

Session 4: **Topic Modeling**

Agenda

- 1. Introduction to Topic Modeling
- 2. Deciding on Parameter Settings
- 3. Interpretation
- 4. Test against Quality Criteria
- 5. Outro

How can I access materials?

- Materials include
 - Reading list
 - Slides
 - R/Python Code (via Google Colab Notebook)
- Access via:
 - Summer school website
 - o GitHub



Expectation management for this session



- Know how topic modeling works, including methodological steps and how (not) to use them
- Run a topic model





- Know how topic modeling works, including methodological steps and how (not) to use them
- Run a topic model



- Understand each line of code
- Run a "good" topic model (limited input on hyperparameters, finding K, validation, etc.)



Preparing the hands-on part in R/Python

https://github.com/valeriehase/Salamanca-CSS-SummerSchool

```
Folder: "Topic modeling"

1_Slides_Topic modeling: Contains slides for respective session

2_Reading list_Topic modeling: Contains reading list for respective session. Please make sure to read the required text before the respective session.

3_R Code_Topic modeling: Contains R code for respective session via Colab Notebook. Open in Colab

4_Python Code_Topic modeling: Contains Python code for respective session via Colab Notebook.
Open in Colab

data_tvseries: Contains CSV-dataset on best rated TV series. Provided under MIT license via Kaggle.
```

```
import pandas as pd
import numpy as np
import nltk
from nltk.tokenize import word tokenize
from nltk.corpus import stopwords
from nltk.stem import PorterStemmer
from sklearn.feature extraction.text import CountVectorizer
import gensim
from gensim import corpora
from gensim import matutils
from gensim.models import LdaModel
from gensim.models import CoherenceModel
import matplotlib.pyplot as plt
# Ensure you have the necessary NLTK resources
nltk.download('punkt')
nltk.download('stopwords')
```

Preparing the hands-on part in R/Python

R

```
# Install relevant packages
install.packages("dplyr")
install.packages("RCurl")
install.packages("quanteda")
install.packages("stm")
install.packages("reshape2")
install.packages("ggplot2")
```

```
# We activate relevant packages
library("dplyr")
library("RCurl")
library("quanteda")
library("stm")
library("reshape2")
library("ggplot2")
```

