



BC Stats

Text Analytics:

Quantifying the Responses to Open-Ended Survey Questions

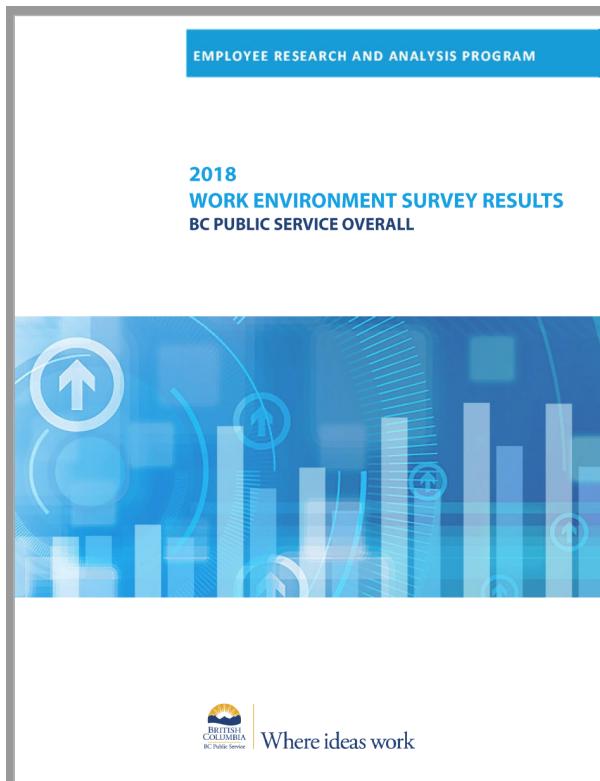
Carlina Kim, Karanpal Singh, Sukriti Trehan, Victor Cuspinera

Partner: BC Stats | Mentor: Varada Kolhatkar

2020-06-19

Introduction

The Survey



Work Environment Survey (WES)

- Conducted by BC Stats for employees within BC Public Service
- Measures the health of work environments and identifies areas for improvement
- ~80 quantitative questions (5 Likert scale) and 2 open-ended qualitative questions

Data

Open-ended Questions

Question 1

- **What one thing would you like your organization to focus on to improve your work environment?**

Example: "*Better health and social benefits should be provided.*"

Question 2

- **Have you seen any improvements in your work environment and if so, what are the improvements?**

Example: "*Now we have more efficient vending machines.*"

*Note: these examples are fake comments for privacy reasons.

Example of Data: Question 1

What one thing would you like your organization to focus on to improve your work environment?

Comments*	CPD	CB	EWC	...	CB_Improve_benefits	CB_Increase_salary
Better health and social benefits should be provided	0	1	0	...	1	0

Theme: CB = Compensation and Benefits

Subtheme: CB_Improve_benefits = Improve benefits

Question 1:

- Comments encoded into **12 themes** and **63 subthemes**
- +31,000** labelled comments for 2013, 2018, 2020, **+12,000** additional comments from 2015

Question 2:

- Themes also encoded, but not as reliable as Question 1's
- +6,000** labelled comments for 2018, **+9,000** additional comments from 2015, 2020

*Note: this is a fake comment as an example of the data.

Our Objectives

1) Build a model to automate multi-label text classification that:

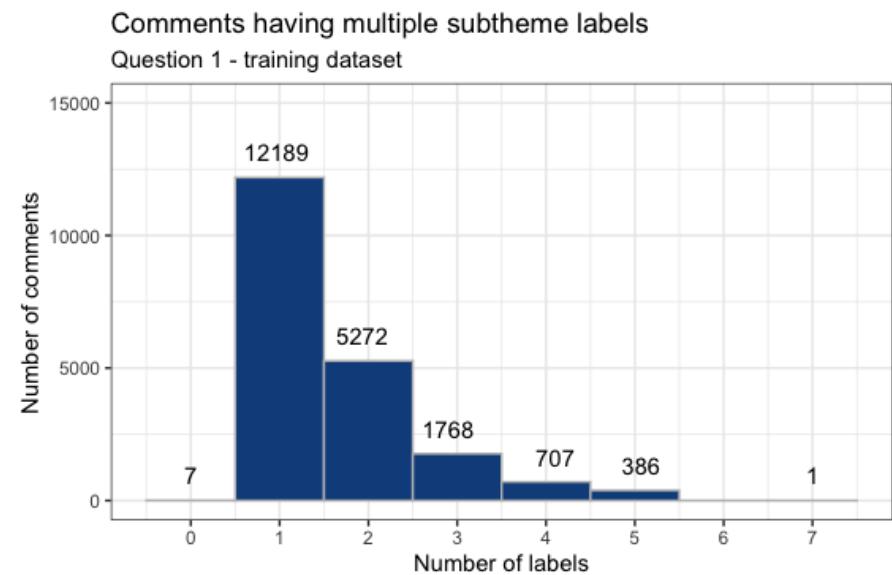
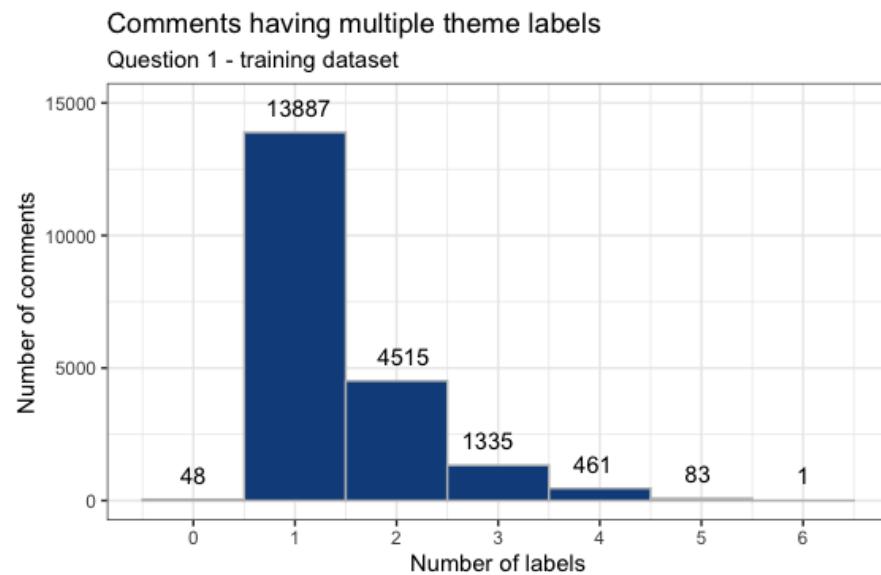
- Predicts label(s) for Question 1 and 2's main **themes**
- Predicts label(s) for Question 1's **subthemes**

