Online Tool for Associative Linguistics

The Project is being developed by Olha Zahorodnia (PhD in Linguistics, Associate Professor position, Foreign Languages Chair, National Academy of Statistics, Accounting and Audit, Kyiv, Ukraine) and a programmers’ team.

From Artes liberales to Artes digitales: Ukrainian and Slavic Studies International Seminar
4-5 October 2019, Lviv
Ukrainian Catholic University
STIMULUS
http://stimulus.tools/uk
http://stimulus.tools/en

The first in Ukraine online tool in Associative Linguistics which helps to study:

- language world view of any kind
- Associative portraits of the words
- Associative behavior of the persons

* English version is still being developed, don’t mind the errors on the screenshots, please
STIMULUS’S AIM and OBJECTIVES

- To hold associative experiments online via computers and mobile devices
- To analyze associative data automatically
- To integrate different associative experiments in one location for studying the dynamics of the phenomena
- To set up a huge associative online database of the Ukrainian language to monitor the Ukrainian Language World View
Special Features of STIMULUS

- Scientific and non-commercial.
- Multilingual interface: 3 languages - Ukrainian, English, Russian; can be used not only in Ukraine but abroad as well.
- Flexible in use: the content depends on the researcher’s goal.
- Free of charge but needs donate. Any sum of money would be helpful.
- Useful for linguists, psychologists, sociologists, marketing managers, PR managers, anybody who is interested in associations.
What can you study via STIMULUS?

- Associative fields of separate words
- Whole fragments of the language world view (stimuli groups)
- Content of the associative fields
- Connotations of the words
- Associative strategy of the individual, social groups, nation
How to operate STIMULUS?

- You don’t need to use special apps or download special tools. STIMULUS can be accessed via any browser.
- To start operating STIMULUS you need to REGISTER. Please, give your true personal data not to spam scientific server.
- You should create your Login and Password, type your name, date of the birth, city, country. Choose your sex, profession, education, native language and others among the options given.

All the personal data is confidential.
Register

Registration prevents chaotic operation of the service, creates a registry of users, makes it possible for the scientific accuracy of the data contained in the body of the service.

All user profiles are confidential. All survey respondents' questionnaires that participate in the link surveys are statistical in nature and remain anonymous.

IMPORTANTLY!
Developers and moderators of the STIMULUS service ask users and respondents to provide accurate data on their age, gender, profession, etc., in order not to distort the results of other people's research or the idea of the existence of STIMULUS as a scientific project.

Thank you!

Login through social networks:

Login

Password

Email

Name
Your Personal Research

- After registration you may create your personal associative research. Go to the button RESEARCH and use your Login and Password to enter the research box. Then go to button RESEARCH once more – it is interactive now.

- Type the name of your research clicking the button +CREATE NEW

- Go to your research, click on it – and create your stimuli list by the button +ADD NEW STIMULUS. You can also create the data of semes and associative link types if you want. That does enrich your results!

- After you complete your stimuli list, the server STIMULUS will generate a special link which you’ll send to your respondents. It is how online associative experiment works!

- You can find the generated link of your research by clicking the button COLLECT ANSWERS. Other ways of delivering your research to the respondents are also available.
## Research

### Created New Post

<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Creation Date</th>
<th>Stimulus</th>
<th>Questionnaires</th>
<th>Collect Answers</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Education and Science</td>
<td>2019-09-29</td>
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<td>0</td>
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<tr>
<td>2</td>
<td>ЕКОНОМИКА</td>
<td>2019-08-08</td>
<td>30</td>
<td>1</td>
<td>link</td>
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### Education and Science

Added new stimulus to research!

<table>
<thead>
<tr>
<th>Стимул</th>
<th>Associations</th>
<th>Семы Ос Лексичного Значения</th>
<th>Семы Ос Асоциативного Значения</th>
<th>Тип Асоциативной Связи №1</th>
<th>Тип Асоциативной Связи №2</th>
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<td>[see]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
</tr>
<tr>
<td>scientific</td>
<td>[see]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
</tr>
<tr>
<td>online lecture</td>
<td>[see]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
</tr>
<tr>
<td>webinar</td>
<td>[see]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
<td>[add]</td>
</tr>
</tbody>
</table>
Collect answers

Reference to the execution of the study:

http://stimulus.tools/en/survey/13c838125589

To participate in the survey send this link to potential participants. By clicking on it (after registering and entering the site), each person will be able to participate in the study, enter their associations for the proposed incentives.

Share on social networks:

QR code links to the study:
How to operate with QUESTIONNAIRES?

- You may see the statistics of your experiment and the questionnaires collected by the link. Use the button QUESTIONNAIRES.
- You may add new questionnaires into research if you hold an associative experiment offline, for example during your business trip. Use button +ADD NEW PROFILE for that.
- You may analyze the reactions (core words) given by respondents if you created the data of semes, types of associative links etc. Use the button EDIT RESPONDENTS’ RESPONSE.
- Don’t forget to save all the changes. Aware of the symbols of deletion.
How to see the RESULTS?

- To see the results of your research, go to the ANALYTICS box. Chose the stimulus from the list and see the associative field, stimulus positivity, and create emotive-evaluation space with some stimuli in comparing.
- You may look through the statistics of your respondents. Use the button QUESTIONNAIRE DATA OF RESPONDENTS for that.
- The buttons QUANTITATIVE ANALYSIS and QUALITATIVE ANALYSIS will show you a great deal of results if you processed the questionnaires thoroughly.
- You may use the button FILTERS to select the data you need.
Questionnaires

Answers: processed 0 of 4 entered

Showing 1-1 of 1 item.

