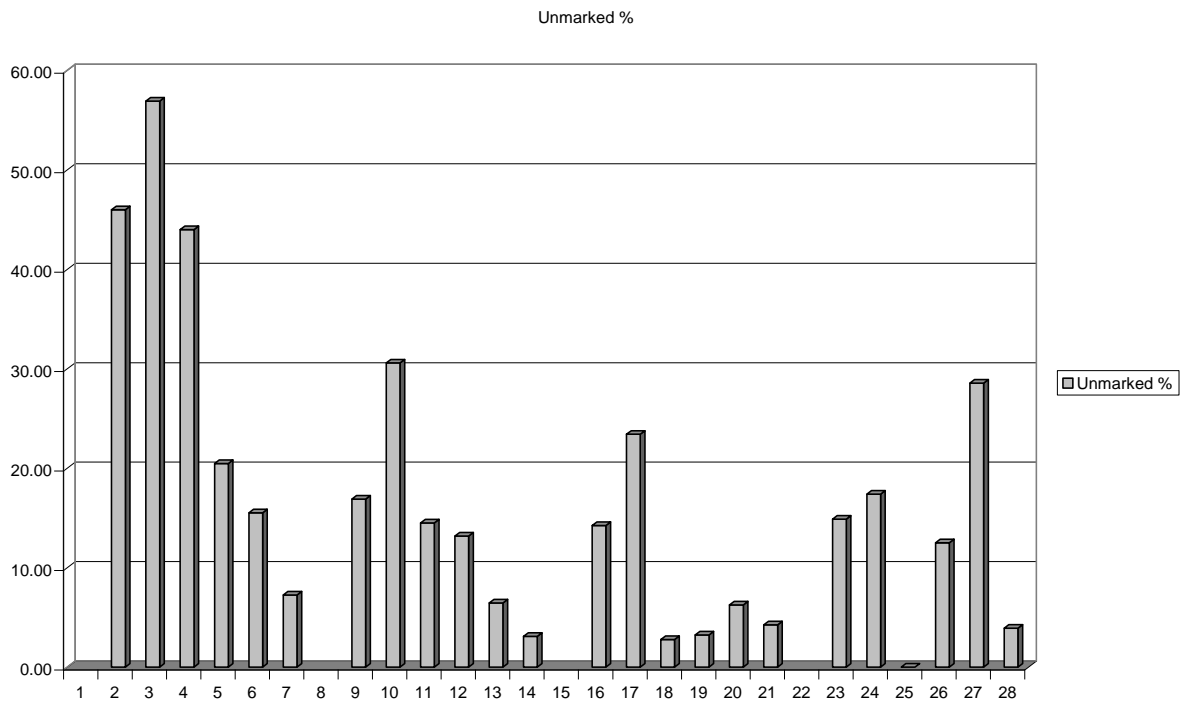


Appendix 1 – Source Data

Data collected 21 Dec 2002										
				Total	Unmarked %	Multiplier	Predicted	Variance	Total Var.	Adj. Var.
					<i>Graph 1</i>		<i>Graph 2</i>	<i>Graph 3</i>		<i>Graph 4</i>
1		Me	Myself			1.000				
2	I love	6075	7129	13204	46.00		46.00	0.00		0.00
3	I like	4255	3218	7473	56.93		56.93	0.00		0.00
4	I do not like	66	84	150	44.00		44.00	0.00		0.00
5	I don't like	227	881	1108	20.48		20.48	0.00		0.00
6	I dislike	16	87	103	15.53		15.53	0.00		0.00
7	I hate	1046	13363	14409	7.25		7.25	0.00	0.00	0.00
8		Me	Myself			0.452				
9	I loved	148	728	876	16.89		20.79	-3.90		-3.42
10	I liked	145	329	474	30.59		25.73	4.86		2.30
11	I did not like	9	53	62	14.51		19.89	-5.38		-0.33
12	I didn't like	74	487	561	13.19		9.26	3.93		2.21
13	I disliked	4	58	62	6.45		7.02	-0.57		-0.04
14	I hated	139	4333	4472	3.10		3.28	-0.18	-0.01	-0.79
15		Us	Ourselves	Ourself		0.320				
16	We love	811	4737	146	5694	14.24	14.72	-0.48		-2.73
17	We like	119	386	3	508	23.42	18.22	5.20		2.64
18	We do not like	1	35	0	36	2.77	14.08	-11.31		-0.41
19	We don't like	6	178	1	185	3.24	6.55	-3.31		-0.61
20	We dislike	2	30	0	32	6.25	4.97	1.28		0.04
21	We hate	27	603	3	633	4.26	2.32	1.94	0.02	1.23
22		Us	Ourselves	Ourself		0.373				
23	We loved	14	79	1	94	14.89	17.16	-2.27		-0.21
24	We liked	4	19	0	23	17.39	21.23	-3.84		-0.09
25	We did not like	0	0	0	0	0.00	16.41	-16.41		0.00
26	We didn't like	2	14	0	16	12.50	7.64	4.86		0.08
27	We disliked	2	5	0	7	28.57	5.79	22.78		0.16
28	We hated	2	49	0	51	3.92	2.70	1.22	-0.01	0.06
	We do not like us: a reference to Now Voyager, "Not like we do. Not like us." - so not a real usage									
	We don't like ourself: a reference to the Republican party in the USA - so refers to a single entity group									
	We loved ourself: old link, has been converted to we loved ourselves									
	We love ourself: Hamlet act 4 scene 7. This accounts for a large number of the entries									
	We love us: valid=24; old link=6; bad form=0									

