

Conkers™:
the concordance tool
for discerning corpus linguists!

new improved version!

**"Conkers™ conquers your data problems!
Probably ($p < 0.5$) the best Concordance
Software available!" (*Which Software?*)**

As used by Doug Beaver, Sebastian Hopeful, Mike Spot,
and many other leading corpus linguists.

Running out of data? Running out of ideas? Running out of time before the next
research assessment exercise?

Need some results
which look

corpus-driven ????

No problem. Try this brand new version of Conkers™, the well-known
concordance tool. Astonish your friends! Gain extra points for your department!
Used all over the known universe by students, professors and deep sea fishermen
interested in language, history, politics, whaling terminology, etc.

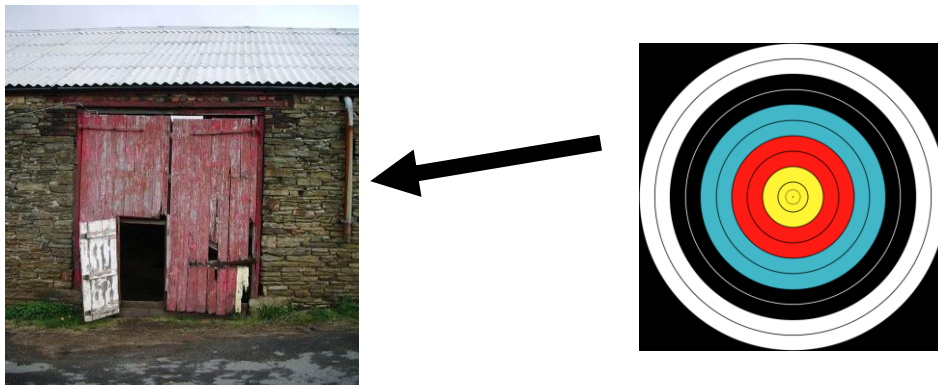
This new version has all your favourite statistics, based on complicated formulae
which referees don't understand (though they won't admit it). If a simple chi-
square doesn't give the results you want, try log-likelihood. And if that doesn't
work, try a mutual information score: that's bound to throw up weird words and
even weirder statistics.

And in this new version ...
a new feature ...

a bright red, hot button!

Just press the hot button and the software runs your data automatically through a whopping eighteen statistical tests*, picks out the results which look most convincing, and pops the others in the trash can (called the "waste paper basket" in the British edition!!). What could be simpler? Shoot the arrow at the barn door: and then paint the bull's eye around where the arrow lands.

See this simple diagram!



And fffinally, just for fffun ...

When your results pop up, so do little cartoon figures of famous linguists with your favourite quotes. (Just our little joke, folks!)

**ffinally,
a ffun ffeature!**



*Four tests more than any other software now on the market.