

* # if no overlap for different words

16,081* COMPARE & CHANGE

| | |
|-----------------------------|----------------|
| COMPARE | 10,943* |
| 8,864 more | |
| 1,940 "more than" | |
| 1,479 less | |
| 354 "less than" | |
| 36 "times as" | |
| 23 "times more" | |
| 0 "times less" | |
| 485 "at least" | |
| 18 "at most" | |
| 18 unequal | |
| 17 "no more than" | |
| 3 "no less than" | |
| CHANGE | 5,138* |
| 3,956 increase (es, ed) | |
| 29 increase (es, ed) by | |
| 13 increase (es, ed) as | |
| 279 decrease (es, ed) | |
| 4 decrease (es, ed) by (as) | |
| 569 cut | |
| 334 "the more" | |

3,267* -----NAMED RATIO GRAMMARS-----

| | | | |
|------------------------|--------------|-----------------------|-------------|
| PER/PERCENT | 989* | CHANCE | 511* |
| 714 per | | 511 chance | |
| 275 percent | | 150 "chance to" | |
| 173 "per cent" | | 64 "chance of" | |
| 152 "percent of" | | 5 "chance that" | |
| 75 "per cent of" | | 2 "chance in" | |
| | | 2 "by chance" | |
| | | 1 "if by chance" | |
| | | 0 "due to chance" | |
| PERCENTAGE | 189* | | |
| 189 percentage | | | |
| 119 "percentage of" | | | |
| 34 "the percentage" | | | |
| 8 "a percentage" | | | |
| 11 "percentage points" | | | |
| 8 "percentage point" | | | |
| 1 "percentage that" | | | |
| 0 "percentage who" | | | |
| RATES | 1,578 | | |
| 1,521 rate | | | |
| 253 "rate of" | | | |
| 29 prevalence | | | |
| 28 incidence | | | |
| | | LIKELY GRAMMAR | 938* |
| | | 938 likely | |
| | | 187 "more likely" | |
| | | 39 "less likely" | |
| | | 8 "more prevalent" | |
| | | 2 "less prevalent" | |
| | | 16 "as likely" | |
| | | 545 "likely to" | |
| | | 3 "likely as" | |
| | | 19 "likely than" | |

CONTROL/CONFOUND 580

| |
|---------------------------|
| 234 "control of" |
| 137 standardize (ed) |
| 64 "take into account" |
| 49 "taking into account" |
| 22 "taken into account" |
| 14 "control for" |
| 17 "adjust(ing, ed) for" |
| 4 "controlling for" |
| 1 "controlled for" |
| 1 "took into account" |
| 8 "common cause" |
| 3 "sampling bias" |
| 15 confound (ed) |
| 9 confounding |
| 1 confounder |
| 1 "another explanation" |
| 0 "alternate explanation" |
| 0 "lurking variable" |
| 0 "effect size:" |
| 0 z-score |

STUDY DESIGN 435

| |
|-------------------------|
| 400 experiment |
| 22 "clinical trial" |
| 7 "longitudinal study" |
| 3 "randomly assigned" |
| 0 "random assignment" |
| 0 "observational study" |
| 1 "controlled study" |
| 0 "clinical study" |
| 2 "clinically proven" |

SAMPLE 240*

| |
|------------------------|
| 145 sample |
| 88 random (ly) |
| 7 randomness |
| 2 "random sample" |
| 0 "stratified sample" |
| 0 "cluster sample" |
| 0 "systematic sample" |
| 0 "convenience sample" |
| 0 "sample statistic" |

INFERENCEAL 33

| |
|-----------------------------------|
| 7 ANOVA |
| 7 "statistical significance" |
| 4 "statistically significant" |
| 4 t-test |
| 3 "standard error" |
| 2 chi-squared |
| 2 "hypothesis test" |
| 1 "sampling error" |
| 1 "margin of error" |
| 1 "statistical power" |
| 1 p-value |
| 0 "not statistically significant" |
| 0 "statistically insignificant" |
| 0 "sampling distribution" |
| 0 "null hypothesis" |
| 0 "alternate hypothesis" |
| 0 "research hypothesis" |
| 0 "reject the null" |
| 0 "rejection region" |
| 0 "confidence level (interval)" |

