

**Venturing into the world of genealogy:
Understanding family history research through metaphor**
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Abstract

This paper is a qualitative study of conceptual metaphors used in the field of genealogy, or family history research. By focusing on the target domain of genealogical research, this paper explores conceptualizations which have not been studied. Genealogy is defined here as the study and tracing of lineages, although genealogy can also be used for lineage itself. To understand how the genealogical research process is conceptualized, metaphorical expressions are examined using the framework of Lakoff and Johnson's (1980) conceptual metaphor theory. Four popular genealogical research websites and a genealogical research guide book were chosen as data sources. I found that the dominant metaphor was GENEALOGY IS A JOURNEY, with elaborations of the journey frame being QUEST and CRIMINAL INVESTIGATION. The metaphorical expressions present in the data are analyzed in terms of what aspects of genealogical research they highlight and hide when mapping roles from the source domain to the target domain. I argue that speakers use these metaphors to: (1) ensure that aspiring researchers think about research goals before embarking on their journey, (2) value the genealogical information they uncover, and (3) try to be as professional and logical as detectives when evaluating information.

1. Introduction

If polled, a majority of the general public today would probably define metaphor as a rhetorical device used in literature. Linguists also perceived metaphor as a matter of language until the emergence of Conceptual Metaphor Theory as presented in Lakoff and Johnson (1980). Influenced by cognitive science, Lakoff and Johnson argue that metaphor in language is derivative of metaphor in thought. According to Conceptual Metaphor Theory, conceptual metaphors facilitate the comprehension of abstract or unknown concepts with the use of more concrete or known concepts. Because people encounter abstract ideas every day, metaphor is far more prevalent than believed prior to Lakoff and Johnson's research. I rely on the contemporary theory of metaphor to study metaphorical expressions used in the field of genealogy, an area which has not been studied within the Conceptual Metaphor Theory community.

I aim to contribute to the body of conceptual metaphor research by answering the following questions: (1) What source domains are used to understand genealogical research as a target domain? (2) What characteristics do these source domains have in common with and in contrast to the target domain? (3) Why do these source domains serve in this role? In order to understand why these questions are important, I will review key aspects of conceptual metaphor theory in the next section.

2. Background

The concepts I will define are: target and source domains, correspondences, mapping, invariance principle and elaboration.

2.1 Target and source domains

While metaphorical language use by genealogists has not been examined, cognitive linguists have been analyzing metaphorical expressions for decades. Linguists examine

metaphorical expressions about a topic in order to discover the underlying conceptual metaphors upon which they are based. Conceptual Metaphor Theory states that metaphor involves the mapping of knowledge from a concrete concept onto elements of an abstract concept. Abstract concepts like LIFE, TIME and LOVE are impossible to talk about without using metaphor. They rely on concrete concepts that are based more on physical experiences with OBJECTS, PHYSICAL ORIENTATIONS and BOUNDED REGIONS (Lakoff and Johnson, 1980). As the sources of knowledge, researchers refer to concrete concepts as source domains. Abstract concepts are called target domains because they are where the knowledge is mapped towards. The metaphor LOVE IS A JOURNEY, for example, consists of the broad, abstract concept of LOVE as the target domain and the more concrete and known source domain JOURNEY. Metaphor is defined as “a cross-domain mapping in the conceptual system” and metaphorical language is understood as the “surface realization” of cross-domain mappings. (Lakoff, 1993, p. 204). By examining metaphorical expressions, we can find what source domains are used to understand target domains.

2.2 Correspondence mapping

Correspondences cannot be randomly applied; each slot corresponds to a slot with similar characteristics. Each conventional metaphor is “a fixed pattern of conceptual correspondences across conceptual domains” (Lakoff, 1993, p. 209). For LOVE IS A JOURNEY, lovers are understood in terms of travelers on a journey, the relationship is a vehicle, their relationship goals are destinations on the journey and relationship problems are impediments to travel. JOURNEY also maps PATH onto LOVE because JOURNEY is in part structured by a path. PATH is a type of image schema, or conceptual structure that is based on our bodily experiences and motivates conceptual metaphor mappings. Other examples of image schemas are CONTAINMENT, CONTACT, and SURFACE. PATH consists of three parts. Every type of path is visualized in terms of a line with an arrow

indicating a direction of movement between a point A and point B (Johnson, 1987, p. 28).

