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Voyant Tools Workshop - Fall 2022

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Voyant Tools

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To access these slides: https://bit.ly/dig_schol_voyant22

What we will do today

- -overview of text mining / analysis
- -overview and hands-on practice with Voyant
- -example uses for research and teaching by David Campbell (Professor CCPA Public Administration)
- -resources for continued learning

Text Mining & Analysis

What these terms mean

Text mining / text analysis refers to extracting information from text-based files

- Commonly unstructured text (including documents; logs; media files; qualitative research)
- Method for structuring the textual data (for example by topics)
- Help find trends and patterns across texts
- Help make the data more structured and provide quantitative insights (like through creating visualizations of the data)
- Can include digitized texts and native digital texts

What can you do with text mining / analysis?

- Summarize topics of interest in a group of texts
- Connect common keywords among a group of texts
- Track sentiment over topic, text source, time period
- Identify names, locations, entities
- Distinguish texts in a corpus by a given author
- Differentiate poetry from prose
- Contrast the vocabulary of different corpora
- Categorize documents

Project examples

Text mining in cultural studies: The Achilles Effect: what pop culture is teaching young boys about masculinity - Crystal Smith

Example of how something as simple as a word cloud can make a powerful statement

Text mining literary networks viral texts projects by Ryan Cordell and David Smith (<u>mapping</u> <u>networks of reprinting in 19th century newspapers and magazines</u>)

 seeks to develop theoretical models that will help scholars better understand what qualities helped particular news stories, short fiction, and poetry "go viral" in nineteenth-century newspapers and magazines

Text mining novels American fiction - across 27,000 novel - David McClure Stanford Literary Lab

Common issues with digitized texts

Newspaper column breaks

Page structure

Condition of the original physical document

Type of text contained within the document

Year of the original document was created

Maturity of the OCR algorithm used at the time of creation

OCR = optical character recognition

Images

Data cleaning for text files

- Removing spaces, tabs, and new lines you are impacting terms that could be one
 or two words
- Removing punctuation messes with natural language processing e.g. sentence structure, proper nouns, making everything lowercase
- Stop words and keep words determine what words to keep or remove within your text pulling out the common words like and, if, the (unless they have importance to the text
- Can remove medieval special characters from text using the special characters tool
- Sometimes you need to go back to the original documents and strip out what cannot be cleaned from the tool and reupload the files

Data Cleaning tools (free to use)

OpenRefine (https://openrefine.org/)

Lexos (http://lexos.wheatoncollege.edu/upload)

*while data cleaning is commonly considered the first step, using text analysis tools like Voyant can help you see where / when data cleaning is needed

Text Analysis using Voyant Tools



What is Voyant



What is Voyant

Voyant is an application for text / data mining,
 visualization, and analysis

- Developed by Stéfan Sinclair (McGill University) and Geoffrey Rockwell (University of Alberta)
 - You can view the code for Voyant on GitHub

What is Voyant

Open source (free to use)

- Web-based environment (interface)
 - This means that you do not need to install Voyant
 Tools to use it; it may be done through your browser

Why Voyant Tools

 Great option for anyone new to text mining, developing a text corpus, and analyzing texts or qualitative data

 Created with a goal to support scholarly reading and interpretation of texts

Includes many interactive features (and guidance for using each feature)

Why Voyant Tools

 Option to analyze resources found online or your own computer files

 Ability to download the visualizations / analyses created or embed them on web pages

Why Voyant Tools

- Supports large size texts and a variety of file formats, including:
 - Text files (txt), web based files (html), XML files, PDF files, rich text files (rtf), and Microsoft Word documents (docx)
 - Can also use zip files (zip) for multiple texts
 collected



Getting Started

Go to Voyant in your browser

Go to https://voyant-tools.org/

This page should appear:



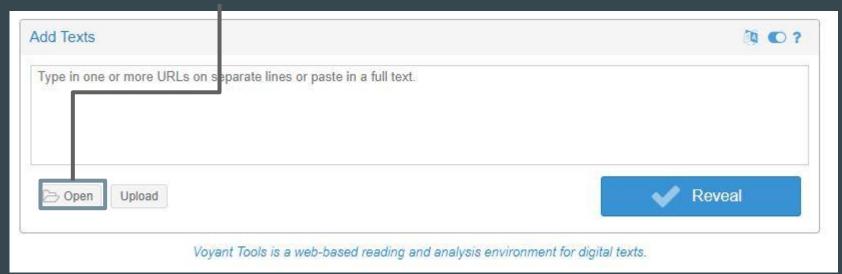
Add Texts	∅ €?
Type in one or more URLs on separate lines or paste in a full text.	
➢ Open Upload	✓ Reveal

Voyant Tools is a web-based reading and analysis environment for digital texts.

