

APPENDIX D

EXAMPLE OF SECONDARY RECORDING SHEET



ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	1	1. Apple	80 (40/50)
		2. Red	18 (9/50)
		3.	
		Other	2 (1/50)
	TOTAL:		100 %
Average over top 3 of associations	ommon 49	% of commonality for 1 association	it level 80 %

1. Apple	2. Red	3.	Other
apple	red		tussinud the beson of
			The Mark
			a coordin
			TRUK
44			



ICON	QUESTIO	N#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	2		1. Eat	88,89 (40/45)
		2	2. Food	19,02 (1691)
	40	3	3.	
			Other	11,11 (5/45)
	TO	ΓAL:		100 %
Average over top 3 associations		88,89 %	% of commonality for 1 st level	88,89 %

1. Eat	2. Feed	3.	Other
eat	Stool		construct the theory of gravity
bite			decorate
			look
			peel
			use as weapon
THE STREET STREET			
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ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	3	1. Fruit	60, 98 (25/41)
		2. Food	39,02 (16/41)
		3. Danieland	18,87(10/53)
		Other	-
	TOTAL:		100 %
Average over top 3 con associations	nmon 50 %	% of commonality for 1st l	evel 60,98 %

1. Fruit	2. Food	3. Everybody	Other
fruit	food	everybods	
	e e un un entre	Carries	
		listne organismi	
	The Control of the Co		
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ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	4	1. People	56,60 (30/53)
4 - 100 - 100 - 100		2. Animals	18,87 (10/53)
		3. Everybody	18,87 (10/53)
		Other	5.25 (199)
	TOTAL:		100 %
Average over top 3 co associations	mmon 31,45	% of commonality for 1st associations	level 56,60 %

1. People	2. Animals	3. Everybody	Other
people	animals	everybody	different sizes
South Africans	elephants	everyone	
hungry people	horses	living organisms	
healthy people	herbivores		
humans	omnivores		
mothers			
Newton			
people on a diet			
people who eats it) . .		
health-aware			
apple lovers			



ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	5.1	1. Size of fist	47,37 (9/19)
		2. Size of tennis ball	26,32 (5/19)
		3. Small	21,05 (4/19)
		Other	5,26 (1/19)
	TOTAL:		100 %
Average over top 3 associations		8 % % of commonality for 1 association	st level 47,37 %

1. Size of fist	2. Small	3. Size of tennis ball	Other
fist	small	tennis ball	different sizes
big	3 x 4 cm	medium	
big large	4 x 5 cm		
			tie specials long
TO THE RESIDENCE OF THE PARTY O			



ICON	QUEST	ION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	5.3		1. Round	58,82 (20/34)
111122			2. Heart-shaped	23,53 (8/34)
			3.	
			Other	17,65 (6/34)
	Т	OTAL:		100 %
Average over top 3 associations		41,18 %	% of commonality for 1 st lev	el 58,82 %

1. Round	2. Heart-shaped	3.	Other
round	heart-shaped		oval
sphere			off-round
circle			voluptuous
			no specific form

ICON	QUESTION#		COMMON ASSOCIATIONS	SPREAD (%)
APPLE	5.3	1.	. Red	75,47 (40/53)
		2.	· Allegat	25,0 (14)
		3.	. Water	25,6 (14)
		0	other	24,53 (13/53)
	ТОТА	L:		100 %
Average over top 3 of associations	common	75,47 %	% of commonality for 1 st level	75,47 %

1. Red	2. Sugar	3.	Other
red	8002		brown
			green
			white
			white yellow



ICON	QUESTION#	#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	5.4	1.	Fibre	50,0 (2/4)
		2.	Sugar	25,0 (1/4)
		3.	Water	25,0 (1/4)
		Oti	her	12,86 (9770)
	TOTA	ΔL:		100 %
Average over top 3 of associations		33,33 %	% of commonality for the 1 st	50 %

1. Fibre	2. Sugar	3. Water	Other
fibre	sugar	water	Date
			frida
	Plak to Pay		L Durbest
	Esfolens		Lesgrid Legingly
			Floodon
	- Carlotte		
	Applications of the second		
	**		



ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	6	1. Tree	54,29 (38/70)
		2. Shops	32,86 (23/70)
		3.	
-		Other	12,86 (9/70)
	TOTAL:		100 %
Average over top 3 associations		% of commonality for 1 st	level 54,29 %

1. Tree	2. Shops	3.	Other
apple tree	shops		bags
tree	supermarkets		fridge
grown	Pick 'n Pay		fruit bowl
	cafeteria		people's mouths
	any place that sells it		kitchen
	market		
	green grocers		
	fruit markets		



ICON	QUESTION#	COMMON ASSOCIATION	SPREAD (%)
APPLE	7	1. Crunch	56,36 (31/55)
		2. Exclamations while eating	30,91 (17/55)
		3.	
		Other	12,73 (7/55)
	TOTAL:		100 %
Average over top 3 co	ommon 43,64	% of commonality for 1st le	vel 56,36 %

sweet nice smacking lips eeeeuuuu worm!	1. Crunch	2. Exclamations	3.	Other
munch hmmm fresh crack aah wind through tree delicious an apple a day keeps the doctor awa sweet nice smacking lips eeeeuuuu worm!	crunch	yummy		tummy growls
delicious an apple a day keeps the doctor awa sweet nice smacking lips eeeeuuuu worm!	munch	hmmm		
delicious an apple a day keeps the doctor awa sweet nice smacking lips eeeeuuuu worm!	crack	aah		wind through tree
nice smacking lips eeeeuuuu worm!		delicious		an apple a day keeps the doctor away
smacking lips eeeeuuuu worm!		sweet		18000
eeeeuuuu worm!		nice		L parterie
		smacking lips		. 100
I'm hungry!		eeeeuuuu worm!		
	The state of the s	I'm hungry!		



