

1. What does a university president say after a U.S. Presidential election?

HIGHER EDUCATION

2. What does a public flagship university president say after a U.S. Presidential election?  
3. What does a public flagship president say after a U.S. Presidential election when the nation votes "red," but...

IN A CHANGING

4. ...their state is "blue?"

5. ...their state is "purple?"

POLITICAL CLIMATE

6. ...their state is "red" but their local area voted "blue?"

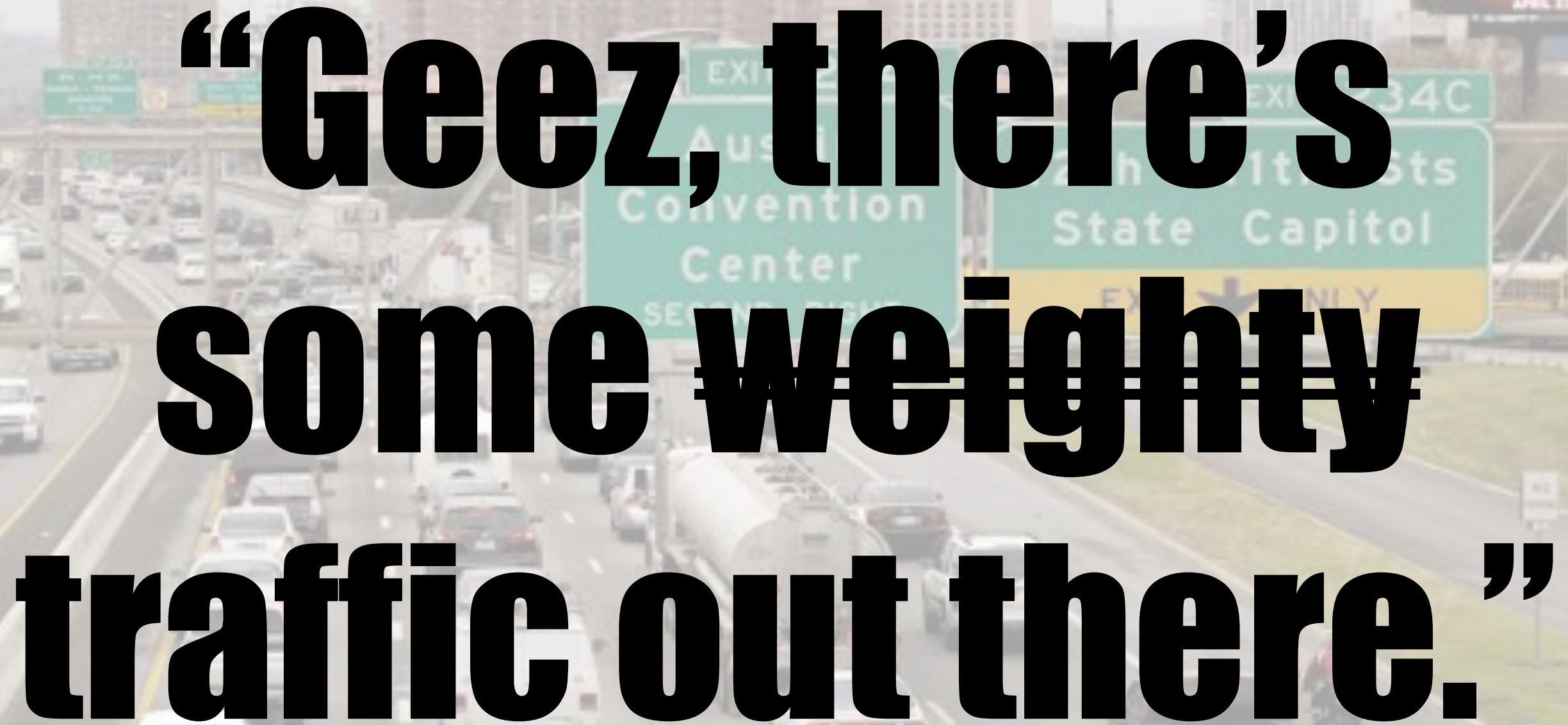
7. ...their state is "purple" but their local area voted "blue?"

8. ...their state is "blue" and their local area voted "blue?"









