

Text as Data Final Paper

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May 10, 2016

```
# LDA model for debate: debate_LDA_15
# topic names for debate: debate_LDA_15_names
# data frame for twitter: twitter.df
# dfm for twitter: twitter_dfm
# posterior topic distribution (LDA) = @gamma
# LDA model for twitter: use simple_lda_20, simple_lda_15, simple_lda_10
# LDA posterior for twitter using debate topics: twitter.topics$topics
all(nrow(twitter_dfm) == sum(twitter.df$debate_topic != 0),
    nrow(twitter_dfm) == nrow(twitter.topics$topics))
```

```
[1] TRUE
```

```
table(twitter.df$debate_topic)
```

```
 0    1    2    3    4    5    6    7    8    9   10   11   12   13   14
2940 525  937  430  533 1387  618  490  617  622  673  406 2340  480  415
15
456
```

```
debate_LDA_15_names
```

```
[1] "common core" "mods1"      "foreign pol" "social sec"
[5] "mods1"       "immigration" "economics"   "border"
[9] "budget"      "Paul Ryan"   "military"    "mods2"
[13] "gen election" "iran"        "marriage"
```

```
# pos.neg <- dplyr::select(twitter.df[tweet_indices,], -tweet_created)
# pos.neg <- filter(pos.neg, sentiment != "Neutral")
# pos.neg$candidate[pos.neg$candidate == "OTHER"] <- NA
# pos.neg$subject_matter[pos.neg$subject_matter == "None of the above"] <- NA
# pos.neg <- droplevels(pos.neg)
levels(pos.neg$sentiment)
```

```
[1] "Negative" "Positive"
```

```
levels(pos.neg$candidate)
```

```
[1] "Ben Carson"      "Chris Christie" "Donald Trump"   "Jeb Bush"
[5] "John Kasich"     "Marco Rubio"    "Mike Huckabee"  "Rand Paul"
[9] "Scott Walker"    "Ted Cruz"
```

```
levels(pos.neg$subject_matter)
```

```
[1] "Abortion"  
[2] "Foreign Policy"  
[3] "FOX News or Moderators"  
[4] "Gun Control"  
[5] "Healthcare (including Medicare)"  
[6] "Immigration"  
[7] "Jobs and Economy"  
[8] "LGBT issues"  
[9] "Racial issues"  
[10] "Religion"  
[11] "Women's Issues (not abortion though)"
```

```
dropped.rows <- which(twitter.df[tweet_indices, "sentiment"] == "Neutral")  
nrow(pos.neg) + length(dropped.rows) == nrow(twitter.topics$topics)
```

```
[1] TRUE
```

```
all(dim(simple_lda_15@gamma) == dim(twitter.topics$topics),  
    class(simple_lda_15@gamma) == class(twitter.topics$topics))
```

```
[1] TRUE
```

```
dim(simple_lda_25@gamma[-dropped.rows,])
```

```
[1] 8722 25
```

```
dim(twitter.topics$topics[-dropped.rows,])
```

```
[1] 8722 15
```

```
all(abs(rowSums(simple_lda_25@gamma) - 1) < 1e-10)
```

```
[1] TRUE
```

```
all(abs(rowSums(twitter.topics$topics) - 1) < 1e-10)
```

```
[1] TRUE
```

```
# build a logistic regression from lda model parameters, additional predictors as parameter  
glm_lda_model <- function(lda_model_post, modified_data,  
                           predictors = c("candidate", "subject_matter")) {  
  x <- lda_model_post[, -2] # need to drop one of the topics, I drop #2  
  colnames(x) <- paste("topic", 1:(ncol(x)+1), sep=".")[-2]  
  data <- cbind(modified_data, x)  
  formula <- paste("sentiment ~ ",  
                   paste(c(colnames(x), predictors), collapse = " + "))
```

```

fit <- glm(as.formula(formula) , data = data, family = "binomial")
print(summary(fit))
fit
}

# use forward-backward stepwise procedure with AIC criterion to choose best model from full model
stepwise_twitter <- function(lda_model_post, modified_data,
                             predictors = c("candidate", "subject_matter")) {
  x <- lda_model_post # don't drop any topics
  colnames(x) <- paste("topic", 1:(ncol(x)), sep=".")
  data <- cbind(modified_data, x)
  formula <- paste("sentiment ~ ",
                   paste(c(colnames(x), predictors), collapse = " + "))
  fit <- glm(as.formula(formula) , data = data, family = "binomial")
  stepAIC(fit, trace = FALSE) # stops verbose printing
}

