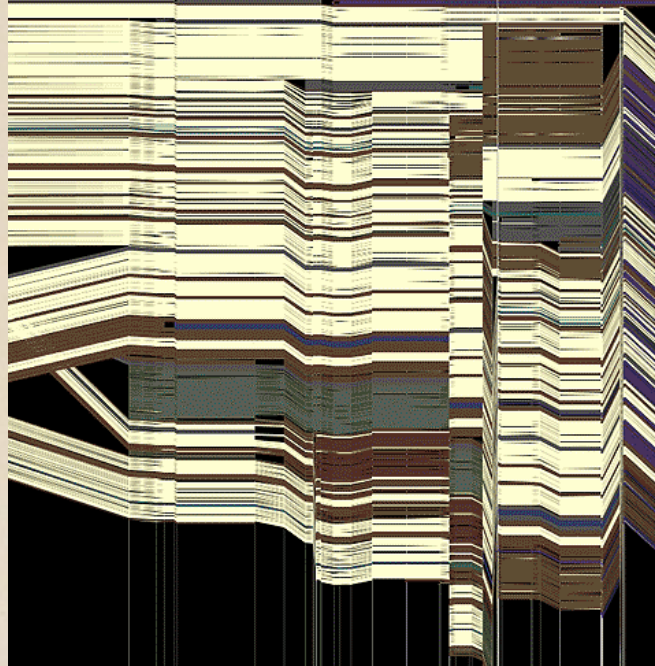
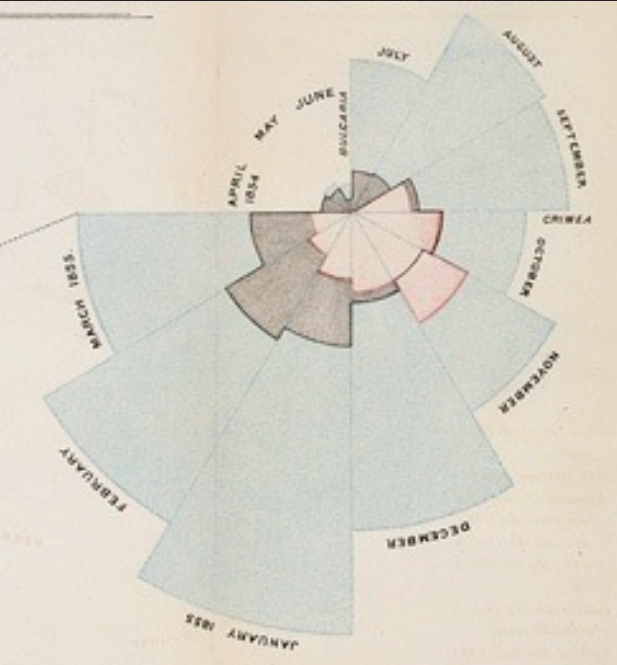


CSE 412 - Intro to Data Visualization

Text Visualization



Jane Hoffswell University of Washington

Why Visualize Text?

Why Visualize Text?

Understanding – get the “gist” of a document

Grouping – cluster for overview or classification

Comparison – compare document collections, or inspect evolution of collection over time

Correlation – compare patterns in text to those in other data, e.g., correlate with social network

Text Visualization Challenges

High Dimensionality

Where possible use text to represent text...
... which terms are the most descriptive?

Context & Semantics

Provide relevant context to aid understanding.
Show (or provide access to) the source text.

Modeling Abstraction

Determine your analysis task.
Understand abstraction of your language models.
Match analysis task with appropriate tools and models.

Example:
Health Care Reform

Example: Health Care Reform

Background

Initiatives by President Clinton (1993)

Overhaul by President Obama (2009)

What questions might you want to answer?

What visualizations might help?

Obama on Health Care, 2009

September 10, 2009

TEXT

Obama's Health Care Speech to Congress

Following is the prepared text of President Obama's speech to Congress on the need to overhaul health care in the United States, as released by the White House.

Madame Speaker, Vice President Biden, Members of Congress, and the American people:

When I spoke here last winter, this nation was facing the worst economic crisis since the Great Depression. We were losing an average of 700,000 jobs per month. Credit was frozen. And our financial system was on the verge of collapse.

As any American who is still looking for work or a way to pay their bills will tell you, we are by no means out of the woods. A full and vibrant recovery is many months away. And I will not let up until those Americans who seek jobs can find them; until those businesses that seek capital and credit can thrive; until all responsible homeowners can stay in their homes. That is our ultimate goal. But thanks to the bold and decisive action we have taken since January, I can stand here with confidence and say that we have pulled this economy back from the brink.

I want to thank the members of this body for your efforts and your support in these last several months, and especially those who have taken the difficult votes that have put us on a path to recovery. I also want to thank the American people for their patience and resolve during this trying time for our nation.

But we did not come here just to clean up crises. We came to build a future. So tonight, I return to speak to all of you

Tag Clouds: Word Count

President Obama's Health Care Speech to Congress [NYTimes]



Word Tree: Word Sequences

Visualizations : Word Tree President Obama's Address to Congress on Health Care

Search Start End

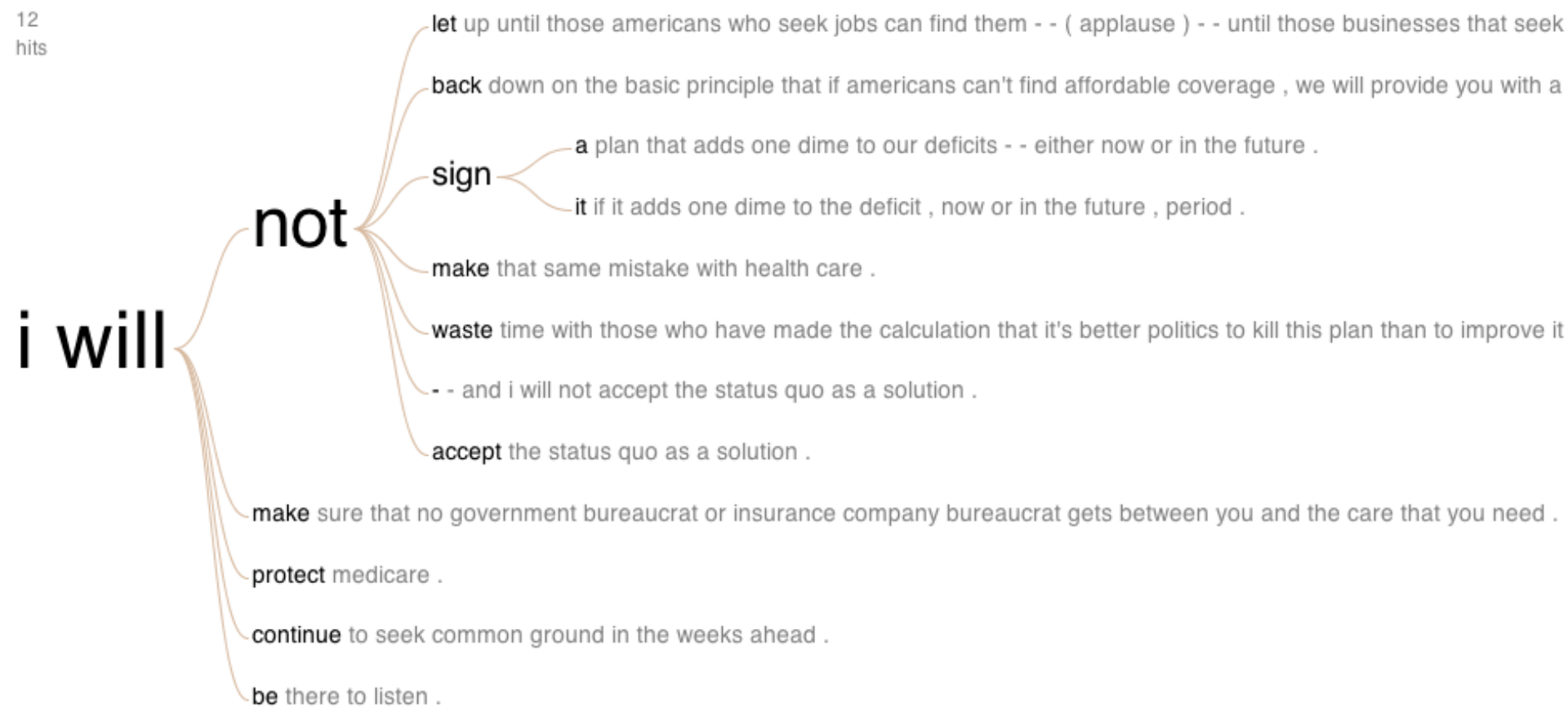
52 hits



Word Tree: Word Sequences

Visualizations : Word Tree President Obama's Address to Congress on Health Care

Search Start End



Gulfs of Evaluation

Many text visualizations do not represent the text directly. They represent the output of a **language model** (word counts, word sequences, etc.).

Can you interpret the visualization? How well does it convey the properties of the model?

Do you trust the model? How does the model enable us to reason about the text?

Text as Data

Taxonomy of Data Types (?)

1D (sets and sequences)

Temporal

2D (maps)

3D (shapes)

nD (relational)

Trees (hierarchies)

Networks (graphs)

Are there others?

The eyes have it: A task by data type
taxonomy for information visualization

[Shneiderman 96]

Unstructured Text

Words have meanings and relations

Correlations: *Hong Kong, Puget Sound, Bay Area*

Order: *January, February, March, April, May, June*

Membership: *Tennis, Running, Swimming, Hiking, Piano*

Hierarchy: *Person > Applicant > Job Candidate, Submitter*

Antonyms & synonyms

WordNet: Structure, Relations

WordNet Search - 3.1

- [WordNet home page](#) - [Glossary](#) - [Help](#)

Word to search for:

Display Options:

Key: "S:" = Show Synset (semantic) relations, "W:" = Show Word (lexical) relations

Display options for sense: (gloss)

Noun

- **S: (n) applicant, [applier](#)** (a person who requests or seeks something such as assistance or employment or admission)
 - **[direct hyponym](#) / [full hyponym](#)**
 - **S: (n) [aspirant](#), [aspirer](#), [hopeful](#), [wannabe](#), [wannabee](#)** (an ambitious and aspiring young person)
 - **S: (n) [bidder](#)** (someone who makes an offer)
 - **S: (n) [claimant](#)** (someone who claims a benefit or right or title)
 - **S: (n) [job candidate](#)** (an applicant who is being considered for a job)
 - **S: (n) [material](#)** (a person judged suitable for admission or employment)
 - **S: (n) [petitioner](#), [suppliant](#), [supplicant](#), [requester](#)** (one praying humbly for something)
 - **S: (n) [possible](#)** (an applicant who might be suitable)
 - **S: (n) [probable](#)** (an applicant likely to be chosen)
 - **S: (n) [submitter](#)** (someone who submits something (as an application for a job or a manuscript for publication etc.) for the judgment of others)
 - **[direct hypernym](#) / [inherited hypernym](#) / [sister term](#)**
 - **[derivationally related form](#)**

Text Processing Pipeline

Tokenization

Segment text into terms.

Remove stop words? *a, an, the, of, to be*

Numbers and symbols? *#huskies, @UW, OMG!!!!!!*

Entities? *Washington State, Seattle, U.S.A*

Text Processing Pipeline

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Stemming

Group together different forms of a word.

