

LETTUCE

(n=337)

F=	Response	F=	Response
102	salad	3	rabbit food
55	green	3	slug
44	lettuce	2	bbq
31	crisp	2	bugs
23	salads	2	cabbage
16	crunchy	2	clean
16	summer	2	cold
14	fresh	2	coleslaw
12	water	2	common
10	crispy	2	crunch
9	healthy	2	cucumber
9	sandwich	2	diet
9	sandwiches	2	filling
8	rabbits	2	firm
8	tasteless	2	fragility
7	rabbit	2	gardens
6	head	2	good for rabbits
6	leaf	2	grubs
6	tomato	2	iceberg
5	boring	2	iceburg
5	dressing	2	leaves
5	leafy	2	light
5	mayonnaise	2	mayo
5	snails	2	non filling
4	bitter	2	red
4	garden	2	refreshing
4	slugs	2	swirl
3	bland	2	tight
3	cheap	2	tomatoes
3	cool	2	tossed
3	heart	2	tough
3	limp	2	vegie garden
3	lunch	2	versatile
3	onion	2	watery
		2	yum

F=1:

99% water; Chinese; Chinese friends; Frar ce; I over water; Iceberg; Italian dressing; Paul Newman's salad dressing; Simon; a beautiful salad on a hot day; a good one is good the rest yuk; a green vege; a lettuce; a lettuce or a cabbage- a lettuce; a lettuce that has gone off; ag plot; all good for salads; almost transparent; always have lettuce; artificial; at parties; awful taste; bag; banana; barbecue; barbeques; beautiful; bench top; beware of brown spots; big; birds; boil; box; brain; break; brown at edges; bug ho der; butter; buy them fairly often; calorie consciousness; can add a bit of "a lift" to a salad; can be very expensive in winter; can cook it to eat with salmon; can make a soup; carrot; carrots; caterpillar; caterpillars; celery; cheese/mayo; chewy; chop; clasped hands; classical; colourful; common for salads; convenient; cooked; cooking; cool and wet; cool/crunchy; cos; could be an ordinary cabbage or a purple cabbage; cover; crazy stuff; crisp and fresh; crisp salads; crisper; crispness; crunchy if fresh; curly; curried egg sandwich; decoration; delicate; delicious; different colours; different types; dirt; do avoid it

at times; don't eat it; don't eat it on health grounds; don't often eat this one; dry; easy to grow; eat; eat sparingly; edible; egg; egg & lettuce sandwich; egg and lettuce sandwiches; emraso (greeting); enclosed; enjoy to eat; entree; enwrapped; exercise; face; fancy lettuce; fast grower; feel it snap back into shape; fiberus; flake; flavourless; flower; foetal; fold; folded; folds; food; frequent use; fresh salads; freshly grown; fridge crisper; friends; garnish; getting the right lettuce - very nice; goes off quickly; goes with tomatoes; good; good base for salad; good condition; good for you; good green vege for salads; good in salads; good salad vege; good vege; grass; great accompaniment; great for salads; great with salad dressing; green tongue; greenness; greens; gross; grows above ground see what you get unfolding to find a grub good; grows on top of ground; grub; had outside leaves removed; hard boiled eggs; health; hearted; heavy/solid; hide; high school; horrible; hot; hot summer; how much leaf has been removed?; hydroponic; in salad with other vegs mixed - very good for your health; indifferent; innocuous; insects; it looks hearty; it's for rabbits too; jaws; juicy; knife; leaves, snails; lemon juice; let us; lettuce & vegemite sandwich; lettuce and cheese sandwich; lettuce and mayo; lettuce boring; lettuce is for people to eat; lettuce or cabbage; lettuce sandwich; lettuce with outer leaves removed; lettuces; like; like the green lettuce; limp outer leaves; little bit sweet; look healthy no smell; looks an attractive abstract image; looks clean; looks fresh; lots of rabbits eat it; love; lovely for salads if cut up fine; low calories; makes a nice salad; many layers; many uses; marble slab; market gardens; memory of cutting up lettuce after school; mesclun; microwave; most lettuce today has a small hearts; mostly awful; moth; munchy; my daughter; my husband (likes lettuce); nice; nice fresh one; nice to eat with sugar; nice with tomato; no taste; normally don't look that good; not natural; not quite round; not very nutritious; nutritious; ocean waves; odd shape; open up to check for insects; opium; oyster shell; pasta; pepper; picnics; plastic bags; poor specimen; poorly packaged in shops prawn cocktail; prefer home-grown; prefer that type to the smaller cos and mig. lettuce; prefer the old fashioned ones; rabbit's food; rarely nice; rather buy; rinse; roughage; rust; salad and white wine for lunch; salad bowl oil pepper; salad bowls (lined with lettuce leaves); salad food; salad mayo; salad use; salads - without them are boring; salads mainly or with cocktails; sang choy bow; school lunches; seafood; shell; shred; shy; slimy; small; snails and salad; so many varieties of lettuce; soggy; soup; sour metallic taste; spot; stalk not eaten; staple greenstuff; summer and winter; summer food; summer salad; summer time; summertime and salads; sweet; taste; tasty; tight, close, secretive; too expensive; traditional; under layers of lettuce only showing; unfolding; unfolds like life; used mostly for salad; varieties; variety; vege; vege garden; vegetable; vegetable garden; vegetation; veins; very fresh; very light and tasty; very nice for salads; wash it; washed crisp; wastage; waste paper; western food; wet; white; why do we both er?; why not?!; wilted; windswept; worms; wrapped; yuck

812 total

**Frequency Breakdown
by Category**

299	uses - general = 215; uses - with = 42; uses - when = 37; uses - who = 5
137	form - neutral = 120; form - negative = 11; form - positive = 6
63	sound
52	evaluation - positive = 31; evaluation - negative = 21
48	name
47	grow
38	health
34	taste - negative = 19; taste - positive = 10; taste = 5
17	varieties
10	looks like
10	no category
10	represents
7	package
6	feel
5	category
5	eating
5	price
4	specific reference to mode of presentation
4	prep-easy
3	commonality
3	confused
3	memory
2	expression
1	association to previous word
1	buy
814	total

uses - general

103	salad
23	salads
9	sandwich
9	sandwiches
8	rabbits
7	rabbit
3	rabbit food
2	cold
2	coleslaw
2	good for rabbits
2	tossed

a beautiful salad on a hot day; birds; boil; can make a soup; common for salads; cooked; cooking; crisp salads; decoration; eat; edible; egg & lettuce sandwich; egg and lettuce sandwiches; entree; food; fresh salads; garnish; it's for rabbits too; knife; lettuce & vegemite sandwich; lettuce and cheese sandwich; lettuce is for people to eat; lettuce sandwich; lots of rabbits eat it; mayo; microwave; nice to eat with sugar; prawn cocktail; rabbit's food; rinse; salad and white wine for lunch; salad bowl oil pepper; salad bowls (lined with lettuce leaves); salad food; salad mayo; salad use; salads - without them are boring; salads mainly or with cocktails; sang choy bow; shred; soup; steak not eaten; used mostly for salad; wash it; washed

215 total

uses - with

6	tomato
5	dressing
5	mayonnaise
3	onion
2	cucumber
2	tomatoes

Italian dressing; Paul Newman's salad dressing; banana; butter; can cook it to eat with salmon; carrot; carrots; celery; cheese/mayo; curried egg sandwich; egg; goes with tomatoes; hard boiled eggs; lemon juice; lettuce and mayo; mayo; pasta; pepper; seafood

42 total

uses - when

16	summer
3	cool
3	lunch
2	barbeque
2	barbeques

at parties; cool and wet; hot; hot summer; picnics; school lunches; summer and winter; summer food; summer salad; summer time; summertime and salads

37 total

uses - who

Chinese friends; France; friends; my daughter; western food

5 total

form - neutral

55	green
14	fresh
6	head
6	leaf
5	leafy
3	heart
2	leaves
2	light
2	swirl

almost transparent; artificial; big; crisp and fresh; curly; dry; enclosed; enwrapped; fold; folded; folds; greenness; had outside leaves removed; hearted; how much leaf has been removed?; looks fresh; many layers; not quite round; odd shape; small; spot; tight; veins; very fresh; windswept

120 total

form - negative

3 limp

a lettuce that has gone off; beware of brown spots; brown at edges; limp outer leaves; not natural; poor specimen; soggy; wilted

11 total**form - positive**

colourful; getting the right lettuce - very nice; good condition; look healthy no smell; looks clean; nice fresh one

6 total**sound**

32 crisp
16 crunchy
10 crispy
2 crunch

cool/crunchy; crispness; crunchy if fresh

63 total**evaluation - positive**

2 filling
2 refreshing
2 versatile

a good one is good the rest yuk; all good for salads; always have lettuce; beautiful; buy them fairly often; can add a bit of "a lift" to a salad; convenient; frequent use; good; good base for salad; good green vege for salads; good in salads; good salad vege; good vege; great accompaniment; great for salads; great with salad dressing; it looks hearty; like the green lettuce; lovely for salads if cut up fine; makes a nice salad; many uses; nice with tomato; very nice for salads; yum

31 total**evaluation - negative**

5 boring
2 non filling

crazy stuff; do avoid it at times; don't often eat this one; eat sparingly; goes off quickly; gross; lettuce boring; most lettuce today has a small hearts; mostly awful; no taste; rarely nice; under layers of lettuce only showing; wastage; why do we bother?

21 total

name

44 lettuce

a lettuce; a lettuce or a cabbage- a lettuce; lettuce with outer leaves removed; lettuces

48 total

grow

6 snails

4 garden

4 slugs

3 slug

2 bugs

2 gardens

2 grubs

2 vegie garden

I over water; ag plot; bug holder; caterpillar; caterpillars; dirt; easy to grow; fast grower; freshly grown; grows above ground see what you get unfolding to find a grub good; grows on top of ground; grub; hydroponic; insects; leaves; snails; market gardens; moth; open up to check for insects; prefer home-grown; vegie garden; vegetable garden; worms

47 total

health

12 water

9 healthy

2 diet

2 watery

99% water; calorie consciousness; don't eat it on health grounds; exercise; fiberus; good for you; health; in salad with other vegs mixed - very good for your health; innocuous; low calories; not very nutritious; nutritious; roughage

38 total

taste - negative

8 tasteless

4 bitter

awful taste; bland; don't eat it; flavourless; horrible; sour metallic taste; yuck

19 total

taste - positive

delicious; enjoy to eat; like; love; my husband (likes lettuce); nice; sweet; tasty; very light and tasty; yum

10 total

taste

2 bland

indifferent; little bit sweet; taste

5 **total****varieties**

2 iceberg

2 iceburg

2 red

Chinese; Iceberg; cos; different colours; different types; fancy lettuce; prefer that type to the smaller cos and mig. lettuce; prefer the old fashioned ones; so many varieties of lettuce; varieties; variety

17 **total****looks like**

brain; cabbage; clasped hands; face; flower; grass; green tongue; ocean waves; oyster shell; shell

10 **total****no category**

cover; emraso (greeting); flake; hide; jaws mesclun; opium; rust; shy; waste paper

10 **total****represents**

2 fragility

classical; delicate; foetal; tight; tight, close secretive; traditional; unfolding; unfolds like life

10 **total****package**

bag; box; crisper; fridge crisper; plastic bags; poorly packaged in shops; wrapped

7 **total**

feel

2 firm

feel it snap back into shape; heavy/solid; slimy; wet

6 total

category

a green vege; greens; vege; vegetable; vegetation

5 total

eating

2 tough

chewy; juicy; munchy

5 total

price

3 cheap

can be very expensive in winter; too expensive

5 total

specific reference to mode of presentation

bench top; looks an attractive abstract image; normally don't look that good; white

4 total

preparation - easy

2 clean

break; chop

4 total

commonality

2 common

1 staple greenstuff

3 total

confused

cabbage; could be an ordinary cabbage or a purple cabbage; lettuce or cabbage

3 **total**

memory

Simon; high school; memory of cutting up lettuce after school

3 **total**

expression

let us; why not?!

2 **total**

association to previous word

marble slab

buy

rather buy

ONIONS

(337)

F=	Response	F=	Response
49	tear(s)	3	strong smell
32	cry	2	Spanish
47	onion(s)	2	aroma
29	crying	2	bitter
34	bbq(s)	3	brown & white
17	brown	3	brown and white onions
17	white	2	brown onion
15	fried	3	bulb(s)
13	smell	2	cheese
12	flavour	2	chopped
11	watery eyes	2	colour
10	hot	2	cooked
9	round	2	don't like
14	salad(s)	2	essential
9	taste	2	everything
7	steak	2	flavoursome
6	eyes	2	fresh
6	pungent	2	frypan
6	skin	2	garden
6	sting	2	garlic
5	cooking	2	gravy
6	hamburger(s)	2	hard
5	peel	2	home
5	rings	2	juicy
5	smelly	2	layer(s)
6	soup(s)	2	meat
9	stew(s)	2	nice
5	tasty	2	oil
4	curries	2	prefer white onion(s)
4	curry	2	pickles
4	fry	2	raw
4	sore eyes	2	rotten
6	stir fry	2	saute
4	versatile	2	savoury
3	Italian	2	sharp
3	baked	2	slice
3	casseroles	2	smelly breath
3	frying	2	smooth
3	odour	2	spicy
3	sliced	2	stinging
3	stinging eyes	2	strong odour
3	strong	2	vitamin C
		2	water
		2	white or brown
		2	winter

F=1:

& steak; Dad; French cooking; French food; French onion soup; Gatton; I like fried onions; I like it a lot when I cook; I would buy those; Mediterranean food; Mum; acceptance; acidic; acquired a taste for onions in my old age; adds flavour to cooking; adds flavour to food; affection; ag plot; alright; always; an acquired taste; and for salads; any way at all; bad smell; baked dinners; base; beef steak; bite; biting; boring colour; brisbane royal exhibition; brown for stews; brown is good for dying wool; brown onions last a bit longer; brown skins; brown/white; bubbles; butter; can be eaten cooked or raw; cathartic; challenge; cheese and biscuits; chipping; chopping; chopping up causes tears; circles; clean tasting; clear; clear blood; colourless; conference; continuous use; conversation; cook; cooking on fire; couldn't live without onions; crispy; crying eyes; cut; cutting; cutting up; daily; delicious; dice; diced; dinner; dinner stirfry; dirt; dirty; dishes with which it can be incorporated; distinct smell; don't have in Indonesia; drought; dry; easy to grow; easy to keep fresh; eat those every day; eating; essential for cooking; eyes watery; food; foul breath; friends; fundamental; garden shed; go slow on onions; good at bbq; good flavour; good for health; good harvest; good healthy vege; great; great for casseroles; great looking onions; great tasting; great wonderful fried and in stews; green leafy top; ground; hanging; harvested; healthy; healthy good for you; herb; hessian bags; horses and cows; hot pot; important; in a stew; in mashed potatoes; indigestion; inexpensive; interesting (as veg); keep well; kindness; lasagne; layered; le francais; leaks; light bulb; like; little waste; long to grow; look very bucolic; looks good; looks plastic; lots of; love; love it; love onions in sugar and vinegar; love the Spanish reds; love them; major food; make my eyes water; make you cry; make your eyes water; makes eyes cry; makes my nose wrinkle as though I can smell them; makes nearly any meal taste tasty; makes you cry; makes you cry when you peel them; marbles; meals; medium size; metaphor; microscope; mince; mitosis; mongolia lamb; mushrooms; my children hate them; my father; necessary; needed for thyroid problems; nice flavour in cooking; nice in salad raw; nice shape; no; no blemishes; no roots or leaves; non fattening; not as good in taste; odoured; odourless; old; old age; one brown and one white; onion and apple sandwiches; onion in cooking; onion rings; onion skin; onions?; overdone; paper; papery; peeling; perfect; pickled; pickled and crisp; pizza; plain; plaited in strings; race relations; raw on bread; raw or cooked; ready; recipes; red; red ones are the best; resembles a hair bun; rich; rissoles; roast dinners; roots; sandwich; sauce; savory; savoury and wonderful; silk; sister; size; skin, cells; skins; smarting; smells strong; smelly fingers; somebody's girlfriend; sour taste; spaghetti; spring; spring onions; sprouts; stain; steak and onions; steamed, fried & so on; stews, mince; stings eyes; stingy; strong flavour dislike; strong taste; stuffing; summer; sweet; tasty dish helpers; tearful; tears and adding taste to bland food; tears when you peel; tentacle; there are two; these are great; they are different to fruit because they burn your mouth when you try to eat them raw - you should cook them; they make you cry; to include in all vege dishes; tomato; tomato & onion sandwiches; tomato and basil sauce; too expensive; too strong when raw; too white; tough skin; turkey; two; twosome; under-rated; use all the time; use in soups; use mainly for Chinese cooking; used for flavouring in cooking; used in everything; useful; varieties; vege; vegetable; vegie box; vein; very big; very good for you; very nice; very versatile; warmth; watering eyes; watery stinging eyes; wet eyes; wheels; white bread (onion and milk); white brown; white for salads; white onion; wintery foods; with dahl batt; with radishes; woman; work; yuk; yum; yummy baked

