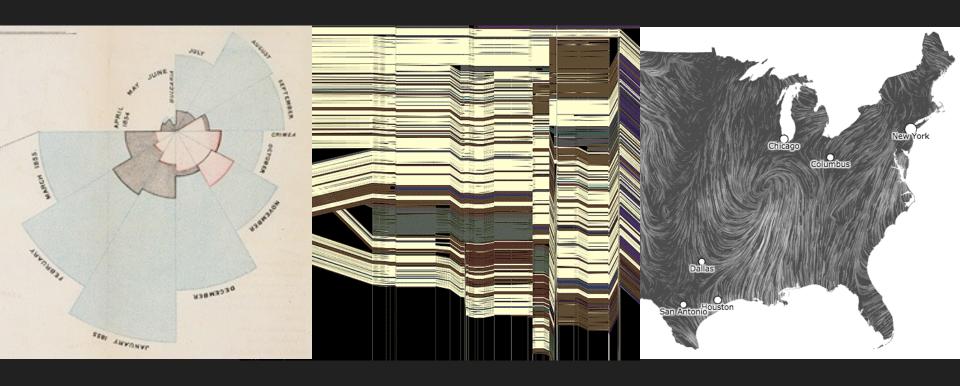
#### CSE 412 - Intro to Data Visualization

## **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.

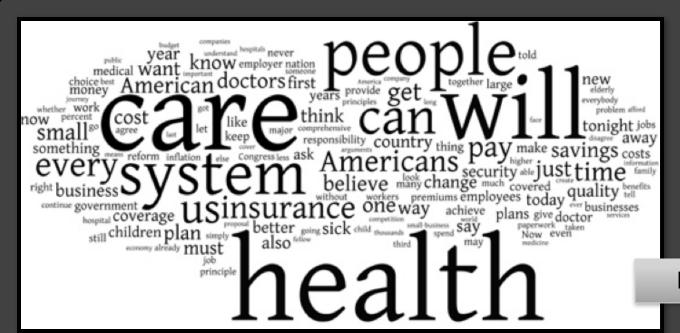
I want to thank the members of this body for your efforts and your support in these last several months, and especially those who have taken the difficult votes that have put us on a path to recovery. I also want to thank the American people for their patience and resolve during this trying time for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





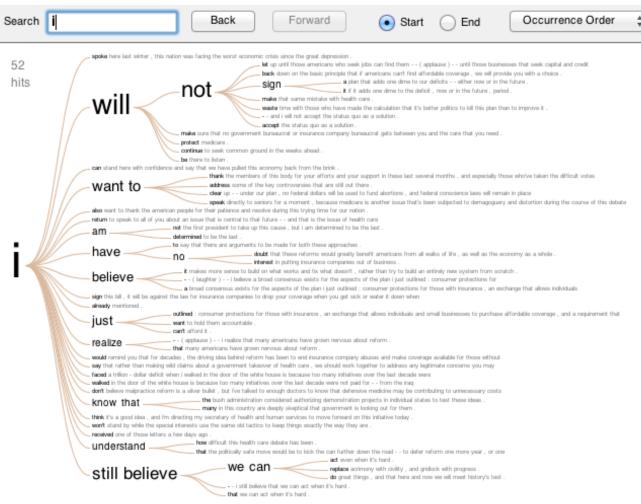
Bill Clinton 1993



## Word Tree: Word Sequences

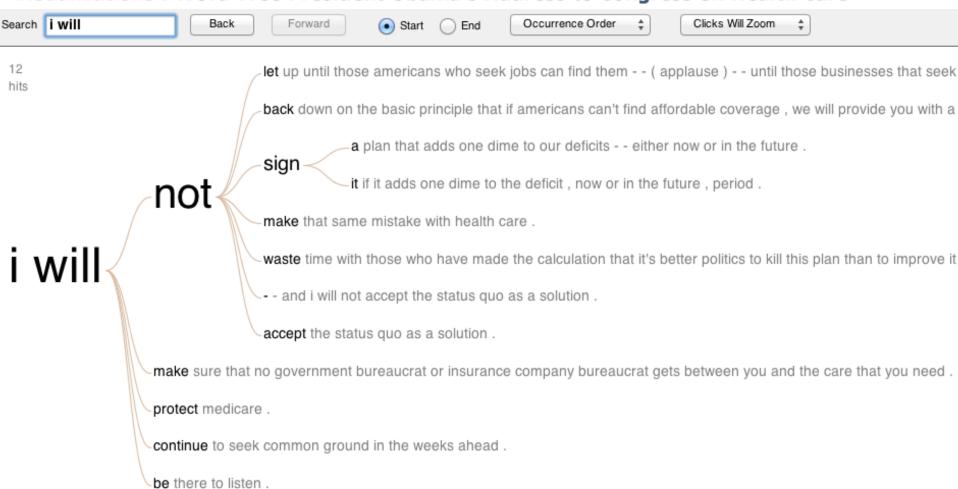
#### Visualizations: Word Tree President Obama's Address to Congress on Health Care

Clicks Will Zoom



## Word Tree: Word Sequences

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



#### **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: applicant Search WordNet

Display Options: (Select option to change) 
Change

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

Display options for sense: (gloss)

#### Noun

- <u>S:</u> (n) applicant, <u>applier</u> (a person who requests or seeks something such as assistance or employment or admission)
  - direct hyponym | full hyponym
    - S: (n) <u>aspirant</u>, <u>aspirer</u>, <u>hopeful</u>, <u>wannabe</u>, <u>wannabee</u> (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)
    - <u>S: (n) petitioner, suppliant, supplicant, requester</u> (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) <u>submitter</u> (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),  $visually \rightarrow visual$ 

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 ≈ 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

