# NLP without Annotated Dataset

NLP: An Introduction

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#### Outline

- 1. What is NLP?
- 2. The many faces of NLP
- 3. What makes NLP Challenging?
- 4. Some common NLP Tasks: An overview
- 5. The levels of language processing: some examples
- 6. Approaches to NLP

note: images without source attribution are taken from our book: practicalnlp.ai

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- ► The eventual goal is to make computers understand (and generate) human languages, and make them communicate with humans like humans
- Because of its role in the process of human-computer interaction, NLP has a wide range of technological applications
- ▶ It is also becoming popular as a research method in a broad range of disciplines in social sciences.

# Inter-disciplinary by nature

NLP is very inter-disciplinary. Draws from research in Computer Science, Linguistics, Mathematics, Statistics, Psychology etc.,

# Computational Linguistics vs NLP

The terms are used synonymously. However, generally, NLP is typically used by people involved in engineering and technology development, and CL is typically used by traditionally linguistics groups who adapted computational methods.

## History of NLP

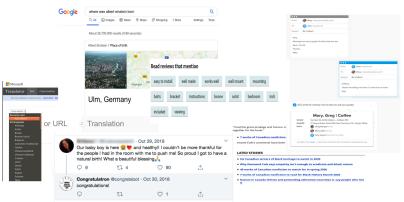
- 1. Foundational ideas: 40s and 50s. WWII and Beyond.
- Main NLP problem of that time (and even now): Machine Translation
- First few decades: Work focused on the development of speech recognition systems, logic based language understanding systems, creating elaborate grammars to teach human language to computers, rule based systems, and automatic language generation.
- 4. Late 90s on: Advent of statistical methods and machine learning
- 5. 2010s: Deep learning
- 6. Last few years: more into interpretable models, discussion about ethical issues, introspection about the field etc.

#### Where is NLP useful in real world?

- general purpose applications: search, email, voice based assistants on phones etc.
- domain specific applications: e-commerce, legal, finance, health care etc.
- educational technology: language teaching, learning, assessment tools
- language revitalization software
- disaster management tools

. . .

## **Everyday NLP Applications**



## Where is NLP used in real-world?

- 1. Apple Siri, Google assistant and other such software
- 2. Google Translate and the likes
- 3. Search Engines
- 4. Question Answering (e.g., IBM Watson)
- 5. Sentiment analysis of product reviews on Amazon, for example
- 6. Spam classification in Gmail, Yahoomail etc
- Information extraction from text (e.g., identifying calendar entries automatically in gmail)
- 8. Spelling/Grammar check tools, language learning apps such as DuoLingo etc.

#### Where is NLP used elsewhere?

- 1. NLP is used as a method to answer research questions in many disciplines.
- 2. NLP sometimes plays a major role in discipline specific challenges, going beyond being just a research method.
- 3. In Google Scholar, I saw mentions of NLP methods in journals as diverse as Asian studies & History to Clinical Oncology.

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The Many Faces of NLP

## The many faces of NLP

#### Three broad groups:

- 1. NLPers: NLP researchers in academia and industry
- 2. Other researchers who use NLP methods in their research
- 3. Industry professionals developing NLP based applications



#### **Data Scientist**

Building real-world NLP systems



#### **Product Manager**

Applying NLP to their products & domains



#### Annotator

Or linguists creating NLP data



#### **ML Engineer**

Or data engineer applying MLOps to scale NLP systems



#### **Business Leader**

CXOs, VPs, founders incorporating NLP in their business

#### NLP research - an overview

#### A snapshot of contemporary NLP research topics



(source:

https://2021.naacl.org/calls/papers/)

#### Trends in NLP Research

How can one quickly showcase contemporary NLP research to others?  $\Rightarrow$  Some paper titles from best paper awards over the past 5 years may give a picture.

source: https://aclweb.org/aclwiki/Best\_paper\_awards and 2020 conference websites. (everything is open access!)

