# Text Mining

HS

#### TEXT MINING

Extracting, Processing, Organizing, Summarizing, and producing visualizations for text data.

## What is Text mining?

- It also known as text analytics, is a process of analyzing large amounts of unstructured text data to extract meaningful insights and patterns.
- ▶ It involves using techniques from natural language processing, machine learning, and statistics to automatically identify and extract key information from text, such as sentiment, topics, entities, and relationships between them.

## Install and Load Packakegs

#### Intorduction

Organizing text data using tidy principles can simplify text mining tasks and make them more effective. Many existing tools, like dplyr, broom, tidyr, and ggplot2, are already compatible with this approach. The {tidytext} package provides functions and datasets to easily convert text into tidy formats and integrate seamlessly with other text mining tools. Learn more about text mining with tidy data principles in Text Mining With R!

- ► Hadley Wickham (2014) describes tidy data as data organized in a specific way:
  - Each variable is a column.
  - Each observation is a row.
  - Each observational unit is a table.

In tidy text mining, the "tidy text format" organizes data with **one** token per row.

- A token represents a meaningful unit of text, such as a word, used for analysis.
- ➤ The process of splitting text into tokens is called tokenization. While text is often stored as strings or document-term matrices, tidy text mining uses the one-token-per-row format for better analysis.

### Token and Tokenization

#### What is token?

▶ Tokens can be individual words, phrases or even whole sentences.

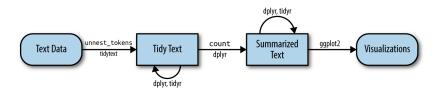
#### What is tokenization?

The process of breaking up a given text into units called tokens.

## Four Steps Process

- Create a Data Frame: Organize your text data into a structured format (e.g., rows and columns). This helps in managing and processing the data efficiently.
- 2. Tokenization: Break the text into smaller units, such as words or phrases (tokens). This simplifies analysis by isolating meaningful elements.
- Find Word Frequencies: Count how often each word appears in the text. This identifies the most common terms and their importance.
- 4. Visualize: Use charts like bar graphs, word clouds, or histograms to represent the frequencies. Visualization makes patterns and insights more understandable.

This process is simple, effective, and widely applicable to text analysis tasks.



## Basic Example

### Exampl 1

Let's save the details about corpus and document-term matrix objects for later and focus on the basics of converting text into a tidy format.

## Using unnest\_tokens

Emily Dickinson wrote some beautiful poems, so let's start with her work.

- [1] "Because I could not stop for Death -"
  [2] "He kindly stopped for me -"
- [3] "The Carriage held but just Ourselves -"
- [4] "and Immortality"

## Step 1: Create a Data Frame

■ This is a typical character vector that we might want to analyze. In order to turn it into a tidy text dataset, we first need to put it into a data frame.

```
text_df_1 <- tibble(line = c(1:4), text = text_1)
text_df_1 # There are four lines</pre>
```

This data frame contains text but isn't ready for tidy text analysis yet. Each row has multiple words combined, so we can't filter individual words or count their frequency. To fix this, we need to transform it into a format where each row

contains just one word (or "token").

## Step 2: Tokenization

➤ To work with text in a tidy format, we need to break it into smaller parts (called tokens) and organize it as a tidy dataset. We can do this using the unnest\_tokens() function from the tidytext package.

```
unnest_tokens(data, output, input)
```

```
text df 1 %>%
 unnest_tokens(word, text) ->
 tibble 1
tibble_1 %>%
 slice(c(1, 7, 15, 20))
# A tibble: 4 x 2
  line word
  <int> <chr>
 1 because
2 1 death
```

3 held

4 immortality

4

- ► The unnest\_tokens function works with two key arguments:
  - the name of the new column (for the tokens, like word) and the name of the existing column that contains the text to be
    - the name of the existing column that contains the text to be split (like text). In this case, the data frame text\_df\_1 has a column called text with the text data we want to break into

tokens.