Python

```
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1. Introduction to Topic Modeling



Remember cluster analysis?

- We want to find overarching patterns/types in data
- We are interested in an exploratory analysis where categories are unknown beforehand
- Topic modeling works (somewhat) similar...

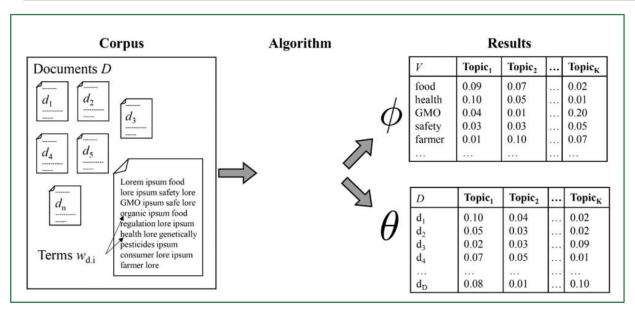


Topic modeling: Definition

"computational content-analysis technique [...] used to investigate the "hidden" thematic structure of [...] texts" (Maier et al., 2018, p. 93)

- Method: Unsupervised machine learning (ML) technique
- Approach: identify previously unknown latent topics based on frequently cooccurring manifest words.

Topic modeling: Definition



(Maier et al., 2018, p. 94)

Topic modeling: Definition

- Probabilistic mixed-membership model:
 - Each feature has non-zero probability for each topic (ϕ -matrix)
 - Each topic has non-zero probability for each document (θ -matrix)
- Generative model: find best fitting model for generating our corpus of documents
 - o joint-probability distribution of observed variables (features i in documents d) & latent variables (ϕ , θ)



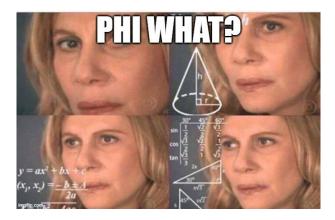
Two central "results"

Word-topic matrix:

- conditional probability of features being prevalent in topics
- used to generate word lists to describe topics ("top features")

V	Topic ₁	Topic ₂	 Topic _K	
food	0.09	0.07	 0.02	
health	0.10	0.05	 0.01	
GMO	0.04	0.01	 0.20	
safety	0.03	0.03	 0.05	
farmer	0.01	0.10	 0.07	

(Maier et al., 2018, p. 94)





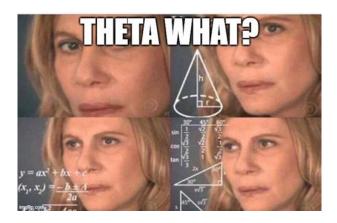
Two central "results"

Document-topic matrix:

- conditional probability of topics being prevalent in documents
- used to generate document lists to describe topics ("top documents")

D	Topic ₁	Topic ₂	 $Topic_{K}$	
d ₁	0.10	0.04	 0.02	
d_2	0.05	0.03	 0.02	
d_3	0.02	0.03	 0.09	
d_4	0.07	0.05	 0.01	
d_D	0.08	0.01	 0.10	

(Maier et al., 2018, p. 94)



- Preprocessing (see session 2)
 - O Settings can affect results (Denny & Spirling, 2018; Maier et al., 2020)

- Preprocessing (see session 2)
- Deciding on parameter settings
 - o Algorithm (Churchill et al., 2020; Eshima et al., 2023; Roberts et al., 2014)
 - K as number of topics
 - \circ as prior for θ
 - \circ β as prior for ϕ

- Preprocessing (see session 2)
- Deciding on parameter settings
- Interpretation

- Preprocessing (see session 2)
- Deciding on parameter settings
- Interpretation
- Test against Quality Criteria (Bernhard et al., 2023; Quinn et al., 2010)

Example study



Example study



Sample

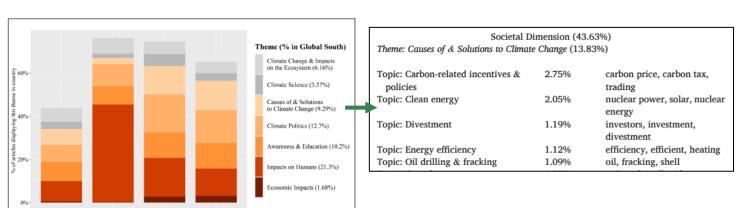
10 countries*, 2006-2018 (N = 71,674 articles)

*Australia, Canada, Germany, India, Namibia, New Zealand, South Africa, Thailand, UK, USA



Method

Structural topic modeling



Thailand

South Africa

Namibia



Key take-aways



Topic modeling: unsupervised ML approach to identify previously unknown latent topics based on frequently co-occurring manifest words.

Key steps:

- Preprocessing
- Deciding on parameter settings
- Interpretation
- Test against quality criteria



Key take-aways



Topic modeling: unsupervised ML approach to identify previously unknown latent topics based on frequently co-occurring manifest words.

Key steps:

- Preprocessing
- Deciding on parameter settings: the number of topics K
- Interpretation
- Test against quality criteria

2. Deciding on Parameter Settings

Deciding on parameter settings

- Among other parameters (α, β) , researchers have to specify the number of topics K
- No single best solution; decision often quite subjective.
- You could rely on...
 - Statistical fit (e.g., coherence, perplexity)
 - Interpretability (e.g., Top features of topics)
 - Rank-1 metric (e.g., frequent vs. infrequent topics)

Deciding on parameter settings

- Among other parameters (α, β), researchers have to specify the number of topics K
- No single best solution; decision often quite subjective.
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 - Statistical fit (e.g., coherence, perplexity)
 - Interpretability (e.g., Top features of topics)
 - Rank-1 metric (e.g., frequent vs. infrequent topics)
 - Let us test solutions with K = 4 vs. K = 6 topics!

```
attr, ngSwitchController) {
    feetoness, function ngSwitchWatchAction(value) {
  viousElements.length = 0;
```

Time for R/Python!

