

# Data Mining I

# **Text Mining**





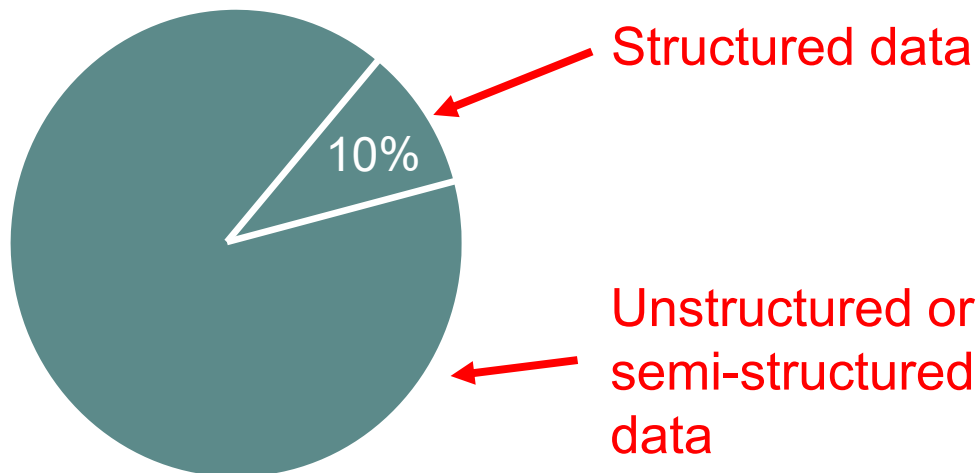
1. What is Text Mining?
2. Text Preprocessing
3. Feature Creation
4. Feature Selection
5. Pattern Discovery



# Motivation for Text Mining

**Approximately 90% of the world's data is held in unstructured formats.**

Source: Oracle Corporation



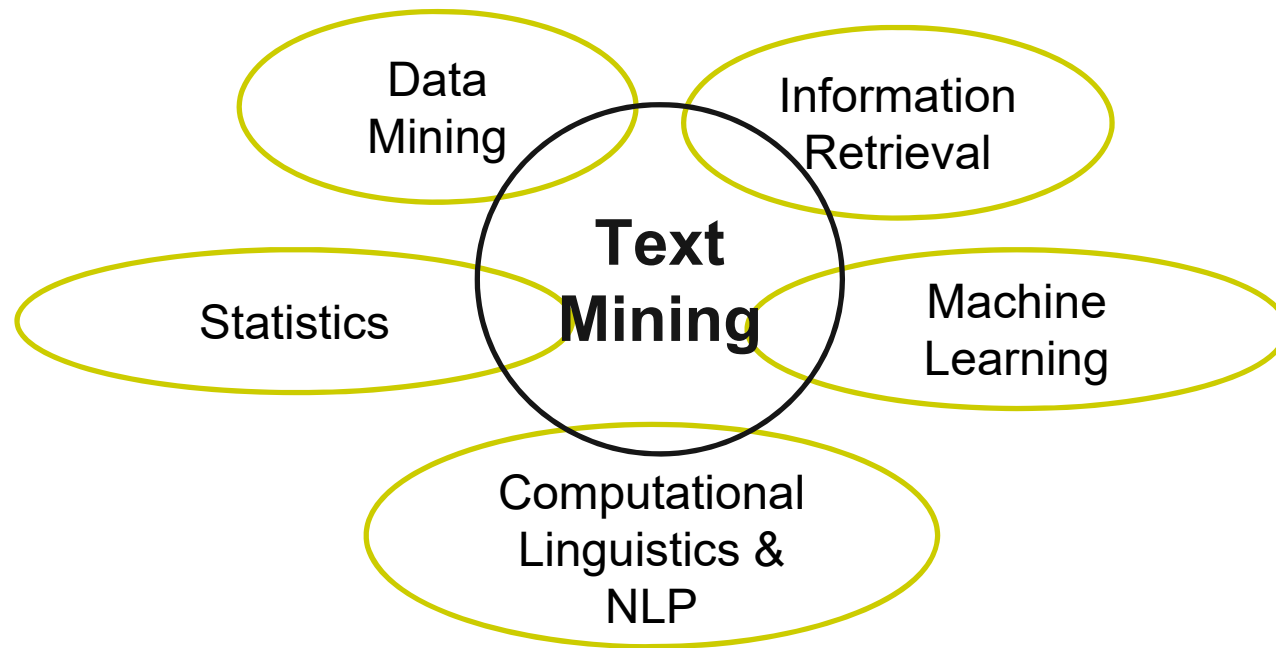
Examples:

- web pages
- emails
- customer complaint letters
- corporate documents
- scientific papers
- books in digital libraries



# Text Mining

The extraction of implicit, **previously unknown** and **potentially useful** information from large amounts of **textual resources**.





# Some Text Mining Applications


1. Classification of news stories or web pages
2. Email and news filtering / SPAM detection
3. Sentiment analysis
4. Clustering documents or web pages
5. Search term auto-completion
6. Information extraction




# Mixture of Document Clustering and Classification

+Chris Search Images Maps Play YouTube Gmail Drive Calendar Translate More ▾


Google

Chris Bizer 1 + Share 



News

U.S. edition ▾ Classic ▾



Top Stories

Jack Lew

Chrome for Android

James Holmes

iPhone5

Miss America pageant

Nokia Lumia

North Korea

Les Miserables

X Factor

Harry Styles

Baden-Württemberg, G...

World

U.S.

Business

Technology

Entertainment

Sports


Science

Health


Spotlight

Top Stories

**WH gun plan: Out-organize the NRA**

Politico - 27 minutes ago 

President Barack Obama is trying an end run around the NRA - rallying groups as varied as churches, medical organizations, retailers and the Rotary Club to build support for new gun regulations.



Politico


Opinion: [The NRA's game plan](#) Chicago Tribune - by [Charles Madigan](#)

In Depth: [Obama gun plan may feature background checks on all buyers](#)


Los Angeles Times

[See realtime coverage »](#)

**Boeing's 787 Dreamliner suffers more mishaps**

USA TODAY - 9 minutes ago 

LONDON - Another two incidents struck Boeing's 787 Dreamliner plane on Friday when an All Nippon Airways aircraft suffered a crack to its windscreen during a flight in Japan and an oil leak was found coming from the engine of a separate plane after it ...




Times of I...

In Depth: [More Problems for Boeing's 787 Surface in Japan](#) New York Times


Wikipedia: [Boeing 787 Dreamliner](#)

[See realtime coverage »](#)

**California school shooter targeted bullies, sheriff says**

Fox News - 12 minutes ago 

TAFT, Calif. - The 16-year-old boy had allegedly wounded the teenager he claimed had bullied him, fired two more rounds at students fleeing their first-period science class, then faced teacher Ryan Heber.



San Franc...

Highly Cited: [Youth fires shotgun at 2 high school students, hits one; suspect in custody](#) CNN International

In Depth: [Sheriff: High school gunman felt he'd been bullied](#) CBS News

Recent

**California school shooter targeted bullies, sheriff says**

Fox News - 12 minutes ago

**International envoy Brahimi holds talks on Syria with top Russian, US officials**

Fox News - 9 minutes ago

**Jimmy Savile scandal: Report reveals extent of abuse**

BBC News - 16 minutes ago


Weather for Mannheim, Germany

Today


Sat

Sun


Mon




37° 30°



37° 30°



37° 28°



36° 27°

[The Weather Channel](#) - [Weather Underground](#) - [AccuWeather](#)

Baden-Württemberg, Germany » - [Change location](#)

[Stuttgart: Slight increase in lease prices](#)

Property Magazine International - Jan 10, 2013

[Eishockey: Adler Mannheim bauen Tabellenführung aus](#)

ZEIT ONLINE - Jan 6, 2013

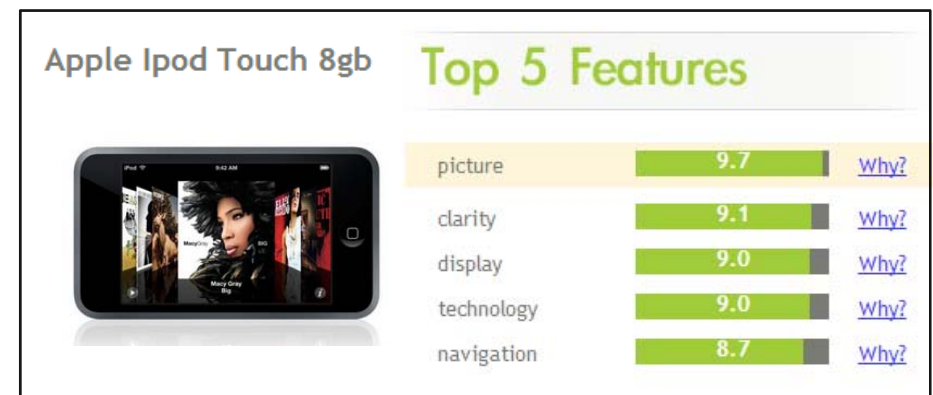
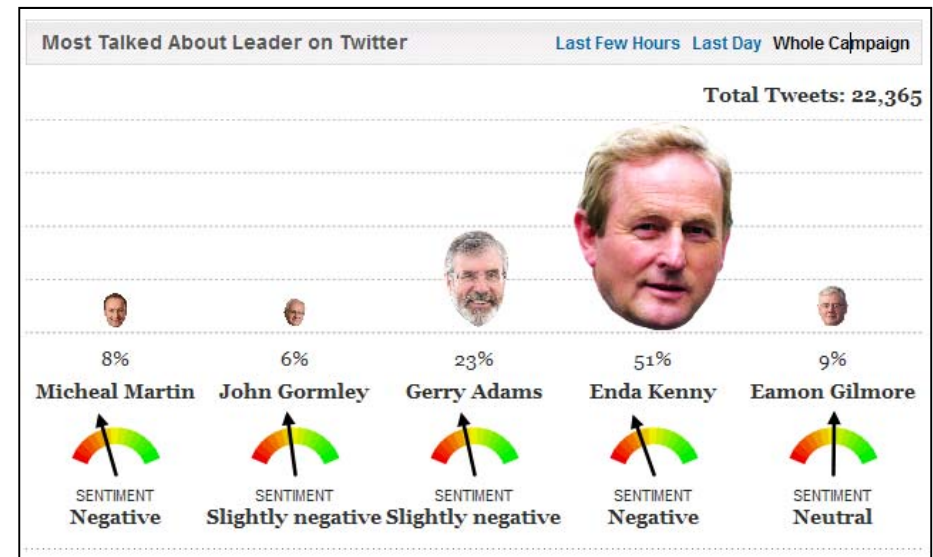
[One dead as helicopter crashes on autobahn](#)

