Word Zones

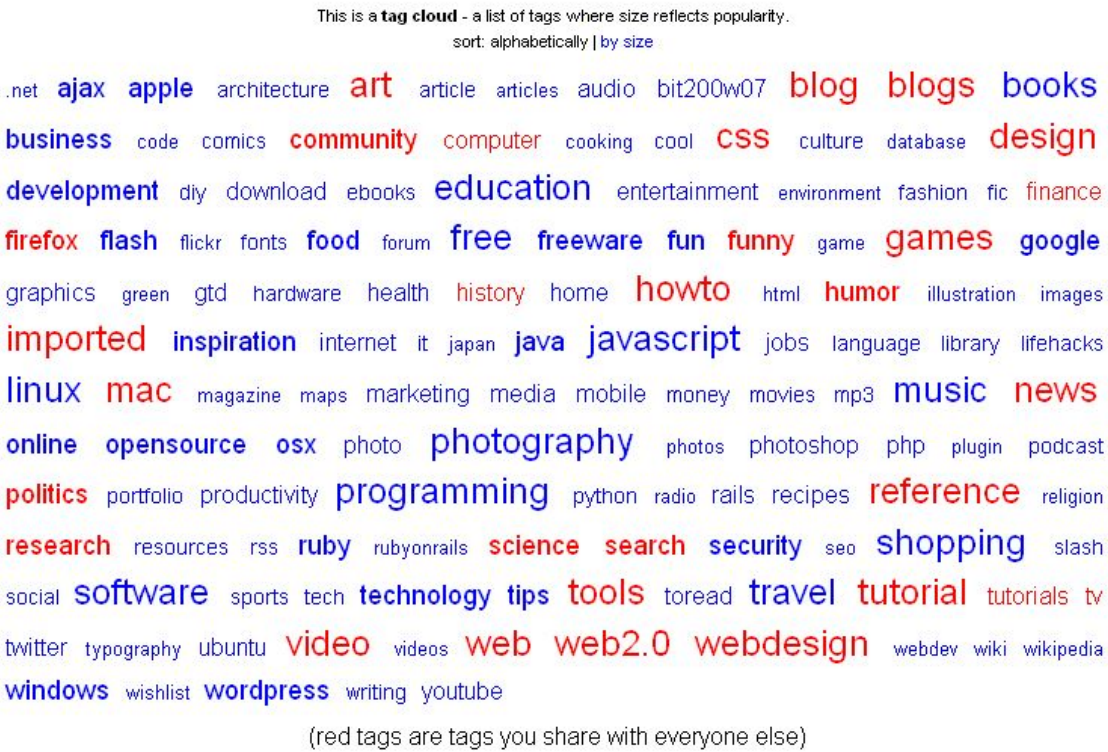
Text organized by semantic categories

Presented by Emily & Lekha

Agenda

- Images of tag clouds, word clouds, and word zones
- Research Goal
- Overview of Pilot Study and New Designs
- Pilot Study Results
- Next Steps

Tag Cloud


This is a tag cloud - a list of tags where size reflects popularity.
sort: alphabetically | by size
.net ajax apple architecture art article articles audio bit200w07 blog blogs books
business code comics community computer cooking cool css culture database design
development diy download ebooks education entertainment environment fashion fic finance
firefox flash flickr fonts food forum free freeware fun funny game games google
graphics green gtd hardware health history home howto html humor illustration images
imported inspiration internet it japan java javascript jobs language library lifehacks
linux mac magazine maps marketing media mobile money movies mp3 music news
online opensource osx photo photography photos photoshop php plugin podcast
politics portfolio productivity programming python radio rails recipes reference religion
research resources rss ruby rubyonrails science search security seo shopping slash
social software sports tech technology tips tools toread travel tutorial tutorials tv
twitter typography ubuntu video videos web web2.0 webdesign webdev wiki wikipedia
windows wishlist wordpress writing youtube
(red tags are tags you share with everyone else)

Word Cloud

Jagged edges and random ordering create an unaesthetic view
Words at awkward angles are harder to read
Smaller words fade into the background
Lighter colored words fail to stand out
Awkward word groupings
Largest, most frequent word, fails to indicate meaning of the word cloud
sleep
bear
death
makes
life
make
die
end
tis
traveller
resolution
sickliest
despised
contumely
returns
proud
calamity
long
others
sea
Devoutly
awry
coil
heir
perchance
flesh
fair
respect
fortune
fardels
natural
love
ay
arrows
lose
dream
give
heart-ache
remember'd
mortal
hue
cast
rub
pause
shocks
come
fly
insolence
regard
wrong
pale
weary
thousand
pangs
conscience
troubles
country
bodkin
oppressor's
ills
whether
law's
sweat
takes
merit
question
action
cowards
scorns
bare
name
thus
mind
dread
delay
wish'd
take
outrageous
slings
undiscover'd
unworthy
suffer
rather
consummation
opposing
know
Nymph
currents
patient
nobler
sins
enterprises
orisons
Must
office
native
man's
Thus
o'er
turn
time
spurns
puzzles
pitch
now
moment
might
great
Ophelia
quietus
thy
soft
dreams
arms
something
shuffled
grunt
whips
may
thought
bourn

