Computational Sociology Introduction to Natural Language Processing

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February 29, 2024

Plan

- 1. Course updates
- 2. What is NLP?
- 3. Preprocessing texts
- 4. The bag-of-words representation
- 5. TF-IDF weighting
- 6. The vector-space model
- **7.** Cosine similarity

Course updates

- ► Homework 2 due tomorrow at 5pm
- Project proposals due next week Friday at 5pm
 - ▶ 3-4 pages double-spaced (see details from last week)
 - Submit PDF via email

What is natural language processing?

- ► Three components of NLP*:
 - Natural language / "text as data"
 - A corpus of text (e.g. books, reviews, tweets, e-mails)
 - (Computational) linguistics
 - Linguistic theory to guide analysis and computational approaches to handle data
 - Statistics
 - Statistical methods to make inferences

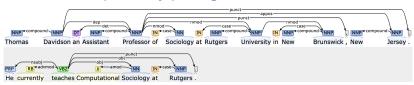
^{*}Not that NLP: https://en.wikipedia.org/wiki/Neuro-linguistic_programming

NLP tasks: Part-of-speech tagging



Examples created using https://corenlp.run/

NLP tasks: Dependency-parsing



Examples created using https://corenlp.run/

NLP tasks: Co-reference resolution

CorefEntity8

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CorefEntity8

He currently teaches Computational Sociology at Rutgers

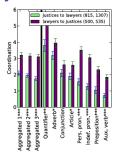
Examples created using https://corenlp.run/

NLP tasks: Named-entity recognition



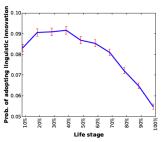
 ${\sf Examples} \ {\sf created} \ {\sf using} \ {\sf https://corenlp.run/}$

Applications: Power dynamics



Danescu-Niculescu-Mizil, Cristian, Lillian Lee, Bo Pang, and Jon Kleinberg. 2012. "Echoes of Power: Language Effects and Power Differences in Social Interaction." In Proceedings of the 21st International Conference on World Wide Web, 699–708. ACM. http://dl.acm.org/citation.cfm?id=21817931.

Applications: Identity and group membership



(c) Adoption of lexical innovations

Danescu-Niculescu-Mizil, Cristian, Robert West, Dan Jurafsky, Jure Leskovec, and Christopher Potts. 2013. "No Country for Old Members: User Lifecycle and Linguistic Change in Online Communities." In Proceedings of the 22nd International Conference on World Wide Web, 307–18. ACM. http://dl.acm.org/citation.cfm?id=2488416.

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Applications: Trust and betrayal

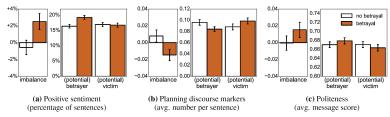
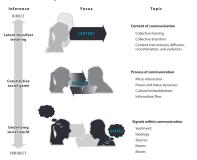


Figure 3: Friendships that will end in betrayal are imbalanced. The eventual betrayer is more positive, more polite, but plans less than the victim. The white bars correspond to matched lasting friendships, where the roles of potential betrayer and victim are arbitrarily assigned; in these cases, the imbalances disappear. Error bars mark bootstrapped standard errors (Efron, 1979).

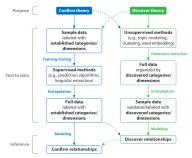
Niculae, Vlad, Srijan Kumar, Jordan Boyd-Graber, and Cristian Danescu-Niculescu-Mizil. 2015. "Linguistic Harbingers of Betrayal: A Case Study on an Online Strategy Game." In Proceedings of the 53rd Annual Meeting of the Association for Computational Linguistics and the 7th International Joint Conference on Natural Language Processing. Beijing. China: ACL. http://arxiv.org/abs/1506.04744.

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NLP and Social Theory (Evans and Aceves 2016)



NLP and Social Theory (Evans and Aceves 2016)



Computational Grounded Theory (Nelson 2020)



Computational Grounded Theory (Nelson 2020)



Computational and qualitative research

Computational approaches are sometimes less subtle and deep than the reading of a skillful analyst, who interprets text in context. Nevertheless, ... recent advances in NLP and ML are being used to enhance qualitative analysis in two ways. First, supervised ML prediction tools can "learn" and reliably extend many sociologically interesting textual classifications to massive text samples far beyond human capacity to read, curate, and code. Second, unsupervised ML approaches can "discover" unnoticed, surprising regularities in these massive samples of text that may merit sociological consideration and theorization.

