

# Oxford's Australian Children's Word of the Year 2024

**Shortlist Report** 

# **Summary**

#### The 2024 dataset

A total of 25,698 children's stories (2,294,964 words) were collected this year through Writing Legends. Most stories were submitted by students in mid- to late-primary year levels.

# Top themes in trending words

- 1. **Connection/Social and emotional learning:** Students are writing about the value of their relationships with friends and family and the ways in which they connect with others. Words such as "friend", "hope", "love", "play" and "game" were all appearing in high frequencies. There was also a significant percentage increase in the usage of words such as "companion", as well as slang words like "bestie" and "bff" in comparison to previous years' data.
- 2. **Fantasy, adventure and magic:** Students' imaginations and interest in creating adventure stories were evident with many stories about mysteries, adventure, fantasy and magic.
- 3. **Society and learning:** Students are writing about their knowledge, as well as topics and concepts they've learnt about with the word "fact" trending this year. Facts about safety, the environment and personal interests were some of the topics students wrote about.
- 4. **Animals/Environment and nature:** Pollution and the environment continues to be a topic that students are concerned with, particularly the impact on animals and the ocean.

## 2024 CWOTY shortlist

Word	Total uses	Change, relative frequency
Fact	406	36.64%
Friend	4,538	7.03%
Game	1,901	12.68%
Норе	1,345	27.55%
Leader	242	10.27%
Love	3,821	60.70%
Play	3,449	13.34%
Superpower	67	107.90%

# **Corpus composition**

There was a smaller pool of words in 2024 (2,294,964 compared to 3,386,591 in 2023) and a lower number of submissions (25,698 compared to 32,861 in 2023). As with previous years, most entries are from the mid-primary to late-primary year levels. Entries this year were not classified by gender.

Data set	Submissions	Words	Total words (%)
Foundation/Year K	147	5,054	0.2
Year 1	3,049	105,170	4.6
Year 2	4,993	216,136	9.4
Year 3	3,697	275,564	12
Year 4	5,543	596,894	26
Year 5	4,510	563,331	24.5
Year 6	3,307	465,557	20.3
Year 7	291	58,433	2.5
Year 8	30	3,015	0.1
Year 9	11	1,149	0.1
Year 10	7	1,116	0.1
Year 11	0	0	0
Year 12	2	149	0.1
Undisclosed year level	111	3,396	0.1
Total	25,698	2,294,964	-

# High-frequency wordlist

This list shows the highest-frequency words in the 2024 stories, with their number ranking compared to last year. Note that these are not case-sensitive.

Rank	Word	Frequency	Rank change direction	Rank change number
1	the	106213	-	0
2	i	76798	<b>↑</b>	1
3	and	69684	<b>↓</b>	-1
4	a	61592	<u></u>	1
5	to	59768	<b>↓</b>	-1
6	it	36150	-	0
7	was	35759	-	0
8	you	34774	-	0
9	of	28142	-	0
10	in	27078	-	0
11	is	24250	-	0
12	my	21275	<u></u>	2
13	that	20669	<b>↓</b>	-1
14	he	20529	<b>↓</b>	-1
15	S0	18118	<u></u>	2
16	but	16426	<b>↓</b>	-1
17	they	15824	<b>↓</b>	-1
18	for	15589	-	0
19	she	15278	<b>↑</b>	5
20	we	14638	<b>↓</b>	-1
21	on	13938	<b>↓</b>	-1
22	are	12403	<b>↑</b>	1
23	have	12290	<b>↓</b>	-1
24	with	12137	<b>↑</b>	3
25	me	11610	<b>↑</b>	1
26	do	10810	<b>↑</b>	2
27	be	10703	<b>↓</b>	-6
28	there	10679	<b>↓</b>	-3
29	her	10233	<b>↑</b>	17
30	then	9912	<b>↑</b>	1
31	at	9841	<u></u>	1
32	this	9376	<u></u>	1

33	had	9343	<b>↑</b>	1
34	as	9297	<b>↓</b>	-4
35	all	9215	<b>↓</b>	-6
36	can	9204	<b>↓</b>	-1
37	your	8717	<b>↑</b>	6
38	out	8657	-	0
39	said	8547	<b>↑</b>	5
40	will	8366	<b>↑</b>	2
41	one	8328	<b>↓</b>	-2
42	not	8155	<b>↓</b>	-6
43	get	8039	<b>↓</b>	-3
44	like	7610	<b>+</b>	-7
45	up	7582	-	0
46	what	7468	<b>↓</b>	-5
47	when	7413	<u></u>	1
48	his	7394	<u></u>	1
49	go	7309	<u> </u>	1
50	just	7079	<u> </u>	3
51	if	6779	<b>+</b>	-4
52	were	6089	-	0
53	day	5980	<u> </u>	12
54	could	5687	<b>↑</b>	2
55	no	5613	-	0
56	got	5518	<b>↑</b>	2
57	from	5444	<b>↑</b>	2
58	went	5361	<b>↑</b>	3
59	would	5277	<b>+</b>	-8
60	time	5127	<u> </u>	3
61	because	5100	<b>↓</b>	-7
62	back	5039	<u></u>	10
63	did	5035	<u></u>	1
64	going	5008	<b>↑</b>	3
65	them	4794	<b>↓</b>	-5
66	now	4707	<b>↑</b>	2
67	about	4634	<b>↓</b>	-1
68	know	4590	<b>↑</b>	3
69	very	4558	<b>↑</b>	9
	,	.000		

70	has	4366	<b>↑</b>	6
71	into	4231	<b>↑</b>	3
72	or	4217	<b>↓</b>	-10
73	him	4207	<b>↓</b>	-4
74	some	4081	<b>↓</b>	-4
75	am	4018	<b>↑</b>	13
76	see	3966	<b>↓</b>	-1
77	best	3715	<b>↑</b>	34
78	mum	3549	<b>↑</b>	11
79	come	3546	<b>↑</b>	6
80	by	3518	<b>↑</b>	3
81	down	3504	<b>\</b>	-8
82	saw	3486	<b>↑</b>	4
83	more	3460	<b>↓</b>	-6
84	an	3422	<b>↑</b>	8
85	people	3350	<b>↓</b>	-28
86	good	3308	<b>↑</b>	9
87	only	3276	<b>↑</b>	14
88	home	3250	<b>↑</b>	21
89	how	3197	<b>↓</b>	-8
90	little	3180	<b>↑</b>	25
91	want	3168	-	0
92	house	3036	<b>↓</b>	-12
93	after	3027	<b>↑</b>	3
94	big	3007	<b>↑</b>	29
95	our	2982	<b>↑</b>	5
96	their	2968	<b>↑</b>	3
97	really	2945	<b>↓</b>	-4
98	think	2907	<b>↓</b>	-11
99	make	2899	<b>↓</b>	-9
100	here	2843	<b>↑</b>	8

Note: This wordlist excludes the word part "n't", which is treated as a word by Sketch Engine. It was originally ranked #26 in this high-frequency list, with a total of 11,050 instances in the list.

