

# Detecting specialised neologisms in researchers' blogs

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## **Abstract**

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The present paper explores whether researchers' blogs may be useful as corpora to detect specialised neologisms in economic-administrative domains, such as Finance, Management or Macroeconomics. Three different blogs have been selected as corpora (*Crisis, restructuring and growth*, *Center for service innovation* and *Focus*, respectively), all representing cross-disciplinary research projects within the economic-administrative domains at the Norwegian School of Economics.

In the study I focus on specialised neologisms, i.e., expressions or terms which are used to describe concepts relevant within the cross-disciplinary research projects. This includes expressions originating from English which are now either used as English loan words (anglicisms) in Norwegian ('self-serving biases'), as calques, such as 'spill-over-effekter' ('spill-over effects') or 'multikanalsetting' ('multi-channel setting'), or as Norwegian "substitute words" like 'samskaping' ('co-creation') (Sandøy 1997).

The analysis builds on a study which explores methods for detecting specialised neologisms in the Norwegian Newspaper Corpus (NNC; <http://avis.uib.no/>), with particular focus on financial jargon (Kristiansen 2012a). A motivation behind the study is to contribute to lexicographical and terminological work with focus on maintaining and developing Norwegian special language of economic-administrative domains. Furthermore, it aims at providing a basis for discussion among researchers about which expressions should be used to denote the various topics and concepts in question. This will in turn be important input to those involved in popularising the research and to lecturers in the relevant domains.

The methodology is based on the NNC and in particular its neology extractor which detects and produces lists of word forms of newly harvested texts not previously recorded in the NNC (i.e. some 5 million word forms) (Andersen and Hofland 2012). The corpora have been established by Knut Hofland at the Computational Language Unit at Uni Computing.

**Keywords:** scientific blog, neologism, economic terminology

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## 1. Introduction<sup>1</sup>

A typical characteristic of domains related to business is that they are highly dynamic. This is due to rapid international market developments and current international initiatives to harmonise practices, concepts and consequently the specialised vocabulary used to describe these concepts (Fuertes-Olivera & Nielsen 2011; Kristiansen 2011). As the domains change rapidly, neologisms emerge as well. Furthermore, these domains are characterised by the fact that most research is presented in an Anglo-American setting, in leading journals such as *Academy of Management*, *Accounting Review*, *American Economic Review*, *American Journal of Sociology* or *Journal of Marketing Research*, to mention a few. Thus English has become the lingua franca of the domains. When researchers write a scientific article it will, therefore, basically be aimed at international readers and the texts will be in English.

However, when the same researchers blog about their research findings in their mother tongue to the general public, they need to communicate by means of less technical language. Also they may need expressions which have not been established in their native language yet, such as Norwegian. Researchers' blogs are therefore likely to contain neologisms which are not yet recorded in lexicographic or terminographic resources, such as specialised dictionaries or termbases, nor used in textbooks.

The present paper explores whether researchers' blogs may be useful as corpora to detect Norwegian specialised neologisms in economic-administrative domains, such as Finance, Management or Macroeconomics for the purpose of maintaining and developing the specialised language of these domains. The aim is to develop methods for detecting and documenting specialised neologisms in popularised texts on economic-administrative domains which are readily available on the web. By *specialised neologisms* I here refer to terminology and expressions which are used in connection with economic-administrative domains and not new words in general. In the paper I make no distinction between specialised lexicography and terminography in line with Bergenholtz and Nielsen (2006). Although neology traditionally has received little attention in research on languages for specific purposes (LSP) (Humbley 2009), there are several recent initiatives which emphasise the dynamics of economics and financial language and the implantation of planned terminology in society (Fuertes-Olivera and Nielsen 2011; Kristiansen 2012a; Kristiansen and Andersen 2012; Quirion 2003, and Karabacak 2009).

In the analysis I will focus on expressions or terms which are used to describe concepts relevant within three cross-disciplinary research projects which have recently been initiated at the Norwegian School of Economics (NHH). The projects are *Crisis, restructuring and growth* (KOV), *Center for service innovation* (CSI) and *Focus*, respectively, which all belong to the economic-administrative domains. All projects span over several years, and texts have so far been harvested from January 2011.

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<sup>1</sup> I would like to thank Knut Hofland at the Computational Language Unit at Uni Computing for establishing the corpora for me. As a simple corpus user, I could not have carried out this study without his valuable help.