James Evans and Pedro Aceves, 2016

Text as data

Table 1 Four principles of quantitative text analysis

- (1) All quantitative models of language are wrong—but some are useful.
- (2) Quantitative methods for text amplify resources and augment humans.
- (3) There is no globally best method for automated text analysis.
- (4) Validate, Validate, Validate.

Justin Grimmer and Brandon Stewart, 2013

NLP class timeline

- ▶ Week 7
 - ▶ Pre-processing, bag-of-words, and the vector-space model
- ► Week 8
 - Word embeddings
- ► Week 9 (after spring break)
 - ► Topic models
- Week 11 (Week 10 introduces machine learning)
 - Supervised text classification

Pre-processing

- There are several steps we need to take to "clean" or "pre-process" texts for analysis
 - Tokenization
 - Stemming/lemmatization
 - Stop-word removal
 - ► Handling punctuation and special characters

Tokenization

- Tokenization is the process of splitting a document into words
 - ▶ e.g. "Cognito, ergo sum" ⇒ ("Cognito,", "ergo", "sum")
- ▶ In English this is pretty trivial, we just split using white-space
- ► Tokenization is more difficult in languages like Mandarin
 - It requires more complex parsing to understand grammatical structures

Stemming/lemmatization

- We often want to reduce sparsity by reducing words to a common root
 - ▶ e.g. ("school", schools", "schooling", "schooled") ⇒ "school"
- Stemming is a simple, heuristic-based approach
- Lemmatization is a more rigorous approach based on morphology, but is more computationally-intensive and often unnecessary

Stop-word removal

- Stop-words are frequently occurring words that are often removed
- ► The intuition is that they add little meaning and do not help us to distinguish between documents
 - e.g. Virtually all texts in English will contain the words "and", "the", "of", etc.
- Most NLP packages have lists of stop-words to easily facilitate removal.

Handling punctution and special characters

- ▶ In many cases we may want to remove punctuation and other special characters (e.g. HTML, unicode)
 - This is often done using regular expressions
 - Words are typically set to lowercase

Pre-process with caution!

- Researchers often apply these techniques before starting an analysis, but it may affect our results*
 - There is no one-size-fits-all solution, so think carefully before removing anything
 - It's often useful to experiment to see if pre-processing steps affect results

Pre-process with caution!

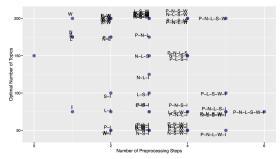


Figure 2. Plot depicting the optimal number of topics (as selected via perplexity) for each of 64 preprocessing specifications not including trigrams. On the x-axis is the number of preprocessing steps, and the y-axis is the number of topics. Each point is labeled according to its specification.

Denny, Matthew J., and Arthur Spirling. 2018. "Text Preprocessing For Unsupervised Learning" Political Analysis 26 (02): 168–89. https://doi.org/10.1017/pan.2017.44.

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Word counts

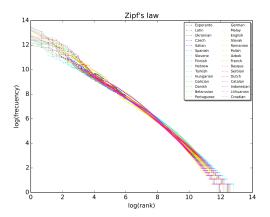
Now we have done some pre-processing, one of the most basic ways we can start to analyze tests is by counting the frequency of words.

```
    ▶ e.g. "I think, therefore I am" ⇒
        Word Count
        I 2
        think 1
        therefore I
        am 1
```

Frequency distributions

- **Zipf's law**: A word's frequency is inversely proportional to its rank order in the frequency distribution.
 - "the" is the most common word in the English language, accounting for 7% of all words in the Brown Corpus of American English
 - "and" and "of" compete for second place, each accounting for ~3.5% of words in the corpus
 - ► The most frequent 135 words account for approximately half the 1 million words in the corpus
 - Around 50,000 words, representing half the total unique words in the corpus, are hapax legomena, words which only occur once

Zipf's law



A plot of the rank versus frequency for the first 10 million words in 30 Wikipedias (dumps from October 2015) in a log-log scale (Source: Wikipedia).