**Frequency Breakdown
by Category - onions**

232	uses - general = 154; uses - when = 40; uses - with = 30; uses - who = 8
172	preparation - hard
101	form - neutral = 86; form - negative = 8; form - positive = 7
47	name
44	odour
83	taste = 44; taste - positive = 28; taste - negative = 11
43	evaluation - positive = 42; evaluation - negative = 1
17	grow
15	no cat
11	memory
9	health
7	varieties
6	looks like
5	feel
4	category
4	eating
4	place
3	represents
2	expression
2	price
1	association to previous word
1	specific reference to mode of presentation
1	confused
1	package
815	total

preparation - hard

47	tears	5	peel
32	cry	4	sore eyes
29	crying	3	stinging eyes
11	watery eyes	3	tear
6	eyes	2	stinging
6	sting		

challenge; chopping; chopping up causes tears; crying eyes; cutting; cutting up; eyes watery; make my eyes water; make you cry; make your eyes water; makes eyes cry; makes you cry; makes you cry when you peel them; peeling; smarting; stings eyes; stingy; tearful; tears when you peel; they make you cry; tough skin; watering eyes; watery stinging eyes; wet eyes

172 total

uses - general

15	fried	4	curries
9	salads	4	fry
5	cooking	4	stews
5	hamburgers	4	stir fry
5	rings	3	baked
5	salad	3	casseroles
5	soup	3	frying
5	stew	3	sliced
4	curry	2	chopped

2	cooked	2	pickles
2	gravy	2	saute
2	frypan	2	slice

French onion soup; adding taste to bland food; adds flavour to cooking; adds flavour to food; and for salads; base; brown for stews; brown is good for dyeing wool; can be eaten cooked or raw; cook; cooking on fire; cut; diced; dinner stirfry; dry; eating; food; go slow on onions; hamburger; horses and cows; hot pot; in a stew; in mashed potatoes; lasagne; mongolia lamb; nice in salad raw; oil; onion and apple sandwiches; onion in cooking; onion rings; onion skin; paper; pickled; pickled and crisp; pizza; plain; raw on bread; raw or cooked; recipes; rissoles; sandwich; sauce; soups; steamed, fried & so on; stews, mince; stir-fry; stirfry; stuffing; they are different to fruit because they burn your mouth when you try to eat them raw - you should cook them; tomato & onion sandwiches; use in soups; used for flavouring in cooking; white bread (onion and milk); white for salads

153 total

form - neutral

17	brown
17	white
9	round
6	skin
2	brown & white
2	brown onion
2	fresh
2	raw
2	white or brown

brown and white onion; brown and white onions; brown skins; brown/white; circles; clear; colour; colourless; green leafy top; layer; layered; layers; look very bucolic; medium size; one brown and one white; papery; size; skins; there are two; two; twosome; vein; very big; white and brown; white and brown onions; white brown; white onion

87 total

name

47	onion(s)
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odour

13	smell
6	pungent
5	smelly
3	odour
3	strong smell
2	aroma
2	smelly breath
2	strong odour

F=1

bad smell; distinct smell; foul breath; makes my nose wrinkle as though I can smell them; odoured; odourless; smells strong; smelly fingers

44 total

taste

12 flavour
 10 hot
 9 taste
 3 strong
 2 savoury

F=1

acidly; an acquired taste; rich; savory; sharp; spicy; strong taste; sweet

44 total

evaluation - positive

4 versatile
 2 essential
 2 everything

F=1

I like it a lot when I cook; alright; always; any way at all; brown onions last a bit longer; cathartic; continuous use; couldn't live without onions; dishes with which it can be incorporated; easy to keep fresh; eat those every day; essential for cooking; fundamental; good at barbeque; good healthy vege; great; important; interesting (as veg); keep well; little waste; lots of; major food; makes nearly any meal taste tasty; necessary; prefer white onions; red ones are the best; savoury and wonderful; tasty dish helpers; to include in all vege dishes; under-rated; use all the time; used in everything, useful; very versatile

42 total

uses-when

29 barbeque
 5 barbeques
 2 winter
 daily; dinner; summer; wintery foods

40 total

uses-with

7 steak
 2 cheese
 2 garlic
 2 meat

F=1

& steak; baked dinners; beef steak; butter; cheese and biscuits; meals; mince; mushrooms; oil; roast dinners; spaghetti; steak and onions tomato; tomato and basil sauce; turkey; with dahl batt; with radishes

30 total

taste-positive

5 tasty
 2 flavoursome
 2 nice

F=1

I like fried onions; clean tasting; delicious, good flavour; great for casseroles; great tasting; great wonderful fried and in stews; like; love; love it; love onions in sugar and vinegar; love the Spanish reds; love them; nice flavour in cooking; prefer white onion; spicy; very nice; yum; yummy baked

28 total

grow

ag plot; bulb; bulbs; drought; easy to grow; garden; garden shed; good harvest; ground; hanging; harvested; hessian bags; long to grow; no roots or leaves; roots; sprouts; veggie box

17 total

memory

Dad; Mum; acquired a taste for onions in my old age; brisbane royal exhibition; friends; home; microscope; my father; sister; stain; work

11 total

taste - negative

2 bitter
 2 don't like

F=1

biting; my children hate them; not as good in taste; sour taste; strong flavour disliked; too strong when raw; yuk

11 total

health

2 vitamin C

F=1

good for health; healthy; healthy good for you; indigestion; needed for thyroid problems; non fattening; very good for you

9 total

form - negative

2 rotten

F=1

boring colour; dirt; dirty; looks plastic; old ; too white

8 total

no category

2 water

F=1

chipping; conference; conversation; metaphor; mitosis; no; old age; race relations; ready; sharp; skin - cells; tentacle; wheels

15 total

uses - who

3 Italian

F=1

French cooking; French food; Mediterranean food; le francais; use mainly for Chinese cooking

8 total

form - positive

I would buy those; great looking onions; looks good; nice shape; no blemishes; perfect; these are great

7 total

varieties

2 Spanish

F=1

leeks; red; spring; spring onions; varieties

7 total

feel

2 hard

2 smooth

1 silk

5 total

looks like

bubbles; clear blood; dice; light bulb; marbles; resembles a hair bun

6 total

category

1 bulb
1 herb
1 vege
1 vegetable

4 total

eating

2 juicy

bite; crispy

4 total

place

Gatton; don't have in Indonesia; garden; home

4 total

represents

1 acceptance
1 affection
1 kindness

3 total

expression

somebody's girlfriend; woman

2 total

price

inexpensive; too expensive

2 total

association to previous word

warmth

SRTMP

colour

confused

onions?

evaluation - negative

overdone

package

plaited in strings

ORANGE

(n=337)

F=	Response	F=	Response
89	juice	3	oranges
68	orange	3	smell
38	juicy	3	sport
25	sweet	3	summer
24	vitamin C	3	sun
21	peel	3	thirst
19	round	3	tree
11	sour	3	trees
10	skin	2	Vodka
9	fresh	2	bitter skin
8	citrus	2	cold
8	drink	2	colds
8	fruit	2	common fruit
8	rind	2	duck
8	vitamin c	2	fruit juice
7	navel	2	fruit salad
7	pips	2	hard
7	sticky	2	hard to peel
6	ball	2	health
6	colour	2	hot
6	healthy	2	jam
6	messy	2	juiced
6	orange juice	2	kids
6	vitamins	2	looks good
5	bright	2	marmalade
5	orange (colour)	2	moon
5	seeds	2	morning
5	tasty	2	netball
4	breakfast	2	nice
4	cake	2	nice to smell
4	squeeze	2	pith
4	yellow	2	pithy
3	cellulite	2	rough
3	dimples	2	school
3	lemon	2	seedless
3	lemons	2	shiny
3	orange?	2	stem
		2	sweetness
		2	winter

F=1:

"Jafa"; Armidale; Aust. or Californian?; Australia; Christmas; Cointreau; Curcao; Fanta; I don't know; I like oranges; I love oranges; Madiera; Mildura; NSW (Orange); Narromine (town); O.J. Simpson; Stanthorpe; USA (Sunkist); a friend (I like oranges); a la duck; acid; acidic; acne; allergic; attractive colour mostly; bar; bbq bellybuttons; bitter-sweet; blanches; bounce; breast; bright colour; bumpy; buy in a bag; candies; caster oil and orange - regular medicine; cells; citrus fruit; citrus smell; compact; convenient food; cooking; could be a custard apple; crash; cricket and football a great refresher during a break in play; cut in 4; dark; delicious; dessert; desserts; digestion; dirty; disappointing; crabbly; drinking; drinks; dry; dull in colour; earthy;

eat every day; eat them and the juice runs down your face; edible; energy; enjoyable; expensive; export; fake; feel like lemons; flavour; flu; food fights; football; for hockey games; freshly squeezed in the morning; frozen for ice blocks in summer; fruit bowl; fun; glass; glow; gold; good; good for your health; good gracious - looks funny; good size; good to eat at any time; grated orange skin; grating skin; great to eat; green; green stem; grey; grows on trees; grubby; halves; hard exterior; health "good for you"; health food; healthy - vitamin C; hot weather to eat; human skin; ice block; ideal snack; inexpensive; juice is good; juice to drink instead of eating tea; kid's lunch; knife; large; lemon; like; lime; liquid; looks like a thick skin; looks like an advertisement; looks waxy; love the fresh juice; lovely freshly juiced; lunch; lunchtime; make orange drink; makes fine marmalades; mandarins; mango; markets; mess; mom peeling them; more tasty when they are a bit winey; mould; mouth water; much nicer than lemons; mum; mum's orange tree; navel (US); navels; never tire of taste; new seasons; nipple; no orange; not a navel; not a tomato; not an apple; not eat many myself; not even sure what this is, sorry; not sweet; nothing; odour; often disappointing; only juiced; orange & mango; orange cake; orange colour; orange in colour; orchard; passion fruit; pear; peel is useful; peeling; peely; pimples; pitted; planet; pock-marked; poor value for money; popular; pores; prefer squeezed in a drink; preservative; punch; quarters; quick breakfast; red; red apple; red-back spider (memory); refreshing; reknown for its juice; reminds me of my country; ripe; rippled; roundness; same image; saturday mornings; scar; school lunches; scurvy; seed; seeds get caught in the teeth; segmented; segments; segments are too tidy a way to eat them; sheen; sherberts; shouldn't rot too quickly; skin texture; skins too thick; slice; sloppy; small fruit; smell-tangy; smells beautiful; smells nice; snack; snack or juice; soccer; soft; soft drink; stalk; staple diet; stem/stalk; strange; sunshine; sweet fruit; swing; tang; tart; tart (not sweet); taste; the colour is wrong; the moon; they are vitamins; they make a good drink; thick skin; thirst quenching; thirsty; tomato; tongue; too much white stuff; too sour; topping; trying to get the skin off without breaking it; unripe; valencia (aust.); very good for you; very nice; very nice to eat; very nutritious; very popular; very refreshing, specially on Summer; very tasty fruit; vodka; was the other a lemon?; water; what is it?; what is that?; whole; wild; wrinkle; wrinkles; yellow sphere with imperfections; your young kids should drink it every day to keep up energy; yukky smell; yummy; zest

801 total

**Frequency Breakdown
by Category**

237	uses - general = 191; uses - when = 35; uses - with = 8; uses - who = 3
118	form - neutral = 103; form - positive = 8; uses - negative = 7
105	taste - positive = 83; taste - negative = 13; taste = 9
71	name
66	health
24	looks like
27	evaluation - positive = 23; evaluation - negative = 4
21	no category
20	confused
17	category
14	varieties
11	odour
11	preparation - hard = 10; preparation - easy = 1
10	feel
8	grow
7	place
6	specific reference to mode of presentation
6	homonym
6	memory
4	eating
3	commonality
3	price
3	represents
2	buy
1	package
801	total

uses - general

89	juice
21	peel
8	drink
8	rind
6	orange juice
4	cake
4	squeeze
3	thirst
2	fruit juice
2	fruit salad
2	jam
2	juiced
2	marmalade

Cointreau; Fanta; a la duck; candies; cooking; cut in 4; drinking; drinks; duck; edible; export; food fights; frozen for ice blocks in summer; glass; grated orange skin; grating skin; halves; ice block; juice to drink instead of eating tea; liquid; make orange drink; only juiced; orange & mango; orange cake; peeling; peely; pittet; punch; reknown for its juice; segments are too tidy a way to eat them; sherberts; slice; snack; sack or juice; soft drink; tart; trying to get the skin off without breaking it; zest

191 total

uses - when

4 breakfast
 3 summer
 2 hot
 2 morning
 2 netball
 2 school
 2 winter

Christmas; barbeque; cricket and football a great refresher during a break in play; dessert; desserts; football; for hockey games; freshly squeezed in the morning; hot weather to eat; lunch; lunchtime; new seasons; quick breakfast; saturday mornings; school lunches; soccer; sport; thirsty

35 total

uses - with

3 Vodka
 Curcao; duck; lemon; lemons; mango

8 total

uses-who

2 kids
 1 kid's lunch

form - neutral

19	round	2	hard
10	skin	2	orange (colour)
9	fresh	2	pith
7	pips	2	rough
5	seeds	2	shiny
4	yellow	2	stem
3	dimples		

bright; bright colour; bumpy; cells; colour; dull in colour; fake; good gracious - looks funny; green; green stem; hard exterior; large; looks like a thick skin; looks like an advertisement; looks waxy; orange colour; orange in colour; pock-marked; red; ripe; rippled; roundness; seed; segmented; segments; sheen; small fruit; stalk; stem/stalk; thick skin; unripe; whole; wrinkle; wrinkles

103 total

form - positive

4 bright
 2 looks good
 1 attractive colour mostly
 1 good size

8 total

form - negative

dirty; disappointing; dry; grubby; mould; scar; skins too thick

7 **total**

taste - positive

38 juicy
25 sweet
5 tasty
2 nice
2 sweetness

I like oranges; I love oranges; delicious; like; love the fresh juice; lovely freshly juiced; never tire of taste; sweet fruit; very nice; very tasty fruit; yummy

83 **total**

taste--ve

11 sour
1 tart (not sweet)
1 too sour

13 **total**

taste

2 bitter skin

acid; acidic; bitter-sweet; flavour; more tasty when they are a bit winey; not sweet; taste

9 **total**

name

71 orange(s)

health

31 vitamin C
 6 healthy
 6 vitamins
 2 cold
 2 colds
 2 health
 2 sport

acne; allergic; castor oil and orange - regular medicine; digestion; energy; flu; good for your health; health "good for you"; health food; healthy - vitamin C; scurvy; they are vitamins; very good for you; very nutritious; vitamin c

66 total

looks like

6 ball
 3 cellulite
 3 sun

bellybuttons; breast; human skin; mandarin; nipple; pimples; planet; pores; the moon; yellow sphere with imperfections

24 total

evaluation - positive

a friend (I like oranges); compact; convenient food; eat every day; enjoyable; good; good to eat at any time; great to eat; ideal snack; juice is good; makes fine marmalades; much nicer than lemons; peel is useful; popular; prefer squeezed in a drink; refreshing; shouldn't rot too quickly; they make a good drink; thirst quenching; very nice to eat; very popular; very refreshing, specially on Summer; your young kids should drink it every day to keep up energy

23 total

evaluation - negative

not eat many myself; often disappointing; seeds get caught in the teeth; too much white stuff

4 total

no category

2 pithy
 "Jafa"; O.J. Simpson; blanches; bounce; earthy; fruit bowl; glow; gold; knife; lemon; no orange; nothing; preservative; same image; swing; tongue; topping; water; wild

21 total

confused

3 orange?
2 lemon
2 lemons

I don't know; could be a custard apple; lime; not a tomato; not an apple; not even sure what this is, sorry; passionfruit; pear; red apple; tomato; was the other a lemon?; what is it?; what is that?

20 total

category

8 citrus
8 fruit
1 citrus fruit

17 total

category

7 navel
2 seedless
Aust. or Californian?; navel (US); navels; not a navel; valencia (aust.)

14 total

odour

3 smell
2 nice to smell
citrus smell; odour; smell-tangy; smells beautiful; smells nice; yukky smell

11 total

feel

7 sticky
1 feel like lemons
1 skin texture
1 soft

10 total

preparation - hard

6 messy
2 hard to peel
1 eat them and the juice runs down your face
1 mess

10 total

preparation - easy

1 quarters

grow

3 tree

3 trees

1 grows on trees

1 orchard

8 total**place**

Armidale; Australia; Madiera; Mildura; Narromine (town); Stanthorpe; USA (Sunkist)

7 total**specific reference to mode of presentation**

3 colour

1 dark

1 grey

1 the colour is wrong

6 total**homonym**

3 orange (colour)

2 colour

1 NSW (Orange)

6 total**memory**

crash; mom peeling them; mum; mum's orange tree; red-back spider (memory); reminds me of my country

6 total**eating**

1 dribbley

1 mouth water

1 sloppy

1 tang

commonality

2 common fruit
1 staple diet

price

1 expensive
1 inexpensive
1 poor value for money

represents

1 fun
1 strange
1 sunshine

buy

1 bar
1 markets

package

1 buy in a bag

Peaches

(n=337)

F=	Response	F=	Response
56	juicy	3	furry skin
34	peach	3	green
30	sweet	3	hairy
28	furry	3	lovely
17	summer	3	peachy
16	soft	3	refreshing
13	delicious	3	stewed
11	apple	3	stones
11	round	2	?
10	fuzzy	2	Christmas
9	cream	2	breakfast
9	tasty	2	colour
8	seed	2	crunch
8	yum	2	crunchy
8	yummy	2	desserts
7	fresh	2	doctor
7	fruit salad	2	downy
7	juice	2	drink
7	red	2	enjoyable
7	ripe	2	fecund
7	smooth	2	fur
6	fruit	2	hard seed
6	fuzz	2	healthy
6	orange	2	jeans
6	peach?	2	jonathan
6	skin	2	juicy and nice
6	smell	2	lunch
6	stone	2	luscious
6	tree	2	mango
5	pie	2	pear
5	stone fruit	2	pink
5	velvet	2	pleasant
5	yellow	2	raw
4	expensive	2	rosy
4	flavour	2	smile
4	ice cream	2	sour
4	messy	2	stains
4	nice	2	summer fruit
4	trees	2	taste
3	beautiful	2	texture
		2	they're nice
		2	what is it?

