

2014

Help Manual



The image features a word cloud on a blue background. A magnifying glass is positioned over the word 'QUALITY', which is the largest and most prominent word. Other visible words include 'COMMO', 'LISM', 'CTIVITY', 'Satisfaction', 'LIBER', 'COMMI', 'INSPIR', 'VARIETY', 'AMBIVALEN', 'FAMILIAR', 'TENACTI', 'HARDSHIP', 'LEVELING', 'PRESENT', 'COMPL', 'ACCOMPL', 'SELF-P', 'ORAL AWARENESS', 'SPATIAL', 'COGNITIVE', 'DENI', 'PASSI', 'Y COOPERAT', 'CONC', 'RT', 'ION', 'COLLECTI', 'INSI', 'PRAI', 'NUM', 'CATIO', 'D', 'SITI', 'REALI', 'HUM', 'AGGRES', 'EMBELLISHMENT', 'FAST CONCERN', 'D', 'SITI', 'REALI', 'HUM', 'AGGRES'.

DICTION 7.0

The Text Analysis Program

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Help Manual

Digitext, Inc.

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1 Welcome to DICTION

1.1 Introduction

DICTION 7 is a scientific method for determining the tone of a verbal message using a powerful Windows®- or Mac®-based program that searches a passage for five general lexical features as well as thirty-five sub-features. DICTION conducts its searches via a 10,000-word corpus and up to thirty user-created custom dictionaries built with words you have defined (such as topical or negative words) for particular research objectives.

DICTION uses dictionaries (word-lists) to search a text for the following five Master Variables:

- Certainty - Language indicating resoluteness, inflexibility, and completeness and a tendency to speak ex cathedra.
- Activity - Language featuring movement, change, the implementation of ideas and the avoidance of inertia.
- Optimism - Language endorsing some person, group, concept or event, or highlighting their positive entailments.
- Realism - Language describing tangible, immediate, recognizable matters that affect people's everyday lives.
- Commonality - Language highlighting the agreed-upon values of a group and rejecting idiosyncratic modes of engagement.

Now with *Power Mode*, DICTION 7 can read documents in a variety of text formats, long documents and documents that contain both text and graphics, such as pdf-formatted company annual reports. The program can accept a large number of files within a single Project. Projects containing 1000+ files are analyzed using *power analysis* for enhanced speed and reporting efficiency, with the results automatically exported to .csv-formatted spreadsheet file. On the average computer, DICTION can process over 20,000 passages in about 5 minutes.

DICTION uses a built-in database consisting of 50,000 previously analyzed texts. The user may apply these general norms or select from among thirty-six sub-categories, including speeches, poetry, newspaper editorials, business reports, etc. to get a comparative or “snapshot” view of their findings.

DICTION writes the results to numeric files for later statistical analysis. Output options include raw totals, standardized scores, word and character counts and percentages, thereby providing you a variety of ways of understanding the text being processed.

DICTION is sold with a single-system, perpetual, end-user license. That is, each copy of DICTION can only be run on a single computer and does not require an annual license renewal. DICTION requires 256 MB of memory and 145 MB of hard disk space.

DICTION was developed by Professor Roderick P. Hart, Professor of Communication and Government at The University of Texas at Austin and Professor Craig E. Carroll, visiting researcher at the Stern School of Business at New York University.

For information on how DICTION has been used, go to www.dictionsoftware.com for hundreds of studies listed under [DICTION Research](#).

1.2 DICTION 7 Improvements

DICTION 7, now with *Power Mode*, provides enhanced performance and robustness for dealing in the era of “Big Data.” With the inclusion for new text formats and operating environments, DICTION offers an adaptable and flexible tool for use in numerous disciplines, including business, finance, communication, digital humanities, etc. And its new streamlined look and appearance provides improved usability and efficiency for conducting scholarly research, which today stands at over [300 available DICTION studies](#).

Full Mac and Windows compatibility!

- DICTION versions for Mac or Windows
- Supports Mac OS 10.6 and higher
- Supports Windows 7 and higher

New Power Mode for enhanced input!

- Imports complex pdf documents, such as annual reports
- Reads .odt in addition to a variety of other text formats
- Screens names for files, folder and dictionaries

New Power Mode for greater speed!

- Analyzes thousands of texts expeditiously
- Handles long documents quickly
- Process over 20,000 passages in about 5 minutes.

New Power Mode for greater efficiency!

- Supports a large number of texts per project
- Uses *Power analysis* for projects with 1000+ files
- Directs output to .csv-formatted spreadsheet file

Advanced Report Viewer for displaying results!

- Point-and-click File Report Viewer from Project Report Viewer
- Improved File Report Viewer format
- Toggle between File and Compare Viewers

New, easy-to-use interface!

- Simpler, cleaner user interface
- Hide Projects not in use
- Move DICTION Projects using import and export wizards

2 DICTION Approach

2.1 Projects

DICTION organizes its work units by Projects. Each Project includes three folders: "Input" folder that contains the texts to be analyzed; "Output" folder that contains the results of the DICTION analysis; and "Dictionaries" folder for any user-created, custom dictionaries. By **right-clicking** on the Project or any of the Project folders, you can perform a number of actions for that Project, such as import files, analyze, hide/show projects, turn on /off project settings, etc.

DICTION lets you establish global settings that apply to all Projects (for example, custom dictionaries can be created and applied to all Projects) or settings that only to a specific Project. The program can read a variety of text formats and can accept a large number of files within a single Project. Projects containing 1000 or greater files are analyzed using *Power Mode* for enhanced speed and reporting efficiency, with the results automatically exported to .csv-formatted spreadsheet file.

DICTION Output can be viewed at a Project level or at an individual file perspective. Results can be determined for raw totals or standardized scores. Standardized scores use DICTION's normative data for each of its forty variables based on a 50,000-item sample of discourse. You can use these general norms for comparative purposes or select from among thirty-six sub-categories, including speeches, poetry, newspaper editorials, business reports, scientific documents, television scripts, telephone conversations, etc., for a "snapshot" look at the findings for the text being analyzed.

2.2 DICTION's 31 Word Lists

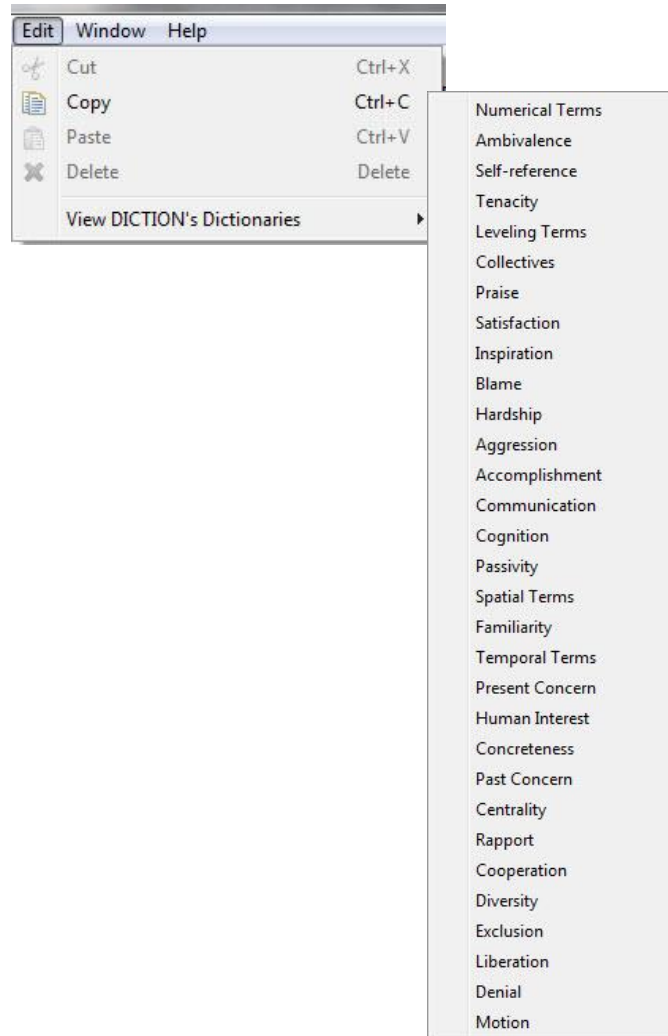
DICTION uses 31 dictionaries (word lists) to search a text. The dictionaries are automatically loaded into memory at the beginning of each work session. Users can also create up to thirty (30) custom dictionaries to augment the standard dictionaries provided in DICTION. Custom dictionaries only report raw scores.

In using the dictionaries, DICTION processes the text looking for an exact match of the words contained in the standard and any custom dictionaries.

Note: Only individual or single hyphenated words are processed and as such, should only be used in custom dictionaries. (See Section 4.3 for more information on custom dictionaries.)

You may view DICTION's 31 dictionaries in the following manner.

1. Select "Edit" from the Toolbar.
2. Select "View DICTION's Dictionaries" from the drop-down menu."
3. Choose from among the list of standard dictionaries.
4. The standard dictionaries cannot be changed.



The dictionaries have the following properties:

1. They vary considerably in size, ranging from as few as 10 words to as many as 745 words.
2. The dictionaries contain individual or hyphenated words only, not phrases.
3. No words are duplicated across the thirty-one dictionaries.
4. Homographs, words that are spelled alike but have different meanings, are treated via statistical weighting procedures (thereby partially correcting for context).
5. DICTION's Report Files produce standardized scores for each of the standard dictionaries.

2.3 DICTION's 5 Master Variables

DICTION's five Master Variables--Activity, Optimism, Certainty, Realism and Commonality--are composed by converting all subaltern variables to z-scores, combining them via addition and subtraction, and then by adding a constant of 50 to eliminate negative numbers. For example, in calculating Optimism, DICTION standardizes six variables and then adds or subtracts them (e.g., [praise + satisfaction + inspiration) - (blame + hardship + denial]), adds a constant of 50, and then provides a slight statistical correction by referencing DICTION's normative databank.

When taken together, these five measures provide the most general understanding of a given text and any study reporting DICTION results can be directly compared to any other study reporting DICTION results, making it more dependable and more useful than programs reporting raw scores only.

DICTION's Master Variables cannot be reformulated. However, users can create their own complex variables by creating their own formulas. (See Section 9.3 for information on creating custom complex variables.)

Five 'Master Variables' are built by concatenating these 31 dictionary scores.

Master Variable	Definition	Formula
Certainty	Language indicating resoluteness, inflexibility, and completeness and a tendency to speak <u>ex cathedra</u>	[Tenacity + Leveling + Collectives + Insistence] – [Numerical Terms + Ambivalence + Self Reference + Variety]
Optimism	Language endorsing some person, group, concept or event or highlighting their positive entailments.	[Praise + Satisfaction + Inspiration] – [Blame + Hardship + Denial]
Activity	Language featuring movement, change, the implementation of ideas and the avoidance of inertia.	[Aggression + Accomplishment + Communication + Motion] – [Cognitive Terms + Passivity + Embellishment]
Realism	Language describing tangible, immediate, recognizable matters that affect people's everyday lives.	[Familiarity + Spatial Awareness + Temporal Awareness + Present Concern + Human Interest + Concreteness] – [Past Concern + Complexity]
Commonality	Language highlighting the agreed - upon values of a group and rejecting idiosyncratic modes of engagement.	[Centrality + Cooperation + Rapport] – [Diversity + Exclusion + Liberation]

2.3.1 The 'Certainty' Master Variable

Definition: Language indicating resoluteness, inflexibility, and completeness and a tendency to speak ex cathedra

Formula: [Tenacity + Leveling + Collectives + Insistence] - [Numerical Terms + Ambivalence + Self Reference + Variety]

TENACITY: All uses of the verb **to be** (*is, am, will, shall*) three definitive verb forms (*has, must, do*) and their variants, as well as all associated contraction's (*he'll, they've, ain't*). These verbs connote confidence and totality.

LEVELING: Words used to ignore individual differences and to build a sense of completeness and assurance. Included are **totalizing terms** (*everybody, anyone, each, fully*), adverbs of **permanence** (*always, completely, inevitably, consistently*), and **resolute adjectives** (*unconditional, consummate, absolute, open-and-shut*).

COLLECTIVES: Singular nouns connoting plurality that function to decrease specificity. These words reflect a dependence on categorical modes of thought. Included are **social groupings** (*crowd, choir, team, humanity*), **task groups** (*army, congress, legislature, staff*) and **geographical entities** (*county, world, kingdom, republic*).

INSISTENCE: This is a measure of code-restriction and semantic contentedness. The assumption is that repetition of key terms indicates a preference for a limited, ordered world.

In calculating *Insistence*, all words occurring three or more times that function as nouns or noun-derived adjectives are identified (either cybernetically or your assistance) and the following calculation performed: [Number of Eligible Words x Sum of their Occurrences] ÷ 10.

For small input files, high-frequency terms used two or more times are used in the calculation.

NUMERICAL TERMS: Any sum, date, or product specifying the facts in a given case. This dictionary treats each isolated integer as a single word and each separate group of integers as a single word. In addition, the dictionary contains common numbers in **lexical format** (*one, tenfold, hundred, zero*) as well as terms indicating **numerical operations** (*subtract, divide, multiply, percentage*) and **quantitative topics** (*digitize, tally, mathematics*). The presumption is that *Numerical Terms* hyper-specify a claim, thus detracting from its universality.

AMBIVALENCE: Words expressing hesitation or uncertainty, implying a speaker's inability or unwillingness to commit to the verbalization being made. Included are **hedges** (*allegedly, perhaps, might*), statements of **inexactness** (*almost, approximate, vague, somewhere*) and **confusion** (*baffled, puzzling, hesitate*). Also included are words of **restrained possibility** (*could, would, he'd*) and **mystery** (*dilemma, guess, suppose, seems*).

SELF-REFERENCE: All **first-person references**, including *I, I'd, I'll, I'm, I've, me, mine, my, myself*. Self-references are treated as acts of indexing whereby the locus of action appears to reside in the speaker and not in the world at large thereby implicitly acknowledging the speaker's limited vision.

VARIETY: This measure conforms to **Wendell Johnson's (1946) Type-Token Ratio** which divides the number of different words in a passage by the passage's total words. A high score indicates a speaker's avoidance of overstatement and a preference for precise, molecular statements.

2.3.2 The 'Optimism' Master Variable

Definition: Language endorsing some person, group, concept or event or highlighting their positive entailments.

Formula: [Praise + Satisfaction + Inspiration] - [Blame + Hardship + Denial]

PRAISE: Affirmations of some person, group, or abstract entity. Included are terms isolating important **social qualities** (*dear, delightful, witty*), **physical qualities** (*mighty, handsome, beautiful*), **intellectual qualities** (*shrewd, bright, vigilant, reasonable*), **entrepreneurial qualities** (*successful, conscientious, renowned*), and **moral qualities** (*faithful, good, noble*). All terms in this dictionary are adjectives.

SATISFACTION: Terms associated with **positive affective states** (*cheerful, passionate, happiness*), with moments of **undiminished joy** (*thanks, smile, welcome*) and **pleasurable diversion** (*excited, fun, lucky*), or with **moments of triumph** (*celebrating, pride, auspicious*). Also included are **words of nurturance:** *healing, encourage, secure, relieved*.

INSPIRATION: Abstract virtues deserving of universal respect. Most of the terms in this dictionary are nouns isolating **desirable moral qualities** (*faith, honesty, self-sacrifice, virtue*) as well as **attractive personal qualities** (*courage, dedication, wisdom, mercy*). **Social and political ideals** are also included: *patriotism, success, education, justice*.

BLAME: Terms designating **social inappropriateness** (*mean, naive, sloppy, stupid*) as well as downright evil (*fascist, blood-thirsty, repugnant, malicious*) compose this dictionary. In addition, adjectives describing **unfortunate circumstances** (*bankrupt, rash, morbid, embarrassing*) or **unplanned vicissitudes** (*weary, nervous, painful, detrimental*) are included. The dictionary also contains **outright denigrations:** *cruel, illegitimate, offensive, miserly*.

HARDSHIP: This dictionary contains **natural disasters** (*earthquake, starvation, tornado, pollution*), **hostile actions** (*killers, bankruptcy, enemies, vices*) and **censurable human behavior** (*infidelity, despots, betrayal*). It also includes **unsavory political outcomes** (*injustice, slavery, exploitation, rebellion*) as well as **normal human fears** (*grief, unemployment, died, apprehension*) and in **capacities** (*error, cop-outs, weakness*).

DENIAL: A dictionary consisting of standard **negative contractions** (*aren't, shouldn't, don't*), **negative functions words** (*nor, not, nay*), and terms designating **null sets** (*nothing, nobody, none*).

2.3.3 The 'Activity' Master Variable

Definition: Language featuring movement, change, the implementation of ideas and the avoidance of inertia.