Bag-of-words

- Documents are often treated as "bags of words", i.e. we treat a document as a collection of words without retaining information about the order
 - ▶ e.g. "This is a document" ⇒ ("document", "This", "a", "is")

Example: Loading data

```
library(tidyverse)
library(tidytext)
library(gutenbergr)
library(ggplot2)
library(stringr)
#install.packages("tm") # Dependency for tidytext, required for cast_dt
ef <- gutenberg_download(41360) # Download Elementary Forms
cm <- gutenberg_download(61) # Download Communist Manifesto
ef$title <- "Elementary Forms"</pre>
cm$title <- "Communist Manifesto"</pre>
texts <- bind_rows(ef, cm)
```

In this example, each text is represented as a table, where the first column is the ID in the Project Gutenberg database and the text field contains each sentence as a new row.

```
print(tail(texts$text))

## [1] "declare that their ends can be attained only by the forcible ov
## [2] "of all existing social conditions. Let the ruling classes tremb
## [3] "Communistic revolution. The proletarians have nothing to lose b
## [4] "chains. They have a world to win."
## [5] ""
## [6] "WORKING MEN OF ALL COUNTRIES, UNITE!"
```

Tokenizing using tidytext

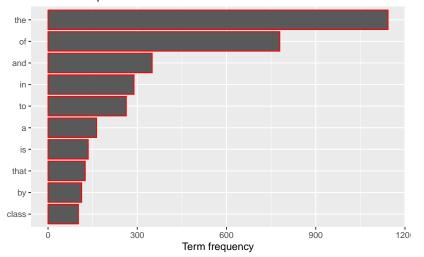
We are going to be using the tidytext package to conduct our analyses. The unnest_tokens function is used to tokenize the text, resulting in a table containing the original book ID and each token as a separate row.

```
tidy.text <- texts %>% unnest_tokens(word, text)
tail(tidy.text$word)

## [1] "working" "men" "of" "all" "countries" "uni
```

Term frequency in *The Communist Manifesto*

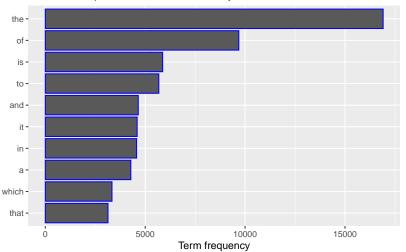
10 most frequent terms in The Communist Manifesto



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Term frequency in *Elementary Forms*

10 most frequent terms in Elementary Forms



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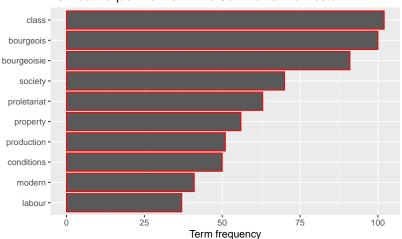
Removing stopwords

We can load a corpus of stop words contained in tidytext and use anti_join to filter our texts. This retains all records without a match in stopwords.

```
data(stop_words)
head(stop_words)
## # A tibble: 6 x 2
## word lexicon
## <chr> <chr>
## 1 a
            SMART
## 2 a's SMART
## 3 able
            SMART
## 4 about SMART
## 5 above
             SMART
## 6 according SMART
tidy.text <- tidy.text %>%
 anti join(stop words)
```

Term frequency in *The Communist Manifesto*

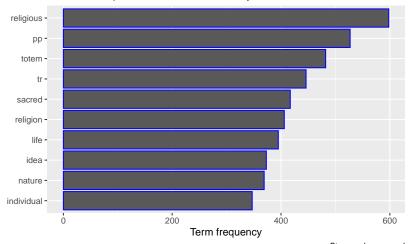
10 most frequent terms in The Communist Manifesto



Stopwords removed

Term frequency in *Elementary Forms*

10 most frequent terms in Elementary Forms



Stopwords removed

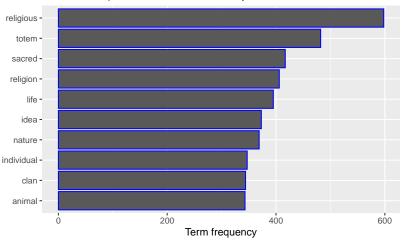
Removing new stopwords

The last example shows how there is still some "junk" in the Durkheim text. We can try to remove this by adding to our stopword list.

```
to.remove <- tibble(text=c("pp", "tr")) %>% unnest_tokens(word, text)
tidy.text <- tidy.text %>%
  anti_join(to.remove)
```

Term frequency in *Elementary Forms*

10 most frequent terms in Elementary Forms



Stopwords removed+

Stemming

We can stem the terms using a function from the package SnowballC, which is a wrapper for a commonly used stemmer called the Porter Stemmer, written in C.

