VISUALIZING TEXT

Petra Isenberg



RECAP

STRUCTURED DATA



0.103 0.176 0.387 0.300 0.379
0.333 0.384 0.564 0.587 0.857
0.421 0.309 0.654 0.729 0.228
0.266 0.750 1.056 0.936 0.911
0.225 0.326 0.643 0.337 0.721
0.187 0.586 0.529 0.340 0.829
0.153 0.485 0.560 0.428 0.628

UNSTRUCTURED DATA





(TODAY)

VISUALIZING TEXT

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consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu

fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in

culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit

TEXT?

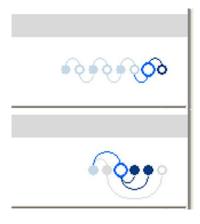
WHY

- To assist information retrieval
- To enable linguistic analysis
- To augment analytics on mixed data



Visual Trecursor

*** Face | F



Themescape

Visual Thesaurus

Thread Arcs

WHY

UNDERSTANDING: GET THE "GIST" OF A DOCUMENT

GROUPING: CLUSTER FOR OVERVIEW OR CLASSIFICATION

COMPARE: COMPARE DOCUMENT COLLECTIONS, OR INSPECT EVOLUTION OF COLLECTION OVER TIME

CORRELATE: COMPARE PATTERNS IN TEXT TO THOSE IN OTHER DATA, E.G., CORRELATE WITH SOCIAL NETWORK

WHAT IS TEXT

DOCUMENTS

ARTICLES, BOOKS AND NOVELS COMPUTER PROGRAMS E-MAILS, WEB PAGES, BLOGS TAGS, COMMENTS

COLLECTION OF DOCUMENTS

MESSAGES (E-MAIL, BLOGS, TAGS, COMMENTS)
SOCIAL NETWORKS (PERSONAL PROFILES)
ACADEMIC COLLABORATIONS (PUBLICATIONS)
EVEN WHOLE LIBRARIES, WEBSITES, SOCIAL NETWORKS

DIFFICULT DATA

TOO MUCH DATA

- Millions of blog posts,
- Hundreds of thousands of news stories,
- 183 billion emails,
- ... per day

NOISY DATA

- 70-72% of email is spam
- Text contains section headings, figure captions, and direct quotes
- **—**

ONCE YOU HAVE THE DATA...

Most meaning comes from our minds and common understanding.

"How much is that doggy in the window?"

- how much: social system of barter and trade (not the size of the dog)
- "doggy" implies childlike, plaintive, probably cannot do the purchasing on their own
- "in the window" implies behind a store window, not really inside a window, requires notion of window shopping

(Hearst, 2006)

LANGUAGE IS AMBIGUOUS

- Words and phrases can have many meanings, determined by context and world knowledge.
- Interesting language is often figurative:
 - You are a couch potato.
 - They fought like cats and dogs.
 - Opportunity knocked on the door

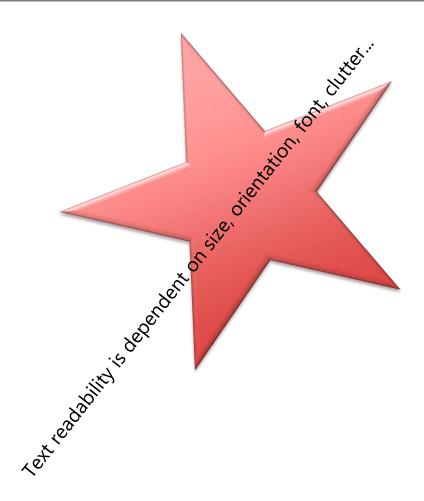
VISUAL CONSIDERATIONS

Supporters of Martin, who has been jailed without trial for more than two years, are calling on Prime Minister Stephen Harper to ask Mexican president Felipe Calderon to release Martin text is not preattentive under a section of the Mexican constitution that allows the government to expel undesirables from the country. Martin's supporters believe she has no chance of a fair trial in Mexico. Neither does Waage.

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VISUAL CONSIDERATIONS



VISUALIZING LANGUAGE IS ALSO EASY!

SO much data available for analysis

(Mostly) readily computer readable

Simple techniques can give instant summaries

OUTLINE

TEXT AS DATA

VISUALIZING DOCUMENT CONTENT

EVOLVING DOCUMENTS

DOCUMENT COLLECTIONS

TEXT AS DATA

Words are the basic unit of data.

WORD-LEVEL ATTRIBUTES

WORD LENGTH

PART OF SPEECH (NOUN, VERB, ADJECTIVE, ETC.)

FORMAT (ITALIC, UNDERLINE, ETC.)

LANGUAGE (ENGLISH? LATIN? JAPANESE?)

FREQUENCY / DIFFICULTY (IS IT COMMON?)

SENTIMENT (POSITIVE OR NEGATIVE CONNOTATION)

SYNONYMS / ANTONYMS / ETYMOLOGY (OTHER MEANINGS?

ROOTS?)

ENTITIES (e.g. "Calgary", "Obama", "Telus")

... AND MANY MORE

AGGREGATION

REPETITION PLAGARISM SHARED ENTITIES AUTHOR STYLE

COLLECTION

- DOCUMENT
 - SECTION
 - PAGE
- PARAGRAPH
- SENTENCE
 - WORD

TENSE
SENTIMENT
SENTENCE
LENGTH
READING

LINGUISTIC METHODS

- Word Counting
- Word Scoring
- Stemming
- Stop Word Removal
- Part of Speech Tagging
- Parsing
- Word Sense Disambiguation
- Named Entity Recognition
- Semantic Categorization
- Sentiment Analysis
- Topic Modeling (some caveats)

NAMED ENTITY RECOGNITION

IDENTIFY AND CLASSIFY NAMED ENTITIES IN TEXT:

JOHN SMITH IS A PERSON SOVIET UNION IS A COUNTRY

2500 UNIVERSITY DR IS AN

ADDRESS

(555) 867-5309 IS A PHONE

NUMBER

ENTITY RELATIONS: HOW DO THE ENTITIES RELATE?

DO THEY CO-OCCUR IN A DOCUMENT? IN A SENTENCE?

