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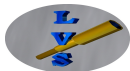
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Optimizing (Socio-)linguistic Analysis: Language Variation Suite Toolkit

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Corporate Faculty, Data Analytics Graduate Program, HU
CEWIT Faculty Fellow



April 12, 2018



Objectives

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- 1 Introduce a novel (socio)linguistic toolkit
- 2 Develop practical skills
- 3 Understand and interpret advanced statistical models



What is LVS?

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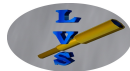
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Language Variation Suite

It is a Shiny web application designed for data analysis in sociolinguistic research.

It can be used for:

- Processing spreadsheet data
- Reporting in tables and graphs
- Analyzing means, regression, conditional trees ...
(and much more)





LVS is built in R using Shiny package:

- 1 **R** - a free programming language for statistical computing and graphics
- 2 **Shiny App** - a web application framework for R



Computational power of R + Web interactivity



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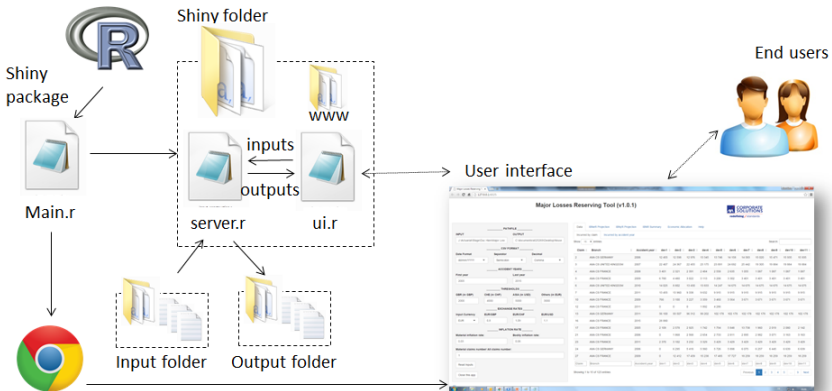
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<http://littleactuary.github.io/blog/Web-application-framework-with-Shiny/>



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Important things to consider before data entry:

- File format:
 - Comma separated value (CSV) - faster processing
 - Excel format will slow processing
- Column names should not contain spaces
 - Permitted: non-accented characters, numbers, underscore, hyphen, and period
- One column must contain your **dependent** variable
- The rest of the columns contain **independent** variables

A	B	C	D	E	F
Case	Number	R.Use	Lexical.Item	Style	Store
1	1	retention	Fourth	normal	Saks
1	2	retention	Fourth	normal	Saks
1	3	retention	Fourth	normal	Saks
1	4	retention	Fourth	normal	Saks
1	5	retention	Fourth	normal	Saks
1	6	retention	Fourth	normal	Saks
1	7	retention	Fourth	normal	Saks
1	8	retention	Fourth	normal	Saks



Browser

- Chrome, Firefox, Safari - recommendable
- Explorer may cause instability issues

Accessibility

- PC, Mac, Linux
 - Data files will be uploaded from any location on your computer
- Smart Phone
 - Data files must be on a cloud platform connected to your phone account (e.g. dropbox)





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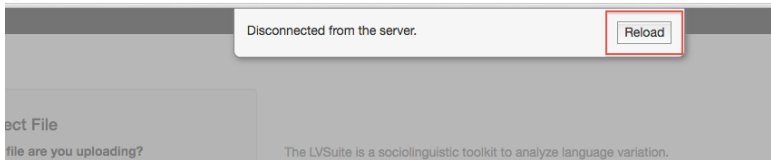
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Since LVS is hosted on a server, Shiny idle time-out settings may stop application when it is left inactive (it will grey out).

 <https://languagevariationsuite.shinyapps.io/Pages/>



Solution: Click **reload** and re-upload your csv file



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- a. **Categorical** - non-numerical data with **two** values
 - yes - no; deletion - retention; perfective - imperfective
- b. **Continuous** - numerical data
 - duration, age, chronological period
- c. **Multinomial** - non-numerical data with **three or more** values
- d. **Ordinal** - scale: currently not supported



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- c. **Multinomial** - non-numerical data with **three or more** values
 - retention - aspiration - retention
- d. **Ordinal** - scale: currently not supported

ARE YOU READY?



