

Crowdsourcing dialectology in the undergraduate classroom

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University of Manchester

Methods in Dialectology XV • University of Groningen
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‘Collaborative language research’

‘large lower-level undergraduate classes work collaboratively to collect and analyze primary linguistic data’ (Van Herk 2008:222)

- Benefits to the student (numerous, well-attested)
- Benefits to the field
 - Novel methodology
 - Novel findings
- Benefits to the community
 - Outreach initiatives

Background

The class

- Language Variation & Change at the University of Manchester
 - an introduction to quantitative variationist sociolinguistics
- approx. 120 undergraduate students
- most in their 2nd year of a Linguistics or English Language degree
- all have had Introductory Sociolinguistics

The assignment

- Survey-based examination of regional dialect differences in UK English
- Each student required to administer the survey to 10 native speakers of English who spent at least their childhood (ages 4–13) in the United Kingdom

We are studying the ways in which the English language varies throughout the United Kingdom and would like to learn about how you use particular words. Your participation in this survey is voluntary and your responses will be kept anonymous.
Thank you for your participation!

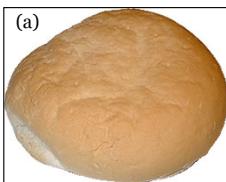
Name: _____ Sex: _____ Ethnicity: _____ Age: _____

What town(s)/village(s) were you raised in between the ages of 4 and 13?

What is the postcode for the area in which you lived for the longest time growing up? Only the first half of the postcode is needed. _____

I. Please put an "X" next to all answers that apply. If there is one you've used much more than the others, select only that one. If you select "other", write in your answer.

1. What would you call the soft, round bread in picture (a)?



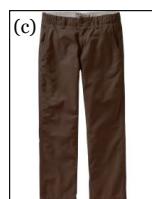
barm ____ bap ____ muffin ____ cob ____ roll ____
batch ____ bun ____ tea cake ____
other _____

2. What would you call the item of footwear in picture (b)?



plimsolls ____ daps ____ pumps ____
other _____

3. What would you call the item of clothing in picture (c)?



pants ____ trousers ____ other _____

4. What do you call the evening meal?

dinner ____ supper ____ tea ____ other _____

5. How would you address a group of two or more people?

you ____ you guys ____ yous ____ you lot ____ other _____

II. Do the following pairs of words rhyme? Circle one option.

1. foot	strut	RHYME	DON'T RHYME
2. for	more	RHYME	DON'T RHYME
3. one	gone	RHYME	DON'T RHYME
4. book	spook	RHYME	DON'T RHYME
5. fur	bear	RHYME	DON'T RHYME

III. Do the following pairs of words sound the same or different? Circle one option.

1. fool	full	SAME	DIFFERENT
2. full	fall	SAME	DIFFERENT
3. fool	fall	SAME	DIFFERENT
4. pour	poor	SAME	DIFFERENT
5. eight	ate	SAME	DIFFERENT
6. Bangor	banger	SAME	DIFFERENT
7. mute	moot	SAME	DIFFERENT
8. spa	Spar	SAME	DIFFERENT

IV. Would people in your area use these sentences? Pick a letter for each example (write in who might say it if you pick "c").

1. Jack said, 'Give it me'.

- a: I'd say this myself. b: I wouldn't use it, but people from my area do.
c: I've heard some people use this form. (What kind of people? _____)
d: A speaker of English might say this, but I haven't really heard it.
e: No native speaker of English would say this.

2. Sue said, 'I done it'.

- a: I'd say this myself. b: I wouldn't use it, but people from my area do.
c: I've heard some people use this form. (What kind of people? _____)
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3. Tom said, 'Look at them animals'.

- a: I'd say this myself. b: I wouldn't use it, but people from my area do.
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4. Sarah said, 'That's the dress what I bought'.

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demographics

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Name: _____ Sex: _____ Occupation: _____ Age: _____

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other _____

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pants ____ trousers ____ other _____

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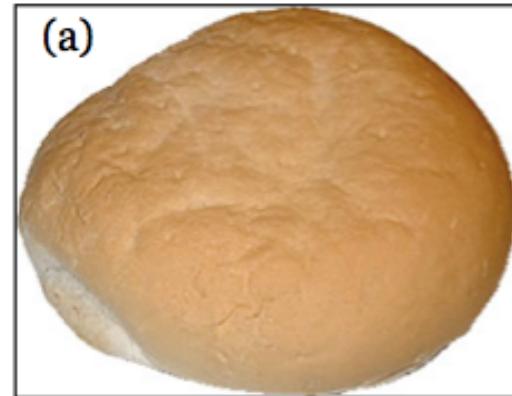
5 lexical variables

