

The Global Language Monitor

TRENDTOPPER MEDIABUZZ™

RANKINGS / MOMENTUM /
DIRECTION

Paul JJ Payack

Austin, Texas

October 2008

The Global Language Monitor

The Global Language Monitor analyzes and catalogues the latest trends in word usage and word choices, and their impact on the various aspects of culture with a particular emphasis on Global English.

The Global Language Monitor

Global Language Monitor, LLC

- Silicon Valley heritage
- Based in Austin, TX
- Established in 2003

Paul JJ Payack, founding president

- Senior Executive Three Fortune 500 Companies
- Numerous Silicon Valley Startups
- Founding President, yourDictionary.com

Core Competencies

- Media analysis and analytics

TrendTopper MediaBuzz

- College and University Rankings
- Brand Analysis Services
- Media-focused Analysis

5,000 Media Citations in Last 30 Days



The New York Times
CNN

The Washington Post
Boston Globe

Peoples' Daily (Beijing)
UPI

Cape Argus (RSA)

El Mundo

El Pais

O Globo

Et cetera

No. 1 Story on Smithsonian.com

[ARTS & CULTURE OCTOBER 2008](#)

The Million Word March

What defines a word? Lexicographers and other experts don't always agree

So who is? Who's keeping track of, counting and sorting the words English speakers use on an everyday basis?

The [Global Language Monitor](#), based in Austin, Tex., has been tracking words for the past five years. Using its own teams of experts and its own algorithm, they say English adds a new word every 98 minutes. This means there are more than 900,000 English words in the world, and the one-millionth will appear sometime in April 2009.

The PQI as Utilized by *The New York Times*

Anticipating the Subprime Meltdown



The New York Times
ON THE WEB

On Everyone's Lips

What follows are some of the words used most frequently to describe the current market. They are listed according to a Predictive Quantities Indicator, or P.Q.I. ranking, developed by Paul JJ Payack, the president of the Global Language Monitor (languagemonitor.com), which analyzes language trends.

P.Q.I. is an algorithm that ranks words and phrases in the world on the Internet in relation to frequency, context and application in global media. It is a weighted index that takes into account year-to-year increases and acceleration in the last several months.

Soft Landing	705.08
Pause	356.27
Melting down	294.40
Resurgence	239.21
Frothy	197.80
Cooling	66.20
Housing Bubble	66.03
Heating Up	58.92
Healthy	45.58
Normalized	24.79
Slow Leak	23.74
Balanced	17.66

GLM in Recent Scholarship

- **A Domestic Right of Return? Race, Rights and Residency in New Orleans in the Aftermath of Hurricane Katrina: Boston College Third World Law Journal, Volume XXVII, Number 2**
- **Word Indexing for Mobile Device Data Representations: Computer and Information Technology, 2007. CIT 2007**
- **The Blame Frame: Justifying (Racial) Injustice in America: Harvard Civil Rights-Civil Liberties Law Review**
- **“noi” e gli “altri”: verso un futuro di integrazione e di convivenza: Societa Dante Alighieri**
- **Race and Media Coverage of Hurricane Katrina: Analysis, Implications, and Future Research Questions: Analyses of Social Issues and Public Policy, 2007**
- **Can God Intervene?: How Religion Explains Natural Disasters**
- **As Seen on TV or Was that My Phone? New Media Literacy, CARMEN LUKE University of Queensland, Australia**
- **Wardhaugh R. An Introduction to Sociolinguistics, fifth Edition Oxford Blackwell Publishers Ltd**
- **Joao Paulo II: Um Atavista Midiation: Osvaldo Meira Triguero**
- **Communicating Gender Diversity: A Critical Approach by Victoria Pruin Defrancisco, Catherine Helen Palczewski**
- **Body patterns in cephalopods “Polyphenism” as a way of information exchange: Pattern Recognition Letters, Volume 28, Issue 14**
- **New Developments in Formal Languages & Applications; Gemma Bel-Enguix; Technology & Engineering,2008**
- **Der lexikografische Prozess: Konzeption für die Modellierung der Datenbasis by Carolin Müller-Spitzer - Lexicography - 2007 - 314 pages**