Workshop Files

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<https://languagevariationsuite.wordpress.com/>

- 1 **categoricaldata.csv**: categorical dependent - Labov New York 1966 study
- 2 **continuousdata.csv**: continuous dependent - Intervocalic /d/ in Caracas corpus (Díaz-Campos et al.)
- 3 **LVS web site**: www.languagevariationsuite.com



Language Variation Suite - Structure

Language Variation Suite (LVS)

About Data Visualization Inferential Statistics

- 1 Data
 - Upload file, data summary, adjust data, cross tabulation
- 2 Visual Analysis
 - Plotting, cluster classification
- 3 Inferential Statistics
 - Modeling, regression, conditional trees, random forest

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Upload File

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Upload **movie_metadata.csv**

File Upload

Uploaded Dataset

Summary

Data Structure

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Adjust Data

Step1: Upload CSV File

Choose CSV File

Browse...

Upload complete

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1 Slow processing

or Step1: Upload Excel File

Choose EXCEL File (Will take long to upload)

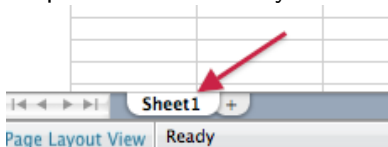
Browse... No file selected

Step3: Select excel sheet

Type the name of your excel sheet (ex. sheet1)

Type here

2 Requires the name of your excel sheet





Save Excel as CSV Format

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To optimize speed - **Save as CSV** prior upload

Common Formats

Excel 97-2004 Workbook (.xls)

Excel Template (.xltx)

Excel 97-2004 Template (.xlt)

✓ Comma Separated Values (.csv)

Web Page (.htm)

PDF



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Upload `categoricaldata.csv`

Step1: Upload CSV File

Choose CSV File

Browse... categoricaldata.csv

Upload complete

Header

Separator

- Comma
- Semicolon
- Tab

Quote

- None
- Double Quote
- Single Quote



Uploaded Dataset

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The data content is imported as a table and allows for sorting columns.

- File Upload
- Uploaded Dataset**
- Summary
- Data Structure
- Cross Tabulation
- Frequency
- Adjust Data

Show 25 entries

Search:

R.Use	Lexical.Item	Style	Store
retention	Fourth	normal	Saks
retention	Fourth	normal	Saks
retention	Fourth	normal	Saks
retention	Fourth	normal	Saks
retention	Fourth	normal	Saks
retention	Fourth	normal	Saks
retention	Fourth	normal	Saks



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Summary provides a quantitative summary for each variable, e.g. frequency count, mean, median.

[File Upload](#)

[Uploaded Dataset](#)

[Summary](#)

[Data Structure](#)

[Cross Tabulation](#)

Data Summary provides the usual univariate summary information. Look for anything unusual, minimum and maximum values and levels

R.Use	Lexical.Item	Style	Store
deletion :499	Floor :347	emphatic:271	Kleins:216
retention:231	Fourth:383	normal :459	Macys :336
			Saks :178



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Adjust Data

```
'data.frame': 3086 obs. of 10 variables:
 $ director_name      : Factor w/ 1501 levels "Aaron Schneider",...
 $ director_facebook_likes : int 541 13000 155 5 29 134 16000 561 13000
 $ actor_1_facebook_likes : int 920 920 981 472 683 260000 926 746 920
 $ genres             : Factor w/ 5 levels "Action","Animation",...
 $ actor_1_name       : Factor w/ 1250 levels "50 Cent","Aaliyah",...
 $ movie_title        : Factor w/ 3039 levels "102 Dalmatians",...: 2
 $ cast_total_facebook_likes: int 2699 2899 2741 1752 1139 261818 3983 23
 $ budget             : int 125000000 80000000 8000000 500000 30000
 $ title_year         : int 1997 1992 2016 2015 1993 2016 2003 2012
 $ movie_facebook_likes : int 0 0 689 62 107 0 13000 29000 12000 1500
```

- 1 Total number of **observations** (rows)
- 2 Number of **variables** (columns)
- 3 Variable **types**
 - **Factor** - categorical values
 - **Num** - numeric values (0.95, 1.05)
 - **Int** - integer values (1, 2, 3)



Cross Tabulation

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Cross-tabulation examines the relationship between variables.

