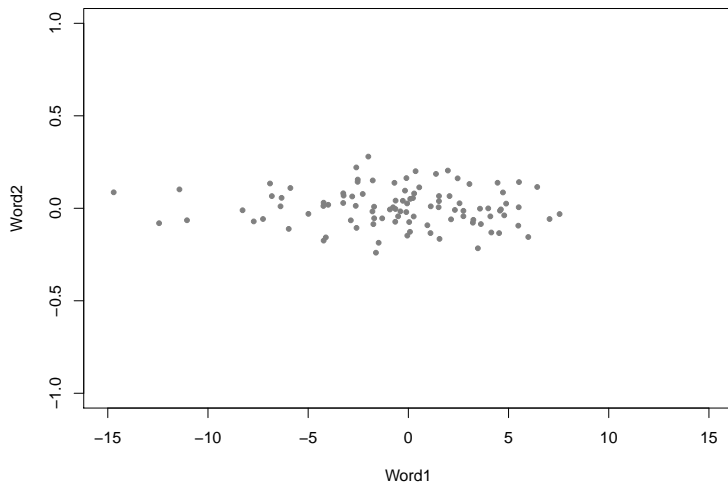
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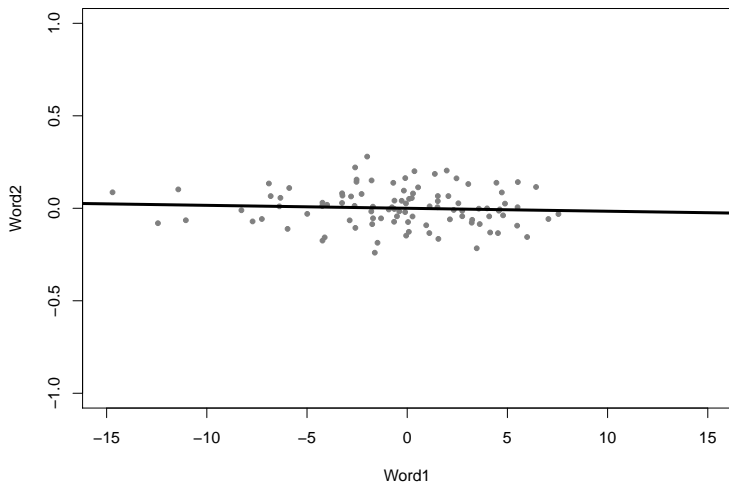
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# Finding a Lower Dimensional Space (Manifold Learning)

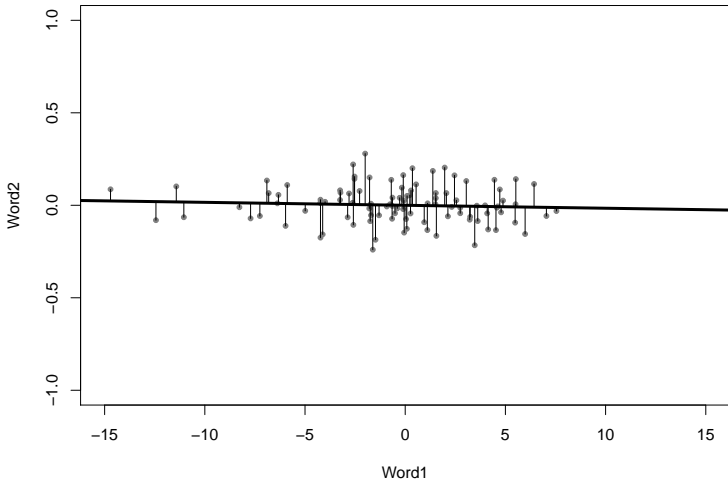


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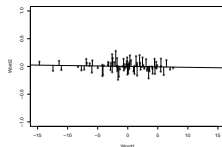




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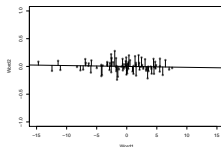


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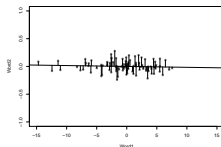
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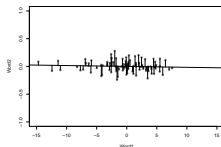