```

```

sentiment_twitter_candidate_10 <- glm_lda_model(simple_lda_10@gamma[-dropped.rows,] ,
                                                modified_data = pos.neg, predictors = "candidate")
sentiment_twitter_candidate_15 <- glm_lda_model(simple_lda_15@gamma[-dropped.rows,] ,
                                                modified_data = pos.neg, predictors = "candidate")
sentiment_twitter_candidate_20 <- glm_lda_model(simple_lda_20@gamma[-dropped.rows,] ,
                                                modified_data = pos.neg, predictors = "candidate")
sentiment_twitter_candidate_25 <- glm_lda_model(simple_lda_25@gamma[-dropped.rows,] ,
                                                modified_data = pos.neg, predictors = "candidate")
sentiment_twitter_candidate_30 <- glm_lda_model(simple_lda_30@gamma[-dropped.rows,] ,
                                                modified_data = pos.neg, predictors = "candidate")
sentiment_twitter_candidate_50 <- glm_lda_model(simple_lda_50@gamma[-dropped.rows,] ,
                                                modified_data = pos.neg, predictors = "candidate")

```

```

which.max(c(k10 = simple_lda_10@loglikelihood, k15 = simple_lda_15@loglikelihood,
            k20 = simple_lda_20@loglikelihood, k25 = simple_lda_25@loglikelihood,
            k30 = simple_lda_30@loglikelihood, k50 = simple_lda_50@loglikelihood))

```

```

k25
4

```

```

which.min(c(k10 = AIC(sentiment_twitter_candidate_10), k15 = AIC(sentiment_twitter_candidate_15),
            k20 = AIC(sentiment_twitter_candidate_20), k25 = AIC(sentiment_twitter_candidate_25),
            k30 = AIC(sentiment_twitter_candidate_30), k50 = AIC(sentiment_twitter_candidate_50)))

```

```

k25
4

```

```

sort(c(k10 = BIC(sentiment_twitter_candidate_10), k15 = BIC(sentiment_twitter_candidate_15),
        k20 = BIC(sentiment_twitter_candidate_20), k25 = BIC(sentiment_twitter_candidate_25),
        k30 = BIC(sentiment_twitter_candidate_30), k50 = BIC(sentiment_twitter_candidate_50)),
     decreasing = TRUE)

```

```

          k50      k30      k15      k25      k20      k10
5301.986 5183.816 5143.212 5119.215 5089.087 5084.702

```

```
anova(sentiment_twitter_candidate_20, sentiment_twitter_candidate_25, test="Chisq")
```

Analysis of Deviance Table

Model 1: sentiment ~ topic.1 + topic.3 + topic.4 + topic.5 + topic.6 +
 topic.7 + topic.8 + topic.9 + topic.10 + topic.11 + topic.12 +
 topic.13 + topic.14 + topic.15 + topic.16 + topic.17 + topic.18 +
 topic.19 + topic.20 + candidate

Model 2: sentiment ~ topic.1 + topic.3 + topic.4 + topic.5 + topic.6 +
 topic.7 + topic.8 + topic.9 + topic.10 + topic.11 + topic.12 +
 topic.13 + topic.14 + topic.15 + topic.16 + topic.17 + topic.18 +
 topic.19 + topic.20 + topic.21 + topic.22 + topic.23 + topic.24 +
 topic.25 + candidate

