

# Big Data and Social Scientific Applications

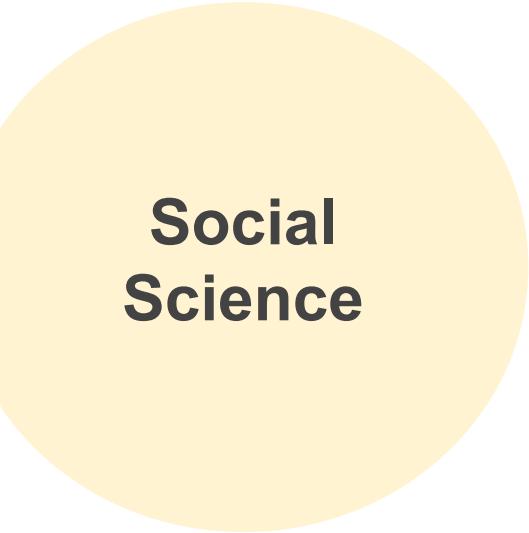
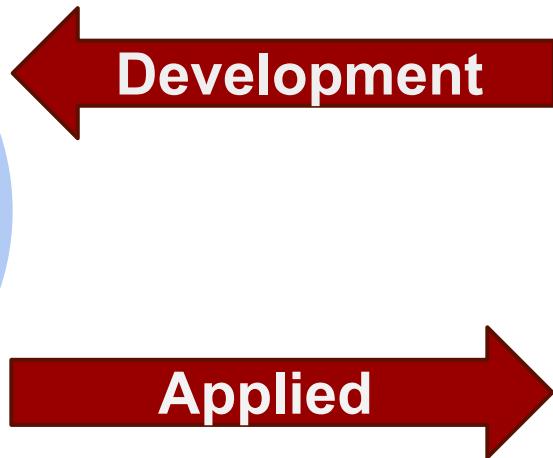
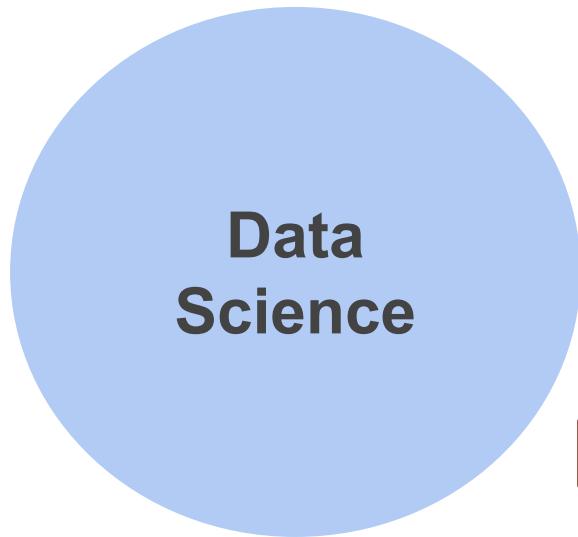
Stony Brook University  
CSE545, Fall 2016

# Why Social Scientific Applications?

Applications that make a difference in the world.

Often public data available.

Experience working toward an objective and/or using data to answer questions.





# SUSTAINABLE DEVELOPMENT GOALS



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



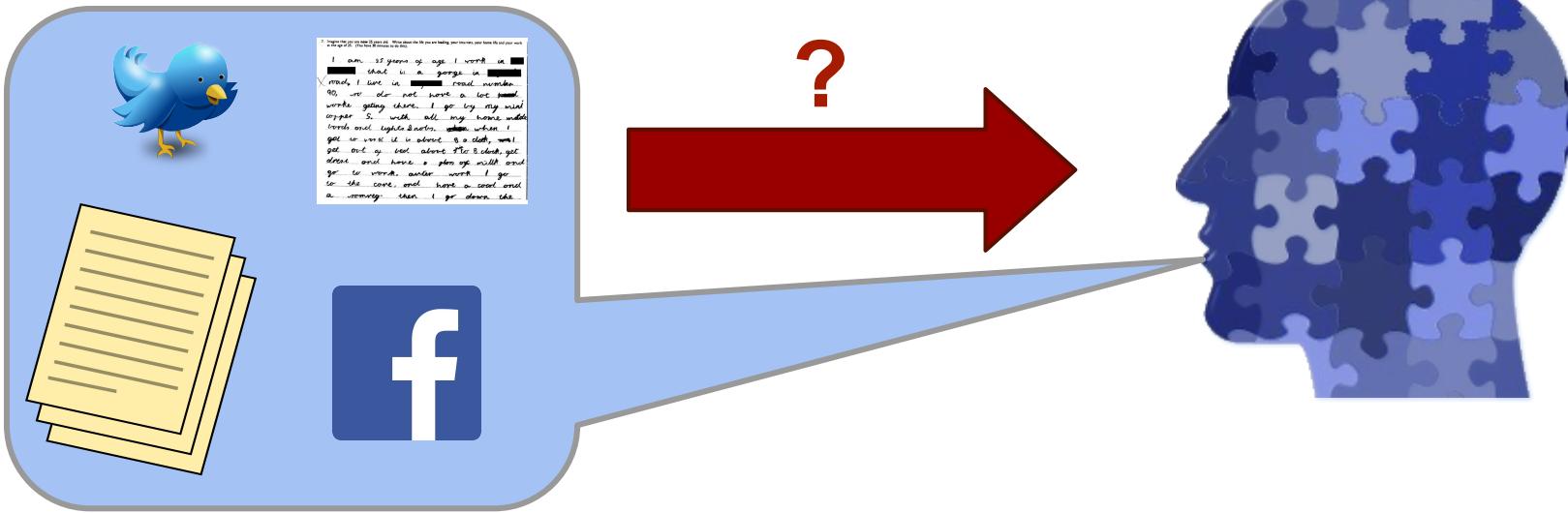
SUSTAINABLE  
DEVELOPMENT  
GOALS

# SDG Related Data Sets

Name	Desc.	Metadata	Link	SDG Goal
Air Pollution Data	Per country air pollution	2977 Towns	Multiple Sources: <a href="https://ourworldindata.org/air-pollution">https://ourworldindata.org/air-pollution</a> <a href="http://www.who.int/phe/health_topics/outdoorair/databases/AAP_database_summary_results_2016_v02.pdf">http://www.who.int/phe/health_topics/outdoorair/databases/AAP_database_summary_results_2016_v02.pdf</a>	SDG 3
GHO Data	Health indicators including, mortality, burden of disease, life expectancy		<a href="https://www.who.int/gho/mortality_burden_disease/en/">https://www.who.int/gho/mortality_burden_disease/en/</a>	SDG 3
Child Mortality	Child mortality rate	210 countries	Multiple Sources: <a href="https://ourworldindata.org/child-mortality#data-quality-definition">https://ourworldindata.org/child-mortality#data-quality-definition</a>	SDG 3
Poverty and Equity	Helps in understanding the evolution of poverty in various countries	5394 rows, 31 poverty indicators	<a href="http://povertydata.worldbank.org/poverty/home/">http://povertydata.worldbank.org/poverty/home/</a>	SDG 1
Water Quality	Ensure availability and sustainable management of water and sanitation for all	550246 rows, 5 quality parameters	<a href="https://data.gov.in/catalog/water-quality-affected-habitations">https://data.gov.in/catalog/water-quality-affected-habitations</a>	SDG 6
Access to water		181 countries	<a href="https://data.unicef.org/topic/water-and-sanitation/drinking-water/">https://data.unicef.org/topic/water-and-sanitation/drinking-water/</a>	SDG 6
WDI data	World development indicators	84000 rows, 300 features	<a href="https://data.world/worldbank/sustainable-development-goals/workspace/file?filename=SDG_csv_en%2FSDG_Data.csv">https://data.world/worldbank/sustainable-development-goals/workspace/file?filename=SDG_csv_en%2FSDG_Data.csv</a>	SDG 1
Quality Education	Quality of education in countries	291 countries 1600+ features	<a href="http://data UIS.unesco.org/">http://data UIS.unesco.org/</a>	SDG 4
Depression Data	Various mental health factors in USA	1986-2016, 5486 features	<a href="https://gssdataexplorer.norc.org/variables/vfilter">https://gssdataexplorer.norc.org/variables/vfilter</a>	SDG 3

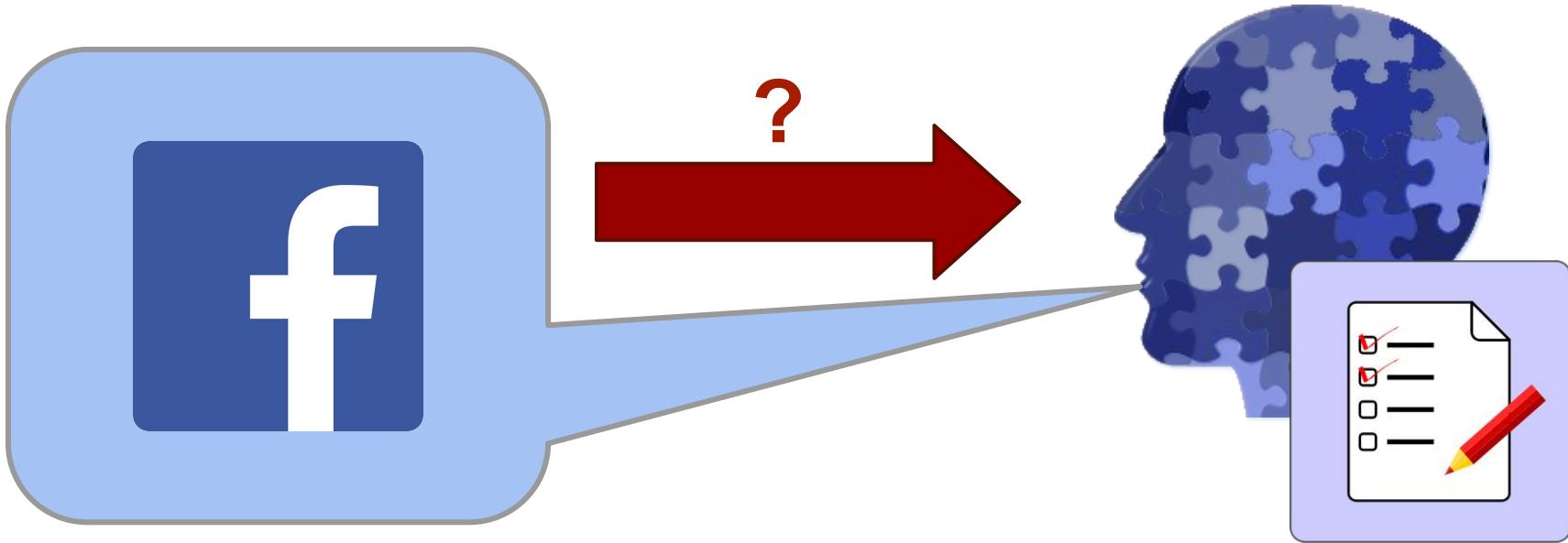
# A (Biased) Sample of Computational Psychology

# Language Says A Lot About People



Does language use reflect who we are?

# Language Says A Lot About People



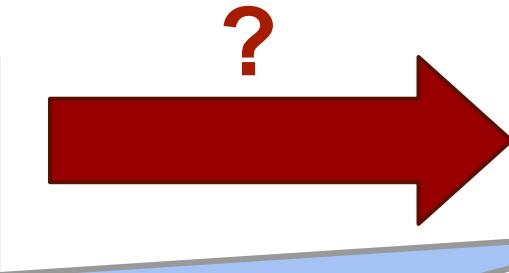
**19M Facebook posts**

**75,000 personality surveys**

Schwartz, H. A., Eichstaedt, J. C., Kern, M. L., Dziurzynski, L., Ramones, S. M., Agrawal, M., Shah, A., Kosinski, M., Stillwell, D., Seligman, M. E. P., & Ungar, L. H. (2013). Personality, Gender, and Age in the Language of Social Media: The Open-Vocabulary Approach. *In PLOS ONE 8(9)*.

**Does language use reflect who we are?**

# Language Says A Lot About People



**extraversion --**  
*sociable, assertive,  
active, energetic,  
talkative, outgoing*

A light blue silhouette of a human head facing right. To its right is a purple rounded square containing a white document icon with a red pencil and a checklist icon.

**19M Facebook posts**

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Schwartz, H. A., Eichstaedt, J. C., Kern, M. L., Dziurzynski, L., Ramones, S. M., Agrawal, M., Shah, A., Kosinski, M., Stillwell, D., Seligman, M. E. P., & Ungar, L. H. (2013). Personality, Gender, and Age in the Language of Social Media: The Open-Vocabulary Approach. *In PLOS ONE 8(9)*.

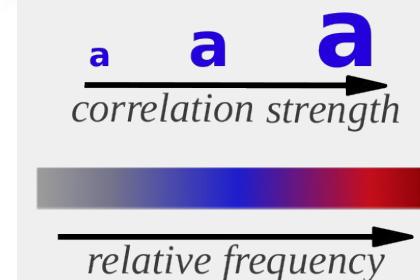
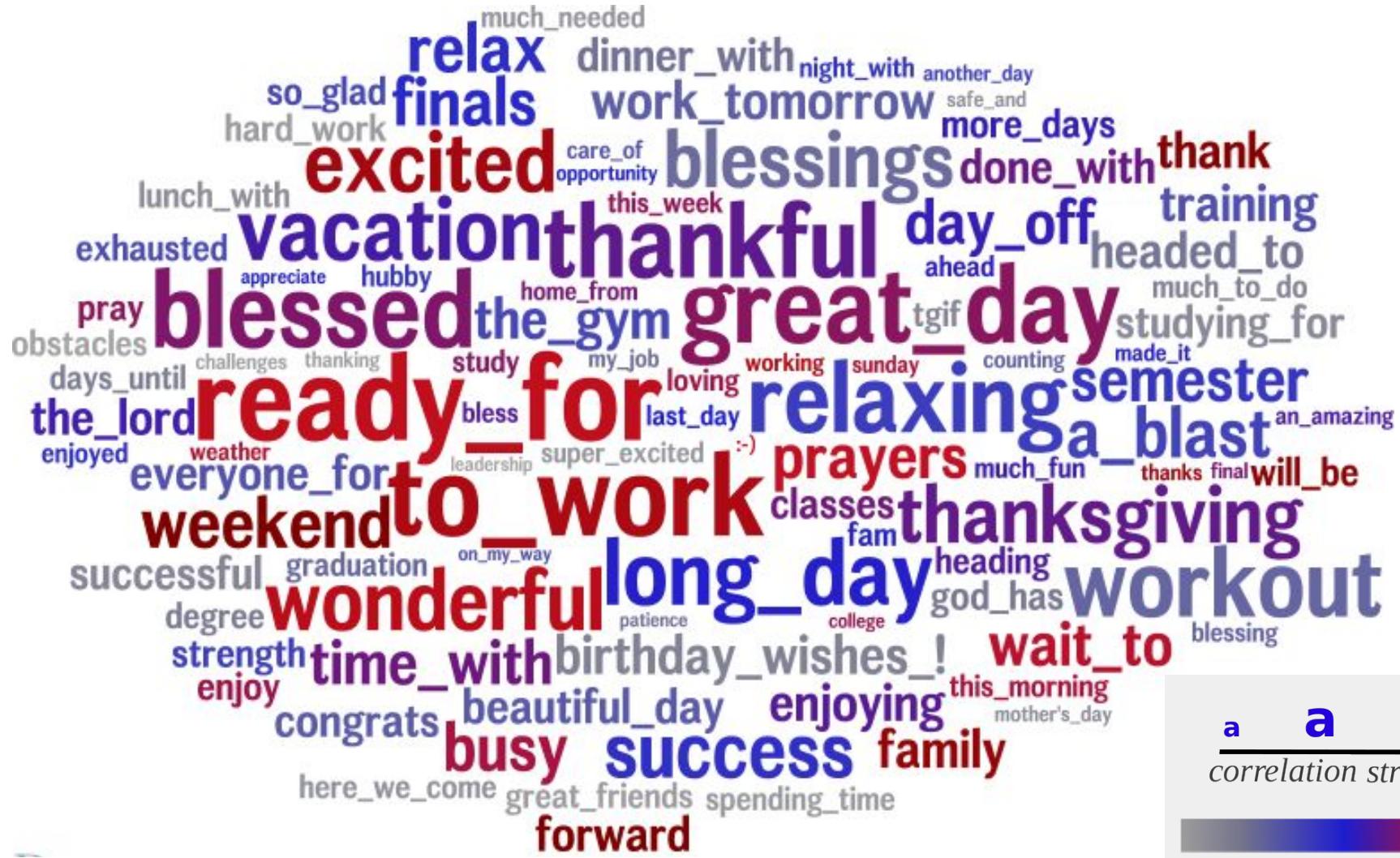
**Does language use reflect who we are?**

# extraversion



# introversion





# Language Says A Lot About People



**extraversion --**  
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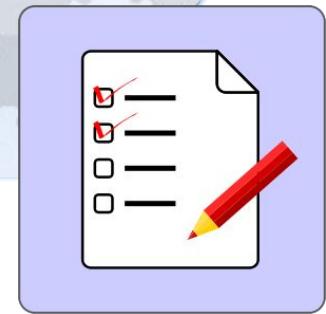
# Language Says A Lot About People



Predict?



**extraversion --**  
sociable, assertive,  
active, energetic,  
talkative, outgoing



19M Facebook posts

75,000 personality surveys

***“Language-based Assessments”***

## Language use patterns

*I am **blessed** to spend so much **time** with my **family**.*

*Need **some help!***

...

## Research Participants



## Language use patterns

*I am **blessed** to spend so much **time** with my **family**.*

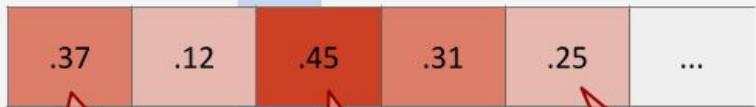
*Need **some help!***

...

## Research Participants



## Human Language Encoding



very beautiful  
wonderful blessed  
**amazing**  
such grateful  
**most thank**  
loving truly many  
**thankful**  
mother proud

fabulous time catching family  
spending spent hanging  
reunion visiting wonderful great  
friends weekend spend fam

something somewhere  
pleasehelp plz  
needs anybody save  
needcome bring  
**someone else**  
**somebody** wants



## Language use patterns

*I am **blessed** to spend so much **time** with my **family**.*

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## Research Participants

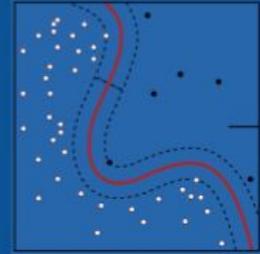


## Human Language Encoding



## Language-based Assessments

regression  
classification  
deep learning



## Language use patterns

*I am **blessed** to spend so much **time** with my **family**.*

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## Research Participants



## States and Traits

*affective valence  
depression  
anxiety      personality  
mood*

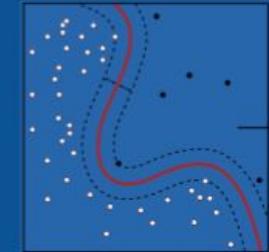
...