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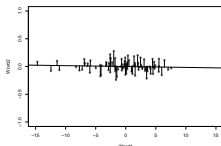
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Which we approximate with

$$\begin{aligned}\tilde{\mathbf{x}}_i &= z_i \mathbf{w}_1 \\ &= z_i (w_{11}, w_{12})\end{aligned}$$

# Finding a Lower Dimensional Space (Manifold Learning)



Original data  $\mathbf{x}_i \in \mathbb{R}^J$

$$\mathbf{x}_i = (x_{i1}, x_{i2}, \dots, x_{iJ})$$

Which we approximate with  $L \leq J$  weights  $z_{il}$  and vectors  $\mathbf{w}_l \in \mathbb{R}^J$

$$\tilde{\mathbf{x}}_i = z_{i1}\mathbf{w}_1 + z_{i2}\mathbf{w}_2 + \dots + z_{iL}\mathbf{w}_L$$

Define  $\theta = (\underbrace{\mathbf{Z}}_{N \times L}, \underbrace{\mathbf{W}_L}_{L \times J})$

# Principal Component Analysis $\rightsquigarrow$ Objective function

Consider 1-dimensional case ( $L = 1$ ), centered data, and  $\|\mathbf{w}_1\| = 1$ .

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# Principal Component Analysis $\rightsquigarrow$ Optimization

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$$\frac{\partial f(\boldsymbol{\theta}, \mathbf{X})}{\partial z_{i1}} = -\frac{2\mathbf{w}'_1 \mathbf{x}_i + 2z_{i1}}{N}$$

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Optimization:

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Substituting in  $z_{i1}^*$



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$$= \frac{1}{N} \sum_{i=1}^N (\mathbf{x}_i - z_{i1}^* \mathbf{w}_1)' (\mathbf{x}_i - z_{i1}^* \mathbf{w}_1)$$

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$$\begin{aligned} &= \frac{1}{N} \sum_{i=1}^N (\mathbf{x}_i - z_{i1}^* \mathbf{w}_1)' (\mathbf{x}_i - z_{i1}^* \mathbf{w}_1) \\ &= \frac{1}{N} \sum_{i=1}^N \left( \underbrace{\mathbf{x}_i' \mathbf{x}_i}_{\text{Constant}} - 2z_{i1}^* \underbrace{\mathbf{w}_1' \mathbf{x}_i}_{z_{i1}^*} + (z_{i1}^*)^2 \underbrace{\mathbf{w}_1' \mathbf{w}_1}_1 \right) \end{aligned}$$

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$$\begin{aligned} &= \frac{1}{N} \sum_{i=1}^N (\mathbf{x}_i - z_{i1}^* \mathbf{w}_1)' (\mathbf{x}_i - z_{i1}^* \mathbf{w}_1) \\ &= \frac{1}{N} \sum_{i=1}^N \left( \underbrace{\mathbf{x}_i' \mathbf{x}_i}_{\text{Constant}} - 2z_{i1}^* \underbrace{\mathbf{w}_1' \mathbf{x}_i}_{z_{i1}^*} + (z_{i1}^*)^2 \underbrace{\mathbf{w}_1' \mathbf{w}_1}_1 \right) \\ &= -\frac{1}{N} \sum_{i=1}^N (z_{i1}^*)^2 + c \\ &= -\frac{1}{N} \sum_{i=1}^N \mathbf{w}_1' \mathbf{x}_i \mathbf{x}_i' \mathbf{w}_1 \end{aligned}$$

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Minimize reconstruction error  $\rightsquigarrow$  maximize variance of projected data

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Maximize variance, subject to constraints



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So  $\mathbf{w}_1$  is eigenvector associated with the largest eigenvalue  $\lambda_1$



# An Introduction to Eigenvectors, Values, and Diagonalization

## Theorem

Suppose  $\mathbf{A}$  is an *invertible*  $N \times N$  matrix with  $N$  linearly independent eigenvectors. Then we can write  $\mathbf{A}$  as,

$$\mathbf{A} = \mathbf{W}' \begin{pmatrix} \lambda_1 & 0 & \dots & 0 \\ 0 & \lambda_2 & \dots & 0 \\ \vdots & \vdots & \ddots & \vdots \\ 0 & 0 & \dots & \lambda_N \end{pmatrix} \mathbf{W}$$

where  $\mathbf{W} = (\mathbf{w}_1, \mathbf{w}_2, \dots, \mathbf{w}_N)$  is an  $N \times N$  matrix with the  $N$  eigenvectors as column vectors.

