

# *Contents*

<b>Preface</b>	<b>xiii</b>
<b>Introduction</b>	<b>xv</b>
<b>PART I SOME BASIC ISSUES IN STUDIES OF VERBAL BEHAVIOR</b>	
<b>Introduction to Part I</b>	<b>3</b>
<b>Some Problems of Response Measurement in Verbal Behavior:</b>	
<b>The Response Unit and Intraresponse Relations—Kurt Salzinger</b>	<b>5</b>
Summary and Conclusions	15
<b>Study 1 Response Bias and Serial Effects in a Modified Shannon</b>	
<b>Guessing Game—Roy O. Freedle</b>	<b>16</b>
Introduction	17
Serial Effects	22
Materials	23
Stability of Frequency Group Proportions	28
Stability of Word-length Group Proportions	30
Procedure	36
Subjects	44
Instructions	44
Results	47
Frequency Group Proportions	47

Word-length Group Proportions	51
Response Bias Patterns for Frequency Group Proportions	51
Response Bias for Word-length Group Proportions	61
Total Distance from “True” Proportions	70
Serial Effects among Adjacent Responses	73
The Influence of the Stimulus Words on the Response	77
Total Predictability of Response	79
Convergence Toward a Joint Probability Distribution	80
Average Time per Trial	81
Discussion	82
Response Bias	82
Total Distance from the “True” Proportions	83
Results of a Pilot Study	85
Results of a Check Experiment	87
Serial Effects and Response Bias	87
Conclusions	89
Response Bias and Function Words	91
Summary	92
Appendix A A Pilot Study in Guessing the First Words of Sentences	94
Appendix B A Check Experiment on the Sentence Position of Words to be Guessed	95
<b>Study 2 A Comparison of Oral and Written Verbal Behavior—Stephanie Portnoy</b>	<b>99</b>
Introduction	100
Experimental Investigation	103
The Cloze Procedure	107
Procedure	112
Subjects	112
Collection of Verbal Samples	112
Selection of the Passages	113
Oral Samples	113
Written Samples	113
Preparation of Cloze Procedure Forms	114
Clozers	114
Administration of Cloze Procedure Forms	114
Scoring Cloze Procedure Forms	115

Descriptive Measures	116
Word Length	116
Word Diversity	117
Word Redundancy	117
Grammatical Classification	118
Verb-Adjective Ratio	119
Glossary	119
Results	120
Descriptive Measures	120
Word Length	120
Word Diversity	121
Word Redundancy	121
Grammatical Word Class	121
Verb-Adjective Ratio	123
Comprehensibility	123
Clozers' Responses Included in Analyses	123
Oral-Written Differences in <i>C</i> Score	124
Oral-Written Differences in <i>C + G</i> Score	125
Oral-Written Differences in <i>G/I</i> Score	127
Relationship between Measures	128
Correlations between Comprehensibility and Descriptive Measures	128
Correlations between Word Length and Word Diversity	130
Correlations between Frequency of Grammatical Classes and Measures of Word Length and Word Diversity	130
Correlations between Oral and Written Samples	131
Speakers versus Writers	132
Word Diversity and Word Redundancy	135
Word Length	136
Grammatical Word Class	139
Discussion	141
Descriptive Measures	141
Comprehensibility	145
Speakers versus Writers	147
Methodological Issues	148
Conclusions	149
Summary	150

PART II SOME STIMULUS PROPERTIES OF VERBAL  
BEHAVIOR

<b>Introduction to Part II</b>	<b>155</b>
<b>Study 1 Search Time as a Function of Target Location and Frequency in the Language—Robert J. Rogers</b>	<b>158</b>
Introduction	159
Disjunctive Reaction Time	159
Recall and Recognition Time	162
Initial versus Remainder Frequency	163
Method	168
Subjects	168
Stimuli	169
Apparatus	176
Procedure	177
Results	178
Discussion	188
Summary	193
Appendix A Frequencies for Field Syllables	195
Appendix B Plan of Stimulus Card	197
Appendix C Method for Calculating Theoretical Probabilities of Degrees of Imbedding	197
<b>Study 2 Some Stimulus Properties of Syntagmatic and Paradigmatic Word Sequences—Suzanne Salzinger</b>	<b>199</b>
Introduction	200
Definition of Syntagmatic and Paradigmatic Word Sequences	201
Studies of Syntagmatic Word Sequences	201
Studies of Paradigmatic Word Sequences	204
Method	207
Speech Samples	207
Procedure for Obtaining Spoken Protocols	207
Procedure for Selecting Sample Word Sequences from Spoken Protocols	209
Criteria for Inclusion of Word Sequences in Four Categories	209
Procedure for Preparing Speech Samples for Presentation to Subjects	211

