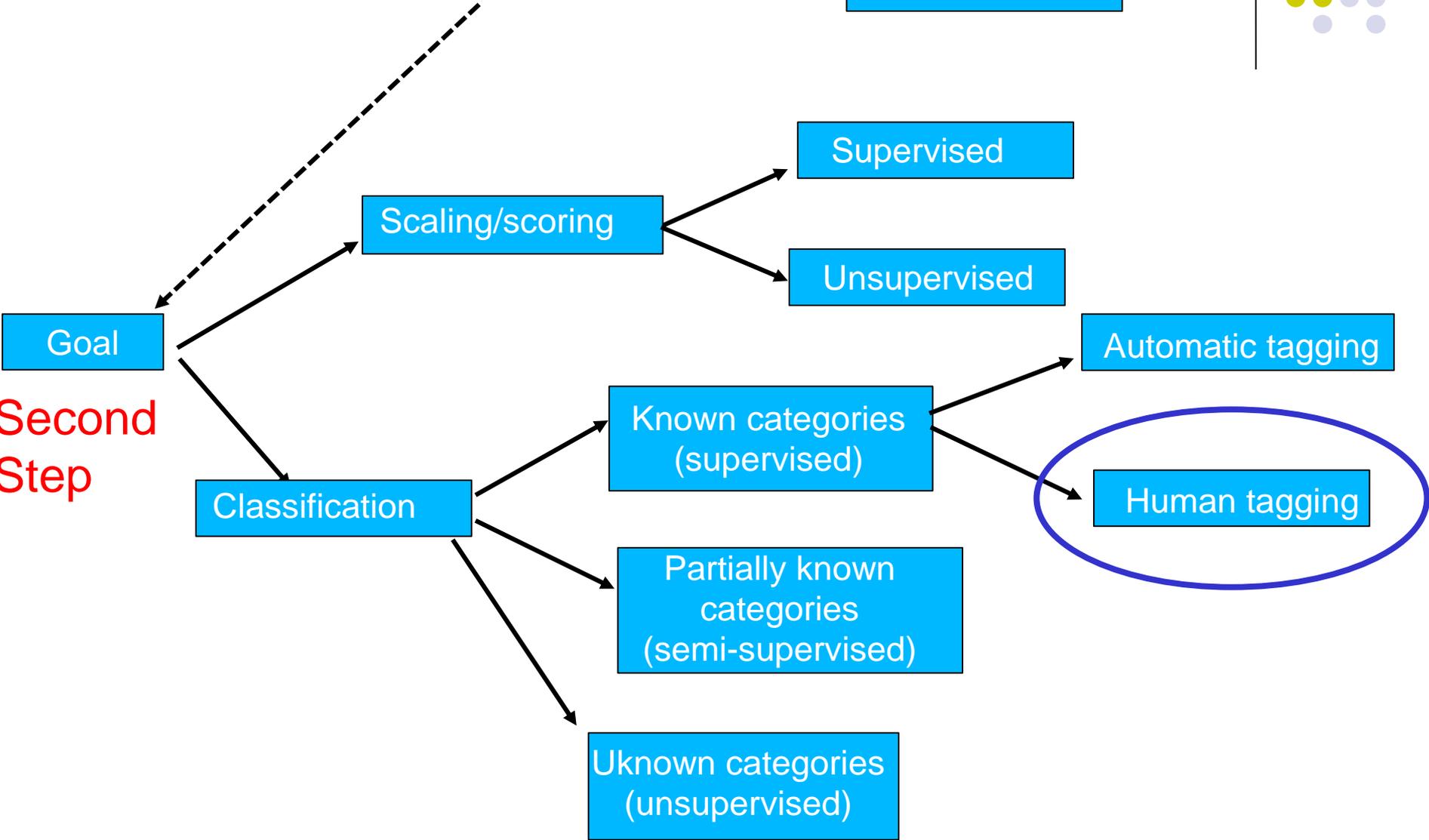


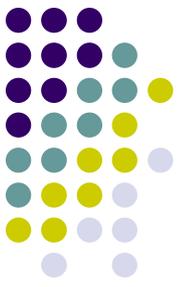


First Step



Second Step

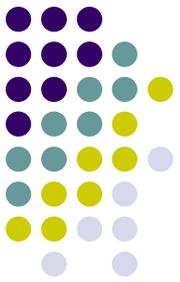




Reference

- ✓ Grimmer, Justin, and Stewart, Brandon M. (2013). Text as Data: The Promise and Pitfalls of Automatic Content Analysis Methods for Political Texts. *Political Analysis*, 21(3): 267-297
- ✓ Curini, Luigi, and Robert Fahey (2020). Sentiment Analysis and Social Media. In Luigi Curini and Robert Franzese (eds.), *SAGE Handbook of Research Methods in Political Science & International Relations*, London, Sage, chapter 29
- ✓ Cranmer, Skyler J. and Desmarais, Bruce A. (2017) What Can We Learn from Predictive Modeling?, *Political Analysis*, 25: 145-166

Validation

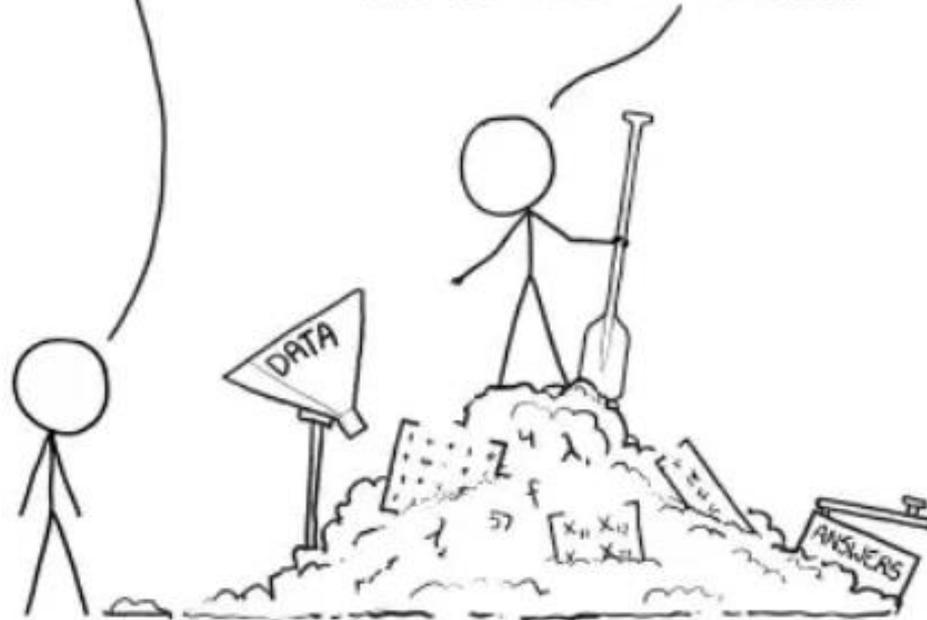


THIS IS YOUR MACHINE LEARNING SYSTEM?

YUP! YOU POUR THE DATA INTO THIS BIG PILE OF LINEAR ALGEBRA, THEN COLLECT THE ANSWERS ON THE OTHER SIDE.

WHAT IF THE ANSWERS ARE WRONG?

JUST STIR THE PILE UNTIL THEY START LOOKING RIGHT.



Validation



Since the ultimate goal of supervised learning is to find generalizable patterns of association, models must be **selected based on their ability to generate good out-of-samples predictions** (i.e., good predictions on the test-set)

However, it is impossible to evaluate a model's performance on the universe of *test-set documents* (i.e., you do not know by definition their “true” class-labels after all!), so an approximate measure of performance must be devised



Validation

Supervised methods are designed to automate the hand coding of documents into categories as we have already noticed

If a method is performing well, it will therefore **directly replicate the hand coding**. If it performs poorly, it will fail to replicate the coding – instead introducing serious errors

This clear objective implies a **clear standard for evaluation**: comparing the output of machine coding to the output of hand coding. From here the idea of **validation**!