The Problem: Too Much Information



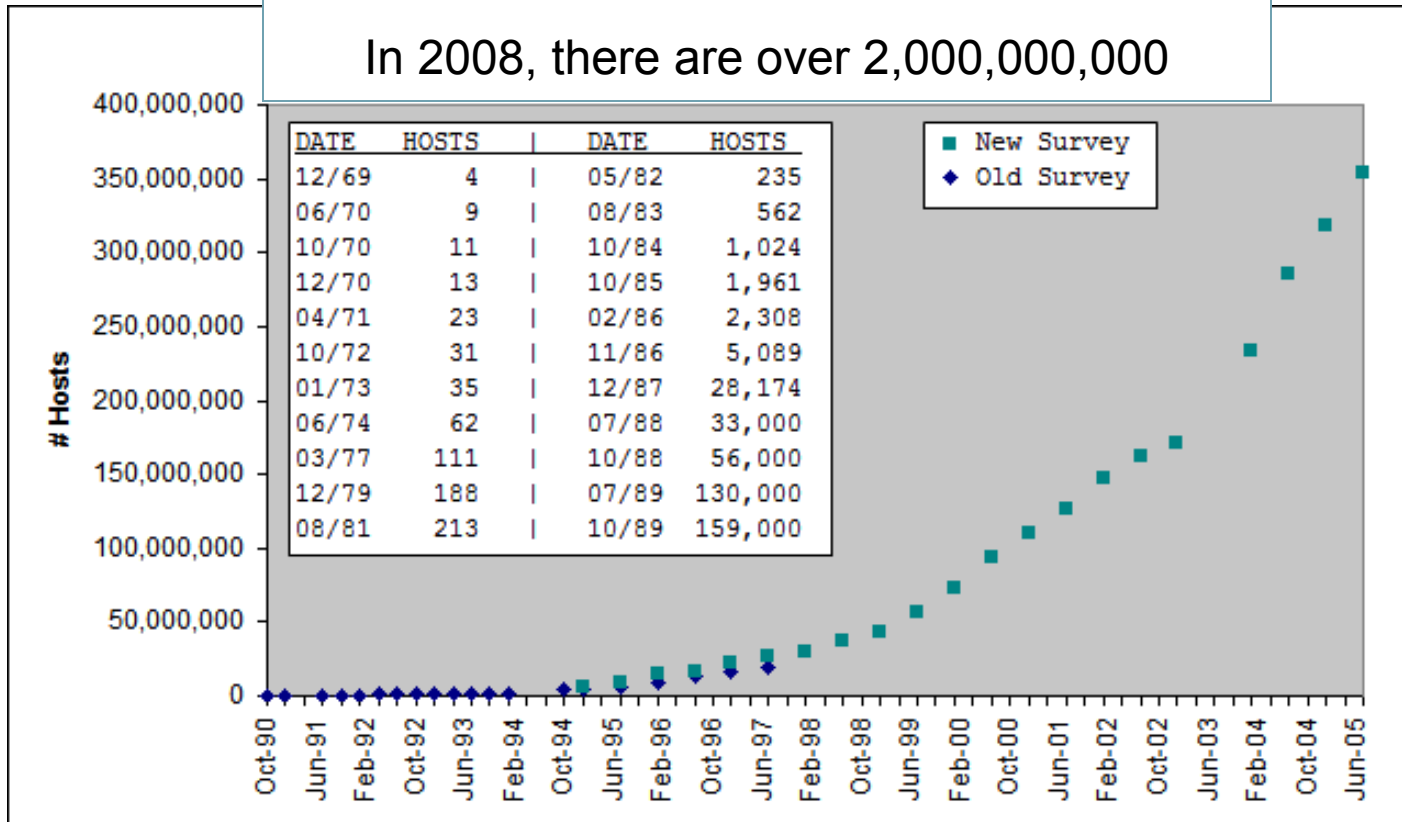
Global data doubles every 18 months

Old methodologies no longer sufficient

Measuring data and analyzing information in a world no longer static

Amount of Information: Global Servers

In 1979 there were 188 servers
 In 2008, there are over 2,000,000,000

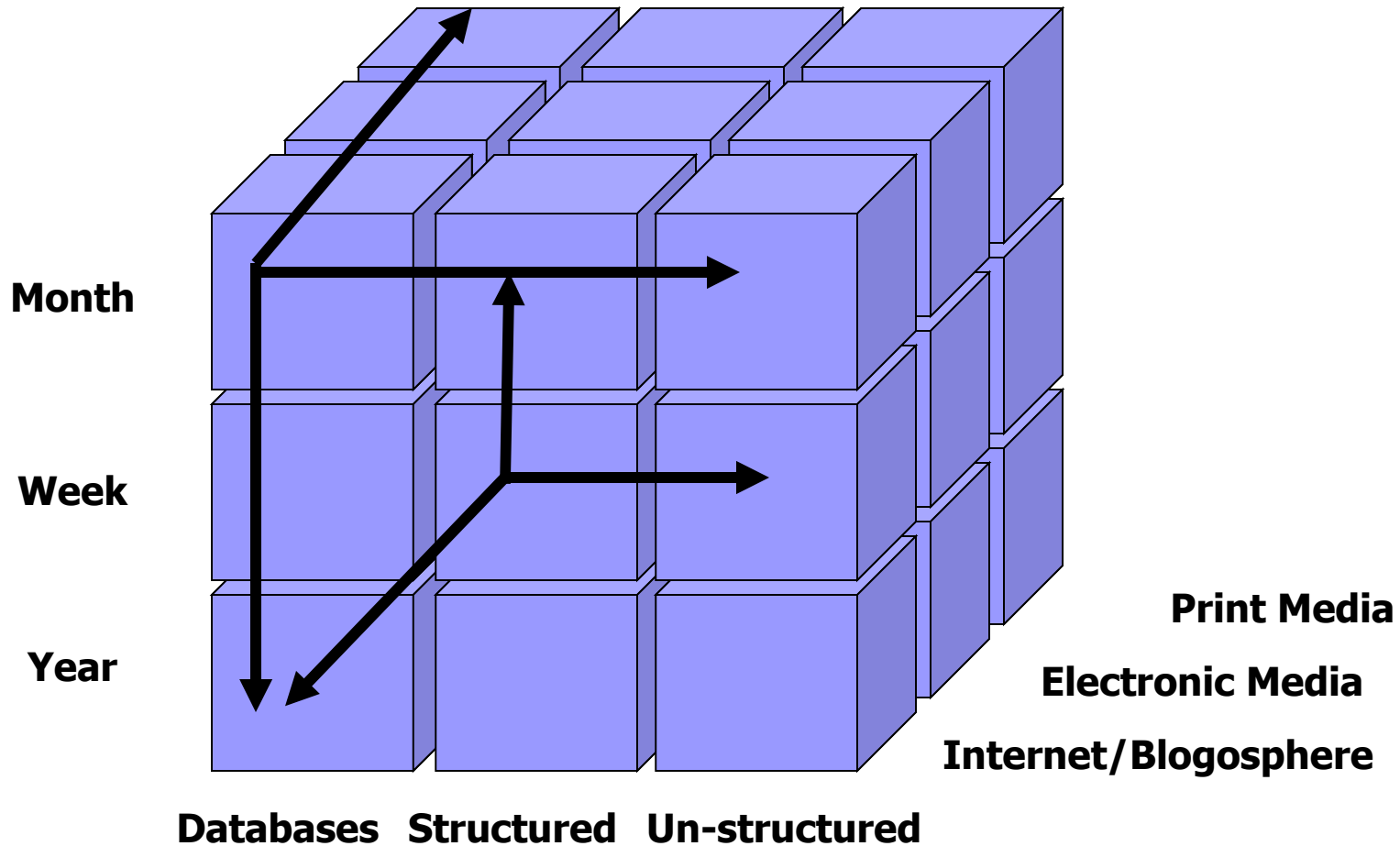


