

# Text Visualizations : Various Ways To Visualize Text

# Common Visualization Techniques

- Plain Text Visualization
  - Word Cloud
  - Graph Visualization of Documents of Text
  - Context Sensitive Narratives
  - Split Bubbles

# Plain Text Visualization

**70** killed | **196** wounded | **665** incidents

Displaying numbers as large text is a powerful way to get a readers attention

Adding color to these text can give the user a sentiment value.

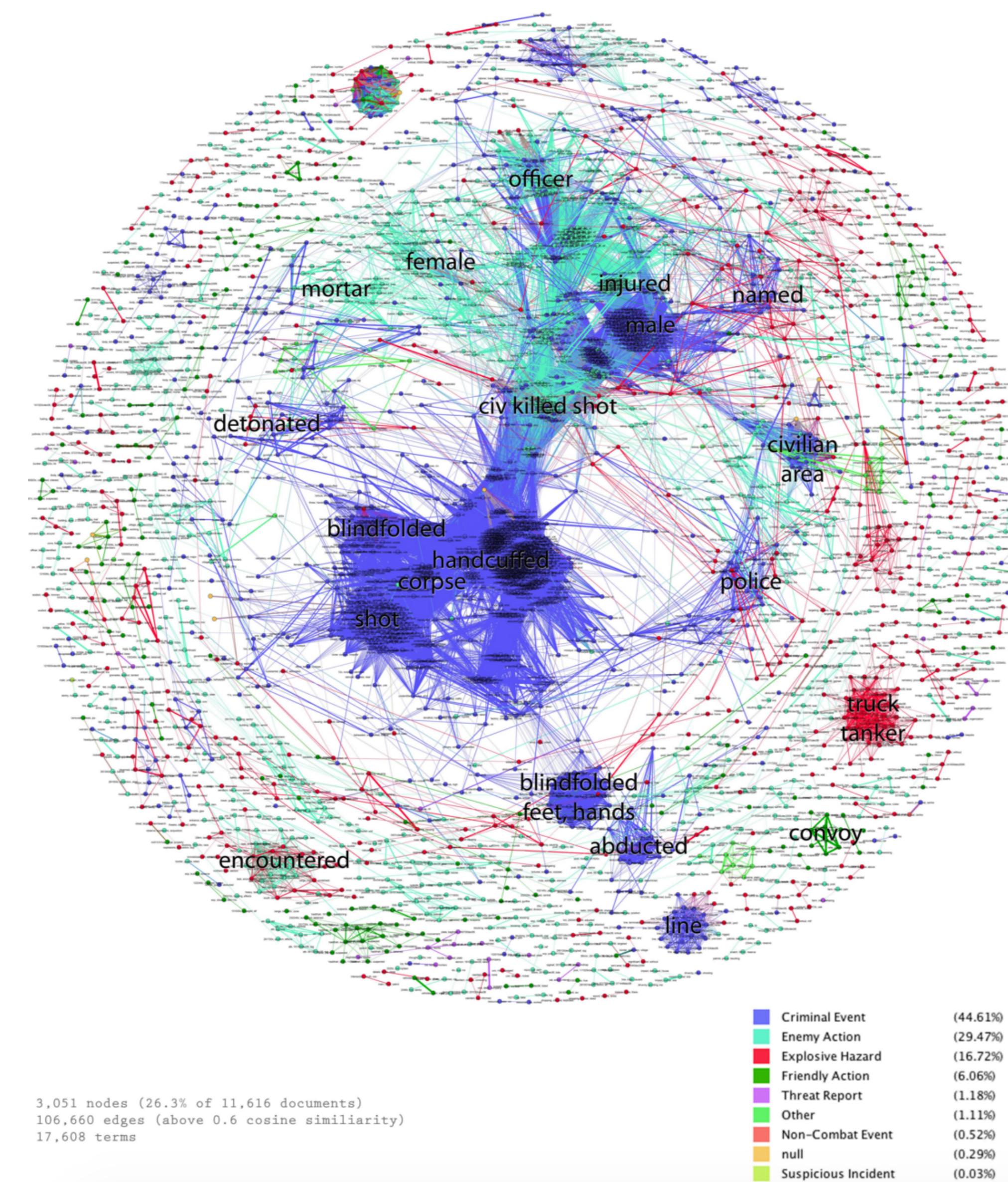
# A Simple Word Cloud



A word could is an easy way to quickly visualize text.