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ASSOCIATION / CAUSATION

3,592 relation
3,056 relationship
1498 related
703 "related to"
277 connect
185 connected
34 "connected to"
423 connection
193 linked
100 correlation
26 correlated
8 "correlated with"
968 associated
821 "associated with"
648 association

654 "due to"
540 "because of"

10 causation
874 cause
45 causal
85 "cause of"

3,228 result
354 "result of"

RELATIONSHIPS

538 independent
150 dependent
178 exclusive
18 exhaustive

PROBABILITY

36 exponential
16 binomial
8 "normal distribution"
6 "probability distribution"
3 lognormal; log-normal

HYPOTHESIS TESTS (more)

0 "conditional probability"
0 "type 1 error"
0 "accept the null"
0 "Fail to reject"
0 "test of significance"

DESCRIPTIVE

1,372 mean
921 range
503 average
251 mode
153 regression
44 regress
15 "standard deviation"
14 "logistic regression"
13 median
6 "least squares"
3 "least squares regression"
1 modal
1 "prediction interval"
1 "correlation coefficient"
0 "correlation of variation"

LOCATION

251 rank
5 percentile
3 quartile
2 quintile
1 decile
0 inter-quartile

TYPES OF DATA

534 quantitative
228 qualitative
19 nominal; ordinal

PROCESS CONTROL

33 "out of control"
31 "process control"
2 "control limits"
1 "statistical control"
1 "control chart"

SIGNIFICANCE

1,928 significant (ly)
452 "a significant"
9 "significant increase"
4 "significant factor"
3 "significant decrease"
2 "significant difference"
10 insignificant
3 "not significant"

STATISTICAL-MIXED TERMS

4,079 risk
2,263 control
1,402 distribution
1,174 "out of"
646 survey
241 "share of"
231 odds
168 probability
144 likelihood
130 variation
20 slope
14 interval
9 coincidence
9 binary
1 intercept

BUSINESS ANALYTICS

1,250 analytics
62 "business intelligence"
42 "data mining"
32 "predictive analytics"
28 "business analytics"
3 factor analysis
1 discriminant analysis
1 "data science"
0 classification analysis

BIAS

231 bias
12 "the bias"; "a bias"
9 "gender bias"
3 "sampling bias"
2 "racial bias"
1 "response bias"
0 "measurement bias"
0 "subject bias"

NAMES

4,619 model
1,628 factor
588 statistic (s, al)
14 "important factor"
4 "major factor" (big)
294 subject
169 variable

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HBR CONTENTS

Search on Nothing

48,040 TOTAL

24,632 case study
12,939 digital article
4,758 magazine article
1,989 book chapter
1,597 other article
671 book
484 audio
333 video
249 tool
155 visual
95 magazine issue
60 special offer
58 article collection
14 webinar
6 sponsor content

49,308 Stated total**# OTHER**

40,822 of
40,195 to
15,442 by
4,598 if
4,257 so
3,764 after
3,228 could 7
2,252 then
1,877 before
0 the, and, can, not, for

9

Impact of Quotes

2,263 control
2,083 control of
234 "control of"
2,263 control for
14 "control for"
963 control by
5 "control by"

ACCOUNTING

2,162 profit
1,548 assets
835 income
359 expense; expenses
300 liabilities
212 "balance sheet"
113 "income statement"
57 "net profit"
33 "net worth"
31 "profit margin"

FINANCE

262 "present value"
128 "net present value"
44 "earnings per share"
35 "discount rate"
17 "future value"
16 EPS
7 "earnings before"
5 "earnings ratio"
1 "price-earnings ratio"
1 "P-E ratio"
0 "rate of future discount"
0 "discount rate"

MANAGEMENT

6,791 strategic
5,859 global
2,133 merger
1,107 foreign
525 human resources
205 "quality control"
14 "quality assurance"
123 index
71 tariff

SOFTWARE

251 Excel
29 SAS
7 Minitab
4 SPSS
1 Toolpak