- When we use unnest\_tokens, each row of the original text is split so that each word becomes its own row in the new data frame. By default:
- Words are split (tokenized) individually.

Punctuation is removed.

- Other columns, like line numbers, stay in the data.
- ➤ Tokens are converted to lowercase for easier comparison (this can be turned off with to\_lower = FALSE).

# Step 3: Find Word Frequencies

Find frequencies for each word

```
tibble_1%>%
  count(word, sort =TRUE) %>%
  filter(n >= 1)
```

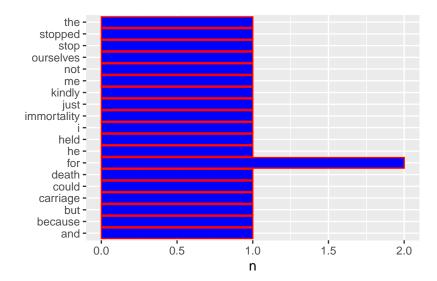
```
# A tibble: 19 x 2
word n
<chr> <int>
1 for 2
2 and 1
3 because 1
4 but 1
5 carriage 1
6 could 1
7 death 1
```

8 he 9 held

# Step 4: Visualize

 Create a Data visual (Bar Graph) showing and comparing word frequencies

```
tibble_1%>%
  count(word, sort =TRUE) %>%
  filter(n >= 1) %>%
  ggplot(aes(n, word)) +
  geom_col(fill = "blue", color = "red") +
  labs(y = NULL)->
  g1
```



▶ We want reorder the levels of the word column based on the counts n.

```
tibble_1%>%
count(word, sort =TRUE) %>%
```

mutate(word = reorder(word, n)) %>%

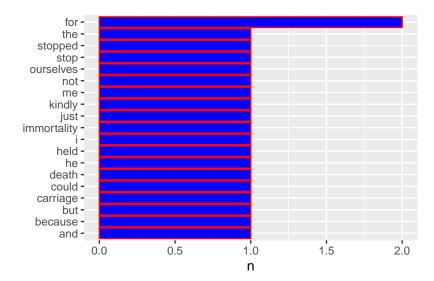
geom col(fill = "blue", color = "red") +

filter(n >= 1) % > %

labs(y = NULL) ->

g2

ggplot(aes(n, word)) +



#### Example 2:

#### Famous Poam

```
text_2 <- c("No man is an island",
          "Entire of itself",
          "Every man is a piece of the continent",
          "A part of the main.",
          "If a clod be washed away by the sea",
          "Europe is the less.",
          "As well as if a promontory were.",
          "As well as if a manor of thy friend's",
          "Or of thine own were:",
          "Any man's death diminishes me",
          "Because I am involved in mankind",
          "And therefore never send to know for whom the be
          "It tolls for thee.")
```

- [1] "No man is an island"
- [2] "Entire of itself"
- [3] "Every man is a piece of the continent"
- [4] "A part of the main."
- [5] "If a clod be washed away by the sea"
- [6] "Europe is the less."
- [7] "As well as if a promontory were."
  - [8] "As well as if a manor of thy friend's" [9] "Or of thine own were:"
- [10] "Any man's death diminishes me"
- [11] "Because I am involved in mankind"
- [12] "And therefore never send to know for whom the bell to
- [13] "It tolls for thee."

## Step 1: Create a DATA FRAME

```
text_tibble_2 <- tibble(line = 1:13, text = text_2)
text_tibble_2 %>%
head()
```

# Step 2: Tokenization

Find line locations for each word in the text

```
text_tibble_2 %>%
  unnest_tokens(word, text) -> tibble_2

tibble_2

# A tibble: 81 x 2
```

```
line word
<int> <chr>
1 1 no
2 1 man
3 1 is
4 1 an
```

