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Data Article

Dataset for an analysis of communicative aspects of finance

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ABSTRACT

The article describes a step-by-step strategy for designing a universal comprehensive vision of a vast majority of financial research topics. The strategy is focused around the analysis of the retrieval results of the word processing system Serelex which is based on the semantic similarity measure. While designing a research topic, scientists usually employ their individual background. They rely in most cases on their individual assumptions and hypotheses. The strategy, introduced in the article, highlights the method of identifying components of semantic maps which can lead to a better coverage of any scientific topic under analysis. On the example of the research field of finance we show the practical and theoretical value of semantic similarity measurements, i.e., a better coverage of the problems which might be included in the scientific analysis of financial field. At the designing stage of any research scientists are not immune to an insufficient and, thus, erroneous spectrum of problems under analysis. According to the famous maxima of St. Augustine, 'Fallor ergo sum', the researchers' activities are driven along the way from one mistake to another. However, this might not be the case for the 21st century science approach. Our strategy offers an innovative methodology, according to which the number of mistakes at the initial stage of any research may be significantly reduced. The data, obtained, was used in two articles (N. Zavyalova, 2017) [7], (N. Zavyalova, 2015) [8]. The second stage of our experiment was driven towards analyzing the correlation between the language and income level of the respondents. The article contains the information about data processing.

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Specifications Table

Data set 1	
Subject area	Cognitive Psychology
More specific subject area	Linguistics and communication
Type of data	2 graphs
How data was acquired	With the help of Serelex system
Data format	**.jpeg**
Experimental factors	**words**
Experimental features	The data helps see the communicative aspects of finance better and helps communicate finance more efficiently, according to a certain brain map. The information is relevant for experts working in the sphere of financial journalism, blogging and mass media.
Data source location	http://serelex.cental.be/#finance http://serelex.cental.be/#money http://serelex.cental.be/ru#финансы
Data set 2	
Subject area	Psycholinguistics
More specific subject area	Linguistics and communication
Type of data	2 tables
How data was acquired	Levada Centre omnibus survey
Data format	**numbers**
Experimental factors	**opinions**
Experimental features	The data helps understand the correlation between the attitude to words and the income level of the respondents
Data source location	Levada Centre, RF, Moscow

Value of the data

This data helps enrich the knowledge in the following research areas of finance:

- The correlation of the head word (“money”, “finance”) and satellite subjects. This correlation is relevant because it helps see if all the subjects are included in the research design, what additional directions may be implemented for a more complete research panorama.
- Is there any correlation between income levels and the attitude to the language people speak?
- Should we be more attentive to the language we use?
- Can a language be an indirect determinant of the income level?

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