The size of the word can be used to represent a quantitative value and the color a nominal value.

# Graph Visualization of Documents

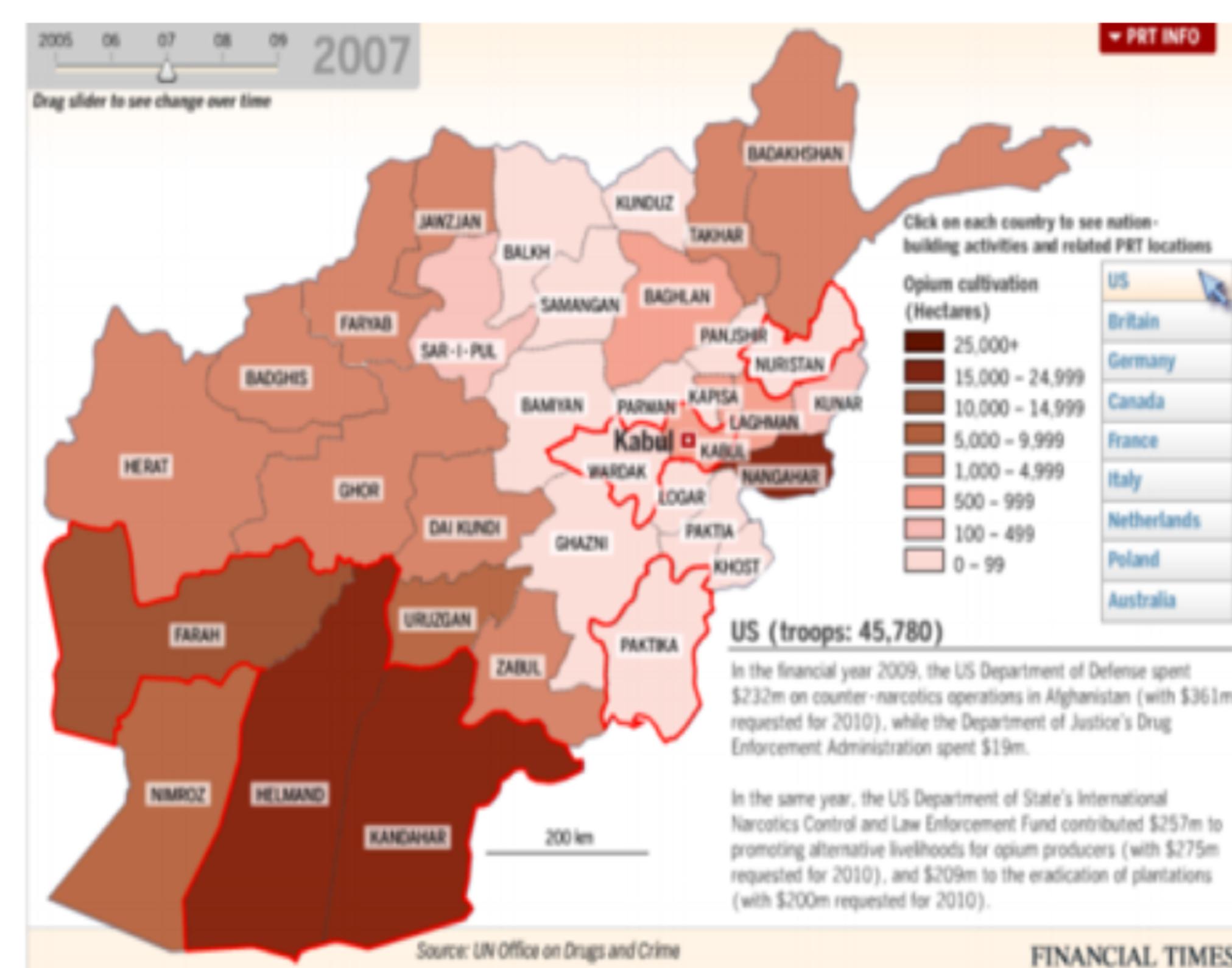


In this kind of visualization every document is represented as a node in a force directed graph. Documents which are "similar" in context are drawn together and the ones that are not are further apart.

Important words across a cluster of nodes can then be shown on represent what that cluster is representing.

Graph visualizations of text documents of large amount of data can cause slowness in rendering visualization in the browser and could be a good option to use server side rendering.