1 island

2 of

2 entire

2 itself

5

6

7

8

# Step 3: Find Word Frequencies

```
tibble_2 %>%
  count(word, sort =TRUE) %>%
  filter(n > 0) ->
  tibble_freq_2

tibble_freq_2

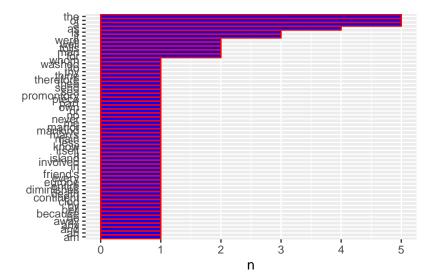
# A tibble: 57 x 2
```

```
word n
<chr> <int>
1 a 5
2 of 5
3 the 5
```

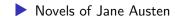
4 as 5 if 6 is 7 for 8 man

## Step 4: Visualize

```
tibble_freq_2 %>%
  mutate(word = reorder(word, n)) %>%
  ggplot(aes(n, word)) +
  geom_col(fill = "blue", color = "red") +
  labs(y = NULL) ->
  g3
```



#### Examp 3



Jane Austen's novels are wonderfully structured! We'll work with the text of her six completed, published novels using the janeaustenr package. This package organizes the text in a one-row-per-line format. Let's convert it into a tidy format for analysis.

# Step 1: Create a DATA FRAME

First part:

▶ We group the data based

```
austen_books() %>%
group_by(book)
```

```
# A tibble: 73,422 x 2
# Groups: book [6]
                              book
   text
   <chr>>
                              \langle fct \rangle
 1 "SENSE AND SENSIBILITY"
                              Sense & Sensibility
 2 ""
                              Sense & Sensibility
                              Sense & Sensibility
 3 "by Jane Austen"
 4 ""
                              Sense & Sensibility
 5 "(1811)"
                              Sense & Sensibility
 6 ""
                              Sense & Sensibility
   11 11
                              Sense & Sensibility
   11 11
                              Sense & Sensibility
```

#### First part:

We group the data based on the book and give each row a unique number. So, we need to create a column for linenumber

```
austen books() %>%
  group_by(book) %>%
 mutate(linenumber = row number())
```

```
# A tibble: 73,422 x 3
# Groups:
```

ok	[6]

book

linenumber

text	
<chr></chr>	

<fct>

<int>

2 "" 3 "by Jane Austen"

1 "SENSE AND SENSIBILITY" Sense & Sensibility Sense & Sensibility

4 ""

Sense & Sensibility Sense & Sensibility

5

5 "(1811)"

Sense & Sensibility Sense & Sensibility

Conco & Concibilities

### Second part:

Now we want to find out each line of text is included in what chapter of the book!. So, we need to creat a column for

```
Chapter
austen books() %>%
 group_by(book) %>%
```

# A tibble: 73,422 x 4

# Groups: book [6]

3 "by Jane Austen"

text

2 ""

<chr>

book linenumber of

Sense & Sensibility

Sense & Sensibility Q - - - - - 0 Q - - - - 1 - 1 - 1 - + - - <int>

ignore\_case = T

1 "SENSE AND SENSIBILITY" Sense & Sensibility

mutate(linenumber = row\_number(), chapter = cumsum(str\_detect(text, regex("^chapter [\\div

 $\langle fct \rangle$ 

#### Third part:

ungroup()

In this step we ungroup the data and pit it into a new object

ignore case = Tl

### What does the following mean?

regex("^chapter [\divxlc]"

#### Answer:

- This regular expression pattern would match any chapter heading in Jane Austen's novels that starts with the word "chapter" followed by a space and then one of the Roman numerals I, V, X, L, or C, or the lowercase letter 'd'.
- ▶ \d is a metacharacter that matches any digit from 0 to 9

# A tibble: 73,422 x 4 book linenumber of text <chr>> <fct> <int> Sense & Sensibility

1 "SENSE AND SENSIBILITY"

2 ""

3 "by Jane Austen"

5 "(1811)"

10 "CHAPTER 1"

# i 73,412 more rows

6 ""

7 ""

8 ""