2) Build an app for visualizations of text data:

- Identify and compare **common words** used for each question
- Identify **trends on concerns (Q1)** and **appreciations (Q2)** for BC ministries over the given years

Challenges with data

1) Sparsity

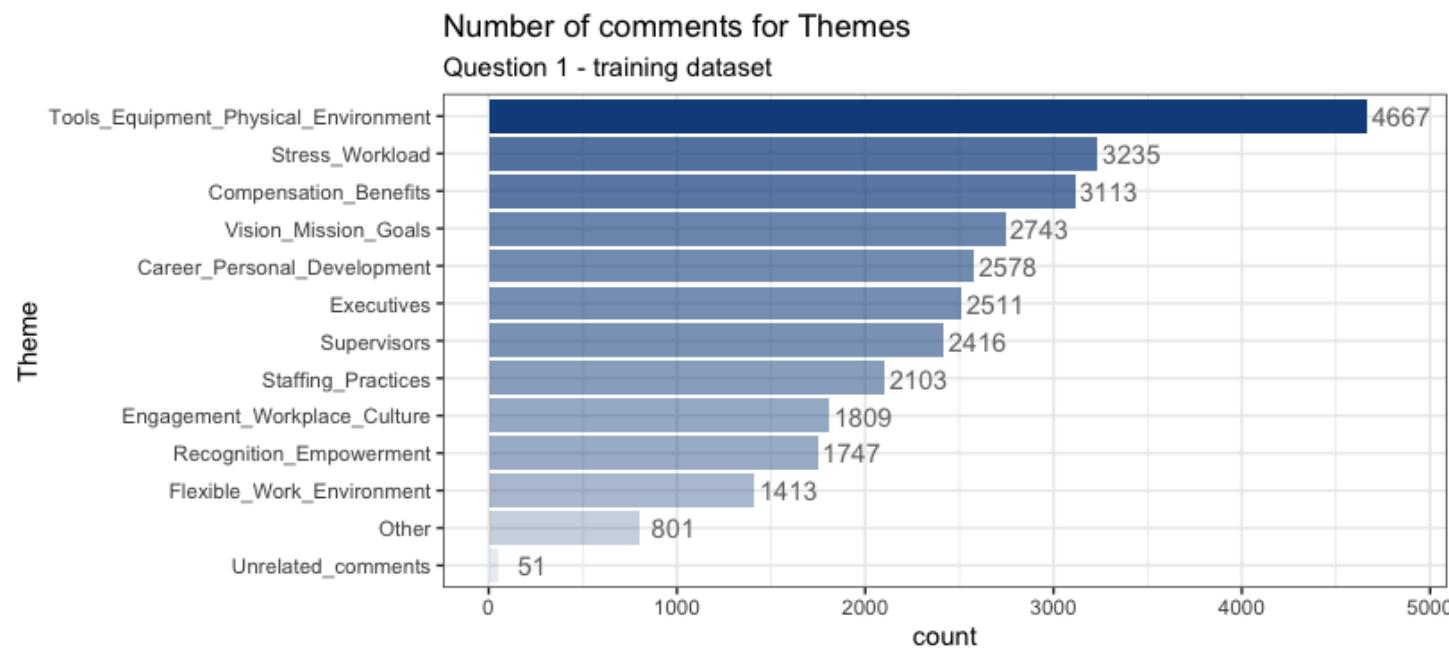


There are 12 themes and 63 subthemes that comments can be encoded into.

