

# ESRB Tag Cloud


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# The ESRB



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The ESRB is a non-profit, self-regulatory body that independently assigns **ratings**, enforces **advertising guidelines**, and helps ensure responsible online **privacy** practices for the interactive entertainment software industry.



**ESRB Ratings:** ESRB, ESRB, ESRB, ESRB, ESRB, ESRB

SEARCH FOR VIDEO GAME RATINGS  
SEARCH BY PUBLISHER OR TITLE KEYWORD

Title or  Publisher

SEARCH BY RATING

SEARCH BY PLATFORM

SEARCH BY CONTENT

For **Multiple selections**, open the pulldown again and make an additional selection.


LATEST VIDEO GAME RATINGS

**Rating Summaries**  
Get detailed descriptions of the content that factored into a game's rating.

**ESRB Mobile**  
Tools for getting rating summaries anytime, anywhere.

**ESRB en Español**  
Información para padres en Español

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# Ratings



# Scraping

- 35000 pages
- 5.5 Hours
- Ruby + Nokogiri
- Over 17000 games!
- Name, Rating, Content Descriptors, Platform, Summary (newer games only)

# First Attempt

- Search by Name, Rating, and/or content
- Returns a list of games
- **PROBLEM:** This is a search engine, not a visualization.
- This was when I realized how I needed to think about this project.

# Second (Final) Attempt

- Tag Cloud
- Word Frequency of Game Names
- Constrain searched games by Content or Rating.
- Mouse-over a word shows the list of searched games that contain it in their name.

# Tools

- Processing
- ControlP5
- OpenCloud
- Golan's tag cloud demo

## Scraping

- Ruby
- Nokogiri

# End of slides

- Demo