## Human Language Encoding

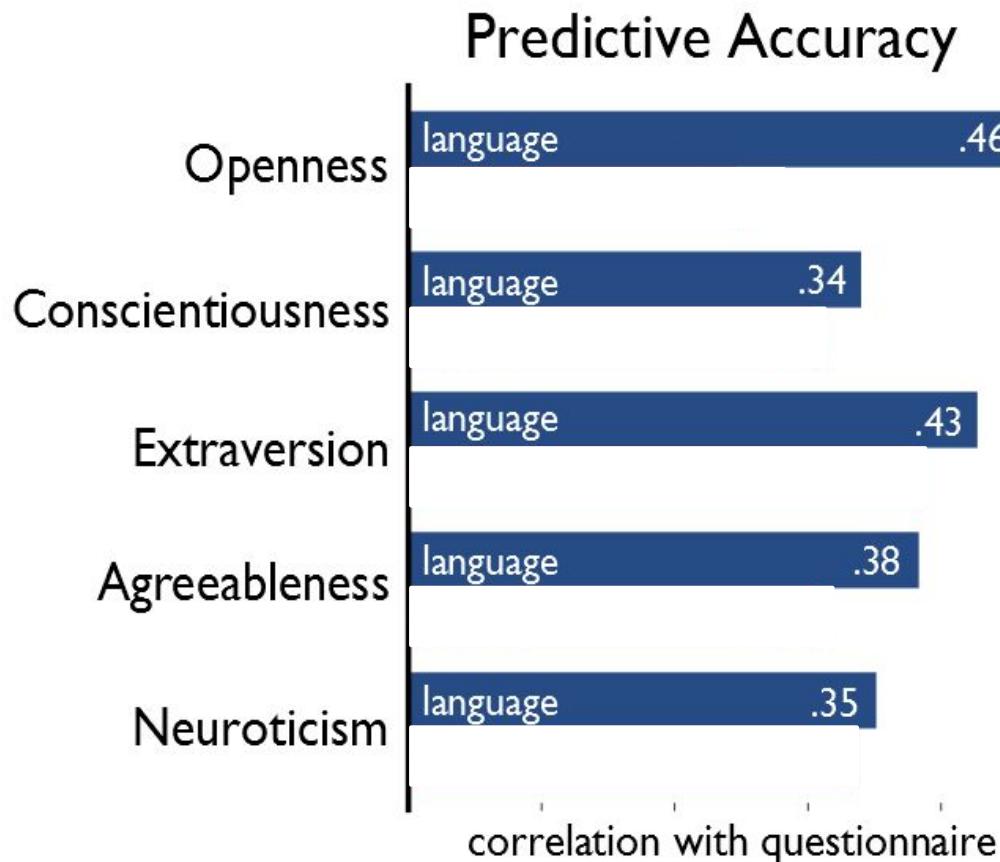


## Language-based Assessments

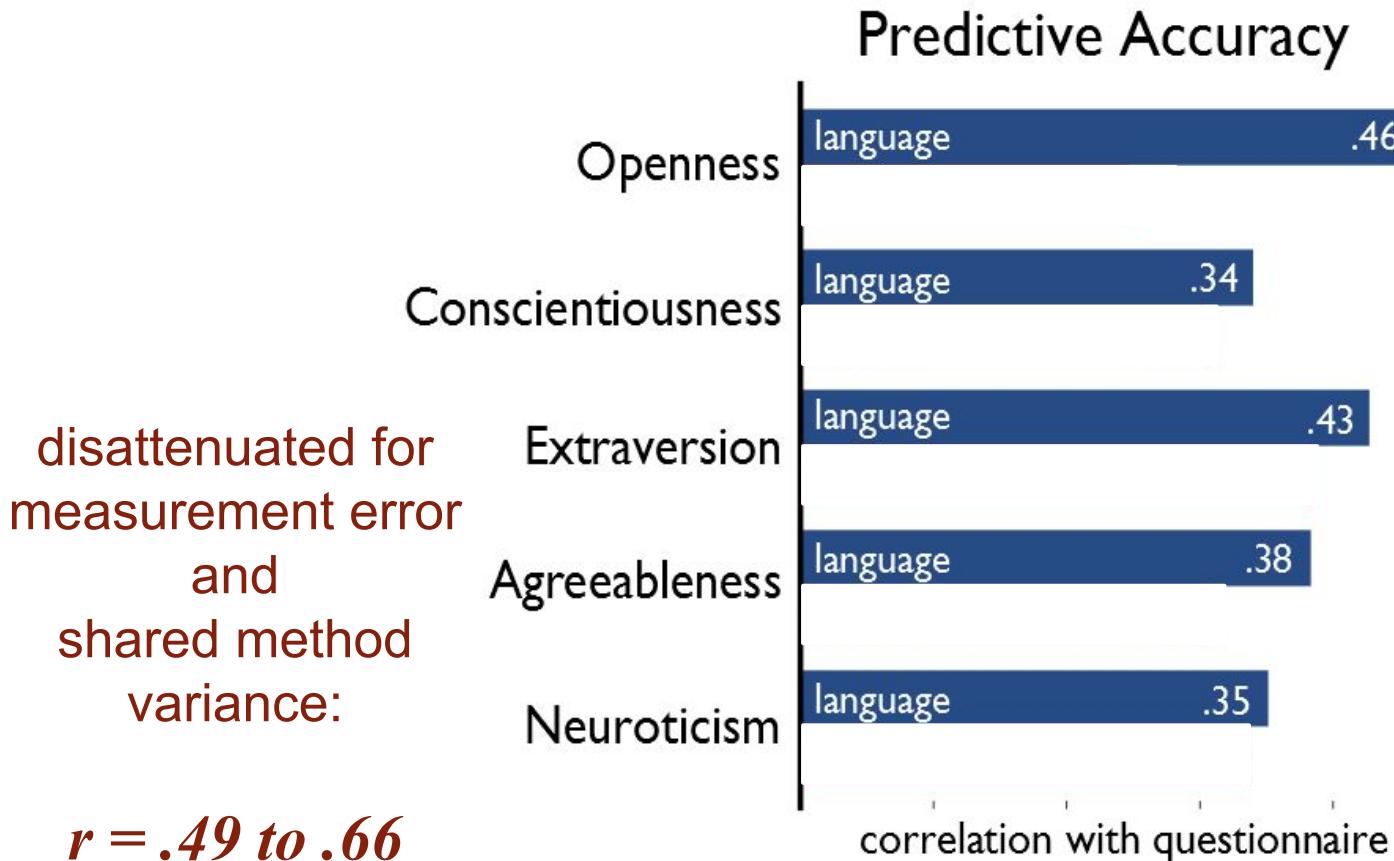
regression  
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deep learning



# Language-Based Assessment Evaluation



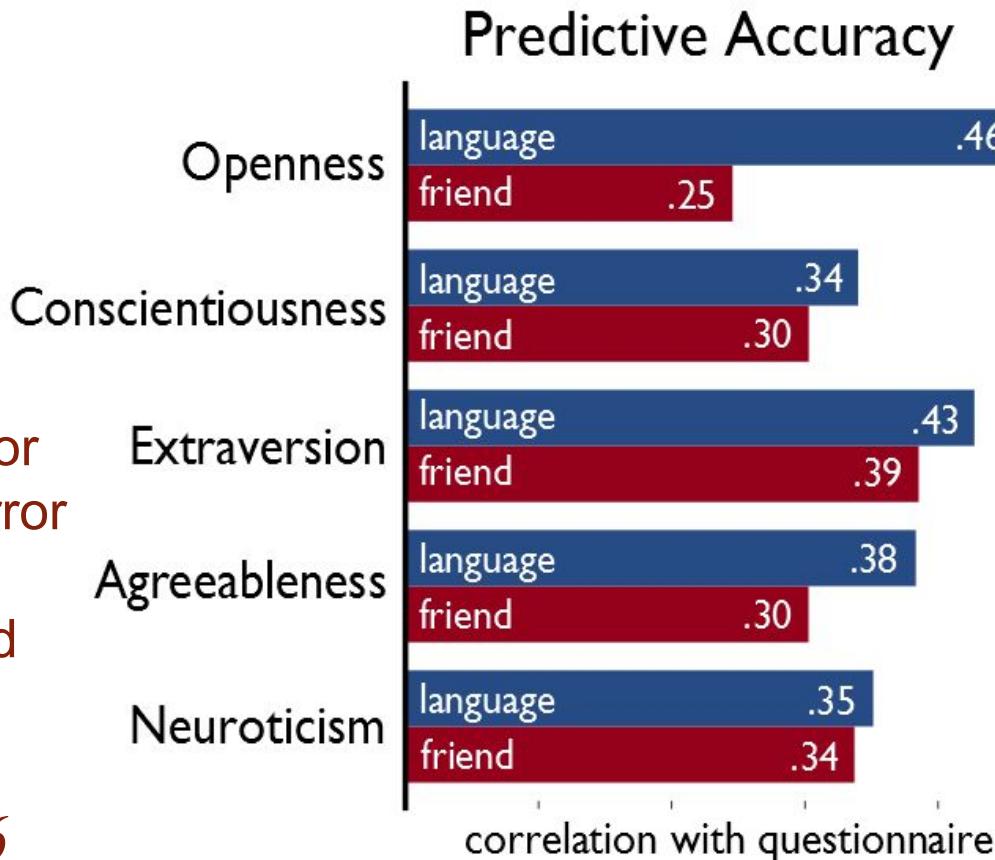
# Language-Based Assessment Evaluation



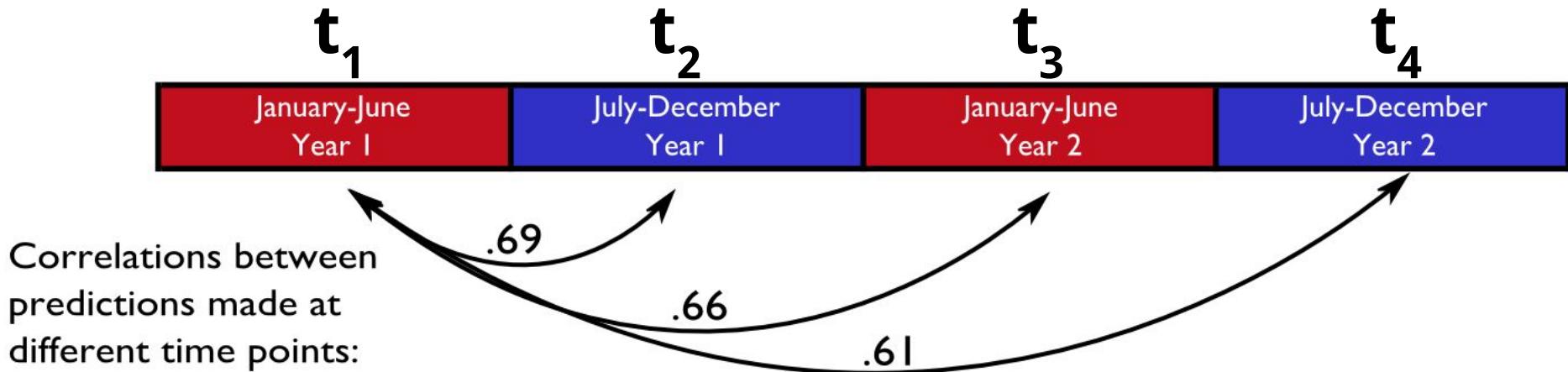
# Language-Based Assessment Evaluation

disattenuated for  
measurement error  
and  
shared method  
variance:

$$r = .49 \text{ to } .66$$



# Is it reliable and stable over time?

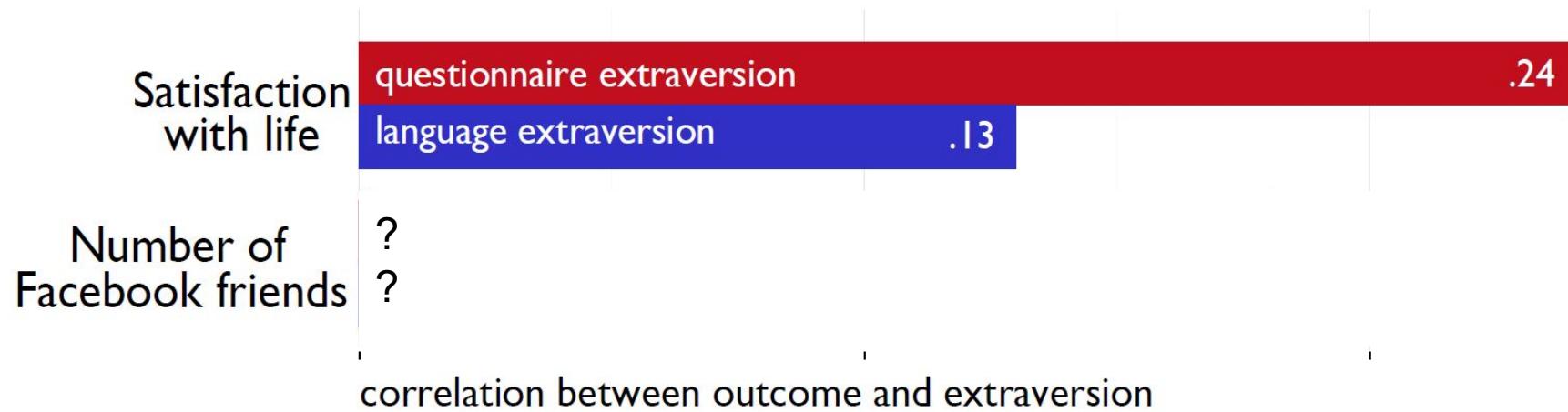


Online 6-month test-retest of 20-item questionnaire:

$$r = .71$$

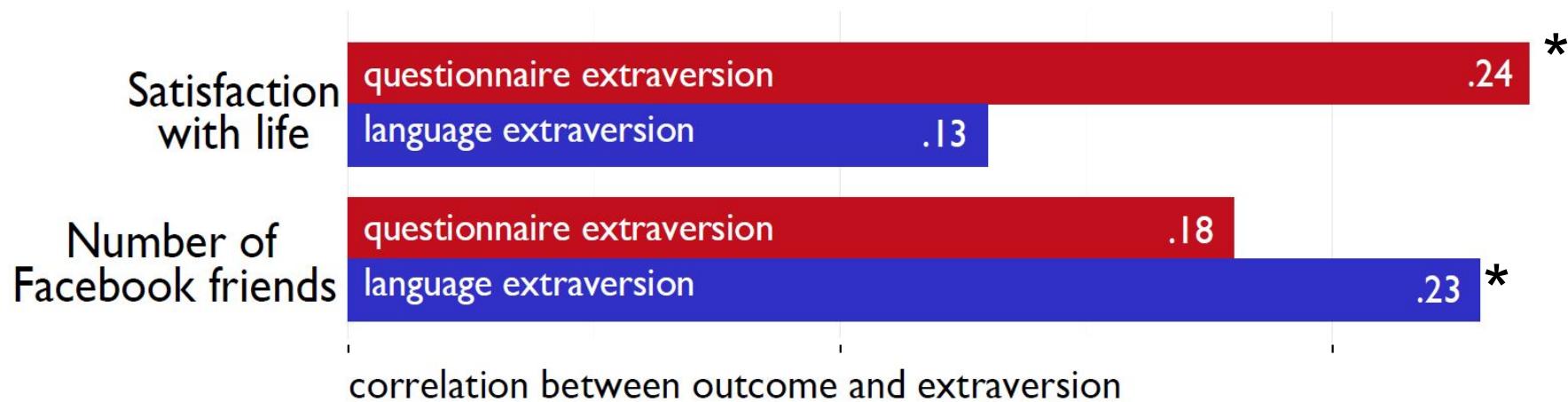
# Does it generalize to other outcomes?

## Example: extraversion



# Does it generalize to other outcomes?

## Example: extraversion



# Other Outcomes?

Personality  
(Schwartz et al., 2013;  
Park et al., 2015)

# Other Outcomes?

## Life Satisfaction

(Schwartz et al., 2013; 2016)

## Personality

(Schwartz et al., 2013;  
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Life Satisfaction

(Schwartz et al., 2013; 2016)

Personality

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Emotion / Affect

(Preotiuc-Pietro et al., 2016)

# Other Outcomes?

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(Schwartz et al., 2013; 2016)

## Mental Health

(Schwartz et al., 2013;  
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(Buffone et al., 2018)

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Eichstaedt, ..., & Schwartz  
*PNAS, October, 2018.*

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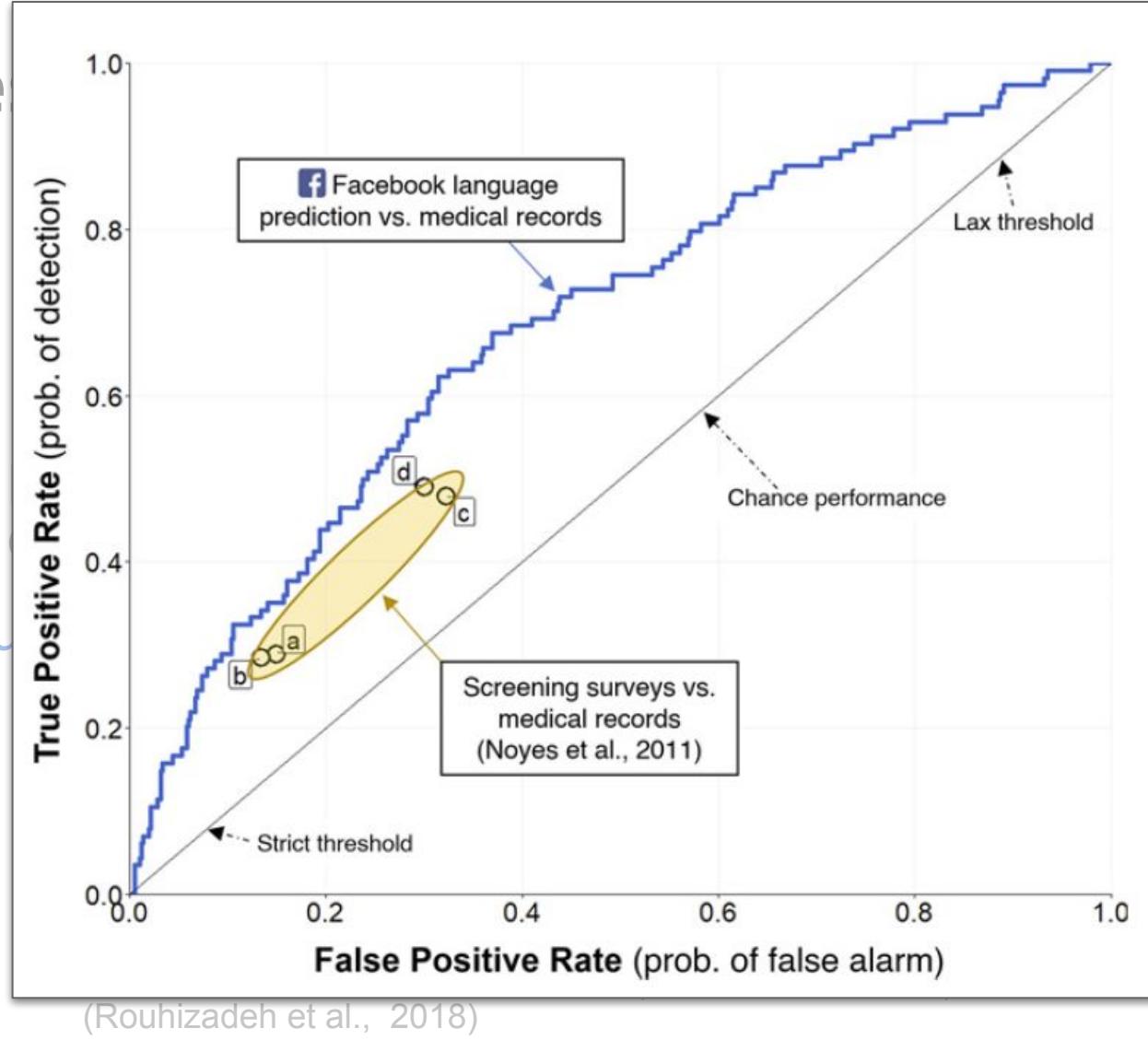
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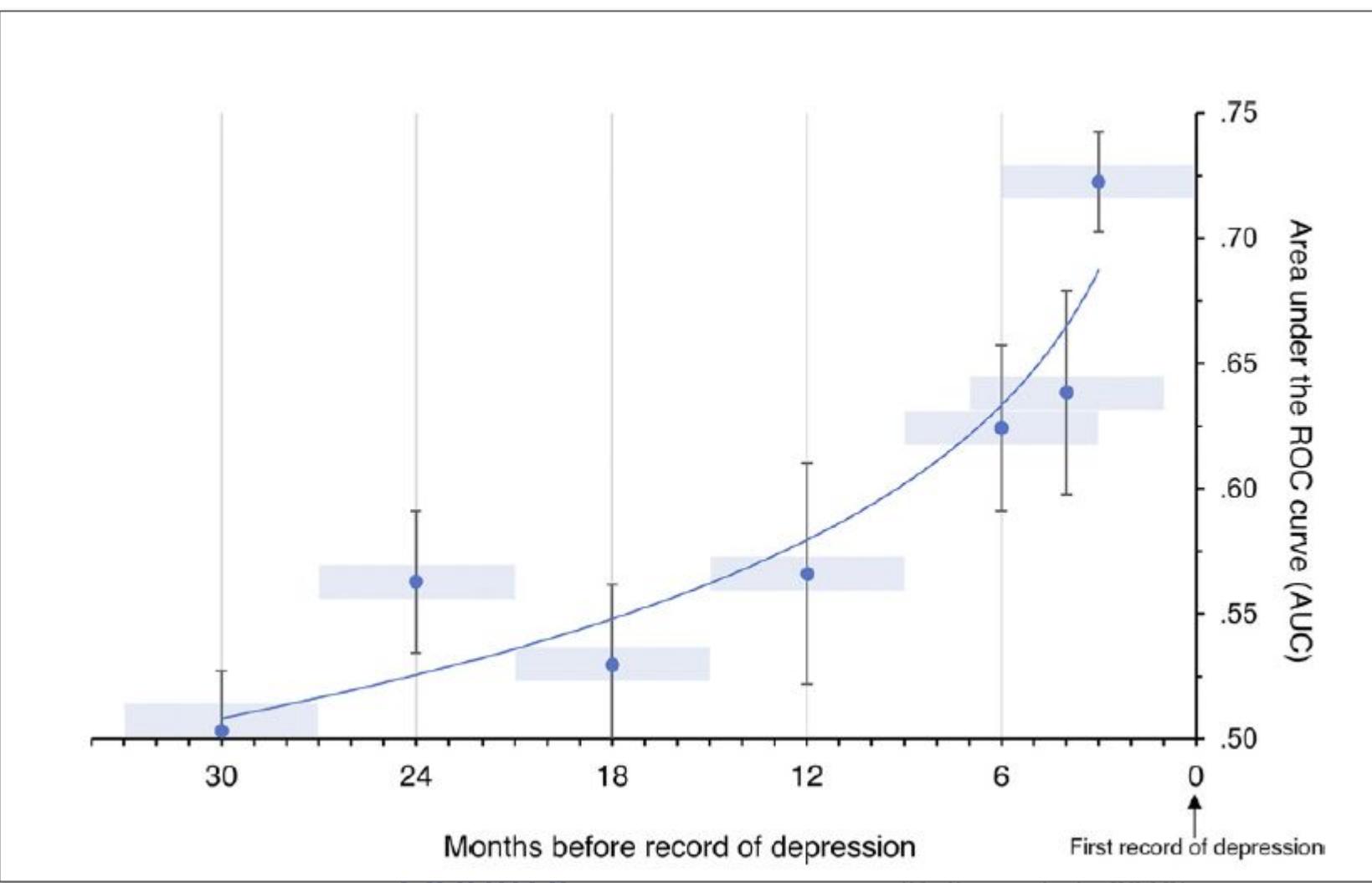
(Schwarz et al., 2018; Coppersmith et al., 2018; Eichstaedt et al., 2018)

