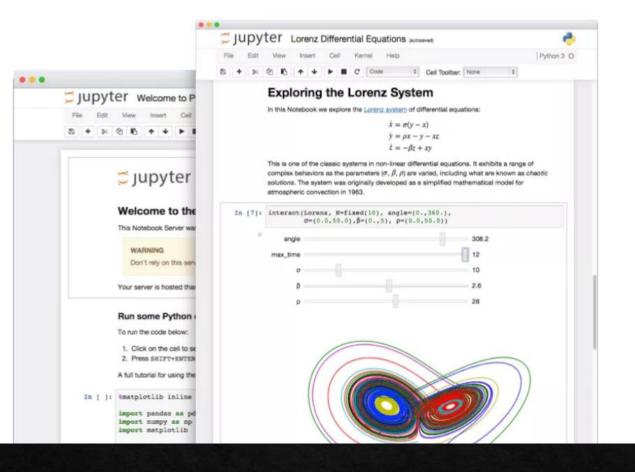


#### Why Word Clouds?

- ♦ AA640: Data Visualization and Text Mining
  - ♦ Needed a transition between visualizations and text mining
- ♦ Text mining required use of Python programming
  - ♦ Some students coded in other classes
  - ♦ Some students had no prior coding experience
- ♦ Visualize raw text instead of numeric features
- Wanted text mining introduction to be fun and memorable



#### Jupyter Notebook: The Classic Notebook Interface

The Jupyter Notebook is the original web application for creating and sharing computational documents. It offers a simple, streamlined, document-centric experience.