The wordlist is very stable year-on-year. Words that have changed significantly have been bolded. Some of the words that have changed significantly in frequency might be introduced in prompts.

# Thematic clusters

Trending words in this year's dataset were organised into thematic clusters. This helps to evidence where there is a strong argument for a particular word of the year, in terms of its conceptual weight and its similarity to other trending words. Proper nouns, trademarks, and words with unclear meaning were removed from this analysis as they would not be chosen as words of the year. Slang words have been included within its own thematic cluster for 2024.

Subject	Trending words
Society and learning	adult, benefit, career, community, fact, generation, history,
	language, leader, opportunity, problem, skill
Fantasy, adventure and	adventure, camp, castle, dragon, giant, king, kingdom, lair,
magic	magician, mermaid, pirate, portal, prince, princess, queen, spell,
	spy, superpower, treasure, unicorn
Technology	app, email, robot, technology, vr, website
Environment and	environment, galaxy, ocean, pollution, seed, universe
nature	
Health	exercise, fitness, strength
Animals	ant, butterfly, dinosaur, elephant, fish, frog, giraffe, horse, jellyfish,
	lizard, monkey, octopus, rabbit, snake, tiger, turtle, whale
Business and	discount, price, sale
economics	
Places	beach, city, garden, maze, park
Connection/Social and	companion, courage, excitement, friend, friendship, fun, hope, loss,
emotional learning	love, play, share, support, team, worry
Arts and literature	book, music
Food	carrot, cookie, fruit, honey, treat
Objects	bus, button, crystal, diary, glitter, map, spa, ticket, toy
Sport	basketball, bike, cricket, cycling, dance, gymnastics, soccer, sport,
	swimming, tournament, training
Slang	bestie, bff, lol, sigma, skibidi
Miscellaneous	ability, activity, announcement, award, celebration, challenge,
	competition, creature, cycle, design, event, experience, future,

game, glow, group, idea, luck, luxury, mother, outfit, party, pose,
prize, project, safety, smile, style, surprise, trick, winner

# Top themes in trending words

- Connection/Social and emotional learning: Students are writing about the value of their relationships with friends and family and the ways in which they connect with others. Words such as "friend", "hope", "love", "play" and "game" were all appearing in high frequencies.
   There was also a significant percentage increase in the usage of words such as "companion", as well as slang words like "bestie" and "bff" in comparison to previous years' data.
- 2. **Fantasy, adventure and magic:** Students' imaginations and interest in creating adventure stories were evident with many stories about mysteries, adventure, fantasy and magic.
- 3. **Society and learning:** Students are writing about their knowledge, as well as topics and concepts they've learnt about with the word "fact" trending this year. Facts about safety, the environment and personal interests were some of the topics students wrote about.
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# Notable new trending words

Slang words have been trending upwards this year. Both "sigma" and "skibidi" had a significant increase this year at a relative frequency percentage of over 30,000% each in comparison to 2020–2023 data. Language and its usage are significantly influenced by social media and online content consumption with global reach through an increasingly digitally interconnected world. The upward trend is likely influenced by students' engagement with viral memes, YouTube videos and social media platforms such as TikTok and Instagram.

# Ongoing theme and word trends

The 2023 shortlisted words performed as follows in the 2024 data: cost (-5%), fitness (198%), health (-17%), leadership (did not appear), pollution (12%), teamwork (did not appear). While cost did not appear in the trending words for 2024, notably related words such as discount (233%), price (71%) and sale (83%) did appear to be trending in 2024 with increases in their relative frequency in comparison to the 2020–2023 data.

Oxford University Press UK recently announced their Children's Word of the Year as "kindness". While the word "kindness" didn't trend in our 2024 data, "kind" did appear 28.76% more frequently in students' writing in 2024 compared to 2020–2023, a total of 819 times. Being "kind" was a trait often discussed in students' stories when talking about their friend/s and closely aligns with the theme of connection found across the 2024 stories. In the UK's colloquial (slang) shortlist, both "sigma" and "skibidi" appeared and were voted second and third in popularity respectively, demonstrating the global usage of these words among students.

# 2024 CWOTY shortlist

Several CWOTY candidates are presented below. Using the Word Sketch function of Sketch Engine, a range of examples of usage are given for each, along with some brief narrative detail about what this appears to show about the way children are using language.

Words below were selected for the breadth and significance of their usage within the dataset. Words that appeared to have a close relationship with one or more Writing Legends prompts were also filtered out, in order to give the best chance of selecting words that reflect students' interests, rather than the topics they were instructed to write about. For more information about the data used in the selection process, see the Appendices.

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Note: Counts of the uses of the words are limited to the noun sense only; some words also have a verb sense, and the total use of these words would be higher.

#### **Fact**

**Statistics:** The word "fact" appeared 36.64% more frequently in students' writing in 2024 compared to 2020–2023, a total of 406 times.

**Usage:** Students are writing about their knowledge and understanding of the world by discussing facts. Concepts such as safety, the environment and personal interests were some of the topics within which facts were discussed. Students seem keen to share their learning and, in some instances, to use their knowledge in persuasive ways by employing these facts to support an argument.

**Themes:** Environmental concerns continue to be of interest to students and is evidenced by the facts being discussed about the environment and pollution within their writing. The word "fact/s" has also been consistently discussed within the media with relation to "disinformation" and "fake news" which may be influencing students' usage of this word. Facts are used to provide evidence to support a persuasive stance, this is something students learn within persuasive writing and may also be influential in the usage of this word.

# **Writing samples**

Fun **facts**: Jellyfishes are a type of Invertebrates. They can sting by using their tenticles, with their cnidocites in a membrane. Crocodiles are a type of reptiles. They have 64 sharp teeth (that's what makes it a carnivore). Whales are a type of marine mammals. The Blue whale is the largest species in the world. Cool!

- Year 1

... I'm trying to make a new animal called a coctopus! It is a combination of a cat and a octopus! Will you like it if I give you interesting **facts**? Of course!

It can in the ocean, sea or lake but can also be on land but not ice.

It squirts out dead fish with ink on it when the coctopus is scared.

It eats alive fish just like any type of shark.

It throws given wool like a snowball fight.

... do you wanna hear some fun **facts** about cycling?.Okay first of all cycling helps you build up your leg muscles and will make you stronger, secondly you can make friends doing it. Thirdly it's fun and when you learn how to ride you don't have to get, your parents, to take you to school. You can ride your bike everywhere!

#### - Year 3

Sooo sweet and jucie the strawberry is the best berry in the world by far the sweetest of them all. The most scrumptious the most delightful and juciest one of them all. You know what time it is its strawberry time for your energy. That helps you go pick more strawberrys. For more energy to pick even more of those delishios. Berrys you know there very very good for you.