## Spirituality

(Yaden et al., 2018)

## Causal

(Son et al., 2018)



Eichstaedt, ..., & Schwartz  
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Control  
(Rouhizadeh et al., 2018)

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Eichstaedt, ..., & Schwartz  
*PNAS, October, 2018.*

## Topics that predict depression



# Depth?

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(Schwartz et al., 2013; 2016)

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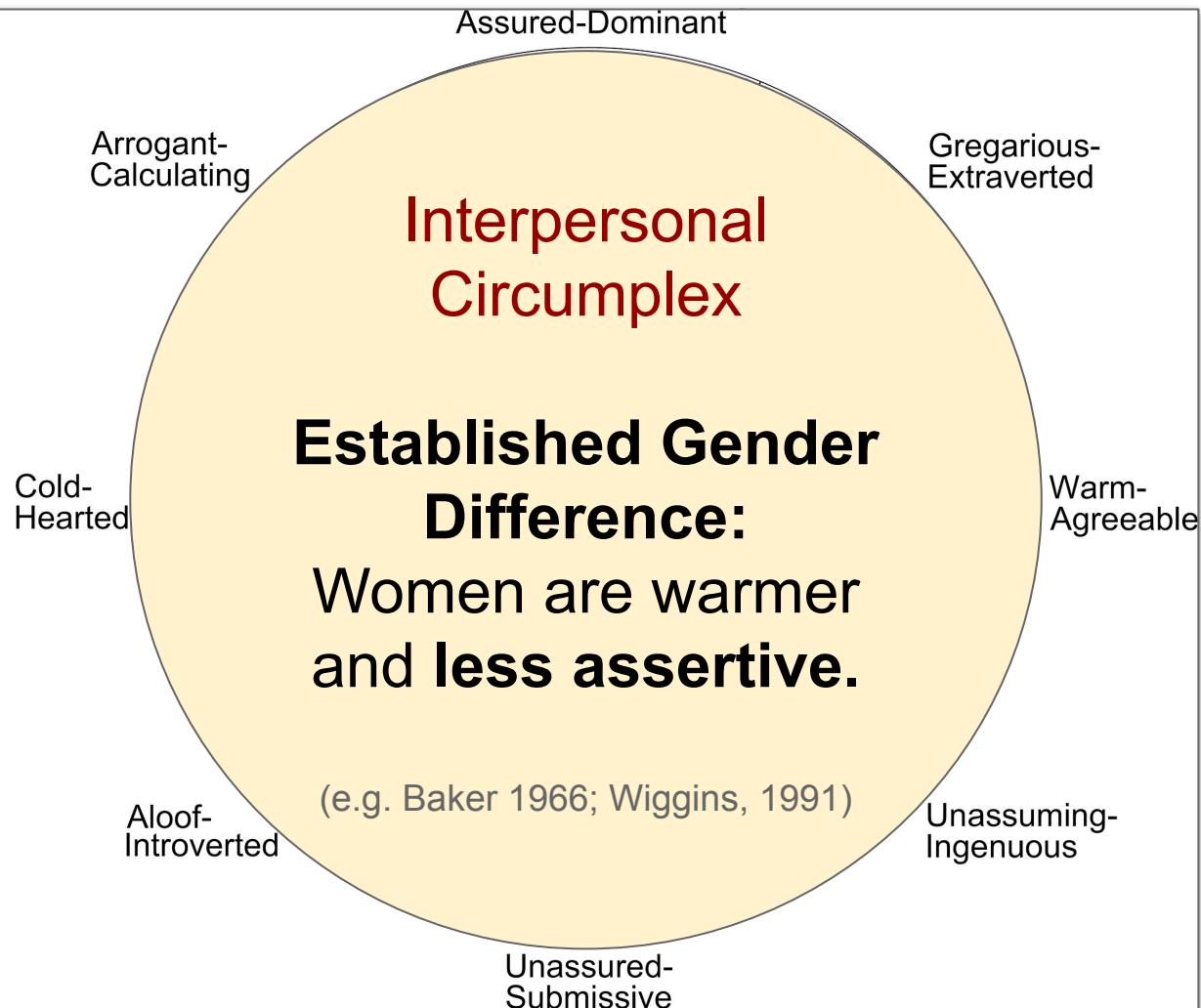
(Rouhizadeh et al., 2018)

## Trustfulness

(Buffone et al., 2018)

# Depth?

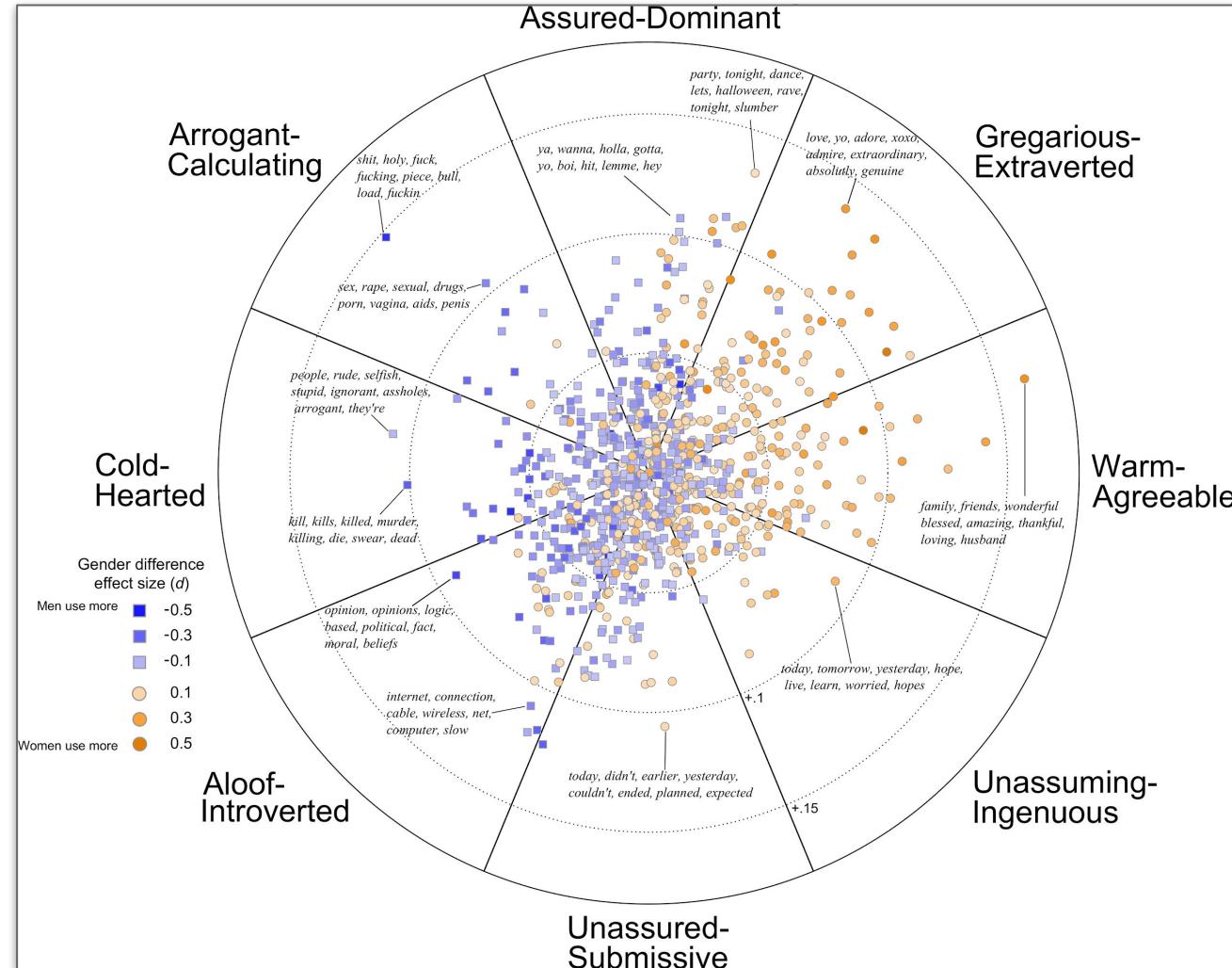
## Personality



## Demographics

(Park et al., 2017)

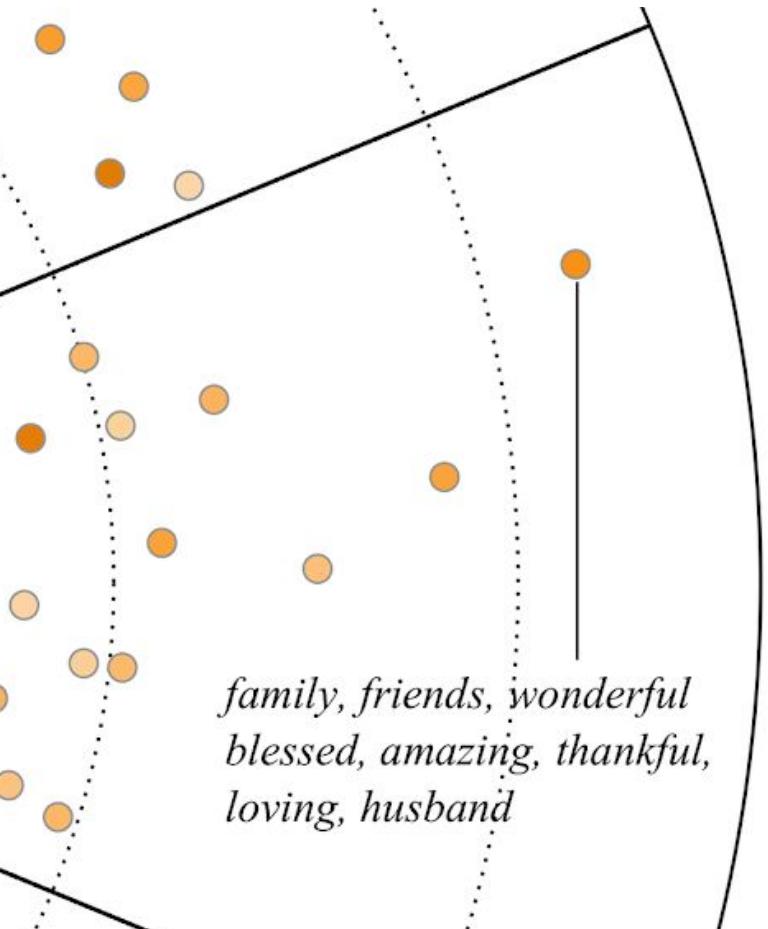
# Depth? Personality



## Demographics

(Park et al., 2017)

# Depth?



## Personality

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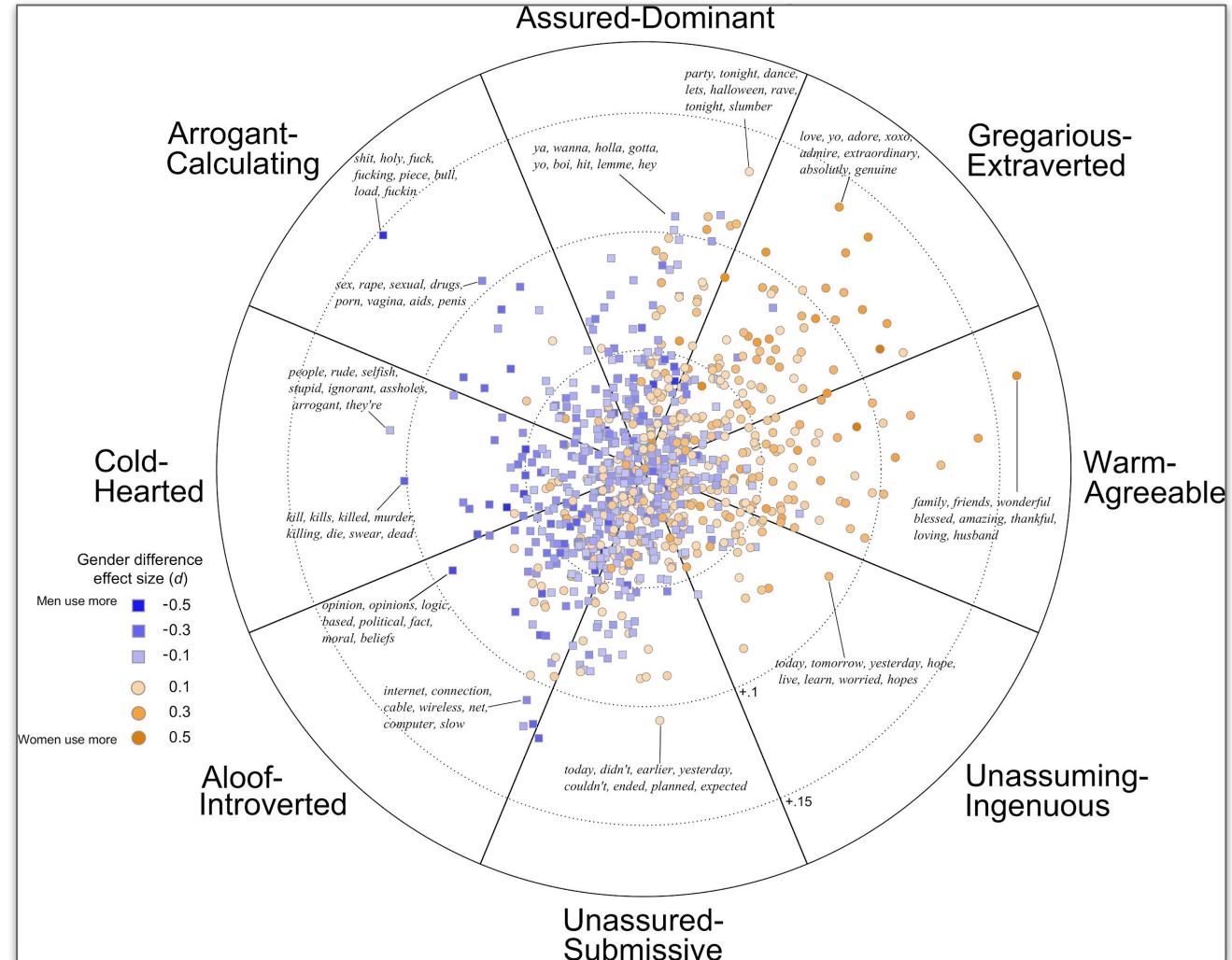
## Demographics

(Sap et al., 2014)

# Warm-Agreeable

(Park et al., 2017)

# Depth? Personality



## Demographics

(Park et al., 2017)

# Depth?

Cold-  
Hearted

Gender difference  
effect size ( $d$ )  
more      ■      -0.5

## Personality

(Schwartz et al., 2013;  
Park et al., 2015)

*people, rude, selfish,  
stupid, ignorant, aholes,  
arrogant, they're*

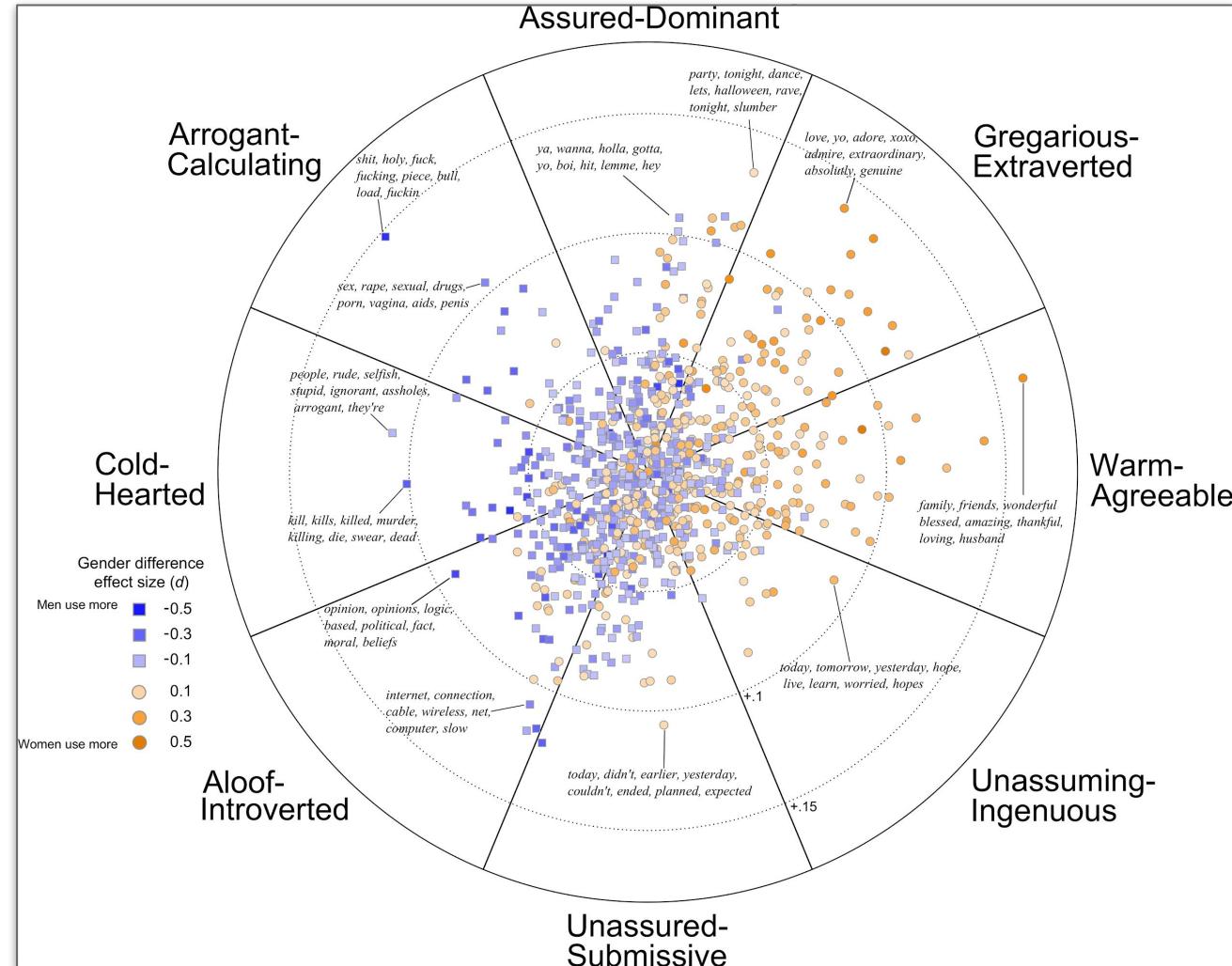
■ Demographics

*kill, kills, killed, murder,  
killing, die, swear, dead*

*opinion, opinions, logic,*

(Park et al., 2017)