Formula: [Aggression + Accomplishment + Communication + Motion] - [Cognitive Terms + Passivity + Embellishment]

AGGRESSION: A dictionary embracing human competition and forceful action. Its terms connote **physical energy** (*blast, crash, explode, collide*), **social domination** (*conquest, attacking, dictatorships, violation*), and goal-directedness (*crusade, commanded, challenging, overcome*). In addition, words associated with **personal triumph** (*mastered, rambunctious, pushy*), **excess human energy** (*prod, poke, pound, shove*), **disassembly** (*dismantle, demolish, overturn, veto*) and **resistance** (*prevent, reduce, defend, curbed*) are included.

ACCOMPLISHMENT: Words expressing **task-completion** (*establish, finish, influence, proceed*) and **organized human behavior** (*motivated, influence, leader, manage*). Includes **capitalistic terms** (*buy, produce, employees, sell*), **modes of expansion** (*grow, increase, generate, construction*) and **general functionality** (*handling, strengthen, succeed, outputs*). Also included is **programmatic language:** *agenda, enacted, working, leadership*.

COMMUNICATION: Terms referring to social interaction, both **face-to-face** (*listen, interview, read, speak*) and **mediated** (*film, videotape, telephone, e-mail*). The dictionary includes both **modes of intercourse** (*translate, quote, scripts, broadcast*) and **moods of intercourse** (*chat, declare, flatter, demand*). Other terms refer to **social actors** (*reporter, spokesperson, advocates, preacher*) and a variety of **social purposes** (*hint, rebuke, respond, persuade*).

MOTION: Terms connoting **human movement** (*bustle, job, lurch, leap*), **physical processes** (*circulate, momentum, revolve, twist*), **journeys** (*barnstorm, jaunt, wandering, travels*), **speed** (*lickety-split, nimble, zip, whistle-stop*), and **modes of transit** (*ride, fly, glide, swim*).

COGNITIVE TERMS: Words referring to cerebral processes, both functional and imaginative. Included are **modes of discovery** (*learn, deliberate, consider, compare*) and domains of study (*biology, psychology, logic, economics*). The dictionary includes **mental challenges** (*question, forget, re-examine, paradoxes*), **institutional learning practices** (*graduation, teaching, classrooms*), as well as three forms of intellection: **intuitional** (*invent, perceive, speculate, interpret*), **rationalistic** (*estimate, examine, reasonable, strategies*), and **calculative** (*diagnose, analyze, software, fact-finding*).

PASSIVITY: Words ranging from neutrality to inactivity. Includes terms of **compliance** (*allow, tame, appeasement*), docility (*submit, contented, sluggish*), and **cessation** (*arrested, capitulate, refrain, yielding*). Also contains tokens of **inertness** (*backward, immobile, silence, inhibit*) and disinterest (*unconcerned, nonchalant, stoic*), as well as tranquility (*quietly, sleepy, vacation*).

EMBELLISHMENT: A selective ratio of adjectives to verbs based on David Boder's (1940) conception that heavy modification slows down a verbal passage by de-emphasizing human and material action. Embellishment is calculated according to the following formula: [Praise + Blame +1] ÷ [Present Concern + Past Concern +1].

2.3.4 The 'Realism' Master Variable

Definition: Language describing tangible, immediate, recognizable matters that affect people's everyday lives.

Formula: [Familiarity + Spatial Awareness + Temporal Awareness + Present Concern + Human Interest + Concreteness] - [Past Concern + Complexity]

FAMILIARITY: Consists of a selected number of C.K. Ogden's (1968) operation words which he calculates to be the most common words in the English language. Included are common prepositions (*across, over, through*), demonstrative pronouns (*this, that*) and interrogative pronouns (*who, what*), and a variety of particles, conjunctions and connectives (*a, for, so*).

SPATIAL AWARENESS: Terms referring to geographical entities, physical distances, and modes of measurement. Included are general geographical terms (*abroad, elbow-room, locale, outdoors*) as well as specific ones (*Ceylon, Kuwait, Poland*). Also included are politically defined locations (*county, fatherland, municipality, ward*), points on the compass (*east, southwest*) and the globe (*latitude, coastal, border, snowbelt*), as well as terms of scale (*kilometer, map, spacious*), quality (*vacant, out-of-the-way, disoriented*) and change (*pilgrimage, migrated, frontier*.)

TEMPORAL AWARENESS: Terms that fix a person, idea, or event within a specific time-interval, thereby signaling a concern for concrete and practical matters. The dictionary designates literal time (*century, instant, mid-morning*) as well as metaphorical designations (*lingering, seniority, nowadays*). Also included are calendrical terms (*autumn, year-round, weekend*), elliptical terms (*spontaneously, postpone, transitional*), and judgmental terms (*premature, obsolete, punctual*).

PRESENT CONCERN: A selective list of present-tense verbs extrapolated from C. K. Ogden's list of general and picturable terms, all of which occur with great frequency in standard American English. The dictionary is not topic-specific but points instead to general physical activity (*cough, taste, sing, take*), social operations (*canvass, touch, govern, meet*), and task-performance (*make, cook, print, paint*).

HUMAN INTEREST: An adaptation of Rudolf Flesch's notion that concentrating on people and their activities gives discourse a life-like quality. Included are standard personal pronouns (*he, his, ourselves, them*), family members and relations (*cousin, wife, grandchild, uncle*), and generic terms (*friend, baby, human, persons*).

CONCRETENESS: A large dictionary possessing no thematic unity other than tangibility and materiality. Included are sociological units (*peasants, African-Americans, Catholics*), occupational groups (*carpenter, manufacturer, policewoman*), and political alignments (*Communists, congressman, Europeans*). Also incorporated are physical structures (*courthouse, temple, store*), forms of diversion (*television, football, CD-ROM*), terms of accountancy (*mortgage, wages, finances*), and modes of transportation (*airplane, ship, bicycle*). In addition, the dictionary includes body parts (*stomach, eyes, lips*), articles of clothing (*slacks, pants, shirt*), household animals (*cat, insects, horse*) and foodstuffs (*wine, grain, sugar*), and general elements of nature (*oil, silk, sand*).

PAST CONCERN: The past-tense forms of the verbs contained in the Present Concern dictionary.

COMPLEXITY: A simple measure of the average number of characters-per-word in a given input file. Borrows Rudolph Flesch's (1951) notion that convoluted phrasings make a text's ideas abstract and its implications unclear.

2.3.5 The 'Commonality' Master Variable

Definition: Language highlighting the agreed-upon values of a group and rejecting idiosyncratic modes of engagement.

Formula: [Centrality + Cooperation + Rapport] - [Diversity + Exclusion + Liberation]

CENTRALITY: Terms denoting institutional regularities and/or substantive agreement on core values. Included are indigenous terms (*native, basic, innate*) and designations of legitimacy (*orthodox, decorum, constitutional, ratified*), systematicity (*paradigm, bureaucratic, ritualistic*), and typicality (*standardized, matter-of-fact, regularity*). Also included are terms of congruence (conformity, mandate, unanimous), predictability (expected, continuity, reliable), and universality (womankind, perennial, landmarks).

COOPERATION: Terms designating behavioral interactions among people that often result in a group product. Included are designations of formal work relations (*unions, schoolmates, caucus*) and informal associations (*chum, partner, cronies*) to more intimate interactions (*sisterhood, friendship, comrade*). Also included are neutral interactions (*consolidate, mediate, alignment*), job-related tasks (*network, detente, exchange*), personal involvement (*teamwork, sharing, contribute*), and self-denial (*public-spirited, care-taking, self-sacrifice*).

RAPPORT: This dictionary describes attitudinal similarities among groups of people. Included are terms of affinity (*congenial, camaraderie, companion*), assent (*approve, vouched, warrants*), deference (*tolerant, willing, permission*), and id entity (*equivalent, resemble, consensus*).

DIVERSITY: Words describing individuals or groups of individuals differing from the norm. Such distinctiveness may be comparatively neutral (*inconsistent, contrasting, non-conformist*) but it can also be positive (*exceptional, unique, individualistic*) and negative (*illegitimate, rabble-rouser, extremist*). Functionally, heterogeneity may be an asset (*far-flung, dispersed, diffuse*) or a liability (*factionalism, deviancy, quirky*) as can its characterizations: *rare vs. queer, variety vs. jumble, distinctive vs. disobedient*.

EXCLUSION: A dictionary describing the sources and effects of social isolation. Such seclusion can be phrased passively (*displaced, sequestered*) as well as positively (*self-contained, self-sufficient*) and negatively (*outlaws, repudiated*). Moreover, it can result from voluntary forces (*secede, privacy*) and involuntary forces (*ostracize, forsake, discriminate*) and from both personality factors (*smallmindedness, loneliness*) and political factors (*right-wingers, nihilism*). Exclusion is often a dialectical concept: *hermit vs. derelict, refugee vs. pariah, discard vs. spurn*.

LIBERATION: Terms describing the maximizing of individual choice (*autonomous, open-minded, options*) and the rejection of social conventions (*unencumbered, radical, released*). Liberation is motivated by both personality factors (*eccentric, impetuous, flighty*) and political forces (*suffrage, liberty, freedom, emancipation*) and may produce dramatic outcomes (*exodus, riotous, deliverance*) or subdued effects (*loosen, disentangle, outpouring*). Liberatory terms also admit to rival characterizations: *exemption vs. loophole, elope vs. abscond, uninhibited vs. outlandish*.

2.4 DICTION'S Calculated Variables

Four of DICTION's scores result from calculations rather than dictionary matches. These include Insistence, Embellishment, Variety, and Complexity.

Calculated Variable	Source	Assumptions	Measurement	Formula
INSISTENCE Certainty		Repetition of key terms indicates a preference for a limited, ordered world.	A measure of code-restriction. All words occurring three or more times that function as nouns or noun-derived adjectives are identified (either cybernetically or with your assistance)	[Number of Eligible Words x Sum of their Occurrences] ÷ 10. For small input files, high frequency terms used two or more times are used in the calculation.
EMBELLISHMENT Activity	David Boder's (1940)	Heavy modification slows down a verbal passage by de-emphasizing human and material action.	A selective ratio of adjectives to verbs.	Embellishment is calculated according to the following formula: [Praise + Blame +1] ÷ [Present Concern + Past Concern +1].
VARIETY Certainty	Wendell Johnson's (1946) Type-Token Ratio	A high score indicates a speaker's avoidance of overstatement and a preference for precise, molecular statements.	The ratio of descriptive to functional words	Measure divides the number of different words in a passage by the passage's total words.
COMPLEXITY Realism	Rudolph Flesch's (1951)	Convolutd phrasings make a text's ideas abstract and its implications unclear.	Word size	Average number of characters-per-word in a given input file.

References: David Boder (1940). The Adjective-Verb Quotient: A Contribution to the Psychology of Language. *Psychology Record* 3: 310-343; Wendell Johnson (1951). *People in Quandaries: The Semantics of Personal Adjustment* (New York: Harper); Rudolph Flesch (1951) *The Art of Clear Thinking*. New York: Harper.

3 Getting Started

3.1 Installing DICTION

DICTION is sold with a single-system, perpetual, end-user license. Each copy of DICTION can only be run on a single computer and does not require an annual license renewal. Multiple people can use DICTION on a single system by identifying their individual projects and exporting them for later use. DICTION requires 256 MB of memory and 145 MB of hard disk space.

Upon installation, DICTION 7 will not remove DICTION 6 from your system. The two versions can run independently from each other. However, we do recommend that at some point you migrate your work to DICTION 7 and uninstall DICTION 6 from your system. To uninstall DICTION 6, locate "Digitext, Inc." in your program files. Expand "Digitext, Inc." and then select "Uninstall" to remove the DICTION 6 program from your system.

To install DICTION 7 on a Windows PC, do the following:

1. Start your computer and ensure that no other programs are running during the setup.
2. Click on the download link. Select either "run" to install the program immediately or "save" the program.
3. If you saved the program (for archival purposes), locate the DICTION program file that was downloaded. Select "run" or double-click on **DictionInstall_7.exe**. This will begin the setup process.
4. Select "I Agree" button to the license agreement.
5. Select "Install." DICTION will automatically open to the Main Screen shown below.

To install DICTION 7 on a Mac, do the following:

6. Start your computer and ensure that no other programs are running during the setup.
7. Save the **DictionInstall_Macosx_7.0.zip** to your desktop.
8. Double-click on the zip file to automatically extract the application to your desktop.
9. Double-click the diction folder to display the folder contents.
10. If you are running OSX 10.7 or later, you may see a pop-up requesting you install Java. Your Mac will search for Java and download and install if necessary.
11. After Java has been installed, DICTION 7 starts.
12. Select "I Agree" button to the license agreement.
13. Select "Install." DICTION will automatically open to the Main Screen shown below.

Customize a Mac OS X for DICTION

DICTION primarily uses **right-click** to display drop-down menus that contain a list of actions. Mac users with a single button mouse should hold down the Ctrl key and then click the mouse. If you are using the Mac Multi-Touch Trackpad, we recommend using a mouse with the System Preference setting "Secondary Click - click on right side" noted below. For more information on using a mouse on a Mac, see <http://www.macinstruct.com/node/66>

Set Scrollbars to Show Always

1. Open "System Preferences."
2. Under the Personal category, select "General."
3. For the "Show scroll bars:" option, select "Always."

Set Mouse Secondary Click

1. Open "System Preferences."
2. Select the Hardware category, select "Mouse."
3. Select "Secondary click – click on right side."

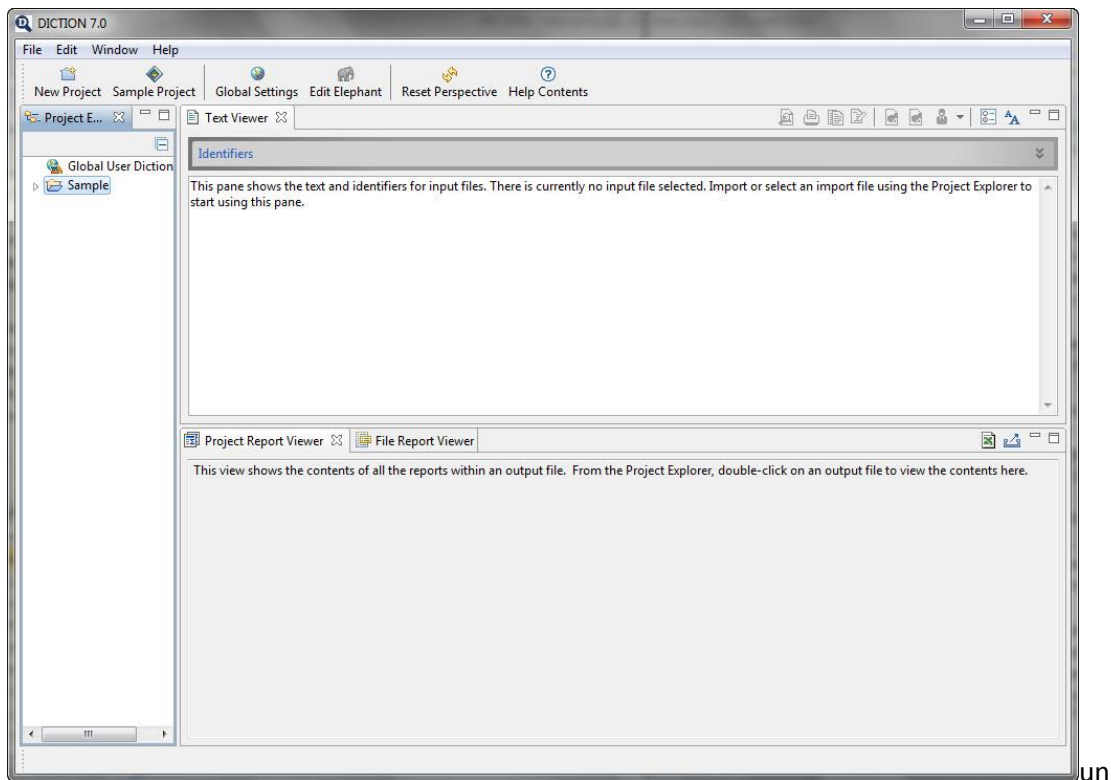
Set Spreadsheet Program to use for viewing .CSV Files

1. Open the Documents folder.
2. Select a file name with an extension of .csv.
3. Right-mouse click on the .csv file and select "Get Info."
4. From the "Get Info" dialog, expand the "Open with:" section
5. In the combo box the default selection is "TextEdit". Change this selection to your favorite spreadsheet program (Microsoft Excel or OpenOffice Calc, etc.).

Note: For backup purposes, you may wish to archive DictionInstall_7.exe or DictionInstall_macosx_7.zip. When you download the program, select "save as" to save the installation program in a location of your choosing.

3.2 Navigating the DICTION Workspace

When the program is launched, the DICTION Main Screen is presented to you to start using DICTION. The workspace includes Toolbars, and three distinct windows: the Project Explorer window, Text Viewer window and Project Report Viewer window. The Project Explorer window will contain Global User Dictionaries and Sample Project; the other windows will not contain any data.