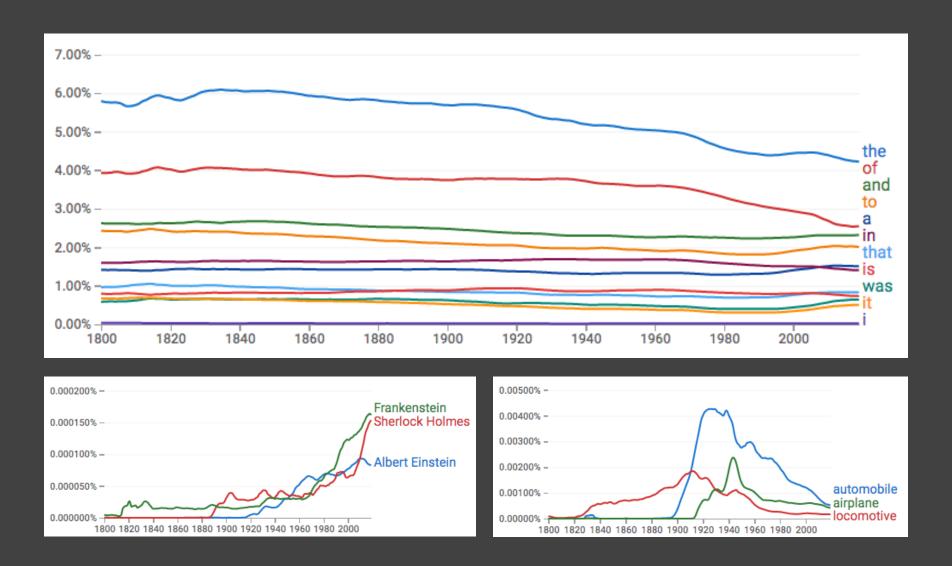
Simplest weighting is to just count occurrences

	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

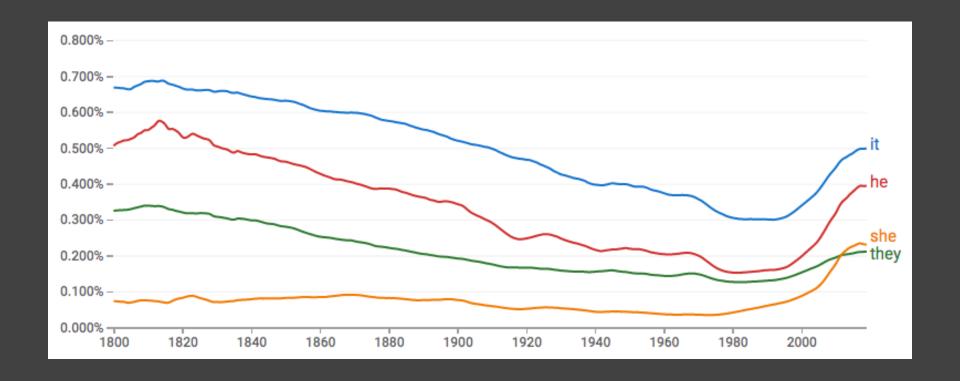
### **WordCounts**



## Google Ngram Viewer



## Google Ngram Viewer

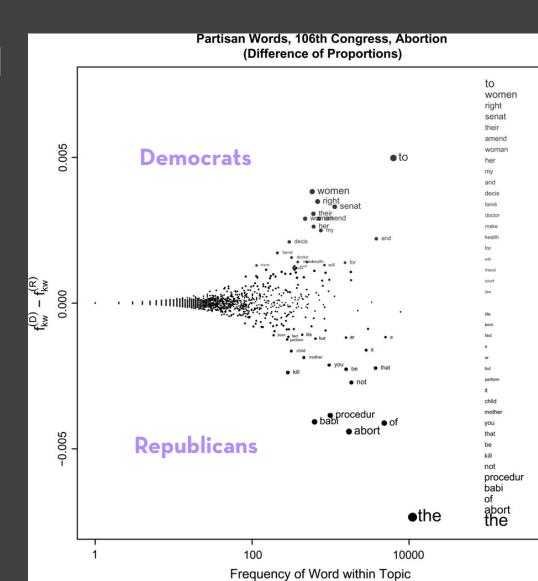


## Given a text, what are the best descriptive words?

#### Lexical Feature Selection [Monroe et al. '08]

Top 20 words labeled

Visualize proportion relative to the word frequency in overall document collection



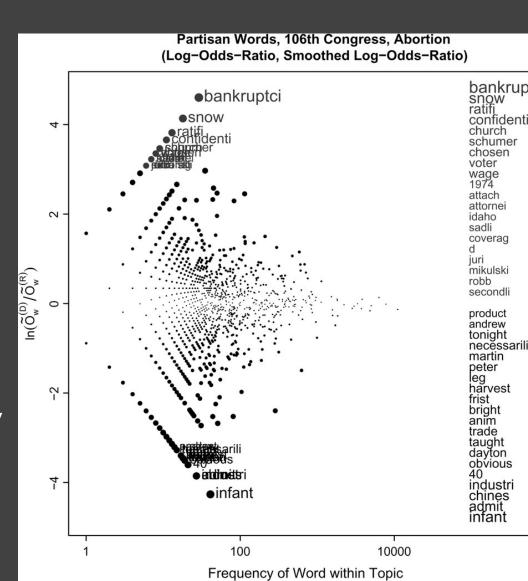
### Lexical Feature Selection [Monroe et al. '08]

Top 20 words labeled

Log-odds-ratio

Symmetric display between two parties

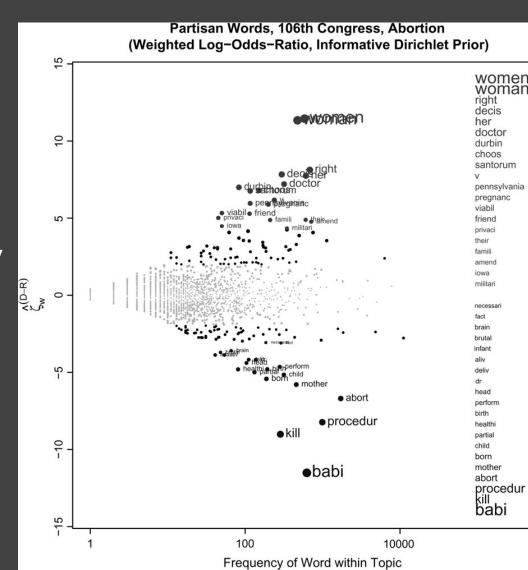
Words only spoken by a particular party (and not the other party)



#### 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

#### Visualizations: Wordle of Sarah Palin RNC 9/3/2008 Speech

Creator: Anonymous

Tags:

Edit Language Font Layout Color



## 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		neu	ıtral	disagree		
word length	hello sam	bigger font, longer word	hello world	same length	hello goodbye	bigger font, shorter word	
word height	help	bigger font, taller word	plot	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	E/P	Effect of		Effect of bias factor agreement	Additional factor	Accuracy at min Δ font size			Notes	
	/ -	$\Delta$ font size				agree	neutral	disagree		
len1	P	√	word length <sup>†</sup>	V	-	0.860	0.879	0.753	Word length biases perception of font size	
len2	P	√	word length <sup>†</sup>	V	base font size <sup>‡</sup>	0.861	0.816	0.734	We see a greater bias at larger base font (30 px versus 20 px)	
len3	Р	√	word length <sup>†</sup>	V	base font size <sup>†</sup>	0.825	0.838	0.642	Tested wider variety of base- line font sizes	
len4	Е	✓	word length <sup>†</sup>	√	n	0.992	0.942	0.867	Bias still present with English words and denser word clouds	
height1	P	√	word height <sup>†</sup>	V	-	0.974	0.909	0.684	Character heights bias per- ception of font size	
height2	Р	V	word height <sup>†</sup>	· ·		0.929	0.810	0.529	Proportional difference in font size seems to matter more than absolute difference	
height3	P	V	word height <sup>†</sup>	✓	-	0.937	0.795	0.525	Bias still present when word clouds use sans serif font	
height4	P	V	word height <sup>†</sup>	V	base font size <sup>†</sup>	0.931	0.790	0.479	We see a greater bias at larger base font (30 px versus 20 px)	
height5	Р	V	word height <sup>†</sup>	V	base font size <sup>‡</sup>	0.963	0.854	0.489	Accuracy hits ceiling between 20-25% size difference	
width1	Е	V	word width <sup>†</sup>	V	-	0.975	-	0.909	Bias present when length is held constant and width varies	
width2	Е	×	word length <sup>†</sup>	×	-	0.982		0.982	No bias when width is held constant and length varies	
box1	E	√	word width <sup>†</sup>	×	-	0.914	0.932	0.908	No bias with corrected-width rectangular bounding boxes	
big1	P	✓	word length <sup>†</sup>	V	number of near misses	0.888	0.826	0.658	Tested using "pick the big- gest word" task	
big2	P	~	word length <sup>†</sup>	~	number of near misses	0.811	Ψ.	0.562	Tested wider variety of length differences	

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



## Yelp Review Spotlight

[Yatani et al. '11]

what type of sushi roll?

'09 amazing around baked bar bass best chef delicious eat elite everything favorite fish food fresh going hamachi hawaiian hour line love mango minutes mussels name night nigiri order people prices really restaurant roll sake salmon sea seated service spicy stars sure SUS/11 table think tuna Wait waitress worth

"long wait" or "no wait"?