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Frequency

Adjust Data

Instructions

Two-by-Two Cross Tabulation

Multiple-Cross Tabulation

Select Dependent Variable (Rows)

Which column contains your dependent variable?

NULL

Select One Independent Variable (Columns)

Variable for Column

NULL



Cross-Tabulation: One Dependent and One Independent Variables

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Which column contains your dependent variable?

R.Use

NULL

R.Use ←

Lexical.Item

Style

Store

Variable for Column

Lexical.Item

NULL

R.Use

Lexical.Item ←

Style

Store



Cross-Tabulation Output

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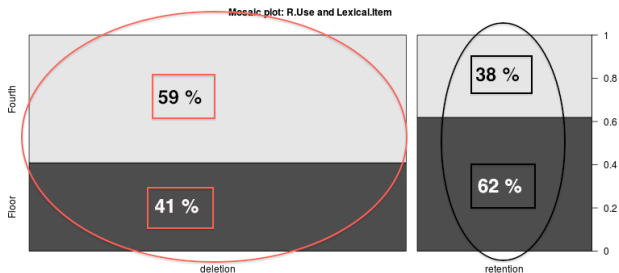
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Raw frequency / Proportion by column / Proportion across row

	Floor/Col%/Row%	Fourth/Col%/Row%	RowSum
deletion	204/59/41	295/77/59	499
retention	143/41/62	88/23/38	231
ColumnSum	347	383	730





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Adjusting Browser - Layout

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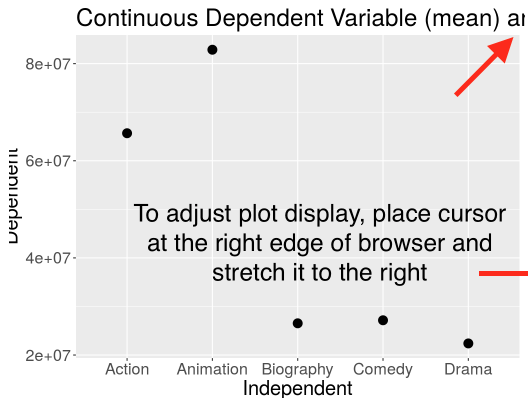
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Shiny pages are fluid and reactive.





One Variable Plot

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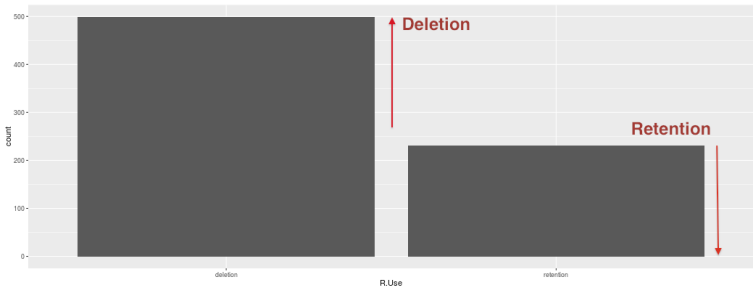
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Two Variables Plot

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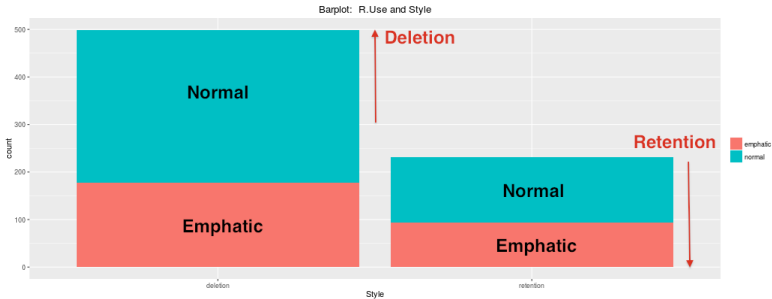
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Saving Plot

