

Perception and language attitudes

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Experimental methods can be used to investigate a number of sociolinguistic research questions, such as what social characteristics are associated with a particular sound or speech style (Purnell et al. 1999; Campbell-Kibler 2007; Levon 2007) and to what extent social information attributed to a speaker affects speech perception (Niedzielski 1999; Hay & Drager 2010).

This workshop is an introduction to experimental methods, such as the matched-guise technique, that are commonly used in sociolinguistics. It is intended for scholars who are new to experimental design. We will step through how to match an experimental method to a research question, and how to design, set up, and run an experiment. The benefits and drawbacks of different methodological decisions as well as ethics in experimental work will be discussed.

All workshop participants should bring a laptop, with PsychoPy already installed. Prior to the workshop, an email with more information will be sent out to registered participants.

References

- Campbell-Kibler, Kathryn. 2007. Accent, (ING), and the social logic of listener perceptions. *American Speech* 82: 32-64.
- Hay, Jennifer and Katie Drager. 2010. Stuffed toys and speech perception. *Linguistics* 48: 865-892.
- Levon, Erez. 2007. Sexuality in context: Variation and the sociolinguistic perception of identity. *Language in Society* 36: 533-554.
- Niedzielski, Nancy. 1999. The effect of social information on the perception of sociolinguistic variables. *Journal of Language and Social Psychology* 18: 62-85.
- Purnell, Thomas, William Idsardi, and John Baugh. 1999. Perceptual and phonetic experiments of American English dialect identification. *Journal of Language and Social Psychology* 18: 10-30.