

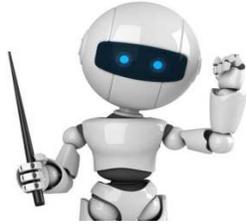
# TOEIC Vocabulary Secrets Revealed

Dec 2011

Guy Cihi and Brent Culligan

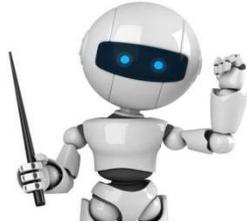
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Shibuya-ku, Tokyo 150-0002  
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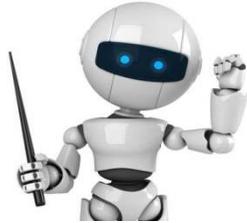
## TOEIC versus General English

Corpus analysis reveals that 1/3 of the words in all parts of every TOEIC test are NOT common words in general English.



What does this mean?

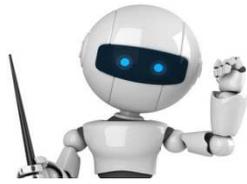
Students who study with traditional 4-skills textbooks and readers will not develop fluency for 33% of the High-Frequency words that commonly occur on every TOEIC.



## Our TOEIC Corpus Analysis

312,500 words (25%) are from  
actual TOEIC tests

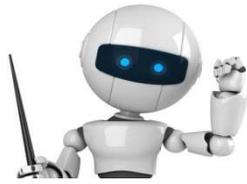
937,500 words (75%) are from  
high quality practice tests



## Our TOEIC Corpus Analysis

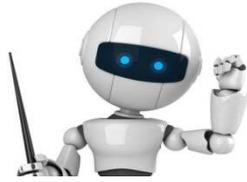
1,250,000 total words

14,652 different words



## Our TOEIC Corpus Analysis

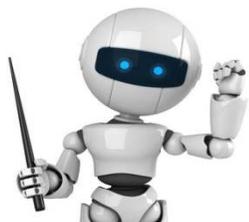
Just 6,480 different words  
constitute 99% of all  
word occurrences.



## Our TOEIC Corpus Analysis

**982** different words constitute  
90% of all word occurrences.

These **982** words are the absolutely  
essential **Super-High-Frequency**  
words of TOEIC.



## Examples: letters "A" and "G" € 35

Frequent only in the TOEIC corpus.  
 Frequent only in the General corpus.

A

- a
- ability
- able
- aboard
- about
- above
- abroad
- absence
- absent
- absolutely
- abstract
- accept
- acceptable
- acceptance

a

- abandon
- ability
- able
- about
- above
- abroad
- absence
- absolute
- absolutely
- absorb
- abuse
- academic
- accept

G

- gain
- gallery
- gallon + +
- game
- garage
- garbage
- garden
- gardener
- gas
- gasoline
- gate
- gather
- gender
- general

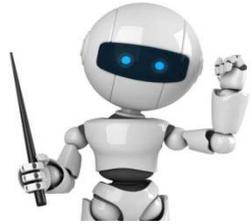
gain

- gall
- game
- gap
- garage
- garden
- gas
- gastric
- gate
- gather
- gaze
- gear
- gene
- general

27% of high frequency  
'A' words are exclusive  
to TOEIC

33% of high frequency  
'G' words are exclusive  
to TOEIC

Note: The general corpus used for comparison contains one billion words from all genres.

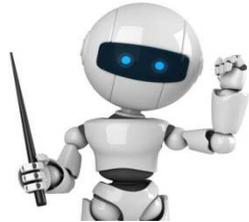


## TOEIC: Esoteric Facts 1

TOEIC is an Item Response Theory Proficiency Test – not an English ability diagnostic test.

Students are not scored for their English language ability.

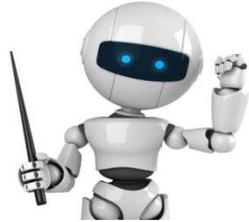
Students are scored along a bell-curve against the relative abilities of other students.



## TOEIC: Esoteric Facts 2

Without difficult Items, Education Testing Service “ETS,” would be unable to maintain its bell-curve and generate accurate scores.

