

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

Analysis and contrasting of different english news channel shows using Artificially Intelligent Natural Language Processing methodologies

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Aim

To develop a way to analyze primetime news using Artificial Intelligence. Using exploratory data analysis, sentiment analysis, and finally topic modelling using *Latent Dirichlet allocation* Algorithm.

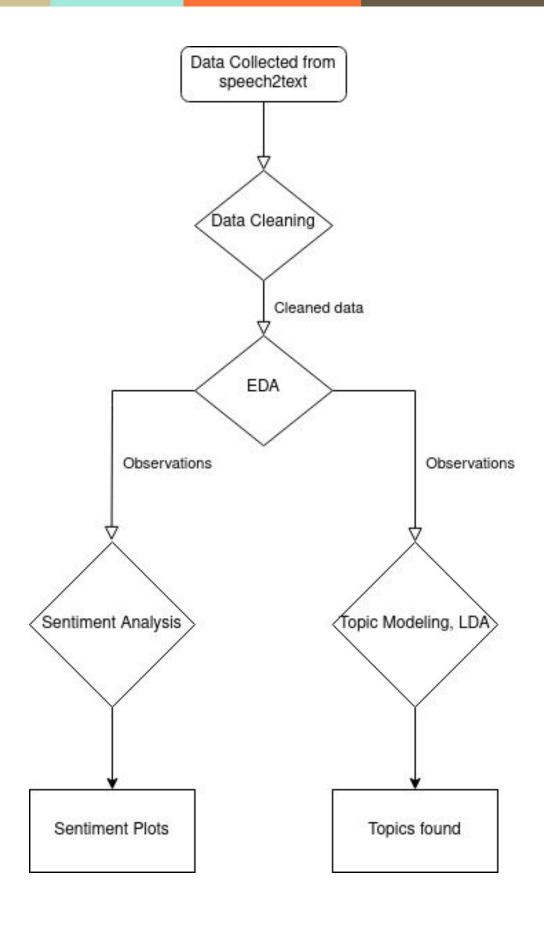
Introduction

Natural language processing (NLP) is a subfield of linguistics, computer science, information engineering, and artificial intelligence concerned with the interactions between computers and human (natural) languages, in particular how to program computers to process and analyze large amounts of natural language data.

The data collected was generated from official youtube channels of respective news channels using speech to text technology.

The project consisted of four phases:

- 1. Data Cleaning
- 2. Exploratory Data Analysis
- 3. Sentiment Analysis
- 4. Topic Modelling



Abstract

I. Data Cleaning

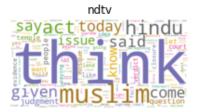
As a data scientist, we may use NLP for sentiment analysis (classifying words to have positive or negative connotation) or to make predictions in classification models, among other things. Typically, whether we're given the data or have to scrape it, the text will be in its natural human format of sentences, paragraphs, tweets, etc. From there, before we can dig into analyzing, we will have to do some cleaning to break the text down into a format the computer can easily understand.

- Remove HTML
- 2. Tokenization + Remove punctuation
- 3. Remove stop words
- 4. Lemmatization

II. EDA

In statistics, exploratory data analysis is an approach to analyzing data sets to summarize their main characteristics, often with visual methods. A statistical model can be used or not, but primarily EDA is for seeing what the data can tell us beyond the formal modeling or hypothesis testing task.

Exploratory data analysis is one of the most important parts of any machine learning workflow and Natural Language Processing is no different.







(Word Cloud depicting frequency of tokens occuring in each channel debate)

III. Sentiment Analysis

Sentiment analysis (also known as opinion mining or emotion AI) refers to the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to voice of the customer materials such as reviews and survey responses, online and social media, and healthcare materials for applications that range from marketing to customer service to clinical medicine.

Sentiment analysis refers to the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information.

IV. Topic Modelling

Topic modeling is an unsupervised machine learning technique that's capable of scanning a set of documents, detecting word and phrase patterns within them, and automatically clustering word groups and similar expressions that best characterize a set of documents.