Porter stemmer? *visualization(s), visualize(s), visually* → visual

Lemmatization? *goes, went, gone* → go

Text Processing Pipeline

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Ordered list of terms

Bag of Words Model

Ignore ordering relationships within the text

A document \approx vector of term weights

Each dimension corresponds to a term (10,000+)

Each value represents the relevance, e.g., term counts

Aggregate into a document-term matrix

Document vector space model

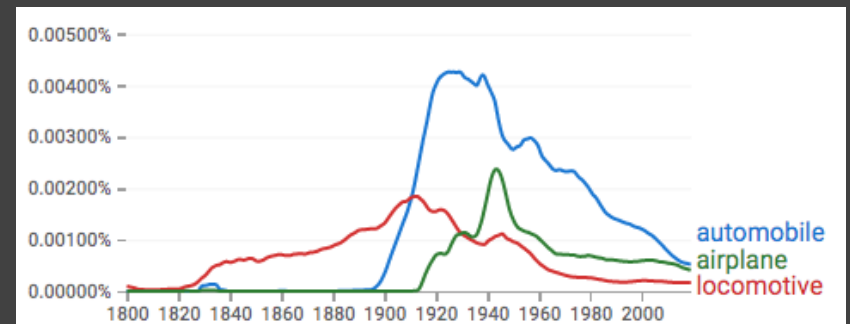
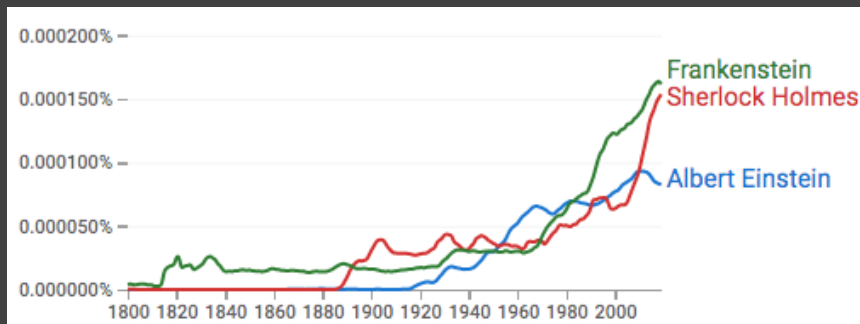
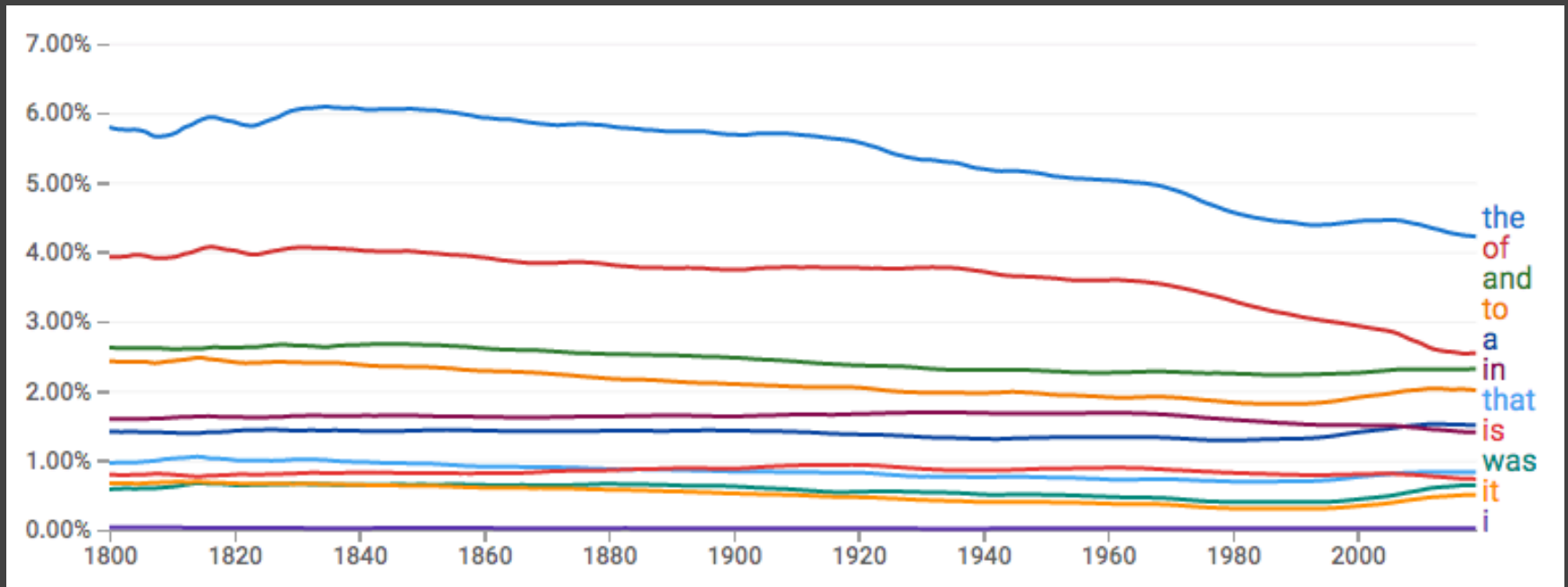
Document-Term Matrix

Each document is a vector of term weights

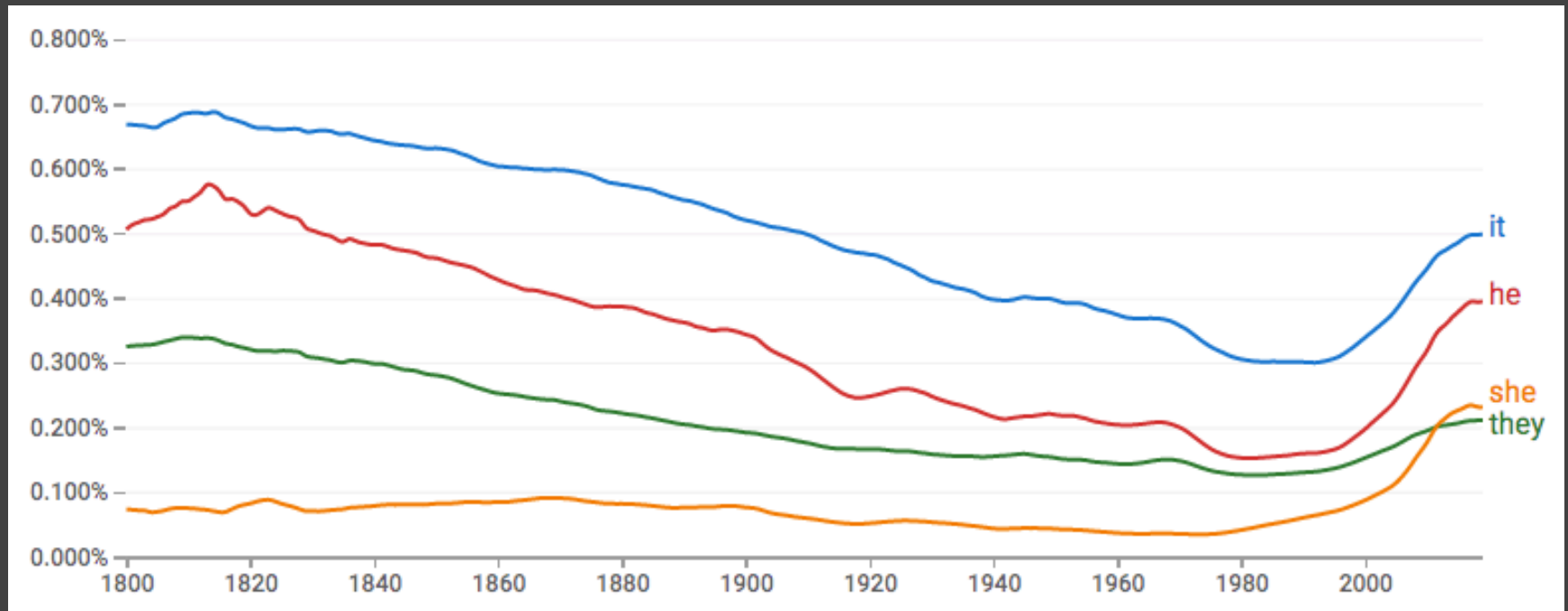
Simplest weighting is to just count occurrences

| | Antony and Cleopatra | Julius Caesar | The Tempest | Hamlet | Othello | Macbeth |
|-----------|----------------------|---------------|-------------|--------|---------|---------|
| Antony | 157 | 73 | 0 | 0 | 0 | 0 |
| Brutus | 4 | 157 | 0 | 1 | 0 | 0 |
| Caesar | 232 | 227 | 0 | 2 | 1 | 1 |
| Calpurnia | 0 | 10 | 0 | 0 | 0 | 0 |
| Cleopatra | 57 | 0 | 0 | 0 | 0 | 0 |
| mercy | 2 | 0 | 3 | 5 | 5 | 1 |
| worser | 2 | 0 | 1 | 1 | 1 | 0 |

Google Ngram Viewer



Google Ngram Viewer

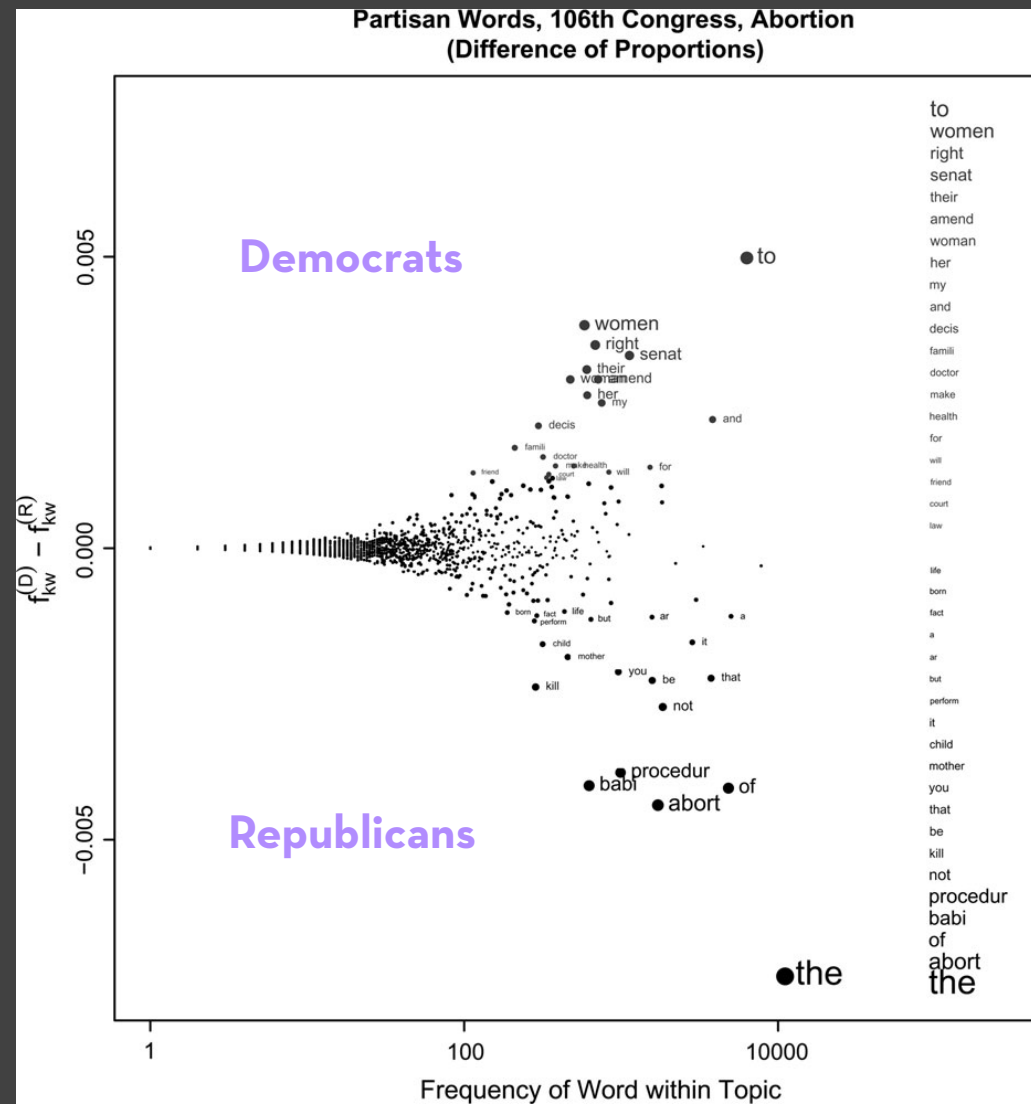


**Given a text, what are the
best descriptive words?**

Lexical Feature Selection [Monroe et al. '08]