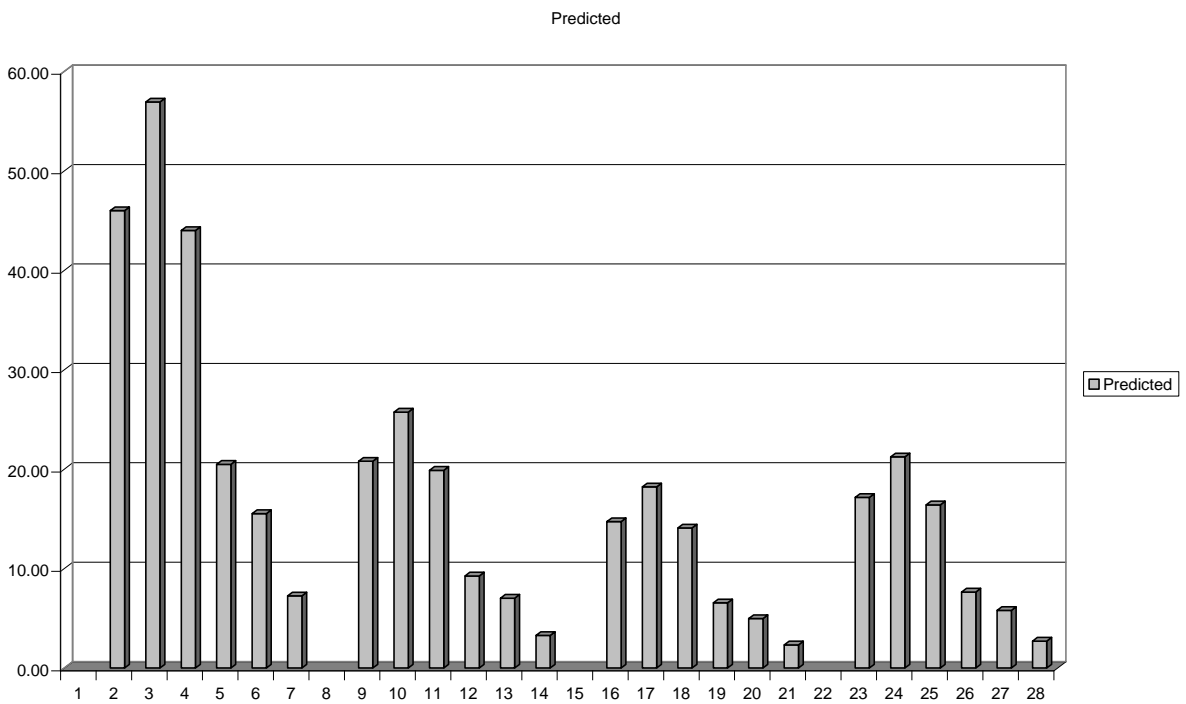
Appendix 2 – Graphs of Source data

Graph 1 – Unmarked forms as percentages of all forms

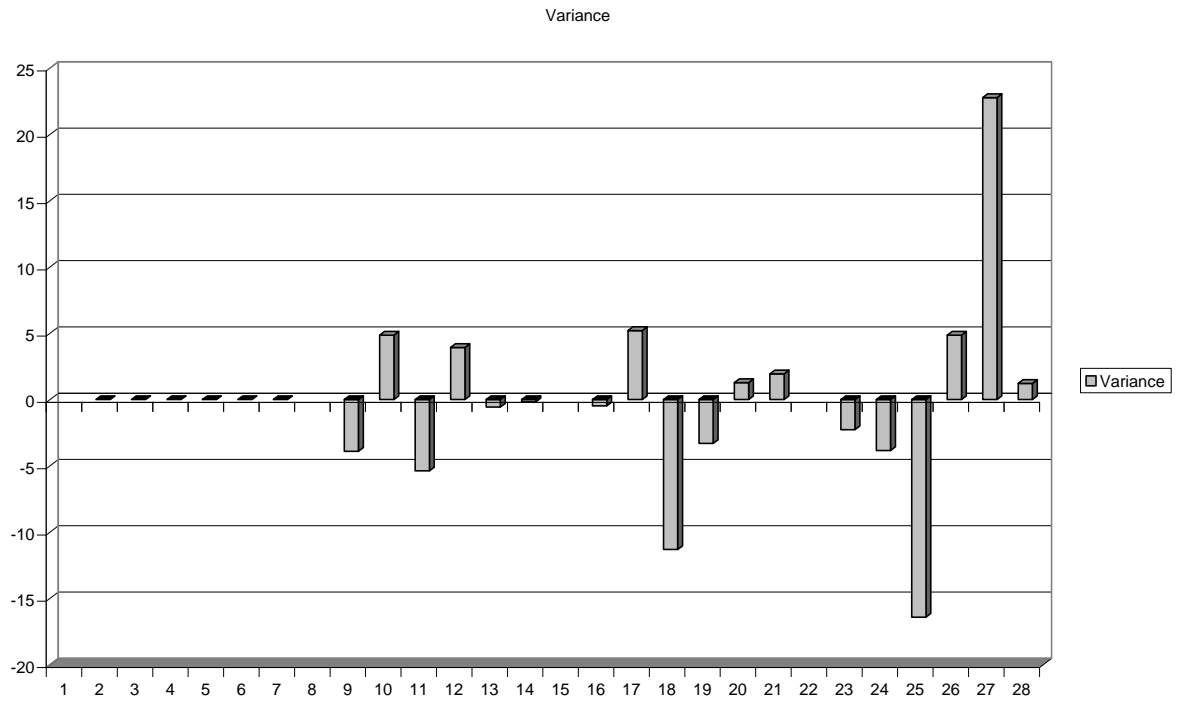


Graph 2 – Predicted unmarked forms as percentages of all forms

(If the distributions in sets 9-14, 16-21 and 23-28 were the same as the base set 2-7, this would be what they looked like)