Validation

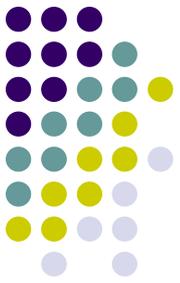


The *ideal validation* procedure would divide the data into **three subsets**

1. Initial model fitting would be performed on the training-set
2. Once a final model is chosen, *a second set of hand-coded documents - the validation set* - would be used to assess the performance of the model
3. The final model would then be applied to the test to complete the classification

Validation

This approach to validation is difficult to apply in most settings. But **cross-validation** (also called: **K-fold validation**) can be used to replicate this ideal procedure





Validation

In K-fold cross-validation, the training set is randomly partitioned into some groups (say two: K1 and K2)

For each group, the first model is trained on K1, then applied to the K2 to assess performance; similarly a model is trained on the K2 and then applied to K1 to assess performance

Then you take the average across the results you get in the two scenarios

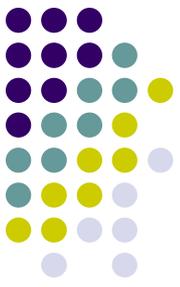
Validation



And if you want to run a K-fold cross-validation with K larger than 2?

The algorithm is as follow:

1. Randomly split the data set into k-subsets (or k-fold) (for example 5 subsets)
2. Reserve one subset and train the model on all other subsets (4 in this case)
3. Test the model on the reserved subset and record the prediction error
4. Repeat this process until each of the k subsets has served as the test set
5. Compute the average of the k recorded errors. This is called the **cross-validation error** serving as the performance metric for the model



Validation

So, for example, with K-fold cross-validation=5...



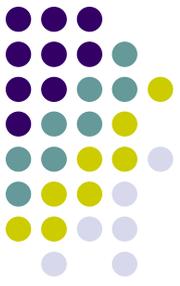
Validation



How to choose right value of k ?

Lower value of k is more biased and hence undesirable. On the other hand, higher value of k is less biased, but can suffer from large variability

In practice, one typically performs k -fold cross-validation using $k = 5$ or $k = 10$, as these values have been shown empirically to yield test error rate estimates that suffer neither from excessively high bias nor from very high variance

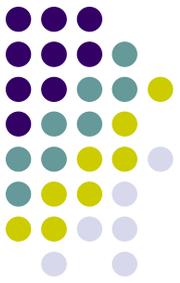


Validation

REMEMBER: Cross-validation is the **only way** to control if the ML algorithm you are using is doing a good job or not (unless you are ready to believe in that by fiat)!

True: in Random Forest we can also focus on the OOB sample, still the final results are not reliable as via cross-validation (i.e., you focus only on those rows not included in the bootstrapped trees, while by doing CV you are ensured that all the rows, i.e., documents of your corpus, are included in the analysis)

Validation



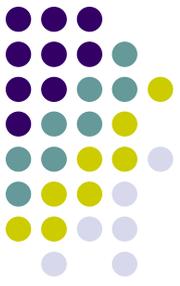
Moreover, cross-validation **avoids overfitting** by focusing on **out-of-sample prediction** and **selects the best model** for the underlying data from a set of candidate models



Validation

Which statistics (or **performance metrics**) should we use to *assess model performance*?

There are several of them, but we are going to focus on three metrics for individual classifiers with text-analysis



Validation

Accuracy: proportion of correctly classified documents

While of course we want this score to be as high as possible, it can also be important to look at the two components which make up that score, known as **recall** and **precision**

Note moreover that accuracy refers to the **overall model performance**. Recall and precision refers to the performance of your model with respect to a **specific category k**



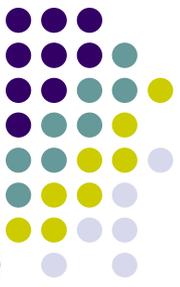
Validation

Recall or **Sensitivity** (for a category k) is a measure of what proportion of documents of a given category the algorithm correctly identified (i.e., *minimize false negatives*)

For example, if there were 10 documents of the category “positive” in the data set, and the algorithm correctly identified 8 of them, we would say that this algorithm has “recall of 0.8 for the category *positive*”

- ✓ given that a human coder labels a document as belonging to category k , what is the chance the machine identifies the document?

Validation



Precision or Positive Predictive Value (for a category k) on the other hand is a measure of how many of the times the algorithm identified a category were actually correct, as against how many times were false positives (i.e. *minimize false positives*)

In the previous example, where the algorithm correctly identified 8 of the 10 documents as *positive*, perhaps the algorithm also miss-identified 4 other documents as *positive* - so 8 out of its 12 *positive* classifications were correct, allowing us to say that it has a “precision of 0.667 for the category *positive*”

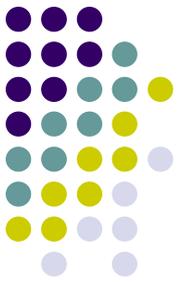
- ✓ given that the machine guesses category k , what is the probability that the machine made the right guess?