11 11

Sense & Sensibility

Sense & Sensibility

Sense & Sensibility Sense & Sensibility

Sense & Sensibility

Sense & Sensibility

Sense & Sensibility

Sense & Sensibility

Sense & Sensibility

3

5

6

8

10

# Step 2: Tokenization and remove stop\_words

■ There are a few words that they do not have special meaning, so we want to remove them. These words are listed in a file called stop\_words

#### Part 1: Tokenization.

8 Sense & Sensibility

9 Sanca & Sancihility

Find line locations for each word in the text

```
tidy_books <- original_books %>%
  unnest_tokens(word, text)

tidy_books # there are 725,055 rows
```

# A tibble: 725,055 x	4		
book	linenumber	chapter	word
<fct></fct>	<int></int>	<int></int>	<chr></chr>
1 Sense & Sensibility	1	0	sense
2 Sense & Sensibility	1	0	and
3 Sense & Sensibility	1	0	sensibility
4 Sense & Sensibility	3	0	by
5 Sense & Sensibility	3	0	jane
6 Sense & Sensibility	3	0	austen
7 Sense & Sensibility	5	0	1811

10

10

1 chapter

▶ We separated each line of text in the original data frame into tokens. Now that the data is in **one-word-per-row** format, we can manipulate it with tidy tools like dplyr. Often in text analysis, we will want to remove stop words.

#### Part 2: Stop Words

- stop words are words that are not useful for an analysis, typically extremely common words such as "the", "of", "to", and so forth in English.
- A data frame with 1149 rows and 2 variables:

stop\_words is a document from tidytext package and has 1149 rows and 2 columns.

#### head(stop\_words)

6 according SMART

#### Remove Stop Words

0 0-----

▶ In this part we remove the stop\_words from our data by anti\_join() from {dplyr}

```
tidy_stop <- tidy_books %>%
  anti_join(stop_words)

tidy_stop # now it has 217,609 rows
```

```
# A tibble: 217,609 x 4
   book
                       linenumber chapter word
   <fct>
                             <int> <int> <chr>
 1 Sense & Sensibility
                                         0 sense
 2 Sense & Sensibility
                                         0 sensibility
 3 Sense & Sensibility
                                         0 jane
 4 Sense & Sensibility
                                 3
                                         0 austen
                                 5
                                         0 1811
 5 Sense & Sensibility
 6 Sense & Sensibility
                                10
                                         1 chapter
 7 Sense & Sensibility
                                10
```

4 £-...:

The book had 725055 rows and 4 columns.

The book now has 217609 rows and 4 columns.

#### Step 3: Find Word Frequencies

➤ We can also use dplyr's count() to find the most common words in all the books as a whole.

```
tidy_stop %>%
  count(word, sort = TRUE) |>
  filter(n > 500)
```

```
# A tibble: 25 x 2
word n
<chr> <int>
1 miss 1855
```

2 time 1337 3 fanny 862 4 dear 822 5 lady 817

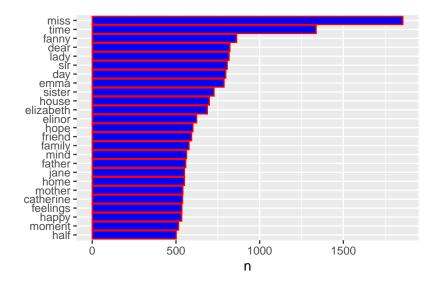
> 806 797

> > 787

6 sir

7 day 8 emma

Q gigtor



# Sentiment Analysis

- Here we address the topic of opinion mining or sentiment analysis. When human readers approach a text, we use our understanding of the emotional intent of words to infer whether a section of text is positive or negative, or perhaps characterized by some other more nuanced emotion like surprise or disgust.
- We can use the tools of text mining to approach the emotional content of text programmatically

#### Why we use tidy data?

- ▶ Tidy data is a data format in which each variable is a column and each observation is a row, and there is only one type of data per table.
- ➤ Tidy data is ideal for text mining and sentiment analysis because it allows for easy manipulation and visualization of the data.