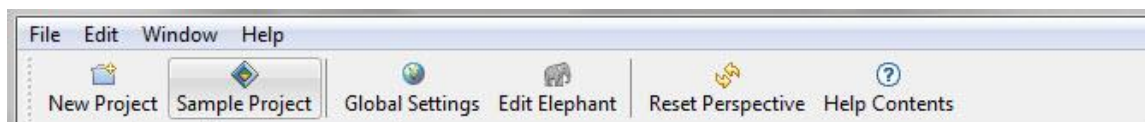


3.2.1 Toolbar

Select your desired option by clicking on the appropriate item:

1. Upper Toolbar

- **File:** Click to open a New Project, Sample Project, Global Settings, Edit Elephant, Hide/Show Projects, Migrate DICTION 6 Projects, Import DICTION 7 Project, Export DICTION 7 Project or Exit from the program.
- **Edit:** Click to Cut, Copy, Paste, or Delete a Project or View DICTION's standard dictionaries.
- **Window:** Click on Reset Perspective to return to the default window views, or open DICTION main windows.
- **Help:** Click on Help to access DICTION's on-line help or learn about the DICTION version.



2. Lower Toolbar

Select desired option by clicking on the icon listed below:



New Project: Allows you to create a new Project. A window is displayed to enter a name for the Project.



Sample Project: The Sample Project provides you an opportunity to get comfortable with how DICTION works before starting a project. The Sample Project contains 14 files to use with all the functions of DICTION. The Project can be managed by **right-clicking** on Sample and selecting the desired command. If deleted, the Sample Project can be restored by selecting File -> Sample Project or Hide/Show Projects.



Global Settings: Global Settings allows you to set features and processing options for all new Projects. (See Section 4 for more details.)



Edit Elephant: Opens the “Edit Elephant” dialogue window where words can be added, edited and deleted from the Elephant. (See Section 8.4 for more details.)



Reset Perspective: The Main Screen windows can be manipulated, for example, to detach, move, maximize, minimize or close. Reset Perspective resets the window frames to their default window settings.

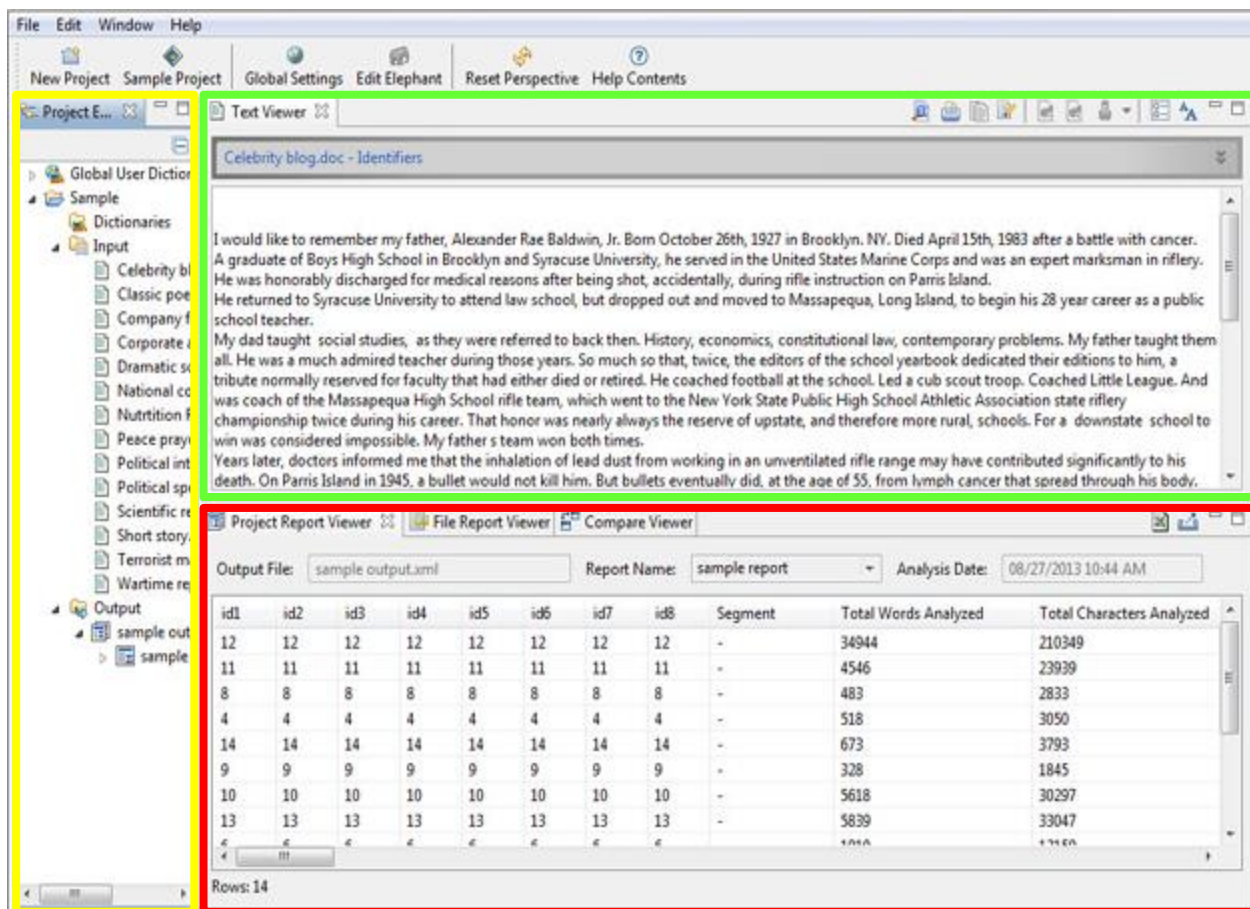


Help Contents: Launches the DICTION on-line Help Manual window. You will be asked to OK the connection to the Help contents the first time you open the on-line Help.

3.2.2 The Main Screen

The Main Screen is divided into three distinct windows listed below. Each window has its respective toolbar for managing its contents. Each window can be maximized/minimized by double-clicking on its respective tab.

1. **Project Explorer window** shows the Projects and their respective Input Files for processing; Output Files processed by DICTION; and Project-specific, user-defined dictionaries. The Global User Dictionaries are also displayed in the Project Explorer window.
2. **Text Viewer window** shows the text contained within each individual Input text file selected. (See Section 4.4 for more information about managing the text file.)
3. **Report Viewer window** displays the results from the DICTION analysis. The Project Report Viewer shows the numerical results of the project as a whole, while the File Report Viewer and Compare Viewer show the results related to an individual file. (See Section 9 for more information on managing the Report Viewer files.)





3.2.2.1 Project Explorer








The Project Explorer window allows you to manage various Projects and the files contained within your Projects. By **right-clicking** on a specific Project, you can perform a number of actions for that Project, including standard analysis, power analysis, copy, paste, hide/show, delete, refresh or close the unrelated/selected project. You can also set Project Settings, create/import User Dictionaries or see the Properties of a file. Dictionaries, if any, apply to the specific Project within which it is listed.

Right-click on Input to perform a number of actions, such as Import Files, Import Folder, Standard Analysis, Power Analysis, etc. **Note:** Text files or folder must be “imported” into DICTION. (DICTION does not support drag-n-drop for importing files or folders.) All input files are contained in the Project under Input and each report generated in the Project is listed under Output.

3.2.2.2 Text Viewer

The Text Viewer window allows you to view the text of the selected file in a given Project. The tools in this window enable you to select portions of a text for analysis and perform functions related to the text of the selected file. You can perform the following functions by selecting the appropriate icon from the Text Viewer toolbar:

-  Analyze a text file
-  Print a text file

-  Copy the selected text to the Windows clipboard
-  Edit the current text file
-  Include the selected text
-  Exclude the selected text
-  Assign the selected text to a stakeholder
-  Toggle between showing included/excluded regions
-  Change the display font

3.2.2.3 Report Viewer

Once a file has been analyzed, DICTION displays the results in the Report Viewer window where you have the option of viewing the results from two different perspectives: 1) The Project Report Viewer contains an overview of results relating to all files contained in the Project and 2) the File Report and Compare Viewers contain the results related to a specific file within a Project. (See Section 9 for more information on reporting results.)

Project Report Viewer displays the following results for all the input files. (Variables are listed in a row format.)

- **Identification** (columns 1-8): Displays eight identifiers and their respective labels, such as year, day, month, speaker, etc., that can be used to identify the text passage.
- **Options** (9-13): Lists the processing instructions for methods of handling large and small files e.g. segmented, and general language statistics for the Input files, including Total Words Analyzed, Total Characters Analyzed, Average Word Size, and Unique Words.
- **Standard Dictionaries** (14-44): Displays raw or standardized scores for DICTION's thirty-one word-lists.
- **Calculated Variables** (45-48): Displays four of DICTION's scores which result from calculations rather than dictionary matches. These include Insistence (a measure of topical-restriction), Embellishment (the ratio of descriptive to functional words), Variety (a measure of linguistic dispersion), and Complexity (word size).
- **Master Variables** (49-53): Displays DICTION's five overall measures--Activity, Optimism, Certainty, Realism and Commonality--that are composed by standardizing all previous scores, combining them via addition and subtraction, and then by adding a constant of 50 (to eliminate negative numbers). When taken together, these five measures provide the most general understanding of a given text.
- **Character Frequency** (54-58): Lists all alphabetic and orthographic characters identified by the user, such as brackets, dollar signs, etc. These latter markers are often used to pre-treat a text, thereby becoming designators of soft language features such as metaphors, emotional appeals, etc.
- **Custom Dictionaries** (59-68): Indicates which user-created dictionaries, if any, have been used and reports raw frequencies for any special word lists you have prepared. DICTION permits use of up to thirty such dictionaries.
- **General Information** (69-77): Lists general information about the files processed, for example, Name of Input File, Folder, Original File and its Location, the Report Name, as well as Processing Options selected, Stakeholder, Short or Long Option, Norms and Word Characters Analyzed.

File Report Viewer displays the following results for a single input file:

- **Summary:** Summary provides you an overall recap of selected settings, as well as the results of the Master Variables.
- **Processed Text:** Processed Text displays the passage that was analyzed.
- **Counts:** Counts include characters, insistence words, high frequency words and user-selected characters that were selected in Global or Project Setting Processing Options. (See Sections 4.1.3 and 4.1.6 for more information.)
- **Variables:** Variables list the results for a single file compared to the DICTION norms that you have selected. Special note (*) is made of variable scores lying outside the norm (+1/-1 standard deviation from the mean for the normative grouping chosen).

Compare Report Viewer displays the results for a single input file and compares it to the DICTION norms you have selected. (Variables are listed in a column format.)

- By default, DICTION contrasts your results to overall normative standards for DICTION's dictionaries. You can also compare a text to more specific sets of norms for a given category of messages (e.g., poetry, corporate reports, science writing, etc.) (See Section 11 for more information on DICTION's norms.)
- Additionally, the Compare Viewer can be used to compare the results from analyzing of one text to the same text analyzed in a different way. (See Section 9.4.3 for more information.)
- Special note (*) is made of variable scores lying outside the norm (+1/-1 standard deviation from the mean for the normative grouping chosen).

Results can be exported to an external spreadsheet application or to a .csv-formatted spreadsheet file for printing or further analysis by selecting the desired icon from the Report Viewer toolbar.



Open this report in an external spreadsheet application



Export report to a spreadsheet using a .csv file format

3.3 DICTION File Directory Structure


When DICTION is installed, it is loaded into the Program Files directory of the hard drive. DICTION saves the following folders/files:

- Program Files(x86)\Digitext\DICTION 7.X\configuration
- Program Files(x86)\Digitext\DICTION 7.X\features
- Program Files(x86)\Digitext\DICTION 7.X\JRE
- Program Files(x86)\Digitext\DICTION 7.X\plugins
- Program Files(x86)\Digitext\DICTION 7.X\eclipseproduct
- Program Files(x86)\Digitext\DICTION 7.X\diction.exe
- Program Files(x86)\Digitext\DICTION 7.X\diction.ini
- Program Files(x86)\Digitext\DICTION 7.X\license.rtf
- Program Files(x86)\Digitext\DICTION 7.X\logo.ico
- Program Files(x86)\Digitext\DICTION 7.X\uninstall.exe

All DICTION files are located in the “diction” folder in C:\users\\diction. All Project files are stored in the DICTION workspace directory in C:\Users\\diction\workspace. All log files are stored in C:\users\\diction\diction.log.

4 Global and Project Settings

Global Settings are those which apply to all Projects created with DICTION; Project Settings are those which apply to a specific Project. Selected Global Settings will apply to all new DICTION Projects created after the settings are amended; Project Settings will apply only to the Project currently in use.

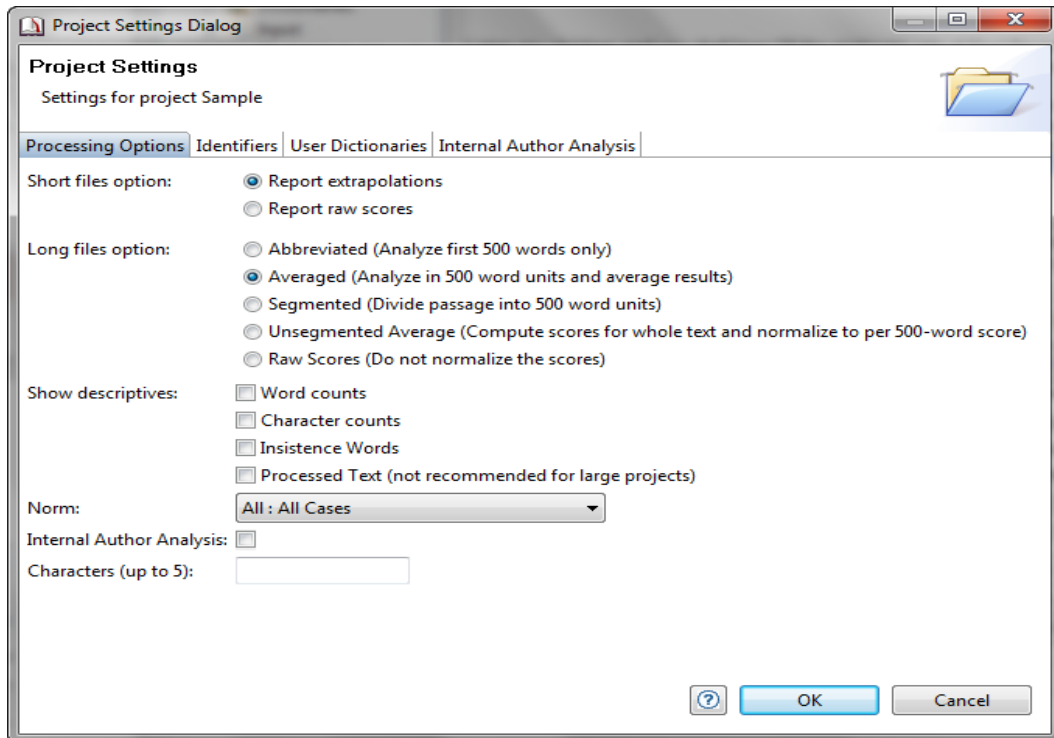
Global Settings can be found by clicking on the Global Settings icon () in the Toolbar or selecting File->Global Settings. The Project Settings window can be accessed by **right-clicking** on the desired Project and selecting “Project Settings” in the menu displayed.

The Global Settings and Project Settings windows include tabs for Processing Options, Identifiers, User Dictionaries and Internal Author Analysis.

Note: The Global Settings and Project Setting windows contain similar information and therefore may be easily confused. The Project Setting window background is clear while the Global Setting window background is shaded. The Project Setting window is labeled “Settings for project ____” and the statement “Below are the settings currently in use for this project.”

The following examples display the windows and steps for Project Settings. Similar steps can be applied to the Global Settings by clicking on the Global Settings icon in the toolbar and selecting the options there.

When you click on Project Settings, you are presented with four tabs: Processing Options, Identifiers, User Dictionaries and Internal Author Analysis.



4.1 Processing Options

DICTION has been designed as a general-purpose program suitable for analyzing any sort of English-language text. Because users' projects may vary greatly, a number of special settings have been provided.

4.1.1 Short Files Option

To ensure that DICTION scores mean the same thing to all users at all times regardless of the size of the file being processed, the program has set a standard of 500 words as the textual norm. Research has found that it takes about 500 words to get a rough sense of a person's overall style or of an organization's general language habits.

This norm was also imposed because several of DICTION's forty scores are sensitive to file-size. To handle files smaller than 500 words, you can choose among two options:

1. **Report Extrapolations.** This option, the default, makes corrective counts of a small file, thereby standardizing it to a 500-word basis and permitting use of the comparative data contained in the DICTION program. To choose this option, do the following:
 1. Go to "Project Settings" by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
 2. Click on the Processing Options tab.
 3. Choose "Report Extrapolations" under the Short files option.
 4. Click OK.