Try it in your browser

Install the Notebook

## Jupyter Notebooks for Python

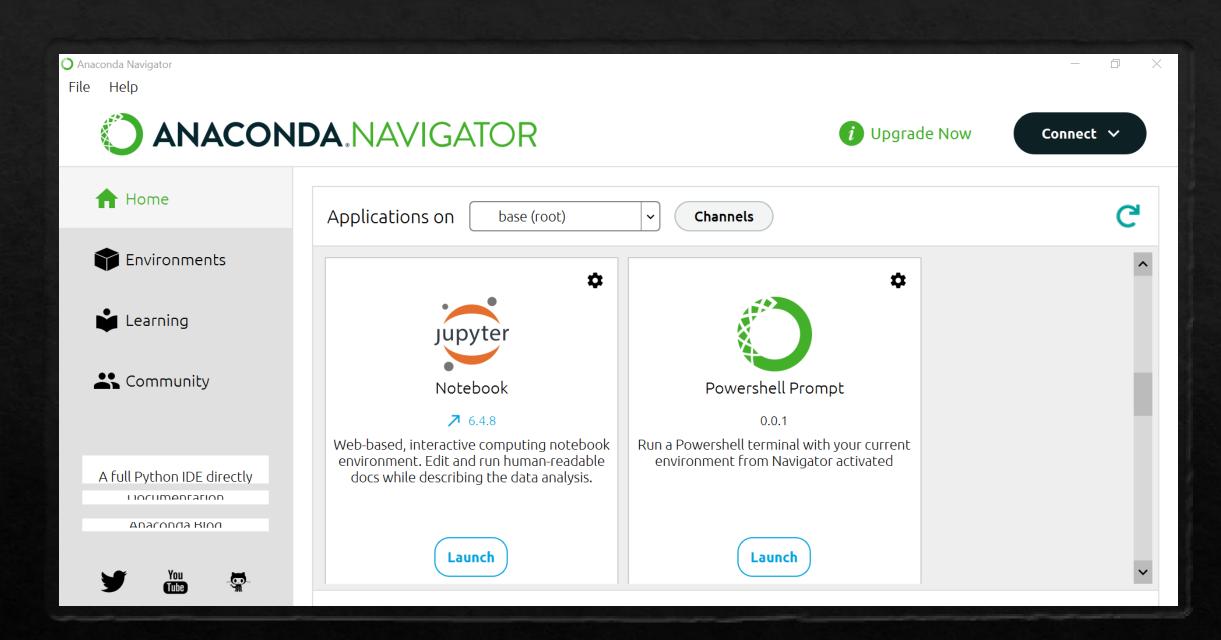
Individual Edition is now

#### **ANACONDA DISTRIBUTION**

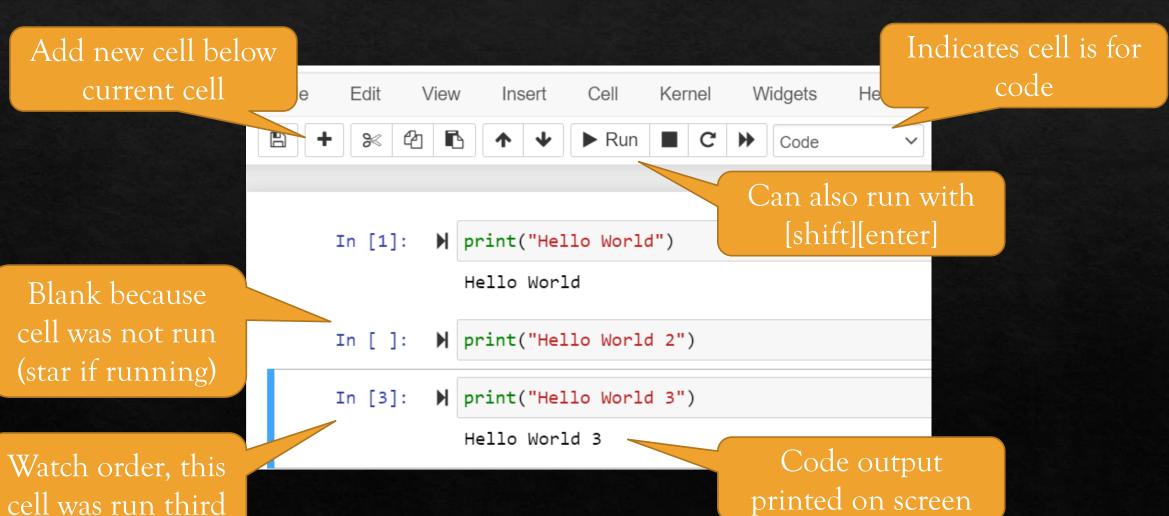
The world's most popular opensource Python distribution platform



https://www.anaconda.com/products/distribution Google: Anaconda download

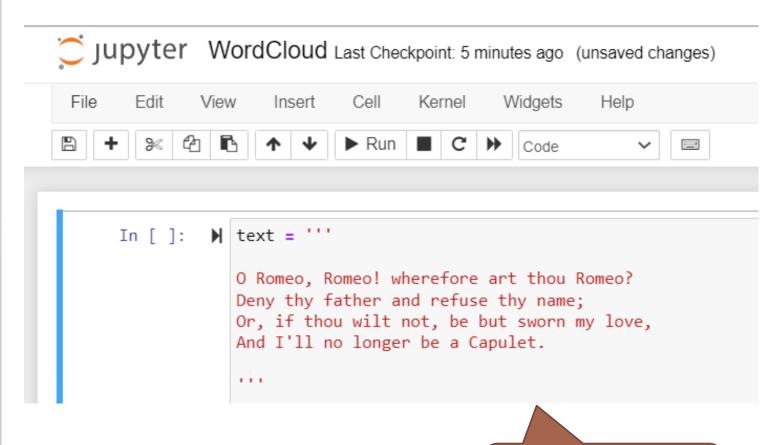


#### Coding in Notebooks



#### What to get ready

- Open Jupyter
   Notebook
- Find the Wikipedia text you want to analyze
- 3. Copy and paste text into Jupyter Notebook



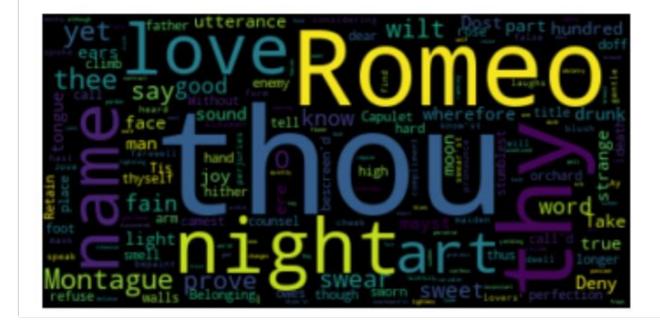
I added more text but shortened for slide so notation is visible #install wordcloud library
!pip install wordcloud

#import libraries
from wordcloud import WordCloud
import matplotlib.pyplot as plt

#### Word Clouds do not require much code

```
#create basic word cloud
wordcloud = WordCloud().generate(text)

plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off")
plt.show()
```



#### Does Juliet Talk About Herself?

Parameter Changed

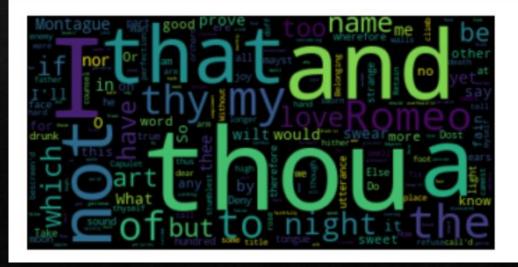
```
#create basic word cloud
wordcloud = WordCloud().generate(text)

plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off")
plt.show()
```

```
yet Told OVE Romany Rom
```

```
#create basic word cloud
wordcloud = WordCloud(stopwords = []).generate(text)

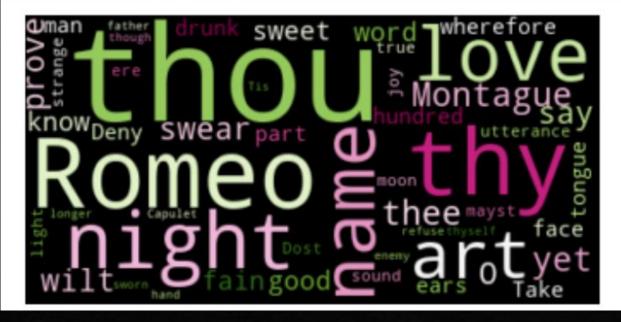
plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off")
plt.show()
```