Subjects	212
Testing Procedure	212
Results	213
Relative Entropy	213
Effect of Amount of Context on Response Uncertainty	214
Differential Effect of Amount of Context on Syntagmatic and Paradigmatic Sequences	216
Effect of Deletion Pattern on Response Uncertainty for Syntagmatic and Paradigmatic Sequences	218
Differential Effect of Deletion Pattern	219
Unitized versus Non-unitized Word Sequences	227
Discussion	233
Amount of Context	233
Differential Effect of Amount of Context on Syntagmatic and Paradigmatic Sequences	234
Effect of Deletion Pattern	236
Effect of Non-unitizing Procedure	237
Summary and Conclusions	238
Appendix A Instruction Page and Sample Items from Each of the Four Types of Stimulus Booklets	240
<b>Study 3 Verbal Dependencies in the Analysis of Language   Behavior: Experiment 1—William N. Schoenfeld and   William W. Cumming</b>	<b>246</b>
Introduction	247
Procedure	249
Instructions and Procedure for Sequential Guessing of Passage	249
Instructions and Procedure for Partitioning of Passage	250
Subjects	251
Treatment of Data	251
Results and Discussion	252
Sequential Guessing of Passage	252
Partitioning of Passage	256
Appendix A Prose Passage	257
Appendix B Frequency Distributions and Information Estimates of Subjects' Guesses	258

**PART III SOME RESPONSE PROPERTIES OF  
VERBAL BEHAVIOR: THE SENTENCE UNIT**

<b>Introduction to Part III</b>	<b>277</b>
<b>Study 1 Verbal Dependencies in the Analysis of Language</b>	
<b>Behavior: Experiments 2 and 3—</b>	
William N. Schoenfeld and William W. Cumming	<b>279</b>
Experiment 2: A Pilot Study Using Sentence Frames	280
Experiment 3: Responses to Sentence Frames	282
Procedure	282
Construction and Presentation of Sentence Frames	282
Subjects	282
Classification of Responses	283
Results and Discussion	283
Responses to Blank Frames	283
Responses to Frames with Structural Indicators	285
Appendix A Data Sheet Used to Obtain Subjects' Responses in Experiment 3	<b>299</b>
<b>Study 2 Some Characteristics of Sentences as Response</b>	
Units—Richard S. Feldman	<b>301</b>
Introduction	302
Choice of Units in Studies of Language	303
Behavioral Criteria for Units of Language	304
The Cloze Procedure	305
Studies Using Sentence Frames	305
Procedure	306
Construction of Sentence Frame Stimuli	306
Subjects and Testing Procedure	307
Sample Sizes and Criteria for Eliminating Responses	307
Response Classifications	308
Lexical Classification	308
Grammatical Classification	309
Response Measure	311
Sources of Supplementary Data	313
Notation and Abbreviations	314
Results	314
Responses to NSW Frames—Redundancy Patterns over Sentence Positions	<b>314</b>

Responses to NSW Frames – Distributions of Grammatical Classes	318
Responses to SW Frames	330
Discussion	343
Positional Distribution of Words and Grammatical Categories	353
Instructional Variables	356
Sentences as Response Units	356
Summary	358

## PART IV SUPPLEMENTARY MATERIALS

<b>Additional Appendixes to Studies in This Volume</b>	<b>363</b>
Appendix 1 Word Frequency Groups Based on Lorge Magazine Count	363
Appendix 2 (a) Information in Letters of Each Letter Position within Each Length-Class of <i>Tokens</i> , Based on Lorge Magazine Count	378
Appendix 2 (b) Information in Letters of Each Letter Position within Each Length-Class of <i>Types</i> , Based on Lorge Magazine Count	378
Appendix 3 Number of Occurrences of CVC Nonsense Syllables in Initial and Remaining Three Letter-Positions in All-Letter Tokens of Lorge Magazine Count	379
<b>Materials from Other Sources</b>	<b>393</b>
Appendix 4 (a) Rated Association Values of Numbers from 0–100	393
Appendix 4 (b) Supplementary Report: Rated Association Values of Numbers from 0–100	395
Appendix 5 Letter Association and Sequence Norms	396
Appendix 6 A Revision of Hull's Table of Associative Values for 320 Selected Nonsense Syllables	399
Appendix 7 Association Value of 320 Selected Words and Paralogs	404
Appendix 8 Response Faults in Word Association as a Function of Response Entropy	414
Appendix 9 Some Verbal Materials for the Study of Concept Formation	417

Appendix 10	Approximations to the Statistical Structure of English	425
<b>References</b>		<b>433</b>
<b>Author Index</b>		<b>445</b>
<b>Subject Index</b>		<b>449</b>