2. **Report Raw Scores.** This option reports numerical counts for the passage analyzed. Raw scores reflect DICTION's treatment of homographs and may display fractionated results because of that. (See Section 8.6 for more information on homographic treatment.) You may want to select this option when you do not want to use DICTION's norms for comparative purposes.
 1. Go to "Project Settings" by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
 2. Click on the Processing Options tab.
 3. Choose "Report Raw Scores" under the Short files option.
 4. Click OK.

4.1.2 Long Files Options

If you wish to process longer files (those 500 words or more), you have five options:

1. **Abbreviated.** This option automatically cuts off a passage at 500 words, leaving the remainder of the text unanalyzed. It generates only one report and adds only one line of data to the Project Report Viewer. You may want to select this option when you are only interested in the beginning part of the text to be analyzed. To choose this option, do the following:
 1. Go to "Project Settings" by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
 2. Click on the Processing Options tab.
 3. Choose "Abbreviated" under the Long files option.
 4. Click OK.
2. **Averaged.** This option generates one set of scores for the entire passage (regardless of length) generating the score for each 500-word unit and then averaging the scores. It generates only one report and adds only one line of data to the Project Report Viewer. Texts as large as 500,000 words can be processed with this option. This is the default project setting for DICTION. You may want to select this option when you have a large number of texts of varying size so you can directly compare them. To choose this option, do the following:
 1. Go to "Project Settings" by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
 2. Click on the Processing Options tab.
 3. Choose "Averaged" under the Long files option.
 4. Click OK.
3. **Segmented.** This option breaks a text into 500-word units and processes each separately, hence exposing a passages development from beginning to end. This option introduces a separate report for each 500-word segment into the separate output files and adds a unique line of data to the Project Report Viewer for each segment. In addition, the nth field of data (the Segment Number) is incremented by one in the Project Report Viewer. You may want to select this option for a more precise and comparative understanding of each portion of a large text.

When doing so, DICTION creates offspring files from the parent file and then adds the offspring files to Output files. The offspring files retain the same alpha-numeric and

descriptive identifiers found in the parent file. In addition, they retain the same filename with one exception: the Segment identification is added to the filename. Segments are numbered beginning with 01. To choose this option, do the following:

1. Go to "Project Settings" by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
 2. Click on the Processing Options tab.
 3. Choose "Segmented" under the Long files option.
 4. Click OK.
4. **Unsegmented Average.** This option computes the score for the first 500-word passage, then recalculates that average by adding passage 2 data, and then repeats that process again by adding passage 3 data, etc. It continues this averaging process until data for all passages have been included. In this way, DICTION computes a "rolling average," which some researchers feel is a more precise way of treating serialized data. To choose this option, do the following:
1. Go to "Project Settings" by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
 2. Click on the Processing Options tab.
 3. Choose "Unsegmented Average" under the Long files option.
 4. Click OK.

Note: Users employing this option must realize that DICTION's calculated variables (Insistence, Variety, Complexity, and Embellishment) and its Master Variables are rendered useless since they depend on ratio calculations. In other words, raw scores will only be accurate for dictionary counts in the "Unsegmented Averaged" option.

5. **Raw Scores.** This option computes the scores for the whole text analyzed and does not normalize the data. Raw scores reflect DICTION's treatment of Homographs and may display fractionated results because of that. (See Section 8.6 for more information on Homographic treatment.) You may want to select this option when you do not want to use DICTION's norms for comparative purposes. To choose this option, do the following:
1. Go to "Project Settings" by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
 2. Click on the Processing Options tab.
 3. Choose "Raw Scores" under the Long files option.
 4. Click OK.

4.1.3 Show Descriptives

Various descriptives can be shown for individual texts. These descriptives can be turned on or off under the Processing Options tab of the Global or Project Settings. Results are reported in the [File Report Viewer](#). (See Section 9.4.2 for more information.)

Word Counts. Word Counts displays the words and related counts for those words with frequencies of three or more in a standard (500-word) passage. These words are helpful in getting the general flavor of a text. If this option is turned on (checked in Global or Project Settings), it is displayed under the "Counts" tab of the File Report Viewer. The default option is to be turned off.

Note: The word counts for the total number of words analyzed in a text is included in the Project Report.

Character Counts. Character Counts lists all alphabetic and orthographic characters, such as brackets, dollar signs, etc. These latter markers are often used to pre-treat a text, thereby becoming designators of soft language features such as metaphors, emotional appeals, etc. If this option is turned on (checked in Global or Project Settings), it is displayed under the “Counts” tab of the File Report Viewer. The default option is to be turned off.

Insistence Words. Insistence Words are those words (nouns and noun-derived adjectives) that occur three or more times in a standard (500-word) passage. These words are used to calculate the Insistence Score and are also helpful in getting the general flavor of a text. If this option is turned on (checked in Global or Project Settings), it is displayed under the “Counts” tab of the File Report Viewer. The default option is to be turned off.

Processed Text. You have the option to include the processed text in the analysis. This is not recommended for large projects because of memory limitations. If this option is turned on (checked in Global or Project Settings), it is displayed under the “Processed Text” tab of the File Report Viewer. The default option is to be turned off.

To select or deselect descriptives for Word counts, Character counts, Insistence Words and Processed Text, do the following:

1. Go to “Project Settings” by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
2. Click on the Processing Options tab.
3. Check the box for the desired descriptive option.
4. Click OK.

4.1.4 Norms

A distinctive feature of DICTION is that it comes equipped with a variety of norms that provide a comparative “snapshot” of a given text or body of texts. Results can be compared against the total normative database of its forty scores based on a 50,000-item sample of discourse or any of its thirty-six sub-categories, including speeches, poetry, newspaper editorials, business reports, scientific documents, television scripts, telephone conversations, etc. for more fine-grained understanding of a given text or body of texts. All texts were produced in the United States between 1945 to the present. The default is All: All Cases. (See Section 11 for information on the norms in DICTION.)

4.1.5 Activating Internal Author Analysis

To activate the analysis for Internal Authors, this feature must be turned on (checked in Global or Project Settings). The Internal Author Analysis feature is turned off as a default setting. (See Section 4.5 for more information on the Internal Author Analysis feature.) To turn this feature on, do the following:

1. Go to “Project Settings” by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
2. Click on the Processing Options tab.
3. Check the box at the bottom of the window to the right of “Internal Author Analysis.”
4. Click OK.

4.1.6 Characters (up to 5)

Enter in this field up to five unique characters that are used as the general markers in your text as described in Show Descriptives. The Character Count in the Show Descriptives settings must be turned on (checked in Global or Project Settings). If characters are identified in the Processing Options, they are displayed under the “Counts” tab of the File Report Viewer. The default option is to include none. (See Section 4.1.3 on Character Count.)

Note: Enter the characters with no blanks/spaces between them. (Blanks or spaces are interpreted as a desired character.) The ampersand and period characters are reserved characters and cannot be used.

4.2 Identifiers

DICTION allows you to choose eight markers, such as day, month, year, ticker symbol, author, to identify your text. You may find these identifiers helpful later when doing statistical analysis of the DICTION results. The markers must be manually coded into the texts and are not processed by DICTION. The markers are reported as the first 8 fields in the Project Report Viewer.

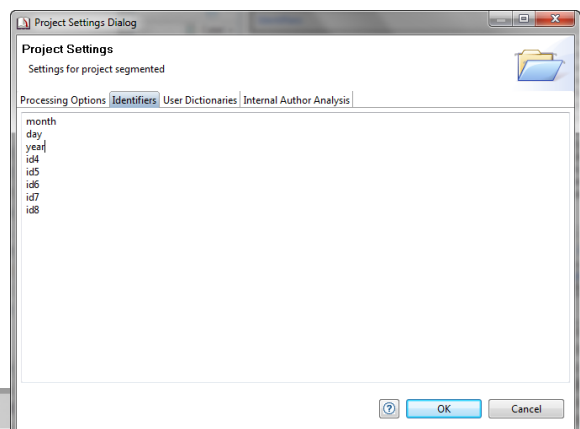
DICTION allows these markers to be labeled. If no label is provided, by default DICTION labels the markers “id1” through “id8.” To edit the default labels, select the “Identifiers” tab in the Project or Global Settings window. When you have completed your edits, select OK.

4.2.1 Alpha-Numeric Identifiers

You may use alpha-numeric markers in the actual text. Once an analysis is completed, the alpha-numeric identifiers are displayed under the “Identifier” labels noted above in the Project Report Viewer. If labels have not been entered, the default labels “id1”-“id8” will be displayed. Such attributes must be structured in the text in the following manner:

1. Start in the very first line in the file. Do not leave any blank lines at the top of the file.
2. A single pound sign (#) must precede the alpha-numeric marker with no space between the alpha-numeric marker and the beginning and ending pound sign.
3. Up to eight fields of numbers/letters may then be added.
4. Each field of markers must be separated by a space or tab.
5. A single pound sign and carriage return (CR/Enter key) must follow the last field of markers.
6. If no marker is entered, DICTION will report 8 fields of zeroes for that text in the Report Viewers.

Identifiers			
Title	Blog by Alec Baldwin, June, 2009		
id1	14	id2	14
id3	14	id4	14
id5	14	id6	14
id7	14	id8	14



For example, the following identifier uses both alpha and numeric markers for an input file:

#inaugural clinton 11 20 96 43min tv intl#

The following identifier uses numeric markers only to code the same information:

#01 41 11 20 96 43 2 15#

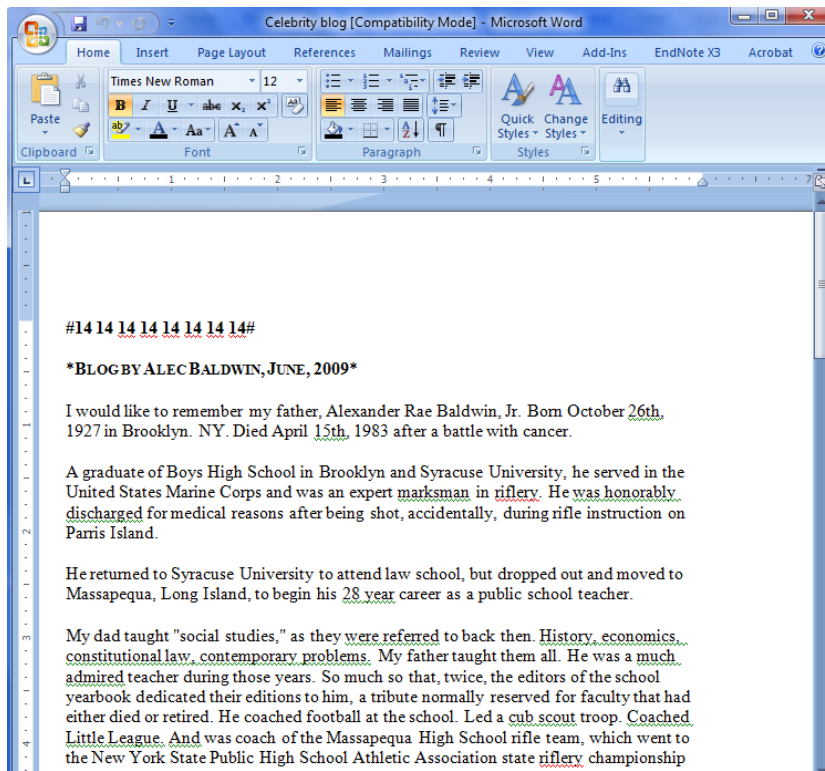
You can view the identifiers once the passage has been processed in DICTION within the Text Viewer by clicking the arrow icon in the Identifier tab.

4.2.2 Descriptive Identifiers

You may also include a descriptive sentence/phrase to identify a text. This identifier are not included in the words processed by DICTION and are not reported in the Project Report Viewer. To prepare a Descriptive Identifier follow these steps:

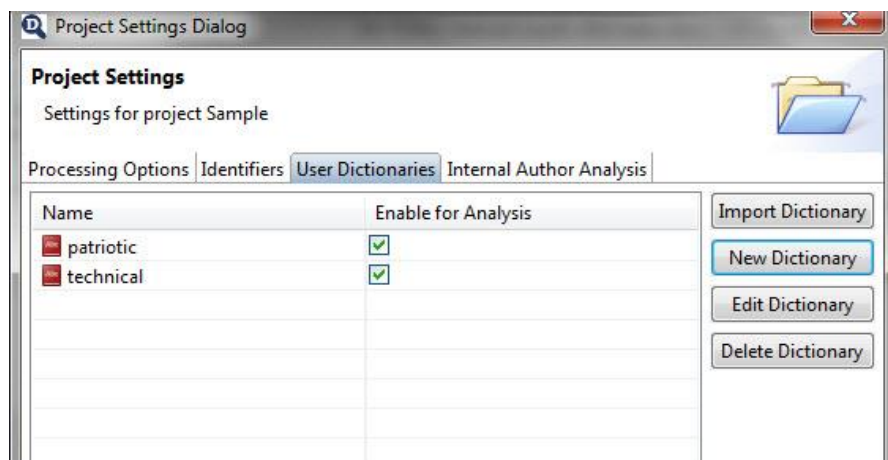
1. The Descriptive Identifier must appear immediately after the alpha-numeric markets (if one is used).
2. The Descriptive Identifier must appear immediately before the text being analyzed.
3. The Descriptive Identifier must be preceded an asterisk (*) with no space between the asterisk and the descriptive sentence/phrase.
4. The Descriptive Identified must end with a carriage return (CR/Enter key).

Below is an example of a text file that contains both the marker and descriptive identifiers.



4.3 User Dictionaries

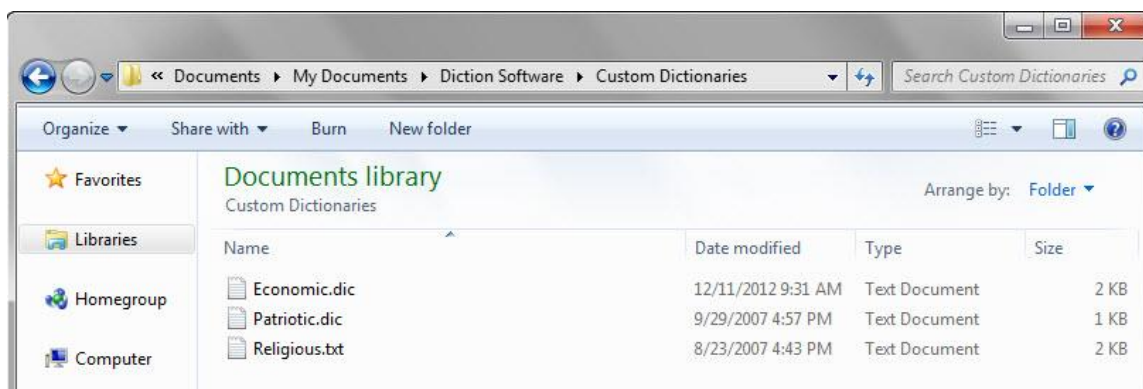
A user dictionary is a word-list (written in text-only or ASCII format) you create. Thirty (30) such dictionaries can be used at any given time. User Dictionaries can be imported, created, edited and deleted using the “User Dictionaries” tab of the Global or Project Settings windows. This can be accessed by **right-clicking** on the selected Project in the Project Explorer window and selecting “Project Settings” or clicking the Global Setting icon in the toolbar.



Note: There must be a checkmark beside a dictionary name in the User Dictionary window for the dictionary to be “activated” in the analysis. Unchecking the box removes the dictionary from analysis.

4.3.1 Import Dictionary

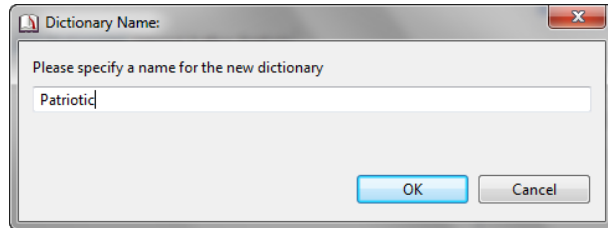
To import a new dictionary into DICTION, click the “Import Dictionary” button in the User Dictionaries window. This allows you to browse computer files and select an existing file to serve as the new dictionary. All dictionaries must carry a .dic or .txt extension.



4.3.2 Create Dictionary

A user dictionary can be created instead of imported by selecting the “New Dictionary” button in the User Dictionaries window. A dialogue box appears prompting you to name the dictionary. Type in a dictionary name and click OK when done.

Note: Dictionary names cannot have any blanks or special characters. For example, a title of “Higher Education” will not be accepted and must be entered as “Higher-Education.”



Words can be added to the user dictionary in a number of ways. Words can be added “As List” or “As Text,” as well as through copy and paste from existing documents. It is also easy to simply type words into the user dictionary. Click OK when done entering words. This will save the user dictionary.