Top 20 words labeled

Visualize proportion relative to the word frequency in overall document collection



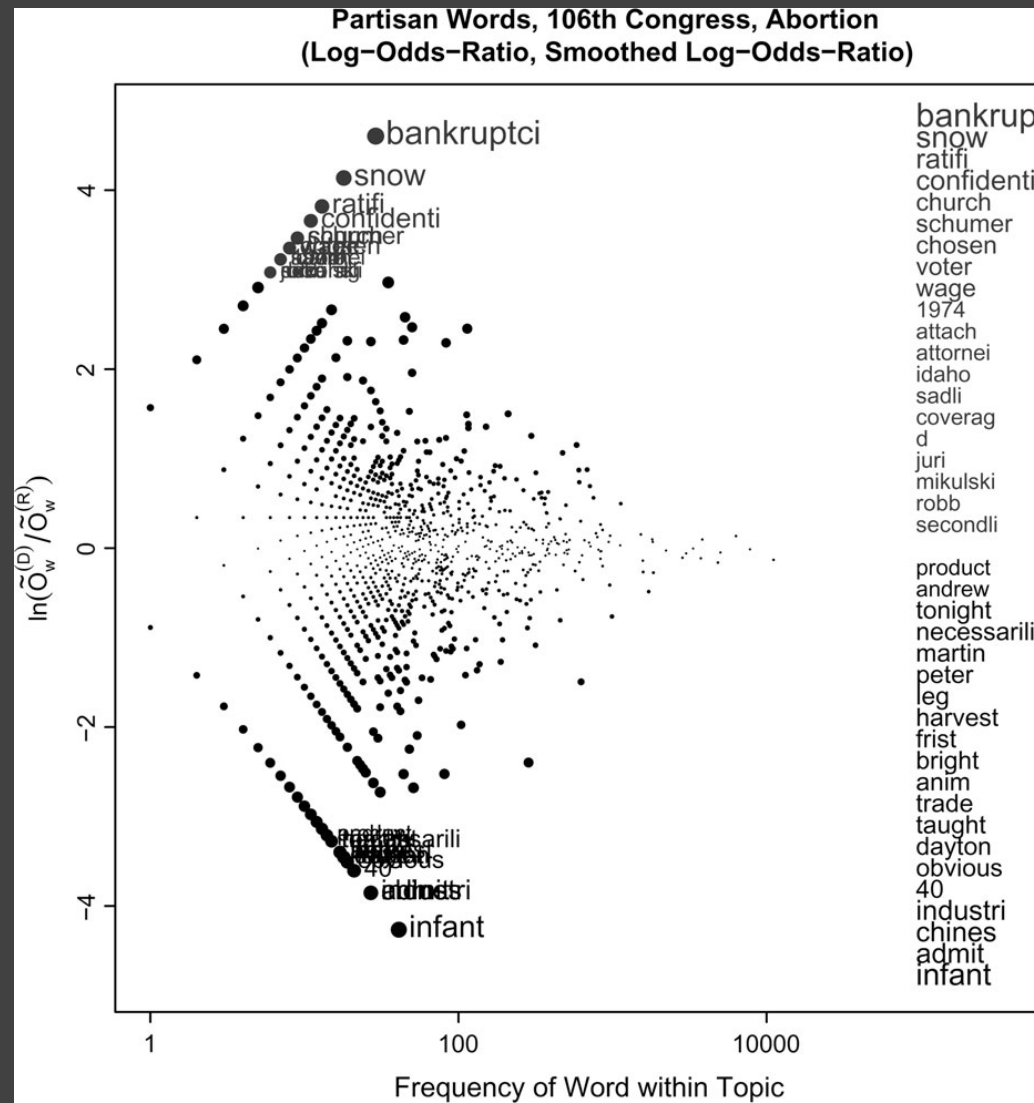
Lexical Feature Selection [Monroe et al. '08]

Top 20 words labeled

Log-odds-ratio

Symmetric display
between two parties

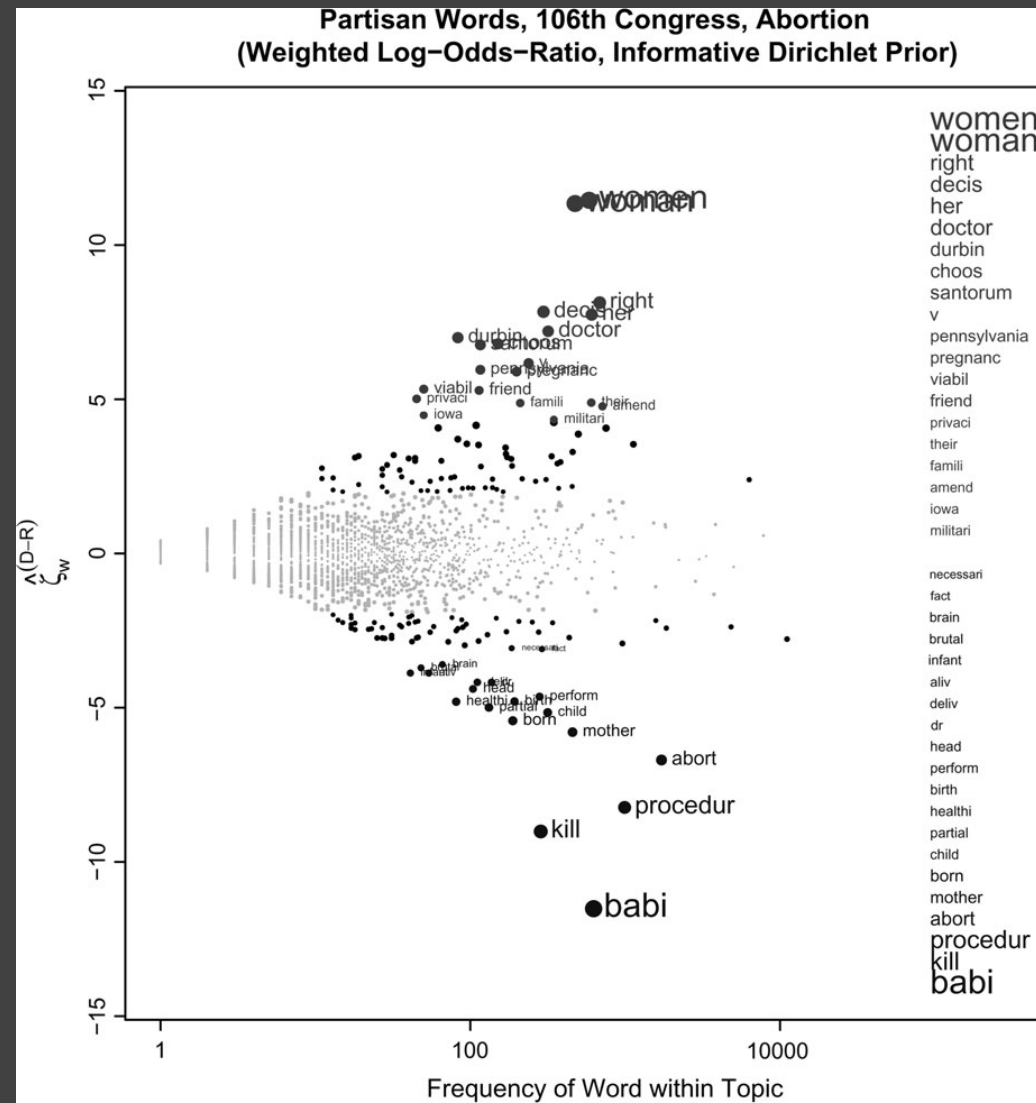
Words only spoken by
a particular party (and
not the other party)



Lexical Feature Selection [Monroe et al. '08]

Top 20 words labeled

Leverage word priors:
expected distribution
of words (across many
Senate topics)



Limitations of Freq. Statistics

Typically focus on unigrams (single terms)

Often favors frequent (TF) or rare (IDF) terms

Not clear that these provide best description

A “bag of words” ignores information

Grammar / part-of-speech

Position within document

Recognizable entities

Bag of Words Model: Word or Tag Clouds

Tag Clouds

Strengths

Can help with overview 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)

Term frequency may not be meaningful

Does not show the structure of the text

Size: Perceptual Biases

[Alexander et al. '18]

| | Factor agreement | | | | | |
|-------------|-------------------------|-----------------------------|-------------------------|----------------------|-------------------------|-------------------------------|
| Factor | agree | | neutral | | disagree | |
| word length | hello sam | bigger font, longer word | hello world | same length | hello goodbye | bigger font, shorter word |
| word height | help corn | bigger font, taller word | plot flop | same "raw height" | corn help | bigger font, shorter word |
| word width | joyful letter | bigger font, wider word | litter fillet | same "raw width" | little hummed | bigger font, narrower word |

Size: Perceptual Biases [Alexander et al. '18]

| Label | E/P | Effect of Δ font size | Primary bias factor | Effect of bias factor agreement | Additional factor | Accuracy at min Δ font size | | | Notes |
|---------|-----|------------------------------|--------------------------|---------------------------------|-----------------------------|------------------------------------|---------|----------|--|
| | | | | | | agree | neutral | disagree | |
| len1 | P | ✓ | word length [†] | ✓ | - | 0.860 | 0.879 | 0.753 | Word length biases perception of font size |
| len2 | P | ✓ | word length [†] | ✓ | base font size [†] | 0.861 | 0.816 | 0.734 | We see a greater bias at larger base font (30 px versus 20 px) |
| len3 | P | ✓ | word length [†] | ✓ | base font size [†] | 0.825 | 0.838 | 0.642 | Tested wider variety of baseline font sizes |
| len4 | E | ✓ | word length [†] | ✓ | - | 0.992 | 0.942 | 0.867 | Bias still present with English words and denser word clouds |
| height1 | P | ✓ | word height [†] | ✓ | - | 0.974 | 0.909 | 0.684 | Character heights bias perception of font size |
| height2 | P | ✓ | word height [†] | ✓ | - | 0.929 | 0.810 | 0.529 | Proportional difference in font size seems to matter more than absolute difference |
| height3 | P | ✓ | word height [†] | ✓ | - | 0.937 | 0.795 | 0.525 | Bias still present when word clouds use sans serif font |
| height4 | P | ✓ | word height [†] | ✓ | base font size [†] | 0.931 | 0.790 | 0.479 | We see a greater bias at larger base font (30 px versus 20 px) |
| height5 | P | ✓ | word height [†] | ✓ | base font size [†] | 0.963 | 0.854 | 0.489 | Accuracy hits ceiling between 20-25% size difference |
| width1 | E | ✓ | word width [†] | ✓ | - | 0.975 | - | 0.909 | Bias present when length is held constant and width varies |
| width2 | E | ✗ | word length [†] | ✗ | - | 0.982 | - | 0.982 | No bias when width is held constant and length varies |
| box1 | E | ✓ | word width [†] | ✗ | - | 0.914 | 0.932 | 0.908 | No bias with corrected-width rectangular bounding boxes |
| big1 | P | ✓ | word length [†] | ✓ | number of near misses | 0.888 | 0.826 | 0.658 | Tested using "pick the biggest word" task |
| big2 | P | ✓ | word length [†] | ✓ | number of near misses | 0.811 | - | 0.562 | Tested wider variety of length differences |

Size: Perceptual Biases

[Alexander et al. '18]



Yelp Review Spotlight

[Yatani et al. '11]



“long wait” or “no wait”?

what type of sushi roll?

Yelp Review Spotlight

[Yatani et al. '11]



Mentioned 63 times

possess sage of the halos wisdom , and know in advance sushi zone only accepts cash and the waits will be **long** and arduous .

yes , its a **long** wait , learn the master of zen if you want to eat here .

Descriptive Phrases

Understand the limitations of your language model.