Amount of Information: Digitized

Byte	Capacity	Analogy
Byte	8 bits	1 character
Kilobyte	1,000 bytes	A very short story
Megabyte	1,000,000 bytes	A small novel
Gigabyte	1 billion bytes	Beethoven's 5th
Terabyte	1,000 Gigabytes	All the X-rays in a large Hospital
Petabyte	1,000 Terabytes	Half of all academic research in the US
Exabyte	1,000 Petabytes	5 exabytes: all words every spoken
Zettabyte	1,000 Exabytes	As much as grains of sand on beaches
Yottabyte	1,000 Zettabytes	As much as atoms in 7,000 humans

This presentation is more than 3,500,000 bytes

Ephemera: A New class of Data



Solution: TrendTopper Media Analysis

Eliminates all 'spin' from the analysis

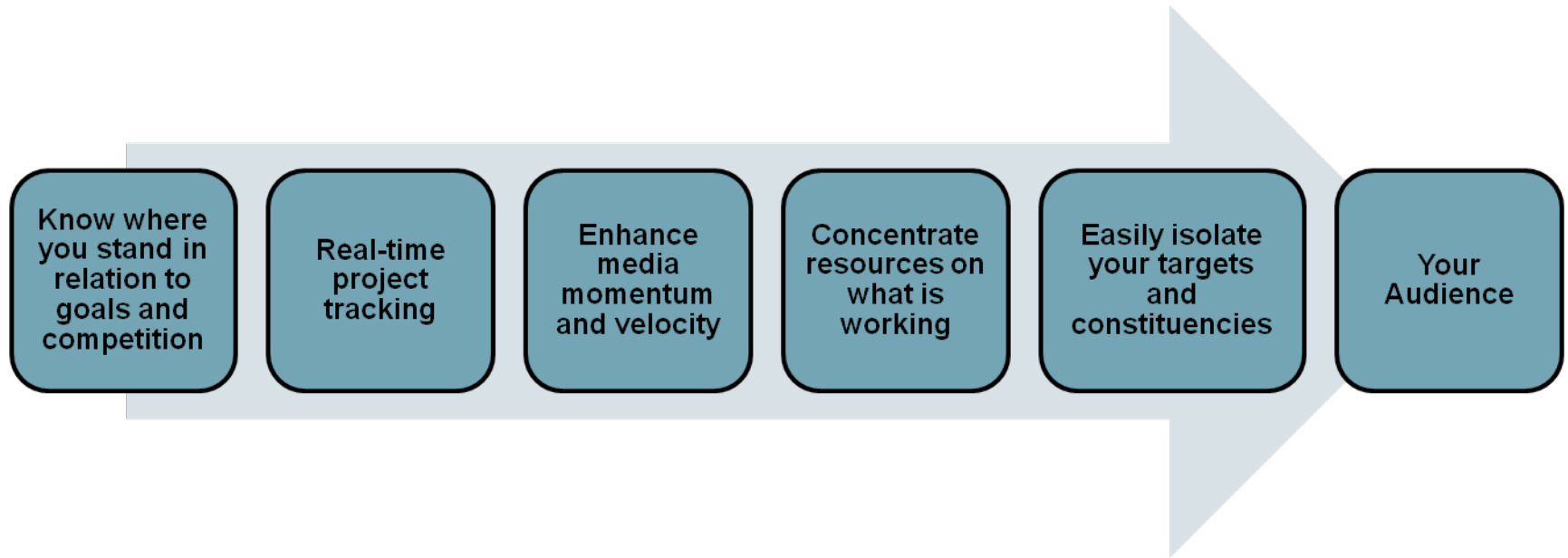
Real-time results: Initiatives, campaigns and events