Bonus **fact** did you know that the green bit is even more good for you thn the hole red bit.

#### - Year 4

The door of Mystique, also known as the Doom's door, is an ancient looking door that has an unknown exit. This door is located in modern day Turkey. Scientists have recently found out that no one has actually made the the door of Mystique. It was in **fact**, made by nature, but later was made into a door ... Recent Mystiqueologists have discovered an amazing **fact**. This might be a wormhole!! This is because of the strange bending in time and space. But unfortunately, doubts have been raised about this. Hopefully, the future generation or this generation will find out.

#### - Year 5

I think every kid should play an musical instrument! ... It can help you improve your litrecy and math skills it can also provide you with better coordination and improve your memory and IQ. It also stimulates new connections in our brains, keeping our cognitive abilites sharp and our memories alive! ... Second It will also increase your brain funtion, and helping a child connect socially with others ... Hope this has convinced you, but if it has not here is some more **facts** about music. Music ingnites all areas of a childs development and skill for school readiness, particulary in all areas of language acqisition and reading skills. It also gives them better comunication skills, an improved emotional release, and decreased anxiety and agitation. It also helps brain cells to process imformation more effitiently and may faciliate the brain's to relax ...

#### **Friend**

**Statistics:** The word "friend" appeared 7.03% more frequently in students' writing in 2024 compared to 2020–2023, a total of 4,538 times.

**Usage:** Students were writing about their own friendships, the meaning of friendship, as well as qualities that make a good friend. Stories were also written about other concepts where the word "friend" still appeared as these relationships form an integral part of students' lives. Sport was often discussed as an avenue for not only exercise, fitness and keeping healthy, but also to make new friends.

**Themes:** Connection, as well as complexities around friendships appeared in students' stories. In an increasingly digitised world, the connections between people are something students are demonstrating that they value. Other similarly associated words also trended upwards, such as "companion" and "friendship", as well as slang terms such as "bff" and "bestie".

# **Writing samples**

Crash! I fell to the floor. Tears welled to my eyes and I buried my face into my knees. I had accidentally tripped over a big rusty log and I fell over. I had forgotten I had put it there. Are you ok? My best **friend** asked me, the sadness suddenly stopped I explained to my **friend**. She always gets me out of the blue.

#### Foundation/Year K

What exactly makes a good **friend**? Well, being a good **friend** includes loving our **friendship** and throwing the bad thoughts away. Having a good **friend** needs kindness and positivity. As well as honesty. If someone is rude to you, they might be a **friend** and they could be full of sadness. Try looking after them, so they can help you.

#### - Year 1

... oh no that can't happen we will have to go right now what are you doing. It's time to go but no buts it's time to go it's getting later and later. But im scead because it's the first day of school and. I'm scead to make **friends** and what if they don't like me or the kids laugh at me because I am a little bit more shy and scruffy. They used grass and dried mud to throw at me because I'm

not really good with sums. What if I was to shy to tell on them I'm just to scared. Well I know that you know what is right for you okay I'm just about ready to go to school.

- Year 2

Looking for a **friend**, well I'm a good **friend** to pick. I love art and sport carnating stuff is the best of all.if you want to make a cubby I will if you want to go swimming I will please pick me as your **friend**, pick me as a **friend** 

- Year 3

Dear Emma

I am so sorry for spreading a rumor about you i just got jealous and lost my confidence because you got so many compliments for how you styled your pretty long blonde hair. So i just told everyone you had put on a wig on i just got upset. I really hope we are still best **friends** your the best **friend** i could ever ask for.

Sincerely Lilly

- Year 4

I love netball because you can make so much **friends** and you are part of a team to congratulate someone when they win. Your **friends** will cheer You are when you score a goal in the hoops Let's enjoy the spot we do and just have fun

- Year 5

It was 7.27pm precisely. George knew he had to act right now to save his best **friend** Bob or he would die from the enourmous meteorite that was coming from space. The evil baddie named Jordan had taken one of the meteorites from Saturns rings with his new, super cool UFO that he created.

Jordan and Bob used to be best **friends**, they worked at NASA together. They were buddies until Jordan decided that he wanted to make his own space company because he knew how to make a UFO. Jordan said to Bob that he wanted to go in to space and make one of the planets habitabel and take all of the smart, rich people there and then destroy Earth! But, Bob didn't like that idea so he told the Big Boss of NASA about what Jordan was planning to do! When the Big Boss found out he took away all of Jordan's plans and fired Jordan on the spot ...

#### - Year 6

This is a story about Lucas. He's a softly spoken, thirty-year-old man from Dublin in Ireland. You'll never know, but he's a gifted musician. People travelled to Dublin for miles to hear him sing and play the acoustic guitar. His girlfriend thinks he could play professionally, but he's not sure he's good enough for that, and besides, he got awful at a stage fright.

If Lucas finds himself in trouble, he contacts his best **friend**, Billy. They've known each other since they were three and they used to do everything together. Billy's great at standing up for Lucas, and he always know just what to say by making things better.

#### - Year 7

3 thing she's always wanted to do:

- -Firstly she moved there five years ago to help rescue animals that are homeless is something she has always wanted to do.
- -Secaondly her dream is to raise enough money to set up her own anial sanctualy in the city.
- -Thirdly if she can get enough money, she will set up sanctuaries all over El Salvador so the animals will have food.
- -She calls her **friend**, name is Bea ...
- Year 8

Today Cynthia has had a very bad day. At the morning she played with others crocodiles in ""catch a fish"" and everybody caught their fish, but Cynthia didn't catch any fish, because she felt sorry for them. All crocodiles started mock at her... Cynthia had tears on her eyes, she felt so misunderstood. She didn't understand who might like to eat their **friends**. Cynthia felt very lonely and she went on another swamp. She started crying. But suddenly she heard the voice:

# - Hey, why are you crying?

It was a Mike-crocodile, one of the famous crocodiles in America. She was surprised and told him her story.

- I didn't know, that some crocodiles can be so rude! I think you did right when went away from they.
- But, I am a crocodile. I must eat fish.
- No, you mustn't. I don't eat fish and my **friends** too.
- Wow, I didn't know about it.
- Let me introduce you to them.

Cynthia agreed. And she was very happy, because these crocodiles were very good and polite.

And they made **friends**."

- Year 9

The old mansion in Shady Shallow had been empty for years, or so i thought. Not until what happened that day.