Validation

If you find market differences between the **recall and precision** (for example, with a recall rate \gg precision) implies that your algorithm guesses too often that a document belongs to category k

The result is that it labels a large portion of the human coder's as k correctly (and so you have a **high recall rate**). But it also includes several documents that humans label differently (and so you have a **low precision**)



Validation

The aggregate of the recall and precision scores for a category is known as the **f1 score**

More precisely, the traditional F-measure or balanced F-score (**f1**) is the harmonic mean of precision and recall:

$$\mathbf{f1} = (2 * \text{precision} * \text{recall}) / (\text{precision} + \text{recall}) \dots$$

...where the highest level of performance (of f1) is equal to 1 and the lowest 0



Validation

The **average of the f1 scores for all the categories** is another reasonable rough measurement of the performance of the algorithm (and often more than accuracy alone as we will see below!)

However, before using the algorithm for any serious analysis work, it is *always advisable also to take a look* at the precision and recall scores for individual categories - you may find that a category you are planning to use in your analysis actually has very high rate of false-positive or false-negative identifications, which could cause serious problems for your results

Let's an example on how to compute the statistics we discussed up to now from the ***Confusion matrix***

Performance metrics



Confusion matrix

Classification (algorithm)	Actual label	
	Black	White
Black	True Black	False Black
White	False White	True White

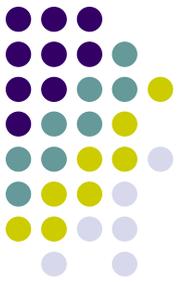
$$\text{Accuracy} = \frac{\text{TrueBlack} + \text{TrueWhite}}{\text{TrueBlack} + \text{TrueWhite} + \text{FalseBlack} + \text{FalseWhite}}$$

$$\text{Precision}_{\text{Black}} = \frac{\text{TrueB}}{\text{TrueB} + \text{FalseB}} \longrightarrow \text{Think horizontally}$$

$$\text{Recall}_{\text{Black}} = \frac{\text{TrueB}}{\text{TrueB} + \text{FalseW}} \longrightarrow \text{Think vertically}$$

$$f_{1\text{Black}} = \frac{2 * \text{precisionB} * \text{recallB}}{\text{precisionB} + \text{recallB}}$$

Performance metrics



Classification (algorithm)	Actual label	
	Black	White
Black	800	100
White	50	50

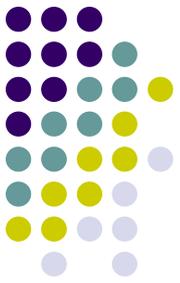
$$\text{Accuracy} = \frac{800 + 50}{800 + 50 + 100 + 50} = 0.85$$

$$\text{Precision}_{\text{Black}} = \frac{800}{800 + 100} = 0.88$$

$$\text{Recall}_{\text{Black}} = \frac{800}{800 + 50} = 0.94$$

$$f_1 \text{ Black} = \frac{2 * .88 * .94}{.88 + .94} = 0.91$$

Performance metrics



Confusion matrix

Classification (algorithm)	Actual label	
	Black	White
Black	True Black	False Black
White	False White	True White

$$\text{Accuracy} = \frac{\text{TrueBlack} + \text{TrueWhite}}{\text{TrueBlack} + \text{TrueWhite} + \text{FalseBlack} + \text{FalseWhite}}$$

$$\text{Precision}_{\text{White}} = \frac{\text{TrueW}}{\text{TrueW} + \text{FalseW}} \longrightarrow \text{Think horizontally}$$

$$\text{Recall}_{\text{White}} = \frac{\text{TrueW}}{\text{TrueW} + \text{FalseB}} \longrightarrow \text{Think vertically}$$

$$f_{1\text{White}} = \frac{2 * \text{precisionW} * \text{recallW}}{\text{precisionW} + \text{recallW}}$$

