

AMONG THE NEW WORDS

BENJAMIN ZIMMER
Thinkmap Visual Thesaurus

CHARLES E. CARSON
Duke University Press

LAURENCE R. HORN
Yale University

Send newly found words to woty@americandialect.org

AS A GENERATOR OF NEW WORDS in English, the prefix *un-* has a long and distinguished pedigree. It combines two etymologically distinct prefixes into a single surface form: a negative prefix (from Old English *un-*, cognate with German *un-*, Latin *in-*, and Greek *a[n]-*) and a reversative prefix (from Old English *on[d]-*, cognate with German *ent-* and Greek *anti-*). Both the negative and reversative varieties of *un-* have long been available for innovative word formation, becoming especially productive in early Modern English (Nevalainen 1999, 380–83; Lieber 2006, 391–93). William Shakespeare, as David Crystal (2008, 171) observes, “seemed to have had a penchant for using *un-* in imaginative ways.” Of the 314 words formed with *un-* for which Shakespeare provides the first citation in the *Oxford English Dictionary* (2nd ed.), most are negativized adjectives and adverbs (e.g., *unaware*, *uncomfortable*, *unearthly*, *uneducated*), though there is also the occasional negativized noun (*undeserver* ‘one who is not deserving’). A remarkable 62 of the Shakespearean *un-* words are verbs of the reversative variety, including *uncurse*, *undeaf*, *unsex*, *unshout*, *unspeak*, and *unswear* (171–73).

Four centuries later, adjectives and adverbs still dominate newly coined *un-* words, but negative nouns and reversative verbs continue to enliven the linguistic landscape. We present some choice examples of each category here. A new wave of *un-* nouns arrived in American English inspired in part by 7UP’s “Uncola” advertising slogan, first used by the soft-drink manufacturer in 1967 to position its product as an alternative to market leaders Coke and Pepsi. To take one recent example from advertising, Smart Car launched an ad campaign with the tagline “Unbig. Uncar,” ritually invoking the *Uncola* tradition (Noreen O’Leary, “Ad of the Day: Smart Car,” *Adweek*, Sept. 20, 2011, <http://www.adweek.com/news/advertising-branding/ad-day-smart-car-134981>). Transposing the *Uncola* model to the world of politics, alternatives to conventional candidates came to be called *uncandidates* or *unpoliticians*, sometimes running *uncampaigns*. Similarly, an *unagency* conducts *unmarketing*, and an *unschool* teaches an *uncurriculum*.

Horn (2002, 2005) identifies two main strains of novel nouns formed with *un-*: “a given *un*-noun refers either to an element just outside a given category with whose members it shares a salient function (e.g., *uncola*) or to a peripheral member of a given category (an *unhotel* is a hotel but not a good exemplar of the category—not a ‘HOTEL hotel’)” (Horn 2005, 329–30). Most of the *un-* nouns recorded here fall into the latter “poor exemplar” category, though at times it is difficult to discern whether an element falls outside of a category or lies peripherally within it.

A number of the new *un-* nouns considered here are deverbal, of the form *un-X-ing*: *unbanking*, *unconferencing*, *undecorating*, *unmarketing*, *unparenting*, *unschooling*. These are, by and large, to be understood as *un-[X-ing]* rather than *[un-X]-ing*—that is, with the *un-* prefix negativizing a verbal noun rather than creating a reversative *un-* verb that is then nominalized. *OED2* (at *un-*¹ sense 13) calls this type of word formation “rare” in modern English, but clearly it has been productive of late. In some cases, both the *un-[X-ing]* and *[un-X]-ing* readings are possible: does *unschooling* denote an alternative to *schooling* or practices by which children are *unschooled*? In other cases, where the base can serve as both a noun and a zero-derived verb, both *un-X* and *un-X-ing* are possible *un-* nouns: at an *unbank* one engages in *unbanking*, while at an *unconference* one engages in *unconferencing*. It is also possible to create intransitive *un-* verbs from *un-X-ing* verbal nouns by means of back-formation; thus, the expert in *unmarketing* knows how to *unmarket*.

Such back-formed *un-* verbs are rather unusual, but the reversative variety has been flourishing in recent years, particularly in the technological arena (Zimmer 2009a, 2009b, 2009c, 2010). The locus classicus of the new breed of *un-* verbs is the *undo* command in computing systems, presaged by a 1976 research report observing that “it would be quite useful to permit users to ‘take back’ at least the immediately preceding command (by issuing some special ‘undo’ command)” (Miller and Thomas 1976, 25). This “taking back” of commands would become common in word processing programs with undoable editing and formatting (*unerase*, *undelete*, *unbold*, *unitalicize*, *ununderline*, etc.). In the twenty-first century, social media sites like Facebook and Twitter have ensured that virtually any online action can be undone: most famously, *friending* in Facebook can be reversed by *unfriending*. The process is also known as *defriending*, in which the prefix *de-* can be understood not simply as reversative but as privative, formed from the noun *friend*. Similar nouns such as *boyfriend* and *girlfriend* lend themselves to prefixation by *de-* but not *un-*; to quote a commentator on dating in the age of social media, “You cannot de-boyfriend yourself” (Laura M.

Holson, "Breaking Up in a Digital Fishbowl," *New York Times*, Jan. 7, 2010, E1).

Unfriending and its kin attracted the attention of voters in the American Dialect Society's 2009 Word of the Year selection, with the *un-* prefix making a showing in the "Most Useful" category. Rounding up the WOTY nominees, the Fall 2010 installment of "Among the New Words" (AS 85.3: 364–65) covered several *un-* verbs: *unbookmark*, *uncontact*, *unfan*, *unfavorite*, *unfollow*, *unfriend*, *unlike*, and *unsubscribe*. Here we dig deeper into the world of *un-* verbs, though the high-tech legacy of *undo* remains a consistent theme.

Even *un-* verbs that are not explicitly related to online interaction have become well-circulated among the technologically inclined. Two earthy examples are worthy of note here: *unfuck* and *unsuck*. While *unfuck* (or *unfuck up*) has been documented in the sense "correct (a fault); fix (a problem)" since 1971 (Sheidlower 2009, 264–65), *unfuck* has been innovatively used as the name for a computer program that removes copy-protection from music files (i.e., *unprotects* them) (Hauser and Wenz 2003, 208). And in 2010, an Internet-based charity campaign for the cleanup of the Gulf of Mexico after the BP oil spill was dubbed "Unf-k the Gulf" (Ashley Braun, "Cleaning Up Gulf Oil, One F-Bomb at a Time," *Grist*, July 12, 2010, <http://www.grist.org/article/2010-07-12-cleaning-up-gulf-oil-one-f-bomb-at-a-time>). *Unsuck* received attention in 2011 thanks to a website called "Unsuck It" that translates corporate jargon into plain English. In this case, *unsuck* works as a denominal verb, derived from *suck* as a slangy noun denoting inferior quality; in the words of the site's creator, Erika Hall, "We want to take the suck out of the way people are doing things" (Justin Rohrlich, *Minyanville*, "Erika Hall Wants to Rid the World of Meaningless Business Jargon," Aug. 17, 2010, <http://www.minyanville.com/dailyfeed/erika-hall-wants-to-rid>). See Zimmer (2011) for further analysis and citations.

Long before *unfriending* and its online *un-* friends hit the scene, the ADS had already taken notice of an innovative *un-* verb in its WOTY proceedings. In the society's selection for 2000 Word of the Year, a late-breaking entry won the Brand-Spanking New category: *unconcede*, a verb used to describe Al Gore's rescinded concession on the chaotic night of the 2000 presidential election ("ATNW," AS 76.3 [Fall 2001]: 310–11). While both the nominal and verbal varieties of *un-* lend themselves to this type of ad hoc word formation, we consider here only items that appear to have risen above nonce status. (See Horn 2002, 2005 for further nonce examples of both *un-* nouns and *un-* verbs.) We have also included some *un-* words that are not entirely new but have shown sustained use (and have not yet received lexicographical treatment elsewhere). For instance, though *uncan-*

didate can be found from the late 1960s and *unpolitician* from the early 1970s, both labels continue to prove useful for pundits describing such self-styled political mavericks as Sarah Palin.

