Opinion Mining Textual Datasets

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The Problem

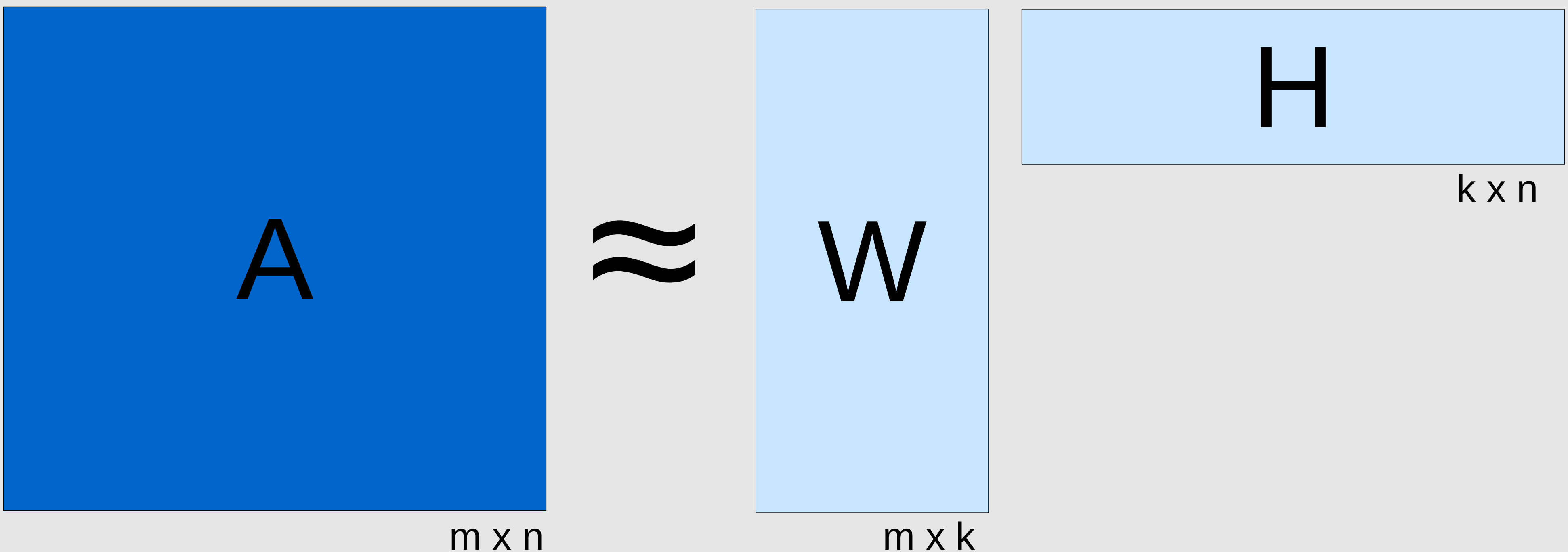
- We have a collection of related textual documents.
  - Ours were product reviews of a Leica DLux camera.
- We want to identify the topics being discussed.
  - Weight, picture quality, bells-and-whistles, etc.
- We want to judge the positivity or negativity of opinions being expressed.
  - This is future work.

Outlined Approach

- Create a relatively short list of “topic words.”
  - Words likely to pertain to a specific topic.
- Generate a graph of relationships between these topic words.
  - How related are two words to each other?
- Cluster these words together.
  - Each cluster should be interpretable as a topic.

Non-Negative Matrix Factorization

$$A \approx \tilde{A} = WH$$



NMF - Interpretation

- Each column of the approximation $\tilde{\boldsymbol{A}}$ is a linear combination of the columns of $\boldsymbol{W}$.
- The weights of these combinations are given by the columns of $\boldsymbol{H}$.
- We can interpret this as a soft-clustering of the documents.
  - Each column of W is a prototypical document for a given topic.
  - Actual documents are a linear combination of topics.

NMF – Algorithmic Concerns

- We used Patrick Hoyer's NMF with sparsity constraints.
  - Enforced sparsity, improving the interpretability of the results.
- Empirically, the success seems pretty independent of the rank of approximation.
  - More on this in a minute.