F=1:

-faced; Alex; Australian fruit; Delicious; English complexion; Inverell; James; Kevin; Nutri Metics; Reubenesque; Roald Dahl; Stanthorpe - picking; Taste of peach; Xmas; Yum, Yum; acid forming in the mouth but not in the system; almost perfect; an apple a day....; apples; aromatic; attractive; author; babies; babies bum; bal y; baby's bum; ball; balloon; bath salts; batlow; beach picnic; bite; black & white; blush on woman's cheek; boring; bottom; bowl; bowl (primitive);

broken branches; brown rot; bruised; bruises; bums; buy from the side of the road; buy slipstones; buy these often; buy tinned ones when I can't get fresh; can't eat the peach skin; can't identify; canned; careful; childhood & father; children; circular; classy; clingstones and slipstones; cloud; cold; confusion (don't recognise); contains vitamin C; cool; could be an orange; countryside; cramp; crisp; curves; dear; delicious (absolutely); delicious apple; delicious sensuous to eat; dessert; difficult subject; dimple; diarrhoea; divine; don't eat them; dull; earth; easy to eat and digest; eat; eating; edible; elegant; even on both sides; extravagance; extravagant; face; fashion; fat; favourite; figure; filling; firm; flans; flat tyre; flavour can be great - often disappointed when not; fluffy; fragrant; from the can with icecream; fruit fly; fruit shops; full; furry and nice; furry skin (gives me the shivers); fuzzy texture; giant; goes with pear; good colour; good for salad; good to eat; granny; granny smith; great tasting; grow on tree; grubs; guess it is ok; hairyness captured; hard; hard to grow; hate the skin; health food; heat; home; home grown taste better than the Coles varieties; huge seed; if this is an apple, my first thought is Eve; inviting; is that a Peach?; is that a green one?; is that an apple or one of those funny pears?; is this a peach? Could be a nectarine; isn't she/he a peach!; itch; johnathan; juice dripping; juicy and sweet; just peachy; kiss; knife; like; like the taste; looks good enough to eat; love making peach jam and eating peaches; lovely juicy fruits; lust; makes a great jam which is now mostly not available; maths differentiation; melba; messy drips; milkshake; mix with any other fruit for fruit salad; moon; moreish; mountain; mouth water; mouth watering; my favourite; nectar; nectar juices; nectarine; need colour; nice flavour; nice in tins; nice to eat; nice to eat when properly ripe; no thanks; not a Clinestone; not inviting; not often; not too bad; nothing; okay; on cereals; on the inside very moist; only tasty ones are nice; orange colour; orange/red; orchard; orchards; paint; partially ripe; pass; pavlovas; peach chocolate; peach colour; peach melba; peach or nectarine; peach pie; peaches; peaches and cream; peaches and salad; peaches are luscious; peel; peeling; perfect; perfect for bottling; photo; picking; pies; pips/seeds; plant the seed; play lunch; plum tree; plump; popular piece of fruit - very nutritious; possibly an apple; prefer delicious; red skin; reminds me of England and Christmas; researcher; rich; ripe peach; rough; saliva; seasonal; seed in middle; sensual; sexy; shiny; silly; skin cream; skins; sloppy snack; snack; soft colours; soft furry; soft skin; softness; some people have peach drink - I have one now and then; some times; sometimes disappointing (lack flavour); special; spotted; squashable; squashy; stains clothes if spill juice; stains!; sticky; sticky dripping fruit; stomach pain; strange seed; strong appeal; strong taste and smell; suck; sun; sunburned skin; sunny summer breakfast; sweet & juicy; sweet and juicy; sweetness; sweets; tart; taste nice; tender; terrific summer fruit; texture is odd; the name describes the fruit; they are something different; they are sweet; they have a hard seed; thick skin; tinned; tinned as well as fresh; too perfect; uncommon; unnaturally; unpleasant; usually expensive; very pleasant to eat; warm; warmth; we had a peach tree, peach jam - can't look at peach jam now; well textured; what is it!; white flesh; white/orange; with cream; with cream are a great dessert; woman; wonderful; worm; worms; you have to peel; yuk; yuk if unripe; yum but yuk on clothes; yum!; yummie

785 total

**Frequency Breakdown
by Category**

117	taste - positive = 101; taste = 11; taste - negative = 5
115	form - neutral = 103; form - positive = 6; form - negative = 6
109	uses - general = 55; uses - when = 33; uses - with = 20; uses - who = 1
91	feel
62	eating
44	evaluation - positive = 34; evaluation - negative = 10
42	confused
36	name
20	grow
19	no category
16	represents
11	category
11	looks like
11	taste
11	preparation - hard = 10; preparation - easy = 1
10	health
8	odour
6	specific reference to mode of presentation
6	commonality
6	package
6	price
5	association to previous word
5	homonym
5	memory
4	expression
4	place
4	sound
4	story
3	varieties
2	buy
2	sex
1	uses-who
784	total

taste - positive

31	sweet
13	delicious
9	tasty
8	yum
8	yummy
4	nice
3	beautiful
3	lovely
2	enjoyable
2	luscious
2	they're nice
	Delicious; Yum,Yum; delicious (absolutely); great tasting; like the taste; nice flavour; nice to eat; only tasty ones are nice; peaches are luscious; sweet & juicy; sweet and juicy; sweetness; taste nice; they are sweet; yum!; yummie
101	total

taste

4 flavour
2 taste

Taste of peach; acid forming in the mouth but not in the system; rich; saliva; strong taste and smell

11 total

taste - negative

2 sour

sometimes disappointing (lack flavour); yuk; yuk if unripe

5 total

form - neutral

11 round
8 seed
7 fresh
7 red
7 ripe
6 skin
6 stone
5 orange
5 yellow
3 green
3 stones
2 hard seed
2 pink
2 raw

circular; colour; curves; dimple; downy; even on both sides; fat; firm; fluffy; full; furry; huge seed; orange colour; orange/red; partially ripe; pips/seeds; plump; red skin; rosy; rough; seed in middle; shiny; skins; soft colours; strange seed; they have a hard seed; thick skin; white flesh; white/orange

103 total

form - positive

attractive; good colour; inviting; looks good enough to eat; perfect; rosy

6 total

form - negative

bruised; bruises; flavour can be great - often disappointed when not; not inviting; spotted; too perfect

6 total

uses - general

7 fruit salad
 7 juice
 5 pie
 3 stewed
 2 drink

Nutri Metics; bath salts; bite; bowl; can't eat the peach skin; cold; cool; dessert; eat; eating; edible; flans; melba; milkshake; mix with any other fruit for fruit salad; nectar; nectar juices; on cereals; pavlovas; peach chocolate; peach melba; peach pie; peel; peeling; pies; skin cream; snack; some people have peach drink - I have one now and then; suck; tart; you have to peel

55 total

uses - when

17 summer
 2 Christmas
 2 breakfast
 2 desserts
 2 lunch
 2 summer fruit

Xmas; beach picnic; play lunch; seasonal; sunny summer breakfasts; sweets

33 total

uses - with

9 cream
 4 ice cream
 2 mango

apple; goes with pear; peaches and cream peaches and salad; with cream

20 total

uses - who

children

feel

27	furry
16	soft
10	fuzzy
7	smooth
6	fuzz
5	velvet
3	furry skin
3	hairy
2	fur
2	texture

downy; furry skin (gives me the shivers); fuzzy texture; hard; soft furry; soft skin; softness; tender; texture is odd; well textured

91 total

eating

57	juicy
----	-------

crisp; juice dripping; mouth water; mouth watering; on the inside very moist

62 total

evaluation - positive

3	refreshing
2	juicy and nice
2	pleasant

almost perfect; delicious sensuous to eat; divine; easy to eat and digest; favourite; filling; furry and nice; good for salad; good to eat; guess it is ok; like; love making peach jam and eating peaches; lovely juicy fruits; makes a great jam which is now mostly not available; moreish; my favourite; nice to eat when properly ripe; not too bad; okay; perfect for bottling; special; stains!; strong appeal; terrific summer fruit; very pleasant to eat; with cream are a great dessert; wonderful

34 total

evaluation - negative

2	stains
---	--------

boring; don't eat them; dull; hate the skin; no thanks; stains clothes if spill juice; unpleasant; yum but yuk on clothes

10 total

confused

10 apple
 6 peach?
 2 jonathan
 2 pear
 2 what is it?

apples; batlow; can't identify; confusion (dont recognise); could be an orange; delicious apple; granny smith; if this is an apple, my first thought is Eve; is that a Peach?; is that a green one?; is that an apple or one of those funny peaches?; is this a peach? Could be a nectarine; johnathan; nectarine; orange; peach or nectarine; plum tree; possibly an apple; prefer delicious; what is it!

42 total

name

34 peach
 peaches; ripe peach

36 total

grow

6 tree
 4 trees

fruit fly; grow on tree; grubs; hard to grow; orchard; orchards; picking; plant the seed; worm; worms

20 total

no category

Alex; Kevin; babies; baby; bowl (primitive); buy slipstones; careful; figure; flat tyre; kiss; mountain; nothing; pass; researcher; silly; sunburned skin; the name describes the fruit; unnaturally; warmth

19 total

represents

2 jeans
 2 smile

English complexion; Reubenesque; classy; elegant; extravagance; extravagant; heat; lust; maths differentiation; sensual; sexy; woman

16 total

category

6 fruit
5 stone fruit

11 total

looks like

babies bum; baby's bum; ball; balloon; bush on women's cheek; bottom; bums; cloud; earth; moon; sun

11 total

health

2 healthy

contains vitamin C; cramp; diarrhoea; doctor; health food; itch; popular piece of fruit - very nutritious; stomach pain

10 total

preparation - hard

4 messy

messy drips; sloppy snack; squashable; squishy; sticky; sticky dripping fruit

10 total

odour

6 smell
1 aromatic
1 fragrant

8 total

specific reference to mode of presentation

black & white; colour; difficult subject; harryness captured; need colour; photo

6 total

commonality

buy these often; fashion; not often; some times; they are something different; uncommon

6 total

package

buy tinned ones when I can't get fresh; canned; from the can with icecream; nice in tins; tinned; tinned as well as fresh

6 **total**

price

4 expensive
1 dear
1 usually expensive

6 **total**

association to previous word

an apple a day...; broken branches; brown rot; doctor; granny

5 **total**

homonym

3 peachy
1 paint
1 peach colour

5 **total**

memory

childhood & father; countryside; home; reminds me of England and Christmas; we had a peach tree, peach jam - can't look at peach jam now

5 **total**

expression

-faced; face; isn't she/he a peach!; just peachy

4 **total**

place

Australian fruit; Inverell; Stanthorpe - pickling; warm

4 **total**

sound

2 crunch
2 crunchy

4 **total**

story

James; Roald Dahl; author; giant

4 **total**

varieties

clingstones and slipstones; home grown taste better than the Coles varieties; not a Clinestone

3 **total**

buy

1 buy from the side of the road
1 fruit shops

2 **total**

sex

2 fecund

preparation - easy

knife

Pears (n=337)

F=	Response	F=	Response
51	pear(s)	2	canned
49	juicy	2	cheese
29	green	2	childhood
22	sweet	2	children
13	juice	2	crumble
12	fruit	2	crunch
11	crunchy	2	dessert
11	hard	2	fat
11	soft	2	flavour
10	yellow	2	food
9	shape	2	full
8	firm	2	glace
8	tasty	2	healthy
6	crisp	2	home
6	messy	2	measles
6	ripe	2	not ripe
5	brown	2	partridge
5	delicious	2	pears
4	fruit salad	2	peel
4	round	2	plump
4	snack	2	preserving
4	tree	2	seeds
4	yum	2	shaped
3	core	2	shiny
3	don't like	2	slippery
3	golden	2	smell
3	ice cream	2	smooth
3	nice	2	spotty
3	salad	2	squishy
3	summer	2	stalk
3	tinned	2	syrup
3	woman	2	taste
2	England	2	tender
2	I like pears	2	tinned fruit
2	a pear	2	trees
2	apples	2	unripe
2	autumn	2	white
2	boring	2	white flesh
2	bum	2	wine
		2	women
		2	yuck
		2	yuk

F=1:

& hazelnut tart; -shaped; ?; Adam and Eve; Australia; Bartlett; Benny Hill; Brandon; Christmas treats; David; France; Gloucester; Goulburn Valley; I don't like pears; I have my own tree; Italy; Josephine; Kentucky; King of Spain daughter; OK; Packham; Packhams; Shepparton; Stanthorpe; Stilton; Sweet William; William; William pears; Yuk!; a back view of someone with no clothes on, sitting on a little stool!; a human tongue; a particular tree; a shape; after meals as a refreshing change; alone; always look out of shape and yuk colour; another great favourite

when just ripe; appetising; apple; are healthy for you; baby food; baked with caramel sauce; behlhen pears (sweet dish); bean; beautiful; beautiful dipped in chocolate; bedroom; best type to buy; better green; bite; biting; black & white; bland; body; body shape; boncretian; bottled; box; bran; breakfast; bruised; bulb; bumps; buttock; buy fairly often; buy singly; can; can be dried; can't plant any seeds; canned fruit; caramel; cheap; cheap at the moment; chocolate; claire pear; cold; collapsible at thin end; colour; come in the springtime; cooking and eating (2 types); couple of types; cream; crispy; curvaceous; curved; curvey shape; curvy; custard; decidedly not nice when over ripe; disappointing; disgusting; dislike; do eat occasionally; don't buy the brown ones; dots; drawing; dried; drops; dull; durno what brand; each peach pear plum, out goes tom thumb; easily bruised; easy to eat; eat a lot of them; eat them slowly; eat when in season; empire state building; enjoyable; enjoyment; fallen; fat bums; fat girl; feather texture; feel nice to touch; fibre; forgot pears in fridge; freckles; french food; frog; fruit shops; fungus; furry; go off too quickly; good; good as long as not too juicy; good colour; good eating fruit for eating and bottling; good flavoured fruit; good for the kids; good taste; greasy; green pear; green/unripe; gritty; grows on trees; halved; hard best; health; health food; heart disease; horses love them; in red wine; indecisive; indifferent flavour; jam; jelly; juicy when ripe; knife; ladies bottom; lady with a big backside; large; light coloured; like the brown pears best; like the shape; like them green and crunchy; like them hard; liqueur; looks like an apple; looks very solid (large base); love pears; lumps; lumpy; lunch; luscious; markings; medieval paintings; mellow; mess; models; morning tea; mottled; mushy; must be just right; my father's favourite; nashi; natural; nice & juicy; nice to eat; nice to eat when cooked; nice with ice cream; nice-messy; no thanks; not a favorite; not a favourite; not always in season; not as tasty as some; not like other fruits - better when they are not fully ripe; not one of my favourites; nutmeg; oblate spheroid; oblong; occasionally; often they are hard (possibly the wrong variety); ok; okay in tins; okay tasting; orchard; orchard in the past; orchard pears better than the ones you could buy in the shop; overrated; overripe; pack as pear; packham; parrots; peach; pear and pick; pear shape; pear shaped people; pear tree; pear, crunchy; pears are for eating; pears are good; perry; pimple; pleasant; poetry; pome; pome fruit; preserves; quenching; raw; red; refreshing; relax; resilliance; rhubarb; rosy; rotund; rough; russet; sandpaper type texture; sauces; school; semi crunchy if ripe; shampoo; shape of body; slices; slick; small core; snow; some types I like, some I don't; sometime you should try some every day; sometimes disappointing; sometimes flowery; speckled; spoilage; spotted; spotty - yuck! squashy; stem; stew them; stewed; stewed for baby; stewed pears; sticky; story-taking to my cousin in hospital; storybook; strange taste; supper; sweets; tangy juicy; terrible; texture; that's a pear; the poem by D H Lawrence entitled KANGAROO. It is described as pear shaped; they are sweet; time; tin cans; tinned pears were a staple diet at school; too crunchy; too green; too hard; touch; two; two (as in pair); typical female figure; ugly; ugly woman's body; uncommon; uneven surface; usually dissapointing when fresh; varies in size; varieties vary in appeal; versatile; very nice fruit; vitamin c; waste; wispy; with ice cream; woody; worms; ya c; yellow autumn; yellow skin; yellowish; yuch; yuk hate pears; yummy

