## Statistical Topic Models for Computational Social Science

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## **Complex Social Processes**



# "Traditional" Social Science



- Case studies
- Interviews
- Participant observation
- Survey research
- Social network analysis

⇒ Self-reports, one-time snapshots, small scale

## **The Computer "Revolution"**







Google

# The Unreasonable Effectiveness of Data

# **Computational Social Science**



Candida Hofer

"A computational social science is emerging that leverages the capacity to collect and analyze data with an unprecedented breadth and depth and scale and may reveal patterns of individual and group behaviors."

— Lazer et al., 2009

### **Structure vs. Content**



## **Products of Interactions**



"Scientific information is both the basic raw material for, and one of the principal products of, scientific research [...] Scientists find out what other scientists are accomplishing through [...] journals, books, abstracts and indexes, bibliographies, reviews."

- NSF Brochure, 1962

### Text as Data

Home > Press Room > Press Release Kerry to Address U.S. Policy Toward United States FOR IMMEDIATE RELEASE: Tuesday, March 15, 2011 Arnold, et a

Method for il WASHINGTON, D.C. - Tomorrow, Senator John Kerry, Chairman the Carnegie Endowment for International Peace in Washington, policy in the Middle East. Marwan Muasher, vice president for stu the event.

Kurt S. (Roskilde, DK), I DK)				
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Abstract natural evaluation metric pic models is the probabil: ocuments given a trained 1 cact computation of this pr actable, several estimators bility have been used in the ig literature, including the 1 ethod and empirical likeliho is paper, we demonstrate at commonly-used methods ccurately estimate the probe out documents, and propose t methods that are both accurat

OUTLINE 1. Introduction I. Military actions against North Vietnam and In Laos



- Structured and formal: e.g., publications, patents, press releases
- Messy and unstructured: e.g., chat logs, OCRed documents, transcripts

 $\Rightarrow$  Large scale, robust methods for analyzing text

# **Collaborate to Study Collaboration**



"There needs to be a greater focus on what these [interaction] data mean [...] This requires the input of social scientists, rather than just those more traditionally involved in data capture, such as computer scientists."

— Julia Lane, NSF, 24 March 2010

# **Different (But Overlapping) Roles**



- Social science: specific models for specific applications, extensive post-analysis work
- Computer science: novel classes of models, mathematical and computational properties of models that extend across applications

# **This Talk**

- Statistical topic models for text analysis
- "Off-the-shelf" topic models: priors, stop words
- Studying formerly-classified government documents

# **Statistical Modeling**

- Modeling challenges:
  - Aggregating and representing large data sets
  - Handling data from sources with disparate emphases
  - Reasoning under uncertain information
  - Performing efficient inference
- Bayesian latent (hidden) variable models:
  - Powerful and flexible [Wallach et al. & Adams et al., AISTATS '10]
  - This talk: statistical topic models

# **Statistical Topic Modeling**

- Three fundamental assumptions:
  - Documents have latent semantic structure ("topics")
  - We can infer topics from word-document co-occurrences
  - Can simulate this inference algorithmically
- Given a data set, the goal is to
  - Learn the composition of the topics that best represent it
  - Learn which topics are used in each document

## Why Topic Models?

From (9) it can then be shown that (Exercise

 $\boldsymbol{\lambda}^T \mathbf{Z} = \mathbf{k}^T$ 

 $\lambda = \{ \mathbf{K}^{-1} - \mathbf{K}^{-1} \mathbf{M} (\mathbf{M}^T \mathbf{K}^{-1} \mathbf{M}) \}$  $+ \mathbf{K}^{-1} \mathbf{M} (\mathbf{M}^T \mathbf{K}^{-1} \mathbf{M})^{-1} \mathbf{n}$ 

so that the resulting predict kriging

which is identical to what w generalized least squares est

where  $\gamma = \mathbf{m}(\mathbf{x}_0) - \mathbf{M}^T \mathbf{K}^-$ 

Best linear unbiased pred erature, named after the Sou 1951; Journel and Huijbregt process is assumed to be an prediction is called ordinary matrix more general m is known a with the mean assumed 0 is erally called objective analy Pedder 1987 and Daley 1991

linear unbiased prediction for regression model did not explicitly consider the spatial setting. C further discussion on the history of various for

As noted in 1.3, A useful characterization c

covariance mean  $k_0 - \mathbf{k}^T \mathbf{K}$  estimate weight random mse conditional point

VS.

Definition 2.1 A Gaussian process is a c finite number of which have a joint Gaussia

gaussian regression covariance prediction function bayesian process prior distribution matrix

rocess is completely speci We define mean function process  $f(\mathbf{x})$  as

$$m(\mathbf{x}) = \mathbb{E}[f(\mathbf{x})],$$
  
$$(\mathbf{x}, \mathbf{x}') = \mathbb{E}[(f(\mathbf{x}) - m(\mathbf{x}))]$$

Gaussian process as

 $f(\mathbf{x}) \sim \mathcal{GP}(m(\mathbf{x}))$ 

ional simplicity we will t l not be done, see section

e random variables repres en, Gaussian processes a andom variables is time. ere the index set X is the  $\cdots$  more general, e.g.  $\mathbb{R}^D$ . For notational (

enumeration of the cases in the training se such that  $f_i \triangleq f(\mathbf{x}_i)$  is the random variable as would be expected.

## **Topics and Words**

	human	evolution	disease	computer
1	genome	evolutionary	host	models
	dna	species	bacteria	information
	genetic	organisms	diseases	data
	genes	life	resistance	computers
	sequence	origin	bacterial	system
	gene	biology	new	network
	molecular	groups	strains	systems
	sequencing	phylogenetic	control	model
♥	map	living	infectious	parallel

probability

## **Documents and Topics**

### **Seeking Life's Bare (Genetic) Necessities**

Haemophilus

genome

COLD SPRING HARBOR, NEW YORK— How many genes does an organism need to survive? Last week at the genome meeting here,\* two genome researchers with radically different approaches presented complementary views of the basic genes needed for life. One research team, using computer analyses to compare known genomes, concluded that today's organisms can be sustained with just 250 genes, and that the earliest life forms

required a mere 128 genes. The other researcher mapped genes in a simple parasite and estimated that for this organism, 800 genes are plenty to do the job—but that anything short of 100 wouldn't be enough.

Although the numbers don't match precisely, those predictions

\* Genome Mapping and Sequencing, Cold Spring Harbor, New York, May 8 to 12. "are not all that far apart," especially in comparison to the 75,000 genes in the human genome, notes Siv Andersson of Uppsala University in Sweden, who arrived at the 800 number. But coming up with a consensus answer may be more than just a genetic numbers game, particularly as more and more genomes are completely mapped and sequenced. "It may be a way of organizing any newly sequenced genome," explains Arcady Mushegian, a computational mo-

lecular biologist at the National Center for Biotechnology Information (NCBI) in Bethesda, Maryland. Comparing an



Stripping down. Computer analysis yields an estimate of the minimum modern and ancient genomes.

SCIENCE • VOL. 272 • 24 MAY 1996

### **Mixtures vs. Admixtures**



# **Generative Statistical Modeling**

- Assume data was generated by a probabilistic model:
  - Model may have hidden structure (latent variables)
  - Model defines a joint distribution over all variables
  - Model parameters are unknown
- Infer hidden structure and model parameters from data
- Situate new data in estimated model

### **Generative Process**



## **Choose a Distribution Over Topics**



## **Choose a Topic**



probability

## **Choose a Word**



## ... And So On



probability



## **Real Data: Statistical Inference**



## The End Result...



probability



# **This Talk**

- Statistical topic models for text analysis
- "Off-the-shelf" topic models: priors, stop words
- Studying formerly-classified government documents

## The State of The Art

- Topic models are extremely appealing
- ... but they're not always usable by non-experts
- Need to bridge this gap between producers and consumers of topic modeling technology:
  - Address problems/challenges faced by practitioners
  - Question unquestioned assumptions
  - Explore the interplay between theory and practice

# "Off-the-Shelf" Topic Modeling



I want to model technology emergence by analyzing patent abstracts... I have a statistical model that you can use...



# "Off-the-Shelf" Topic Modeling



I want to model technology emergence by analyzing patent abstracts... I have a statistical model that you can use...



а	а	the	the
field	the	of	invention
emission	carbon	а	of
an	and	to	to
electron	gas	and	present

# "Off-the-Shelf" Topic Modeling?



Help! All my topics consist of "the, and of, to, a ..."

Preprocess your data to remove stop words...





Now they all consist of "invention, present, thereof ..." Make a domain-specific list of stop words...





Wait, but how do I choose the right number of topics?

Evaluate the probability of unseen data for different numbers...



## **Directed Graphical Models**

$$P(y, x_1, ..., x_N) = P(y) \prod_{n=1}^N P(x_n | y)$$

- Nodes: random variables (latent or observed)
- Edges: probabilistic dependencies between variables
- Plates: "macros" that allow subgraphs to be replicated



# **Statistical Topic Modeling**

[Hofmann, '99]



# Latent Dirichlet Allocation (LDA)

[Blei, Ng & Jordan, '03]



# **Discrete Probability Distributions**

• 3-dimensional discrete probability distributions can be visually represented in 2-dimensional space:



## **Dirichlet Distribution**

• Distribution over discrete probability distributions:



### **Dirichlet Parameters**


## **Dirichlet Priors for LDA**



## **Dirichlet Priors for LDA**

- Two scalar concentration parameters:  $\alpha$  and  $\beta$
- Concentration parameters are usually set heuristically

- e.g.,  $\alpha = 50$  and  $\beta = 0.01W$ 

- Some recent work on learning optimal values for the concentration parameters from data
- No rigorous study of the Dirichlet priors:
  - e.g., asymmetric vs. symmetric base measures
  - Effects of the base measures on the inferred topics

## Symmetric → Asymmetric

[Wallach et al., '09]

- Use prior over  $\Theta = \{ \boldsymbol{\theta}_1, \dots, \boldsymbol{\theta}_D \}$  as a running example
- Uniform base measure  $\rightarrow$  nonuniform base measure



• Asymmetric prior: some topics more likely a priori

## **Hierarchical Asymmetric Dirichlet**

- Which topics should be more probable a priori?
  - Draw **m** from a Dirichlet distribution:



## **Putting Everything Together**



- Asymmetric hierarchical Dirichlet priors
- Integrate out  $\Theta$ ,  $\Phi$  and base measures
- Learn *z* and concentration parameters from data

#### **Data Sets**

- Carbon nanotechnology patents:
  - Ultimate goal: track innovation and emergence
  - Fullerene and carbon nanotube patents
  - 1,016 abstracts (~100 words each)
  - 103,499 total words; 6,068 unique words
- 20 Newsgroups data (80,012 total words)
- New York Times articles (477,465 total words)

## **Inferred Topics**



## **Sampled Concentration Parameters**



## **A Theoretical Observation...**

• Symmetric Dirichlet is a special case of the hierarchical asymmetric Dirichlet (large concentration parameter)



## **Sampled Concentration Parameters**



## Intuition

- Topics should be distinct from each other:
  - Asymmetric prior over topics makes topics more similar to each other (and to corpus-wide word frequencies)
  - Want a symmetric prior to preserve topic "distinctness"
- Still have to account for power-law word usage:
  - Asymmetric prior over document-specific topic distributions means some topics (e.g., "the, a, of, to ...") can be used more often than others in all documents

## "Off-the-Shelf" Topic Modeling



I can model technology emergence by analyzing patent abstracts! Great! Let me know if you need any more help!



the	carbon	metal	composite
а	nanotubes	catalytic	polymer
of	nanotube	transition	matrix
to	catalyst	catalyst	weight
and	substrate	from	fiber

# **Polylingual Topics**

- CY sadwrn blaned gallair at lloeren mytholeg
- DE space nasa sojus flug mission
- EL διαστημικό sts nasa αγγλ small
- EN space mission launch satellite nasa spacecraft
- فضایی ماموریت ناسا مدار فضانورد ماهواره FA
- FI sojuz nasa apollo ensimmäinen space lento
- FR spatiale mission orbite mars satellite spatial
- HE החלל הארץ חלל כדור א תוכנית
- IT spaziale missione programma space sojuz stazione
- PL misja kosmicznej stacji misji space nasa
- RU космический союз космического спутник станции
- TR uzay soyuz ay uzaya salyut sovyetler

# **Polylingual Topics**

- CY bardd gerddi iaith beirdd fardd gymraeg
- DE dichter schriftsteller literatur gedichte gedicht werk
- EL ποιητής ποίηση ποιητή έργο ποιητές ποιήματα
- EN poet poetry literature literary poems poem
- شاعر شعر ادبیات فارسی ادبی آثار FA
- FI runoilija kirjailija kirjallisuuden kirjoitti runo julkaisi
- FR poète écrivain littérature poésie littéraire ses
- משורר ספרות שירה סופר שירים המשורר HE
- IT poeta letteratura poesia opere versi poema
- PL poeta literatury poezji pisarz in jego
- RU поэт его писатель литературы поэзии драматург
- TR şair edebiyat şiir yazar edebiyatı adlı

## **Polylingual Topic Model**

[Mimno et al., '09]



## **This Talk**

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## In 2009 Alone...





- 52 million pages reviewed for declassification
- 29 million pages declassified
- \$8.8 billion spent on administration of the US government classification system

### **How Sensitive?**

"After a 14-year legal battle by a California history professor, the FBI has released a new cache of material from a 300-page dossier on the late rock star John Lennon, and has agreed to pay \$204,000 to cover legal fees incurred in his efforts to open the file. For all the years of challenge, however, the file contains little, if any, new information about Lennon, though it does present some bizarre details, like a description of an antiwar activist trying to train a parrot to speak profanities."

— NYT, 25 September 2007

## **A Problematic Trade-off**



- The more data kept secret, the less secure the data:
  - More people need to have access to the data
  - More storage space is required

## What We Are NOT Studying...





#### guardian.co.uk

News Sport Comment Culture Business Money

News angle World news angle Afghanistan: The war logs



# **Exploring Declassified Documents**

- Declassification goals:
  - Recommend documents for human review
  - Match documents with human reviewers' expertise
- Transparency research goals:
  - High-level characterization of the data
  - Finding specific, known information of interest
  - Finding "interesting" or "unexpected" information

## **Declassified Documents: DDRS**

- ~88,000 formerly-classified government documents
- Created and declassified between 1926 and 2005



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	MEMORANDUM FOR:	The Honorable Walt W. Rostow Special Assistant to the President The White House		
	SUBJECT :	Coal and Electric Power Shortages in Communist China	12.	
			7	
	1. Al Jenkins as memorandum on short Communist China for y included excerpts from to give you some feeling	ked that we prepare the attached ages of coal and electric power in your information. We have also i individual reports of shortages ag for the information available.		
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	SUBJECT Coal and Electric Power Shortages in Sommunist China	6
		1/30
	<ol> <li>Al Jenkins asked that we prevere the attached memorandum-on-shortages of coal and electric power in Communist China for your information. We have also included excerpts from individual reports of she tages to give you some feeling for the information available.</li> </ol>	
	2. While there is no question that the shortages are widespread, it is extremely difficult to quantify the decline in industrial output caused by these shortages or by other effects of the Cultural Revolution.	
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	EDWARD W. PROCTOR Acting Deputy Director for Intelligence	
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#### **Declassification Durations**



## **Survival Analysis**

- Statistical methods for evaluating "time until death":
  - Biology/medicine: organism death
  - Engineering: component failure
  - Social science: event durations (e.g., parolee recidivism)
- Goal: model effect on survival time of covariates, e.g.,
  - Vaccine treatments
  - Temperature differences
  - Job placement or education programs

#### **Document "Survival"**



## **Survival Distribution of Documents**



Time Elapsed (years)

## **Accelerated Failure Time Models**

- Survival analysis with covariates **x**<sub>i</sub>
- Linear models for the log of the "duration":

 $\log(t_i) = \mathbf{x}_i^{\top} \boldsymbol{\beta} + \epsilon_i$ 

- Parametric: a probability distribution is specified
  - e.g., Weibull, log-normal, gamma, log-logistic...
- Can make predictions for unseen data

#### **Classification and Content**

HIS APPRDACH WAS, WELL, OF COURSE, WE KNOW THERE ISN'T ANYTHING TO THIS ALLEGED PHENOMENON (FLYING SAUCERS), BUT ON THE OTHER HAND". DURING HIS TALK SHKLOVSKIY AND CTHEF SCVIETS JOKED AND LAUGHED AND CEVIDUSLY DID NOT TAKE THE SPEAKER'S REMARKS SERIOUSLY. 1975 to 1989 1946 to 2003 CENTRAL INTELLIGENCE GROUP SOVIET CAPABILITIES FOR THE DEVELOPMENT AND PRODUCTION OF CERTAIN TYPES OF WEAPONS AND EQUIPMENT

1. Herein is presented an estimate of Soviet capabilities in the development and production, during the next ten years, of certain weapons and equipment, as follows:

#### **Classification and Content: 1960s**



Classification duration

#### **Classification and Content: 1960s**


## **Word Frequencies?**

Bechuanaland is in effect, an enclave in the "White redoubt" of Southern frica, surrounded as it is by South Africa, Southern Rhodesia and South West Africa. Its economy is wholly integrated with that of its whitegoverned neighb , the geographical and economic facts of life make it imp rhodesia erritory to insulate itself from the crises affecting its neis africa southern khama Under Kl white ship, Botswana has created cieties in Africa and maintained one of the ma it in the fac african turbulence in the white-ruled states surrounding bta One of only three countries in Africa considered wholly "free" by Freedom House, its democratic government and tolerant, multi-racial society could well serve as a model of what the U.S. is trying to accomplish in Rhodesia and Namibia.



corps, service, volunteers, men, volunteer, age, draft, selective, calls, young, manpower, year, army, deferments, induction, armed, freedom, ...



package, hostages, release, hostage, khomeini, packages, ghotbzadeh, held, released, banisadr, revolutionary, debriefing, scenario, family, date, ...



oswald, dallas, assassination, kennedy, texas, fbi, orleans, advised, lee, president, bureau, started, harvey, john, information, ruby, november, ...



creation/declassification date

artichoke, subject, drugs, techniques, work, interrogation, writer, drug, lsd, effects, hypnosis, methods, medical, physical, subjects, human, ...

### **Predicting Duration Using Topics**



### **Predicted Duration - Actual Duration**



Number of predicted values

# **Jointly Modeling Text and Duration**



- Topics provide information about classification durations
- Goal: incorporate durations into the generative model
- Infer latent topics using both textual and temporal information

# Jointly Modeling Text and Duration

[Shorey et al., '11]



## **Topic-Specific Duration Distributions**



**Classification Duration** 

# **Topic-Specific Duration Distributions**



### What's Next?

- Predict durations directly from the generative model
  - Mixture vs. admixture topics
  - Supervised topic modeling
  - Unseen content
- Subject matter experts
- Analysis and prediction of redactions

# Thanks!

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