# 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

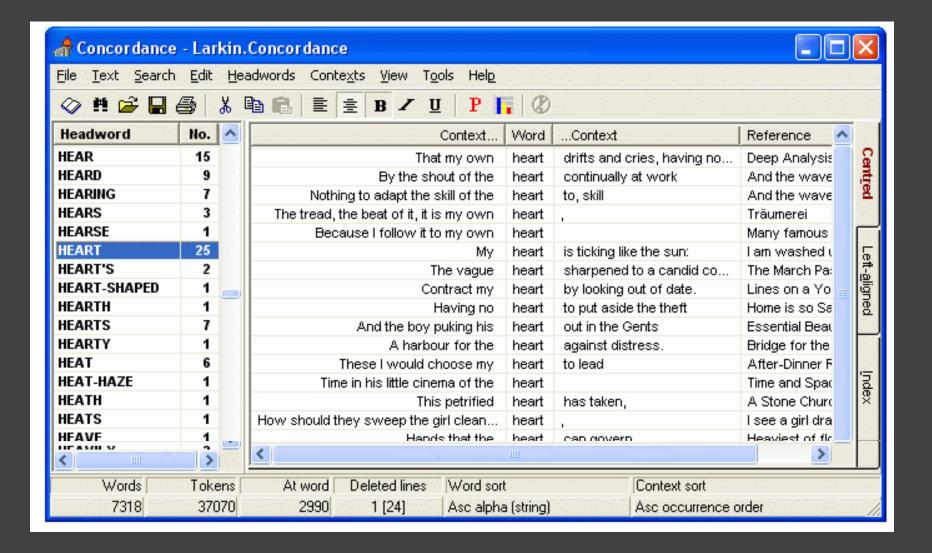
# Parallel Tag Clouds

### [Collins et al. '09]

adverted	adjourned	allocatur	adequate	en-	affidavit.	about	abuse	abuse	appeal	ballot	accused	agency
alia	alia	analysis	affirmed	bankruptcy	bargaining	argued	offirmod	aliens	argument assistant	banc	agency	
anent	allocution	antitrust	aid	barge	brief case coal	asked	affirmed	appropriate	attached	black	annuity	agency's
appellant	arbitration	арр	ante	cargo	cocaine	called	appellee	asylum	binding	candidate	antidumping	authority
appellant's	asbestos	arbitration	appeal	charter	- count	cocaine	argued	terities	brief		application	bargaining
appellee	closure	assets	appelee	coverage	court	conspiracy	beleve	circuit	cited	case	art	brief
arguendo	commenced	bankruptcy	argument because	damages	defendant	could	cocaine	cited	collateral	class	board	broadcast
asseveration	conveniens	believe	before	death	defendant's	defendant	crack	contended	сору	commerce	claim	capricious
below	copyright	benefit	coal	debtor	delivered	disciplinary	disability	court courts crime	court seets defendant	conspiracy	compounds	carrier
brief	date	bottlers	cocaine	drilling	denied disability	enough	distribution	dba declared	determine	county	construction	competition
ca(acking claimerts	defendant	ologo	contention	execution first	district	fire gang	district	denial	disfavor	death	contract	costs
commonwealth	disenfranchised	class	COLLECTION	gas	district	get	drug	deportation	doc	desegregation discrimination	costs. dota	data
defendant	foreign	context	court's	habeas	employees	gun	evidence	discretion	doctrine	disenfranchised	decision	emissions
del	forum fraud	creditors	crack	homestead	filed	had	farm firearm	disposition	estoppel	district	description	employees exemption
ensued	ground	debtor	decisional	indemnity	firearm	harassing	grams	district	examination	dozer	device	explanatory
event	heroin	exercise	denied	injury instant	follows	have	had	errs	forthwith	electors	embodied	facilities
factfinding ferritin	injunction	fiduciary	disclosed	insurance	grievance	her	her	except	furnished	immunities	equivalent	gas hazard
guidelines	inter	have	dispensed	interest	hereby		his	fear	further	injunction	inequitable	interpretation
here	internal	here	distribution	jurists	his indictment	him	impair	fish	greeing he mod	ivory	infringement	intervenor
incarcerative	keeplock	inasmuch	district	law	job	his	inmates	habitat hardship	judgment	jail	Marydolor	labor
inference	marks	insurance	drug	liability	judgment	job	jury	his	judicata	law	invalid	license market
jury	nen min	interest	fact	loan	magistrate	judge	medical	immigration	material	migrant	invention	memoranda
limned	millions	jurisdiction	from	marihuana	magistrate's marijuana	kilogramena		jurisdiction	nevertheless	mitigation	inventor	petitioner
lst	narcotics	legislation	his interlocutory	maritime	medical		ethamphetan		opinion	nonstatutory	layer	pipelines
might more	payment	liability	joined	mitigation	motion	lawyer	office	may methamphetamine	oral	ordinance	limited literal	preceding
mortgage	plaintiff	majority	legal	negligence	office	might	opinion	native		payday	means	promulgated
plausible	plaintiff's	market	lung magistrate	nre	panel	one	pain	CCAL	order	phase	merchandise method	proposed
point	principal	notes	material	offshore	paupers	ostrich	postconviction	panel	persuasive	preceding	mode	quality
pries rescript	quotation	our	merits	parish	plaintiff	out para	pounds pseudophetrine period quantity	persecution	plaintiff's	qualified race	noninfringement	rate
said	racketeering	parents	miner's	platform	plaintiff's	police	reversed	petition	precedential	racial	patent	regulations
say	reinsurance	pension	mining	policy	pneumoconiosis	prisoner	search	political	record	section	patentee	rehearing
see	respect security	plaintiff	opinion	recovery	poice	say	sentence	prisoner	remained res	sentence		reprinted
some suggested		plan	oral	ref'd	pulmonary	she	sexual	public	submitted	sheriff	product	rulemaking
supra	SEE shareholders	plenary	order	removed retard	pursuant	suit	she	pursuant	suspended	students	reissue	section
think	shares	policy	pneumoconiosis		recommendation	supra	subd	section	tab therefore tit	trial	retirement	see
tit	sterile	provision	present	seaman	search	tentative	sappression		700.01	turtle	said	service
town	stock subway	recognized reorganization	process	servitude	sentence	thought	testified	suitable	unanimous	tusks	signal Skill	shipper
trialworthy	summation	section	process published	stated	sitting summary	told	testimony	tribal	unfavorable	vote	specific	tariff
vessel	trade	settlement	pulmonary	usury	unanimous	too	trial	tribe	unpublished	voters	structure	transmission
vis viz	vacated	syrup	sentence	vessel	union	want	tribal urp.blished	unanimous	value	waterbodies	surface	union
. =	view waybill	under	would		upon	what when who	verdict	water	vehicle	white	vaccination	united
whom	where	would	wrote	writ	warrant	would	work	without	vol	zone	veterans	waste
First	Second	Third	Fourth	Fifth	Sixth	Seventh	Eighth	Ninth	Tenth	Eleventh	Federal	DC

# **Context and Structure**

## Concordance



## **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.

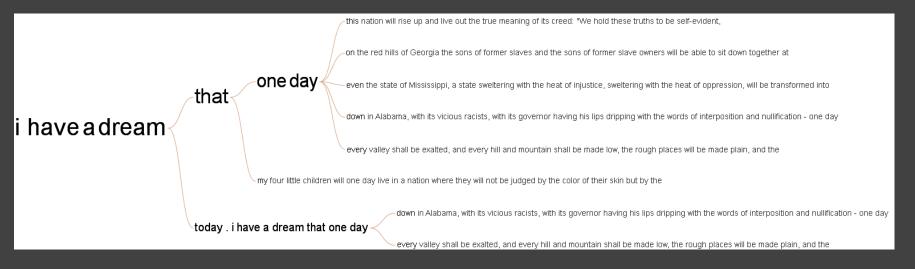
if love be blind, it best agrees with night.

if love be blind , love cannot hit the mark .

## **Word Tree**

Recurrent themes in speech structure

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



explore visualizations data sets comments topic hubs

participate

create visualization upload data set create topic hub register

#### learn more

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education eharmony election energy food

health network

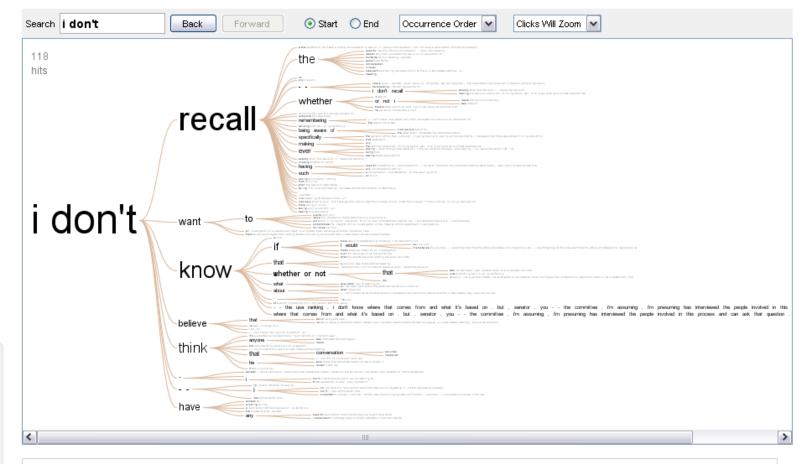
#### people politics population

president prices religion

#### Visualizations: Word tree / Alberto Gonzales

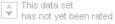
Creator: Martin Wattenberg

Tags:





Data source: CQ Transcript Wire via the Washington Post

















## Glimpses of Structure...

Concordances show local, repeated structure But what about other types of patterns?