The list of novel *un-* nouns and verbs could go on and on, and space does not permit us to consider some special categories worthy of their own analysis. Mass nouns, particularly for foodstuffs, have frequently taken the *un-* prefix over the last couple of decades, as labels for ersatz products imitating the real thing, such as *unbeer*, *unbologna*, *uncheese*, *uncoffee*, and *unturkey*. The prefix has also attached readily to proper names: candidates portraying themselves as alternatives to President Obama may be bestowed with the appellation “the *un-Obama*,” just as there have been *un-Bushes* and *un-Clintons* in years past. Undoubtedly, *un-* formations are unlimited.

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UN- NOUNS

unagency, un-agency, UnAgency *n* Marketing or advertising agency that implements unconventional business practices [1996 Aug 5 Bradley Johnson *Advertising Age* [http://adage.com/article/news/tbwa-s-unit-chase-retail/30568/TBWA Chiat/Day is setting up a new agency—dubbed TBD, the Unagency—to chase retail ad accounts, initially in the U.S. and possibly in global markets later.](http://adage.com/article/news/tbwa-s-unit-chase-retail/30568/TBWA%20Chiat/Day%20is%20setting%20up%20a%20new%20agency—dubbed%20TBD,%20the%20Unagency—to%20chase%20retail%20ad%20accounts,%20initially%20in%20the%20U.S.%20and%20possibly%20in%20global%20markets%20later.)] 1998 Sept 9 Gregory P Kratz *Deseret News* (Salt Lake City, Utah) B7 (LexisNexis; head & text) ‘Un-agency’ nurtures diet supplement firms / [...] “Most agencies specialize,” he [Jeff Hilton of the Integrated Marketing Group] said. “We kind of refer to ourselves as an un-agency.... We really take an integrated approach.” 2007 June Annette Bourdeau *Strategy* 13 (Factiva; head & text) Critical Mass: the unagency. / With “BeerCamp unconferences,” a generous sabbatical program, free breakfasts, frequent parties and an internal awards show, Critical Mass knows how to keep staff happy. 2007 Sept 19 Christina Kerley *CK’s (B2B) Blog* http://www.ck-blog.com/cks_blog/2007/09/i-do-not-unders.html (head & text) I do not understand this whole “un” thingie [...] / I’ve seen several companies and conferences refer to themselves as “unagencies” and “unconferences.” And I just gotta ask, why [...] are we creating categories that only mean the opposite of the other? 2011 May Tiffany Meyers *Communication Arts* 53.2: 66 (Factiva; abstract) Although the agency does advertising and lots of it, and although Jim Schmidt and cofounding partner Joe Stuart light up when they talk about the work, this ad agency operating slightly under the radar, is something of an “un-agency.” 2011 June 25 Doug Lacombe *Saskatoon* (Sask) *Star Phoenix* B6 (Factiva) [Scott] Stratten is president of Un-Marketing, an “UnAgency” that counsels such corporate giants as PepsiCo, Red Cross and Fidelity Investments on digital engagement.

- unbank, Unbank** *n* Financial institution that is an alternative to traditional banks
1982 Dec 23 Robert M Garsson *American Banker* 2 (LexisNexis) Mr. [John] Fisher [senior vice president at Banc One Corp] says it is better to provide the services to Merrill Lynch and other “**unbanks**” and keep them within the banking system than to force them to develop banking services on their own. **1991** Mar Elizabeth Conlin *Inc* 60 (Factiva) The bank’s courier trucks have the license plate **UNBANK** to spread the message of unusual, “Uncola banking,” as [Carl] Schmitt [of University National Bank & Trust Co] likes to say. **2000** Dec 6 Michael Dumiak *Financial Services Marketing* 28 (Factiva) He [Washington Mutual chief marketing officer Brad Davis] likes to speak of Wamu as the “**unbank**,” and wants customers to think of the firm as friendly and approachable. [...] “[...] Most ATMs say ‘Your transaction is being processed.’ Ours now say, ‘Just a second. We’re working on it.’ It’s an additional cue to customers that we are the Unbank.” **2009** Mar 30 Frank J Diekmann *Credit Union Journal* 6 (Factiva) You can sit down and try to explain the differences between credit unions and banks, or you could do what Connex Credit Union in North Haven, Conn, did. [...] [I]t turned to some non-traditional (although not for much longer) advertising to talk about the “**Unbank**.”
- unbanking, unBanking** *vbl n* Financial practices or operations contrasted with conventional banking [1967 Nov 15 *Washington Post* D7 (ProQuest) Last year, during the interest rate “war”, the process by which money was attracted from banks and S&Ls into bonds and other securities yielding a more attractive return was dubbed “disintermediation.” [...] Some of the better suggestions “received with more thanks than applause” were: [...] **Unbanking**] **2001** Apr 2 Allison Krampf *Barron’s* 30 (Factiva; head & text) Banking on **Unbanking**: PNC focusing on fees, service. / These days, some of the most popular banks on Wall Street are those that don’t do very much banking at all—at least in the traditional sense. **2007** Dec 17 Ed Roberts *Credit Union Journal* 10 (LexisNexis) This coy ad campaign will culminate with one final message on New Year’s Day “Happy **UnBanking**,” which will suggest that consumers seek out the credit union. **2010** Aug 10 *The Financial Brand* (blog) <http://thefinancialbrand.com/13056/unbanking/> “**Unbanking**” isn’t necessarily the opposite of “banking.” It’s a philosophical rejection of those (frustrating) things that often plague consumers’ banking experiences.
- unbook, un-book** *n* [OED2 *unbook n* 1965–, sv *un-*¹ 12a, negative prefix with substantives] Web-based publishing alternative to the traditional book that is participant-driven and open-ended in format **2008** June 30 Jay Cross *Internet Time Blog* (blog) <http://www.internettime.com/2008/06/dawn-of-the-un-book/> **Un-books** are guidebooks for knowledge explorers navigating the flow of the news, information, sound bites, observations, debate, hacks, diatribes and memes that are the Web. **Un-books** invite participation. Participants choose how deeply they want to explore a topic and can remix content to create the learning experience they seek. **Un-books** link to the flow of knowledge, not sanctified facts. **2009** Feb 18 Dave Gray *theunbook.com* (blog) <http://theunbook.com>

.com/2009/02/18/what-is-an-unbook/ An **unbook** is never finished, but rather continually updated, based on feedback from users and their evolving needs. **2010** May 21 Finn Brunton *Computers & Writing Conference* <http://finnb.net/a/unbook/> A lot of people took up this term **unbook**, and ran with it in their own directions. Rather than book as beta social software, they adopted the idea of book as provisional, full stop, enabled by cheap print-on-demand: you could make a notebook that turns into the book itself, pre-populating the pages with material you might need or incentives to thought.

uncampaign, un-campaign *n* Political campaign for elected office that is unconventional or otherwise lacking in expected qualities **1966** Oct 23 Gladwin Hill *New York Times* 80 (ProQuest) Someone called the current proceedings [Calif gubernatorial race between Edmund G Brown and Ronald Reagan] an “**un-campaign**.” Neither candidate’s stumping appears to have swayed large numbers of voters. [...] The motif of an “**un-campaign**” is underscored by the extraordinary silence of prominent party figures on both sides. **1971** June Hugh A Bone *Western Political Quarterly* 24.2: 353n4 (JSTOR) In 1968 a non-serious Republican candidate for land commissioner who waged an “**uncampaign**” from Hawaii managed to poll 21 percent of the general election vote. **1987** Dec 27 Paul Taylor *Washington Post* C1 (Factiva) But with that caveat, here is the insiders’ assessment of the factors working against [Gary] Hart. [...] His **uncampaign**. It is not yet clear if the Federal Election Commission will release the \$1 million in matching funds Hart is due from the first phase of his campaign in time for spending in January or February, when he will need it. **1990** Mar 12 Greg Trinker *Denver (Colo) Post* (Factiva) “I am not running for office,” longtime local Terry Allen states unequivocally. [¶] Allen, however, is taking his effort not to run very seriously. In fact, he has devised a complete “**uncampaign**,” with political buttons, letterhead, an election headquarters and radio and television spots. **1992** Nov 16 Patricia Winters *Advertising Age* 43 (LexisNexis) Indeed, beverage executives say 7UP is ideally positioned as the country enters a time of political change. [¶] In fact, independent candidate Ross Perot was often referred to in the media as the “uncandidate,” and his efforts were called the “**uncampaign**,” an expression of change from past political traditions. **2011** July 17 Candy Crowley *State of the Union with Candy Crowley* CNN (LexisNexis; transcript) In the Republican presidential field we have a handful of not quite candidates conducting **uncampaigns**, which is sometimes a prelude to a real campaign, and sometimes just an interesting activity or a maybe a way drive up speaking fees.