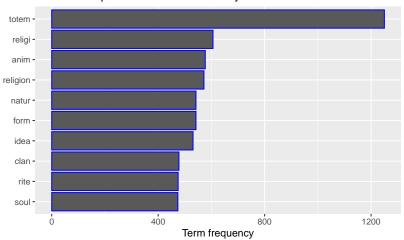
```
library(SnowballC)

tidv.text <- tidv.text %>% mutate at("word", funs(wordStem((.), language))
```

 $Stemmer\ solution\ from\ https://cbail.github.io/SICSS_Basic_Text_Analysis.html.\ See\ for\ more\ info\ on\ stemming\ and\ lemmatizing\ in\ R.$

Term frequency in *Elementary Forms*

10 most frequent terms in Elementary Forms



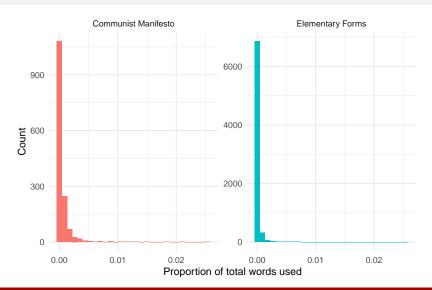
Stopwords removed+, stemmed

Counting words

Let's get counts of words across both texts to analyze their distribution.

```
# Count words by text
text.words <- tidy.text %>% count(title, word, sort = TRUE)
# Get total number of words in each text
total.words <- text.words %>% group_by(title) %>%
  summarize(total = sum(n))
# Merge
words <- left_join(text.words, total.words)</pre>
head (words)
## # A tibble: 6 x 4
## title
                  word n total
## <chr>
                  <chr> <int> <int>
## 1 Elementary Forms totem 1250 78851
## 2 Elementary Forms religi 606 78851
```

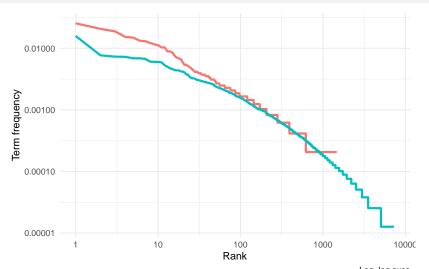
Word frequency distribution



Zipf's law

Calculating rank and frequency for each word in each text.

Zipf's law



Log-log axes

N-grams

- So far we have just considered treating a text as a "bag-of-words"
- One way to maintain some information about word order (and hence syntax) is to use N-grams
- ► An *N-gram** is a sequence of *N* words
- We often split texts into N-grams to capture basic syntactic units like phrases
 - N is usually small.
 - N = 2 is called a "bigram"; N = 3 is a "trigram"
 - e.g. "I like peanut butter" contains the following bigrams: "I like", "like peanut", & "peanut butter".

*Nothing to do with Scientology https://en.wikipedia.org/wiki/Engram (Dianetics)

N-grams

- ► We can also use *character N-grams* to split documents into sequences of characters
 - e.g. "character" can be split into the following triplets ("cha", "har", "ara", "rac", "act", "cte", "ter")
- Some recent approaches like BERT combine both character and word N-grams into "word pieces".
 - ► This makes it easy to tokenize new documents since we can always represent them as characters if a word is not in our vocabulary

Exercise

Modify unnest_tokens to obtain trigrams from the texts.

Trigrams in *The Communist Manifesto*

Trigrams in *Elementary Forms*

```
tidy.trigrams %>% filter(gutenberg_id == 41360) %>%
  count(word, sort = TRUE) %>%
  slice(1:10) %>%
  mutate(word = reorder(word, n)) %>%
  ggplot(aes(n, word)) +
  geom_col(color='blue') +
  labs(y = NULL, x='Term frequency',
      title="10 most frequent trigrams in The Elementary Forms of Relication="Stopwords removed+, stemmed")
```

Comparing documents

- ▶ Building upon the previous analyses, we will now consider how to compare documents
 - ▶ Re-weighting word counts to find distinctive words
 - Representing documents as vectors of word counts
 - Geometric interpretations of document vectors

Limitations of word counts

- Word counts alone are an imperfect measure for comparing documents
 - ► Some words occur in most documents, providing little information about the document (recall Zipf's law)
 - Similarly, some words are very rare, providing little generalizable insight
 - ▶ We want to find words that help distinguish between documents

Term-frequency inverse document-frequency (TF-IDF)

- ▶ Term-frequency inverse document-frequency (TF-IDF) is a way to weight word counts ("term frequencies") to give higher weights to words that help distinguish between documents
 - Intuition: Adjust word counts to take into account how many documents a word appears in.