ZEIT ONLINE - Jan 6, 2013



# Sentiment Analysis

- The goal of sentiment analysis is to determine the polarity of a given text at the document, sentence, or feature/aspect level.
- Polarity values
  - positive, neutral, negative
  - likert scale (1 to 10)
- Application examples
  - Document level
    - analysis of tweets about politicians
  - Feature/aspect level
    - analysis of product reviews



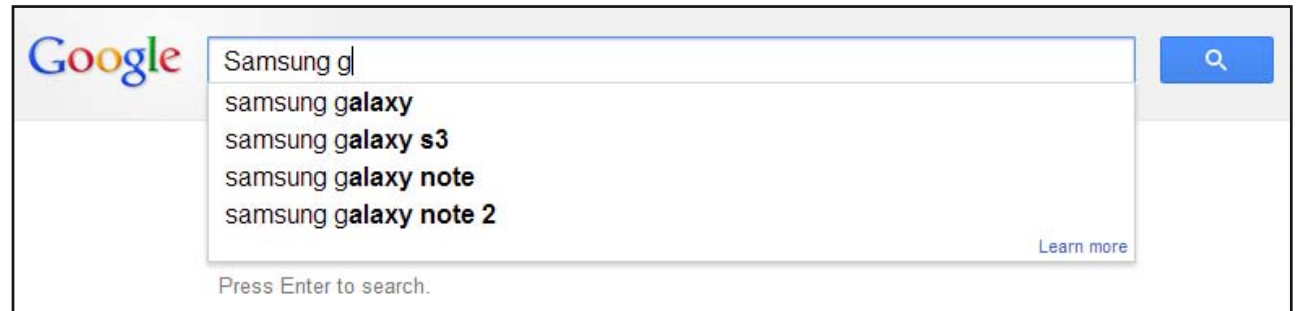


# Search Log Mining

- Analysis of search queries issued by large user communities.

- Applications

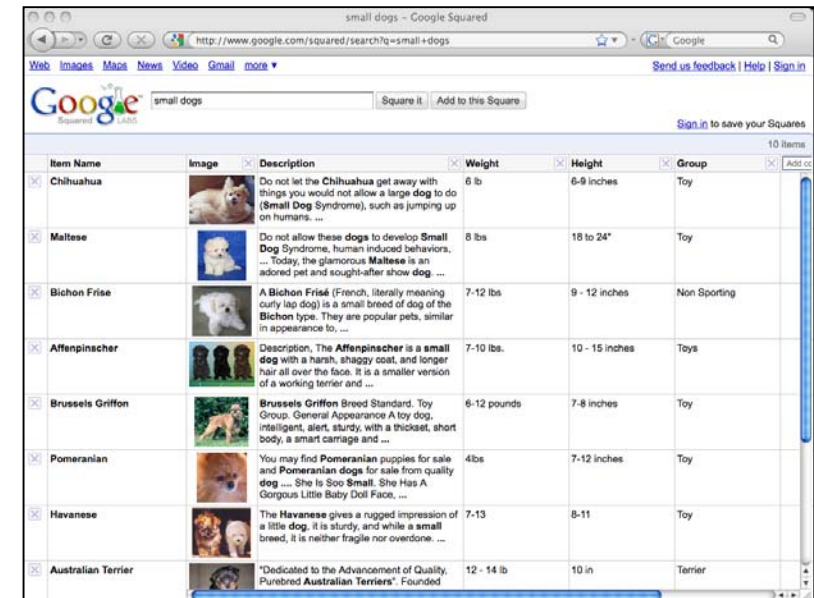
1. Search term auto-completion using association analysis
2. Query topic detection using classification





# Information Extraction

- Information extraction is the task of automatically extracting structured information from unstructured or semi-structured documents.
- Subtasks
  1. Named Entity Recognition and Disambiguation
    - “The parliament in Berlin has decided ...”
    - Which parliament? Which Berlin?
  2. Relationship Extraction
    - PERSON works for ORGANIZATION
    - PERSON located in LOCATION
  3. Fact Extraction
    - CITY has population NUMBER
    - COMPANY has turnover NUMBER [Unit]



small dogs - Google Squared

http://www.google.com/squared/search?q=small+dogs









Web Images Maps News Video Gmail more

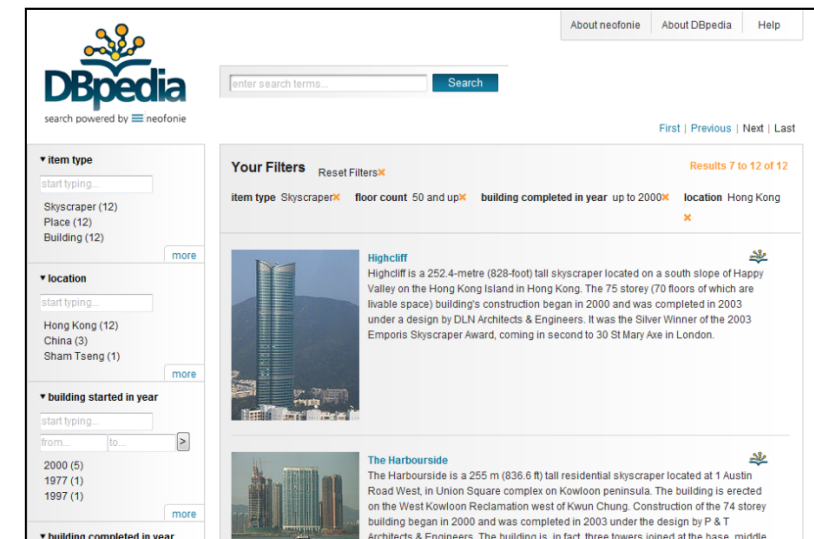
Google Squared LABS

small dogs

Square It Add to this Square

Sign in to save your Squares

Item Name	Image	Description	Weight	Height	Group
Chihuahua		Do not let the Chihuahua get away with things you would not allow a large dog to do (Small Dog Syndrome), such as jumping up on humans. ...	6 lb	6-9 inches	Toy
Maltese		Do not allow these dogs to develop Small Dog Syndrome, human induced behaviors. ... Today, the glamorous Maltese is an adored pet and sought-after show dog. ...	8 lbs	18 to 24"	Toy
Bichon Frise		A Bichon Frisé (French, literally meaning curly lap dog) is a small breed of dog of the Bichon type. They are popular pets, similar in appearance to, ...	7-12 lbs	9 - 12 inches	Non Sporting
Affenpinscher		Description, The Affenpinscher is a small dog with a harsh, shaggy coat, and longer hair all over the face. It is a smaller version of a working terrier and ...	7-10 lbs.	10 - 15 inches	Toys
Brussels Griffon		Brussels Griffon Breed Standard. Toy Group. General Appearance A toy dog, intelligent, alert, sturdy, with a thickset, short body, a smart carriage and ...	6-12 pounds	7-8 inches	Toy
Pomeranian		You may find Pomeranian puppies for sale and Pomeranian dogs for sale from quality dog ... She is Soo Small. She Has A Gorgeous Little Baby Doll Face. ...	4lbs	7-12 inches	Toy
Havanese		The Havanese gives a rugged impression of a little dog. It is sturdy, and while a small breed, it is neither fragile nor overdone. ...	7-13	8-11	Toy
Australian Terrier		"Dedicated to the Advancement of Quality, Purebred Australian Terriers". Founded	12 - 14 lb	10 in	Terrier



DBpedia

search powered by neofonie

About neofonie About DBpedia Help

enter search terms... Search

First | Previous | Next | Last

Results 7 to 12 of 12

Your Filters Reset Filters

item type Skyscraper floor count 50 and up building completed in year up to 2000 location Hong Kong

▼ item type  
start typing...  
Skyscraper (12)  
Place (12)  
Building (12)  
more

▼ location  
start typing...  
Hong Kong (12)  
China (3)  
Sham Tseng (1)  
more

▼ building started in year  
start typing...  
from... to...  
2000 (5)  
1977 (1)  
1997 (1)  
more

