

# What Three Words Come to Mind?

## Description

What Three Words Come to Mind? is a survey question that can be used to create an interesting visual about your community's thoughts or conceptions of climate change.

## Instructions

**Collecting responses:** Ask participants, "What three words come to mind when you hear 'climate change'?" Surveys can be conducted in groups or individually, across different mediums (in person, via email, etc.), or in addition to another workshop or survey.

**Organize responses:** Organize all responses onto a single, typed document. Only the participants' responses should be included in this document (remove titles, labels, captions, etc).

Wordle is an online program that generates "word clouds" using text provided by any user. Words that appear more frequently in the source text appear larger in the resulting word cloud. Because the Wordle program extracts words from the source text, and arranges them randomly, if some responses are phrases that represent a specific idea, you may want to ensure that the entire phrase appears together. For example, for the response "polar bears," you may want "polar" and "bear" to appear together by typing this response as "PolarBears." (as one word).

**Using Wordle:** Go to <http://www.wordle.net/> and click on the tab labeled "Create." Paste in the text from the single document of participant responses you organized, then select "Go." You can edit the resulting word cloud by changing the color, font, and orientation of the text. Once you are finished editing your word cloud, select the "print" option on the bottom left corner. A printer dialog box should appear, with an option to save a PDF version of your word cloud at the bottom left corner.

**This tool is available online for download at:**

<http://fieldmuseum.org/explore/department/ecco/downloads>

If you have any questions, concerns, or requests for hard copies of the tools, please contact Jennifer Hirsch at [jhirsch@fieldmuseum.org](mailto:jhirsch@fieldmuseum.org).