# Depth? Personality

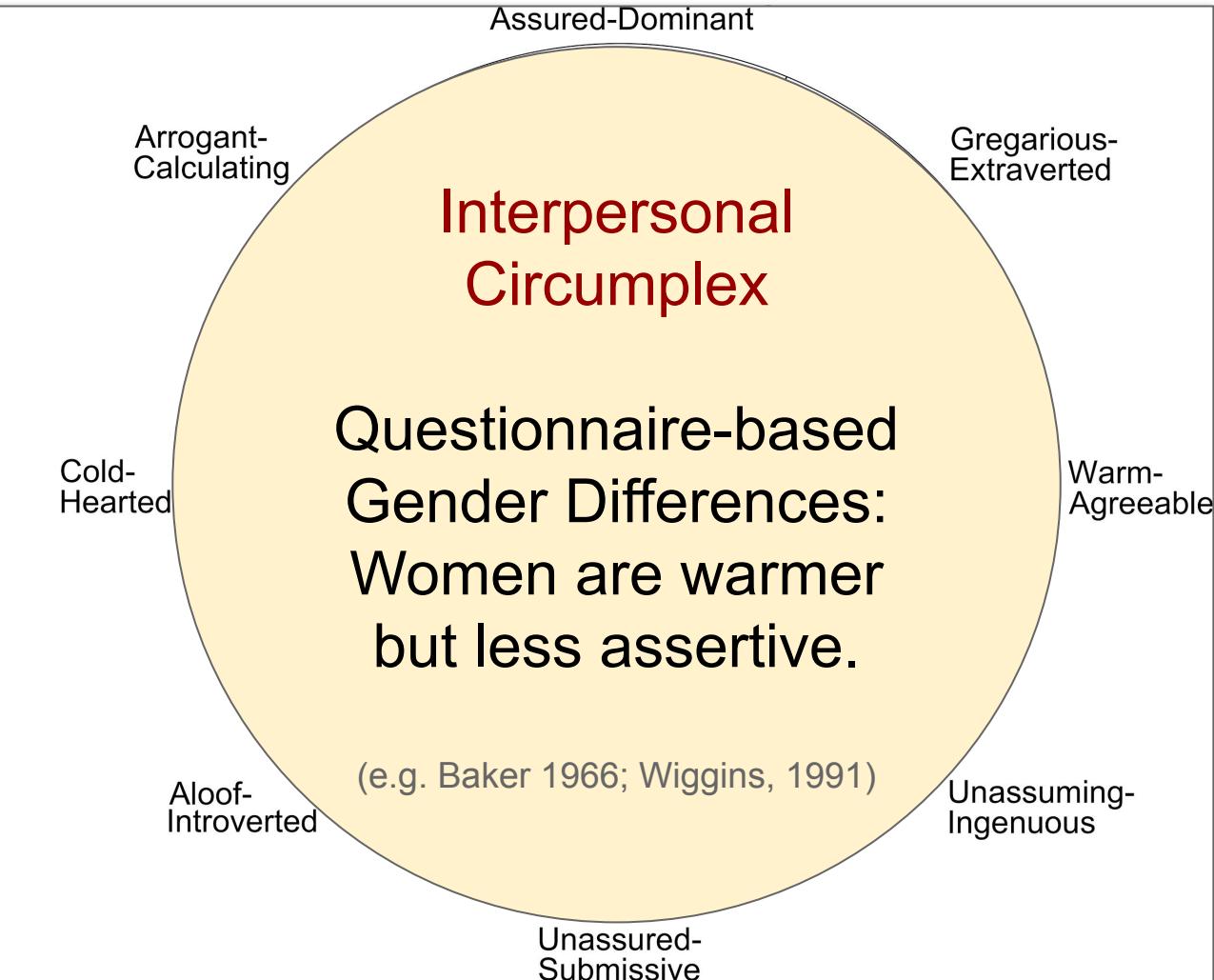


## Demographics

(Park et al., 2017)

# Depth?

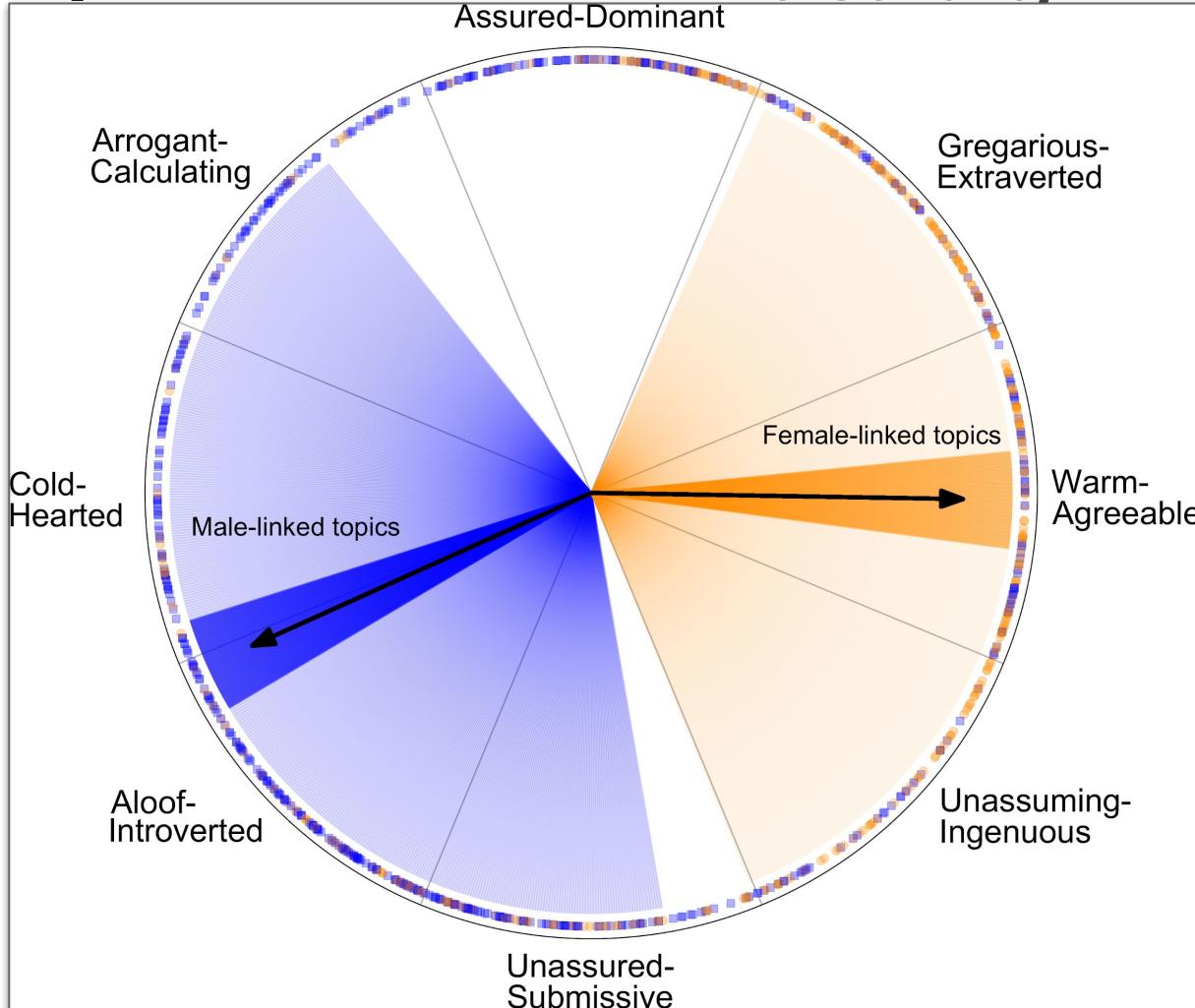
## Personality



## Demographics

(Park et al., 2017)

# Depth? Personality



## Demographics

(Park et al., 2017)

# Depth?

**Life Satisfaction**  
(Schwartz et al., 2013; 2016)

**Mental Health**  
(Schwartz et al., 2013;  
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**Emotion / Affect**  
(Preotiuc-Pietro et al., 2016)

**Dark Triad**  
(Preotiuc-Pietro et al., 2016)

**Meaning in Life**  
(Schwartz et al., 2016)

**Control**  
(Rouhizadeh et al., 2018)

**Characterizing Gratitude**  
(Carpenter et al., 2016)

**Demographics**  
(Sap et al., 2014)  
(Park et al., 2017)

**Temporal Orientation**  
(Schwartz et al., 2015)

**Trustfulness**  
(Buffone et al., 2018)

# Depth?

**Life Satisfaction**  
(Schwartz et al., 2013; 2016)

**Mental Health**  
(Schwartz et al., 2013;  
Coppersmith et al., 2014;  
Eichstaedt et al., 2018)

**Spiritual/Religious Outcomes**  
(Yaden et al., 2016, 2017)

**Causal Explanations**  
(Son et al., 2018)

**Personality**  
(Schwartz et al., 2013;  
Park et al., 2015)

**Emotion / Affect**  
(Preotiuc-Pietro et al., 2016)

**Dark Triad**  
(Preotiuc-Pietro et al., 2016)

**Meaning in Life**  
(Schwartz et al., 2016)

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(Buffone et al., 2018)

# Depth?

facets  
of  
**agreeableness**

	Questionnaire:	<i>Dis att. <math>\beta</math></i>
Trust		.54
Morality		
Altruism		
Cooperation		
Modesty		
Sympathy		

*Age-gender adjusted beta*

Trust from  
Language  
*Dis att.  $\beta$*

**Trustfulness**  
(Buffone, Zamani et al., 2018)

# Depth?

facets of agreeableness	Questionnaire:	Trust from Language <i>Dis att. <math>\beta</math></i>
	Trust	.54
	Morality	.15
	Altruism	
	Cooperation	
	Modesty	-.03
	Sympathy	.08

*Age-gender adjusted beta*

**Trustfulness**  
(Buffone, Zamani et al., 2018)

# Depth?

facets  
of  
**agreeableness**

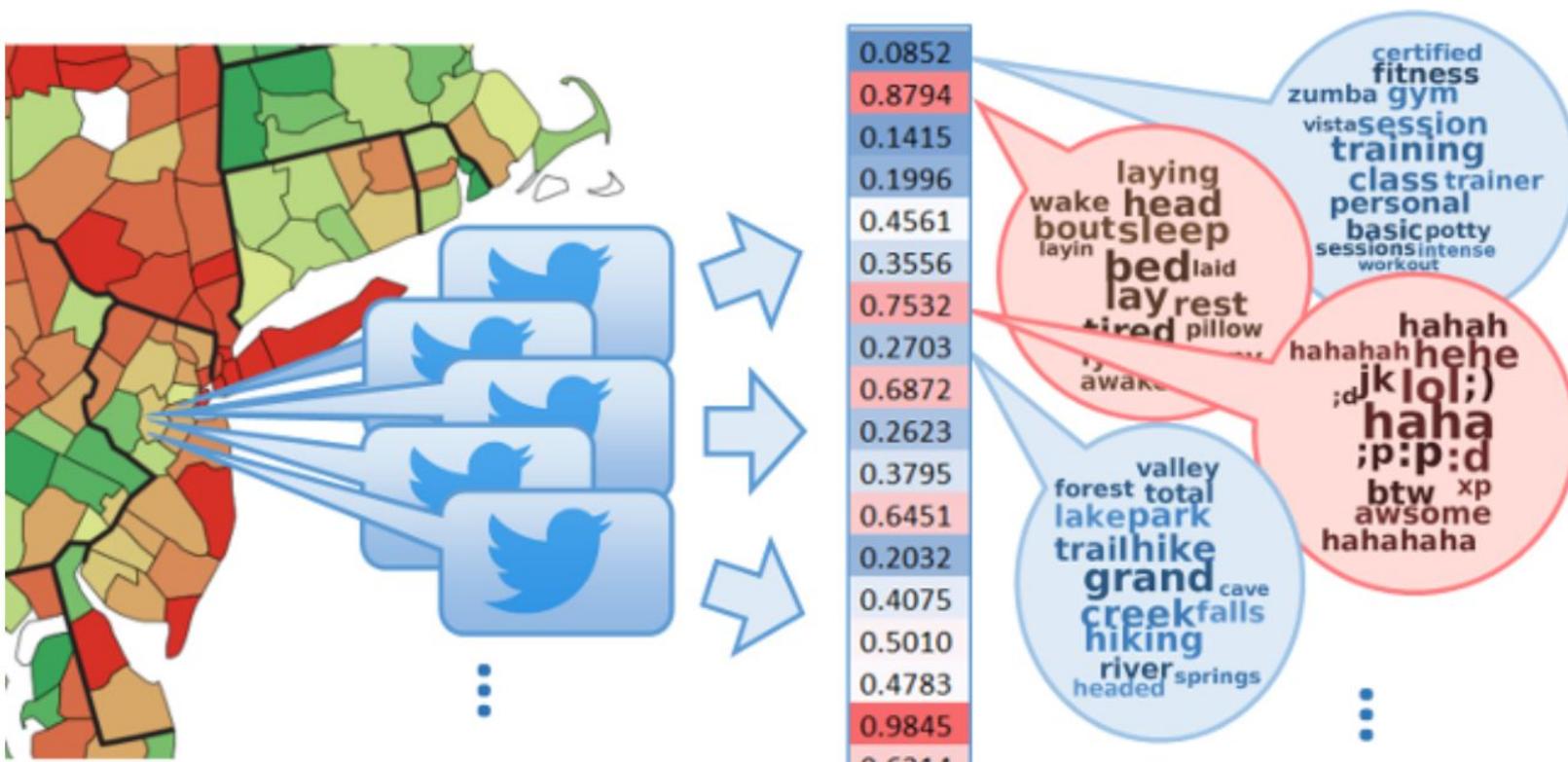
Questionnaire:  
Trust from  
Language  
*Dis att.  $\beta$*

Trust	.54
Morality	.15
Altruism	.23
Cooperation	.35
Modesty	-.03
Sympathy	.08

*Age-gender adjusted beta*

**Trustfulness**  
(Buffone, Zamani et al., 2018)

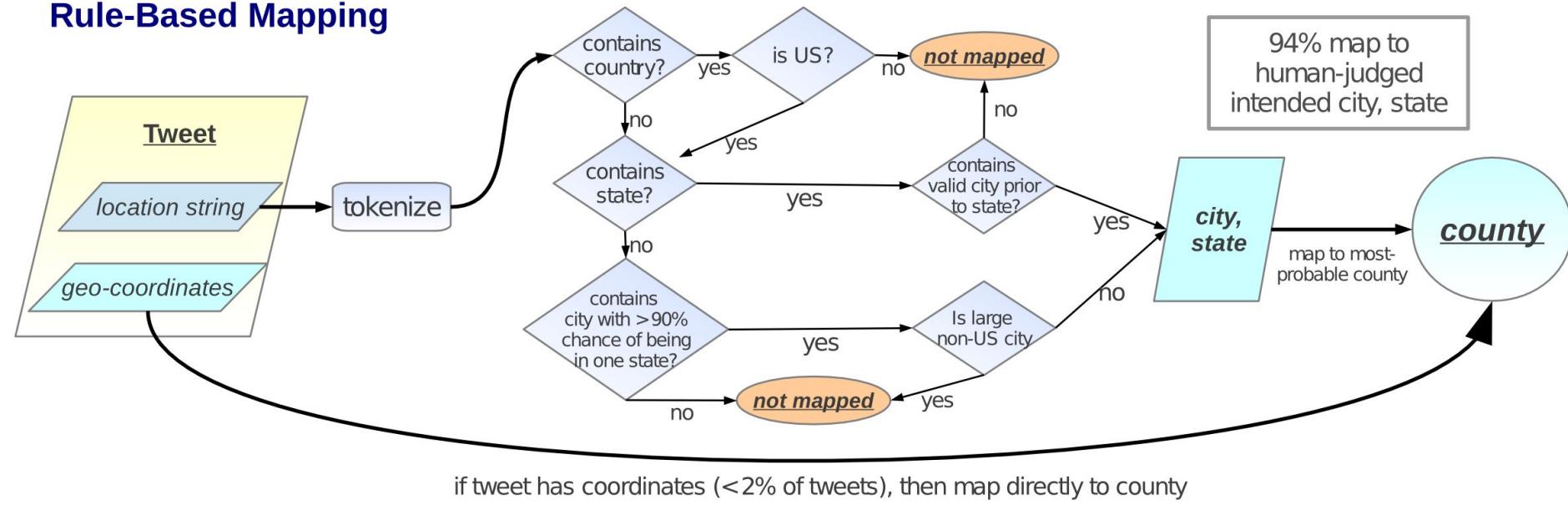
# A Community's Digital Footprint as an Encoding of Who They Are



(Schwartz, 2018)

