



**University of  
Zurich**<sup>UZH</sup>

**Zurich Open Repository and  
Archive**

University of Zurich  
University Library  
Strickhofstrasse 39  
CH-8057 Zurich  
[www.zora.uzh.ch](http://www.zora.uzh.ch)

---

Year: 2022

---

## **Research Methods in Language Attitudes**

Edited by: Kircher, Ruth ; Zipp, Lena

DOI: <https://doi.org/10.1017/9781108867788>

Posted at the Zurich Open Repository and Archive, University of Zurich

ZORA URL: <https://doi.org/10.5167/uzh-220182>

Edited Scientific Work

Additional Metadata

Originally published at:

Research Methods in Language Attitudes. Edited by: Kircher, Ruth; Zipp, Lena (2022). Cambridge: Cambridge University Press.

DOI: <https://doi.org/10.1017/9781108867788>

## Contents

<i>List of Figures</i>	page viii
<i>List of Tables</i>	x
<i>List of Contributors</i>	xi
<i>Foreword by Howard Giles</i>	xiii
<i>Acknowledgements</i>	xix
<b>1 An Introduction to Language Attitudes Research</b>	<b>1</b>
<i>Ruth Kircher and Lena Zipp</i>	
PART I ANALYSIS OF THE SOCIETAL TREATMENT OF LANGUAGE	
<b>2 Discourse Analysis of Print Media</b>	<b>19</b>
<i>Olivia Walsh</i>	
<b>3 Content Analysis of Social Media</b>	<b>35</b>
<i>Mercedes Durham</i>	
<b>4 Discourse Analysis of Spoken Interaction</b>	<b>51</b>
<i>John Bellamy</i>	
<b>5 Analysis of Communication Accommodation</b>	<b>66</b>
<i>Jakob R. E. Leimgruber</i>	
<b>6 Variable Analysis</b>	<b>79</b>
<i>James Hawkey</i>	
PART 2 DIRECT METHODS OF ATTITUDE ELICITATION	
<b>7 Semi-Structured Interviews</b>	<b>99</b>
<i>Petros Karatsareas</i>	

vi	Contents	
	<b>8 Focus Groups</b>	114
	<i>Michael Hornsby</i>	
	<b>9 Questionnaires to Elicit Quantitative Data</b>	129
	<i>Ruth Kircher</i>	
	<b>10 Questionnaires to Elicit Qualitative Data</b>	145
	<i>Lena Zipp</i>	
	<b>11 Perceptual Dialectology</b>	160
	<i>Chris Montgomery</i>	
	PART 3 INDIRECT METHODS OF ATTITUDE ELICITATION	
	<b>12 The Matched-Guise Technique</b>	185
	<i>Verónica Loureiro-Rodríguez and Elif Fidan Acar</i>	
	<b>13 The Verbal-Guise Technique</b>	203
	<i>Marko Dragojevic and Sean Goatley-Soan</i>	
	<b>14 The Theatre-Audience Method</b>	219
	<i>Tore Kristiansen</i>	
	<b>15 Experimental Methods to Elicit Language Attitudes among Children</b>	234
	<i>Jasmine M. DeJesus, Radhika Santhanagopalan, and Katherine D. Kinzler</i>	
	<b>16 The Implicit Association Test Paradigm</b>	250
	<i>Laura Rosseel</i>	
	PART 4 OVERARCHING ISSUES IN LANGUAGE ATTITUDES RESEARCH	
	<b>17 Researching Language Attitudes in Multilingual Communities</b>	271
	<i>Bernadette O'Rourke</i>	
	<b>18 Researching Language Attitudes in Signing Communities</b>	282
	<i>Annelies Kusters, Maartje De Meulder, and Erin Moriarty</i>	
	<b>19 Researching Language Attitudes Based on Historical Data</b>	297
	<i>Anna D. Havinga and Andreas Krogull</i>	

	Contents	vii
<b>20 The Use of Priming in Language Attitudes Research</b> <i>Abby Walker, Katie Drager, and Jennifer Hay</i>	313	
<b>21 Mixed-Methods Approaches to the Study of Language Attitudes</b> <i>Ruth Kircher and James Hawkey</i>	330	
<i>References</i>	346	
<i>Index</i>	405	