# An Introduction to Eigenvectors, Values, and Diagonalization

## Definition

*Suppose  $A$  is a covariance matrix. Then, we can write  $A$  as*

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*Where  $\lambda_1 > \lambda_2 > \dots > \lambda_N \geq 0$ .*

*We will call  $\mathbf{w}_1$  the first eigenvector,  $\mathbf{w}_2$  the second eigenvector, ...,  $\mathbf{w}_j$  the  $j^{\text{th}}$  eigenvector.*

# Back to Principal Components

## Theorem

*Suppose we want to approximate  $N$  observations  $\mathbf{x}_i \in \mathbb{R}^J$  with  $L < J$  orthogonal-unit length vectors  $\mathbf{w}_l \in \mathbb{R}^J$  with associated scores  $z_{il}$  to minimize reconstruction error:*

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# Application of Principal Components in R

Consider press releases from 2005 US Senators



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Define  $\mathbf{x}_i = (x_{i1}, x_{i2}, \dots, x_{iJ})$  as the rate senator  $i$  uses  $J$  words.

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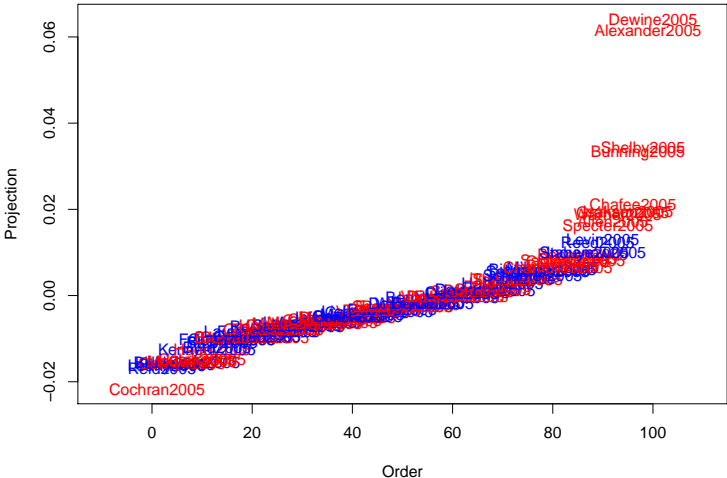
dtm:  $100 \times 2796$  matrix containing word rates for senators

prcomp(dtm) applies principal components

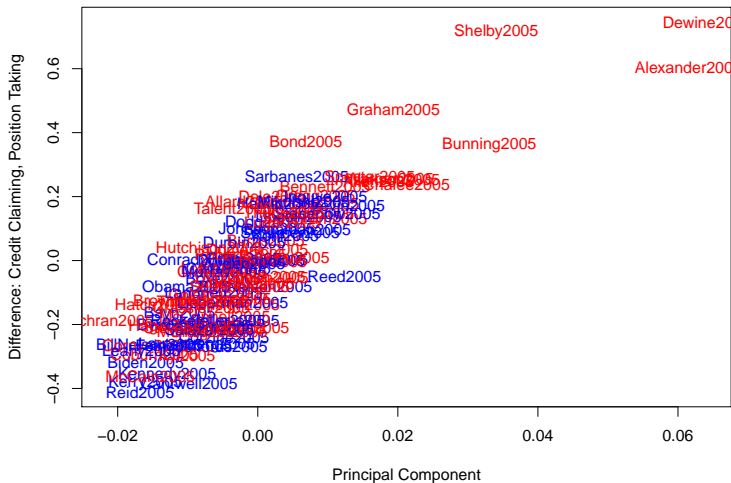
```
load("SenateTDM.RData")
dtm<- t(tdm)
for(z in 1:100){
dtm[z,]<- dtm[z,]/sum(dtm[z,])
}

store<- prcomp(dtm, scale = F)
scores<- store$x[,1]
```

# Application of Principal Components in R



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# Probabilistic Principal Components (Tipping and Bishop 1999)

$$\mathbf{x}|\mathbf{w} \sim \text{Multivariate Normal}(\mathbf{Z}\mathbf{w} + \boldsymbol{\mu}, \sigma^2\mathbf{I})$$

$$\mathbf{w} \sim \text{Multivariate Normal}(\mathbf{0}, \mathbf{I})$$

$$\mathbf{x} \sim \text{Multivariate Normal}(\boldsymbol{\mu}, \boldsymbol{\Sigma})$$

$$\boldsymbol{\Sigma} = \mathbf{W}\mathbf{W}' + \sigma^2\mathbf{I}$$

- 1) Log-likelihood  $\rightsquigarrow$  straightforward
- 2) Optimization via **EM**-Algorithm
- 3) Corresponds to traditional PCA is  $\lim_{\sigma^2 \rightarrow 0}$
- 4) Closely related to Factor analysis.