## Contemporary NLP Research - 1

A lot of research focuses on what can perhaps be called core NLP tasks and applications:

- ► Bridging the Gap between Training and Inference for Neural Machine Translation
- ► Improving Evaluation of Machine Translation Quality Estimation
- ► BERT: Pre-training of Deep Bidirectional Transformers for Language Understanding
- ► Linguistically-Informed Self-Attention for Semantic Role Labeling
- Beyond Accuracy: Behavioral Testing of NLP Models with CheckList

## Contemporary NLP Research - 2

There is also a lot of work on a range of other topics from human language comprehension to mental health

- Finding syntax in human encephalography with beam search
- ► [Probabilistic Typology: Deep Generative Models of Vowel Inventories
- ► Feuding Families and Former Friends; Unsupervised Learning for Dynamic Fictional Relationships
- ▶ Depression and Self-Harm Risk Assessment in Online Forums
- Digital Voicing of Silent Speech

## NLP Research in 2020: Introspection

Some papers from ACL 2020 Theme: "Taking Stock of Where We've Been and Where We're Going"

- ► The State and Fate of Linguistic Diversity and Inclusion in the NLP World
- ► How Can We Accelerate Progress Towards Human-like Linguistic Generalization?
- ► A Call for More Rigor in Unsupervised Cross-lingual Learning
- ► Automated Evaluation of Writing 50 Years and Counting
- ► Speech Translation and the End-to-End Promise: Taking Stock of Where We Are

## NLP Research: Summary

- generally heavy on algorithms/methods based on machine learning/deep learning
- relatively less focus on corpus creation, evaluation beyond standard tests, and rule engineering
- recent interest in bias in models, ethics, interpretability etc
- lot of introspection in 2020

# What does NLP in Industry look like?

- large r&d teams building NLP focused products, for their own use as well as for third parties (Google Cloud NLP, Amazon Comprehend, IBM Watson, Microsoft NLP etc)
- software teams where NLP contributes to existing product functionalities
- speech to text/text to speech software, transcription tools etc.
- ► language learning/teaching/assessment software and so on.

## NLP in Industry: A few examples

- ► SpeechRater spoken response assessment tool
- ► Grammarly
- DuoLingo
- ► Lawdroid makes chatbots for law firms to perform various functions (e.g., paralegal bot, reception bot etc)
- Bloomberg uses sentiment analysis on news articles about companies to support stock market decisions.
- Pfizer uses IBM Watson for cancer treatment drug discovery.

. . . .

## NLP in Industry: Summary

- We saw a few use cases so far. NLP is useful in many other industry scenarios too.
- Companies that build software involving local, non-English NLP are also growing in many countries.
- ▶ There are also companies that primarily do annotation for NLP and other Machine Learning projects. (e.g., Appen Ltd)

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- ► There are also companies that primarily do annotation for NLP and other Machine Learning projects. (e.g., Appen Ltd)
- To conclude,
  - industry NLP involves a wide range of applications
  - requires people from diverse backgrounds such as linguists, software developers, product managers etc.

## NLP in Other Disciplines: An Overview

#### Where is NLP used in other disciplines?

- ► NLP is used as a method to answer research questions in many disciplines.
- NLP sometimes plays a major role in discipline specific challenges, going beyond being just a research method.
- In Google Scholar, I saw mentions of NLP methods in journals as diverse as Asian studies & History to Clinical Oncology.
- ▶ I will show a sample of work taken from a few disciplines that may interest you.

# NLP in Applied Linguistics Research

# Causal discourse analyzer: Improving automated feedback on academic ESL

- used Stanford CoreNLP software + linguistic rule engineering to identify cause and effect discourse in non-native writing.
- Causal markers were first identified by a manual, functional linguistic analysis of a corpus, and were then used to develop the above rules.
- evaluated in terms of precision and recall, on manually annotated essays by 17 students.