Performance metrics



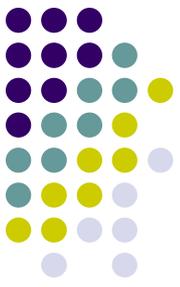
Classification (algorithm)	Actual label	
	Black	White
Black	800	100
White	50	50

$$\text{Accuracy} = \frac{800 + 50}{800 + 50 + 100 + 50} = 0.85$$

$$\text{Precision}_{\text{White}} = \frac{50}{50 + 50} = 0.5$$

$$\text{Recall}_{\text{White}} = \frac{50}{50 + 100} = 0.33$$

$$f_1 \text{ White} = \frac{2 * .5 * .33}{.5 + .33} = 0.39$$



Performance metrics

In this example you are going to have a single Accuracy value=0.85

However, you could also take the **average of the F1 scores** for the classes as another measure of the performance of the algorithm

In our case: $(.91+.39)/2=.65$

You see the difference here between Accuracy and the averaged F1 score!

This difference is due that we are doing well with the Black class, but relative poorly with the White class

Rule-of-thumb: everytime you notice a market difference between Accuracy and F1 score, there are problems for your model!!!

Performance metrics



Let's see another example

Classification (algorithm)	Actual label	
	Cats	Dogs
Cats	95	4
Dogs	1	1

$$\text{Accuracy} = \frac{95 + 1}{95 + 4 + 1 + 1} = 0.95$$

Accuracy seems pretty high, but compared to a **natural benchmark** (i.e., to a dull algorithm that simply assigns all the observations to the most frequent class - here cats)?

In this case a random draw would produce once again 95% of Accuracy (i.e., 96/101)! Not so impressive after all...

Performance metrics



Let's see another example

Classification (algorithm)	Actual label	
	Cats	Dogs
Cats	95	4
Dogs	1	1

$$\text{Accuracy} = \frac{95 + 1}{95 + 4 + 1 + 1} = 0.95$$

Moreover, stark contrast between the two classes:

$$\text{Precision}_{\text{Cats}} = 95/99 = .96$$

$$\text{Recall}_{\text{Cats}} = 95/96 = .99$$

$$\text{F1}_{\text{Cats}} = .97$$

$$\text{Precision}_{\text{Dogs}} = 1/2 = .5$$

$$\text{Recall}_{\text{Dogs}} = 1/5 = .2$$

$$\text{F1}_{\text{Dogs}} = .29$$

$$\text{Avg. F1} = .63$$

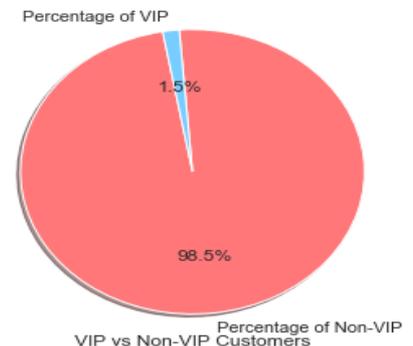


The imbalanced data-set riddle

In this example (as in the previous one...), Accuracy does not turn to be a reliable metric for the real performance of a classifier

This happens with a greater likelihood precisely when your **data set is highly unbalanced** (i.e., a data set that contains many more samples from one class than from the rest of the classes)

Indeed, if you have a very imbalanced data set you could have a very hard day with any ML algorithm.
Why?





The imbalanced data-set riddle

In this scenario, classifiers can have a good accuracy on the majority class but a very poor accuracy on the minority class(es) due to the influence that the larger majority class produces