The Invariance Principle states that “metaphorical mappings preserve the cognitive topology (that is, the image-schema structure) of the source domain, in a way consistent with the inherent structure of the target domain” (Lakoff, 1993, p. 212). It follows, then, that the structure of the target domain limits what knowledge is mapped onto it from the source domain. For example, VEHICLE from the source domain JOURNEY can be mapped onto the target domain LOVE but is not mapped onto the target domain CAREER. This is because CAREER does not have a slot which matches VEHICLE. Not all knowledge from the source domain is mapped onto the target domain, so some aspects of the target domain are highlighted while others are hidden.

The consequences of highlighting and hiding aspects of the target domain have been the focus of many studies interested in how metaphors shape what we think about the world we live in. Kövecses (1994) and Benczes (2007) use the framework of Lakoff and Johnson (1980) to analyze metaphorical expressions in historical writings. Through an analysis of Alexis de Tocqueville’s book *Democracy in America*, Kövecses (1994) found that the French political thinker conceptualized democracy in terms of the metaphor DEMOCRACY IS A (PASSIONATE) PERSON. This personification of democracy relies on the assumption that a person is impulsive based on his actions, possibly to the detriment of himself, and must be controlled. Slave narratives were analyzed in Benczes (2007) to understand how slaves conceptualized slavery in North America. The metaphors SLAVE IS AN ANIMAL and SLAVE IS BEING DOWN were found in the data. These metaphors highlight the degradation and powerlessness of slaves and hide their humanity. Slaves believed they could rise to the level of human beings again if they learned to read and write, literacy being a skill only humans can attain. Lakoff and Johnson (1980) has also been the framework for analyzing metaphors that are used for discussing current events. Batstone (2000) found that

the target domain UNIVERSITY was conceptualized as a COMMUNITY and a BUSINESS in a university planning report. Critics of the report agreed with UNIVERSITY AS COMMUNITY, which highlights the common pursuit and common life of students, and disagreed with UNIVERSITY AS BUSINESS which highlights that students are customers. Batstone states that many universities are struggling to reconcile these two conflicting metaphors in order to make a comprehensive plan for the future of higher education.

2.3 Elaboration

Lakoff and Turner (1989) argues that poetry is an art form where poets manipulate metaphors with which we are familiar. Poems were examined to understand how “poets can illuminate our experience, explore the consequences of our beliefs, challenge the ways we think, and criticize our ideologies” (p. xi). This is why effort must be made to understand poetry. But anyone, not just poets, can manipulate metaphors. This is because metaphors rely on the conceptual structures we all possess. One type of manipulation is elaboration, or filling in slots with more specific characteristics. For instance, the phrase “life is a highway” is an elaboration of LIFE IS A JOURNEY where the PATH of the JOURNEY is specifically a HIGHWAY and the VEHICLE is a CAR. From what we know of highways, we can infer that the road is long with twists and turns along the way and the car is driving fast. The TRAVELER, as CAR DRIVER, has complete control of the vehicle. By changing the content of the slots that are mapped onto the target domain, we are forced to think about the abstract concept in a different way by using different knowledge from the source domain. Before presenting the naturally occurring data for this paper, I will first describe the methodology for analyzing this data.

3. Methodology

The methodology section is divided to describe the reasoning behind selecting data sources, an overview of the nature of these data sources, and the methodology for the data collection and analyzing process.

3.1 Data source selection

The sources for metaphorical expressions concerning the topic of genealogy were chosen because they attempt to prepare aspiring family historians for research. Using metaphor is one of the many ways they are able to help beginners understand how to expand their family trees. *Who Do You Think You Are? The Essential Guide to Tracing Your Family History* (2010) is a book associated with a popular genealogical television show and written by one of the most well-known and qualified genealogical experts, then chief family historian and spokesperson for Ancestry.com Megan Smolenyak. FamilySearch is the largest genealogy organization in the world and its mission is to gather, preserve and share genealogical records from all over the world to users for free. While indexing of records has largely been performed by volunteers, FamilySearch has partnered with Ancestry.com to speed up this process to make records easily searchable. Ancestry.com, Inc is by far the largest for-profit genealogy company with over 2 million users. It has acquired several other genealogical websites including RootsWeb, the oldest free online community genealogy research website. Findmypast.com was chosen as a more independent source because it has no ties to any of the other websites.