How to Upload your Text Corpus



Option 1: Open one of the practice corpora provided by Voyant



Option 2: Copy / paste the full text into the box provided



Option 3: Copy / paste the link(s) (URLs) into the box provided *put each link on separate line*



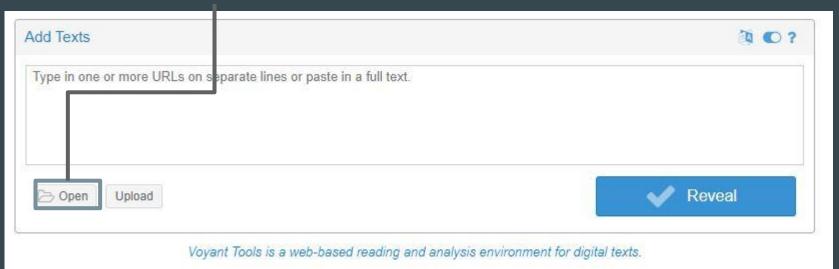
Option 4: Add files from your computer using the upload button below the text box



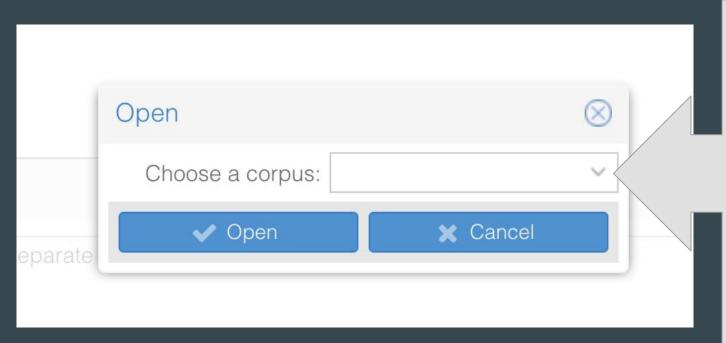
Option 1: Using a Corpora from Voyant (Demo)

Reminder of how to do Option 1

Option 1: Open one of the practice corpora provided by Voyant



This box will appear

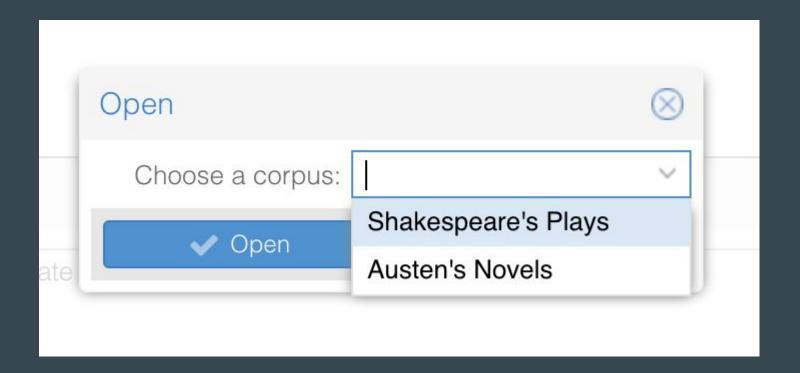


Click the dropdown arrow and two options will appear:

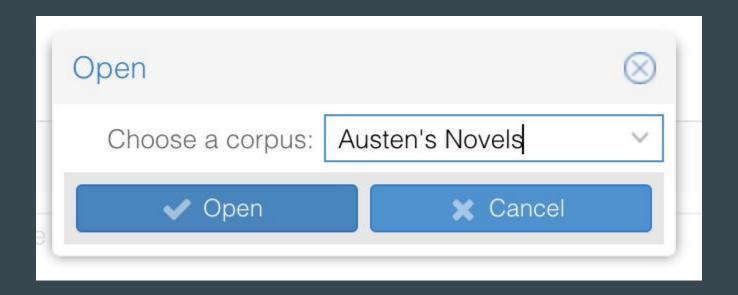
One is a corpus of William Shakespeare plays