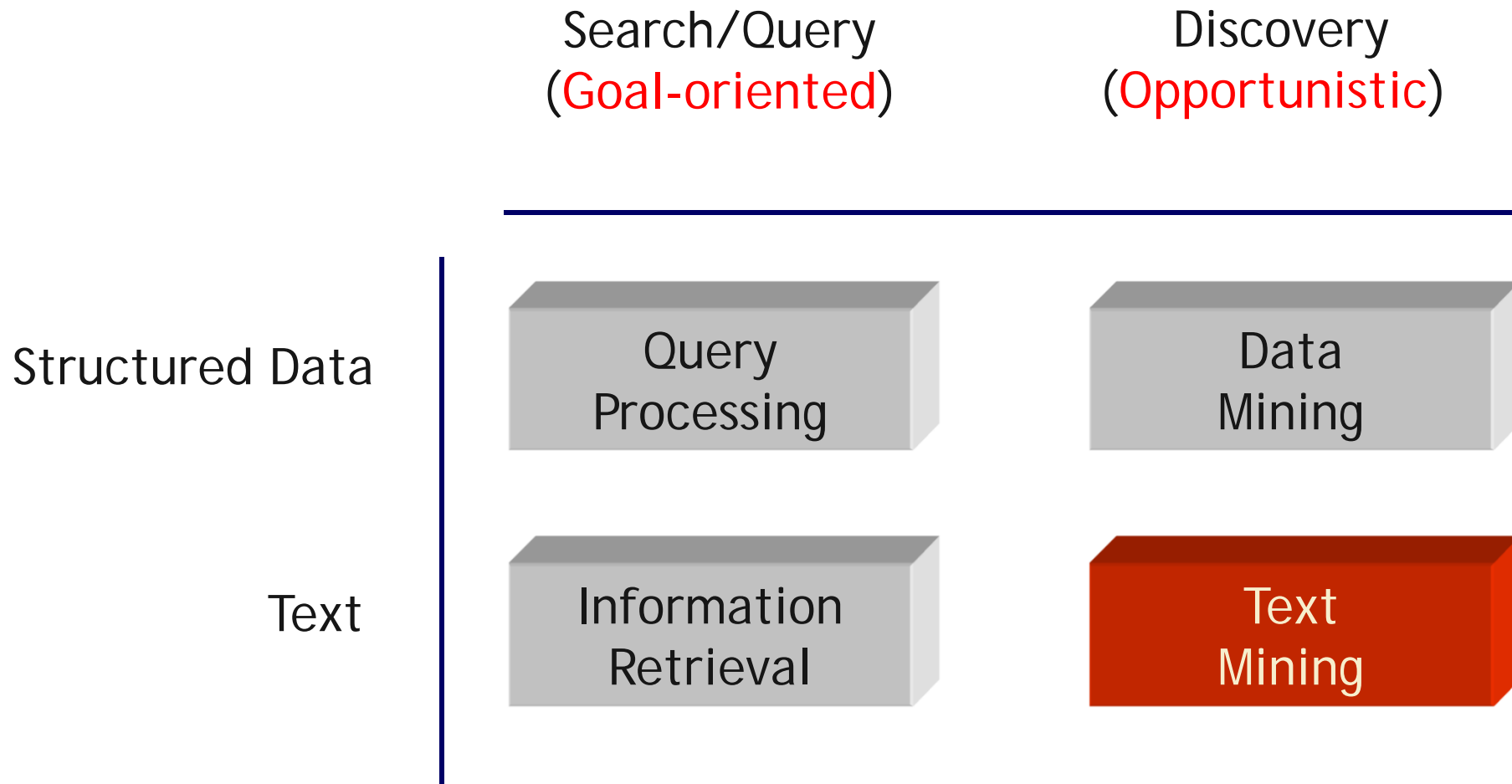
▼ building completed in year

**Highcliff**  
Highcliff is a 252.4-metre (828-foot) tall skyscraper located on a south slope of Happy Valley on the Hong Kong Island in Hong Kong. The 75 storey (70 floors of which are livable space) building's construction began in 2000 and was completed in 2003 under a design by DLN Architects & Engineers. It was the Silver Winner of the 2003 Emporis Skyscraper Award, coming in second to 30 St Mary Axe in London.

**The Harbourside**  
The Harbourside is a 255 m (836 ft) tall residential skyscraper located at 1 Austin Road West, in Union Square complex on Kowloon peninsula. The building is erected on the West Kowloon Reclamation west of Kwan Chung. Construction of the 74 storey building began in 2000 and was completed in 2003 under the design by P & T Architects & Engineers. The building is, in fact, three towers joined at the base, middle



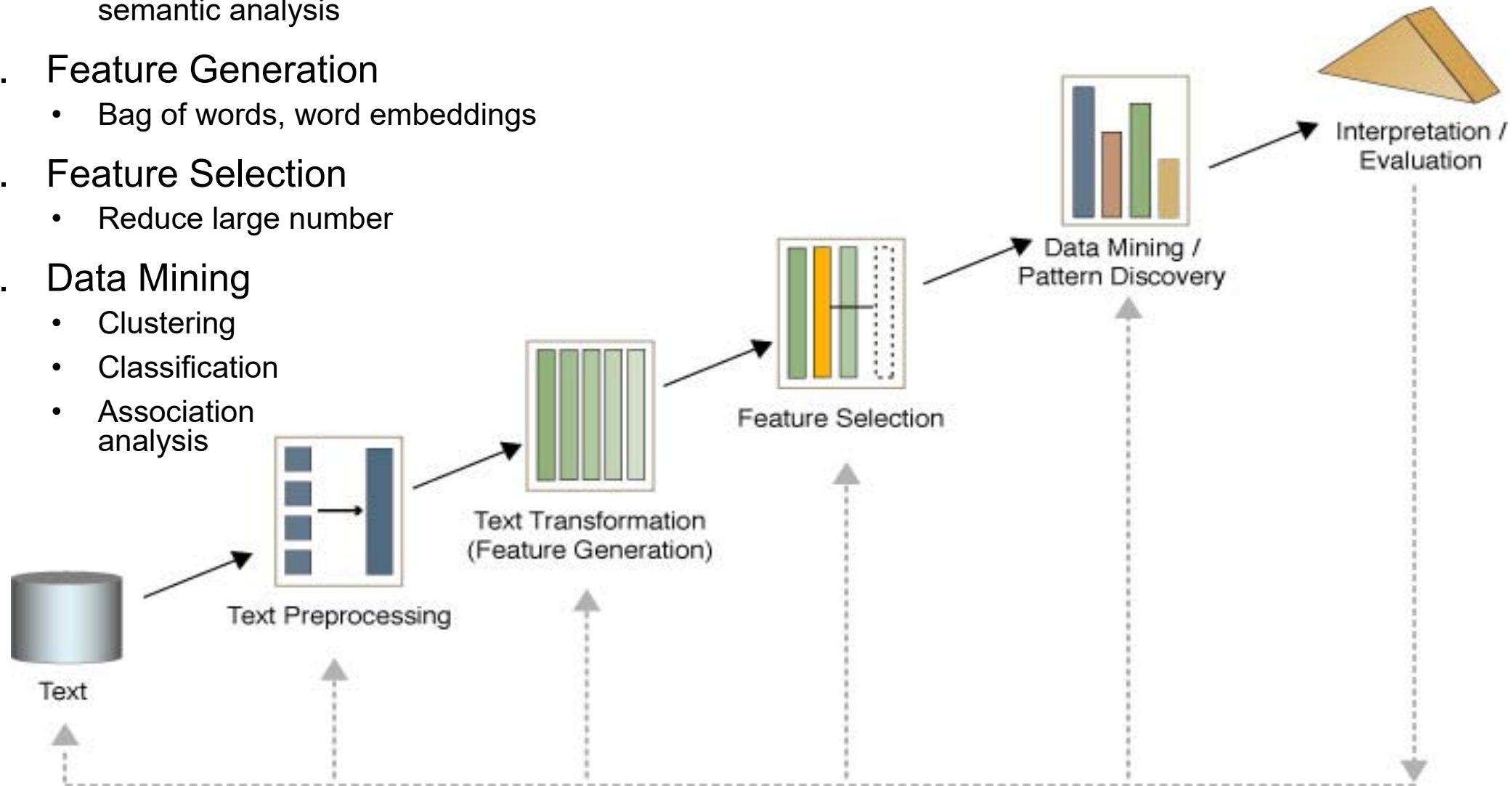
# Search versus Discovery





# The Text Mining Process

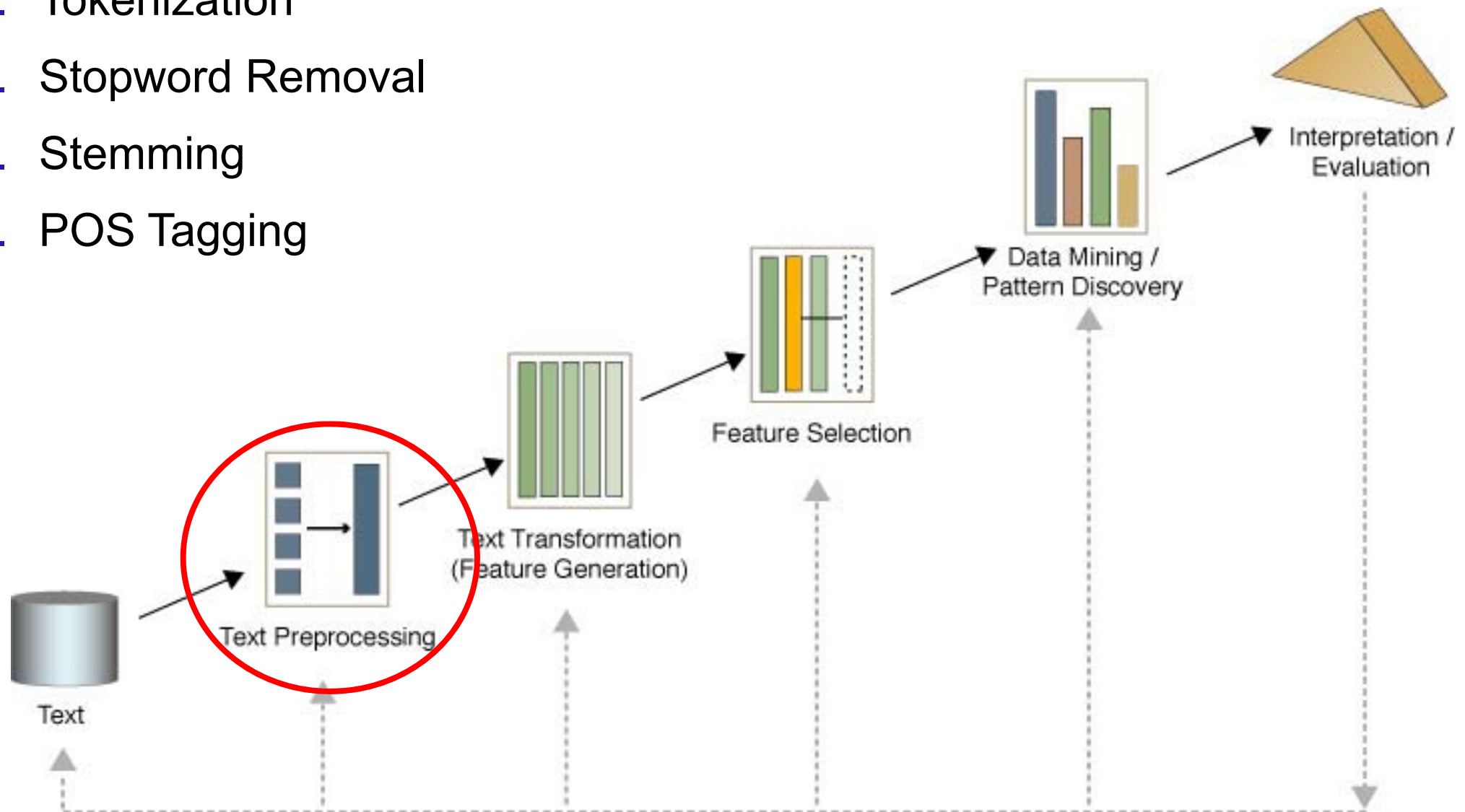
1. Text Preprocessing
  - Syntactic and/or semantic analysis
2. Feature Generation
  - Bag of words, word embeddings
3. Feature Selection
  - Reduce large number
4. Data Mining
  - Clustering
  - Classification
  - Association analysis





## 2. Text Preprocessing

1. Tokenization
2. Stopword Removal
3. Stemming
4. POS Tagging





# Syntactic and Linguistic Text Preprocessing

## – Simple Syntactic Processing

- Text Cleanup (remove punctuation and HTML tags)
- Tokenization (break text into single words or N-grams)

## – Advanced Linguistic Processing

### • Word Sense Disambiguation

- Determine which sense a word is having.
- Normalize synonyms (United States, USA, US)
- Normalize pronouns (he, she, it)

### • Part Of Speech (POS) Tagging

- Parse sentences according to grammar
- Determine function of each term
- e.g. John (noun) gave (verb) the (det) ball (noun).