Bag of words: (1) easy to compute, (2) single words, (3) loss of order

Select appropriate model and visualization

Generate longer, more meaningful phrases

Adjective-noun word pairs for reviews

Show keyphrases within source text

Context and Structure

Concordance

Concordance - Larkin.Concordance

File Text Search Edit Headwords Contexts View Tools Help

| Headword | No. | Context... | Word | ...Context | Reference |
|--------------|-----------|---|-------|--------------------------------|------------------|
| HEAR | 15 | That my own | heart | drifts and cries, having no... | Deep Analysis |
| HEARD | 9 | By the shout of the | heart | continually at work | And the wave |
| HEARING | 7 | Nothing to adapt the skill of the | heart | to, skill | And the wave |
| HEARS | 3 | The tread, the beat of it, it is my own | heart | , | Träumerei |
| HEARSE | 1 | Because I follow it to my own | heart | | Many famous |
| HEART | 25 | My | heart | is ticking like the sun: | I am washed t |
| HEART'S | 2 | The vague | heart | sharpened to a candid co... | The March Pa: |
| HEART-SHAPED | 1 | Contract my | heart | by looking out of date. | Lines on a Yo |
| HEARTH | 1 | Having no | heart | to put aside the theft | Home is so Sa |
| HEARTS | 7 | And the boy puking his | heart | out in the Gents | Essential Bea |
| HEARTY | 1 | A harbour for the | heart | against distress. | Bridge for the |
| HEAT | 6 | These I would choose my | heart | to lead | After-Dinner F |
| HEAT-HAZE | 1 | Time in his little cinema of the | heart | | Time and Spa |
| HEATH | 1 | This petrified | heart | has taken, | A Stone Churc |
| HEATS | 1 | How should they sweep the girl clean... | heart | , | I see a girl dra |
| HFAVF | 1 | Hands that the | heart | can govern | Heaviest of fl |

Centred Left-aligned Index

| Words | Tokens | At word | Deleted lines | Word sort | Context sort |
|-------|--------|---------|---------------|--------------------|----------------------|
| 7318 | 37070 | 2990 | 1 [24] | Asc alpha (string) | Asc occurrence order |

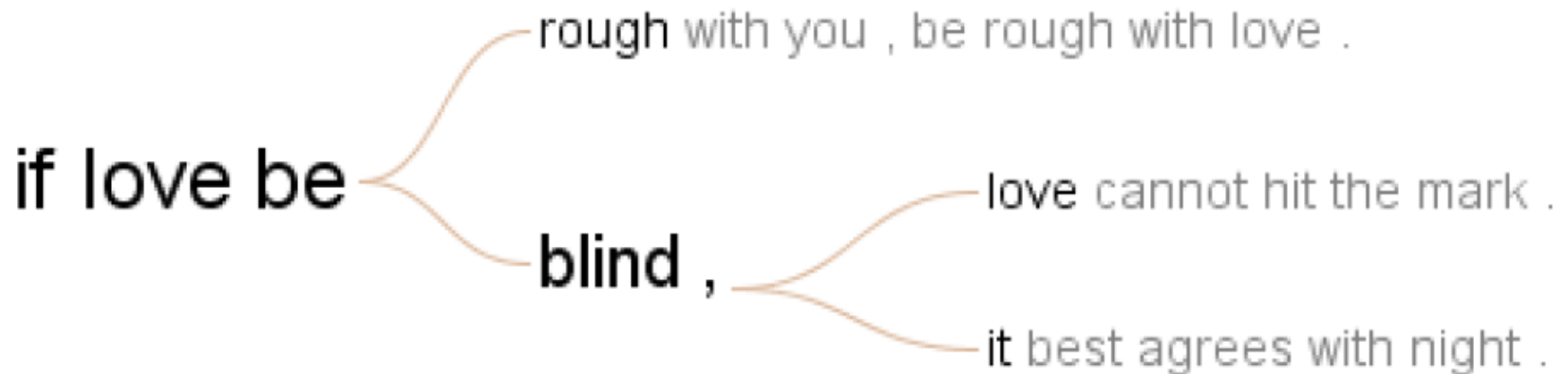
Context & Structure

[Wattenberg et al. '08]

if love be rough with you , be rough with love .

if love be blind , love cannot hit the mark .

if love be blind , it best agrees with night .

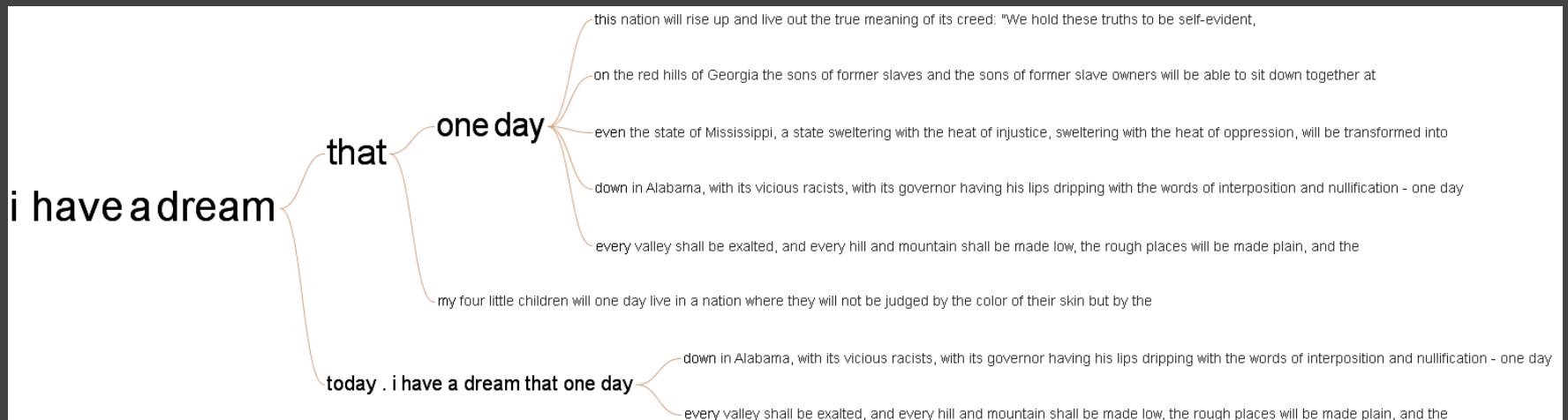


Word Tree

[Wattenberg et al. '08]

Recurrent themes in speech structure

Visualization of all occurrences of "I have a dream" in Martin Luther King's historic speech:



Visualizations : Word tree / Alberto Gonzales

Creator: [Martin Wattenberg](#)
Tags:

explore
visualizations
data sets
comments
topic hubs

participate
create visualization
upload data set
create topic hub
register

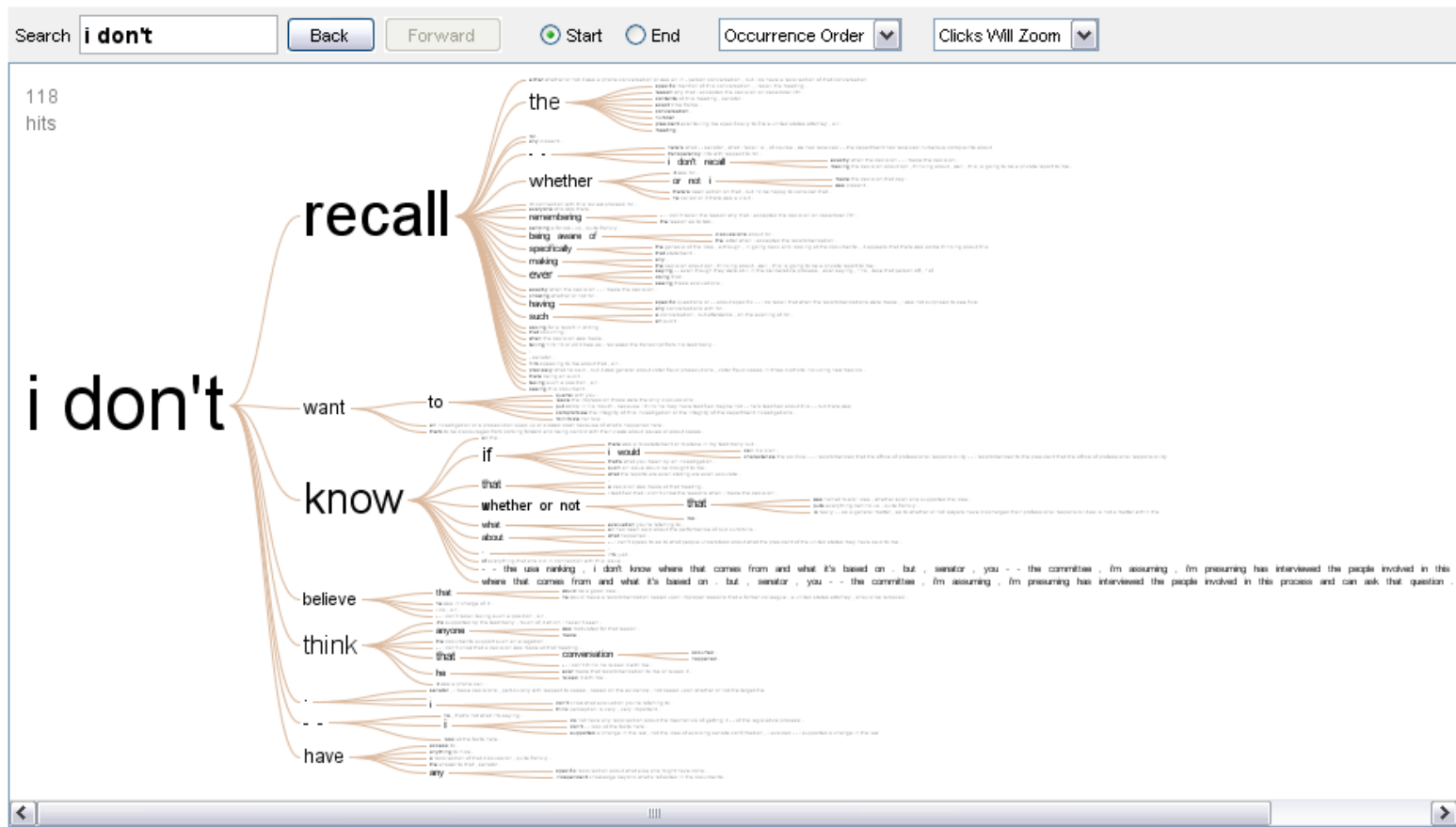
learn more
quick start
visualization types
data format & style
about Many Eyes
FAQ
blog

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report a bug

legal
terms of use

Popular Dataset Tags

- 2007 2008 bible blog
- books census crime
- education eharmony
- election energy food
- health inauguration
- internet ireland literature
- lyrics media music
- network obama
- people politics
- population
- president prices religion
- social



Data file: [Word in testimony from Gonzales, 4/19/2007](#) Data source: CQ Transcript Wire via the Washington Post

Comments (4)

currently showing

This visualization has 4 positive and 0 negative

Glimpses of Structure...

Concordances show local, repeated structure

But what about other types of patterns?