# How do we select the number of dimensions $L? \rightsquigarrow$ **Model**

We want to minimize reconstruction error

How do we select the number of dimensions  $L$ ?  $\rightsquigarrow$  **Model**

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- 3)  $z_{ij} z_{ij} \mathbf{w}_j' \mathbf{w}_j = z_{ij}^2$
- 4)  $\mathbf{x}_i' \sum_{l=1}^L z_{il} \mathbf{w}_l = \sum_{l=1}^L z_{il}^2$

How do we select the number of dimensions  $L$ ?  $\rightsquigarrow$  **Model**

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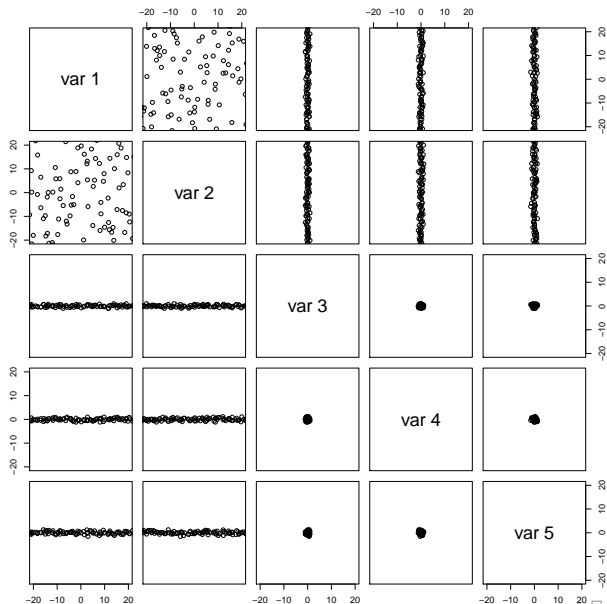
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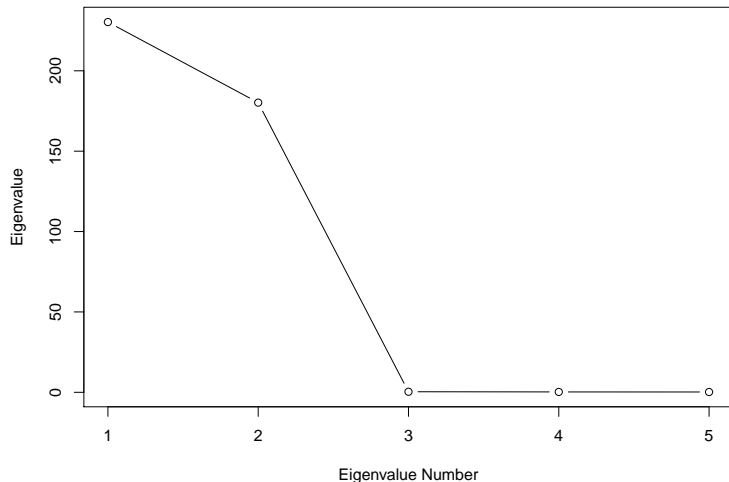
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Recommendation  $\rightsquigarrow$  look for Elbow

