Paper Reading and Critique Week8

20131329 신선우

F. Viegas, M. Wattenberg, "Tag Clouds and the Case for Vernacular Visualization", *interactions*, Vol. 15, No. 4, Jul-Aug 2008, pp. 49-52.

This is a forum article for introducing Tag Clouds. It first introduces the term ‘vernacular’ which is a term of the design world. Firstly, this article presents a history of ‘Tag Clouds’. By this history, the first outcome was carried out by a social psychologist in 1976. It made for presenting ‘mental map’ as some words. And, in 1997, it was made by HTML. Nowadays, this ‘Tag Clouds’ concept is becoming one of the main streams of visualization. This method does not come from traditional visualization. So, it has a lot of the theoretical concerns. Therefore, this article argues there are more hidden values in ‘Tag Cloud’.