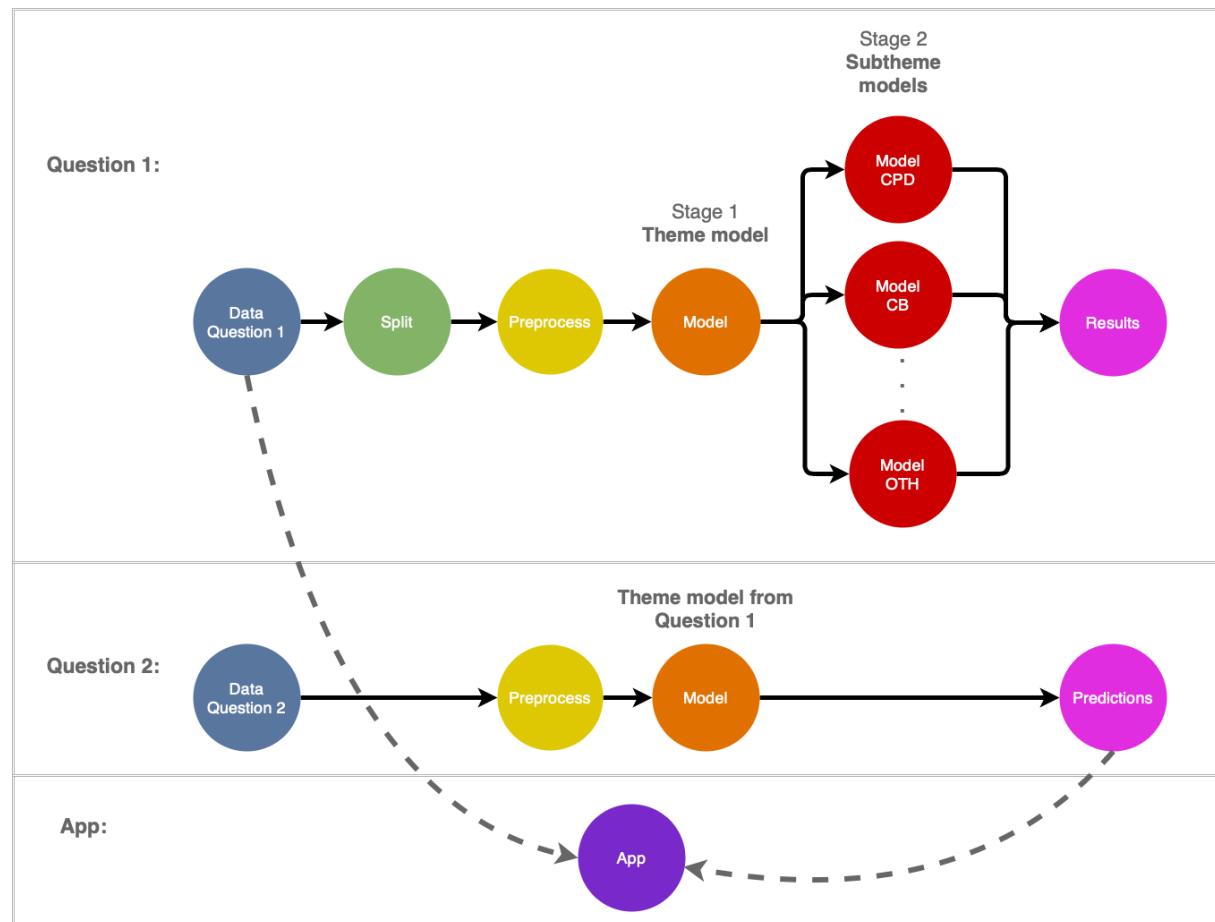
- Average number of labels per comment: Themes = ~1.4 , Subthemes = ~1.6

Challenges with data

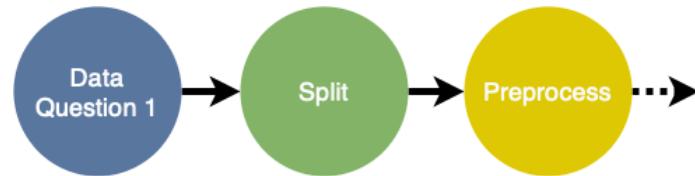
2) Class Imbalance



Text classification methodology



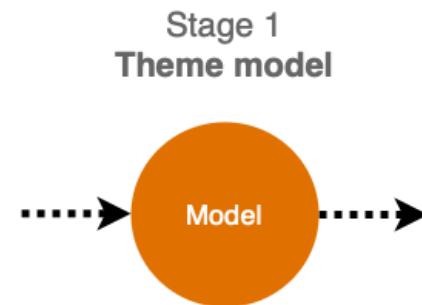
Data Split & Preprocess



- Raw -> 80% train, 20% test.
- Training -> 80% train, 20% validation
- removed **sensitive information** using **Named Entity Recognition (NER)** to remove person, organization, location, and geopolitical entity

Example comment to get flagged: "George and I love when the department gives us new coupons!"

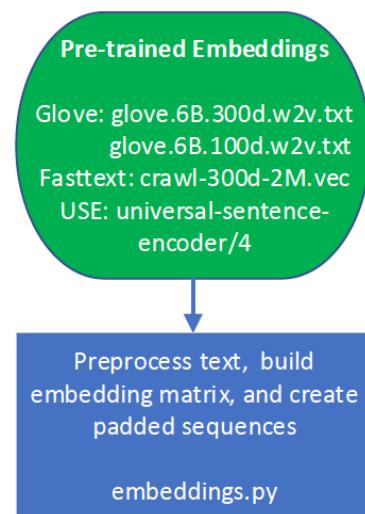
Modelling Techniques



- **Baseline models:** used **TF-IDF Vectorizer** and traditional machine learning classifiers (RandomForest, GaussianNB, etc)
 - best results with **LinearSVC**
- **Deep Learning models:** ran multiple models including **CNNs** and **sequential models** with pre-trained embeddings

Pre-Trained Embeddings

Fasttext, Glove, Universal Sentence Encoder



- Built embedding matrixes & transformed comments to padded sequential data to fit into embedding size.
- Embeddings allowed usage of public cloud services as data contains sensitive information.