3.2 Data source overview

It is important to note the nature of these data sources. The first chapter of Smolenyak's book is used because it proved to be rich with a large variety of metaphors. The rest of the book is not included because it did not have many metaphors, but references to

various genealogical databases and how to find information. The first chapter, titled “Preparing For Your Ancestor Hunt,” acts as an introduction to the research process. While the authors of the websites also want to help users begin their research process, they do have varying motives. The Church of Jesus Christ of Latter-day Saints funds and operates the FamilySearch.org website because of religious beliefs, while Ancestry.com and Findmypast.com offer paid accounts.

3.3 Methodology

Like most conceptual metaphor research, data was analyzed using a qualitative method. For a more empirical study, I used an inductive approach that allowed the data to show what metaphors were present instead of choosing a particular metaphor myself to look for in the data. After collecting all text from the first chapter of the book and the four websites, I identified and recorded each metaphorical expression. I then organized these expressions based on common domains. Since all of the sources are written and available to the public, authors were not asked for permission to use their work and no elicitation took place in person. Now that methodology for this study has been described, we can now look at what was found in the data.

4. Analysis

The metaphorical expressions from the five data sources have been categorized based on their underlying metaphors. The first section describes the dominant source domain, JOURNEY. The following section is composed of two elaborations of the journey frame, QUEST and CRIMINAL INVESTIGATION.

4.1 Journey as the dominant source domain

Based on the metaphorical expressions found in the five data sources, we can observe that genealogical research is largely conceptualized as a journey. In examples 1 and 2 below,

the word “journey” replaces “research” to make the statement metaphorical and explicitly states the dominant source domain. Other words and phrases found evoke the PATH of JOURNEY as can be seen in examples 2, 3 and 4:

- (1) Continue your family history **journey**
- (2) Not sure where to **start** your family history **journey**? Check out our **First Steps** series of online classes.
- (3) Together, we can help people from around the world find and **trace** their ancestry for free.
- (4) Help you to focus and project where your research should **go next**

“Start” and “first steps” bring to mind the start of a path while “trace” and “next” indicate progress along a path. The websites emphasize that they can help researchers move “further” down the path in (5), (6) and (7), and even faster in the latter. Example 8 shows that this journey does not necessarily end and can be conceived more like a cycle or several journeys:

- (5) The Ancestry.com mobile app version 3 for iPhone, iPad and iPod touch® takes your family history discoveries even **further**... Plus, you can still access generations of family history and add facts, photos and other historical anecdotes **at every turn**.
- (6) Debbie Mieszala offers basic tips on how to keep track of source citations for use **down the road** or when transcripts can only take you **so far**.
- (7) Collaboration: Go **further faster** by working together
- (8) You will also be ready to **start** the process again and **return** to **Step 1** to research another objective or individual.

The genealogical researcher’s journey as a traveler starts when he begins to actively seek out information about the lives of his ancestors. But where does the traveler want to go? The destination of the journey depends on the researcher’s goals. If the researcher only wants to find information about one ancestor or family, the path to his destination will probably be shorter than if he wants to identify all of his great grandparents or even living relatives. The

researcher makes progress along the path defined by JOURNEY with each piece of information bringing him closer to reaching his research goal. By helping the researcher, genealogical experts are helping the traveler start his journey and are therefore conceptualized as travel guides.

Oftentimes, information can be hard to come by and this is seen as an obstacle blocking the researcher's attempt to travel along the path to the research goal. The most common obstacle that genealogists encounter is a figurative "brick wall," as mentioned in (9) and (10) below:

(9) Here you will find tips to **start** your family history **journey** and tricks to **break down** genealogy **brick walls**.

(10) Tips for solving those **brick-wall** (and other) research problems

(11) **Leap over** the name spelling hang-up...To insist your name has always been spelled a particular way is to set yourself up for defeat in genealogical research.

Encountering a brick wall on a path ensures that the traveler cannot continue traveling between Point A to Point B and is stuck between these two points. In (9), Findmypast.com promises to "break down" these brick walls in order for the researcher to continue his journey. While (11) does not explicitly mention the brick wall, the phrase "leap over" alludes to it. In order for researchers to overcome the obstacle, they must accept that valid documents may have alternate name spellings in order to continue on the path of their journey. Another type of obstacle is described in example 12:

(12) David M. Lynch explains how to **bypass** challenges when the family history records you find seem to **dead end**.

Just as a traveler hitting a brick wall must find a way to break down or leap over the wall, a traveler hitting a dead end must find a way to find a "bypass" and continue to his destination. Researchers are encouraged to work on another goal until a bypass can be found or seek a

genealogical expert. Experts are considered guides for the genealogical research journey because they can help the researcher overcome obstacles. The cross-domain mapping of GENEALOGY IS A JOURNEY is shown in Table 1.

