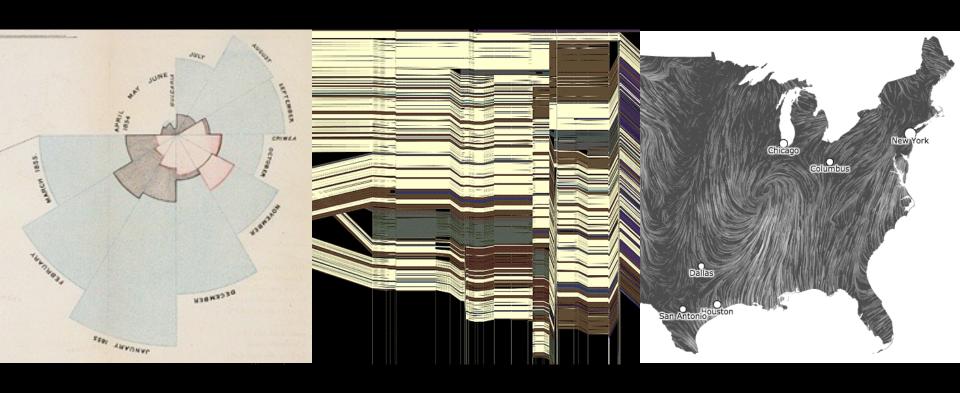
CSE 442 - Data Visualization

Text Visualization



Jeffrey Heer 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

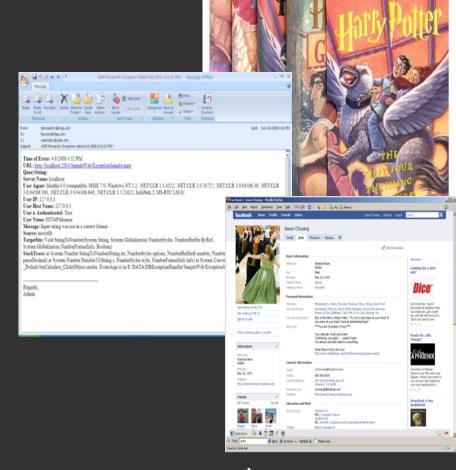
Correlation - compare patterns in text to those in other data, e.g., correlate with social network

Text as Data

Documents

Articles, books and novels E-mails, web pages, blogs Tags, comments

Computer programs, logs



Collections of Documents

Messages (e-mail, blogs, tags, comments) Social networks (personal profiles)

Academic collaborations (publications)

Example: Health Care Reform

Example: Health Care Reform

Recent History

Initiatives by President Clinton Overhaul by President Obama

Text Data

News articles
Speech transcriptions
Legal documents

What questions might you want to answer? What visualizations might help?

A Concrete Example

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]



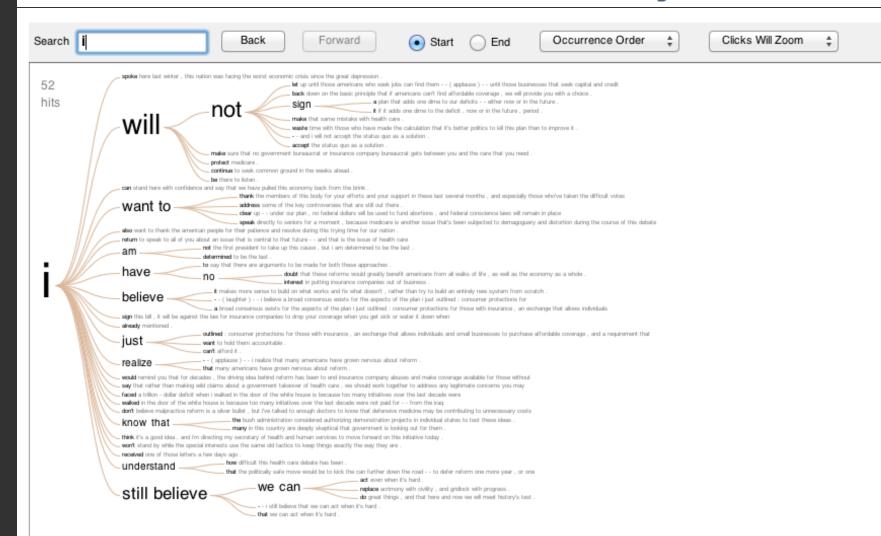


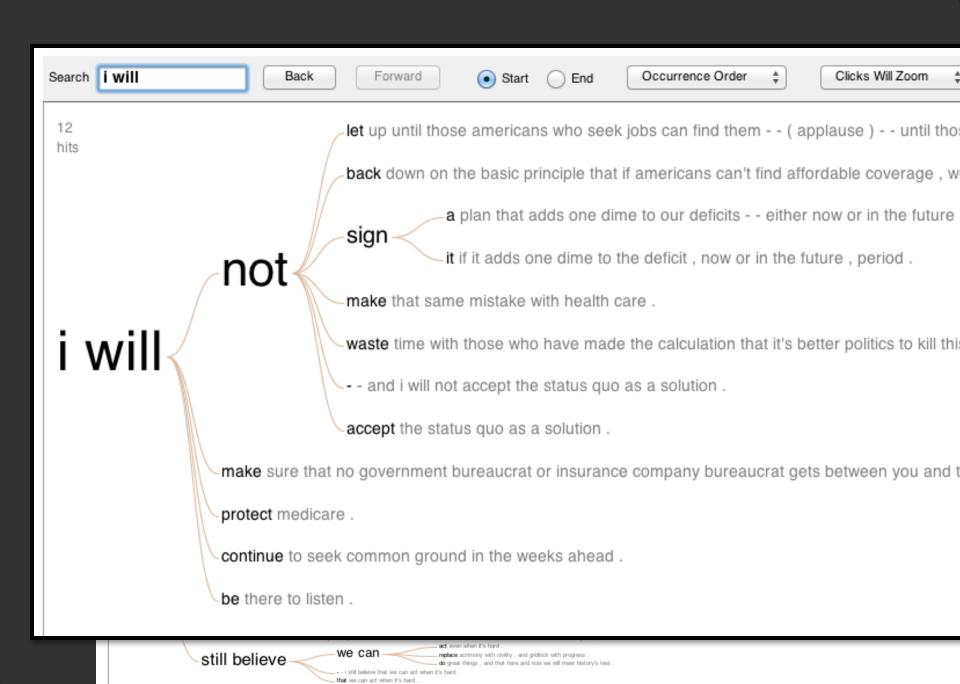
Bill Clinton 1993



Word Tree: Word Sequences

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





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 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.

Topics

Text as Data

Visualizing Document Content

Visualizing Conversation

Document Collections

Text as Data

Words as nominal data?

High dimensional (10,000+)

More than equality tests

Words have meanings and relations

- Correlations: Hong Kong, Puget Sound, Bay Area
- Order: April, February, January, June, March, May
- Membership: Tennis, Running, Swimming, Hiking, Piano
- Hierarchy, antonyms & synonyms, entities, ...

Text Processing Pipeline

1. Tokenization

Segment text into terms.

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

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

Entities? Washington State, O'Connor, U.S.A.

Text Processing Pipeline

1. Tokenization

Segment text into terms.

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

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

Entities? Washington State, O'Connor, U.S.A.

2. Stemming

Group together different forms of a word.

Porter stemmer? visualization(s), visualize(s), visually -> visual

Lemmatization? goes, went, gone -> go

Text Processing Pipeline

1. Tokenization

Segment text into terms.

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

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

Entities? Washington State, O'Connor, U.S.A.

2. Stemming

Group together different forms of a word.

Porter stemmer? visualization(s), visualize(s), visually -> visual

Lemmatization? goes, went, gone -> go

3. 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
 For example, simple 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 (Harris '04)

			WORDCOUNT
◀ PREVIOUS WORD			NEXT WORD
the	ofandtoain ₄	at tiswasi foronyoube be with a by the wire this perbut a distribution to end	
FIND WORD:	▶ BY RANK:	► REQUESTED WORD: THE	86800 WORDS IN ARCHIVE
THO WORD.	P DI KARK	RANK: 1	ABOUT WORDCOUNT

http://wordcount.org

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

Creator: Anonymous

Tags:

Edit Language Font Layout Color



Tag Clouds

Strengths

Can help with gisting and initial query formation.

Weaknesses

Sub-optimal visual encoding (size vs. position)

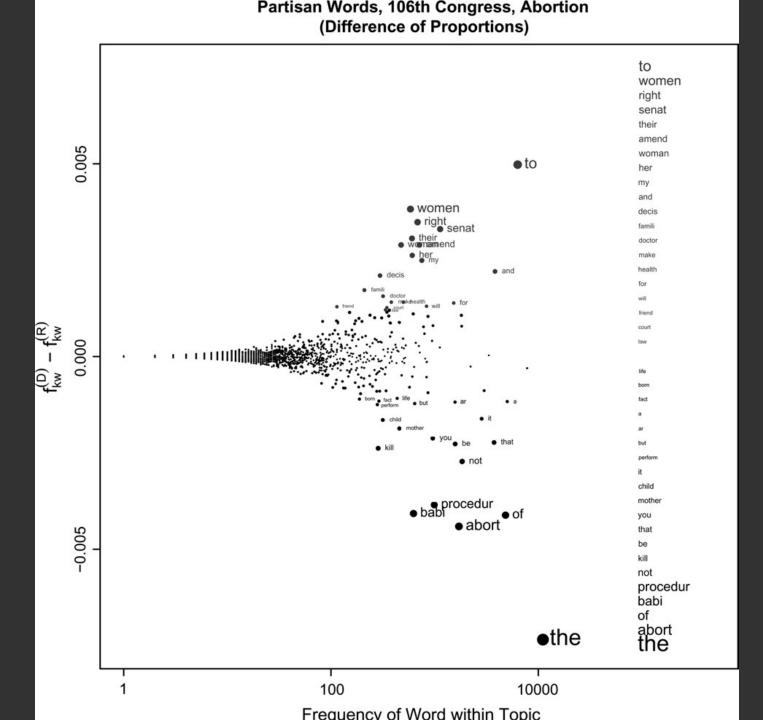
Inaccurate size encoding (long words are bigger)