Note: Only individual or single-hyphenated words can be entered into a dictionary. The words will be reformatted if entered as phrases and may not represent the desired entry.

4.3.3. Add Words as a List

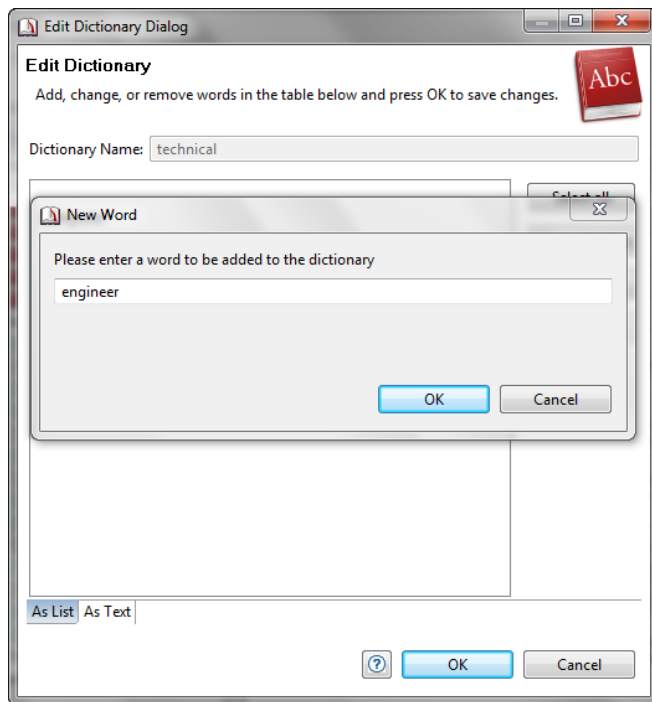
Using the add words “As List” option means that you can add words one-by-one. Click “Add Entry” to add a word. This is a useful feature when editing a dictionary.

4.3.4 Add Words as Text

You can also add words “As Text.” This option is helpful when adding a dictionary that is in .txt format. Words must be added with commas in between each word. A word processing program can help prepared your dictionaries to be entered in this format. There is a practical limit of about 1,000 words in a dictionary.

4.3.5 Edit Dictionaries

To edit a dictionary, you have two options. You can access the “User Dictionaries” tab in the Global or Project Settings and click on “Edit Dictionary.” Alternately, click on the arrow to display the Dictionaries for a specific Project or Global Dictionaries in the Project Explorer window. **Right-click** on desired dictionary and select “Open or Edit User Dictionary.” A window labeled “Edit Dictionary” with the name of the dictionary will pop up. At this point, words can be added or deleted from the dictionary.



4.3.6 Results of User Dictionaries

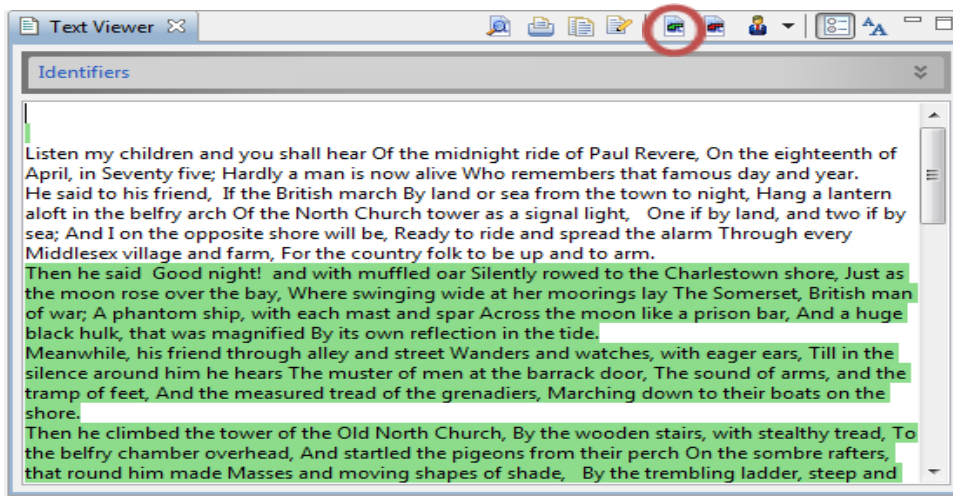
The results of User Dictionaries are listed starting in column 59 (immediately after Character Counts) in the Project Report Viewer and in the User Dictionary table in the File Report Viewer. If no User

Dictionaries have been selected, DICTION reports zeroes or blanks. User dictionary results are not normalized against the DICTION database so are always reported as raw scores based on the processing option that was selected.

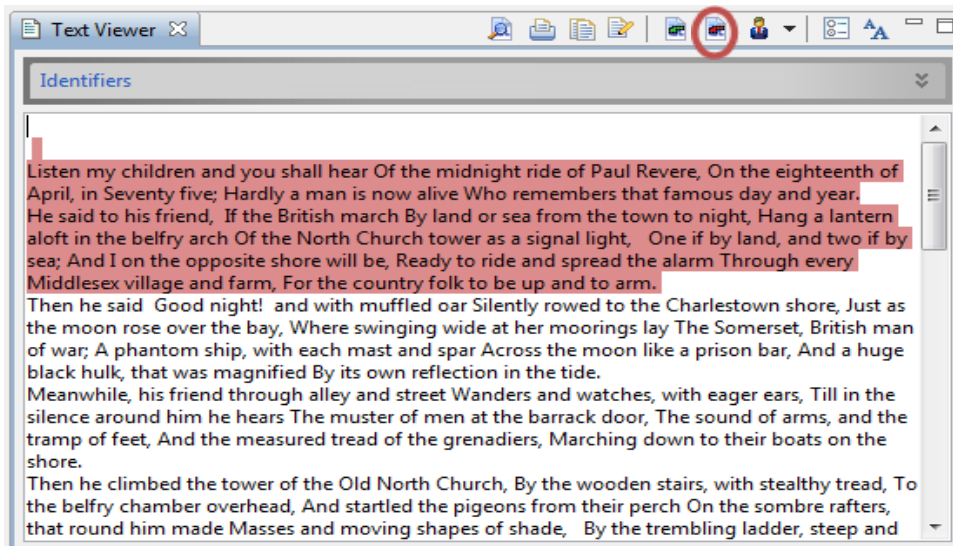
4.4 Include/Exclude Portions of Text

You have the options to highlight smaller passages within a text that you wish to analyze or to block out passages that you do not want analyzed. There is a toggle-button that enables you to specify whether to highlight included passages or block out excluded passages. See the two examples below.

4.4.1 Include the selected text

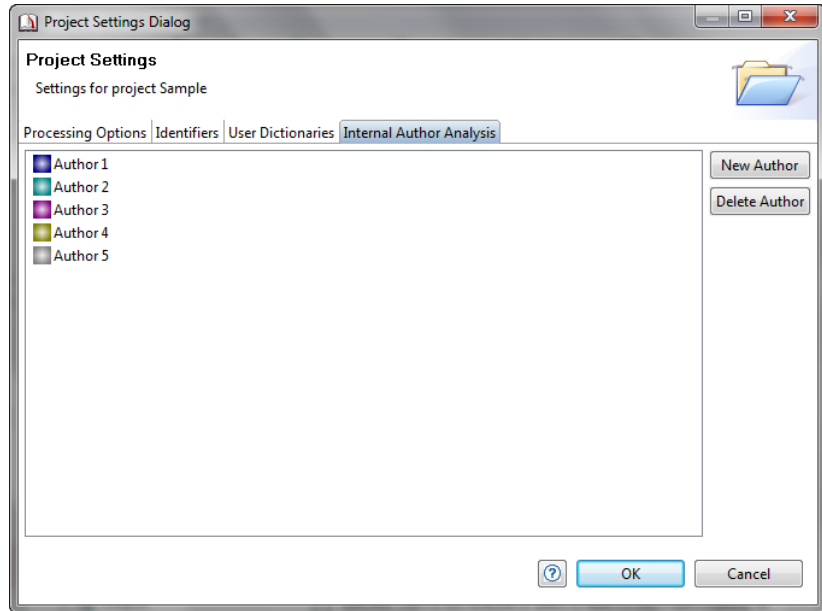


4.4.2 Exclude the selected text



4.5 Internal Author Analysis

Internal Author Analysis can be accessed by **right-clicking** on “Project Settings” from the desired Project or clicking on Global Settings icon. Select the corresponding tab in the dialogue window. This tool can be utilized to examine works that contain more than one author or speaker, such as debates or television transcripts. Each author or speaker can be assigned a unique color, and then each passage can be color coded to signify to which author it can be attributed. The text can then be analyzed and is differentiated among the different authors.



Note: The Stakeholder reports “default” unless the “Internal Author Analysis” is checked in the Global or Project Setting window. (See Section 4.1.5.)

4.5.1 Add Authors or Stakeholders

The “Internal Author Analysis” tab in the Global or Project Settings window can be used to add, name, delete and manage authors. The default setting is for this tool to be turned off. In order to activate the Internal Author Analysis, see Section 4.1.5 for instructions.

NOTE: It is important that all editing and cleaning of the texts is done before any color-coding of the Internal Authors or Stakeholders takes place. Editing a text after the color-coding requires that the color-coding will have to be done again.

To add a new author in the Internal Author Analysis, do the following:

1. Go to Project Settings by **right-clicking** on selected project in the Project Explorer panel or click on the Global Setting in the Toolbar.
2. Click on the “Internal Author Analysis” tab.
3. Click the “New Author” button on the right-hand side of the window.
4. Type in the desired name in the “Name” box; as a default it will say “New Author” but you can type whatever you want.
5. There is a color associated with the author which is shown in the colored bar. To change the color associated with the author, click on the grey box next to the “Color” bar. Select the desired color by clicking on it, and then click OK.
6. Click OK.

4.5.2 Change Colors Assigned to Authors or Stakeholders

DICTION has a default of five authors automatically programmed. Each author already has a color assigned to it. To change the name or color of the default authors, do the following:

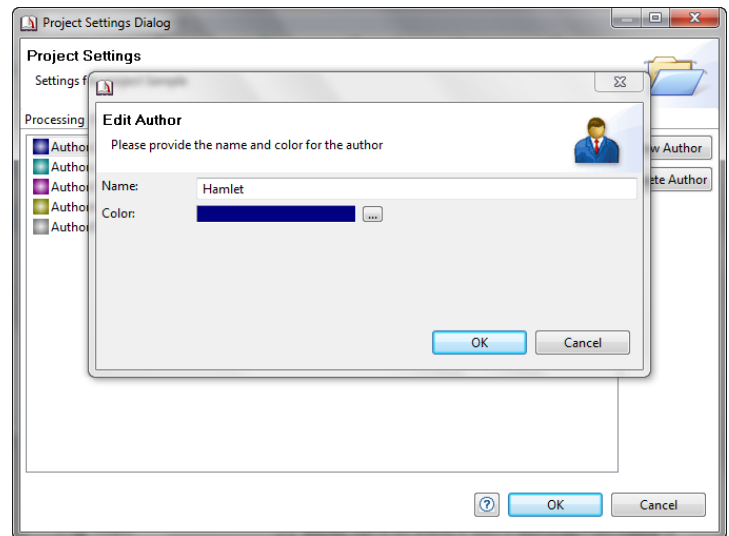
1. Go to “Project Settings” by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
2. Click on the “Internal Author Analysis” tab.
3. Select the author you wish to edit by double-clicking on it.
4. To edit the name, type a new name in the “Name” box.
5. The color currently associated with the author is shown in the colored bar. To change the color associated with the author, click on the grey box next to the “Color” bar. Select the desired color by clicking on it, and then click OK.
6. Click OK.

4.5.3 Delete Authors or Stakeholders

Any or all authors can be deleted at any time.

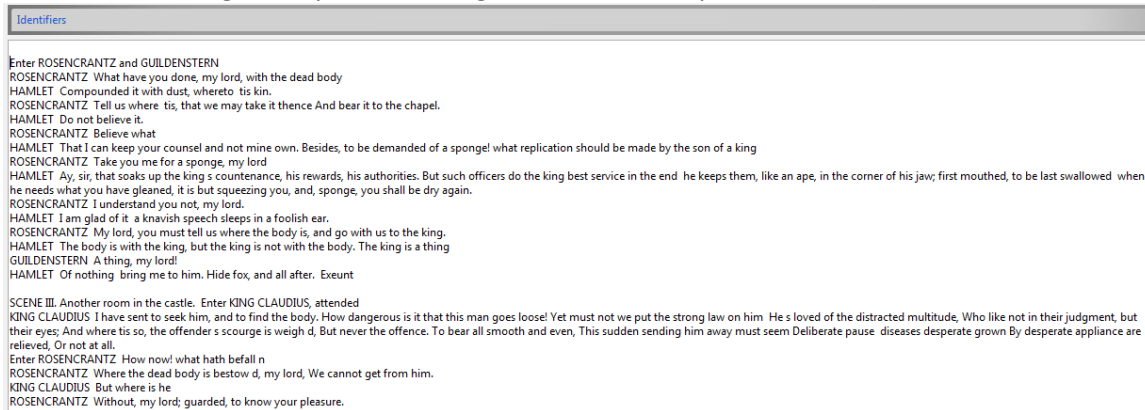
To delete an author, do the following:

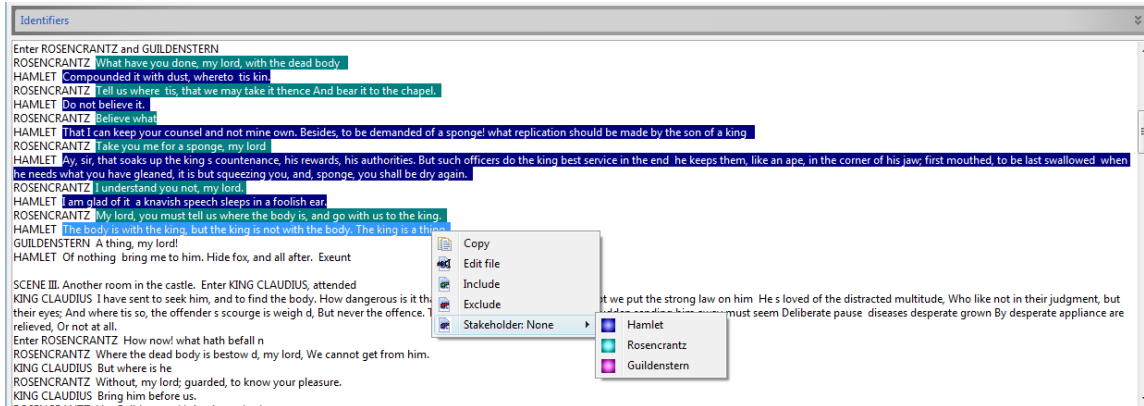
1. Go to “Project Settings” by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
2. Click on the “Internal Author Analysis” tab.
3. Select the author you wish to delete by clicking on it once. The desired author should be highlighted.
4. Click the “Delete” button on the right-hand side of the window. **Note:** No box that asks you to confirm the deletion is shown. As soon as the “Delete” button is clicked, the highlighted author is deleted.



4.5.4 Color-code Texts to Convey Authorship, Speakers, Stakeholders

Before color-coding texts, you must assign the authors to specific colors. (See Sections 4.5.1 and 4.5.2.)





5 Properties

The properties of files and folders can be seen by highlighting the appropriate file or folder in the Project Explorer window with your cursor, right-clicking, and then selecting “Properties.”

5.1 Folder Properties

To identify folder properties, **right-click** on the folder and select “Properties” from the menu. The “Number of Files” tells how many files are listed in the folder. The “Last Analysis” provides the time and date of the last analysis. “Analyzed Files” tells the number of files that were analyzed so far, but not necessarily during just the last analysis.

5.2 File Properties

To identify file properties, **right-click** on the file and select “Properties” from the menu. The file location, report and output file name and the time and date of the last analysis are provided for the selected Input file.

6 Import Files and Folders

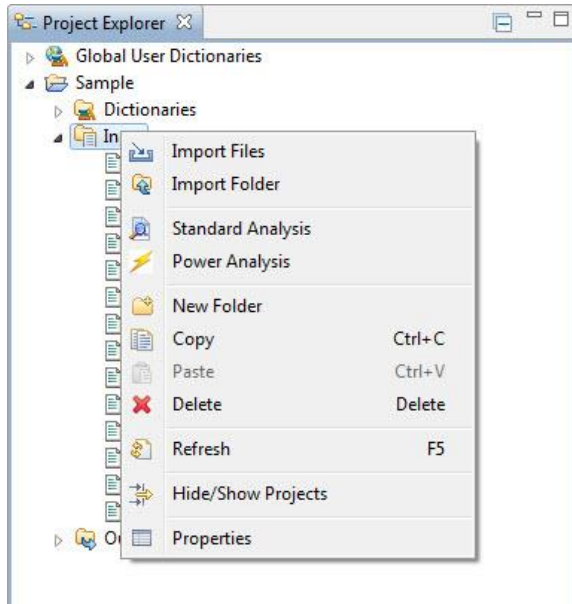
6.1 File Types

Input Files can carry any of the following extensions:

- Text Files (*.txt),
- Rich Text Files (*.rtf),
- Word (*.doc),
- MS Word 2007 (*.docx),
- Adobe (*.pdf),
- OpenOffice Writer (*.odt)
- HTM (*.htm),
- HTML files (*.html),
- XML Files (*.xml),
- DICTION 5 input files (*.ini, *.dfxhtml)
- Diction 4 Files (*.id, *ide).