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Calculating term-frequency inverse document-frequency (TF-IDF)

- \triangleright D = number of documents in the corpus
- ▶ $tf_{t,d} = t$ as proportion of all words in d / number of times term t used in document d
- $ightharpoonup df_t = \text{number of documents containing term } t$
- $ightharpoonup idf_t = log(\frac{D}{df_t}) = log of fraction of all documents containing <math>t$
 - $\frac{N}{df_{c}}$ is larger for terms occurring in fewer documents
 - The logarithm is used to penalize very high values
 - If a word occurs in all documents $df_t = N \rightarrow idf_t = log \frac{D}{D} = log(1) = 0$.
- ▶ We then use these values to calculate $TFIDF_{t,d} = tf_{t,d} * idf_t$

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Computing TF-IDF in tidytext

We can easily compute TF-IDF weights using tidy.text by using the word-count object we created earlier. Note the two document example is trivial. Many words have IDF scores equal to zero because they occur in both documents.

```
tidy.tfidf <- words %>% bind_tf_idf(word, title, n)
head(tidy.tfidf)
## # A tibble: 6 x 7
## title
                     word
                                  n total
                                               tf
                                                    idf tf idf
##
    <chr>
                     <chr>>
                              <int> <int> <dbl> <dbl> <dbl>
## 1 Elementary Forms totem
                               1250 78851 0.0159 0.693 0.0110
## 2 Elementary Forms religi
                                606 78851 0.00769 0
## 3 Elementary Forms anim
                                577 78851 0.00732 0
## 4 Elementary Forms religion
                                572 78851 0.00725 0
## 5 Elementary Forms form
                                542 78851 0.00687 0
## 6 Elementary Forms natur
                                542 78851 0.00687 0
```

Take the stem "countri" for example (short for country, country's, countries).

The term "australia" has a relatively low term frequency but a higher IDF score, since it only occurs in *Elementary Forms*.

Choose another word and inspect the results.

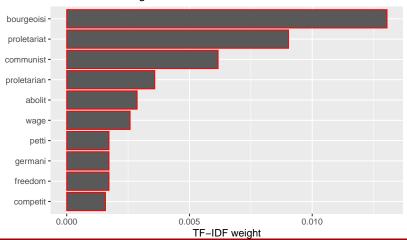
In this case *all* words unique to one document will have the same IDF score. Why?

```
## # A tibble: 6 x 7
##
    title
                     word
                              n total
                                           tf
                                                idf tf idf
                     <chr> <int> <int> <dbl> <dbl> <dbl>
##
    <chr>>
## 1 Elementary Forms totem
                            1250 78851 0.0159 0.693 0.0110
## 2 Elementary Forms clan 478 78851 0.00606 0.693 0.00420
  3 Elementary Forms rite
                             475 78851 0.00602 0.693 0.00418
## 4 Elementary Forms soul
                             474 78851 0.00601 0.693 0.00417
## 5 Elementary Forms sacr
                             419 78851 0.00531 0.693 0.00368
## 6 Elementary Forms sort
                             345 78851 0.00438 0.693 0.00303
```

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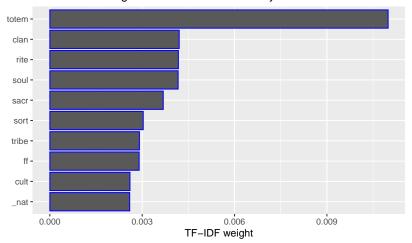
TF-IDF weighted word stems in *The Communist Manifesto*

10 stems with highest TF-IDF in The Communist Manifesto



TF-IDF weighted word stems in *Elementary Forms*

10 stems with highest TF-IDF in Elementary Forms



Stopwords removed+, stemmed

The document-term matrix (DTM)

- ► A frequently used bag-of-words representation of a text corpus is the *Document-Term Matrix*:
 - Each row* is a document (a unit of text)
 - Each column is a term (word)
 - For a given DTM X, each cell $X_{i,j}$ indicates the number of times a term i occurs in document j, $tf_{i,j}$.
 - ▶ This can be the raw term counts or TF-IDF weighted counts.
- Most cells are empty so it is usually stored as a sparse matrix to conserve memory.