May not facilitate comparison (unstable layout)

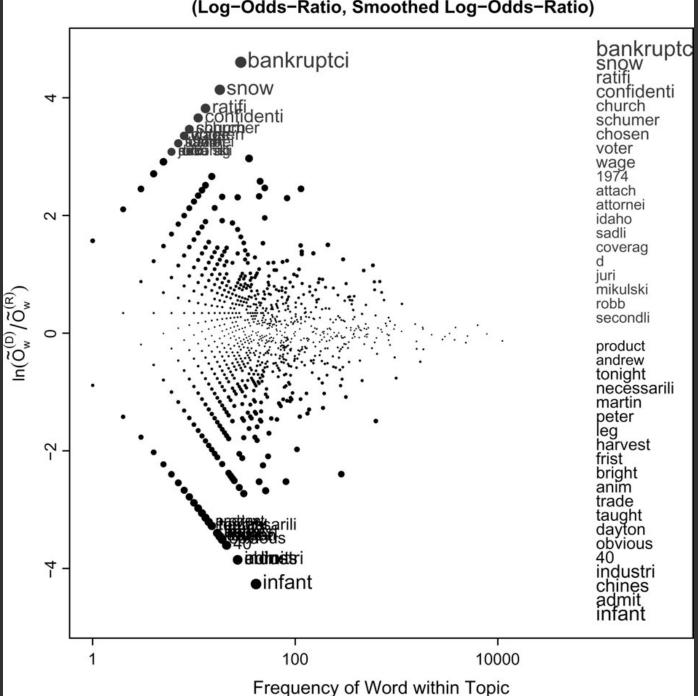
Term frequency may not be meaningful

Does not show the structure of the text

Given a text, what are the best descriptive words?



Partisan Words, 106th Congress, Abortion (Log-Odds-Ratio, Smoothed Log-Odds-Ratio)



Partisan Words, 106th Congress, Abortion (Weighted Log-Odds-Ratio, Informative Dirichlet Prior) 15 women woman right decis her doctor 10 durbin choos santorum • durbin oum doctor pennsylvania pregnanc • per by grainc viabil • viabil • friend • privaci • famili 2 friend privaci their famili amend iowa militari 0 necessari fact brain brutal infant aliv • healthigh birthperform - 2 deliv dr mother head abort perform birth procedur healthi kill partial -10 child born mother babi abort procedur kill babi -15 100 10000 1 Frequency of Word within Topic

Keyword Weighting

Term Frequency

```
tf_{td} = count(t) in d
```

Can take log frequency: $log(1 + tf_{td})$

Can normalize to show proportion: $tf_{td} / \Sigma_t tf_{td}$

Keyword Weighting

Term Frequency

$$tf_{td} = count(t) in d$$

TF.IDF: Term Freq by Inverse Document Freq

```
tf.idf_{td} = log(1 + tf_{td}) \times log(N/df_t)

df_t = \# docs containing t; N = \# of docs
```

Keyword Weighting

Term Frequency

$$tf_{td} = count(t) in d$$

TF.IDF: Term Freq by Inverse Document Freq

$$tf.idf_{td} = log(1 + tf_{td}) \times log(N/df_t)$$

 $df_t = \# docs containing t; N = \# of docs$

G²: Probability of different word frequency

$$\begin{aligned} E_1 &= |d| \times (tf_{td} + tf_{t(C-d)}) / |C| \\ E_2 &= |C-d| \times (tf_{td} + tf_{t(C-d)}) / |C| \\ G^2 &= 2 \times (tf_{td} \log(tf_{td}/E_1) + tf_{t(C-d)} \log(tf_{t(C-d)}/E_2)) \end{aligned}$$

Require comparison across full corpus!



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 additional information

Grammar / part-of-speech

Position within document

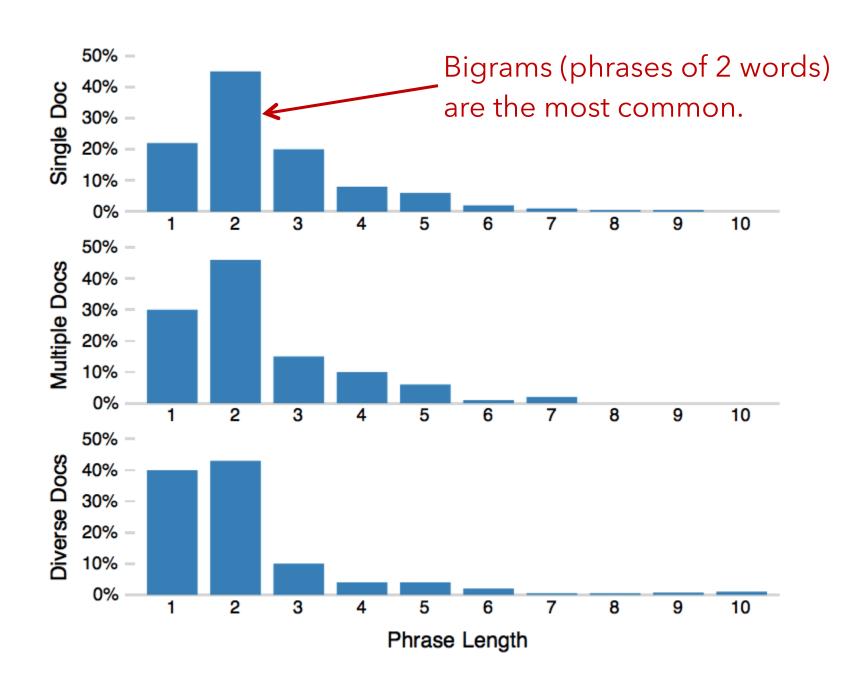
Recognizable entities

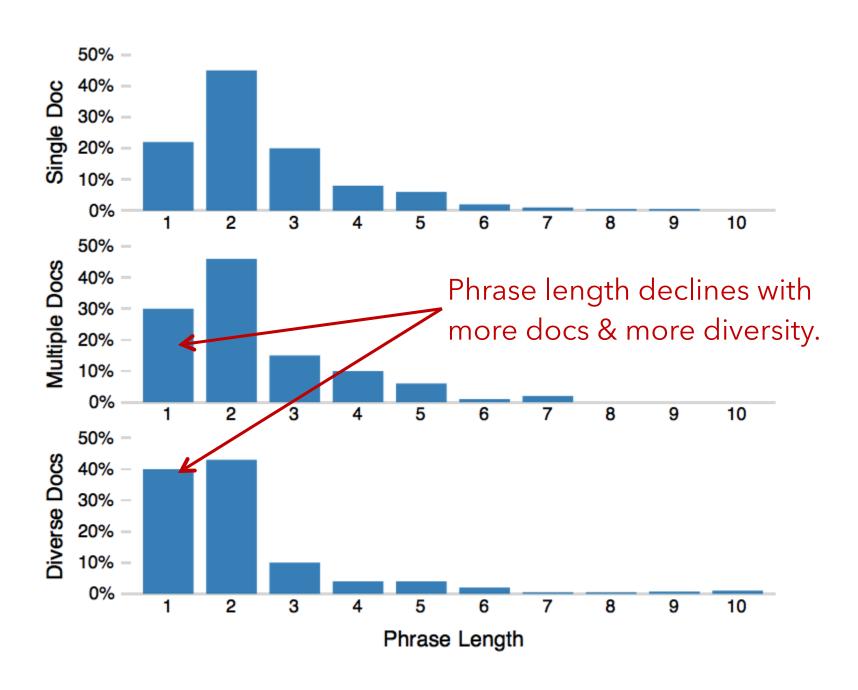
How do people describe text?

We asked 69 subjects (graduate students) to read and describe dissertation abstracts.

Students were given 3 documents in sequence; they then described the collection as a whole.

Students were matched to both familiar and unfamiliar topics; topical diversity within a collection was varied systematically.