# Sentiment Analysis

- One important application of text mining is sentiment analysis, which involves determining the sentiment or emotion expressed in a piece of text.
- One popular approach to sentiment analysis with tidy data is the "tidytext" package in R, which provides a framework for organizing and analyzing textual data.
- ➤ The package includes functions for tokenizing text, calculating word frequencies, and scoring the sentiment of each word using various lexicons.

#### What is Lexicon

- In the context of text mining, a **lexicon** refers to a collection or list of words that are associated with specific meanings or categories, typically used for tasks like sentiment analysis, emotion detection, or text classification. Each word in the lexicon is often assigned a "score" that reflects its sentiment (positive or negative) or other attributes.
- For example, in sentiment analysis, a lexicon might contain words like "happy" with a positive score, "sad" with a negative score, or even neutral words like "book" with no sentiment score.
- So, when the package uses lexicons to score sentiment, it means it looks up words in these predefined lists and assigns scores based on their associated meanings. This helps analyze the overall sentiment (positive, negative, neutral) in a text.

# tidytext Package and Lexicons

- The tidytext package provides access to several sentiment lexicons.
- There are three lexicons:
- All three of these lexicons are based on unigrams, i.e., single words.
- These lexicons contain many English words and the words are assigned scores for positive/negative sentiment, and also possibly emotions like joy, anger, sadness, and so forth.

# Three general-purpose lexicons are

- - ► The AFINN lexicon assigns words with a score that runs between -5 and 5, with negative scores indicating negative sentiment and positive scores indicating positive sentiment.

#### get\_sentiments("afinn")

```
# A tibble: 2,477 x 2
   word
              value
   <chr>
              <dbl>
 1 abandon
                 -2
 2 abandoned
 3 abandons
                 -2
 4 abducted
                 -2
 5 abduction
                 -2
 6 abductions
                 -3
```

-3

7 abhor 8 abhorred

#### 2. bing from Bing Liu and collaborators

▶ The bing lexicon categorizes words in a binary fashion into positive and negative categories.

#### get\_sentiments("bing")

```
# A tibble: 6,786 x 2
  word
              sentiment
  <chr>
             <chr>
 1 2-faces negative
2 abnormal negative
3 abolish negative
4 abominable negative
5 abominably negative
6 abominate
              negative
7 abomination negative
              negative
8 abort
              negative
9 aborted
              negative
10 aborts
```

#### 3. nrc from Saif Mohammad and Peter Turney

- Categorizes words in a binary fashion ("yes"/"no") into categories of positive, negative, anger, anticipation, disgust, fear, joy, sadness, surprise, and trust.
- get\_sentiments() allows us to get specific sentiment lexicons

#### get sentiments("nrc")

```
# A tibble: 13,872 x 2
  word
             sentiment
  <chr> <chr>
 1 abacus trust
2 abandon fear
3 abandon
             negative
4 abandon
             sadness
5 abandoned
             anger
6 abandoned
             fear
7 abandoned
             negative
8 abandoned
             sadness
```

# **Examples**

Example 1

- Sentiment analysis with inner join
- Let's look at the words with a joy score from the NRC lexicon.
- ▶ What are the most common joy words in Emma?

#### Step 1:

We need to take the text of the novels and convert the text to the tidy format using unnest\_tokens(),

#### Get the books

```
tidy_books <- austen_books()</pre>
```

#### Group them by the book

```
tidy_books <- tidy_books %>%
  group_by(book)
```

#### Create Row Numbers

Now create a column that keeps the row numbers. We want to detect the Chapter numbers

ignore\_case = TRUE));

Line 1 to 9 has the chapter 0 and Chapter 1 starts in line 10.