1049 total

**Frequency Breakdown
by Category**

127	form - neutral = 104; form - positive = 15; form - negative = 8
83	eating
54	name
96	uses - general = 52; uses - with = 21; uses - when = 15; uses - who = 8
73	taste - positive = 49; taste - negative = 16; taste = 8
31	feel
43	evaluation - positive = 29; evaluation - negative = 14
29	looks like
24	no category
20	varieties
16	expression
15	grow
15	sound
13	package
12	category
12	preparation - hard = 9; preparation - easy = 3
8	health
8	memory
8	story
8	taste
7	place
5	commonality
3	specific reference to mode of presentation
3	represents
2	homonym
2	odour
2	price
1	buy
1	confused
713	total

form - neutral

29	green
10	yellow
4	brown
4	round
3	core
2	fat
2	full
2	not ripe
2	plump
2	shiny
2	spotty
2	stalk
2	unripe
2	white
2	white flesh

collapsible at thin end; colour; curvaceous; curved; curvey shape; curvy; dots; green pear; green/unripe; hard best; large; light coloured; like them green and crunchy; looks very solid (large base); lumps; markings; mottled; must be just right; not like other fruits - better when

they are not fully ripe; oblong; red; ripe; rotund; russet; small core; speckled; spotted; stem; uneven surface; varies in size; wispy; yellow autumn; yellow skin; yellowish

104 total

form - positive

5 ripe
3 golden

appetising; better green; good colour; like the shape; like them hard; overripe; rosy

15 total

form - negative

always look out of shape and yuk colour; bruised; decidedly not nice when over ripe; fungus; spotty - yuck!; too green; too hard; ugly

8 total

uses - general

12 juice
4 fruit salad
4 snack
3 salad
2 crumble
2 food
2 glace
2 preserving

& hazelnut tart; be-lhelen pears (sweet dish); bite; biting; can be dried; caramel; dried; halved; in red wine; jam; liqueur; pears are for eating; preserves; raw; shampoo; slices; stew them; stewed; stewed pears; sweets; wine

52 total

uses - with

3 ice cream
2 cheese
2 syrup

Stilton; apple; apples; baked with caramel sauce; bran; chocolate; cream; custard; jelly; nutmeg; rhubarb; sauces; wine; with ice cream

21 total

uses - when

3 summer
2 autumn
2 dessert

after meals as a refreshing change; best type to buy; breakfast; cold; lunch; morning tea; school; supper

15 total

uses - who

2 children

France; Italy; baby food; french food; my father's favourite; stewed for baby

8 total

eating

49 juicy
11 soft
6 crisp
2 squishy
2 tender

crispy; eat them slowly; feather texture; gritty; juice; juicy when ripe; mushy; sandpaper type texture; slick; sometimes flowery; squashy; tangy juicy; woody

83 total

taste - positive

22 sweet
8 tasty
5 delicious
4 yum
3 nice

I like pears; beautiful; good flavoured fruit; good taste; okay tasting; they are sweet; yummy

49 total

taste - negative

3 don't like
2 yuck
2 yuk

I don't like pears; Yuk!; bland; disgusting dislike; usually disappointing when fresh; yak; yuch; yuk hate pears

16 total

taste

2 flavour
2 taste

OK; indifferent flavour; not as tasty as some; strange taste

8 total

name

49 pear
2 a pear
2 pears
1 that's a pear

54 total

evaluation - positive

Christmas treats; I like pears; another great favourite when just ripe; beautiful dipped in chocolate; easy to eat; eat a lot of them; enjoyable; enjoyment; good; good as long as not too juicy; good eating fruit for eating and bottling; good for the kids; horses love them; love pears; luscious; nice & juicy; nice to eat; nice to eat when cooked; nice with ice cream; nice-messy; ok; pears are good; pleasant; quenching; refreshing; resiliance; sometime you should try some every day; versatile; very nice fruit

29 total

evaluation - negative

2 boring

disappointing; dull; easily bruised; go off too quickly; no thanks; not a favorite; not a favourite; not one of my favourites; overrated; sometimes disappointing; terrible; too crunchy

14 total

feel

11 hard
8 firm
2 slippery
2 smooth

bumps; feel nice to touch; furry; lumpy; often they are hard (possibly the wrong variety); rough; texture; touch

31 total

looks like

3 woman
 2 bum
 2 measles
 2 women

a back view of someone with no clothes on, sitting on a little stool!; a human tongue; body; body shape; bulb; buttock; empire state building; fat bums; fat girl; freckles; ladies bottom; lady with a big backside; looks like an apple; models; pear shaped people; pimple; shape of body; snow; typical female figure; ugly woman's body

29 total

no category

2 parrots

David; alone; bean; bedroom; boncretiar; buy singly; do eat occasionally; drops; fallen; frog; home; indecisive; oblade spheroid; peach; pear and pick; perry; poetry; pome; pome fruit; spoilage; time; waste

24 total

varieties

Bartlet; Brandon; Gloucester; Josephine; Lackham; Packhams; Sweet William; William; William pears; cooking and eating (2 types); couple of types; don't buy the brown ones; dunno what brand; like the brown pears best; nashi; orchard pears better than the ones you could buy in the shop; packas pear; packham; some types I like, some I don't; varieties vary in appeal

20 total

expression

9 shape
 2 shaped

-shaped; a shape; claire pear; each peach pear plum, out goes tom thumb; pear shape

16 total

grow

4 tree
 2 seeds
 2 trees

I have my own tree; can't plant any seeds come in the springtime; grows on trees; orchard; pear tree; worms

15 total

sound

12 crunchy
 2 crunch
 1 semi crunchy if ripe

15 total

package

3 tinned
 2 canned
 2 tinned fruit

bottled; box; can; canned fruit; okay in tins; tin cans

13 total

category

12 fruit

preparation - hard

6 messy

greasy; mess; sticky

9 total

health

2 healthy

are healthy for you; fibre; health; health food; heart disease; vitamin C

8 total

memory

2 childhood

a particular tree; forgot pears in fridge; home; orchard in the past; story- taking to my cousin in hospital; tinned pears were a staple diet at school

8 total

story

2 partridge

Adam and Eve; Benny Hill; King of Spain daughter; medieval paintings; storybook; the poem by D H Lawrence entitled KANGAROO. It is described as pear shaped

8 **total****place**

2 England

Australia; Goulburn Valley; Kentucky; Shepparton; Stanthorpe

7 **total****commonality**

buy fairly often; eat when in season; not always in season; occasionally; uncommon

5 **total****specific reference to mode of presentation**

black & white; brown; drawing

3 **total****preparation - easy**

2 peel
1 knife

represents

mellow; natural; relax

3 **total****homonym**

1 two
1 two (as in pair)

odour

2 smell

price

- 1 cheap
- 1 cheap at the moment

buy

fruit shop

confused

apples

Peas (n=337)

F=	Response	F=	Response
61	green	3	pies
48	peas	3	shell
21	fresh	3	stir fry
18	sweet	2	boil
17	pod	2	boring
17	Pods	2	carrots
12	frozen	2	colour
9	beans	2	corn
8	raw	2	delicious
7	garden	2	dried
7	mint	2	expensive
7	round	2	fairy tales
7	shelling	2	freshness
7	small	2	greens
7	snow peas	2	hassle
6	dinner	2	home
5	crunchy	2	juicy
5	snow	2	kitchen
5	soup	2	like them
5	yuk	2	long
4	crisp	2	mother
4	nice	2	peas in a pod
4	tasty	2	potatoes
4	yum	2	roast
3	butter	2	snap
3	fiddly	2	summer
3	green peas	2	taste
3	grubs	2	tea
3	hard work	2	time
3	healthy	2	vegetable
3	home grown	2	vegetable garden
3	open	2	very nice
3	pearl	2	vines
3	picking	2	winter
		2	work
		2	yuck
		2	yummy

F=1:

3 vege; Adelaide; Angelo St; Asia; Birds Eye; Burwood; Chinese dish; Chinese food; Christmas; Shetland sixerine; Strathfield; Sunday lunch; all the same; and beans; and these; baby; baked dinner; baked dinners; balls; balls (not gonads); beautiful; billy; bird; bland; boiled; boiling; boiling water; bowl; brood; brother; bulk; bush; bushes; chasing them; cheap; chewy; childhood; childhood memories; children; children's job; chili; chlorophyll; classical; classy; climbing varieties yield the best; colander; commor; cooked; cooked with mint; cooking; cool; countryside; cramped living quarters; crickets humming; dangling earrings; decorative; delicious raw; design; difficult to eat; disgusting; dislike; don't buy peas; don't buy them but will eat them if presented; don't eat with a knife; don't like - terrible; don't like raw; don't like shelling; dream canary; early morning; ear ring; earth; easier canned or frozen; easy; easy to

grow; eat; eat as shell; eat pod and all; eat raw; eat them out of the pod just like that - much more flavour; eat with butter; essential; eyes; fairy children (peas in a pod); family; farm; five loose ends; flatulence; floor; food; fork; forks; freezer; fresh peas; fried rice!; friendly; frozen mint; frozen peas; frozen-food; frozen; then you have some for the table; full; fun; fun to eat; fun to chase around the plate; garden peas; garden produce; gardens; good; good accompanying vege; good food is good for you; good for you; good taste; grandmother; grasshopper; gravy; great; great not cooked; green is nice; ground dirt; grouped!; grow; grow myself; grow on bush; gumnut babies; hard; hard to get raw; hard to peel; hard to pick; hard to pick up; hard to shell; have for tea; have to be raw and fresh; healthy food; home garden; homegrown; homely; horrible; hospital; hundreds; in a pod; in salad; in white rice; include in about one in every three meals; juice; kids; knife; lamb roasts; legume; legumes; like; like peas; like them raw or cooked; little ball; looks good to eat - raw; love them raw; lovely; mashed; mashed with potato; meals; meat; meat & 2 veg; melted butter; mint peas; mint sauce; minted; mobile; more natural ready to eat; mother's childhood; mum; mushy; must be fresh; my favourite; natural; never enough; nice raw fresh out of the garden; nice when cooked; nice when they burst in your mouth; nicer fresh than frozen; no guarantee of flavour; not as common; not bad; not fond of me; not fond of peas; not much good; not sure that we eat this one; not very exciting; nurse; odd one out; ok; opening them up with your thumb, pinching them out to eat; ordinary peas; organic; organically grown?; pea; pea harvester; pea picking; pea pods one open; pearls; pears; peas - shelled them by the 1000's; peas are green like beans; peas farmer; peas growing in the paddock of our farm in New Zealand; peas in gravy; peas in shell; peas yuk; peel; peeled; peeling; pellets; perfect; pick; picking peas; picking peas hardest work; pie floater; pile; pod colour; pod nice; poor specimen popping; prefer frozen; prefer tinned; punishment; quiches; quick; rare; raw peas; reasonably grown; relaxing shelling; restaurant; roast beef; round seeds; rows; salads; saucepan; seasonal; seed; seeds; shade; shallots; sharp taste; shelled; shelling a problem; shelling difficult; shelling peas for our Sunday lunch with roast lamb; shrivelled; sickening; six; size; slit; small and round; small balls; small green things; small pea; smelly; smile; snake; sneezing; snow peas are beautiful but eat them raw; snow peas are excellent; snow peas are too expensive; snowpeas are nice for a change; soap; soda; soft; soups; specially nice when cooked with mint; spheres; spoon; spring; squash; squishy; stalky; staple vege; starch; stirfry; strange person; stringing; sugar pea; sugar peas; sugarsnap; sun; sweet pea soups; sweet peas; sweet peases; sweet to eat; take them or leave them; tangerine; taste ok; tasteless; tasty peas; telephone; terrible; texture; they are good to eat raw fresh from paddock; they are sweet; they are sweet when you cook them; throw-up; tinned; too much trouble; too much trouble unless frozen; tree; troughing; unfair; unusual; use tinned peas; useful; usually bought frozen; variation/variety; vege; veggie; veggie garden; versatile; very dry and hard; very filling; very good to cook; very tasty; vine want to eat; warm; waste; waxlike; we grow all this stuff. But this year not worth planting. Can't irrigate from dried up dams; what do peas do for me; whisky; wind; windy; yum fresh

729 total

**Frequency Breakdown
by Category**

172	form - neutral = 166; form - positive = 3; form - negative = 3
120	uses - general = 55; uses - with = 43; uses - when = 17; uses - who = 5
53	name
63	taste - positive = 48; taste - negative = 12; taste = 3
44	grow
35	no category
45	evaluation - positive = 30; evaluation - negative = 15
24	memory
24	package
23	varieties
25	preparation - hard = 16; preparation - easy = 9
13	health
11	eating
11	looks like
11	place
11	represents
8	category
8	commonality
5	sound
4	expression
4	price
4	story
3	confused
2	association to previous word
2	buy
2	feel
1	homonym
1	odour
729	total

form - neutral

61	green
21	fresh
17	pod
17	pod
8	raw
7	round
7	small
3	open
2	colour
2	freshness
2	long

green peas; grouped!; in a pod; more natural ready to eat; natural; pea pods one open; peas are green like beans; pod colour; raw peas; round seeds; seed; six; size; slit; small and round; small balls; small pea; spheres; waxlike

166 total

form - positive

green is nice; looks good to eat - raw; pod nice

3 total

form - negative

poor specimen; shrivelled; very dry and hard

3 total

uses - general

5 soup
4 stir fry
3 shell
2 boil
2 dried

baked dinners; boiled; boiling; boiling water; chili; colander; cooked; cooking; eat; eat as shell; eat pod and all; eat raw; eat them out of the pod just like that - much more flavour; food; fork; forks; freezer; fried rice!; have to be raw and fresh; in salad; juice; mashed; meals; meat & 2 veg; nice raw fresh out of the garden; opening them up with your thumb, pinching them out to eat; peas in gravy; peel; peeled; peeling; pie floater; popping; quiches; salads; saucepan; shelled; soups; sweet pea soups; warm

55 total

uses - with

7 beans
7 mint
3 butter
3 pies
2 carrots
2 corn
2 potatoes
2 roast

and beans; baked dinner; cooked with mint; eat with butter; gravy; in white rice; lamb roasts; mashed with potato; meat; melted butter; mint peas; mint sauce; minted; roast beef; shallots

43 total

uses - when

6 dinner
 2 summer
 2 tea
 2 winter

Christmas; Sunday lunch; cool; have for tea; spring

17 total

uses - who

Asia; Chinese dish; Chinese food; children; restaurant

5 total

name

48 peas
 2 green peas

fresh peas; pea; peas in shell

53 total

taste - positive

18 sweet
 4 tasty
 4 yum
 3 nice
 2 delicious
 2 yummy

beautiful; good taste; great; like; like them; not bad; ok; sweet peas; sweet to eat; taste ok; tasty peas; they are sweet; they are sweet when you cook them; very nice; very tasty

48 total

taste - negative

5 yuk
 2 yuck

bland; disgusting; don't like raw; peas yuk; tasteless

12 total

taste

2 taste
1 sharp taste

3 **total**

grow

3 grubs
3 home grown
3 picking
2 vines

bush; bushes; crickets humming; earth easy to grow; farm; garden; garden peas; garden produce; grasshopper; grow; grow myself; grow on bush; hard to pick; home garden; homegrown; organically grown?; pea harvester; pea picking; peas farmer; pick; picking peas; picking peas hardest work; reasonably grown; rows; seeds; snake; stalky; sun; tree; troughing; vine; we grow all this stuff. But this year not worth planting. Can't irrigate from dried up dams

44 **total**

no category

2 time

Shetland sixerine; all the same; and these; billy; bird; bowl; brood; bulk; chasing them; dream canary; early morning; floor; full; ground dirt; hospital; hundreds; mobile; not sure that we eat this one; nurse; pears; pile; shade; sneezing; soap; soda; squash; strange person; stringing; take them or leave them; tangerine; telephone; what do peas do for me; whisky

35 **total**

evaluation - positive

decorative; delicious raw; don't buy them but will eat them if presented; essential; fun to eat; fun to chase around the plate; good; good accompanying vege; great not cooked; like peas; like them; like them raw or cooked; love them raw; lovely; must be fresh; my favourite; never enough; nice; nice when cooked; perfect; relaxing shelling; specially nice when cooked with mint; they are good to eat raw fresh from paddock; useful; variation/variety; versatile; very good to cook; very nice; want to eat; yum fresh

30 **total**

evaluation - negative

2 boring

difficult to eat; dislike; don't buy peas; don't like - terrible; horrible; no guarantee of flavour; not fond of peas; not much good; not very exciting; sickening; terrible; very filling; waste

15 **total**

memory

- 2 home
- 2 kitchen
- 2 mother
- 2 work

Angelo St; brother; childhood; childhood memories; children's job; cramped living quarters; grandmother; kids; mother's childhood; num; peas - shelled them by the 1000's; peas growing in the paddock of our farm in New Zealand; punishment; shelling peas for our Sunday lunch with roast lamb; throw-up; unfair

24 total

package

- 12 frozen

Birds Eye; easier canned or frozen; frozen mint; frozen peas; frozen-food; frozen; then you have some for the table; nicer fresh than frozen ; prefer frozen; prefer tinned; tinned; use tinned peas; usually bought frozen

24 total

varieties

- 7 snow peas
- 5 snow
- 2 snap

baby; climbing varieties yield the best; ordinary peas; snow peas are beautiful but eat them raw; snow peas are excellent; snowpeas are nice for a change; sugar pea; sugar peas; sugarsnap

23 total

preparation - hard

- 3 fiddly
- 3 hard work
- 2 hassle

don't like shelling; hard to peel; hard to pick up; hard to shell; shelling a problem; shelling difficult; too much trouble; too much trouble unless frozen

16 total

preparation - easy

- 7 shelling

easy; quick

9 total

health

3 healthy

chlorophyll; flatulence; good food is good for you; good for you; healthy food; not fond of me; organic; starch; wind; windy

13 total**eating**

4 crisp

2 juicy

chewy; mushy; nice when they burst in your mouth; soft; squishy

11 total**looks like**

3 pearl

balls; balls (not gonads); dangling earring; earring; eyes; little ball; pearls; pellets