Table 1
GENEALOGY IS A JOURNEY

Journey	Genealogy
Traveler	Genealogical researcher
Origin	Origin of genealogical research
Path	Genealogical research progress
Destination	Genealogical research goal
Obstacle	Impediment to genealogical research progress
Guide	Genealogical expert

Metaphorical mappings sometimes belong to a hierarchy of metaphorical structures. These are referred to as inheritance hierarchies because each lower mapping inherits the structure of the higher mapping. GENEALOGY IS A JOURNEY is the lowest mapping in a 3-tiered RESEARCH inheritance hierarchy. The highest mapping in the RESEARCH inheritance hierarchy is the Event Structure Metaphor. In the Event Structure Metaphor, states are locations, purposes are destinations, progress is movement toward a destination, difficulties are impediments to motion and long-term, purposeful activities are journeys (Lakoff 1993). Research can be conceptualized as a journey because it is a long-term and purposeful activity. The scope of the Event Structure Metaphor is large because PURPOSES ARE DESTINATIONS is a “basic metaphor indispensable to the way we think about ourselves and our lives” (Lakoff and Turner, 1989, p. 85). RESEARCH IS A JOURNEY inherits the structure of the Event Structure Metaphor and applies it to the target domain of RESEARCH. The person doing the activity is a researcher, whose actions propel them

forward along a path to a destination, or a research goal. This structure is also inherited by the lowest mapping GENEALOGY IS A JOURNEY. The structure of the RESEARCH inheritance hierarchy is shown below:

- Level 1: The Event Structure Metaphor
- Level 2: RESEARCH IS A JOURNEY
- Level 3: GENEALOGY IS A JOURNEY

The following sections will focus on two specific elaborations of the journey frame that were present in the genealogical research data.

4.2 Elaborations of the journey frame

a. Family treasure

By describing a type of journey, genealogical research experts provide a narrower scope to conceptualize different aspects of the genealogical research process. Compared to the journey mapping in Table 1, the mapping of QUEST onto GENEALOGY in Table 2 has fewer roles. The traveler in the journey frame is now an explorer. Instead of the traveler attempting to reach a destination, the purpose of the quest is to find something. Just as ACHIEVING A PURPOSE IS REACHING A DESIRED LOCATION, the dual metaphor ACHIEVING A PURPOSE IS ACQUIRING A DESIRED OBJECT is also true (Lakoff 1993). Finding treasure is the sole aim of a quest and finding genealogical information is the sole aim of genealogical research.

Table 2
GENEALOGY IS A QUEST

Quest	Genealogy
Explorer	Genealogical researcher
Exploring	Researching
Treasure	Genealogical information

Most of the data that evokes QUEST involves various types of treasure. When thinking of a quest, images of treasure chests filled with gold coins and gems come to mind. In the first chapter of her book, genealogical research expert Megan Smolenyak utilizes the quest metaphor in a section titled “Go on a treasure hunt.” She encourages beginners to search through their homes and the homes of older female relatives for “treasures” in (14):

(13) Go on a **treasure hunt**

(14) Most of us are clueless about the **treasures** and tidbits lurking in our closets, drawers, basements and attics.

The reason explorers go on a quest to find treasure is because it is so valuable. Genealogical information is just as precious for researchers, as shown in the examples below:

(15) One of the best possible **hauls**? A **stash** of old letters—bonus points if they still have their envelopes with **precious** names and addresses.

(16) Manuscript collections can often be a **goldmine** for research as they can contain unique personal records, such as letters, diaries, and photographs not found anywhere else.

(17) Create a family **treasure** that brings your family history to life.

Smolenyak describes old letters that contain genealogical information as “hauls” and a “stash,” synonyms for booty that pirates discover and hide from others. The information that can be obtained from outside of these letters is also considered “precious.” In example 16, Findmypast also expresses that genealogical information is extremely valuable by comparing collections of records to goldmines. Example 17 can be seen on the main page of FamilySearch.org next to a link button that says “Get started”. The link takes the researcher to a page with a blank family tree where he can fill in what he knows. Based on this context, the family “treasure” refers to a family tree with enough genealogical information to provide insight into the lives of ancestors.

