WORD CLOUDS:
A QUICK GUIDE

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What Is a Word Cloud?

- A visual representation of the word frequency from a written text.

- The more often a word appears, the bigger it appears in the image.

Example

Tips and Tricks

- Clean the data before generating a word cloud. For example, conversation fillers such as "like" and "um" should be removed.

- Most word cloud generators will automatically remove common words such as "on" and "it." However, you can override this feature.

How to Develop a Word Cloud

1. Open Microsoft® PowerPoint for Office 365, PowerPoint 2016 or PowerPoint 2013.

2. Click on the "Insert" tab, then double click on "Store."

3. A new screen will pop up. In the search bar, type "Pro Word Cloud."

4. Click "add."

5. Go back to the "Insert" tab and click on the arrow next to "MyApps." Select "Pro Word Cloud." This will display the add-in on the right sidebar.

6. Click on the desired font, colors, layout and size.

7. Highlight the text that will be used in the word cloud.

8. Click "Create Word Cloud" in the right sidebar.

References

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2. Boost Labs. (2014, September 8). Word Clouds and the Value of Simple Visualizations. Retrieved from http://www.boostlabs.com/what-are-word-clouds-value-simple-visualizations/.

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