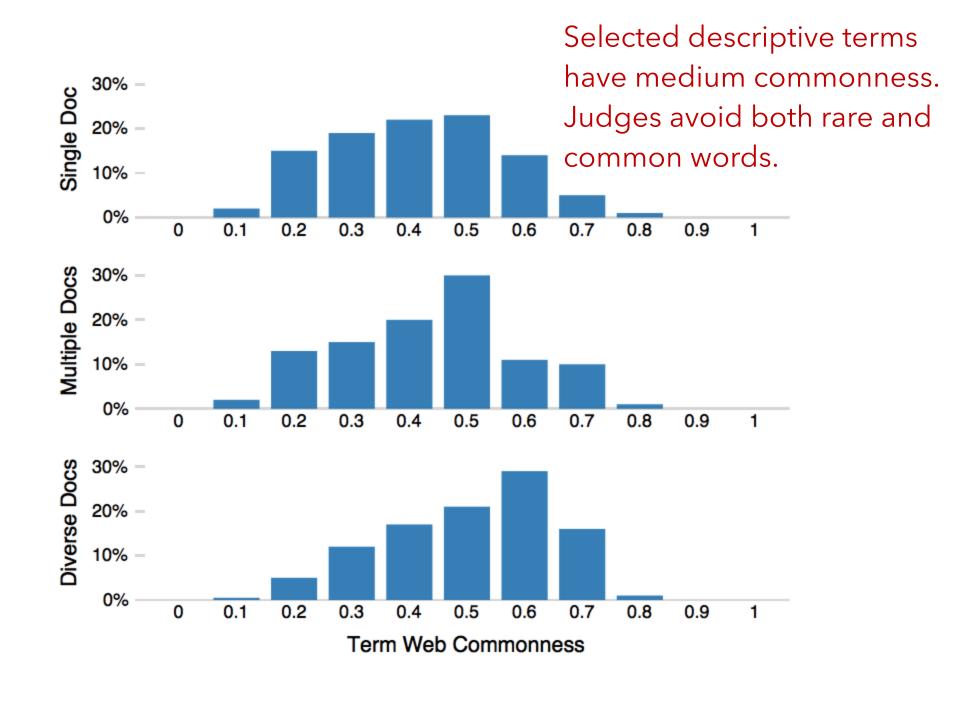


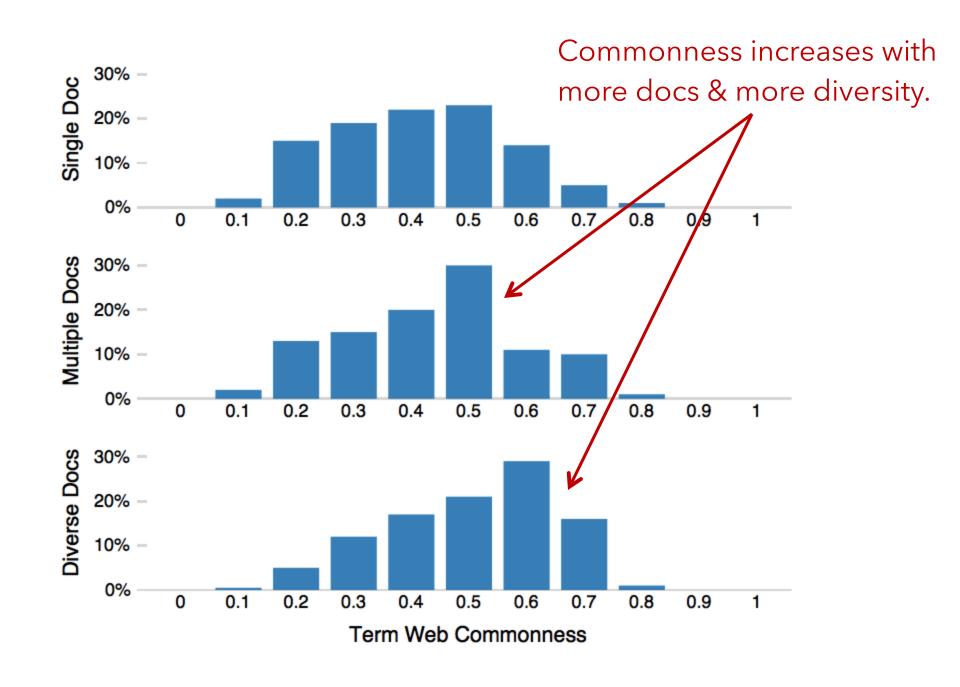
Term Commonness

$$log(tf_w) / log(tf_{the})$$

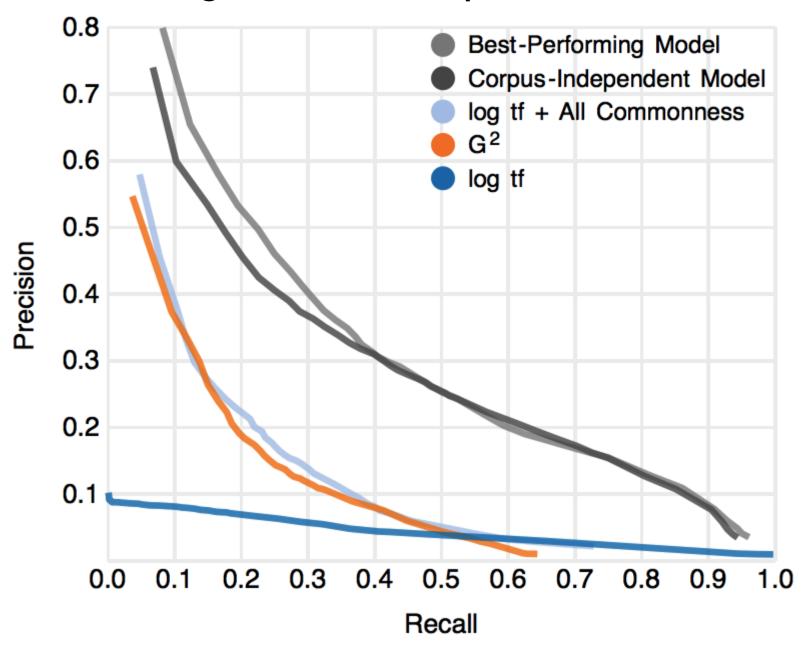
The normalized term frequency relative to the most frequent n-gram, e.g., the word "the".

Measured across a corpus or across the entire English language (using Google n-grams)

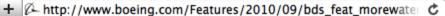




Scoring Terms with Freq, Grammar & Position













A fighter jet rain check

Story and video by Chamila Jayaweera

Have you ever thought about what it takes to make sure that sea-based fighter jets stay dry?

When it comes to the F/A-18 Super Hornet, Boeing engineers in St. Louis use a special process called the Water Check Test to rule out areas where moisture could seep into the aircraft and its electronics suite.

Program experts douse the jet with simulated rain at a 15-inch-per-hour rate for about 20 minutes inside an enormous hangar in St. Louis.

"Our ultimate customers are U.S. Navy fighter pilots, and we want to ensure their safety in flight and on the ground, and water-tight integrity of the aircraft also



CHAMILA JAYAWEERA/BOEING

The Water Check team rolls in a large metal frame, which they affectionately call their "spray tree," over a Super Hornet inside a St. Louis hangar.

helps increase their effectiveness," said Boeing's Rich Baxter, F/A-18 Super Hornet final assembly manager.

To find out moreabout how the process works and watch the action unfold, click above to see the video story.



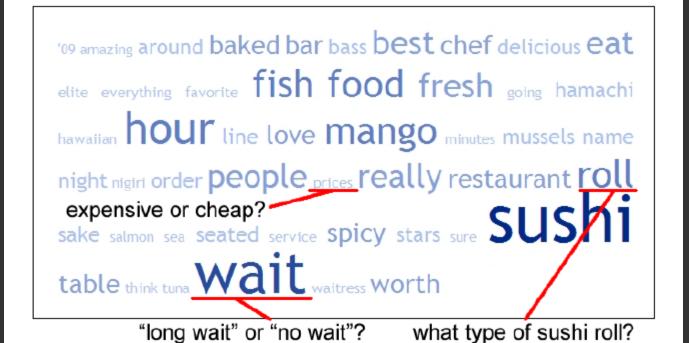
Regression Model

fighter F/A Hornet Super Boeing -18 rain St. jet Louis 15-inch-per-hour douse hangar water-tight Check Baxter sea-based aircraft Rich seep click Navy sure Water moisture watch enormous

want

Super Hornet F/A -18 fighter jet Boeing engineers special process rain check electronics suite Program experts simulated rain ultimate customers enormous hangar water-tight integrity Rich Baxter 15-inch-per-hour rate video story aircraft U.S. Navy fighter pilots Super Hornet final assembly manager iighler pilot sea-based iighler

Yelp Review Spotlight (Yatani 2011)



Yelp Review Spotlight (Yatani 2011)

109 amazing around baked bar bass best chef delicious eat

elite e

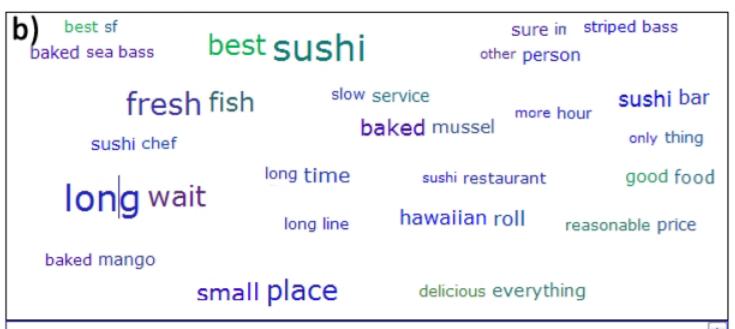
hawaiia

night

exp€

sake

tabl



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 .

Tips: Descriptive Phrases

Understand the limitations of your language model.

Bag of words:

Easy to compute

Single words

Loss of word ordering

Select appropriate model and visualization

Generate longer, more meaningful phrases

Adjective-noun word pairs for reviews

Show keyphrases within source text

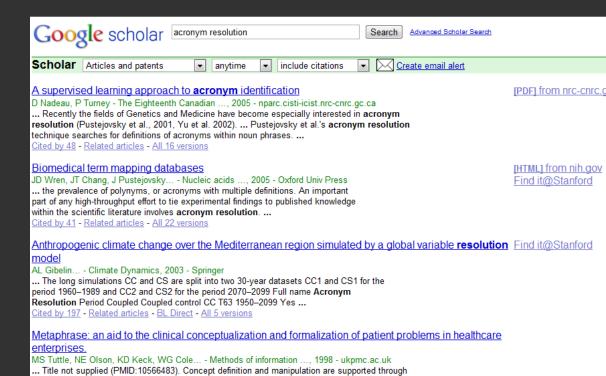
Document Content

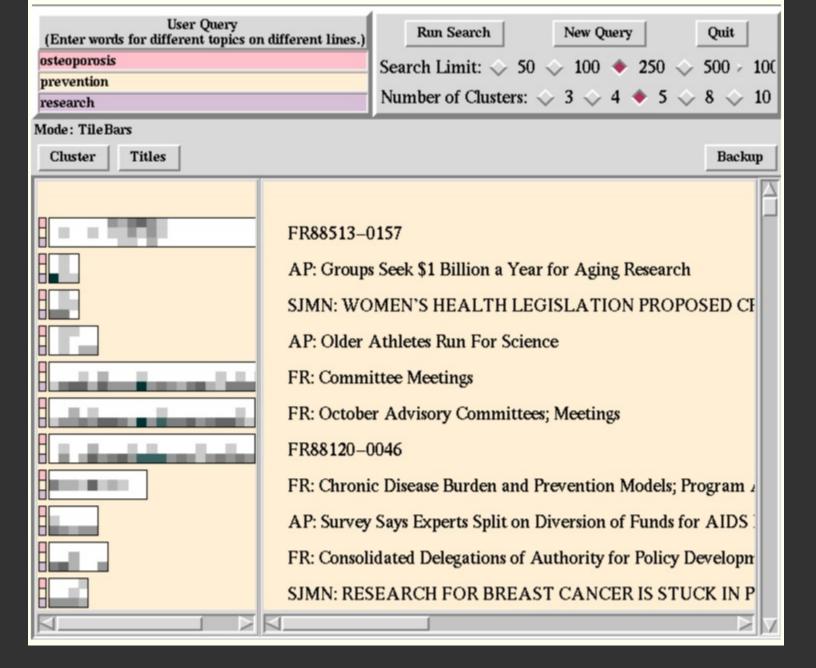
Information Retrieval

Search for documents

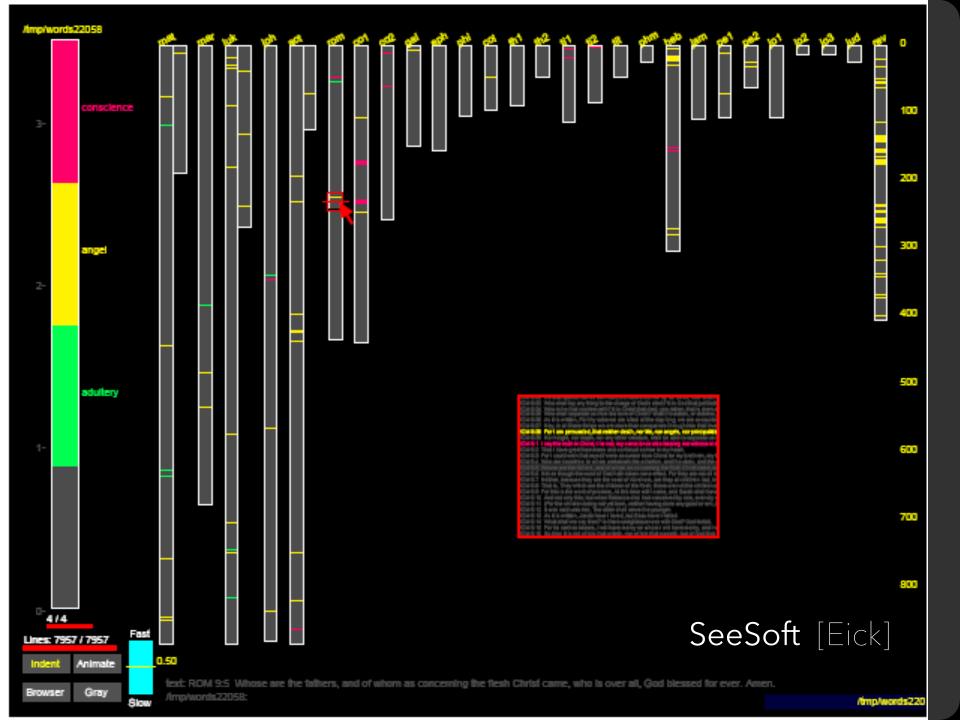
Match query string with documents

Visualization to contextualize results





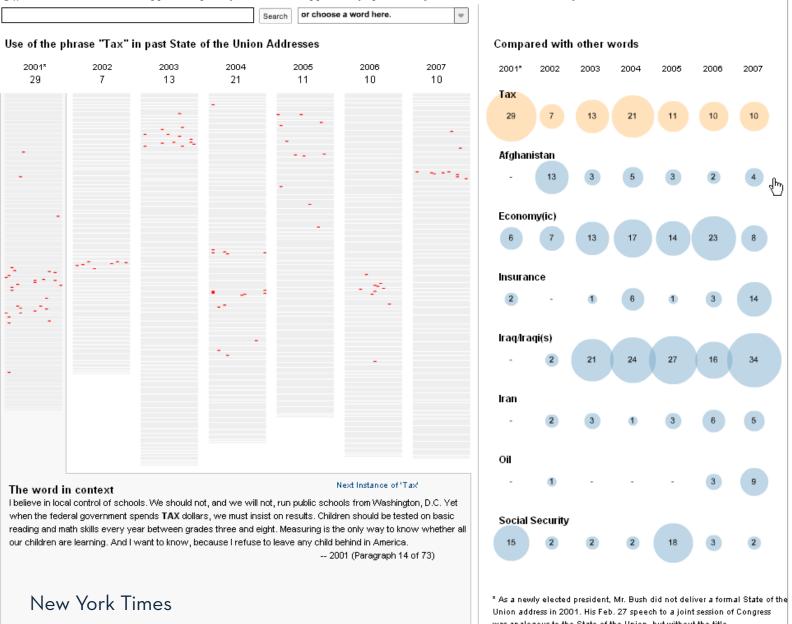
TileBars [Hearst]



2007

The 2007 State of the Union Address

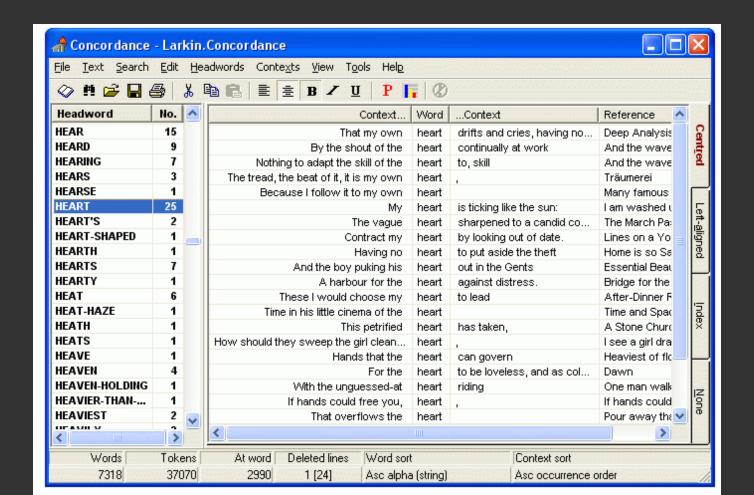
Over the years, President Bush's State of the Union address has averaged almost 5,000 words each, meaning the the President has delivered over 34,000 words. Some words appear frequently while others appear only sporadically. Use the tools below to analyze what Mr. Bush has said.



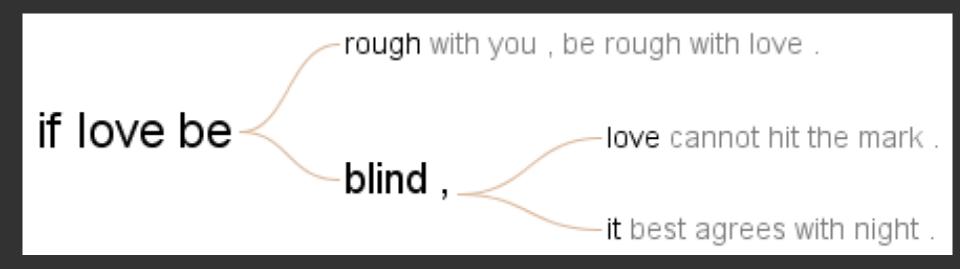
was analogous to the State of the Union, but without the title. Ben Werschkul/The New York Times

Concordance

What is the common local context of a term?



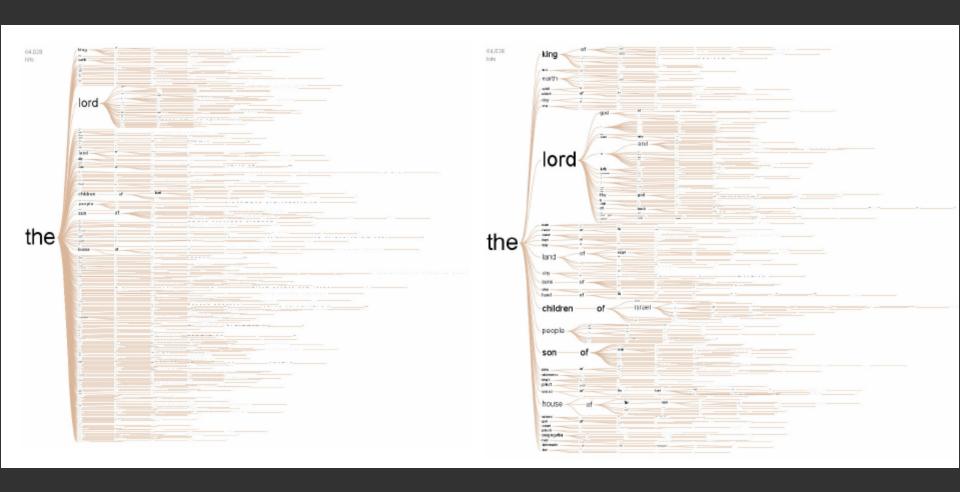
if love be rough with you, be rough with love.
if love be blind, love cannot hit the mark.
if love be blind, it best agrees with night.



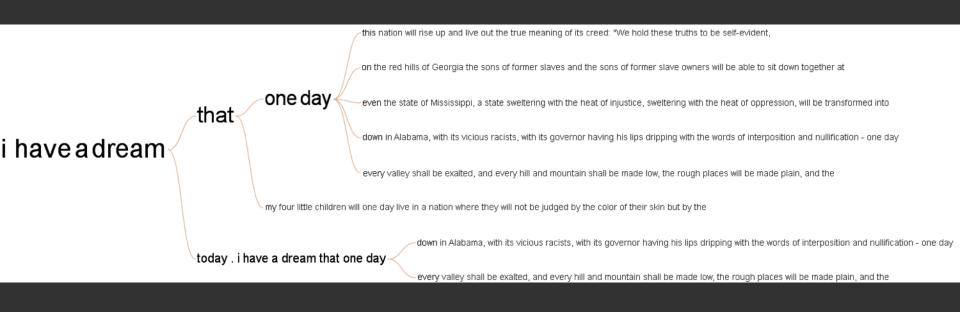
Word Tree [Wattenberg et al.]