6.2 Import Files

Text files must be imported into DICTION so they can be “readied” for analysis by DICTION. DICTION does not support drag-n-drop for importing files. Therefore, once a Project has been created, **right-click** on “Input” to import a file or multiple files into DICTION. More than one file can be selected at a time. For optimal performance, Projects with 1000 or more files will automatically utilize “Power Mode” for processing. (See Section 8 for more information on Output Files.)

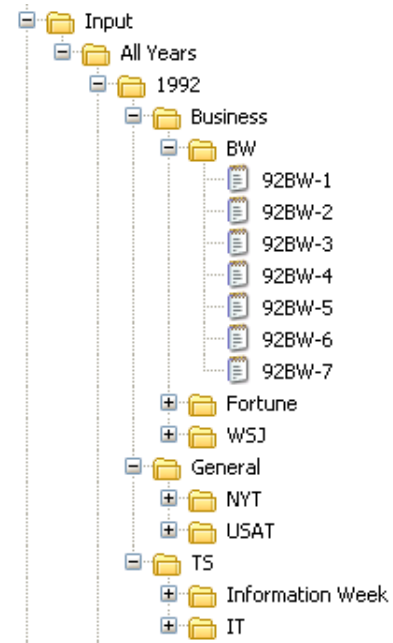


6.3 New Folder

You can create new folders within the Input file. This can be done at any particular time. For instance, files can be imported into DICTION first and then reorganized into folders. Or, folders can be created in advance and then import files straight into the folders.

6.4 Import Folder

Folders containing text files must be imported into DICTION so they can be readied for analysis by DICTION. DICTION does not support drag-n-drop for importing folders. Therefore, once a Project has been created, **right-click** on Input to import a file. Only one folder can be imported at a time. However, each folder and all contained files and subfolders can be imported to Input in the Project Explorer window. DICTION preserves the file-folder structure of the original set of files when they are imported.



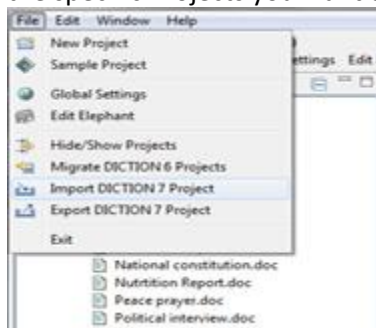
7 Manage Projects

DICTION 7 lets you manage what is displayed in the Project Explorer window.

7.1 Hide/Show Projects

You can decide to "hide" or "show" Global Dictionaries or any specific Projects in the Project Explorer window. This feature is especially helpful if you are working on a large number of Projects and the window has become cluttered.

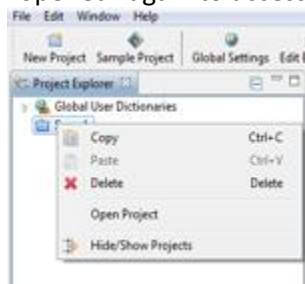
Click on "File" in the main Toolbar and select "Hide/Show Projects." A pop-up window lets you identify the specific Projects you want to hide. Uncheck the Project or Global Dictionaries to display them again.



7.2 Close/Open Projects

DICTION 7 lets you close all "open" Projects to streamline the look of the Project Explorer window. This feature is especially helpful if you have been working on a number of Projects and then want to focus on only one. Closed Projects will have the "closed file folder" icon next to its listing in the Project Explorer window.

All Input, Output and Project Dictionaries are then removed from view. A "closed" Project needs to be "opened" again to access its contents.



You can close a single Project or you can close all Projects, other than the one you are actively working on. To close the current Project, do the following:

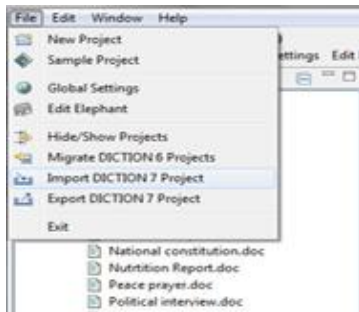
1. Right-click on the desired Project to display the drop-down menu.
2. Select "Close" to close the current Project.

3. To close all Projects except the one you are working on, do the following:
4. Select "Close Unrelated Projects" to close all Projects except the one you are working on.
5. A pop-up window appears to confirm the action.

7.3 Import and Export DICTION 7 Projects

DICTION 7 lets you export and import your DICTION 7 Projects for use on other systems running DICTION 7. If you are sharing DICTION on a single system, for example in a lab environment, you may want to remove your Projects for security reasons or export your Projects for archival purposes. The archived Project contains all the input, output and dictionary files associated with a specific Project.

Click on "File" in the main Toolbar to select the desired action.

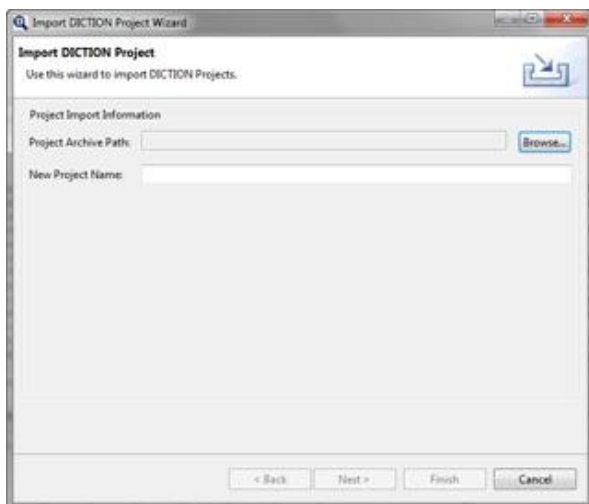


7.3.1 Import DICTION 7 Project

DICTION 7 Projects can be imported for use on another system running DICTION 7. Browse to select a single Project from the list of exported .zip Project files that you had exported to a specific location. To import an archived DICTION 7 Project, do the following:

1. Click on "File" in the Main Toolbar in DICTION 7 to display the drop-down menu.
2. Select "Import DICTION 7 Project" from the drop-down menu.
3. Browse until you locate the .zip files on your system.
4. Select the Project .zip file to import.
5. Enter the Project name for the imported Project.

Note: Import requests a new name if a Project of that name already exists in DICTION.

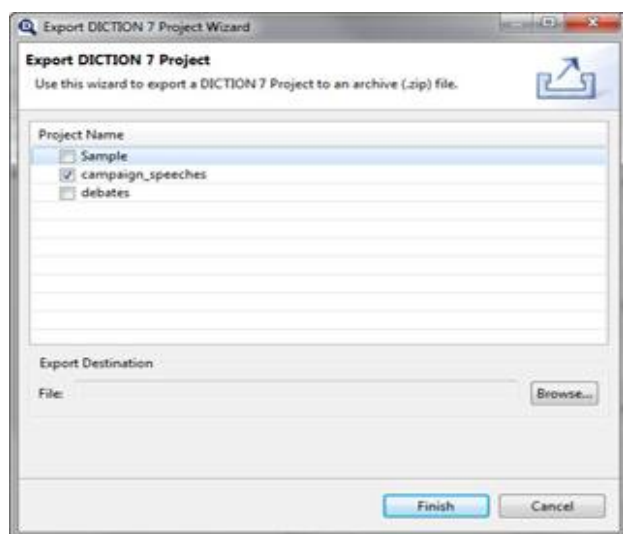


7.3.2 Export DICTION 7 Project

DICTION 7 projects can be exported for use on another system running DICTION 7 or to save your Projects if sharing DICTION with multiple people, for example in a lab environment. You can also export for archival purposes.

The Export utility creates a .zip file for each Project you want to export. The archived Project contains all the input, output and dictionary files associated with a specific Project. Only one Project can be exported at a time. Once you have successfully exported the Project, you can delete its contents from your active Projects.

1. Click on "File" in the Main Toolbar in DICTION 7 to display the drop-down menu. (See above.)
2. Select "Export DICTION 7 Project" from the drop-down menu.
3. Select the individual Project you want to export from the list of active Projects.
4. Browse to the desired location and enter the name for the .zip file.
5. Delete the Project from your system (if appropriate).



7.4 Migrate DICTION 6 Projects

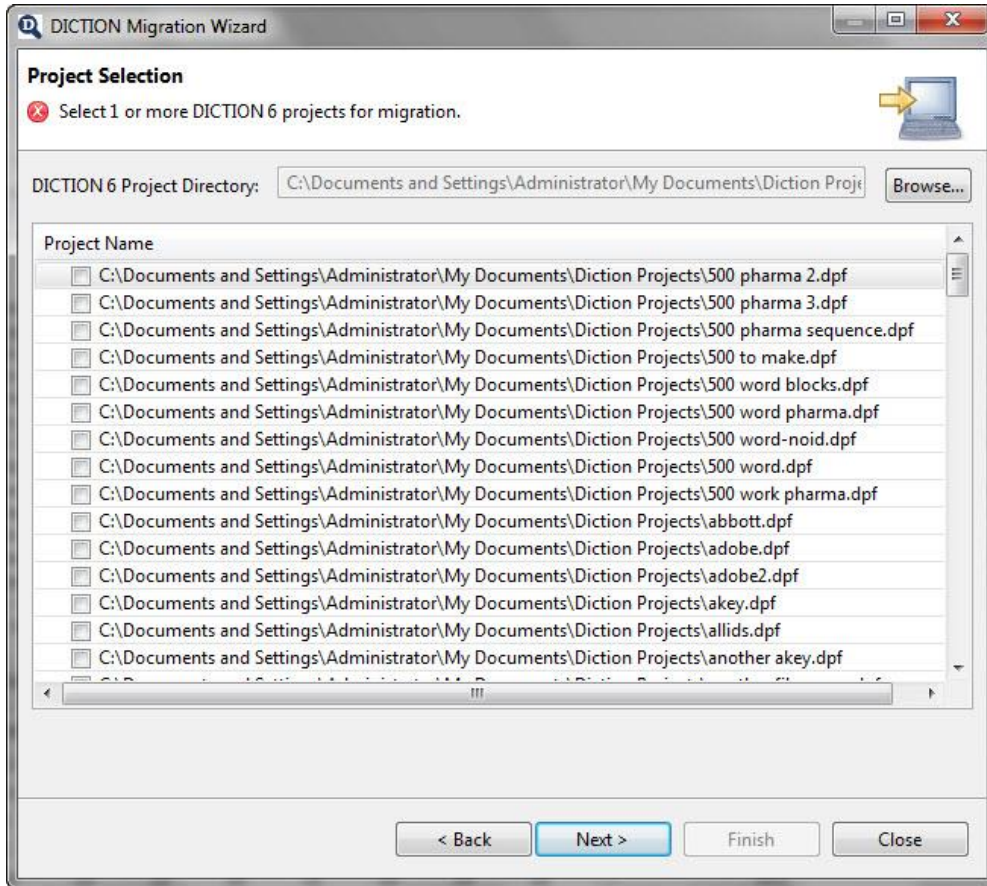
DICTION 6 Projects, Global Dictionaries and the Elephant all can be migrated to DICTION 7. A Migration Wizard walks you through the process of identifying all the relevant components from the DICTION 6 environment.

To migrate your DICTION 6 components to a DICTION 7 environment, do the following:

1. Click on "File" in the DICTION 7 Main Toolbar to display the drop-down menu.
2. Select "Migrate DICTION 6 Project" from the drop-down menu.
3. Select the components you want to migrate. (The next steps are dependent on the selected components.)
4. Browse to the Global Dictionary directory. Select the Dictionaries you want to migrate.
5. Browse to your DICTION Projects folder. Select the Projects you want to migrate.

6. Browse to the Elephant file.

Note: The DICTION 6 Elephant will over-write the existing DICTION 7 Elephant.



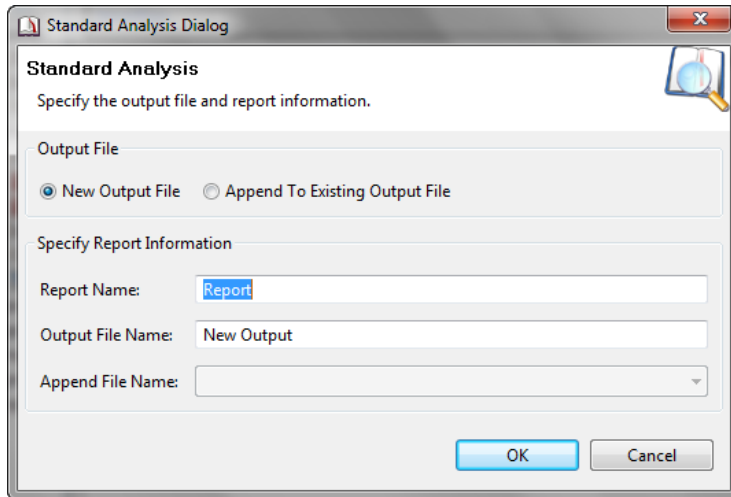
8 Data Analysis

8.1 Run the Analysis

To select a text(s) for processing, **right-click** on the Project name or Input in the Project Explorer window to select all files in the Project. To select an individual file or a set of files within Input, highlight the specific file(s) and **right-click** to display the file options. Select the “Standard Analysis” or “Power Analysis” option.

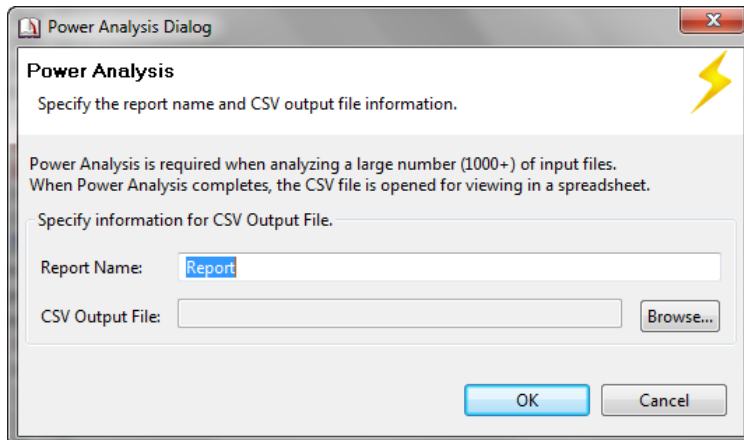
8.2. Select the Report Name for Standard Analysis

Enter a name for the Report and Output file. You can create a new Output file or append your Report to an existing Output file. Appending a report enables you to “append” the results with new cases or observations to an existing Output file.



8.3. Select the Report Name and Destination for Power Analysis

Enter a name for the Report and Output .csv file. The .csv output file will open directly in a spreadsheet with a .csv-formatted file.



8.4 The Elephant: Calculating the Insistence Score

The Elephant assists you by remembering words that are important to determine the Insistence Score. The Insistence Score is a measure of code-restriction which calculates a text's dependence on a limited number of often-repeated words. Thus it becomes a measure of the extent to which a text "stays on topic." In calculating this score, DICTION singles out all words used three or more times (in a 500-word text).

Input is needed from you to determine which words are Eligible or Exempt. You must identify the noun or noun-derived adjectives to be treated as "Eligible." Once such discriminations are made, the Elephant ensures that you won't have to do so again. DICTION is self-learning to this extent. Approximately 11,000 terms have already been discriminated in these ways and this knowledge is built into the current version of DICTION. In addition, you can add to the Elephant from time to time during text processing. You can modify these supplementary lists at will.

8.4.1 Eligible Words

A word is defined as an Eligible Word if it meets one of the following criteria:

1. It is a noun (e.g., prudence)
2. It is a noun-derived adjective (e.g., prudent)
3. It can be used both as a verb and as a noun/noun-derived adjective (e.g., count, assured, perfect, worry, domineering, etc.)

Note: Treat all abbreviations (e.g., St., Ave.), initials (e.g., George W. Bush), sums (e.g., \$9.95), and dates (e.g., 1996) as whole words.

8.4.2 Exempt Words

An Exempt Word is defined as any word that is neither a noun nor a noun-derived adjective occurring three or more times in a 500-word passage (less than twice in a 350-word or less passage). For example, “quickly” would be exempt since it is an adverb while “quick” would be eligible since it is an adjective.

