



substituent S in the aromatic ring:

$$\delta_{\text{ppm}} = \delta_0 + \Delta S'_i \quad (2)$$

where  $\delta_0$  is the chemical shift of the olefinic proton in the unsubstituted compound;  $\Delta S'_i$  is the increment due to substituent S in the aromatic ring;  $i$  is the *gem*, *cis* or *trans* position of the substituted aromatic ring with respect to the olefinic proton;  $j$  is the *para* or *meta* position of the substituent in the aromatic ring.

It was found that the values of increments  $\Delta S'_i$  of substituents are perfectly linear functions of Hammett's  $\sigma$  constants of substituents S. Using 332 examples of chemical shifts of protons in olefinic compounds containing phenyl substituents we have derived eqns (3)–(8) expressing  $\Delta S'_i$  as functions of the  $\sigma$  value.<sup>8</sup> The standard deviation of the chemical shift has been found to be 0.03 ppm.

$$\Delta S'_{\text{gem}} = 0.162 \sigma_p - 0.005 \quad (3)$$

$$\Delta S'_{\text{cis}} = 0.252 \sigma_p - 0.022 \quad (4)$$

$$\Delta S'_{\text{trans}} = 0.321 \sigma_p - 0.010 \quad (5)$$

$$\Delta S'_{\text{gem}} = 0.119 \sigma_m - 0.032 \quad (6)$$

$$\Delta S'_{\text{cis}} = 0.239 \sigma_m - 0.027 \quad (7)$$

$$\Delta S'_{\text{trans}} = 0.291 \sigma_m - 0.027 \quad (8)$$

Table 1 shows the values of  $\Delta S'_i$  calculated by means of the above equations for substituents in the aromatic ring, which were taken into account in the derivation of eqns (3)–(8). The increments of other substituents can be calculated by means of eqns (3)–(8) and the corresponding Hammett's  $\sigma$  constants.

The values of the increments shown in Table 1 indicate that only substituents exerting strong electron accepting or electron donating effects, e.g.  $\text{NMe}_2$ , CN,  $\text{NO}_2$ , etc. have a significant influence on the olefinic proton shift. It should be observed that the strongest vinyl proton shielding effect have substituents in the aromatic ring in position *trans* with respect to the proton. The effect of substituents in position *cis* is slightly smaller and that of substituents in position *gem* is considerably smaller. The effect of a substituent in position *para* in the aromatic ring is stronger than the effect of the same substituent in

position *meta*. On the basis of many examples we have found that deviations from the calculated values  $\Delta S'_i$  are most frequently observed in the case of substituents Cl, Br and CN in the aromatic ring in the *gem* position with respect to the olefinic proton.

Utilising the determined additive increments of shielding  $\Delta S'_i$  of substituents in the aromatic ring we can express the equation determining the chemical shift of the olefinic proton in an unsaturated compound containing substituent S in the aromatic ring in the form of eqn (9).

$$\delta_{\text{ppm}} = 5.25 + \sum_i Z_i + \sum \Delta S'_i \quad (9)$$

Examples of calculations of chemical shifts of vinyl protons by means of eqn (9) are given in Table 2. Examples 1–14 illustrate the possibilities of assigning signals in the ABC and AB systems to the corresponding protons in substituted aromatic olefines, whereas examples 15–17 illustrate the assignment of configuration around the double bond on the basis of vinyl proton chemical shift. It is of interest that the additivity rule is also valid in the case when both aromatic rings contain a substituent (examples 9–12).

The increments of substituents in the aromatic ring  $\Delta S'_i$  determined by us can be used also in the case when the additive increments method fails but the chemical shift of the olefinic proton in the unsubstituted compound is known. In this case the procedure is based on the parent compound principle. In a series of analogous compounds it gives a better agreement between the calculated and the observed values of chemical shifts.

Examples of calculations of chemical shifts of vinyl protons by means of eqn (2) are shown in Table 3. The vinyl proton in compound 18 shows the difference between the calculated and the observed values of chemical shift equal to 0.26 ppm, but the application of the procedure discussed above makes it possible to calculate with good accuracy the chemical shifts of vinyl protons in the substituted analogues 19–21. Similarly in the case of 1,1-diphenylethylene (22) the difference between the observed and the calculated values of the chemical shift is 0.15 ppm, which makes it impossible to carry out the calculations for substituted derivatives. The parent compound method can be used for calculating with good accuracy the chemical shifts in examples 21–25 and for assigning the resonance signals in the AB system to the corresponding protons in examples 26 and 27.