On-going analysis and meaningful rankings

Non-biased drill-down: the story behind the story

We start where competitors stop

Benefits: TrendTopper Media Analysis



The Predictive Quantities Indicator™ (PQI)

Tracks the frequency of words and phrases

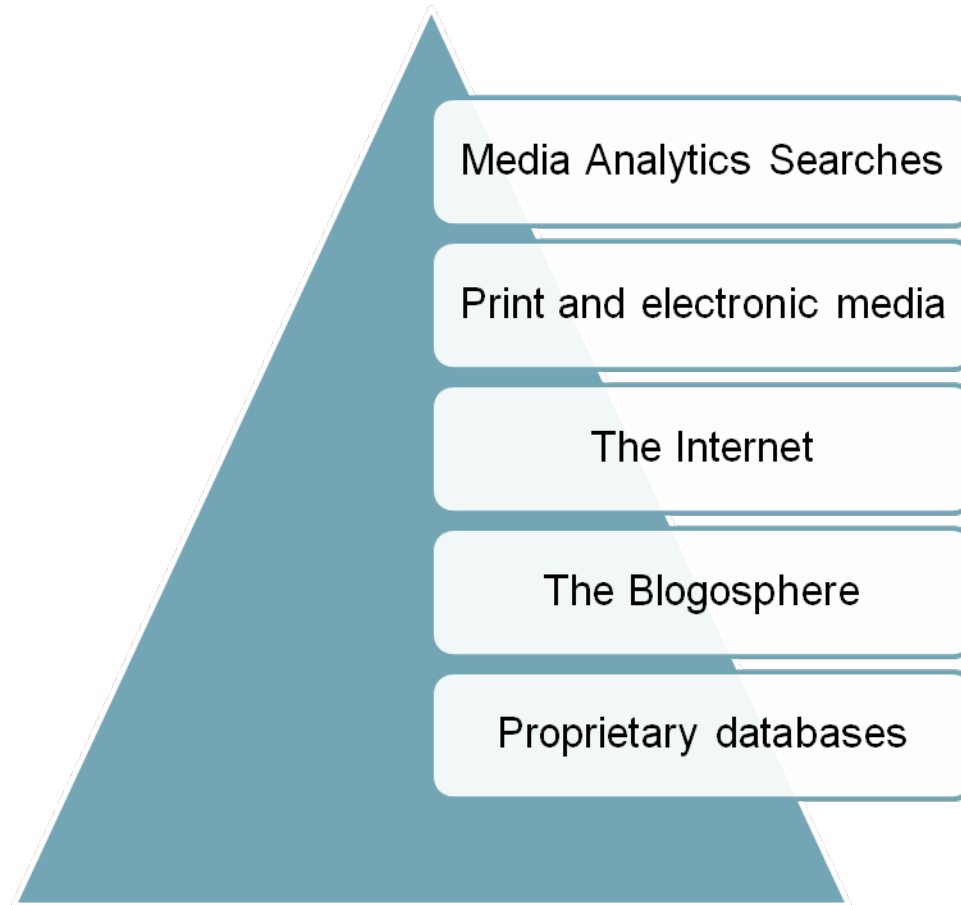
Both frequency of use and contextual usage

Appearances in databases of choice

Provides a non-biased snapshot

Exploits any (and all) Digitized databases

The Predictive Quantities Indicator™ (PQI)



The Predictive Quantities Indicator™ (PQI)