# NLP in Language Acquisition Research

# Automatic extraction of subordinate clauses and its application in second language acquisition research

- built a tool to extract subordinate clauses using Stanford dependency parser followed by several hand crafted rules.
- validated the tool through an evaluation with annotated test set and manual inspection.
- used this tool to analyze a large-scale learner corpus and investigate the effects of first language (L1) on the acquisition of subordination in second language (L2) English.

# NLP and Corpus Linguistics

### Dependency parsing of learner English

- proposed an approach to control for annotation bias in learner language parse annotations.
- evaluated multiple NLP parsers on learner English.
- identified and quantified the influence of learner writing errors on parser's efficiency.

## Few more examples ..

Medical Informatics: Chen, L., Gu, Y., Ji, X., Sun, Z., Li, H., Gao, Y., & Huang, Y. (2020). [Extracting medications and associated adverse drug events using a natural language processing system combining knowledge base and deep learning](https://doi.org/10.1093/jamia/ocz141). Journal of the American Medical Informatics Association: JAMIA, 27(1), 56-64.

Plant Science: Braun, I. R., & Lawrence-Dill, C. J. (2019). [Automated methods enable direct computation on phenotypic descriptions for novel candidate gene

 $prediction] (https://www.frontiersin.org/articles/10.3389/fpls.2019.01629/full). \ Frontiers in Plant Science, 10, 1629.$ 

Civil Engineering: Le, T., & David Jeong, H. (2017). [NLP-based approach to semantic classification of heterogeneous transportation asset data terminology[[https://par.nsf.gov/servlets/purl/10069437]. Journal of Computing in Civil Engineering, 31(6), 04017057.

Economics: Hansen, S., McMahon, M., & Prat, A. (2018). [Transparency and deliberation within the FOMC: a computational linguistics approach](https://academic.oup.com/qje/article/133/2/801/4582916). The Quarterly Journal of Economics, 133(2), 801-870.

Political Science: Benoit, K., Munger, K., & Spirling, A. (2019). [Measuring and explaining political sophistication through textual complexity](https://onlinelibrary.wiley.com/doi/full/10.1111/ajps.12423). American Journal of Political Science, 63(2), 491-508.

Urban planning: Plunz, R. A., Zhou, Y., Vintimilla, M. I. C., Mckeown, K., Yu, T., Uguccioni, L., & Sutto, M. P. (2019). [Twitter sentiment in New York City parks as measure of well-being. Landscape and urban planning](https://www.sciencedirect.com/science/article/pii/S0169204618305863), 189, 235-246.

Cultural Heritage: Machidon, O. M., Tavčar, A., Gams, M., & Duguleană, M. (2020). [CulturalERICA: A conversational agent improving the exploration of European cultural

 $heritage] (https://www.sciencedirect.com/science/article/pii/S1296207418308136). \ Journal of Cultural Heritage, 41, 152-165.$ 

# NLP in other disciplines: Summary

- ► Clearly, there are many more. I just sampled a few examples, from even fewer disciplines!
- Existing NLP tools + rules is a commonly used approach in some disciplines.
- Doing user studies and using a small set of manually annotated documents for validation of approaches is also a common method.
- ▶ In some fields (e.g., medical informatics), we also see state of the art deep learning and NLP.

## How are the faces of NLP different from each other?

- NLP researchers focus on developing new methods, using standard corpora/evaluation procedures, and comparing against SOTA.
- Industry professionals focus on end users, end to end system development and maintenance.

  "If you think Machine Learning will give you a 100% boost,
  - then a heuristic will get you a 50% of the way there" Martin Zinkevich, Google
- Other discipline researchers are concerned how to use NLP methods to address their own research questions.

## Questions?

My questions:

- ▶ What role does NLP play in your daily life?
- ▶ What do you want to do with NLP?

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What makes NLP challenging? (what sort of issues pose problems for a computer?)