One is a corpus of Jane Austen novels

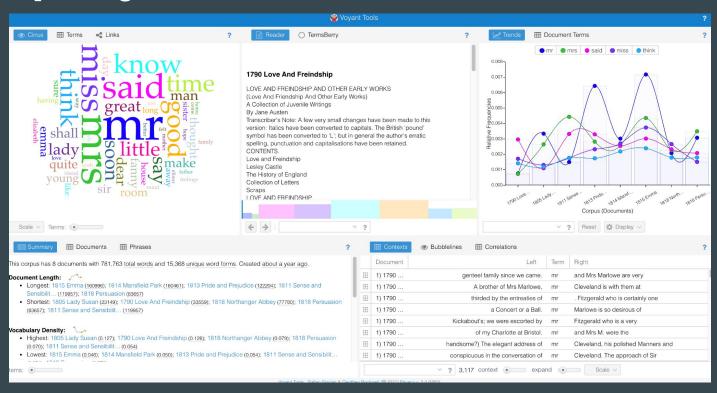
Select one of the following



Click Open



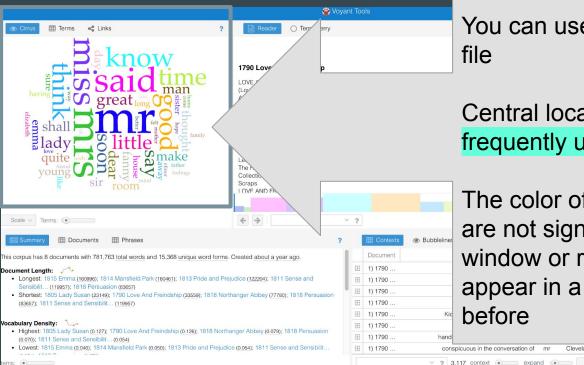
Corpus should open without pressing Reveal



Default Skin

- The tool panel that opens contains five tools and is called the default skin
 - Cirrus
 - Reader
 - Trends
 - Summary
 - Contexts

- Cirrus



Cirrus is a word cloud that visualizes the words used most frequently

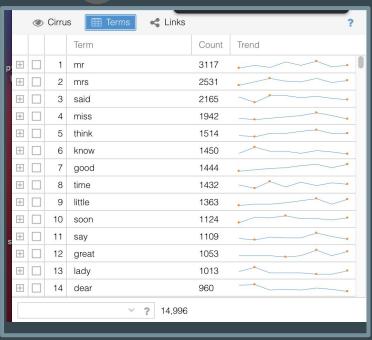
You can use it for a corpus or individual file

Central location + larger size = most frequently used words

The color of words and their position are not significant - if you resize the window or reload the page, words may appear in a different location than before

Cleveland. The approach of Sir

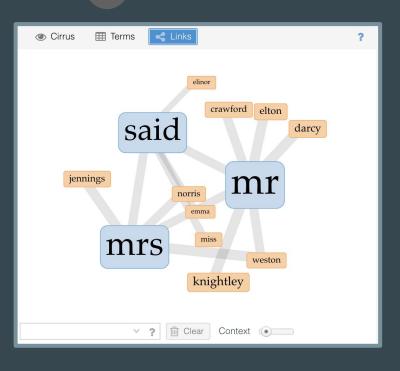




If you click the **Terms** icon, a table view of common terms across your corpus will appear

A search box will appear at the bottom to search for specific terms as well

- Cirrus



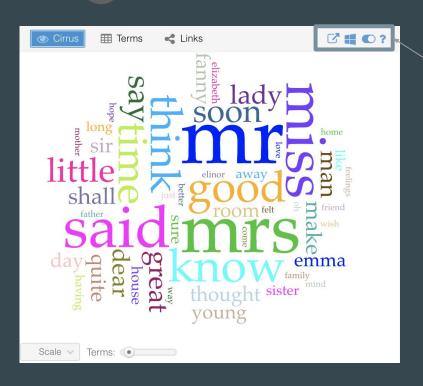
The **Links** icon shows a network graph of frequently used words

Hovering your mouse over words will show their frequence of use in the corpus

If you double-click on a word it will show more results

Keywords are in blue, words in proximity to them are in orange

Cirrus



This toolbar will appear above all of the individual graphics

The **square with an arrow** is a way to export this particular visual

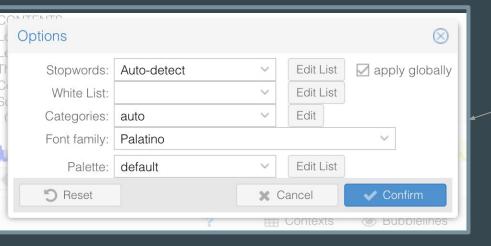
 You can export a URL, a way to embed the graphic, or a bibliographic reference

The windows symbol is a way to select a new tool that is not part of the default skin and replace this particular window