I was walking on the boulevard with my **friends** after a big party celebration. On our way to my house we walk through an abandoned house that had been empty and left for years. I tried to ignore it and just walk away from the house, but the dark old oad wood drawn me to look at that house. The longer i looked there, i felt disturbed, anxious and frightened. It just something about this house that seemed not quite right. One of my friends did a challange for us to go inside the house, i hesitated before and convince him and the others that this was not a good idea, yet they didn't listen and still want to go there. I couldn't do anything besides just follow them. Inside there evreything looks absolutely creepy, the vibe is haunting and some of the floors are broken and the walls got holes in it. The further we went inside, we keep having this strange feelings, we wasn't quite sure what was it, but i had a bad feelings when we encountered the basement. We went down there to check what was in there, there were many things kept down there, old things. When we examined some objects there, the lights suddenly start to flicker and one of my friends fainted then we heard a loud scream saying ""LEAVE THIS HOUSE!!!"". I carry my friend as we rushed to leave the house, we all scared to death and start panicking, worried that there was someone chasing us behind, but luckily we were save. And after that moment we realised we did a mistake to went inside that house. On that day we swore we won't ever try to approach that house again. Something kept inside there, something mysterious, something evil.

#### Game

**Statistics:** The word "game" appeared 12.68% more frequently in students' writing in 2024 compared to 2020–2023, a total of 1,901 times.

**Usage:** Students are writing about a variety of games. While discussion of video games and online games are popular, there were still several students writing about playing board games, party games, hide-and-seek, tag and numerous other physical games. Another significant usage of the word "game" was in relation to sporting games, whether that be as a spectator or a participant. Other words that appeared closely related with students' discussion of games was "fun" and "friends".

**Themes:** The prevalence of sport and watching sporting games is one factor that may contribute to the increased usage of the word "game". Sport is also a highly encouraged form of exercise for children, especially in relation to team sports where teamwork is required and thus supports the development of social skills. Encouragingly, students also appear to be focused on their connections with their friends, and one significant form of connecting within these relationships is through playing games. Video games continue to be prevalent in an increasingly digital world.

# **Writing samples**

If I met a fairy we would fly into the forest, play **games** about making wishes. Try new things like watering the garden, going to sit on toadstool seats. We would laugh so hard we fall off the toadstools. Fairy's are so magical!

#### - Foundation/Year K

Indoor you can play together with your friends and family. It is a fun think we can do. We can play hide and seek, the floor is lava and you can play board **games**.

#### - Year 1

No one in the whole wide world is special like you. No one looks like you. You are you. You do what you do. No one can tell you what to do. Even if you're good or bad, you are still you. You might play sport or play a board **game**. You might be a boy or a girl, but it doesn't matter. There is only one you in the world

... Its always a good thing to include your friends in **games** and to make sure your friend has someone to play with ... Sharing . I think its inportant to share with your bff like if you get a new toy or video **game** that makes you happy think about how your friend would feel ...

#### - Year 3

Dear Mum and Dad ive seen a new video **game** in store. I was wondering if you could maybe get it for me. Now you may be saying that it is not a good idea to get a **game** if they dont teach you anything. But this one is a dinosour **game** that teaches you a lot of history facts. In fact it may be a substitute teacher for history class! This **game** will be very educational for me could you maybe get it for me please. By the way the name of the **game** is ark survival evolved...

#### - Year 4

... In my opinion, soccer is clearly the best sport because it includes teamwork, communication and no one is left out. Over 250 million people play soccer and over 3.5 billion people watch footballers play. It has been said that soccer is the most popular sport.

Firstly, soccer includes teamwork because you need to pass to your teammates and they might pass back to you. If someone on your team scores and they win then you also win. Soccer isn't a solo **game** like tennis and badminton, soccer is a team **game** and no pressure will be on your shoulders. On the other hand, if you miss a goal or didn't save a goal, you teammates could blame you for everything and it wioll make you feel sad. Soccer is a team **game** and that has lots of teamwork...

#### Year 5

George broke into a run. This was his only chance to escape this crumbling mass of a train station. Floors cracked, statues tumbled. George remembered the days when he and his Grandma sat on the sagging couch, laughing happily as they both played a parkour **game** on the rickety TV, and a wave of nolstagia hit him. He shook out of his daze, and continued running. If he didn't get out of this station right now, there would be no George to play **games** with. A new blast of determination overcame him, and he ran faster, zig-zagging in and out of toppling vending machines and flashing signs. His determination turned into fear. How was he ever getting out of this?

We went to a soccer **game** in Brisbane with my soccer team. We got to travel on a bus. It took around two hours to get there but we finally got there and the stadium was so big and my soccer team and me couldn't belive. When we went inside there was alot of people watching .Than the soccer **game** started ...

#### - Year 7

Someone who was connected to the internet today should she know about the presence of scammers. The thing about the internet that anyone can pretend to be someone they're not. When you're speaking to someone in person, you can tell someone's age, gender, and personality. This is not true online or on the phone. this has to stop beacuse it's at risks. especially for children. People may scam you and try to take things from you or may discover your location and put you at risk.

Let's book a hypothetical example for this. Abby is only 13. She was playing **games** online. one night, she bebriends another online player through that chat function, who says they are an 12 year old named Piper. After a few weeks of playing together, Piper says she's struggling to play and asks for Abby's password. Abby gives it to her, but the next day she logs on, all her coins and tokens that she had are gone! she never sees Piper online again. Someone needs to be aware of these very real risks.

## Hope

**Statistics:** The word "hope" appeared 27.55% more frequently in students' writing in 2024 compared to 2020–2023, a total of 1,345 times.

**Usage:** Students are writing about the concept of hope in a variety of ways. It was written about positively in terms of "hopes and dreams", with desires and aspirations being sought after. There were also instances of connection where someone had hope in them or having hope for a positive outcome. There were also stories where hope was written about in a negative way, with some students writing about losing hope, something being a last hope or situations having no hope, overall, this was often in terms of adventure stories where protagonists were trapped and potentially unable to escape.

**Themes:** Students' interest in fantasy and adventure fiction in all forms of media, books, television, movies and games, for example, may play a part in the concept of hope. Media coverage and the negativity surrounding many world events and news stories may also play a role in students writing about a lack of hope. Positive connotations of hope appear to be related to personal connections and relationships.

# **Writing samples**

... Help help help i am stranded on an island. Now you are probely woundering how this happend so i was at a party. Then me and my friends desided to go on a little cruse on the boat but then disarster struck we got hit by lighting. I think i got washed up on this island. Now i **hope** my friends are still alive and i can get out of here. There there rocks i can see rocks mabe i can make an sos help signal. So then I made the signal. This was my last **hope** and....... SOMEONE CAME! Horray i screamed with the last bit of energy i had. Once they got me in the helecopter and i told them what happend so there circled around the island and found all of my friends. When i got home my family said they were worried sick about me so i explained what happend. They were shocked and happy that i was safe at the same time.

#### - Year 3

As if they knew who and what it was they walked up to the boy. It didn't seem thretening until it turned around and looked them as if to say. Back. Off. He set himself up as if to try and charge them like a raging bull. The girls sreamed and then started running for there lives. But the boy was way faster than them. They had no chance off escape their only **hope** was to sream their

hearts out for someone to come and help them. But still it was no use over the boy houling at the top of his lungs.