The aim is to see whether disciplinary-relevant neologisms are detected from the blogs. This includes expressions originating from English which are now either used as English loan words (anglicisms) in Norwegian ('self-serving biases'); as calques, such as 'spill-over-effekter' ('spill-over effects') or 'multikanalsetting' ('multi-channel setting'); or as Norwegian "substitute words" like 'samskaping' ('co-creation') (Sandøy 1997; Vatvedt Fjeld and Nygaard, 2012).

The analysis of neologisms in the researchers' blogs aims at contributing to lexicographical and terminographical work focusing on maintaining and developing Norwegian special language of economic-administrative domains. Next, it aims at providing a basis for discussion among researchers about which expressions should be used to denote the various topics and concepts in question. This will in turn be important input to those involved in popularising the research and not the least to lecturers who teach students in Norwegian.

In the following I will briefly describe the methodology that has been applied in the study and also the material that has been analysed. Next, I will try to categorise and discuss the neologisms that have been detected from January 2011 till mid-August 2012. This will give an overview of whether or not relevant neologisms are harvested from the corpus. Relevant neologisms in this connection will be expressions which relate to the economic-administrative domains covered by the transdisciplinary research projects. First, however, I will give a brief account of the three projects discussed in the NHH researchers' blogs.

## 2. Three cross-disciplinary projects: KOV, FOCUS and CSI

At present NHH has three researchers' blogs related to the projects of *Crisis, restructuring and growth* (KOV; *Krise omstilling og vekst*),<sup>2</sup> *Focus* (Future-Oriented Corporate Solutions),<sup>3</sup> and Centre for Service Innovation (CSI).<sup>4</sup> All three projects are cross-departmental and involve researchers in different departments at the school, including the Department of Finance and Management Science, the Department of Strategy and Management, Accounting, Auditing and Law, the Department of Economics, and in the case of *Focus* also the Department of Professional and Intercultural Communication.

The three research programmes are part of a joint initiative at NHH to strengthen its academic staff and enhance the institution's visibility internationally towards the year 2021. The KOV project was established in 2009 and is a five-year project which focuses on the causes of the recent financial crisis, its impact on future restructuring needs and prospects for growth. Key areas are the financial crisis, crises in general, macroeconomic perspectives, restructuring, financial stability, economic policy, economic growth and structural innovation.

The second project, *Focus*, is a wide-ranging programme based on challenges relating to valuation, strategy and management in knowledge-based enterprises. Finally, the third project, CSI, focuses on the innovation challenges facing the service sector. The research themes include innovations in customer and brand experiences, co-creation and open innovation processes, business model innovations and infrastructure and structural innovations.

Together these three projects embrace the breath of research at NHH, which is a typical business school focusing on economic-administrative domains, such as economics, finance, accounting, strategy and management and organisational studies.

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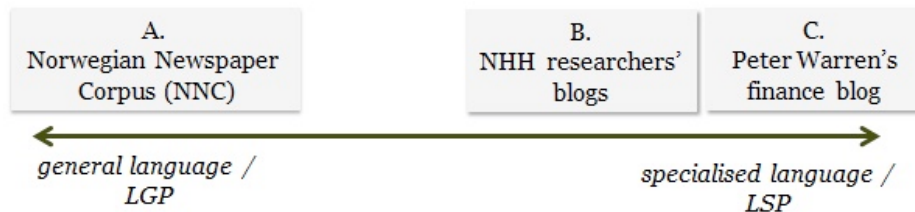
<sup>2</sup> <http://blogg.nhh.no/kriseprogrammet>

<sup>3</sup> <http://blogg.nhh.no/focus>

<sup>4</sup> <http://blogg.nhh.no/tjenesteinnovasjon>

### 3. Harvesting neologisms

The present analysis builds on an on-going study which explores specialised neologisms in Norwegian (Kristiansen 2011, 2012a; Kristiansen and Andersen, 2012). Three different corpora have been investigated so far, ranging from a general language corpus (the *Norwegian Newspaper Corpus* (NNC; <http://avis.uib.no/>, cf. Kristiansen 2012a), a specialist blog on financial issues (*Peter Warrens finansblogg*)<sup>5</sup> (cf. Kristiansen and Andersen 2012), and thirdly, the NHH research blogs from which the present analysis is based.