8.4.3. Calculate the Score

The Insistence Score is a measure of code-restriction which calculates a text’s dependence on a limited number of often-repeated words. In calculating this score, DICTION singles out all words used three or more times (in a 500-word text). For each word meeting this criterion, DICTION performs the following operations:

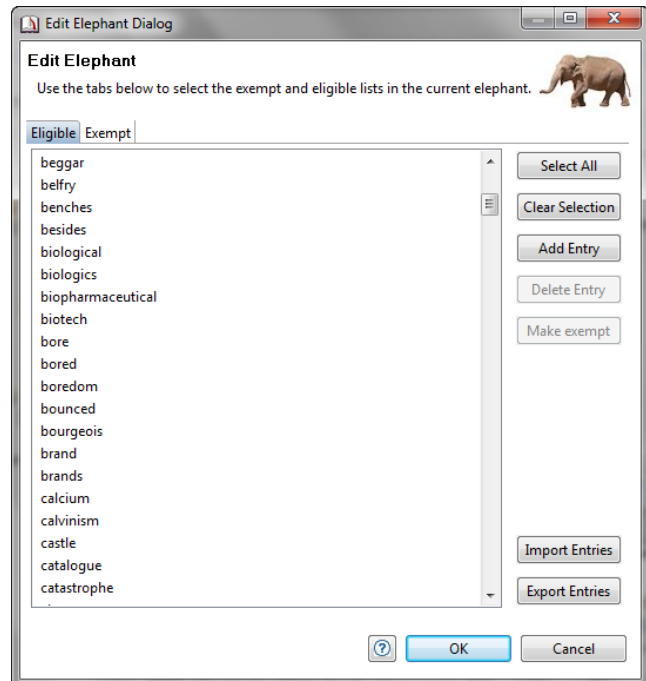
- Consults a list of Exempt Words—function words, verbs, particles, etc.—in the program’s Elephant (see below). The Elephant is a device that dynamically learns from your actions which words are exempt or eligible and then remembers those actions for future searches.
- If the high-frequency word is already on the exempt list, no decision is made by you.
- If the high-frequency word is not on the exempt list, DICTION asks you to determine if the word is a noun or noun-derived adjective.
- If the word is a noun or noun-derived adjective, the Elephant declares the word an Eligible Word, stores that information for future processing, and then adds the new data to the Insistence Score calculation.

Note: After a word has been declared Exempt or Eligible, it is no longer presented to you for judgment.

8.4.4 Add Words

To add a word to the Exempt Words or Eligible Words lists in the Elephant, do the following:

1. Select “Edit Elephant” from File menu (File->Edit Elephant) or click on the “Edit Elephant” icon on the Toolbar.
2. Click on “Add Entry.” This produces an Edit Elephant Entry box.
3. Type in the appropriate word.
4. Choose OK.



8.4.5 Delete Words

To delete a word from the Exempt Words or Eligible Words list, do the following:

1. Select File->Edit Elephant or click on "Edit Elephant" in the toolbar.
2. Click on the down-arrow to select the appropriate word.
3. Click on the word to be removed.
4. Choose Delete Entry.
5. Click OK.

8.5 Using the Elephant

This utility is helpful for reviewing the decisions you have made when building Insistence Scores. To export your list of Eligible Words or Exempt Words do the following:

1. Select File->Edit Elephant or click on "Edit Elephant" in the toolbar.
2. Click on Export. This will produce a standard Windows Open File display.
3. Enter the desired file name.
4. Click on OK to exit.

8.6 Homograph Treatment

DICTION makes a modest, statistical accommodation for homographs, words spelled the same but having different meanings. The word *lead* for example, can denote (1) qualities of command or (2) a metal found in nature. Roughly 10% of DICTION's 10,000 search words are homographs.

Not all homographs are problematic. Benign Homographs imply different ideas but belong to the same domain of meaning. The word *judge*, for example, denotes the act of adjudication as well as a magistrate of the court, but both would be equally relevant to a dictionary entitled Legal Terms. Such meanings are not differentiated by DICTION.

Confounding homographs are terms denoting dissimilar ideas or objects. DICTION deals with such terms by applying different weights to a word's various meanings. So, for example, research shows that the word *saw* serves as the past tense of *see* 67% of the time and as a carpenter's implement 33% of the time. Thus, if *saw* occurred ten times in a text, it would be given a rating of 6.7 in a dictionary called Bodily Processes and a value of 3.3 in a Household Tools dictionary. All such calculations have been extrapolated from statistical counts provided in Helen Easton's edited handbook, *Word Frequency Dictionary* (New York: Dover, 1940). These fractionated results will be reflected in texts that are processed using Raw Scores. In the example above, a variable in Household Tools may display 2.33 as a result of processing its homograph characteristic for the word "saw."

8.7 View a Text

You may find it helpful to view a passage after it has been analyzed. To view a text, you have three choices:

1. Go to Project Explorer Window and **right-click** (select open) to view the desired input text. Text will appear in the Text Viewer
2. The original text location prior to importation in DICTION is identified in the Project Report Viewer
3. The output file after the analysis is identified in the Project Report Viewer.

8.8 Edit a Text

After running a text through DICTION, you (1) may discover typographical errors in the Input file that somehow compromised the results or (2) may wish to make additions or deletions to the text and then re-process it to see if DICTION's results are affected. To make changes in texts, do the following:

1. Highlight the desired text file in the Text Viewer window.
2. Select the icon from the Text Viewer tool bar to "Edit the current text file."
3. Do the editing and then select OK.
4. This will bring you back to the main screen where you can run the file again.

9 Review Data Output

9.1 Output List of Variables

DICTION displays the results of its analysis for a Project in the Project Report Viewer or .csv-formatted files in a spreadsheet file. If an Alpha-Numeric Identifier has not been used in the text, DICTION reports a series of eight zeroes. It also reports zeroes if User Dictionaries or Character Counts have been left undesignated. It sequences these and the remaining data in the following manner:

(1- 8) user-specified I.D. #1 through #8: Unique Alpha-Numeric Identifiers.

(9) Segment number (DICTION automatically assigns): Segment identifies which 500-word segment the row of data pertains. This value has a dash (-) unless you chose "Segmented" to divide the passage into 500-word units under the Project Settings or Global Settings.

(10) Total Words Analyzed.

(11) Total Characters Analyzed.

(12) Average Word Size.

(13) Unique Words.

DICTION VARIABLES

(14) Numerical Terms.

(15) Ambivalence.

(16) Self-Reference.

(17) Tenacity.

(18) Leveling.

(19) Collectives.

(20) Praise.

(21) Satisfaction.

(22) Inspiration.

(23) Blame.

(24) Hardship.

(25) Aggression.

(26) Accomplishment.

(27) Communication.

(28) Cognitive Terms.

(29) Passivity.

(30) Spatial Awareness.

(31) Familiarity.

(32) Temporal Awareness.

(33) Present Concern.

(34) Human Interest.

(35) Concreteness.

(36) Past Concern.

(37) Centrality.

(38) Rapport.

(39) Cooperation.

(40) Diversity.

(41) Exclusion.

(42) Liberation.

(43) Denial.

(44) Motion.

(45) Insistence.

(46) Embellishment.

(47) Variety.

(48) Complexity.

(49) Activity.

(50) Optimism.

(51) Certainty.

(52) Realism.

(53) Commonality.

(54-58) Character #1 through #5: You can count up to five unique characters that are included in the text files. These five characters can be input in the Global or Project Settings Processing Options. Ampersand and period are reserved characters and cannot be used.

(59-68) User Dictionary #1 through #10: You can create up to 30 user-defined dictionaries. Output columns will be added to match the number of User Dictionaries used in analysis. The user dictionaries can be input through the Global or Project Settings. (See Section 4.3.)

(69) Folder Name: The value contains the directory address of the folder where the Input text files are stored in DICTON.

(70) Input File Name: The value contains the DICTON filename for the original file.

(71) Original File Name (and location): The value contains the filename and directory address for where the original file is stored on your computer prior to being imported into DICTON.

(72) Report: Report displays the name of the report in the Output listing in the Project Explorer window.

(73) Stakeholder: The Stakeholder reports “Default” unless “Internal Author Analysis” is checked in Global or Project Settings Processing Options and the texts have been color-coded to represent the speakers. (For more information, see Section 4.5.)

(74) Short Option: “Short option” reports the value that you chose in Global or Project Settings Processing Options for “Short files option.” The two choices are “Report Extrapolations” or “Report Raw Scores.”

(75) Long Option: Long option” reports the value that you chose in Global or Project Settings Processing Options for “Long files option.” There are five choices. By default, the choice is Averaged (Analyze in 500 word units and average results).

(76) Norm: The Norm reports “All Cases” unless the norm has been changed to a specific norm listed in the Global or Project Settings Processing Options.

(77) Word Characters Analyzed: This variable calculates the sum of length (number of characters) of all analyzed words, i.e., the document length minus whitespace, punctuation, etc.

9.2 Interpret Results

DICTION reports scores for all the variables listed above. DICTION's scores may contain fractionated integers or integers of less than 1 (e.g., a Satisfaction score of 1.75 or a Praise score of 0.48) which are the natural result of the statistical corrections DICTION applies to its results based on (1) homographic treatment of words, (2) extrapolations to a standard passage-size of 500 words and (3) application of the norms built into its database of 50,000 previously processed passages. Raw Scores may also contain fractionated integers or integers of less than 1 because of its treatment of homographs.

DICTION reports the results from the analysis of the passage against the "normal range of scores" therefore providing you a "snapshot" of your results against the normative database contained in DICTION. The "high" and "low" scores represent +1 s.d. and -1 s.d. from the mean. The means are derived from analyzing some 50,000 passages drawn from a wide variety of English-language texts from all sectors – business, politics, law, science, fiction, media, etc.

Except in calculating Raw Scores, DICTION always standardizes each score against its normative database of 50,000 texts before doing any calculations for the Master Variables. Simply adding and subtracting the raw scores won't provide comparable scores. For example, simply calculating Optimism using its formula [praise+satisfaction+ inspiration]-[blame+hardship+denial] will not give you the proper results unless standardization procedures are used.

9.3 Create Custom Complex Variables

You can create your own complex variables by determining an appropriate mathematical formula. When doing so, the text should be analyzed using the "Averaged," "Segmented" or "Raw" score options set in the Global or Project Setting Options Processing window. The variables that are selected should then be standardized using available statistics programs, such as SPSS® or SAS®. Once the standardized scores are obtained, the new complex variables can be calculated.

For example, in creating a custom complex variable called **Narrative Force**, the reasoning was: narratives involve (1) vivid descriptions of (2) people's (3) activities at some particular (4) time and (5) place. Narratives are more than this of course – plot, characterization, motivations, etc. – but they are rarely less than this. To operationalize this new measure, a user would run DICTION and then standardize the variables via z-scores before combining them (Embellishment + Motion + Human Interest + Temporal Terms + Spatial Terms) in a new variable called **Narrative Force**.

9.4 Report Viewer Styles

DICTION displays the results of its analysis when "Standard Analysis" has been selected in three file report options described below. If "Power Analysis" is selected, the results are directly exported to a .csv-formatted spreadsheet file in the Project Report Viewer format.

9.4.1 Project Report Viewer

The Project Report Viewer is the default option that is automatically displayed when the "Standard Analysis" option is selected or a report is exported to .csv-formatted spreadsheet file. The Project Report Viewer displays the results for the entire Project with each row showing the results for each individual file. The Project Report Viewer shows all results at one time.

Each text that was analyzed is featured on a separate row. If you chose “Segmented,” then each 500 word-segment is featured on a separate row.

The variables are listed in exactly the same order as DICTION 5.0/6.0. You will need to move the scroll bar at the bottom of the screen to the far right in order to see all the variables. (See Section 9.1 for a listing of each row.)

9.4.2 File Report Viewer

To view a single file, you can double-click on a specific row in the Project Report Viewer or **right-click** on a file from the Output folder from the Project Explorer window and select “Open.”

Use the File Report Viewer when you want in-depth analysis for one particular text without making comparisons to other textual analyses. The File Report Viewer features a Summary, the full Text option, Counts, and Variables.

The File Report Viewer shows the values for each of the processing options that were originally chosen in the Global or Project Setting dialog.

Summary. In sum, this view shows the date of the report, the values for the eight unique Identifiers, the Report name, the Analysis name, the Segment (if applicable), Short text processing option, Long text processing option, the Norm used, and whether the Character counts, Word counts, Insistence words, and Input text were chosen to be viewed. Moreover, the report shows the values for the five Master variables, Activity, Optimism, Certainty, Realism, and Commonality.

Text. By default, the analyzed text is not available for this menu. You can enable the storage of the analyzed texts in the Global or Project Settings. This option is not recommended for large projects because of memory limitations.

Counts. The counts for Insistence Words, Characters, and Words can all be viewed here. By default, the values for this screen are blank. You must check the box for their inclusion under the Global or Project Settings Processing Options.

- If Characters (up to five) are identified in the Global or Project Setting Processing Options, the specified character(s) and count are reported.
- If “Show descriptive: Insistence words” is selected in the Global or Project Setting Processing Options, the word(s), count and percentage of words included in the Insistence score are reported.
- If “Show descriptive: Character counts” is selected in the Global or Project Setting Processing Options, the character(s), count and percentage for each character and alphabetic letter are reported.
- If “Show descriptive: Word counts” is selected in the Global or Project Setting Processing Options, the word(s), counts and percentage for all words used three (3) or more times are reported. This option is valuable because it includes all high frequency words (including those not identified in the Insistence variable).

Variables. Under the “Variables” tab, you see all the values for the DICTION variables that are reported from the Project Report Viewer for the specific row of data for one particular text. This view also shows the normal range for each variable. An asterisk (*) is used to illustrate when one of the variables from your analysis falls outside of the normal range.

9.4.3 Compare Viewer

The Compare Viewer contrasts variable scores for an individual file against normative high and low values for those variables, thereby giving you a comparative “snapshot” of your results. (All of the DICTION output variables are listed as rows rather than columns.) Additionally, the Compare feature can be used to compare different ways of analyzing the same passage. For example, similar texts can be analyzed using different norms, stakeholder options or different project settings processing options. Reports must be appended to the same Output file to display multiple results.

9.4.4 Author and Segment.

Author and Segment applies two different ways. It can be used for analyzing differences between Authors within a text, or it can be used to analyze the differences between 500 word blocks of text within a passage.

The Author and Segments works differently depending upon whether one has selected the File Report Viewer or Compare Viewer.

- The Compare Viewer shows the same results since all analysis (by speakers or by 500-word blocks) appear side-by-side in the output.
- The File Report Viewer shows the results section-by-section, depending upon which speaker or 500-word block is selected.

By utilizing both styles, users are able to get a comprehensive understanding of results. For example, you can do an in-depth review using the File Report Viewer then subsequently compare the differences to other 500-word blocks or other speakers using the Compare Viewer.

10 Export Reports

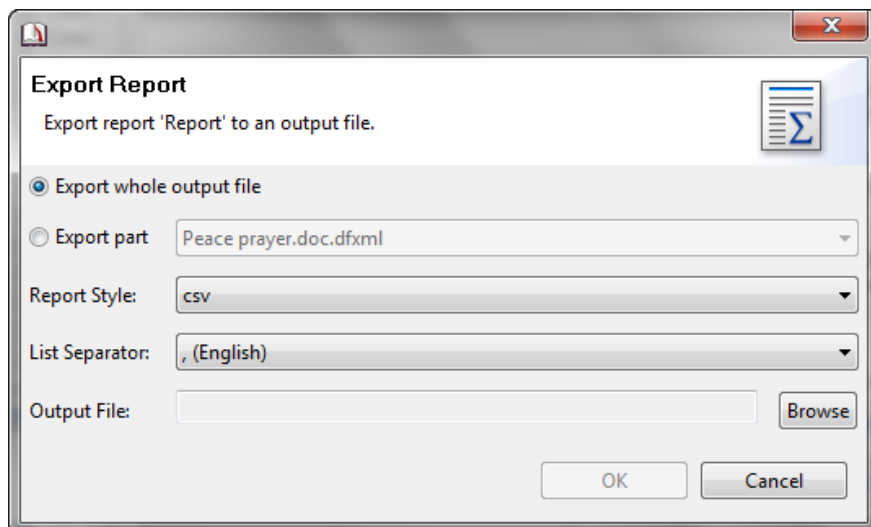
You can export the results to a .csv-formatted spreadsheet file or in a format that can be imported into a spreadsheet (such as Excel).

10.1 Export to a spreadsheet

The results can be opened in a spreadsheet. Your results can then be printed or used for later statistical analysis.

10.2 Export to .CSV

The results can be saved to an external folder.