	Resid. Df	Resid. Dev	Df	Deviance	Pr(>Chi)
1	4607	4844.3			
2	4602	4832.2	5	12.08	0.0337 *

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

```
sentiment_debate_candidate <- glm_lda_model(twitter.topics$topics[-dropped.rows,] ,  

  modified_data = pos.neg, predictors = "candidate")
```

Call:

```
glm(formula = as.formula(formula), family = "binomial", data = data)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-1.6155	-0.7945	-0.6544	1.0755	2.5197

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-0.2373	0.2486	-0.954	0.33988
topic.1	-0.1039	0.5407	-0.192	0.84760
topic.3	-0.2809	0.5949	-0.472	0.63680
topic.4	-0.7597	0.5416	-1.403	0.16069
topic.5	-0.1932	0.3620	-0.534	0.59353
topic.6	1.1004	0.4433	2.483	0.01304 *
topic.7	0.8795	0.5398	1.629	0.10325
topic.8	0.2195	0.4832	0.454	0.64962
topic.9	0.5589	0.4449	1.256	0.20901
topic.10	0.1810	0.4278	0.423	0.67225
topic.11	-0.4272	0.4949	-0.863	0.38800
topic.12	0.2434	0.3346	0.727	0.46703
topic.13	-0.2289	0.4552	-0.503	0.61505
topic.14	1.2349	0.4708	2.623	0.00873 **
topic.15	-0.1230	0.4439	-0.277	0.78173
candidateChris Christie	-1.7096	0.2362	-7.237	4.57e-13 ***
candidateDonald Trump	-0.9433	0.1441	-6.546	5.91e-11 ***
candidateJeb Bush	-2.7767	0.2191	-12.674	< 2e-16 ***
candidateJohn Kasich	0.4412	0.2087	2.114	0.03450 *
candidateMarco Rubio	0.1148	0.1929	0.595	0.55181

```

candidateMike Huckabee    -1.2379      0.2066   -5.993 2.07e-09 ***
candidateRand Paul        -0.8864      0.2200   -4.029 5.59e-05 ***
candidateScott Walker     -1.5672      0.2374   -6.603 4.03e-11 ***
candidateTed Cruz          0.2480      0.1617    1.534 0.12503

```

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

```

Null deviance: 5551.6 on 4635 degrees of freedom
Residual deviance: 4967.0 on 4612 degrees of freedom
(4086 observations deleted due to missingness)
AIC: 5015

```

Number of Fisher Scoring iterations: 5

```
AIC(sentiment_debate_candidate); BIC(sentiment_debate_candidate)
```

```
[1] 5015.035
```

```
[1] 5169.634
```

```
AIC(sentiment_twitter_candidate_25); BIC(sentiment_twitter_candidate_25)
```

```
[1] 4900.2
```

```
[1] 5119.215
```

```
anova(sentiment_debate_candidate, sentiment_twitter_candidate_25, test="Chisq")
```

Analysis of Deviance Table

Model 1: sentiment ~ topic.1 + topic.3 + topic.4 + topic.5 + topic.6 +
topic.7 + topic.8 + topic.9 + topic.10 + topic.11 + topic.12 +
topic.13 + topic.14 + topic.15 + candidate

Model 2: sentiment ~ topic.1 + topic.3 + topic.4 + topic.5 + topic.6 +
topic.7 + topic.8 + topic.9 + topic.10 + topic.11 + topic.12 +
topic.13 + topic.14 + topic.15 + topic.16 + topic.17 + topic.18 +
topic.19 + topic.20 + topic.21 + topic.22 + topic.23 + topic.24 +
topic.25 + candidate

	Resid. Df	Resid. Dev	Df	Deviance	Pr(>Chi)
1	4612	4967.0			
2	4602	4832.2	10	134.84	< 2.2e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

```
require(MASS)
```

Loading required package: MASS

```
step_25_candidate_subject <- stepwise_twitter(simple_lda_25@gamma[~dropped.rows,],
pos.neg.sub, predictors = c("candidate", "subject_matter"))
step_25_candidate_subject$anova
```

Stepwise Model Path
Analysis of Deviance Table

Initial Model:

```
sentiment ~ topic.1 + topic.2 + topic.3 + topic.4 + topic.5 +
  topic.6 + topic.7 + topic.8 + topic.9 + topic.10 + topic.11 +
  topic.12 + topic.13 + topic.14 + topic.15 + topic.16 + topic.17 +
  topic.18 + topic.19 + topic.20 + topic.21 + topic.22 + topic.23 +
  topic.24 + topic.25 + candidate + subject_matter
```

Final Model:

```
sentiment ~ topic.1 + topic.2 + topic.3 + topic.4 + topic.6 +
  topic.8 + topic.11 + topic.13 + topic.14 + topic.15 + topic.16 +
  topic.17 + topic.19 + topic.22 + topic.23 + topic.24 + candidate +
  subject_matter
```

	Step	Df	Deviance	Resid. Df	Resid. Dev	AIC
1				8676	7371.464	7463.464
2	- topic.25	0	0.00000000	8676	7371.464	7463.464
3	- topic.5	1	0.04248644	8677	7371.506	7461.506
4	- topic.10	1	0.06326254	8678	7371.570	7459.570
5	- topic.9	1	0.06924882	8679	7371.639	7457.639
6	- topic.21	1	0.16682058	8680	7371.806	7455.806
7	- topic.7	1	0.49511827	8681	7372.301	7454.301
8	- topic.18	1	0.72221103	8682	7373.023	7453.023
9	- topic.20	1	1.08137289	8683	7374.104	7452.104
10	- topic.12	1	1.47842730	8684	7375.583	7451.583

```
summary(step_25_candidate_subject)
```

Call:

```
glm(formula = sentiment ~ topic.1 + topic.2 + topic.3 + topic.4 +
  topic.6 + topic.8 + topic.11 + topic.13 + topic.14 + topic.15 +
  topic.16 + topic.17 + topic.19 + topic.22 + topic.23 + topic.24 +
  candidate + subject_matter, family = "binomial", data = data)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-1.9741	-0.6583	-0.4530	-0.2559	2.8157

Coefficients:

	Estimate	Std. Error
(Intercept)	-5.282085	1.354942
topic.1	13.711103	4.049753
topic.2	-11.620507	5.948299
topic.3	10.878613	4.879918

topic.4	10.579727	3.776517
topic.6	11.553613	4.852787
topic.8	8.867997	5.847927
topic.11	-8.925792	5.476606
topic.13	9.721931	5.511908
topic.14	27.278398	4.883344
topic.15	30.948666	4.901999
topic.16	-13.841999	7.144440
topic.17	-11.059203	5.432706
topic.19	22.451599	4.801794
topic.22	15.048531	3.703971
topic.23	-19.988527	6.336070
topic.24	24.278079	5.178959
candidateChris Christie	-1.553775	0.255412
candidateDonald Trump	-1.180442	0.138379
candidateJeb Bush	-2.574033	0.260114
candidateJohn Kasich	0.318412	0.203706
candidateMarco Rubio	-0.201864	0.199531
candidateMike Huckabee	-0.999883	0.225492
candidateRand Paul	-1.052019	0.213535
candidateScott Walker	-1.630008	0.232306
candidateTed Cruz	-0.123238	0.169722
candidateother	-2.110719	0.136885
subject_matterForeign Policy	0.147148	0.301641
subject_matterFOX News or Moderators	0.293252	0.245595
subject_matterGun Control	-13.193683	215.215383
subject_matterHealthcare (including Medicare)	0.487323	0.436864
subject_matterImmigration	0.912597	0.316465
subject_matterJobs and Economy	-0.001804	0.318501
subject_matterLGBT issues	0.148386	0.367211
subject_matterRacial issues	-0.827960	0.343091
subject_matterReligion	-0.711367	0.341760
subject_matterWomen's Issues (not abortion though)	-1.306857	0.398521
subject_matterother	0.737697	0.236063
z value Pr(> z)		
(Intercept)	-3.898	9.68e-05 ***
topic.1	3.386	0.00071 ***
topic.2	-1.954	0.05075 .
topic.3	2.229	0.02580 *
topic.4	2.801	0.00509 **
topic.6	2.381	0.01727 *
topic.8	1.516	0.12941
topic.11	-1.630	0.10314
topic.13	1.764	0.07776 .
topic.14	5.586	2.32e-08 ***
topic.15	6.313	2.73e-10 ***
topic.16	-1.937	0.05269 .
topic.17	-2.036	0.04178 *
topic.19	4.676	2.93e-06 ***
topic.22	4.063	4.85e-05 ***
topic.23	-3.155	0.00161 **
topic.24	4.688	2.76e-06 ***
candidateChris Christie	-6.083	1.18e-09 ***
candidateDonald Trump	-8.531	< 2e-16 ***