# 1. Text-based Geolocation

## Rule-Based Mapping

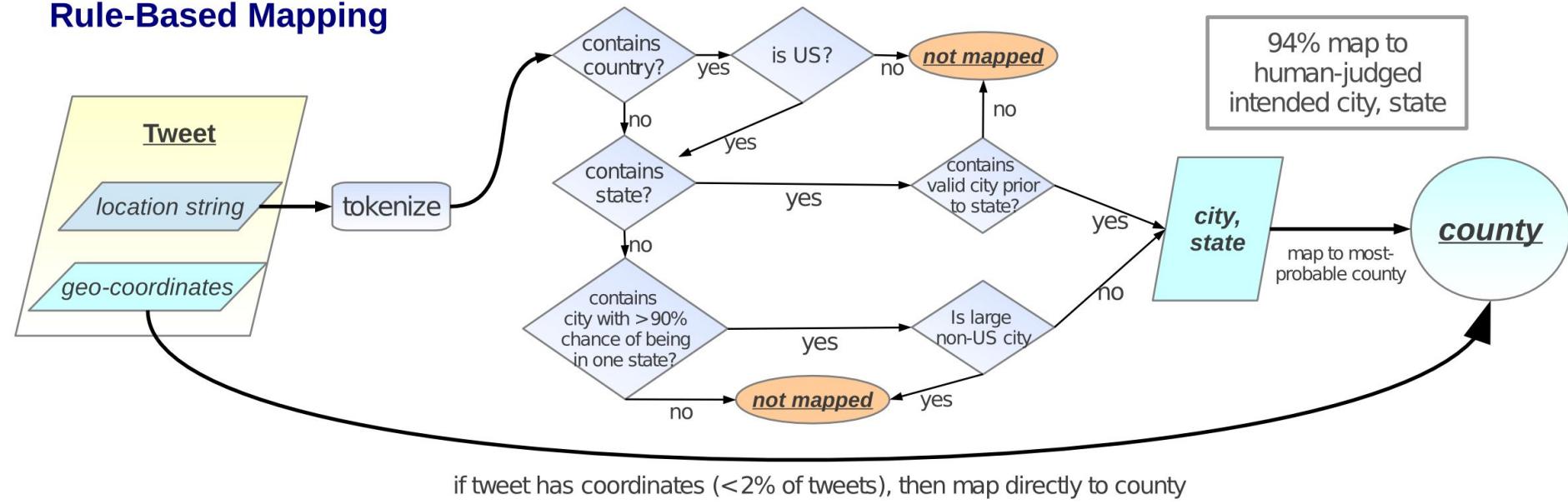


## versions

1. Language-behavior based (e.g. status updates, tweets)
2. Profile-based (e.g. free-response location field)

# 1. Text-based Geolocation

## Rule-Based Mapping



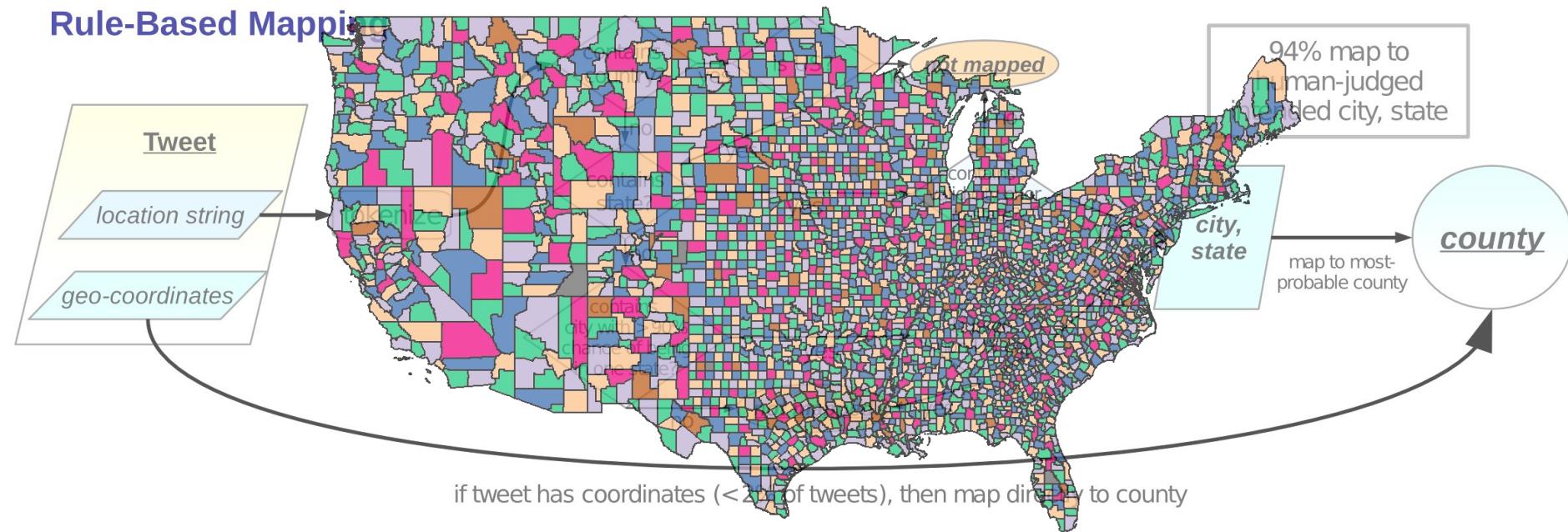
versions

94% accuracy at mapping to U.S. counties

1. Language-behavior based (e.g. status updates, tweets)
2. Profile-based (e.g. free-response location field)

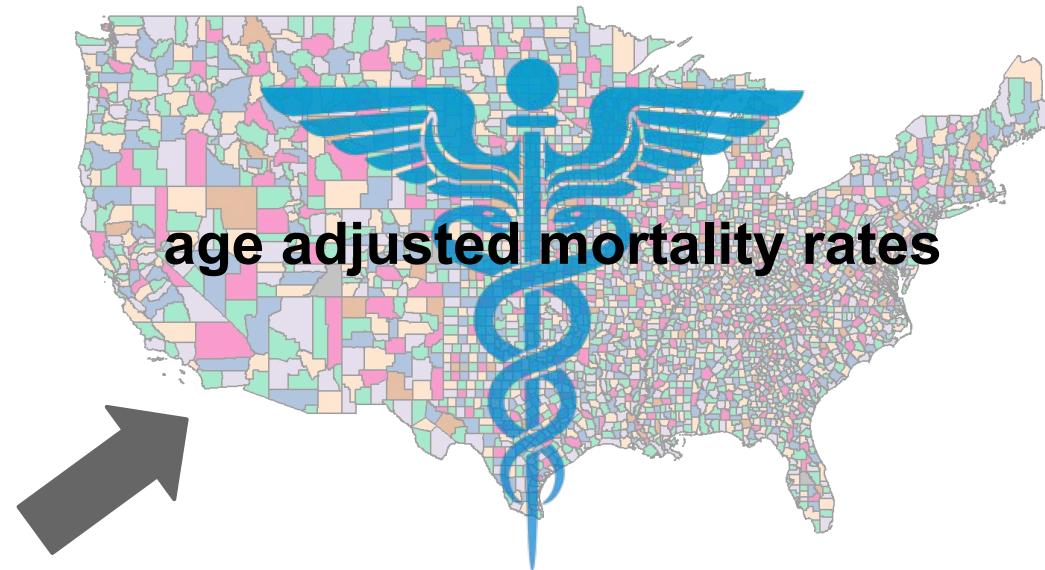
# 1. Text-based Geolocation

## Rule-Based Mapping

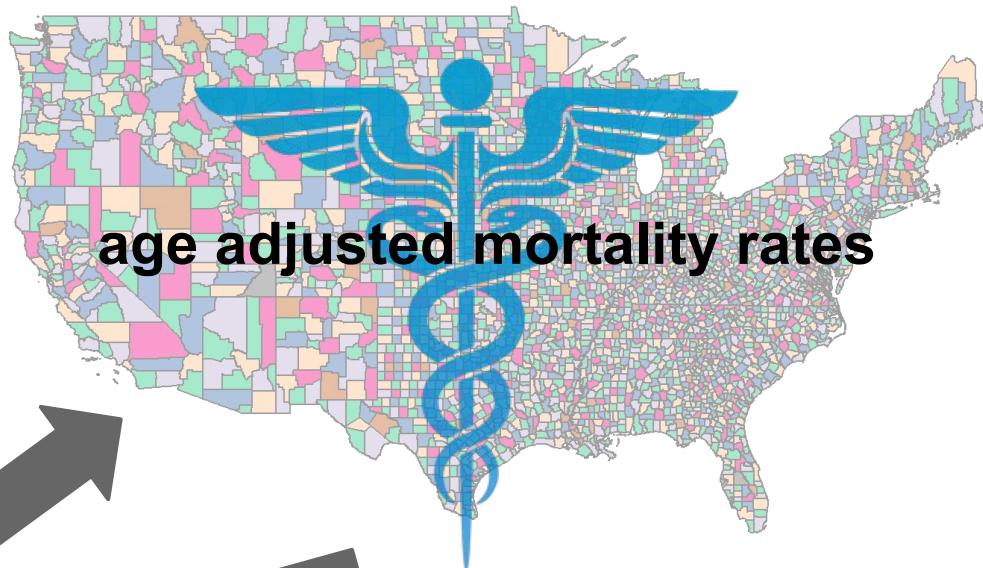


94% accuracy at mapping to U.S. cities

1. Language-behavior based (e.g. status updates, tweets)
2. Profile-based (e.g. free-response location field)



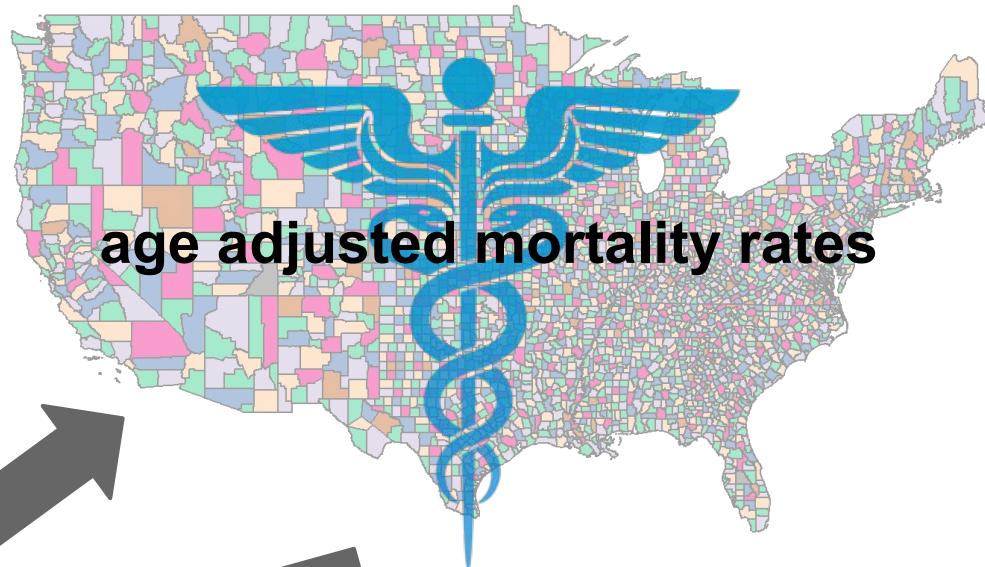
**age  
gender  
race**



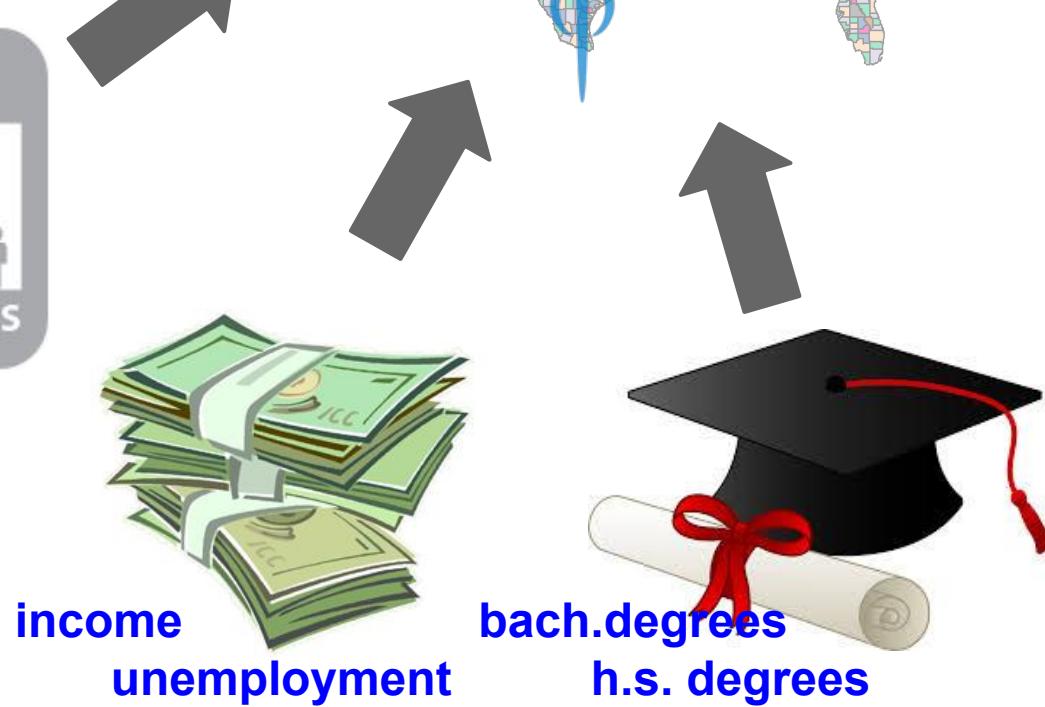
age  
gender  
race

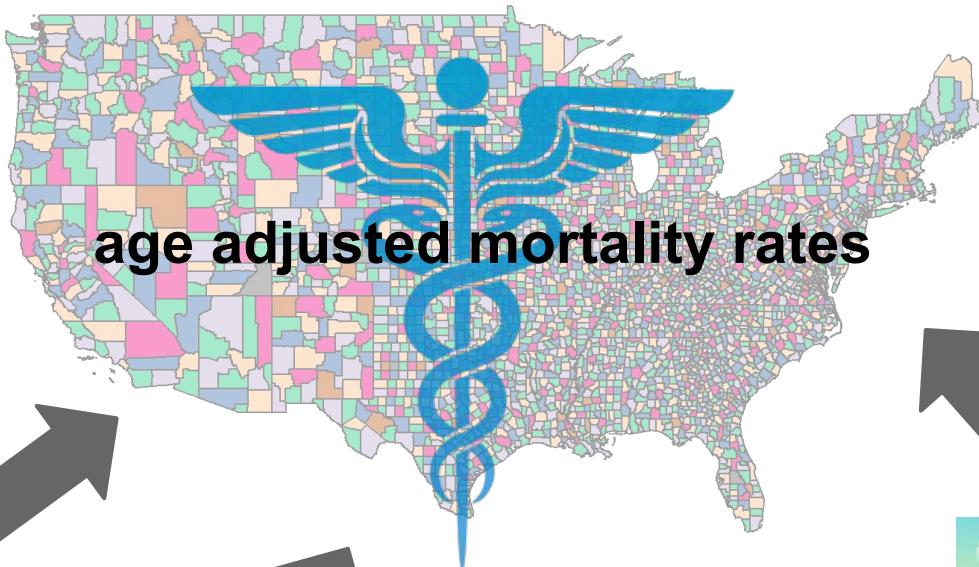


income  
unemployment



age  
gender  
race





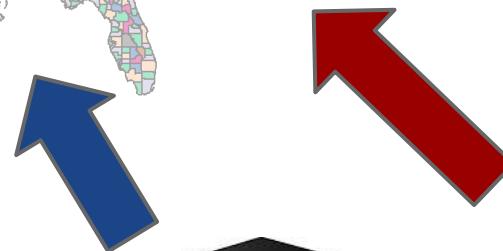
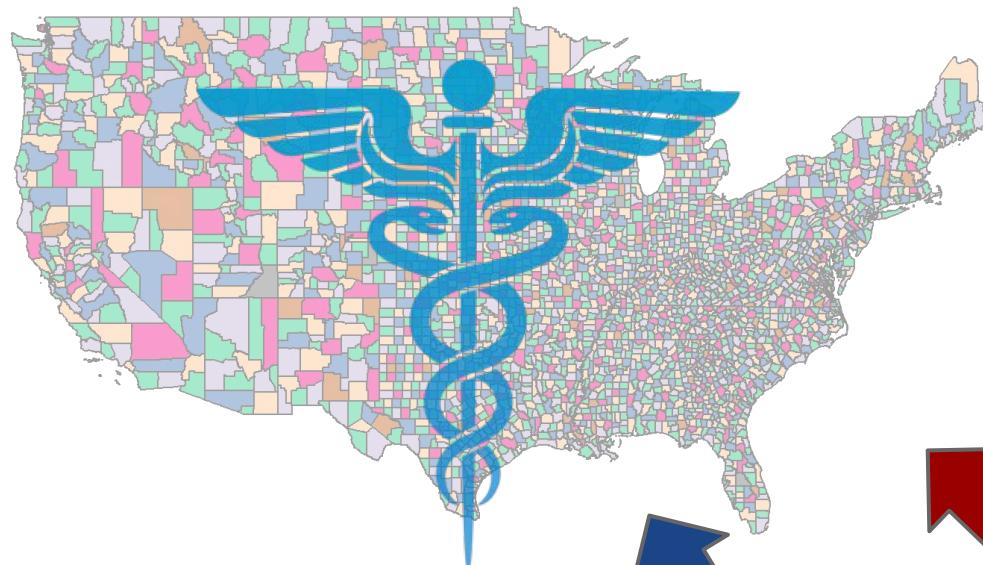
age  
gender  
race

income  
unemployment

bach.degrees  
h.s. degrees



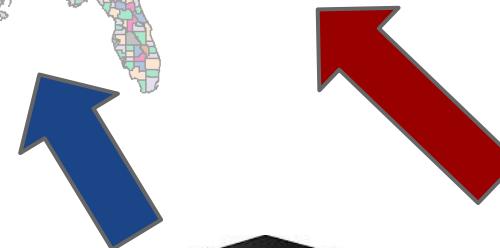
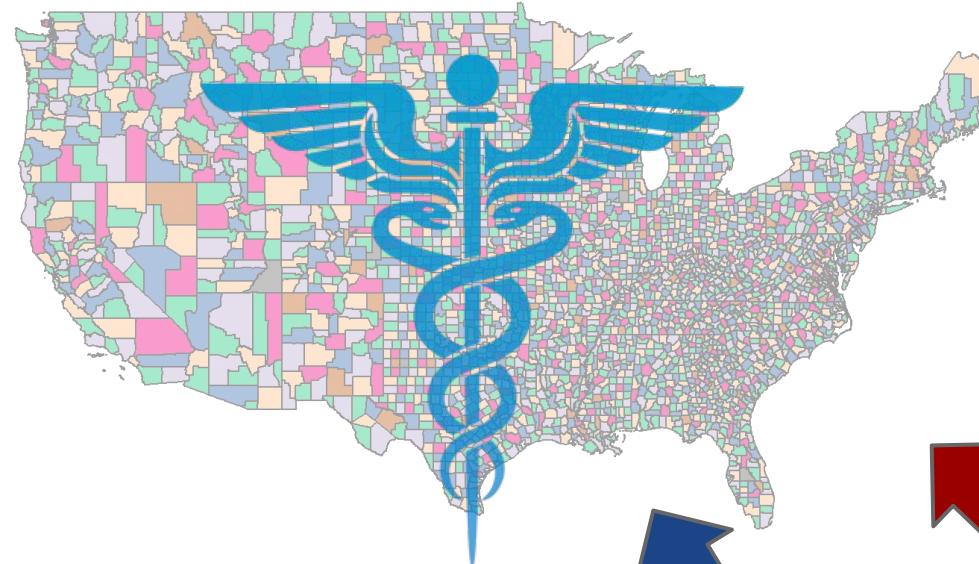
pop. density  
% married



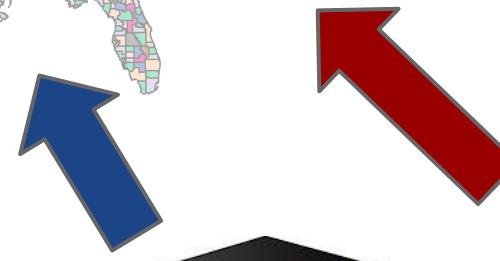
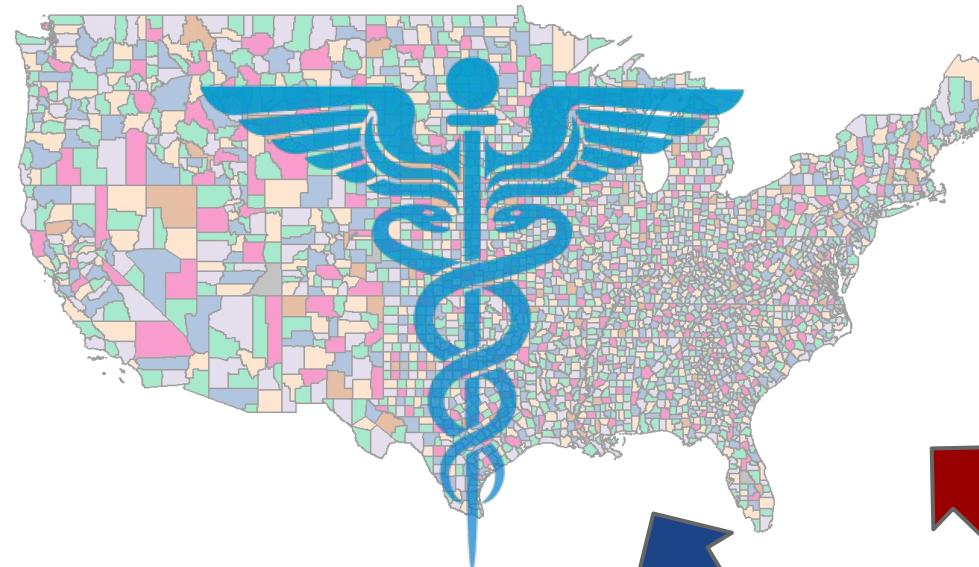
Variance Explained



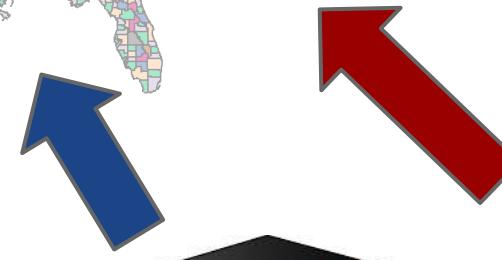
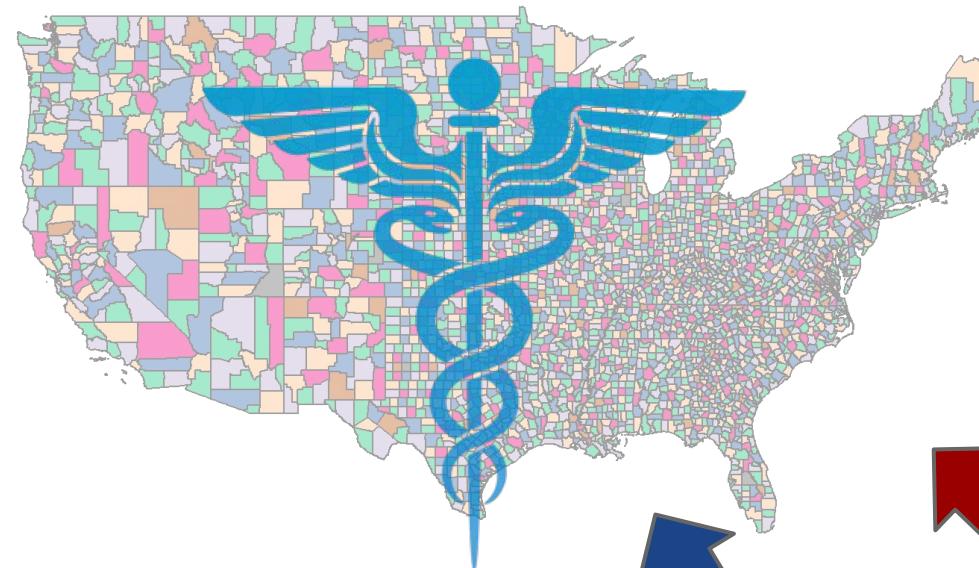
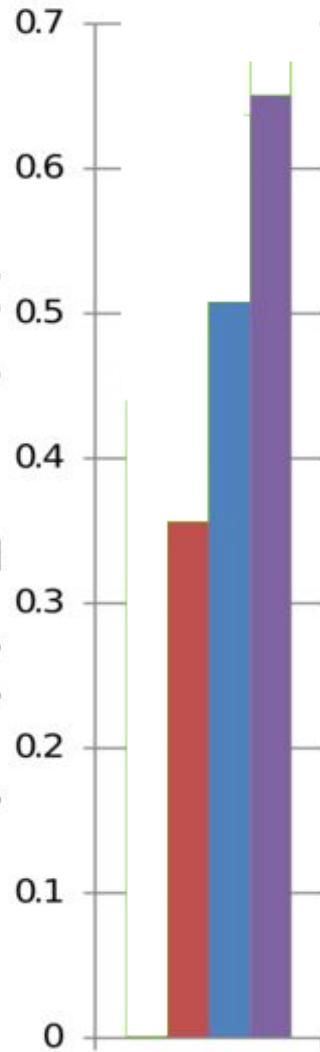
Tested Out-of-Sample