```
selectedElements.length = 0;
selectedScopes.length = 0;
```

Getting text into R/Python

R

```
# We load data (a csv-file with ratings and content of TV series) from the Github repository
url = getURL("https://raw.githubusercontent.com/valeriehase/Salamanca-CSS-SummerSchool/
main/Processing%20text%20and%20text%20as%20data/data_tvseries.csv")
data = read.csv2(text = url)
```

Python

```
# We load data (a csv-file with ratings and content of TV series) from the Github repository
url = "https://raw.githubusercontent.com/valeriehase/Salamanca-CSS-SummerSchool/
main/Processing%20text%20and%20text%20as%20data/data_tvseries.csv"
data = pd.read_csv(url, sep = ";")
```

Preprocessing

R

Python

```
stop words = set(stopwords.words("english"))
stemmer = PorterStemmer()
#Preprocess
def clean description dfm(description):
    # Tokenize the description
    words = word_tokenize(description)
    # Remove special signs and convert to lower case
    words = [word.lower() for word in words if word.isalpha()]
    # Remove stopwords
    words = [word for word in words if word not in stop words]
    # Apply stemming
    words = [stemmer.stem(word) for word in words]
    #Additionally re-join as string
    return ' '.join(words) # Join the tokens back into a single string
tokens_dfm = [clean_description_dfm(description) for description in data["Description"]]
#Create a document-feature matrix, with relative pruning
vectorizer = CountVectorizer(min df = 0.004, max df = .99)
dfm = vectorizer.fit transform(tokens dfm)
```

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<pre>#Check result pd.DataFrame(dfm.todense(), columns = vectorizer.get_feature_names_out()).head()</pre>												
	abil	accid	across	act	action	activ	actor	adapt	adolesc	adult	 women	work
0	0	0	0	0	0	0	0	0	0	0	 0	0
1	0	0	0	0	0	0	0	0	0	0	 0	0
2	0	0	0	0	0	0	0	0	0	0	 0	0
3	0	0	0	0	0	0	0	0	0	0	 0	0
4	0	0	0	0	0	0	0	0	0	0	 0	0
5 ro	5 rows × 755 columns											

Deciding on K: Statistical fit

R

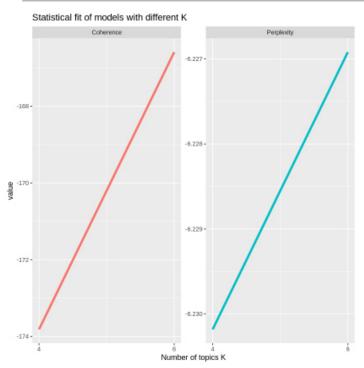
```
#Transform to right format for stm package
dfm stm <- convert(dfm, to = "stm")
K < -c(4,6)
fit <- searchK(dfm stm$documents, dfm stm$vocab, K = K, verbose = TRUE)
# Create graph
plot <- data.frame("K" = K,
                    "Coherence" = unlist(fit$results$semcoh).
                    "Perplexity" = unlist(fit$results$heldout))
# Reshape to long format
plot <- melt(plot, id = c("K"))</pre>
# Create graph
plot <- data.frame("K" = K,
                  "Coherence" = unlist(fit$results$semcoh),
                  "Perplexity" = unlist(fit$results$heldout))
# Reshape to long format
plot <- melt(plot, id = c("K"))</pre>
#Plot result
ggplot(plot, aes(K, value, color = variable)) +
 geom line(linewidth = 1.5, show.legend = FALSE) +
 scale_x_continuous(breaks = c(4, 6)) +
 facet wrap(~ variable, scales = "free y") +
 labs(x = "Number of topics K",
      title = "Statistical fit of models with different K")
```

Deciding on K: Statistical fit

Python

```
corpus = matutils.Sparse2Corpus(dfm, documents columns = False)
dictionary = dict(enumerate(vectorizer.get_feature_names_out()))
result = []
for k in [4,6]:
    m = LdaModel(
        corpus,
       num topics = k,
        id2word = dictionary,
        random_state = 2024,
    perplexity = m.log perplexity(corpus)
   coherence = CoherenceModel(
        model = m, corpus = corpus, coherence = "u mass"
    ).get coherence()
    result.append(dict(k = k, perplexity = perplexity, coherence = coherence))
result = pd.DataFrame(result)
result.plot(x = "k", y=["perplexity", "coherence"])
plt.xticks([4, 6])
plt.show()
```

Example statistical fit (in R)



Coherence: should be high – how frequently do most probable words in topic co-occur?

Perplexity: should be low – how well does the model predict unseen documents?

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Deciding on K: Interpretability

R