candidateJeb Bush	-9.896	< 2e-16 ***
candidateJohn Kasich	1.563	0.11803
candidateMarco Rubio	-1.012	0.31169
candidateMike Huckabee	-4.434	9.24e-06 ***
candidateRand Paul	-4.927	8.36e-07 ***
candidateScott Walker	-7.017	2.27e-12 ***
candidateTed Cruz	-0.726	0.46777
candidateother	-15.420	< 2e-16 ***
subject_matterForeign Policy	0.488	0.62567
subject_matterFOX News or Moderators	1.194	0.23246
subject_matterGun Control	-0.061	0.95112
subject_matterHealthcare (including Medicare)	1.116	0.26464
subject_matterImmigration	2.884	0.00393 **
subject_matterJobs and Economy	-0.006	0.99548
subject_matterLGBT issues	0.404	0.68615
subject_matterRacial issues	-2.413	0.01581 *
subject_matterReligion	-2.081	0.03739 *
subject_matterWomen's Issues (not abortion though)	-3.279	0.00104 **
subject_matterother	3.125	0.00178 **

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 8774.8 on 8721 degrees of freedom
 Residual deviance: 7375.6 on 8684 degrees of freedom
 AIC: 7451.6

Number of Fisher Scoring iterations: 14

```
step_debate_topics <- stepwise_twitter(twitter.topics$topics[-dropped.rows,],
  pos.neg.sub, predictors = c("candidate", "subject_matter"))
step_debate_topics$anova
```

Stepwise Model Path
 Analysis of Deviance Table

Initial Model:

```
sentiment ~ topic.1 + topic.2 + topic.3 + topic.4 + topic.5 +
  topic.6 + topic.7 + topic.8 + topic.9 + topic.10 + topic.11 +
  topic.12 + topic.13 + topic.14 + topic.15 + candidate + subject_matter
```

Final Model:

```
sentiment ~ topic.3 + topic.4 + topic.5 + topic.9 + candidate +
  subject_matter
```

	Step	Df	Deviance	Resid. Df	Resid. Dev	AIC
1				8686	7506.915	7578.915
2	- topic.15	0	0.0000000	8686	7506.915	7578.915
3	- topic.11	1	0.0361263	8687	7506.951	7576.951
4	- topic.13	1	0.1544666	8688	7507.105	7575.105
5	- topic.2	1	0.1144348	8689	7507.220	7573.220
6	- topic.1	1	0.1522128	8690	7507.372	7571.372

7	-	topic.10	1	1.0886845	8691	7508.461	7570.461
8	-	topic.12	1	1.2258320	8692	7509.687	7569.687
9	-	topic.6	1	0.8967099	8693	7510.583	7568.583
10	-	topic.14	1	0.9235075	8694	7511.507	7567.507
11	-	topic.8	1	0.9577672	8695	7512.465	7566.465
12	-	topic.7	1	1.3343270	8696	7513.799	7565.799

```
summary(step_debate_topics)
```