Latent Dirichlet allocation

In natural language processing, the latent Dirichlet allocation (LDA) is a generative statistical model that allows sets of observations to be explained by unobserved groups that explain why some parts of the data are similar. For example, if observations are words collected into documents, it posits that each document is a mixture of a small number of topics and that each word's presence is attributable to one of the document's topics. LDA is an example of a topic model and belongs to the machine learning toolbox and in wider sense to the artificial intelligence toolbox.

Literature Review

An overview of topic modeling and its current applications in bioinformatics.

Liu, L., Tang, L., Dong, W. et al. SpringerPlus **5**, 1608 (2016). https://doi.org/10.1186/s40064-016-3252-8

This paper starts with the description of a topic model, with a focus on the understanding of topic modeling. A general outline is provided on how to build an application in a topic model and how to develop a topic model. Meanwhile, the literature on application of topic models to biological data was searched and analyzed in depth. According to the types of models and the analogy between the concept of document-topic-word and a biological object (as well as the tasks of a topic model), we categorized the related studies and provided an outlook on the use of topic models for the development of bioinformatics applications.

Online News Media Bias Analysis using an LDA-NLP Approach

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It is widely recognized that every media outlet has its own "spin" on news, and thisbias has been described in many ways and at many levels. In political news for example, the bias can be liberal, conservative, moderate, corporate, etc. In addition, recentresearch has focused on the 'sentiment dimension' to further identify and categorizenews bias. This is achieved through analysis of the adjective and adverb terms found in the news texts. The accuracy and generality of these models depend on the evaluationmethods used to appraise the intensity and emotional weights of the adjectives andadverbs, thus rendering the results open to controversy. In this paper we propose aunifying system to extract information from political news texts and analyze it within acognitive network. We view the different news media sources as agents with uniquepersonalities, which we assume are latent within their texts. We use a combinationLatent Dirichlet Allocation (LDA) and natural language processing (NLP) methodsto identify the different agents' personality traits with respect to various topics or concepts. An agent's personality traits affect its inclination to word a certain event ina specific way. Using the common concepts stored in the cognitive network, our systemcan compare the different agents on a unified and normalized platform.

Opinion Mining and Sentiment Analysis.

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An important part of our information-gathering behavior has always been to find out what other people think. With the growing availability and popularity of opinion-rich resources such as online review sites and personal blogs, new opportunities and challenges arise as people now can, and do, actively use information technologies to seek out and understand the opinions of others. The sudden eruption of activity in the area of opinion mining and sentiment analysis, which deals with the computational treatment of opinion, sentiment, and subjectivity in text, has thus occurred at least in part as a direct response to the surge of interest in new systems that deal directly with opinions as a first-class object.

This survey covers techniques and approaches that promise to directly enable opinion-oriented information-seeking systems. Our focus is on methods that seek to address the new challenges raised by sentiment-aware applications, as compared to those that are already present in more traditional fact-based analysis. We include material on summarization of evaluative text and on broader issues regarding privacy, manipulation, and economic impact that the development of opinion-oriented information-access services gives rise to. To facilitate future work, a discussion of available resources, benchmark datasets, and evaluation campaigns is also provided.

Proposed Method

Latent Dirichlet allocation

There has been great interest in Latent Dirichlet Allocation or LDA ever sincethe publication of the seminal paper by Blei, Ng and Jordan[2]. It is a ma-chine learning technique (shown in extended version in Fig.1), that evolved froma previous model calledProbabilistic Latent Semantic Analysis[6] (pLSA) forreducing the dimensionality of a certain textual corpus while preserving its in-herent statistical characteristics. LDA assumes that each document in a corpuscan be described as a mixture of multiple latent topics which, in turn, are dis-tributions over words found in the documents of the corpus. LDA assumes thatdocuments are made of a list words where the order of the words is not impor-tant i.e. a bag-Of-words approach. LDA is a generative model in that it cangenerate a document from a set of topics, but it can also be used as an inferencetool to extract topics from a corpus of documents. To generate a corpus ofDdocuments, where each document hasNdwords, and for a total ofTtopics,LDA's generative algorithm is:1. Pick a document sizeNd253

2. Pick a set of topics θ ~Dirichlet(α)3. For each of theNdwordswnfound in documentd:(a) Draw a topictwn~Multinomial(θ)(b) Draw a wordwn~Multinomial(ϕ twn),where ϕ ~Dirichlet(β).