# Stopword Removal

- Many of the most frequently used words in English are likely to be **useless** for text mining.
- These words are called **Stopwords**.
  - examples: the, of, and, to, an, is, that, ...
  - typically text contains about 400 to 500 such words
  - for an application, an additional domain specific stopwords list may be constructed
- Why should we remove stopwords?
  - Reduce data set size
    - stopwords account for 20-30% of total word count
  - Improve effectivity of text mining methods
    - stopwords may confuse the mining algorithm



# More Examples of Stopwords

a about above across after again against all almost alone along already **also** although always am among an and another any anybody anyone anything anywhere are area areas aren't around as ask asked asking asks at away b back backed backing backs be became because become becomes been **before** began behind being beings below best better between big both but by c came can cannot can't case cases certain certainly clear clearly come could couldn't d did didn't differ different differently do does doesn't doing done don't down downed downing downs during e each early either end ended ending ends enough even evenly ever every everybody everyone everything everywhere f face faces fact facts far felt few find finds first **for** four from full fully further furthered furthering furthers g gave general generally get gets give given gives go going good goods got great greater greatest group grouped grouping groups h had hadn't has hasn't have haven't having he he'd he'll her here here's hers herself he's high higher highest him himself his how however how's i i'd if i'll i'm important in interest interested interesting interests into is isn't it **its** it's itself i've j just k keep keeps kind knew know known knows l large largely last later latest least less let lets let's like likely long longer longest m **made** make making man many may me member members men might more most mostly mr mrs much must mustn't my myself n necessary need needed needing needs never new newer newest next no nobody non noone nor not nothing now nowhere number numbers o of off often old older oldest on once **one** only open opened opening opens or order ordered ordering orders other others ought our ours ourselves out over own p part parted parting parts per perhaps place places point pointed pointing points possible present presented presenting presents problem problems put puts q quite r rather really right room rooms s **said** same saw say says second seconds see seem seemed seeming seems sees several shall shan't she she'd she'll she's should shouldn't show showed showing shows side sides since small smaller smallest so some somebody someone something somewhere state states still such sure t take taken than that that's **the** their theirs them themselves then there therefore there's these they they'd they'll they're they've thing things think thinks this those though thought thoughts three through thus to today together too took toward turn turned turning turns two u under until up upon us use used uses v very w want wanted wanting wants **was** wasn't way ways we we'd well we'll wells went **were** we're weren't we've what what's when when's where where's whether which while who whole whom who's whose why why's will with within without won't work worked working works would wouldn't x y year years yes yet you you'd you'll



# Stemming

- Techniques to find the **stem of a word**.
  - Words: User, users, used, using → Stem: use
  - Words: Engineering, engineered → Stem: engineer
- Usefulness for Text Mining
  - improve effectivity of text mining methods
    - matching of similar words
  - reduce term vector size
    - combining words with same stem may reduce the term vector as much as 40-50%.



# Some Basic Stemming Rules

## – remove endings

- if a word ends with a consonant other than s, followed by an s, then delete s.
- if a word ends in es, drop the s.
- if a word ends in ing, delete the ing unless the remaining word consists only of one letter or of th.
- If a word ends with ed, preceded by a consonant, delete the ed unless this leaves only a single letter.
- .....

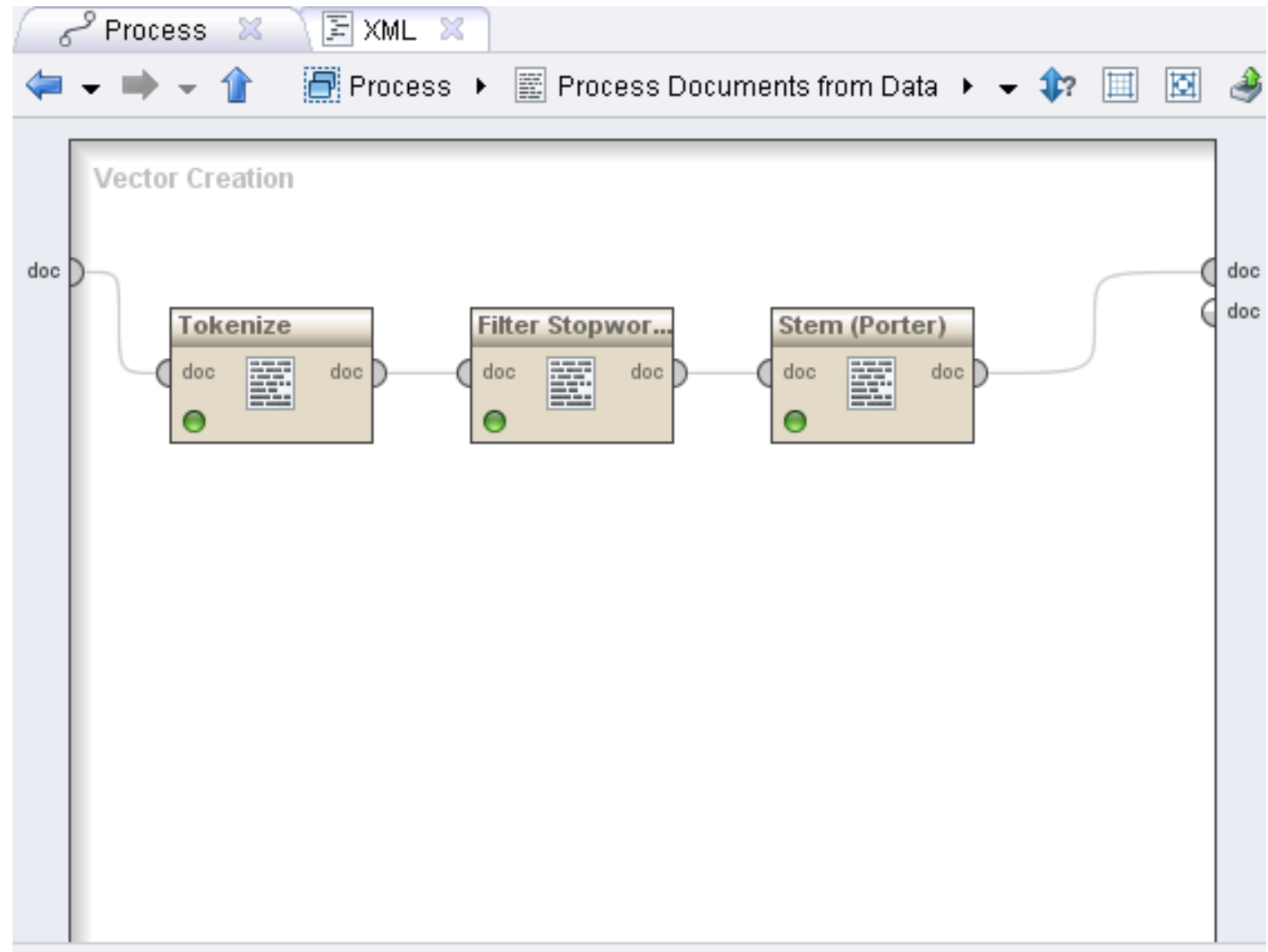
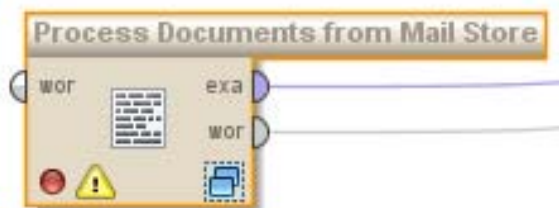
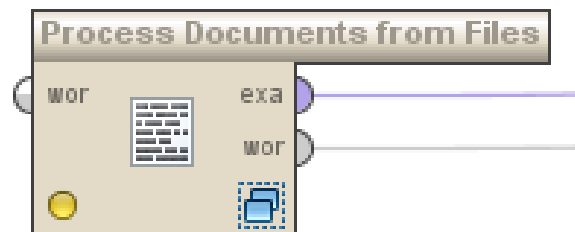
## – transform words

- if a word ends with “ies” but not “eies” or “aies” then “ies → y.”