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Three Variables Plot

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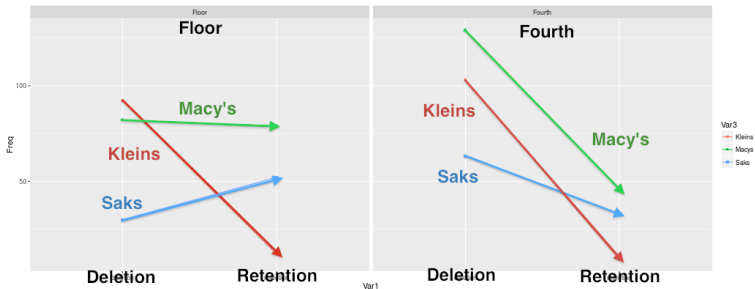
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Cluster Plot

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- Classification of data into **sub-groups** is based on **pairwise similarities**
- Groups are clustered in the form of a **tree-like dendrogram**

One Variable Plot

Two Variables Plot

Three Variables
Plot

Cluster Plot

Frequency Plot



Cluster Plot

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Variable must contain at least three values to be clustered.

Your dependent variable

NULL

One independent variable for cluster

NULL

Your dependent variable

R.Use

NULL

R.Use

Lexical.Item

Style

Store

One independent variable for cluster

Store

NULL

R.Use

Lexical.Item

Style

Store



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Saks (upper middle-class store), **Macy's** (middle-class store), **Kleins** (working-class)



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How to Create a Regression Model

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Modeling

Regression

Stepwise Regression

Varbrul Analysis

Conditional Trees

Random Forest

- Step 1 Modeling** - create a model with dependent and independent variables
- Step 2 Regression** - specify the type of regression (fixed, mixed) and type of dependent variable (binary, continuous, multinomial)
- Step 3 Stepwise Regression** - compare models (Log-likelihood, AIC, BIC)
- Step 4 Conditional Trees** - apply non-parametric tests to the model



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Select one dependent variable

Choose one column:

R.Use

NULL

R.Use

Lexical.Item

Style

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Choose columns:

Lexical.Item Style Store

R.Use

Reference Level

NULL

NULL

deletion ← base level

retention



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Select one dependent variable

Choose one column:

R.Use

NULL

R.Use

Lexical.Item

Style

Store

Choose columns:

Lexical.Item Style Store

R.Use

Reference Level

NULL

NULL

deletion

retention

base level

We are interested in **RETENTION**
= Application



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- **Model**

- a.) Fixed effect
- b.) Mixed effect - individual speaker/token variation (within group)

- **Type of Dependent Variable**

- a.) Binary/categorical (only two values)
- b.) Continuous (numeric)
- c.) Multinomial - categorical with more than two values



Regression

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Type of Regression Model

Models

NULL

NULL

Fixed Effect Model

Mixed Effect Model

Type of Dependent Variable

binary

NULL

binary

continuous

multinomial



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```
Call:
glm(formula = as.formula(paste(y, paste(listfactors, collapse = "+"),
  sep = "~")), family = binomial, data = plotData(), na.action = na.omit)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-1.4534	-0.8549	-0.5164	1.0493	2.4455

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-1.6276	0.2596	-6.269	3.64e-10 ***
Lexical.ItemFourth	-0.9912	0.1749	-5.666	1.46e-08 ***
Stylenormal	-0.3197	0.1787	-1.789	0.0736 .
StoreMacys	1.8004	0.2615	6.884	5.81e-12 ***
StoreSaks	2.2564	0.2817	8.011	1.13e-15 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 911.27 on 729 degrees of freedom
Residual deviance: 791.82 on 725 degrees of freedom
AIC: 801.82

Number of Fisher Scoring iterations: 5



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```
Call:
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Deviance Residuals:

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Stylenormal   -0.3197    0.1787  -1.789  0.0736 .
StoreMacys     1.8004    0.2615   6.884 5.81e-12 ***
StoreSaks      2.2564    0.2817   8.011 1.13e-15 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

- **Deletion** is the reference value
- Positive coefficient - positive effect
- Negative coefficient - negative effect