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Number of replies</th>
<th>Processed</th>
<th>Date</th>
<th>Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ольга</td>
<td>4</td>
<td>0%</td>
<td>2019-09-29</td>
<td>[see]</td>
</tr>
</tbody>
</table>
Add new profile

**Research:** Education and Science

**Application date**

<table>
<thead>
<tr>
<th>Stimul</th>
<th>Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>workshop</td>
<td></td>
</tr>
<tr>
<td>scientific</td>
<td></td>
</tr>
<tr>
<td>online lecture</td>
<td></td>
</tr>
<tr>
<td>webinar</td>
<td></td>
</tr>
</tbody>
</table>

**Анкета пользователя**

**Name**
Adding a new response from the respondent

**Workshop → Smart**

**Respondent:** Ольга  
**Research:** Education and Science  
**Survey date:** 2019-09-28 22:43

**Sememe of lexical meaning**

**Sememe of associative value**

**Reaction language**
**Associative field**

**Stimul:** держава  

**Total reactions:** 43  
**Various reactions:** 31

<table>
<thead>
<tr>
<th>Association</th>
<th>Number</th>
<th>Brightness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ядро</td>
<td></td>
<td></td>
</tr>
<tr>
<td>україна</td>
<td>5</td>
<td>0.1163</td>
</tr>
<tr>
<td>президент</td>
<td>3</td>
<td>0.0698</td>
</tr>
<tr>
<td>Периферія</td>
<td></td>
<td></td>
</tr>
<tr>
<td>країна</td>
<td>2</td>
<td>0.0465</td>
</tr>
<tr>
<td>страна</td>
<td>2</td>
<td>0.0465</td>
</tr>
</tbody>
</table>
Questionnaire data of respondents

Distribution by professions

<table>
<thead>
<tr>
<th>Profession</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks / Finance / Investment</td>
<td>35</td>
</tr>
<tr>
<td>Audit / Accounting / Financial Consultancy</td>
<td>16</td>
</tr>
</tbody>
</table>

Distribution by education

<table>
<thead>
<tr>
<th>Education</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher (not finished)</td>
<td></td>
</tr>
<tr>
<td>Higher (Bachelor, Specialist, Master)</td>
<td></td>
</tr>
</tbody>
</table>
Stimuli positivity

### Connotation coefficient

<table>
<thead>
<tr>
<th>Stimuli</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>уряд</td>
<td>0.0978</td>
<td>0.3194</td>
</tr>
<tr>
<td>держава</td>
<td>0.3043</td>
<td>0.4375</td>
</tr>
<tr>
<td>країна</td>
<td>0.4479</td>
<td>0.3676</td>
</tr>
</tbody>
</table>

![Graph showing connotation coefficient changes over time for different stimuli]
## Emotive-Evaluation Space

<table>
<thead>
<tr>
<th>Stimul</th>
<th>Positivity</th>
<th>Negativity</th>
</tr>
</thead>
<tbody>
<tr>
<td>уряд</td>
<td>0.63</td>
<td>-0.24</td>
</tr>
<tr>
<td>держава</td>
<td>0.88</td>
<td>-0.15</td>
</tr>
<tr>
<td>країна</td>
<td>0.89</td>
<td>-0.06</td>
</tr>
</tbody>
</table>

![Graph showing the emotive-evaluation space](graph.png)
Semes of associative meaning

<table>
<thead>
<tr>
<th>Sema</th>
<th>Number</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>емоційно-оцінні</td>
<td>11</td>
<td>25.58</td>
</tr>
<tr>
<td>атрибути</td>
<td>9</td>
<td>20.93</td>
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<tr>
<td>назви / країни</td>
<td>6</td>
<td>13.95</td>
</tr>
<tr>
<td>населення</td>
<td>6</td>
<td>13.95</td>
</tr>
<tr>
<td>дії / функції</td>
<td>5</td>
<td>11.63</td>
</tr>
</tbody>
</table>
VISUAL AID OF ASSOCIATIVE SEMES:
Держава (State)
PSYCHOSEMANTIC PORTRAIT

- You may research not only words but persons as well. STIMULUS can show you the analyzed data via all the reactions of the respondent.
- You may see the dominant words the respondent used during the experiment. Define if they are positive or negative.
- You may choose two or more respondents for analysis and see the group trend.
Psychosemantic portrait

The **psychosemantic portrait** of an individual or group is based on an analysis of all the associations and associative relations provided by the respondents (group of respondents).

To obtain a detailed psychosemantic portrait, researchers are advised to process the respondents' reactions in the "Questionnaire" section in the following positions:

1. Assessment of the connotation of the reaction (determine the sign of the response-reaction: positive, neutral, negative)
2. Assessment of the connotation of associative connection (to determine the sign of associative connection, namely the pair "stimulus" - "reaction": positive, conditionally positive, neutral, conditionally negative, negative)
3. Associative communication (to determine the type of associative relations according to previously created bases of associative relations of the researcher's choice).
ASSOCIATIVE DATABASE
Goal - to create online associative database of the Ukrainian language
Thank you for your interest in the project!

We sincerely hope that our resource could help you. If you have a desire to support our project, this can be done in several ways:

- Financially support the development of the site
- Tell your friends about us
- Recommend us on social networks
- Add links to our site on other resources

Financial support

Did you like our project and want to help in its further development?

You can transfer any amount of money that will be comfortable for you to the card number of Privatbank (Ukraine):

5168 7573 9240 5835  Zagorodnya Olga Feilksivna

The money will be used to pay for the Internet site and the further development of the STIMULUS project.

Since the STIMULUS project is non-profit, publicly available and requires financial support for the maintenance of the online platform and continuous operation, we express our gratitude to everyone who joins the financial support of the project with feasible contributions in any amount, as well as to those who want to sponsor this project.
Use AND Support
STIMULUS!
Happy to cooperate!

Thank you for your attention!
Contact us: olgagorna@ukr.net