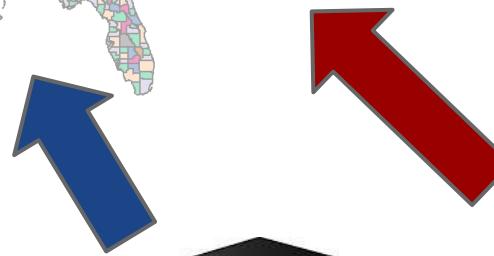
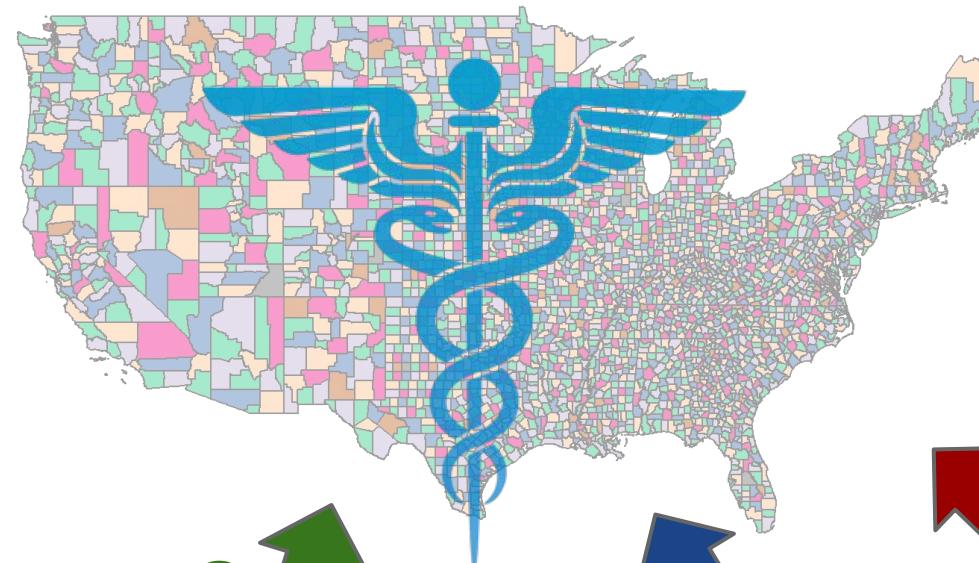
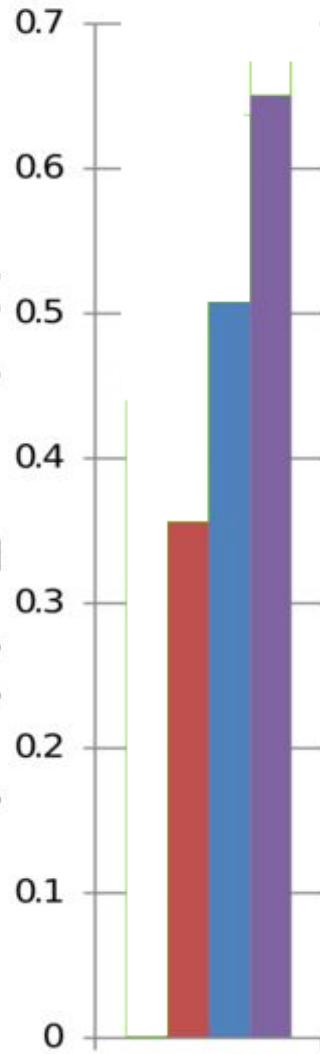
Variance Explained

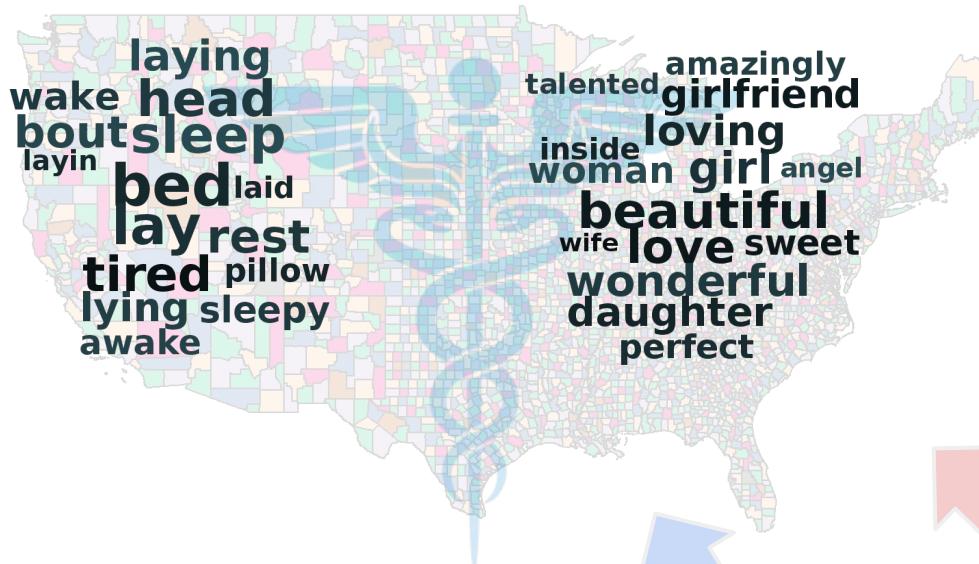
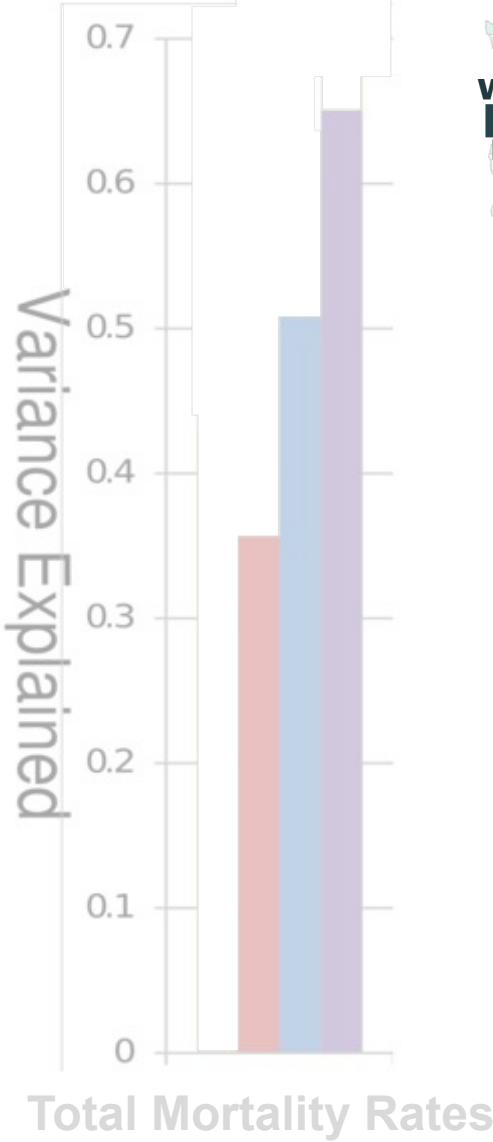


Variance Explained



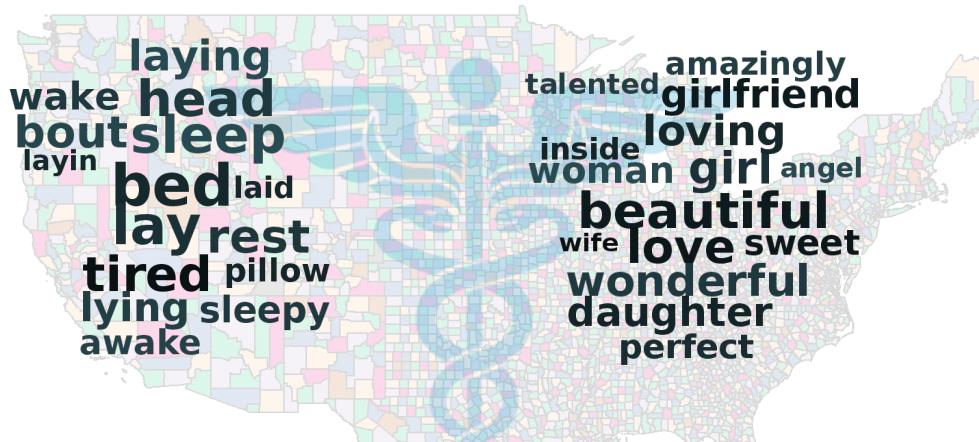
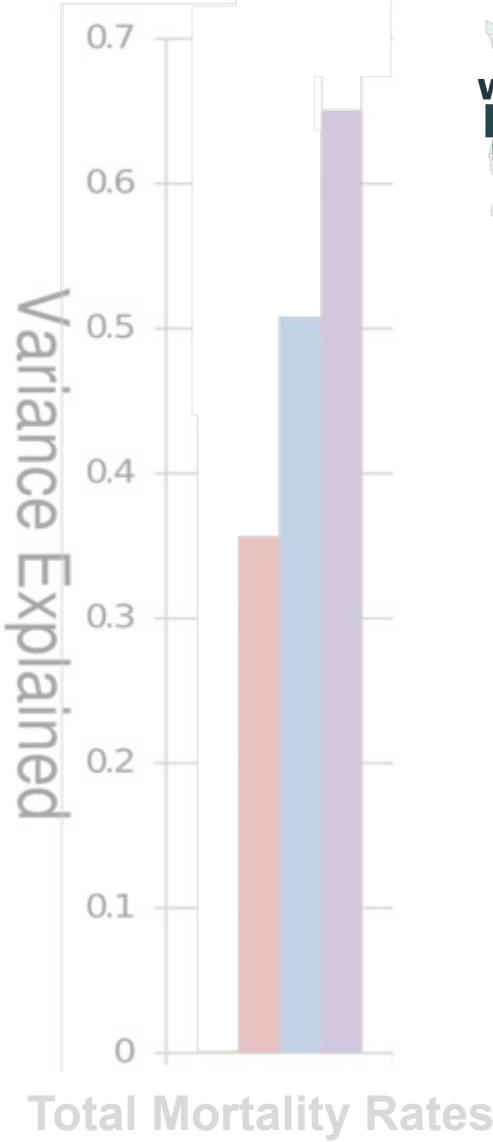
Variance Explained



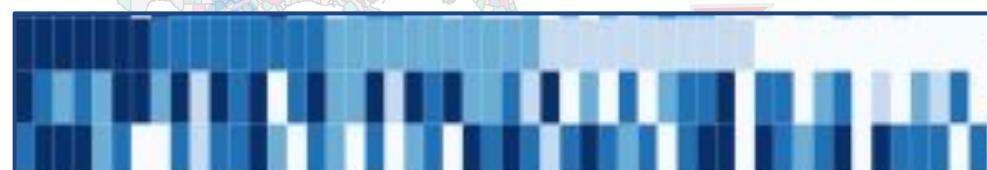


homecoming  
basketball  
hockeyplay  
football  
twins game  
tonight intense  
watch boys season  
volleyball pumped  
baseball

honestly  
arent alot  
confused  
idc dont live  
isnt im idk  
anymore  
whats mad  
wont upset

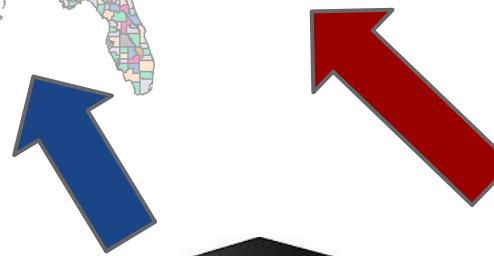
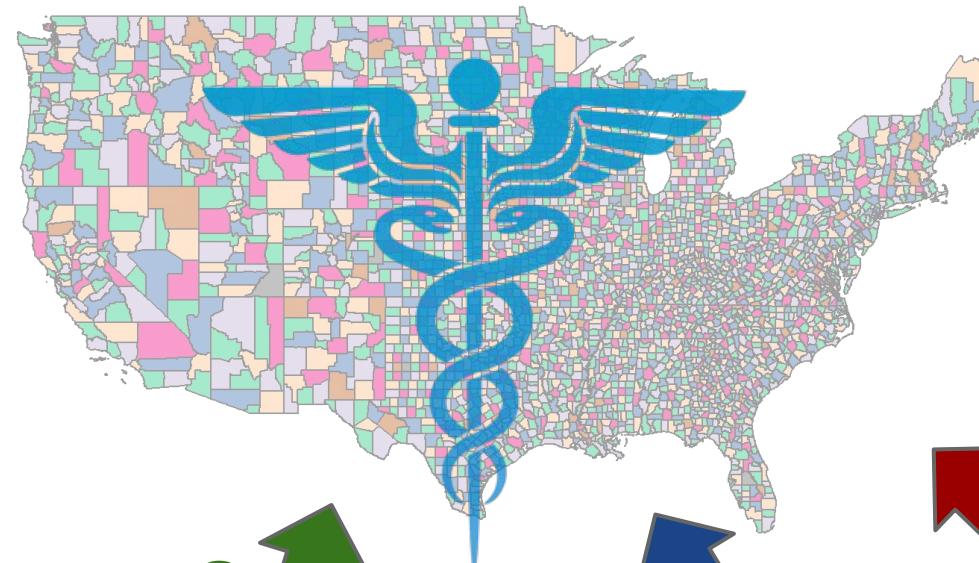
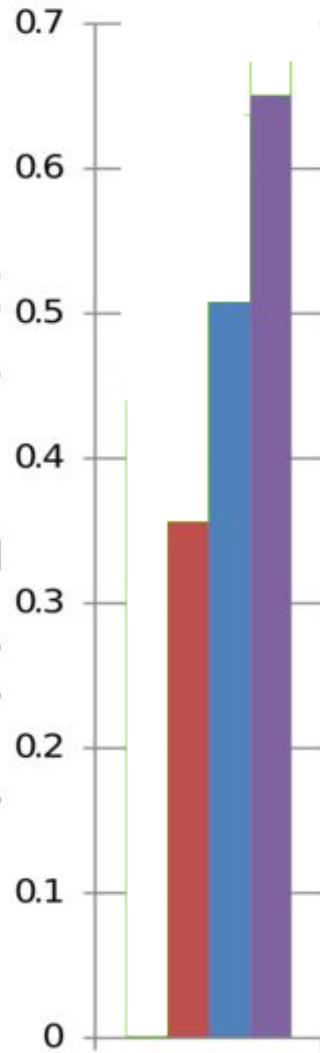


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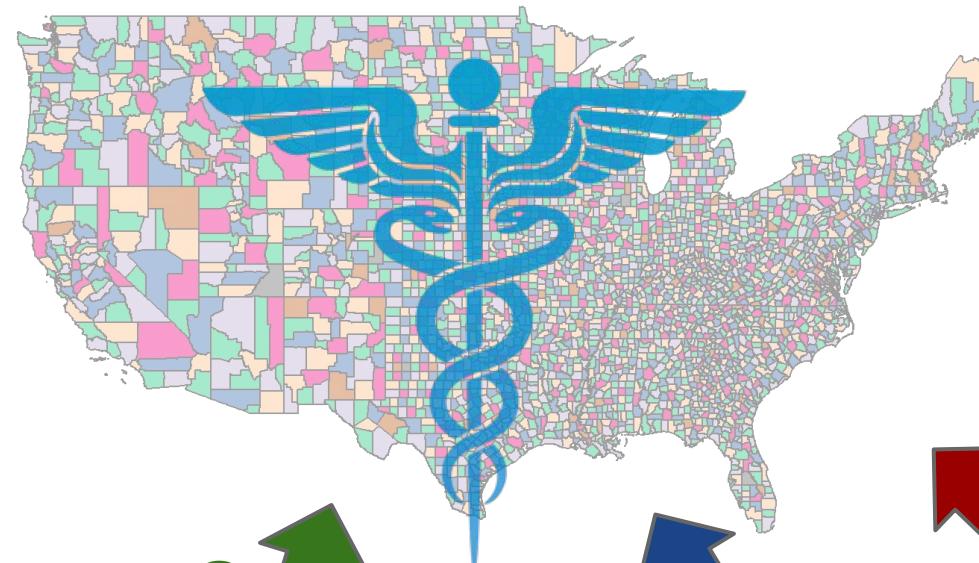
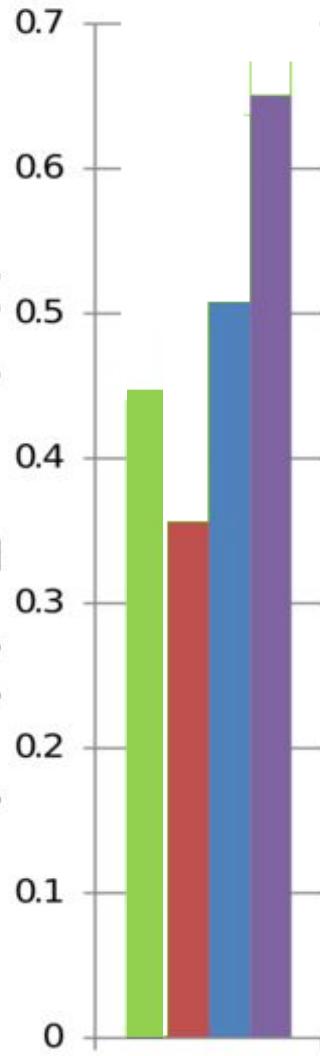


valley  
forest total  
lakepark  
trailhike  
grand  
creek falls cave  
hiking  
river headed  
springs  
honestly  
arent alot  
confused  
idc dont live  
isnt im idk  
anymore  
whats mad upset  
wont