NMF – Results

- noise, buy, sensor, panasonic, silly, fuji
- quality, manufacture, pay, operational, lens
- format, shoot, flash, slowlag, promise, automotive, flashoth, side, equipment, inside
- image, color, clarity, small, size, alternative, mk, lightweight, sturdy, c-lux
- camera, amazing, happy, menu, master, photo, mp, close

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- noise, buy, sensor, panasonic, silly, fuji
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Sensor/Lens

NMF – Results

- noise, buy, sensor, panasonic, silly, fuji
- quality, manufacture, pay, operational, lens
- format, shoot, flash, slowlag, promise, automotive, flashoth, side, equipment, inside
- image, color, clarity, small, size, alternative, mk, lightweight, sturdy, c-lux
- camera, amazing, happy, menu, master, photo, mp, close

Generic Camera Words

NMF – Results

- noise, buy, sensor, panasonic, silly, fuji
- quality, manufacture, pay, operational, lens
- format, shoot, flash, slowlag, promise, automotive, flashoth, side, equipment, inside
- image, color, clarity, small, size, alternative, mk, lightweight, sturdy, c-lux
- camera, amazing, happy, menu, master, photo, mp, close

Alternative Cameras

NMF – Results

- noise, buy, sensor, panasonic, silly, fuji
- quality, manufacture, pay, operational, lens
- format, shoot, flash, slowlag, promise, automotive, flashoth, side, equipment, inside
- image, color, clarity, small, size, alternative, mk, lightweight, sturdy, c-lux
- camera, amazing, happy, menu, master, photo, mp, close

Size / Weight

NMF – Results

- noise, buy, sensor, panasonic, silly, fuji
- quality, manufacture, pay, operational, lens
- format, shoot, flash, slowlag, promise, automotive, flashoth, side, equipment, inside
- image, color, clarity, small, size, alternative, mk, lightweight, sturdy, c-lux
- camera, amazing, happy, menu, master, photo, mp, close

Image Quality

NMF – Results

- noise, buy, sensor, panasonic, silly, fuji
- quality, manufacture, pay, operational, lens
- format, shoot, flash, slowlag, promise, automotive, flashoth, side, equipment, inside
- image, color, clarity, small, size, alternative, mk, lightweight, sturdy, c-lux
- camera, amazing, happy, menu, master, photo, mp, close

Garbage / Unknown

What Happened?

- Using NMF for soft clustering assumes that related words co-occur.
  - With many, very short documents, related words are often alternatives.
  - These can even be *less* likely to co-occur than average, which certainly invalidates this assumption.
- Nonetheless, we do get lots of good topic words.
  - We want to filter the bad ones.
  - We want to group them.

Filtering Words

$$\frac{f_{di}}{f_{Ei}}$$

- Divide frequencies of each word in your dataset to their frequency in the “English language.”
  - The “English language” is some large corpus of English text.
  - We used TV and movie scripts.
- The higher this ratio, the more uncommonly-often a word is used.
  - Words with higher ratios are more likely relevant to the subject field.

