Email data is separated by social group. The social group that is more important/closest to you would be the tallest. “Social Group” in this diagram would be replaced by each name of the social group. You can pick how you want to search within each social group by picking an option in the “Search By” sidebar.

When you click on a social group, the color bar for that group will rise and a tag cloud will appear. The words in the tag cloud will depend on what you picked in the “Search By” sidebar. In this case, we are searching for people in the blue social group. This means that we are searching for any email that is from or to this person. The more email there is regarding that person, the larger their name appears in the tag cloud. The words in the tag cloud will appear in alphabetical order.
When “Content” is chosen, it is the same as when “People” is chosen, except the words in the tag cloud are now about the content of an email.

“Threads” refers to any email that is sent to and replied between more than 2 people. When “Threads” is chose, it is the same as when “People” or “Content” is chosen, except the words in the tag cloud are now key words in the subject line of the thread.
“Chat” refers to email sent and replied to between two people. When “Chat” is chosen, it is the same as when “People”, “Content” or “Threads” is chosen, except the words in the tag cloud are now the names of the people who you have “chatted” with. This is different than the “People” option because “Chat” is only if you have replied back and forth with this particular person, where “People” can show you one way emails.