uncandidate, Uncandidate *n* Unconventional political candidate or potential candidate who considers running for office but does not formally declare his or her candidacy **1968** Apr 25 *Hartford (Conn) Courant* 2 (head & text) **UNCANDIDATE GETS VOTE** / Pat Paulson, a comedian on TV’s Smother Brothers show, received one write-in vote for president in Pennsylvania’s presidential primary. **1978** Dec 16 Lawrence Martin *Globe & Mail* (Canada) Pg (Factiva) Ted Kennedy has become perhaps the greatest presidential **uncandidate** of all time. Every move seems a calculated step toward the ultimate one,

but the clarion has not sounded and Washington is left adrift in a sea of restless conjecture. **1987** July 2 Richard Cohen *Washington Post* A20 (Factiva) Sen. Paul Simon (D-Ill.) is the “**uncandidate**” in the presidential race. He wears bow ties. He is short. He is a neo-nothing, neither conservative nor liberal, but a plain old-fashioned Democrat. **1992** Nov 16 QUOT SV UNCAMPAIGN **2005** Dec 6 Frank Fellone *Arkansas Democrat-Gazette* (Little Rock) (LexisNexis) A good example of how journalists disagree is the debate within our newsroom over the (non-)candidacy of a mostly unknown guy who’s contemplating a run for something or other. [¶] This **uncandidate** has raised a bunch of money to not run. **2011** June 2 Brent Bozell *Hannity* Fox News (Factiva; transcript) She [Sarah Palin]—remember the old commercials about the Uncola. She is the **Uncandidate** and what she is doing is absolutely unconventional in modern political history.

unconference, un-conference *n* Professional forum, especially one related to online media, in which the format is open-ended and the program is organized by the attendees themselves [1996 July 17 Jamie Stiehm *The Hill* (LexisNexis) As a result, several major bills passed overwhelmingly by both chambers have yet to become law. [¶] Sen. Paul Simon (D-Ill.) has given the 104th Congress phenomenon a nickname: the “**unconference**.”] **2003** Apr 19 Ian Dutton *Times Colonist* (Victoria, BC) B7 (LexisNexis) In co-operation with Emergent Canada, the community is offering an “**unconference**” called Shifting Realities, A New World, A New Church. [¶] [Randy] Hein said the gathering won’t be packed with seminars and workshops, but instead will help church leaders—both current and potential—learn from one another, build relationships and discern the direction the church will take this century. **2004** Apr 21 Dave Winer *BloggerCon* (blog) <http://www.bloggercon.org/2004/04/21> Len Pryor, in his BloggerCon writeup, called it the “**un-conference**.” Excellent. I agree. [¶] At BloggerCon, there is no audience, there are no speakers. [¶] There is a discussion leader, a person responsible for the flow of the discussion. **2005** Nov 9 Alex Williams *Podcasting* (blog) http://podcasting.corante.com/2005/11/09/curry_clash_at_podcast_expo.php What results out of all this is a new breed of get togethers that spring up around large events and also form independently. BarCamp emerged as an alternative to FooCamp, Tim O’Reilly’s annual get together. Other **unconferences** have emerged, including TagCamp and the most recent Mind Camp. **2006** June 6 Kathleen Craig *CNNMoney* http://money.cnn.com/2006/06/05/technology/business2_unconference0606/index.htm Welcome to the weird world of **unconferences**, a trend that is shaking up the \$122 billion conference industry. These inexpensive, informal gatherings—like BarCamp, BrainJams, and Foo Camp—are conceived as little as weeks in advance. **2007** June QUOT SV UNAGENCY **2007** Sept 19 QUOT SV UNAGENCY **2008** Aug 28 Mitch Joel *Vancouver* (BC) *Sun* C1 (LexisNexis) No one ever just “attends” an **unconference**. The spirit of it is that we are equal, able to share our knowledge or help in any way we feel will best serve the community.

unconferencing *vbl n* Participation in a professional forum in which the format is open-ended and the program is organized by the attendees themselves **2005** July 4 Johnnie Moore *Johnnie Moore's Weblog* (blog) <http://www.johnniemoore.com/blog/archives/001019.php> On Friday, I had a Skype conversation with Chris Corrigan and Rob Paterson. We discussed **Unconferencing**: how can we get away from unsatisfying conferences where the audience is often bored, towards much more engaging learning events? **2006** June Simon Young *New Zealand Marketing Magazine* 40 (LexisNexis) Judging by its enthusiastic advocates Open Space and **Unconferencing** are not as chaotic as they would sound. **2008** Mar 3 Gordon Smith *The Conglomerate* (blog) <http://www.theconglomerate.org/2008/03/unconferencing.html> For years people have been trying to promote more substance at the AALS Annual Meeting, and I think that some of the sections are succeeding. But the notion of “**unconferencing**” implies that we shouldn't bother. **2011** Feb 15 Patricia Wolf, Ralf Hansmann & Peter Troxler *Journal of Organizational Change Management* 24.1: 112 <http://www.emeraldinsight.com/journals.htm?articleid=1906244&show=pdf> (abstract) Empirical findings suggest that **unconferencing** is an appropriate event format for facilitating the initiation of the pro-sustainability organizational change process of a university.

uncurriculum, un-curriculum, Uncurriculum *n* Educational curriculum that is unconventional in form or perspective, often lacking the structure of traditional curricula **1971** Apr James W Russell *Adult Leadership* 19.10: 343 In education, decades of experience with progressive education and the project method have taught that an **uncurriculum** is too often a nothing. **2000** Aug 17 Jim Wise *Herald-Sun* (Durham, NC) C1 (LexisNexis) In 1960 [...] Duke PR man Clarence Whitefield proclaimed “the approach of a new era”—and indeed it was to be, one best remembered as the Age of the Vigil, the Allen Building takeover, a new **un-curriculum** and the abdication of [Deryl] Hart's successor, Douglas Knight. **2007** Mar 16 Harold Jarcho *Life in Perpetual Beta* (blog) <http://www.jarcho.com/2007/03/global-civics-101/> I've seen a few good documentaries lately and I think that it would be rather simple to set up an “**un-curriculum**” for global civics. This is my term for developing an understanding about our interconnected economies and societies and the forces at play, both human and natural. **2009** Aug 4 Robert C Koons *The John William Pope Center for Higher Education Policy* (blog) <http://www.popecenter.org/commentaries/article.html?id=2213> Our program was rightly perceived as a threat to the monopoly of what I call the **Uncurriculum**, which prevails at UT and at most universities today. It is the absence of required courses and of any structure or order to liberal studies. The **Uncurriculum** dictates that students accumulate courses that meet a “distribution” standard—a smattering of courses scattered among many categories.

undecorating *vbl n* Untraditional approach to home decorating, often involving the removal or simplification of existing decor [**1976** Oct Taffy Cannon *Texas Monthly* 172 Men's steer wrestling, for example, became steer **undecorating**,

where the women contestants attempt to remove a ribbon taped to the animal's withers.] [1984 Dec 18 John Sinor *San Diego* (Calif) *Union-Tribune* C1 (Factiva) Everybody is mad about decorating [for Christmas] around here. But there is no fun at all in **undecorating**.] 1991 Nov 17 Madeleine McDermott Hamm *Houston* (Texas) *Chronicle* 4 (LexisNexis) Legendary interior designer Billy Baldwin's principle of "**undecorating**" is also [Charlotte] Moss' belief. This means a room doesn't have to be perfect, or finished; instead, it should leave room for changes and for things still to be acquired. 1998 Feb 28 Amy Scherzer *Tampa* (Fla) *Tribune* 8 (LexisNexis) [Mario] Buatta is known for "**undecorating**," which involves mixing contemporary furnishings with antiques. 2002 Jan 17 Bill Ervolino *Record* (Bergen County, NJ) F1 (LexisNexis) **Undecorating** is when you take a good, hard look at all of the decorating you've done during the last 10 years and ... well, undo it. 2011 Mar 26 Katie Roiphe *Wall Street Journal Online* <http://online.wsj.com/article/SB10001424052748703858404576214554003291400.html> The profusion of "**undecorating**" has some connection to the economic times, the idea, suddenly, that lavish is not entirely cool.