#### Let's Change the Default Colors



### Default is the Top 200 words



# Changing the Cloud Shape

flower.jpg is a silhouette

```
from PIL import Image
import numpy as np

mask_img = np.array(Image.open("flower.jpg"))
```

```
#create basic word cloud with stop words - rose shaped
wordcloud = WordCloud(colormap = 'PiYG', mask = mask_img).generate(text)

plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off")
plt.show()
```



```
#create basic word cloud with stop words - increase size and save
fig = plt.figure(figsize = (6,6))
wordcloud = WordCloud(colormap = 'PiYG', mask = mask_img, background_color = 'white').generate(text)

plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off")
plt.savefig("juliet.png", bbox_inches = "tight")
plt.show()
plt.close()
```



What Question do I have?

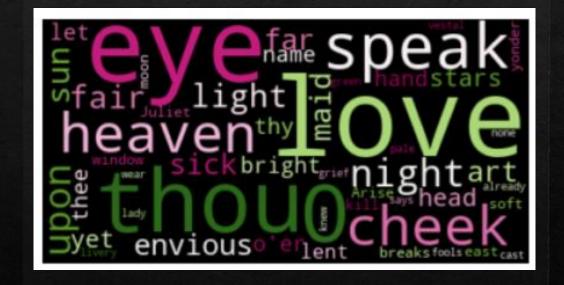


## Romeo Doesn't Call Juliet by Name

Juliet



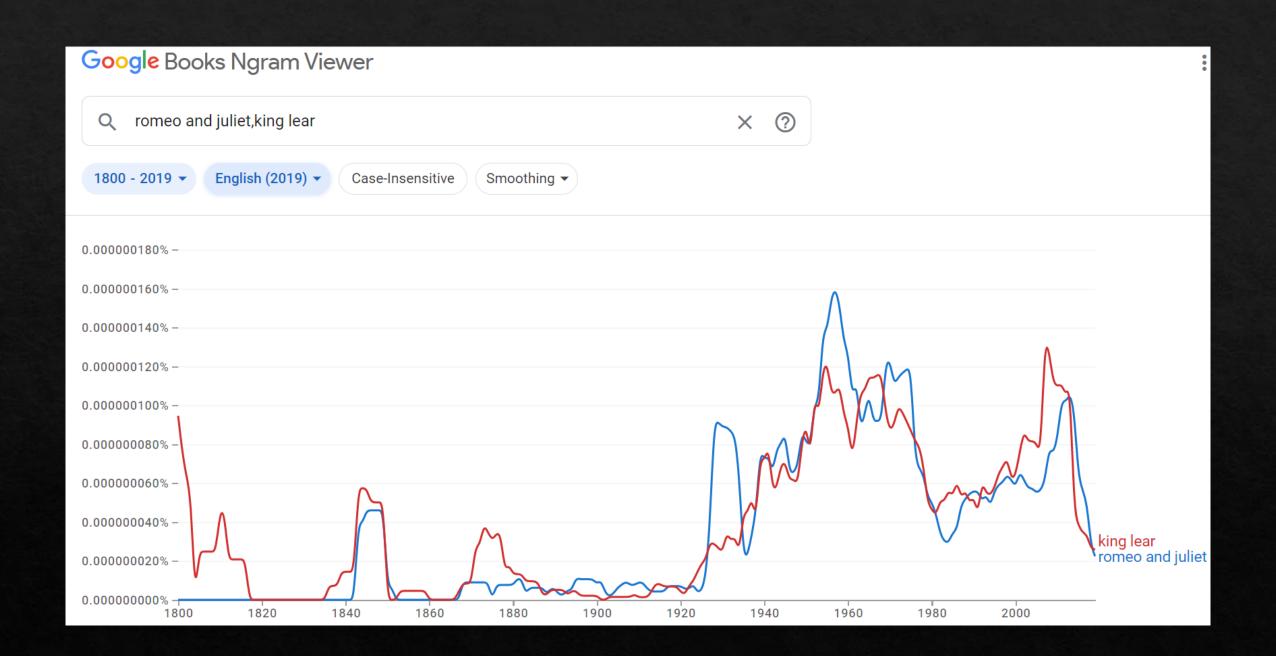
Romeo



#### In Class Activity

- ♦ Pick a topic or person
- Plot the popularity on Google n-grams
- Create a word cloud using the Wikipedia entry
- ♦ What can you conclude based on the plots?
- What questions do you have based on the plots?

Individual submission, include all plots



Student Examples Redacted For Public Posting