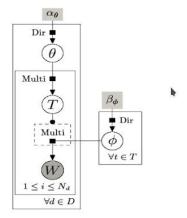


Figure 1: Directed factor graph for LDA. ϕ is the words-topic distribution, θ represents the topics-document distribution, α is the *Dirichlet* hyperparameter for θ , and finally β is the *Dirichlet* hyperparameter for ϕ

We start by defining how we view the process of political news story generation and how bias gets embedded into the very fabric of the original factual news.LetErepresent a factual event, and ⁻Ethe smallest set of factual clauses,ck,that can summarize eventE, wherek= 1,...,Kc. A factual clause contains thebasic semantic elements to describe the event or parts of the event without anyuse of adjectives or adverbs which carry sentiment, so Erepresents the mostunbiased text report of the event. LetOrepresent the existing media outletsas a population of thatO=Un1Oi. an identifiablemedia outlet with whereOiis identityiandnis the total number of media outlets in theenvironment. EachOiis characterized by a set of subjects Si, where each subject Sijhas abias Bijrepresented as a setLijofKdijdependent clausesdk, whichcould be either an adjective clause or an adverb clause. Thus, each dependent clause carries a sentiment, and the pattern of sentiment overLijdefines agenti'sbias towards subjectj. We assume that every agent has a bias for every subjectin its repertoire, though agents may vary in their subjects. When reporters who work for a specific media outlet Oicome across a factualeventE, they first determine what subjectSijthis event is relevant to. Then, armed with the specific bias Bijfor Sij, they initiate the process of creating a news story using the bias in conjunction with the unbiased description Etocreate a biased version of E. This is denoted by Ei, i.e., sourcei's (biased) report of eventE. The average news reader receives this biased story as thefinal product. Our aim is to analyze the biased news story and try to isolate thebiases or theLijwhich includes the adjectives and adverbs in order to comparethem on a deeper semantic/cognitive level instead of making a purely lexical-weighted comparison. We visualize the process of weaving the bias into the factual event acombination of three sub-processes which we call 'Actor-assignment', 'Action-assignment' and 'Sentiment-assignment'. These processes work together as singlecoordinated dynamical units. We call thesememe-synergies(Fig.2) in analogywith the muscle synergies that underlie motor control in animals. Muscle syn-ergies are coordinated musculoskeletal degrees of freedom that are jointly con-trolled as a unit, and form the primitives from which more complex movementis constructed. Just as muscle synergies combine to move one's arm to hit atennis ball in a particular style, meme-synergies combine effortlessly to generatecoherent textual news products with a certain bent. In our model, we consider amedia's biased clauses orembedded memesto be preconfigured to trigger or pro-duce text-generation in accordance with those of the original eventE, especiallyamongst those that share a similar construct such as a concept or sentiment. This correspondence of thought and action represents a deeply embodied viewof human cognition

Codebase

Data Cleaning

```
#!/usr/bin/env python
import pickle
channels = ['ndtv', 'indiatoday', 'republic']
data = \{\}
for c in (channels):
     with open("transcripts/" + c + ".txt", "rb") as file:
     data[c] = [file.read().decode("utf-8") ]
import pandas as pd
pd.set_option('max_colwidth',150)
data_df = pd.DataFrame.from_dict(data).transpose()
data_df.columns = ['transcript']
data_df = data_df.sort_index()
Data df
data_df.transcript.loc['ndtv']
import re
import string
def clean_text_round1(text):
     '''Make text lowercase, remove text in square brackets,
remove punctuation and remove words containing numbers.'''
     text = text.lower()
```

```
text = re.sub('\[.*?\]', '', text)
     text = re.sub('[%s]' % re.escape(string.punctuation), '',
text)
     text = re.sub('\w*\d\w*', '', text)
     return text
round1 = lambda x: clean_text_round1(x)
data_clean = pd.DataFrame(data_df.transcript.apply(round1))
def clean_text_round2(text):
     '''Get rid of some additional punctuation and non-sensical
text that was missed the first time around.'''
     text = re.sub('[''"...]', '', text)
     text = re.sub('\n', '', text)
     return text
round2 = lambda x: clean text round2(x)
data_clean = pd.DataFrame(data_clean.transcript.apply(round2))
data_df.to_pickle("corpus.pkl")
from sklearn.feature_extraction.text import CountVectorizer
cv = CountVectorizer(stop words='english')
data_cv = cv.fit_transform(data_clean.transcript)
data_dtm = pd.DataFrame(data_cv.toarray(),
columns=cv.get_feature_names())
data_dtm.index = data_clean.index
data dtm
data_dtm.to_pickle("dtm.pkl")
data_clean.to_pickle('data_clean.pkl')
pickle.dump(cv, open("cv.pkl", "wb"))
```