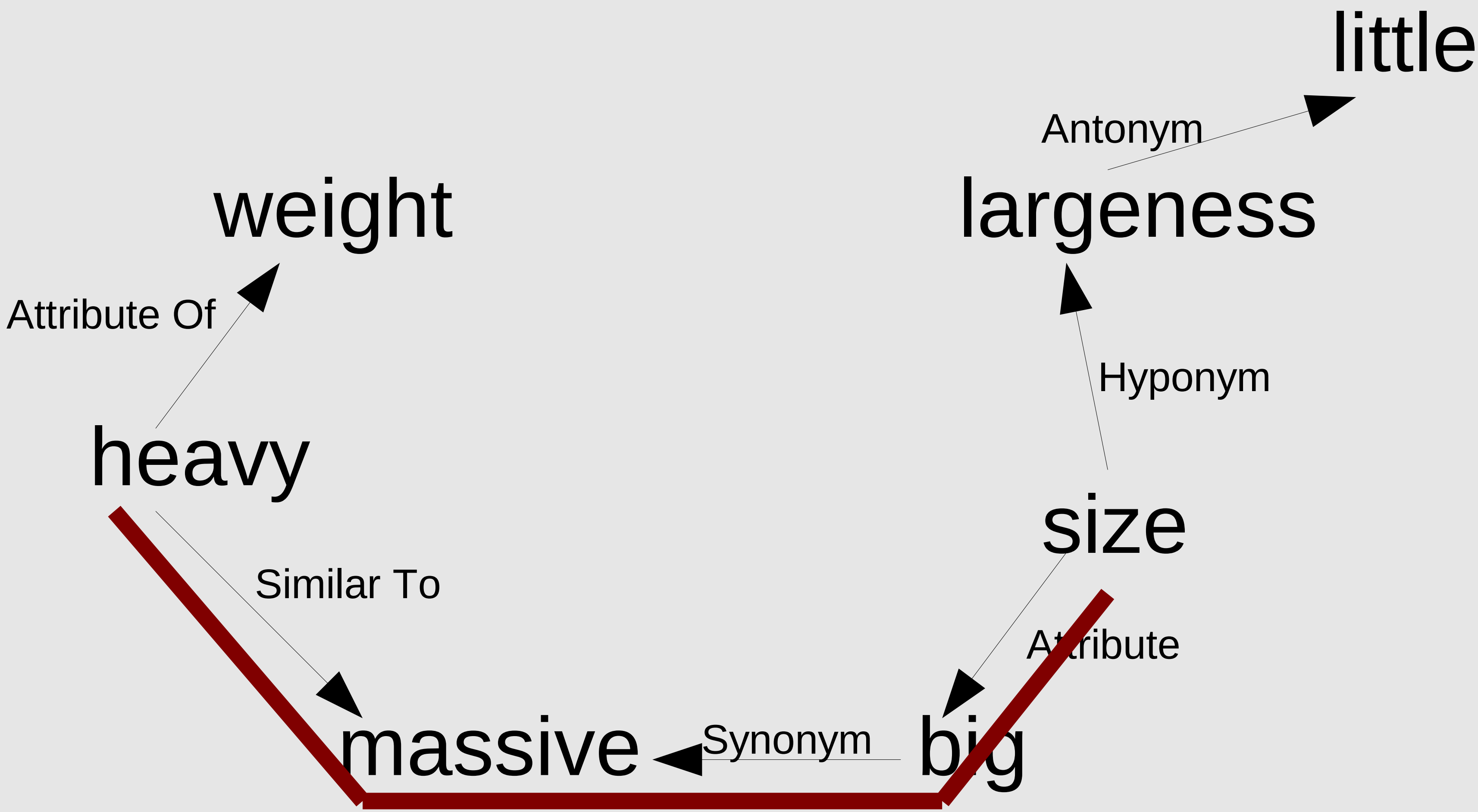
Combining Metrics

- Only using word-usage ratios gives misspellings high weight, as they are “rare” in English.
- Simply using words from the NMF gives overly common words.
  - However, the top word of each column was always good.
  - Usually dominant by a factor of 2 – 10.
- Filtering NMF words with word-usage ratios allows us to use only words that are likely by both metrics.

Graphing the Keywords

- Now we have a list of topic words.
- We define a graph.
  - The distance between two nodes is a measure of how similar they are.
- Similarity is based on two factors.
  - Semantic Similarity
  - Word Proximity

Semantic Similarity - WordNet



Semantic Similarity – Finesse

- After the subgraphs meet, we go one iteration further.
  - We then take the size of the overlap as a second metric.
  - Words could be related through obscure meanings.