## Language is ambiguous

Some ambiguous sentences

- Newspaper headlines
  - "Children make delicious snacks"
  - "Dead expected to rise"
  - "Republicans grill IRS chief over lost emails"
- Normal, grammatical sentences can be ambiguous too:
  - "I saw a man on a hill with a telescope."
  - "Look at the man with one eye"

We are not even talking about ambiguities involving speech or alternative interpretations due to stress/emphasis on some word.

## Some types of ambiguity

- Lexical ambiguity: due to multiple meanings or senses of word usage
  - e.g., He stood near the bank
- 2. Structural ambiguity: due to syntactic structure e.g., I saw the man on the hill with telescope.
- Semantic ambiguity: more interpretations possible e.g., John and Mary are married (to each other? or to different people?)
- 4. Referential ambiguity e.g., She dropped the *plate* on the *table* and broke **it**
- Ambiguity due to the use of non-literal language e.g., Time flies like an arrow

### Good source to read more:

http://cs.nyu.edu/faculty/davise/ai/ambiguity.html

## "common" knowledge for humans

Look at these two sentences:

Dog bit man.

Man bit dog.

- For a computer, both of them are linguistically the same. We know only the first one is "normal" English sentence because we have "world knowledge".

## Few more challenges

- ► Language is diverse: many different forms of documents such as news, tweets, legal texts etc.
- Language is creative: its use changes over time, and vocabulary gets richer.
- There are many different languages in the world
- ▶ Many spelling variations, slangs, sarcasm etc.
- NLP solutions should account for all these things!

## So, the summary is:

perfect NLP is hard to achieve because of all these issues that come up when we start using computers to analyze language!

## Let me pause ...

Do you have any funny NLP moments to share? (e.g., google translate mishaps?)

### Outline

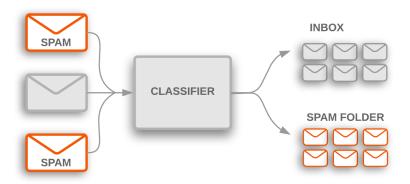
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## Machine Translation



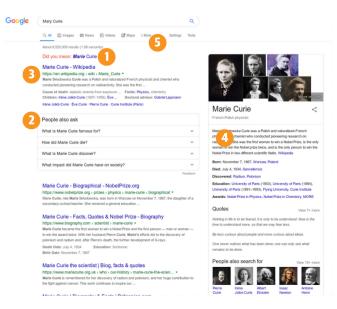
source: https://translate.google.com

## Text Classification

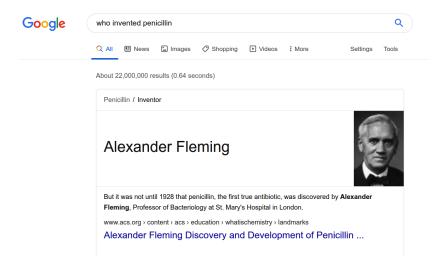


source: https://developers.google.com/machine-learning/guides/text-classification

### Search



# Question Answering



### Information Extraction

SAN FRANCISCO — Shortly after Apple used a new tax law last year to bring back most of the \$252 billion it had held abroad, the company said it would buy back \$100 billion of its stock.

On Tuesday, Apple announced its plans for another major chunk of the money: It will buy back a further \$75 billion in stock.

"Our first priority is always looking after the business and making sure we continue to grow and invest;" Luca Maestri, Apple's finance chief, said in an interview. "If there is excess cash, then obviously we want to return it to investors."

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- ▶ What is the article about?