EDA

```
#!/usr/bin/env python
# coding: utf-8
# In[1]:
import pandas as pd
data = pd.read_pickle('dtm.pkl')
data = data.transpose()
data.head()
# In[2]:
top_dict = {}
for c in data.columns:
       top = data[c].sort_values(ascending=False).head(30)
       top_dict[c]= list(zip(top.index, top.values))
top_dict
# In[3]:
for channel, top_words in top_dict.items():
```

```
print(channel)
       print(', '.join([word for word, count in top_words[0:14]]))
       print('---')
# In[4]:
from collections import Counter
# Let's first pull out the top 30 words for each comedian
words = []
for comedian in data.columns:
       top = [word for (word, count) in top_dict[comedian]]
      for t in top:
      words.append(t)
words
# In[5]:
Counter(words).most_common()
# In[6]:
```

```
add_stop_words = [word for word, count in Counter(words).most_common() if count > 6]
add_stop_words
# In[16]:
import nltk
from nltk.corpus import stopwords
nltk.download('stopwords')
stop_words = set(stopwords.words('english'))
# In[17]:
add_stop_words=stop_words
add_stop_words
# In[18]:
from sklearn.feature_extraction import text
from sklearn.feature_extraction.text import CountVectorizer
# Read in cleaned data
data_clean = pd.read_pickle('data_clean.pkl')
```

```
# Add new stop words
stop_words = text.ENGLISH_STOP_WORDS.union(add_stop_words)
# Recreate document-term matrix
cv = CountVectorizer(stop_words=stop_words)
data_cv = cv.fit_transform(data_clean.transcript)
data_stop = pd.DataFrame(data_cv.toarray(), columns=cv.get_feature_names())
data_stop.index = data_clean.index
# Pickle it for later use
import pickle
pickle.dump(cv, open("cv_stop.pkl", "wb"))
data_stop.to_pickle("dtm_stop.pkl")
# In[19]:
# Let's update our document-term matrix with the new list of stop words
from sklearn.feature_extraction import text
from sklearn.feature_extraction.text import CountVectorizer
# Read in cleaned data
data_clean = pd.read_pickle('data_clean.pkl')
# Add new stop words
stop_words = text.ENGLISH_STOP_WORDS.union(add_stop_words)
# Recreate document-term matrix
```

```
cv = CountVectorizer(stop_words=stop_words)
data_cv = cv.fit_transform(data_clean.transcript)
data_stop = pd.DataFrame(data_cv.toarray(), columns=cv.get_feature_names())
data_stop.index = data_clean.index
# Pickle it for later use
import pickle
pickle.dump(cv, open("cv_stop.pkl", "wb"))
data_stop.to_pickle("dtm_stop.pkl")
# In[20]:
# Let's make some word clouds!
# Terminal / Anaconda Prompt: conda install -c conda-forge wordcloud
from wordcloud import WordCloud
wc = WordCloud(stopwords=stop_words, background_color="white", colormap="Dark2",
       max_font_size=150, random_state=42)
# In[22]:
# Reset the output dimensions
import matplotlib.pyplot as plt
plt.rcParams['figure.figsize'] = [16, 6]
```

```
full_names = ['ndtv', 'indiatoday', 'republic']
# Create subplots for each comedian
for index, comedian in enumerate(data.columns):
       wc.generate(data_clean.transcript[comedian])
       plt.subplot(3, 4, index+1)
       plt.imshow(wc, interpolation="bilinear")
       plt.axis("off")
       plt.title(full_names[index])
plt.show()
# There isnt much to conclude from here so lets jump to Sentiment analysis
       Sentiment Analysis
#!/usr/bin/env python
# coding: utf-8
# In[1]:
import pandas as pd
data = pd.read_pickle('corpus.pkl')
```