^{*}Sometimes the rows and columns are reversed, resulting in a Term-Document Matrix or TDM

Casting a tidytext object into a DTM

```
X <- texts %>% unnest_tokens(word, text) %>%
    anti_join(stop_words) %>% count(title, word) %>%
    cast_dtm(title, word, n)
print(X)

## <<DocumentTermMatrix (documents: 2, terms: 11524)>>
## Non-/sparse entries: 12661/10387

## Sparsity : 45%

## Maximal term length: 22

## Weighting : term frequency (tf)
Note: This matrix is not weighted by TF-IDF, although we could apply the weights if desired.
```

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Viewing the DTM

The object created is a class unique to the tidytext package. We can inspect this to see what it contains.

```
class(X)
## [1] "DocumentTermMatrix"
                                "simple_triplet_matrix"
dim(X)
## [1]
           2 11524
X$dimnames[1]
## $Docs
## [1] "Communist Manifesto" "Elementary Forms"
X$dimnames[[2]][1:50] # first 50 columns
##
    [1] "1"
                           "10"
                                              "1830"
                                                                "1846"
##
    [5] "1847"
                           "1888"
                                              "18th"
                                                                "2"
##
    [9] "3"
                           "4"
                                              "5"
                                                                "6"
## [13] "7"
                           "8"
                                              "Q"
                                                                "_a"
  [17] " b"
                                              "_c"
                           " beaux"
                                                                "_i.e_"
```

Viewing the DTM

The easiest way to see the actual DTM is to cast it to a matrix.

Xm <- as.matrix(X)</pre>

Geometric interpretations

- Each document is a vector in N-dimensional space, where N is the total number of unique words (row of the DTM / column of TDM)
- Each word is a vector in D-dimensional space, where D is the number of documents (columns of the DTM / row of TDM)

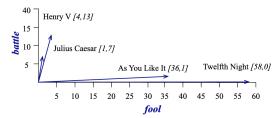
See https://web.stanford.edu/~jurafsky/slp3/6.pdf for more details on the vector-space model

Document vectors

	As You Like It	Twelfth Night	Julius Caesar	Henry V
battle	П	<u></u>	7	[13]
good	114	80	62	89
fool	36	58	1	4
wit	20	15	2	3

This example from Jurafsky and Martin shows a Term-Document Matrix (TDM) pertaining to four key words from four Shakespeare plays. The document vectors are highlighted in red.

Document vectors



Here vectors for each play are plotted in two-dimensional space. The y- and x-axes indicate the number of times the words "battle" and "fool" appear in each play. Note how some vectors are closer than others and how they have different lengths.

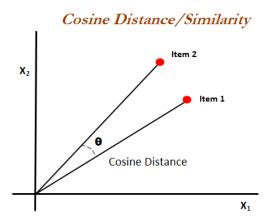
Word vectors

	As You Like It		Twelfth Night	Julius Caesar	Henry V
battle	(1	0	7	13)
good	(114	80	62	89)
fool	(36	58	1	4)
wit	(20	15	2	3
Figure 6.5	The	term-docume	nt matrix for four wor	ds in four Shakespea	re plays. The rec

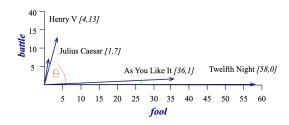
The term-document matrix for four words in four Shakespeare plays. The reboxes show that each word is represented as a row vector of length four.

We could also treat the rows of this matrix as vector representations of each word. We will return to this idea next week.

Cosine similarity



Cosine similarity



Cosine similarity

 \vec{u} and \vec{v} are vectors representing texts (e.g. rows from a DTM matrix). We can compute the cosine of the angle between these two vectors using the following formula:

$$cos(\theta) = \frac{\vec{u} \cdot \vec{v}}{\|\vec{u}\| \|\vec{v}\|} = \frac{\sum_{i} \vec{u}_{i} \vec{v}_{i}}{\sqrt{\sum_{i} \vec{u}_{i}^{2}} \sqrt{\sum_{i} \vec{v}_{i}^{2}}}$$

