

## About DICTION 7

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### General Information

1. Does DICTION 7 run on a Mac® and/or Windows PC?
  - Yes. Both a Mac version and Windows version are available for [purchase](#) from the website, [www.dictionsoftware.com](http://www.dictionsoftware.com) .
2. What Mac operating systems does DICTION 7 run on?
  - DICTION 7.1.5 can run on Mac High Sierra or Mojave operating system. DICTION 7.2 is required for Catalina operating system.
3. What Windows operating systems does DICTION run on?
  - DICTION 7.2 can run on Windows® 7 and higher.
4. Is there any specific software that is required for DICTION?
  - Yes, DICTION requires Java\* version 8 to properly install and run. Amazon's Java version 8 (AMAZON CORRETTO\*) will automatically be installed at installation.
5. What if I want to run both DICTION 7 for Mac and DICTION 7 for Windows?
  - You will need to purchase a version of DICTION for each operating system you plan to use.
6. What is the current version of DICTION?
  - The current version is DICTION 7.2.
7. Can I try out DICTION before purchasing it?
  - Yes. A fully operational "[Demo](#)" lets you experiment with all of the program's options, although it restricts your analysis to the sample texts built into the demo. There is no expiration of the demo version.
8. How do I purchase DICTION?
  - DICTION can be purchased by using the [Buy DICTION](#) buttons on the DICTION website, [www.dictionsoftware.com](http://www.dictionsoftware.com). My Commerce, our distribution partner, handles all purchases, and has a number of purchase options, such as credit card, purchase order, etc. available.
9. My institution is tax exempt. How is that handled?
  - First, place an order for DICTION. Then you must call My Commerce at 877-353-7297 or contact them via email at [ordersupport@mycommerce.com](mailto:ordersupport@mycommerce.com) directly. You will be asked to provide your institution's tax-exempt documentation. A refund for the taxes will be issued to your credit card.
10. Is there a price discount for students?
  - The DICTION educational version is offered at a discounted price for students and academics.
11. How is the software delivered?
  - An email with a link to download the software is sent upon the completion of the purchase.
12. What are the software licensing terms and conditions for DICTION?

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- DICTION is sold with a single-system, perpetual, end-user license. That is, each purchased software program can only be run on a single computer and does not require an annual license renewal. If you want to run DICTION on multiple computers, you will need to purchase additional copies of the software.
13. Can multiple persons use DICTION on a single system?
- Multiple persons can use DICTION on a single system by identifying their individual projects. Individual projects can be exported and imported back into DICTION.
14. What happens if my system crashes or I upgrade my system and need a replacement copy of DICTION?
- When you initially download the installation program, you should save a back-up copy of the file, DictionInstall\_7\*.exe or DictionInstall\_macosx.7\*.pkg, as part of your archive process in the event that you need to reinstall DICTION.
  - Alternately, you can purchase the Extended Download Service at the time of your purchase of DICTION. This service provides a free replacement copy of DICTION for up to two years in the event you need to reinstall DICTION.
15. How do I use the Extended Download Service?
- The instructions to download a replacement copy of DICTION can be found on your receipt. The email subject is: “Your order confirmation.” Follow the instructions under Download Protection listed at the bottom. If you have any questions, please contact [ordersupport@mycommerce.com](mailto:ordersupport@mycommerce.com) or call 877-353-7297.
16. How have researchers used DICTION in the past?
- Researchers from a broad spectrum of disciplines, including accounting, finance, have used DICTION. Go to [www.dictionsoftware.com](http://www.dictionsoftware.com) to sample hundreds of those studies (under “[DICTION Research](#)”).
  - You might find helpful the research in these books, [Communication and Language Analysis in the Public Sphere](#) and [Communication and Language Analysis in the Corporate World](#), to see the great variety of ways people have used DICTION.
17. Where can I find more information about the concepts of DICTION?
- Hart, R. P., Childers, J.P., & Lind, C.J. (2013). [Political Tone: How Leaders Talk and Why](#). Chicago: University of Chicago Press.

### DICTION Features

18. What is distinctive about DICTION?
- DICTION employs a 10,000 word search routine that can be used with any kind of English language text, thereby giving the user a broad understanding of a text.
  - DICTION lets the user get a preliminary view of their data against a normative database of thousands of text files across 50 different message types that have been collected over 40 years of research. Descriptions of each category can be found in Section 11 in the manual.