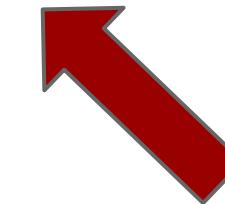
Variance Explained

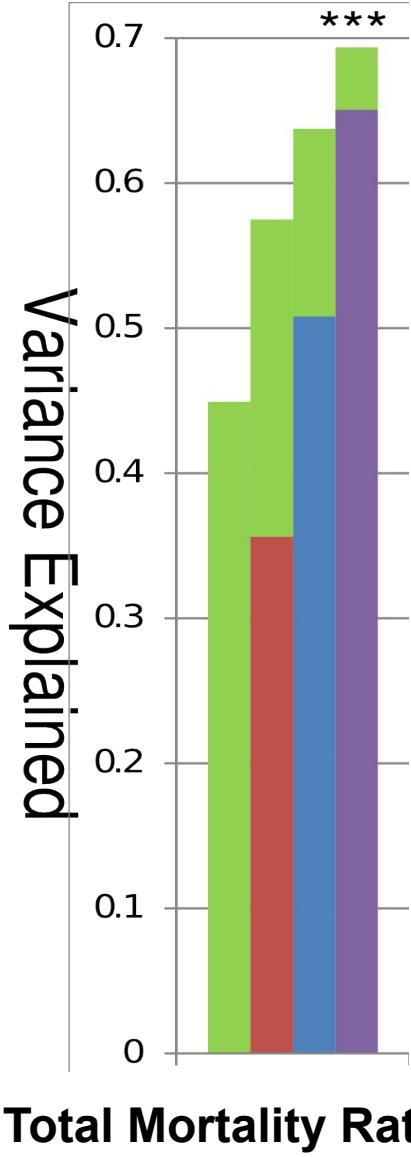


Variance Explained



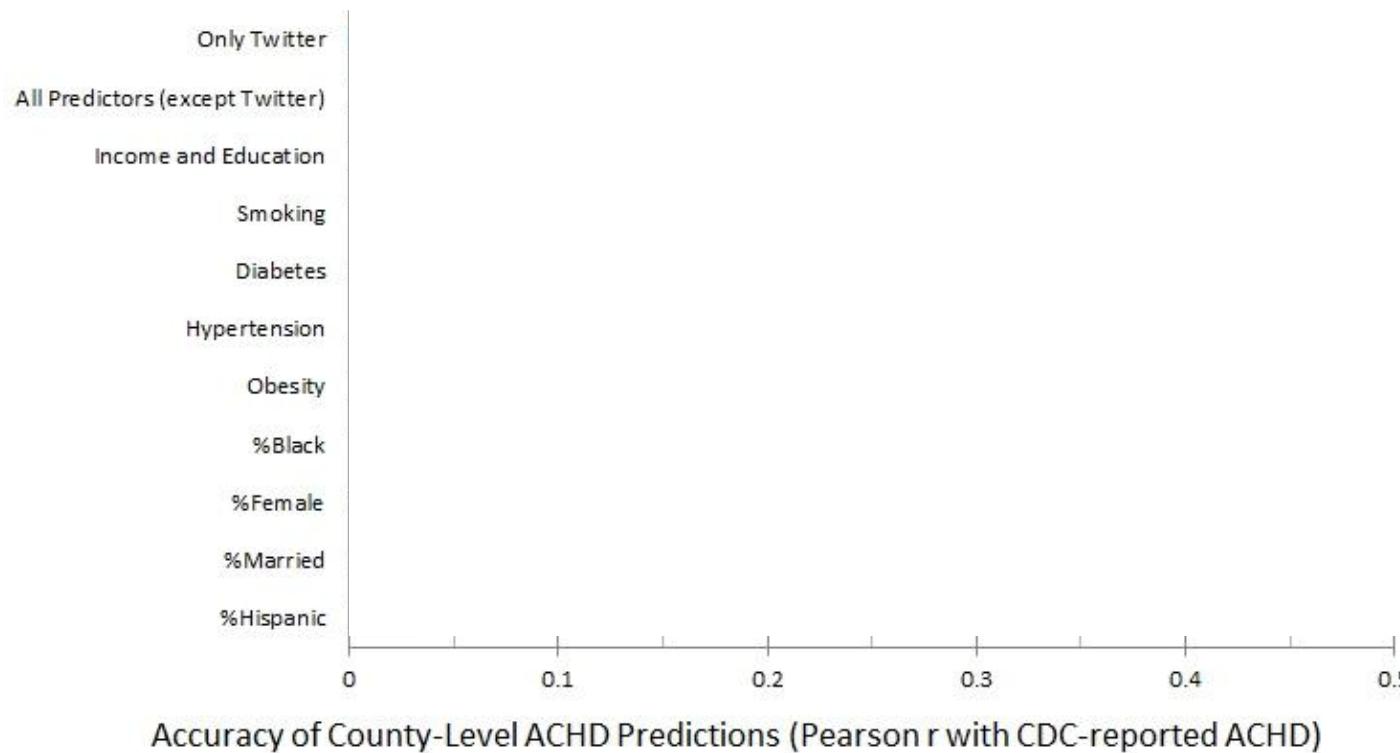
?





# Twitter Predicts Heart Disease

## Performance of Twitter-Based and Traditional Risk Factor-Based Regression Models of County-Level Atherosclerotic Coronary Heart Disease (ACHD) Mortality



Eichstaedt, J. C., Schwartz, H. A., Kern, M. L., Park, G.,..., Ungar, L. H., & Seligman, M. E. (2015). Psychological Language on Twitter Predicts County-Level Heart Disease Mortality. *Psychological Science* 26(2), 159-169

# Heart Disease Mortality Insight



## Higher Status Occupations

$r = -.12$  to  $r = -.13$



## Positive Emotions, Engagement

$r = -.13$  to  $r = -.14$



## Anger, Hostility, Aggression

$r = .16$  to  $r = .19$



## No Social Support

$r = .16$  to  $r = .20$

- |  |  |                   |
|--|--|-------------------|
| 1. Diseases of heart                     | 6. Alzheimer's disease                 | 11. Septicemia    |
| 2. Malignant neoplasms (cancers)         | 7. Diabetes melitus                    | 12. Liver Disease |
| 3. Chronic lower respiratory             | 8. Kidney Diseases                     | 13. Hypertension  |
| 4. Cerebrovascular diseases<br>(strokes) | 9. Influenza & Pneumonia               | 14. Parkinson's   |
| 5. Accidents, unintentional              | 10. Intentional self-harm<br>(suicide) | 15. Pneumonitus   |

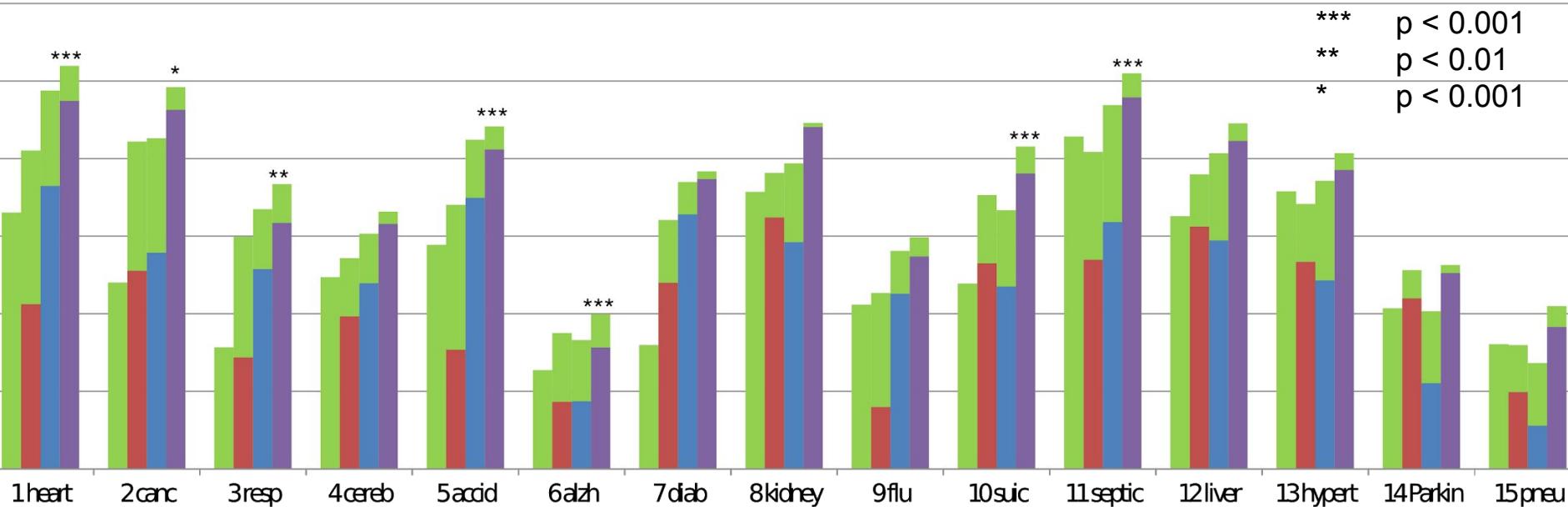
## TOP 15 Causes of Death, 2013

1. Diseases of heart
2. Malignant neoplasms (cancers)
3. Chronic lower respiratory
4. Cerebrovascular diseases (strokes)
5. Accidents, unintentional

6. Alzheimer's disease
7. Diabetes melitus
8. Kidney Diseases
9. Influenza & Pneumonia
10. Intentional self-harm (suicide)

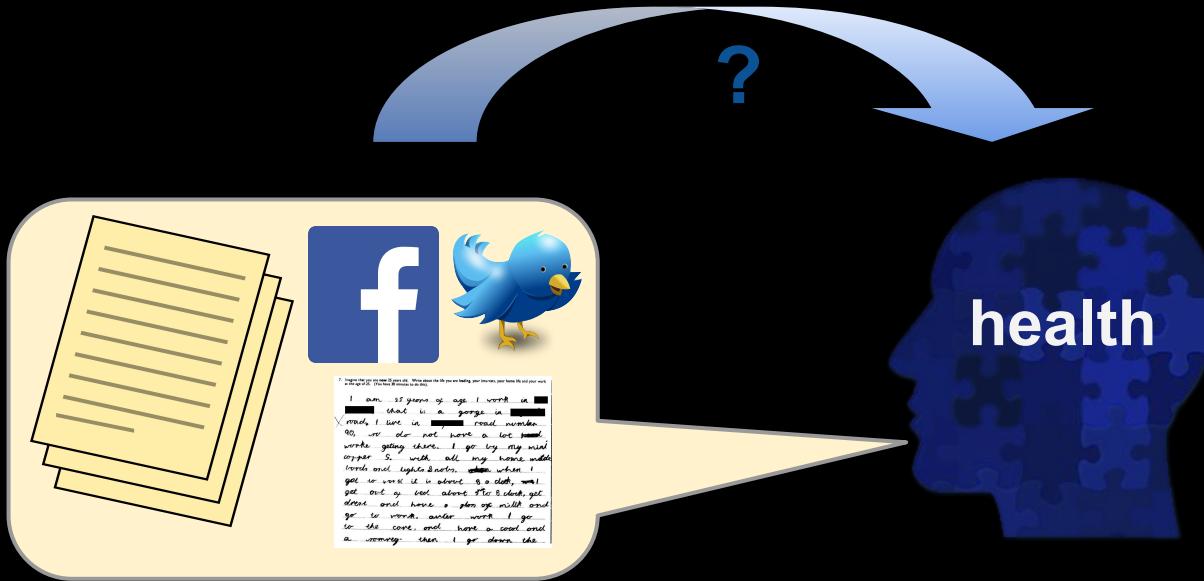
11. Septicemia
12. Liver Disease
13. Hypertension
14. Parkinson's
15. Pneumonitus

■ No Controls ■ Demographics ■ Socioeconomics ■ Demographics +Socioeconomics



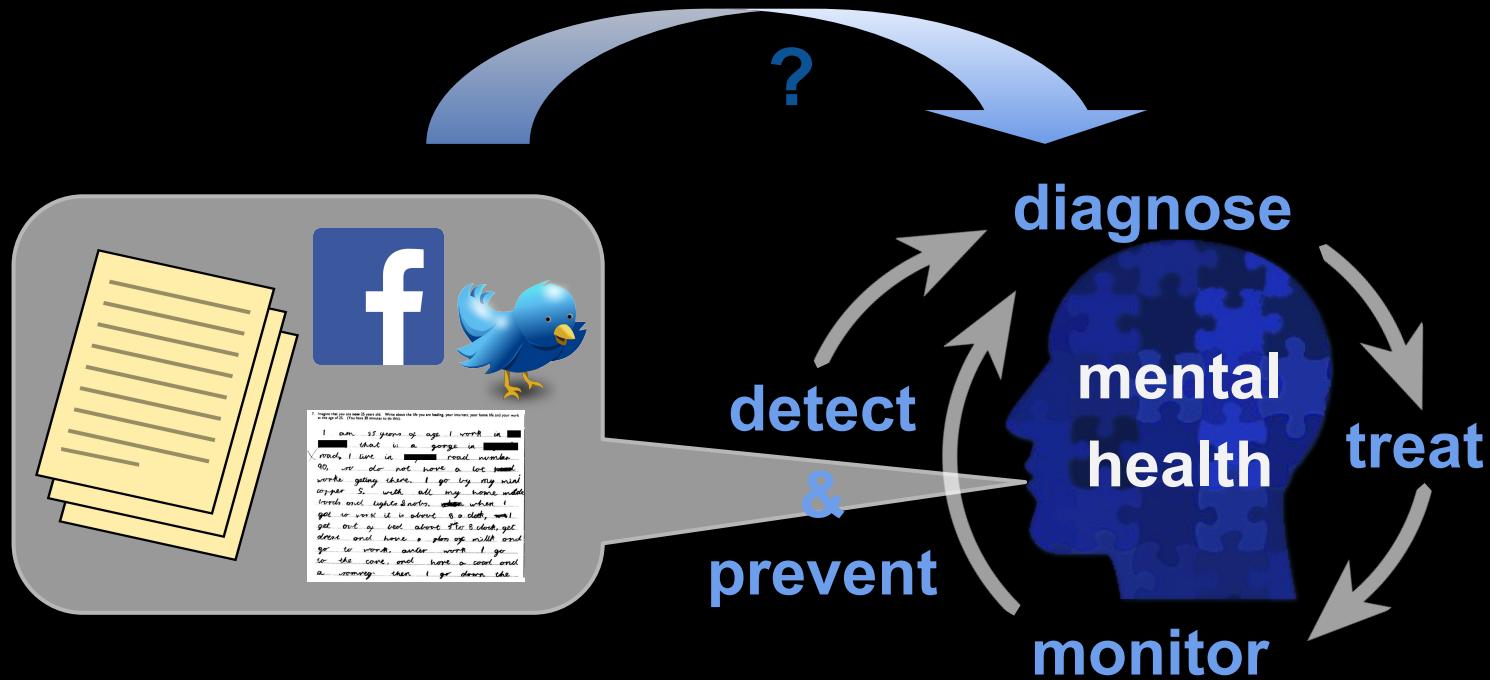
\*\*\* p < 0.001  
\*\* p < 0.01  
\* p < 0.05

# Language-based Assessment

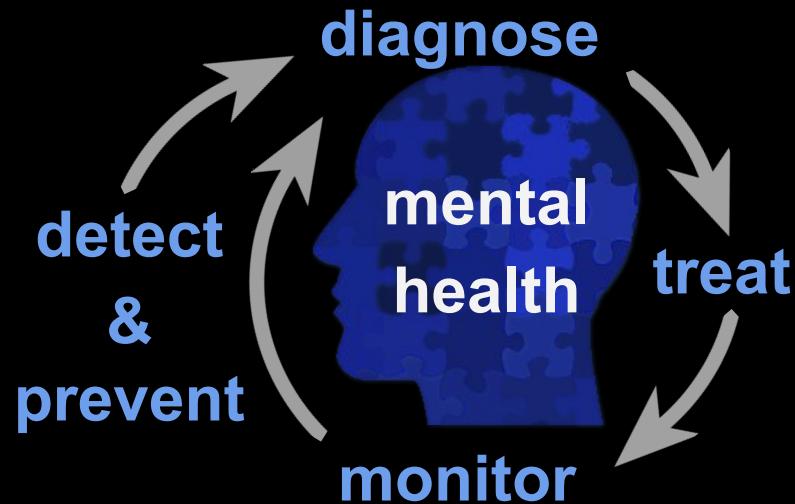


- inexpensive, behavior-based (different biases than questionnaires)
- reliable: test-retest; external validity
- signals many different conditions / behaviors / psychological traits and states
- captures nuance -- nearly infinite conceptual resolution

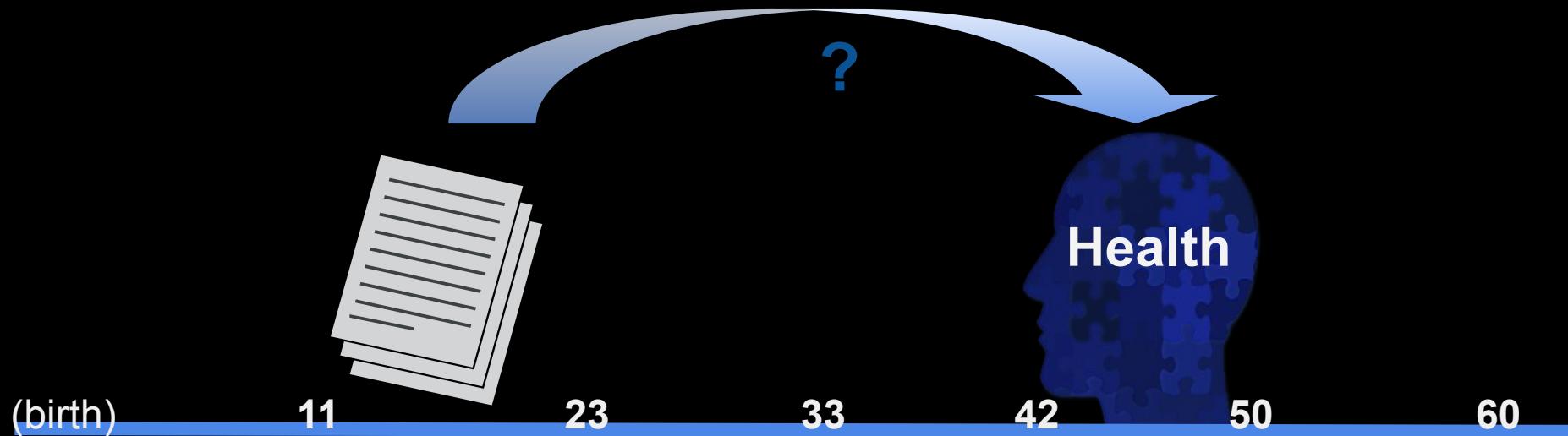
# Toward Forecasting in Mental Health



# Toward Forecasting in Mental Health



# Long-term Health Forecasting



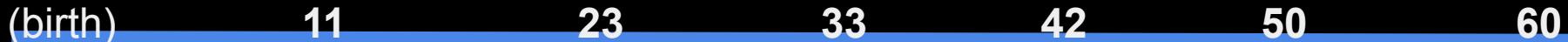
- Early assessment of lifetime risk
- Targeted interventions for prevention and treatment

Joint Work with Veronica Lynn (SBU), Alissa Goodman (University College London),  
Margaret Kern (Univ. of Melbourne)

# National Child Development Study (NCDS)

7. Imagine that you are now 22 years old. Write about the life you are leading, your interests, your home life and your work at the age of 22. (You have 30 minutes to do this)

I am 22 years of age. I work in [redacted] that is a garage in [redacted] roads. I live in [redacted], road number 90, we do not have a lot to work getting there. I go by my mini copper [redacted] with all my home made words and lights & notes. [redacted] when I get to work it about 8 o'clock, [redacted] get out of bed about 5 or 6 o'clock, get dressed and have a glass of milk and go to work. After work I go to the pub, and have a cool one and a smoky. Then I go down the



# National Child Development Study (NCDS)

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(birth)

11

23

33

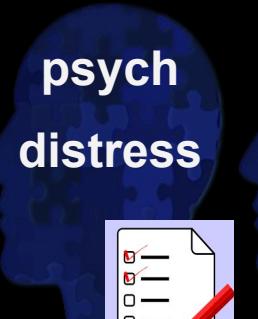
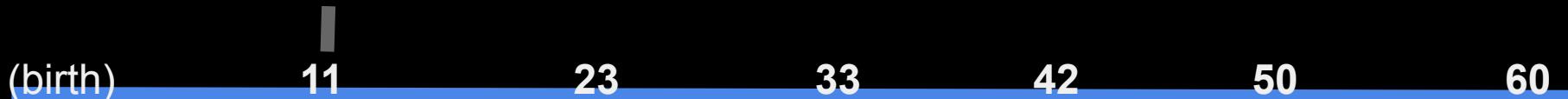
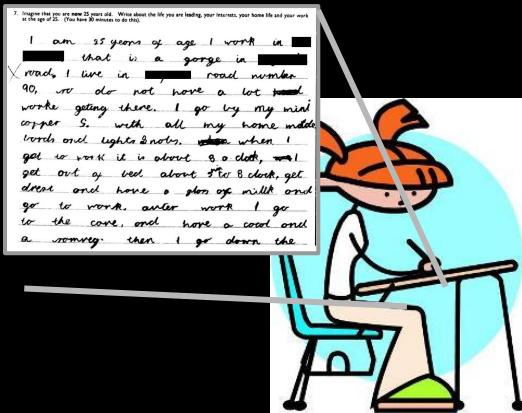
42

50

60



# National Child Development Study (NCDS)



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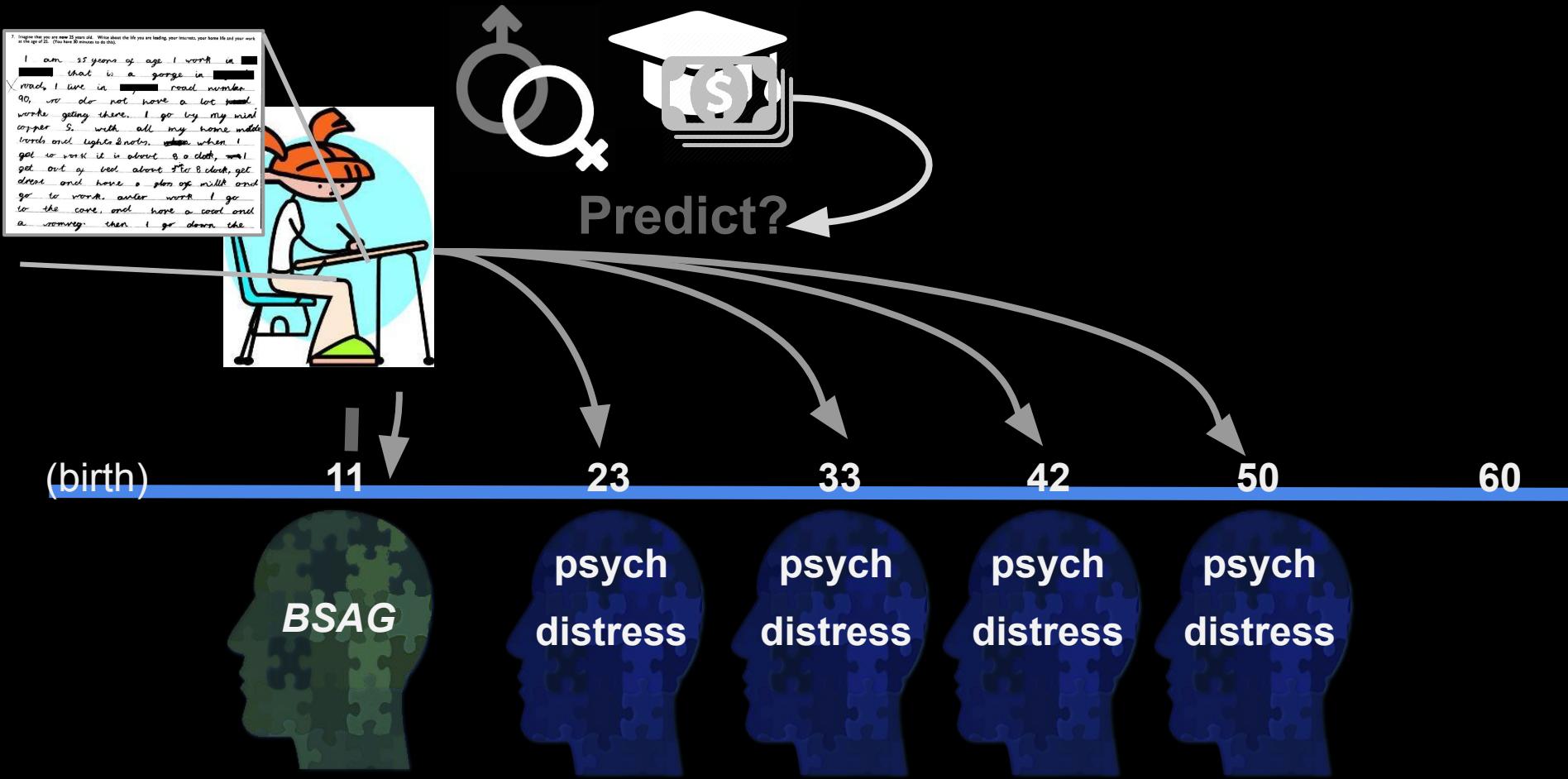
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Predict?



