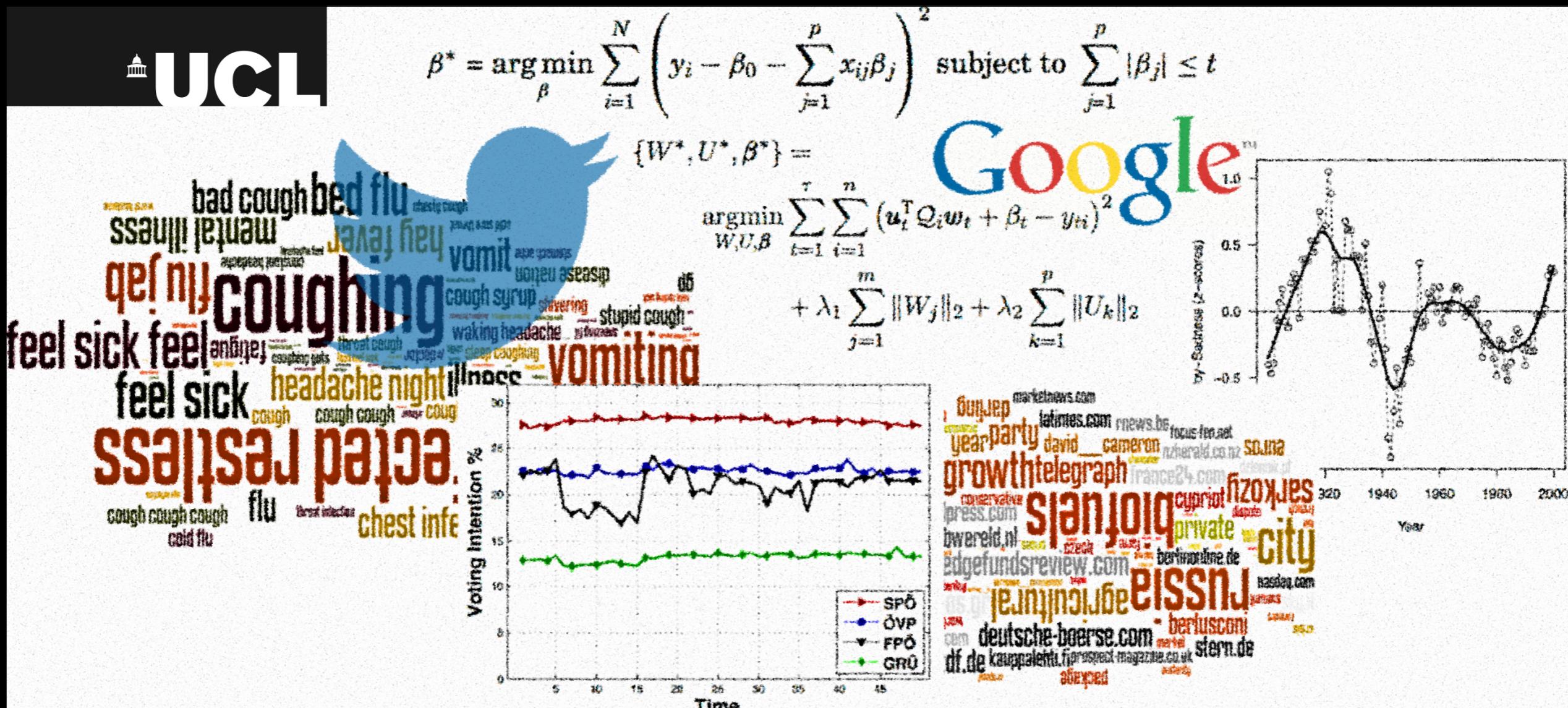


Extracting interesting concepts from large-scale textual data



Vasileios Lampos, University College London

Minimising the usual introduction

- + the Internet ‘revolution’
- + successful web products feeding from user activity (search engines, social networks)
- + large volumes of digitised data (‘**Big Data**’)
- + lots of **user-generated text & activity logs**

*Can we arrive to better understandings of our
‘world’ from this data?*

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Overview

- A. Prefixed keyword-based mining
- B. Automating feature selection
- C. User-centric (bilinear) modelling
- D. Inferring user characteristics



Word taxonomies for emotion

WordNet Affect

- + builds on WordNet — automated word selection
- + anger, disgust, fear, joy, sadness, surprise

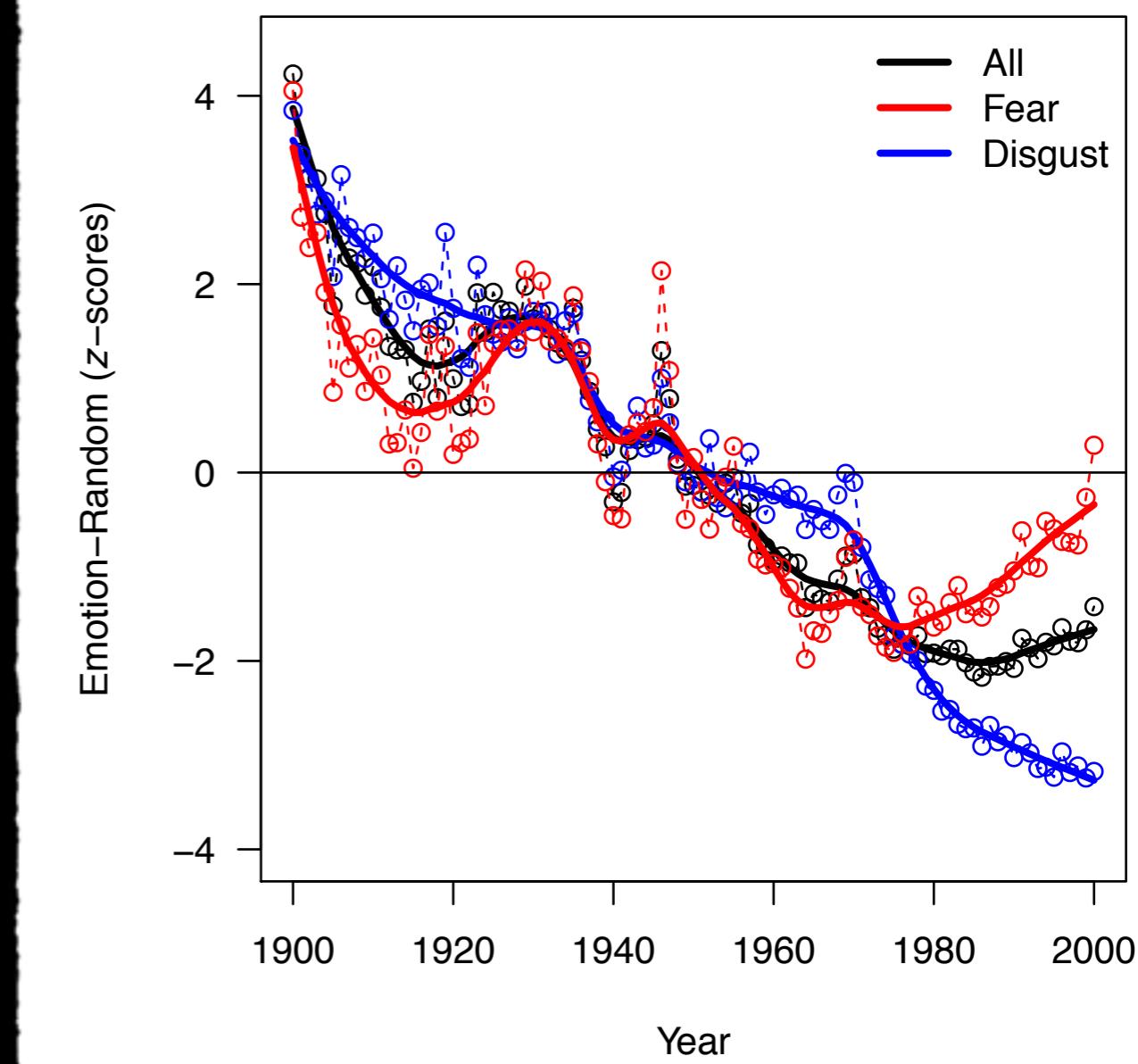
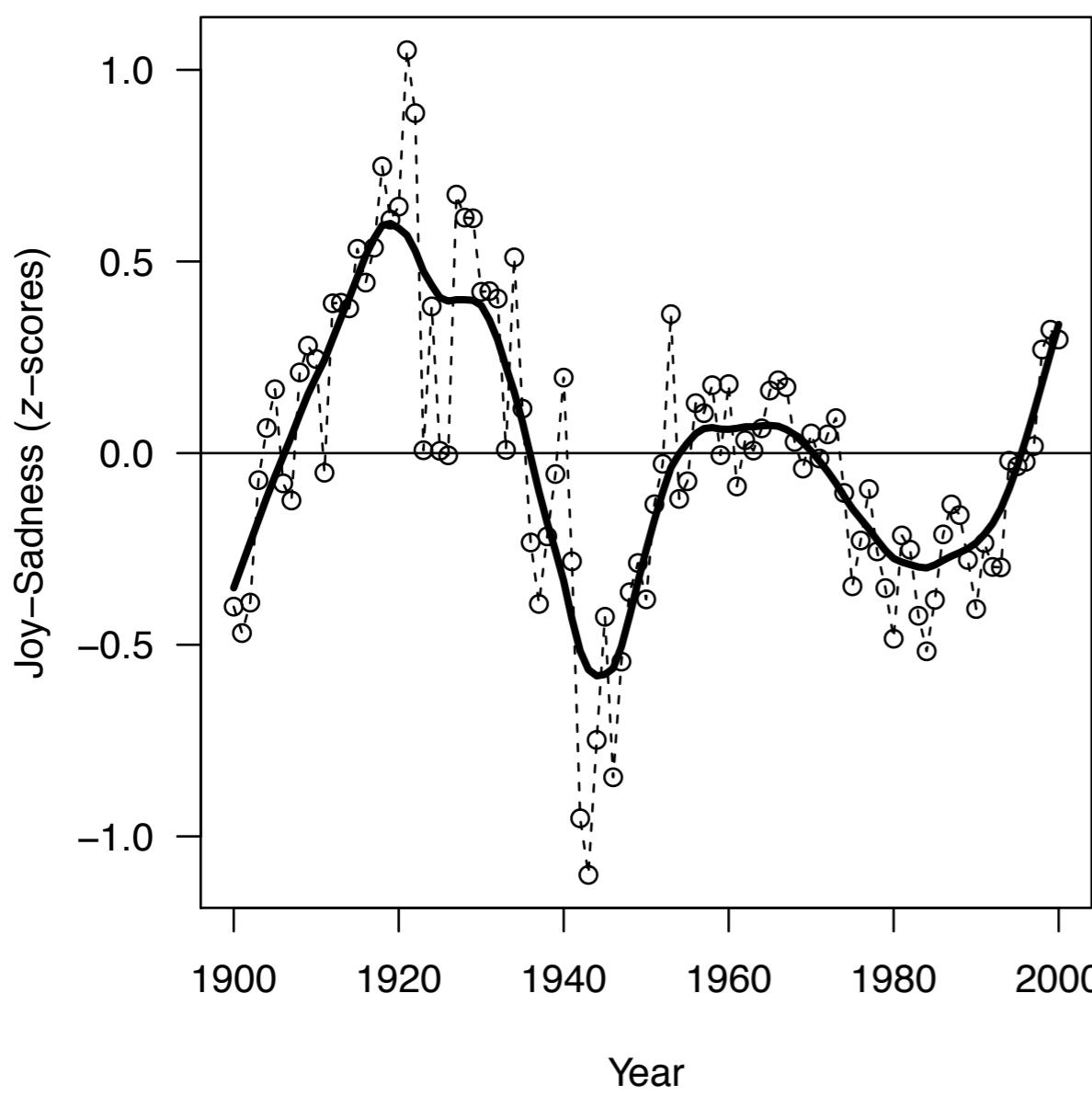
(*Strapparava & Valitutti, 2004*)

Linguistic Inquiry and Word Count (LIWC)

- + taxonomies have been evaluated by human judges
- + affect, anger, anxiety, sadness, negative or positive emotions

(*Pennebaker et al., 2007*)