ICON	QUEST	TION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE		3	1. Hungry	42,42 (28/66)
			2. Nutrition	28,82 (19/66)
			3.	
			Other	28,92 (19/66)
	Г	OTAL:		100 %
Average over top 3 of associations	common	35,54 %	% of commonality for the	e 1 st 42,42 %

1. Hungry	2. Nutrition	3.	Other
hungry	nutrition		boredom
relieve hunger	nourishment		delicious
still hunger pains	supply essential vitamins		thirsty
fill my tummy	minerals		tasty
	vitamins		tired
	healthy		portable
	grow up healthy and strong		food
	maintain balanced diet		
	stay healthy		
and a light			
		r .	



ICON	QUESTION#		COMMON ASSOCIATIONS	SPREAD (%)
APPLE	9	1	. Apple	63,92 (62/97)
		2	. Stem	36,08 (35/97)
		3		-
		C	Other	5,10 = 32
	TOTA	L:		100 %
Average over top 3 of associations		50,0 %	% of commonality for 1 st leve	63,92 %

1. Apple	2. Stem	3.	Other
apple	stem		CENCA DATA
core	twig		emas .
centre	trunk		I healthy entires
body	stalk		neming
flesh	branch		
fruity part juicy part	leaves		
juicy part			
peel			
peel pips skin			
skin			
seeds			
red part			
taste			
sweet part			
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ICON	QUESTION	#	COMMON ASSOCIATION	SPREAD (%)
APPLE	10		. Fruit	93,90 (77/82)
		2	. = 12 / 22 / 22 / 23 / 23 / 23 / 23 / 23 /	20,0 (28/100)
		3	· Minest colours	17,0 (17/100)
		C	Other	6,10 (5/82)
	ТОТА	AL:		100 %
Average over top 3 common 93,90 associations		93,90 %	% of commonality for 1st level association	93,90 %

1. Fruit	2.	3.	Other
fruit	Talgete Transcription	I made	beach ball
banana	I hyang sa meni	Total Control of the	candy
orange	THE SULP	vellow	healthy things
pineapple	offerend	I we have with door	nothing
pear	c. lovel		- Lord
peach			
apple	TO ME		
strawberry			
tomato			
naartjie			
mango			
cherry			
grapes			



ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	11	1. Different forms of apple	52,0 (52/100)
		2. Different shapes	20,0 (20/100)
		3. Different colours	17,0 (17/100)
		Other	11,0 (11/100)
	TOTAL		100 %
Average over top 3 common associations		67 % % of commonality for 1st le	evel 52,0 %

1. Different forms	2. Different shapes	3. Different colours	Other
juice	circle	red	big
pie	heart-shaped	green	candy
canned	irregular	yellow	vegetables
puree	off-round	yellow with dots	small
sauce	oval		one
salad	pear-shaped		1 vorm
yogurt	round		midding.
chopped	circular		I in against by
baked	spheres		Tunez:
grated			f him
rotten			
squashed			
small blocks			
cut			
process			
1.0			
surrents a			
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ICON	QUESTI	ON#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	12		1. Food	71,67 (43/60)
THI LLE		-	2.	
			3.	
			Other	28,33 (17/60)
	TO	OTAL:		100 %
Average over top 3 common 71,67 associations		71,67 %	% of commonality for 1 st leve	1 71,67 %

1. Food	2.	3.	Other
food			branch
fruit			delicious taste
cheese			healthy diet
chocolate			leaf
ice cream			stick through it
fruit salad			worm
cinnamon			anything
banana			eat separately
apple tart			hunger
toffee			thirst
grapes			
pork			
syrup			
yogurt			
salt			
refreshments			
pineapple			
cream			
pie			
pancakes			



ICON	QUEST	ION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	13		1. Positive feelings	91,8 (56/61)
	Elmane and d	his is Blaine	2.	
	nd we work pri	much and	3.	
That means that the	ey have less th		Other	8,2 (5/61)
ocabulary, yeo ca	m imagine th To	OTAL:	some of a sery being way what	100 %
Average over top 3		91,8 %	% of commonality for 1 st level associations	91,8 %

1. Positive feelings	2.	3.	Other
content	arcansore a complete in		depressed
confident		The second second second	easy to make
energised			filling
enjoy	asked to nicese, page the	noops sow. When you	fresh fresh
fulfilled			not fattening
good	INCO IS THE S. TO SAY OF US.		
great			
happy			
healthy			
nice		7/	
pleasant			
perfect			
satisfied			
stronger			
wonderful		8.2.	
refreshed			
relieved			
heavenly			
part of something wonderful			
safe			
I like it			