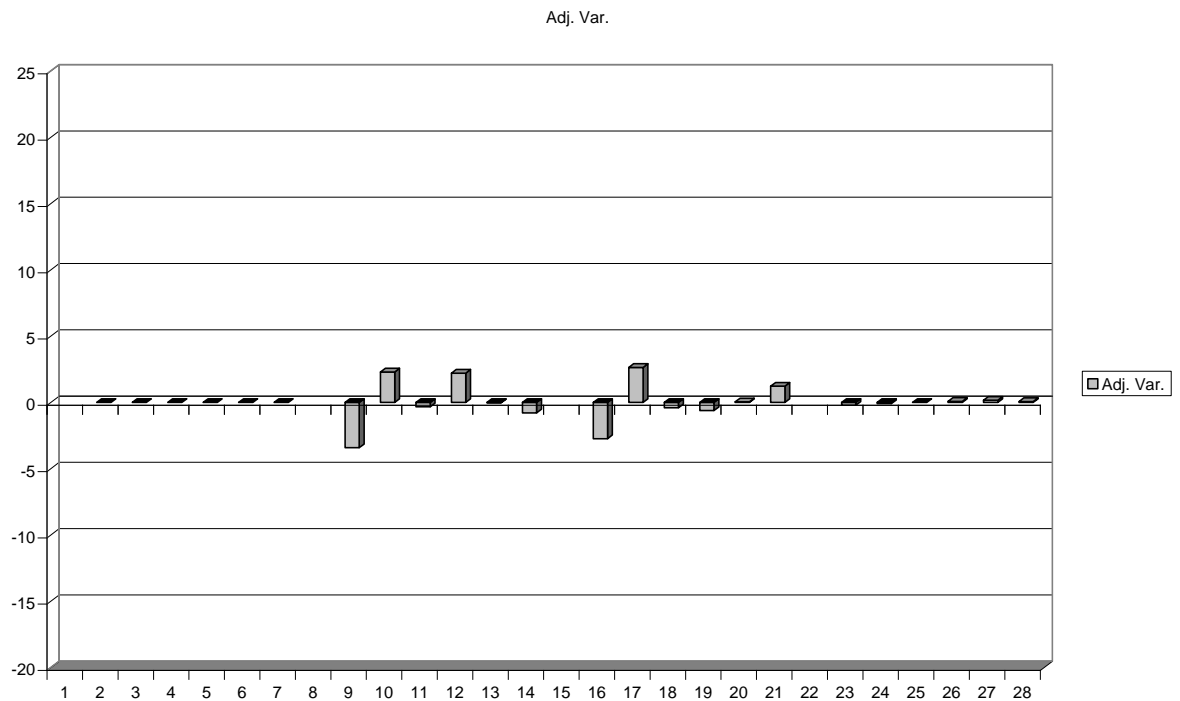


Graph 3 - Variance between graph 1 and graph 2



Graph 4 – Graph 3 variances adjusted for relative weighting of the sets

(Variance * Total / arbitrary 1000)



Appendix 3 - Comparative Data from Previous Sampling Exercises

Data collected 14 Sep 2001										
				Total	Unmarked %	Multiplier	Predicted	Variance	Total Var.	Adj. Var.
	Me	Myself				1.000				
I like	2549	1815		4364	58.40		58.40	0.00		0.00
I hate	530	4500		5030	10.53		10.53	0.00	0.00	0.00
	Me	Myself				0.317				
I liked	53	157		210	25.23		18.51	6.72		1.41
I hated	46	1745		1791	2.56		3.34	-0.78	0.01	-1.39
	Us	Ourselves	Ourself			0.362				
We like	49	186	0	235	20.85		21.14	-0.29		-0.07
We hate	11	258	0	269	4.08		3.81	0.27	0.01	0.07
	Us	Ourselves	Ourself			0.217				
We liked	1	9	0	10	10.00		12.67	-2.67		-0.03
We hated	1	31	0	32	3.12		2.29	0.83	0.00	0.03

Data collected 16 Feb 2002										
				Total	Unmarked %	Multiplier	Predicted	Variance	Total Var.	Adj. Var.
	Me	Myself				1.000				
I love	3189	4318		7507	42.48		42.48	0.00		0.00
I like	2074	1790		3864	53.67		53.67	0.00		0.00
I do not like	25	37		62	40.32		40.32	0.00		0.00
I don't like	129	452		581	22.20		22.20	0.00		0.00
I dislike	12	62		74	16.21		16.21	0.00		0.00
I hate	617	9837		10454	5.90		5.90	0.00	0.00	0.00
	Us	Ourselves	Ourself			0.176				
We love	173	2563	70	2806	6.16		7.48	-1.32		-3.69
We like	55	245	7	307	17.91		9.45	8.46		2.60
We do not like	1	17	0	18	5.55		7.10	-1.55		-0.03
We don't like	5	80	1	86	5.81		3.91	1.90		0.16
We dislike	1	14	0	15	6.66		2.85	3.81		0.06
We hate	13	328	2	343	3.79		1.04	2.75	0.01	0.94
One example of "you hate yourself" given by Diana Windsor in an interview with the BBC: actually meaning was "I hate myself"										

Appendix 4 – Context-related data

I hate me	28
I hate me because...	1
I hate me whenever...	1
	30
I hate myself	12
Emphatic (this is what I hate myself)	2
I hate myself because...	8
I hate myself when...	5
I hate myself for...	3
	30
We like us	19
we like us as we are	5
We like us best	3
We like us this way	2
We like us some Texas country	1
	30
We like ourselves (corporate)	14
We like ourselves (each other)	9
Emphatic (e.g. we only list sites that we like ourselves)	7
	30