# Preprocessing Operators in RapidMiner

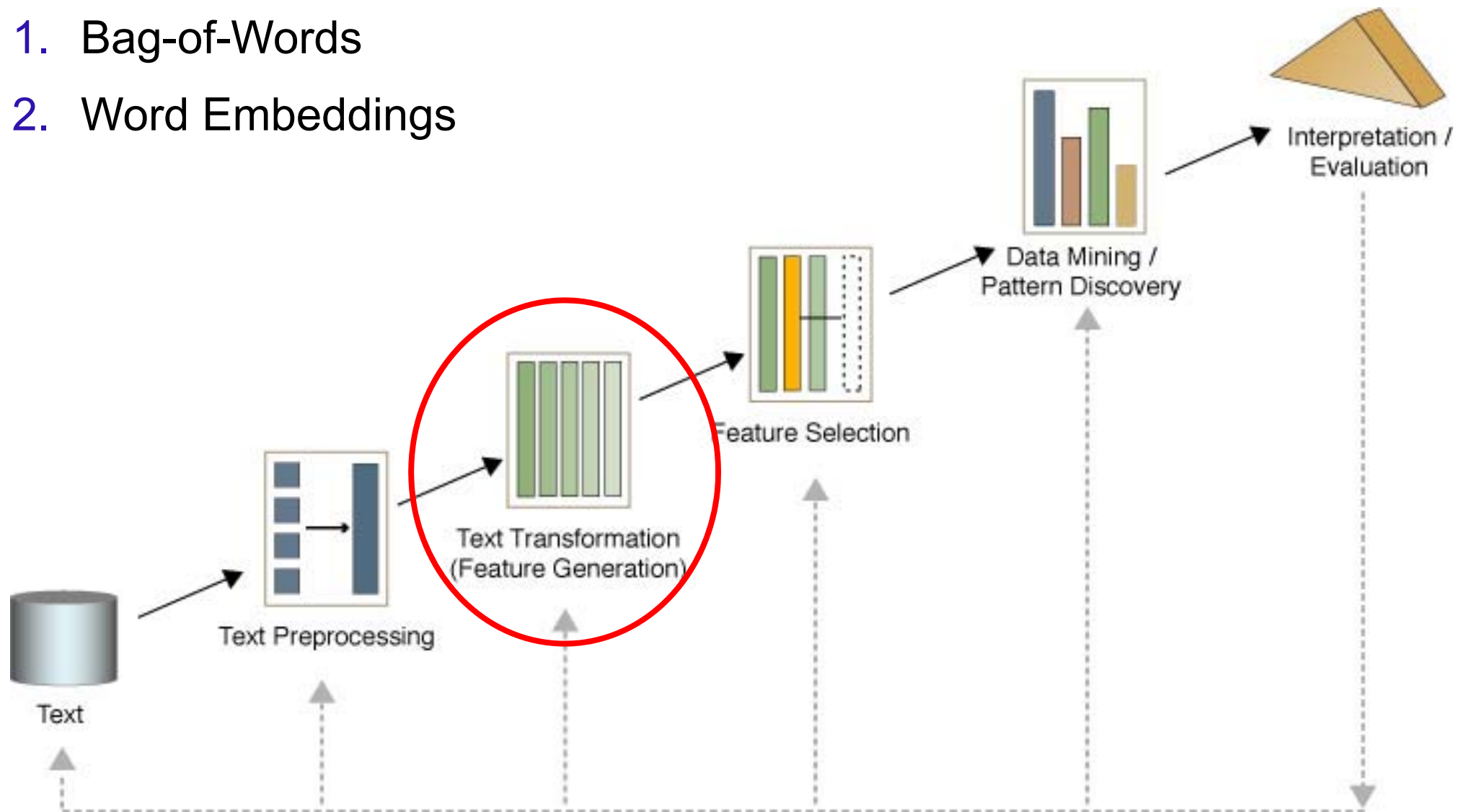
- To use the operators, you need to install the **Text Processing Extension** first.





# 3. Feature Generation

1. Bag-of-Words
2. Word Embeddings





# Bag-of-Words: The Term-Document Matrix

Term	Dokument																				Σ
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
oil	5	12	2	1	1	7	3	3	5	9	5	4	5	4	3	4	5	3	3	1	85
price	5	6	2	2	0	8	1	2	2	10	5	1	5	2	0	3	3	3	3	0	63
opec	0	15	0	0	0	8	1	2	2	6	5	2	2	4	0	0	0	0	0	0	47
mln	0	4	0	0	2	4	1	0	0	3	9	0	0	0	0	3	3	0	0	2	31
market	2	5	0	0	0	3	0	2	0	10	1	2	2	0	0	0	0	0	3	0	30
barrel	2	0	1	1	0	4	0	0	1	3	3	0	1	1	0	3	3	1	0	2	26
bpd	0	4	0	0	0	7	0	0	0	2	8	0	0	2	0	0	0	0	0	0	23
dls	2	0	1	2	2	2	1	0	0	4	2	0	0	0	0	1	1	5	0	0	23
crude	2	0	2	3	0	2	0	0	0	0	5	2	0	2	0	0	0	2	0	1	21
saudi	0	0	0	0	0	0	0	1	0	5	7	1	4	0	0	0	0	0	0	0	18
kuwait	0	0	0	0	0	10	0	1	0	3	0	1	0	2	0	0	0	0	0	0	17
offici	0	0	0	0	0	5	1	1	0	1	4	3	1	0	0	0	0	0	1	0	17
meet	0	6	0	0	0	3	0	1	0	1	0	1	0	2	0	0	0	0	0	0	14
pct	0	0	0	0	2	0	2	2	2	1	0	0	1	0	0	1	1	0	0	2	14
product	1	6	0	0	0	1	0	0	0	0	4	0	0	0	0	0	0	0	0	1	13
accord	0	0	0	0	0	0	0	0	0	5	1	0	2	0	0	0	0	0	4	0	12
futur	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1	0	9	0	12
minist	0	0	0	0	0	3	0	0	1	3	1	2	1	1	0	0	0	0	0	0	12
govern	0	0	0	0	0	0	5	0	6	0	0	0	0	0	0	0	0	0	0	0	11
month	0	1	0	0	0	2	2	0	1	0	5	0	0	0	0	0	0	0	0	0	11
report	0	1	0	0	0	1	8	0	0	0	0	1	0	0	0	0	0	0	0	0	11
sheikh	0	0	0	0	0	3	0	0	5	2	0	0	0	1	0	0	0	0	0	0	11
industri	0	2	0	0	0	1	1	1	1	0	0	0	0	0	0	1	2	0	1	0	10
produc	0	0	0	0	0	4	1	1	0	3	0	0	0	0	0	0	0	0	0	1	10
quota	0	2	0	0	0	4	0	0	1	1	1	0	0	1	0	0	0	0	0	0	10
reserv	0	0	0	0	3	0	0	0	1	0	0	0	0	0	0	3	3	0	0	0	10
world	0	1	0	0	0	1	3	0	1	1	0	0	1	1	0	0	0	0	1	0	10
.																					
.																					
.																					
Σ	48	204	34	39	46	219	219	73	161	180	208	57	61	54	56	68	89	44	147	32	2039



# Bag-of-Words: Feature Generation

- Document is treated as a **bag of words** (or terms)
  - each word/term becomes a feature
  - order of words/terms is ignored
- Each document is represented by a vector
- Different techniques for vector creation:
  1. **Binary Term Occurrence**: Boolean attributes describe whether or not a term appears in the document
  2. **Term Occurrence**: Number of occurrences of a term in the document (problematic if documents have different length)
  3. **Terms Frequency**: Attributes represent the frequency in which a term appears in the document (number of occurrences / number of words in document)
  4. **TF-IDF**: see next slide



# The TF-IDF Term Weighting Scheme

- The TF-IDF weight (term frequency–inverse document frequency) is used to evaluate how important a word is to a corpus of documents.

- TF: Term Frequency (see last slide)
- IDF: Inverse Document Frequency.

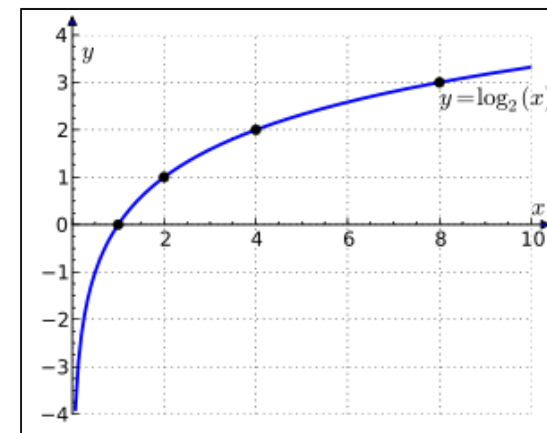
$N$ : total number of docs in corpus

$df_i$ : the number of docs in which  $t_i$  appears

$$w_{ij} = tf_{ij} \times idf_i.$$

$$idf_i = \log \frac{N}{df_i}$$

- Gives more weight to rare words.
- Give less weight to common words (domain-specific stopwords).





# Feature Generation in RapidMiner

## 1. Specify files to process

The screenshot displays the RapidMiner software interface. On the left, a workflow diagram shows a 'Process Documents from Files' operator connected to a 'Validation' operator. The 'Process Documents from Files' operator is highlighted with a red box. On the right, the configuration panel for this operator is shown. It includes fields for 'text directories', 'file pattern', 'encoding', and 'vector creation'. The 'vector creation' dropdown menu is open, showing options: 'TF-IDF', 'Term Frequency', 'Term Occurrences', and 'Binary Term Occurrences'. A red arrow points from the text '1. Specify files to process' to the 'Edit List (3)...' button in the 'text directories' field. Another red arrow points from the text '2. Select feature generation method' to the 'vector creation' dropdown menu.

**2. Select feature generation method**

**Process Documents from Files**

text directories [Edit List \(3\)...](#)

