New methods to study the social meaning of language variation: exploring the potential of the Relational Responding Task
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Publication date:
2018

Document Version:
Other version

Citation for published version (APA):
New methods to study the social meaning of language variation: exploring the potential of the Relational Responding Task

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why?

background | lack of methodological innovation in language attitudes research vs. huge productivity in development of implicit attitude measures in social psychology

case study | is the Relational Responding Task (RRT) useful for linguistic attitude research? what is the social meaning of Standard Belgian Dutch and Colloquial Belgian Dutch?

how?

RRT | implicit measurement

practice: inducer stimuli
practice: react in line with rule 1
practice: react in line with rule 2

inducer stimuli + statements: react in line with rule 1
inducer stimuli + statements: react in line with rule 2

rule = own implicit belief → faster reaction times
rule ≠ own implicit belief → slower reaction times

rating task | explicit measurement

* Who sounds the most…

chill? serious? entertaining?

sample 1 sample 2 sample 1 sample 2

design | procedure & participants

- RRT\textsubscript{prestige/dynamism} + RRT\textsubscript{dynamism/prestige} + rating task
- online
- 5 conditions: different labels to refer to standard and colloquial variety (e.g. AN – tussentaal or John – Peter)
- N = 391

so?

RRT | implicit measurement

cases data

standard colloquial standard colloquial

young older young older

practice: react in line with rule 1
practice: react in line with rule 2

rating task | explicit measurement

- relaxed: insignificant:
- unkind: 
- reserved: serious:
- old-fashioned:
- cool: 
- popular: 
- smart: 
- rich: 

standard colloquial

mean rating

mean rating

conclusions | RRT & rating task

- descriptive:
  - SBD → prestige → implicit & explicit
  - CBD → dynamism → (implicit &) explicit
- methodological:
  - promising outcome RRT, however further refinement necessary (e.g. order effects)