ETS uses difficult vocabulary and third or fourth definitions to create difficult Items.

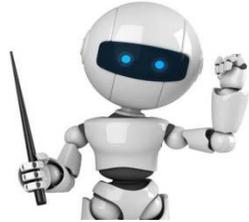


## TOEIC: Esoteric Facts 3

ETS must regularly recycle TOEIC questions or their IRT scoring system will not work.

New TOEIC questions are written by a small team with low turnover amongst the members.

TOEIC high-frequency vocabulary is regular and predictable.

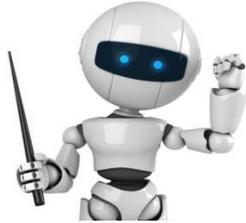


## TOEIC: Esoteric Facts 4

ETS has never, and likely will never, issue a vocabulary guide for any of its major tests including: TOEIC, TOEFL, SAT and GRE.

# Why?

Because obscure vocabulary is the most reliable way for the test authors to create the difficult questions that are required to generate accurate scores along a bell curve.



Our Solution

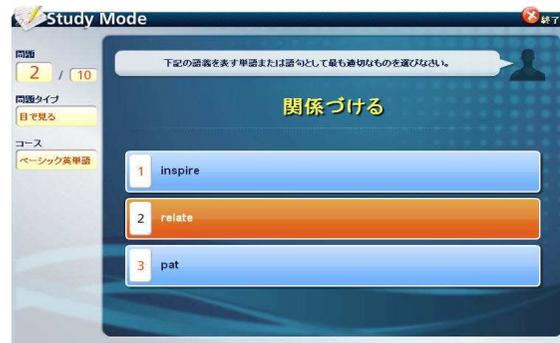
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High speed learning system