Applying emotion taxonomies on Google Books

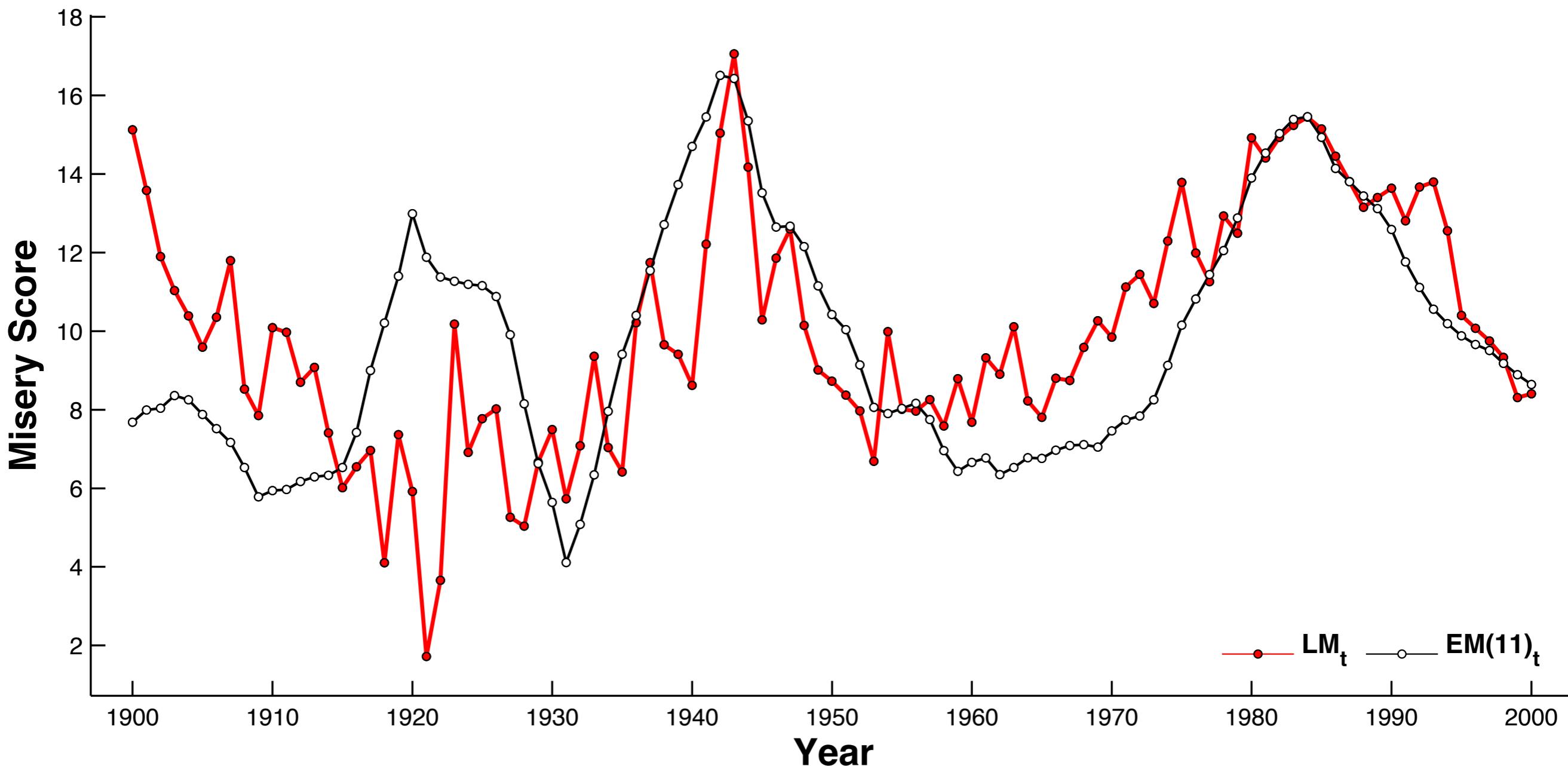


Emotion Score = Mean of normalised emotion term frequencies

Left: Joy minus Sadness — WWII, Baby Boom, Great Depression

Right: Emotional expression in English books decreases over the years

$EM = \text{Inflation} + \text{Unemployment}$



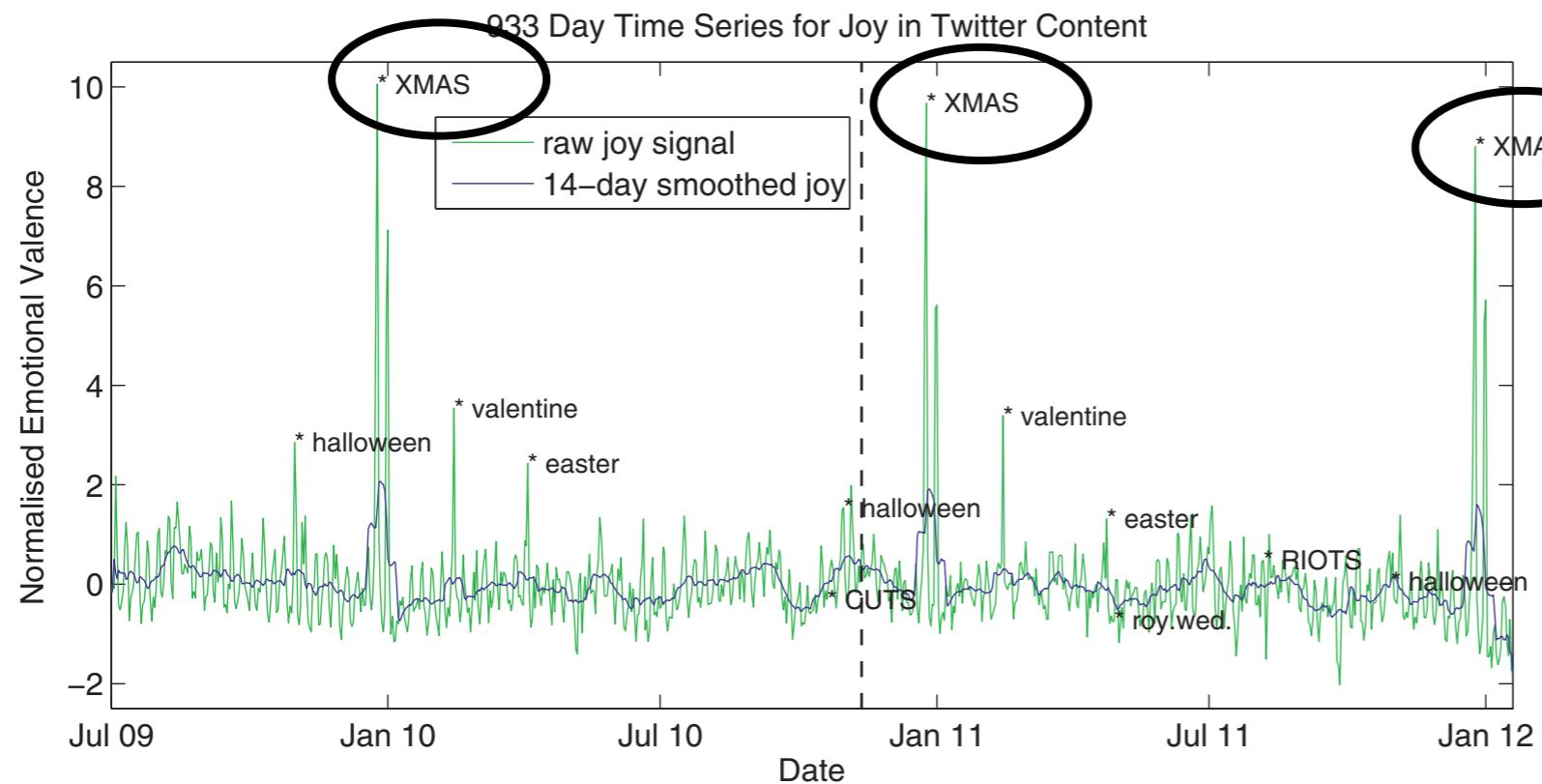
Literary Misery ($LM = \text{Sadness} - \text{Joy}$) vs.
Economic Misery (EM , 10-year past-moving average)
for books written in American English and US financial indices

(Bentley, Acerbi, Ormerod & Lampos, 2014)

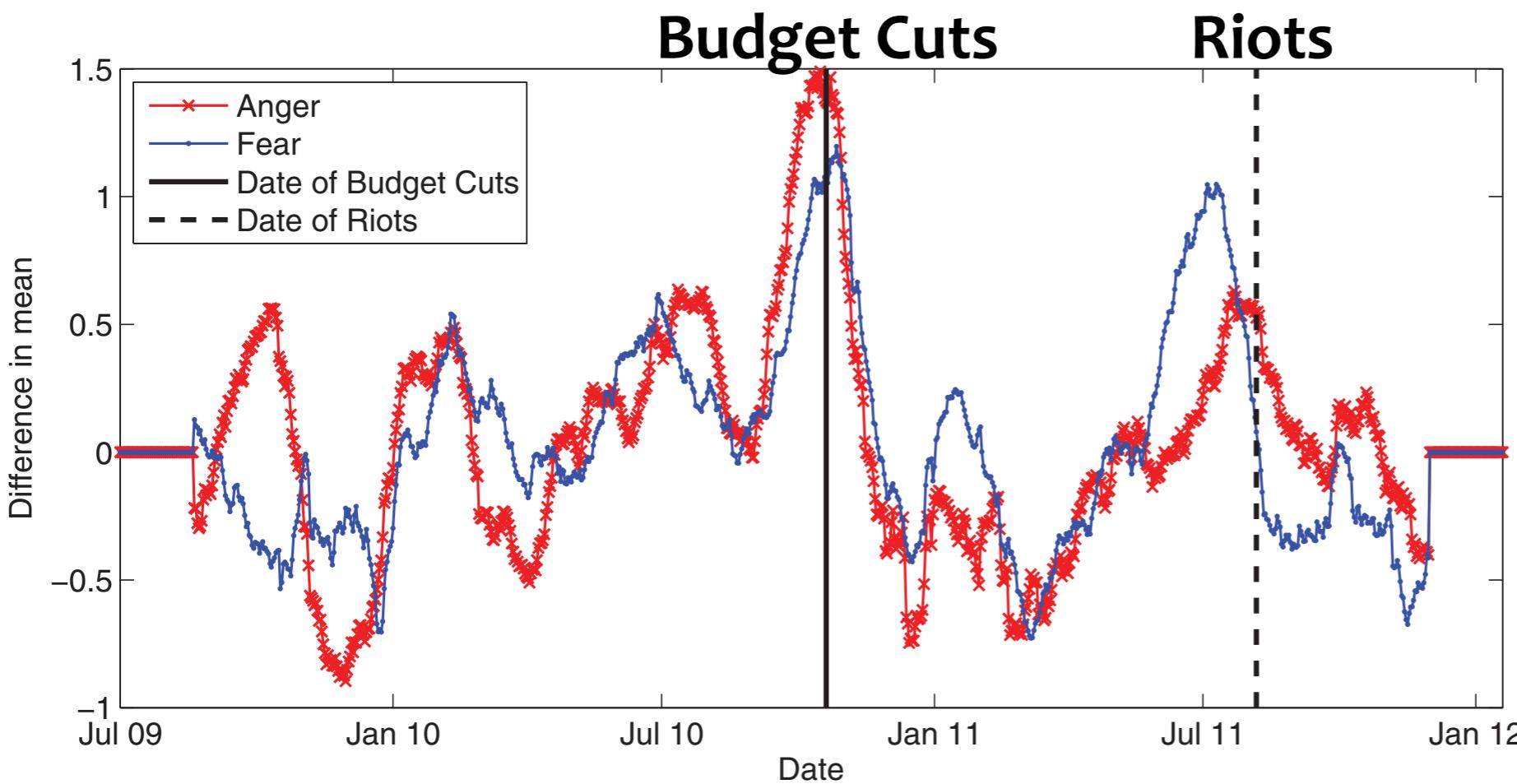
*... and now let's apply keyword
based sentiment extraction
tools on Twitter content*

Collective mood patterns (UK)

Top:
‘joy’ time series across 3 years



Bottom:
rate of mood change for ‘anger’ and ‘fear’ (50-day window); peaks indicate increase in mood change



(Lansdall-Welfare,
Lampos & Cristianini,
2012)

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Extracting interesting concepts from large-scale textual data

The case of influenza-like illness (ILI)

- + existence of ‘**ground truth**’ enables optimisation of keyword selection
- + supervised learning task ($f: X \rightarrow y$)

Case study: *nowcasting* ILI rates

- + infer ILI rates based on user data
- + ‘**ground truth**’ provided via traditional health surveillance schemes
- + complementary disease indicator
- + earlier-warning
- + applicable to parts of the world with less comprehensive healthcare systems
- + noisy, biased demographics, media bias

(Lampos & Cristianini, 2010

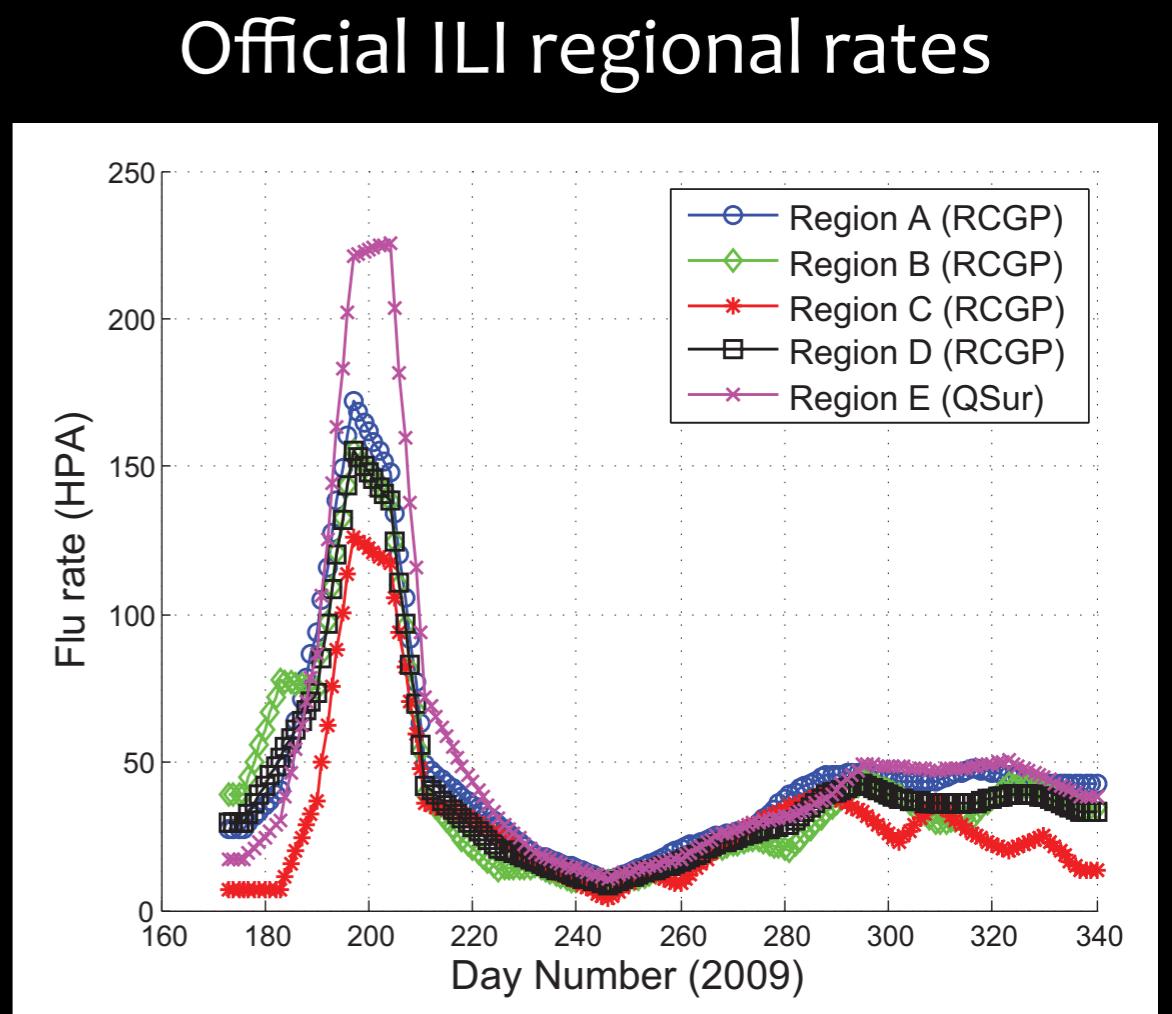
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(*Lampos & Cristianini, 2010* and
Lampos, De Bie & Cristianini, 2010)

The case of influenza-like illness (ILI)

Twitter data

- + 27 million tweets from 54 UK urban centres
- + June 22 to December 6, 2009

Health surveillance data

- + ILI rates expressing GP consultations per 100,000 people, where the diagnosis was ILI

Feature extraction

- + a few handcrafted terms, and
- + all unigrams from related websites (Wikipedia, NHS, etc.)
- + = 1560 stemmed unigrams (most of which unrelated)

