Specificities and other applications of the Fisher’s exact test to textual data: What’s the matter with lexical frequencies?

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Abstract
This article aims to make four contributions: (i) to disseminate internationally that the textometric measure of Specificity is a Fisher’s exact test; (ii) to explain why this measure is still state-of-the-art for textual data analysis; (iii) to review and respond to the main criticisms levelled at it; and (iv) to provide guidelines for its proper use.

Keywords: association measures, keyword research, collocations, dispersion, corpus linguistics, textometry.