

Methodological issues in language attitude research

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While sociolinguists and psychologists have studied language attitudes since the mid Sixties, they largely make use of the tools and techniques which have been around since the inception of the paradigm. This insistence on the same themes and procedures is "either a testament to their excellence or a sign of some stagnation in the field" (Bradac 1990: 387-388).

In this workshop we concentrate on, and suggest solutions to, recurrent methodological problems in attitude research, viz. (i) the selection of stimulus materials viz. the audio-taped speech fragments used to trigger evaluations, (ii) the selection and validation of the rating scales from which basic attitudinal dimensions are inferred, (iii) some statistical techniques to infer meaningful language attitudes from ones corpus of ratings, and (iv) some experimental designs to measure contextual impact on language attitudes.