TEXT PROCESSING

TOKENIZATION: SEGMENT TEXT INTO TERMS

ENTITIES? "SAN FRANCISCO", "O'CONNOR", "U.S.A."

REMOVE STOP WORDS? "A", "AN", "THE", "TO", "BE"

N-GRAMS? CAN TAKE WORDS IN 2-WORD GROUPS (BI-GRAMS), 3-WORD (TRI-GRAMS), ETC.

STEMMING: GROUP TOGETHER DIFFERENT FORMS

ROOTS: VISUALIZATION(S), VISUALIZE(S), VISUALLY → VISUAL

LEMMATIZATION: GOES, WENT, GONE → GO

FOR VISUALIZATION, SOMETIMES NEED TO REVERSE STEMMING FOR LABELS

SIMPLE SOLUTION: MAP FROM STEM TO THE MOST FREQUENT WORD

RESULT: ORDERED STREAM OF TERMS

TEXT PROCESSING

"The quick brown fox jumps over the lazy dog."

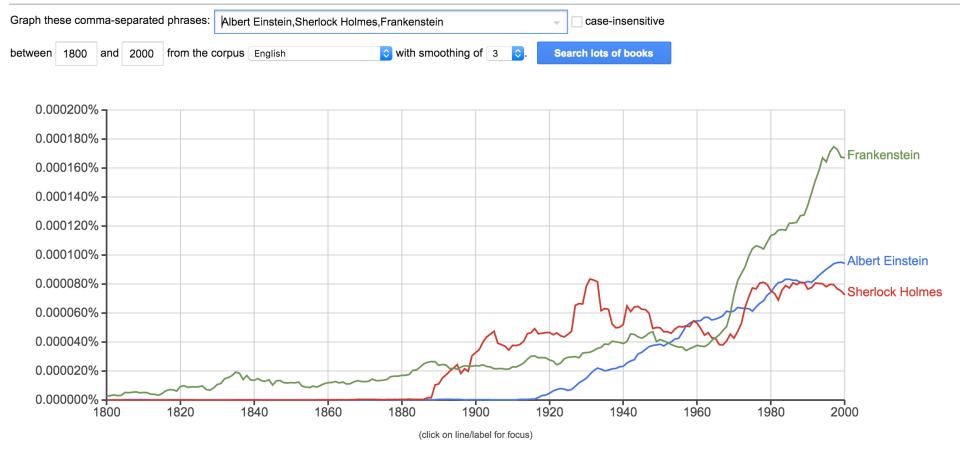
TOKENIZE (N=1) [The], [quick], [brown], [fox], [jumps], [over], [the], [lazy], [dog].

TOKENIZE (N=1), REMOVE STOPWORDS, STEM [quick], [brown], [fox], [jump], [over], [lazy], [dog]

TOKENIZE (N=2) [the quick], [quick brown], [brown fox], [fox jumps], [jumps over], [over the]...

TOKENIZE (N=5) [the quick brown fox jumps], [quick brown fox jumps over], [brown fox jumps over

Google Books Ngram Viewer



NLTK (NATURAL LANGUAGE TOOLKIT)

Tokenize and tag some text:

```
>>> import nltk
>>> sentence = """At eight o'clock on Thursday morning
... Arthur didn't feel very good."""
>>> tokens = nltk.word_tokenize(sentence)
>>> tokens
['At', 'eight', "o'clock", 'on', 'Thursday', 'morning',
'Arthur', 'did', "n't", 'feel', 'very', 'good', '.']
>>> tagged = nltk.pos_tag(tokens)
>>> tagged[0:6]
[('At', 'IN'), ('eight', 'CD'), ("o'clock", 'JJ'), ('on', 'IN'),
('Thursday', 'NNP'), ('morning', 'NN')]
```

Identify named entities:

DOCUMENT CONTENT

TAG CLOUDS

WORD COUNT additional air analysis analysts annotation applications approach asked author average based build chart citizen Clustering collaborative collection **COMMENTS** commentspace Community complete Condition contributions ${\sf crowd\ crowdsourcing\ } data {\sf datasets_design\ different\ } discussion\ {\sf evidence\ } example$ experiment experts explanations explore features figure filtering generated group help hypotheses hypothesis identify including indicating information interactive interface knowledge links members microtasks multiple novice number oaen observations organize participants phases pp proceedings process produced prompt provide quality questions rate redundant requires responses results score sense share showing similar site SOCial SOURCE specific state strategies study support systems tags tasks tools understanding used users views visualization web work WORKERS

http://tagcrowd.com/ **THESIS** WESLEY WILLETT

TAG CLOUDS

WORD COUNT



www.jasondavies.com/wordcloud/ THESIS WESLEY WILLETT

WHAT'S PROBLEMS DO YOU SEE WITH TAG CLOUDS?

additional air analysis analysts annotation applications approach asked author average based build chart citizen clustering collaborative collection comments comments comments community complete condition contributions crowd crowdsourcing data datasets design different discussion evidence example experiment experts explanations explore features figure filtering generated group help hypotheses hypothesis identify including indicating information interactive interface knowledge links members microtasks multiple novice number oaen observations organize participants phases pp proceedings process produced prompt provide quality questions rate redundant requires responses results score sense share showing similar site social source specific state strategies study support systems tags tasks tools understanding used users views visualization web work workers



TAG CLOUDS

STRENGTHS

CAN HELP WITH GISTING AND INITIAL QUERY FORMATION.