Other data contains terminology that alludes to the act of exploring. Smolenyak mentions “scavenging” for genealogical information in the houses of female relatives (18) and Findmypast encourages you to “explore” their collection of newspaper records in (19). If the researcher is successful in his search, he is able to obtain treasure as in (19), (20) and (21):

- (18) When **scavenging** for pieces of your family’s past, play the odds by starting with the women; we tend to be the hoarders or protectors, depending on your perspective.
- (19) Findmypast’s exclusive collection of nearly 200 titles of British newspapers will **open a treasure trove** of family history to **explore**.
- (20) What **treasures** will you **uncover**?
- (21) Learning to ask the right questions will **open treasure chests** filled with **golden gems** of your family's history.

The researcher acquires the treasure that is genealogical information by opening collections of records and uncovering this hidden and unknown information. It is important to be careful when exploring because one might fail to notice or overlook such precious information, as in (22) and (23) below:

- (22) Don't be too picky about how the name is spelled or you might **overlook** some genealogical **gems**
- (23) Search thoroughly, even in unlikely places, lest you **overlook** these **treasured** records.

The second elaboration of the journey frame is that of a criminal investigation.

b. Ancestor manhunt

Unlike QUEST, where genealogical information is the treasure the explorer covets, genealogical information is not the sole purpose of CRIMINAL INVESTIGATION. Genealogical information acts as clues the detective gathers to build a case. These clues enable the detective to achieve the ultimate goal and catch the fugitive. Table 3 again shows how an elaboration of the journey frame is mapped onto the target domain with fewer roles

than the QUEST metaphor in Table 1. Conceptualized as the detective in a criminal investigation, the genealogical researcher gathers genealogical information to catch an ancestor.

Table 3
GENEALOGY IS A CRIMINAL INVESTIGATION

Criminal investigation	Genealogy
Detective	Genealogical researcher
Clue	Genealogical information
Fugitive	Ancestor

Metaphorical expressions evoking GENEALOGY IS A CRIMINAL INVESTIGATION were present among all data sources and the most common found in the data. Considering the fact that “journey” occurred twice and “treasure hunt” occurred once to evoke QUEST, “detective” occurring four times in the data set is significant. The following examples show this metaphorical expression in context:

- (24) Genealogical research involves **detective work** and that is 99 percent of the fun for many of us.
- (25) Be sure to take thorough notes, like any good **detective**
- (26) The thrill of the **hunt**. Genealogy is your own person history **mystery**. You get to play **detective, chasing scattered clues** across the centuries.
- (27) Consider this a chance to sharpen your **detective skills**. Think of family lore or any suspicious or unsupported information as a **hypothesis** and then try to **prove or disprove** it through your research.

While (24) only mentions detective work, the other examples describe what this involves. Example 25 states that a good detective must be careful when writing information down, (26) involves trying to find clues, and (27) focuses on the critical thinking skills involved in

evaluating evidence. The following are additional examples of metaphorical expressions that evoke CRIMINAL INVESTIGATION in terms of detective work:

- (28) Establishing **Proof**
- (29) The fact of marriage may be established by **direct or circumstantial evidence**.
- (30) Evaluate the **Evidence**
- (31) Take time to **analyze your findings** and give everything another look. Specifically look for any conclusions you might have made that cannot be **verified** from the records you have found. Avoid making any assumptions and ensure that each name, event, and place can be **verified** before continuing your research.

Like criminal investigations, genealogy involves establishing proof of a fact through evidence. This evidence may be direct or circumstantial, but it must be evaluated and verified before conclusions can be made.

To find genealogical information, or possible evidence, detectives must follow hints or clues. These words are also mentioned prevalently in the data, as shown in the following examples:

- (32) As you search for older generations, the details you discover will provide more **clues** to other ancestors, and keys to finding further generations.
- (33) Family scrapbooks often yield important **clues** for family history research.
- (34) Using your DNA test in combination with Ancestry gives you **hints** that can guide your **investigations** and connect you with new relatives.
- (35) Our family trees help you organize your research, find new **leads**, and connect with other researchers.
- (36) When it finds a record that matches most or all of the information about an ancestor in your tree, it is posted as a "**hint**" to new information about that person.

Examples 32 and 33 consider genealogical information clues to finding more information, while (34), (35) and (36) demonstrate how hints can be revealed by the tree software on Ancestry.com and FamilySearch.org. After uploading information to these websites, users are

able to receive alerts that information about an ancestor in their tree may match with a record or a person in another tree. However they are acquired, clues help researchers find information that they need to collect and verify in order to make progress.