11 total**place**

6 garden

2 vegetable garden

Adelaide; gardens; vegie garden

11 total**represents**

3 vege; classical; classy; countryside; design; family; five loose ends; friendly; fun; homely; smile

11 total**category**

2 greens

2 vegetable

legume; legumes; vege; vegie

8 total

commonality

common; hard to get raw; include in at least one in every three meals; not as common; rare; seasonal; staple vegetable; unusual

8 **total**

sound

5 crunchy

5 **total**

expression

2 peas in a pod

don't eat with a knife; odd one out

4 **total**

price

2 expensive

cheap; snow peas are too expensive

4 **total**

story

2 fairy tales

fairy children (peas in a pod); gumnut babies

4 **total**

confused

2 beans

1 small green things

3 **total**

association to previous word

1 knife

1 spoon

2 **total**

buy

1 Burwood
1 Strathfield

2 **total**

feel

1 hard
1 texture

2 **total**

homonym

1 sweet peases

odour

1 smelly

PINEAPPLE

(n=337)

F=	Response	F=	Response
52	pineapple	4	ripe
46	sweet	4	sun
43	Queensland	4	taste
32	spiky	4	tasty
28	juicy	3	Big Pineapple
25	juice	3	Nambour
25	summer	3	acid
23	tropical	3	canned
22	prickly	3	colour
14	rough	3	pain
14	fruit salad(s)	3	smell
13	tropics	3	tinned
11	yellow	3	yum
9	sour	2	Sunshine State
8	salad(s)	2	Thailand
8	tangy	2	big
7	Hawaii	2	car
7	sharp	2	dessert(s)
7	spikes	2	difficult
7	tart	2	don't like
6	sweet & sour	2	expensive
5	bitter	2	fresh is best
5	fresh	2	ham
5	fruit	2	hard
5	fun	2	heartburn
5	green	2	hot
5	sticky	2	island
5	sunshine	2	messy
4	Golden Circle	2	pizza
4	Sunshine Coast	2	prickles
4	acidic	2	rough end
4	bbq(s)	2	shape
4	beach	2	spike
4	coast	2	sting(s)
4	delicious	2	tough
4	holiday(s)	2	tropical fruit
4	rings	2	warmth

F=1:

Atherton Tableland; Australia; Bali; Big Pineapple in Queensland; Brisbane; Carmen Miranda; Chinese food; Glasshouse Mtns; Hawaiian; Lambeth Bridge; Noosa; Pina Colada; Southeast Asia; a feeling of anxiety; a hard core; and bacon; and cheese on toast; and cream du mont and mint; angry; another favourite; awful to cut up; awkward; ball; balmy; beautiful shape; best when preserved in syrup; better out of tins; big top; bite; bittersweet; black; black & white; blue; bomb; bottom; bright; bromeliad; bubbles; bush knife; cactus; cake; can; can be used for many purposes in cakes, fruit salads, drinks; can't always eat it (sore mouth); careful that they don't get rotten; celebration; cheesecake; childhood; childhood days; chirpy; chopped; coastal fruit; cocktail; coleslaw; cool; core; crash; crazy; crunch; cut; delicious on a BBQ; difficult to prepare;

dirty joke; drinks; drive; dull in colour; emblematic; exotic drinks; exuberant; eye; farm near our place; fibre; fibrous; fierce; flavour; flavoursome; food; foreign; frivolous; fruit fly; funny head; gay; geometrical; glaze; go off too quickly; golden; good for salad; good friends; good if not too sharp to eat; good size; good sketch; good taste; good value; great; great on it's own; green and gold; green and orange feel weird; green sharp; grenade; growing in sawdust; grows on bush; hair; hamburgers; hand grenade; hard to clean; hard to get; heavy; home; home (sunshine coast); home Queensland; honeymoon; hot climates for growing; hot weather; icecream; in the mood; inaccessible; interesting shapes; islands; juice dripping down your face; jungle; keeps well; knife; large; leafy; like it; like them; like with a salad; lines; long leaves; looks better than the ones in the fruit shop today; looks pretty but sour; lovely colours; lunch; mainly use tinned pine; majestic; make your teeth sore; makes a nice container for drinks; makes any cake, dish and drink sweet; many uses; melt in mouth; memory of Nan's tree; miniatures; mouth ulcers; mouth-watering; mum; my favourite; my grandchildren; natives; need sugar; nice; nice juicy; nice sweet; nice to eat; nice when fresh; nice with ice cream; normal one; north coast NSW; not my favourite; a bit acidic. Prefer tinned; not to be eaten with ham steaks; nutritious; ocean; okay; orange; oval shaped; painful; palm tree; parfait; part; pattern; pieces; pineapple farms in the Nambour district one of our favourite districts; pineapple juice; pizza, salad, snack; plantation; plantations; poll; potplant; prefer to buy in tins in natural juice; prickly and wild but somehow appealing; prickly skin (hurts); prickly things aren't they; pull the leaves from the stork - indication of ripeness; raw; ready; really a sweet juice to make drinks; rotten; rough end of; round; sea; shaking; sharp taste (tart); size; skin; sky; sliced; slices; small; snack; someone with their hair tied on top; someone's head; sometimes bitter, sometimes sweet; sometimes sweet and sometimes sour; sore tongue; souffle; sour (like); sour?; spiky (hurt hands); spiny; steak; sticks in teeth; sticks in your teeth; strong acid taste; strong taste; sub tropical; succulent; sugar; summer fruits; summer holidays; summertime; sundae; sweet it is nice: sour it's unpleasant; sweet smell; sweet-smelling; swim; tall; the tropical weather; they are a strange type of fruit; thorny; tinned is more convenient; tins; too hard to peel and cut; too large; too much trouble; too sweet and sticky; tooth top in saucer; top looks like a palm tree; tops you can cut off; tourists; treat/anti-allergy; tree; tropical area; tropical drinks; tropical food; tropical island, close to a beach; tropical sharp; tropical weather; tropicali; two types; uncle; unusual; usually eaten as rings; vege garden (New Guinea); very appealing; very awful things to peel; very good; very good fruit; very juicy and sweet; very nice; very sweet; very tasty fruit; waste; what do they mean?; why the spiky top?; with ham steaks; wonderful flavour - especially the small leaved types; wonderful taste; yach; yellowish; your kids love pineapple drinks every day to drink at school for lunches; yuck; yummy

841 total

**Frequency Breakdown
by Category**

146	uses-general = 93; uses - when = 42; uses - with = 10; uses - who = 1
143	taste - positive = 109; taste - negative = 20; taste = 14
137	place
103	feel
66	form - neutral = 53; form - positive = 10; form - negative = 3
52	name
29	represents
28	evaluation - positive = 22; evaluation - negative = 6
17	health
17	preparation - hard
16	memory
15	no category
13	package
12	looks like
7	category
7	grow
6	varieties
5	specific reference to mode of presentation
5	expression
5	odour
3	commonality
3	story
2	association to previous word
2	eating
2	price
1	sound
1	uses-who
842	total

place

43	Queensland
24	tropical
13	tropics
7	Hawaii
4	Sunshine Coast
4	coast
3	Nambour
2	Big Pineapple
2	Sunshine State
2	Thailand
2	island

Atherton Tableland; Australia; Bali; Big Pineapple in Queensland; Glasshouse Mtns; Hawaiian; Lambeth Bridge; Noosa; Southeast Asia; coastal fruit; farm near our place; foreign; home Queensland; hot climates for growing; islands; north coast NSW; ocean; pineapple farms in the Nambour district one of our favourite districts; plantation; plantations; sea; sub tropical; the tropical weather; tourists; tropical area; tropical food; tropical fruit; tropical island, close to a beach; tropical weather; tropical; vege garden (New Guinea)

137 total

general uses

25	juice
13	fruit salad
7	tart
5	salad
5	sweet & sour
4	rings
3	salads
2	pizza

Pina Colada; bite; cake; cheesecake; chopped; cocktail; coleslaw; cut; drinks; exotic drinks; food; fruit salads; glaze; hamburgers; knife; parfait; pieces; pineapple juice; pizza, salad, snack; raw; really a sweet juice to make drinks; sliced slices; souffle; sundae; top in saucer; tops you can cut off; tropical drinks; usually eaten as rings

93 total

uses-when

25 summer
 3 barbeque
 3 holidays

barbeques; dessert; desserts; holiday; hot weather; lunch; snack; summer fruits; summer holidays; summertime; swim

42 total

uses-with

2 ham

and bacon; and cheese on toast; and cream du mont and mint; icecream; need sugar; steak; sugar; with ham steaks

10 total

uses-who

1 Chinese food

taste - positive

46 sweet
 28 juicy
 8 tangy
 4 delicious
 4 tasty
 3 yum

flavoursome; good taste; like it; like them; mouth-watering; nice; nice juicy; sour (like); succulent; very juicy and sweet; very nice; very sweet; very tasty fruit; wonderful flavour - especially the small leaved types; wonderful taste; yummy

109 total

taste - negative

9 sour
 5 bitter
 2 don't like

sharp taste (tart); sour?; too sweet and sticky; yuck

20 total

taste

4 taste

bittersweet; flavour; good if not too sharp to eat; nice sweet; sometimes bitter, sometimes sweet; sometimes sweet and sometimes sour; strong acid taste; strong taste; sweet & sour; sweet it is nice: sour it's unpleasant

14 total**feel**

32 spiky
22 prickly
14 rough
8 sharp
7 spikes
3 pain
2 hard
2 prickles
2 spike
2 tough

green sharp; heavy; painful; prickly skin (hurts); prickly things aren't they; spiky (hurt hands); spiny; stings; thorny

103 total**form - neutral**

11 yellow
5 fresh
5 green
2 big
2 shape

a hard core; big pineapple; big top; bright; careful that they don't get rotten; colour; core; geometrical; golden; green and gold; green and orange feel weird; interesting shapes; large; lines; long leaves; orange; oval shaped; pattern; pull the leaves from the stalk - indication of ripeness; ready; round; size; skin; small; sticky; tall; why the spiky top?; yellowish

53 total**form - positive**

4 ripe

beautiful shape; good size; looks better than the ones in the fruit shop today; lovely colours; majestic; makes a nice container for drinks

10 total

form - negative

dull in colour; looks pretty but sour; too large

name

52 pineapple

represents

5 fun
5 sunshine
4 beach
4 sun
2 hot
2 warmth

balmy; celebration; emblematic; exuberant; frivolous; gay; what do they mean?

29 total

evaluation - positive

another favourite; best when preserved in syrup; can be used for many purposes in cakes, fruit salads, drinks; delicious on a BBQ; good for salad; good value; great; great on it's own; keeps well; like with a salad; makes any cake, dish and drink sweet; many uses; my favourite; nice to eat; nice when fresh; nice with ice cream; okay; prickly and wild but somehow appealing; very appealing; very good; very good fruit; your kids love pineapple drinks every day to drink at school for lunches

22 total

evaluation - negative

go off too quickly; not to be eaten with hain steaks; rotten; sticks in teeth; sticks in your teeth; waste

6 total

health

4 acidic
3 acid
2 heartburn

can't always eat it (sore mouth); fibre; fibrous; make your teeth sore; mouth ulcers; nutritious; sore tongue; treat/anti-allergy

17 total

preparation - hard

4 sticky
2 difficult
2 messy

awful to cut up; awkward; difficult to prepare; hard to clean; inaccessible; juice dripping down your face; too hard to peel and cut; too much trouble; very awful things to peel

17 total

memory

angry; bottom; childhood; childhood day ; crazy; fierce; good friends; home; home (sunshine coast); memory of Nan's tree; mum; my grandchildren; shaking; sting; tooth; uncle

16 total

no category

2 car

Brisbane; a feeling of anxiety; blue; bubbles; chirpy; crash; dirty joke; drive; honeymoon; in the mood; miniatures; part; poll

15 total

package

3 canned
3 tinned

better out of tins; can; mainly use tinned pine; not my favourite; a bit acidic. Prefer tinned; prefer to buy in tins in natural juice; tinned is more convenient; tins

13 total

looks like

ball; bomb; cactus; eye; funny head; grenade; hair; hand grenade; potplant; someone with their hair tied on top; someone's head; top looks like a palm tree

12 total

category

5 fruit
1 bromeliad
1 tropical fruit

grow

fruit fly; growing in sawdust; grows on bush; jungle; leafy; palm tree; tree

7 **total**

varieties

4 Golden Circle

normal one; two types

specific reference to mode of presentation

2 colour

black; black & white; good sketch

5 **total**

expression

2 fresh is best

2 rough end

1 rough end of

odour

3 smell

sweet smell; sweet-smelling

commonality

hard to get; they are a strange type of fruit; unusual

3 **total**

story

Carmen Miranda; bush knife; natives

association to previous word

sky; yacht

eating

cool; melt in mouth

price

expensive

sound

crunch

POTATO

(n=337)

F=	Response	F=	Response
73	chip(s)	3	fat
49	mashed	3	food
44	potato(es)	3	fried
32	baked	3	good
24	dirt	3	home grown
20	dirty	3	ordinary
14	spud(s)	3	peeled
11	sour cream	3	pumpkin
9	Ireland	3	salt
9	boiled	3	staple food
9	butter	3	winter
9	carbohydrate(s)	2	brushed
9	roast(s)	2	bulk
8	ground	2	cheap
7	Guyra	2	creamy
7	Irish	2	crisp(s)
7	earth	2	fast food
7	round	2	fattening
7	starch	2	firm
6	earthy	2	fish
6	peel	2	fresh
6	salad	2	fry(s)
6	soup	2	hard
6	baked dinner(s)	2	heat
5	brown	2	heavy
5	filling	2	hot
5	mash	2	hot chips
5	potato salad	2	mud
5	skin	2	nutritious
5	versatile	2	ok
4	Dorrigo	2	pie
4	garden	2	plain
4	healthy	2	potato head
4	jacket	2	roasted
4	peeling(s)	2	rock
4	rough	2	sack(s)
4	soil	2	shepherd's pie
4	staple	2	smell
4	vege(table)	2	staple diet
4	yum	2	stews
3	bland	2	stuffed
3	delicious	2	unwashed potato
3	dinner	2	white
3	eyes		

F=1:

Ebor; Holland; I like potatoes; I like the baked skin things. They have a name I have forgotten; I like the plain white variety (don't like the sweet potato); I like the washed ones best; I really like these; Ireland, Murphys, Spuds; Jamie's head; Lockyer Valley; McDonalds; Papua New Guinea; Peru; Pontiac; QC's hot potatoes with souf cream; South America; Spanish omelette; a great favourite; all sorts; all-round vege; allways; as a plaything for the kids; au gratin; baked meal; baked yeah; baking; bangers; basic; bbq; beef steak; best to buy washed; beware of knobs or green colour; boiled right time; boring; brown/red; brushed potato; bulb; bulky food; cake; can be cooked in so many interesting ways; cheese; cheese and bacon; childhood; chips baked herbed; chips!; chives; cleaned; cold; colour; colour and flavour very important; colourless; common; containing carbohydrates; cook cook in its jacket; cook with skins on; cooked; cottage pie; cream burnt; crispy; curry chicken; d; d; dark; deep fry; depression; difficult to cook; digging; dinner and chips; do anything with these; don't bother to cook too often; don't eat a lot of them; don't like the very large or very small potatoes; don't like too much; dug by a potato digger - has bruises; dusty potato; easy to peel; eat; eat daily; eat whole; eating; energy; enjoyable; enzyme; essential; essential ingredient; every day food; everyday family meals; everything food; fall; famine; farms; favourite; festival; fibre; field; fires; flowery; fluffy; french fries; friendly; fries/chips; full of starch; gardens, scrubbing; generally good flavour; gnocchi; golden; good for you; good for your health to give you vitamins; good keeping quality; good old potato; good size; good texture; good to cut up; good to grow in the garden; good value; grading potatoes; grandfather; great accompaniment; great meal on its own; great vegetable - versatile; great veggie; grow myself; grow potatoes; grown underground; grows in dirt; grows locally; grub; hand; hard to peel; hash browns; heartburn when you pick them; highly nutritious; hill them or go green; home; home cooked; horses; hot chip; hot!; house fridge drain; humble; in its jacket; interesting to grow; Irish stew; iron; jackets; kids homemade stamps; knobbly; large; like most varieties; love them; lunch; main food; many recipes; mashed potato; mashed with butter; mashed with gravy; mashed with salt; meal; melted butter; meteorite; microwave; milk; milk and garlic; milk/cheese; most common vege; most important to have with a meal every day; most versatile; muddy; my garden; natural; need for every meal; need to be peeled; need washing; needed for a meal; needs washing; new; new with butter; nice; nice mashed; no eyes; no waste; non-fattening, non-fattening - if not fry it; not a meal without a potato; not perfect; nothing; omelettes; on on; pancake; part of most days; paw paw; peasants; pepper; please mash; plenty; ploughes; poor; popular; pot; potassium; potato bake; potato casserole; potato chip; potato men; potato pie; potatoes are for cooking chips; prefer mashed or baked; presentation usually good; protein: quality; red is the best; roast on sandwiches; rotten; rotten smell; rough - good likeness; routine; rustic cottages; sand or dirt; scones; scrub; sebago; simple; sink; sixe; soft potato; solid; solid and basic; special salad potato; speckle; spherical; square potato on market soon; squashy; staple vegetable; starchy; steak; steam; steamed; steamed fried; sticky; stodgy; stove; student staple; summer; taste; taste is bland but ok; tasteful; tasty; tasty with salt; tato; tatties; tea; tea time; the moon; the smoother the better; they are the most popular vegetables; thorns; tomato sauce; toppings; tops-food; underground; underneath looks good; uneven; used on most meals; useful; useful for cooking; value for money; variety; versatile major food; very bad; very tasty; vice president; vitamins; wash; wash first but eat the skin; washed; washing; wedges; western food; what's that; white flesh; winter work; work; world map; yellow; yes mashed; yuck; yucky; yummy