data

```
# In[2]:
from textblob import TextBlob
pol = lambda x: TextBlob(x).sentiment.polarity
sub = lambda x: TextBlob(x).sentiment.subjectivity
data['polarity'] = data['transcript'].apply(pol)
data['subjectivity'] = data['transcript'].apply(sub)
data
# In[9]:
[i for i in data.index]
# In[11]:
# Let's plot the results
get_ipython().run_line_magic('matplotlib', 'inline')
import matplotlib.pyplot as plt
plt.rcParams['figure.figsize'] = [10, 8]
```

```
for index, channel in enumerate(data.index):
       x = data.polarity.loc[channel]
       y = data.subjectivity.loc[channel]
       plt.scatter(x, y, color='blue')
       plt.text(x+.001, y+.001, channel, fontsize=10)
       plt.xlim(-.01, .12)
plt.title('Sentiment Analysis', fontsize=20)
plt.xlabel('<-- Negative ----- Positive -->', fontsize=15)
plt.ylabel('<-- Facts ----- Opinions -->', fontsize=15)
plt.show()
# In[12]:
import numpy as np
import math
def split_text(text, n=10):
       "Takes in a string of text and splits into n equal parts, with a default of 10 equal
parts."
       # Calculate length of text, the size of each chunk of text and the starting points of
each chunk of text
       length = len(text)
       size = math.floor(length / n)
       start = np.arange(0, length, size)
```

```
# Pull out equally sized pieces of text and put it into a list
       split_list = []
       for piece in range(n):
       split_list.append(text[start[piece]:start[piece]+size])
       return split_list
# In[13]:
data
# In[14]:
list_pieces = []
for t in data.transcript:
       split = split_text(t)
       list_pieces.append(split)
list_pieces
# In[15]:
len(list_pieces)
```

```
# In[16]:
len(list_pieces[0])
# In[18]:
polarity_transcript = []
for lp in list_pieces:
       polarity_piece = []
       for p in lp:
       polarity_piece.append(TextBlob(p).sentiment.polarity)
       polarity_transcript.append(polarity_piece)
polarity_transcript
# In[22]:
plt.plot(polarity_transcript[0])
plt.title(data.index[0])
plt.show()
# In[29]:
```

```
# Show the plot for all comedians

plt.rcParams['figure.figsize'] = [16, 12]

for index, channel in enumerate(data.index):

    plt.subplot(3, 4, index+1)

    plt.plot(polarity_transcript[index])

    plt.plot(np.arange(0,10), np.zeros(10))

    plt.title(channel)

    plt.ylim(ymin=-.2, ymax=.3)

plt.show()

# Unusual to see every channel has been pretty posiitive regarding the ayodhya verdict

# In[]:
```