The **two circles** is a way to customize that tool

The ? mark is to help explain what that tool does and how to use it

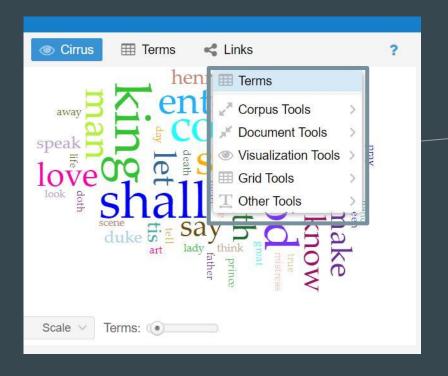
— Cirrus



If you click the two circles, this option box will appear to adjust settings

- Stopwords lets you add to Voyant Tools auto-common stopwords list that were already removed, such as "an," "and," "or," "but," etc.
- List lets you define allowed words (counteracts stopwords if listed)
- Categories lets you categorize frequent words
- Font family lets you change the font
- Palette lets you change color coding

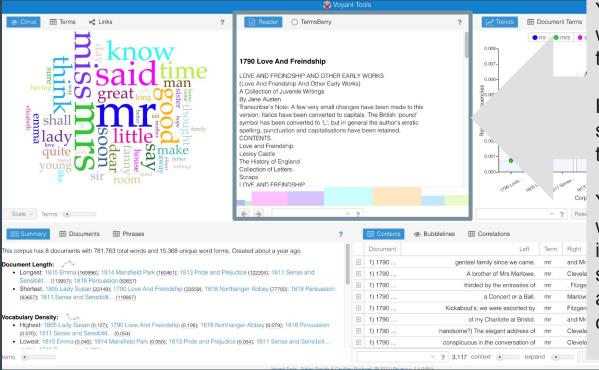
— Cirrus



If you click the windows
icon, this categorized option
box will appear to select a
different Voyant tool based
on what you want to view

Try changing the tool to a different one - what happens?

Reader



Reader is where the text is displayed for reading

You can scroll down within the text reader to view more content

Hover over a word to show its frequency in the document

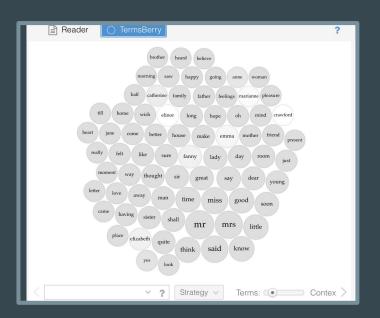
You can click on a word or search for it in the search box to see how often it appears in your corpus



If you change it to

TermsBerry, this visual will display with frequent words

Hover your mouse over a bubble to see how many times that word appears and words that appear next to it in texts will also change color



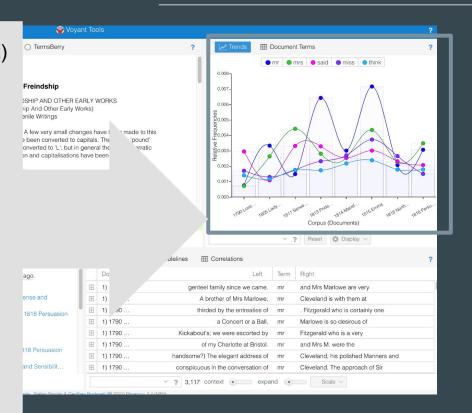
- Trends

Trends (or Term Frequency Chart) provides distribution plots that display the frequencies of word(s) across texts

Each series in the graph is colored according to the word it represents and a color key is displayed

You can click on the words in the key to make them disappear or reappear in chart

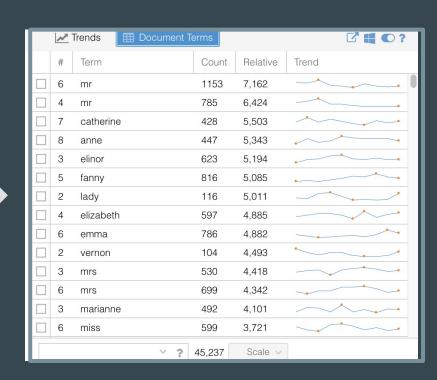
An information box will appear by putting your mouse over the dot



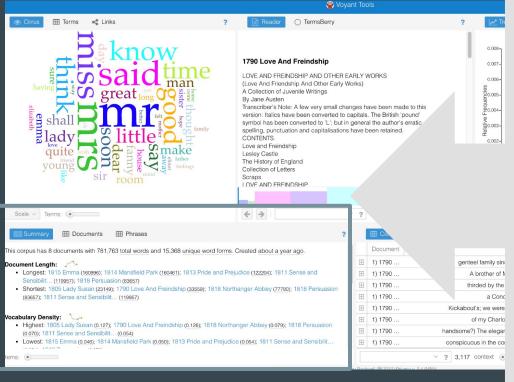


If you click **Document**Terms, this new
frequency graph / data
will display instead

What do you notice?