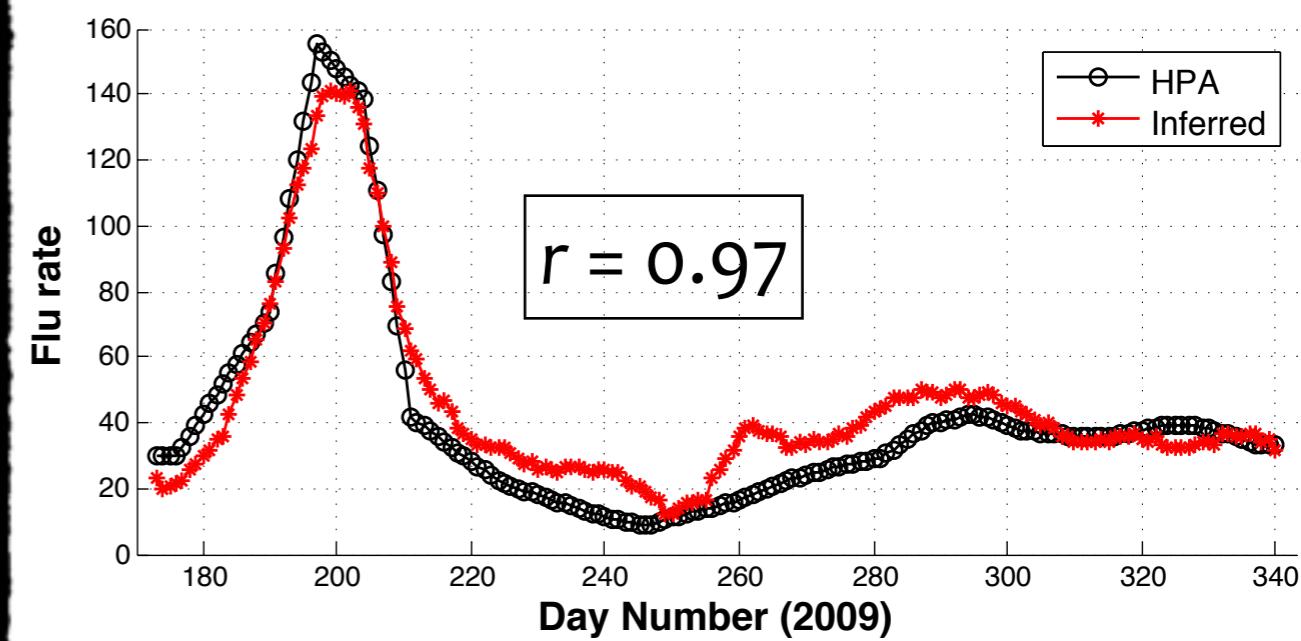
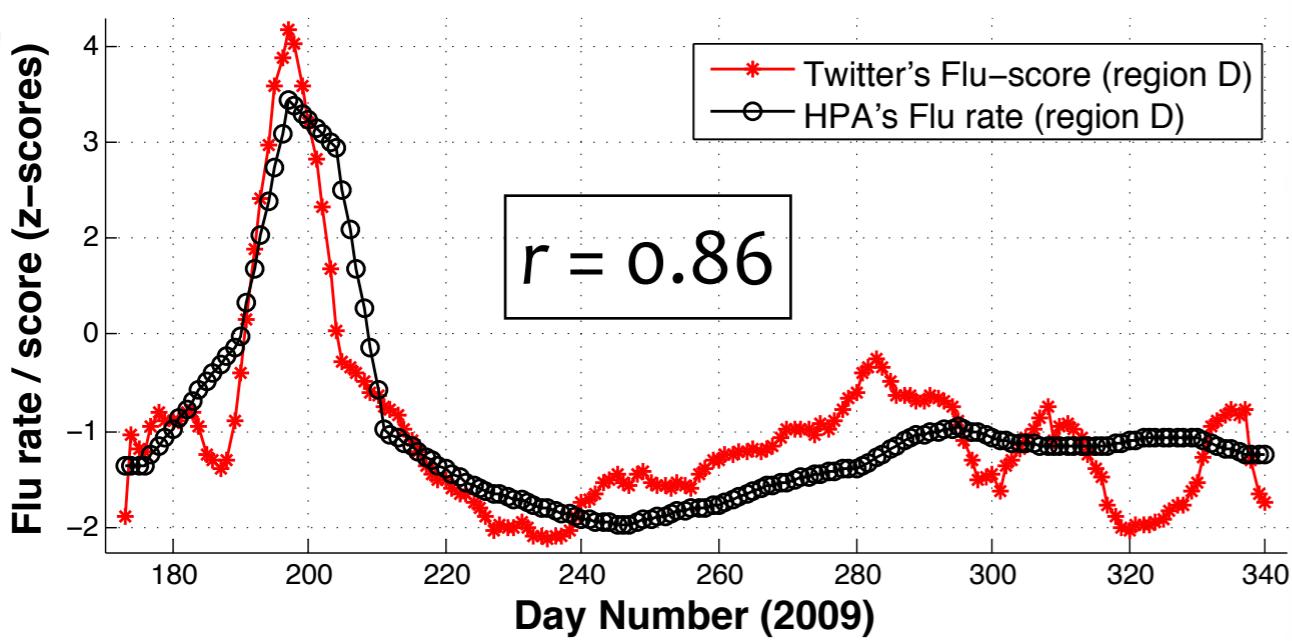
(*Lampos & Cristianini, 2010* and
Lampos, De Bie & Cristianini, 2010)

Regularised text regression

- observations $\boldsymbol{x}_i \in \mathbb{R}^m, \quad i \in \{1, \dots, n\}$ — \boldsymbol{X}
- responses $y_i \in \mathbb{R}, \quad i \in \{1, \dots, n\}$ — \boldsymbol{y}
- weights, bias $w_j, \beta \in \mathbb{R}, \quad j \in \{1, \dots, m\}$ — $\boldsymbol{w}_* = [\boldsymbol{w}; \beta]$

$$\underset{\boldsymbol{w}_*}{\operatorname{argmin}} \left\{ \|\boldsymbol{X}_* \boldsymbol{w}_* - \boldsymbol{y}\|_{\ell_2}^2 + \lambda \|\boldsymbol{w}\|_{\ell_1} \right\}$$

broadly known as the '**lasso**' (Tibshirani, 1996)



41 handcrafted markers

blood, cold, cough, dizzy, feel sick,
feeling unwell, fever, flu, headache,
runny nose, shivers, sore throat,
stomach ache (...)

Automatically selected unigrams

lung, unwel, temperatur, like, headach,
season, unusu, chronic, child, dai, appetit,
stai, symptom, spread, diarrhoea, start,
muscl, weaken, immun, feel, liver (...)

Manual vs. automated feature selection

(Lampos & Cristianini, 2010)

Robustifying the previous algorithm

Lasso may not select the *true model* due to collinearities in the feature space
(*Zhao & Yu, 2006*)

Bootstrap lasso ('bolasso') for feature selection (*Bach, 2008*)

- + For a number (N) of bootstraps, i.e. iterations
 - + Sample the feature space with replacement (\mathbf{X}_i)
 - + Learn a new model (\mathbf{w}_i) by applying lasso on \mathbf{X}_i and y
 - + Remember the n-grams with nonzero weights
- + Select the n-grams with nonzero weights in $p\%$ of the N bootstraps
 - + p can be optimised using a held-out validation set

— *Will all this generalise to a different case study?*

(*Lampos, De Bie & Cristianini, 2010* and
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(*Lampos, De Bie & Cristianini, 2010* and
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Word cloud – Selected n-grams for ILI



So, apart from flu,
we also tried to nowcast
rainfall rates.

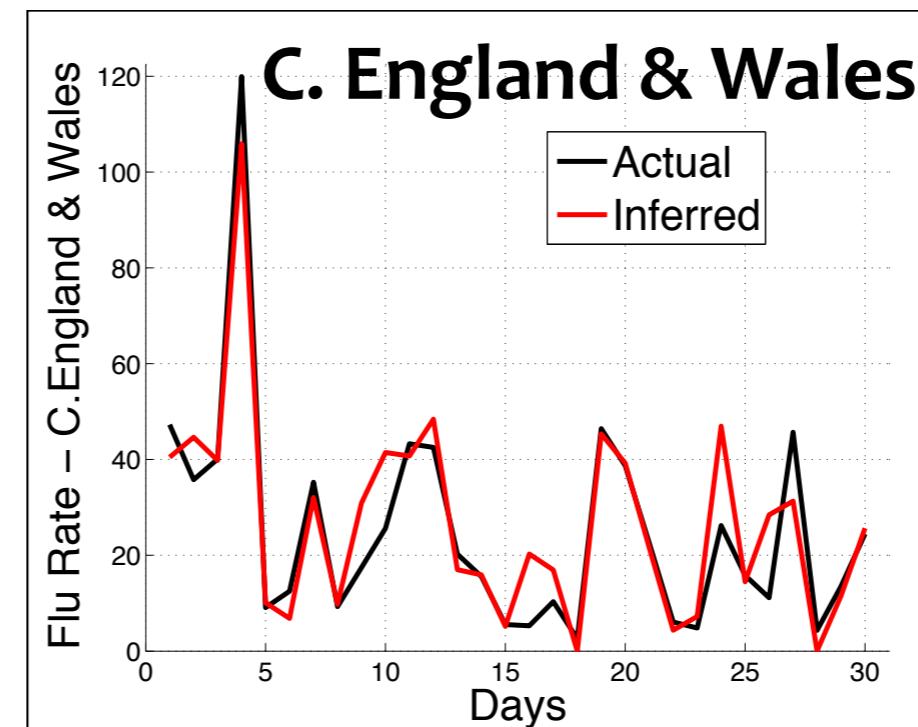
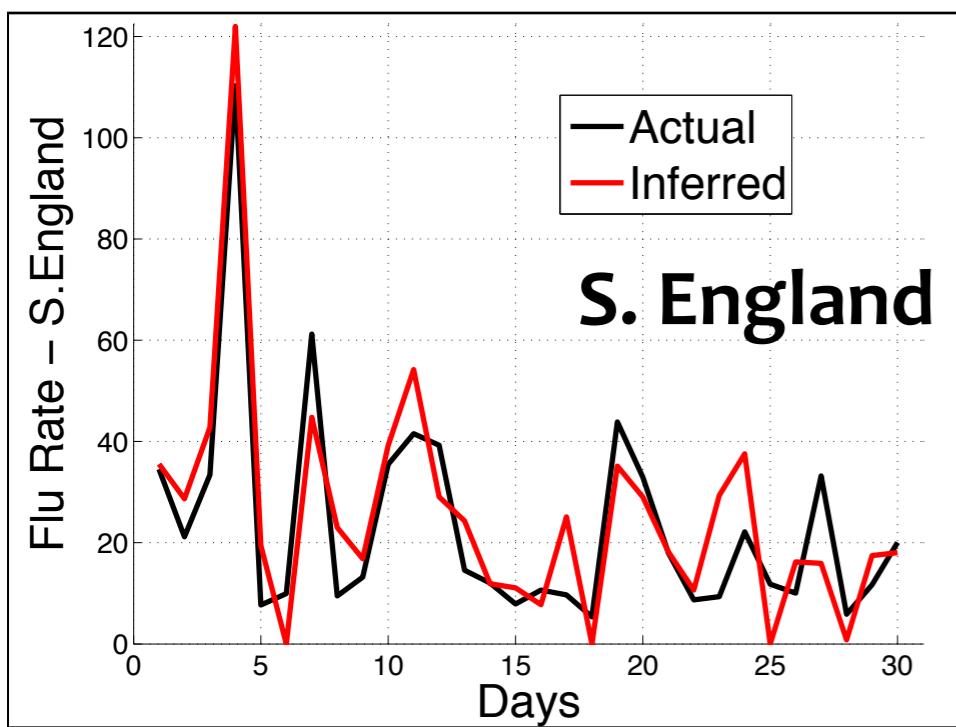
Word cloud — Selected n-grams for rain

raini dai
raini dai
puddl
influenc
suburb
monsoon
pour rain
wind rain
rain stop rain
light rain
horribl weather
sleet

Inference examples

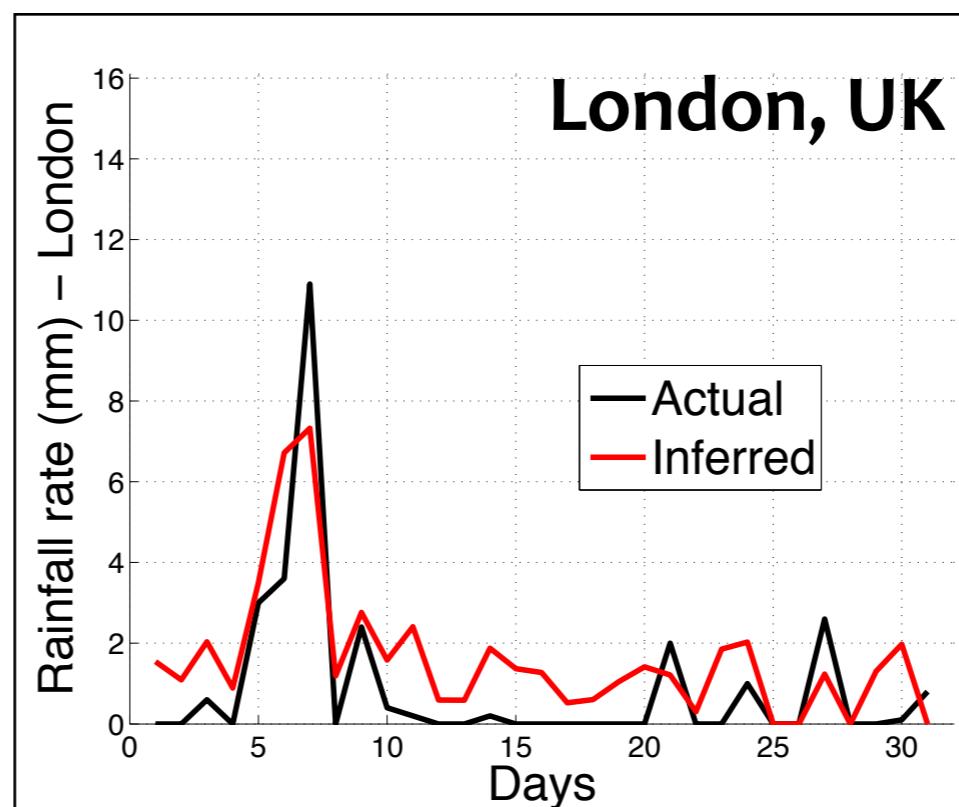
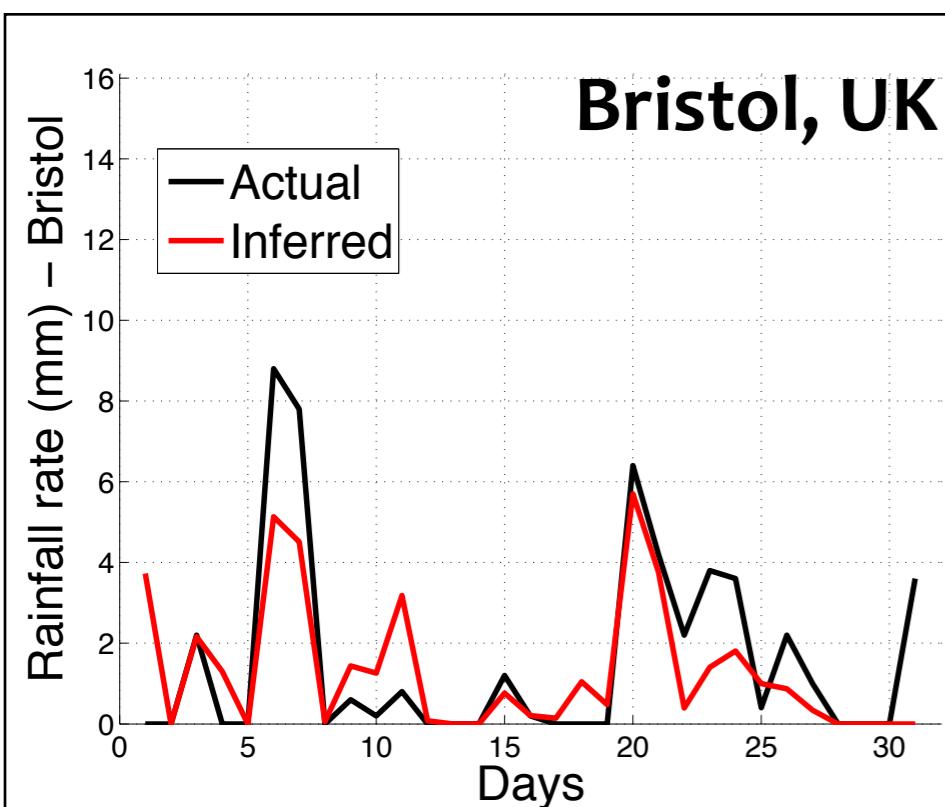
Top:
ILI rates

ILI rates



Rainfall rates

Bottom:
Rainfall rates



Overview

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Extracting interesting concepts from large-scale textual data

User-centric modelling: why?