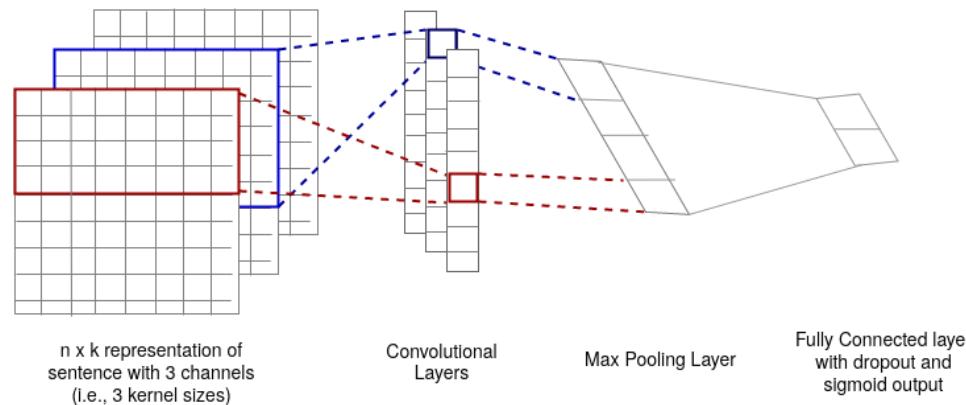
Deep Learning Models

BiGRU

- **GRUs:** similar to LSTMs, major difference is they have 2 gates (reset gate and update gate) instead of four (forget, input, update, output)
- **Bidirectional GRUs:** Uses sentence sequences from both left-to-right and right-to-left

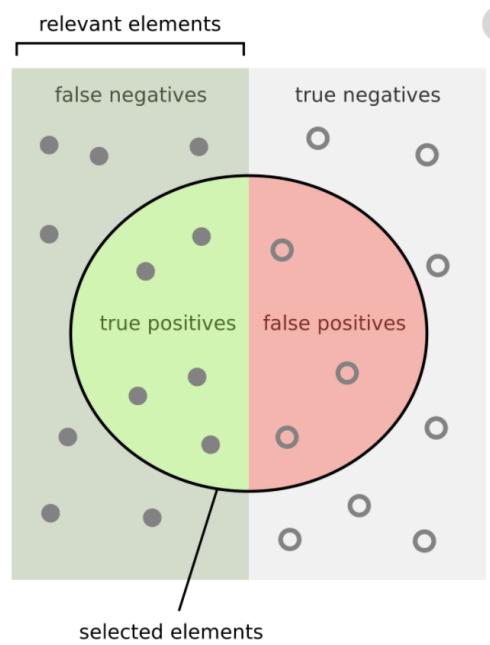
Multichannel CNNs:

- Multiple versions of standard CNN models with different kernel sizes.
- Specifically, we have defined a model with 3 input channels for kernel sizes 4, 6 and 8
- n - number of words , k - dimension of the word embedding



How we measured success

Precision & Recall



How many selected items are relevant?

$$\text{Precision} = \frac{\text{true positives}}{\text{true positives} + \text{false positives}}$$