Summary



Summary provides data about the corpus, including:

- Number of files
- How many words are used total in files
- How many unique words are used total in files
- High and low vocabulary counts
- Most frequent words used
- Distinctive words

Summary

	Summary Documents Phrases				?
	Title	Words	Types	Ratio	Words/Sentence
1	1790 Love And Freindship	33,5	4,235	13%	25.8
2	1805 Lady Susan	23,1	2,929	13%	25.2
3	1811 Sense and Sensibility	119,	6,419	5%	23.9
4	1813 Pride and Prejudice	122,	6,538	5%	20.7
5	1814 Mansfield Park	160,	8,077	5%	23.6
6	1815 Emma	160,	7,356	5%	19.2
7	1818 Northanger Abbey	77,7	6,132	8%	22.2
8	1818 Persuasion	83,6	5,858	7%	23.3

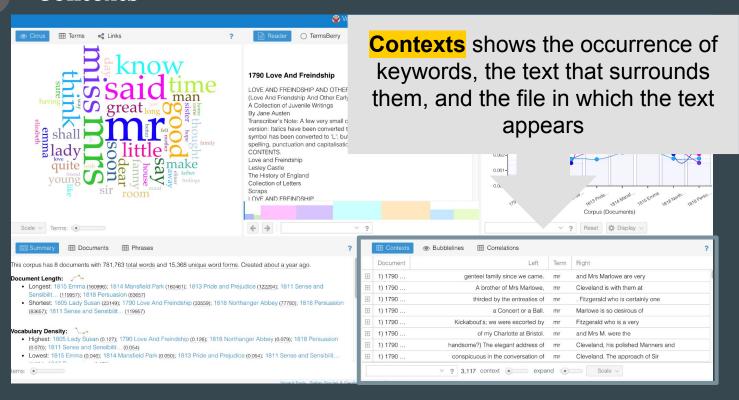
Clicking the **Documents** Icon displays this data by file in the corpus

Summary

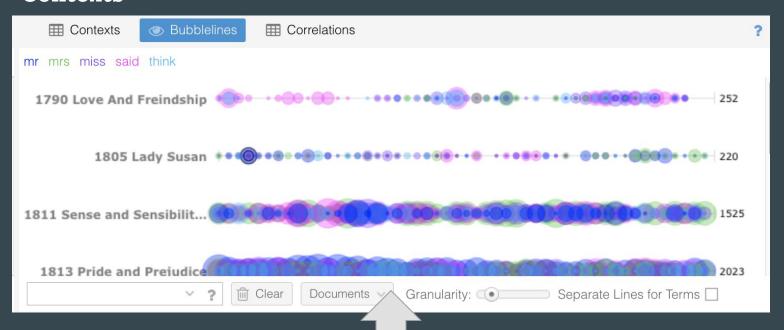
☐ Summary ☐ Documents ☐ Phrases			?
Term	Count	Length	Trend
what reverse we have man's boasted power and freedom all are flown lord of th	2	28	. 0
my first displays the wealth and pomp of kings lords of the earth their luxury an	2	17	
you and miss smith and miss fairfax will be three and the two miss coxes five	2	16	
another view of man my second brings behold him there the monarch of the seas	2	15	
the loss of mary i must consider as comprehending the loss of crawford and	2	14	
for he would carve the partridge if it should be a tough one	2	13	•
the borders of an extensive forest and about three miles from the sea	2	13	•
i did not come to bath to drive my sisters about	2	11	

The **Phrases** icon displays phrases that are repeated, how often, and their word length

Contexts



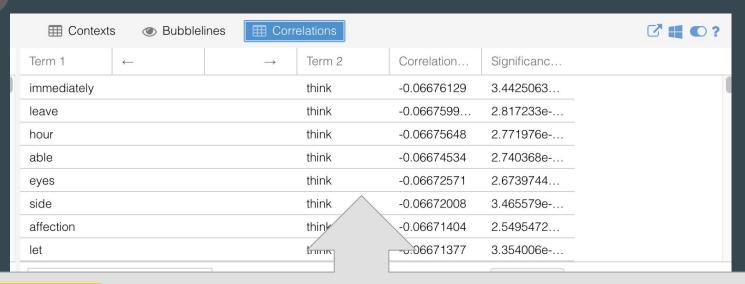
Contexts



If you click **Bubblelines**, this new version of the visual appears.