#### - Year 4

"Oh yes!" Sargon exclaimed, his voice filled with excitement," I have got it, the flower of Zarb, oh the joy of this flower and the power when I get this wonderful Flower of Zarb!" Just then, Nagros was there to rescue the sacred flower, as it is the kingdom's last **hope** for safety and needs this last and **hopeful** Flower. " SAGRON, WHAT ON EARTH ARE YOU DOING?!" Nagros yells," STOP, I DESERVE THIS BETTER THAN ANYONE DOES, BUT YOU HAVE ONE OPTION, GIVE YOUR ROLE AS THE LEADER TO ME, and so the honest, beautiful, loved king gave his role.

#### - Year 5

He elgantly twirled through the nightlit streets, waddling over to the bench. It was very quiet, because it was nigh time, and all the little boys and girls were in their beds, snug asleep, probably dreaming as well. He sat on the creepy, crooked bench, **hoping** that his dreams, **hopes**, and wishes would come true. They did. Suddenly as he sat on the largr, wooden bench, all his dreams came to life, just as he had wanted, what he didnt know is that there was a little boy, hanging from his window. The little boy jumped down. "Goodnight sir," said the frightened little boy. He gently crept back into his window, and slept. what was happening? What will he do.

# - Year 6

For the past week everything has being going wrong in the city. Their was car crashes people were all getting hurt for a reason no one knew what, why and how these things keep happening.

This kept going on for weeks and some people thought that this terrible scene would never stop.

Until one day everything was quiet everyone had lost all **hope** in the city being repaired. And then a flash as quick as lightening flew past and everyone stood in shock and wondering what they all had just seen.

They all thought about it for ages and until one morning they woke up and everything was completely normal. It was a miracle to the people in the town but they didn't know how.

#### Leader

**Statistics:** The word "leader" appeared 10.27% more frequently in students' writing in 2024 compared to 2020–2023, a total of 242 times.

**Usage:** Helping others, being a good role model, and being "brave", "good" or "strong", were concepts most students' writing discussed when talking about being a "leader".

**Themes:** Encouragement to be a leader and partake in leadership positions are societally introduced to children most often within schooling and sporting opportunities. The 2023 data had a much stronger focus on these contexts within the school and sports environments with teamwork being a word used in close relation. However, the writing of students in 2024 is more concerned with what constitutes a good or strong leader with the responsibilities and impact of a leader as a stronger focus within the students' writing.

# **Writing samples**

Every single night i think about how it would feel like if i was a superhero **leader**. THE CRISSTOL **LEADER**. And my team ofcors... Ada, Ella, Rose and Golden-girl.

- Year 1

Once upon a time there was a dragon called drama. Everyone called him dragon drama every day he would come to the village and blew fire at everyone's house and they had to get a new house every day soon nobody lived there anymore. Dragon drama tryed to fly to a different village but he couldn't because he had no strength, food or water. Then he decided to swim away to find food so that he could fly to another village.

He returned to a village in less than an hour he was very strong now. The next cold, misty day Dragon Drama found friends and was the brave, fearless **leader**. He became the king of all dragons. He taught all of them how to swim, attack, defend and breathe fire. He was soon a legend. They took over the village and ruled. Then they took over the whole world.

- Year 2

If i were a **leader** for a day I would end world hunger and make sure that all the poor get some money. I would make some homes for the poor.

## - Year 3

Dear Milla, Thankyou for being a good 'only' school **leader**. You are very kind and has influenced the little kids to do the right things. You did some of the teachers work when you were in a moonboot. In concluson you are a lovely **leader**!

#### - Year 4

Cleopetra, Cleopetra is well known for being a smart **leader** for the egyptions. When she became the Pharaoh, Their wealth timesed by 3x!

#### - Year 5

Every child should learn music, it is an important component of society ... musical instruments help people gain special skills like enabling them to socialize more and help them feel a part of a community. It also enables people to show off their talent and help them be accepted everywhere they go.

... Something else music can do is help our future **leaders** be the best version of themselves and encourages them to make responsible choices.

In conclusion music helps people in many ways like makes them responsible respectful and be social. It also helps the future **leaders** in the world ...

#### - Year 6

... The sirens strated everyone panicked we heard a suddend WOOSH and it all went black... It was at the start of the year when the world **leaders** gathered up to talk about the year.

It started off realy well until joe biden got a bit argumentative about the pollution of his country. ""so joe what do you want to do about the giant amount of pollution you are imiting"", said 1 of the **leaders**. Joe biden thought for a bit until he said this. 1st of all my country is not amiting alot of pollution second of all it's not realy affecting you third of all i'm starting WORLD WAR 3!

#### Love

**Statistics:** The word "love" appeared 60.70% more frequently in students' writing in 2024 compared to 2020–2023, a total of 3,821 times.

**Usage:** Discussion of the people and things students "love" was a strong feature in students' writing for 2024. It also has a strong association to the theme of connection that came through in the 2024 data where students are appreciating and seeking connections with others, as well as with the things they love.

**Themes:** Love is a concept that surrounds us as a society. "Love" is used as an expression of endearment, to describe a strong care for someone or something, and often, whether it be overt or not, is introduced to children as something that everyone seeks and needs.

# **Writing samples**

I **love** summer. I go to my nan and pops house and go on the boat. It can get really hot in summer so you shuld wer a hat and sunscren or you will sizzle.

- Year 1

on one night a man was walking to the park to find his true **love** but he did not find his true **love**.

- Year 2

life is good here are ten things i **love** in life.

1.fresh air

2.clean water

3.amazing wildlife

4.smooth grass

5.warm campfire

6.my amazing mum

7.the smell of fresh anzac biscuits

8.my amazing dinner

9.the sound of wind chimes

10.myself

- Year 3

... Thank you so much for being the best dad ever in the world ever i **love** so much you are kind and thoughtful i appreciate what you do for.us You are fun and you are funny ... i **love** building with you i **love** you so much i am having the best life in the world.

- 1. You play minecraft with me.
- 2. You help me with wifi problems.
- 3. You help me with stuff...
- Year 4

No one ever returns once they pass through the door of mystique. You see, there are three doors to choose from. One leads to the place where dreams come true, for those who are daring enough to face their deepest fears. One leads to wealth, where one is sure to find what they have been searching for in money. And one, the Door of Mystique, leads to the unknown.

Although people have returned from both the Door of Dreams and the Door of Wealth, nobody has ever returned upon entering the door of Mystique. Some say there they wander through the Maze of Eternity until they are too exhausted to go on, others believe that there is no happiness, sadness, **love** or anger behind the Door of Mystique. There is just darkness, and light for those lucky enough to find it. But few are brave enough to try it.