**Lexical**:  $\langle A \rangle$  at  $\langle B \rangle$ 

**Syntactic**: <Noun> <Verb> <Object>

## **Phrase Nets**

Look for specific **linking patterns** in the text:

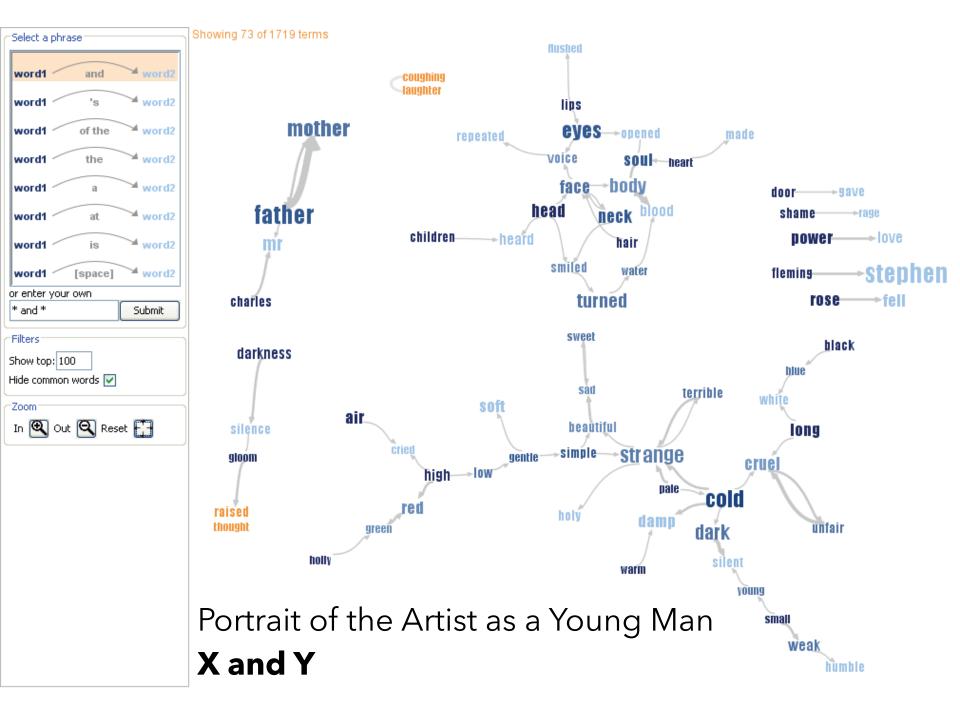
"A and B", "A at B", "A of B", etc.

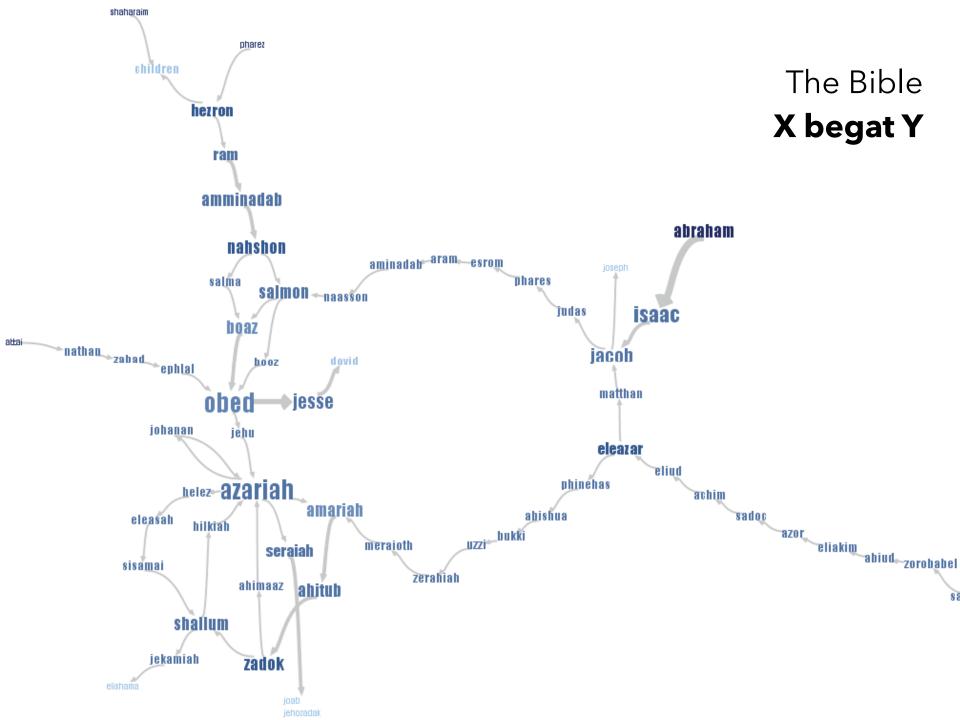
Could be output of regexp or parser.

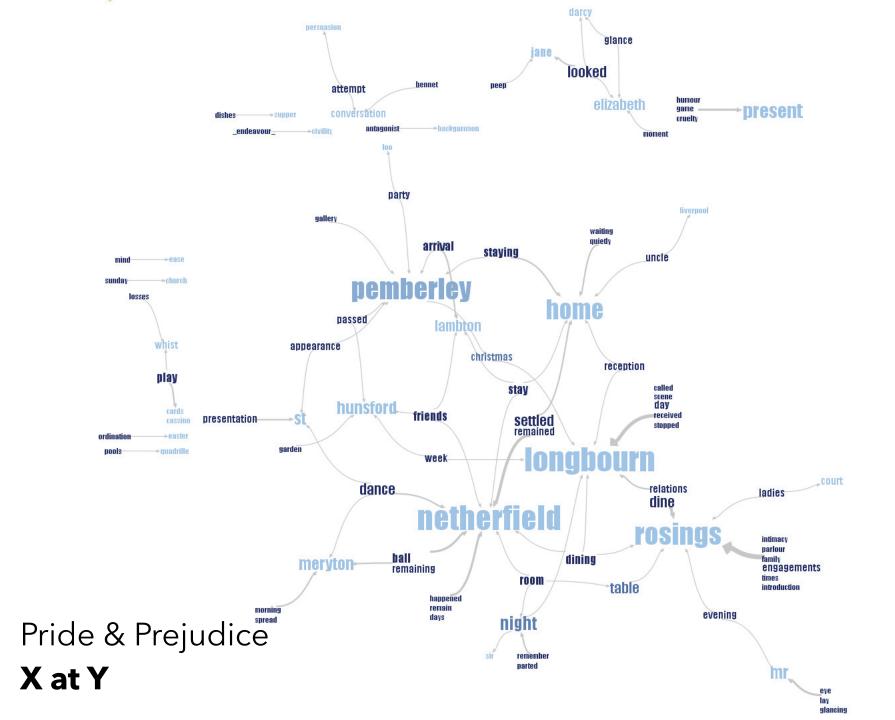
Visualize patterns in a node-link view:

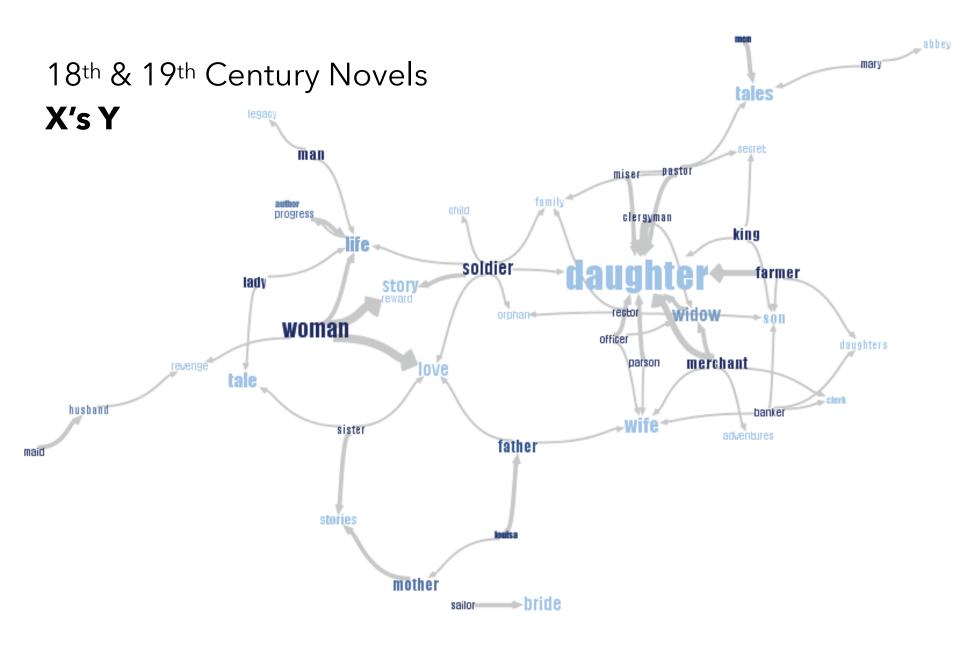
Occurrences → Node size

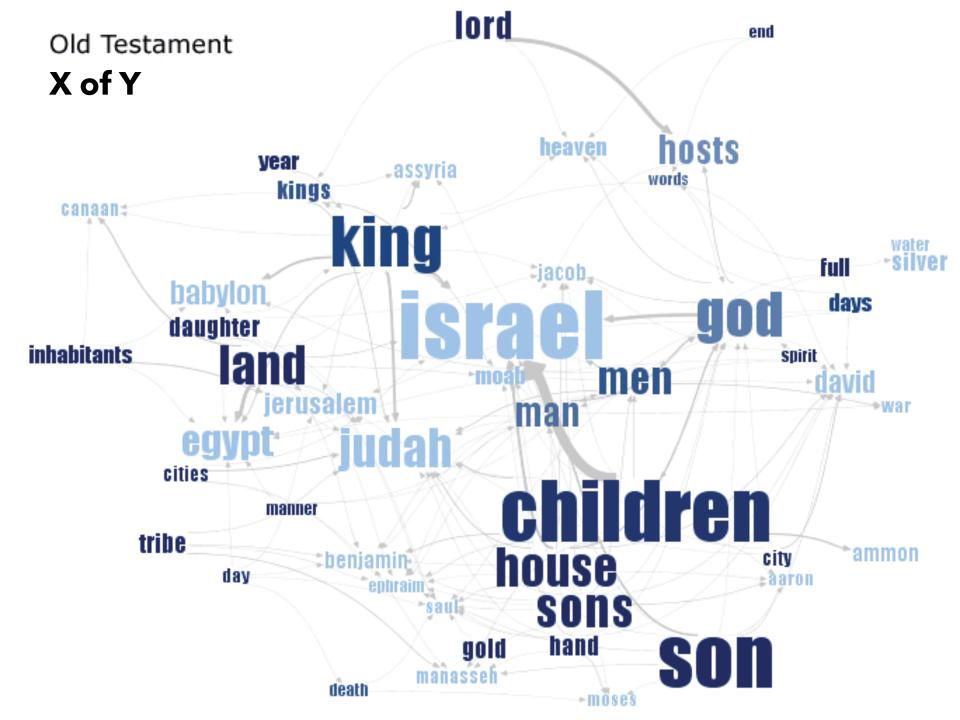
Pattern position → Edge direction

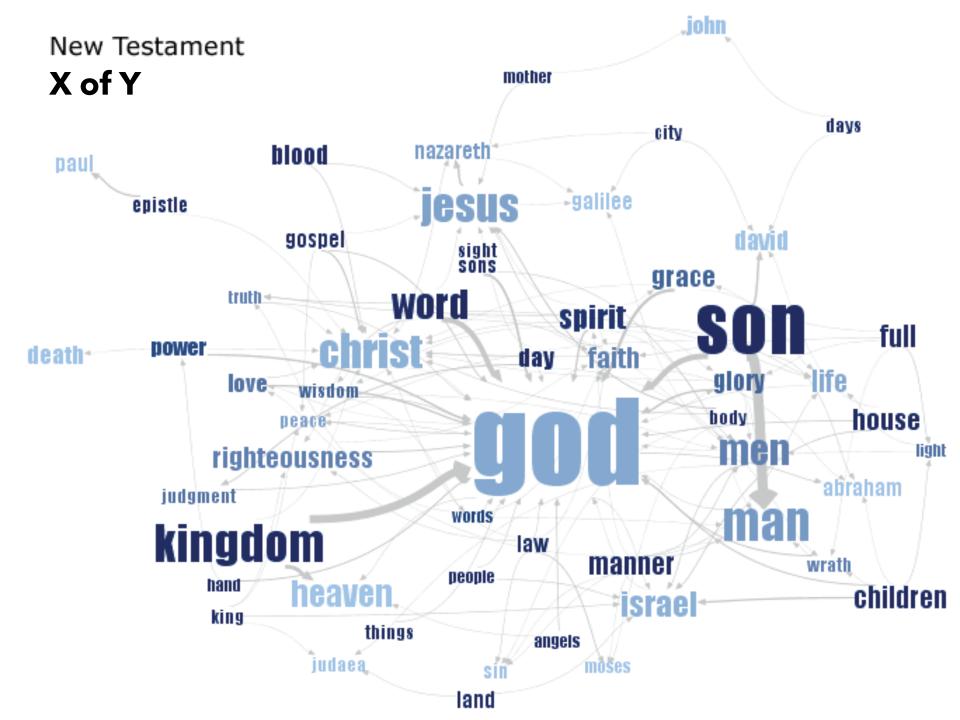












### **Document Content**

### **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

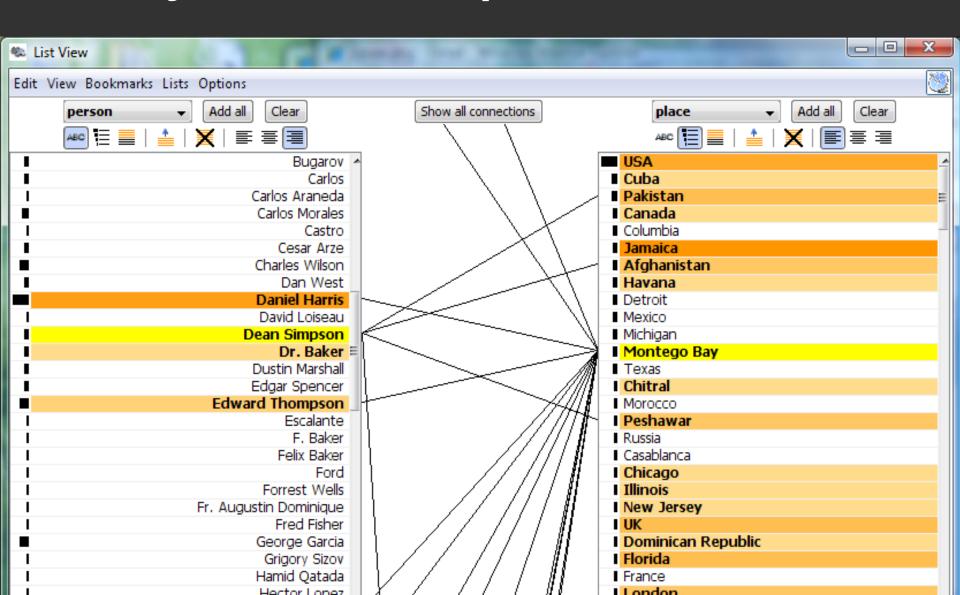
