

Why tag clouds?

- Stereotyped as pretty terrible
 - “Pie charts of language visualization”
 - “Mullets of the internet”
- We believe there are some cases when they’re appropriate
- Would like to measure that more concretely

Initial Question

- Function vs. content
- Perception of word-length vs. font size
- Unigrams vs. N-grams

Current Question

- Comparing tag clouds to ordered words lists
- Trend identification
- Recall

Prior Work

- Tag clouds are good for social and dynamic information (Hearst)
 - Yay internet, nay social scientists
- Tag clouds are good in practice, not in theory (Viégas)
- Comparing selection time on tag clouds versus lists (Halvey)
- Font size and placement manipulation in tag clouds (Rivadeneira)

Methodology

- Surveys
- MTurk
- Initial results

Online Survey Software | x Sarah

https://stanforduniversity.qualtrics.com/jfe/form/SV_aXLM98AqGR3HOJf

Apps CS155 vids read eventually 89—A Home | Possum Membership Benefits VIM Editor Command Other Bookmarks

What is the average gender of the people who wrote these posts?

Male

Female

Other

What is the average age of the people who wrote these posts?

13-18 years old

19-22 years old

23-29 years old

30-65 years old

What themes or values appear most important to the people who wrote these posts? (Please separate different words or phrases with commas).

**** Note: In order to receive payment, your response should be similar other respondent's responses by at least 75%.**

Questions

- Are there any other tasks we should focus on?
- Overall thoughts on our current survey design?
- What are your applications for word clouds?

Thanks!

References

- Fernanda B. Viégas and Martin Wattenberg. "Tag Clouds and the Case for Vernacular Visualization". ACM Interactions (July 2008): n. pag. Web.
- Halvey, Martin and Mark T. Keane. "An assessment of tag presentation techniques." WWW 2007: 1313-1314.
- Hearst, Marti A. and Daniela Rosner. "Tag Clouds: Data Analysis Tool Or Social Signaller?". Proceedings of the 41st Annual Hawaii International Conference on System Sciences (HICSS 2008) (2008): n. pag. Web.
- Rivadeneira, W., Daniel M. Gruen, Michael J. Muller, and David R. Millen. "Getting our head in the clouds: toward evaluation studies of tagclouds." CHI 2007: 995-998.