unmarketing, UnMarketing *n* Promotion of products or services using unconventional, nontraditional approaches [1967 Dec 4 James M Gavin *Chicago Tribune* G8 (ProQuest) We've written a thousand stories about marketing. The other day, it occurred to us that it was time to do one on **unmarketing**. [¶] The problem is: How do you unmarket a little 10-year-old girl out of a cat? [¶] This was the father's problem.] [1990 May 21 Joseph R Boyle *Multichannel News* 5 (Factiva) [Jerry] Maglio [of United Artists Cablesystems] accepts a network's right to independently market its brands, "but we don't favor marketing one service by **unmarketing** the other."] 1997 Mar 28 Dave Wielenga *Shoot* S72 (Factiva) With most TV spots working overtime to impress a jaded audience, the ads directed by Blair Hayes—who directs through his company, bicoastal Sticks And Stones—stand out, thanks to their family-album style, slice-of-life moments. [...] He acknowledges that his ambience of "**unmarketing**" is manipulation in its own right. 2009 Sept 8 Michael Barnes *Austin* (Texas) *American-Statesman* D1 (Factiva) Earlier on Thursday, he was conducting an "unsummit" on **unmarketing** at the Shoreline Grill, following the usual conference program: speakers, videos, PowerPoint presentations, questions, conversations. Only the theme was to undo what marketing has always done. 2010 Scott Stratten *UnMarketing: Stop Marketing. Start Engaging* (Hoboken, NJ: Wiley) 127 (Google Books) **UnMarketing** is all about engagement at every point of contact with your market. 2010 Nov 28 Bryan Vartabedian 33 *Charts* (blog) <http://33charts.com/2010/11/unmarketing.html> **Unmarketing** refers to the act of conversation and engagement that contrasts with the traditional methods of marketing such as cold calls and interruption marketing. It's the Uncola of marketing.

unparenting *n* Child-rearing that is seen as insufficient in some way, as lacking discipline, direction, or oversight 1976 June 5 John Craig *The Bulletin* (Bend,

Ore) 1 He [Father Granville Waldron] cited growing apathy and said some parents simply decide to “quit parenting.” [¶] Such parents should be held legally accountable for their “unparenting,” Waldron asserted. 1999 June 6 George Tyndale *Sunday Mercury* (Birmingham, UK) 21 (Factiva) We are already familiar with the growing band of selfish, irresponsible parents who cannot be bothered to bring up the children they have brought into the world and dump them every morning on the growing army of child-minders. [¶] But the launch of a company called Little Angels seems to indicate that unparenting is sinking to new depths. 2003 Valerie Fitzenreiter *The Unprocessed Child: Living without School* (Lake Charles, La: Unbounded) 11 The mistaken notion that unschooling is “unparenting” is common among those that do not understand that many philosophies of parenting are involved in this form of lifestyle. 2006 Dec 20 Michelle R Davis *Education Week* 8 (Factiva) “Unschooling is not unparenting,” Ms. [Nicole] Puckett said. “My choice is that too much TV is not good for their brains, and it inhibits their natural curiosity.” 2011 Aug 3 Ani Lacy *Simple Single Mom* (blog) <http://simplesinglemom.blogspot.com/2011/08/unschooling-is-not-unparenting.html> Unschooling allows children to follow their curiosity resulting in them being autonomous self-directed learners. Unparenting creates self-absorbed bullies.

unpolitician *n* Person active in politics who presents himself or herself as an alternative to traditional politicians, often as an expression of populism or non-conformity 1971 Oct 17 Stuart Rekant *Boston Globe* E34 “I guess I’m paying the price of independence,” [PolyArts executive director Robert] Gordon said. “I flout power. I’m the unpolitician, if there is such a thing. I don’t really care what my image is.” 1974 Jan 27 Michael Kilian *Chicago Tribune* A3 (ProQuest) According to these same reports, he [Illinois Gov Daniel Walker] is contemplating running as a populist “unpolitician,” dangling before the primary voters the Golden Fleece of federal tax cuts. 1988 Feb 8 Paul Taylor *Washington Post* A1 (Factiva) On the trail, he [Sen Paul Simon] frequently quoted Hubert H. Humphrey and sought to turn his bow tie, horned-rimmed glasses and fuddy-duddy appearance into an asset by presenting himself as an unpolitician with too much integrity to turn himself into a slick media package. 1990 June 24 Patrick E Gauwen *St Louis (Mo) Post-Dispatch* 1B (NewsBank) Richard M. Nixon told the public he was not a crook. Seven-Up told the public it was not a cola. Now comes H.C. Milford to tell the public he is not a politician. [...] In an age when disaffection with politics is rampant, Milford, a Republican, is calling himself the “unpolitician.” 1999 Apr 17 Ceci Connolly *Washington Post* A7 (Factiva) When the foot soldiers in Bill Bradley’s political uprising gather, they speak in hushed tones of his independence, his intellect. He is clean, they virtually shout. He is the unpolitician! He takes them back to the days of McCarthy, McGovern and Tsongas. 2011 July 13 Anna Merlan *SF Weekly* <http://www.sfweekly.com/2011-07-13/film/undefeated-sarah-palin-documentary-movie-review-anna-merlan/> This presents a curious situation (reminiscent of George W. Bush’s campaign, actually) in which a woman [Sarah Palin] who has been in

politics for close to 20 years, and who has served as a city councilor, mayor, governor, and vice-presidential candidate, is still described repeatedly as the “unpolitician.”

unpresident, Unpresident, unPresident *n* President of a country, firm, or other institution who lacks qualities typically associated with the office or who is seen as illegitimately holding the office **1988** Oct 10 Alice Z Cuneo *Advertising Age* 68 (LexisNexis) Dianne Snedaker, the head of Ketchum Advertising in San Francisco and one of the ranking women in the West Coast ad industry, calls herself the “unpresident.” [¶] That’s probably because the new president’s management style reflects the philosophy she learned in a Japanese flower-arranging class. **1989** May 12 editorial *New York Times* A30 (LexisNexis) Mr. [Andrew] Stein and his allies say the city needs a Council president to provide an essential additional check on a strong mayor. More likely, such an **Unpresident** would dilute the Council as a check by forcing it to share its watchdog function. **2000** July 31 Brian Whitmore *Boston Globe* A2 (Factiva) In an age of prepackaged and overmanaged politicians, [Estonian president Lennart] Meri, 71, is the **unpresident**. He is impulsive and sometimes undiplomatic. He doesn’t talk in sound bites. **2000** Nov 12 Andrew Rawnsley *Observer* (UK) 29 (Factiva) If the result is to give the White House to the man who came second, the payback from the voters is not hard to imagine. Greater still will be bitter cynicism about the system, and angry alienation from it. George Bush will be an **unPresident**. **2009** June 3 Roy Erdoeso *Runnin’ Scared* (*Village Voice* blog) http://blogs.villagevoice.com/runninscared/2009/06/citizen_grand_j.php Listeners may do their part by going “to a local policeman” and, if he does not put you in the drunk tank, getting him to open a criminal case against Unborn **Unpresident** Obama.

unschool, un-school *n* Educational arrangement providing a structure or curriculum that contrasts with traditional schools, typically in a home-school or private-school setting [**1981** Sep 28 Kevin Roderick *Los Angeles Times* A1 (ProQuest) By the time autumn breezes whoosh away the memories of summer, most youngsters are in school and looking ahead to the next vacation. But not David Webb, 14, and thousands like him whose parents claim membership in the country’s growing “unschool” underground.] **1982** Mar 19 Mary Finch *Deseret News* (Salt Lake City, Utah) E5 John Holt Learning Center has 20 to 30 students in what is described as an “un-school.” It is named after educational reformer John Holt and based on teachings of Dr. Shinichi Suzuki. Students make major decisions on what they will study. **1992** Dec 7 Andrea Estes *Boston Herald* 15 (Factiva) An Eastham woman says she’d rather go to jail than obey a law that says she must use a state-approved curriculum to teach her kids at home. [¶] Mary Foley, 41, who has already graduated three children from her “unschool,” faces charges tomorrow in Orleans District Court. **1997** Nov 16 Bill Graves *Oregonian* B1 (Factiva; head & text) **Unschools** unleash learning for self-motivated students / [...] Surveys suggest that more than 500 Oregon children learn at home in **unschools**. [...] Some parents pay to send their children

to private **unschools**. At least 17 such schools operate in the country. **2002** Stephanie S Tolan *Surviving the Applewhites* (New York: HarperCollins) 19 The Creative Academy wasn't so much a home school as an **unschool**. Its students were supposed to follow their own interests and create their own educational plans. **2010** May 4 Zev Singer *Ottawa Citizen* C2 (ProQuest; head) From 'unschool' to head of the class; Emily Witts wins academic award for perseverance.