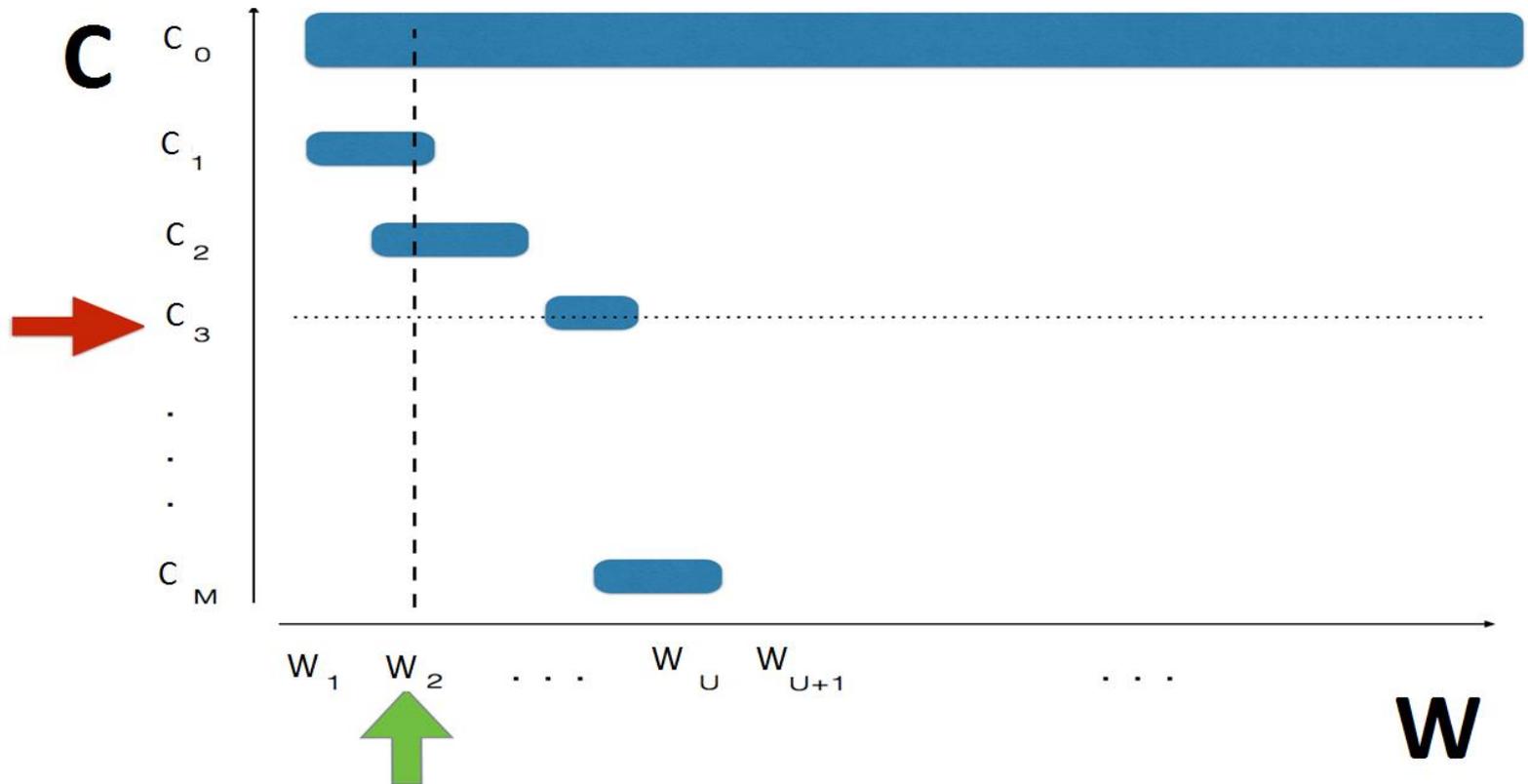
That is, the model will perform badly because the model is not trained on a sufficient amount of data representing the minority class(es), so a particular classifier **might classify almost all the observations as belonging to the majority class** (as cats in our previous example)

This of course will affect negatively your out-of-sample prediction!

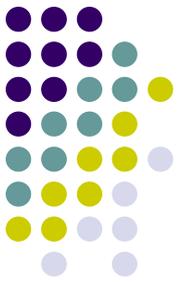
The imbalanced data-set riddle



The existence of a category C_k extremely frequent in a training-set can negatively affect $p(\mathbf{C}|\mathbf{W})$



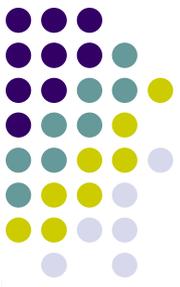
The imbalanced data-set riddle



And so?

Best strategy: go back to your training-set and improve on it by collecting more texts for the minority categories to decrease the overall level of class imbalance

And if you cannot? As a second-best strategy, you can always try to **resample** the original training dataset

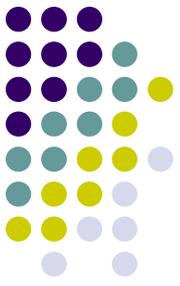


The imbalanced data-set riddle

Resampling is done either by *oversampling* the minority class and/or *under-sampling* the majority class until the classes are approximately equally represented

Even though both approaches address the class imbalance problem, they also suffer some drawbacks. The random undersampling method can potentially remove certain important data points (and therefore information!), and random oversampling can lead to overfitting

The imbalanced data-set riddle

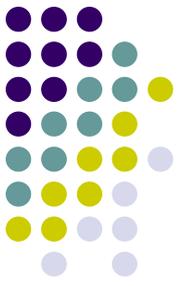


Other possibility: Synthetic data generation such as...