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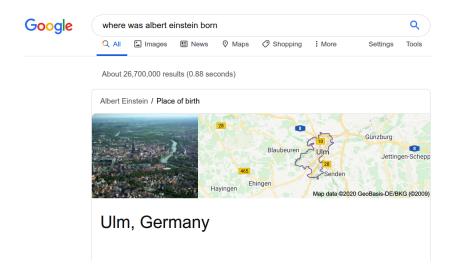
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- What is the article about? needs: Key phrase extraction, event extraction



## Named Entity Extraction/Linking

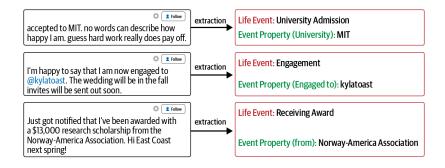


## Key Phrase Extraction

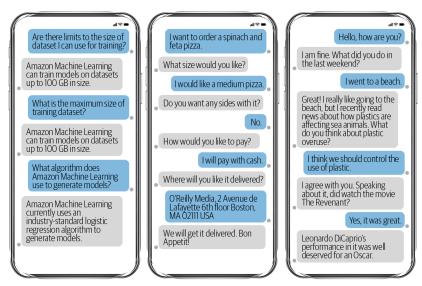
#### Read reviews that mention



## Event/Relation Extraction



### Chatbots



**FAQ Bot** 

Flow-Based Bot

**Open-Ended Bot** 

# Many more

- text summarization
- text recommendation
- topic modeling
- text to speech/speech to text conversion
- language generation (e.g., automatically generating weather reports, chatbots, etc.)

.... and so on.

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### Levels of Language Processing **Context** Summarization **Topic Modeling** Sentiment Analysis meaning **Syntax Parsing Entity Extraction** phrases & sentences Relation Extraction **Morphemes & Lexemes** Tokenization **Word Embeddings** words **POS Tagging Phonemes** Speech to Text Speaker Identification speech & sounds Text to Speech

**Blocks of Language** 

**Applications** 

## Levels of processing: speech/sounds

- ▶ What are the sounds of a language? How do they become words? How do we identify them automatically?
- Uses: Text to speech conversion, Speech to text conversion, pronunciation training etc
- Traditionally studied separately under Speech processing. Not a part of NLP courses generally.

## Levels of processing: Word

- Morphological analysis of words
- compiling lists of words, or word sequences occurring in documents.
- ▶ Understanding/Modeling relationships between words etc.

# Levels of processing: Sentence POS Tagging

- Task: Given a sequence of words, return the POS tags for each word.
- An example problem: What is the best tag for a word in a context?
  - ► I wish to cite this work. PRP/I VBP/wish TO/to VB/cite DT/this NN/work ./.
  - ► He has a wish.
    PRP/He VBZ/has DT/a NN/wish ./.
- ▶ Largely considered solved for English, but there are still issues if we go beyond typical newspaper language (e.g., tagging speech or tweets). Still an unsolved problem for several languages.

# Levels of processing: Sentence

### **Parsing**

- Task: Construct the syntactic structure of a given sentence.
- ➤ Two kinds of trees can be generated in NLP: Phrase structure tree (Constituency tree), Dependency tree
- ► PST: shows parse structure in terms of Noun Phrases, Verb Phrases, Prep. Phrases etc.
- ▶ Dependency Tree: shows relations between words in a sentence in terms of a pre-defined set of relations
- Very active area of current research, for multiple languages.
- ► Important note: POS tagging errors can carry over and affect parser efficiency.

## Levels of processing: Sentence

Word sense disambiguation

- ► Task: For words that can have multiple meanings, what is the right sense of the word in a given sentence?
- Example: "Let us go inside, it is cold" vs "I have cold and cough"
- Very important for applications such as machine translation, information retrieval
- Good progress for English WSD. One of the active areas of research in the field.

## Levels of processing: Sentence

### Semantic Role Labeling

- ► SRL is all about doing a "semantic parse" of a sentence. The task here is to identify argument structure of a sentence and thematic roles of different entities.
- Example: (source: http://www.cs.upc.edu/~srlconll/)

The following sentence, taken from the PropBank corpus, exemplifies the annotation of semantic roles:

 $[_{A0} \ He\ ]\ [_{AM\text{-}MOD} \ would\ ]\ [_{AM\text{-}NEG} \ n"t\ ]\ [_{V} \ \textbf{accept}\ ]\ [_{A1} \ anything\ of\ value\ ]\ from\ [_{A2} \ those\ he\ was\ writing\ about\ ]\ .$ 

Here, the roles for the predicate accept (that is, the roleset of the predicate) are defined in the PropBank Frames scheme as:

V: verb A0: acceptor A1: thing accepted A2: accepted-from A3: attribute AM-MOD: modal AM-NEG: negation

Active area of research. Still hard, but making progress.