**Figure 1.** *Harvesting neologisms from web-based corpora*

The degree of specialist language used in these three corpora varies slightly as illustrated in Figure 1. Whereas the NNC texts are written by either non-specialists, semi-specialists or specialist to be read by the general public as non-specialists, the finance blog is written by a specialist aimed at other semi-specialists or specialist in finance. Thus the NNC contains more general language (LGP) than the finance blog which is much more specialised, with more specialised language (LSP). The research blogs are also written by specialists, but the texts are aimed at the general public as non-specialists or semi-specialists. This means that the research blogs focus on writing in Norwegian to a native audience who do not necessarily have a prior knowledge of the topic in question. The language in the blogs is still quite specialised.

The methodological point of departure has been the NNC. The NNC, established in 1998, is a self-expanding corpus consisting of Norwegian newspaper texts (close to 900 million words). It is updated automatically on a daily basis and comprises 10 of the most central newspapers in Norway. In addition to the search interface used to find lemmas within the range of newspapers in the NNC, the tool includes a neology detector which harvests all new word forms used daily based on a comparison with already registered forms (some 5.3 million word forms). The comparison is also made towards a full-form lexicon derived from the comprehensive dictionary *Bokmålsordboka* (Andersen and Hofland, 2012). It is this neology detector which has been applied also onto the NHH researchers' blog corpus in order to harvest specialised neologisms from the texts.

The neologisms that have been detected from the blogs include English loan words such as 'copula' or 'gamification' (examples [1]-[2]), calques, such as 'Thanksgiving-salg' ('Thanksgiving sale') or 'reactance-effekt' ('reactance effect') (examples [3]-[4]), or Norwegian "substitute words" like 'følelsesøkonomi' ('emotional economy'), 'oppmerksomhetsøkonomi' ('attention economy') or 'selvreguleringsteori' ('self-regulation theory'), as illustrated in examples [5]-[6].

[1] En metode som er meget populær for å modellere smitteeffekter i finansielle markeder er såkalte **copulas** (KOV230211).

*A method which is very popular in order to model contagion effects in financial markets is the so-called **copulas**.*

[2] Disse går nå ofte under betegnelsen "**gamification**" ... (CSI04052012)

*These are now frequently called **gamification** ...*

<sup>5</sup> <http://www.peterwarren.no/>

- [3] For å sikre seg en enda lavere pris ventet han til det var **Thanksgiving-salg** i butikkene (KOV050111).  
*To get an even lower price he waited until the **Thanksgiving sale** in the shops.*
- [4] [...] klare **reactance-effekter** når kundene ikke forsto hvorfor profilinformasjon brukes eller når personalisering skjedde for tidlig i en kunderelasjon. (CSI23032012)  
*[...] noticeable **reactance effects** when the customers did not understand why the profile information is used or when personalisation took place too early in a customer relation.*
- [5] Liknende begreper er blitt brukt for å beskrive det samme fenomenet, slik som **oppmerksomhetsøkonomien** [3], underholdningsøkonomien [4] og **følelsesøkonomien** [5]. (CSI05112012)  
*Similar concepts have been used to describe the same phenomenon, such as **attention economy** [3], **entertainment economy** [4] and **emotional economy** [5].*
- [6] I følge **selvreguleringsteori** (Higgins, 1997) finnes det to fundamentalt ulike fokus som mennesket benytter for å orientere seg i verden. (Focus10022012)  
*According to self-regulation theory (Higgins, 1997) there are two fundamentally different focuses humans use to orient in the world.*

Sometimes an expression is detected which is not new in the Norwegian language. An example is the expression 'copula' (see example [1]), which is already established in the Norwegian language, but then spelled 'kopula'. The concept originates from *linguistics*, and refers to a word which is used to link the subject of a sentence with a predicate. In KOV, however, it is used in connection with analyses of financial markets, spelled as 'copula', referring to:

a statistical measure that represents a multivariate uniform distribution, which examines the association or dependence between many variables. [It is] a mathematical tool used in finance to help identify economic capital adequacy, market risk, credit risk and operational risk (Investorpedia.com)

Thus the expression has been reintroduced into the Norwegian language as an anglicism. In the blog, the neology refers to a different concept, i.e., a statistical measure, which belong to the domain of finance.