Interpretation

```
Coefficients:
              Estimate Std. Error z value Pr(>|z|)
(Intercept)   -1.6276     0.2596  -6.269 3.64e-10 ***
Lexical.ItemFourth -0.9912     0.1749  -5.666 1.46e-08 ***
Stylenormal   -0.3197     0.1787  -1.789  0.0736 .
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StoreSaks     2.2564     0.2817   8.011 1.13e-15 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

- Lexical item **Fourth** has a negative effect on **retention** compared to Floor and is significant
- **Normal** style has a slightly negative effect on **retention** but its coefficient is not significant
- **Macy's** and **Saks** have a positive and significant effect on **retention**. Saks (upper middle class store) is more significant than Macy's (middle class store)



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Coefficients:

	Estimate	Std. Error	z value	Pr(> z)	
(Intercept)	-1.6276	0.2596	-6.269	3.64e-10 ***	
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StoreMacys	1.8004	0.2615	6.884	5.81e-12 ***	
StoreSaks	2.2564	0.2817	8.011	1.13e-15 ***	

exponential notation:

1.48e-8

.0000000146

87654321

0.0000000148

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

- Lexical item **Fourth** has a negative effect on **retention** compared to Floor and is significant
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Conditional Tree

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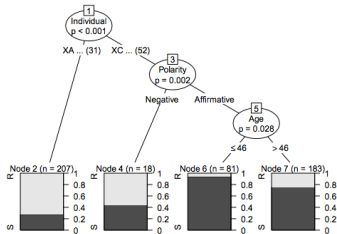
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Conditional tree: a simple non-parametric regression analysis, commonly used in social and psychological studies

- Linear regression: all information is combined linearly
- Conditional tree regression: visual splitting to capture interaction between variables



Recursive splitting (tree branches)



Conditional Tree - Tagliamonte and Baayen 2012

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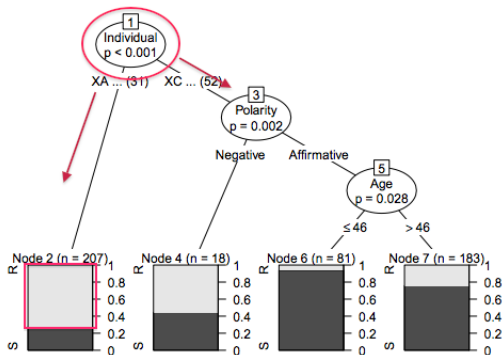
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- 1 The distribution of **was/were** is split in two groups by individuals.
- 2 The variant **were** occurs significantly more frequently with the first group.



Conditional Tree - Tagliamonte and Baayen (2012)

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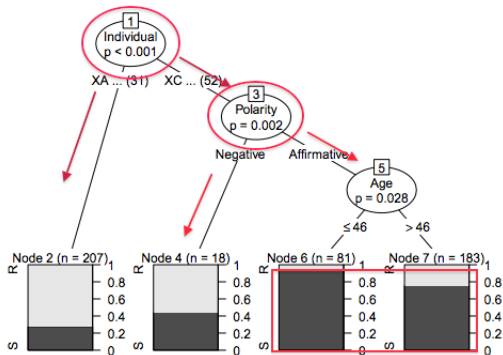
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- 1 **Polarity** is relevant to the second group of individuals.
- 2 The variant **were** occurs significantly more often with **negative** polarity



Conditional Tree - Tagliamonte and Baayen (2012)

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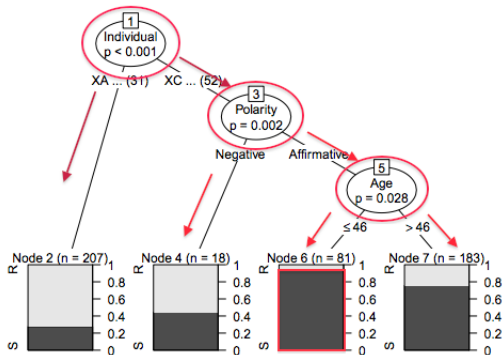
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- 1 **Affirmative Polarity** is conditioned by **Age**.
- 2 The variant **was** is produced significantly more often by Individuals of 46 and younger.



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Modeling

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Varbrul Analysis

Conditional Trees

This method builds a tree by splitting on the values of your independent variables

First, you need to select one dependent variable and independent variables in "Modeling" and "Regression" type.

Select Apply

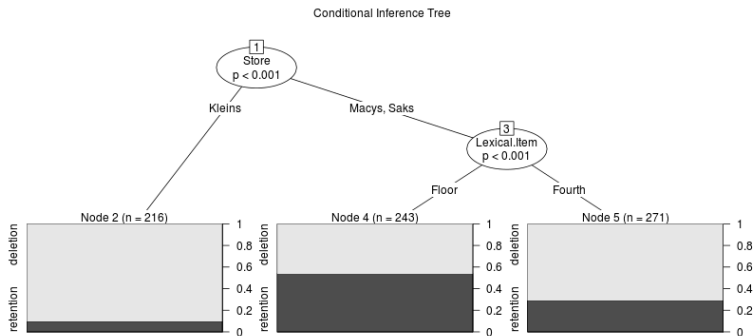
none

apply