# Word Engine

High Speed Learning System

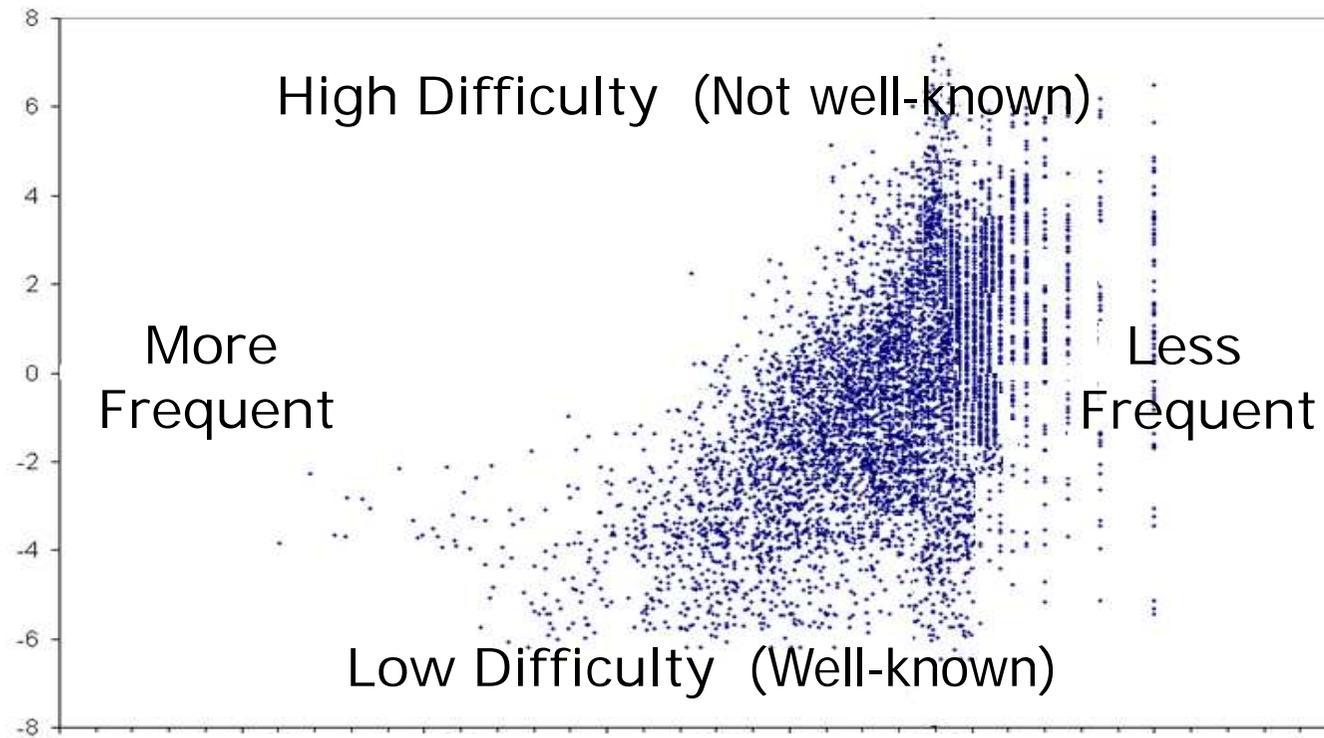
SightWords - Focus on Visual Speed



Plus: iPhone app coming April 2012



Learn 3.5 new TOEIC words per minute



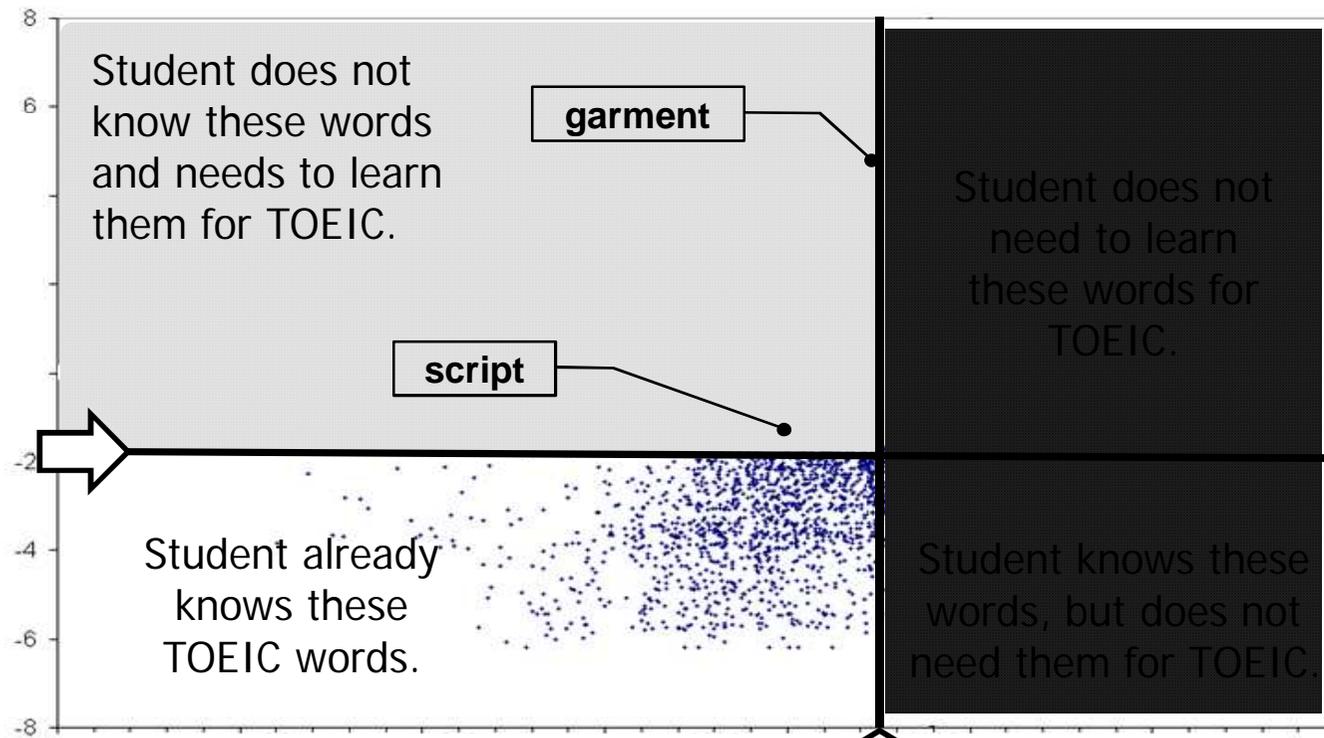
- Each dot represents one high frequency word in the TOEIC domain
- Difficulty statistics are calculated by Lexxica's patented technical system

# Word Engine

High Speed Learning System

Patented test identifies each user's known and unknown TOEIC words

V-Check finds MY starting point!