unschooler *n* **1**: Parent (or occas another person) who teaches children at home with a loosely structured or student-driven curriculum **1979** Oct 30 Betsy Brooker *Washington Post* C5 (ProQuest; head & text) 'Unschoolers,' or the Home as Classroom / [...] Some of the "unschoolers," as they like to call themselves, decided to keep their children out of school because of a negative experience in the system; others simply want their children to have a better education than they believe schools can provide. **1984** Apr 24 Eloise Lee Leiterman *Christian Science Monitor* 21 (LexisNexis) Some **unschoolers** fear that their children cannot handle the different ideas and behavior they may encounter at school. [...] I hope that unschoolers will drop their possessive tentacles and free their children to discover their own individuality in the wider world. **1994** Sept 26 Clive McFarlane *Worcester (Mass) Telegram & Gazette* A1 (Factiva) Home-schoolers differ immensely in their teaching styles. Some establish a formal approach, with time schedules, desk and chairs, and a prepared curriculum. [¶] Others, known in the business as "unschoolers," follow a less structured format. They essentially let their children's interests dictate what is to be learned on a particular day. **2007** Jan 11 Melissa Nix *Sacramento (Calif) Bee* B1 (Factiva) Forced to defend an unusual educational practice, **unschoolers** take great care as to how they describe it. Buchanan hedges a bit when asked if she's an unschooler. She does put books in front of her children from time to time, which is anathema to orthodox **unschoolers**. **2**: Child who is educated at home, esp by his or her parents, with a loosely structured or student-driven curriculum **1998** Nov 4 Rosemary Shinohara *AP Newswire* (LexisNexis) His mother calls Chris an "unschooler"—who sets his own educational agenda studying at home. **2000** Dec Jabari Mahiri *Journal of Adolescent & Adult Literacy* 44.4: 382 (Factiva) These **unschoolers** are not just the children of political or religious fringe groups; they also include a growing number of youths who have found a degree of personal power and pleasure in technological alternatives to school-based teaching and learning. **2005** Nov 13 Daniel Scarpinato *Arizona Daily Star* (Tucson) A1 (Factiva) **Unschoolers** learn what they want, when they want, how they want. And that could mean learning nothing at all. **2011** Aug 29 Leanne Italie *AP Newswire* (LexisNexis; head & text) School's out forever for 'unschoolers' / [...] As an "unschooler," Zoe is untethered from the demands of traditional, compulsory education.

unschooling *vbl n* Educational philosophy and practice in opposition to the traditional school system, with a loosely structured or student-driven curriculum in a home-school or private-school setting **1977** Nov John Holt *Growing with-*

out Schooling 2: 4 <http://www.holtgws.com/gws2.html> GWS will say “**unschooling**” when we mean taking children out of school, and “deschooling” when we mean changing the laws to make schools non-compulsory. **1983** June 6 Nancy Mullen *Christian Science Monitor* 17 Author-educator John Holt, who coined the term “**unschooling**,” estimates that 10,000 families across the country are shunning school in favor of teaching their children at home. **1998** June 18 Diane Dassow *Daily Herald* (Chicago) 1 (NewsBank) “When my 7-year-old, Jeannie, wants to learn something, she asks to learn or sits down and does it,” [Suki] Baldwin said. Some people call this type of self-directed childhood education “**unschooling**,” she said, but there is much learning going on. **2003** Quot sv UNPARENTING **2006** Nov 29 Jerry Mintz letter to ed *New York Times* A28 (LexisNexis) I believe that people are indeed natural learners and that **unschooling**, democratic education and learner-centered education are here to stay and are crucial to our survival in the new millennium. **2006** Dec 20 Quot sv UNPARENTING **2011** Aug 3 Quot sv UNPARENTING **2011** Aug 29 Leanne Italie *AP Newswire* (LexisNexis) **Unschooling** has been around for several decades, but advocates say there has been an uptick as more families turn to home-schooling overall.

UN- VERBS

- unassociate** *v* Remove an established link, esp that between a computer file type and the software program assigned to open such files **1990** Jan 30 Stuart R Greenberg *PC Magazine* 218 (Factiva) Command names [in Analyst/Designer Toolkit] are limited to four characters, causing some to be drastically abbreviated, such as USSC for **Unassociate** and RERT for Reroute. **1992** Lori L Lorenz et al *Windows 3.1 Companion* (Redmond, Wash: Microsoft) 164 (Google Books) If you later want to **unassociate** an extension, select a file with that file name extension and reissue the Associate command. **2005** tech327 *DSLReports* FAQ <http://www.dslreports.com/faq/6680> If a modem does not have a reset they can either contact charter to have the host cleared or disconnect the coax for 3-4 hours to get it to **unassociate** itself from the old MAC. **2011** Aug 11 admin *Gadget Reviews* (blog) <http://irish.droidlives.com/tag/unassociate-file-types/#> (head) **Unassociate** file types with applications using the File Types Unassociate
- unban** *v* [*OED 1993 Additions* 1968– ‘remove a ban’] Remove the restriction that bars an individual, such as an interactive video game player or someone who posts on online forums, from participating because of poor conduct **1992** Oct 22 Doug McLaren *alt.irc* (Usenet) My newest pair of ircII bots are quiet servers . . . they don’t op you unless you need it, they use +oo or +ooo when they hav several people to op, they will invite or **unban** somebody as needed (bans have gotten way out of hand . . .). **1994** Nov 13 Grayarea *The Empire Times: The True Hacker Magazine* <http://www.textfiles.com/magazines/EMPIRE/empire-6>

- .phk I like the people who have the guts to op me and to **unban** me, as well as those who hug me when they see me in person, the best. **2002** Apr 1 Mystery Man *GNet Lounge* (GameDev.net forum) <http://www.gamedev.net/topic/88094-gamedev/> He could (temporarily), but Blip took over the channel via CodeDemon’s password. [¶] They could ban him and take off the channel limit, but he’d still be able to **unban** himself and wreak havoc once again.
- 2007** May 23 Cristian Mezei *WebProNews* <http://www.webpronews.com/digg-banning-users-for-digging-too-often-2007-05> Your account was banned for the rate of Digging activity you’ve engaged in. [...] Once you agree that you will Digg/bury more responsibly and read the stories, we will **unban** your account.
- unbind** *v* [*OED2* c950– ‘unfasten, untie, undo’] Remove an established link between computer components by replacing a specific machine address with a placeholder **1983** Aug 23 thomas%utah-gr *net.emacs* (Usenet; head) Emacs #264: error in progn doesn’t **unbind** variables **1992** Oct 29 David Datta *comp.unix.misc* (Usenet) Is there any way to **unbind** everything from a socket without rebooting? **2000** Sept 1 Andrew Orłowski *The Register* http://www.theregister.co.uk/2000/09/01/microsoft_wont_fix_new_widows/ COVERT Labs advises users to **unbind** NetBIOS from the stack, or turn the protocol off if they’re using Windows 2000. **2009** Dec 18 Rikakiah *Mac OS X Server v10.6 Snow Leopard* (Apple Support forum) <https://discussions.apple.com/thread/2269790> This is probably nothing more than an annoyance, but is there a way to manually **unbind** client computers in 10.6? In 10.5 you could “Force Unbind”, but there isn’t really that option in 10.6.
- unbrick** *v* [*un-* + *brick v* ‘render an electronic device unresponsive (as if it were only useful as a brick)’; cf *OED2* 1598– ‘remove bricks’] Repair an electronic device that has been rendered unresponsive **2003** Feb 22 Irish Shark *DSLReports* forum <http://www.dslreports.com/forum/remark,6077873> You still need to call OOL TS to have them **unbrick** it. [¶] If that is MODEM that you want to use. Otherwise forget it, they will not **unbrick** a MODEM if you are not going to register it. **2007** Paul Asadoorian & Larry Pesce *Linksys WRT54G: Ultimate Hacking* (Burlington, Mass: Syngress) 324 (subhead) Using OpenWrt Failsafe Mode to **Unbrick** Your Router **2008** June 21 TysiPhoneHelp YouTube <http://www.youtube.com/watch?v=DOtq7M14zoE> [¶] Hey, guys. In this video, I wanted to show you how to **unbrick** your iPhone or iPod Touch. A lot of people have problems with their iPhone; they’ll mess it up, brick it—that’s what it’s called, when it’s a brick, when it can’t do anything. And in this video, I’m going to show you how to fix that. **2011** May 16 Katherine Noyes *Computer World* http://www.pcworld.com/businesscenter/article/227957/nintendo_3ds_targeted_in_antidrm_campaign.html [Joshua Gay:] “And, that if they [Nintendo] did brick a device, they would void the warranty; therefore the person would have to pay for the attempt to service and repair the device—e.g., **unbrick** it—which they are not sure would work anyhow.”
- uncheck** *v* Deselect a previously selected option in a software interface, as by removing a check mark **1985** Oct 26 Steven B Munson *fa.info-mac* (Usenet)