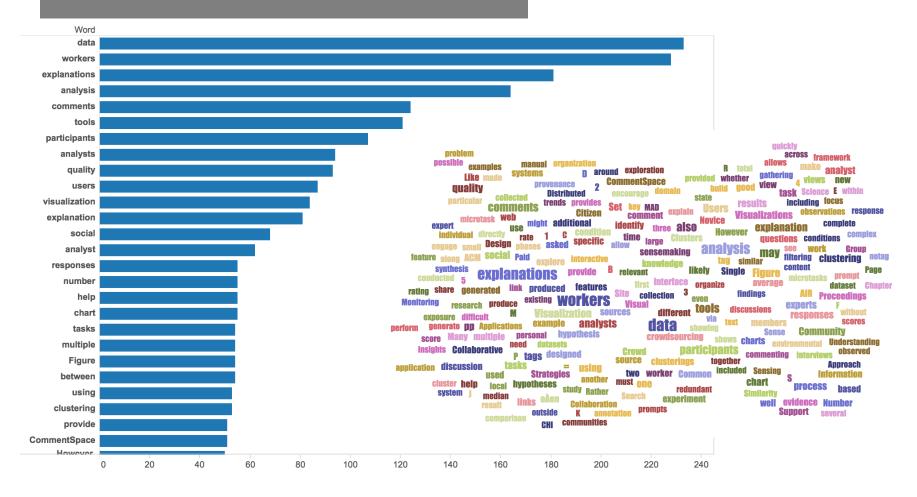
WEAKNESSES

SUB-OPTIMAL VISUAL ENCODING (SIZE VS. POSITION)
INACCURATE SIZE ENCODING (LONG WORDS ARE BIGGER)
MAY NOT FACILITATE COMPARISON (UNSTABLE LAYOUT)

 ORDER USUALLY MEANINGLESS (USUALLY ALPHABETICAL OR RANDOM)

TERM FREQUENCY MAY NOT BE MEANINGFUL DOES NOT SHOW THE STRUCTURE OF THE TEXT

WORD COUNTS



WORDCOUNT

WORDCOUNT



FIND WORD:

BY RANK:

REQUESTED WORD: THE

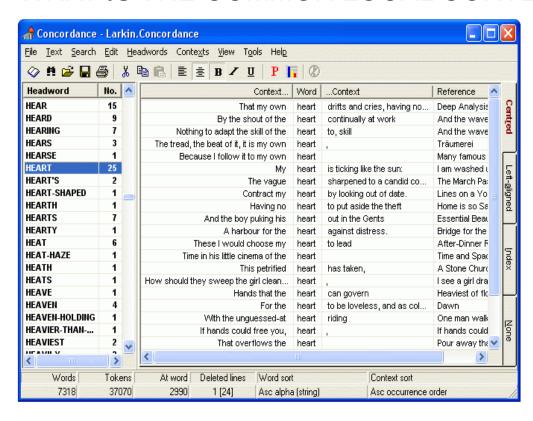
RANK: 1



http://wordcount.org

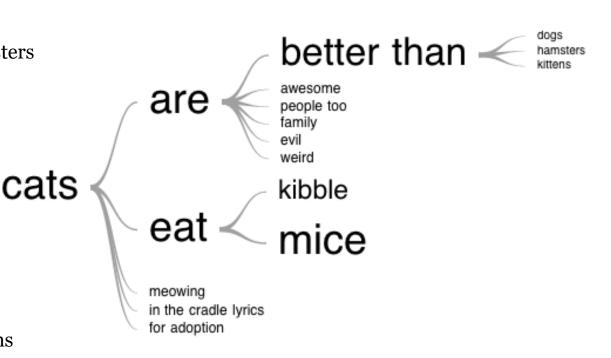
CONCORDANCE

WHAT IS THE COMMON LOCAL CONTEXT OF A TERM?



WORD TREES

- cats are better than dogs
- cats eat kibble
- cats are better than hamsters
- cats are awesome
- cats are people too
- cats eat mice
- cats meowing
- cats in the cradle
- cats eat mice
- cats in the cradle lyrics
- cats eat kibble
- cats for adoption
- cats are family
- cats eat mice
- cats are better than kittens
- cats are evil
- cats are weird
- cats eat mice



WATTENBERG & VIÉGAS 2008

31



hath bestowed upon us, that we should be called the sons of god: therefore the world knoweth us not, because it knew him

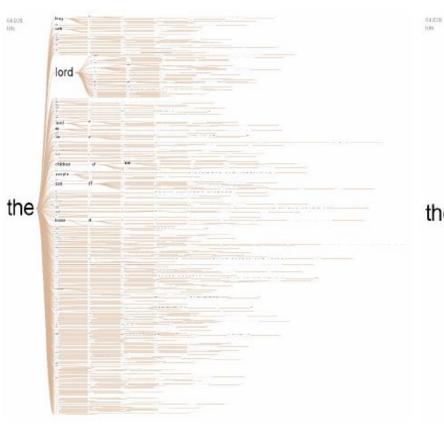
brotherhood

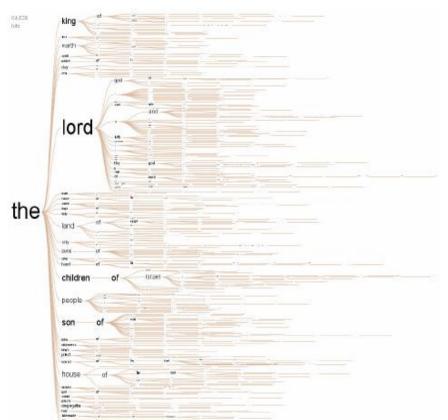
brethren

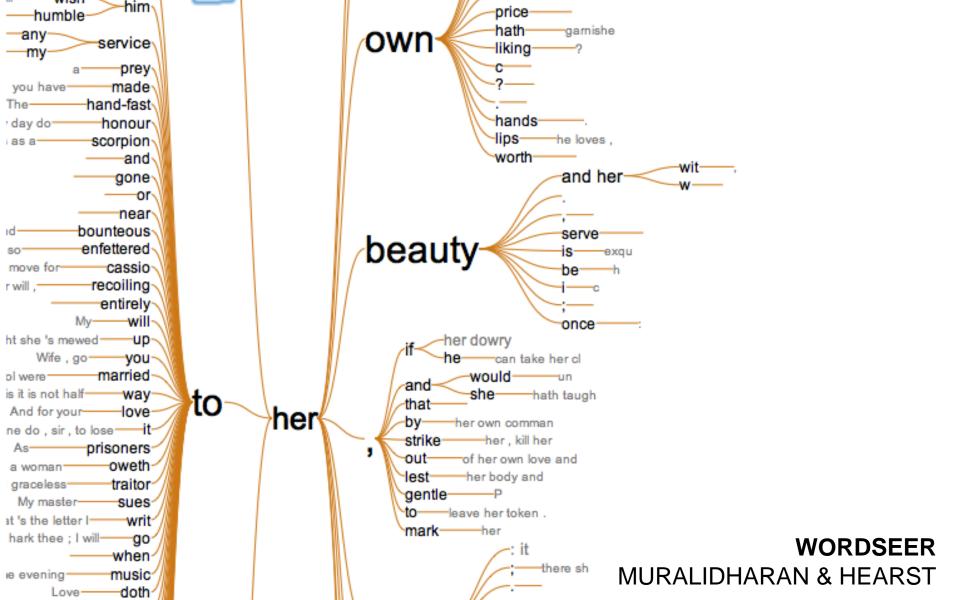
world, the love of the father is not in him.