Topic Modelling

```
#!/usr/bin/env python
# coding: utf-8
# In[1]:
```

```
import pandas as pd
import pickle
data = pd.read_pickle('dtm_stop.pkl')
data
# In[2]:
from gensim import matutils, models
import scipy.sparse
# In[3]:
tdm = data.transpose()
tdm.head()
# In[5]:
sparse_counts = scipy.sparse.csr_matrix(tdm)
corpus = matutils.Sparse2Corpus(sparse_counts)
```

```
# In[6]:
cv = pickle.load(open("cv_stop.pkl", "rb"))
id2word = dict((v, k) for k, v in cv.vocabulary_.items())
# In[7]:
lda = models.LdaModel(corpus=corpus, id2word=id2word, num_topics=2, passes=10)
lda.print_topics()
# In[8]:
lda = models.LdaModel(corpus=corpus, id2word=id2word, num_topics=3, passes=10)
lda.print_topics()
# In[9]:
lda = models.LdaModel(corpus=corpus, id2word=id2word, num_topics=4, passes=10)
lda.print_topics()
```

```
# This approach aint working out
### Nouns Only
# In[22]:
from nltk import word_tokenize, pos_tag
def nouns(text):
       "Given a string of text, tokenize the text and pull out only the nouns."
       is_noun = lambda pos: pos[:2] == 'NN'
       tokenized = word_tokenize(text)
       all_nouns = [word for (word, pos) in pos_tag(tokenized) if is_noun(pos)]
       return ' '.join(all_nouns)
# In[23]:
data_clean = pd.read_pickle('data_clean.pkl')
data_clean
# In[26]:
data_nouns = pd.DataFrame(data_clean.transcript.apply(nouns))
data_nouns
```

```
# In[28]:
from nltk.corpus import stopwords
add_stop_words = set(stopwords.words('english'))
# In[29]:
# Create a new document-term matrix using only nouns
from sklearn.feature_extraction import text
from sklearn.feature_extraction.text import CountVectorizer
# Re-add the additional stop words since we are recreating the document-term matrix
stop_words = text.ENGLISH_STOP_WORDS.union(add_stop_words)
# Recreate a document-term matrix with only nouns
cvn = CountVectorizer(stop_words=stop_words)
data_cvn = cvn.fit_transform(data_nouns.transcript)
data_dtmn = pd.DataFrame(data_cvn.toarray(), columns=cvn.get_feature_names())
data_dtmn.index = data_nouns.index
data_dtmn
# In[30]:
```

```
# Create the gensim corpus
corpusn = matutils.Sparse2Corpus(scipy.sparse.csr_matrix(data_dtmn.transpose()))
# Create the vocabulary dictionary
id2wordn = dict((v, k) for k, v in cvn.vocabulary_.items())
# In[31]:
# Let's start with 2 topics
ldan = models.LdaModel(corpus=corpusn, num_topics=2, id2word=id2wordn, passes=10)
ldan.print_topics()
# In[32]:
# Let's try topics = 3
ldan = models.LdaModel(corpus=corpusn, num_topics=3, id2word=id2wordn, passes=10)
ldan.print_topics()
# In[33]:
# Let's try 4 topics
ldan = models.LdaModel(corpus=corpusn, num_topics=4, id2word=id2wordn, passes=10)
```

```
ldan.print_topics()
# ## Nouns And Adjectives Both
# In[35]:
# Let's create a function to pull out nouns from a string of text
def nouns_adj(text):
       "Given a string of text, tokenize the text and pull out only the nouns and
adjectives.'''
       is_noun_adj = lambda pos: pos[:2] == 'NN' or pos[:2] == 'JJ'
       tokenized = word_tokenize(text)
       nouns_adj = [word for (word, pos) in pos_tag(tokenized) if is_noun_adj(pos)]
       return ' '.join(nouns_adj)
# In[36]:
# Apply the nouns function to the transcripts to filter only on nouns
data_nouns_adj = pd.DataFrame(data_clean.transcript.apply(nouns_adj))
data_nouns_adj
# In[37]:
```

```
# Create a new document-term matrix using only nouns and adjectives, also remove
common words with max_df
cvna = CountVectorizer(stop_words=stop_words, max_df=.8)
data_cvna = cvna.fit_transform(data_nouns_adj.transcript)
data_dtmna = pd.DataFrame(data_cvna.toarray(), columns=cvna.get_feature_names())
data_dtmna.index = data_nouns_adj.index
data dtmna
# In[38]:
# Create the gensim corpus
corpusna = matutils.Sparse2Corpus(scipy.sparse.csr_matrix(data_dtmna.transpose()))
# Create the vocabulary dictionary
id2wordna = dict((v, k) for k, v in cvna.vocabulary_.items())
# In[39]:
# Let's start with 2 topics
Idana = models.LdaModel(corpus=corpusna, num_topics=2, id2word=id2wordna,
passes=10)
ldana.print_topics()
# In[42]:
```

```
# Let's start with 3 topics
Idana = models.LdaModel(corpus=corpusna, num_topics=3, id2word=id2wordna,
passes=10)
Idana.print_topics()
# In[41]:
# Let's try 4 topics
Idana = models.LdaModel(corpus=corpusna, num_topics=4, id2word=id2wordna,
passes=10)
ldana.print_topics()
# In[44]:
Idana = models.LdaModel(corpus=corpusna, num_topics=2, id2word=id2wordna,
passes=80)
ldana.print_topics()
# ## Two Topics estimated
# #### 1. Closure of issues, relief among community
# #### 2. Party Politics and Media revolvind around the case
```

```
# In[45]:

corpus_transformed = Idana[corpusna]

list(zip([a for [(a,b)] in corpus_transformed], data_dtmna.index))

# #### Topic 1 - india today
# #### Topic 2 - ndtv and republic
```