Presumably, you want to **uncheck** the “drawn” box and put a zero in the sound field, at least for the first occurrence. **1989** May 1 Don Sample *MacUser* 195 (Factiva) You can create your own custom ruler that does just this by setting the scale ratio to 1:72 inches, setting Divisions/inch to 1, and **unchecking** the Show Unit Name check box. **1994** May 1 J W Malcolm & S A Morgan *IBM Technical Disclosure Bulletin* 37.5 <http://ip.com/IPCOM/000112351> The application may need to check or **uncheck** some menu items, to enable or disable them, or to remove some that are not appropriate for the current environment. **2005** May 9 Dori Smith *MacWorld* <http://www.macworld.com/article/44726/2005/05/dashboard.html> If you don’t want widgets to even auto-install into the Widget Bar, simply **uncheck** the open safe files after downloading preference in Safari. **2010** Apr 26 Jay Hathaway *Download Squad* (blog) <http://downloadsquad.switched.com/2010/04/26/a-guide-to-protecting-your-information-privacy-on-the-new-facebook/> Friends who don’t care about privacy are a major leak on Facebook, so you’ll also want to **uncheck** every single box under the “What your friends can share about you” section of the preferences. **2011** Aug 11 whosChrisHughes YouTube <http://www.youtube.com/watch?v=srk5t4X4vww> [49] You can take the time to read this, but basically it means that LinkedIn members’, their names and photos can be used in ads related to what they have in their profile. So, I don’t know if you want to do that. If you do, leave it checked; if you don’t want to, **uncheck** it.

unclick, un-click *v* **1:** Release the button on a computer mouse **1985** Richard C Vile *Macintosh Programming Using MS-BASIC 2.0* (Blue Ridge Summit, Pa: TAB Books) 68 (Google Books) After you click, the crosshairs follow the cursor around the screen until you **unclick**. **1985** Sept 17 Chuq Von Rospach *net.micro.mac* (Usenet) You could do this by setting up a standard menu item such as ‘movement’ with two items ‘forward’ and ‘backward’, but a menu operation requires you to {point,click,drag,position,**unclick**} to cause the operation to happen. **1998** Mar 5 Thomas Mowrey *New York Times* G8 (LexisNexis) Almost all ergonomic mice permit the user to program one of the buttons so that when it is single-clicked and quickly released, it stays clicked until the user **unclicks** it. **2011** June 6 mrplowg9 *Computer Peripherals* (Tom’s Hardware forum) <http://www.tomshardware.com/forum/60553-3-mouse-doesn-unclick> Ok so, if i do anything which involves holding the mouse down for a few seconds like dragging a window, or highlighting some text, the mouse will not **un-click** and will continue to drag the window or whatever im doing, this is especially annoying when playing games. **2:** Deselect a previously selected option in a software interface **1988** Oct 28 rudolph *comp.sys.mac* (Usenet) If you **unclick** it, they will be numbered consecutively in consecutive pages or sections. **1997** June 19 Dan Keating *Miami* (Fla) *Herald* 1F (NewsBank) I scoured Word’s help area and found references to this wonderful new feature, but no guidance for turning it off. [...] Here’s the answer: Go to the “Tools” menu and choose “AutoCorrect.” Pick the tab for “Autoformat as you type” and **unclick** the box for “Internet hyperlinks.” **2010** Sept 19 Karen Lac *San Francisco* (Calif)

Examiner Budget Travel sec (NewsBank) Be sure to **un**click the Travel Insurance if you do not want it as the \$150 cost is added automatically. If you do decline it, make sure to protect your money by booking with a credit card that provides travel insurance.

undestroy *v* Repair something that was significantly damaged, such as a computer file **1989** Nov 13 Ronnie Geist & Harry Geist *MIS Week* 30 (Factiva; head) Three utilities that “**undestroy**” your files. **1995** A C Sturt *Democratic Systems* (Guildford, UK: Churinga) Wrong information may never be fully corrected, even if fully retracted. It is like destroying something one day, and trying to **undestroy** it the next. **2006** July 29 Simon Barnes *Sunday Times* (London) http://www.timesonline.co.uk/to1/comment/columnists/simon_barnes/article694245.ece Now here’s an obvious truth: it’s much easier to destroy things than to undestroy them. And that is increasingly the task of conservation: to **undestroy**. To bring back life after death. **2008** July 9 PopeMatt *Multimedia & Video* (Ubuntu forum) <http://ubuntuforums.org/archive/index.php/t-854289.html> And I don’t feel like a fresh install, that would mean a lot of program reinstalling and tons of fiddling to get Compiz working. My sound worked fine until this week, there has to be a way to **undestroy** it. **2009** Aug 11 pizza_dogs *Mother Board* <http://www.motherboard.tv/2009/8/11/undestroying-earth-with-clouds> (head & text) **Undestroying** Earth With Clouds / [...] Today’s homage to Jules Verne comes in the form of Cloud ships designed to deflect sun rays thereby cutting global warming. **2010** Mar–Apr Paul Wood *Mauui Magazine* <http://www.mauimagazine.net/Mauui-Magazine/March-April-2010/Miracle-on-the-Mountain/> The forest is growing again. Get yourself some good boots. This is the best experience you will find anywhere on earth to **undestroy** the natural order.

unerase *v* Restore text or a file that has been deleted or tagged for deletion **1982** *Popular Electronics* 20: 404 (Google Books) The UNE2 program recovers CP/M files that have been ERAseD or it can be directed to look at all ERA files on a disk and allow the use to **UNERASE** them. **1987** Aug 3 Franklynn Peterson & Judi K-Turkel *Evening Tribune* (San Diego, Calif) A18 (Factiva) Norton now works on networks, and a new \$150 Advanced Edition also includes a way to **unerase** an accidentally reformatted hard disk. **2003** Sept 6 Joe Noga *Morning Sun* (Pittsburg, Kans) (NewsBank) [Roger L] Falk said the government seized the men’s computers because the two allegedly used the computers to purchase goods via the Internet. According to Falk, the government used a special program to “**unerase**” up to seven layers of material. **2010** Mar 21 Kayla Lowe *eHow* http://www.ehow.com/how_6112064_unerased-deleted-search-history.html If you want to **unerase** a deleted search history, perhaps to see what another user has been doing on your computer, you can do so with the appropriate process.

