Experimental approaches to the study of the social meaning of language variation
(invited keynote lecture)
Rosseel, Laura

Publication date:
2020

Document Version:
Final published version

Citation for published version (APA):

General rights
Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

• Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
• You may not further distribute the material or use it for any profit-making activity or commercial gain
• You may freely distribute the URL identifying the publication in the public portal

Take down policy
If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.
New approaches to measuring the social meaning of language variation

Laura Rosseel
Vrije Universiteit Brussel, Belgium

In line with the strong empirical tradition of Cognitive Sociolinguistics, this talk sets out to study the cognitive representation of language variation using novel methods to measure language attitudes. For decades, quantitative language attitude research has known little methodological innovation (Speelman et al. 2013). This contrasts sharply with the explosion of new attitude measures in social psychology, a field that is engaged in the study of attitudes more generally. The question this talk centres around is: can these new social psychological methods be used to measure attitudes towards language variation and if so, how do we adapt them to become useful tools for Cognitive Sociolinguists to study the social meaning of language?

In this talk, I will focus on two of these novel attitude measures: the Personalized Implicit Association Test (P-IAT, Olson & Fazio 2004) and the Relational Responding Task (RRT, De Houwer et al. 2015). Both methods use reaction times to measure automatic associations with the attitude object under study, in this case different language varieties. More specifically, I will present two case studies that use the P-IAT and the RRT to measure associations with standard and colloquial varieties of Belgian Dutch. In addition to discussing the results of these case studies, the paper will reflect upon the usefulness of the P-IAT and RRT as new measures for Cognitive Sociolinguists to study the cognitive, more specifically axiological representation of language variation.