Table 1. Additive shielding increments for *para* and *meta* substituents in the aromatic ring

Substituent S	$\Delta S'_{\text{gem}}$	$\Delta S'_{\text{cis}}$	$\Delta S'_{\text{trans}}$	$\Delta S'_{\text{gem}}$	$\Delta S'_{\text{cis}}$	$\Delta S'_{\text{trans}}$
$\text{NMe}_2$	-0.14	-0.23	-0.27	-0.06	-0.08	-0.09
$\text{NH}_2$	-0.11	-0.19	-0.22	-0.05	-0.07	-0.07
OH	-0.06	-0.12	-0.13	-0.02	0	0.02
$\text{OCH}_3$	-0.05	-0.09	-0.09	-0.02	0	0.01
$\text{CH}_3$	-0.03	-0.06	-0.06	-0.04	-0.04	-0.05
Br	0.03	0.04	0.06	0.01	0.07	0.09
Cl	0.03	0.04	0.06	0.01	0.06	0.08
COOR	0.07	0.09	0.13	0.01	0.06	0.08
CN	0.10	0.14	0.20	0.04	0.10	0.14
$\text{NO}_2$	0.12	0.17	0.23	0.05	0.14	0.18

Table 2. Assignments of proton resonance position in ABC and AB systems and structural assignments to geometrical isomers in aromatic olefines using shielding increments

No.	Ref.	Structure and observed chemical shifts	Calculated chemical shifts
1	9	<p>5.44; 5.87; 6.27</p>	$H_A$ : 5.25 1.38 (aromatic gem) 0.12 ( $\Delta_{gem}^p NO_2$ ) <u>6.75</u> ( $\Delta = -0.03$ )
			$H_B$ : 5.25 0.36 (aromatic cis) 0.17 ( $\Delta_{cis}^p NO_2$ ) <u>5.78</u> ( $\Delta = 0.09$ )
			$H_C$ : 5.25 -0.07 (aromatic trans) 0.23 ( $\Delta_{trans}^p NO_2$ ) <u>5.41</u> ( $\Delta = 0.03$ )
2	9	<p>5.18; 5.50; 6.66</p>	$H_A$ : 5.25 1.38 (aromatic gem) -0.03 ( $\Delta_{gem}^p CH_3$ ) <u>6.60</u> ( $\Delta = 0.06$ )
			$H_B$ : 5.25 0.36 (aromatic cis) -0.06 ( $\Delta_{cis}^p CH_3$ ) <u>5.55</u> ( $\Delta = -0.05$ )
			$H_C$ : 5.25 -0.07 (aromatic trans) -0.06 ( $\Delta_{trans}^p CH_3$ ) <u>5.12</u> ( $\Delta = -0.06$ )
3	9	<p>5.03; 5.50; 6.55</p>	$H_A$ : 5.25 1.38 (aromatic gem) -0.05 ( $\Delta_{gem}^p OCH_3$ ) <u>6.58</u> ( $\Delta = -0.03$ )
			$H_B$ : 5.25 0.36 (aromatic cis) -0.09 ( $\Delta_{cis}^p OCH_3$ ) <u>5.52</u> ( $\Delta = -0.02$ )
			$H_C$ : 5.25 -0.07 (aromatic trans) -0.09 ( $\Delta_{trans}^p OCH_3$ ) <u>5.09</u> ( $\Delta = -0.06$ )
4	9	<p>5.37; 5.82; 6.69</p>	$H_A$ : 5.25 1.38 (aromatic gem) 0.05 ( $\Delta_{gem}^p NO_2$ ) <u>6.68</u> ( $\Delta = 0.01$ )
			$H_B$ : 5.25 0.36 (aromatic cis) 0.14 ( $\Delta_{cis}^p NO_2$ ) <u>5.75</u> ( $\Delta = 0.07$ )
			$H_C$ : 5.25 -0.07 (aromatic trans) 0.18 ( $\Delta_{trans}^p NO_2$ ) <u>5.36</u> ( $\Delta = 0.01$ )
5	10	<p>5.90; 7.40</p>	$H_A$ : 5.25 1.38 (aromatic gem) -0.14 ( $\Delta_{gem}^p NMe_2$ ) 0.88 ( $\Delta_{gem}^p PO(OEt)_2$ ) <u>7.37</u> ( $\Delta = 0.03$ )
			$H_B$ : 5.25 0.36 (aromatic cis) -0.23 ( $\Delta_{cis}^p NMe_2$ ) -0.66 ( $\Delta_{cis}^p PO(OEt)_2$ ) <u>6.04</u> ( $\Delta = -0.14$ )
			$H_C$ : 5.25 1.38 (aromatic gem) -0.03 ( $\Delta_{gem}^p CH_3$ ) -0.29 (SR cis) <u>6.31</u> ( $\Delta = -0.11$ )
6-B	11	<p>6.20; 6.62</p>	$H_B$ : 5.25 0.36 (aromatic cis) -0.06 ( $\Delta_{cis}^p CH_3$ ) 1.11 (SR gem) <u>6.66</u> ( $\Delta = -0.04$ )