children of god, when we love god, and keep his commandments

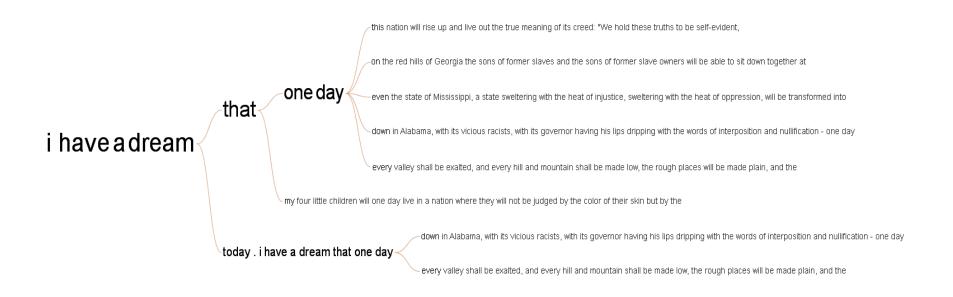
FILTER INFREQUENT RUNS







RECURRENT THEMES IN SPEECH



GLIMPSES OF STRUCTURE

CONCORDANCES SHOW LOCAL, REPEATED STRUCTURE

BUT WHAT ABOUT OTHER TYPES OF PATTERNS?

FOR EXAMPLE

LEXICAL: <A> at

SYNTACTIC: <Noun> <Verb> <Object>

PHRASE NETS

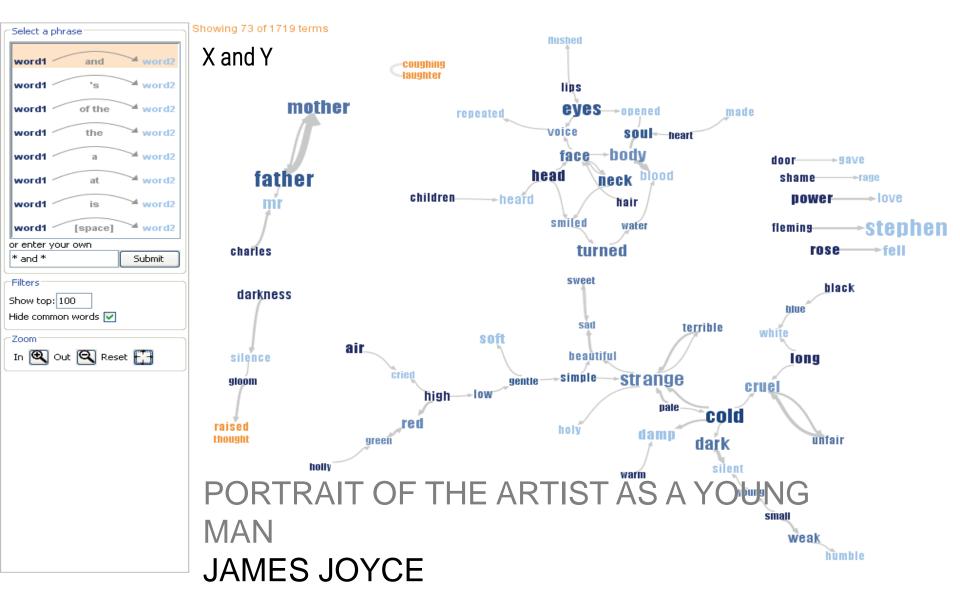
LOOK FOR SPECIFIC LINKING PATTERNS IN THE TEXT:

'A AND B', 'A AT B', 'A OF B', ETC COULD BE OUTPUT OF REGEXP OR PARSER

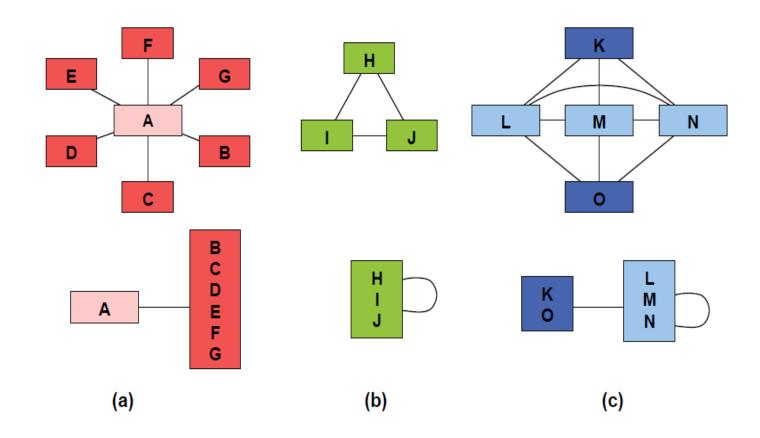
VISUALIZE EXTRACTED PATTERNS IN A NODE-LINK VIEW