Word Zones

muscle
neck
tooth
shoulder
eye
smile
teeth
alternative
holistic
traditional
internal
integrative
eastern
vision
Health
problem
discomfort
severe
injury
help
excruciating
chronic
symptom
pain
doctor
chiropractor
patient
nurse
acupuncturist
physician
treatment
prescription
adjustment
therapy
relief
prescribe
care
herb
medication

Research Goal

Redesign word clouds through the use of whitespace and categories

Overview of Pilot Study

- We conducted three pilot studies this semester
- 30 CS 160 & 43 Info 190 students participated in studies
- Procedure:
  1. Randomly handed out designs to students
  2. Students studied design for 10 seconds, then either wrote down all the words or categories they remembered
  3. Students filled out a questionnaire about designs

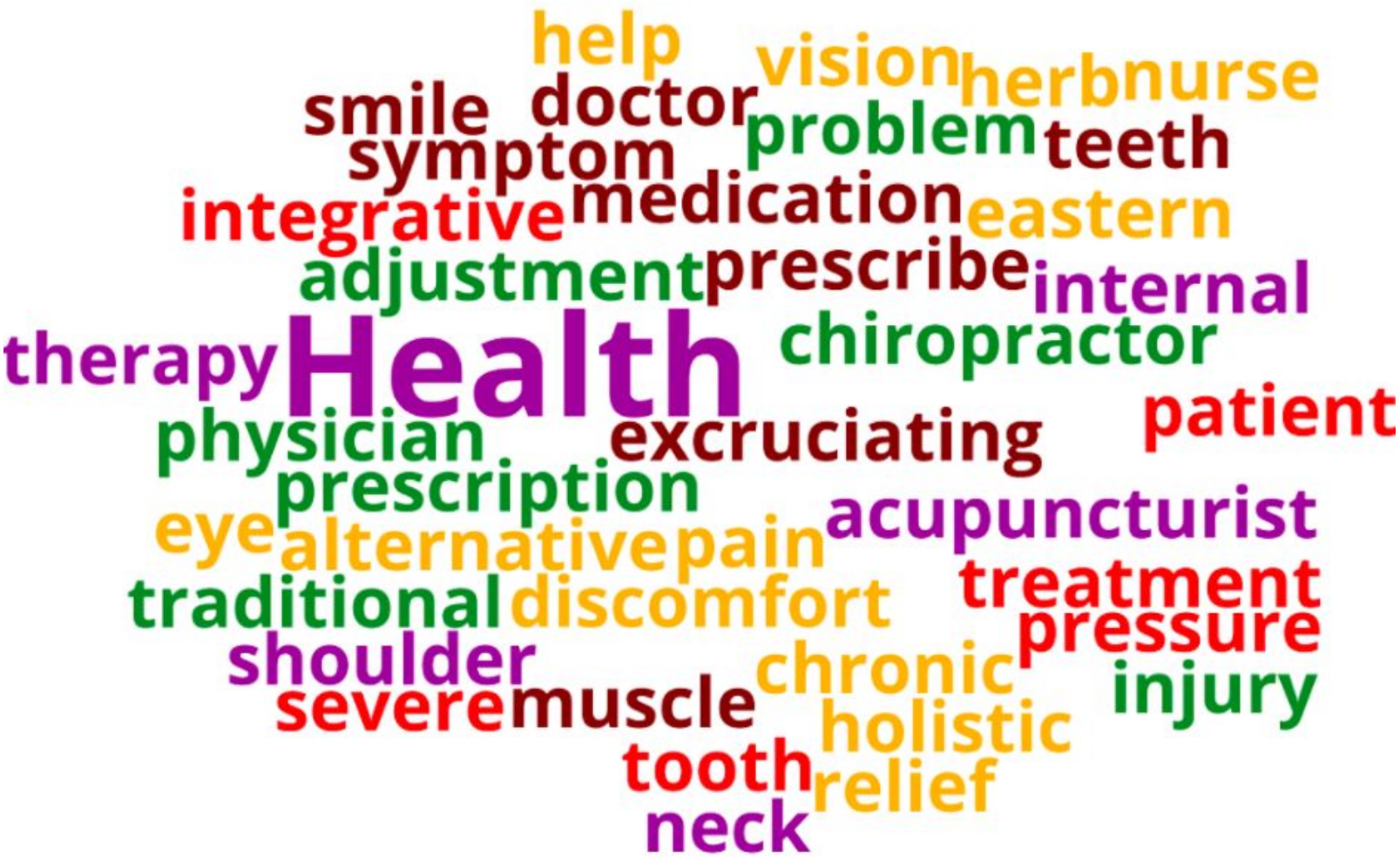
Overview of Pilot Study cont.

Questionnaire

From 1 (strongly disagree) to 5 (strongly agree), rate designs on:

- Usability
- Engagement

Rank designs from first to last choice


help
vision
herb
nurse
smile
doctor
problem
teeth
symptom
integrative
medication
eastern
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therapy
Health
chiropractor
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traditional
discomfort
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Pilot Study Results

- Evenly spaced, bolded word zone received the best rating
- Evenly spaced, bolded word zone design received most words remembered: 11.94 words
- Ranking:
  - 1st choice is evenly spaced, bolded design
  - 2nd choice is evenly spaced design
  - 3rd choice is word cloud design

Next Steps

Run study on ‘Lab In the Wild’, an online experiment platform for conducting behavioral research studies. Main requirements are:

- Provide meaningful feedback to users
- Obtain IRB approval
- Can run on different browsers and devices

Thank you!

Questions?