```
[1] "Dependent Variable: R.Use Independent Variables: Lexical.Item"  
[2] "Dependent Variable: R.Use Independent Variables: Style"  
[3] "Dependent Variable: R.Use Independent Variables: Store"
```



Conditional Tree



- 1 **Store** is the most significant factor for R-use
 - **Kleins** (working class store) - more R-deletion
- 2 R-use in Macy's and Saks is conditioned by **lexical item**:
 - **Floor** shows more R-retention than **Fourth**
- 3 **Style** is not significant



Random Forest

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- 1 Variable importance for predictors
- 2 Robust technique with *small n large p* data
- 3 All predictors considered jointly (allows for inclusion of correlated factors)





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Modeling Regression Stepwise Regression Varbrul Analysis Conditional Trees **Random Forest**

Random Forests determine which variables are important in the variable classification. See references for more details.

Select Apply

none

apply



Predictors to right of dashed vertical line are significant. If the number of variables is very large, forests can be run once with all the variables, then run again using c from the first run.



Random Forest

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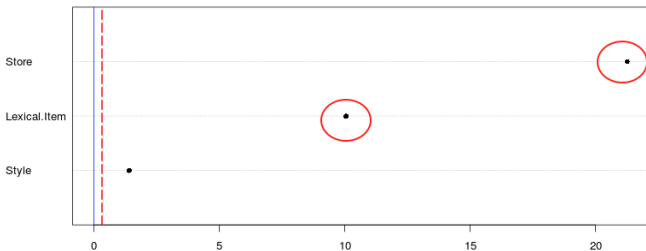
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Variable Importance for R.Use



- 1 **Store** is the most important predictor
- 2 **Lexical Item** is the second predictor
- 3 **Style** is irrelevant: close to zero and red dotted line (cut-off value).



Fixed and Mixed Models

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Fixed Effects Model : All predictors are treated independent.
Underlying assumption - no group-internal
variation between speakers or tokens

Mixed Effects Model : Allows for evaluation of individual- and
group-level variation



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Fixed Regression Model - ignoring individual variations

(speakers or words) may lead to Type I Error:
“a chance effect is mistaken for a real difference
between the populations”

Mixed Regression Model - prone to Type II Error:

“if speaker variation is at a high level, we cannot
discern small population effects without a large
number of speakers” (Johnson 2009, 2015)



Mixed Effect Regression

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Mixed Model = fixed effects + random effects

Fixed-effect factor - “repeatable and a small number of levels”

Random-effect factor - “a non-repeatable random sample from a larger population” (Wieling 2012)

- **walk, sleep, study, finish, eat, etc**
- **event verb, stative verb**
- **speaker1, speaker3, speaker3, etc**
- **male, female**



Mixed Effect Regression

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Mixed Model = fixed effects + random effects

Fixed-effect factor - “repeatable and a small number of levels”

Random-effect factor - “a non-repeatable random sample from a larger population” (Wieling 2012)

- **walk, sleep, study, finish, eat, etc**
- **event verb, stative verb**
- **speaker1, speaker3, speaker3, etc**
- **male, female**



Preparing for Mixed Model

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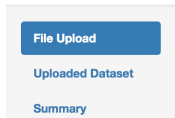
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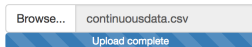