- + text regression models usually focus on the word space
- + **social media context** —> words, but also **users**
- + models may benefit by incorporating a form of user contribution in the current word modelling
- + in this way more relevant users contribute more, and irrelevant users may be filtered out

‘bilinear’ modelling: definition

Linear regression $f(\mathbf{x}_i) = \mathbf{x}_i^T \mathbf{w} + \beta$

- observations $\mathbf{x}_i \in \mathbb{R}^m, \quad i \in \{1, \dots, n\}$ — \mathbf{X}
- responses $y_i \in \mathbb{R}, \quad i \in \{1, \dots, n\}$ — \mathbf{y}
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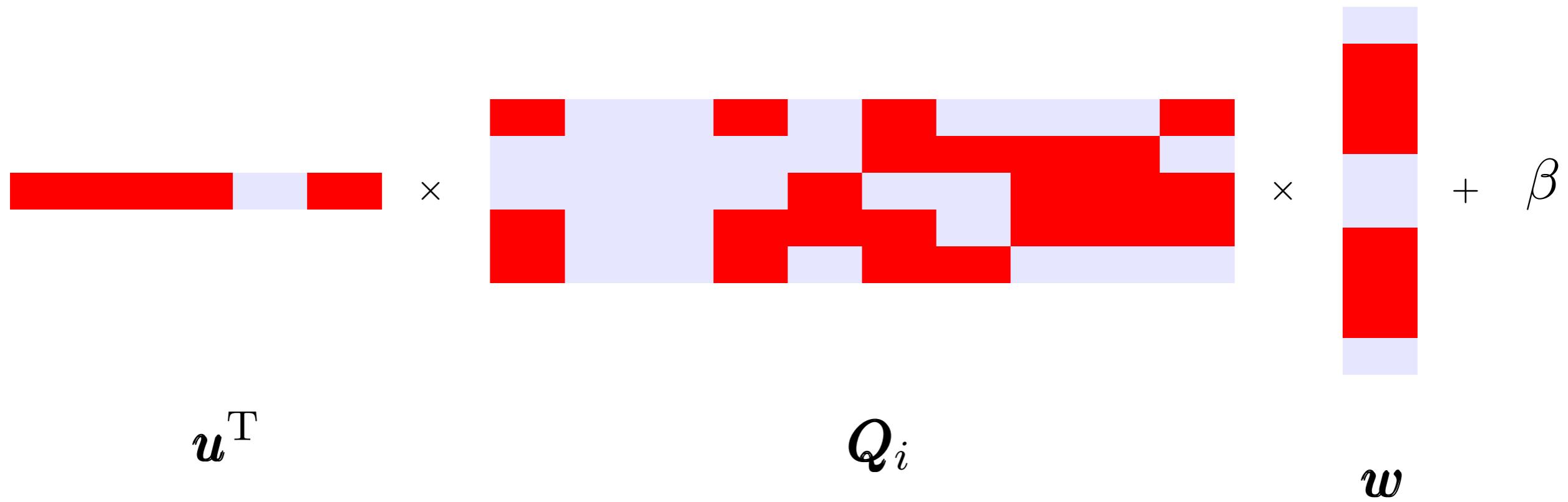
Bilinear regression $f(Q_i) = \mathbf{u}^T Q_i \mathbf{w} + \beta$

- users $p \in \mathbb{Z}^+$
- observations $Q_i \in \mathbb{R}^{p \times m}, \quad i \in \{1, \dots, n\}$ — \mathcal{X}
- responses $y_i \in \mathbb{R}, \quad i \in \{1, \dots, n\}$ — \mathbf{y}
- weights, bias $u_k, w_j, \beta \in \mathbb{R}, \quad k \in \{1, \dots, p\}$ — $\mathbf{u}, \mathbf{w}, \beta$
 $j \in \{1, \dots, m\}$

‘bilinear’ modelling : definition

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 $j \in \{1, \dots, m\}$

$$f(\mathbf{Q}_i) = \mathbf{u}^T \mathbf{Q}_i \mathbf{w} + \beta$$



Bilinear regularised regression

- users $p \in \mathbb{Z}^+$
- observations $\mathbf{Q}_i \in \mathbb{R}^{p \times m}, \quad i \in \{1, \dots, n\}$ — \mathbf{x}
- responses $y_i \in \mathbb{R}, \quad i \in \{1, \dots, n\}$ — \mathbf{y}
- weights, bias $u_k, w_j, \beta \in \mathbb{R}, \quad k \in \{1, \dots, p\}$ — $\mathbf{u}, \mathbf{w}, \beta$
 $j \in \{1, \dots, m\}$

$$\operatorname{argmin}_{\mathbf{u}, \mathbf{w}, \beta} \left\{ \sum_{i=1}^n \left(\mathbf{u}^\top \mathbf{Q}_i \mathbf{w} + \beta - y_i \right)^2 + \psi(\mathbf{u}, \theta_u) + \psi(\mathbf{w}, \theta_w) \right\}$$

$\psi(\cdot)$: **regularisation function** with a set of hyper-parameters (θ)

- if $\psi(\mathbf{v}, \lambda) = \lambda \|\mathbf{v}\|_{\ell_1}$ Bilinear Lasso
- if $\psi(\mathbf{v}, \lambda_1, \lambda_2) = \lambda_1 \|\mathbf{v}\|_{\ell_2}^2 + \lambda_2 \|\mathbf{v}\|_{\ell_1}$ Bilinear Elastic Net (**BEN**)

An extension: bilinear & multi-task

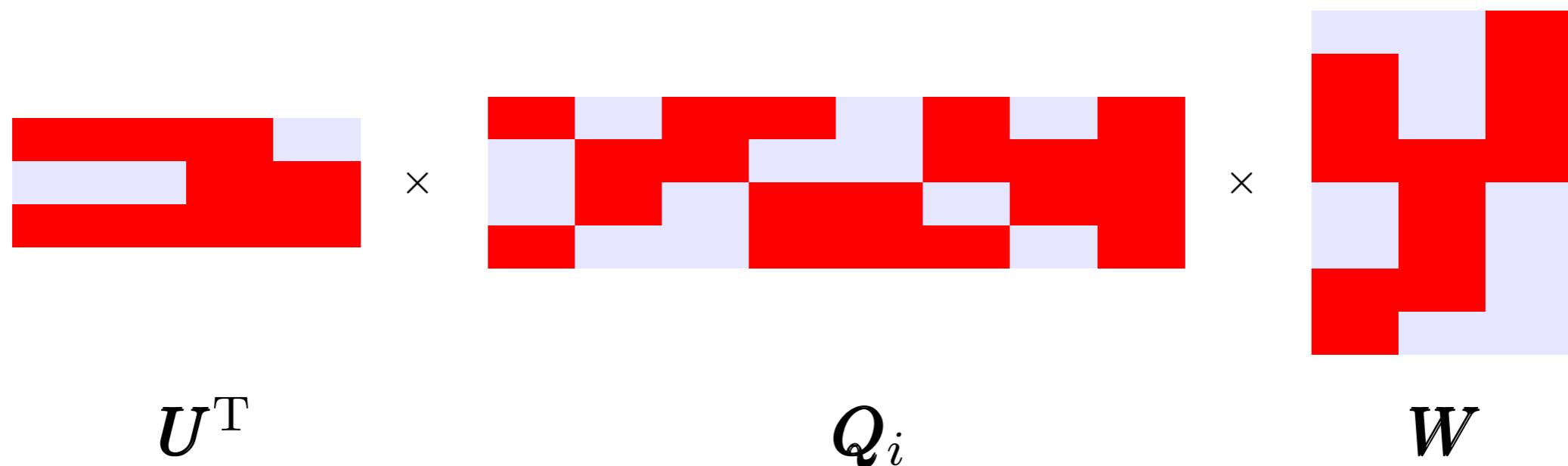
- + optimise (*learn the model parameters for*) a number of tasks **jointly**
- + attempt to **improve generalisation** by exploiting domain specific information of related tasks
- + good choice for under-sampled distributions (*knowledge transfer*)
- + **application-driven reasons** (e.g. voting intention modelling)

(*Caruana, 1997; Lampos, Preotiuc-Pietro & Cohn, 2013*)

Bilinear multi-task text regression

• tasks	$\tau \in \mathbb{Z}^+$
• users	$p \in \mathbb{Z}^+$
• observations	$Q_i \in \mathbb{R}^{p \times m}, \quad i \in \{1, \dots, n\}$
• responses	$y_i \in \mathbb{R}^\tau, \quad i \in \{1, \dots, n\}$
• weights, bias	$u_k, w_j, \beta \in \mathbb{R}^\tau, \quad k \in \{1, \dots, p\}$ $j \in \{1, \dots, m\}$

$$f(Q_i) = \text{tr} \left(U^T Q_i W \right) + \beta$$



Bilinear Group $\ell_{2,1}$ (BGL)

• tasks	$\tau \in \mathbb{Z}^+$
• users	$p \in \mathbb{Z}^+$
• observations	$\mathbf{Q}_i \in \mathbb{R}^{p \times m}, \quad i \in \{1, \dots, n\}$
• responses	$\mathbf{y}_i \in \mathbb{R}^\tau, \quad i \in \{1, \dots, n\}$
• weights, bias	$\mathbf{u}_k, \mathbf{w}_j, \boldsymbol{\beta} \in \mathbb{R}^\tau, \quad k \in \{1, \dots, p\}$ $j \in \{1, \dots, m\}$

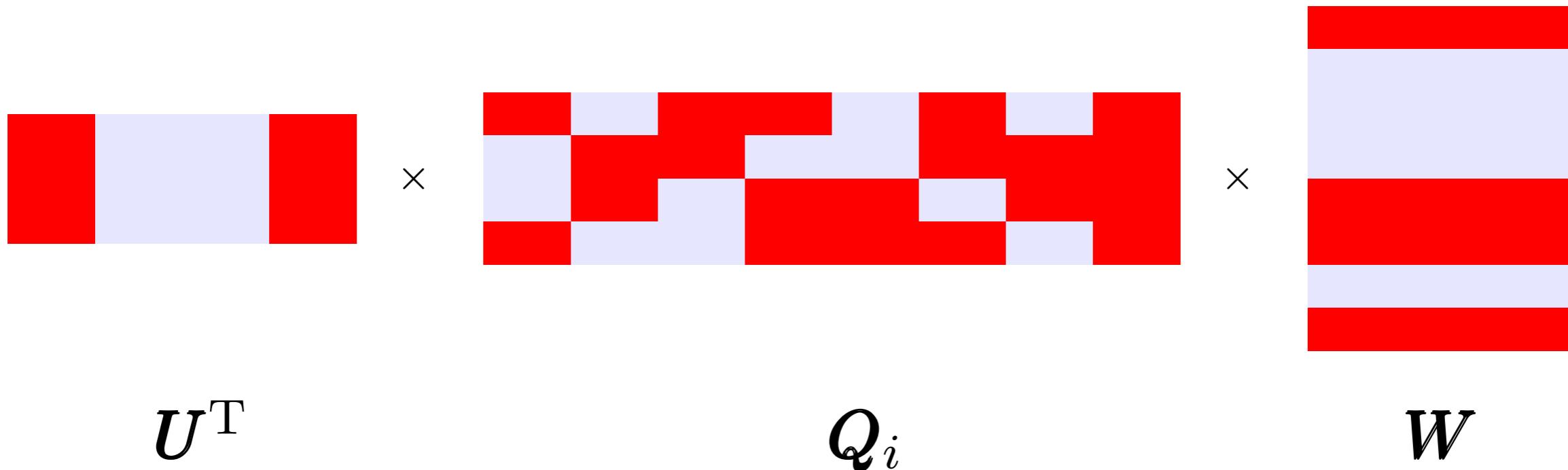
$$\underset{\mathbf{U}, \mathbf{W}, \boldsymbol{\beta}}{\operatorname{argmin}} \left\{ \sum_{t=1}^{\tau} \sum_{i=1}^n \left(\mathbf{u}_t^T \mathbf{Q}_i \mathbf{w}_t + \beta_t - y_{ti} \right)^2 \right.$$

(Argyriou *et al.*, 2008)

$$\left. + \lambda_u \sum_{k=1}^p \|\mathbf{U}_k\|_2 + \lambda_w \sum_{j=1}^m \|\mathbf{W}_j\|_2 \right\}$$