Lexical: <A> at

Syntactic: <Noun> <Verb> <Object>

Phrase Nets

[van Ham et al. '09]

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 patterns in a node-link view:

Occurrences → Node size

Pattern position → Edge direction

Showing 73 of 1719 terms

Select a phrase

word1 and word2

word1 's word2

word1 of the word2

word1 the word2

word1 a word2

word1 at word2

word1 is word2

word1 [space] word2

or enter your own

* and *

Filters

Show top:

Hide common words

Zoom

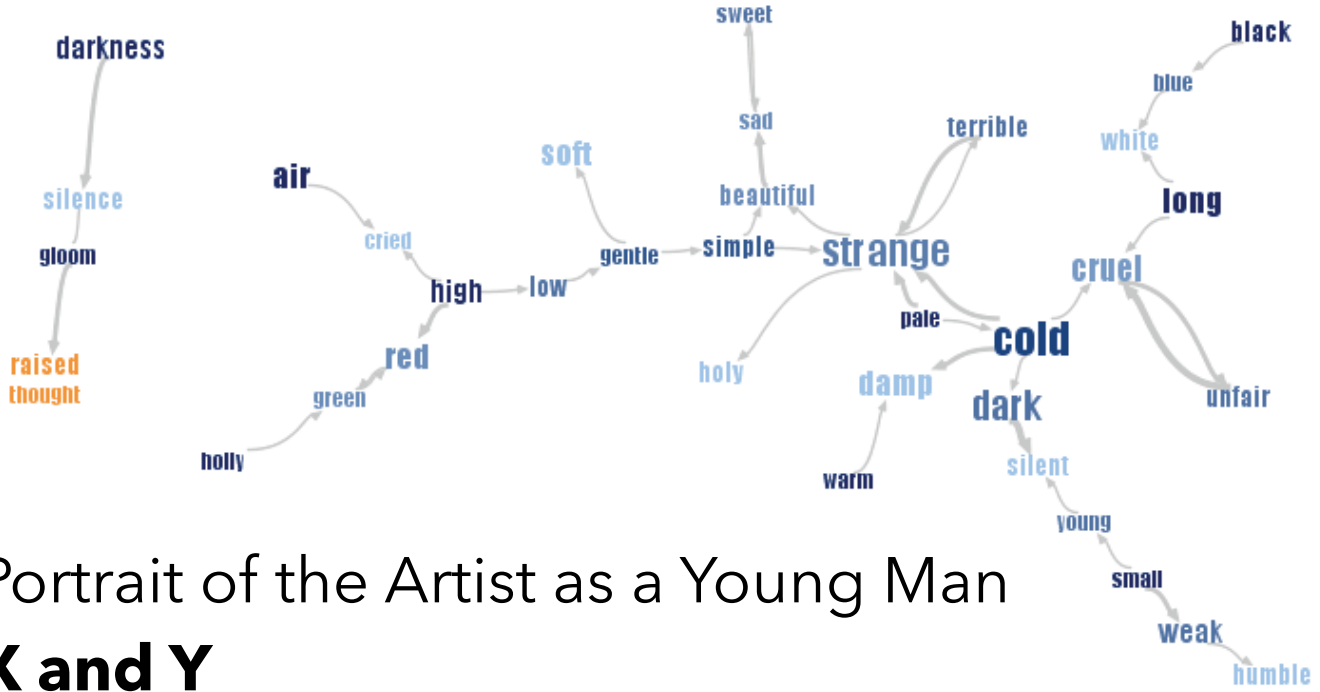
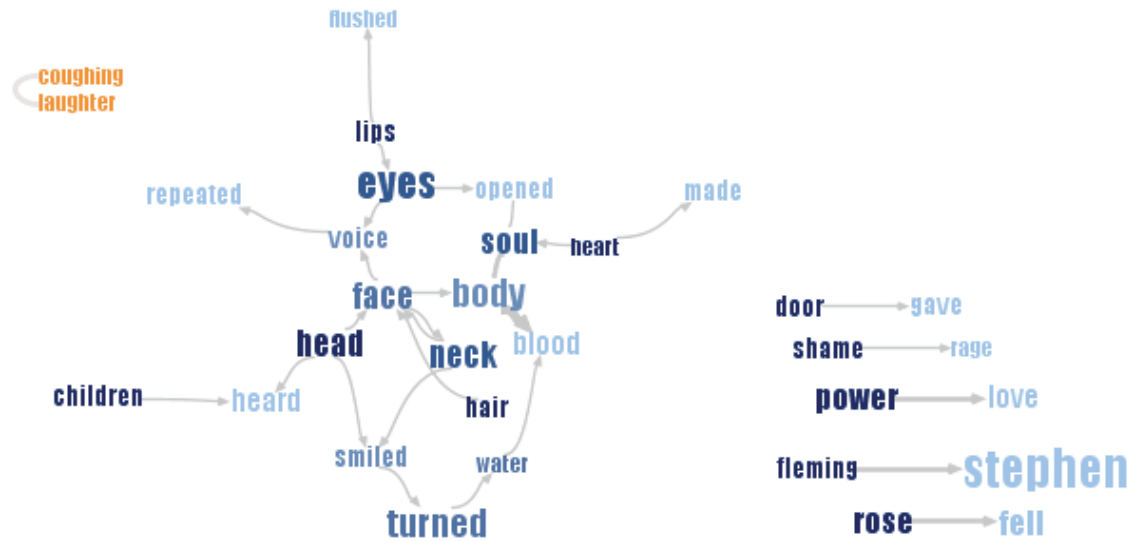
In Out

