

Pawlowski, Adam. "The Quantitative Approach in Cultural Anthropology: Application of

Linguistic Corpora in the Analysis of Basic Colour Terms." *Journal of Quantitative Linguistics* 6.3 (1999): 222-34. Print.

Pawlowski begins by describing a study by Brent Berlin and Paul Kay of 98 different languages. According to Berlin and Kay, 11 different colour categories appear in a specific order across languages. The two argued that every language has terms for white and black, and that if the language had a third term it would be for red, followed by green and/or yellow, and so on.

The objective was to compare Berlin and Kay's findings to another data set and either provide evidence that would strengthen, or weaken, their argument. Pawlowski's thesis is that by comparing available data to Berlin and Kay's work, researchers can begin to determine if terms follow the same distribution across languages.

The data examined 11 frequency dictionaries for ten different languages. The author used a chi-square test to determine whether colour terms across languages are statistically independent.

This article is strong because it points out its weaknesses. Pawlowski states the limitations of his methods and results. The main weakness is that the data is from a small sample and is inapplicable to larger language populations. The author details the process of data collection, but the lack of shown data is a weakness not mentioned.