

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.

Exclude common words from word frequency count

Your 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

WORD COUNT REPORT

Total word count: 19257 words

Primary Keywords (no common words): 10210 words (53.02%)

Common Words Count: 9047 words (46.98%)

Primary Keywords	Frequency
food	924
people	398
maize	266
community	199
due	179
enough	177
situation	170
very	142
harvest	134
year	124
shortage	123
less	114
many	102
expensive	90
hunger	77
price	71
good	70
nsima	65
poor	65
bad	60

- 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)

B	C	D
Primary Keywords	Frequency	
maize	266	maize:266
harvest	258	harvest:258
enough	177	enough:177
rains	168	rains:168
shortage	123	shortage:123
less	114	less:114
buy	91	buy:91
expensive	90	expensive:90
hunger	77	hunger:77
price	71	price:71
good	70	good:70
nsima	65	nsima:65
poor	65	poor:65
bad	60	bad:60

- 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

Wordle Advanced!

Paste weighted words or phrases here:

Example

```
fruitbats:133  
llamas on parade:85.43  
zombies?:420  
donuts:50
```

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)

Edit Language Font Layout Color

harvest less
nsima rains bad shortage
buy price
available poor maize good
hunger enough
expensive

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