Weighted Index that factors

Long-term trends

Short-term movements

Momentum

Direction

Velocity

Nomenclature

Keywords: Words that serve as reference points



Phrases: Series of words that serve as reference points to the keywords

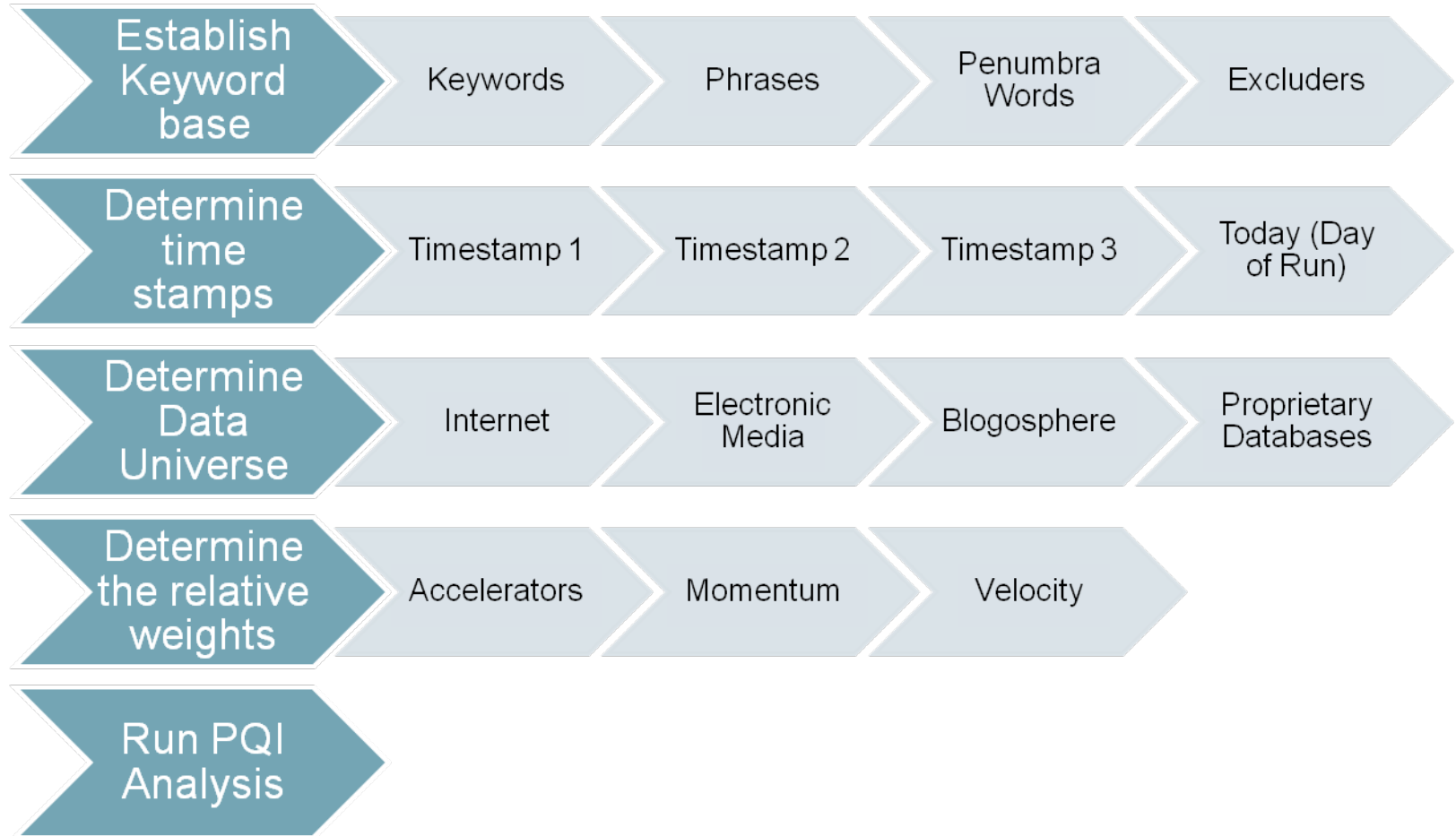


Excluders: Words or phrases that must be excluded from the PQI analysis