Just as clues strengthen a case, bringing the detective closer to his goal of catching a suspect, genealogical information allows the researcher to come closer to reaching his goal. Because detectives pursue clues and suspects, ancestors in GENEALOGY are conceptualized as people to pursue, as shown in (37), (38) and (39):

- (37) With family history, there's always another **clue or ancestor to pursue**, and this book is here to serve as your guide.
- (38) Just as you searched for the death and marriage records first to help find needed **clues** to the birth of your ancestor, the birth record will supply you with **clues** needed for **pursuing the parents** of your ancestor.
- (39) What if the computer was bringing your ancestors to you instead of you having to **go out and find them** yourself?

Ancestors are known to be dead, but pursuing an ancestor involves following them along a path. This movement frames ANCESTOR as animate and living. However, not all aspects of FUGITIVE map onto ANCESTOR. Researchers pursue their ancestors because they want to know more about them, not because they are accused of a crime. The FUGITIVE slot is not meant to be derogatory towards ancestors as criminals. Instead, FUGITIVE highlights the fact that the aim of CRIMINAL INVESTIGATION is to find one's ancestor.

Ancestors are described using characteristics that are associated with FUGITIVE. In example 40, ancestors are conceptualized as fugitives because they are hiding from their pursuer and are skilled at evading him:

- (40) They make it much easier to work with the data and free you to do the fun stuff — **hunt** those **elusive** characters **lurking** back there in your family's past.

Not only is FUGITIVE mapped onto ANCESTOR because of movement away from the RESEARCHER, FUGITIVE is mapped onto the target domain because ANCESTOR is purposefully hiding to avoid being caught. The context surrounding these metaphorical expressions shows that some of the genealogical research websites view this pursuit differently. In (39), FamilySearch appeals to researchers by stating that their website can find their ancestors instead. They emphasize that the pursuit may not be desirable because the work involves a lot of time and effort. Meanwhile, RootsWeb in (40) considers the pursuit “the fun stuff” and states genealogy software programs are available that make this work easier.

5. Discussion

While three metaphors were found in the data concerning the topic of genealogy, none of them contradict one another. This is because the source domains are either JOURNEY or elaborations of JOURNEY which inherit its structure. But we can look at the implications of these models by identifying what they highlight and what they hide, and how these conceptualizations can affect our behavior. JOURNEY is a fairly broad source domain. Because it contains the path image schema, with focus largely being on forward motion, JOURNEY also entails focus on making progress along the path toward a goal. Highlighting GOALS forces genealogical researchers to think about their research goals before starting the research process. QUEST, however, highlights the value of GENEALOGICAL INFORMATION with its correspondence being TREASURE. Just as pirates bury treasure to protect it from being stolen, researchers are encouraged to ensure the safety of genealogical information in terms of storage and organization of physical documents and computer files. But while genealogical information is important, QUEST hides the fact that researchers must also have the critical thinking skills necessary to evaluate this information. CRIMINAL INVESTIGATION actually highlights this aspect and adds the pursuit of ANCESTOR as a

FUGITIVE. It must be said that they do not conceptualize ANCESTOR negatively as a criminal, only as someone evading them. Researchers understand that ANCESTOR is only framed this way because it is able to take on some of the characteristics associated with FUGITIVE. CRIMINAL INVESTIGATION gives researchers a model to aspire to in order to know the truth of their ancestry.

6. Conclusion

After analyzing metaphorical expressions concerning the topic of genealogy, the underlying metaphor found was GENEALOGY IS A JOURNEY, with elaborations of the JOURNEY frame being QUEST and CRIMINAL INVESTIGATION. How we think influences how we act; JOURNEY ensures that researchers think about research goals before embarking on their journey, QUEST encourages researchers to value the genealogical information they uncover, and CRIMINAL INVESTIGATION inspires researchers to be as professional and logical as actual detectives when evaluating information and building a case. I argue that the authors of the genealogical research book and four genealogical research websites included metaphorical language in their work because of the implications of these metaphors on the thought process and behavior of aspiring researchers. Further work that can be done are qualitative analyses that use genealogical research data other than online websites and books. Television shows where celebrities learn about their ancestry and reflect on this new information, including *Who Do You Think You Are?*, *Finding Your Roots*, and *Faces of America*, are another medium that can be explored. These sources, as well as online websites and books, could also be part of a larger, quantitative analysis of metaphors in the field of genealogy using corpus linguistics. Outside of genealogy, the source domain of CRIMINAL INVESTIGATION would be another area of interest to research.

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