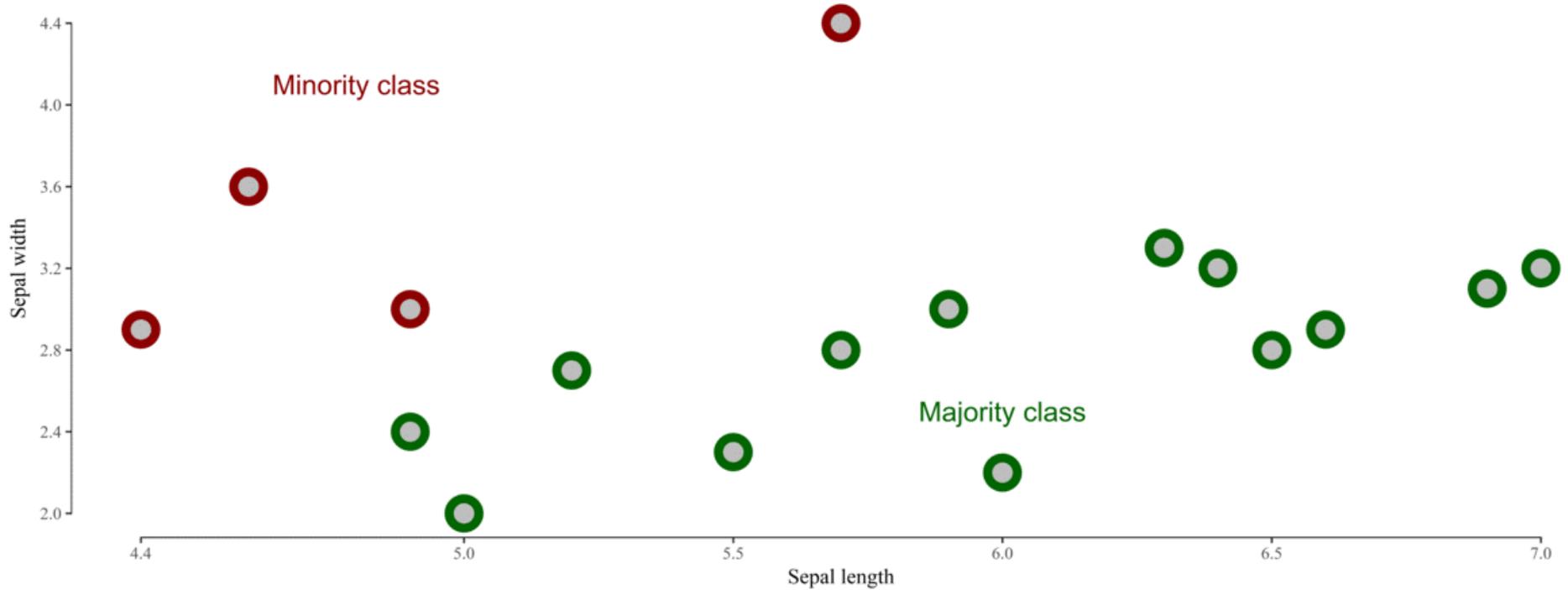
SMOTE: Synthetic Minority Over-sampling Technique has been designed to generate new samples that are coherent with the minor class distribution

The main idea is to consider the relationships that exist between samples and create new synthetic points along the segments connecting a group of neighbors

The imbalanced data-set riddle



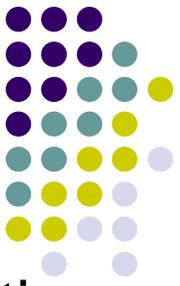
A typical machine learning problem: class imbalance



@rikmert

An example with 2 features

The imbalanced data-set riddle

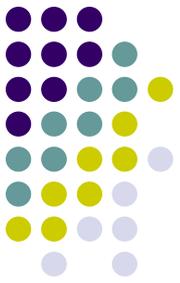


The SMOTE algorithm works directly on the DfM, by imputing values to new «rows» for each feature included in the DfM

An alternative to SMOTE when dealing with text classification is to use some NLP algorithm that learns the relationship between words in the texts related to a given class, and then producing some new synthetic texts related to that class

If you are interest in this topic, drop me an email to get an example!

