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The Scaling of Word Attributes

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3. The red, green, and black banners received equal attention.
4. The red banner, contrary to traditional belief, did not excite the cattle to any greater degree than did any one of the other banners and less than the white one. (For further details see *J. of Psychol.* 12:183-184. 1941.)

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THE SCALING OF WORD ATTRIBUTES

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The need for learning materials, quantified as to their degrees of relatedness in meaning, has become increasingly evident as learning experimentation and theory imply more and more the important role which similarity may play in transfer phenomena. The present study was undertaken to provide materials which might be used in a more direct attack upon this and related problems.

Eighty series of five two-syllable adjectives, related in meaning and paired with a common base word, were presented to three groups of judges. They were asked to allocate these word pairs to a seven point scale by a modified equal-appearing intervals technique. One group of judges scaled according to the defined relation of meaning, the second rated the strength of associative connection, while the third evaluated the vividness of connotation of the word-pairs. A fourth group of judges rated their familiarity with the words on a five point scale. From these judgments, the scale values of the four hundred word-pairs were obtained for each of the word attributes.

A comparison of the scalings of these three word attributes is made and their implications for learning experimentation discussed. From the familiarity ratings, observations on the recognition vocabulary of college undergraduates and the influence of uncertainty upon scale ratings are made.

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