file pattern \*

☒ extract text only

☒ use file extension as type

encoding SYSTEM

☒ create word vector

vector creation

☒ add meta information

☐ keep text

TF-IDF

TF-IDF

Term Frequency

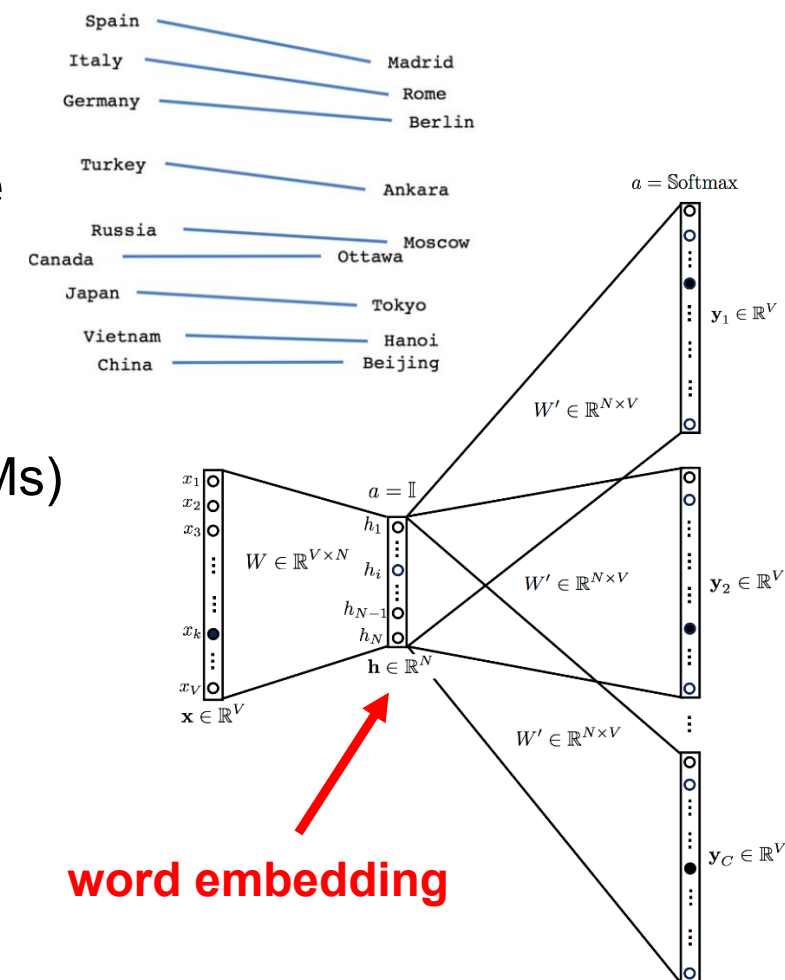
Term Occurrences

Binary Term Occurrences



# Word Embeddings

- Embeddings represent words not as a single number in a word vector (one-hot representation) but represent each word as a vector of real numbers (**distributed representation**), e.g. 50 to 300 numbers
- Embeddings are chosen in a way that **semantically related words** (e.g. dog, puppy) end up at similar locations in the vector space
  - thus, embeddings can deal better with synonyms and related terms than bag-of-words vectors
  - embeddings are compared using cosine, word movers distance, or neural nets (RNNs, LSTMs)
- Embeddings are calculated based on the assumption that similar words appear in similar contexts (**distributional similarity**).
  - skip-gram approach used by Word2Vec: Predict context words for each word using a neural net





# Embedding Methods and Pretrained Models

- Well known embedding methods
  - **Word2Vec** (Google)
  - **GloVe** (Stanford NLP Group)
  - **fastText** (Facebook AI Research)
- Pretrained embeddings can be downloaded
  - GloVe: trained on Common Crawl, Wikipedia, and Tweets
  - fastText: embeddings for 294 languages
- Using Embeddings
  - **RapidMiner**: Word2Vec extension on marketplace
  - **Python**: Gensim offers Word2Vec implementation

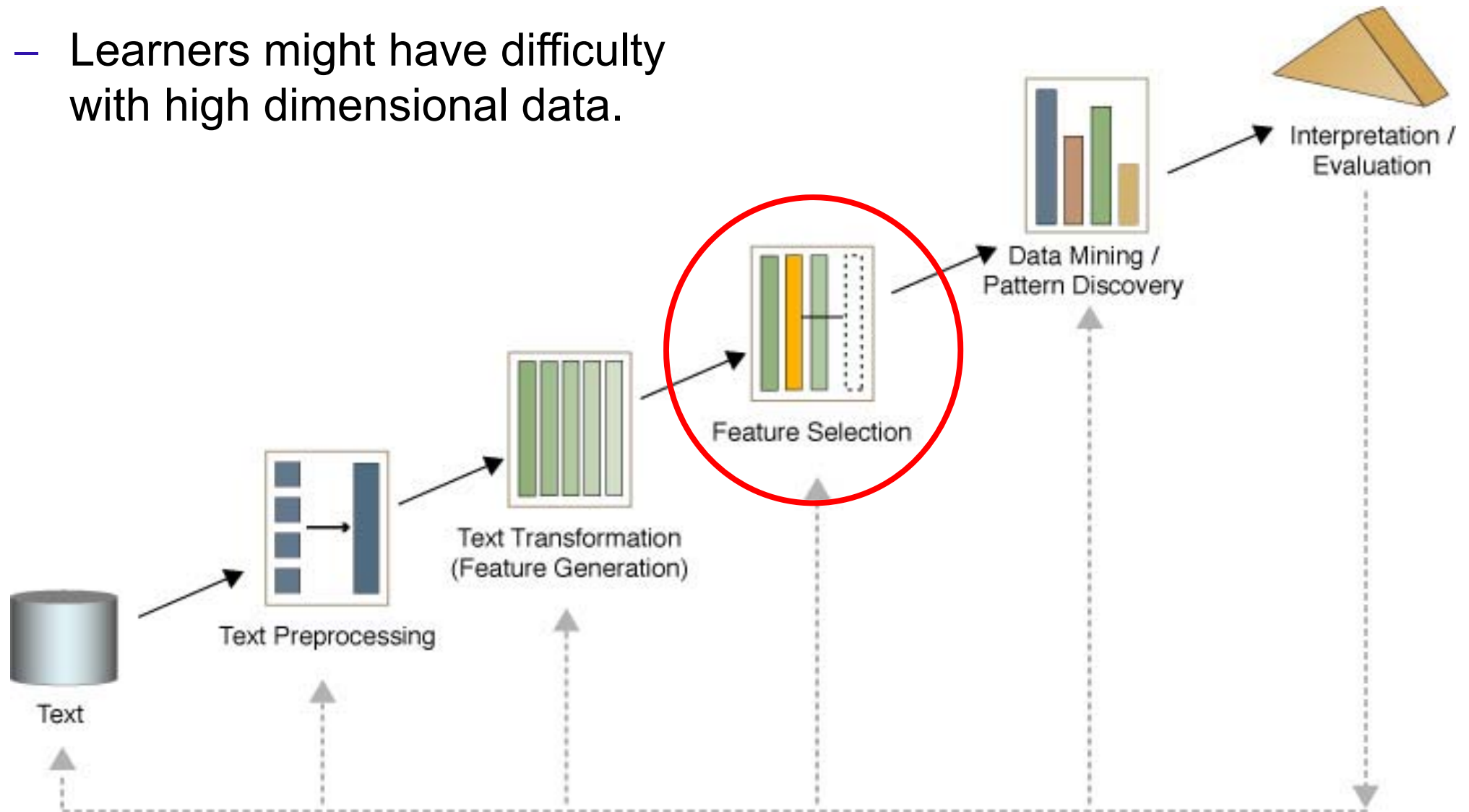
GloVe 50 embedding of the word **the** pretrained on Common Crawl

```
the
0.418 0.24968 -0.41242 0.1217
0.34527 -0.044457 -0.49688 -
0.17862 -0.00066023 -0.6566
0.27843 -0.14767 -0.55677 0.14658
-0.0095095 0.011658 0.10204 -
0.12792 -0.8443 -0.12181 -
0.016801 -0.33279 -0.1552 -
0.23131 -0.19181 -1.8823 -0.76746
0.099051 -0.42125 -0.19526 4.0071
-0.18594 -0.52287 -0.31681
0.00059213 0.0074449 0.17778 -
0.15897 0.012041 -0.054223 -
0.29871 -0.15749 -0.34758 -
0.045637 -0.44251 0.18785
0.0027849 -0.18411 -0.11514 -
0.78581
```



## 4. Feature Selection

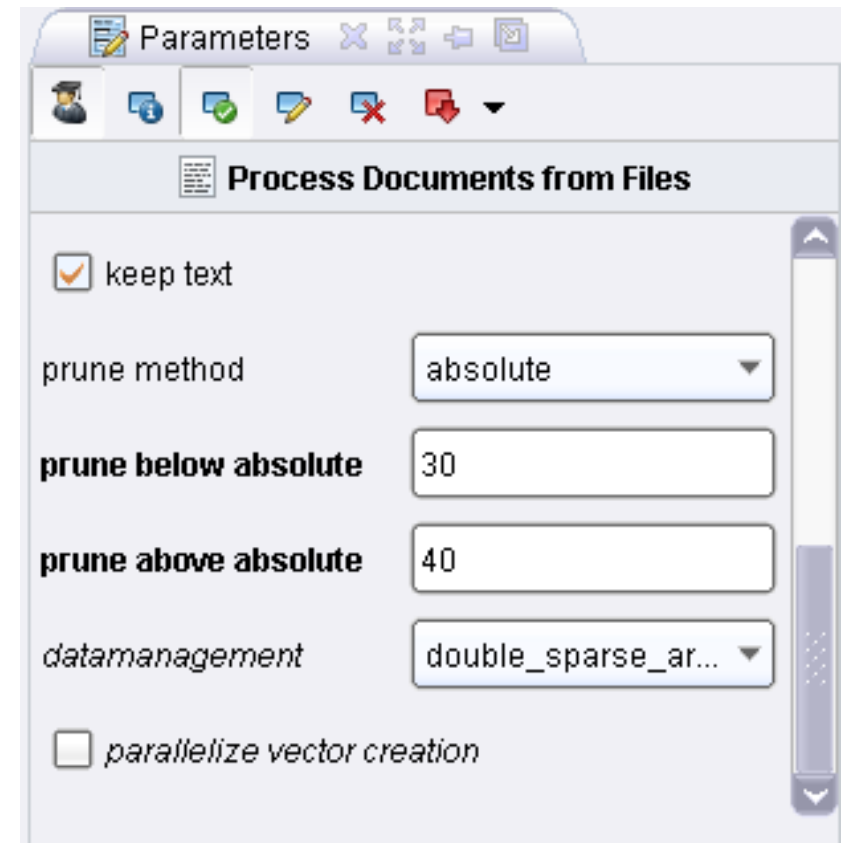
- Not all features help!
- Learners might have difficulty with high dimensional data.





