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Methods for (Quasi-)experimental
Research into Language Behaviour

- Sociolinguistics
 - Social psychology of language
 - * interpersonal communication
- CAT - H. Giles
- * attitudes




Accommodation theory



Project 3 Epidasa

The accommodation theory (Giles 1973) predicts that a source who adapts his or her language use to that of the receiver, is perceived as “one of us” by those receivers. This theory has been tested almost exclusively in interpersonal communication; in this project we try to extend this theory to document-mediated communication as well.





Slang? Bargoens?



Dutch classic

J.G.M. Moormann (2002; 1932/34).

De geheimtalen.

Bezorgd door Nicoline van der Sijs.

Veen, Amsterdam/Antwerpen.

bargoens

dieventaal

jargon

kramertaal

lettertaal






sociolinguistics



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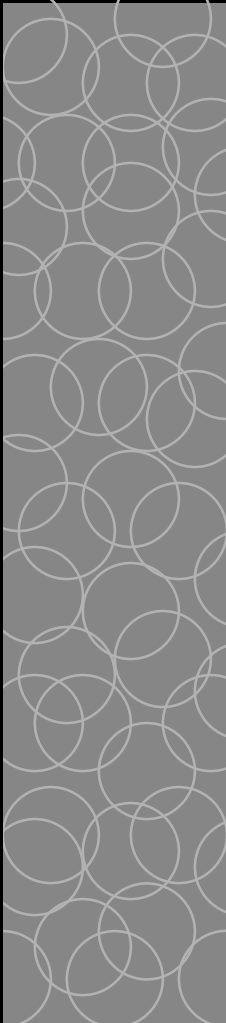
P. Eckert (2000)
Linguistic variation as social practice.
Blackwell, Oxford

Is a study of the speech of the adolescent population of a midwestern high school, relating individuals' subtle patterns of pronunciation and grammar to participation in their peer order.






CAT and Giles?

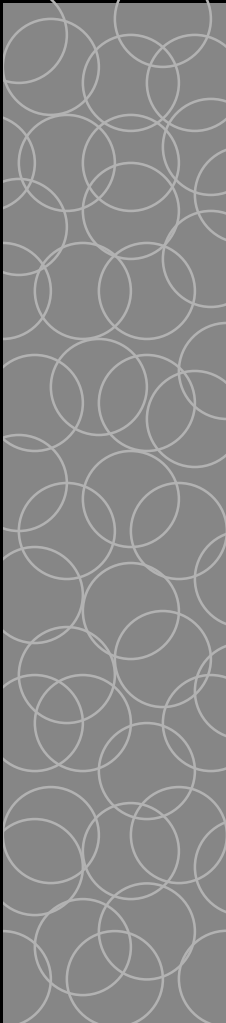
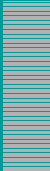


H. Giles (2001),
Couplandia and beyond.
In: P. Eckert & J. Rickford (eds.),
Style and sociolinguistic variation.
CUP, Cambridge, pp. 211-219.



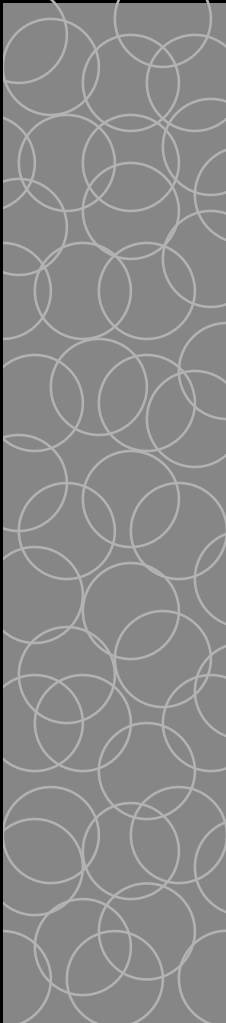



If so, why did CAT fail?

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- paradigma shift
 - failure
 - migration
- 