A somewhat different example is that of 'gjøring' ('doing'), which is applied for a particular pedagogical principle, and which has been detected in the KOV corpus:

- [7] Læring ved **gjøring** er et grunnleggende pedagogisk prinsipp, ... (KOV02022011)  
*Learning by doing is a basic pedagogical principle, ...*

This expression has long been established in Norwegian, and is for instance used in an article published in *Tidsskrift for Samfunnsforskning* as far back as 1980 (Hernes 1980). It has, nevertheless, been detected as a neologism in the present study, something which indicates that it still has not been registered in e.g. *Bokmålsordboka* nor in the repository of expressions on which the NNC neology detector is based. A possible source of neologisms which is lost when using the present methodology is the group of specialised neologisms which have been formed from general language, such as for instance the term 'nudge':

- [8] En "**nudge**" er et signal som dytter våre intensjoner og beslutninger lett i en angitt retning (Focus 04042011).  
*A "nudge" is signal which lightly pushes our intentions and decisions in a given direction.*

This means that if the researchers invent new Norwegian terms drawing from already existing Norwegian general words, interesting secondary term formation is not detected. Implementing searches which allow for the detection of code glosses, i.e., metadiscursive features used to

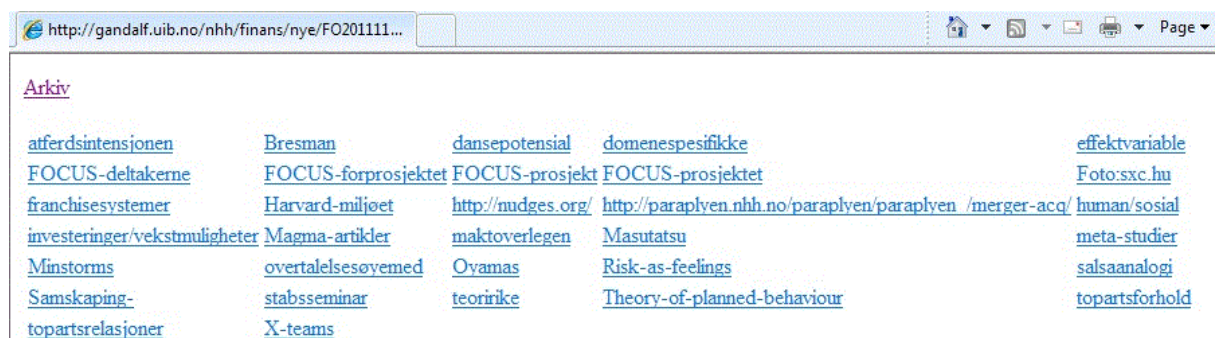
rephrase, explain or elaborate what has been said already to ensure that the reader gets the writer's intended meaning (Hyland 2005: 52), may increase the number of relevant neologisms that are harvested, such as 'nudge' ([8]). Writers tend to add such when using expressions not already established as denotation for the concept in question (ibid., Kristiansen 2012c). Code glosses include the use of punctuation signs such as quotation marks, parentheses, emdashes or conjunction words, such as 'eller' ('or'), or certain conjunction phrases, such as 'en form for' ('a kind of') or 'såkalt' (so-called), 'det vil si' ('that is to say'), 'også kalt' ('also called') to give an explanation for terms that are used. This is a frequently feature used in the NNC (Kristiansen 2012c), and it is also to some extent used in the researchers' blogs. I will return to the use of such metadiscursive features in section 3.3 below.

So far, Norwegian Nynorsk is not included in the comparative lexicon used to detect neologisms. Thus, 10 neologisms, which are in fact Nynorsk words, have been detected, such as 'brukarvennlege tenester' ('user-friendly services'), 'kundeopplevingar' ('customer experience'), 'viktigheita' ('the importantness', 'tenestedesign' ('service design') and the pleonasm 'servicetenester' ('service services').

In addition to the specialised neologisms, also general neologisms have been detected, such as 'grasrotmobiliserer' ('grassroots mobiliser'). The expression is related to that of 'grasrotmobilisering' ('grassroots mobilisation'; KOV15082011), which was used the first time in the NNC in May 2003. Whereas this latter is the act of mobilising, this new neologism refers to the agent who carries out the act.