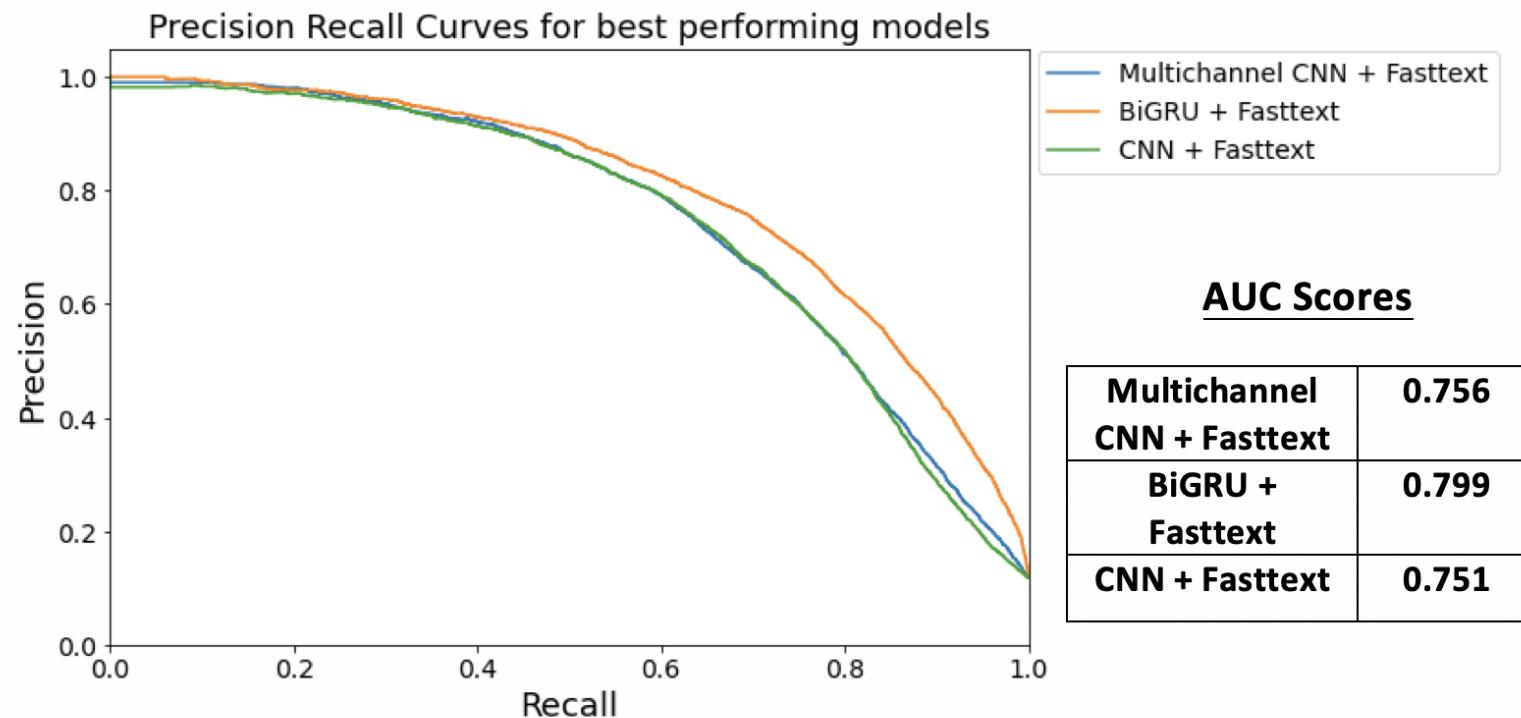
How many relevant items are selected?

$$\text{Recall} = \frac{\text{true positives}}{\text{true positives} + \text{false negatives}}$$

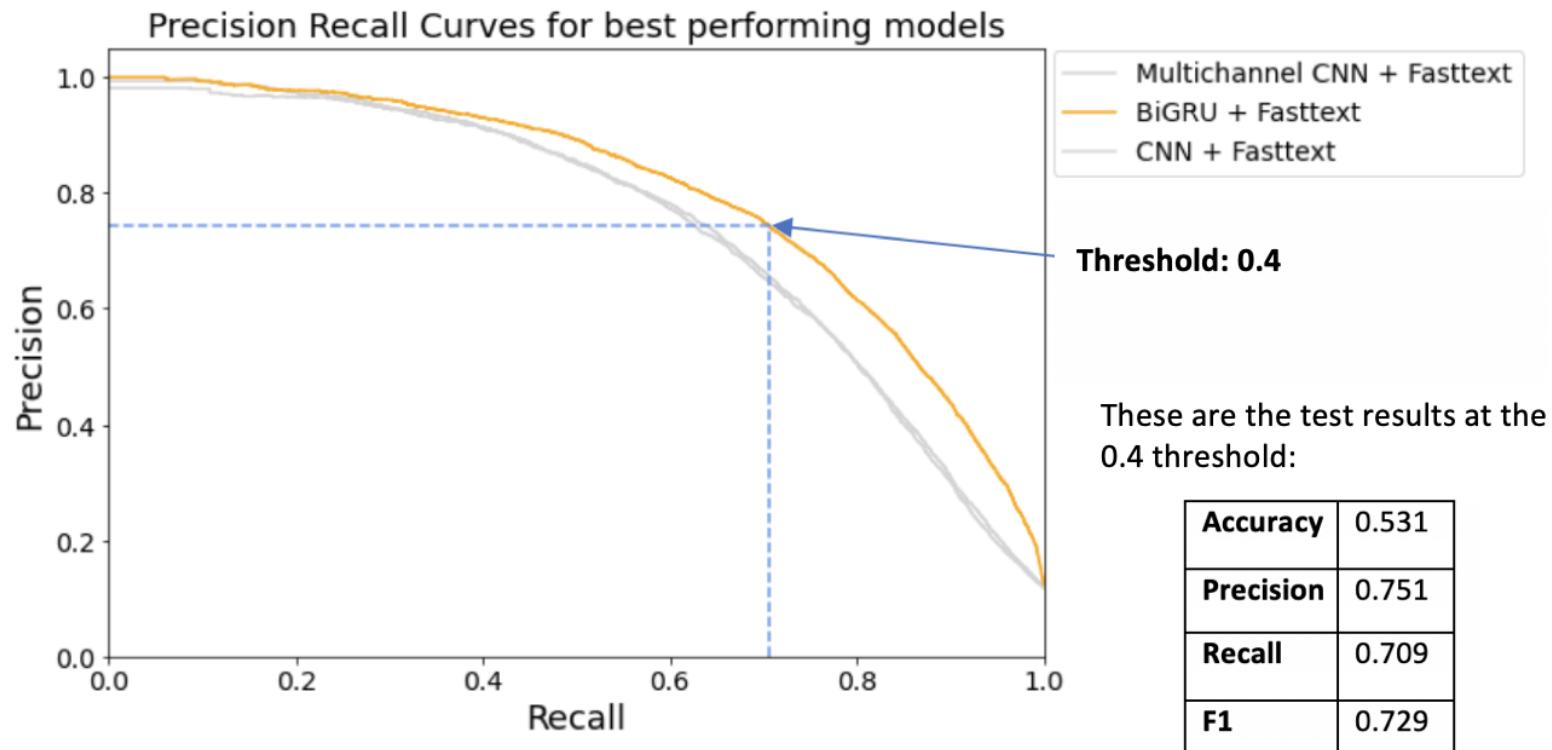
- **Precision Recall curve:** plotting precision vs recall at various threshold rates
- **Micro-average:** weighted average of the precision and recall