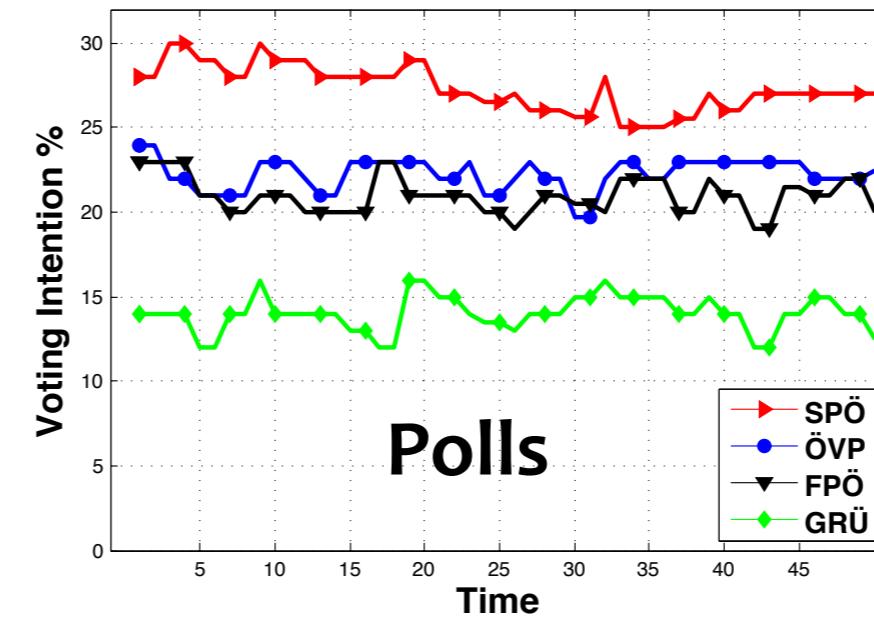
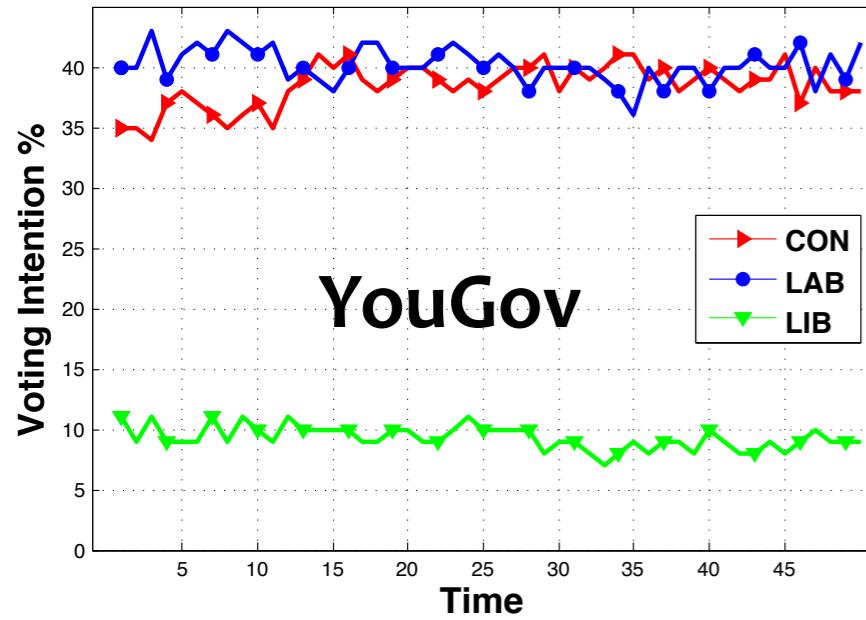
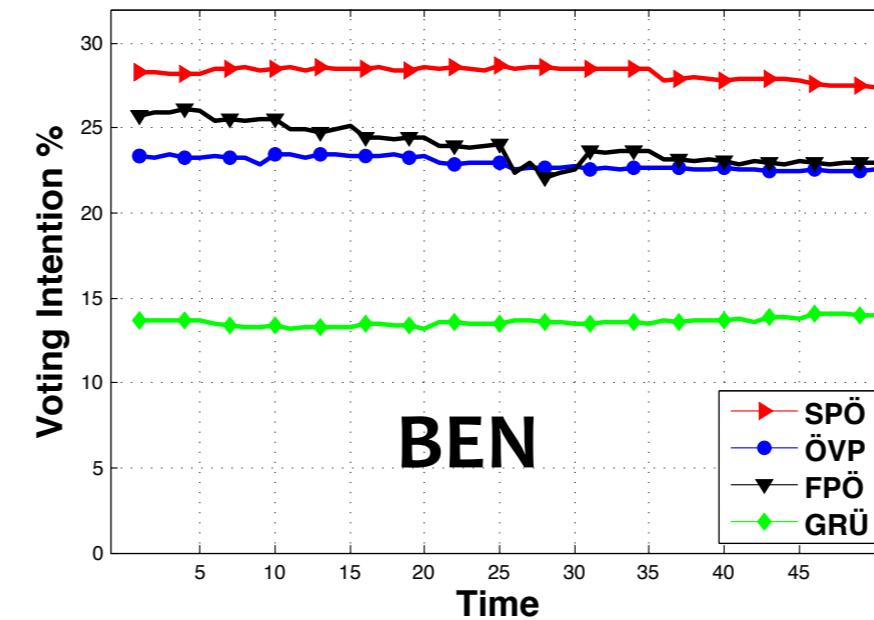
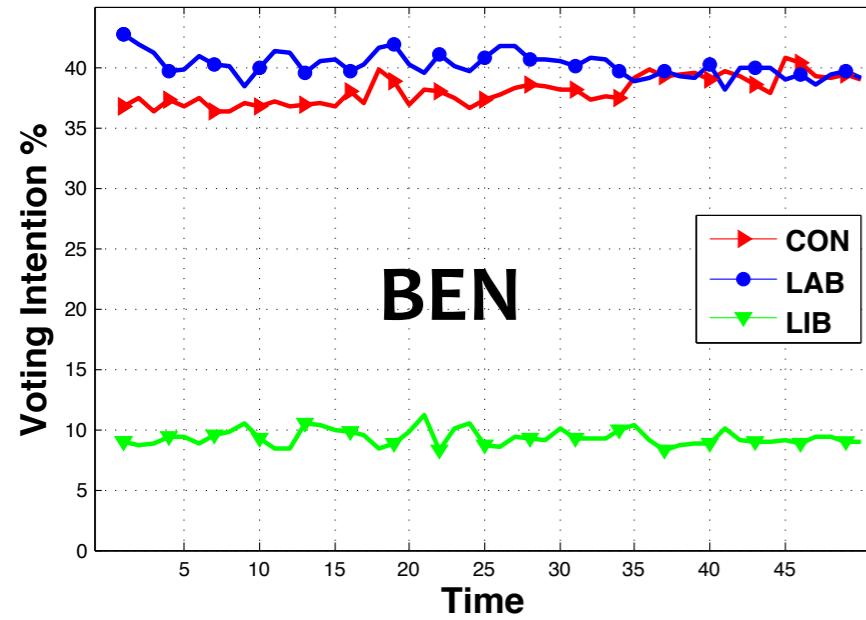
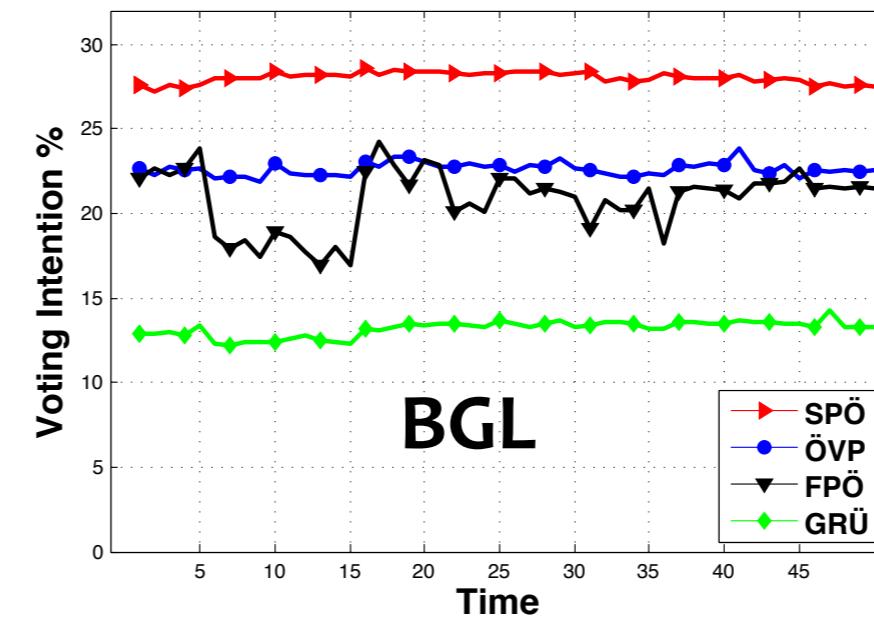
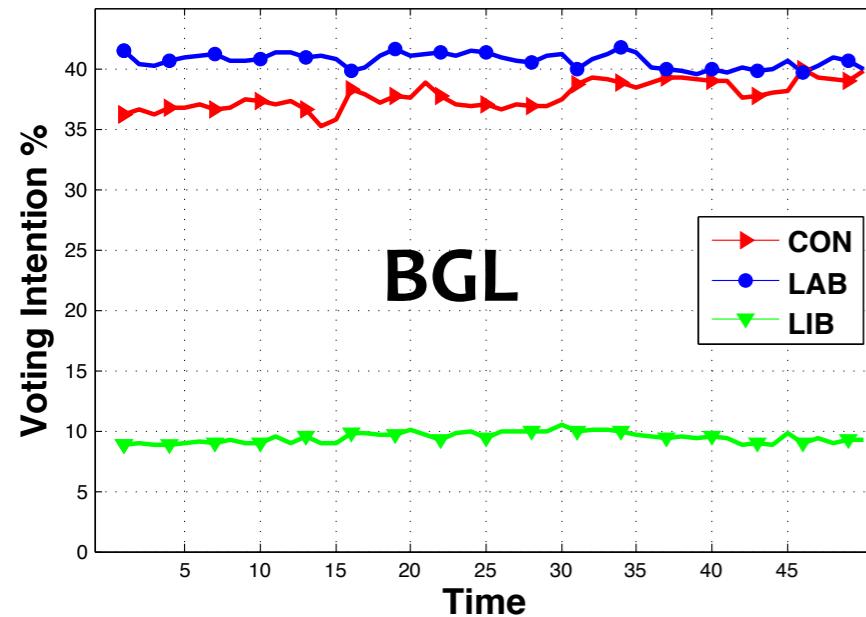
BGL's main property

$$\operatorname{argmin}_{\mathbf{U}, \mathbf{W}, \beta} \left\{ \sum_{t=1}^{\tau} \sum_{i=1}^n \left(\mathbf{u}_t^T \mathbf{Q}_i \mathbf{w}_t + \beta_t - y_{ti} \right)^2 + \lambda_u \sum_{k=1}^p \|\mathbf{U}_k\|_2 + \lambda_w \sum_{j=1}^m \|\mathbf{W}_j\|_2 \right\}$$



- + a feature (user or word) is usually **selected** (activated) for **all tasks**, but with different weights
- + useful in the domain of **political preference inference**

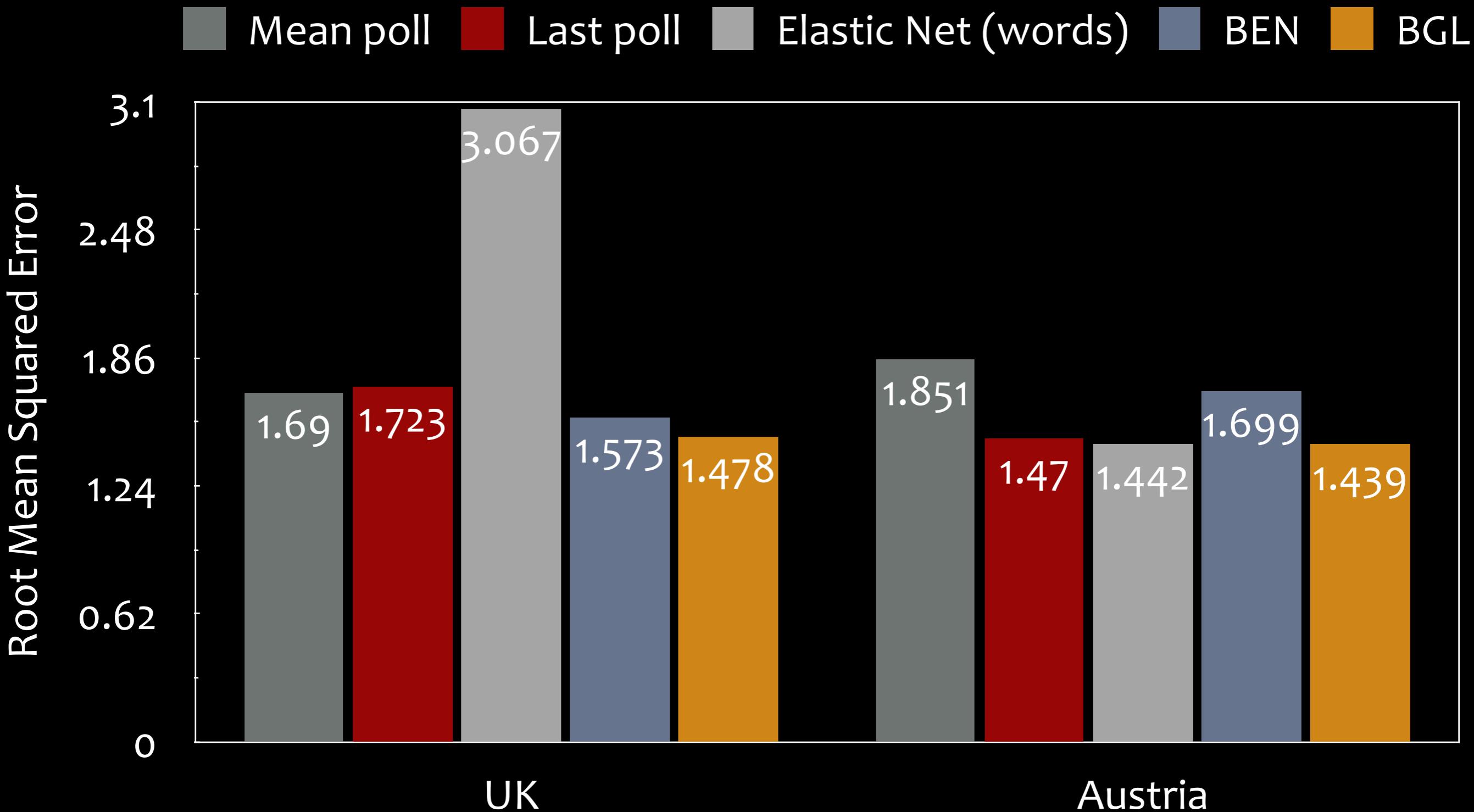
Inferring voting intention via Twitter



Left side:
UK — 3 parties, 42K users (~ to regional population), 81K unigrams, 240 polls, 2 years

Right side:
Austria — 4 parties, 1.1K manually selected users, 23K unigrams, 98 polls, 1 year

Performance figures — BGL prevails



BGL-scored tweet examples (Austria)

Party	Tweet	Score	User type
SPÖ	<i>Inflation rate in Austria slightly down in July from 2.2 to 2.1%. Accommodation, Water, Energy more expensive.</i>	0.745	Journalist
ÖVP	<i>Can really recommend the book “Res Publica” by Johannes #Voggenhuber! Food for thought and so on #Europe #Democracy</i>	-2.323	User
FPÖ	<i>Campaign of the Viennese SPO on “Living together” plays right into the hands of right-wing populists</i>	-3.44	Human rights
GRÜ	<i>Protest songs against the closing-down of the bachelor course of International Development: <link> #ID_remains #UniBurns #UniRage</i>	1.45	Student Union

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Predicting user impact on Twitter

- + Validate a hypothesis: “User behaviour on a social platform reflects on user impact”
- + What parts of user behaviour are more relevant to a notion of user impact?
- + In this regard, how informative are the text inputs from the users?