# Pruning Document Vectors in RapidMiner

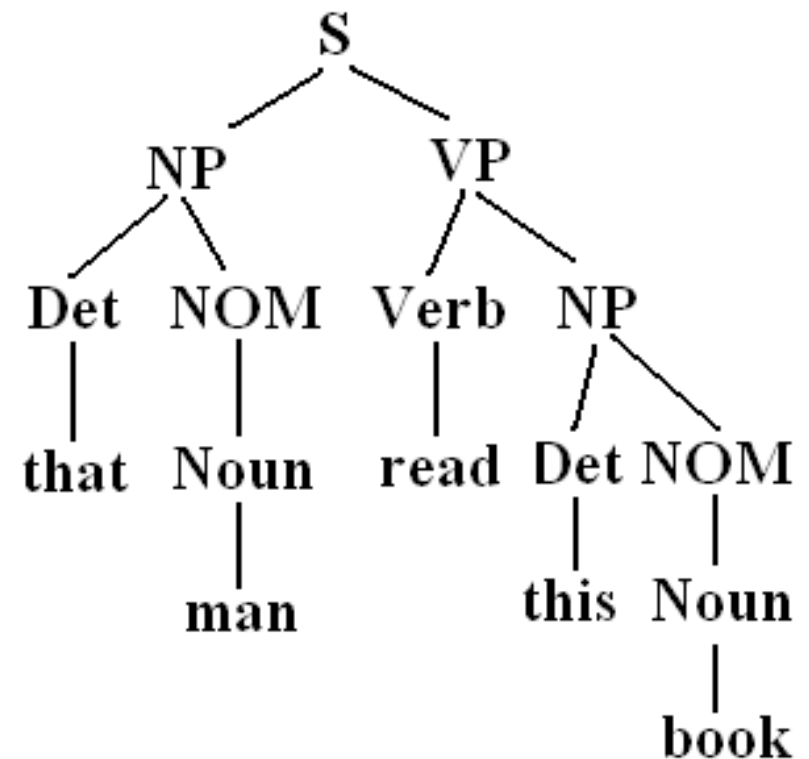
- Prune methods
  - specify if and how **too frequent** or **too infrequent** words should be ignored.  
Different options:
- Percentual
  - ignore words that appear in less / more than this percentage of all documents.
- Absolute
  - ignore words that appear in less / more than that many documents.
- By Rank
  - specifies how many percent of the most frequent / infrequent words are ignored.





# Filter Tokens by POS Tags

- POS tagging may be helpful for feature selection.
- sometimes you want to focus on certain classes of words:
  - Adjectives (JJ.) for sentiment analysis
    - good, bad, great
  - Nouns (N.) for text clustering
    - red and blue cars are similar
    - red and blue trousers are similar
- Rapidminer supports
  - PENN tag system for English
  - STTS tag system for German
  - filtering conditions are expressed as regular expressions

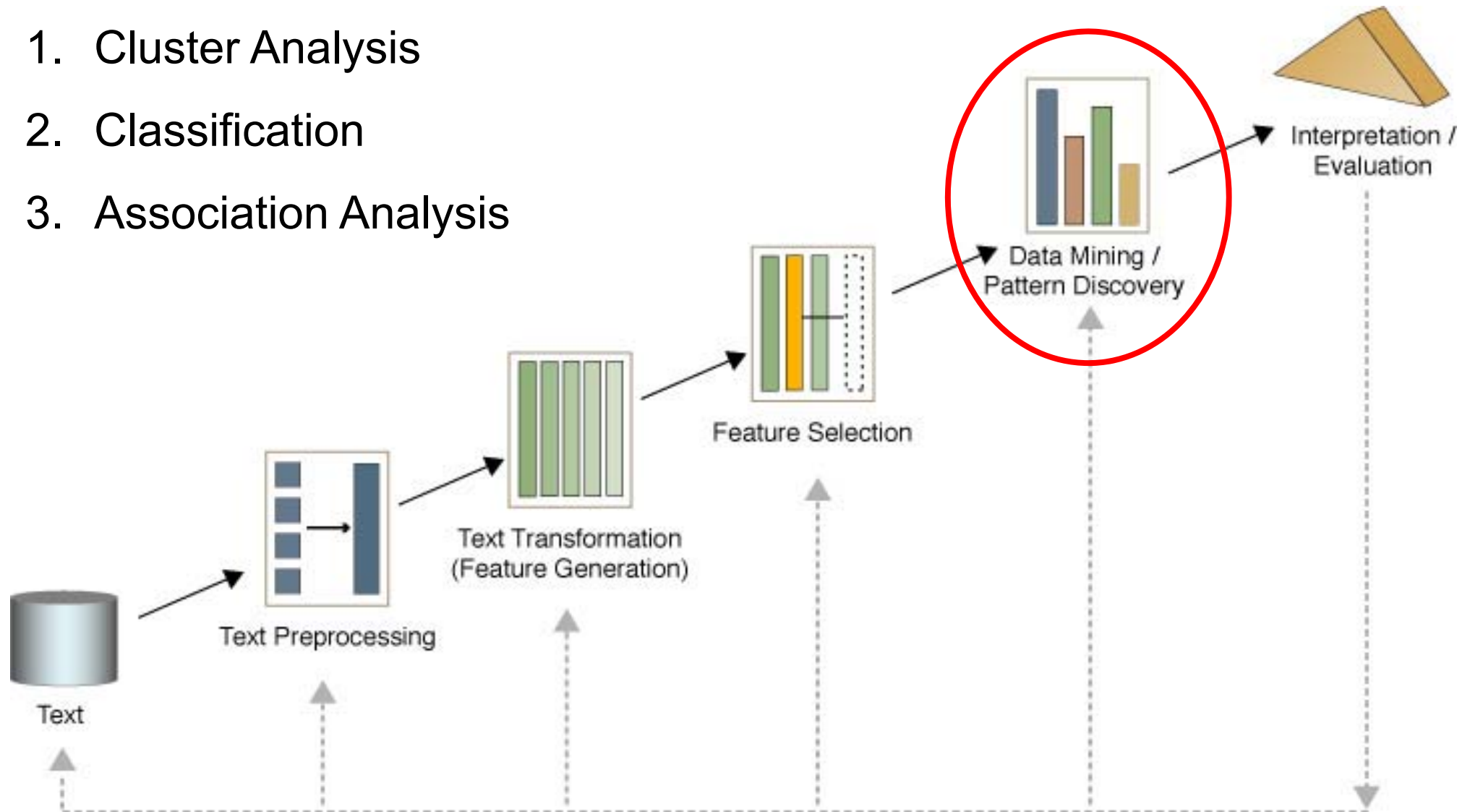




# 5. Pattern Discovery

Methods:

1. Cluster Analysis
2. Classification
3. Association Analysis





# 5.1 Document Clustering

## Goal

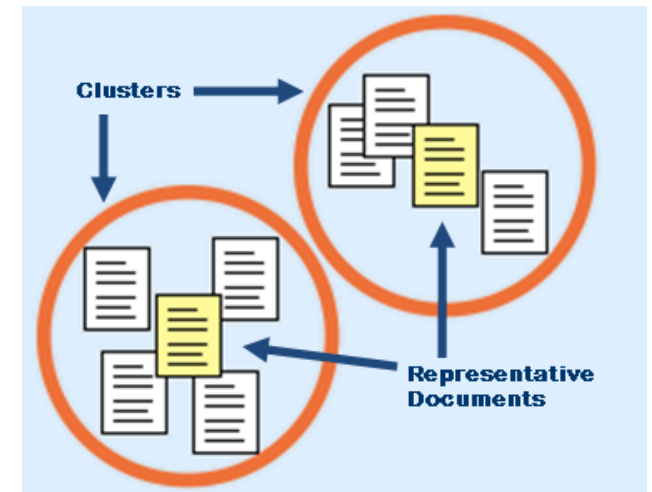
- Given a **set of documents** and a **similarity measure** among documents find clusters such that
  - documents in one cluster are more similar to one another
  - documents in separate clusters are less similar to one another
- using some clustering algorithm.

## Applications

- Topical clustering of news stories
- Email message thread identification
- Grouping of document versions

## Question

- Which similarity measures are a good choice for comparing document vectors?





# Jaccard Coefficient

- The **Jaccard coefficient** is a popular similarity measure for vectors consisting of asymmetric binary attributes.

$$dist(\mathbf{x}_i, \mathbf{x}_j) = \frac{M_{11}}{M_{01} + M_{10} + M_{11}}$$

Number of 11 matches / number of not-both-zero attributes values

- **Binary term occurrence vector**
  - 1 represents occurrence of specific word
  - 0 represents absence of specific word



# Example: Jaccard Coefficient

- Example document set

d1 = “Saturn is the gas planet with rings.”

d2 = “Jupiter is the largest gas planet.”

d3 = “Saturn is the Roman god of sowing.”

- Documents as binary term occurrence vectors

	Saturn	is	the	gas	planet	with	rings	Jupiter	largest	Roman	god	of	sowing
d1	1	1	1	1	1	1	1	0	0	0	0	0	0
d2	0	1	1	1	1	0	0	1	1	0	0	0	0
d3	1	1	1	0	0	0	0	0	0	1	1	1	1

- Jaccard similarities between the documents

- **$\text{sim}(d1, d2) = 0.44$**
- $\text{sim}(d1, d3) = 0.27$
- $\text{sim}(d2, d3) = 0.18$



# Cosine Similarity

- Popular similarity measure for comparing weighted document vectors such as **term-frequency** or **TF-IDF vectors**.

$$\cos(d_1, d_2) = \frac{d_1 \bullet d_2}{\|d_1\| \|d_2\|}$$

where  $\bullet$  indicates vector dot product and  $\|d\|$  is the length of vector  $d$ .

$$\mathbf{a} \cdot \mathbf{b} = \sum_{i=1}^n a_i b_i = a_1 b_1 + a_2 b_2 + \dots + a_n b_n$$

$$\|\mathbf{a}\| = \sqrt{a_1^2 + a_2^2 + a_3^2}$$

- Example

$$d_1 = 3 \ 2 \ 0 \ 5 \ 0 \ 0 \ 0 \ 2 \ 0 \ 0$$

$$d_2 = 1 \ 0 \ 0 \ 0 \ 0 \ 0 \ 0 \ 1 \ 0 \ 2$$

$$d_1 \bullet d_2 = 3*1 + 2*0 + 0*0 + 5*0 + 0*0 + 0*0 + 0*0 + 2*1 + 0*0 + 0*2 = 5$$

$$\|d_1\| = (3*3 + 2*2 + 0*0 + 5*5 + 0*0 + 0*0 + 0*0 + 2*2 + 0*0 + 0*0)^{0.5} = (42)^{0.5} = 6.481$$

$$\|d_2\| = (1*1 + 0*0 + 0*0 + 0*0 + 0*0 + 0*0 + 0*0 + 1*1 + 0*0 + 2*2)^{0.5} = (6)^{0.5} = 2.245$$

$$\cos(d_1, d_2) = 0.3150$$



# Example: Cosine Similarity and TF-IDF

- A **commonly used combination** for text clustering.
- Each document is represented by vectors of TF-IDF weights.
- Sample document set:

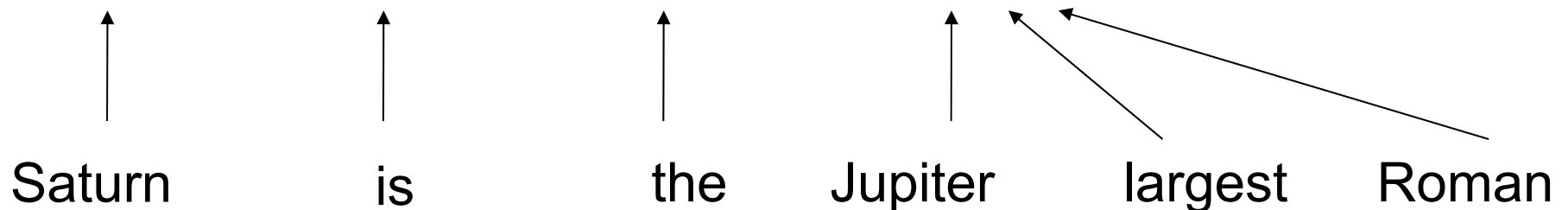
- “Saturn is the gas planet with rings.”
- “Jupiter is the largest gas planet.”
- “Saturn is the Roman god of sowing.”

$$w_{ij} = tf_{ij} \times idf_i.$$

$$idf_i = \log \frac{N}{df_i}$$

- First document as TF-IDF vector:

$(1/7 * \log(3/2), 1/7 * \log(3/3), 1/7 * \log(3/3), \dots, 0, 0, 0, \dots)$





# Example: Cosine Similarity and TF-IDF

- Sample document set
  - d1 = “Saturn is the gas planet with rings.”
  - d2 = “Jupiter is the largest gas planet.”
  - d3 = “Saturn is the Roman god of sowing.”
- Documents as TF-IDF vectors

	Saturn	is	the	gas	planet	with	rings	Jupiter	largest	Roman	god	of	sowing
d1	0.03	0	0	0.03	0.03	0.07	0.07	0	0	0	0	0	0
d2	0	0	0	0.03	0.03	0	0	0.08	0.08	0	0	0	0
d3	0.03	0	0	0	0	0	0	0	0	0.07	0.07	0.07	0.07

- Cosine similarities between the documents
  - $\cos(d1, d2) = 0.13$
  - $\cos(d1, d3) = 0.05$
  - $\cos(d2, d3) = 0.00$



## 5.2 Document Classification

- Given: A collection of labeled documents (**training set**).
- Find: A model for the class as a function of the values of the features.
- Goal: Previously unseen documents should be assigned a class as accurately as possible.
- **Applications**
  - Topical classification of news stories or web pages
  - SPAM detection
  - Sentiment analysis
- **Classification methods** commonly used for text
  1. Naive Bayes
  2. Support Vector Machines
  3. Recurrent Neural Networks, Long Short-term Memory
  4. but KNN or random forests may also work



# Example Application: Sentiment Analysis



- Given: A text
- Goal: Assign a class of sentiment to the text
  - e.g., positive, neutral, negative
  - e.g., sad, happy, angry, surprised
- Can be implemented as supervised classification task
  - requires training data
  - i.e., pairs like <text; sentiment>



# Example Application: Sentiment Analysis

- Labeling data for sentiment analysis
  - is expensive, like every data labeling task
- Reviews from the Web may be used as labeled data.

173 of 213 people found the following review helpful

★★★★★ **Listen Closer**

Trent Reznor should just release an album with a new title, new artwork, and new song titles. But instead of actual new material, it should all just be the songs from The Downward Spiral.

It can be called There You Go, \*\*\*\*heads.

After all, it's what everyone wants.

I remember the day I bought The Downward Spiral. My first thought after...

[Read the full review >](#)

Published 1 month ago by Philip Atherton

Vs.

19 of 21 people found the following review helpful

★★★★☆ **Good, But Not Their Best**

Its funny how immediately after an established band that's been around for a while comes out with a new album all the fan-boys give reviews saying it's the greatest thing ever. I am a Nine Inch Nails fan too and have all their albums, so I'd thought I'd give my review which I hope is a little more fair.

It's an electronic based album with some guitar, bass,...

[Read the full review >](#)

Published 1 month ago by JKat

- There exist various large corpora of reviews for public download
  - Amazon Product Data by Julian McAuley: 142 million reviews from Amazon
  - WebDataCommons: 70 million reviews from 50,000 websites that use RDFa or Microdata markup



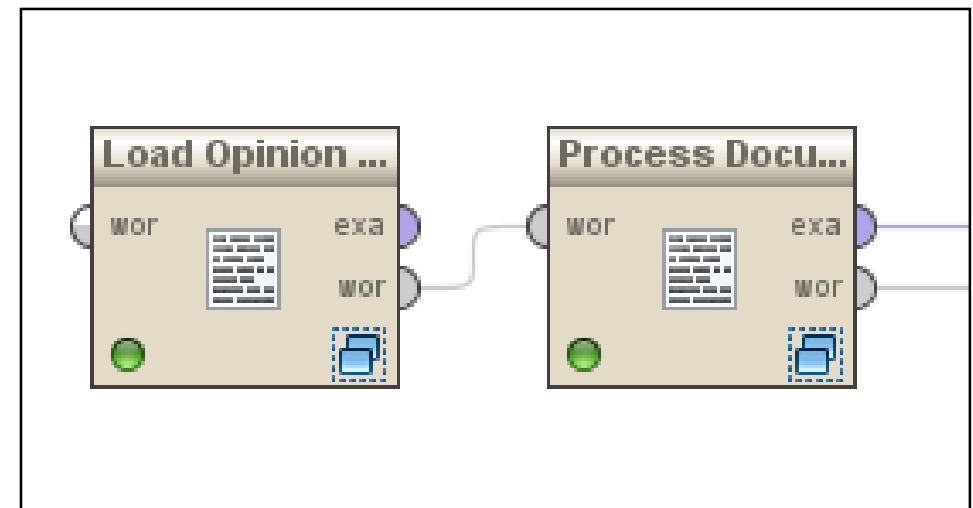
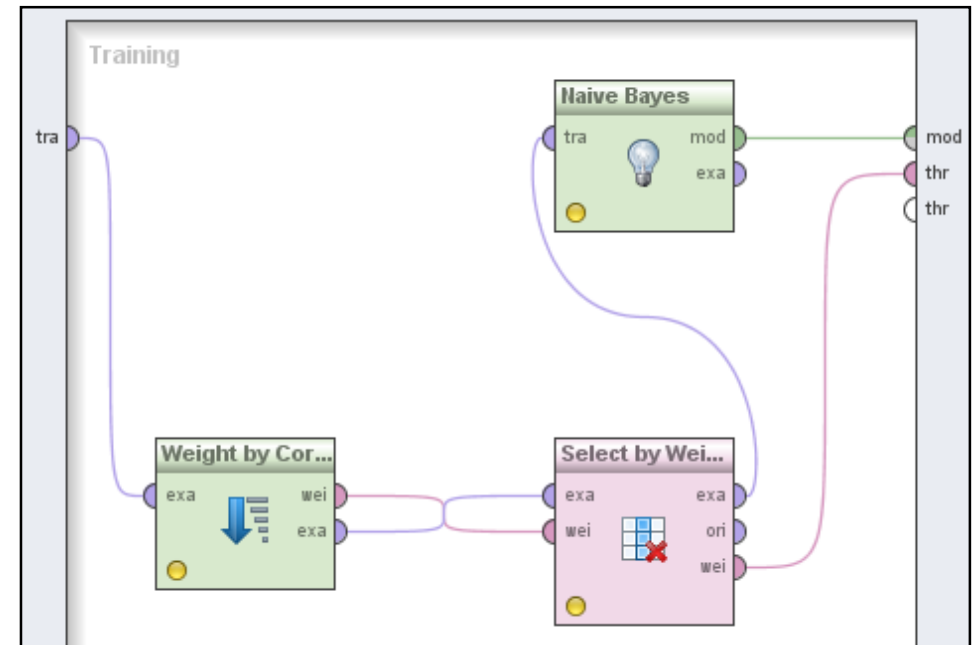
# Preprocessing for Sentiment Analysis

- Recap – we started our processing with:  
Simple Syntactic Analysis
  - Text Cleanup (remove punctuation, HTML tags, ...)
  - Normalize case
  - ...
- However, reasonable features for sentiment analysis might include
  - punctuation “!”, “?”, “?! ”
  - smileys encoded using punctuation: e.g. ;- ) :- (
  - use of visual markup, where available (red color, bold face, ...)
  - amount of capitalization (“SCREAMING”)



# Text Classification Tricks

- Finding selective words
  - weight words according to their correlation with label
  - select top-k words with highest correlation
- Sentiment lexicons
  - use external dictionary of opinion words
  - Bing Liu's List  
<http://www.cs.uic.edu/~liub/FBS/opinion-lexicon-English.rar>
  - restrict Rapidminer word list to these words or combine them with your learned sentiment words





# Summary

- Main challenge in text mining: Preprocessing of text
  - in order to be able to apply well known Data Mining algorithms.
- There are lots of alternative preprocessing techniques
  - thus you need to experiment in order to find out which work well for your use case.
- Text mining can be tricky, but “ok”-ish results are easily achieved.



# References for this Slideset

- Videos
  - Stanford Lecture Series on YouTube:  
Manning, Socher: Natural Language Processing with Deep Learning
  - DWS Screencast: Text Mining with Rapidminer by Robert Meusel
  - Text Mining with RapidMiner by Vancouver Data
- Additional Tools
  - Stanford NLP: Collection of open-source NLP tools
  - GATE: Feature rich open-source text processing toolkit
  - Gensim: Python implementation of Word2Vec
- Additional DWS lectures covering Text Mining
  - Text Analytics by Simone Ponzetto
  - Web Mining by Simone Ponzetto and Goran Glavaš  
(more on sentiment analysis)



# Next Week: Introduction to Student Projects

- **EVERY** student needs to attend the lecture next week (3.04.2019) or
- inform me via email **BEFORE** the lecture
  - why she/he cannot attend and
  - if she/he already has a group or wants to get assigned to a group
- If you do not attend and do not send a mail, you will be **DELETED** from the participants list
- The slideset about the student projects is already online