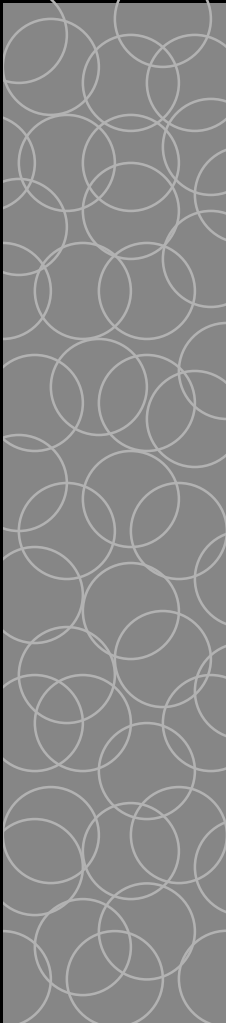
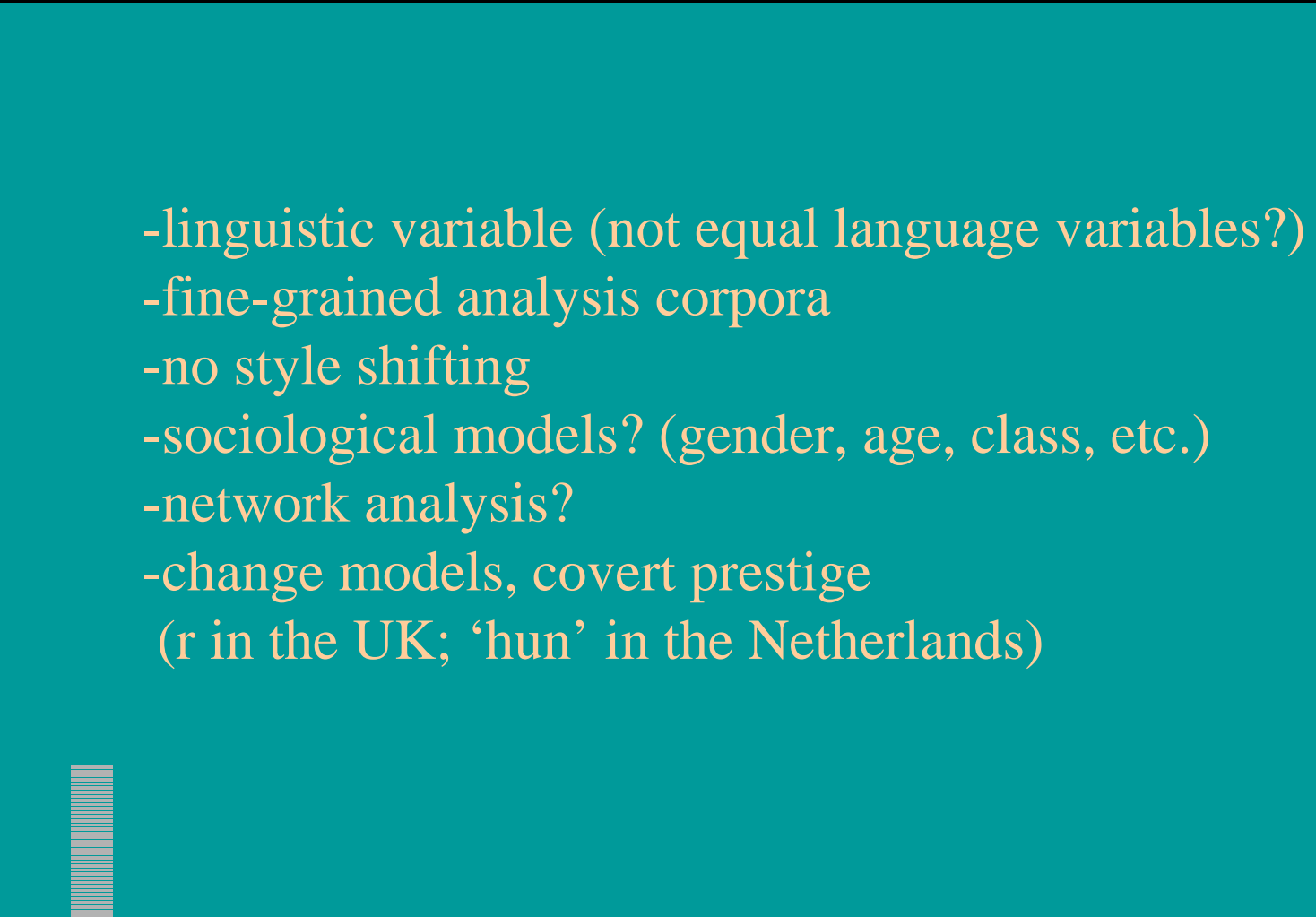



The minimalist program

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- matched guise
 - * varieties
 - * linguistic variables
 - minimal text variation
 - * lexical – slang
 - * constructions
 - * style?
 - context: random versus fixed
- 




Speech – spoken language

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- linguistic variable (not equal language variables?)
 - fine-grained analysis corpora
 - no style shifting
 - sociological models? (gender, age, class, etc.)
 - network analysis?
 - change models, covert prestige
(r in the UK; ‘hun’ in the Netherlands)
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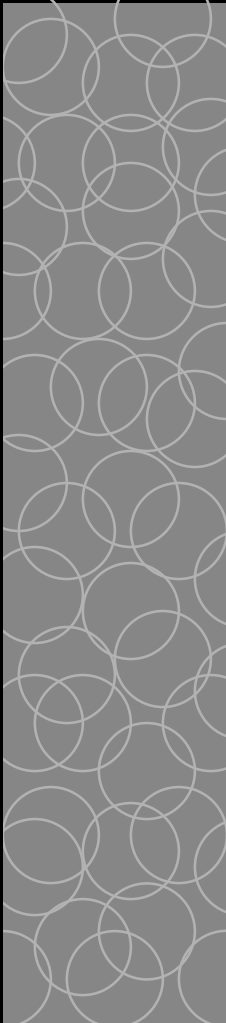


Speech evaluation studies

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- matched guise
 - language varieties
 - stereotypes
 - linguistic variables
 - groups of listeners
 - perception studies?
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Statistical assumptions

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- Homogeneity of variance
 - Normal distribution
 - Independent observation
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