Calculation

```
set.seed(22924)
u <- rnorm(10)
v <- rnorm(10)

sum(u*v) / (sqrt(sum(u^2)) * sqrt(sum(v^2)))

## [1] 0.09405026

# Same result using matrix multiplication
u %*% v / (sqrt(u %*% u) * sqrt(v %*% v))

## [,1]
## [1,] 0.09405026</pre>
```

Making a function

```
cosine.sim <- function(u,v) {
  numerator <- u %*% v
  denominator <- sqrt(u %*% u) * sqrt(v %*% v)
  return (numerator/denominator)
}

cosine.sim(u,v)

## [,1]
## [1,] 0.09405026</pre>
```

Cosine similarity between Marx and Durkheim

We can use the two columns of the DTM matrix defined above as arguments to the similarity function.

```
print(cosine.sim(Xm[1,], Xm[2,]))
## [,1]
## [1,] 0.2031065
```

Cosine similarity for a larger corpus

Let's consider another example with a larger corpus of texts.

```
m <- gutenberg_metadata %>%
    filter(author == "Shakespeare, William" & language == "en")
plays <- gutenberg_download(2235:2269)

plays <- plays %>% left_join(m, by = "gutenberg_id") %>%
    filter(gutenberg_id != 2240) # Removing a duplicate
```

Computational Sociology Rutgers University

From text to DTM

Exercise: Modify the pipeline to filter out words that occur less than 5 times in the entire corpus.

```
## <<DocumentTermMatrix (documents: 33, terms: 29205)>>
## Non-/sparse entries: 119712/844053
## Sparsity : 88%
## Maximal term length: 17
## Weighting : term frequency (tf)
## [1] 33 29205
```

Extracting TF-IDF matrix

```
DTMd <- as.matrix(DTM)
# Run line below if using tf-idf weights as
# some columns contain zeros and must be removed
#DTMd <- DTMd[,colSums(DTM) > 0]
```

Normalizing columns

We can simplify the cosine similarity calculation if we normalize each column by its length (the denominator in the above calculation.)

```
normalize <- function(v) {
   return (v/sqrt(v %*% v))
}

# Normalizing every column in the matrix
for (i in 1:dim(DTMd)[1]) {
   DTMd[i,] <- normalize(DTMd[i,])
}</pre>
```

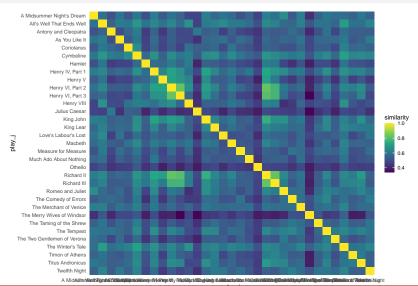
Calculating cosine similarity using matrix multiplication

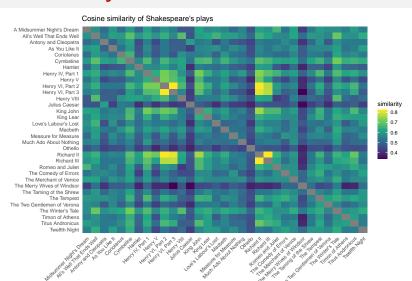
```
sims <- DTMd %*% t(DTMd)
print(sims)
##
                                 Docs
## Docs
                                  A Midsummer Night's Dream
##
     A Midsummer Night's Dream
                                                   1,0000000
     All's Well That Ends Well
                                                   0.5867144
##
                                                   0.5125922
##
     Antony and Cleopatra
     As You Like It.
                                                   0.5960917
##
##
     Coriolanus
                                                   0.5168455
     Cymbeline
                                                   0.6029199
##
     Hamlet
                                                   0.5018106
##
     Henry IV, Part 1
                                                   0.6167272
##
                                                   0.5269171
##
     Henry V
                                                   0.5872136
##
     Henry VI, Part 2
     Henry VI, Part 3
                                                   0.5497865
##
##
     Henry VIII
                                                   0.4750135
```

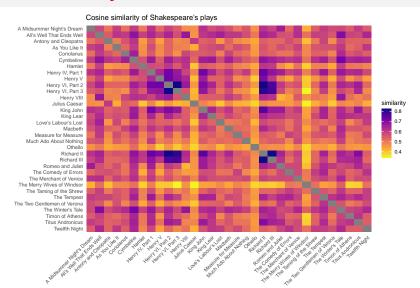
Julius Caesar

##

0.4730039







Next week

► Word embeddings