

Measuring the “Shock Value” of Words

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October 17, 2018

Plan

- ▶ Isolate certain time periods
- ▶ Record daily word ranks over the time period
- ▶ Find words with a brief spike in “fame”
 - ▶ Daily rank rises much higher than normal
- ▶ Measure the rise and length of popularity
- ▶ Natural disasters, sporting events, surprising news, etc.