Source: [Precision and Recall](#)

Precision Recall Curve for Q1 Theme Models



Advanced Model: Fasttext + BiGRU



Results for Theme Labelling Models



Source: [BC Stats Capstone 2019-Final Report, by A. Quinton, A. Pearson, F. Nie](#)

Label Wise Results for Fasttext + BiGRU

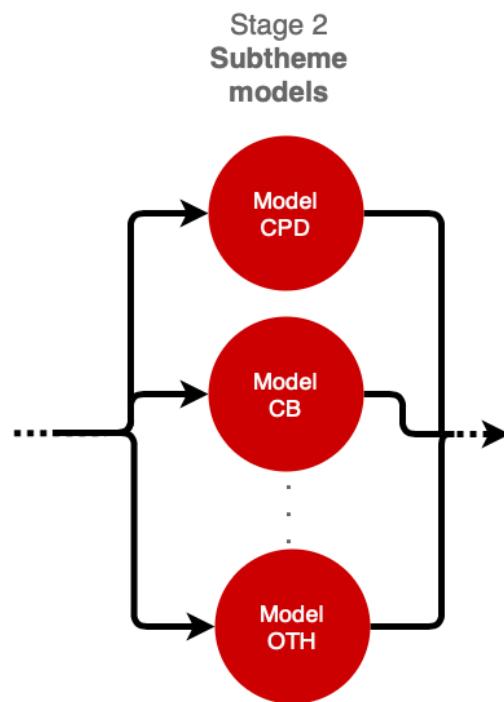
Predicting each theme



- Themes with high F1 scores (CB) can be encoded **automatically using the model**, while themes with lower scores (OTH) can be **manually verified** by BC Stats.
- Recommendation to use a **combination of machine learning and manual encoding**.
- Rest of the themes have the following ranges:
 - **Precision: 0.69-0.92**
 - **Recall: 0.51-0.85**