unflag, un-redflag *v* Remove a notation meant to attract one’s attention or to categorize, sometimes as dangerous **1987** Mar 24 tbl *comp.emacs* (Usenet) Type u to **Unflag** a file (remove its D flag). Type Rubout to back up one line

and **unflag**. **1997** Barbara Kasser *Netscape Navigator 4: Browsing and Beyond* (Foster City, Calif: IDG) 187 (Google Books) [Y]ou can flag it to remind yourself that you need to follow some instructions shown in the message. The Flag feature works like a toggle switch. If you want to **unflag** a message, repeat Steps 5 and 6. **2002** Aug 12 *TVNZ* <http://tvnz.co.nz/content/123503/425826/article.html> And McGeorge says when people get flagged as being dangerous it is very difficult to **unflag** them. **2009** Jan 15 *Daily Nation* (Kenya) <http://www.nation.co.ke/News/-/1056/515124/-/u1ab8c/-/index.html> State House has acknowledged that Google has flagged its website www.statehousekenya.go.ke as potentially unsafe. A statement from the Presidential Press Service says [...] “[...] We have gotten in touch with Google for a review in order to **unflag** the website in their search engine.” **2010** July 4 *CDNSushi X Marks the Scot forum* <http://www.xmarksthescot.com/forum/f105/ever-been-refused-business-because-your-country-high-risk-60226/#post895745> My Canadian ccard company outright refused to process the transaction until I called their fraud department and proved I was who I said I was, and got them to **un-redflag** my transaction. **2010** Dec 14 *Veetor General Discussion* (World of Warcraft forum) <http://us.battle.net/wow/en/forum/topic/1536474083> I’m trying to quest as a level 80 in Mt. Hyjal, and somehow the game flagged me as a PVP player even though I’m not. [...] Why have I been flagged and how do I **unflag**. **2011** Aug 15 KieranK *Mac OS X v10.7 Lion* (Apple forum) <https://discussions.apple.com/thread/3222773?start=0&tstart=0> No matter how many times I unflag them, Mail.app reflags them in a few minutes. [¶] I can change them to a different flag other than red, and can see them marked as flagged (with category) in Outlook, but when I **unflag** them (in either Mail.app or Outlook), Mail.app will flag them red again.

unfragment *v* [cf *OED3 defragment v* 1983–] Combine pieces of something previously scattered, usu for efficiency; esp parts of a computer file or disk **1986** May 27 Ya’akov_Miles *mod.computers.ibm-pc* (Usenet) My favorite disk de-fragmenter is a public-domain program called DOG which will **unfragment** ANYTHING (from a floppy to a 20-meg disk). **1994** Jan John H Qualls *Business Economics* 29.1: 58 (ProQuest) One word of advice: ignore the initial recommendation that the program gives you (which is usually to **unfragment** only) and perform a full optimization every time you run it. **1999** Aug 27 Jenna Colley *Austin Business Journal* 8 (ProQuest) Local ticket broker Ticket City recently signed contracts with seven ticket suppliers nationwide in an attempt to dominate the online ticket-selling industry. [...] “The contracts basically help to **unfragment** the ticketing process,” Cohen says. **2006** Oct Christopher Avis *Business Perspectives* 38 (Factiva) One of the problems with the rehabilitation and disability disciplines is that it’s too fragmented. This is an attempt to **unfragment**. **2010** Oct 7 Vishak Raman *Communications Today* (Factiva) An IPS [intrusion prevention system] can also correct cyclic redundancy check (CRC), **unfragment** packet streams, prevent TCP sequencing issues, and clean up unwanted transport and network layer options.

- unfreeze** *v* [OED2 1598– ‘cause to thaw’] Make a computer or its display start working after it has remained inactive for an unreasonable time **1982** June 11 ucf-csl@guest *net.unix-wizards* (Usenet) Everything is fine as long as we use only one drive, but if we try to go with both drives it seems like all processes become blocked as soon as they try to do disk I/O. Thus everything just sort of freezes up. You can **unfreeze** things by toggling the start switch on one of the drives on and off. **1993** Aug Stanley Zarowin *Journal of Accountancy* 172.2: 103 (ProQuest) Computers can be finicky—freezing at inappropriate moments, such as just before a file is saved. [...] Usually, the only way to **unfreeze** the computer is to reboot it—that is, to turn it off and then back on. **2002** Jan 3 Corey Brunish *Oregonian* (Portland) 8 (NewsBank) My desk drawer is more powerful than any computer known to mankind. [...] My many scraps [of paper] may reveal tools I need, ideas for that screenplay, [...] how to **unfreeze** my computer, phone numbers from infomercials I will never use, things that are wrong with my car, jokes I wrote for Jay Leno but never sent—top secret stuff! **2008** Steve Alexander *Charleston* (WVa) *Gazette* 6C (Factiva) Is there another way to **unfreeze** the cursor, or at least a way to reboot the PC using the keyboard?
- unfuck** *v* [Sheidlower (2009, 264–65) 1971– ‘correct (a fault); fix (a problem)’] Remove encoded protection against unauthorized access or duplication [**1999** Aug 18 Jim Hu & Michael Kandellos *CNET News* <http://news.cnet.com/2100-1023-230007.html&st.ne.fd.gif.e> A day after Microsoft released its new Web music technology, the company confirmed that crackers have already developed a program to skirt the security behind it. [¶] Microsoft acknowledged that the executable file, dubbed “**unfuck.exe**,” exists and works.] **2000** May 16 Vitamin C *MyCE* forum <http://club.myce.com/f1/wma-mp3-directly-cd-how-1630/> yes both Musicmatch and winamp 2.26 can;t convert WMA to MP3, the only program that should work is UNFUCK.EXE but when i want to ‘**unfuck**’ a wma file it says i haven;t got the wma codec installed, but this is not true so. **2002** June 27 Peter *AfterDawn* forum http://forums.afterdawn.com/thread_view.cfm/3401 You can’t **unfuck** a wma if it incorporates the ‘Windows Media Rights Manager V7’ system or higher. **2004** May 22 kaybing27 *How to Burn or Crack Protected WMA Files?* (MyCE forum) <http://club.myce.com/f57/how-burn-crack-protected-wma-files-78454/index2.html> Unfuck works for me but how do you change the bitrate??? It always seems to do it at 64kbps. I have tried altering the file that appears when u start **unfucking** but it just goes back to what it was. **2008** Apr 10 *Slashdong* (blog) <http://www.slashdong.org/2008/04/10/too-much-information-about-the-interactive-fleshlight/> Assuming I can figure out a nice, cross platform way to **unfuck** the HID [hardware interface device] shit, expect to see libinteractivefl on sourceforge sometime soon. **2011** Mar 8 medeii comment on *Slog* <http://slog.thestranger.com/slog/archives/2011/03/08/re-hollywood-really-wants-to-figure-out-how-that-goose-is-laying-those-eggs> I do use AnyDVD HD to **unfuck** Netflix discs, though—@g is definitely illustrative. Unskippable previews and bullshit warnings are all the license I need to commit DMCA violations. **2011** June 30 Bluntedking *MKV Metadata*

Editing (Torrent Invites forum) <http://www.torrent-invites.com/help/138177-mkv-metadata-editing.html> With .avi files, I have found tools to **unfuck** my video files. Now that I'm upgrading to 720p, I want a tool to remove the meta-data from MKV files.