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- DICTION offers the user the flexibility of creating up to 30 custom dictionaries of their choosing, words specific to their areas of research. DICTION is also frequently used for sentiment analysis.
19. Do I have to use DICTION's normative database?
- No. You can either use DICTION's norming procedures or adopt their own approaches by using raw scores.
20. How does DICTION analyze a text?
- It mostly uses "dictionaries" or word lists. See all of DICTION's search terms by clicking on *Edit* in the main Toolbar and then click on *View DICTION's Dictionaries*.
21. Does DICTION look for phrases in a text?
- No. It focuses on individual or hyphenated words only. Therefore, if a dictionary contains the word "third-quarter" it will look for that exact spelling. If the text lists "third quarter" (without the hyphen) it will be identified as two separate words. DICTION treats a word as anything that starts and ends with a blank space.
22. Can DICTION analyze text for positive and/or negative sentiment?
- Yes, DICTION has a number of dictionaries representing positive and negative words. The Optimism variable [Praise + Satisfaction + Inspiration] – [Blame + Hardship + Denial] has a number of positive word sub-components (praise, satisfaction and inspiration) and also a number of negative sub-components (blame, hardship and denial). You could also create custom dictionaries made up of specific positive and negative words of your choosing.
23. Can DICTION be used to analyze text in a language other than English?
- The dictionaries and norms of DICTION are based on English. Custom dictionaries could be created for any language; however, you would not be able to utilize the norms for those dictionaries.
24. Can DICTION analyze a lot of files quickly?
- DICTION offers "Power Mode" for analyzing 1000 or more files within a Project and directly writes the results to a .csv-formatted spreadsheet file. Because of Power Mode, DICTION is one of the fastest programs for text analysis available.
25. Do the standard dictionaries account for both British and American spelling (e.g. behaviour/behavior)?
- Yes. The standard dictionaries contain words with both British and American spelling.
26. Does DICTION distinguish between upper and lower case letters in the dictionaries?
- No. Dictionaries are not case-sensitive.
27. What does the Insistence score measure?

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- The Insistence score is a measure of the extent to which nouns or noun-derived adjectives are heavily repeated in a text. Thus, it becomes a measure of whether or not a text “stays on topic.”
28. What is the Elephant?
- The Elephant is the tool in DICTION that “remembers” the information used to determine the Insistence score. During the process of analyzing a passage, DICTION asks you to identify those noun or noun-derived adjectives in the passage. The Elephant stores these designations so you never have to identify these words again. In case you make mistakes, the program does let you edit the list as explained in the manual.
29. Can I compare really long texts to really short texts and be sure I get equivalent information?
- Yes. By default, DICTION provides a 500-word average for all long texts; for short texts, it extrapolates the data to a 500-word norm.
  - DICTION also gives you many other options for processing large texts (e.g., by automatically breaking them up into 500-word units). See Processing Options in Global or Project Settings for more information.
30. Can I download a copy of DICTION’s standard word lists?
- No. DICTION’s standard dictionaries can only be viewed using File->Edit to see the list. The standard dictionaries are considered proprietary and therefore cannot be exported, copied or edited.
31. Why does DICTION use a 500 word norm?
- Research has found that it takes 500 words to get an accurate understanding of a person’s overall style or of an organization’s general language habits.
32. Can I use DICTION 6 Projects in DICTION 7?
- Yes. DICTION 7 lets you migrate DICTION 6 Project Files.

### Need Help

33. What happens if I have problems with my order (e.g., can’t download the software or my payment is incorrect)?
- DICTION uses *MyCommerce* to distribute the software and collect payment. If you have problems associated with your order, send an email to [ordersupport@mycommerce.com](mailto:ordersupport@mycommerce.com) or call 877-353-7297.
34. What should I do if I develop computer system problems or upgrade my computer and need to reinstall DICTION?
- *MyCommerce*, our distribution partner, offers at the time of purchase an Extended Download Service to protect you in those circumstances. For a nominal fee, they will provide you a replacement copy of DICTION for up to two years. Otherwise, you should reinstall your back-up copy of the DICTION installation program (DictionInstall\_7\*.exe or DictionInstall\_Macosx\_7\*.pkg) that you archived.

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35. What happens if I run into problems with the software after buying the program?

- The DICTION staff cannot help with research or conceptual issues, but if the program malfunctions preferably write to us at [help@dictionsoftware.com](mailto:help@dictionsoftware.com) with a description of your problem or question.

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