**Frequency Breakdown
by Category**

372	uses (uses-general = 296; uses-with = 51; uses-when = 14; uses-who = 11)
95	form (form-neut = 87; form-positive = 5; form-negative = 3)
64	name
51	evaluation (evaluation-positive = 47; evaluation-negative = 4)
46	health
43	grow
28	place
23	commonality
20	taste+ve
13	feel
13	varieties
13	preparation (preparation-hard = 11; preparation-easy = 2)
10	no cat
35	taste (taste-neutral = 9; taste-positive = 20; taste-negative = 6)
7	memory
6	looks like
6	represents
4	category
3	specific reference to mode of presentation
3	eating
3	odour
3	story
2	association to previous word
2	confused
2	expression
2	package
2	price
1	buy
852	total

uses-general

72	chips	5	potato salad	2	hot
49	mashed	5	roast	2	hot chips
32	baked	4	jacket	2	peelings
9	boiled	3	food	2	pie
6	peel	3	fried	2	roasted
6	salad	3	peeled	2	shephard's pie
6	soup	3	peeling	2	stews
5	mash	2	fast food	2	stuffed

Spanish omelette; allways; as a plaything for the kids; au gratin; baked yeah; baking; boiled right time; butter; cake; chip; chips baked herbed; chips!; cold; cook; cook in its jacket; cook with skins on; cooked; cottage pie; crisp; crisps: crispy; curry chicken; deep fry; eat; eat whole; eating; fires; french fries; fries/chips; fry; frys; gnocchi; hash browns; heat; home cooked; horses; hot chip; hot!; in its jacket; irish stew; jackets; kids homemade stamps; mashed potato; mashed with gravy; mashed with salt; meal; microwave; new with butter; nice mashed; omelettes; pancake; please mash; potato bake; potato casserole; potato chip; potato pie; potatoes are for cooking chips; prefer mashed or baked; roast on sandwiches; scones; steam; steamed; steamed fried; stove; toppings; wedges; yes mashed

296 total

uses-with

11	sour cream
8	butter
3	baked dinner
3	pumpkin
3	roasts
3	salt
2	fish

baked dinners; baked meal; bangers; beef steak; cheese; cheese and bacon; chives; mashed with butter; melted butter; milk; milk and garlic; milk/cheese; onion; pepper; roast; steak; tasty with salt; tomato sauce

51 total

uses-when

3	dinner
3	winter
2	baked dinner

barbeque; dinner and chips; lunch; summer; tea; tea time

14 total

uses-who

7 Irish
 1 Holland
 1 Peru
 1 student staple
 1 western food

11 total

form-neutral

24 dirt
 20 dirty
 7 round
 5 brown
 5 skin
 3 eyes
 2 fresh
 2 white

brown/red; brushed; colour and flavour very important; flowery; fluffy; golden; knobbly; large; mud; muddy; no eyes; not perfect; quality; sand or dirt; speckle; spherical; uneven; white flesh; yellow

87 total

form - positive

good size; good texture; presentation usually good; the smoother the better; underneath looks good

5 total

form - negative

beware of knobs or green colour; don't like the very large or very small potatoes; rotten

3 total

name

43 potato
 12 spud
 2 spuds
 2 unwashed potato

Ireland, Murphys, Spuds; dusty potato; potatoes; tato; tatties

64 total

evaluation - positive

- 5 filling
- 5 versatile
- 3 good

all-round vege; can be cooked in so many interesting ways; do anything with these; eat daily; essential; essential ingredient; everything food; favourite; good keeping quality; good old potato; good value; great accompaniment; great meal on its own; great vegetable - versatile; great vegie; main food; many recipes; most important to have with a meal every day; most versatile; natural; need for every meal; needed for a meal; no waste; not a meal without a potato; ok; part of most days; popular; they are the most popular vegetables; tops-food; used on most meals; useful; useful for cooking; value for money; versatile major food

47 total

evaluation - negative

boring; don't bother to cook too often; stodgy; very bad

4 total

health

- 7 starch
- 6 carbohydrates
- 4 healthy
- 3 carbohydrate
- 3 fat
- 2 bulk
- 2 fattening
- 2 nutritious

bulky food; containing carbohydrates; energy; enzyme; fibre; full of starch; good for you; good for your health to give you vitamins; heartburn when you pick them; highly nutritious; iron; non-fattening; non-fattening - if not fry it; potassium; protein; starchy; vitamins

46 total

grow

- 8 ground
- 7 earth
- 4 soil
- 2 home grown

bulb; digging; dug by a potato digger - has bruises; farms; field; garden; gardens, scrubbing; good to grow in the garden; grading potatoes; grow myself; grow potatoes; grown underground; grows in dirt; grub; hill them or go green; homegrown; interesting to grow; mud; my garden; ploughes; underground; winter work

43 total

place

9 Ireland
 7 Guyra
 4 Dorrigo
 3 garden
 Ebor; Lockyer Valley; Papua New Guinea; South America; grows locally

28 total

commonality

4 staple
 3 ordinary
 3 staple food
 2 plain
 2 staple diet
 basic; common; every day food; everyday family meals; most common vege; plenty; routine;
 solid and basic; staple vegetable

23 total

taste - positive

4 yum
 3 delicious

I like potatoes; I like the baked skin things. They have a name I have forgotten; I really like these; a great favourite; enjoyable; generally good flavour; love them; nice; ok; tasteful; tasty; very tasty; yummy

20 total

feel

4 rough
 2 firm
 2 hard
 2 heavy

soft potato; solid; sticky

13 total

varieties

I like the plain white variety (don't like the sweet potato); I like the washed ones best; Pontiac; all sorts; brushed; brushed potato; like most varieties; new; red is the best; special salad potato; square potato on market soon; variety; washed

13 total

preparation - hard

best to buy washed; cleaned; difficult to cook; hard to peel; need to be peeled; need washing; needs washing; scrub; wash; wash first but eat the skin; washing

11 total

preparation - easy

easy to peel; good to cut up

2 total

no category

dark; fall; hand; heat; house fridge drain; nothing; pot; sebago; sink; thorns

10 total

taste

6 earthy

bland; taste; taste is bland but ok

9 total

taste - positive

4 yum

3 delicious

I like potatoes; I like the baked skin things. They have a name I have forgotten; I really like these; a great favourite; enjoyable; generally good flavour; love them; nice; ok; tasteful; tasty; very tasty; yummy

20 total

taste - negative

2 bland

don't eat a lot of them; don't like too much; yuck; yuk

6 total

memory

QC's hot potatoes with sour cream; childhood; cream burnt; dad; grandfather; home; work

7 total

looks like

2 rock

Jamie's head; meteorite; the moon; world map

6 total**represents**

friendly; humble; peasants; poor; rustic cottages; simple

6 total**category**

3 vegetable

1 vege

4 total**specific reference to mode of presentation**

colour; colourless; rough - good likeness

3 total**eating**

2 creamy

1 squashy

3 total**odour**

2 smell

1 rotten smell

3 total**story**

famine; potato men; vice president

3 total

association to previous word

depression; festival

confused

paw paw; what's that

expression

2 potato head

package

2 sack(s)

price

2 cheap

buy

1 McDonalds

Pumpkin

(n=337)

F=	Response	F=	Response
59	soup(s)	2	don't like
53	pumpkin	2	Cinderella
41	seed(s)	2	Japanese
29	orange	2	awkward
25	baked	2	bake
19	scone(s)	2	boring
16	roast(s)	2	butter
15	baked dinner(s)	2	buttery
15	mashed	2	cooked
13	halloween	2	country
13	yellow	2	cut
12	hard	2	delicious
12	pie	2	food
9	boiled	2	ghost
9	Queensland Blue	2	golden
9	potato(es)	2	good vege
8	hard to cut	2	growing
8	soup	2	hard to cut
8	sweet	2	healthy
7	tough	2	heavy
6	butternut	2	large
6	garden	2	like
6	vine	2	many varieties
5	baked	2	meat
5	orange	2	mashed
5	skin	2	old
5	tasty	2	pumpkin head
4	colour	2	revolting
4	roast dinner(s)	2	rich
4	winter	2	roasted
3	beautiful	2	rough
3	dry	2	seedy
3	flavour	2	smell
3	hard skin	2	soft
3	hard to peel	2	teatime
3	muffins	2	vege
3	nice	2	versatile
3	peel	2	vines
3	pumpkin soup	2	yuk
3	vegetable	2	yum

F=1:

American; Australia; Biddy; Christmas; F o; Flo ar.d Jo; Flo's pumpkin scones; Friday, 13th; I didn't have any until I came to Australia; Jack O'Lantern; Jap; Jeremy head; Joe B Peterson; OK; Qld pumpkin but not sure; USA; a mouldy pumpkin; a slice; abundant; accidents with knives; aging; all sorts of colours; allways; alright; alright cooked properly; alright sometimes; also a good meal with anything you like; an old person's mouth; anti-cancer; aphrodisiac; appealing; axe to cut; baby poo; back fence; bad; bake; baked and burnt; baked and in soup; baked dinner; baked is great; baked lunches; baked mea ; baked pumpkin; baked vegetables; bananas; beetle; best eaten with baked dinners; big; bizarr e; black & white; bland; blemish in flesh; blob; blue;

boil; bowls; burnt; burnt; butternut please; button; can't chop; candles; cattle food; cheap; child; chopping; chopping board; classical; club; colour; colourful; colours; compost; compost heap; cooked and mashed; corrugated; country cooking; cow food; crab; creamy; cut? scraped?; death; decorator-colours; delicious in soup; difficult to cut; difficult to prepare; dinner; dislike it; do buy; do eat occasionally; doesn't look inviting; dried seeds; drying seeds for pepitas; dull in colour; easy to grow; easy to peel and cut; eat a lot of it; eat raw?; eating; economical; essential for roast; evening; farm; father; feed to pigs in some countries; fertile; fibre; find them hard to cut; floods; focaccia; free; fresh; fruit; fruit salad; gnocchi; goblins; going off; gold; good health; good meal; good to eat as a dark colour; gourds; great seeds; great soup; green; green skin; growing in garden; grows on ground; happiness; hard; hard outer; hard to peel and cut; hardness; harvest; has lots of seeds; have cut hard pumpkins with an axe; have to buy one now!; home; honey; honey pumpkin dishes; horrible; horses; hot; hump; idiot; it could be going off; it is yellow; juicy; just baked only - no peeling; lacks colour; lantern; like it mashed; long vines; looks good; lots of types; love baked; love pumpkin pie, can almost taste it; made to eat it; magic potato (as kid); make a cake; make curry; makes great soup and scones; many cooking uses; many seeds; mash; mashed potatoes and pumpkin; mask; melon or a pumpkin; mice prefer pumpkin seeds to chocolate & cheese; microwave; milk; mouldy; mum's thick soup; mushy; mutilation; my ex-wife makes wonderful pumpkin soup. Best I've ever tasted!; my vegie garden; nauseating; nice seeds; nice to eat; nice when its baked; nil; no appeal; no way - too pale; not a great favourite among our young family; not awfully keen. My ex-wife loves!; not orange enough; not too popular; not very nice pumpkin-wouldn't bake well; nutritious; occasionally; often pieces presented in supermarkets are too big for one person (prefer half the size); old fashioned food; orange; orange flesh; orange potato; orange skin; over-run gardens; pain; pale; papaya; part of a pumpkin; patch; peeling; pig's food; pigs; pips; plant the seeds; plump; poor drawing; potato/peas; prefer a good dry pumpkin; preparation time too long; problem to peel; pumpkin soup/ warmt; pumpkin pie; pumpkin scones; pumpkins are not very good lately; punkin; rind; ripe; roast is nice; roast joints; roast lamb; roast meat; roasted caramelised; rockmelon; roof of shed; rotten; round; satisfying; savoury; seed pit; seeds can be dried and eaten; selfseeding; shapes; shell; shrink; shrinking; sisters; size; skin; smaller ones are the best; smashed, mashed or in the oven; smell; soft; soft on end?; softness; someone's head; someone's mouth with teeth missing!; something I used to hate; soup babies first food; special events; squishy; stalk; staple; steak; steam: steamed; stepmother; stirfry; stodgy; stone; strong; strong knife; summer; sunday lunchtime; taste is bland; tasteless; tasty pie; tea; teeth; texture; thick; thick skin; thin skin; time to sow; tolerate; unpleasant flavour; use it for cake; varieties; variety; vegie patch; vertigo; very hard and heavy; very nice; very popular roasted; very underrated; vial; waste; wasteful; wedge; well textured; which pumpkin is that?; whole; witches; with spuds; womb; woody; wound; yellow; yellow & green; yellow and orange; yellow potato; yellow-orange; you have to cook it; yum!; yummy baked

851 total

**Frequency Breakdown
by Category**

285	uses - general = 229; uses - with = 45; uses - when = 11
172	form - neutral = 137; form - negative = 25; form - positive = 10
61	preparation - hard = 60; preparation - easy = 1
55	name
35	grow
55	taste = 10; taste - positive = 32; taste - negative = 13
30	story
29	varieties
34	evaluation - positive = 24; evaluation - negative = 10
14	represents
11	no category
10	looks like
10	memory
8	eating
6	category
6	health
5	feel
4	association to previous word
4	confused
3	specific reference to mode of presentation
3	odour
3	place
2	commonality
2	expression
1	price
1	sex
849	total

general uses

65	soup	3	muffins
30	baked	3	peel
19	scone(s)	3	pumpkin soup
17	mashed	2	burnt
14	roast	2	cooked
12	pie	2	food
9	boiled	2	roasted
3	bake	2	soups

baked and burnt; baked and in soup; baked pumpkin; baked vegetables; boil; cattle food; cooked and mashed; cow food; dried seeds; drying seeds for pepitas; eat; eat raw?; eating; feed to pigs in some countries; foccaccia; gnocchi; honey pumpkin dishes; horses; hot; just baked only - no pudding; like it mashed; make a cake; make curry; mash; mice prefer pumpkin seeds to chocolate & cheese; microwave; peeling; pig's food; pigs; pumpkin soup/ warmth; pumpkin pie; pumpkin scones; roasted caramelised; seeds can be dried and eaten; smashed, mashed or in the oven; soup babies first food; steam; steamed; stirfry; use it for cake; you have to cook it

229 total

uses - with

12	baked dinner
9	potato(es)
3	baked dinners

- 2 butter
 2 meat
 4 roast dinner(s)
 2 roasts

baked meal; best eaten with baked dinners; honey; mashed potatoes and pumpkin; milk; potato/peas; roast joints; roast lamb; roast meat; steak; with spuds

45 total

uses - when

- 2 tea time

Christmas; baked dinner; baked lunches; dinner; evening; special events; Sunday lunchtime; tea; winter

11 total

form - neutral

- 41 seed(s)
 35 orange
 14 yellow
 6 skin
 5 colour(s)
 2 golden
 2 large
 2 seedy
 2 yellow and orange

a slice; all sorts of colours; big; corrugated; decorator-colours; fresh; gold; green; green skin; has lots of seeds; it is yellow; many seeds; orange flesh; orange pips; plump; rind; round; seed pit; shapes; size; skin; soft; stalk; thick; thin skin; wedge; whole; yellow & green;

137 total

form - negative

- 3 dry
 2 old

a mouldy pumpkin; aging; bad; blemish in flesh; doesn't look inviting; dull in colour; going off; it could be going off; lacks colour; mouldy; no appeal; no way - too pale; not orange enough; not very nice pumpkin-wouldn't bake well; pale; rotten; shrink; shrinking; soft on end?; woody

25 total

form - positive

- 2 beautiful

appealing; colourful; good to eat as a delight; colour; great seeds; looks good; nice seeds; ripe; well textured

10 total

preparation - hard

- 13 hard
 8 hard to cut
 7 tough
 3 hard skin
 3 hard to peel

- 2 awkward
2 cut
2 hard to cut

accidents with knives; axe to cut; can't chop; chopping; chopping board; cut? scraped?; difficult to cut; difficult to prepare; find them hard to cut; hard outer; hard to peel and cut; hardness; have cut hard pumpkins with an axe; often pieces presented in supermarkets are too big for one person (prefer half the size); preparation time too long; problem to peel; strong; strong knife; thick skin; very hard and heavy

60 total

prep-easy

easy to peel and cut

name

- 53 pumpkin
1 part of a pumpkin
1 punkin

55 total

grow

- 6 vine
6 garden
2 growing
2 vines

back fence; beetle; compost; compost heap; easy to grow; farm; fertile; growing in garden; grows on ground; harvest; long vines; my vegie garden; over-run gardens; patch; plant the seeds; roof of shed; selfseeding; time to sow; vegie patch

35 total

taste - positive

- 5 sweet
5 tasty
3 nice
2 delicious
2 like
2 yum

baked is great; buttery; delicious in soup; love baked; love pumpkin pie, can almost taste it; nice to eat; nice when its baked; rich; roast is nice; tasty pie; very nice; yum!; yummy baked