Try clicking one of the circles - what happens?

Contexts



The **Correlations** option compares two words

- If there is a negative correlation, it means that as the use of term 1 is used more frequently, term 2 is used less frequently
- If there is a positive correlation, then when term 1 is used term 2 tends to also be used at an increase

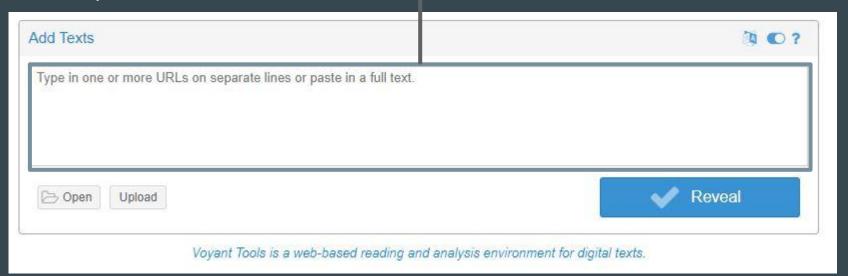
Option 2: Copy / Paste text

Text for Option 2

For this practice, copy / paste the text from one of our linked data files in the inaugural speeches folder

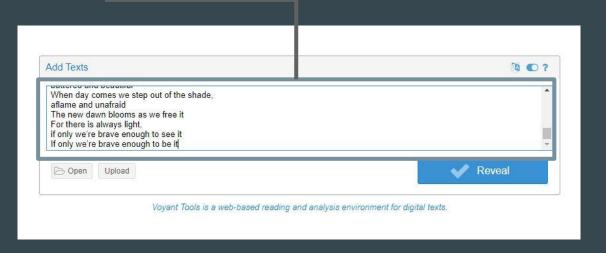
Reminder of how to do Option 2

Option 2: Copy / paste the full text into the box provided

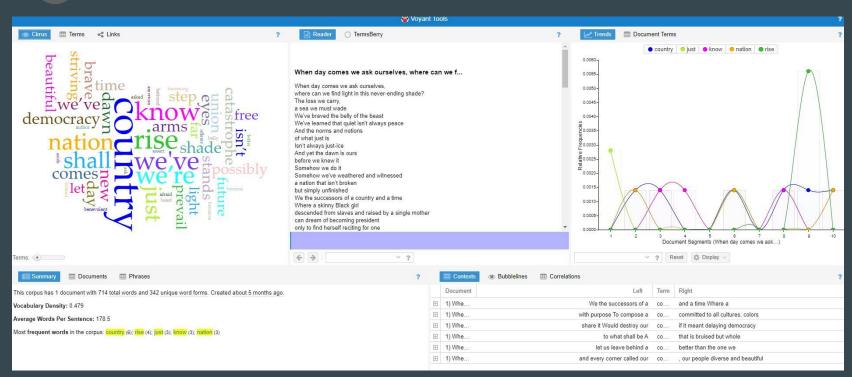


Option 2

Option 2: Copy / paste the full text into the box provided



Option 2



Option 3: Copy / Paste links

Texts for option 3

For this option we will analyze chapters from *Data*Feminism by Catherine D'Ignazio and Lauren F. Klein

- Go to https://data-feminism.mitpress.mit.edu/
- Click on a chapter you would like to analyze and copy / paste the link in the Voyant text box
- If you would like to analyze more than one chapter at once, repeat this process before pressing Reveal

Reminder of how to do Option 3

Option 3: Copy / paste the link(s) (URLs) into the box provided *put each link on separate line* Add Texts Type in one or more URLs on separate lines or paste in a full text. Reveal Open Upload Voyant Tools is a web-based reading and analysis environment for digital texts.

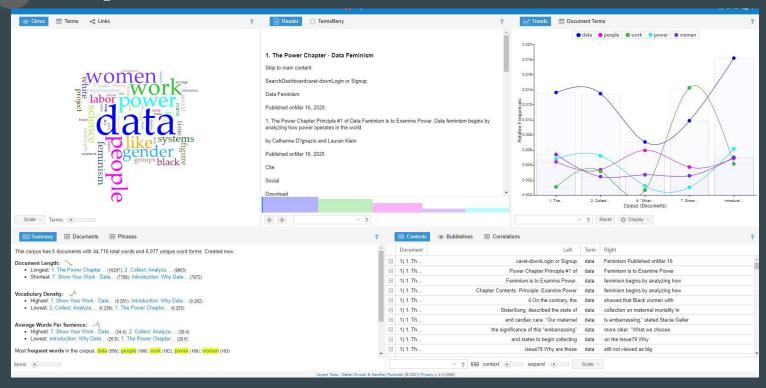
Example Chapters Intro, 1, 2, 4, 7

Option 3: Copy / paste the link(s) (URLs) into the box provided

put each link on separate line



Chapters Intro, 1, 2, 4, and 7



Option 4: Upload File(s)

