# Modelling and researching the dynamic lexicon. A unified sociocognitive perspective and a web-based methodology

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Our talk will consist of a theoretical and an applied part. The aim of the theoretical part is to present some key aspects of a usage-based sociocognitive framework – the so-called Entrenchment-and-Conventionalization Model (cf. Schmid 2014, 2015) – for modelling the dynamic lexicon and its interface with other linguistic levels. The framework has four major components: usage activities, cognitive entrenchment processes, social and sociopragmatic conventionalization processes, as well as four types of forces. The model provides a unified explanation for a variety of issues that are of central concern to the workshop: the status of innovation (as a process) and innovations (as products); the factors affecting the cognitive entrenchment of morphological schemas and products of word-formation as well as their spread in the speech community; the interaction between cognitive, social and pragmatic factors.

The applied part will focus on the processes of innovation and diffusion and give a report of the methodology and first results of a longitudinal project investigating the incipient diffusion of lexical innovations. The project uses web data to study the spread of neologisms with the help of a modified and extended version of the NeoCrawler (Kerremans, Stegmayr & Schmid, 2012). The NeoCrawler searches the web in weekly intervals in order to detect new words and to observe occurrences of several hundred neologisms which have already been added to the database. The quantitative results indicate that the spread of lexical innovations does not uniformly follow the classic dynamics described as an S-curve in other areas of linguistic change, but that lexical innovations show diverse establishment paths. For example, some neologisms show patterns of 'recurrent semi-conventionalization' (Kerremans, 2015, pp. 129–135), others show non-linear surges which seem to be caused by external events (Würschinger, Elahi, Zhekova & Schmid, 2016).

References

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