Furthermore, new word forms are introduced and an example may be 'motbakkøløpernes' (KOV09062011) which is the inflectional form of 'motbakkøløperne' ('fell runners') used the first time in the NNC on 30 September 2010. Also, URLs are harvested, such as 'Utfylt.no' and name candidates, such as 'Ramaswamy'. Finally, a number of spelling errors are detected, such as 'kvalitetssikring),og' ('quality assurance),and'), together with other cases which have been categorised as garbage, e.g. 'produktet/patentet/teknologien' ('the product/the patent/the technology') or 'pp.19-50'.

A typical periodic harvesting of neologisms is illustrated in Figure 2, in which neologies detected from the Focus blog on 1 November 2011 are rendered.



**Figure 2.** Neologisms detected from the Focus blog on 1 November 2011

Since the harvesting is done on a weekly basis whereas the publication of new texts by the bloggers is somewhat irregular, the number of neologisms per week varies greatly.

### 3.1. Categorisation of specialised neologisms in the blogs

The usefulness of the methodology applied is dependent on whether or not domain-specific neologisms related to the economic-administrative domains are detected. In order to get an overview of what kind of neologisms are harvested from the corpus, and whether or not these

are relevant to the economic-administrative domains, I have grouped the expressions into five general categories:

*i. 'Norwegian' neologisms*

The first category refers to specialised neologisms relevant to the economic-administrative domains which are expressed by means of Norwegian, such as 'endringskapasiteten' ('the capacity to change') or 'stabilisator-skatt' ('stabilisation tax').

*ii. Anglicisms*

In the second category, 'anglicisms', expressions are grouped which originate from English, including 'touch-points'/'touchpoints' ('touch points') and 'copulas'.

*iii. Calques*

The third category includes domain-relevant hybrid terms consisting of English and Norwegian, such as 'pecking-order modellen' ('pecking order model'), 'boom-vekst' ('boom growth') and 'service-dominant' ('service dominant').

*iv. General neologisms: general expressions & other specialised neologisms*

In the general neologisms category, expressions not relevant to the economic-administrative domains are grouped. This means that neologisms have been grouped as general although they belong to other domains, such as 'læringsdimensjon' ('learning dimension') (pedagogy) or 'psoriasis-pasienter' ('psoriasis patients') (medicine). These could also have been grouped in a 'non-economic, but specialised' category. However, placing an expression as either specialised or general would require a more thorough analysis, something which would go beyond the scope of the present study.

*v. Garbage*

In the final category, spelling errors, digits, general abbreviations, URLs and proper names have been included. Compounds with other marking e.g. "oppsigelser/permittinger" have for the purpose of this analysis also been categorised as garbage since the retrieved word forms are simply general words, or specialised expressions, but not neologisms.

The categorisation of neologisms has been motivated by a special lexicographical/terminographical purpose. The three first categories are thus specific to the economic-administrative domains and represent term candidates proper for the domains involved (cf. Table 1). Findings which are relevant for general lexicography as such have therefore not been central for the way the neologisms have been categorised, including new general word forms. Texts that are written in English, Swedish or Danish by non-native NHH researchers have been excluded from the corpus. However, there are some instances of neologisms in Swedish and Danish which have not been excluded from the corpus and thus these have been detected. For the purpose of the present analysis, these have been categorised as garbage. The neologism categories, together with the frequencies detected in the three blogs are presented in Table 1.

**Table 1**

*Neologism categories in the NHH blogs*

Category	Examples	CSI	FOCUS	KP	Total	In %
'Norwegian' neologisms	<i>brannsalghypotese ('fire sale hypothesis'), tjenestesamskaping ('service co-creation')</i>	174	28	97	302	64.12
Anglicisms	<i>servitization, touchpoints</i>	9	0	7	21	4.46
Calques	<i>HR-perspektiv ('HR perspective'), spillover-effekter ('spillover effects')</i>	9	1	9	14	2.98
General neologisms	<i>spaltekilometer ('column kilometer'), studentutredninger ('student dissertations')</i>	8	4	22	28	5.94
Garbage	<i>Foto: sxc.hu, bedrift/</i>	32	22	49	106	22.50

TOTAL	232	55	184	471	100.0%
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As Table 1 demonstrates, the detector is quite good at detecting specialised neologisms relevant to the economic-administrative domains (71.56%). Furthermore, new Norwegian term candidates are frequent (64.12%), something which indicates that the harvesting provides much relevant data to be included in lexicographic or terminographic resources. The remaining economic-administrative neologisms, i.e., calques ('reactance-effekt') and anglicisms ('touchpoint'/'touchpoint', 'Goods-dominant logic') will typically be expressions that could be subject to discussion before being included in resources as terms proper.