$$s_{i,j}=\frac{d_{i,j}-1}{5}+\frac{20-o_{i,j}}{20}$$

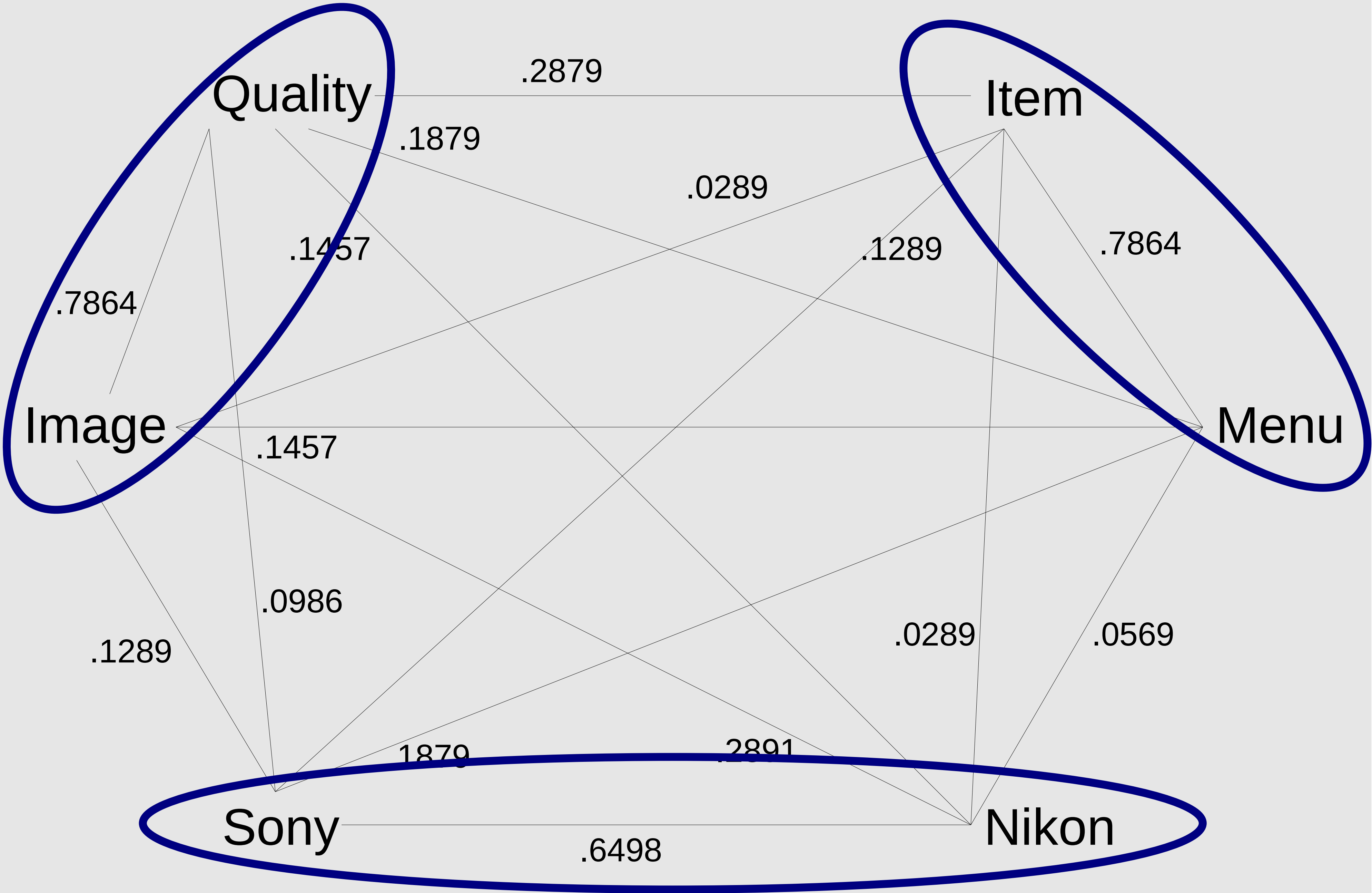
Word Proximity

- Cui, Mittal, and Datal concluded that there is no significant relationship between words more than 5 apart.
- For each pair of words, we count up the number of times they appear within 5 words of each other.
- We divide this by the min of the number of occurrences of the 2 words.

Clustering the Graph

- The graph distance is some linear combination of semantic similarity and word proximity.
  - Empirically, even weighting did well.
- Then, we associate together the words with the strongest relationships.

The Graph



Quality
Item
Image
Menu
Sony
Nikon
.2879
.1879
.0289
.1457
.1289
.7864
.7864
.1457
.0986
.1289
.0289
.0569
.2891
.6498

Clustering Into Topics

- Each cluster should be a topic.
  - Words related either by context or meaning.
- Any graph-clustering algorithm can be used.
  - We projected the data into a lower dimensional space via an SVD, then partitioned with Principal Direction Gap Partitioning (PDGP), then post-processed with K-means.
  - Unfortunately, no theory for selecting the number of clusters.

Results - Good

- image, images, color, quality, clarity
- lens, optics, image, sturdy
- canon, nikon, sony, mp, packaging
- pictures, candid, landscapes
- options, menu, item, manual, settings, sensor, photographer, worlds, shoots
- love, very, great, also, expensive
- camera, cameras

Results - Bad

- use, its
- Delicate, shipping, raw, mode, ratio
- size, post, noise, flash, screen
- feature, format, shoot lightweight
- everyday
- grandchildren
- aspect
- digital, compact, complicate, swears

Drawbacks and Limitations

- As always, selecting the number of clusters is tricky.
  - Empirically, selecting the wrong number could give very poor results.
- There are a lot of parameters.
  - Most have reasonable default values, but some do not.
- Results are far from perfect.
  - Definitely better than random.

Area of Improvement – NLP

- It would help to replace word proximity with some measure of word relatedness.
  - This would require word some natural language programming to implement.
- There are an awful lot of complexities.
  - Pronouns within sentences
  - Pronouns across sentence boundaries
  - Type of speech detection
  - Misspelling, bad grammar

Area of Improvement – WordNet

- Currently, we treat all word relationships equally.
  - Synonym should probably be closer than hyponym.
  - One would need to consult with a linguist.
- Patterns of word relationships might add or subtract weight.
  - hyponym – hypernym
    - This goes “up” in genericicity, then back down.

Area of Improvement – Corpus

- The corpus of English text could be refined.
  - Removal of confirmed misspellings
- The English corpus could also be expanded.

Alternative Approach – Hard Clustering

- Don't form the columns of $\boldsymbol{A}$ from documents, but from sentences.
  - Then a more traditional hard clustering can be used on the sentences.
  - We must normalize and weight the sentences to avoid long reviews automatically being given preference over short ones.
  - This would produce many more garbage clusters, but hopefully also better topic clusters.

Conclusion

- We start by trying to identify words which characterize various topics.
- We then build a graph of these words, based on word relatedness metrics.
- Finally, we cluster this graph to arrive at a set of topics.
- This algorithm does seem to work, but has room for a lot of improvement.

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