Filter Infrequent Runs



Recurrent Themes in Speeches







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

contact Us contact 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

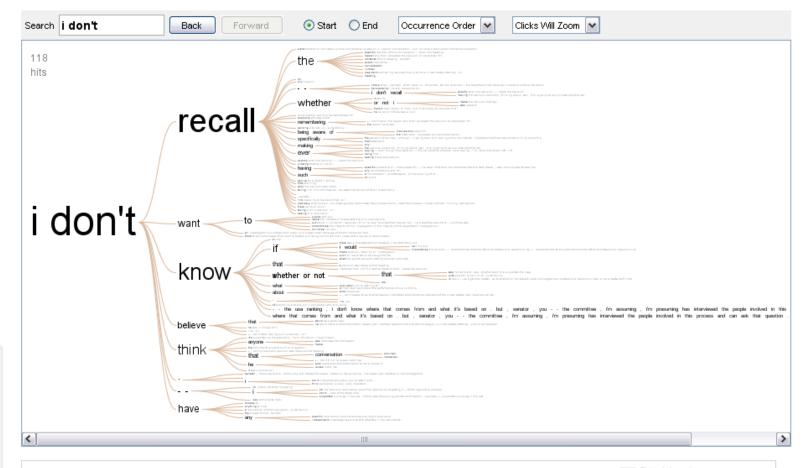
people politics population

president prices religion

Visualizations: Word tree / Alberto Gonzales

Creator: Martin Wattenberg

Tags:



Data file: Word in testimony from Gonzales, 4/19/2007

Data source: CQ Transcript Wire via the Washington Post

















Glimpses of Structure...

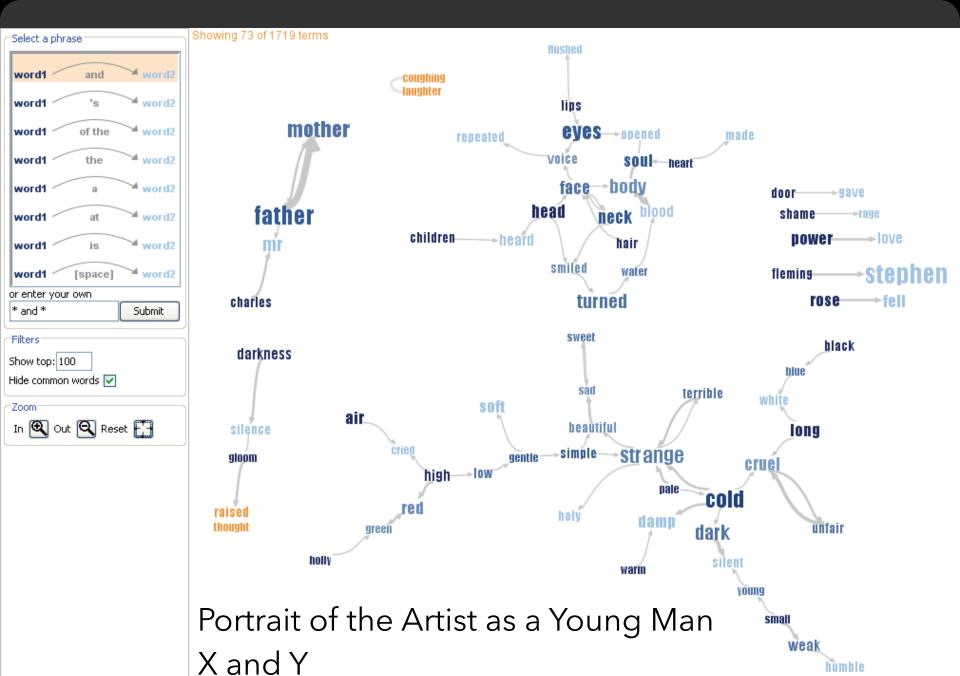
Concordances show local, repeated structure But what about other types of patterns?

Lexical: <A> at

Syntactic: <Noun> <Verb> <Object>

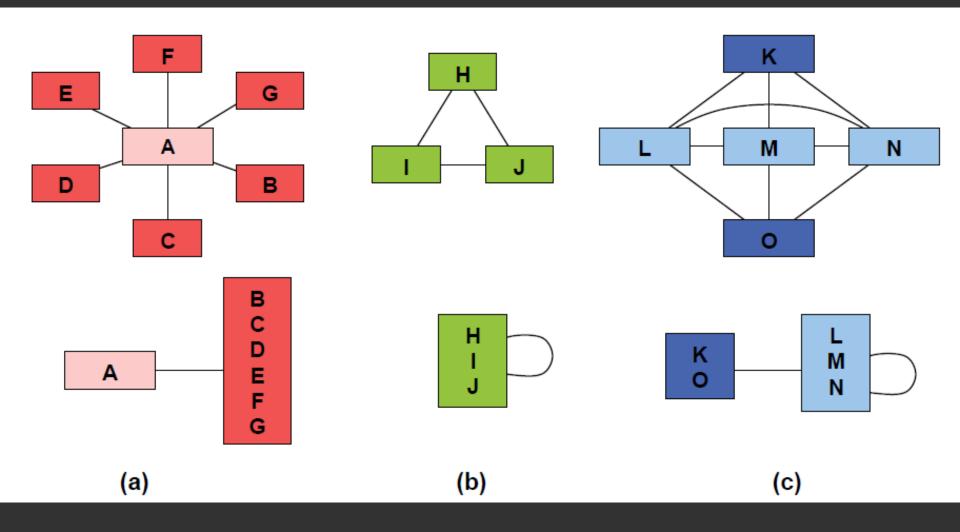
Phrase Nets [van Ham et al.]

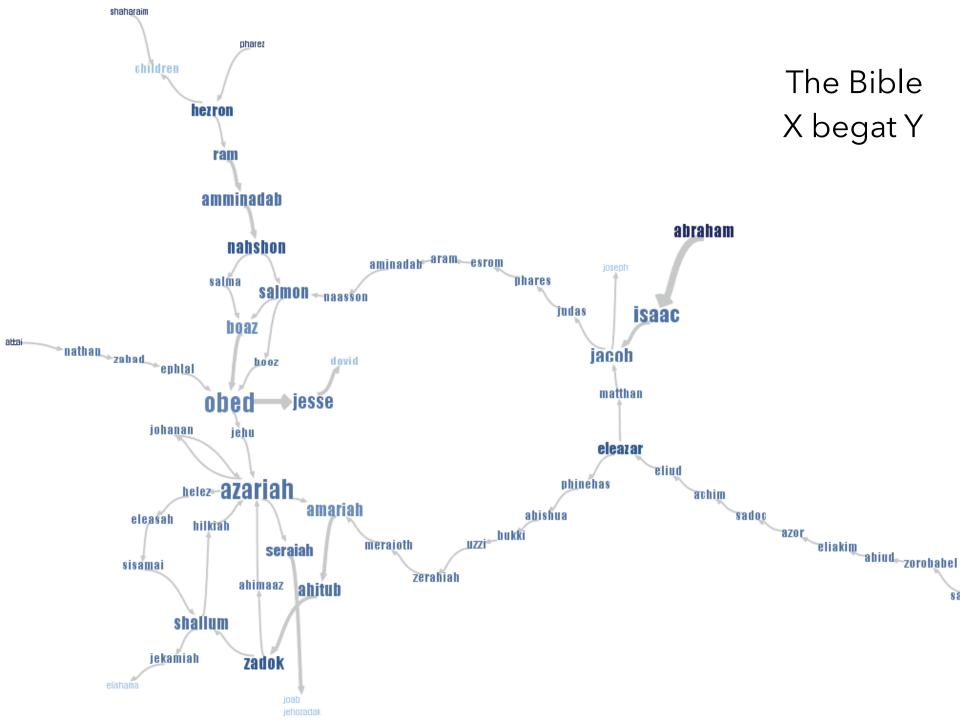
- Look for specific **linking patterns** in the text:
 - 'A and B', 'A at B', 'A of B', etc
 - Could be output of regexp or parser.
- Visualize patterns in a node-link view
 - Occurrences -> Node size
 - Pattern position -> Edge direction