If we compare these findings with the use of financial jargon in Norwegian newspapers (Kristiansen 2012a), the blog texts seem to provide more consistent information concerning term candidates. In the NNC, both the emergence of new Norwegian terms and the norwegianification of anglicisms seem to happen more or less by chance, and there is little indication of a gradual development in which terms take on a more correct Norwegian orthography. The researchers' blogs also provide relatively few anglicisms and calques compared with the NNC and there is a higher degree of consistency when it comes to Norwegian spelling conventions. In the NNC, on the other hand, it is typical that expressions are spelled in numerous ways, e.g. 'hedge fund', 'hedgefund', 'hedgefond' and 'hedge fond' for the concept of *hedge fund*, or 'short-selging', 'short-selling', 'shorthandel' and 'short-handel' for the concept of *short selling* (Kristiansen 2012a: 278). However, the number of words is obviously much higher in the NNC, as well as the number of authors and text sources. Still, the findings so far indicate that using blogs as corpora to detect specialised neologisms may be a fruitful method in the search for Norwegian specialised language where English is gradually gaining ground. The harvesting of neologisms also indicates another feature, i.e., that the term candidates are relatively complex in structure, as illustrated in Table 2.

**Table 2**  
*Lexical complexity of term candidates*

Category	Examples	CSI	FOCUS	KP	Total	In %
Single words	<i>biases, gjøring, copula</i>	14	1	10	25	7.5%
Multiword terms	<i>endringskapasiteten, tjeneste-Utkubator, produksjonsmulighetskurven</i>	178	28	103	309	92.5%
TOTAL		192	29	113	334	100%

Based on the neologisms that have been harvested so far, it may seem that the rather forced process of forming Norwegian terms results in greater complexity than what could be expected based on general word-formation patterns in Norwegian. If we take a closer look at the term candidates in category *i*. 'Norwegian' neologisms, these frequently originate from trigrams in English. Table 3 presents four such complex term candidates.

**Table 3**  
*Lexical complexity of Norwegian neologisms only*

Norwegian neologism	English term
<i>produktinnovasjonslogikk</i>	'product innovation logic'
<i>tjenesteinnovasjonsaktivitet</i>	'service innovation activity'
<i>merkeopplevelsesdimensjon</i>	'brand experience dimension'
<i>forretningsmodellinnovasjon</i>	'business model innovation'



As the harvesting continues over time it will, therefore, be interesting to investigate how frequent such complex multiword terms are in contrast to the single word terms, when compared with a general language corpus such as for instance the NNC.

Having given an overview of the main categories of neologisms, I will now give a few examples of other relevant information which can be retrieved from the corpora. First, I will discuss the concept of *co-creation* which is a central one in the CSI project. Next, I will illustrate how the contexts of the neologisms provide information which is highly relevant for a terminographic or lexicographic analysis.

### 3.2 The concept of co-creation

As Table 1 demonstrates, there has been much formation of new Norwegian terms in the researchers' blogs. One example of a successful implantation, i.e. the implementation and use of newly formed terms (Quirion 2003), is the concept of *co-creation*, which is frequently discussed in the CSI blog, and the neologism 'samskaping', which has emerged as a Norwegian equivalent to the English 'co-creation'. The concept of *co-creation* can be explained as

a business strategy focusing on customer experience and interactive relationships. Co-creation allows and encourages a more active involvement from the customer to create a value rich experience (Businessdictionary.com)

In the KOV blog, a number of Norwegian expressions have emerged as various forms of describing the concept of *co-creation*, and related concepts:

**Table 4**

*The use of the concept of co-creation in the CSI blog*

Norwegian neologism	English term
samskaping	co-creation
samskapes	is co-created
samskapere	co-creators
samskaperne	the co-creators
samskapt kundeservice	co-created customer service
samskapte innovasjonsprosesser	co-created innovation processes
samskapingprosjekter	co-creation projects
tjenestesamskaping	service co-creation
samskapt kundeservice	co-created customer service
online samskaping	online co-creation
medskapingeffekter	co-creating effects