# National Child Development Study (NCDS)



# CLPSYCH 2018

Computational Linguistics and Clinical Psychology Workshop

[Workshop Description](#)[Past Proceedings](#)[Call for Papers 2018](#)[Shared Task 2018](#) ▾[Shared Task 2017](#)**SHARED TASK 2018**

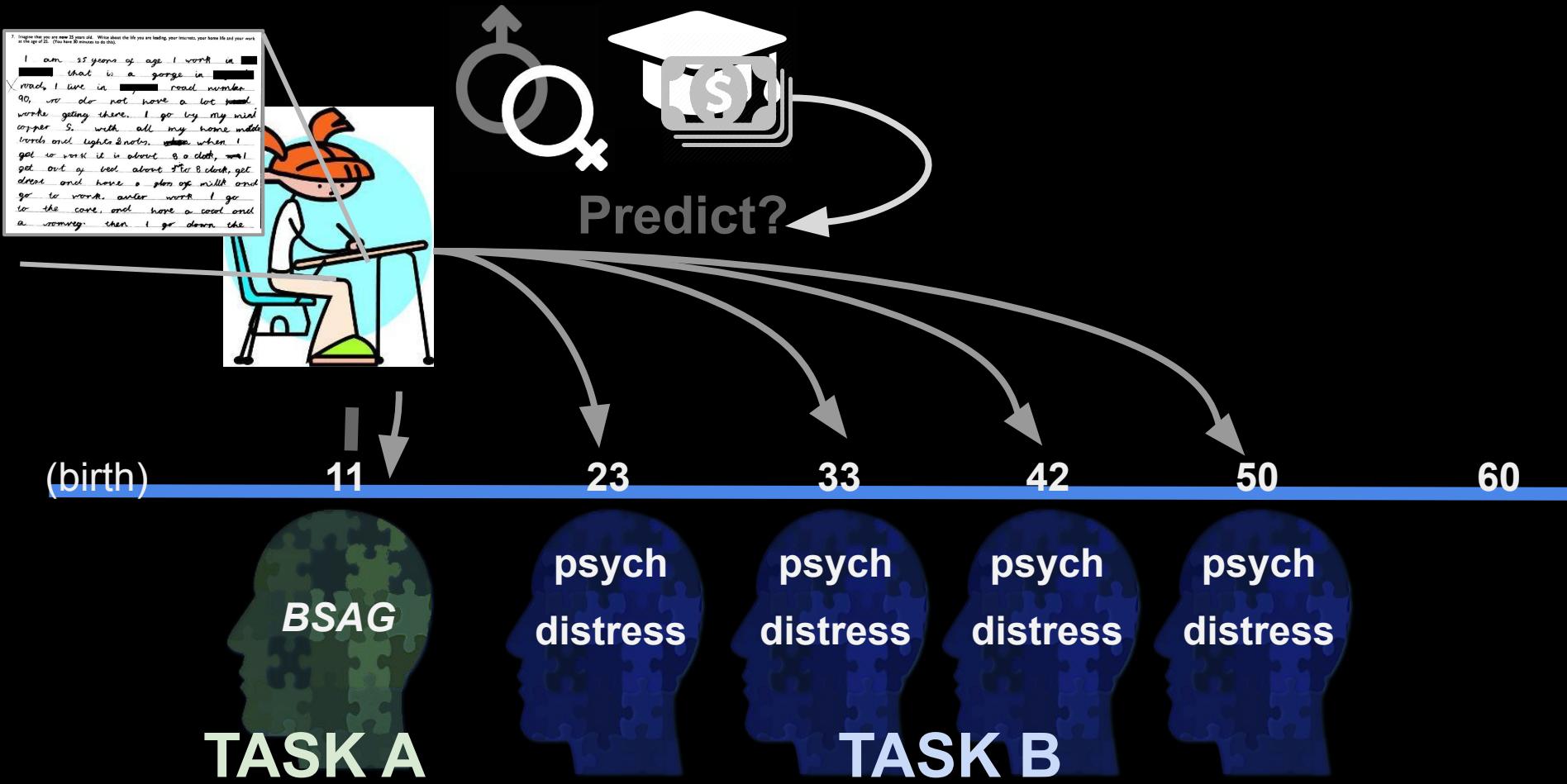
## **CLPsych-2018 Shared Task: Call for Participation Predicting Current and Future Psychological Health from Childhood Essays**

We invite participants for the 2018 CLPsych Shared Task.

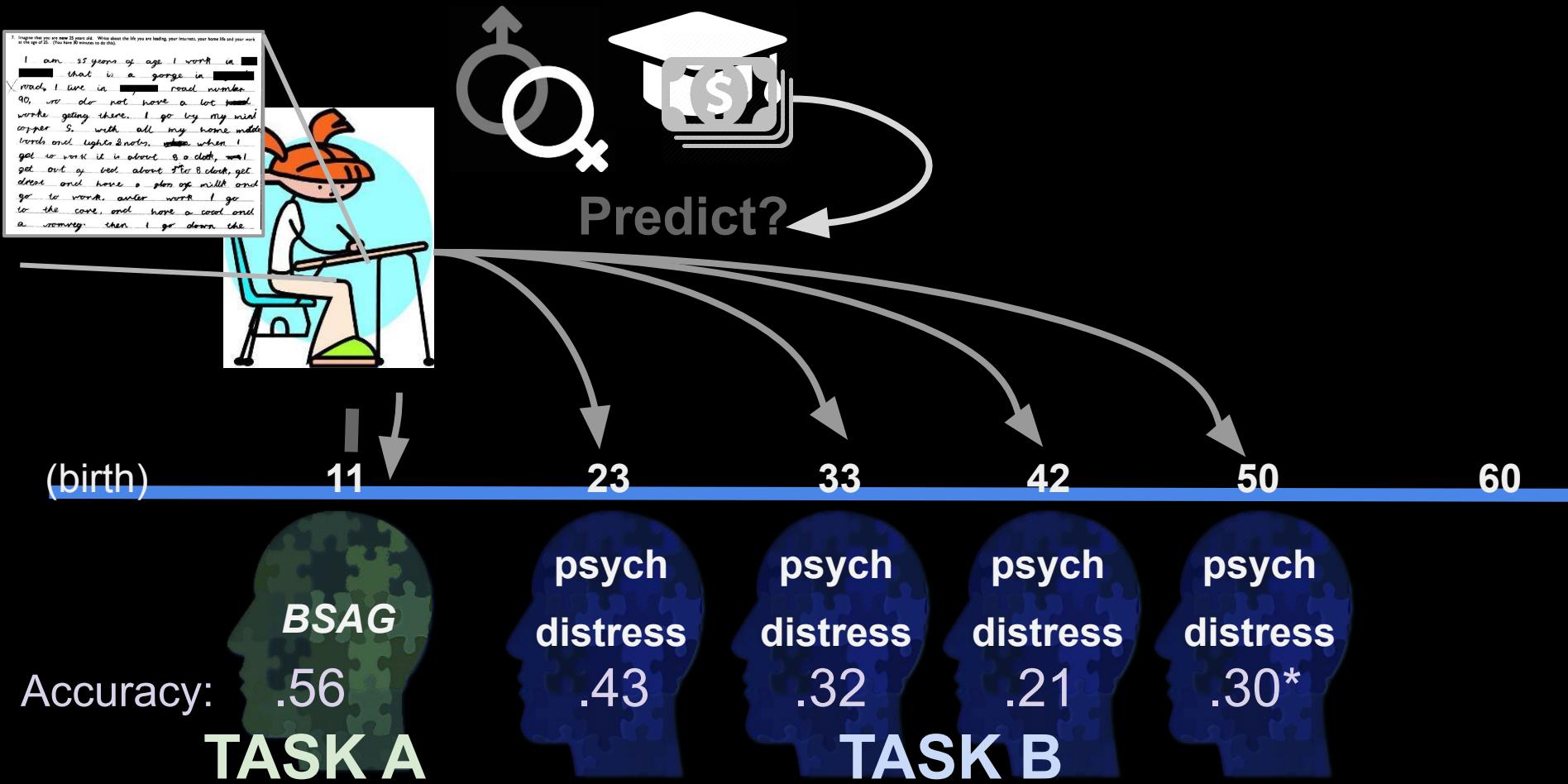
### Motivation and Background

This shared task seeks to encourage new methods not only for analyzing current language use as a signal for mental health, as in previous CL Psych shared tasks, but also for understanding childhood

# National Child Development Study (NCDS)



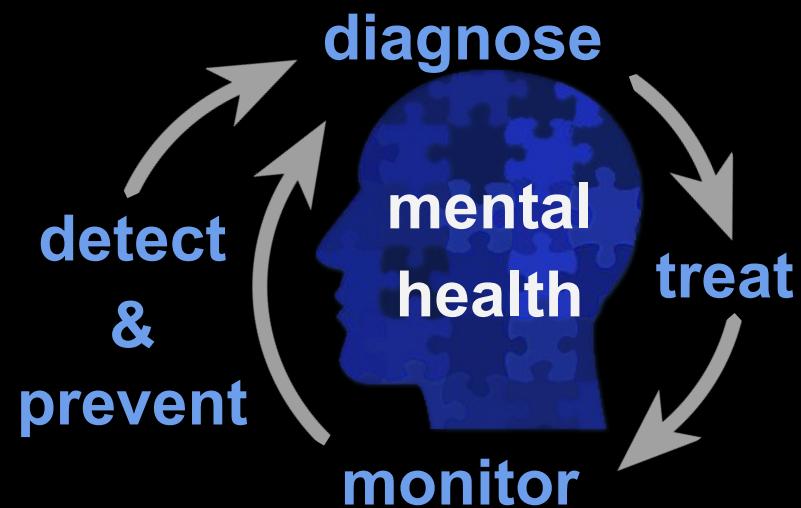
# National Child Development Study (NCDS)



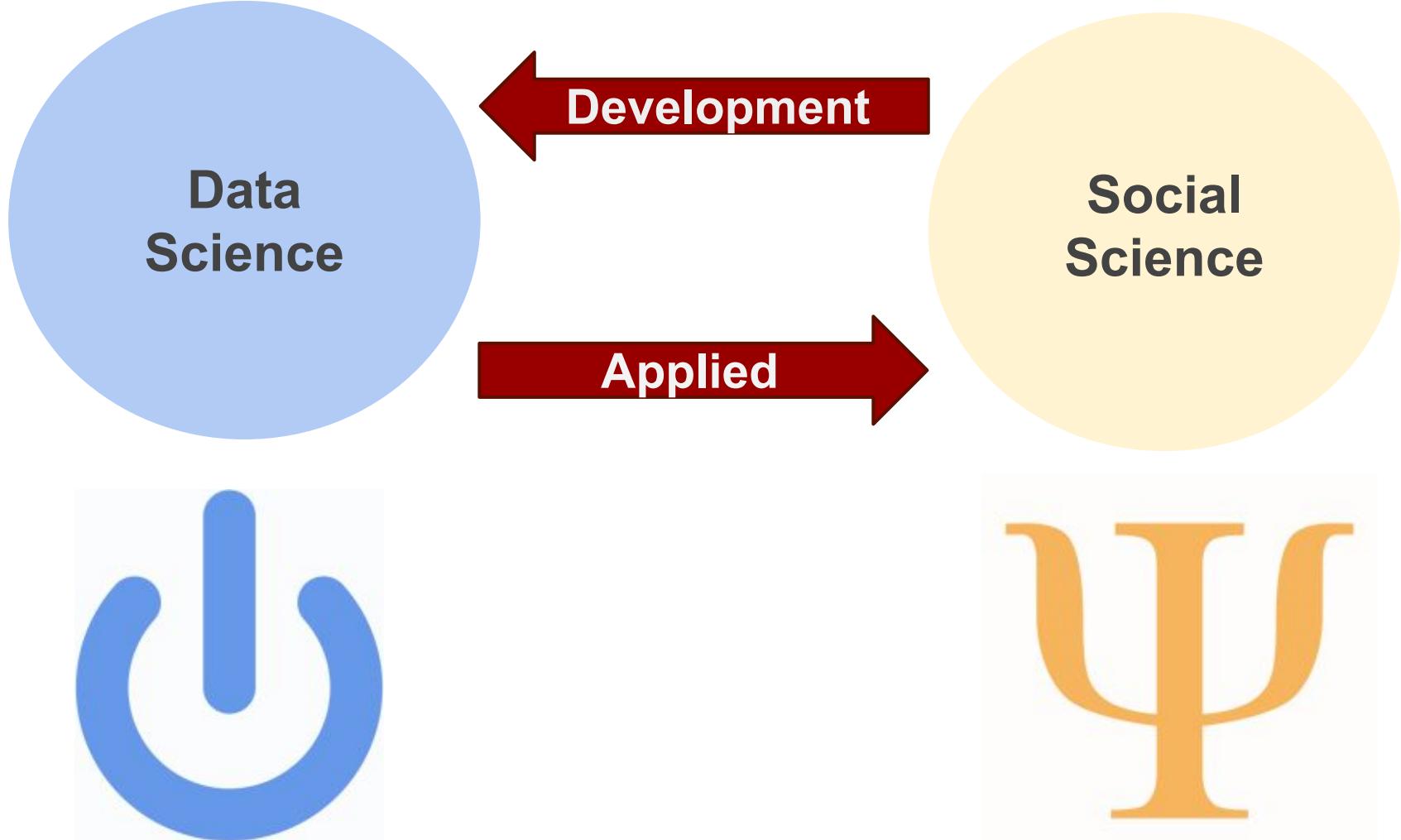
# Toward Forecasting in Mental Health

Language, a *human behavior*, often more predictive than traditional assessments alone.

- + study in people's "own words".
- + nearly infinite conceptual resolution.
- + longitudinal context.



# *How can your project make an impact?*



# *How can your project make an impact?*

General Big Picture Idea: <https://www.youtube.com/watch?v=v-zGHqMyd7o>

## Other Areas for Projects

- Satellite Images for Crop Yield:
  - <https://blogs.worldbank.org/developmenttalk/can-satellites-deliver-accurate-measures-crop-yields-smallholder-farming-systems>
  - <https://www.youtube.com/watch?v=NwRFTccODP4>
  - <https://www.mdpi.com/2313-433X/4/4/52/pdf>
- Mobile Device Usage for Migration Patterns
  - <https://migrationdataportal.org/themes/big-data>
- Calls and Texts for Tracking Poverty
  - <https://www.futurity.org/data-poverty-maps-1628812/>
  - <https://www.kdnuggets.com/2015/03/how-big-data-can-improve-lives-poor.html>
  - <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.408.9095&rep=rep1&type=pdf>
- Social and Information Networks for Disaster Response
  - <https://www.technologyreview.com/s/523711/how-information-flows-during-emergencies/>

## UN's Inventory of Big Data and SDG Projects:

<https://unstats.un.org/bigdata/inventory>

# *How can your project make an impact?*

- Teams of 3 to 4 students.
- Towards solving or measuring a sustainable development goal.
- 2 teams per goal
- The projects must utilize:
  - 2 data pipeline (MapReduce, Spark, Tensorflow)
  - 2 other concepts from the course
- Components:

(1) a brief proposal presentation,	(2) analysis code
(3) a report, and	(4) a final presentation (Poster or Oral)

# *How can your project make an impact?*



# SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	 <b>SUSTAINABLE DEVELOPMENT GOALS</b>

# SDG Related Data Sets

Name	Desc.	Metadata	Link	SDG Goal
Air Pollution Data	Per country air pollution	2977 Towns	Multiple Sources: <a href="https://ourworldindata.org/air-pollution">https://ourworldindata.org/air-pollution</a> <a href="http://www.who.int/phe/health_topics/outdoorair/databases/AAP_database_summary_results_2016_v02.pdf">http://www.who.int/phe/health_topics/outdoorair/databases/AAP_database_summary_results_2016_v02.pdf</a>	SDG 3
GHO Data	Health indicators including, mortality, burden of disease, life expectancy		<a href="https://www.who.int/gho/mortality_burden_disease/en/">https://www.who.int/gho/mortality_burden_disease/en/</a>	SDG 3
Child Mortality	Child mortality rate	210 countries	Multiple Sources: <a href="https://ourworldindata.org/child-mortality#data-quality-definition">https://ourworldindata.org/child-mortality#data-quality-definition</a>	SDG 3
Poverty and Equity	Helps in understanding the evolution of poverty in various countries	5394 rows, 31 poverty indicators	<a href="http://povertydata.worldbank.org/poverty/home/">http://povertydata.worldbank.org/poverty/home/</a>	SDG 1
Water Quality	Ensure availability and sustainable management of water and sanitation for all	550246 rows, 5 quality parameters	<a href="https://data.gov.in/catalog/water-quality-affected-habitations">https://data.gov.in/catalog/water-quality-affected-habitations</a>	SDG 6
Access to water		181 countries	<a href="https://data.unicef.org/topic/water-and-sanitation/drinking-water/">https://data.unicef.org/topic/water-and-sanitation/drinking-water/</a>	SDG 6
WDI data	World development indicators	84000 rows, 300 features	<a href="https://data.world/worldbank/sustainable-development-goals/workspace/file?filename=SDG_csv_en%2FSDG_Data.csv">https://data.world/worldbank/sustainable-development-goals/workspace/file?filename=SDG_csv_en%2FSDG_Data.csv</a>	SDG 1
Quality Education	Quality of education in countries	291 countries 1600+ features	<a href="http://data UIS.unesco.org/">http://data UIS.unesco.org/</a>	SDG 4
Depression Data	Various mental health factors in USA	1986-2016, 5486 features	<a href="https://gssdataexplorer.norc.org/variables/vfilter">https://gssdataexplorer.norc.org/variables/vfilter</a>	SDG 3