mother

father

mr

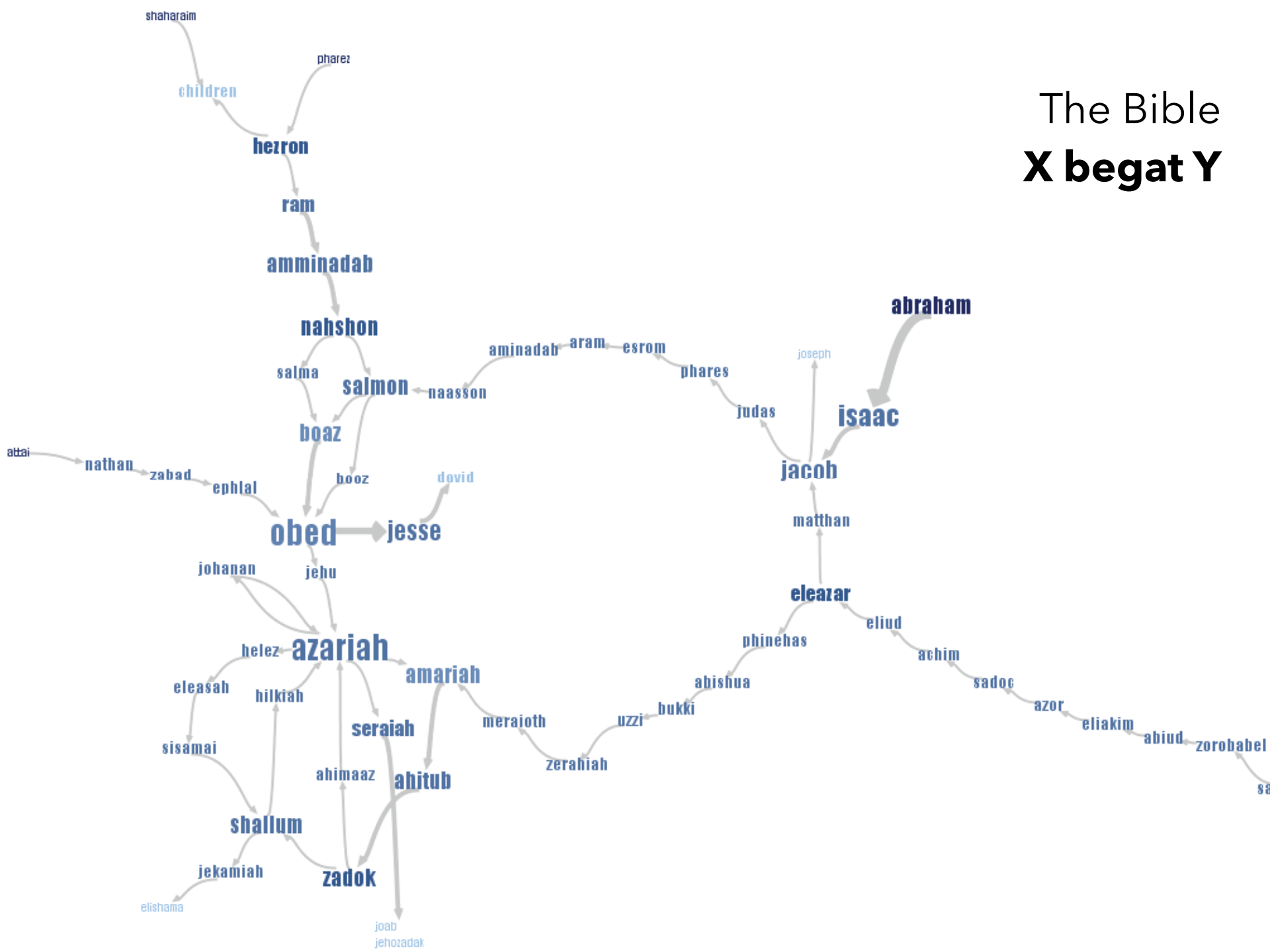
charles



Portrait of the Artist as a Young Man

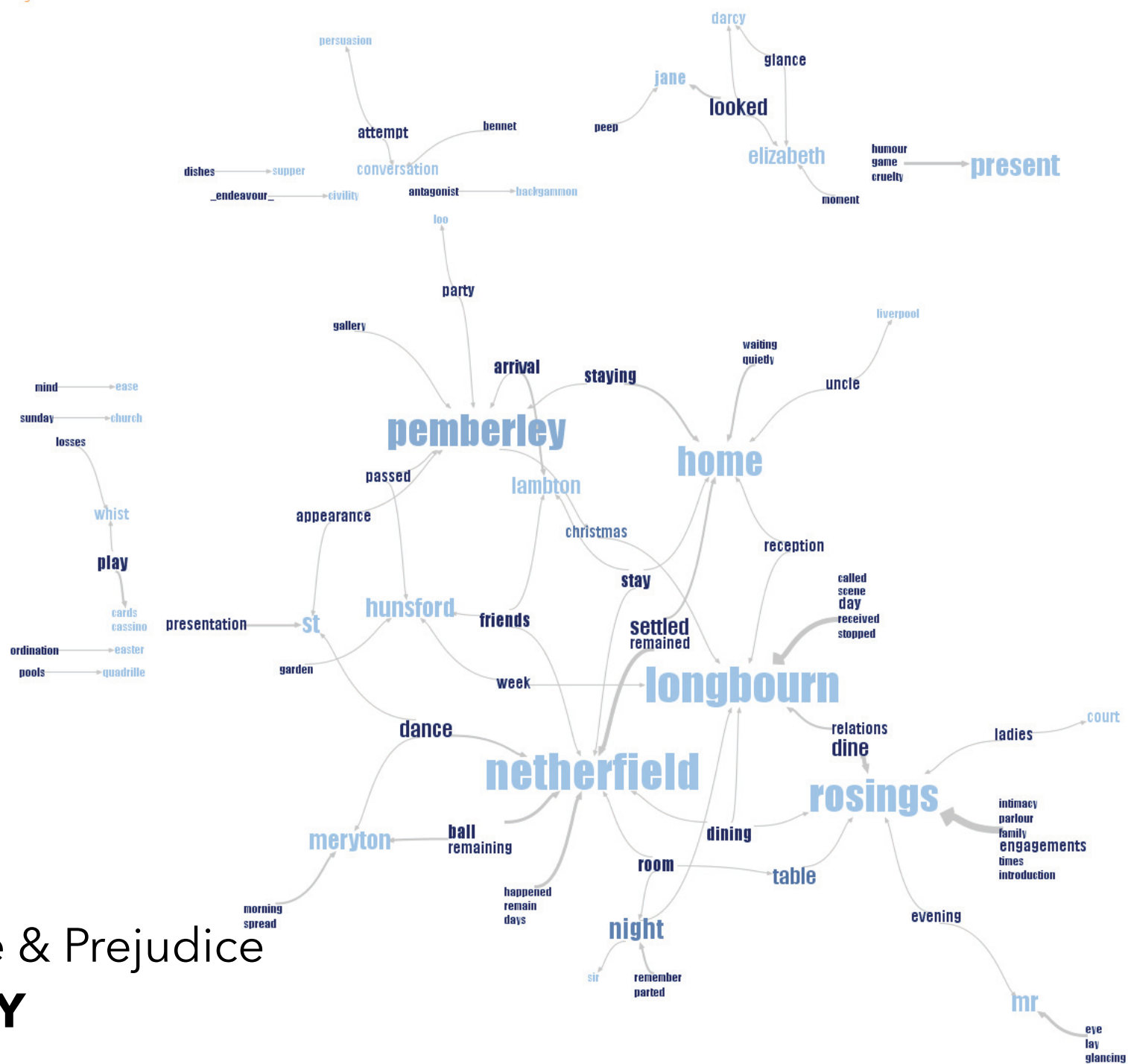
X and Y

The Bible X begat Y

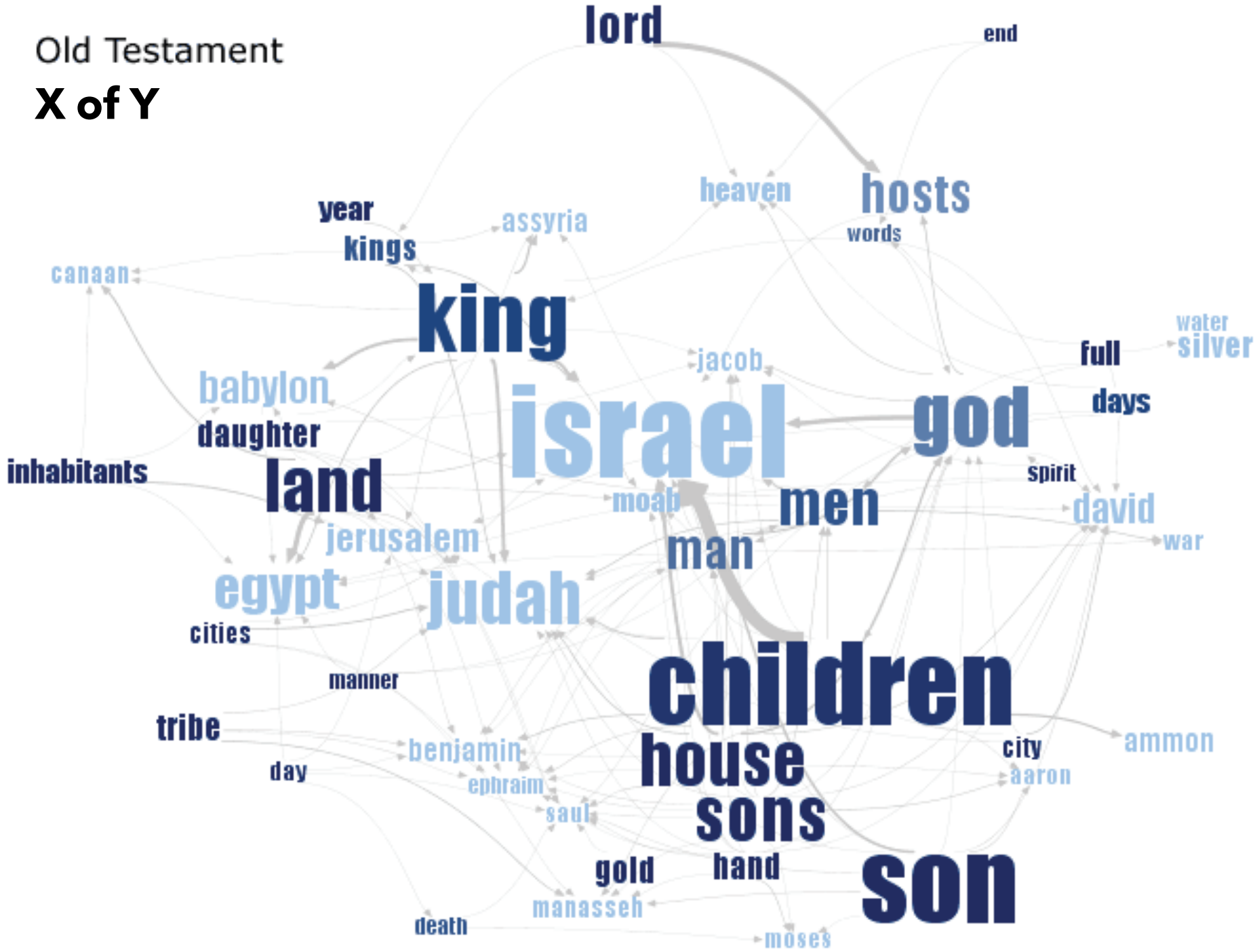


Pride & Prejudice

X at Y



Old Testament
X of Y



Document Content

Understand Your Analysis Task

Visually: Word position, browsing, brush & link

Semantically: Word sequence, hierarchy, clustering

Both: Spatial layout reflects semantic relationships

The Role of Interaction

Language model supports visual analysis cycles

Allow modifications to the model: custom patterns for expressing contextual or domain knowledge

Document Collections

Named Entity Recognition

Label named entities in text:

John Smith -> PERSON

Soviet Union -> COUNTRY

353 Serra St -> ADDRESS

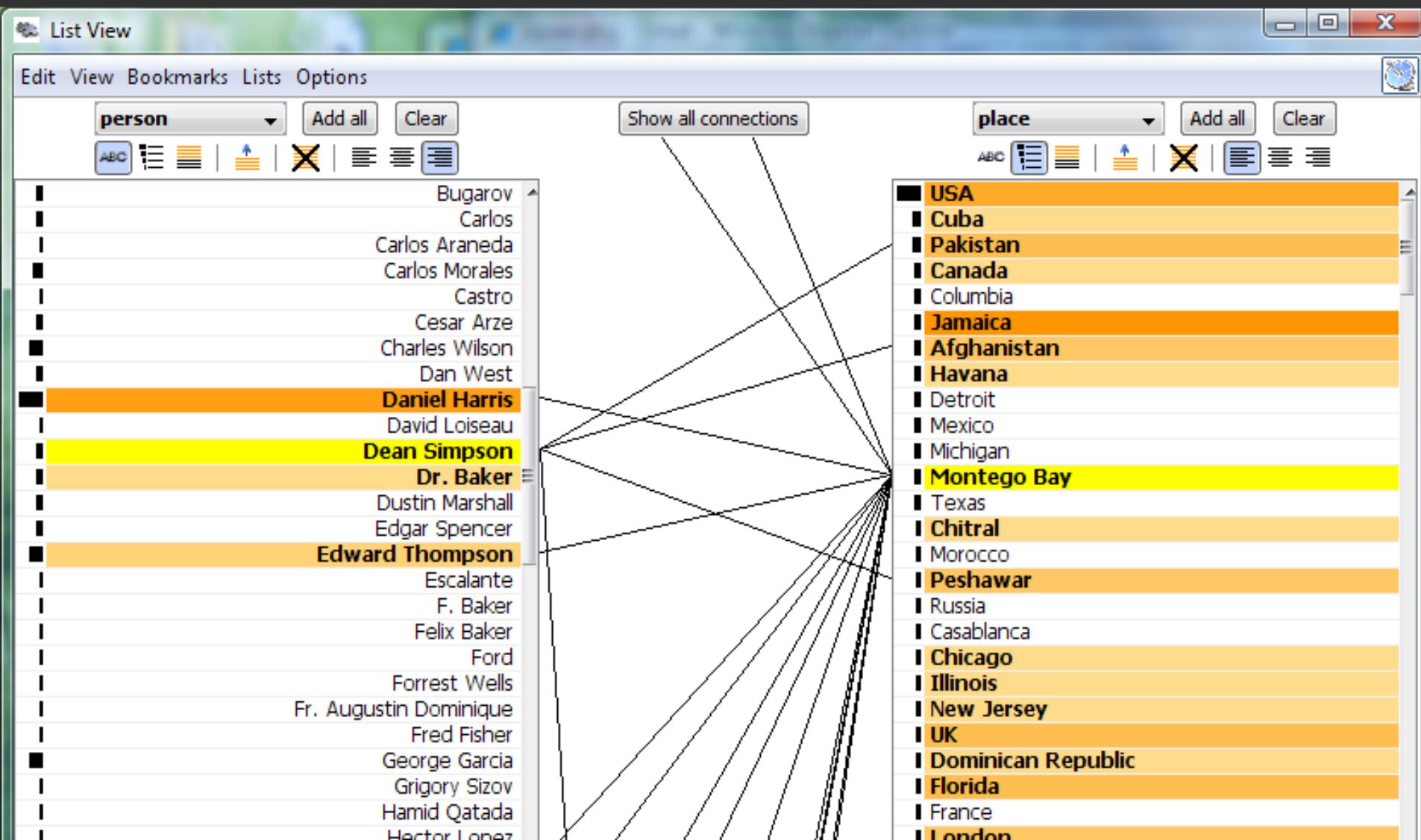
(555) 721-4312 -> PHONE NUMBER

Entity relations: how do the entities relate?

Simple approach: do the entities co-occur in a small window of text?

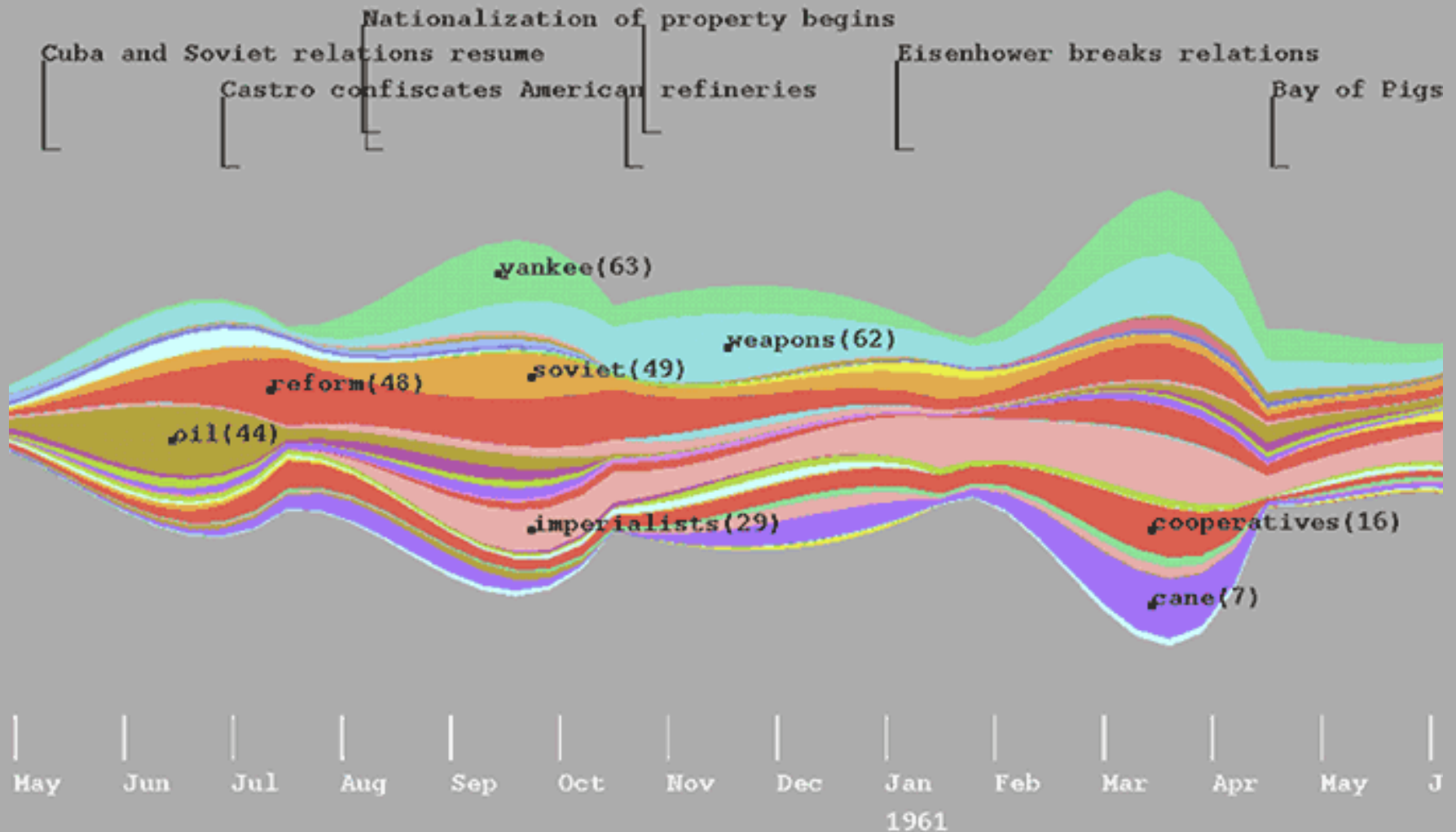
Entity Relationships

[Görg et al. '07]