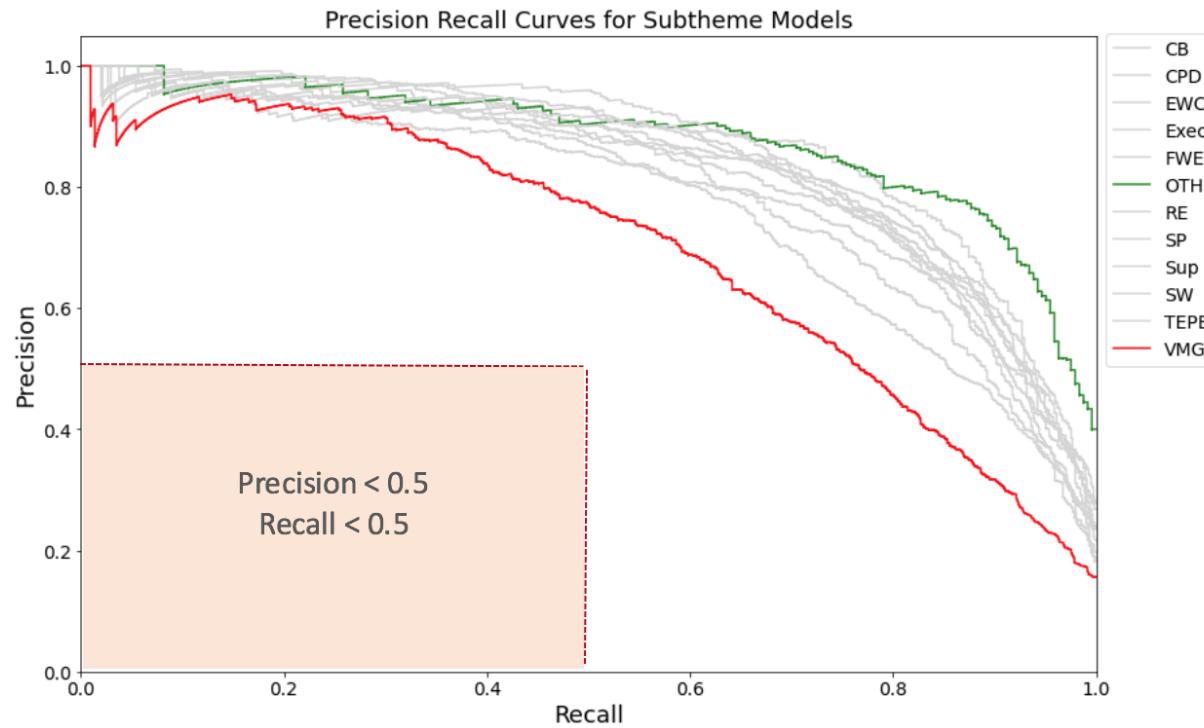
Building Subtheme Models

Hierarchical approach



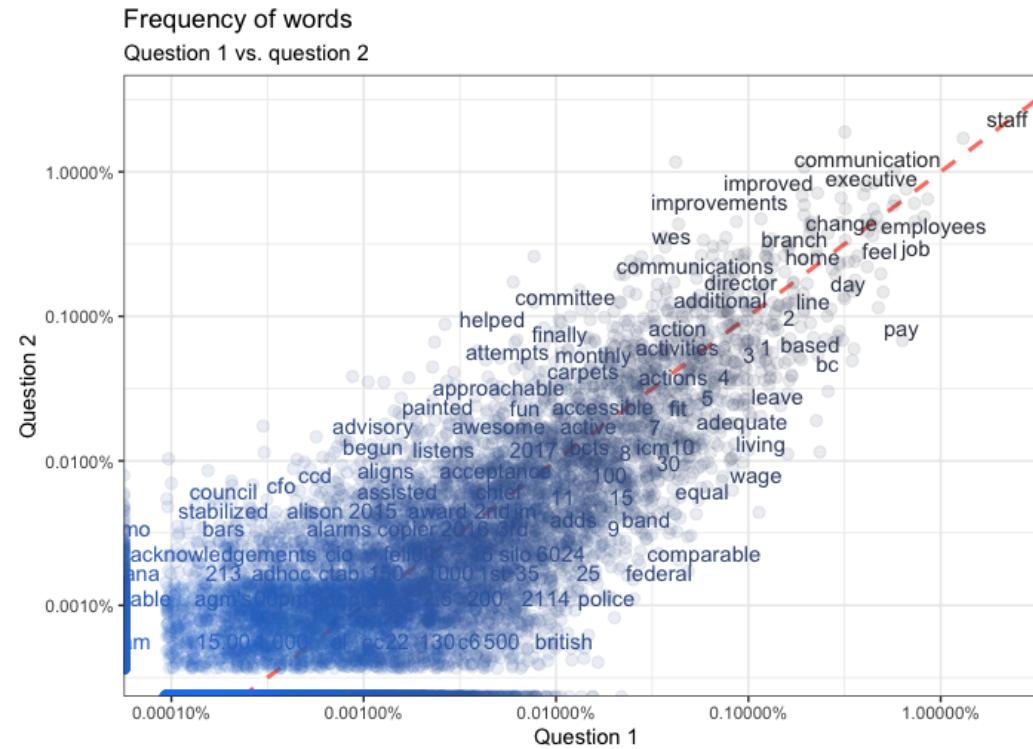
Subthemes are predicted based on the theme(s) our model has assigned to the comment.

Precision Recall Plot for Subtheme Models



- The minimum desirable of both precision and recall values shared by BC Stats for labelling subthemes was 0.5.
- All subtheme models surpassed this threshold.