Table 2. (Contd)

No.	Ref.	Structure and observed chemical shifts	Calculated chemical shifts
6-Z	11	<p>6.13; 6.45</p>	$H_A$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.03 ( $\Delta_{gem}^p CH_3$ ) -0.13 (SR <i>trans</i> ) 6.47 ( $\Delta = -0.02$ )
			$H_B$ : 5.25 -0.07 (aromatic <i>trans</i> ) -0.06 ( $\Delta_{trans}^p CH_3$ ) 1.11 (SR <i>gem</i> ) 6.23 ( $\Delta = -0.10$ )
7-E	11	<p>7.14; 6.65</p>	$H_A$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.14 ( $\Delta_{gem}^p NMe_2$ ) 0.67 (RSO <i>cis</i> ) 7.16 ( $\Delta = -0.02$ )
			$H_B$ : 5.25 0.36 (aromatic <i>cis</i> ) -0.23 ( $\Delta_{cis}^p NMe_2$ ) 1.27 (RSO <i>gem</i> ) 6.65 ( $\Delta = 0$ )
7-Z	11	<p>6.20; 6.87</p>	$H_A$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.14 ( $\Delta_{gem}^p NMe_2$ ) 0.41 (RSO <i>trans</i> ) 6.90 ( $\Delta = -0.03$ )
			$H_B$ : 5.25 -0.07 (aromatic <i>trans</i> ) -0.27 ( $\Delta_{trans}^p NMe_2$ ) 1.27 (RSO <i>gem</i> ) 6.18 ( $\Delta = 0.02$ )
8-E	12	<p>7.09; 7.22</p>	$H_A$ : 5.25 1.38 (aromatic <i>gem</i> ) 0.36 (aromatic <i>cis</i> ) 0.10 ( $\Delta_{gem}^p CN$ ) 7.09 ( $\Delta = 0$ )
			$H_B$ : 5.25 1.38 (aromatic <i>gem</i> ) 0.36 (aromatic <i>cis</i> ) 0.14 ( $\Delta_{cis}^p CN$ ) 7.13 ( $\Delta = 0.09$ )
8-Z	13	<p>6.57; 6.77</p>	$H_A$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.07 (aromatic <i>trans</i> ) 0.10 ( $\Delta_{gem}^p CN$ ) 6.66 ( $\Delta = -0.09$ )
			$H_B$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.07 (aromatic <i>trans</i> ) 0.20 ( $\Delta_{trans}^p CN$ ) 6.76 ( $\Delta = 0.01$ )
9	12	<p>7.30</p>	$H_A$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.07 (aromatic <i>trans</i> ) 0.12 ( $\Delta_{gem}^p NO_2$ ) 0.17 ( $\Delta_{gem}^p NO_2$ ) 7.28 ( $\Delta = 0.02$ )
			$H_B$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.07 (aromatic <i>trans</i> ) 0.05 ( $\Delta_{gem}^p NO_2$ ) -0.09 ( $\Delta_{trans}^p NMe_2$ ) 6.32 ( $\Delta = -0.10$ )
10	13	<p>6.42; 6.62</p>	$H_A$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.07 (aromatic <i>trans</i> ) -0.06 ( $\Delta_{gem}^p NMe_2$ ) 0.18 ( $\Delta_{gem}^p NO_2$ ) 6.68 ( $\Delta = -0.06$ )
			$H_B$ : 5.25 1.38 (aromatic <i>gem</i> ) -0.07 (aromatic <i>trans</i> ) -0.06 ( $\Delta_{gem}^p NMe_2$ ) 0.18 ( $\Delta_{gem}^p NO_2$ ) 6.68 ( $\Delta = -0.06$ )

Table 2. (Contd)

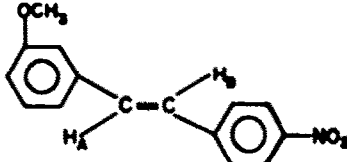
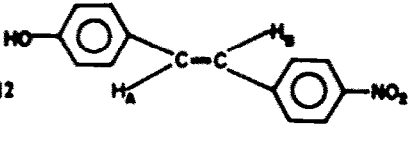
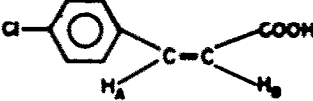
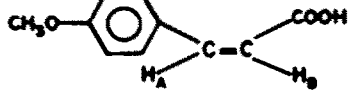
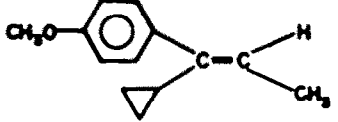
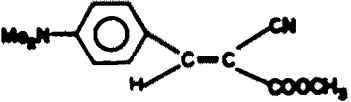
No.	Ref.	Structure and observed chemical shifts	Calculated chemical shifts
11	12	 <p>7.12; 7.23</p>	$H_A$ : 5.25 1.38 (aromatic gem) 0.36 (aromatic cis) 0.17 ( $\Delta_{gem}^p NO_2$ cis) -0.02 ( $\Delta_{gem}^p OCH_3$ ) <u>7.14</u> ( $\Delta = 0.09$ ) $H_B$ : 5.25 1.38 (aromatic gem) 0.36 (aromatic cis) 0.12 ( $\Delta^p NO_2$ gem) <u>7.11</u> ( $\Delta = 0.01$ )
12	12	 <p>6.97; 7.21</p>	$H_A$ : 5.25 1.38 (aromatic gem) 0.36 (aromatic cis) 0.17 ( $\Delta^p$ cis NO <sub>2</sub> ) -0.06 ( $\Delta_{gem}^p OH$ ) <u>7.10</u> ( $\Delta = 0.11$ ) $H_B$ : 5.25 1.38 (aromatic gem) 0.36 (aromatic cis) 0.12 ( $\Delta^p$ NO <sub>2</sub> ) -0.12 ( $\Delta_{gem}^p OH$ ) <u>6.99</u> ( $\Delta = -0.02$ )
13	14	 <p>6.03; 6.99</p>	$H_A$ : 5.25 1.38 (aromatic gem) 0.03 ( $\Delta_{gem}^p Cl$ ) 0.32 (COOH conjugated trans) <u>6.98</u> ( $\Delta = 0.01$ ) $H_B$ : 5.25 -0.07 (aromatic trans) 0.06 ( $\Delta_{gem}^p Cl$ ) 0.80 (COOH conjugated gem) <u>6.04</u> ( $\Delta = -0.01$ )
14	14	 <p>5.84; 6.87</p>	$H_A$ : 5.25 1.38 (aromatic gem) -0.05 ( $\Delta_{gem}^p OCH_3$ ) 0.32 (COOH conjugated trans) <u>6.90</u> ( $\Delta = -0.03$ ) $H_B$ : 5.25 -0.07 (aromatic trans) -0.09 ( $\Delta_{gem}^p OCH_3$ ) 0.80 (COOH conjugated gem) <u>5.89</u> ( $\Delta = -0.05$ )
15	15	 <p>5.60</p>	for isomer E 5.25 -0.28 (alkyl ring trans) 0.45 (alkyl gem) 0.36 (aromatic cis) -0.09 ( $\Delta_{gem}^p CH_3O$ ) <u>5.69</u> ( $\Delta = -0.09$ ) for isomer Z 5.25 -0.25 (alkyl ring cis) 0.45 (alkyl gem) -0.07 (aromatic trans) -0.09 ( $\Delta_{gem}^p CH_3O$ ) <u>5.29</u> ( $\Delta = 0.31$ )
16	16	 <p>8.02</p>	for isomer E 5.25 1.38 (aromatic gem) -0.14 ( $\Delta_{gem}^p NMe_2$ ) 0.55 (CN trans) -1.01 (COOR conjugated cis) <u>8.85</u> ( $\Delta = -0.03$ ) for isomer Z 5.25 1.38 (aromatic gem) -0.14 ( $\Delta_{gem}^p NMe_2$ ) 0.75 (CN trans) -0.46 (COOR conjugated cis) <u>7.70</u> ( $\Delta = 0.32$ )