Theme River

[Havre et al. '00]



Similarity & Clustering

Compute vector distance among docs

Similarity measure can be used to cluster

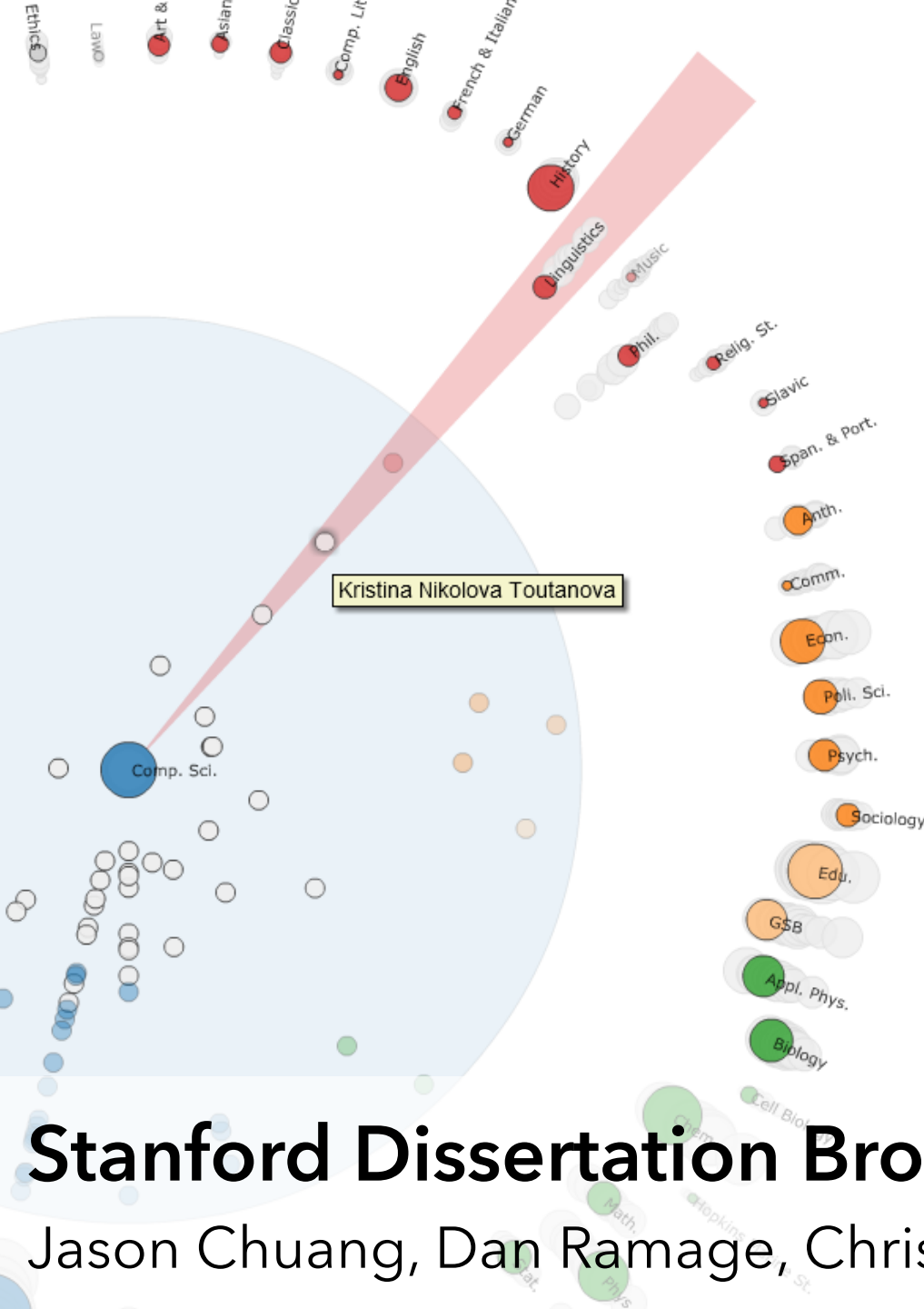
Topic modeling

Assume documents are a mixture of topics

Topics are (roughly) a set of co-occurring terms

Latent Semantic Analysis (LSA): reduce term matrix

Latent Dirichlet Allocation (LDA): statistical model



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:

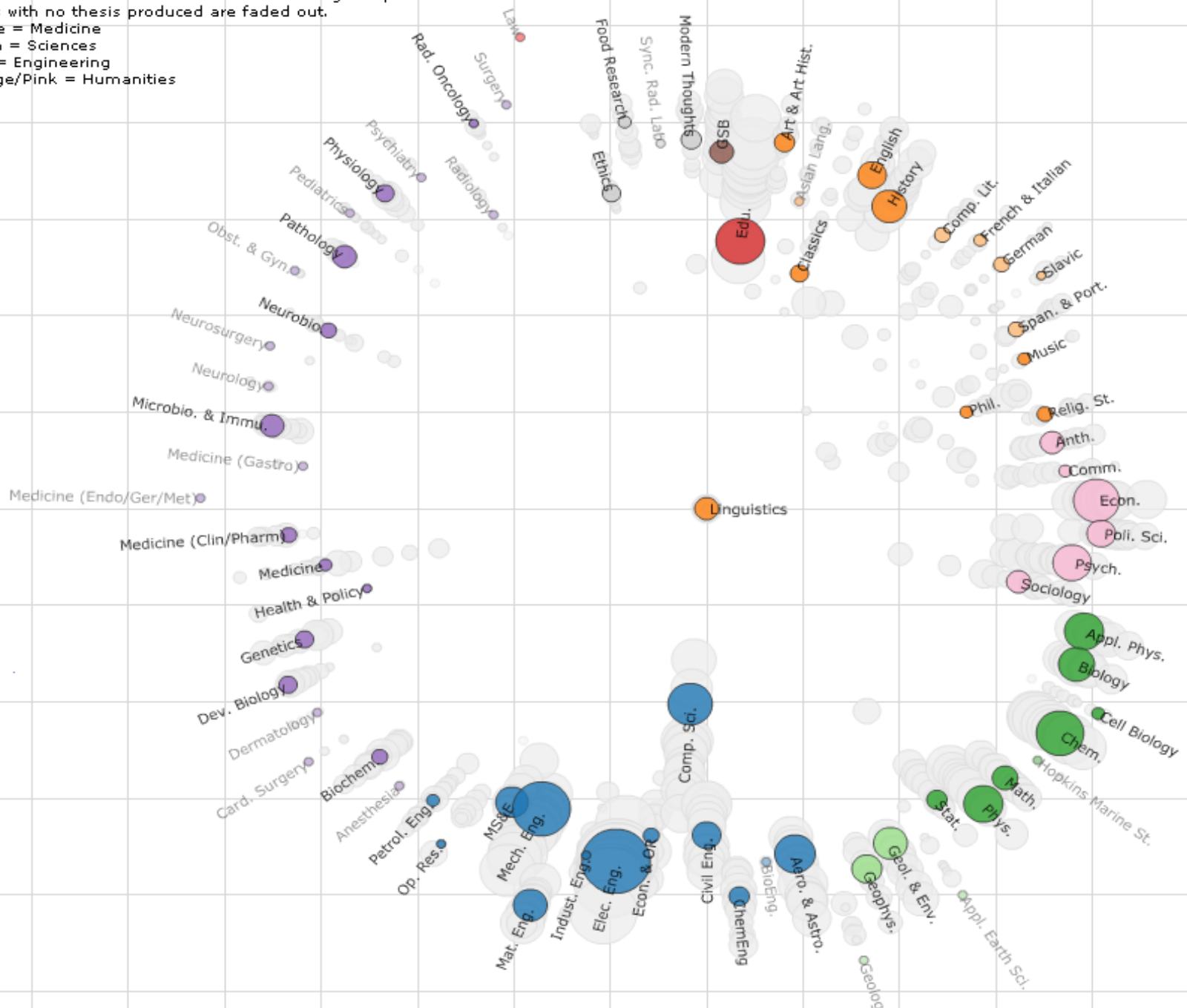
This thesis focuses on building effective statistical models for disambiguation of sophisticated syntactic and semantic natural language (NL) structures. We advance the state of the art in several domains by (i) choosing representations that encode domain knowledge more effectively and (ii) developing 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

Jason Chuang, Dan Ramage, Christopher Manning, Jeffrey Heer

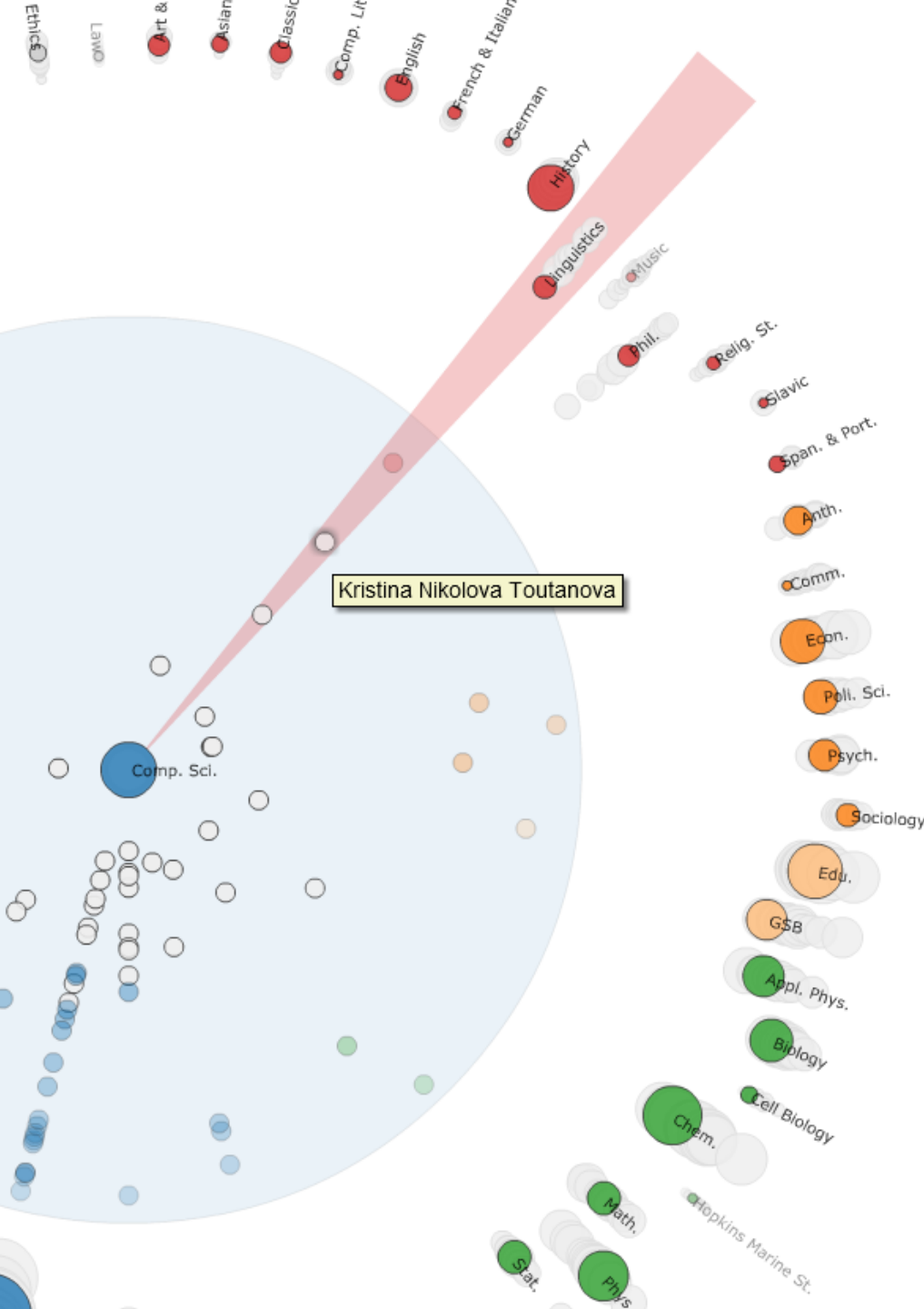
Topic Distance Between Stanford Depts

Area of circles denote number of theses in a given year.
Depts with no thesis produced are faded out.
Purple = Medicine
Green = Sciences
Blue = Engineering
Orange/Pink = Humanities





Oh, the humanities!