Option 4 Upload files

If you are only using one file, you may upload that single file

If you want more than one file uploaded, you must upload the folder as a zip file

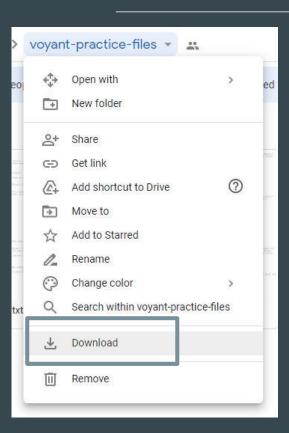
our example is a zip file with 3 .txt files

Upload Zip file

Go to the practice data folder

Click on the folder title you are interested in, right-click on the folder title and select **Download**

Upload Zip file

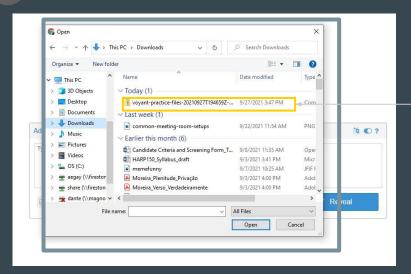


Reminder of how to do Option 4

Option 4 Add files from your computer using the upload button below the text box



Option 4 Upload File



Double-click the file or select file and click Open

Voyant Tools - try on your own

- Voyant currently has 24 options for tools
 - Try changing 3 of the default skin tools to a different one (remember which symbol lets you do this?)

What do the different tools reveal?

How do your results change?

Which tools do you like best or find confusing to understand?

Things to keep in mind

You can NOT "save" in Voyant

Three alternative options:

- Option 1: Download the visualizations that work best for your analysis
- Option 2: Save your corpus used in a file to come back to
- Option 3: Bookmark the Voyant link somewhere and it should remain available as long as it is accessed at least once every month

Exporting your Corpus

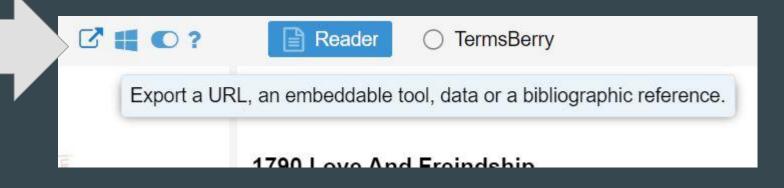
Ways to export your corpus

- Bookmark a corpus to return to it later:
 - Click Export at the top of the page
 → select URL for this
 view
 - Voyant indicates that the corpus will be "accessible as long as it accessed at least once a month"

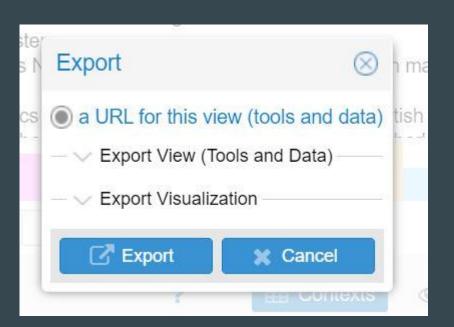
- Embed a corpus to your webpage:
 - Click Export at the top of the page
 → select an HTML
 snippet → click export for the snippet to appear
 - Copy and paste the snippet in your page