Results

Data Cleaning



Exploratory Data Analysis

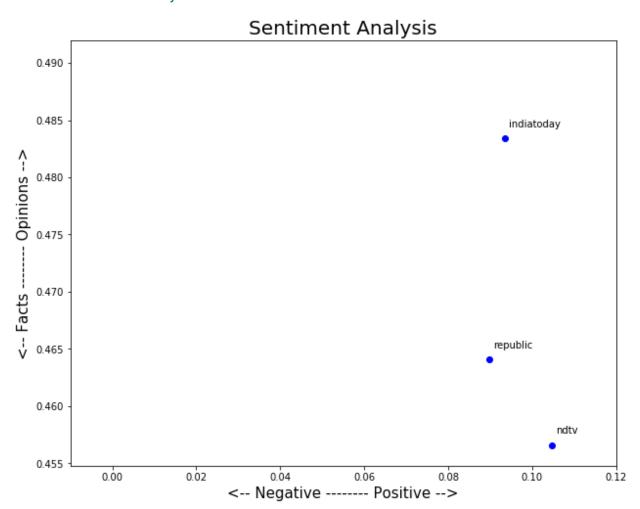


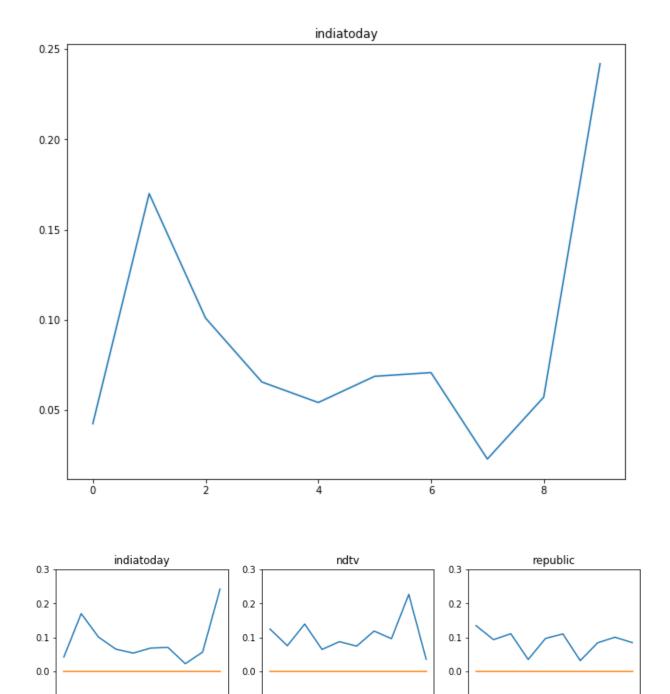




(Word cloud obtained from number of times words used in the particular speech)

Sentiment Analysis





Polarity Graph through the debate with respect to time

-0.1

-0.2

6

8

-0.1

-0.2

6

-0.1

-0.2

Topic Modelling

Two Topics estimated

- 1. Closure of issues, relief among community
- 2. Party Politics and Media revolvind around the case

Conclusion

Two Topics estimated

- 1. Closure of issues, relief among community
- 2. Party Politics and Media revolvind around the case

```
corpus_transformed = ldana[corpusna]
list(zip([a for [(a,b)] in corpus_transformed], data_dtmna.index))
[(0, 'indiatoday'), (1, 'ndtv'), (1, 'republic')]

Topic 1 - india today ¶

Topic 2 - ndtv and republic
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References

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