References

- 1 Download **continuousdata.csv**
- 2 Upload this file on LVS



Step1: Upload CSV File

Choose CSV File





Data - Uploaded Dataset

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Uploaded Dataset

Show entries

RANDOM

Search:

Dependent	Subjects	Sex	Age	Class	token	TokenFrequency
0.97	CA1HA	m	20-34	1	mudamos	45
0.98	CA1HA	m	20-34	1	edad	149
0.96	CA1HA	m	20-34	1	florida	20
0.95	CA1HA	m	20-34	1	edad	149
0.98	CA1HA	m	20-34	1	distanciados	2
0.98	CA1HA	m	20-34	1	cada	331



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Language Variation Suite (LVS)

About Demo Data Visual Analysis RBRUL **Inferential Statistics**

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Random Forest

Select one dependent variable

Choose one column:

Dependent

NULL

Dependent

Subjects

Sex

Age

Class

token

Fixed Effects - independent variables

Choose columns:

Sex

Age

TokenFrequency

Dependent

Subjects

Class

token

PrecedingContext

FollowingContext

totalDuration

Reference Level

NULL

NULL when the dependent variable is continuous



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Model Selection

Mixed Effect Model

NULL

Fixed Effect Model

Mixed Effect Model

Type of Dependent Variable

continuous

NULL

binary

continuous

multinomial

Mixed Effects - group-internal variation

Select Random Variable for Mixed Model (ex. Subjects or Tokens)

Subjects token

NULL

Dependent

Sex

Age

Class

PrecedingContext

FollowingContext



Regression Results

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Scaled residuals:

Min	1Q	Median	3Q	Max
-4.7906	-0.4281	0.1440	0.6619	1.8390

Random effects:

Groups	Name	Variance	Std.Dev.
token	(Intercept)	7.436e-06	0.002727
Subjects	(Intercept)	1.455e-04	0.012064
	Residual	9.616e-04	0.031010

Number of obs: 517, groups: token, 301; Subjects, 12

Fixed effects:

	Estimate	Std. Error	df	t value	Pr(> t)
(Intercept)	9.591e-01	7.495e-03	8.050e+00	127.964	1.31e-14 ***
Sexm	4.018e-03	7.490e-03	8.030e+00	0.537	0.6061
Age35-54	6.121e-04	9.167e-03	8.007e+00	0.067	0.9484
Age55+	-1.643e-02	9.172e-03	8.024e+00	-1.791	0.1110
TokenFrequency	1.082e-05	3.853e-06	6.046e+00	2.807	0.0306 *

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1



Regression Results

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Scaled residuals:

Min	1Q	Median	3Q	Max
-4.7906	-0.4281	0.1440	0.6619	1.8390

Random effects:

Groups	Name	Variance	Std.Dev.
token	(Intercept)	7.436e-06	0.002727
Subjects	(Intercept)	1.455e-04	0.012064
	Residual	9.616e-04	0.031010

Number of obs: 517, groups: token, 301; Subjects, 12

Fixed effects:

	Estimate	Std. Error	df	t value	Pr(> t)
(Intercept)	9.591e-01	7.495e-03	8.050e+00	127.964	1.31e-14 ***
Sexm	4.018e-03	7.490e-03	8.030e+00	0.537	0.6061
Age35-54	6.121e-04	9.167e-03	8.007e+00	0.067	0.9484
Age55+	-1.643e-02	9.172e-03	8.024e+00	-1.791	0.1110
TokenFrequency	1.082e-05	3.853e-06	6.046e+00	2.807	0.0306 *

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1





Interpretation - Random Effects

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```
Random effects:
  Groups   Name      Variance Std.Dev.
 token    (Intercept) 7.436e-06 0.002727
 Subjects (Intercept) 1.455e-04 0.012064
 Residual                9.616e-04 0.031010
Number of obs: 517, groups: token, 301; Subjects, 12
```