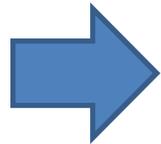
99% coverage point

# Word Engine

High Speed Learning System

Patented test identifies each user's known and unknown TOEIC words

V-Check  
finds MY  
starting  
point!



With Word Engine, no time  
is wasted studying words  
that are already known.

University studies show  
that Word Engine quickly  
increases test scores.



# Word Engine

High Speed Learning System

Quiz Generator allows teachers to confirm that students are retaining their new TOEIC vocabulary

Word Engine Quiz  
Group: Business English II  
Course: TOEIC  
Student: Suzuki Mari / 1164926EC

Complete the missing word. (The first 1 letter is provided.)

1. two men went in o \_\_\_\_\_ directions.  
Hint: 反対の
2. The government needs to reform the e \_\_\_\_\_ system.  
Hint: 教育上の
3. Her u \_\_\_\_\_ goal was to become a lawyer.  
Hint: 究極の

Word Engine Quiz  
Group: Business English II  
Course: TOEIC  
Student: Suzuki Mari / 1164926EC

Circle the best possible word for the definition provided.

1. 記事  
a. article  
b. flame  
c. device
2. 初めは、生まれは、もともとは  
a. suddenly  
b. more  
c. originally
3. 表面  
a. carpenter  
b. chest  
c. surface

- Menu offers six types of quizzes.

# Word Engine

High Speed Vocabulary Learning System

- Cambridge University Press
- ABAX ELT
- Pearson Kirihara
- Alico Met Life Japan
- Iowa State University
- Meiji Gakuin University
- Aoyama Gakuin Women's Junior College
- Meiji University
- Hiroshima International University
- Nagoya University of Commerce & Business
- AEON

Some of our notable clients



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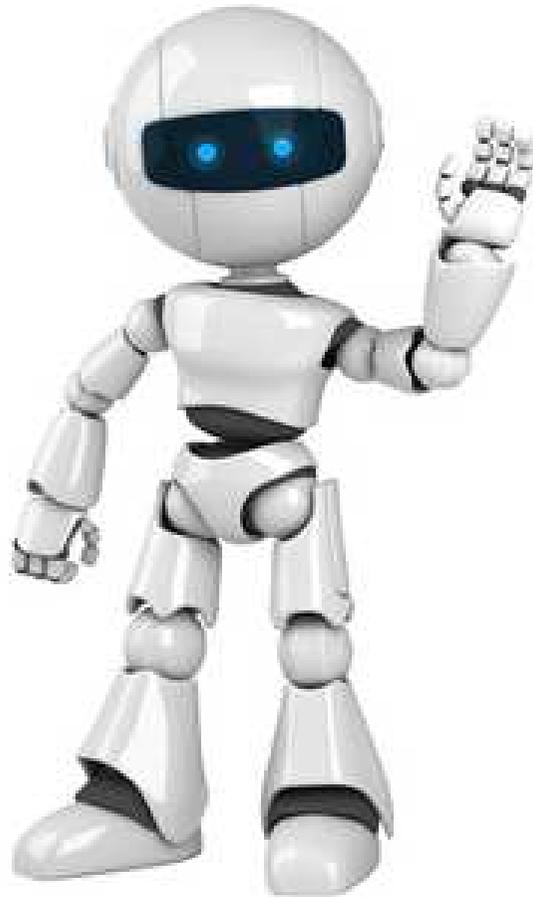
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# TOEIC Vocabulary Secrets Revealed

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