

APPENDICES: ONLINE SUPPLEMENTARY MATERIAL

Running head: STRANGE PHYSIOLOGICAL AND PHONOLOGICAL

Some Strange Physiological and Phonological Properties of English Profanity

Jamie Reilly^{1,2}, Ally Dworetzky³, Alexandra Kelly^{1,2}, Helen M. Felker^{1,2},
Bonnie Zuckerman⁴, Medha Raghavendra^{1,2}, Jordan Dawson^{1,2}, &
Rachel Bastomski^{1,2}

¹Eleanor M. Saffran Center for Cognitive Neuroscience
²Department of Communication Sciences and Disorders
Temple University, Philadelphia, Pennsylvania USA

³Washington University in Saint Louis
Saint Louis, Missouri USA

⁴Basque Center for Brain and Cognitive Science
San Sebastian, SPAIN

⁵Department of Psychology
Temple University, Philadelphia, Pennsylvania USA

Address Correspondence to:

Jamie Reilly, Ph.D.
Temple University
1701 N. Cecil B Moore Avenue
Philadelphia, PA 19122
reillyj@temple.edu
Tel: (215) 204-3996

Appendix A: Stimulus List for Experiment 1 (Auditory Lexical Decision)

Stimulus	Dur (ms)	Match Code	Cond	Pairwise Rank	Freq	Daily Use	Offend	Social Accept	Valent	Arouse
Cunt	5675	1	Profane	1 (1.26)	6.86	2.14	2.95	1.68	1.82	4.18
Motherfucker	7375	2	Profane	2 (2.48)	51.29	3.59	3.86	2.68	3.14	3.64
Fuck	5870	3	Profane	3 (3.65)	378.57	5.64	4.55	3.09	3.59	3.27
Bitch	5885	4	Profane	4 (4.65)	168.80	4.32	3.55	4.36	2.68	3.23
Twat	6680	5	Profane	5 (5.17)	1.31	1.76	3.90	2.81	2.57	2.95
Asshole	7485	6	Profane	6 (6.00)	61.61	4.32	4.36	4.50	2.64	2.73
Shit	5790	7	Profane	7 (6.74)	474.65	5.73	5.23	4.50	3.14	2.55
Dick	4225	8	Profane	8 (6.87)	53.00	3.32	4.68	4.55	3.09	2.41
Bullshit	5330	9	Profane	9 (7.87)	69.35	4.36	5.09	4.41	3.09	2.55
Damn	5275	10	Profane	10 (9.65)	283.53	5.00	5.86	5.64	3.95	1.68
Vagina	7110	1	Technical	n/a	5.06	3.50	5.73	4.91	3.77	2.55
Loser	6405	2	Technical	n/a	27.08	2.68	4.23	5.32	2.95	2.14
Fornicate	8010	3	Technical	n/a	0.49	1.71	5.81	5.00	3.76	1.90
Moron	7200	4	Technical	n/a	14.78	1.77	4.68	5.59	3.09	1.77
Idiot	4260	5	Technical	n/a	66.22	3.41	4.32	5.45	3.18	2.27
Anus	6790	6	Technical	n/a	1.10	1.64	5.27	4.64	3.41	2.59
Poop	5895	7	Technical	n/a	5.59	4.23	5.86	5.36	3.95	1.91
Penis	6940	8	Technical	n/a	13.41	3.64	5.77	4.73	3.73	2.36
Crap	5705	9	Technical	n/a	61.78	3.77	5.41	5.59	3.59	1.64
Darn	5280	10	Technical	n/a	13.90	2.65	6.60	6.40	3.90	1.35
Foot	5830	1	Neutral	n/a	64.92	n/a	n/a	n/a	n/a	n/a
Table	5860	2	Neutral	n/a	105.63	n/a	n/a	n/a	n/a	n/a

Appendix B: Scale Instructions for Experiment 1: Lexical Decision

1. What is your self-identified gender?
2. What is your age?
3. Which do you think is worse?
[All pairwise comparisons of the sample of profane words queried in the experiment]
4. How often do you use the following words?
[Likert: Never (1) to Very Often (7)]
5. Physiological Arousal:
Some words make us jump or make us feel jolted/surprised. How strong of a PHYSIOLOGICAL reaction does each word evoke in you?
[Likert: No Feeling (1) to Very Strong (7)]
6. Valence:
Rate the extent to which the following words evoke a positive or negative EMOTIONAL reaction in you.
[Likert: Very Negative(1) to Very Positive]
7. Social acceptability:
How socially acceptable is it to use the following words?
[Likert: Very unacceptable (1) to Very acceptable (7)]
8. Offensiveness:
How personally offensive are the following words to you?
[Likert: Very offensive (1) to Very unoffensive (7)]
9. Subjective childhood use and exposure to profanity:
Rate the extent to which you produced or heard curse words in the following environments during your childhood.
(*each environment to follow was rated independently)
Home
School
With friends

In the media (movies, television, music, books, etc.)
[Likert: Never (1) to Very Often (7)]

10. Subjective current use and exposure to profanity

Rate the extent to which you produce or hear curse words in the following environments currently

Home

School

With friends

In the media (movies, television, music, books, etc.)

[Likert: Never (1) to Very Often (7)]

11. Subjective childhood use/exposure to arousing but non-profane words

Some words evoke a strong reaction even though they are not curse words (ex. idiot, crap, vagina, moron, anus). Rate the extent to which you heard this class of words in the following environments during your childhood.

Home

School

With friends

In the media (movies, television, music, books, etc.)

[Likert: Never (1) to Very Often (7)]

12. Subjective current use and exposure to arousing but non-profane words

Some words evoke a strong reaction even though they are not curse words (ex. idiot, crap, vagina, moron, anus). Rate the extent to which you hear this class of words in the following environments today.

Home

School

With friends

In the media (movies, television, music, books, etc.)

[Likert: Never (1) to Very Often (7)]

Appendix C: Scale Instructions for Experiment 2 Combinatorial Profanity

Most languages have some profane words. In English, the most common curse words include: asshole, bitch, bullshit, cunt, dick, fuck, pussy, shit, and twat. One property of English is that new curse words can be formed by combining profane words with common nouns (e.g. shithead, asshat).

Your job is to review the following list of words. For each word, you will judge whether this could form a “good” (i.e. plausible) new curse word when combined with a profane word.

Rate each word on a scale from 1 to 7. You should assign a 1 to any word that make for a very poor curse word when combined with existing curse words. You should assign 7 to any word that could potentially combine with a profanity to make an outstanding curse word. A score of 4 indicates that profanity combined with this word would result in neither a very good nor very bad new curse word.

Don't spend too much time thinking about any one word. We are interested in your first instinct.