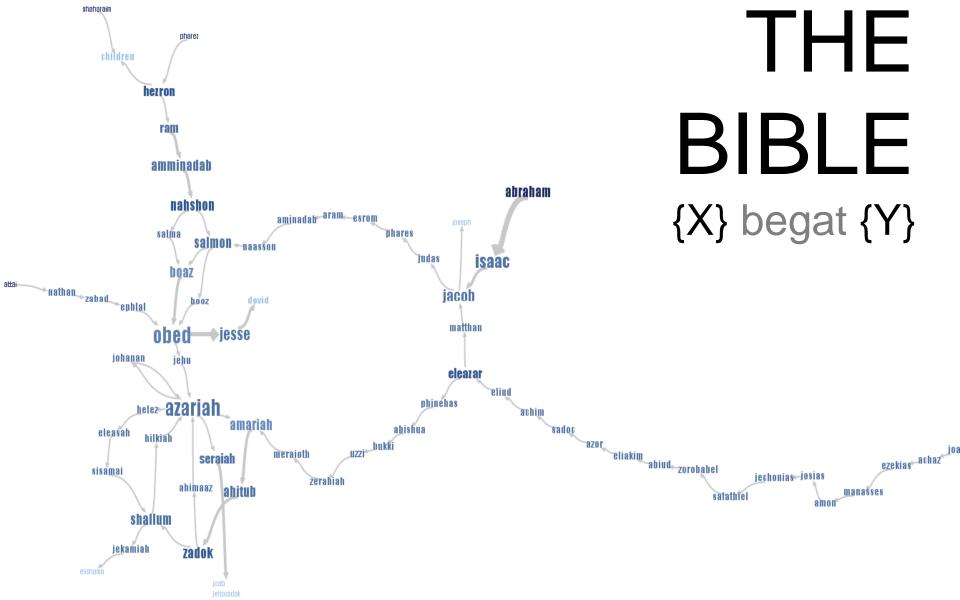
OCCURRENCES = NODE SIZE

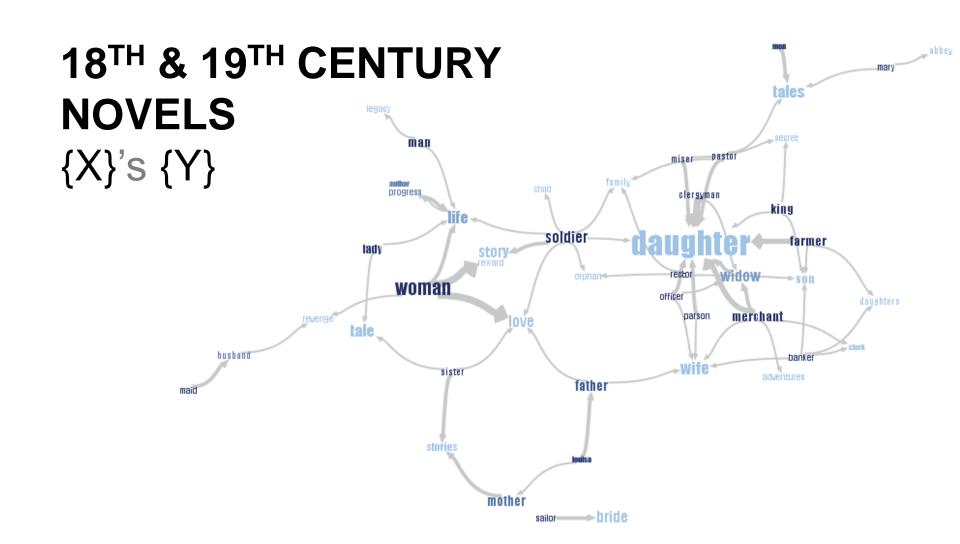
PATTERN POSITION = EDGE DIRECTION

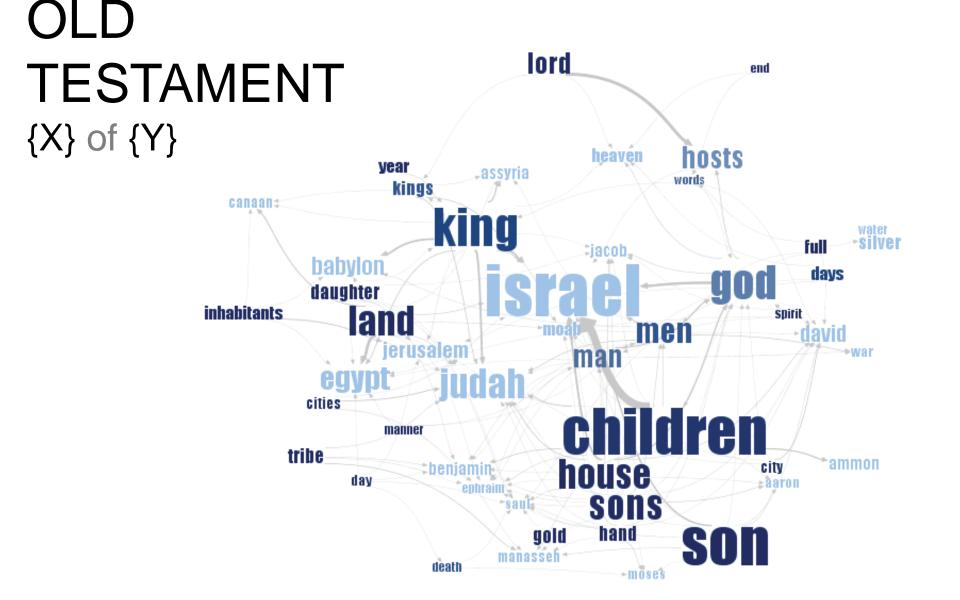


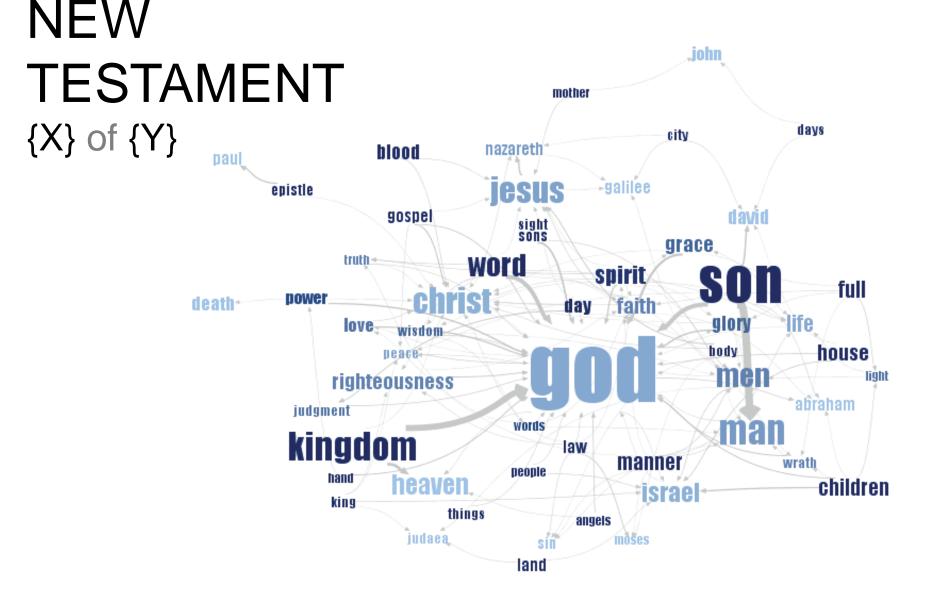
NODE GROUPING



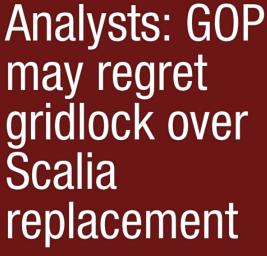








VISUALIZING DOCUMENT COLLECTIONS



Update: Uber driver arrested in Michigan rampage that killed 6

Boris Johnson backs EU exit: London mayor confirms support for Brexit

'A multifaceted catastrophe': Turkey has 'so alienated everyone

Blasts rock Syrian city of Homs, killing at least 32

Palestinians struggle to define those who attack Israelis

Canada, USA

renew rivalry

in CONCACAF

Malaysia, south-IS rejected North east Asia nations orea peace warned of terror attacks alks offer before ast nuclear test

'Deadpool'

Judge blocks attempt to halt dominates again deposition of Bill with \$55 million in Cosby's wife

2nd week **Taylor Swift donates** \$250K to help Kesha's legal battle

Highlights from the USC report on

Scientists at Brock

studying Zika to see if

Canadian mosquitoes can spread the virus

Samsung, LG unveil new devices in bid for smartphone recovery

LG Unveils the LG G5, Its First Modular Smartphone [Video]

LG G5 vs LG V10: first look

2016

Chan wins Four Continents figure-skating championship

Raceline Radio

Program Guide:

February 21,

Truex comes up a few inches short in closest Daytona 500

Years later, ex-Raptor Vince Carter's still

Canadian women earn historic 19-10 rugby

final

Leafs get set for a busy draft with Matthias trade

SPRING TRAINING Blue Jays' focus at

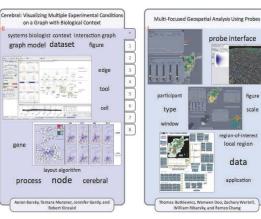
2016 camp is on 2017

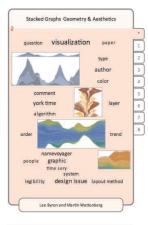
Miller puts an end to

newsmap.jp

DOCUMENT CARDS

SMALL MULTIPLES FOR DOCUMENTS



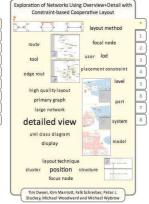




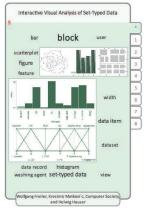




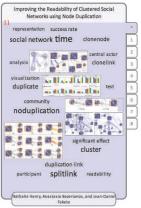




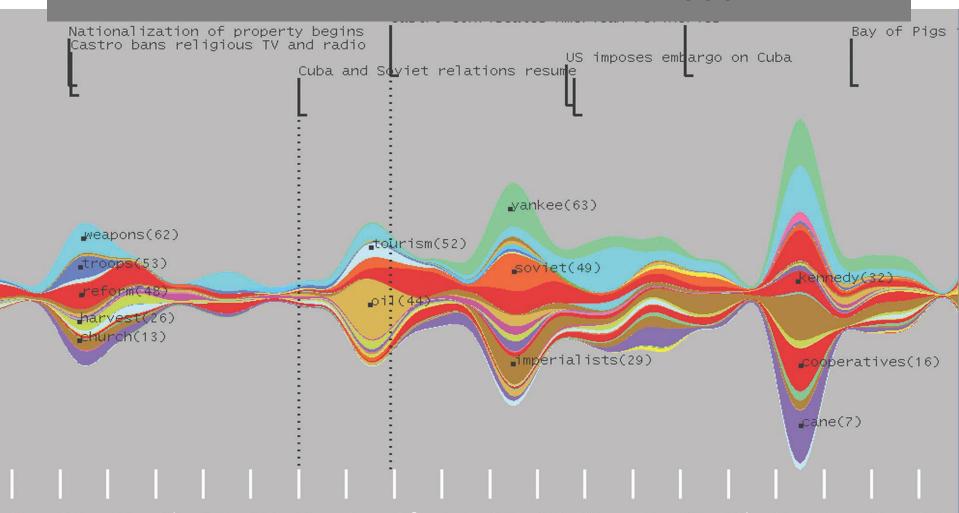




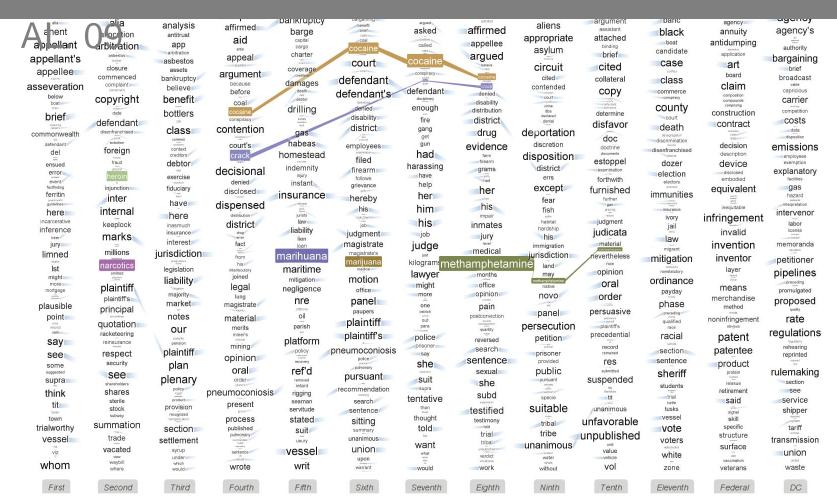