# Context Sensitive Narratives

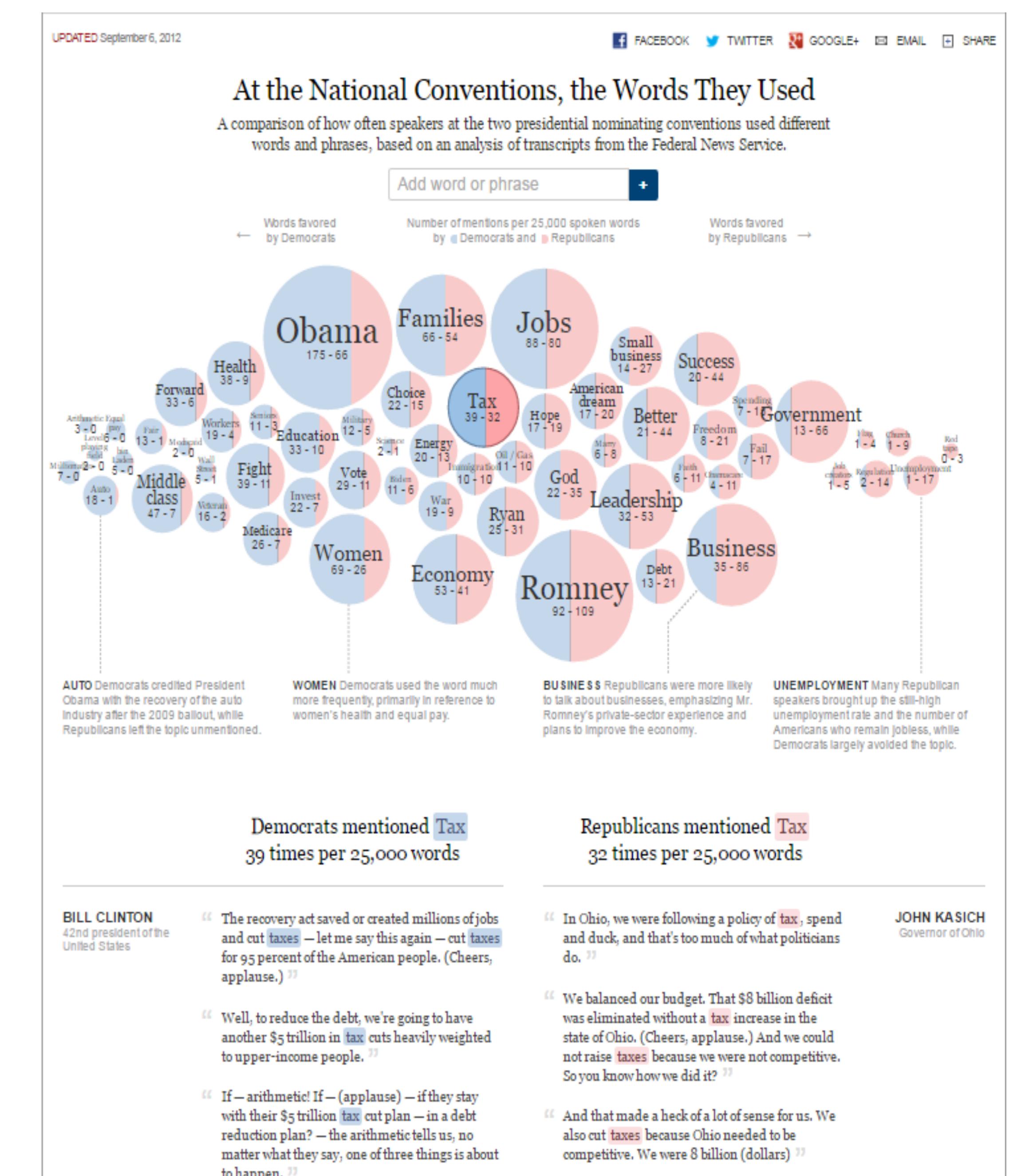


Having context sensitive text that changes based on what the reader is looking is a very powerful technique.

This allows the report designer to highlight key elements and correlations that could otherwise escape the reader while at the same time offer additional content that is specific to the focused area of the visualization.

An additional benefit of this visualization is that its conversational, reader friendly form of providing insight can help new users potentially unfamiliar with this type of visualization.

# Split Bubbles



This visualization displays the result of a word frequency analysis of political speeches. The bubble size is proportional to the word frequency and the color filling is split between red for mentions by Republicans and blue for mentions by Democrats.

# References

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