Defining an impact score (S)

$$S(\phi_{\text{in}}, \phi_{\text{out}}, \phi_{\lambda}) = \ln \left(\frac{(\phi_{\lambda} + \theta) (\phi_{\text{in}} + \theta)^2}{\phi_{\text{out}} + \theta} \right)$$

$$(\phi_{\text{in}}^2 / \phi_{\text{out}}) = (\phi_{\text{in}} - \phi_{\text{out}}) \times (\phi_{\text{in}} / \phi_{\text{out}}) + \phi_{\text{in}}$$

ϕ_{in} —> number of followers

ϕ_{out} —> number of followees

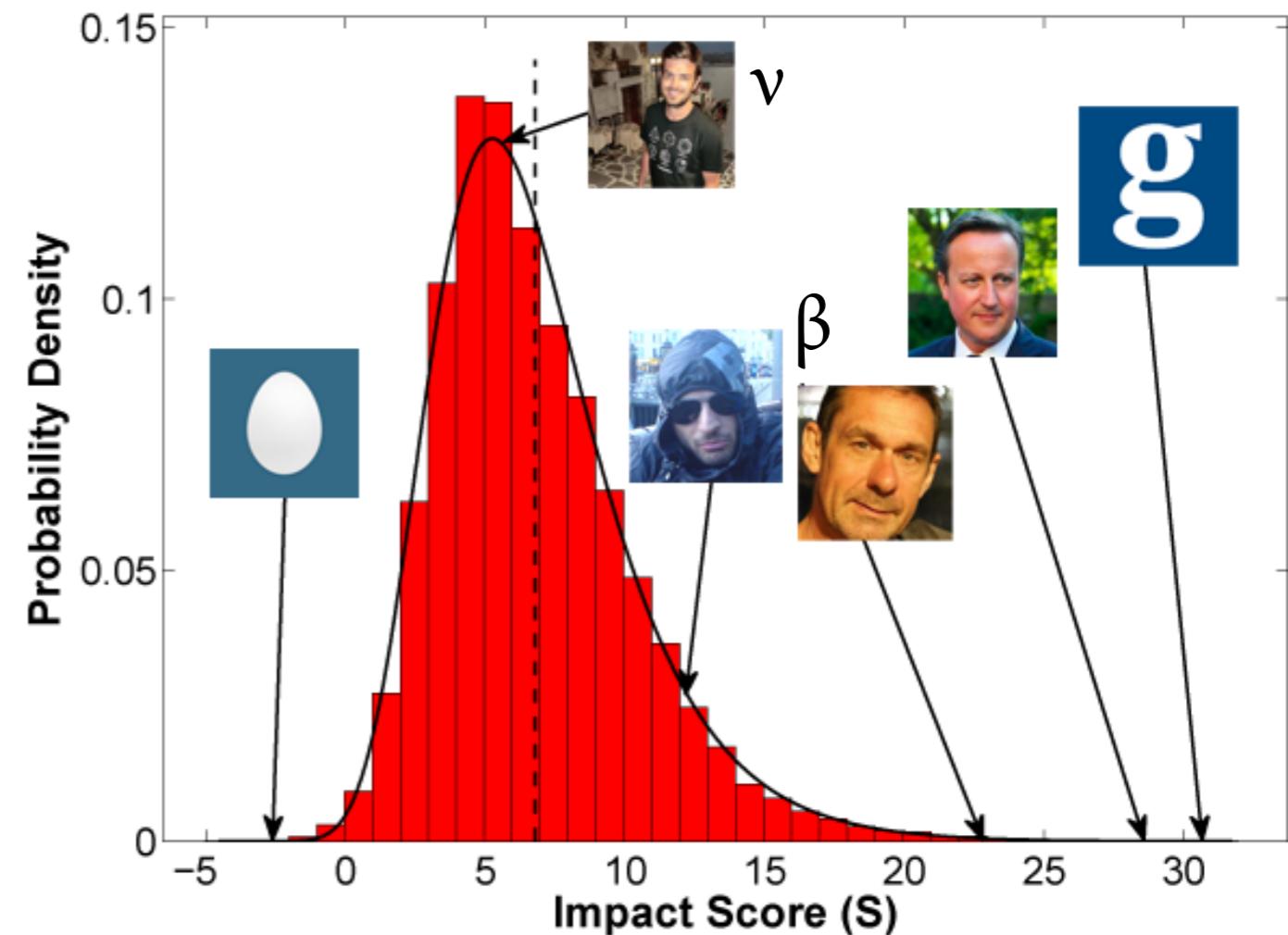
ϕ_{λ} —> number of times listed

$\theta = 1$ —> logarithm is applied on a positive

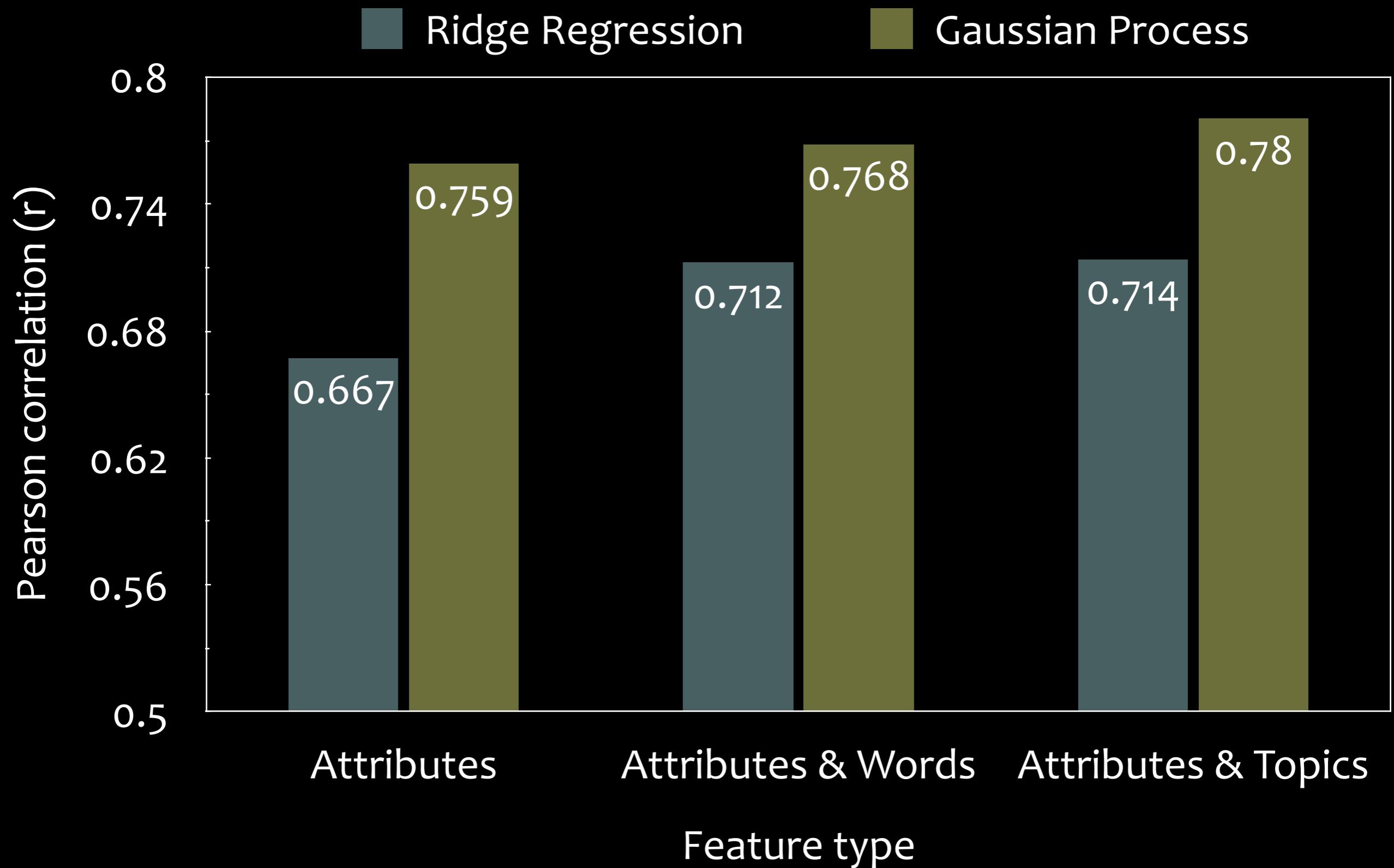
β Vasileios Lampos ~ @lampos

ν Nikolaos Aletras ~ @nikaletras

40K Twitter accounts (UK) considered

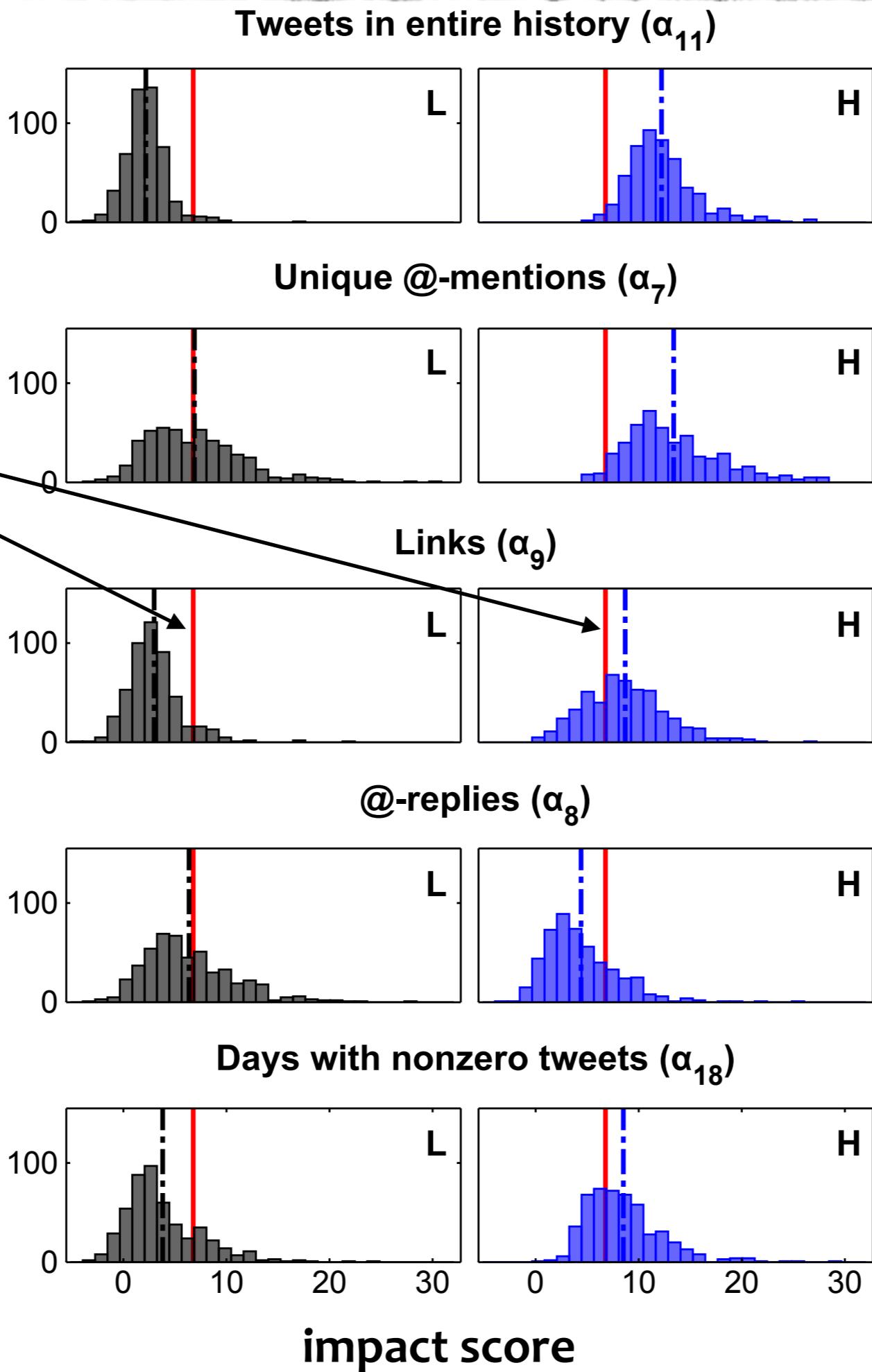


Impact prediction as a regression task



**mean
impact score
for ALL users**

number of users



(Lampos, Aletras,
Preotiuc-Pietro &
Cohn, 2014)

Some of the most
important **user
attributes for impact**
(excl. topics)

500 accounts with
the lower (L) and
higher (H) impacts
for an attribute

Impact plus

- + more tweets
- + more @mentions
- + more links
- + less @replies
- + less inactive days

Impact minus

- + less tweets
- + less links
- + more inactive days

We can guess the impact
of user from user activity,
but can we infer his / her
occupation?

Inferring the occupational class of a Twitter user

“Socioeconomic variables are influencing language use.”

(*Bernstein, 1960; Labov, 1972/2006*)

- + Validate this hypothesis on a larger data set
- + Downstream applications
 - + research (social science & other domains)
 - + commercial
- + Proxy for income, socioeconomic class etc., i.e. further applications

(*Preotiuc-Pietro, Lampos & Aletras, 2015*)

Standard Occupational Classification (SOC, 2010)

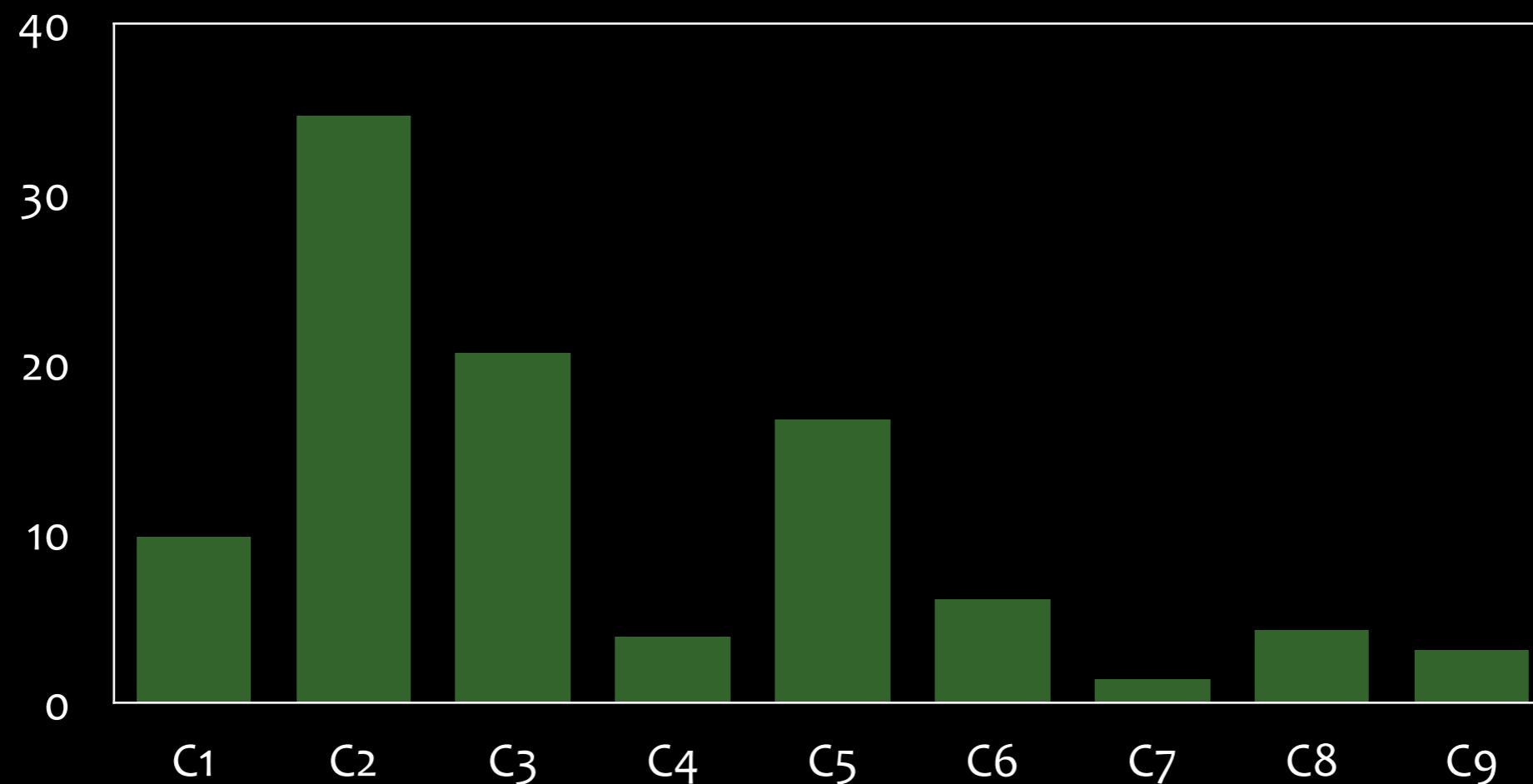
- C1 Managers, Directors & Senior Officials — *chief executive, bank manager*
- C2 Professional Occupations — *mechanical engineer, paediatrician, postdoc (!)*
- C3 Associate Professional & Technical — *system administrator, dispensing optician*
- C4 Administrative & Secretarial — *legal clerk, company secretary*
- C5 Skilled Trades — *electrical fitter, tailor*
- C6 Caring, Leisure, Other Service — *nursery assistant, hairdresser*
- C7 Sales & Customer Service — *sales assistant, telephonist*
- C8 Process, Plant and Machine Operatives — *factory worker, van driver*
- C9 Elementary — *shelf stacker, bartender*

