A FRESH LOOK AT ZIPF'S LAW

G. G. Searrott, International Computers Research and Advanced Development Centre, London SW15, (U.K.)

This paper describes a model based on "Zipf's Law" of "the principle of least effort" which is concerned with the statistical distribution of the size of social assemblies and the use frequencies of words; it can be applied to a wide range of human activities and describes a dynamic equilibrium spectrum of group sizes.

The author describes a model which can be played on a computer and points the way towards further development of the subject.