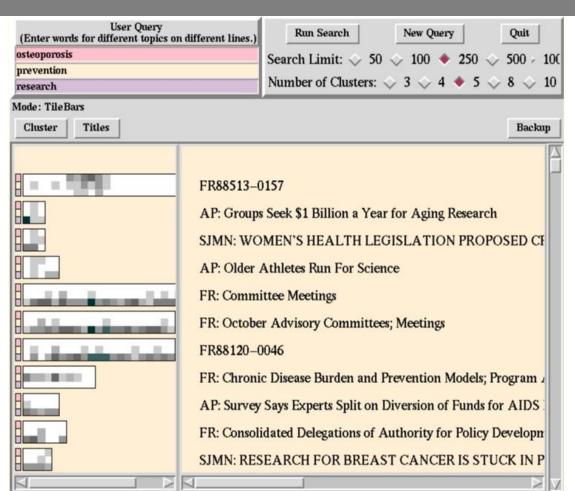
THEMERIVER HAVRE ET AL 1999



PARALLEL TAG CLOUDS



SUPPORTING SEARCH

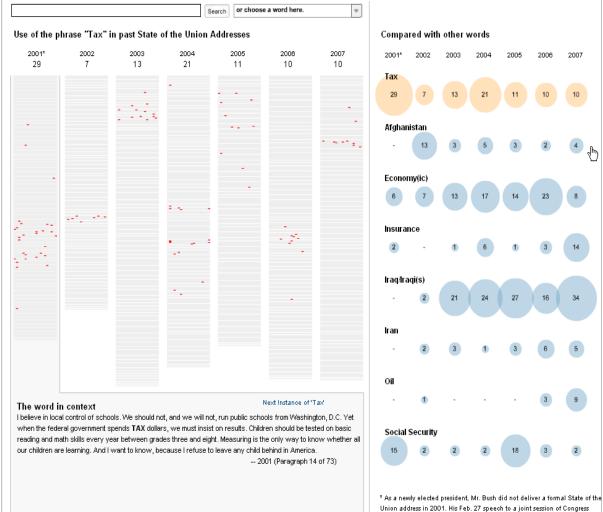


TileBars Hearst 1999



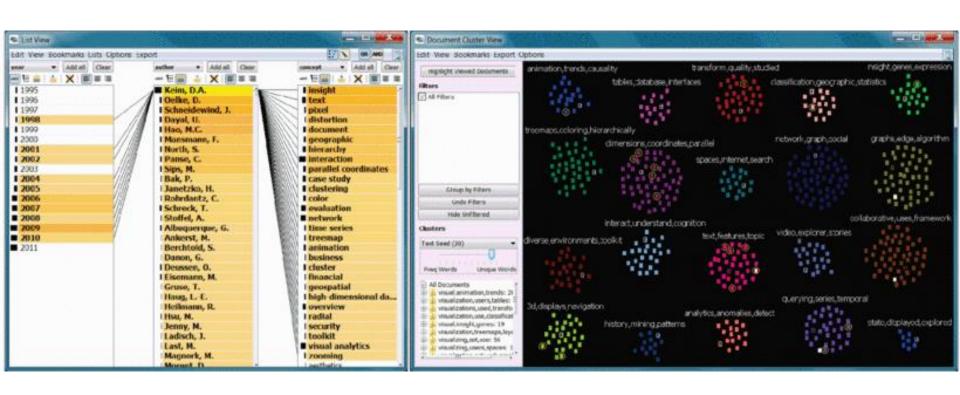
The 2007 State of the Union Address

Over the years, President Bush's State of the Union address has averaged almost 5,000 words each, meaning the the President has delivered over 34,000 words. Some words appear frequently while others appear only sporadically. Use the tools below to analyze what Mr. Bush has said.

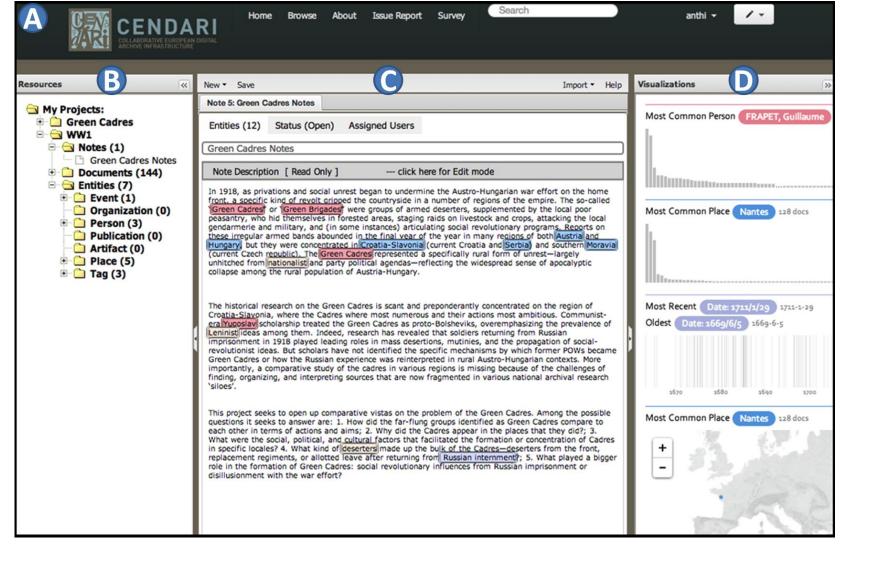


Ben Werschkul/The New York Times

was analogous to the State of the Union, but without the title.