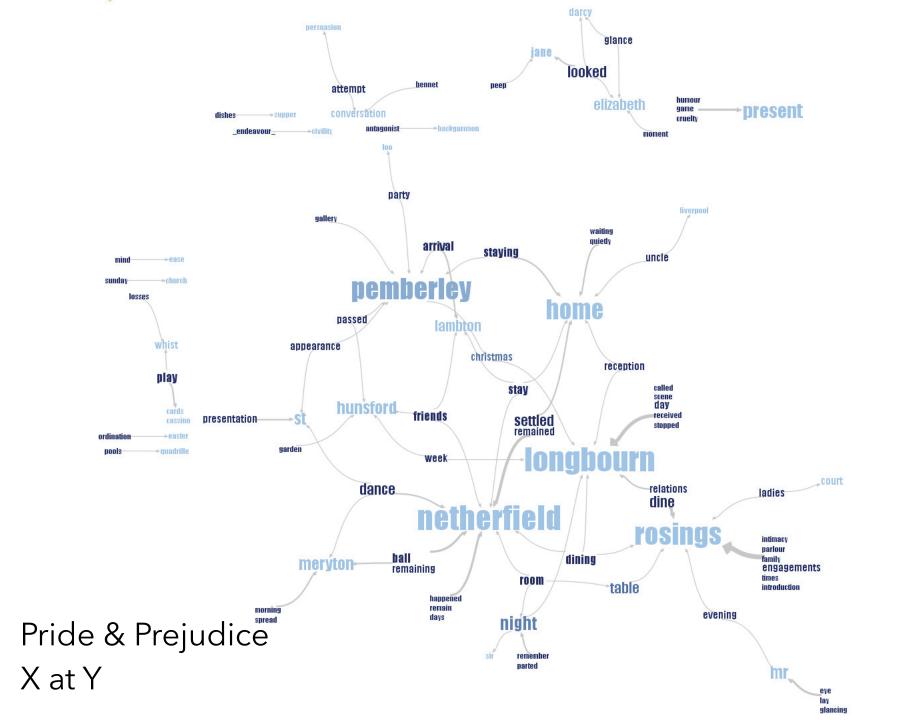


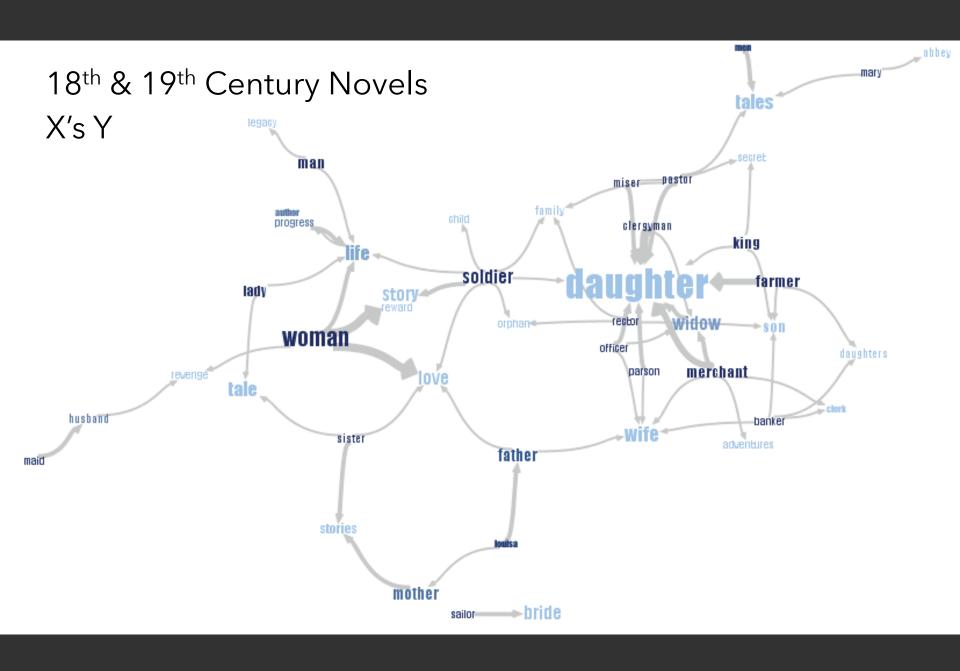
humble

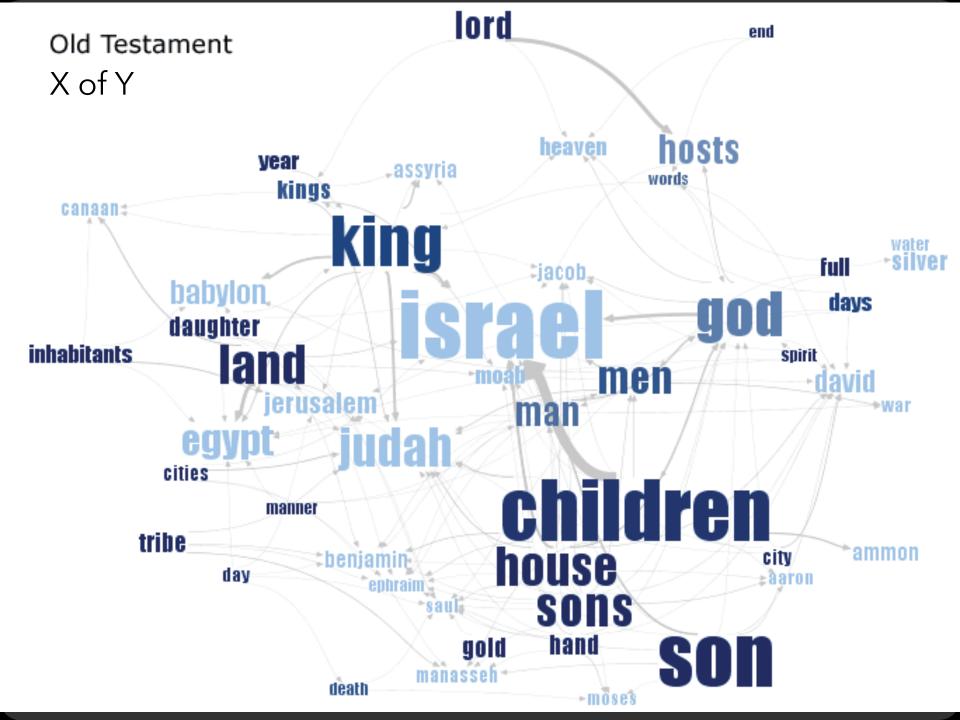
Node Grouping

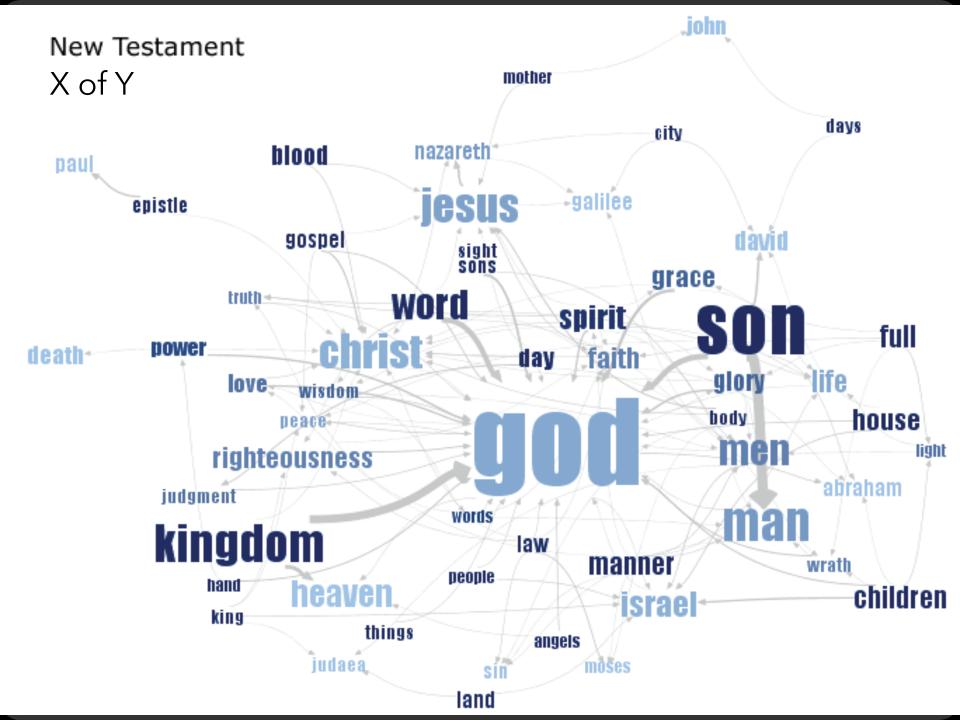












Document Content

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

Conversations

Visualizing Conversation

Many dimensions to consider:

Who (senders, receivers)

What (the content of communication)

When (temporal patterns)

Interesting cross-products:

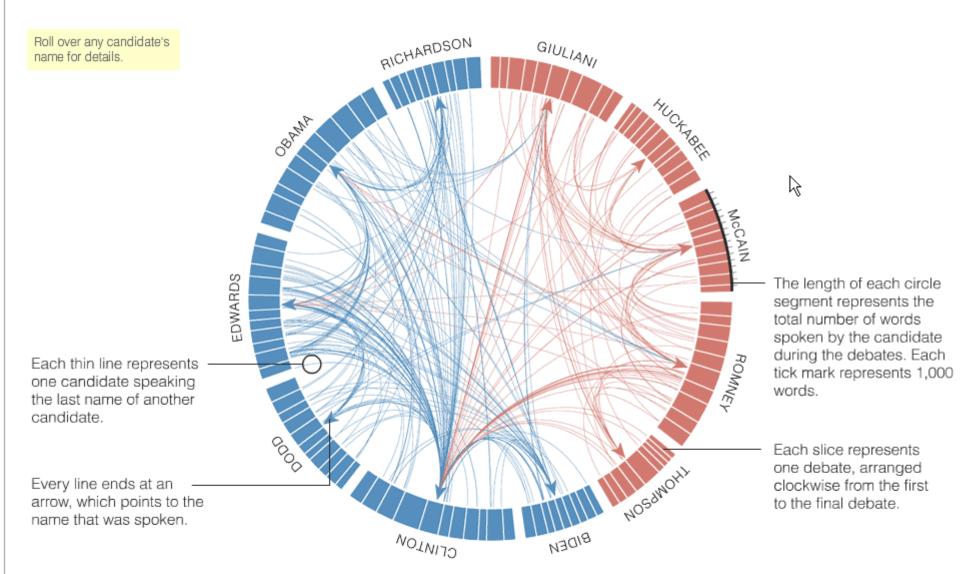
What x When -> Topic "Zeitgeist"

Who x Who -> Social network

Who x Who x What x When -> Information flow

Naming Names

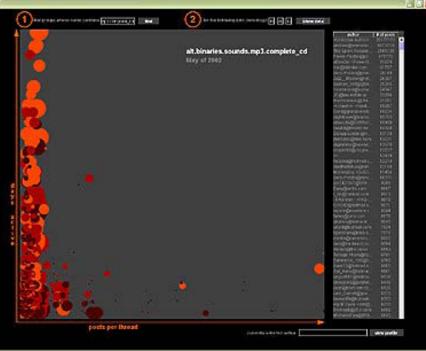
Names used by major presidential candidates in the series of Democratic and Republican debates leading up to the Iowa caucuses.



Usenet Visualization [Viegas & Smith]

Show correspondence patterns in text forums Initiate vs. reply; size and duration of discussion





of posts

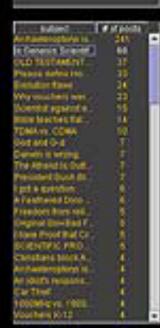
subject.

author: rukbut@pers.org

Jun Feb Mar Apr May Jun Jul Aug Eep Dit New Dec

Week of May 6, 2001

N Generala Scientificatio Cornect?