**“Geez, there’s  
some weighty  
traffic out there.”**





**“Geez, there’s  
some heavy  
traffic out there.”**



LSA or  
LATENT  
SEMANTIC  
ANALYSIS

DISTRIBUTIONAL  
LINGUISTICS

COMPARE  
TEXT

WORDS USED IN  
SIMILAR CONTEXTS  
PURPORT SIMILAR  
MEANINGS

WORD FREQUENCY AND  
COLLOCATION

ASSIGN VALUES

KEY TERMS

MEASURE DISTANCE

REVEAL SEMANTIC  
RELATIONSHIPS

**MATHEMATICALLY  
IDENTIFY MAJOR  
THEMES EMBEDDED  
IN TEXT**

THE HIDDEN

(LATENT)

SCIENCE OF

OUR LANGUAGE

NEAR  
NEIGHBOR

SUBJECT-OBJECT  
RELATIONSHIP

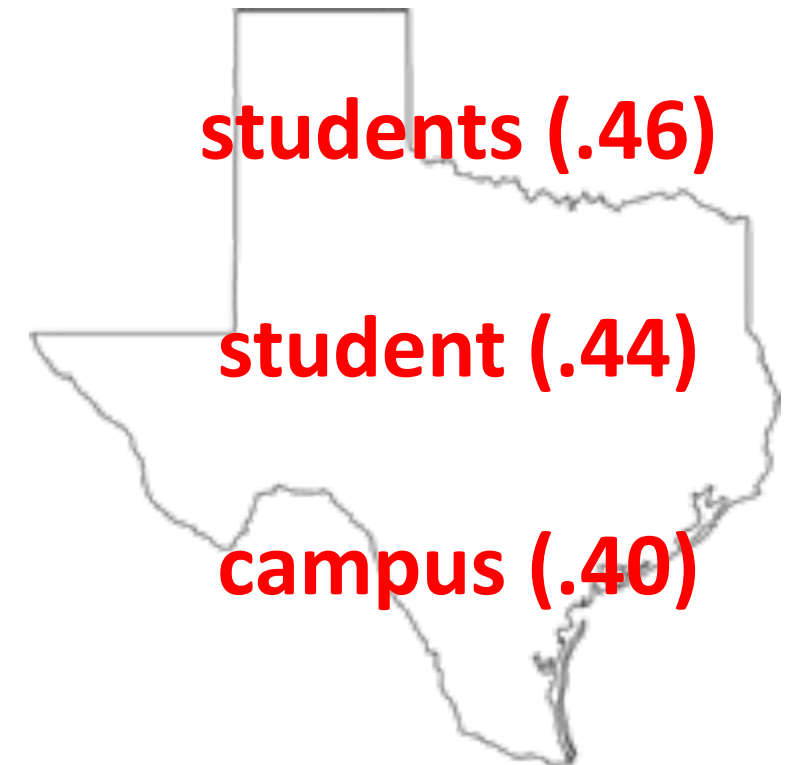
“The **dog** moved the **toy**.”

**DOG** – SUBJECT  
IMPORTANT

**TOY** – OBJECT  
ALSO IMPORTANT  
THE “NEAR NEIGHBOR”

# NEAR NEIGHBOR ANALYSIS

## CLOSER TO 1 = MORE INFLUENCE



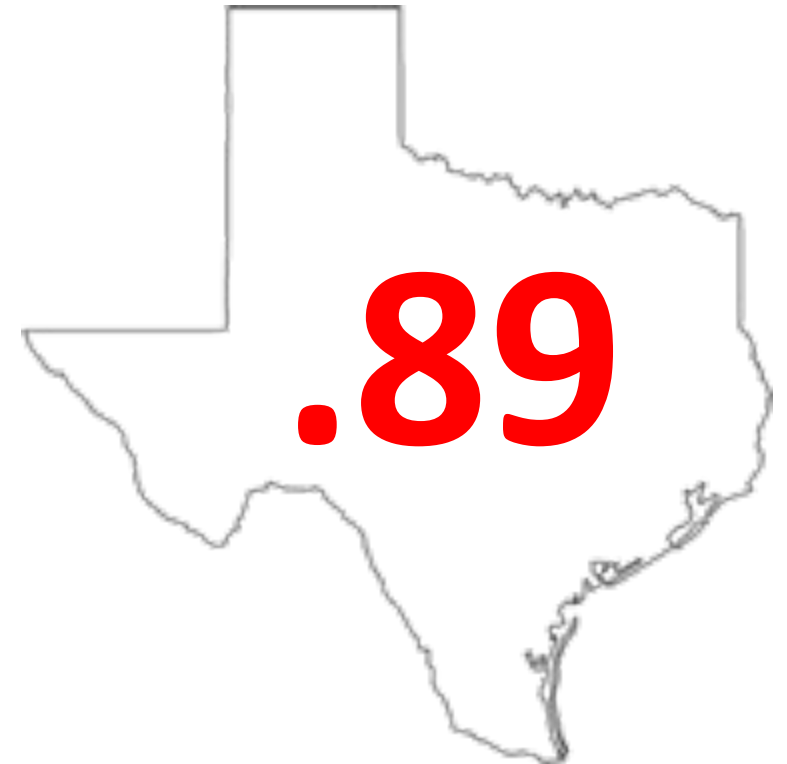
FREQUENCY + COLLOCATION + NEAR NEIGHBOR =  
**UNIFYING STATEMENT**