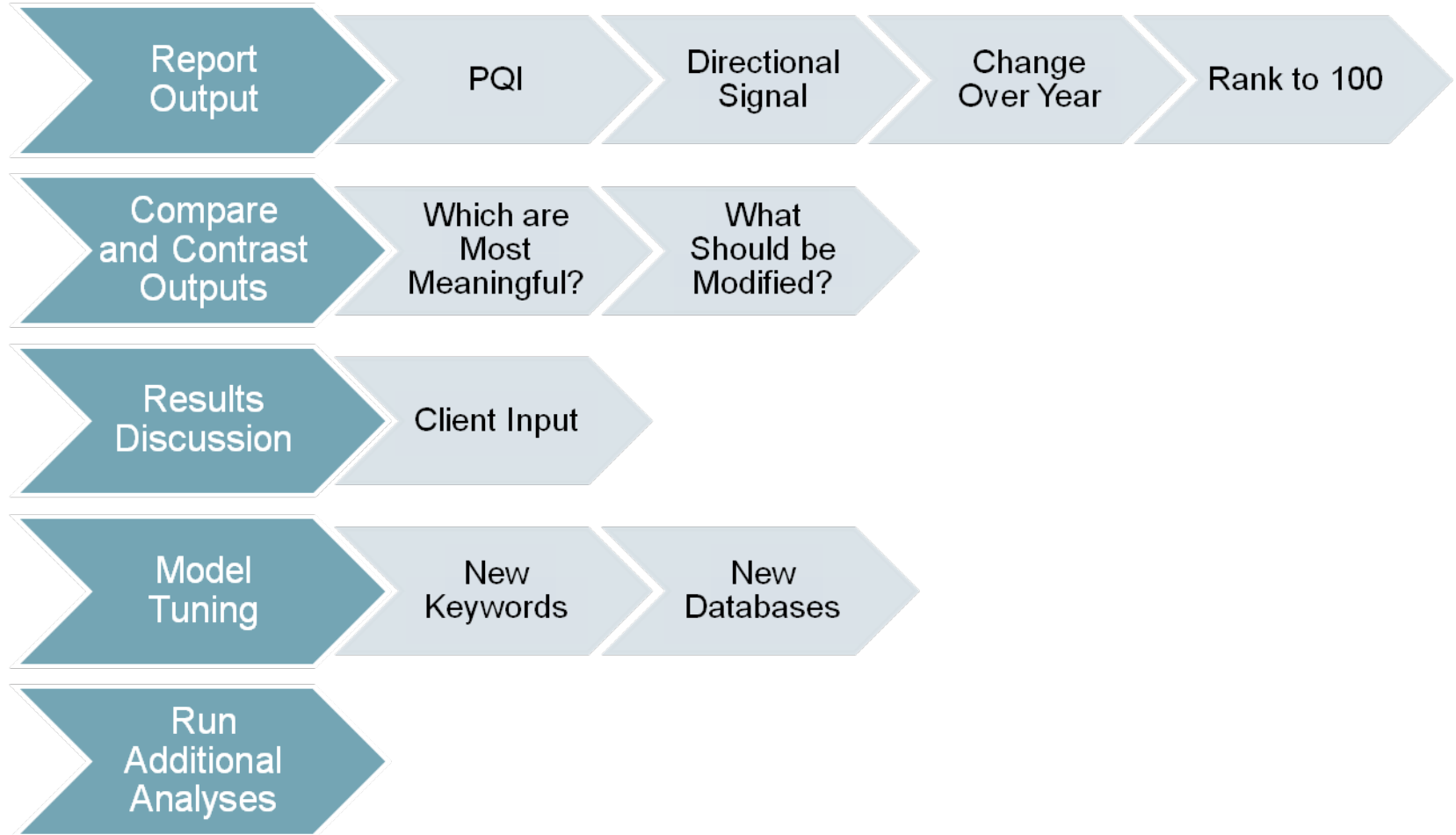


Penumbra Words: Words or series of words that frequently surround the keywords, phrases and excluders

The Methodology



The Methodology



The Global Language Monitor

TRENDTOPPER

MEDIABUZZ™

RANKINGS / MOMENTUM / DIRECTION

Contact: 1.925.367.7557

TRENDTOPPER@LANGUAGEMONITOR.COM