32 total

taste

- 3 flavour
3 sweet

OK; alright; rich; savoury

10 total

taste - negative

- 2 don't like
2 revolting
2 yuk

bland; dislike it; not awfully keen. My ex-wife loves!; taste is bland; tasteless; unpleasant flavour; vial

13 total

story

- 7 halloween
4 Halloween
2 Cinderella
2 Halloween
2 ghost

American; Friday, 13th; Jack O'Lantern; candles; death; goblins; horrible; lantern; magic potato (as kid); mask; sisters; stepmother; witches

30 total

varieties

- 8 Queensland Blue
6 butternut
2 Japanese
2 many varieties
2 variety(ies)

Jap; Qld pumpkin but not sure; Queensland blue; blue; butternut please; button; lots of types; prefer a good dry pumpkin; smaller ones are the best;

29 total

evaluation - positive

- 2 good vege
2 versatile

always; alright cooked properly; alright sometimes; also a good meal with anything you like; beautiful; do buy; do eat occasionally; eat a lot of it; economical; essential for roast; good meal; great soup; have to buy one now!; make great soup and scones; many cooking uses; my ex-wife makes wonderful pumpkin soup. Best I've ever tasted!; occasionally; satisfying; very popular roasted; very underrated

24 total

evaluation - negative

- 2 boring

nauseating; not a great favourite among our young family; not too popular; pumpkins are not very good lately; stodgy; tolerate; waste; wasteful

10 total

represents

3 winter
2 country

Flo; Flo and Jo; Flo's pumpkin scones; Joe B Peterson; classical; country cooking; happiness; old fashioned food; summer

14 total

no category

Biddy; bananas; bizarre; blob; bowls; clut ; fruit salad; idiot; nil; vertigo; womb

11 total

looks like

Jeremy head; an old person-s mouth; baby poo; orange potato; papaya; rockmelon; shell; someone's head; someone's mouth with teeth missing!; stone

10 total

memory

child; home; hump; made to eat it; mum's thick soup; mutilation; pain; something I used to hate; teeth; wound

10 total

eating

2 soft
buttery; creamy; juicy; mushy; softness; squishy

8 total

category

3 vegetable
2 vege
1 gourds

6 total

health

2 healthy
anti-cancer; fibre; good health; nutritious

6 total

feel

- 2 heavy
 2 rough
 1 texture
 5 **total**

confused

fruit; melon or a pumpkin; which pumpkin is that?; yellow potato

- 4 **total**

specific reference to mode of presentation

black & white; colour; poor drawing

- 3 **total**

odour

- 3 smell

place

Australia; I didn't have any until I came to Australia; USA

- 3 **total**

commonality

abundant; staple

expression

- 2 pumpkin head

association to previous word

father; crab; free; floods

price

cheap

sex

aphrodisiac

TOMATOES

(n=337)

F=	Response	F=	Response
85	red	3	tough
69	salad(s)	3	vege(table) garden
43	tomato(es)	2	Greece
37	juicy	2	Italy
27	sandwich(es)	2	beautiful
19	soup(S)	2	bite
18	sauce(s)	2	bland
13	seeds	2	blemish(es)
13	summer	2	cut
10	juice	2	fresh bread
10	round	2	good to eat
9	firm	2	great in salads
9	fruit	2	knife
8	garden	2	large
8	pasta	2	mushy
7	fresh	2	nutritious
7	spaghetti	2	paste
7	taste	2	perfection
5	delicious	2	pickles
5	smooth	2	pizza
5	soft	2	raw
5	sweet	2	relish
4	cherry (tomatoes)	2	rotten
4	grosselisse(s)	2	salt and pepper
4	home grown	2	smell
4	salt	2	soggy sandwich(es)
4	squishy	2	squash
4	versatile	2	stir-fry
4	vitamin C	2	summer salads
3	Italian	2	tabouli
3	basil	2	tasteless
3	big	2	toast
3	ham	2	toasted sandwiches
3	hard	2	tomato juice
3	healthy	2	tomato sauce
3	jam	2	vine(s)
3	onion(s)	2	vitamins
3	pepper	2	yuck
3	perfect	2	yum
3	shiny	2	yummy
3	succulent		

F=1:

Agatha Christie; Big red; Christian; Hein.; Italian food; Italians; Kate; Marples; Mediterreanean; OH heck: is it a tomato or capsicum?; Ror 1a; S_ _ t! we have too many tomatoes; Turkey; V-dub; Verga; a nice Mexican food; acid; acid-fo ming but used repeatedly in salads, sauces and soup; acidity; all season tomato; alright; annoying; anytime; apple; arthritis; artificial; belladonna; better fresh from the garden; better if it was colour; better with a bug in it; big ripe tomato;

black; black & white; blood; bolognaise, bread; bright; bug inside tomato; bugs; bulge; bum; burst; bush; can also be cooking; can even eat those little egg tomatoes; can have a hard skin; can't eat them (not that type); canned; capers and olive oil, basil; casserole; cheeks; cheese and bread; chicken; classical; cold or hot; colour; concasse; cook; cooked; cool; crackers; curious; daily; deep red; delicate; difficult to cut; dimple; do eat raw but they have to be good; doesn't really look like a tomato; don't even know what this is, so can't imagine why I thought of Koalas; dope; dressing; drippy; earth; easy to grow; eat often in the summer time only; eat plenty but why; eat raw with salt sprinkled over the top; eating; ethnic people and food; even; even on both sides; every day; fabulous food; fat; favourite all-rounder; favourite fruit; favourite vege; fictitious; flavour; flavourless; flavourless in shops despite looking good; fleshy; food; fragrant; fresh with salt and pepper; fried; fruit of paradise; frying tomato; fullness; gardening; good food; good for salads and sandwiches; good for skin; good for throwing; good in sandwiches; good salad vege; good source of vitamin C; good taste; good texture; good to eat with onions in sandwiches; good when of proper quality; goodness; grape vines; great; great for pasta dishes; great on biscuits; great taste; great with chicken dishes; great with everything in salads and sandwiches and cooked dishes; green; grilled breakfast; grilled sandwiches with cheese; grow myself; grow tomatoes; growing; growing in garden at moment; grows on a bush; ham & cheese; hamburgers; health; healthy food; heart; heartburn; highlights; holidays; home; home garden; home grown preferred; home made relish; hot; hydroponic; in sandwiches and home-made soup; in shops not as tasty; is it a tomato?; is it an apple too?; large & small; lettuce; light; like fried; like growing them; looks like a tomato; looks nice; lunch; many varieties; messy; mince; most bought fruit not very tasty; mother; must be red; my childhood; my favourite; nice; nice in salads; nice on toast; no thoughts; not a favourite; not a very popular one with me; nothing, it appears very boring off season they are revolting; often of low quality in markets; ok; olive oil; on toast; organic; outdoor parties; outdoors; outdoors and working in the garden; over ripe; oxhearts; peace; pesto; picnics; pies & sauce; pigs; plant; plant the seed; plump; potato; pruning; pulp; pungent; redness; rich in colour; ripe tomato; ripened on vine - should take stems out; rounded; rubber; ruby; salads and summer; salicylates; saos; sausages; seed; seedy; sensational; sex; shape; sheer; skin; slice; sloppy; small; smell it first; smells nice; smooth lines; sour/bitter; spaghetti bolognaise; spray; spurt; spurting seeds; squashable; squashy; squishy and squashy and disgusting; staple; stew; straw; summer BBQ; summer fruit; summertime; sun dried; supermarket tomatoes have too thick a skin; tasteful; tasteless - green and horrible; tasty; these days, the skins are tough; they are red; throw to bad singers; tom thumbs; tomato juice; tomato and cheese; tomato fights; tomato juice very nice; tomato soup; tomato/cheese sandwich; tomatoes and onions I cooked for breakfast for my teacher aunt as a kid; too much interference in the growing; too shiny; toppings for barbies; unpleasant; unsure; use as fruit or vegetable; used in salads; vandyke, vegemite; vegetable; very good (vitamin C); very nice; very nice (home grown); very nice in salads; very versatile; vinegar; vivid red; volcano; water; we grew lots of different sorts of tomatoes last year; what is it?; what?; with ham; woody; yin-yan? can never remember which; you can eat them every day for some healthy foods; yummy raw or baked

**Frequency Breakdown
by Category**

292	uses - general = 211; uses - with = 49; uses - when = 24; and uses - who = 8
186	form - neutral = 154; form - positive = 22; form - negative = 10
58	evaluation - positive = 47; evaluation - negative = 11
53	eating
45	taste - positive = 23; taste - negative = 11; taste = 11
43	name
31	grow
22	health
19	feel
17	no category
15	place
13	preparation - hard = 8; preparation - easy = 5
13	varieties
10	category
10	confused
6	specific reference to mode of presentation
6	odour
5	memory
4	commonality
4	looks like
4	represents
1	package
1	sex
858	total

uses - general

50	salad	2	paste
19	salads	2	pickles
18	soup	2	pizza
15	sauce	2	raw
14	sandwich	2	relish
13	sandwiches	2	spaghetti
10	juice	2	tabouli
5	pasta	2	toasted sandwiches
3	jam	2	tomato juice
3	sauces	2	tomato sauce
2	bite		

Italian food; bolognaise; bread; can also be cooking; casserole; cold or hot; cook; cooked; do eat raw but they have to be good; eat raw with salt sprinkled over the top; food; fried; frying tomato; good for throwing; grilled breakfast; grilled sandwiches with cheese; ham & cheese; hamburgers; home made relish; hot; in sandwiches and home-made soup; mince; on toast; picnics; pigs; pulp; salads and summer; soups; stew; stir-fry; stirfry; sun dried; throw to bad singers; tomato juice; tomato fights; tomato soup; tomato/cheese sandwich; toppings for barbies; used in salads

211 total

uses - with

5	spaghetti
4	salt
3	basil
3	ham

3 pasta
 3 pepper
 2 fresh bread
 2 onions
 2 toast

capers and olive oil, basil; cheese and bread; chicken; crackers; dressing; fresh with salt and pepper; lettuce; olive oil; onion; oxheart; pesto; pies & sauce; potato; salt & pepper; salt and pepper; saos; sausages; spaghetti bolognese; tomato and cheese; vegemite; vinegar; with ham

49 total

uses - when

13 summer
 2 summer salads

cool; eat often in the summer time only holidays; lunch; outdoor parties; outdoors; summer BBQ; summer fruit; summertime

24 total

uses - who

3 Italian

Italians; Italy; Mediterranean; Roma; ethnic people and food

8 total

form - neutral

85 red
 13 seeds
 10 round
 7 fresh
 3 big
 3 hard
 3 shiny
 2 large

artificial; big ripe tomato; bright; bulge; colour; deep red; dimple; even; even on both sides; fat; fleshy; fullness; large & small; must be red; plump; redness; ripe; rounded; ruby; seed; seedy; shape; sheen; skin; small; squashable; the / are red; vivid red

154 total

form - positive

19 ripe

looks nice; rich in colour; ripe tomato

22 total

form - negative

blemish; blemishes; can have a hard skin; doesn't really look like a tomato; green; over ripe; rotten; supermarket tomatoes have too thick a skin; these days, the skins are tough; too shiny

10 **total**

eating

37 juicy
4 squishy
2 mushy

drippy; eating; good texture; sloppy; soft; squash; squashy; squishy and squashy and disgusting; tough; woody

53 **total**

evaluation - positive

4 versatile
3 perfect
2 beautiful
2 good to eat
2 great in salads
2 perfection

a nice Mexican food; anytime; better fresh from the garden; every day; fabulous food; favourite all-rounder; favourite fruit; favourite veg; good food; good for salads and sandwiches; good in sandwiches; good salad veg; good to eat with onions in sandwiches; good when of proper quality; great; great for pasta dishes; great on biscuits; great with chicken dishes; great with everything in salads and sandwiches and cooked dishes; like fried; my favourite; nice; nice in salads; nice on toast; sensational; tomato juice very nice; use as fruit or vegetable; very nice; very nice (home grown); very nice in salads; very versatile; yummy raw or baked

47 **total**

evaluation - negative

annoying; can't eat them (not that type); in shops not as tasty; not a favourite; not a very popular one with me; off season they are revolting; often of low quality in markets; rotten; soggy sandwich; soggy sandwiches; too much interference in the growing

11 **total**

name

41 tomato
2 tomatoes

43 **total**

grow

4 home grown

better with a bug in it; bug inside tomato; bugs; bush; earth; easy to grow; gardening; grow myself; grow tomatoes; growing; growing in garden at moment; grows on a bush; home garden; home grown preferred; hydroponic; like growing them; organic; outdoors and working in the garden; plant; plant the seed; pruning; ripened on vine - should take stems out; spray; straw; vine; vines; we grew lots of different sorts of tomatoes last year

31 **total****taste - positive**

5 delicious

5 sweet

3 succulent

2 yum

2 yummy

delicate; good taste; great taste; ok; tasteful; tasty

23 **total****taste - negative**

2 bland

2 tasteless

flavourless; flavourless in shops despite looking good; sour/bitter; tasteless - green and horrible; unpleasant; yuck; yuk

11 **total****taste**

7 taste

acid; acidic; alright; flavour

11 **total****health**

4 vitamin C

3 healthy

2 nutritious

2 vitamins

acid-forming but used repeatedly in salads, sauces and soup; arthritis; daily; good for skin; good source of vitamin C; health; healthy food; heartburn; salicylates; very good (vitamin C); you can eat them every day for some healthy foods

22 **total**

feel

9 firm
5 smooth
4 soft
1 rubber

19 total

no category

Agatha Christie; Christian; Kate; Marple; V-dub; Verga; belladonna; concasse; fictious; heart; highlights; home; no thoughts; nothing, it appears very boring; volcano; water; yin-yan? can never remember which

17 total

place

8 garden
2 Greece
2 vege garden

Italy; Turkey; vegetable garden

15 total

varieties

3 cherry
2 grosselisse

Big red; Heinz; can even eat those little egg tomatoes; cherry tomatoes; grosslisse; grosslisses; many varieties; tom thumbs

13 total

category

9 fruit
1 vegetable

10 total

confused

OH heck: is it a tomato or capsicum?; apple; don't even know what this is, so can't imagine why I thought of Koalas; grape vines; is it a tomato?; is it an apple too?; looks like a tomato; unsure; what is it?; what?

10 total

preparation - hard

2 tough
burst; difficult to cut; messy; spurt; spurt ng seeds; squash

8 total

preparation - easy

2 cut
2 knife
1 slice

5 total

specific reference to mode of presentation

better if it was colour; black; black & white; curious; light; smooth lines

6 total

odour

2 smell
fragrant; pungent; smell it first; smells nice

6 total

memory

S__ t! we have too many tomatoes; mother; my childhood; tomatoes and onions I cooked for breakfast for my teacher aunt as a kid; vandyke

5 total

commonality

all season tomato; eat plenty but why; most bought fruit not very tasty; staple

4 total;

looks like

blood; bum; cheeks; dope

4 total

represents

classical; fruit of paradise; goodness; peace

4 **total**

package

1 canned

sex

1 sex

Watermelon

(n=337)

F=	Response	F=	Response
72	summer	4	slice
68	seeds	4	thirst quenching
47	juicy	4	vine
44	watermelon	3	beach
35	red	3	canoe
29	messy	3	heat
27	sweet	3	hot
17	cool	3	hot weather
13	watery	3	large
12	water	3	nice
11	pips	3	picnics
10	juice	3	seedy
10	pink	3	soft
9	refreshing	3	yum
9	wet	2	barbecues
8	mess	2	black
8	yummy	2	childhood
7	fruit salad	2	children
7	green	2	dripping
7	heavy	2	fruit
7	kids	2	holidays
6	big	2	lots of juice
6	cold	2	lovely
6	delicious	2	moist
6	sticky	2	parties
4	Christmas	2	picnic
4	crisp	2	ripe
4	fun	2	round
4	hot days	2	salads
4	melon	2	skin
		2	sloppy
		2	sugar
		2	summer time
		2	taste
		2	tasty
		2	thirst

F=1:

Bonnel's Bay; Christmas time; Exhibition; I could live on this; I like to eat but don't know what it contains; I like watermelon; Negroes; Queensland; Rastus; Rio; Smith House; a good food; a shark; afternoon; around Christmas; balls (melon); barbecue dessert; bath; beautiful; best in hot dry climates; bite; black seeds; bland; bloated; blood; board; boat; boat (Egyptian); boats; boys; can be very nice; can make jam out of the white of the melon; cannot grow in Armidale; canoe-like; cement; cheap; child; childhood days; cold served; colour; colour inside; colour outside; comb; common variety; cool down; could be classed with rock and honey dew melon; cricket; crunchy; curved; dad's childhood stories of growing up in Leeton; dessert; difficult to get a sweet one; difficult to grow; dining room at college; disgusting; don't eat too close to rind; don't know what it is; don't mix with wine; dripping; drooly; dry; earthy; eat a lot of it; eat cold; eat it down to the green peel; eat the pips and get appendicitis; eating it by a pool with a spoon;

enjoy; enjoy eating down the coast but not in Armidale; enjoyment; evenings on the verandah; excellent children's fruit; face; faceflannels; family; fat; favourite for hot weather; feel it dribble down your chin and arms; feet grass; filled with pips; flesh; fleshy; flies; fresh; fresh/flesh?; fruit smoothie; get pregnant if you swallow seeds; gladwrap or goes soft and spongy; good; good as a thirst-quencher; good eating; good stuff; good value; great; great big - too much for one person - like it though; great flavour when ripe; great in summer; great table fruit; growing at home; guinea pig; hard; hate it; healthy; holidays in south USA; home grown still better; horses; hot & humid; hot day; hot day refresher; hot sunny day; iced on a hot summer day - heaven; in the bush; indigestion; is it watermelon?; juice everywhere; juiced; juiceless; kids are too lazy to cut it up; kids parties; knife; knife (cut with); lacks colour; light; light red; like - but goes off too quickly - prefer to buy whole (keep better); like the sugary type; like to eat when thirsty; linear; long; long fruit; looks ok; lots of seeds; love; love melon; lovely dessert on hot day; luscious; make you wee a lot; makes great fruit salad bowl; makes one burp; mama; melon (water); melon balls; melon head; messy digging out the seeds; mmmmmm; mouth organ; mouth watering; mouthwatering; must be ripe; my diet; my grandfather. He was used to make false teeth out of; never buy it really; nice and cold; nice at Christmas; nice in hot weather; nice shape; nice texture; no - not a good one; no juice; not appetising; not enough; often full of cracks; okay tasting; overrated; paddock; pale; parks; part of a watermelon; people who care about looks and slimming; picnics around Christmas time; pip fights; pips are a nuisance but can be spat out like pomegranates; pips are a pain; pips are a problem; pips pink; pits; pleasant to eat when cold on a hot day; popular; popular in summer; porch; pork; pumpkin or watermelon - more like watermelon; quarter; quench; refreshing and great summer food; relax; relief; rich; rind; ripe and picked for 6th birthday; ripe if juicy; roadside; rotten; runny; salad; school; school picnic; scrumptuous; seed; seed pit; seeds!!!!!!; sex; sheoaks; shower; slurpy; smiling children; soft pink seems insipid - tough green skin though; softness; solid; sometimes grow big, some long, some round; sometimes very 'crystalline'; sorbet; spit; spit out; spit the seeds out; spitting pips; spitting seeds; spots; squelch; stains; sticky juice on my face; sugar melon are very nice; sugary; summer and children; summer fruit; sun; surf; sweet and juicy; sweetness; swimming; swimming pools; symmetry; taste is good on a hot day; tasteless; that is my weakness; they have lots of seeds; thick; thirsty; toilet; too messy, rarely eat; too seedy; top flavour; treat; tropical; uck; valley; very nice but not as nice as sugar melon; very tasty; vibrant; warm; water melon; watermelon are one sweet and juicy fruit that melts in your mouth; watermelon fight; watermelon hedge, at the Lae yacht club; wet face; wine; wound; wrong packaging; wrong sizing in portions; yum mo

850 total

**Frequency Breakdown
by Category**

194	form - neutral = 181; form - negative = 10; form - positive = 3
183	uses - when = 126; uses - general = 43; uses - who = 13; uses - with = 1
120	eating
73	taste - positive = 64; taste - negative = 5; taste = 4
64	preparation - hard
51	name
56	evaluation - positive = 49; evaluation - negative = 7
22	memory
11	looks like
11	represents
9	feel
9	no category
8	grow
8	health
6	place
4	varieties
3	specific reference to mode of presentation
3	confused
3	story
2	association to previous word
2	category
2	package
1	buy
1	expression
1	price
1	sex
1	sound
849	total

form - neutral

67	seeds
35	red
11	pips
10	pink
7	green
6	big
4	slice
3	large
3	seedy
2	ripe
2	round
2	skin

black seeds; colour; colour inside; colour outside; curved; flesh; fleshy; fresh; gladwrap or goes soft and spongy; light red; linear; long; long fruit; lots of seeds; must be ripe; often full of cracks; pale; pips pink; pits; quarter; rind; seed; seed pit; seeds!!!!!!!; sometimes very 'crystalline'; spots; symmetry; they have lots of seeds; thick

181 total

form - negative

dry; great big - too much for one person - like it though; juiceless; lacks colour; no - not a good one; no juice; not appetising; not enough pips are a pain; rotten

10 total

form - positive

beautiful; looks ok; nice shape

3 total

uses - when

72 summer
4 Christmas
4 hot days
3 heat
3 hot
3 hot weather
3 picnics
2 holidays
2 parties
2 picnic
2 summer time
2 thirst

Christmas time; afternoon; around Christmas; barbecue dessert; barbecues; barbeques; cricket; dessert; eating it by a pool with a spoon; evenings on the verandah; favourite for hot weather; hot & humid; hot day; hot sunny day; kids parties; like to eat when thirsty; nice at Christmas; picnics around Christmas time; school; summer and children; summer fruit; swimming pools; thirsty; warm

126 total

uses - general

10 juice
7 fruit salad
6 cold
2 salads

balls (melon); bite; can make jam out of the white of the melon; cold served; drink; eat cold; eat it down to the green peel; fruit smoothie; guinea pig; horses; juiced; melon balls; nice and cold; parks; salad; seeds; sorbet; wine

43 total

uses - who

7 kids
2 children
boys; child; family; smiling children

13 total

uses-with

1 pork

eating

47 juicy

17 cool

13 watery

12 water

9 wet

4 crisp

3 soft

2 lots of juice

2 moist

2 mouthwatering

don't eat too close to rind; ripe if juicy; slippery; softness; spit; spit out; spit the seeds out; spitting pips; spitting seeds

120 total**preparation - hard**

29 messy

8 mess

6 sticky

2 dripping

2 sloppy

bath; drooly; faceflannels; feel it dribble down your chin and arms; filled with pips; juice everywhere; kids are too lazy to cut it up; knife; knife (cut with); messy digging out the seeds; pips are a problem; runny; squelch; sticky; juice on my face; too messy, rarely eat; too seedy; wet face

64 total**taste - positive**

27 sweet

8 yummy

6 delicious

3 yum

2 tasty

I like watermelon; great flavour when ripe; love melon; lovely; luscious; mmmmmm; nice; okay tasting; scrumptuous; sugar; sugary; sweet and juicy; sweetness; taste is good on a hot day; top flavour; very tasty; watermelon are one sweet and juicy fruit that melts in your mouth; yummo

64 total**taste - negative**

bland; disgusting; hate it; tasteless; uck

5 total

taste

2 taste
1 rich
1 sugar

4 total

name

45 watermelon
4 melon
1 melon (water)
1 part of a watermelon

51 total

evaluation - positive

9 refreshing
4 thirst quenching
2 nice

I could live on this; I like to eat but don't know what it contains; a good food; can be very nice; cool down; eat a lot of it; enjoy; excellent children's fruit; good; good as a thirst-quencher; good eating; good stuff; good value; great; great in summer; great table fruit; hot day refresher; iced on a hot summer day - heaven; love; lovely; lovely dessert on hot day; makes great fruit salad bowl; nice in hot weather; nice texture; pleasant to eat when cold on a hot day; popular; popular in summer; quench; refreshing and great summer food; relief; sugar melon are very nice; that is my weakness; very nice but not as nice as sugar melon; vibrant

49 total

evaluation - negative

difficult to get a sweet one; flies; like - out goes off too quickly - prefer to buy whole (keep better); never buy it really; overrated; pips are a nuisance but can be spat out like pomegranates; stains

7 total

memory

3 beach
2 childhood

Exhibition; Smith House; childhood days; dad's childhood stories of growing up in Leeton; dining room at college; don't mix with wine; holidays in south USA; mama; my grandfather. He was used to make false teeth out of it; pip lights; porch; ripe and picked for 6th birthday; school picnic; surf; swimming; watermelon fight; watermelon hedge, at the Lae yacht club

22 total

looks like

3 canoe

blood; boat; boat (Egyptian); boats; canoe-like; comb; mouth organ; wound

11 total**represents**

4 fun

earthy; enjoyment; relax; soft pink seems insipid - tough green skin though; sun; treat; tropical

11 total**feel**

7 heavy

1 hard

1 solid

9 total**no category**

a shark; bloated; cement; feet grass; in the bush; sheoaks; shower; toilet; valley

9 total**grow**

4 vine

difficult to grow; growing at home; paddock; sometimes grow big, some long, some round

8 total**health**

eat the pips and get appendicitis; fat; healthy; indigestion; make you wee a lot; makes one burp; my diet; people who care about looks and slimming

8 total**place**

Bonnel's Bay; Queensland; Rio; best in hot dry climates; cannot grow in Armidale; enjoy eating down the coast but not in Armidale

6 total

varieties

common variety; could be classed with rock and honey dew melon; home grown still better; like the sugary type

4 **total**

specific reference to mode of presentation

2 black

1 light

confused

don't know what it is; is it watermelon?; pumpkin or watermelon - more like watermelon

3 **total**

story

Negros; Rastus; get pregnant if you swallow seeds

3 **total**

association to previous word

1 board

1 face

category

2 fruit

package

1 wrong packaging

1 wrong sizing in portions

2 **total**

buy

roadside

expression

melon head

price

cheap

sex

sex

sound

crunchy

INSTRUCTIONS FOR RATERS AND DEFINITIONS OF CATEGORIES

CATEGORISATIONS OF WORD ASSOCIATION RESPONSES

Instructions

Thank you for your help. I appreciate that this involves a major commitment of time on your part. If you have any questions, please contact me. My phone number is 73 3603.

In this folder, there are two documents. The first is a description of the categories used to sort responses from a word association study.

Second, there are 20 booklets, which are the responses obtained for each of 20 fruits and vegetables. Each booklet contains every response that was given when subjects looked at a picture of a specific fruit or vegetable.

The name of each fruit or vegetable is at the top of the first page of each booklet.

First, read through the Descriptions of Categories. If you have any questions relating to these categories, please contact me.

After you have read through the descriptions, please turn to a booklet of responses (you can go through the booklets in any order you like) and start at the top of the first page. Read each word(s), and decide which category, from the first booklet, would be most appropriate for each word.

For example, if you turn to the booklet containing peach responses, you will see that the first response in the list is the word 'yummy'. Please read through the Description of Categories booklet, and decide which category the word 'yummy' should be placed into.

When you have decided into which category you will place this word, please write the (abbreviated) category name alongside the word. Continue on down through the list until you have placed all of the words in the list in a category. Please do the same for the other 19 booklets. Thank you again for your participation in this project.

Sue-Ellen Kjeldal

DESCRIPTION OF CATEGORIES

On the next page is a list of categories, as well as a brief description of each. Please read through the categories and their descriptions, and then assign each word in each of the booklets to the category that you deem to be most appropriate. An abbreviation that can be used when writing the category next to each word appears in brackets after the name of the category.

SENSE - VISUAL - FORM

- looks like (**looks like**). Responses indicating that the product looks like something else. E.g., to a piece of watermelon, the individual might respond with the word 'canoe'.

- positive (**form +ve**). A response that evaluates the form or appearance of the product in a positive manner. E.g., 'looks inviting', 'pretty', or 'attractive'.

- negative (**form -ve**). Same as above, except that the words describing the appearance of the product are negative.

- neutral (**form**). Words that refer to the appearance of the product, but cannot be viewed as being either positive or negative.

- ODOUR (**odour**). Responses that refer to the odour of the product.

- TASTE - positive (**taste +ve**). Responses that refer to the taste of the product in a positive manner.

- negative (**taste -ve**). Negative taste responses.

- neutral (**taste**). Taste responses that are neither positive or negative.

- sound (**sound**). The sound that is made when eating the product. E.g., 'crunch'.

- texture (**feel**). Words that describe how the product feels when it is touched, or handled. E.g., to a picture of a pineapple, an individual might say 'prickly', or 'spiky'.

- texture (**eating**). Words that describe how the product feels when it is being eaten. That is, the sensation of the product in the mouth. E.g., to a picture of a grape, an individual might say 'squishy'.

FUNCTION - USES - general (**uses-gen**). Responses that refer to the way in which the product can be used. E.g., to a picture of a lemon, an individual might respond with the word(s) 'meringue pie', 'lemonade', or 'washing substance'.

- who (**uses-who**). Responses indicating that certain groups of people use this product.

- when (**uses-when**). Responses indicating that the product is used, or consumed at a specific time (time of year, time of day, etc.).

- with (**uses-with**). Responses indicating that the product can be eaten with some other product. E.g., to the word strawberries, an individual might respond with the word 'cream', indicating that strawberries can be eaten with cream.

- EVALUATION

- positive (**eval+ve**). The product is evaluated in a positive way. E.g., to the word lemon, an individual might respond with the word 'ver:atile', or 'undererrated'.

- negative (**eval--ve**). Same as for a positive evaluation, except that the responses are a negative evaluation of the product.

- HEALTH (**health**). Responses that associate the product with physical health (either positive or negative).

- PREPARATION

- hard (**prep-hard**). Responses indicating that the product is considered to be difficult to prepare.

- easy (**prep-easy**). Responses indicating that the product is considered to be easy to prepare.

IDENTIFY - name (**name**). The product is named. E.g., to the picture of an apple, the individual responds with the word 'apple'.

- category (**category**). The product is placed in a category. E.g., to the picture of an apple, the individual responds with the word 'fruit'.

- confused (**confused**). The individual cannot properly identify the product. That is, individual is not sure which fruit it is. E.g., to the picture of an apple, the individual responds with the word(s) 'apple?', or 'confused', etc.

STORY (story). A response that places the product in the context of a story, fairy tale, myth, etc.

EXPRESSION (expression). An expression, or saying that is associated with the product. E.g., 'banana benders', rough end of the pineapple'.

MEMORY (memory). A response indicating that the individual has a memory of the product in a specific context. E.g., to a picture of an apple, the individual might respond with the phrase 'mum's apple pies'.

SPECIFIC REFERENCE TO MODE OF PRESENTATION (SRTMP). A reference to the way that the product has been presented. E.g., 'a good drawing', or 'black and white'.

ORIGIN - place (**place**). Where grown)

- grow (**grow**). How grown)

- varieties (**varieties**). Identifying the product in terms of a specific variety (Batlow, Delicious, e.g.) or brand.

PRICE (**price**). Any responses that relate to the price of the fruit or vegetable.

BUYING VENUE (**buy**). References to where the product is purchased)

HOMONYM (**homonym**). Words that sound the same (but aren't necessarily spelt the same) but mean different things. E.g., to a picture of a pear, an individual might respond with the word 'pair'. Similarly, to a picture of a peach, an individual might say 'peach colour'.

COMMONALITY (**commonality**). References made regarding the commonness, or familiarity of the product. E.g., to a picture of a potato, the individual might say 'common fruit', or 'staple'.

PACKAGE (**package**). References to the manner in which the product is packaged. E.g., to a picture of a carrot, the individual might say 'plastic bag'. Similarly, to a picture of a strawberry, the individual might say 'punnet'.

REPRESENTS - general (**represents**). A response that suggests that the product in question represents something. For example, to the picture of a pineapple, an individual might respond with the word 'exotic'. Or, to a picture of a strawberry, an individual might respond 'luxury'.

- sex (**sex**). Responses indicating that the product is viewed in an erotic, or sexual manner.

NO CATEGORY (**no cat**). Use this category for any words that cannot be placed in any of the other categories.

STANDARDISED RESIDUALS (SR) IN 3-WAY LOG-LINEAR CONTINGENCY TABLES FOR FRUITS AND VEGETABLES

Table 1: *Standardised Residuals (sr) for females and males word association responses in each global category (vegetables)*

category	female	male
function	2.70	-3.41
idiosyncratic	-1.63	2.07
horticulture	-1.46	1.84
evaluation	-0.87	1.84
sense	-0.88	1.11

Table 2: *Standardised Residuals (sr) for females and males word association responses in each global category (fruit)*

category	female	male
function	1.28	-1.61
idiosyncratic	1.26	-1.58
horticulture	-1.92	2.42
evaluation	-0.36	0.43
sense	-0.07	0.09

Table 3: *Standardised Residuals (sr) for females' and males' (of different age groups) word association responses in each global category (vegetables)*

category	age group	female	male
function	18-24	0.22	-0.34
	25-39	2.34	-3.15
	40-54	2.22	-2.48
	55+	-0.23	0.33
idiosyncratic	18-24	-2.07	3.17
	25-39	-1.92	2.59
	40-54	-1.85	2.05
	55+	0.70	-1.02
horticulture	18-24	-0.39	0.59
	25-39	-0.91	1.23
	40-54	-1.14	1.27
	55+	0.82	-1.20
evaluation	18-24	-0.23	0.36
	25-39	-0.81	1.09
	40-54	2.25	-2.50
	55+	-1.61	2.37
sense	18-24	0.74	-1.13
	25-39	-0.85	1.14
	40-54	-1.53	1.70
	55+	0.32	-0.47

Table 4: *Standardised Residuals (sr) for females' and males' (of different age groups) word association responses in each global category (fruit)*

category	age group	female	male
function	18-24	-0.83	1.29
	25-39	0.90	-1.21
	40-54	0.91	-0.98
	55+	0.66	-0.88
idiosyncratic	18-24	-0.61	0.95
	25-39	0.54	-0.73
	40-54	0.59	-0.63
	55+	-0.62	0.83
horticulture	18-24	-1.05	1.64
	25-39	-0.34	0.46
	40-54	-1.96	2.10
	55+	1.05	-1.40
evaluation	18-24	0.83	-1.29
	25-39	0.27	-0.37
	40-54	1.73	-1.85
	55+	-2.12	2.83
sense	18-24	negligible	negligible
	25-39	-0.78	1.05
	40-54	-0.40	0.43
	55+	0.08	-0.10