- 1 **Standard Deviation:** a measure of the variability for each random effect (speakers and tokens)
- 2 **Residual:** random variation that is not due to speakers or tokens (residual error)



Interpretation - Fixed Effects

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```
Fixed effects:
              Estimate Std. Error      df t value Pr(>|t|)
(Intercept)  9.591e-01  7.495e-03  8.050e+00 127.964 1.31e-14 ***
Sexm         4.018e-03  7.490e-03  8.030e+00   0.537  0.6061
Age35-54     6.121e-04  9.167e-03  8.007e+00   0.067  0.9484
Age55+      -1.643e-02  9.172e-03  8.024e+00  -1.791  0.1110
TokenFrequency 1.082e-05  3.853e-06  6.046e+00   2.807  0.0306 *
-----
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

- 1 **Estimate/coefficient:** reported in log-odds (negative or positive)
- 2 **P-value:** tells you if the level is significant



Frequency Plot

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Visual Data Exploration

One Variable Plot

Two Variables Plot

Three Variables Plot

Cluster Plot

Frequency Plot

Select a column with tokens list

token

- Sex
- Age
- Class
- token
- PrecedingContext
- FollowingContext
- totalDuration
- TokenFrequency

Select a column with token frequency data

TokenFrequency

- Sex
- Age
- Class
- token
- PrecedingContext
- FollowingContext
- totalDuration
- TokenFrequency



Appendix 1: Density

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Visual Data Exploration

One Variable Plot

Two Variables Plot

Three Variables Plot

Cluster Plot

Frequency Plot

Select one variable

Dependent

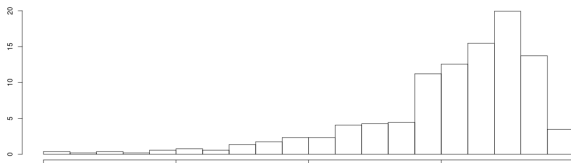
- NULL
- Dependent
- Subjects
- Sex
- Age
- Class
- token
- RecordingContext

Number of bins can have a disproportionate effect on visualization

Number of bins in histogram (approximate):

20

Histogram of Dependent





Histogram

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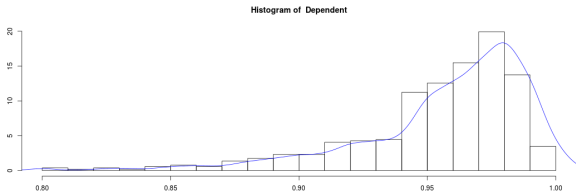
References

Density: a non-parametric model of the distribution of points based on a smooth density estimate

Number of bins in histogram (approximate):

20

Show density estimate



<http://scikit-learn.org/stable/modules/density.html>



Appendix 2 - Data Modification

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Data Structure

Cross Tabulation

Frequency

Adjust Data



Adjust Data

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- **Retain:** Select data subset
- **Exclude:** Exclude variables from a factor group
- **Recode:** Combine and rename variables
- **Change class:** Numeric \rightarrow factor; factor \rightarrow numeric
- **Transform:** Apply log transformation to a specific column
- **ADJUSTED DATASET:**
 - **Run** - to apply all above changes
 - **Reset** - to reset to the original dataset



Exclude: Emphatic Style

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Adjusted Dataset

Select RUN to start excluding

NO

NO

RUN

Select a factor group

Style

NULL

R.Use

Lexical.Item

Store

Which value(s) to exclude from your group?

emphatic

NULL

normal



Adjusted Dataset

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Adjusted Dataset

Select RUN to make changes or RESET to
revert the original dataset

RUN

R.Use	Lexical.Item	Style	Store
deletion :322	Floor :223	normal:459	Kleins:130
retention:137	Fourth:236		Macys :224
			Saks :105



Adjusting Dataset

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To revert to the original data, select **RESET**:

Select **RUN** to make changes or **RESET** to revert the original dataset

A screenshot of a software interface showing a dropdown menu. The menu is open, displaying four options: "RESET", "NULL", "RUN", and "RESET". The bottom "RESET" option is highlighted in grey, and a red arrow points to it from the right. The top "RESET" option is currently selected and is followed by a small upward-pointing triangle.



Appendix 3 - Model Comparison

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Instructions

Loglikelihood

AIC criterion

BIC criterion

Running Stepwise Analysis

Select Apply

none

apply

Choose the best model

Only for fixed models with binary and continuous dependent variables.

1. Run Stepwise regression
2. Select the best model (Loglikelihood, AIC or BIC))
3. Return to MODELING and select factors suggested by the best model.

Stepwise selection function stepAIC - both directions: up and down.

Calculation is based on stepAIC from the package MASS. Loglikelihood
<https://stat.ethz.ch/pipermail/r-help/2007-July/136202.html>)



Thank you!

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What features/analyses would you like to see in LVS?



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References

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- [7] <https://daniellestolt.files.wordpress.com/2013/01/are-you-ready1.gif>
- [8] <http://www.martijnwieling.nl/R/sheets.pdf>