#### Ungroup

Now we need to ungroup it

```
tidy_books <- tidy_books %>%
  ungroup()
```

# A tibble: 73,422 x 4 book linenumber of text <chr>> <fct> <int> Sense & Sensibility

1 "SENSE AND SENSIBILITY"

2 ""

5 "(1811)"

10 "CHAPTER 1"

# i 73,412 more rows

6 ""

7 ""

8 ""

11 11

3 "by Jane Austen"

Sense & Sensibility

3

5

6

8

10

Step 2:

Now this is the time to tokenization

```
tidy_books <- tidy_books %>%
  unnest_tokens(word, text)
```

```
# A tibble: 725,055 x 4
   book
                        linenumber chapter word
   <fct>
                             <int>
                                     <int> <chr>
 1 Sense & Sensibility
                                          0 sense
 2 Sense & Sensibility
                                          0 and
 3 Sense & Sensibility
                                          0 sensibility
                                          0 by
 4 Sense & Sensibility
                                 3
 5 Sense & Sensibility
                                 3
                                          0 jane
                                 3
                                          0 austen
 6 Sense & Sensibility
 7 Sense & Sensibility
                                 5
                                          0 1811
   Sense & Sensibility
                                10
                                          1 chapter
```

10

13

1 the

9 Sense & Sensibility

10 Sense & Sensibility

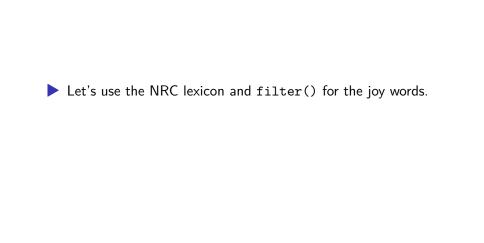
# i 725,045 more rows

# A Nice Question

- Why we use the name word for output column from unnest\_tokens()?
- Answer: This is a convenient choice because the sentiment lexicons and stop word datasets have columns named word; performing inner joins and anti-joins is thus easier.

- **▶** <del>-</del>
- The text now is in a tidy format with one word per row.

we are ready to do the sentiment analysis



```
# A tibble: 687 x 2
word sentiment
<chr> <chr> 1 absolution joy
2 abundance joy
3 abundant joy
4 accolade joy
5 accompaniment joy
```

joy

joy

joy

joy

joy

6 accomplish

8 achieve

10 acrobat

7 accomplished

9 achievement

# i 677 more rows

#### Step 3:

let's filter() the data frame with the text from the books for the words from the book Emma

```
tidy_books %>%
  filter(book == "Emma") ->
  Emma_joy
```

```
# A tibble: 160,996 x 4
   book linenumber chapter word
   <fct>
              <int>
 1 Emma
```

2 Emma

0 emma 0 by

3

12

12

15

15

3 Emma 3 0 jane

4 Emma

5 Emma

Emma

F.mma

Emma

Emma

# i 160,986 more rows

10 Emma

<int> <chr>

0 austen

0 volume

emma

1 woodhouse

0 i 1 chapter 1 i

# Perform Sentiment

Use  ${\tt inner\_join}()$  to perform the sentiment analysis.

```
Emma_joy %>%
  inner_join(nrc_joy) ->
  n_E_joy
```

### Question:

- What does the message Joining withby = join\_by(word)'
- The message "Joining with by = join\_by(word)" indicates that the function is performing a join operation on two datasets, where the datasets are being merged based on the common column "word."

```
# A tibble: 4,232 x 5
   book linenumber chapter word
   <fct>
              <int>
```

Emma

2 Emma 3 Emma

4 Emma

5 Emma

F.mma

Emma

Emma

Emma

# i 4,222 more rows

10 Emma

16

16

21

22

24

25

25

28

33

33

<int> <chr>

<chr>> joy

1 happy

1 blessings joy

1 marriage 1 mother

1 excellent joy

1 friend

1 friend

1 friend

1 mother 1 affection

joy

joy

joy

joy

joy

sentiment

joy joy

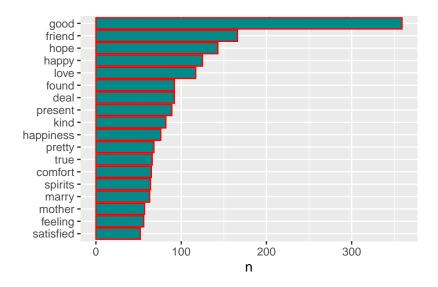
# Step 3:

➤ We see mostly positive, happy words about hope, friendship, and love here.

```
n_E_joy %>%
count(word, sort = TRUE)
```

```
# A tibble: 301 x 2
  word
                n
  <chr> <int>
              359
 1 good
 2 friend 166
            143
 3 hope
4 happy
            125
 5 love
            117
 6 deal
              92
 7 found
               92
 8 present
               89
 9 kind
               82
1 ^ h - - - - - - -
```

# Step 4:



#### Example 2

- ► Sentiment analysis with inner join
- Let's look at the words with a joy score from the AFFIN lexicon.
- ▶ What are the most common joy words in Emma?

### Step 1:

We need to take the text of the novels and convert the text to the tidy format using unnest\_tokens(),

### Get the books

```
tidy_books <- austen_books()</pre>
```

# Group them by the book

```
tidy_books <- tidy_books %>%
  group_by(book)
```

### Create Row Numbers

Now create a column that keeps the row numbers. We want to detect the Chapter numbers

ignore\_case = TRUE));

Line 1 to 9 has the chapter 0 and Chapter 1 starts in line 10.

# Ungroup

Now we need to ungroup it

```
tidy_books <- tidy_books %>%
  ungroup()
```

```
# A tibble: 725,055 x 4
   book
                        linenumber chapter word
   <fct>
                             <int>
                                     <int> <chr>
 1 Sense & Sensibility
                                          0 sense
 2 Sense & Sensibility
                                          0 and
 3 Sense & Sensibility
                                          0 sensibility
                                          0 by
 4 Sense & Sensibility
                                 3
 5 Sense & Sensibility
                                 3
                                          0 jane
                                 3
                                          0 austen
 6 Sense & Sensibility
 7 Sense & Sensibility
                                 5
                                          0 1811
   Sense & Sensibility
                                10
                                          1 chapter
```

10

13

1 the

9 Sense & Sensibility

10 Sense & Sensibility

# i 725,045 more rows

```
affin_joy <- get_sentiments("afinn")%>%
filter(value >= 1)
```

7 absolving 8 absorbed 9 accept 10 accepted

# i 868 more rows

## Step 3:

let's filter() the data frame with the text from the books for the words from the book Emma

```
tidy_books %>%
  filter(book == "Emma") ->
  Emma_joy
```

3

3

12

12

15

15

0 jane

0 i

1 i

0 austen

0 volume

1 chapter

emma

1 woodhouse

3 Emma

4 Emma

5 Emma

Emma

F.mma

Emma

Emma

# i 160,986 more rows

10 Emma

# Perform Sentiment

Use  ${\tt inner\_join}()$  to perform the sentiment analysis.

```
Emma_joy %>%
  inner_join(affin_joy) ->
  affin_joy
```

# Question:

- What does the message Joining withby = join\_by(word)'
- The message "Joining with by = join\_by(word)" indicates that the function is performing a join operation on two datasets, where the datasets are being merged based on the common column "word."

```
# A tibble: 6,472 x 5
   book linenumber chapter word
   <fct>
              <int>
```

Emma

2 Emma

3 Emma

4 Emma

5 Emma

Emma

F.mma

Emma

Emma

# i 6,462 more rows

10 Emma

15

15

15

16

16

20

24

25

28

32

<int> <chr>

1 fond

1 authority

1 clever

1 rich

1 comfortable

1 happy

1 best

1 affectionate

1 excellent

1 affection

3 3

3

value

<dbl>

# Step 3:

➤ We see mostly positive, happy words about hope, friendship, and love here.

```
affin_joy %>%
  count(word, sort = TRUE)
```

```
# A tibble: 415 x 2
  word
            n
  <chr> <int>
1 good 359
2 great 264
3 dear 241
4 like 200
5 better
        173
6 hope 143
7 wish
          135
8 happy 125
9 yes
          125
10 7 ----
```

# Step 4:

