

# Natural Language Processing

Info 159/259

Lecture 2: Text Classification via Logistic Regression

*Many slides & instruction ideas borrowed from:  
David Bamman, Sofia Serrano & Dan Jurafsky*

# Language Id.

Un **film** (in **Italiano** anche **pellicola** oppure in alcune parti d'Italia **cinema**), è un'opera d'**arte visiva** che simula esperienze e comunica in altro modo idee, storie, percezioni, sentimenti, bellezza o atmosfera attraverso l'uso di **immagini** in movimento.

Given a piece of text, find its language

بھی کہا (motion picture) یا متحرک تصویر (movie) جسے مووی (film) فلم جاتا ہے، ساکت تصاویر کا ایسا سلسلہ ہوتا ہے جو پردے (اسکرین) پر یوں دکھایا جاتا ہے کہ اس پر متحرک ہونے کا دھوکا ہوتا ہے۔ مختلف اشیا کو تسلسل کے ساتھ تیز رفتاری سے دکھائے جانے کے باعث یہ بصری دھوکا ناظرین کو احساس دلاتا ہے کہ وہ مسلسل متحرک اشیا دیکھ رہے ہیں۔ ایک **موشن پکچر کیمرے** کے ذریعے اصل مناظر کی عکس بندی کر کے فلم تخلیق کی جاتی ہے۔ **موشن پکچرے کیمرے** کے ذریعے اصل مناظر کی عکس بندی؛ تصاویر یا روایتی انیمیشن تکنیکیں استعمال کرتے ہوئے چھوٹی شبیہوں کی عکس بندی

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# Classification

A mapping  $h$  from input data  $x$  (drawn from instance space  $\mathcal{X}$ ) to a label (or labels)  $y$  from some finite set of labels from space  $\mathcal{Y}$

$\mathcal{X}$  = set of all documents

$\mathcal{Y} = \{it, ur, zh, en, es, ar, ..\}$

$x$  = a single document

$y = it$

# Classification

Let  $h(x)$  be the “true” mapping.  
We never know it. How do we  
find the best  $\hat{h}(x)$  to  
approximate it?

One option: rule based

if  $x$  has characters in  
unicode point range 4E00-9FFF:  
 $\hat{h}(x) = zh$

电影（英語：movie/ film），特点是运动／移动的画面（英語：motion/ moving picture），是一种视觉艺术作品，用来模拟透過使用动态图像来传达思想、故事、感知、感觉、美或氛围的体验。这些图像通常伴有声音，更少有其他感官刺激。

# Classification

Un **film** (in **Italiano** anche **pellicola** oppure in alcune parti d'Italia **cinema**), è un'opera d'**arte visiva** che simula esperienze e comunica in altro modo idee, storie, percezioni, sentimenti, bellezza o atmosfera attraverso l'uso di **immagini** in movimento.

Italian

بھی کہا جاتا ہے، یا متحرک تصویر (movie) جسے مووی (film) فلم ساکت تصاویر کا ایسا سلسلہ ہوتا ہے جو پردے (اسکرین) پر یوں دکھایا جاتا ہے کہ اس پر متحرک ہونے کا دھوکا ہوتا ہے۔ مختلف اشیاء کو تسلسل کے ساتھ تیز رفتاری سے دکھائے جانے کے باعث یہ بصری دھوکا ناظرین کو احساس دلاتا ہے کہ وہ مسلسل متحرک اشیاء دیکھ رہے ہیں۔ ایک **موشن پکچر** **کیرے** کے ذریعے اصل مناظر کی عکس بندی کر کے فلم تخلیق کی جاتی ہے۔ **موشن پکچر** **کیرے** کے ذریعے اصل مناظر کی عکس بندی؛ تصاویر یا روایتی انیمیشن تکنیکیں استعمال کرتے ہوئے چھوٹی شیبوں کی عکس بندی

Urdu

电影（英語：movie/ film），特点是运动/移动的画面（英語：motion/ moving picture），是一种**视觉艺术**作品，用来模拟透過使用动态图像来传达思想、故事、感知、感觉、美或氛围的体验。这些图像通常伴有声音，更少有其他感官刺激。

Mandarin

Supervised learning

Given training data in the form of  $\langle x, y \rangle$  pairs, learn  $\hat{h}(x)$

# Text categorization problems

task	$x$	$y$
language ID	text	{english, mandarin, greek, ...}
spam classification	email	{spam, not spam}
authorship attribution	text	{jk rowling, james joyce, ...}
genre classification	novel	{detective, romance, gothic, ...}
sentiment analysis	text	{positive, negative, neutral, mixed}

# Sentiment analysis

- Document-level SA: is the entire text **positive** or **negative** (or both/neither) with respect to an implicit target?
- Movie reviews [Pang et al. 2002, Turney 2002]

# Training data

positive

“... is a film which still causes real, not figurative, chills to run along my spine, and it is certainly the bravest and most ambitious fruit of Coppola's genius”

Roger Ebert, Apocalypse Now

- “I hated this movie. Hated hated hated hated hated this movie. Hated it. Hated every simpering stupid vacant audience-insulting moment of it. Hated the sensibility that thought anyone would like it.”

negative

Roger Ebert, North



# Sentiment analysis

- Is the text positive or negative (or both/neither) with respect to an explicit target **within the text**?

## Feature: **picture**

Positive: 12

- Overall this is a good camera with a really good picture clarity.
- The pictures are absolutely amazing - the camera captures the minutest of details.
- After nearly 800 pictures I have found that this camera takes incredible pictures.

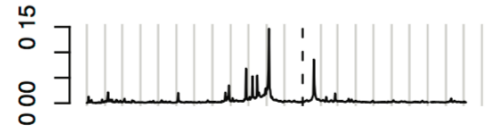
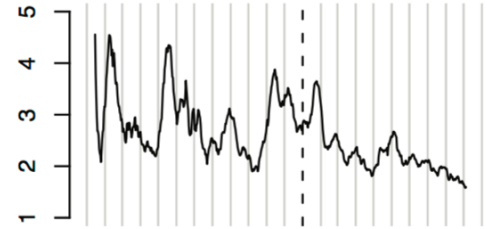
...

Negative: 2

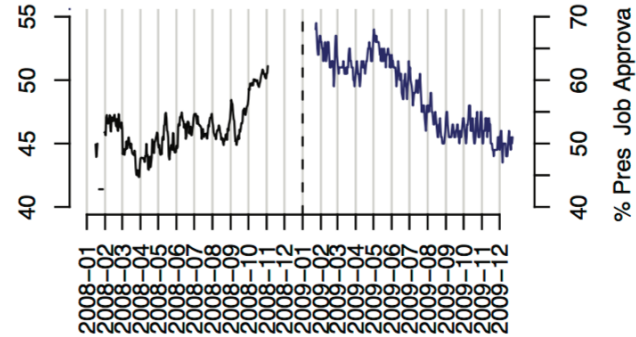
- The pictures come out hazy if your hands shake even for a moment during the entire process of taking a picture.
- Focusing on a display rack about 20 feet away in a brightly lit room during day time, pictures produced by this camera were blurry and in a shade of orange.

Hu and Liu (2004), "Mining and Summarizing Customer Reviews"

Twitter sentiment →



Job approval polls →



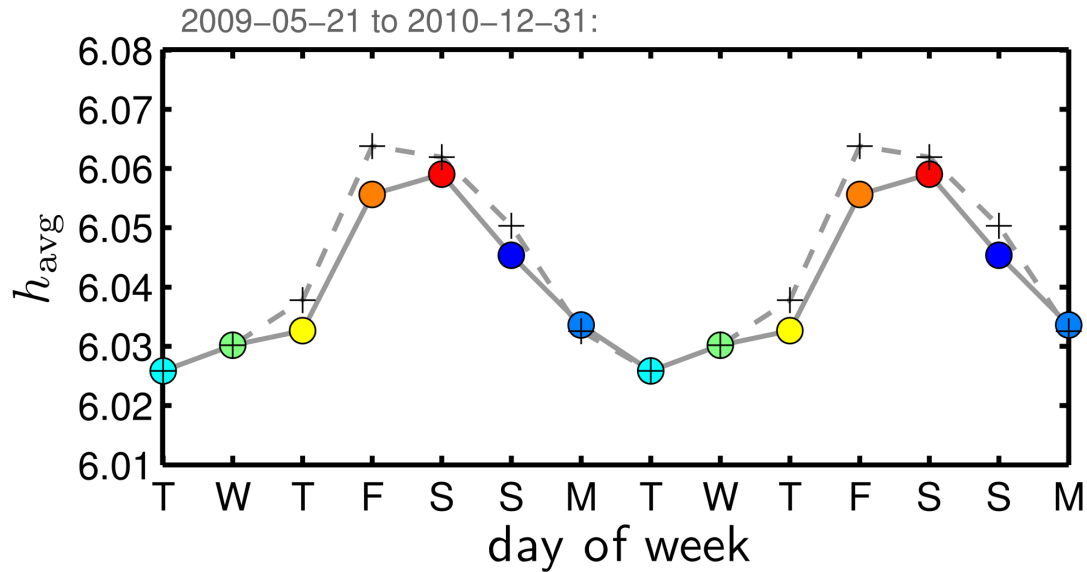
O'Connor et al (2010), "From Tweets to Polls: Linking Text Sentiment to Public Opinion Time Series"

Figure 9: The sentiment ratio for *obama* (15-day window), and fraction of all Twitter messages containing *obama* (day-by-day, no smoothing), compared to election polls (2008) and job approval polls (2009).

# Sentiment as tone

- No longer the speaker's attitude with respect to some particular target, but rather the positive/negative **tone** that is being communicated.

# Sentiment as tone



Dodds et al. (2011), "Temporal patterns of happiness and information in a global social network: Hedonometrics and Twitter" (PLoS One)

# Sentiment Dictionaries

- General Inquirer (1966)
- MPQA subjectivity lexicon (Wilson et al. 2005)  
[http://mpqa.cs.pitt.edu/lexicons/subj\\_lexicon/](http://mpqa.cs.pitt.edu/lexicons/subj_lexicon/)
- LIWC (Linguistic Inquiry and Word Count, Pennebaker 2015)
- AFINN (Nielsen 2011)
- NRC Word-Emotion Association Lexicon (EmoLex), Mohammad and Turney 2013

pos	neg
unlimited	lag
prudent	contortions
superb	fright
closeness	lonely
impeccably	tenuously
fast-paced	plebeian
treat	mortification
destined	outrage
blessing	allegations
steadfastly	disoriented

# LIWC

- 73 separate lexicons designed for applications social psychology

<b>Positive Emotion</b>	<b>Negative Emotion</b>	<b>Insight</b>	<b>Inhibition</b>	<b>Family</b>	<b>Negate</b>
appreciat*	anger*	aware*	avoid*	brother*	aren't
comfort*	bore*	believe	careful*	cousin*	cannot
great	cry	decid*	hesitat*	daughter*	didn't
happy	despair*	feel	limit*	family	neither
interest	fail*	figur*	oppos*	father*	never
joy*	fear	know	prevent*	grandf*	no
perfect*	griev*	knew	reluctan*	grandm*	nobod*
please*	hate*	means	safe*	husband	none
safe*	panic*	notice*	stop	mom	nor
terrific	suffers	recogni*	stubborn*	mother	nothing
value	terrify	sense	wait	niece*	nowhere
wow*	violent*	think	wary	wife	without

# Why is SA hard?

- Sentiment is a measure of a speaker's private state, which is unobservable.
- Sometimes words are a good indicator of sentiment (love, amazing, hate, terrible); many times it requires deep world + contextual knowledge

“*Valentine's Day* is being marketed as a Date Movie. I think it's more of a First-Date Movie. If your date likes it, do not date that person again. And if you like it, there may not be a second date.”

Roger Ebert, *Valentine's Day*

# Classification

Supervised learning

Given training data in the form of  $\langle x, y \rangle$  pairs, learn  $\hat{h}(x)$

x	y
loved it!	positive
terrible movie	negative
not too shabby	positive



$$\hat{h}(x)$$

- The classification function that we want to learn has two different components:
  - the **representation** of the data
  - the formal structure of the learning method (what's the relationship between the input and output?) → Naive Bayes, logistic regression, convolutional neural network, etc.

# Representation for SA

- Only words in isolation (**bag of words**)
- Only positive/negative words in MPQA
- Conjunctions of words (sequential, skip ngrams, ...)
- Higher-order linguistic structure (e.g., syntax)

“... is a film which still causes real, not figurative, chills to run along my spine, and it is certainly the **bravest** and most **ambitious** fruit of Coppola's **genius**”

Roger Ebert, Apocalypse Now

“I **hated** this movie. **Hated hated hated hated hated** this movie. **Hated** it. **Hated** every simpering **stupid** vacant audience-**insulting** moment of it. **Hated** the sensibility that thought anyone would **like** it.”

Roger Ebert, North

# Bag of words

Representation of text only as the counts of words that it contains (or a binary indicator of the presence/absence of that word).

	Apocalypse now	North
the	1	1
of	0	0
hate	0	9
genius	1	0
bravest	1	0
stupid	0	1
like	0	1
...		

# Remember

$$\sum_{i=1}^F x_i \beta_i = x_1 \beta_1 + x_2 \beta_2 + \dots + x_F \beta_F$$

$$\prod_{i=1}^F x_i = x_1 \times x_2 \times \dots \times x_F$$

$$\exp(x) = e^x \approx 2.7^x$$

$$\exp(x + y) = \exp(x) \exp(y)$$

$$\log(x) = y \rightarrow e^y = x$$

$$\log(xy) = \log(x) + \log(y)$$

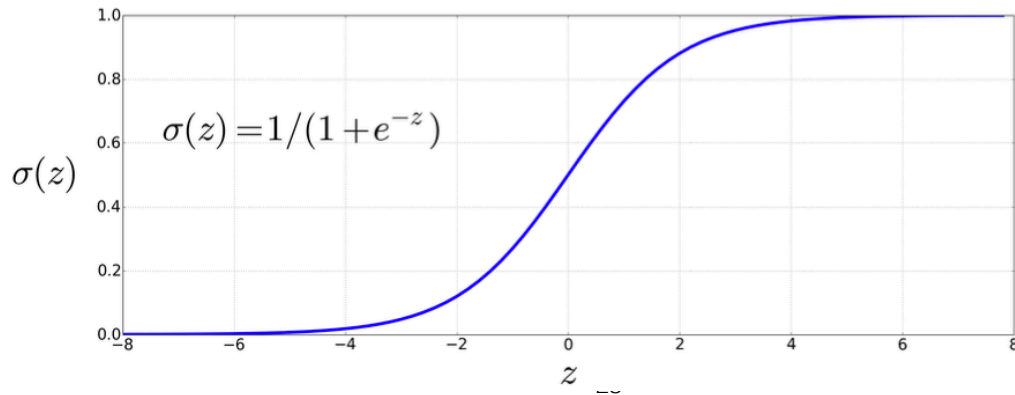
# $\hat{h}(x)$ for Logistic Regression

$$z = \sum_{i=1}^F \beta_i X_i + c$$

$$z = \beta \cdot X + c$$

# $\hat{h}(x)$ for Logistic Regression

$$y = \sigma(z) = \frac{1}{1 + e^{-z}} = \frac{1}{1 + \exp(-z)}$$



# Binary logistic regression

$$P(y = 1 \mid x, \beta) = \frac{1}{1 + \exp\left(-\sum_{i=1}^F x_i \beta_i\right)}$$

output space

$$\mathcal{Y} = \{0, 1\}$$



$x$  = feature vector

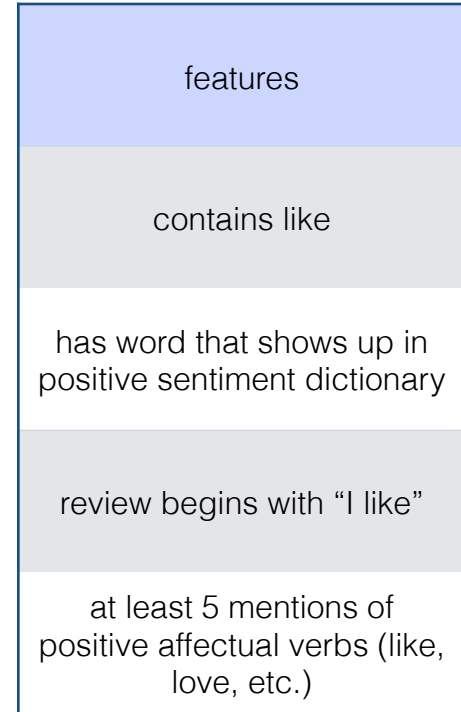
Feature	Value
the	0
and	0
bravest	0
love	0
loved	0
genius	0
not	0
fruit	1
<i>BIAS</i>	1

$\beta$  = coefficients

Feature	$\beta$
the	0.01
and	0.03
bravest	1.4
love	3.1
loved	1.2
genius	0.5
not	-3.0
fruit	-0.8
<i>BIAS</i>	-0.1

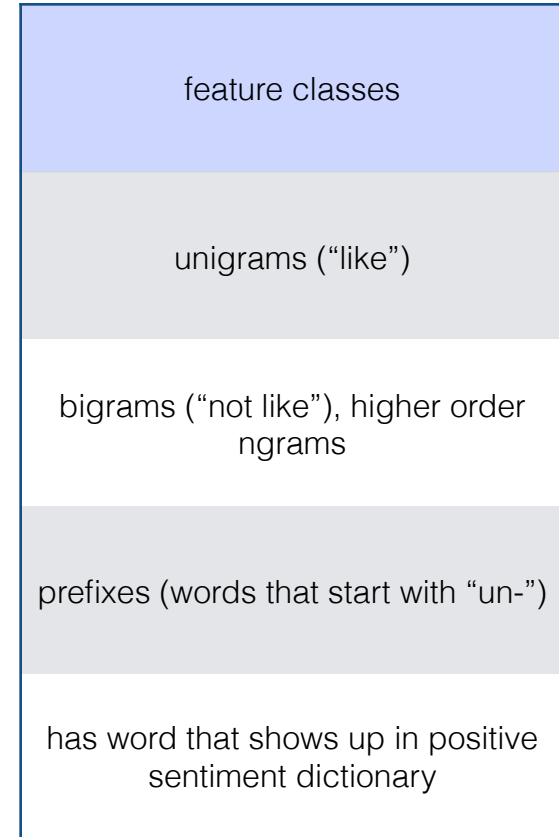
# Features

- As a discriminative classifier, logistic regression doesn't assume features are independent.
- Its power partly comes in the ability to create richly expressive features without the burden of independence.
- We can represent text through features that are not just the identities of individual words, but any feature that is scoped over **the entirety of the input**.



# Features

- Features are where you can encode your own **domain understanding** of the problem.



# Features

Feature	Value
the	0
and	0
bravest	0
love	0
loved	0
genius	0
not	1
fruit	0
<i>BIAS</i>	1

Feature	Value
like	1
not like	1
did not like	1
in_pos_dict_MPQA	1
in_neg_dict_MPQA	0
in_pos_dict_LIWC	1
in_neg_dict_LIWC	0
author=ebert	1
author=siskel	0

$\beta =$  coefficients

How do we get good values for  $\beta$ ?

Feature	$\beta$
the	0.01
and	0.03
bravest	1.4
love	3.1
loved	1.2
genius	0.5
not	-3.0
fruit	-0.8
<i>BIAS</i>	-0.1

# Conditional likelihood

$$\prod_i^N P(y_i | x_i, \beta)$$

For all training data, we want the probability of the **true label y** for each data point **x** to be high

	BIAS	love	loved	$a = \sum x_i \beta_i$	$\exp(-a)$	$1/(1 + \exp(-a))$	true y
$x^1$	1	1	0	3	0.05	95.2%	1
$x^2$	1	1	1	4.2	0.015	98.5%	1
$x^3$	1	0	0	-0.1	1.11	47.5%	0

# Conditional likelihood

$$\prod_i^N P(y_i | x_i, \beta)$$

For all training data, we want the probability of the true label  $y$  for each data point  $x$  to be high

This principle gives us a way to pick the values of the parameters  $\beta$  that maximize the probability of the training data  $\langle x, y \rangle$

The value of  $\beta$  that maximizes likelihood also maximizes the log likelihood

$$\arg \max_{\beta} \prod_{i=1}^N P(y_i | x_i, \beta) = \arg \max_{\beta} \log \prod_{i=1}^N P(y_i | x_i, \beta)$$

The log likelihood is an easier form to work with:

$$\log \prod_{i=1}^N P(y_i | x_i, \beta) = \sum_{i=1}^N \log P(y_i | x_i, \beta)$$



- We want to find the value of  $\beta$  that leads to the highest value of the conditional log likelihood:

$$\ell(\beta) = \sum_{i=1}^N \log P(y_i | x_i, \beta)$$

We want to find the values of  $\beta$  that make the value of this function the greatest

$$\sum_{\langle x, y=+1 \rangle} \log P(1 | x, \beta) + \sum_{\langle x, y=0 \rangle} \log P(0 | x, \beta)$$

$$\frac{\partial}{\partial \beta_i} \ell(\beta) = \sum_{\langle x, y \rangle} (y - \hat{p}(x)) x_i$$

# Gradient descent

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**Algorithm 1** Logistic regression gradient descent

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- 1: Data: training data  $x \in \mathbb{R}^F, y \in \{0, 1\}$
  - 2:  $\beta = 0^F$
  - 3: **while** not converged **do**
  - 4:      $\beta_{t+1} = \beta_t + \alpha \sum_{i=1}^N (y_i - \hat{p}(x_i)) x_i$
  - 5: **end while**
- 

If  $y$  is 1 and  $p(x) = 0$ , then this still pushes the weights a lot

If  $y$  is 1 and  $p(x) = 0.99$ , then this still pushes the weights just a little bit

# Stochastic gradient descent

- Batch gradient descent reasons over every training data point for each update of  $\beta$ . This can be slow to converge.
- Stochastic gradient descent updates  $\beta$  after each data point.

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**Algorithm 2** Logistic regression stochastic gradient descent

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```
1: Data: training data  $x \in \mathbb{R}^F, y \in \{0, 1\}$ 
2:  $\beta = 0^F$ 
3: while not converged do
4:   for  $i = 1$  to  $N$  do
5:      $\beta_{t+1} = \beta_t + \alpha (y_i - \hat{p}(x_i)) x_i$ 
6:   end for
7: end while
```

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# Practicalities

- When calculating the  $P(y | x)$  or in calculating the gradient, you don't need to loop through all features — only those with **nonzero** values
- (Which makes sparse, binary values useful)

$$P(y = 1 | x, \beta) = \frac{1}{1 + \exp\left(-\sum_{i=1}^F x_i \beta_i\right)}$$

$$\frac{\partial}{\partial \beta_i} \ell(\beta) = \sum_{\langle x, y \rangle} (y - \hat{p}(x)) x_i$$

$\beta$  = coefficients

Many features that show up rarely  
may likely only appear (by chance)  
with one label

More generally, may appear so few  
times that the noise of randomness  
dominates

Feature	$\beta$
like	2.1
did not like	1.4
in_pos_dict_MPQA	1.7
in_neg_dict_MPQA	-2.1
in_pos_dict_LIWC	1.4
in_neg_dict_LIWC	-3.1
author=ebert	-1.7
author=ebert $\wedge$ dog $\wedge$ starts with "in"	30.1

# Feature selection

- We could threshold features by minimum count but that also throws away information
- We can take a probabilistic approach and encode a prior belief that all  $\beta$  should be 0 unless we have strong evidence otherwise

# L2 regularization

$$\ell(\beta) = \underbrace{\sum_{i=1}^N \log P(y_i | x_i, \beta)}_{\text{we want this to be high}} - \underbrace{\eta \sum_{j=1}^F \beta_j^2}_{\text{but we want this to be small}}$$

- We can do this by changing the function we're trying to optimize by adding a penalty for having values of  $\beta$  that are high
- This is equivalent to saying that each  $\beta$  element is drawn from a Normal distribution centered on 0.
- $\eta$  controls how much of a penalty to pay for coefficients that are far from 0 (optimize on development data)



## no L2 regularization

33.83	Won Bin
29.91	Alexander Beyer
24.78	Bloopers
23.01	Daniel Brühl
22.11	Ha Jeong-woo
20.49	Supernatural
18.91	Kristine DeBell
18.61	Eddie Murphy
18.33	Cher
18.18	Michael Douglas

## some L2 regularization

2.17	Eddie Murphy
1.98	Tom Cruise
1.70	Tyler Perry
1.70	Michael Douglas
1.66	Robert Redford
1.66	Julia Roberts
1.64	Dance
1.63	Schwarzenegger
1.63	Lee Tergesen
1.62	Cher

## high L2 regularization

0.41	Family Film
0.41	Thriller
0.36	Fantasy
0.32	Action
0.25	Buddy film
0.24	Adventure
0.20	Comp Animation
0.19	Animation
0.18	Science Fiction
0.18	Bruce Willis

# L1 regularization

$$\ell(\beta) = \underbrace{\sum_{i=1}^N \log P(y_i | x_i, \beta)}_{\text{we want this to be high}} - \underbrace{\eta \sum_{j=1}^F |\beta_j|}_{\text{but we want this to be small}}$$

- L1 regularization encourages coefficients to be **exactly** 0.
- $\eta$  again controls how much of a penalty to pay for coefficients that are far from 0 (optimize on development data)

# Multiclass logistic regression

$$P(Y = y \mid X = x; \beta) = \frac{\exp(x^\top \beta_y)}{\sum_{y' \in \mathcal{Y}} \exp(x^\top \beta_{y'})}$$

output space

$$\mathcal{Y} = \{1, \dots, K\}$$

$x$  = feature vector

$\beta$  = coefficients

Feature	Value
the	0
and	0
bravest	0
love	0
loved	0
genius	0
not	0
fruit	1
<i>BIAS</i>	1

Feature	$\beta_{\text{positive}}$	$\beta_{\text{negative}}$	$\beta_{\text{neutral}}$
the	1.33	-0.80	-0.54
and	1.21	-1.73	-1.57
bravest	0.96	-0.05	0.24
love	1.49	0.53	1.01
loved	-0.52	-0.02	2.21
genius	0.98	0.77	1.53
not	-0.96	2.14	-0.71
fruit	0.59	-0.76	0.93
<i>BIAS</i>	-1.92	-0.70	0.94

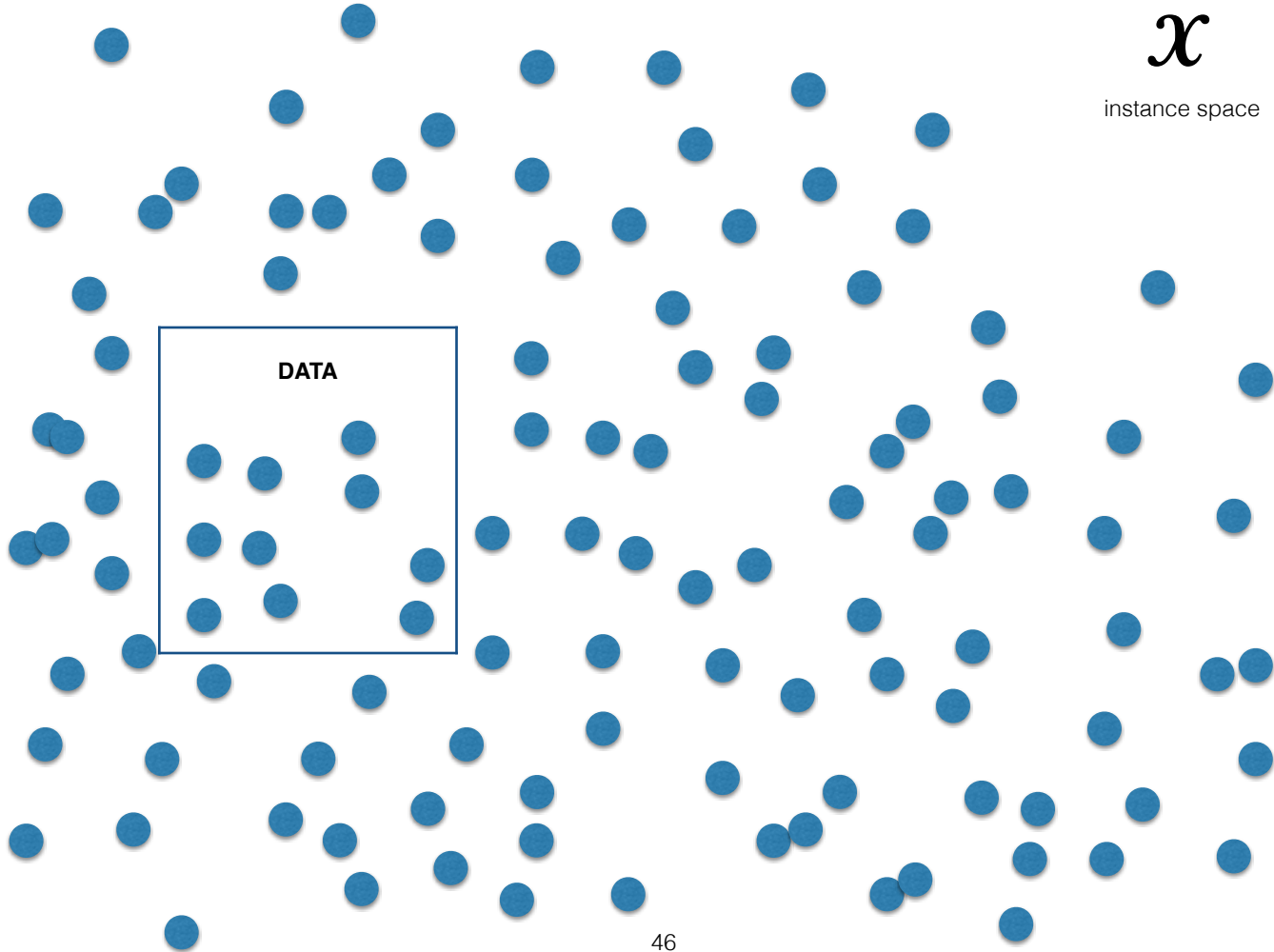
Note that we have 3 sets of coefficients here — one for each class (positive, negative, neutral)

# Evaluation

- A critical part of development new algorithms and methods and demonstrating that they work

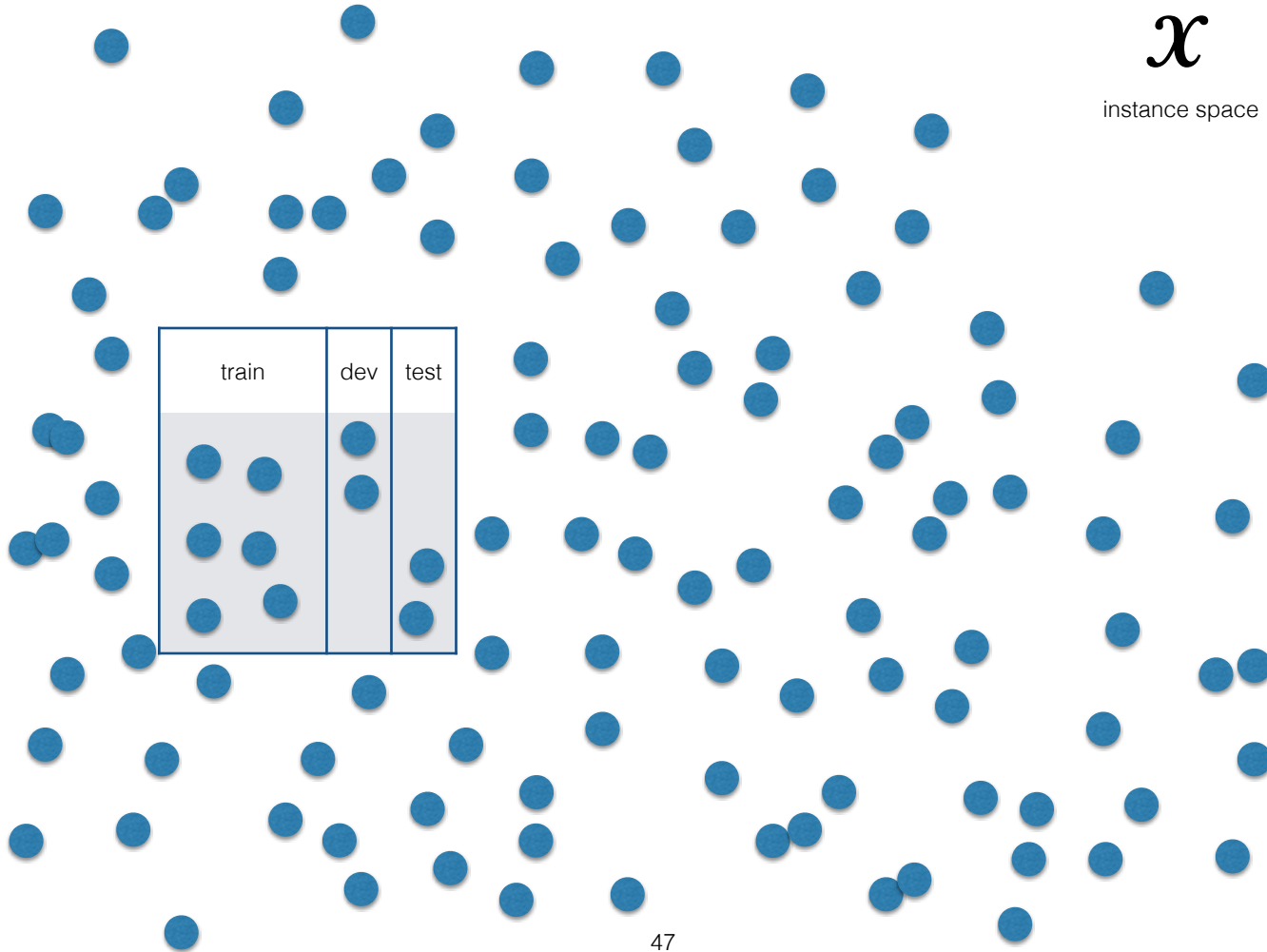
$\mathcal{X}$

instance space

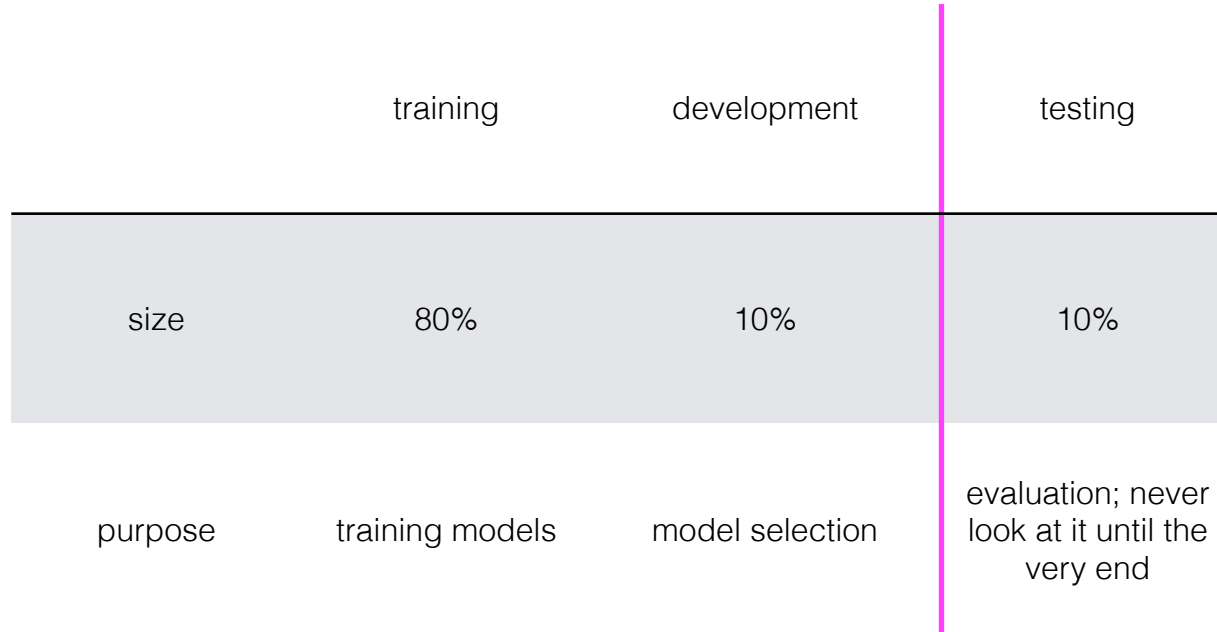


$\mathcal{X}$ 

instance space



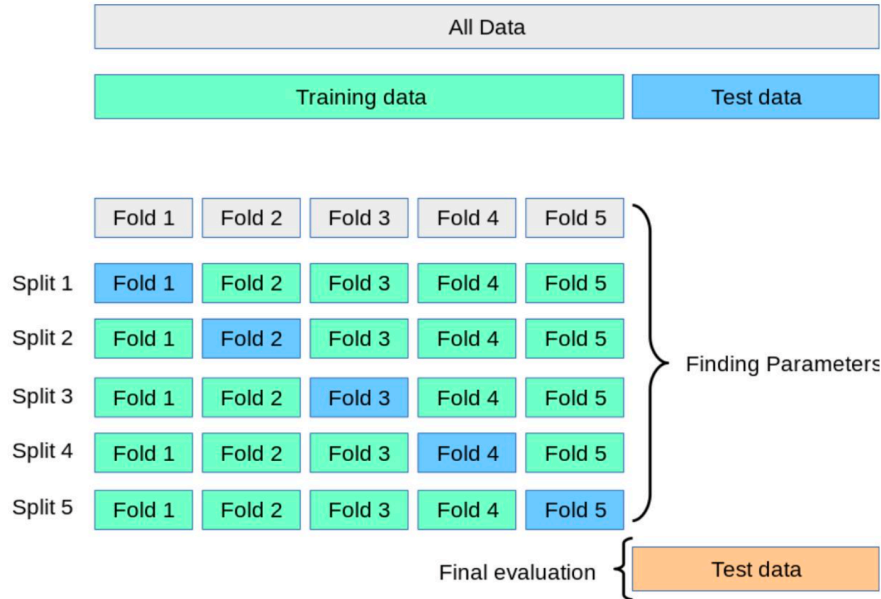
# Experiment design





# K-fold Cross-validation

- Reducing the chance of overfitting and sampling bias in the data