- Year 5

... I go to investagate what the sound was but as i got to the stairway.. I saw something like i never saw it was... A ROBOT! I raced to stop the robot from going into the potal "Wait stop!" The robot turned around saying in a very robot voice "Hello, Fellow human I am Miah the bigback I love choclate and lollies! I can anwser all your questions! Just press the red button on me to ask me a question and i will answer!"

...Caitlin and Jordan Tullaby are the kind couple that live next door. They recently moved in, but I have made friends with both of them. Mrs Tullaby is 27 and is five feet and five inches tall. She has loose, long blond hair and green eyes. She has no freckles, and fair skin. She is kind, but not as pleasant to be around than her husband. He is thirty. He has brown hair of a medium length and blue eyes. He also has fair skin, but not as pale as that of Mrs Tullaby. He has developed a thorough **love** of gardening and owns a large front yard, all taken up my his well-kept vegetable garden. He lets all the people on the cul-de-sac take from it...

# Play

**Statistics:** The word "play" appeared 13.34% more frequently in students' writing in 2024 compared to 2020–2023, a total of 3,449 times.

**Usage:** The word "play" had a strong association with the word "friend" and an overall sense of connection, or seeking connection, was evident in students' usage of the word "play". Playing with friends, pets, playing games and having fun are the most frequent ways students were writing about the word. Sporting contexts also appeared, as well as school plays.

**Themes:** Students seem to be desiring or cherishing their connections with their friends, pets and family and time spent "playing" appears to be at the forefront of this connection for them. Spending time with others and creating moments of quality time with fun activities is demonstrated within students' writing as something they truly value and enjoy.

# **Writing samples**

If I met a fairy we would fly into the forest, **play** games about making wishes. Try new things like watering the garden, going to sit on toadstool seats. We would laugh so hard we fall off the toadstools. Fairy's are so magical!

- Foundation/Year K

My dog Tilly makes me happy. Because she is very fluffy And cudley. I love Tilly she is also very cute i **play** with her alot. It is very fun **playing**.

- Year 1

On the weekend I went to my friends house on a 3 hour **play** date.

First, I dressed up.

Next,I played.

Finally, I went home

Life is a buitiful thing there is so much to do. You can **play** games, go to school, **play** in the garden and more! I love **playing** with my friends. Sometimes I just feel like siting on the bach at sunset to calm down and have a peasful moment. You need to trust yourself lots if you want to live happily and have a good life ...

- Year 3

video games can boost you'er amagencen like me thats why i have a big Amagencen.also they can entertane you can **play** with frends also say billy had a long day at school and wanted to relax wolued you like to let Billy.not relax? but you sholed read ok and dont **play** video.games to much you dont want squre eyes do you?

- Year 4

... One of my absoulte favourite sports is defintly soccer. It so fun to **play** with friends, and my teamates are always very suportive! Soccer is a team sport involing 11 players on each side of the feild who use their legs, head and torso to pass the ball and score amazing goals! When ever I get a goal the croud roars in exitment, all my teamates run up to me and give me a huge bear hug! Scoring goal always gets my energy level up, and it makes my confidence heeps better! ...

- Year 5

Hi Brooklyn,

Just letting you know that you did an excellent job on the school **play**, although you didn't get the part, you definitely deserve it! ...

By the way, I'm sure that they will allow you to **play** the other characters, and I know you will crush it!

You will show everyone that you should've been the main character, not Jessica. LMK if you want to come over.

P.S. Congratulations on getting a big role in the other **play**. I know that you will do exceptionally in the **play**! ...

... Today was the year 4 and above school **play** auditions, and all year sixes were expected to participate unless they were sick. The auditions happened in the morning, and if Lori {who was in year six} missed them. She would have to spend the next 5 days in Mrs Leem's office, cleaning up and organising all 200 of her files ...

# Superpower

**Statistics:** The word "superpower" appeared 107.90% more frequently in students' writing in 2024 compared to 2020–2023, a total of 67 times.

**Usage:** Helping people is innately a "superhero" quality and a concept that students were writing about. They discussed using superpowers to heal people, save them and keep people safe. These stories sometimes had more of a real-world basis, but many were creative expressions of the students' imagination.

**Themes:** The stories where students mention superpowers to save people from real situations such as drowning or healing sick people are possibly a product of students hearing stories through the media or through everyday situations, this demonstrates their compassion, empathy and care for others in danger. Overwhelmingly though, fantasy and adventure stories with superheroes and superpowers are of interest to students, and writing about these themes is a way that they can express their feelings and explore using their imagination.

# **Writing samples**

My name is super man. I have beautiful blue eyes and a purple cape. I have so many **superpowers** like how I can fly. I also have super speed.

- Foundation/Year K

What **superpower** would you choose? Mine would be helping people. I choose is **superpower** because I can heel people if they sick or like if they are underwater and drown I can save them

Year 1

"I wish I could have a **super power**"" said Jake. So Lulu replied ""they're not real"" and Jake said ""they could be.""

The next day Jake started picking his favourite **super powers**. His number one favourite **superpower** was invisibility. That night he wished upon a star that he could have a **super power** and that morning IT WORKED! He had a **super power**, he was invisible!

At first it was fun being invisible but he realised he wouldn't be able to turn back so he gave up his power because he wanted to be seen again.

- Year 2
- ... I am a part of the superhero school and we wear capes every day. We all get our own **superpowers** and my **superpower** is fire. I can trap the villain in a fireball so our Earth is safe! ...
- Year 3
- ... Then the girl's realised what their mother told them,whoever finds the dummy has to work for it because it has the power to have any **superpower** it wants ...
- Year 4

"Sargon, stop now" Nogras said. Just then Sargon took the flower an ran of to his secret laboratory. His laboratory was interesting. When he got to his laboratory he was missing his book! He took a butterfly broach out and put it on. He said the phrase dark wings rise. He realeased a purple butterfly that would go into an object and turn someone evil. He said "give me my book and I will give you **superpowers** to get revenge on the person that made you feel sad". "Yes Sargon" he said. Mean while Nogras found a cat ring and a pair of ladybug earings.

- Year 5

CRACK! The twigs broke under Noah's feet as he walked through the forest. He was very bored at home and decided to go out and explore the forest. He loved exploring new things and going out on adventures ... As Noah progressed more into the forest, he saw a light glowing in the distance. He decided to go closer and closer until the light was almost blinding so Noah turned his torch off. ""What is this?"" Noah asked himself. Suddenly, the sky started to change colour. Noah was very curious. He then started to float in the air, fire surrounded him for a couple of seconds. He then fell down to the ground and began to feel a weird feeling in his body. It was as if he gained **superpowers** and was a new human. Noah later discovered that this incident had given him the power to read minds. But he wished it had never happened as he is now constantly worried with peoples thoughts

# **Appendix 1: Word trends**

To create a shortlist for the 2024 Children's Word of the Year, a keyword analysis was run in Sketch Engine, using the following steps:

- Two lists were generated one using the standard "commonness" level of 1 and the other using a "commonness" level of 10
- Rare words were removed any word that appeared in the 2024 corpus fewer than 50 times was deemed not to be "trending"
- A list of words that appeared in prompts was generated and all associated words were removed from the list to attempt to "control" for the impact of prompts
- Misspelled words and single letters were removed
- The list was filtered for nouns only this is to reflect that the word of the year would be describing a concept (and thus would be a noun form of a word).