## Beyond a sentence

- Given a text (more than one sentence), analyze the relationships between sentences, identify what pronouns refer to what nouns, how is the same entity referred in different ways (Barack Obama, Obama, The President and so on).
- What NLP methods are useful: coreference resolution, discourse parsing etc.
- Application: Text summarization, Question-Answering, Essay scoring etc.
- Hard problems, but active research topic and hence, making good progress

Questions so far?

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## Approaches to NLP

- 1. heuristics based NLP
- 2. machine learning
- 3. deep learning
- 4. combination of all or some of the above three (More on this in the next class)

## Heuristics

- 1. Word lists, lexicons etc.
- 2. Rule engineering based on observed patterns of language use.
- 3. Regular expressions

. . .

# Machine Learning

- ► Machine learning is a collection of methods that learn a task automatically by looking at lots (and lots) of examples
- Usually involves a feature extraction step, where we need to specify what kind of patterns (e.g., words? heuristics? pos tags?) should a machine learn.
- Different kinds of machine learning algorithms are used in NLP - naive bayes, logistic regression (text classification), conditional random fields (sequence tagging), clustering etc.
- We will briefly see how some of them are useful for NLP as we progress with the course.

## Deep Learning

...a sub-field of machine learning

▶ Deep learning is inspired by learning in humans and other biological forms, but "deep" refers to the number of layers in the artificial neural network of the deep learning method.

## Deep Learning

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- Some popular deep learning architectures used in NLP in the past 5 years:
  - Convolutional Neural Networks are typically used in image processing related problems, and are useful to automatically extract features (words/word sequences) in NLP tasks.
  - ► Transformers (e.g., BERT) model the textual context, but not sequentially. It uses a phenomenon called **attention** to model the context.

## Deep Learning

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Note: Transformers have become very popular in NLP in recent 2-3 years across tasks and languages.

# Deep Learning and Transfer Learning

- Deep learning and Machine learning methods in general expect you have to have a lot of data for the problem you want to solve.
- Sometimes, we may have a lot of data on some related problem, but very small amount of data on a particular problem.
- Transfer learning is all about how to use existing data/knowledge for a new problem.

Transfer learning has also become a popular method in NLP in the recent 2-3 years.

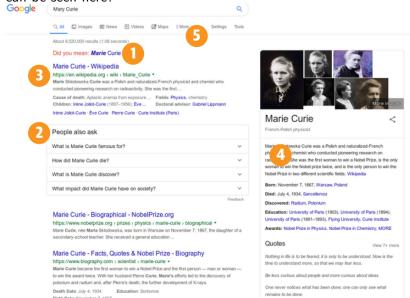
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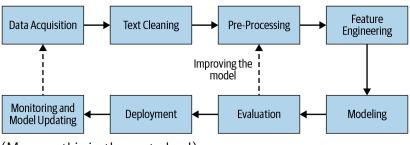
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## A real world example: revisiting search

What levels of language processing are involved? What NLP tasks can be seen here?



# So, how does one build NLP systems? NLP Pipeline



(More on this in the next class!)

## ToDo before next meeting

- ► Take a look at the syllabus document, understand the course requirements, deadlines etc.
- Read the introductory chapter of any of the textbooks mentioned above for NLP
- Check out the assignment descriptions
- Decide on a programming language you want to use and setup your laptops for that (e.g., installing any software needed etc)
- Read Chapter 2 of Practical NLP if you have access.
- ► Please introduce yourselves in the Forum called "Introductions"
- Ask any questions you have about today in the forum "NLP/Course Overview"

Questions so far?