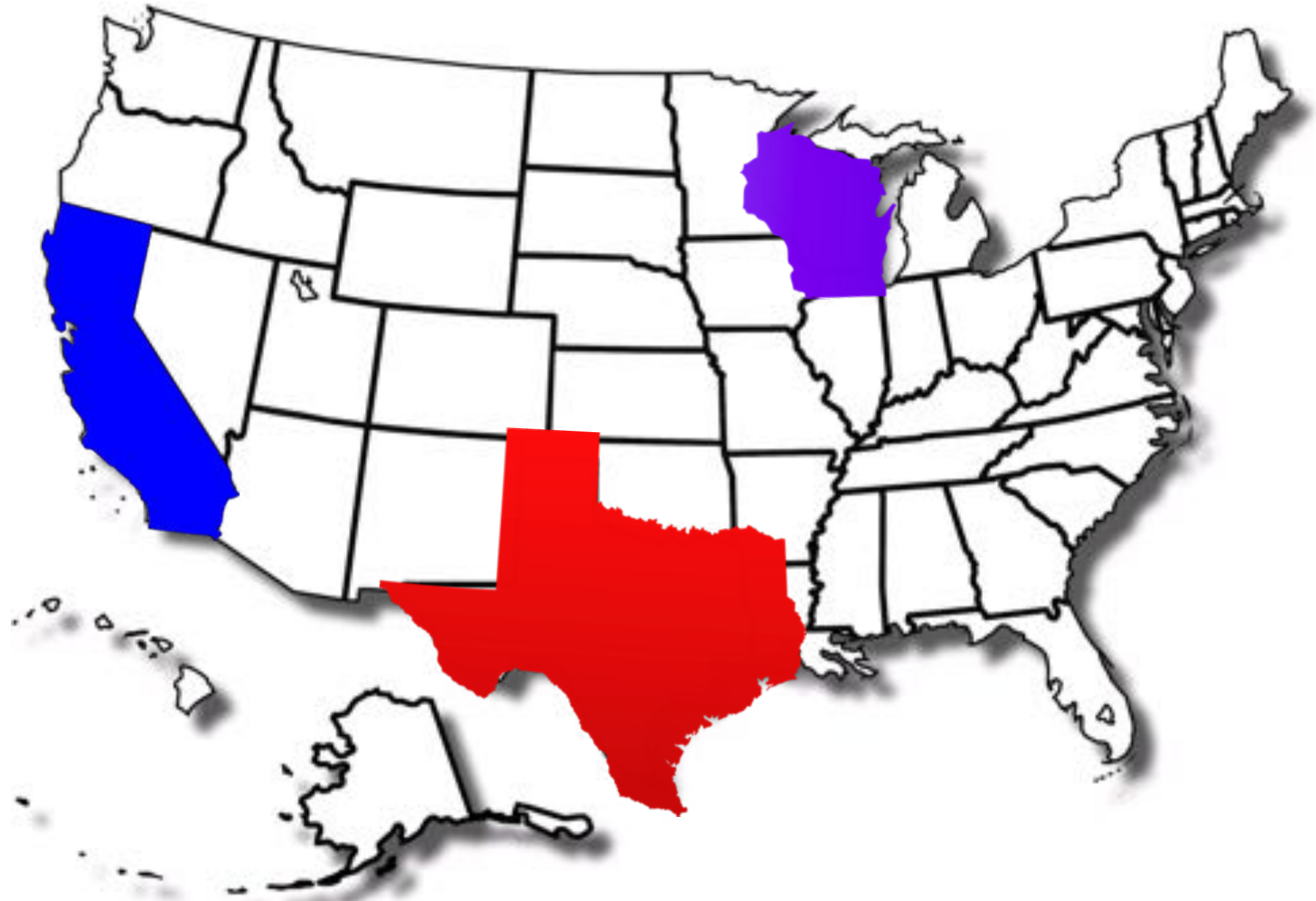


COMPARES  
SEMANTICS OF  
ONE ADJACENT  
TO THE CORPUS



# WHOSE WORDS (IDEAS) REPRESENTED THE CORPUS?





THE  
UNIVERSITY  
VALUES ITS  
COMMUNITY.

WORDS THANK ACTION

VALUE YOU