Table 2. (Contd)

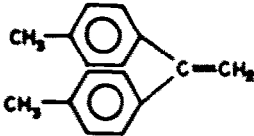
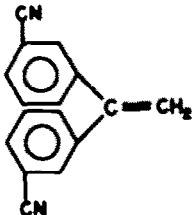
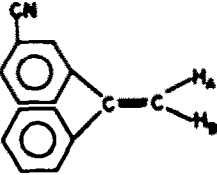
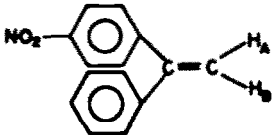
No.	Ref.	Structure and observed chemical shifts	Calculated chemical shifts
17	16		for isomer E
			5.25 1.38 (aromatic gem) -0.05 ( $\Delta_{gem}^E$ OCH <sub>3</sub> ) 0.55 (CN <i>trans</i> ) 1.01 (COOR conjugated <i>cis</i> ) 7.14 ( $\Delta = 0.02$ )
			for isomer Z
			5.25 1.38 (aromatic gem) -0.05 ( $\Delta_{gem}^Z$ OCH <sub>3</sub> ) 0.75 (CN <i>cis</i> ) 0.46 (COOR conjugated <i>trans</i> ) 7.79 ( $\Delta = 0.37$ )

All chemical shifts are in ppm ex TMS.  
 $\Delta$  denotes experimental value—calculated value.

Table 3. Calculation of chemical shifts of olefinic protons in aromatic olefins based on the parent compound method

No.	Ref.	Structure and observed chemical shifts	Chemical chemical shifts
18	17	 7.67	5.25 1.38 (aromatic gem) 0.75 (CN <i>cis</i> ) 0.55 (CN <i>trans</i> ) 7.93 ( $\Delta = -0.26$ )
19	17	 7.87	7.67 ( $\delta$ unsubstituted) 0.12 ( $\Delta_{gem}^Z$ NO <sub>2</sub> ) 7.79 ( $\Delta = 0.08$ )
20	17	 7.64	7.67 ( $\delta$ unsubstituted) -0.05 ( $\Delta_{gem}^Z$ CH <sub>3</sub> O) 7.62 ( $\Delta = 0.02$ )
21	17	 7.42	7.67 ( $\delta$ unsubstituted) -0.14 ( $\Delta_{gem}^Z$ NMe <sub>2</sub> ) 7.53 ( $\Delta = -0.11$ )
22	18	 5.39	5.25 0.36 (aromatic <i>cis</i> ) -0.07 (aromatic <i>trans</i> ) 5.34 ( $\Delta = -0.15$ )
18		 5.19	5.39 ( $\delta$ unsubstituted) -0.09 ( $\Delta_{gem}^Z$ OCH <sub>3</sub> ) -0.09 ( $\Delta_{gem}^Z$ OCH <sub>3</sub> ) 5.21 ( $\Delta = -0.02$ )

Table 3. (Contd)

No.	Ref.	Structure and observed chemical shifts	Calculated chemical shifts
24	18	 <p style="text-align: center;">5.29</p>	$5.39$ ( $\delta$ unsubstituted) $-0.06$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{CH}_3$ ) $-0.06$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{CH}_3$ ) $\underline{5.27}$ ( $\Delta = 0.02$ )
25	18	 <p style="text-align: center;">5.60</p>	$5.39$ (unsubstituted) $0.10$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{CN}$ ) $0.14$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{CN}$ ) $\underline{5.63}$ ( $\Delta = -0.03$ )
26	18	 <p style="text-align: center;">5.46; 5.52</p>	$H_A$ : $5.39$ ( $\delta$ unsubstituted) $0.10$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{CN}$ ) $\underline{5.49}$ ( $\Delta = -0.03$ ) $H_B$ : $5.39$ ( $\delta$ unsubstituted) $0.14$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{CN}$ ) $\underline{5.53}$ ( $\Delta = -0.01$ )
27	18	 <p style="text-align: center;">5.54; 5.58</p>	$H_A$ : $5.39$ ( $\delta$ unsubstituted) $0.17$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{NO}_2$ ) $\underline{5.56}$ ( $\Delta = -0.02$ ) $H_B$ : $5.39$ ( $\delta$ unsubstituted) $0.23$ ( $\Delta_{\text{ortho}}^{\text{m}} \text{NO}_2$ ) $\underline{5.62}$ ( $\Delta = -0.04$ )

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