When comparing the word-formation pattern of financial terminology in the NNC in which the use of calques (English + Norwegian) is by far the most frequent (Kristiansen 2012a), the formation of Norwegian terms in the blog corpora is much higher. As in the case of *co-creation*, only one calque is used, i.e. 'online samskaping', whereas several multi-word expressions are formed in addition to the various forms of 'co-creation' itself. Instead of the relatively frequent use of variants in the NNC (ibid.), the blogs show a much higher consistency, with only one other variant used, i.e., 'medskapingeffekter' ('co-creation effects'). There are obvious reasons for this, such as a lower number of authors and a much lower number of occurrences. Still, it demonstrates that these texts may provide valuable and consistent input into terminographic and specialised lexicographic resources.

Example [9] indicates, however, that it should be possible to achieve an even higher level of consistency in the researchers' blogs. In the example, the Norwegian neologism is first used with the English expression in parenthesis, whereas the anglicism is used as the preferred term later in the same text, with the Norwegian as a co-reference.

[9] Effekter av **samskaping (co-creation)** på opplevelser... (CSI11042011)  
*Effects from co-creation (co-creation) on experiences...*

[10] **Co-creation**, eller **samskaping**, har de senere årene blitt fremhevet som en viktig kilde til konkurransefortrinn... (CSI11042011)  
*Co-creation, or co-creation, has in recent years been highlighted as an important source for achieving a competitive advantage...*

### 3.3 Neologisms in context

The hedging strategy used in example [9] also illustrates how looking at the neologisms in context can provide additional relevant information, such as a possible synonym or translation variant. This is also evident in the following two examples, where both the Norwegian neologisms and corresponding anglicisms are introduced. The concept of *psychological reactance* (example [11]) is a behaviour which occurs in response to threats to perceived behavioural freedoms. The concept is introduced by means of the Norwegian neologism, followed by the anglicism, which is introduced by two kinds of code glosses, i.e., parentheses and quotation marks.

[11] I studiene vi har gjennomført, finner vi en betydelig og konsistent **psykologisk motstand** («**psychological reactance**») blant kundene... (CSI05022011)  
*In our studies we find a noticeable and consistent psychological reactance among the customers...*

[12] Gjennom såkalt **servitization**, dvs. « **tjenestegjøring** » av produkter, kan bedrifter redusere sitt økologiske fotavtrykk. (CSI14122011)  
*Through so-called servitization of products firms may reduce their ecological footprint*

The second concept of *servitization* (example [12]) means the delivery of a service component as an added value, when providing a product. Again, code glosses are used (quotation marks), however, in this example the anglicism is used first. It should be noted that the Norwegian neologism is somewhat unfortunate since this expression, 'tjenestegjøring', is a well-established term used to describe the concept of 'serving abroad' ('tjenestegjøring i utlandet'), which has 90 occurrences in the NNC used in this latter sense.

## 4. Concluding remarks

In the present paper I have explored whether researchers' blogs may be useful as corpora to detect specialised neologisms in economic-administrative domains. Blogs publishing findings from three different transdisciplinary research projects have been investigated, i.e., *Crisis, restructuring and growth* (KOV), *Focus* (Future-Oriented Corporate Solutions), and *Centre for Service Innovation* (CSI). Based on the harvesting of neologisms so far, the findings indicate that there is a high degree of disciplinary relevant neologisms which are detected (71.56%). Out of these, as many as 64.12% are new Norwegian term candidates which are applied within the research disciplines in question.

This indicates that the methodology developed provides data which are valuable input in specialised dictionaries or termbases. It is thus also a valuable contribution for the maintenance and further development of a Norwegian special language in the economic-administrative domains.

When comparing the findings from the blogs with what is evident in the NNC, the blog texts seem to provide relatively consistent information concerning term candidates whereas the number of variant forms, ranging from unadapted anglicisms, via norwegified expressions and translation loans to new Norwegian terms, is much higher in the NNC.

One challenge in the methodology which should be addressed is the inclusion of Norwegian Nynorsk in the lexicon with which the harvesting of neologisms is compared. Furthermore, adding code glosses when filtering out neologisms may be a valuable extension to the methodology to detect term candidates which are formed from general language.

A next stage in the analysis will be to investigate whether the neologisms which have been detected in the researchers' blogs have emerged in Norwegian general language. For this purpose, the NNC may be used as a comparison.

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