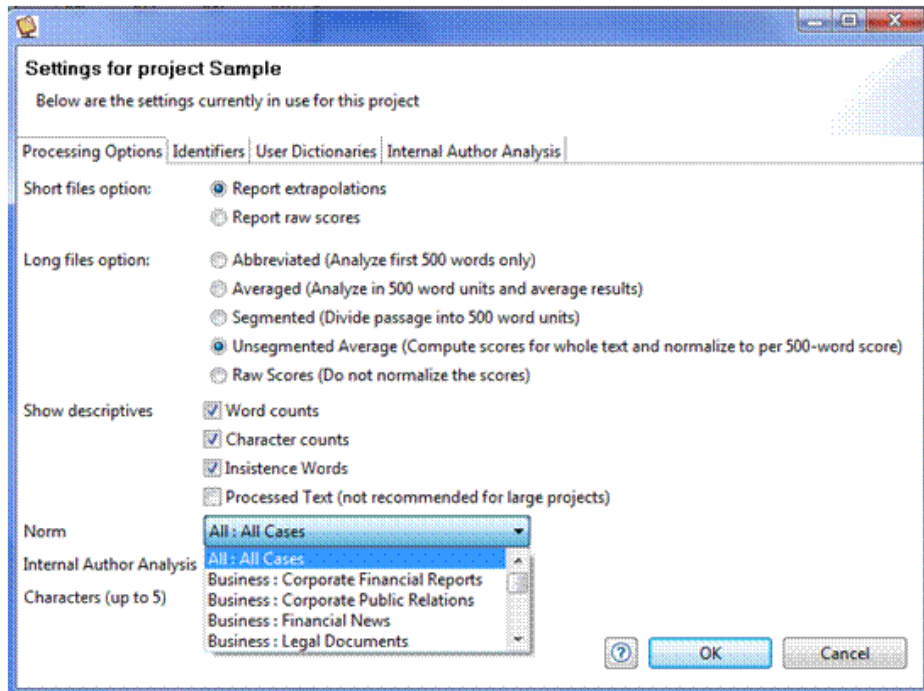
11 Choose Normative Profiles

A distinctive feature of DICTION is that it comes equipped with a variety of norms you may employ for getting a “snapshot” understanding of a given text or body of texts against a set of norms. These normative data have been generated by running more than 50,000 texts through DICTION. These texts range from public speeches to poetry, from newspaper editorials to music lyrics, from business reports and scientific documents to television scripts and informal telephone conversations. All texts were produced in the United States between 1945 to the present.

11.1 Select Norms

The default in DICTION is to combine all of these data into a single normative profile so you can see what a passage looks like in general. Some researchers may want greater specificity, so they can select from among thirty-six different sets of norms. To do so, follow these steps:

1. Go to “Project Settings” by **right-clicking** on the desired Project in the Project Explorer window. For the Global Settings, click on Global Settings icon in the toolbar.
2. Choose Processing Options tab.
3. To choose the entire assemblage of norms choose “All: All Cases.”
4. To choose a more specific set of norms, select the down-arrow on the “All: All Cases” button. Then scroll to scan for a more specific selection.
5. Only one set of norms can be selected and analyzed against at a time.
6. Repeat the above steps 1-5 to select another set of norms.



11.2 Available Norms

The All Texts option (n = 22,027) consists of all texts processed thus far by the author. These overall norms are divided into six Classes Business, Daily Life, Entertainment, Journalism, Literature, Politics, and Scholarship and the classes are further subdivided into thirty-six distinct Types.

You can compare a given passage to as many of these sub-categories as desired. So, for example, a political commercial could be viewed from the vantage point of political commentary and, later, from the standpoint of product advertising. To accomplish this, you would process the passage with one set of norms and then re-process it with a second set. The classes and types of norms built into the DICTION program include the following:

Business

CORPORATE FINANCIAL REPORTS (n = 48). A sampling of annual financial reports from a variety of fortune 500 companies, including 3M, Ford, Merck, Dynatech, etc. Reports were collected electronically from such internet sites as Annual Reports Library, Index: Annual Report Gallery, and Barron's Annual Report and Earnings Service.

CORPORATE PUBLIC RELATIONS (n = 163). A broad-based collection of official mission statements, public pronouncements, and C.E.O. speeches in behalf of major American corporations from the 1960s through the mid-1990s. Includes manufacturing companies (e.g., Boise-Cascade), mining and construction (e.g., Flour Daniel), transportation and telecommunications (e.g., A.T.&T.), as well as, financial and service-based industries (e.g., Federated Department stores, H&R Block, etc.).

FINANCIAL NEWS (n = 122). A variety of news stories related to financial issues (e.g., tax returns, market predictions, trends in stocks and bonds, tax law, speculation on specific annuities, etc.) obtained from the on-line publications of Forbes, The San Francisco Chronicle, the Daily News Bulletin, etc.

LEGAL DOCUMENTS (n= 79). An assemblage of argument summaries extracted from county, appellate and Supreme Court briefs obtainable online through Lexis-Nexis. The court cases addressed

environmental issues, liability law, child support, tax laws, military tribunals, voter qualifications, and constitutional rights.

MAGAZINE ADVERTISING (n= 94). A wide assortment of print advertisements from *Scientific American*, *Money*, *Sunset*, *Discover*, *Business Week*, *Vanity Fair*, *McCall's*, *MacWorld*, *Bicycling*, *Ladies Home Journal*, etc. Products and services included computer hardware, security systems, insurance services, financial investments, beauty aids, travel agencies, automobiles, snack foods, pharmaceuticals, kitchen appliances, stereo systems, and cat food.

TV ADVERTISING (n = 109). A collection of CLIO award-winning commercials from 1984, 1987, 1989, and 1996. The ads feature well-known companies and products (e.g., Nike, Pepsi, Reebok, Levi-Strauss, Apple Computers, Motel 6, Michelob, and McDonalds), sports teams and sporting events (e.g., football, baseball, golf, and hockey), and community and social causes (e.g., World Hunger, anti-tobacco campaigns, anti-drug campaigns, church fund-raisers, Mothers Against Drunk Driving).

Daily Life

COMPUTER CHAT LINES (n = 68). An eclectic group of on-line discussions dealing with such topics as tropical fish, dreams and life choices, parenting advice, family relationships, contemporary politics, the Dallas Cowboys football team, computer hardware and software, and horse racing. The discussions were obtained via the World Wide Web's Chat Archives.

E-MAIL CORRESPONDENCE (n = 75). A selection of miscellaneous messages from over a dozen individuals in eight different work settings, including public relations, elementary education, a state university, county government office, a chiropractor's office, and a car dealership. The messages range from personal notes of encouragement and gossip to formal work deliberations, business memos, and project updates.

PROBLEM-SOLVING DISCUSSION (n = 73). Group decision-making from three settings: a state agency, a school district teacher's caucus, and student peer-mediation. Discussion topics include state contracts, project requirements, financial planning, and salary negotiation. Transcripts were generated during research studies conducted by Dr. Linda Putnam (Texas A&M University), Dr. Craig Scott (University of Texas at Austin), and Dr. Trisha Jones (Temple University).

RELIGIOUS SERMONS (n = 198). Sermons delivered by a wide variety of denominational representatives in the United States between 1935 and 1996. Topics include biblical exegesis, doctrinal disputes, ritualistic remembrances, and general moral and social discussions. Mainline denominations (e.g., Episcopalians, Catholics, and Methodists) as well as an assortment of cults and sects are represented.

TELEPHONE CONVERSATIONS (n= 58). A collection of snippets from everyday telephone conversations conducted in Austin, Texas during the 1990s. Conversations were recorded and transcribed by the language and culture division of the Department of Communication Studies at the University of Texas at Austin under the direction of Professor Robert Hopper.

Entertainment

CELEBRITY NEWS (n = 125). A variety of celebrity profiles (e.g., Sean Penn, Tom Cruise, Madonna, Farrah Fawcett, and Antonio Banderas) taken from on-line versions of Entertainment Weekly, People Magazine, and TV Guide.

ENTERTAINMENT REVIEWS (n = 60). An assemblage of book reviews (e.g., *Range of Motion*, *XY: On Masculine Identity*, *Breaking The Glass Ceiling*), film reviews (e.g., *Lawrence of Arabia*, *Nothing to Lose*, *Crash*), and music reviews (e.g., *The Archers of Loaf*, *Soul Coughing*, *Bruce Cockburn*). Texts were obtained from such web sites as The Music, Film, and Video Review and The Pelican Library.

MUSIC LYRICS (n = 128). A diverse assortment of lyrics from a myriad of musical genres and recording artists, from Barbra Streisand to Jimi Hendrix, from Woody Guthrie to Silverchain, from Bing

Crosby to Easy E., from Nat King Cole to the Violent Femmes, from Glen Campbell to Dismember). Lyrics were obtained from such web sites as The International Lyrics Server, Grendel's Lyrics Archive and Lost Souls Domain.

SPORTS NEWS (n = 139). A collection of articles on athletes and athletic events obtained from the on-line versions of Sports Illustrated and the Sporting News. Sports profiles focus on such athletes as Nancy Kerrigan, Arthur Ashe, Joe Montana, John Elway, Larry Bird, Tiger Woods, and Venus Williams among others. Athletic events described include basketball, football, baseball and ice hockey.

TV COMEDIES (n = 75). An assortment of prime-time television comedies including *Seinfeld*, *Friends*, *Married with Children*, *Caroline in the City*, and *Cybil*. Characters in these shows comment on urban life, contemporary friendships, the tribulations of dating, dysfunctional family life, and amusing situations at work. Texts were obtained from a variety of on-line services and from unofficial web-sites.

TV DRAMAS (n = 159). An assortment of prime-time television dramas including *My So Called Life*, *Xena: Warrior Princess*, *Buffy the Vampire Slayer*, *Twin Peaks*, and *The Wonder Years*. The shows explore teenage angst, good versus evil, justice and the law, growing up in the 1960s, etc. Texts were obtained from archives included in Drew's Television Transcripts.

Journalism

LETTERS-TO-THE-EDITOR (n = 6126). Letters written on general social and political matters in 12 small-city newspapers between 1948 and the present. Topics include civil rights, inflation, abortion and birth control, taxation, moral and political values, international affairs, etc. Among the newspapers are the *Fall River Herald News*, the *Salinas Californian*, the *Trenton Times*, the *Billing's Gazette*, etc.

NEWSPAPER EDITORIALS (n = 65). An assortment of newspaper editorials from diverse geographical locations (e.g., *Arkansas Democrat-Gazette*, *Los Angeles Downtown News*, *Charlotte Sun Herald*, *South Idaho Press*, etc.). Topics include sexual harassment, infant mortality, casino gambling, drug enforcement and other public policy matters. All editorials were written in the 1990s and obtained from on-line versions of these papers.

POLITICAL REPORTING (n = 7309). Newspaper coverage of major issues of the day, especially political matters. Stories were extracted from *The New York Times*, *Washington Post*, *Christian Science Monitor*, *Los Angeles Times*, *Chicago Tribune*, *Atlanta Constitution*, and AP and UPI wire coverage. All stories were produced between 1948 and 1996.

TECHNOLOGY NEWS (n = 68). A file of news stories about contemporary trends in the computer industry, including hardware and software updates, forthcoming products and services, and other topics related to new technologies. The articles were obtained from online issues of the *Wall Street Journal*, the *Chronicle of Higher Education*, *ZDNet*, *CNet*, and *Computer News Daily*.

TV NEWS (n = 1219). Transcripts from the nightly news programs of NBC, CBS, ABC, and PBS. News coverage focused on a variety of matters but political/campaign coverage was especially emphasized. All texts were produced during the 1980, 1988, 1992, and 1996 presidential campaigns.

Literature

NOVELS & SHORT STORIES (n = 151). A compilation of fiction from a diverse collection of seminal writers (e.g., Nathaniel Hawthorne, Stephen Crane, J. D. Salinger, James Fenimore Cooper, Lewis Carroll, Kate Chopin, and Francis Bacon). All excerpts were taken from such online sites as the Internet Classics Archive and Book Lover's Resource Page.

POETRY & VERSE (n = 78). An assemblage of English-language poetry including canonical works from the masters (e.g., Tennyson, Whitman, Poe) as well as more contemporary poetry from less well-known artists. Poems were downloaded from sites like American Verse Project, Collection of British Poetry, Digital Library of World Classic Poetry, and *The Atlantic Monthly*.

THEATER SCRIPTS (n = 151). A diverse selection of plays (comedy, drama, and mystery) by famous writers from antiquity (e.g., Aristophanes and Aeschylus), from the eighteenth and nineteenth centuries (e.g., Shakespeare, Goethe, and Ibsen), as well as more obscure playwrights from the twentieth century (Agostino, Knag, and Folmer). Texts were obtained electronically from such sites as the Playwrights' Resources Page.

Politics

CAMPAIGN SPEECHES (n = 2357). Speeches delivered by Democratic, Republican, and third-party presidential candidates between 1948 and 1996. Major party candidates were represented equally in the sample and third-party candidates were represented proportional to the vote. Included are stump speeches delivered in local and regional settings as well as nationally broadcast campaign addresses.

POLITICAL ADVERTISING (n = 553). Campaign spots presented on television during the presidential campaigns of 1960 and 1976--1996. Republican, Democratic, and third-party ads are represented in proportion to their prevalence in political campaigns. Promotional, counterattack and negative ads are equally represented in the sample.

POLITICAL DEBATES (n = 652). Includes the entirety of all presidential debates from 1960 through 1996. Debate transcripts were segmented-by-speaker and analyzed separately.

PUBLIC POLICY SPEECHES (n = 615). A broad sampling of speeches delivered by sitting presidents from Harry Truman through Bill Clinton. Included are nationally televised addresses on major policy issues as well as ceremonial addresses, remarks made during awards ceremonies, and radio briefings. Topics include the Korean Conflict, open-housing and job discrimination, the Soviet Union, national economic policy, Vietnam, Watergate, etc.

SOCIAL MOVEMENT SPEECHES (n = 129). Addresses delivered to marginalized as well as mainstream groups about pressing social matters. Included are speeches by Malcolm X, Andrea Dworkin, Ralph Nader, Paul Ehrlich, etc. Topics include feminism, environmentalism, civil rights, labor grievances, nuclear disarmament, etc.

Scholarship

HUMANITIES SCHOLARSHIP (n = 53). A diverse selection of essays from various periodicals devoted to the humanities. Periodicals include Twentieth Century Literature, British Journal of Aesthetics, American Poetry Review, Monthly Review, Skeptical Inquirer, American Indian Quarterly, and Salmagundi. Texts extracted from electronic sites such as Humanities Research and the Literary Review.

PHILOSOPHICAL ESSAYS (n = 197). A miscellany of philosophical texts, spanning the past two hundred years. Texts include Berkeley's "The Principles of Human Knowledge," Hume's "An Inquiry Concerning Human Understanding," Deleuze's "Postscript of the Societies of Control," Russell's "A Man's Free Worship," Hegel's "Science of Logic," Dewey's "Democracy and Education," and Baudrillard's "Radical Thought." Texts were drawn from Humanities Research, Great Thinkers and Visionaries, and Internet Philosophy Resources.

SCIENCE WRITING (n = 177). A compilation of popular science articles collected from the on-line editions of Discover Magazine and Scientific American. Topics covered include the mechanics of breathing, quantum computers, muscular and metabolic fitness, microorganisms, and gamma-rays.

SOCIAL SCIENCE SCHOLARSHIP (n = 52). A sampling of journal articles in anthropology, sociology, psychology, history, communication, etc. Issues include the social aspects of leisure, fuzzy set theory, American cultural studies, exit-poll experiments, mass media effects on violent behavior, and public policy convergence theory. Texts extracted from web sites like Social Sciences Internet Resources and Arts Humanities, and Social Sciences Resources.

STUDENT ESSAYS (n = 307). An assortment of undergraduate essays from nine college English courses. The essays address racial tensions in school settings, the need for diversity in universities,

preferential treatment in college admissions, rhetorical criticism of advertisements, the homeless in America, technology and mankind, and historical heroes. All texts were made available by the University of Texas at Austin's Program in Rhetoric and Composition.

12 Miscellaneous

12.1 Copyright

DICTION 7: THE TEXT-ANALYSIS PROGRAM is fully protected under U.S. copyright law. Users making use of its data, whether in published or unpublished form, must have a registered license agreement. © Digitext, Inc., 2013.

12.2 Acknowledgments

The developers hereby express their appreciation to the following individuals who have helped in the development of DICTION 7 and its predecessors: Michael Stanton, Tom Cox, Wouter van Atteveldt, Jim Harper, and Shawn Spiars.

12.3 On-line Help

DICTION provides on-line help that can be accessed while using DICTION. For more extensive information about DICTION, you can access the DICTION Help Manual, Using DICTION and About DICTION. All documents can be downloaded from the DICTION website at www.dictionsoftware.com.

12.4 Customer Support

If the User's Manual and Help Screens cannot solve your problem, direct Customer Support is available. Before calling, prepare to explain your problem and have your order number and date of purchase information available. Send e-mail to help@dictionsoftware.com or call 512-394-8891.

12.5 References

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