(555) 721-4312 -> PHONE NUMBER

Entity relations: how do the entities relate?

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

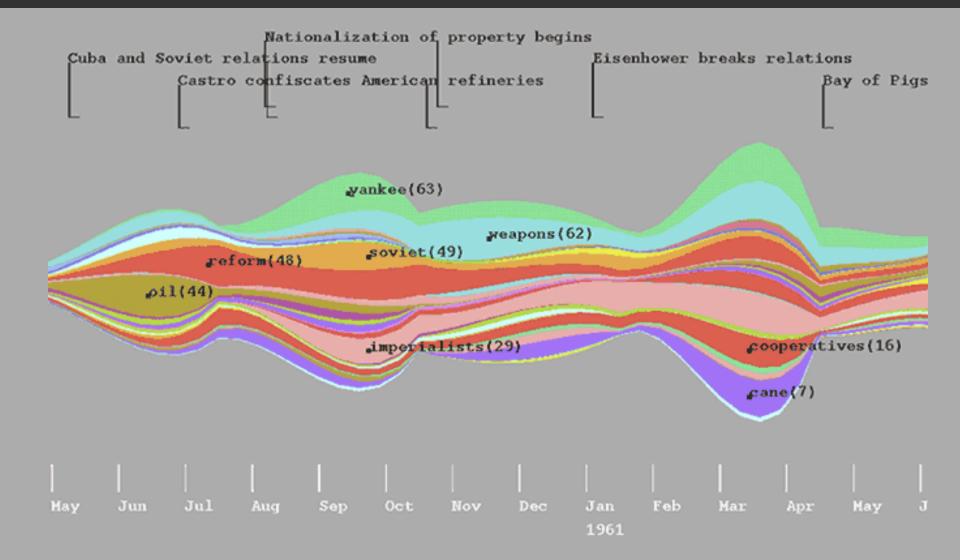
# **Entity Relationships**

[Görg et al. '07]



## Theme River

[Havre et al. '00]



