Netlytic Categories

Spatial and temporal categories including: size, shape, touch, time, quantity, sound, taste, feelings (good), feelings (bad), condition, and appearance were added to Netlytic from adjective lists that were found online on: an online social media forum, and an ESL teaching aid (Gee Whiz Labs Inc., 2011; Zozanga, 2011). An adjective is a word that modifies a noun or pronoun by describing, identifying, or quantifying the noun or pronoun (MacFadyen, n.d.). The addition of categorized adjectives to Netlytic will be useful to researchers exploring a number of different datasets. Researchers may wish to explore how many ‘good’ feeling adjectives versus ‘bad’ feeling adjectives are used when describing an event such an election. Or, they may wish to determine whether people use similar appearance based descriptors when describing an individual, and whether their use of descriptors change based on their viewpoint. For example, do Conservatives and Liberals describe Prime Minister Stephen Harper’s appearance in the same manner?

Adjective based research in an understudied field. Some past research includes: a study entitled: *The Conceptualization of God as seen in Adjective Ratings*, and a study involving mood adjective check lists to understand mood changes (Gorsuch, 1968; Nowlis, 1965). Another article that involves adjective based research is entitled: *A Big Five Scoring System for the Item Pool of the Adjective Check List* and utilizes an adjective check list to determine personality based characteristics associated with target groups such as: men, women, young adults, old adults, etcetera (Formyduval, et al., 1995).
References


