mVAM Word clouds

How to use word clouds to analyse and interpret open-ended question

Introduction

Word clouds can be used to illustrate and interpret responses from open-ended questions. At the end of an mVAM food security survey, respondents are asked to share a comment with WFP through an open-ended question that often reads, "Please tell us about the food security situation in your community". Respondents' unstructured answers are analysed by counting the frequency of recurring words and illustrated in a word cloud. Word clouds are then used to interpret and triangulate the findings from the quantitative part of the survey.

This means that word frequency from different months of data collection can be compared to get insights on respondents' sentiment and also to identify emerging issues as can word clouds from different socio-economic groups and regions/districts. You can also select responses containing a certain word like 'harvest', and make its own separate word cloud. Examples of word clouds can be found in mVAM reports at the mVAM website.

Steps:

1) Visit http://www.textfixer.com/tools/online-word-counter.php

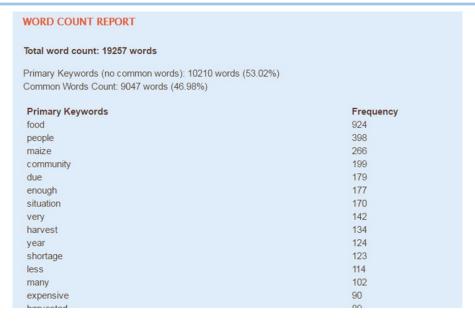
Word Count

You can also embed this keyword counter on your website or blog for free by adding the code at the bottom of this page to the body section of any of your web pages and if you write about a lot of SEO issues then having a **word counter frequency** tool on your website would be a very helpful tool for your visitors to use.

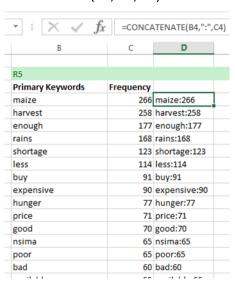
Word Analysis Tool
Paste the text from your document in the box below and then click the Count Words button. The word count and word frequency will appear just below the text box.
Count Words Reset
Your Word Count Results Will Appear Here
Tour word Count Results will Appear Here

- 2) In the middle of the page, you will see a box where you can paste all the open ended question responses)
- 3) Please make sure to check "Exclude common words from frequency count"
- 4) Press "Count Words"
- 5) Then the page will give you the calculated word frequency

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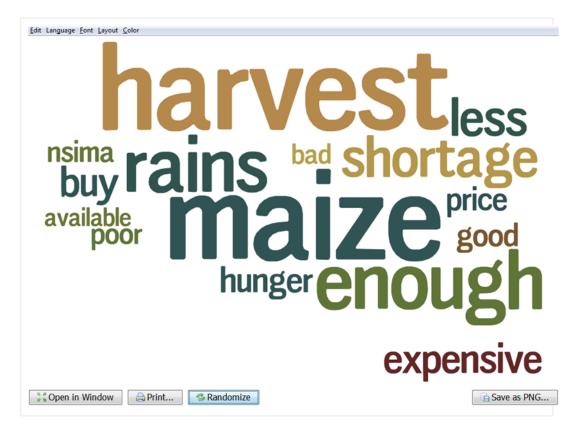
- 6) Drag and copy the words and the frequency numbers
- 7) Open an empty excel file
- 8) On the empty excel file, right click your mouse button and select "paste special"
- 9) Select "Unicode text" and press "okay"
- 10) Now exclude the words that you do not want to be in the word cloud
- 11) In the next column of your excel data, input the following function =concatenate(A1, ":", B1)



- 12) A1 is the cell you have the "word" and B1 is the cell you have the "frequency"
- 13) Then the new column will now give you a new set of data that looks like "Food:4"
- 14) Copy the column
- 15) Visit http://www.wordle.net/
- 16) Go to "advanced" tab

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- 17) In the first box you see, copy the newly created column in Step 14
- 18) Click on go
- 19) Now they will give you a word cloud (you might have to download Java, Internet Explorer/Firefox are recommended)



- 20) Edit the Word cloud theme to your personal preferences
- 21) Save as a PNG file
- 22) The word cloud is now saved as an image and can be used

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