JIGSAW



CENDARI NOTE-TAKING ENVIRONMENT 2015

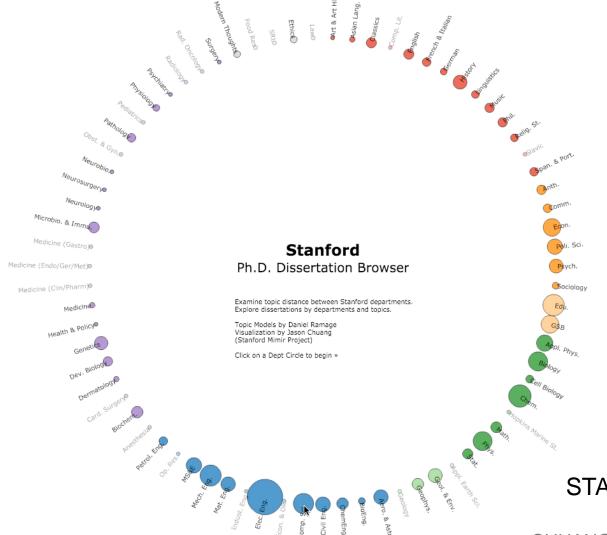
DOCUMENT SIMILARITY & CLUSTERING

COMPUTE SIMILARITY BETWEEN DOCUMENTS BASED ON THE WORDS THEY SHARE

■ **TF-IDF** (TERM FREQUENCY-INVERSE DOCUMENT FREQUENCY) IS COMMON

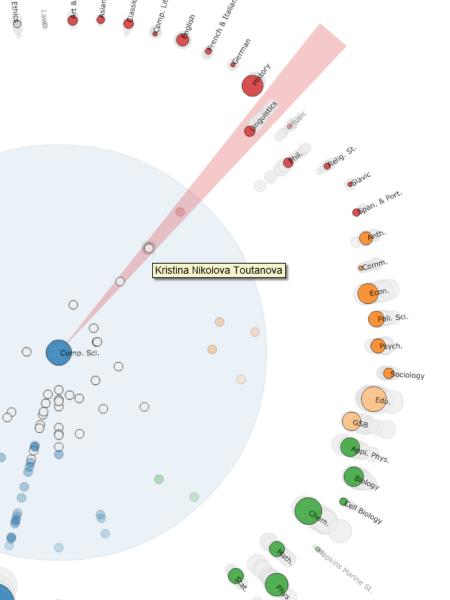
TOPIC MODELING APPROACHES

- ASSUME DOCUMENTS ARE A MIXTURE OF TOPICS
- TOPICS ARE (ROUGHLY) A SET OF CO-OCCURRING TERMS
- LATENT SEMANTIC ANALYSIS (LSA): REDUCE TERM MATRIX
- MANY, MANY APPROACHES EXIST



STANFORD DISSERTATION BROWSER

CHUANG, RAMAGE, MANNING & HEER 2012



Effective statistical models for syntactic and semantic disambiguation

Student: Kristina Nikolova Toutanova Advisor: Christopher D. Manning

Computer Science (2005)

Keywords: Syntactic, Semantic, Tree kernels, Parsing

Abstract:

This thesis focuses on building effective statistical models for disambiguation of sophisticated syntactic and semantic natural language (NL) structures. We advance the state of the art in several domains by (i) choosing representations that encode domain knowledge more effectively and (ii) developing machine learning algorithms that deal with the specific properties of NL disambiguation tasks--sparsity of training data and large, structured spaces of hidden labels. For the task of syntactic disambiguation, we propose a novel representation of parse trees that connects the words of the sentence with the hidden syntactic structure in a direct way. Experimental evaluation on parse selection for a Head Driven Phrase Structure Grammar shows the new representation achieves superior performance compared to previous models. For the task of disambiguating the semantic role structure of verbs, we build a more accurate model, which captures the knowledge that the semantic frame of a verb is a joint structure with strong dependencies between arguments. We achieve this using a Conditional Random Field without Markov independence assumptions on the sequence of semantic role labels. To address the sparsity problem in machine learning for NL, we develop a method for incorporating many additional sources of information, using Markov chains in the space of words. The Markov chain framework makes it possible to combine multiple knowledge sources, to learn how much to trust each of them, and to chain inferences together. It achieves large gains in the task of disambiguating prepositional phrase attachments.

STANFORD DISSERTATION BROWSER

DILLANO DAMAGE MANNINIO O LIEED

WARNING

OFTEN, TEXT VISUALIZATIONS DO NOT REPRESENT TEXT DIRECTLY, BUT THEY REPRESENT A MODEL

WORD COUNTS, WORD SEQUENCES, CLUSTERS, ETC.

ASK:

CAN YOU INTERPRET THE VISUALIZATION?

DOES THE MODEL ACCURATELY REPRESENT THE ORIGINAL TEXT?

LESSONS FOR TEXT VISUALIZATION

SHOW SOURCE TEXT (OR PROVIDE ACCESS TO IT)
WHERE POSSIBLE, USE VISUALIZATION AS INDEX INTO DOCUMENTS

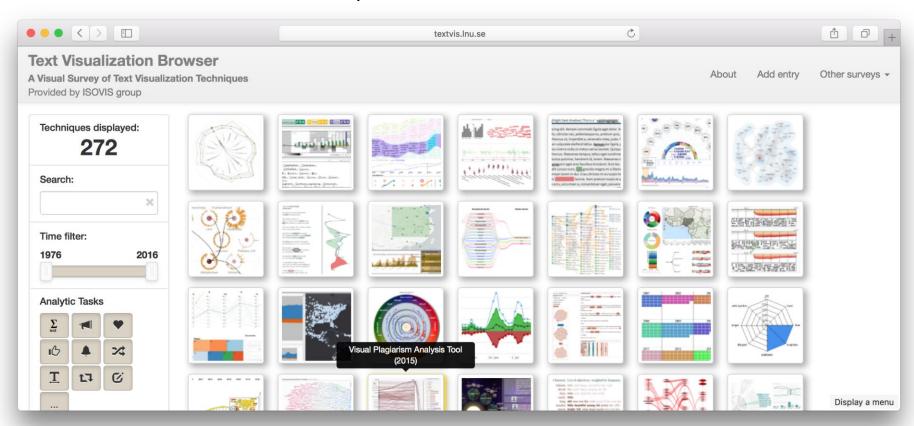
GROUP DOCUMENTS IN MEANINGFUL WAYS

WILL VIEWERS UNDERSTAND THE CLUSTERS?

WHERE POSSIBLE USE TEXT TO REPRESENT TEXT

HUNDREDS OF TOOLS & TECHNIQUES FOR TEXT AT

http://textvis.lnu.se/



QUESTIONS?

ACKNOWLEDGEMENTS

Slides in were inspired, adapted, taken from slides by

- Christopher Collins (University of Ontario Institute of Technology)
- Wesley Willett (University of Calgary)