Effective statistical models for syntactic and semantic disambiguation

Student: Kristina Nikolova Toutanova

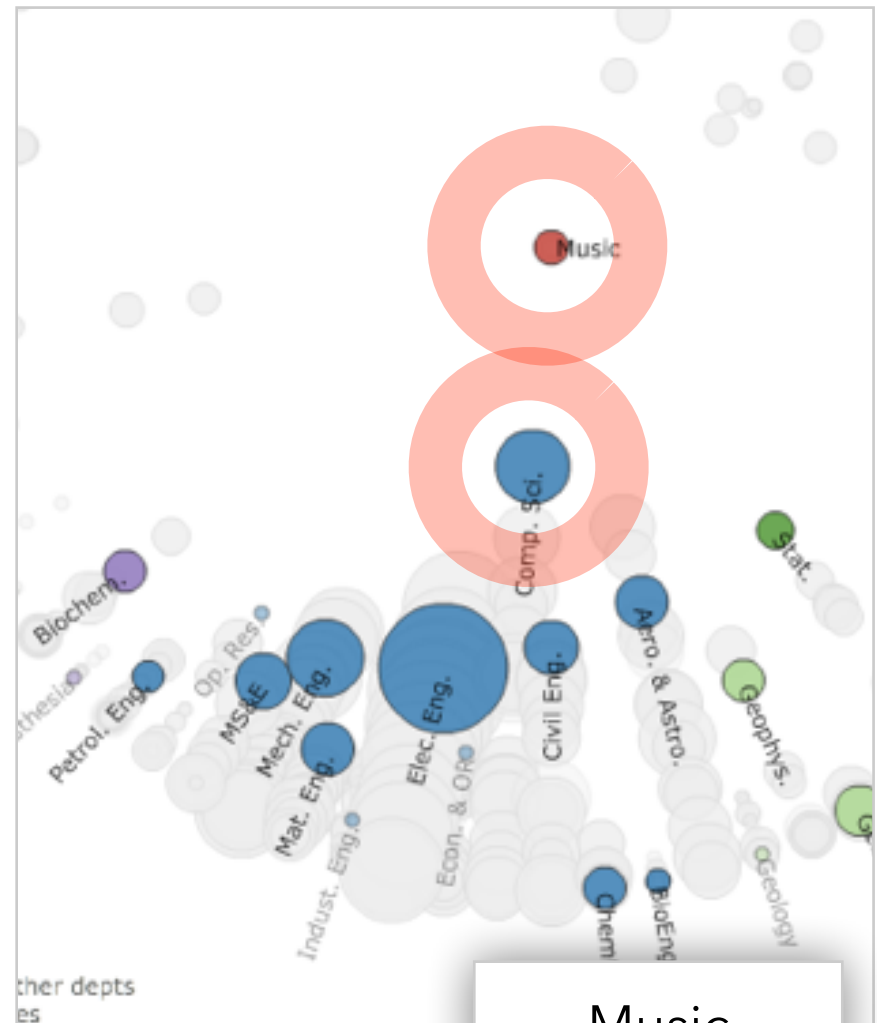
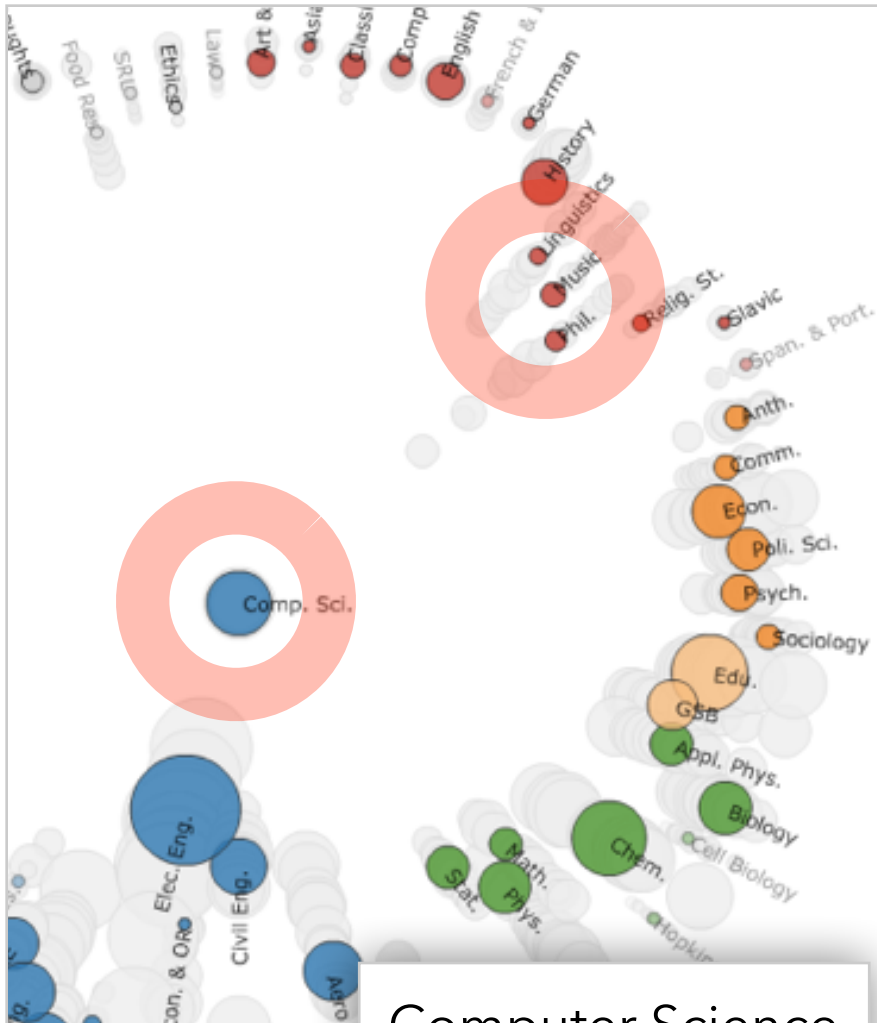
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Abstract:

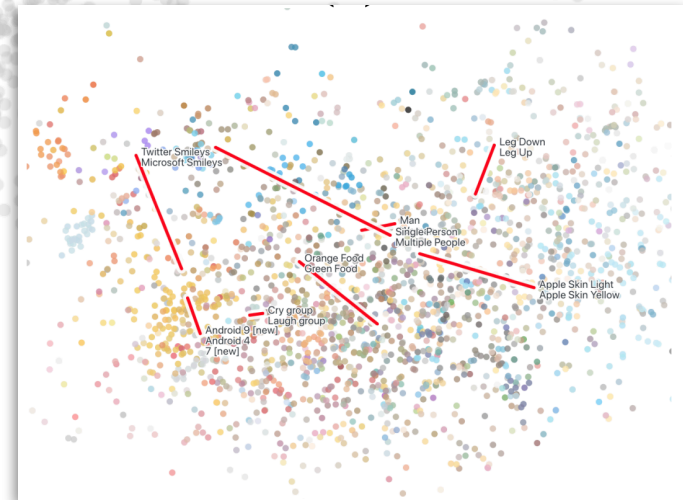
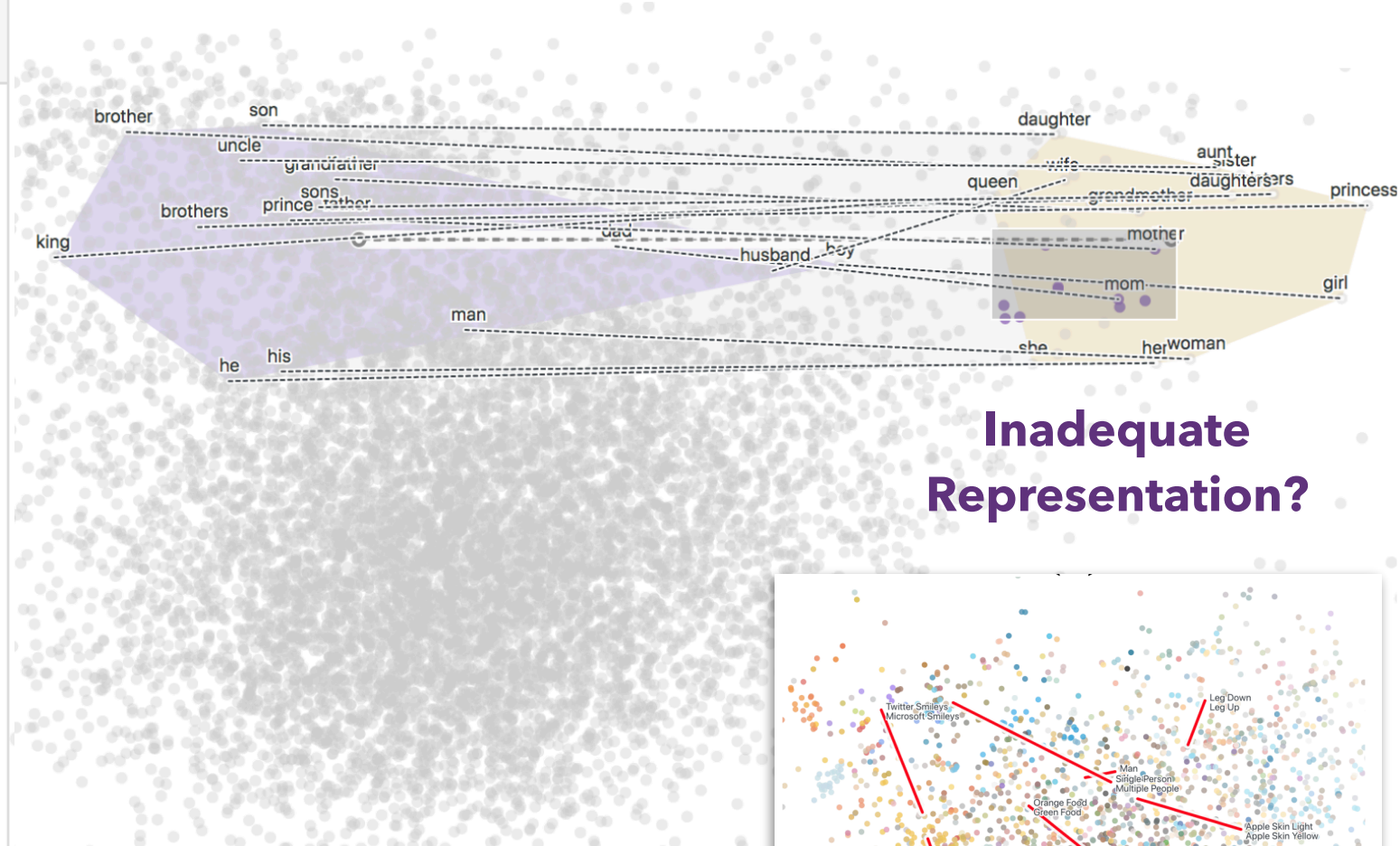
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“Word Borrowing” via Labeled LDA

Brushed

- mother +
- ms. +
- wedding +
- pink **Bias?** +
- mom +
- nurse +
- bedroom +
- ladies +
- householder +
- butterfly +



Latent Space Cartography

Visual Analysis of Vector Space Embeddings

Yang Liu, Eunice Jun, Qisheng Li (CSE 512, Spring '18)

Summary

High Dimensionality

Where possible use text to represent text...
... which terms are the most descriptive?

Context & Semantics

Provide relevant context to aid understanding.
Show (or provide access to) the source text.

Modeling Abstraction

Understand abstraction of your language models.
Match analysis task with appropriate tools and models.

Currently: from bag-of-words to *vector space embeddings*