Google “ONS” AND “SOC” for more information

Data

- + 5,191 users mapped to their occupations, then mapped to one of the 9 SOC categories — *manual* (!) labelling
- + 10 million tweets
- + Get processed data: <http://www.sas.upenn.edu/~danielpr/jobs.tar.gz>

% of users per SOC category



Features

User attributes (18)

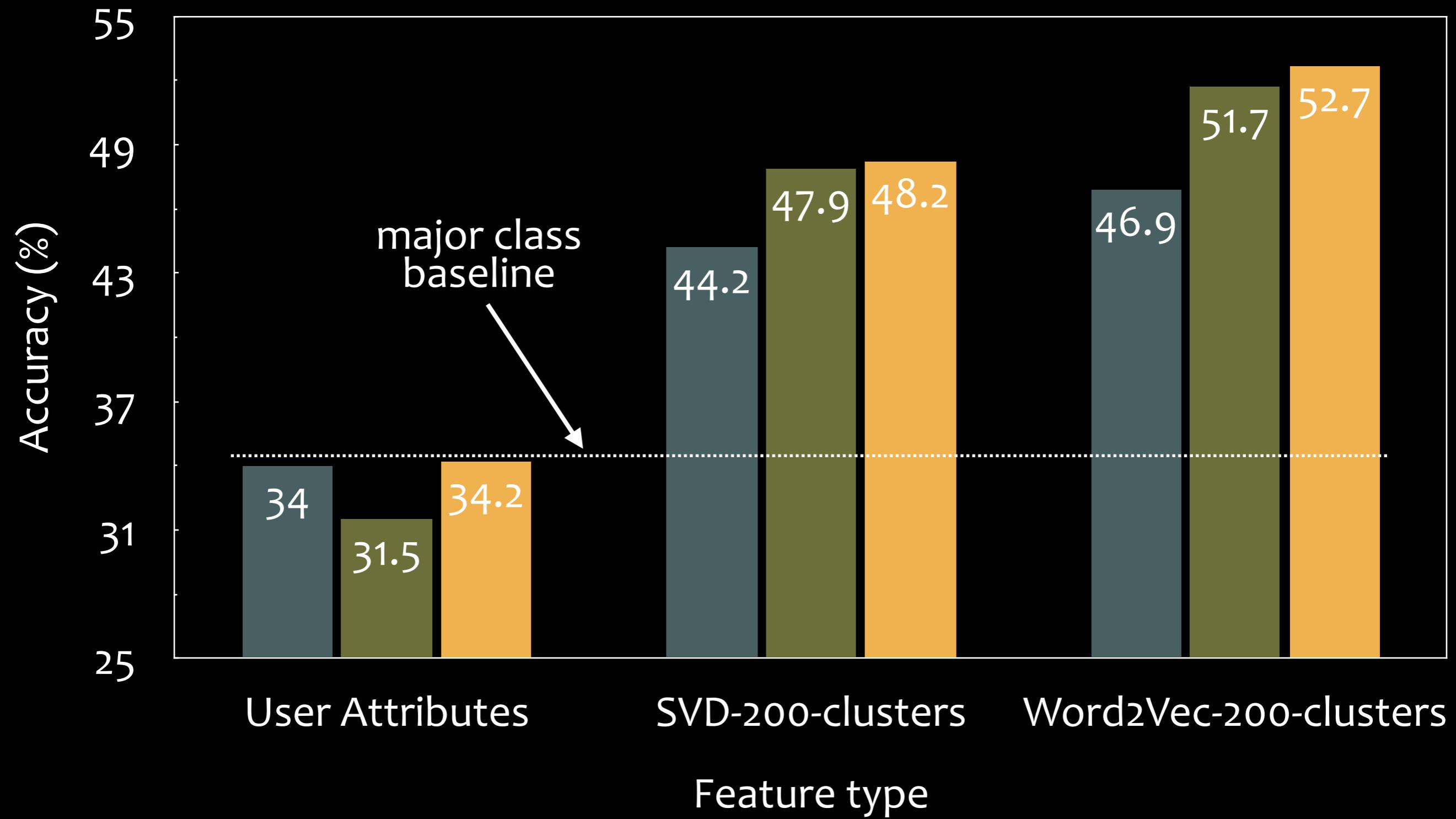
- + number of followers, friends, listings, follower/friend ratio, favourites, tweets, retweets, hashtags, @-mentions, @-replies, links and so on

Topics — Word clusters (200)

- + **SVD** on the graph laplacian of the word x word similarity matrix using normalised PMI, i.e. a form of spectral clustering
(*Bouma, 2009; von Luxburg, 2007*)
- + Skip-gram model with negative sampling to learn word embeddings (**Word2Vec**); pairwise cosine similarity on the embeddings to derive a word x word similarity matrix; then spectral clustering on the
(*Mikolov et al., 2013*)

Occupational class (9-way) classification

■ Logistic Regression ■ SVM (RBF) ■ Gaussian Process



Topics

Manual label	Most central words; Most frequent words	Rank
Arts	archival, stencil, canvas, minimalist; art, design, print	1
Health	chemotherapy, diagnosis, disease; risk, cancer, mental, stress	2
Beauty Care	exfoliating, cleanser, hydrating; beauty, natural, dry, skin	3
Higher Education	undergraduate, doctoral, academic, students, curriculum; students, research, board, student, college, education, library	4
Software Engineering	integrated, data, implementation, integration, enterprise; service, data, system, services, access, security	5
Football	bardsley, etherington, gallas; van, foster, cole, winger	7
Corporate	consortium, institutional, firm's; patent, industry, reports	8
Cooking	parmesan, curried, marinated, zucchini; recipe, meat, salad	9
Elongated Words	yaaayy, wooooo, woooo, yayyyyy, yaaaaay, yayayaya, yayy; wait, till, til, yay, ahhh, hoo, woo, woot, whoop, woohoo	12
Politics	religious, colonialism, christianity, judaism, persecution, fascism, marxism; human, culture, justice, religion, democracy	16

Discussion topics per occupational class — CDF plots

Plots explained

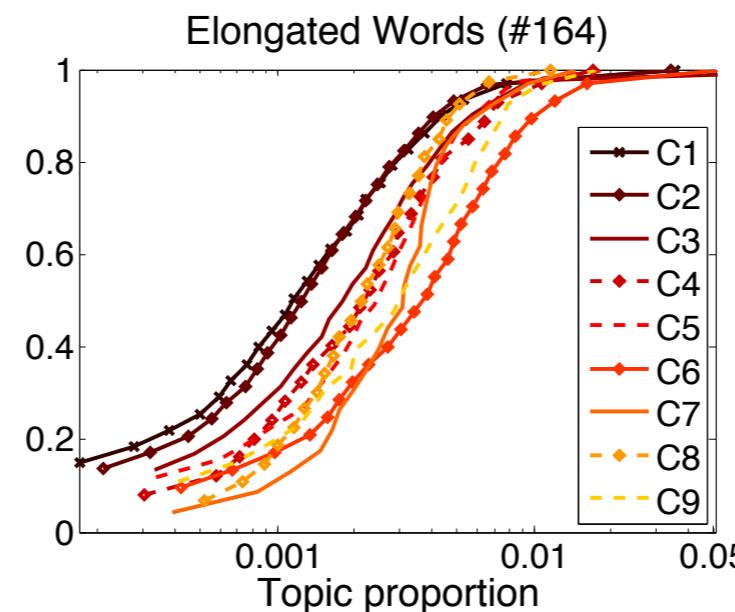
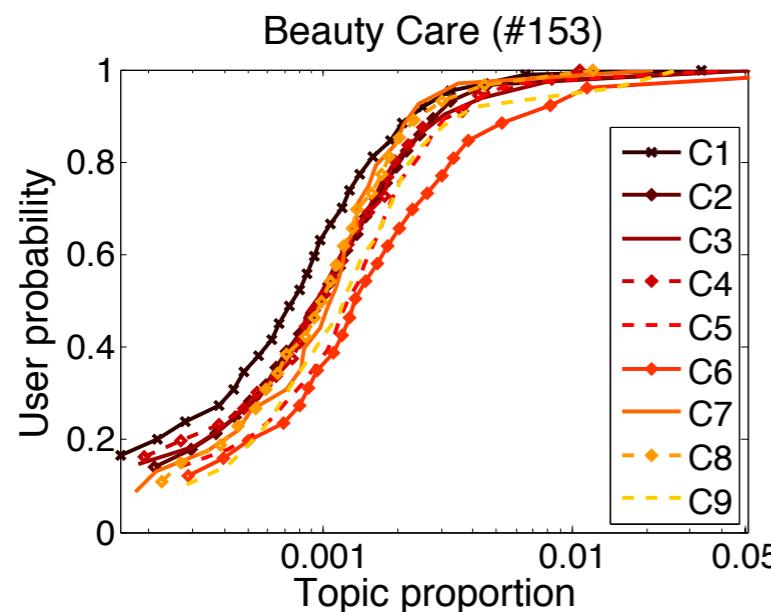
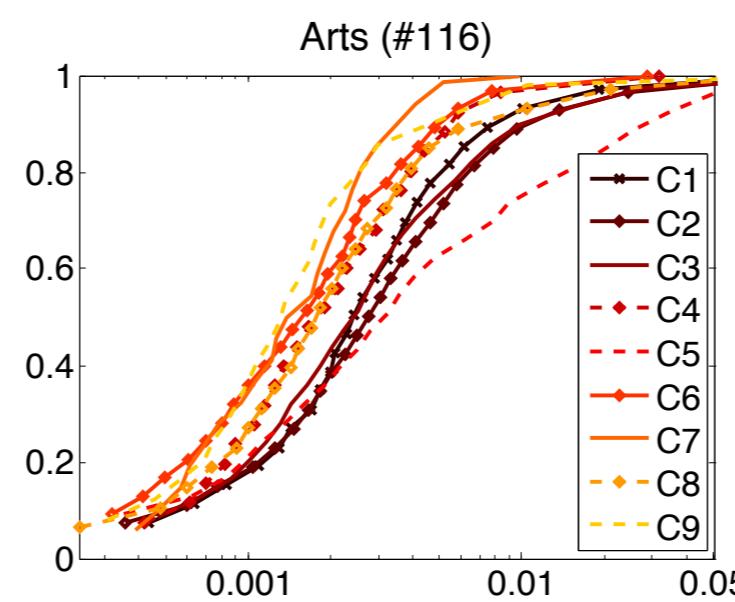
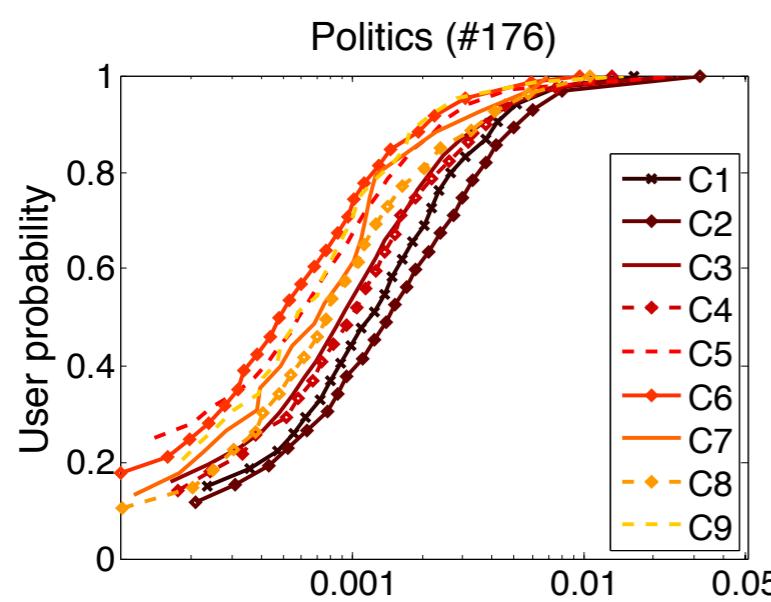
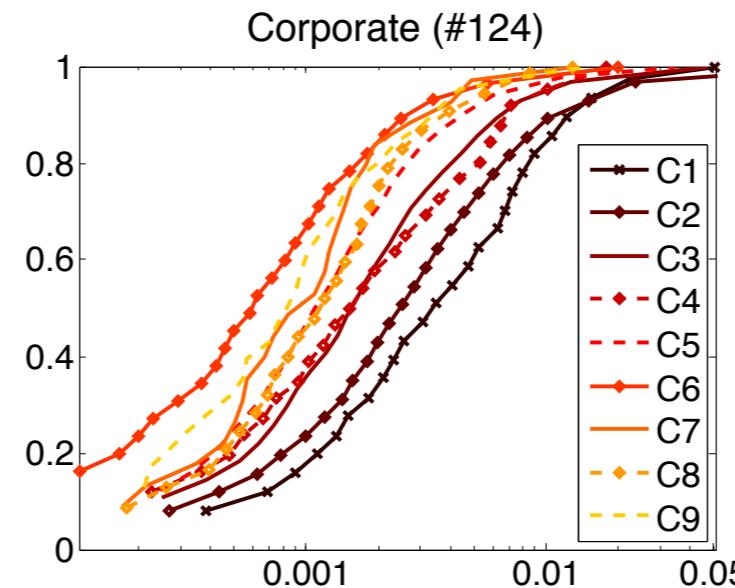
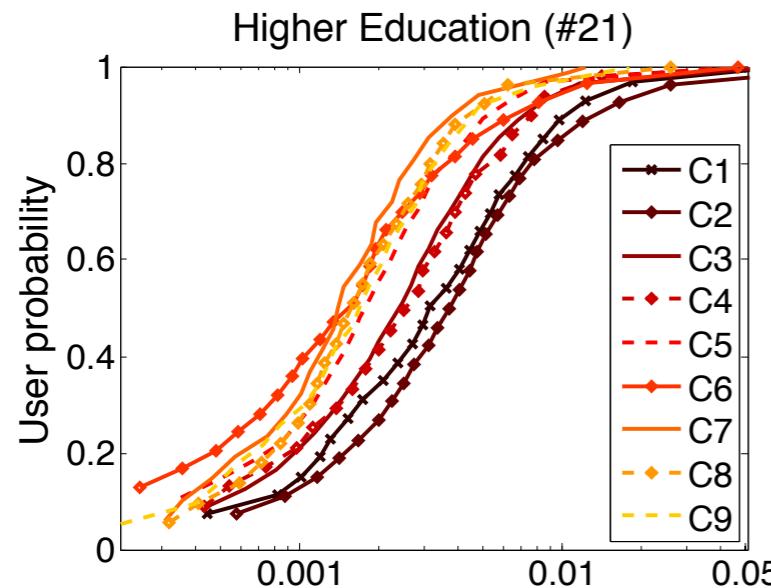
Topic more prevalent in a class (C_1-C_9), if the line leans closer to the bottom-right corner of the plot