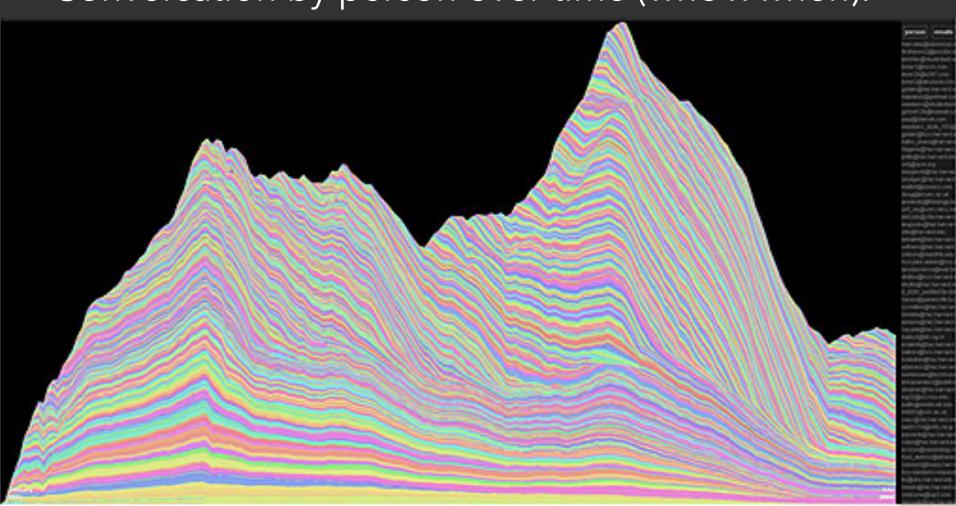


three as inhered by author

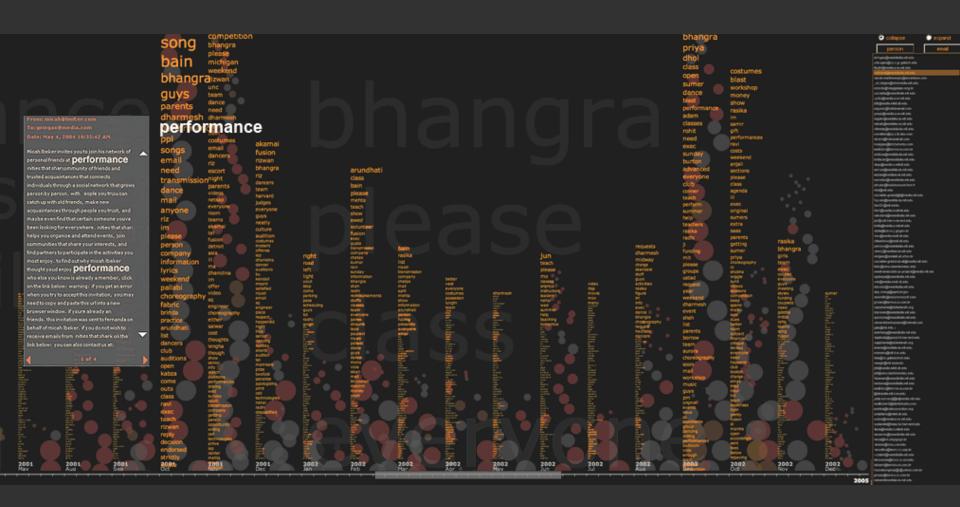
ads not initiated by author

Email Mountain [Viegas]

Conversation by person over time (who x when).

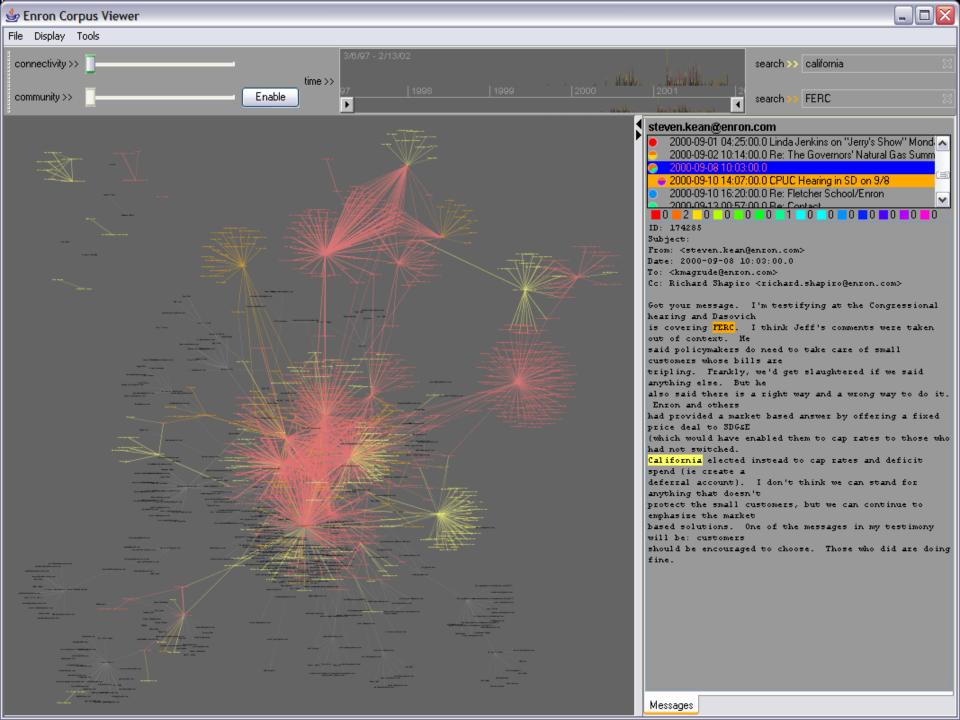


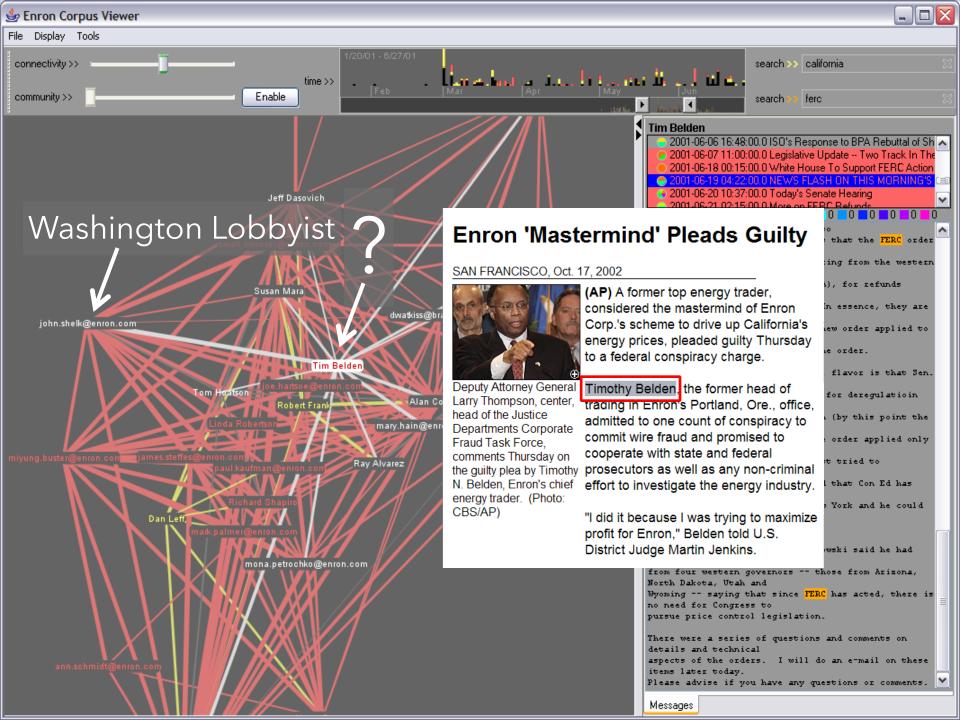
Themail [Viegas]



One person over time, TF.IDF weighted terms







Document Collections

Named Entity Recognition

Label named entities in text:

John Smith -> PERSON

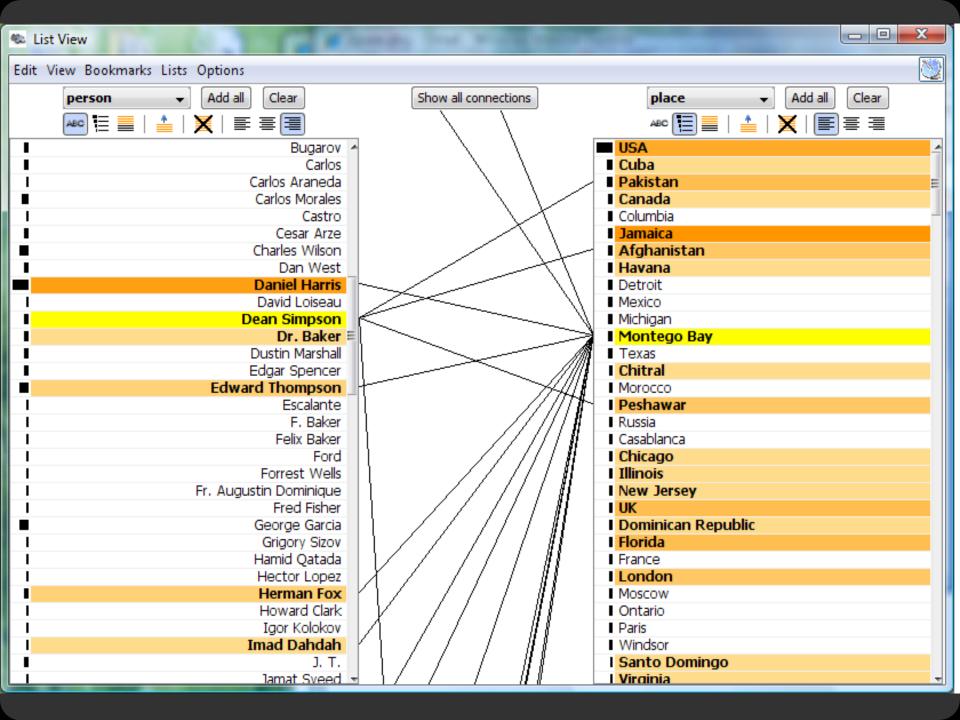
Soviet Union -> COUNTRY

353 Serra St -> ADDRESS

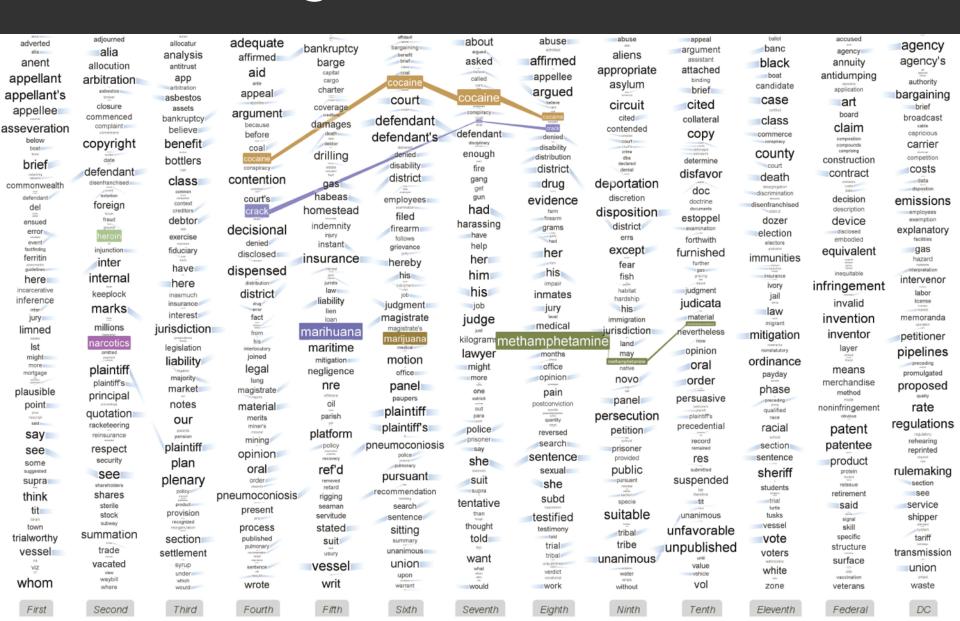
(555) 721-4312 -> PHONE NUMBER

Entity relations: how do the entities relate?

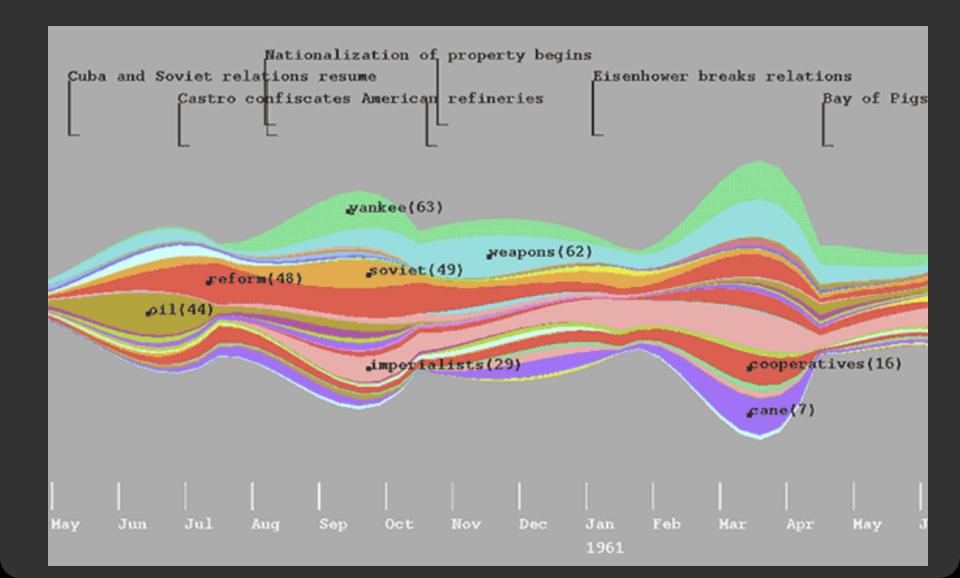
Simple approach: do they co-occur in a small window of text?



Parallel Tag Clouds [Collins et al.]



Theme River [Havre et al.]



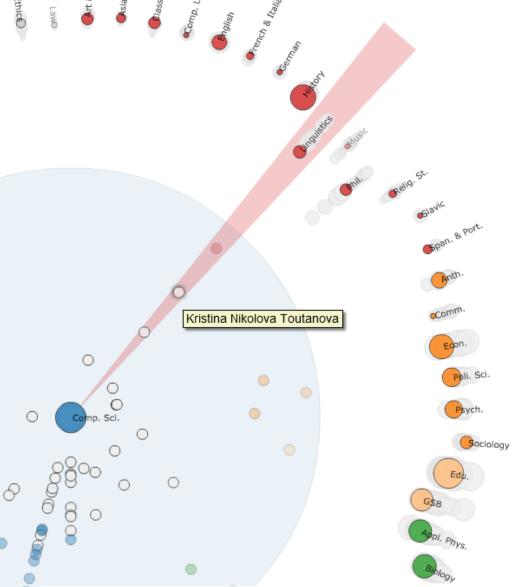
Similarity & Clustering

Compute vector distance among docs

For TF.IDF, typically cosine distance 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.

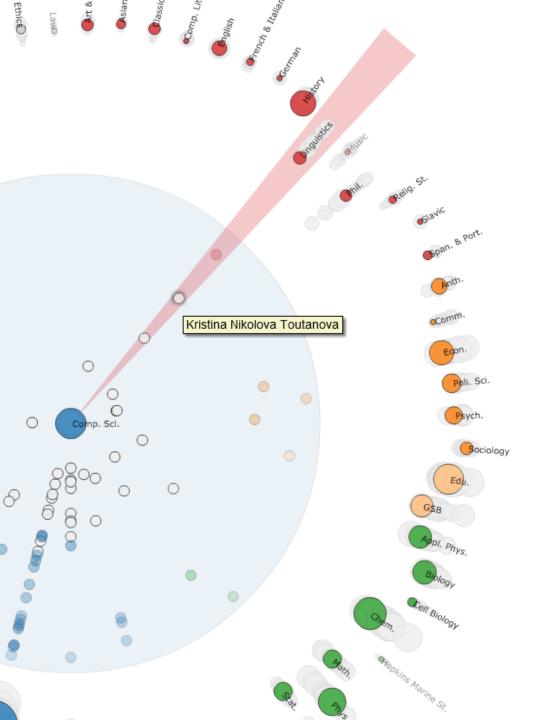
Stanford Dissertation Browser

with Jason Chuang, Dan Ramage & Christopher Manning



Topic Distance E Area of circles denote number of Depts with no thesis produced an	theses in a given year, e faded out.	_		
Purple = Medicine Green = Sciences Blue = Engineering Orange/Pink = Humanities	Antajo	Modern Thoughts Sync. Rad. Labo Food Research Food Research	Art & Art Hist.	
	Collabrica Por			French & Italian
	St. & Gyn.		Elessica Electrical Control of the C	Fernan Slavic
Neu	Neuroblo			Vnz
Microbio, & Medicin Medicine (Endo/Ger/Met)	mmu. e (Gastro)o			Phil. Relig. St. Anth. Comm.
	/Pharm Medicine Health & Policy		Inguistics	Poli. Sci. Pociology
	Genetics			Blology
	Dermatology Biochemo	Comp. Sci.		Ash Cell Biology
	Are Pard Fin	St. Eng.	Blockno. & Ast	Asth. Marine St.
		Indust, Eng. Flec. Eng. Econ.	Geophys Geolog BioEng. ChemEng	Add to the state of the state o
			909	-





Effective statistical models for syntactic and semantic disambiguation

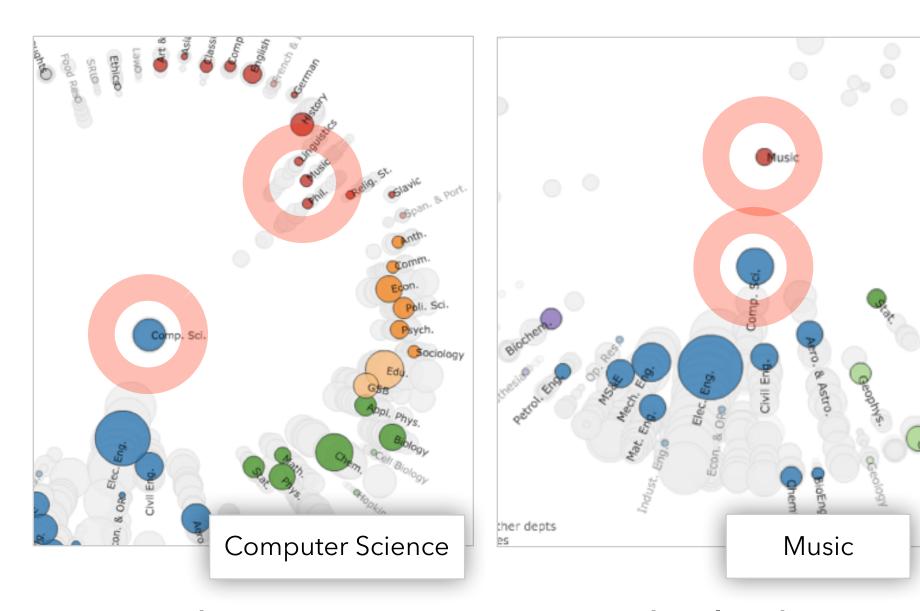
Student: Kristina Nikolova Toutanova Advisor: Christopher D. Manning

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

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.

Future: from bag-of-words to vector space embeddings