- unmount** *v* [*OED2* a1680– ‘unfix and take down or remove’] Disengage from a file or computer device, esp a hard drive or other mass storage system **1982** Dec 4 houxf!govern *net.unix-wizards* (Usenet) Something is corrupted that prevents me from mounting or **unmounting** the /dev/rp1 file system which contains /usr. **1986** June 16 Lawrence J Magid *Los Angeles Times* E3 (ProQuest) The software that comes with the Micah drive includes a program to back up the hard disk to floppies, a disk management program to create, destroy and erase sub-volumes and the MicahMount desk accessory, which allows you to mount and **unmount** MFS volumes while you are running application programs. **1999** Jan 3 Noah Matthews *San Jose* (Calif) *Mercury News* 4F (NewsBank) Mount Everything lets you mount or **unmount** any SCSI device on your Mac. **2004** Nov Dan Frakes *MacWorld* 63 (ProQuest) These rules can automatically launch or quit applications, or even **unmount** specific volumes, when particular actions occur—for example, when you mount or **unmount** a specific volume, or launch or quit a particular application. **2010** Oct 6 Topher Kessler *CNET News* http://reviews.cnet.com/8301-13727_7-20018718-263.html With these setups, and even with simpler ones with only a few devices, people have reported some of the drives in the chain **unmounting** and giving a system error even when they are not the ones being accessed.
- unpause, un-pause** *v* Restart something, as an electronic device or piece of software, after it has been temporarily stopped **1987** Dec 24 Greg Dawson *Orlando* (Fla) *Sentinel* E1 (ProQuest) This played havoc with viewers trying to record the movie for posterity—no one can remember to **unpause** the VCR after 18 commercials or attempting to keep kids awake to the end. **1995** May 4 *Toronto Star* 2 (ProQuest) They [“Dummies” books] seem to go into excruciating detail about things that I don’t want to know, and can’t answer the basic question that I have about how to **unpause** a printer that I never paused in the first place. **1999** May 23 Red Symons *Sun-Herald* (Sydney) 35 (Factiva) I must get back to my labours. It’s time to **unpause** Mario’s Party on the Nintendo. **2003** Oct 29 rueyeet *MacRumors* forum <http://forums.macrumors.com/archive/index.php/t-44761.html> What’s really perplexing me, though, is that sometimes I’ll pause the iPod and let it turn itself off to preserve where I am in my currently selected playlist, and then when I turn it back on and **un-pause** it, the playback will resume significantly farther along in the song than where I left it. **2008** Rafe Needleman *CNET News* http://news.cnet.com/8301-17939_109-9936212-2.html Lycos today launched a social movie-watching site, Lycos Cinema. [...] The person who kicked off the movie can pause or **unpause** it, and everyone who’s watching stays synced up.
- unprotect** *v* Remove restrictions on digital media, esp encoded protection against unauthorized access or duplication **1983** Oct 17 Doug Green &

Denise Green *InfoWorld* 54 (LexisNexis) The options include the abilities to create blank student disks, create student disks containing files, protect an existing disk, **unprotect** an existing disk, find a student password, [...] or copy a student disk. **1992** Apr Jan Smith *PC-Computing* 187 (Factiva) The spreadsheet module is also strong, allowing you to protect and **unprotect** cells, copy from a single cell to a range, and convert formulas to values. **2003** Eberhard Becker *Digital Rights Management* (Berlin: Springer) 208, 210 Shortly after the release of DRM v1, a software called unfuck emerged that could quite reliably unprotect DRM v1-secured audio files. [...] Whereas unfuck works with all DRM v1 audio files, it fails to “**unprotect**” DRM v2 data. **2010** Nov 15 Jennifer Mayes *Chicago Examiner* (NewsBank) If you select a password, only those who know the password can **unprotect** the structure and/or windows of the workbook.

unselect *v* [cf *OED2* *deselect v* 1968- ‘choose not to select; remove from selection’] Remove from selection a highlighted item on a computer display or turn off a previously chosen or default option in a software interface **1980** Dec TF Smith et al *IEE Proceedings* 127G.6: 322 <http://ieeexplore.ieee.org/iel5/2210/4644665/04644709.pdf> As an example, suppose the designer wanted to insert a rectangle on mask 1 and copy the rectangle to mask 2, but deflating it by 3 units. He could record a macro as follows: [¶] MASK 1 [¶] INSERT RECTANGLE [¶] DUPLICATE [¶] CHANGE TO MASK 2 [¶] DEFLATE BY 3 UNITS [¶] **UNSELECT** [¶] REPEAT MACRO **1986** May 21 Peter de Silva *net.micro.amiga* (Usenet) Intuition doesn’t automatically **unselect** an icon when the next one’s selected when the shift key is held down. **1992** Feb Robert Bixby *Compute* 92 (ProQuest) Place the mouse cursor on the left end of the page break (it appears as a solid line), hold down the Shift key, and click to **unselect** it. **1999** May 22 *Daily News* (Bowling Green, Ky) 11A (Google News) The key here is to open the Control Panel for modems, then hit Properties and **unselect** the box that says “Wait for Dial Tone.” **2004** Feb 29 *Atlanta* (Ga) *Journal-Constitution* F6 (NewBank) Candidates are selected by touching the appropriate box on the on-screen ballot. Pressing the box a second time will **unselect** it. **2010** Nov 12 Mark Shea *PCWorld* http://www.pcworld.com/article/210562/how_to_set_up_vpn_in_windows_7.html Navigate to the Security tab and select the specific Type of VPN from the drop-down list. You may also have to **unselect** *Include Windows logon domain* under the Options tab.

unshare *v* Withdraw permission for others to access one’s electronic data or device **1988** Aug 7 Dave Gagne *comp.sys.sun* (Usenet) My question, then, is: Is it possible to “**unshare**” libraries for an executable file compiled for use with shared libraries? **1990** July *LAN Times* 130 (Factiva) Besides using system menus, users can connect, disconnect, share, and **unshare** devices directly from the DOS command line. **1996** Aug Alexander Pournelle *SQL Server Magazine* <http://www.sqlmag.com/article/security/nt-security-setup-with-windows-for-workgroups> Make sure no one is using files in that path, **unshare** it, reshare it,

and reestablish the security settings for it. **2002** Brian Knittel *Windows XP: Under the Hood* (Indianapolis, Ind: Que) 573 (Google Books) Net share is a convenient way to share and “unshare” folders, and it can be faster to use than the Windows Explorer GUI. **2008** June 11 Katherine Boehret *Wall Street Journal* 8 (ProQuest) Individual contributors have the ability to delete or “unshare” the content that they added to an album, while album creators can unshare and delete all pictures or entire albums. **2010** May 31 Jason Magder *Gazette* (Montreal) A2 (LexisNexis) The 26-year-old CEO of Facebook, former Harvard University student Mark Zuckerberg, last week unveiled simpler privacy options that would allow users to click on one button to share, or unshare, their information.

- untag** *v* Remove a notation meant to attract one’s attention or to categorize
1985 Dec 7 Matt Dillon *net.source* (Usenet) UNTAG will untag a particular message in your message list. For instance, to untag any tagged messages in the entire message list, you would: select all [/] untag all OR untag tag. **1996** Summer David Kaufman *Library Computing* 15.2: 113 (ProQuest) Information here contains matter on how to edit data files as text files, field definitions, search for record, shortform citations, tag/untag records, and similar topics. **2002** Aug 22 David Coursey *ZDWire* (Factive) When you install the OS, spam filtering is in “learning mode” and displays spam [...] with the rest of your mail. You then have the option of tagging messages the filter missed as spam or to untag its mistakes. **2006** Mar 24 *Oxford* (Ohio) *Press* A16 (NewsBank) Users [of Facebook] can also “tag” other users or list who is in each photo with tags, tying other users to the photo despite who uploaded it. Users may “untag” themselves from a picture if they so desire. **2007** Dec 27 *Wall Street Journal* (ProQuest) Be sure to “untag”—or remove links to—any photos that your prospective employers would deem inappropriate, and take down any questionable text. **2011** Sept 6 Alexandra Marley *Boston Examiner* <http://www.examiner.com/long-distance-relationships-in-boston/what-does-your-partner-see-on-your-facebook-profile> Untag photos where you seem to be too cozy with members of the opposite sex to avoid future fights with your partner.
- unvote, un-vote** *v* [cf *OED2* 1647– ‘reverse or annul a vote’] **1:** Refrain from voting in protest **1976** Ted Becker *Un-Vote for a New America* (Boston: Allyn & Bacon) **2008** Oct 4 Pal Hal Pall *The View from Elsewhere* (blog) <http://theviewfromelsewhere.blogspot.com/2008/10/why-you-should-unvote.html> After weeks of thinking about and closely observing the campaign, I have finally decided to stay home on election day and unvote. **2:** Remove one’s show of support of an online item **2005** Dec 15 Robin Munn *BoardGameGeek* forum <http://www.boardgamegeek.com/article/731184> Some people did a “Vote X, Unvote X, Vote Y” in their early posts, mostly as a joke. I’m still including those. I’m also including both order and timestamp info for all votes AND unvotes. **2009** Pawan Vora *Web Application Design Patterns* (Amsterdam: Morgan Kaufmann) 275 (Google Books) Users should be able to change their minds—“unvote” an item—if they believe they made a mistake. Therefore, ensure that

users can change votes. 2011 Mar 17 whuber *Cross Validated meta forum* <http://meta.stats.stackexchange.com/questions/764/how-to-unvote-on-comments> (head & text) How to unvote on comments? / Occasionally I mistakenly upvoted a comment. There seems to be no way to undo this action.

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