Contents

List of Figures
List of Tables
List of Contributors
Foreword by Howard Giles
Acknowledgements

1 An Introduction to Language Attitudes Research
Ruth Kircher and Lena Zipp

PART 1 ANALYSIS OF THE SOCIETAL TREATMENT OF LANGUAGE

2 Discourse Analysis of Print Media
Olivia Walsh

3 Content Analysis of Social Media
Mercedes Durham

4 Discourse Analysis of Spoken Interaction
John Bellamy

5 Analysis of Communication Accommodation
Jakob R. E. Leimgruber

6 Variable Analysis
James Hawkey

PART 2 DIRECT METHODS OF ATTITUDE ELICITATION

7 Semi-Structured Interviews
Petros Karatsareas
Table of Contents

8 Focus Groups
   Michael Hornsby
9 Questionnaires to Elicit Quantitative Data
   Ruth Kircher
10 Questionnaires to Elicit Qualitative Data
   Lena Zipp
11 Perceptual Dialectology
   Chris Montgomery

Part 3 Indirect Methods of Attitude Elicitation

12 The Matched-Guise Technique
   Verónica Loureiro-Rodríguez and Elif Fidan Acar
13 The Verbal-Guise Technique
   Marko Dragojevic and Sean Goatley-Soan
14 The Theatre-Audience Method
   Tore Kristiansen
15 Experimental Methods to Elicit Language Attitudes among Children
   Jasmine M. DeJesus, Radhika Santhanagopalan, and Katherine D. Kinzler
16 The Implicit Association Test Paradigm
   Laura Rosseel

Part 4 Overarching Issues in Language Attitudes Research

17 Researching Language Attitudes in Multilingual Communities
   Bernadette O’Rourke
18 Researching Language Attitudes in Signing Communities
   Annelies Kusters, Maartje De Meulder, and Erin Moriarty
19 Researching Language Attitudes Based on Historical Data
   Anna D. Havinga and Andreas Krogull
Table of Contents

20  The Use of Priming in Language Attitudes Research 313
   Abby Walker, Katie Drager, and Jennifer Hay

21  Mixed-Methods Approaches to the Study of Language Attitudes 330
   Ruth Kircher and James Hawkey

References 346
Index 405