```
model 4K <- stm(documents = dfm stm$documents,
         vocab = dfm stm$vocab,
         K = 4
model 6K <- stm(documents = dfm stm$documents,
         vocab = dfm stm$vocab,
         K = 6
#for K = 4
topics 4 <- labelTopics(model 4K, n=10)
topics 4 <- data.frame("features" = t(topics 4$frex))
colnames(topics 4) <- paste("Topics", c(1:4))</pre>
topics 4
                                                                          Top features
#for K = 6
topics 6 <- labelTopics(model 6K, n=10)</pre>
topics 6 <- data.frame("features" = t(topics 6$frex))</pre>
colnames(topics 6) <- paste("Topics", c(1:6))</pre>
topics 6
                                                                              Top documents
findThoughts(model 4K, data$Description, topics = 2 , n = 1)
```

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Deciding on K: Interpretability

Python

Deciding on K: Interpretability

Python

```
def get representative docs for topic(model, corpus, documents, topic id, top n = 5):
   Extract the most representative documents for a specific topic in an LDA model.
   Parameters:
   - model: The trained LdaModel object.
   - corpus: The corpus used for training the LDA model.
                                                                                                                                               Top documents
   - documents: The original documents corresponding to the corpus.
   - topic id: The topic ID for which to extract the most representative documents.
   - top n: The number of most representative documents to extract for the topic.
   - representative docs: A list of the most representative documents for the specified topic.
    representative docs = []
   # Iterate over each document in the corpus
   for doc id, bow in enumerate(corpus):
       # Get the topic distribution for the document
       topic distribution = model.get document topics(bow, minimum probability=0)
       # Store the document's topic probability for the specified topic
       for tid, prob in topic_distribution:
           if tid == topic id:
               representative docs.append((doc id, prob))
   # Sort the documents for the specified topic by probability in descending order
    representative docs.sort(key=lambda x: x[1], reverse=True)
   # Keep only the top n most representative documents
   representative docs = representative docs[:top n]
   # Convert document indices to actual documents
   representative_docs = [documents[doc_id] for doc_id, _ in representative_docs]
   return representative docs
# Get the most representative document for the 2nd topic (1st index, therefore topic id = 1)
representative docs for topic = get representative docs for topic (model = model 4K, corpus = corpus, documents = data["Description"], topic id = 1, top n = 1)
# Print a representative documents for the topic
representative_docs_for_topic
```



Your turn!

Can you...

- Discuss which model seems to be the better fit?
- **Explain** based on what metrics you decided this?



- Parameter settings: configurations of the topic model which have to be specified before running the model
- **K**: the number of topics which researchers want to study. Oftentimes, there is no single solution:
 - Check statistical fit (often not correlated with human judgements, see Chang et al., 2009)
 - Check interpretability
 - Check Rank-1 metric



Short break

3. Interpretation



- Identification & exclusion of background topics
- Interpretation & labeling of relevant topics
- "Assignment" of topics to documents
- Connection to theory (Günther, 2022)



- Identification & exclusion of background topics
- Interpretation & labeling of relevant topics
- "Assignment" of topics to documents
- Connection to theory (Günther, 2022)

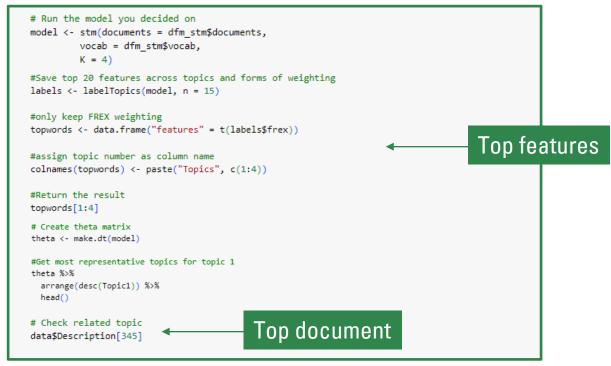
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Time for R/Python!

```
selectedElements.length = 0;
selectedScopes.length = 0;
```

Interpretation

R



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Interpretation

Python



Your turn!

Can you...

- Identify relevant vs. background topics?
- Find a single "label" for each relevant topic?
- ? If you have more time: Run models with **other K** and see if they fit better?

Visualizing topic proportions

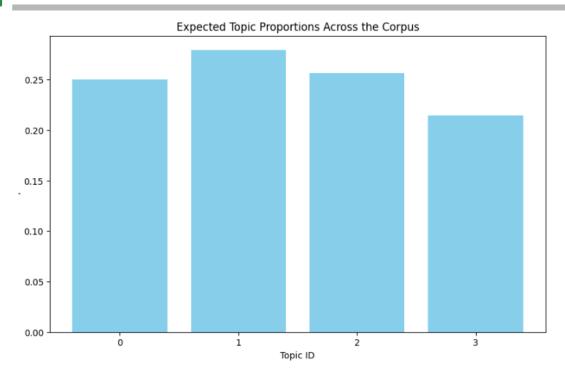
R

plot(model)

Python