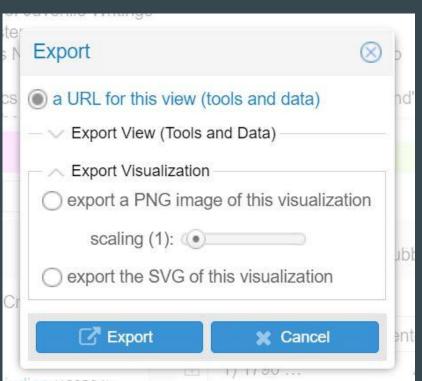
Click the square with arrow



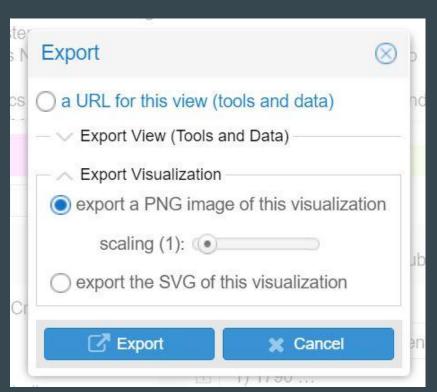
This box will appear



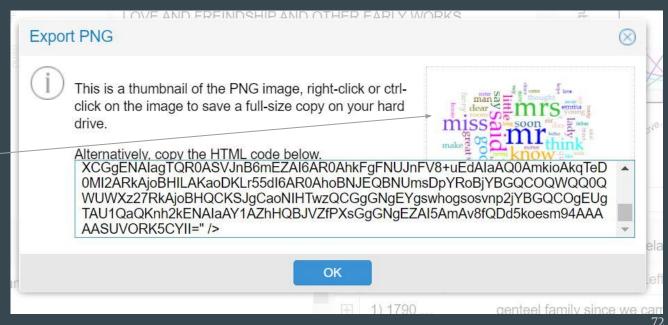
Select Export Visualization

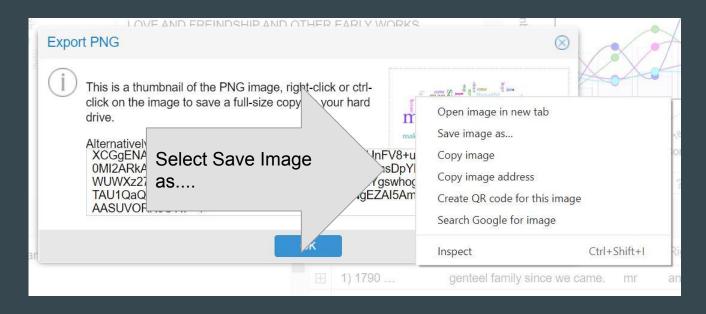


Select PNG and option to change size with Scaling bar



Right-click thumbnail image to the right



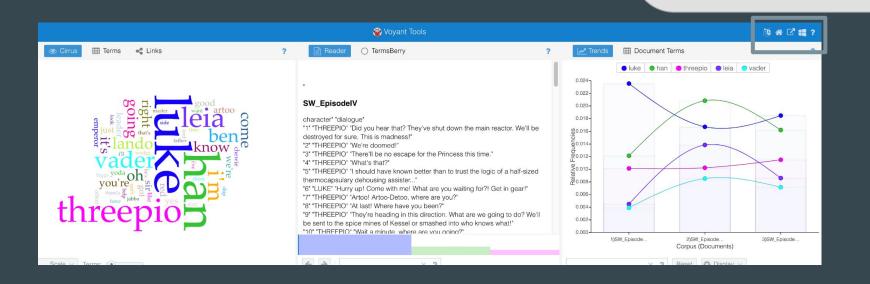




Hover your mouse over the top right corner

Export = the square with an arrow

NOTE this is how you can export the full corpus



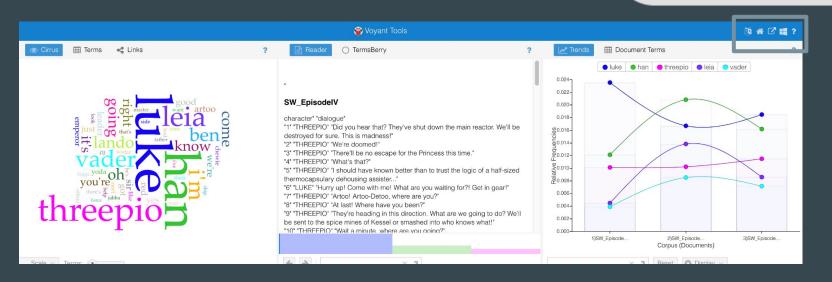
Other parts of toolbar

Left icon (icon with an A) = how to change the language

House icon = start over with a new or updated corpus

Window (four squares) **icon** = change the tools in your panel

? icon = help feature



Resources for Continued Learning

Resource List

Documentation Guide (includes tutorials for all tools)

Text Mining with Voyant (video tutorial)

Art History Voyant Tutorial (video)

SSRC Lab's Voyant Tutorial (includes building a text corpus)

Text Analysis 101 with Voyant Tools

How to contact us

- To schedule a consultation with a member of the Digital Scholarship team, fill out our consultation form
- To email us, contact dscenter@binghamton.edu
- If you are interested in receiving our newsletter (launching Spring 2023) fill out our interest form

Exit Ticket

Please share any feedback of today's session on our exit ticket