Comparing Question 2 to Question 1

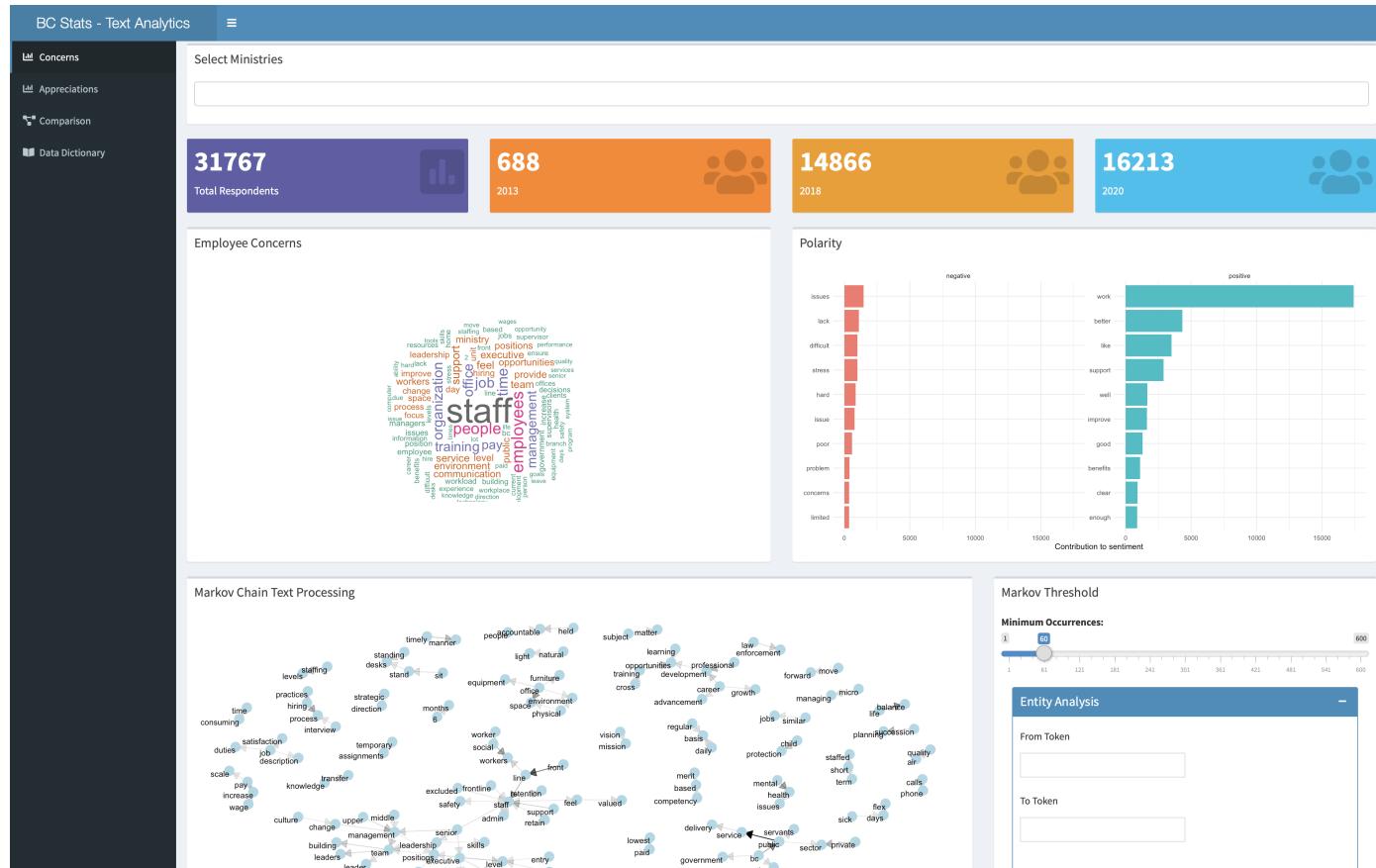


- Observed a **linear trend** in frequency of common words between Question 1 and Question 2.
- Validated **using the themes from Question 1** to label comments from Question 2.

Question 2: Predicting Themes

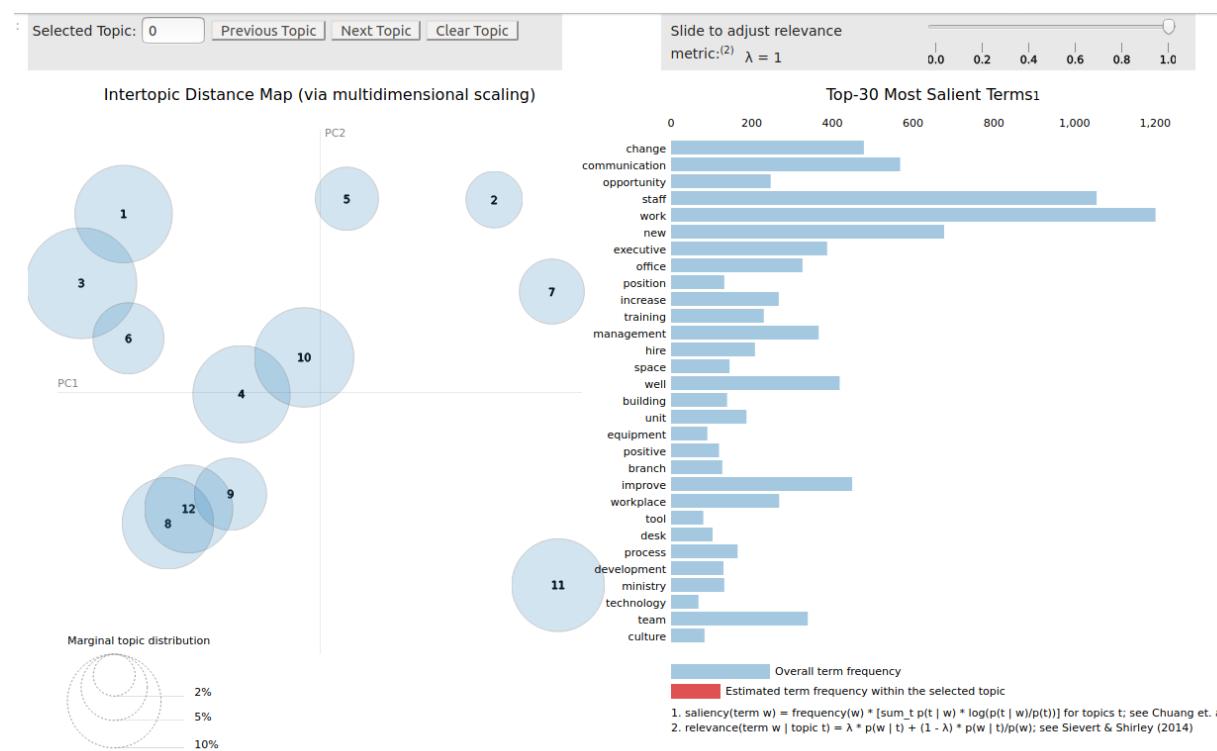


Dashboard



Methodologies that did not work

- **overfitting** in CNNs and multi-channel CNNs
- **Universal Sentence Encoder** embeddings
- **Topic modelling** for Question 2 (too much overlap in words, ambiguity)



Recommendations & Conclusions

- Expected to observe better results with **more data**
- Create embeddings and padded data on sensitive data **public cloud services** (Google Collab, AWS) to apply complex machine learning algorithms on sensitive data
 - BERT embeddings
- Use model to automate labelling on themes and subthemes with high precision and recall, and manually encode or verify model's results on other comments

Thank you. Questions?



25/25