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MBA 562

Peer Review Assignment

Word Cloud Tool Comparison

Explain how the tools you used to generate “word clouds” differ in their breadth of functionality, flexibility, and ability to produce graphics (e.g., color changes, graphical formats, orientation shifts, etc.). Provide your own opinion on the effectiveness of the visualization produced by the tool.

Compare the tools on their respective ease of use, exploring how quickly one can reasonably expect to learn the tool, how intuitive it is, and any special skills required for its use.

Please submit a write-up that includes (1) your comparison of the tools in terms of capability, (2) your comparison of the tools’ ease of use, and (3) the “word clouds” you created. You can either create a table or write short paragraphs for these two questions while sharing your experience. Please note that text in your “word clouds” (i.e., your text-based data) will not count against the assignment’s word limit.

Website URL: <https://www.nature.com/articles/d41586-021-00698-5>

**Q1 Comparison of the tools in terms of capability**

For this assignment I used four different word cloud tools: Wordclouds, Worditout, Edwordle, and Tagcrowd. I thought that the capability of these tools had similar options in producing word clouds. The tools allowed the user options to either paste text, upload a file, or enter a URL to create the word clouds. I pasted text from an article about the Perseverance Rover on Mars from the website Nature.com. The tools did a good job making the words with the main idea from the article stick out and provide a visual summary of the article to the reader.

The tools Wordclouds, Worditout and Edwordle provides the user options to select the color ranges, font, size, and orientation. However, a downside to Tagcrowd tool is it did not contain the capability of selecting a font or color scheme.

Also, I liked the tools Edwordle and Wordclouds because it gave the user themes of pre-selected colors making it look more appealing visually as compared to the other tools which had you select from the color palette. The manually selecting of colors made it difficult to match different colors efficiently.

In addition, I liked the capability of the tool Wordclouds because it gives the user the ability to choose different shapes of the word clouds. This makes it easy to adapt the format of the cloud into a shape that the user requires in their situation.

**Q2 Comparison of the tools’ ease of use**

The four tools used were simple to use but some of them were easier than others.

The tools allowed the user to paste text, upload file, or paste URL making it simple for anyone to use. Also, the tool on each website has a FAQ section in case the user needs help in setting up their customized word cloud.

The ones that were easy to use in my opinion were Edwordle, Worditout, and Wordclouds. They were easy to use because they have good user interface when selecting the different options like font, size, orientation, and color. Also, it was much easier to use Edwordle and Wordclouds due to their capability of selecting the word color themes instead of manually selecting as stated earlier.

Overall, the customization for the tools were self-explanatory and was fun to explore the different options for formatting the cloud. Some tools contain more functionality which made it a little bit confusing what each function does. But once you test it out you begin to learn how to adapt to the tool to create a visually appealing image for the text-based data analysis.

**Word Cloud Tools Used** (Wordclouds, Worditout, Edwordle, Tagcrowd)

Wordclouds (<https://www.wordclouds.com/>)

A picture containing text

Description automatically generated

Worditout (<https://worditout.com/word-cloud/create>)

Text

Description automatically generated

Edwordle (<http://www.edwordle.net/create.html#>)

Text

Description automatically generated with medium confidence

Tagcrowd (<https://tagcrowd.com/>)

Text, application

Description automatically generated