This analysis resulted in the list below.

Word	Frequency	Frequency	Relative frequency	Relative frequency	Score	Change (relative
	(2024)	(2020–2023)	(2024)	(2020–2023)		frequency, %)
ability	89	603	33.26846	24.21401	1.359	37.39
activity	187	1150	69.90113	46.17929	1.503	51.37
adult	186	1241	69.52733	49.83348	1.387	39.52
adventure	311	2245	116.2527	90.15001	1.286	28.95
announcement	70	190	26.1662	7.62962	3.148	242.96
ant	397	1904	148.3997	76.45685	1.929	94.10
арр	53	384	19.81155	15.41987	1.267	28.48
award	88	440	32.89465	17.6686	1.816	86.18
basketball	380	2703	142.0451	108.5414	1.306	30.87
beach	1096	6603	409.6879	265.1494	1.543	54.51
benefit	62	329	23.17578	13.21129	1.701	75.42
bestie	91	331	34.01606	13.2916	2.45	155.92
bff	62	326	23.17578	13.09083	1.716	77.04
bike	582	3331	217.5533	133.7593	1.622	62.65
book	1361	10514	508.7457	422.1992	1.205	20.50
bus	356	2480	133.0738	99.58665	1.333	33.63
butterfly	199	713	74.38676	28.63116	2.544	159.81
button	343	2094	128.2144	84.08647	1.519	52.48
camp	368	2918	137.5595	117.1749	1.172	17.40
career	87	339	32.52085	13.61285	2.294	138.90
carrot	220	742	82.23663	29.79568	2.703	176.00
castle	398	2662	148.7735	106.895	1.388	39.18

celebration	65	376	24.29719	15.09862	1.571	60.92
challenge	142	1012	53.08001	40.63778	1.299	30.62
city	773	5727	288.9496	229.9729	1.255	25.65
community	171	814	63.92029	32.68691	1.927	95.55
companion	51	215	19.06395	8.63352	2.083	120.81
competition	124	674	46.35155	27.06508	1.687	71.26
cookie	300	2269	112.1409	91.11375	1.228	23.08
courage	74	411	27.66141	16.50408	1.637	67.60
creature	806	6541	301.2851	262.6598	1.146	14.71
cricket	299	911	111.7671	36.58203	3.001	205.52
crystal	248	1224	92.70311	49.15083	1.868	88.61
cycle	107	296	39.99691	11.88615	3.181	236.50
cycling	306	317	114.3837	12.72942	8.404	798.58
dance	353	2539	131.9524	101.9559	1.291	29.42
design	169	460	63.17268	18.47172	3.296	242.00
diary	305	1648	114.0099	66.17693	1.712	72.28
dinosaur	416	2527	155.502	101.474	1.527	53.24
discount	58	162	21.68056	6.50526	3.022	233.28
dragon	934	5225	349.1319	209.8146	1.661	66.40
elephant	186	1133	69.52733	45.49664	1.517	52.82
email	77	433	28.78282	17.38751	1.62	65.54
environment	119	993	44.48254	39.87482	1.113	11.56
event	207	991	77.37719	39.79451	1.921	94.44
excitement	113	824	42.23972	33.08847	1.268	27.66

exercise	88	681	32.89465	27.34617	1.196	20.29
experience	280	1686	104.6648	67.70286	1.538	54.59
fact	406	2766	151.764	111.0712	1.363	36.64
fish	839	5362	313.6206	215.316	1.454	45.66
fitness	83	259	31.02564	10.40038	2.809	198.31
friend	4538	39469	1696.317	1584.913	1.07	7.03
friendship	69	607	25.7924	24.37464	1.056	5.82
frog	909	2141	339.7868	85.97379	3.918	295.22
fruit	364	1779	136.0642	71.43736	1.892	90.47
fun	2505	18485	936.3761	742.282	1.261	26.15
future	320	2466	119.6169	99.02446	1.206	20.80
galaxy	82	447	30.65183	17.94969	1.67	70.77
game	1901	15705	710.5992	630.6485	1.127	12.68
garden	281	2007	105.0386	80.59291	1.3	30.33
generation	65	481	24.29719	19.31499	1.245	25.79
giant	689	4454	257.5502	178.8544	1.438	44.00
giraffe	81	379	30.27803	15.21909	1.928	98.95
glitter	72	433	26.91381	17.38751	1.518	54.79
glow	341	2346	127.4668	94.20576	1.349	35.31
group	349	2679	130.4572	107.5777	1.211	21.27
gymnastics	53	308	19.81155	12.36802	1.557	60.18
history	200	1102	74.76057	44.25181	1.674	68.94
honey	225	1633	84.10564	65.57459	1.278	28.26
hope	1345	9816	502.7648	394.1704	1.275	27.55

horse	456	2702	170.4541	108.5013	1.566	57.10
idea	824	6581	308.0136	264.266	1.165	16.55
jellyfish	73	244	27.28761	9.79804	2.62	178.50
kind	819	5921	306.1445	237.7631	1.286	28.76
king	554	3638	207.0868	146.0872	1.415	41.76
kingdom	144	733	53.82761	29.43428	1.802	82.87
lair	61	356	22.80197	14.2955	1.556	59.50
language	101	645	37.75409	25.90056	1.441	45.77
leader	242	2043	90.46029	82.03852	1.101	10.27
lizard	236	615	88.21748	24.69588	3.472	257.22
lol	112	356	41.86592	14.2955	2.803	192.86
loss	51	288	19.06395	11.5649	1.597	64.84
love	3821	22134	1428.301	888.8109	1.606	60.70
luck	371	2399	138.6809	96.33402	1.435	43.96
luxury	65	294	24.29719	11.80584	1.975	105.81
magician	165	422	61.67747	16.94579	3.493	263.97
map	217	1536	81.11522	61.67947	1.31	31.51
maze	276	903	103.1696	36.26078	2.796	184.52
mermaid	198	413	74.01296	16.58439	4.266	346.28
monkey	445	2316	166.3423	93.00108	1.78	78.86
mother	813	6892	303.9017	276.7545	1.098	9.81
music	260	1687	97.18874	67.74302	1.428	43.47
ocean	709	5324	265.0262	213.7901	1.239	23.97
octopus	202	285	75.50818	11.44443	6.148	559.78