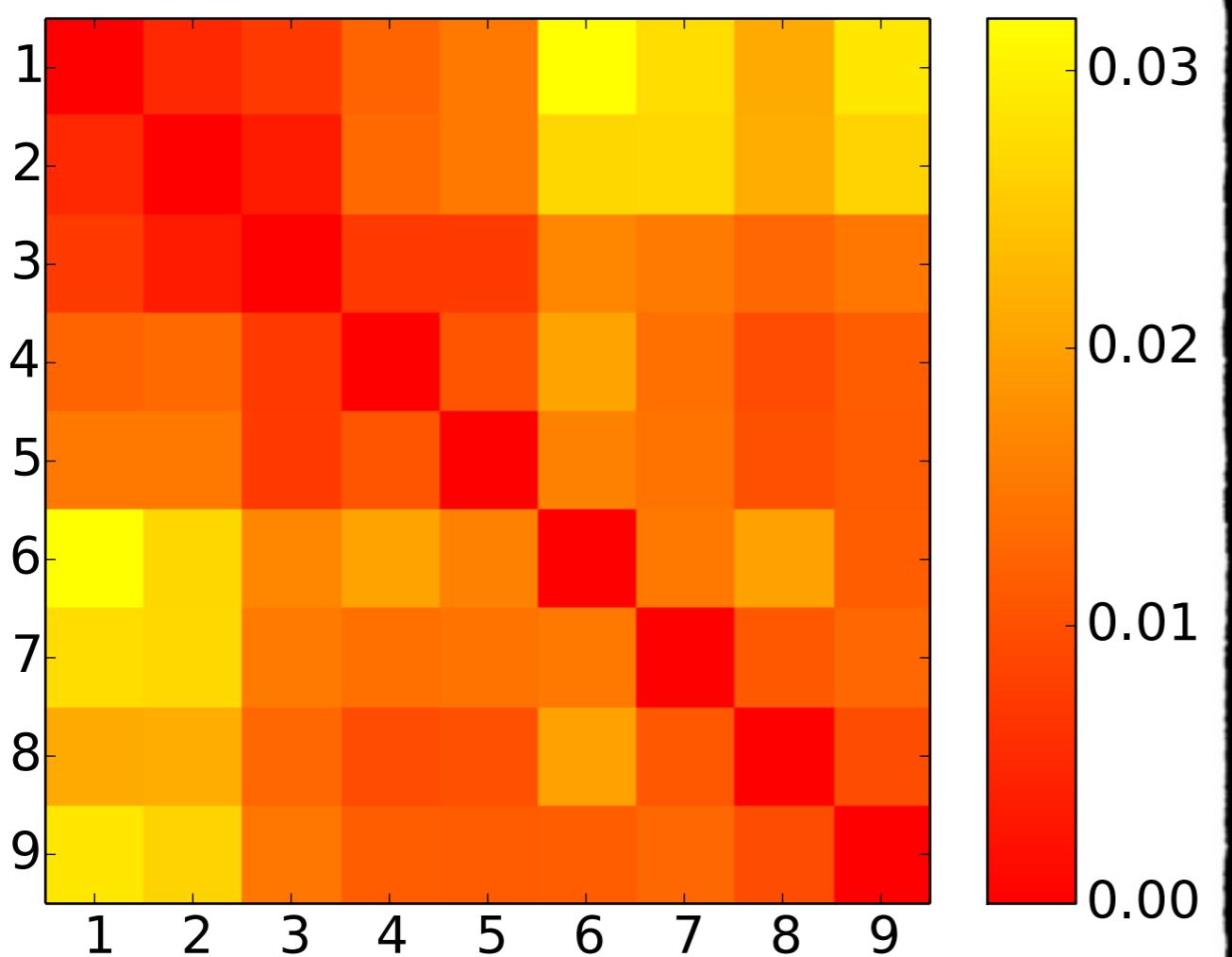
Upper classes

- + Higher Education
- + Corporate
- + Politics

Lower classes

- + Beauty Care
- + Elongated Words





Topics	C 1–2	C 6–9
Arts	4.95	2.79
Health	4.45	2.13
Beauty Care	1.40	2.24
Higher Education	6.04	2.56
Software Engineering	6.31	2.54
Football	0.54	0.52
Corporate	5.15	1.41
Cooking	2.81	2.49
Elongated Words	1.90	3.78
Politics	2.14	1.06

Left: Distance (Jensen-Shannon divergence) between topic distributions for the different occupational classes, depicted on a heatmap

Right: Comparison of mean topic usage between supersets of occupational classes (1-2 vs. 6-9)

concluding...



Extracting interesting concepts from large-scale textual data

Conclusions

Publicly available, **user-generated content** can be used to better understand:

- + ***collective emotion***
- + disease rates or the ***magnitude of some target events***
- + ***voting intentions***
- + ***user attributes*** (impact, occupation)

A number of studies (too many to cite) have attempted different — sometimes improved — approaches on the methods presented here.

Many studies have also explored different data mining scenarios (e.g. infer user gender, financial indices etc.).

Some of the challenges ahead

- + Work closer with domain experts (social scientists to epidemiologists)
 - *e.g. in collaboration with Public Health England we proposed a method for assessing the impact of a health intervention through social media and search query data (Lampos, Yom-Tov, Pebody & Cox, 2015)*
- + Understand better the biases of the online media (when it is desirable to conduct more generic conclusions)
 - *note that sometimes these biases may be a good thing*
- + Attack more interesting (usually more complex) questions
 - *e.g. generalise the inference of offline from online behaviour*
- + Improve on existing methods

Collaborators participating in the work presented today

(*in alphabetical order*)

Alberto Acerbi

Anthropology, Eindhoven University of Technology

Nikolaos Aletras

Natural Language Processing, University College London

Alex Bentley

Anthropology & Archaeology, University of Bristol

Trevor Cohn

Natural Language Processing, University of Melbourne

Nello Cristianini

Artificial Intelligence, University of Bristol

Tijl De Bie

Computational Pattern Analysis, University of Bristol

Philip Garnett

Complex Systems, University of York

Thomas Lansdall-Welfare

Computer Science, University of Bristol

Paul Ormerod

Decision Making and Uncertainty, University College London

Daniel Preotiuc-Pietro

Natural Language Processing, University of Pennsylvania

Extracting interesting concepts from large-scale textual data

Thank you!

slides available at
<http://www.lampos.net/sites/default/files/slides/ACA2015.pdf>



Bonus slides

A horizontal progress bar consisting of a blue rectangular bar with a thin white border, positioned at the bottom right of the slide.

100%

Extracting interesting concepts from large-scale textual data

Training Bilinear Elastic Net (BEN)

BEN's **objective function** →

Biconvex problem

- + fix \mathbf{u} , learn \mathbf{w} and vice versa
- + iterate through convex optimisation tasks

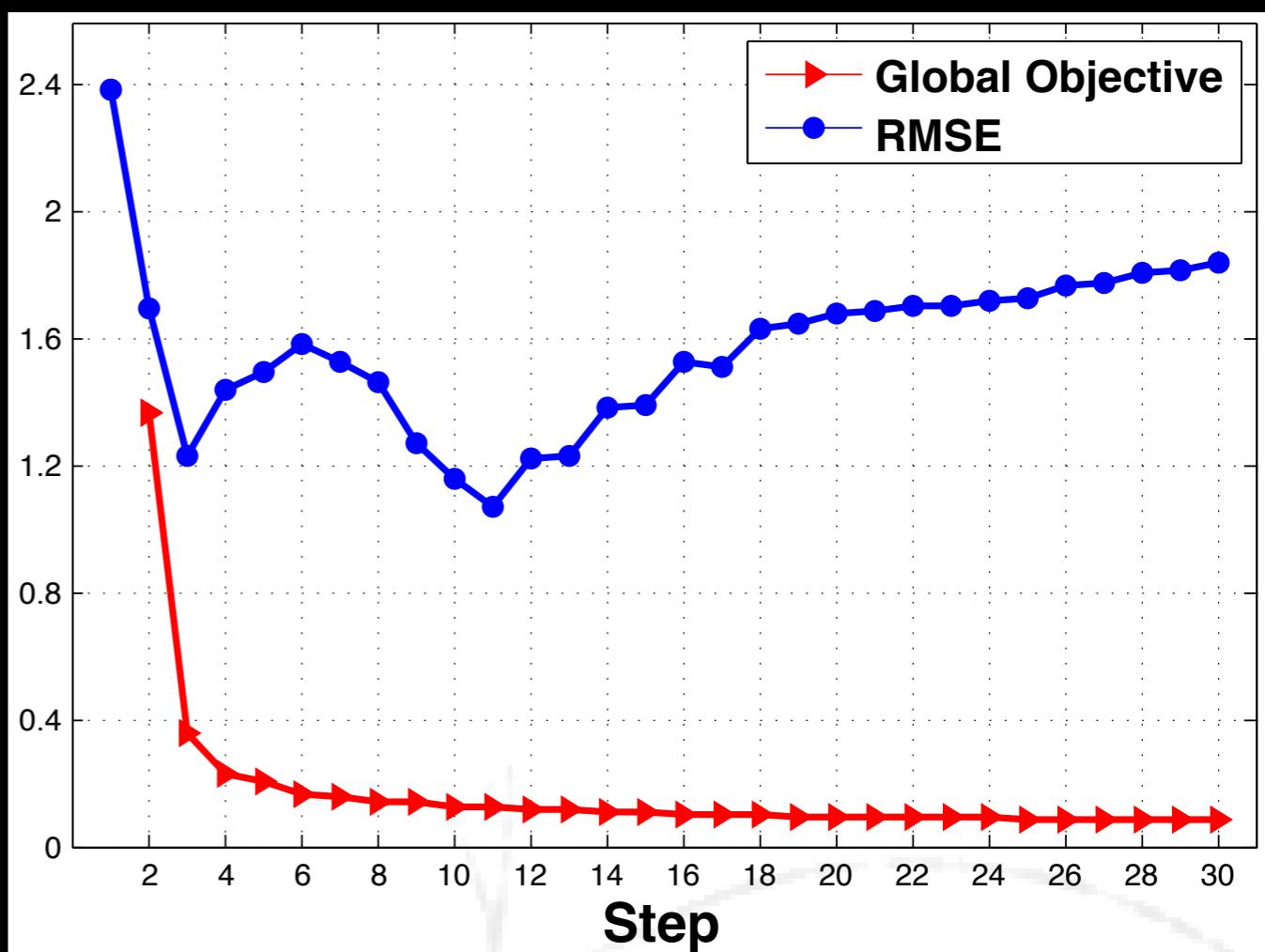
Large-scale solvers available

- + **FISTA** implemented in **SPAMS** library
(*Beck & Teboulle, 2009; Mairal et al., 2010*)

Global objective function
during training (**red**)

Corresponding prediction
error on held out data (**blue**)

$$\begin{aligned} \operatorname{argmin}_{\mathbf{u}, \mathbf{w}, \beta} \left\{ \sum_{i=1}^n \left(\mathbf{u}^T \mathbf{Q}_i \mathbf{w} + \beta - y_i \right)^2 \right. \\ \left. + \lambda_{u_1} \|\mathbf{u}\|_{\ell_2}^2 + \lambda_{u_2} \|\mathbf{u}\|_{\ell_1} \right. \\ \left. + \lambda_{w_1} \|\mathbf{w}\|_{\ell_2}^2 + \lambda_{w_2} \|\mathbf{w}\|_{\ell_1} \right\} \end{aligned}$$



Bilinear modelling of EU unemployment via news summaries



Polarity

Weight

(Lampos et al., 2014)

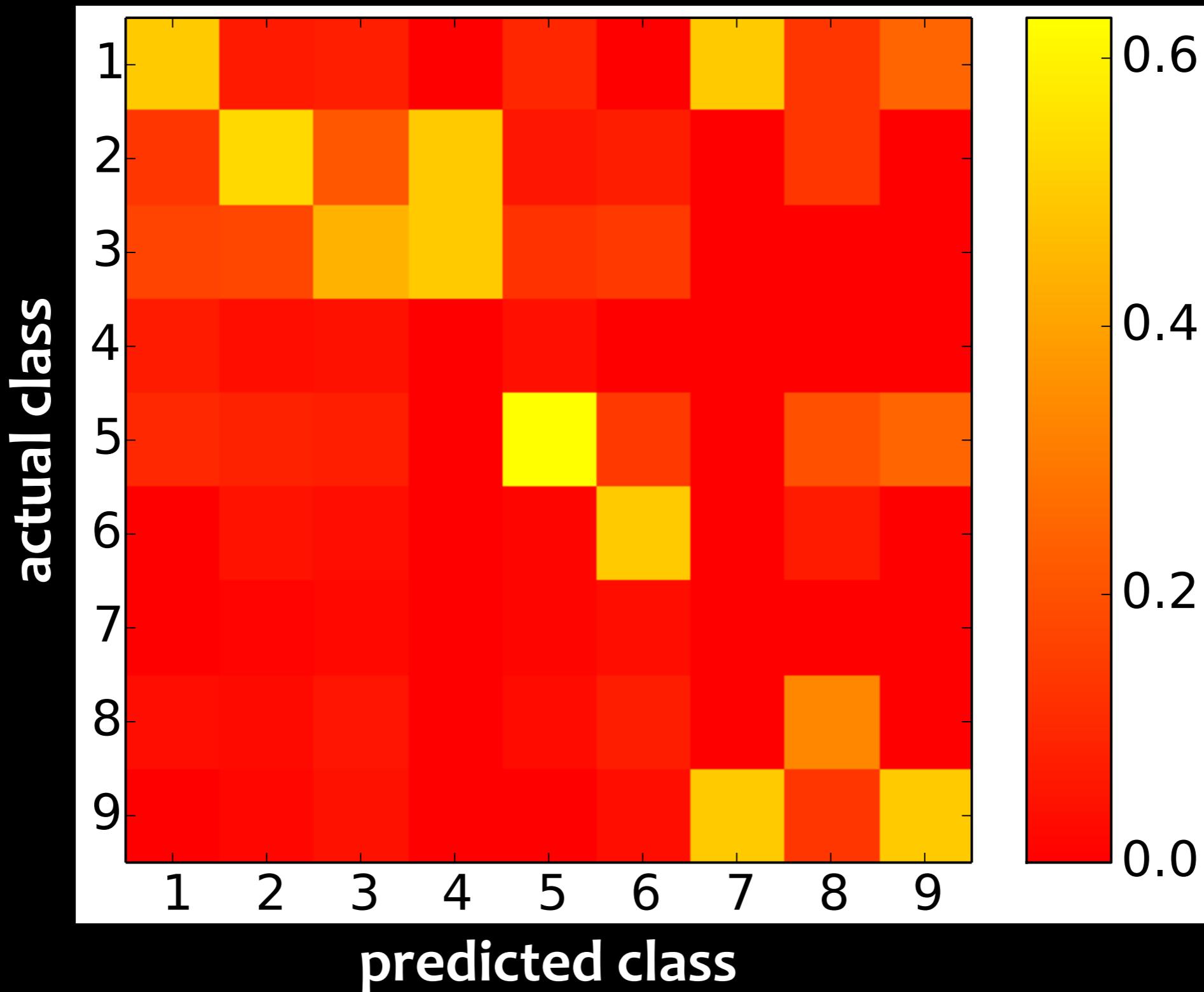
More information about Gaussian Processes

- + non-linear, kernelised, non-parametric, modular
- + applicable in both regression and classification scenarios
- + interpretable

Pointers

- + Book — “*Gaussian Processes for Machine Learning*”
<http://www.gaussianprocess.org/gpml/>
- + Tutorial — “*Gaussian Processes for Natural Language Processing*”
<http://people.eng.unimelb.edu.au/tcohn/tutorial.html>
- + Video-lecture — “*Gaussian Process Basics*”
http://videolectures.net/gpi06_mackay_gpb/
- + Software I — GPML for Octave or MATLAB
<http://www.gaussianprocess.org/gpml/code>
- + Software II — GPy for Python
<http://sheffieldml.github.io/GPy/>

Occupational class (9-way) classification confusion matrix



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