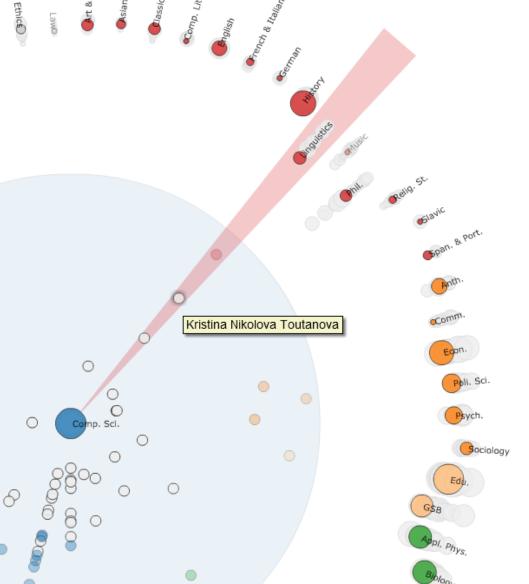
# Similarity & Clustering

### 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:

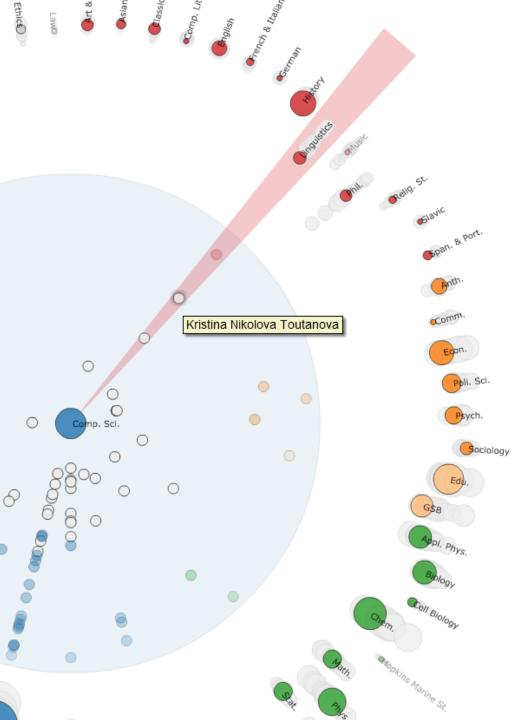
This thesis focuses on building effective statistical models for disambiguation of sophisticated syntactic and semantic natural language (NL) structures. We advance the state of the art in several domains by (i) choosing representations that encode domain knowledge more effectively and (ii) developing 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 Be Area of circles denote number of the Depts with no thesis produced are	E-4-4 k		
Purple = Medicine Green = Sciences Blue = Engineering Orange/Pink = Humanities	Amisjo	Modern Thoughts Sync. Rad. Lato Sync. Rad. Lato	
	A C.	Gylufa Gylufa	Conforte Like Teather at Leather to the Confort Like Teather T
06 <sub>SE</sub>	& Gyn O	Chassics Edu.	
Neurosurg Neurole	logia		Music Port.
Microbio. & Imi			Phil. Relig. St.  Anth.  Comm.
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	Health & Policy		Bology
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#### Effective statistical models for syntactic and semantic disambiguation

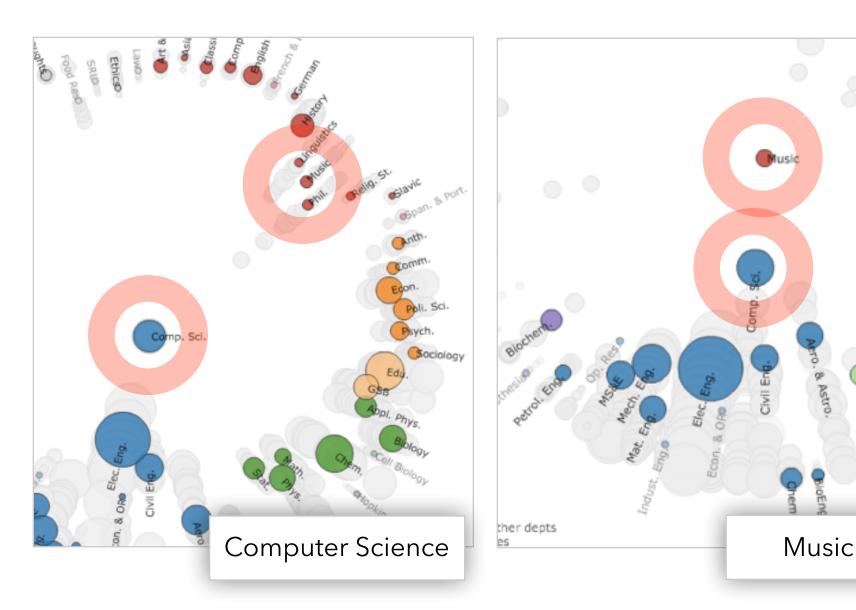
Student: Kristina Nikolova Toutanova Advisor: Christopher D. Manning

Computer Science (2005)

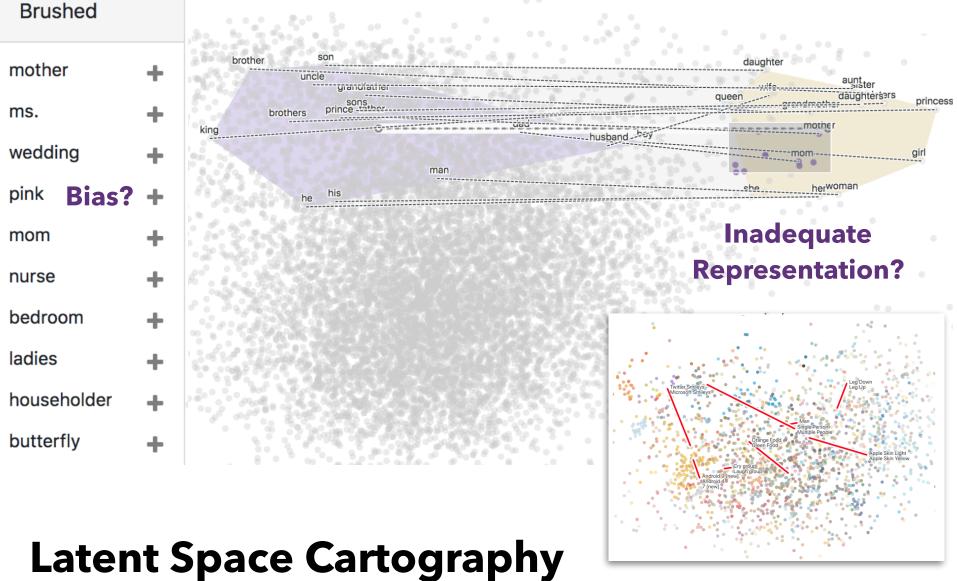
Keywords: Syntactic, Semantic, Tree kernels, Parsing

#### 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.



"Word Borrowing" via Labeled LDA



# 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