Validation: another example with 3 categories



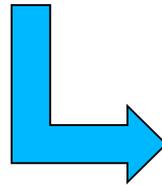
		Actual class		
		Cat	Dog	Rabbit
Predicted class	Cat	5	2	0
	Dog	3	3	2
	Rabbit	0	1	11

Here **Accuracy** is equal to the ratio between the sum of the diagonal (i.e., the sum of «True Positive») and the total number of observations, i.e., $(5+3+11)/(5+2+3+3+2+1+11)=0.704$



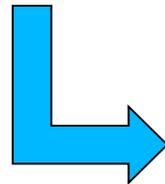
Validation

For each category k we can move from here



		Actual class		
		Cat	Dog	Rabbit
Predicted class	Cat	5	2	0
	Dog	3	3	2
	Rabbit	0	1	11

to here (example for the “cat” category)



		Actual class	
		Cat	Non-cat
Predicted class	Cat	5 True Positives	2 False Positives
	Non-cat	3 False Negatives	17 True Negatives



Validation

Then:

In the case, Precision for the cat class is: $5/(5+2)=0.71$

Recall for the cat class is: $5/(5+3)=0.625$

f1 for the cat class is: $2*(0.625*0.71)/(0.625+0.71)=0.66$

You can do the same thing for the dog and the rabbit cases,
and then averaging across values to have a sense of the
overall performance of your model

Validation



Depending on the application, scholars may conclude that the supervised method is able to sufficiently replicate human coders. A largely employed rule-of-thumb is getting accuracy $>.85$ for example (or $f1 >.75$) (at least when you are dealing with *just 2 categories*)

Or, additional steps can be taken to improve accuracy, including trying to apply other ML algorithms or...



Validation

...as already underlined, most algorithms also have a range of “**hyper-parameters**” (or “*tuning parameters*”) – assumptions and modifiers which are used to fine-tune the model and which can be set to different values prior to training – that can significantly impact performance (remember about the number of trees in RF)

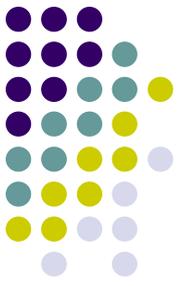
Finding the right set of hyper-parameters for a certain task and a specific data set is also largely a case of trial and error, and it can only be done once again via cross-validation!



Validation

Some packages in R (such as `Caret` or `h2o` or the same `Quanteda` with the library `quanteda.classifiers`) provide ways to automate this task; this is known as a “grid search”, allowing researchers to exhaustively search through every combination of a set of hyper-parameters to find the best performing model

This process can take a lot of time – often in the order of several hours for algorithms with complex sets of parameters – but often yields better performance than the default parameter set



Validation

Summing up: the purpose of cross-validation is **model checking!**

Accordingly, cross-validation allows you to:

- ✓ **select among different machine-learning algorithms...**(remember the **No Free Lunch Theorem!** No machine learning algorithm is always better at predicting new, unobserved, data points universally)
- ✓ ..and to identify the **better hyperparameters setting for a given ML algorithm**

As a result always run a cross-validation before classifying the test-set to select the best ML algorithm given your corpus!

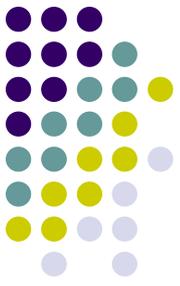


Validation: a summary

Two possible routes in this regard according to how you want to deal with the **hyper-parameters**:

First route (to success...)

- a) You keep the default hyper-parameters of your ML algorithms;
- b) you run a CV on each of such ML algorithms
- c) you select the one (or two) with the best performance on CV
- d) you fine-tune the hyper-parameters on such model(s)
- e) you re-run CV just on them
- f) you keep the ML algorithm that performs better in the CV



Validation: a summary

Two possible routes in this regard according to how you want to deal with the **hyper-parameters**:

Second route (to success...)

- a) You fine-tune the hyper-parameters on each of the your ML algorithms you want to test
- b) you run CV on each of them
- c) you keep the ML algorithm that performs better in the CV