

Language and Society (CL2.203)

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Quantitative Sociolinguistics Methods

Quantitative sociolinguistics is the field-based approach to studying linguistic phenomena in language use. It considers the correlation between linguistic variables and social variables.

Quantitative studies need to be

- statistically sound in data sampling, data treatment and hypothesis testing
- validated
- reliable

Method

The various steps in a study are:

- Identification of linguistic and social variables
- Data sampling
- Collection
- Analysis and Interpretation

When sampling, there are linguistic and social aspects to be considered.

There are various methods for collection: for example, interviews, questionnaires and surveys. One must, however, be wary of bias. The Observer's Paradox is a common pitfall – if the subject knows they are being observed, they do not act naturally.

Analysis and interpretation involves finding patterns in the collected data and interpreting them.