```
# Infer topic distributions for each document
topic distributions = [model.get document topics(bow, minimum probability = 0) for bow in corpus]
# Aggregate topic proportions across the corpus
num topics = model.num topics
topic proportions = np.zeros(num topics)
for doc topics in topic distributions:
    for topic id, prop in doc topics:
        topic_proportions[topic_id] += prop
# Normalize to get proportions
topic proportions /= len(corpus)
# Plot the topic proportions
plt.figure(figsize=(10, 6))
plt.bar(range(num_topics), topic_proportions, color='skyblue')
plt.xlabel('Topic ID')
plt.ylabel('Proportion')
plt.title('Expected Topic Proportions Across the Corpus')
plt.xticks(range(num topics))
plt.show()
```

Visualizing topic proportions (in Python)



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- Background topics: Topics that are incoherent and/or represent aspects not relevant to the study at hand (e.g., type of language)
- Top features: features that describe a given topic
- Top documents: documents that describe a given topic

4. Test against Quality Criteria



Quality Criteria: Validity (Bernhard et al., 2023; Quinn et al., 2020)

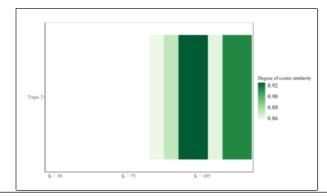
- Compare against human annotations
- Intrusion test (features, documents) (Chan & Sältzer, 2020)
- Compare to external events
- Reflect on theoretical meaning of "topics": but please be very, very careful about equating topics with frames (see critically Nicholls et al., 2021)

Example: Excluding background topics

Information on Topic 2 from the model with K = 85 topics

Top Terms	Please see the following top terms: lights, awareness, earth hour, wwf, campaign, hour, earth, switch, concert, initiative, raise, organisers, stadium, launched, bangkok, launch save, switched, switching, message
Top Documents	Please read the following documents: Hindu_2009-9-9_718.txt; NZHerald_2008-07-21_2538.txt; The Nation_2015-3-26_23512.txt; NZHerald_20 09-03-30_1901.txt; Hindu_2008-5-3_1601.txt; Toronto Star_2008-4-17_1923.txt; The Star_2018-3-9.txt; The Sydney Morning Herald_2009-3-17_33364.txt; Hindu_2012-3-22_4051.txt; Hindu_2009-9-8_720.txt
Rank-1 Metric	Absolute (N = Number of articles): 618 Relative (% of articles in corpus): .86%

Robustness of Topic across K Figure 1: Robustness of topic for different choices of K



(Hase et al., 2021 – Supplement)

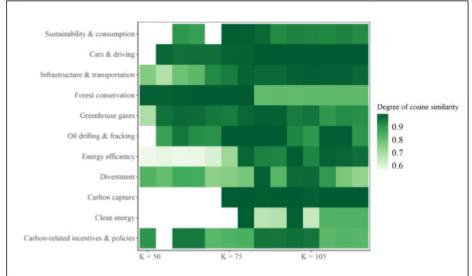


Quality Criteria: Robustness (Roberts et al., 2016; Wilkerson & Casas, 2017)

- Topic models can converge to local modes
- Even if you run the same code on the same computer, you may not be able to reproduce results!

Example: Robustness (Roberts et al., 2016; Wilkerson & Casas, 2017)





Note: Green spaces indicate that the topic in our reference model with K = 85 was reproduced in models with other K. Y-ax is identifies topic in our reference model, x-ax is identifies robustness model with different K. The darker the green, the higher the cosine similarity between top terms of topic in the reference model and the robustness models

(Hase et al., 2021 - Supplement)

5. Take Away & Outlooks





- Explore topics in large corpora
- Use to understand and potentially substructure corpus for follow-up analysis
- Combine with more qualitative methods

How (not) to use topic models



- Explore topics in large corpora
- Use to understand and potentially substructure corpus for follow-up analysis
- Combine with more qualitative methods



- Overinterpret topics: Events? Issues? Frames? (Maier et al., 2019; Nicholls et al., 2021)
- Ignore degrees of freedom for methodological decisions & their downstream effects

Thanks! Any Questions?



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