# Multiclass confusion matrix

Predicted ( $\hat{y}$ )

	Positive	Negative	Neutral
True ( $y$ ) Positive	100	2	15
Negative	0	104	30
Neutral	30	40	70

# Accuracy

$$\frac{1}{N} \sum_{i=1}^N I[\hat{y}_i = y_i]$$

$$I[x] \begin{cases} 1 & \text{if } x \text{ is true} \\ 0 & \text{otherwise} \end{cases}$$

Predicted ( $\hat{y}$ )

	Positive	Negative	Neutral
True (y) Positive	100	2	15
Negative	0	104	30
Neutral	30	40	70

# Precision

Precision(POS) =

$$\frac{\sum_{i=1}^N I(y_i = \hat{y}_i = \text{POS})}{\sum_{i=1}^N I(\hat{y}_i = \text{POS})}$$

*Precision*: proportion of predicted class that are actually that class.

Predicted ( $\hat{y}$ )

		Positive	Negative	Neutral
True ( $y$ )	Positive	100	2	15
	Negative	0	104	30
	Neutral	30	40	70

# Recall

Recall(POS) =

$$\frac{\sum_{i=1}^N I(y_i = \hat{y}_i = \text{POS})}{\sum_{i=1}^N I(y_i = \text{POS})}$$

*Recall*: proportion of true class that are predicted to be that class.

Predicted ( $\hat{y}$ )

		Positive	Negative	Neutral
True ( $y$ )	Positive	100	2	15
	Negative	0	104	30
	Neutral	30	40	70

# F score

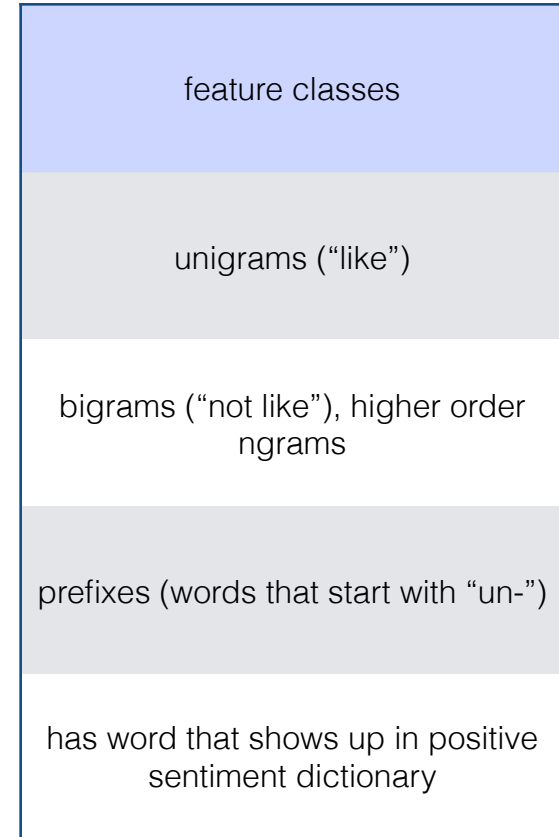
$$F = \frac{2 \times \text{precision} \times \text{recall}}{\text{precision} + \text{recall}}$$

# Majority class baseline

- Pick the label that occurs the most frequently **in the training data**. (Don't count the test data!)
- Predict that label for every data point in the test data.

# Features

- Features are where you can encode your own **domain understanding** of the problem.





# Features

Task	Features
Sentiment classification	Words, presence in sentiment dictionaries, etc.
Fake news detection	
Respect	
Authorship attribution	