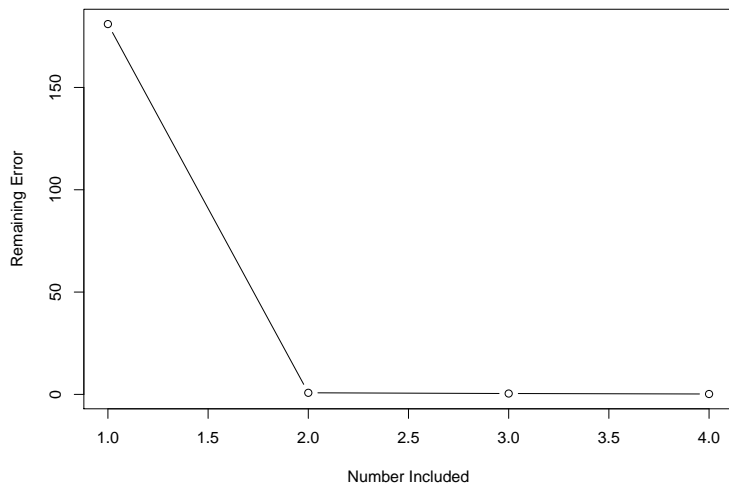
# How do we select the number of dimensions $L? \rightsquigarrow$ Model



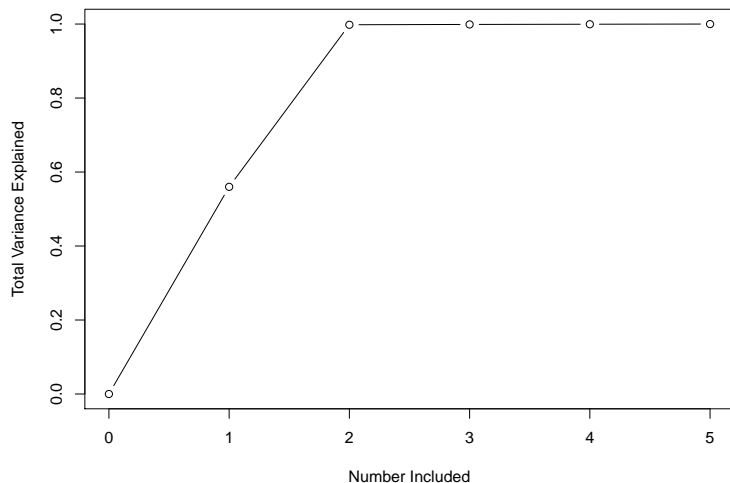
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Mathematical model  $\rightsquigarrow$  insufficient to make modeling decision

# Appendix

# Kernel Principal Component Analysis

Define a **Kernel** ( $N \times N$ ) matrix as:

$$\mathbf{K} = \begin{pmatrix} k(\mathbf{x}_1, \mathbf{x}_1) & k(\mathbf{x}_1, \mathbf{x}_2) & \dots & k(\mathbf{x}_1, \mathbf{x}_N) \\ k(\mathbf{x}_2, \mathbf{x}_1) & k(\mathbf{x}_2, \mathbf{x}_2) & \dots & k(\mathbf{x}_2, \mathbf{x}_N) \\ \vdots & \vdots & \ddots & \vdots \\ k(\mathbf{x}_N, \mathbf{x}_1) & k(\mathbf{x}_N, \mathbf{x}_2) & \dots & k(\mathbf{x}_N, \mathbf{x}_N) \end{pmatrix}$$

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Compute PCA of  $\mathbf{\Phi}$  from  $\mathbf{\Phi} \mathbf{\Phi}'$

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$$\mathbf{w}_1 = \frac{1}{\sqrt{\lambda_1}}\mathbf{X}'\mathbf{u}_1$$

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Center  $K$ ?

Use centering matrix  $H$

$$\begin{aligned} H &= I_N - \frac{(\mathbf{1}_N \mathbf{1}_N')}{N} \\ K_{\text{center}} &= HKH \end{aligned}$$

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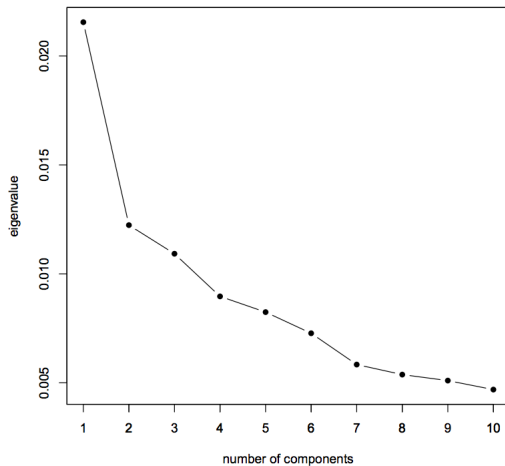
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$\phi(\mathbf{x}_i) \approx \binom{32}{5}$  element long count vector

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