Call:

```
glm(formula = sentiment ~ topic.3 + topic.4 + topic.5 + topic.9 +
     candidate + subject_matter, family = "binomial", data = data)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-1.4871	-0.6432	-0.4516	-0.2665	3.0724

Coefficients:

	Estimate	Std. Error
(Intercept)	-0.38258	0.26277
topic.3	-0.84461	0.44540
topic.4	-1.38034	0.39837
topic.5	-0.54730	0.20716
topic.9	0.44076	0.26667
candidateChris Christie	-1.83143	0.23146
candidateDonald Trump	-0.95344	0.13538
candidateJeb Bush	-2.96046	0.21748
candidateJohn Kasich	0.31489	0.20195
candidateMarco Rubio	0.03744	0.19177
candidateMike Huckabee	-1.27677	0.19832
candidateRand Paul	-1.01944	0.20981
candidateScott Walker	-1.54588	0.22962
candidateTed Cruz	0.14478	0.15684
candidateother	-1.97076	0.13278
subject_matterForeign Policy	0.03311	0.29551
subject_matterFOX News or Moderators	0.18841	0.23921
subject_matterGun Control	-12.40812	131.77517
subject_matterHealthcare (including Medicare)	0.50775	0.43309
subject_matterImmigration	0.93757	0.29532
subject_matterJobs and Economy	0.06306	0.31517
subject_matterLGBT issues	0.08448	0.35991
subject_matterRacial issues	-0.89991	0.34039
subject_matterReligion	-0.76217	0.33691
subject_matterWomen's Issues (not abortion though)	-1.32550	0.39724
subject_matterother	0.69955	0.23190
	z value	Pr(> z)
(Intercept)	-1.456	0.145414
topic.3	-1.896	0.057922 .
topic.4	-3.465	0.000530 ***
topic.5	-2.642	0.008245 **
topic.9	1.653	0.098367 .
candidateChris Christie	-7.912	2.52e-15 ***
candidateDonald Trump	-7.043	1.89e-12 ***

candidateJeb Bush	-13.613	< 2e-16	***
candidateJohn Kasich	1.559	0.118928	
candidateMarco Rubio	0.195	0.845204	
candidateMike Huckabee	-6.438	1.21e-10	***
candidateRand Paul	-4.859	1.18e-06	***
candidateScott Walker	-6.732	1.67e-11	***
candidateTed Cruz	0.923	0.355957	
candidateother	-14.843	< 2e-16	***
subject_matterForeign Policy	0.112	0.910784	
subject_matterFOX News or Moderators	0.788	0.430916	
subject_matterGun Control	-0.094	0.924981	
subject_matterHealthcare (including Medicare)	1.172	0.241037	
subject_matterImmigration	3.175	0.001500	**
subject_matterJobs and Economy	0.200	0.841410	
subject_matterLGBT issues	0.235	0.814423	
subject_matterRacial issues	-2.644	0.008199	**
subject_matterReligion	-2.262	0.023681	*
subject_matterWomen's Issues (not abortion though)	-3.337	0.000848	***
subject_matterother	3.017	0.002557	**

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 8774.8 on 8721 degrees of freedom
 Residual deviance: 7513.8 on 8696 degrees of freedom
 AIC: 7565.8

Number of Fisher Scoring iterations: 13

```
anova(step_debate_topics, step_25_candidate_subject, test="Chisq")
```

Analysis of Deviance Table

Model 1: sentiment ~ topic.3 + topic.4 + topic.5 + topic.9 + candidate +
 subject_matter

Model 2: sentiment ~ topic.1 + topic.2 + topic.3 + topic.4 + topic.6 +
 topic.8 + topic.11 + topic.13 + topic.14 + topic.15 + topic.16 +
 topic.17 + topic.19 + topic.22 + topic.23 + topic.24 + candidate +
 subject_matter

	Resid. Df	Resid. Dev	Df	Deviance	Pr(>Chi)
1	8696	7513.8			
2	8684	7375.6	12	138.22	< 2.2e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1