opportunity	145	444	54.20141	17.82922	2.932	204.00
outfit	69	362	25.7924	14.53644	1.724	77.43
park	721	6078	269.5118	244.0676	1.104	10.43
party	1116	6818	417.164	273.783	1.522	52.37
pirate	408	1827	152.5116	73.36485	2.064	107.88
play	3449	28326	1289.246	1137.456	1.133	13.34
pollution	54	450	20.18535	18.07016	1.111	11.71
portal	480	2658	179.4254	106.7344	1.675	68.10
pose	50	117	18.69014	4.69824	3.455	297.81
price	155	846	57.93944	33.9719	1.685	70.55
prince	102	758	38.12789	30.43818	1.245	25.26
princess	213	1037	79.62001	41.64168	1.891	91.20
prize	96	505	35.88507	20.27873	1.733	76.96
problem	523	3644	195.4989	146.3281	1.334	33.60
project	84	470	31.39944	18.87328	1.63	66.37
proud	240	1056	89.71268	42.40464	2.09	111.56
queen	349	2697	130.4572	108.3005	1.203	20.46
rabbit	353	1538	131.9524	61.75978	2.118	113.65
robot	412	3425	154.0068	137.534	1.119	11.98
safety	94	683	35.13747	27.42649	1.271	28.12
sale	91	463	34.01606	18.59219	1.787	82.96
seed	142	500	53.08001	20.07795	2.566	164.37
share	215	1625	80.36761	65.25335	1.228	23.16
sigma	146	4	54.57521	0.16062	47.884	33877.84

skibidi	113	3	42.23972	0.12047	38.591	34962.44
skill	237	1473	88.59128	59.14965	1.489	49.77
smile	466	3556	174.1921	142.7944	1.218	21.99
snake	351	2542	131.2048	102.0763	1.283	28.54
soccer	518	2972	193.6299	119.3434	1.617	62.25
spa	95	241	35.51127	9.67757	3.419	266.94
spell	284	2197	106.16	88.22253	1.201	20.33
sport	1014	6674	379.0361	268.0005	1.413	41.43
spy	513	1288	191.7609	51.72081	3.656	270.76
strength	109	672	40.74451	26.98477	1.492	50.99
style	89	319	33.26846	12.80973	2.481	159.71
superpower	67	300	25.04479	12.04677	1.996	107.90
support	118	617	44.10874	24.7762	1.75	78.03
surprise	291	2185	108.7766	87.74065	1.237	23.98
swimming	303	1696	113.2623	68.10442	1.653	66.31
team	646	5384	241.4766	216.1994	1.116	11.69
technology	91	596	34.01606	23.93292	1.404	42.13
ticket	217	1411	81.11522	56.65999	1.424	43.16
tiger	265	1635	99.05775	65.65491	1.501	50.88
tournament	56	201	20.93296	8.07134	2.418	159.35
toy	463	3206	173.0707	128.7399	1.342	34.43
training	189	750	70.64874	30.11693	2.303	134.58
treasure	323	1898	120.7383	76.21591	1.577	58.42
treat	757	3894	282.9688	156.3671	1.804	80.96

trick	358	2612	133.8214	104.8872	1.273	27.59
turtle	395	1404	147.6521	56.37889	2.591	161.89
unicorn	252	1559	94.19832	62.60306	1.497	50.47
universe	144	971	53.82761	38.99139	1.371	38.05
vr	102	600	38.12789	24.09354	1.559	58.25
website	54	274	20.18535	11.00272	1.765	83.46
whale	276	761	103.1696	30.55865	3.301	237.61
winner	97	563	36.25888	22.60778	1.578	60.38
worry	666	4892	248.9527	196.4427	1.266	26.73

# Appendix 2: 2024 Children's Word of the Year candidates

From this analysis and the thematic clusters identified within them, a list of words was selected that represent concrete concepts and/or social issues. Emphasis was placed on words that had multiple similar variations (e.g., synonyms) in the thematic clusters listed above. Bolded words in the list below ranked in the top ten highest frequency out of this list of possible candidates; italicised words ranked in the top ten highest percentage increase in relative frequency. The shortlist was chosen from words that had support from both quantitative and qualitative analysis to be a representative choice for Word of the Year.

Word	Frequency	Frequency	Relative frequency	Relative frequency	Score	Change (relative
	(2024)	(2020–2023)	(2022)	(2020–2023)		frequency, %)
ability	89	603	33.26846	24.21401	1.359	37.39
adventure	311	2245	116.2527	90.15001	1.286	28.95
арр	53	384	19.81155	15.41987	1.267	28.48
bestie	91	331	34.01606	13.2916	2.45	155.92
bff	62	326	23.17578	13.09083	1.716	77.04
career	87	339	32.52085	13.61285	2.294	138.90
challenge	142	1012	53.08001	40.63778	1.299	30.62
companion	51	215	19.06395	8.63352	2.083	120.81
courage	74	411	27.66141	16.50408	1.637	67.60
discount	58	162	21.68056	6.50526	3.022	233.28
email	77	433	28.78282	17.38751	1.62	65.54
environment	119	993	44.48254	39.87482	1.113	11.56
exercise	88	681	32.89465	27.34617	1.196	20.29

fact	406	2766	151.764	111.0712	1.363	36.64
fitness	83	<i>2</i> 59	31.02564	10.40038	2.809	198.31
friend	4538	39469	1696.317	1584.913	1.07	7.03
friendship	69	607	25.7924	24.37464	1.056	5.82
fun	2505	18485	936.3761	742.282	1.261	26.15
future	320	2466	119.6169	99.02446	1.206	20.80
game	1901	15705	710.5992	630.6485	1.127	12.68
generation	65	481	24.29719	19.31499	1.245	25.79
hope	1345	9816	502.7648	394.1704	1.275	27.55
idea	824	6581	308.0136	264.266	1.165	16.55
kind	819	5921	306.1445	237.7631	1.286	28.76
language	101	645	37.75409	25.90056	1.441	45.77
leader	242	2043	90.46029	82.03852	1.101	10.27
loss	51	288	19.06395	11.5649	1.597	64.84
love	3821	22134	1428.301	888.8109	1.606	60.70
opportunity	145	444	54.20141	17.82922	2.932	204.00
play	3449	28326	1289.246	1137.456	1.133	13.34
pollution	54	450	20.18535	18.07016	1.111	11.71
price	155	846	57.93944	33.9719	1.685	70.55
safety	94	683	35.13747	27.42649	1.271	28.12
share	215	1625	80.36761	65.25335	1.228	23.16
sigma	146	4	54.57521	0.16062	47.884	33877.84
skibidi	113	3	42.23972	0.12047	38.591	34962.44
skill	237	1473	88.59128	59.14965	1.489	49.77

superpower	67	300	25.04479	12.04677	1.996	107.90
technology	91	596	34.01606	23.93292	1.404	42.13
vr	102	600	38.12789	24.09354	1.559	58.25
website	54	274	20.18535	11.00272	1.765	83.46
worry	666	4892	248.9527	196.4427	1.266	26.73