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barm ____ bap ____ muffin ____ cob ____ roll ____
batch ____ bun ____ tea cake ____
other _____



2. What would you call the item of footwear in picture (b)?



plimsolls ____ daps ____ pumps ____
other _____

3. What would you call the item of clothing in picture (c)?

pants ____ trousers ____ other _____



4. What do you call the evening meal?

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2. for more

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RHYME

DON'T RHYME
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I. Please put an "X" next to all answers that apply. If there is one you've used much more than the others, select only that one. If you select "other", write in your answer.

	same	different
3. fool	fall	SAME DIFFERENT
4. pour	poor	SAME DIFFERENT

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1. pour poor
2. eight ate

SAME
SAME

DIFFERENT
DIFFERENT

2. What would you call the item of footwear in picture (b)?



plimsolls _____
daps _____
pumps _____
other _____

3. What would you call the item of clothing in picture (c)?



pants _____
trousers _____
other _____

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supper _____
tea _____
other _____

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you _____
you guys _____
yous _____
you lot _____
other _____

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dinner supper tea other

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>1000 data points per year

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI
1	Sex	Ethn	Age	Town	Postcode	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	6	7	8	1	1	2	3	4	5	6	7	8		
2	M	w	White			b	bar	i	pimpmolls	p	parts	d	dinner	y	you	foot-	for-	one-	book-	fun-	fool-	full-	foot-	pour-	eight-	Banger-	mato-	spa-	give it me!	1 done it!	look at them animals'	the dress what I bought'		
3	F	b	Black (British)			b	bag	d	daps	t	trousers	s	super	y	you guys	strut-	more	gone	speck	bear-	full-	fall	fall	poor-	ate	ate	banger-	mato-	spa-					
4		s	South Asian (British)			m	muffin	p	pumps	2	both	t	tea	s	you	strut-	more	gone	speck	bear-	full-	fall	fall	poor-	ate	ate	banger-	mato-	spa-					
5		e	East Asian (British)			c	cob	2	more than x other (with 2 more than 1)	y	you	r	rhyme	r	rhyme	r	rhyme	r	rhyme	s same	s same	s same	s same	s same	s same	s same	b	a	a	a	a	a		
6		x	other			r	roll	x	other (write in)	x	other (with 2 more than 1)	d	don't rhyme	d	don't rhyme	d	don't rhyme	d	don't rhyme	d	different	d	different	d	different	d	different	d	c	c	c	c	b	
7						b	bash						x other (with 2 more than 1)														d	write in	d	write in	d	write in		
8						n	nam																											
9						t	treacle																											
10																																		
11																																		
12	sex	ethnic	age	town	postcode	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8			
13	M	w	25	Blackburn	BB2	t	p	p	t	y	r	r	r	r	d	d	d	d	d	s	d	s	d	s	a	a	a	d	a	b				
14	F	w	27	Bethesda	LL57	n	l	t	t	y	d	r	r	d	d	d	d	d	d	s	d	s	d	s	c	Northenner	N	b	a	c	lots of people			
15	M	w	24	Middlesex	UB8	p	x	[canva sheet]	t	s	r	r	r	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a				
16	M	w	27	Barnsley	S63	r	l	t	s	y	d	r	r	d	d	d	d	d	d	s	d	s	d	s	c	check-out at	C	c	people on Ed	underclass/lunchins				
17	F	w	46	Temperley	WA15	p	bread cake	p	t	y	r	r	r	d	d	d	d	d	s	d	s	d	s	a	a	b	b	a	b	a				
18	M	w	27	Seer Green	C14	2	[r, n]	l	t	2	[d, t]	(x)guy	r	r	d	d	d	d	d	s	d	s	d	s	c	unknown	c	unknown	c	working class	working class			
19	M	w	27	Horne, Kent	CT6	n	l	t	d	g	r	r	d	d	d	d	d	d	s	d	s	d	s	c	Manchester	M	a	c	a	Grimsby				
20	F	w	23	St Albans	AL2	2	[p, n]	p	p	t	2	[b, l]	r	r	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a			
21	F	w	27	Tottenham	DN51X7	2	[b, l]	p	t	2	[v, g]	r	r	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a				
22	F	w	19	Broadheath	BS6	p	p	p	t	2	[v, g]	r	r	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a				
23	F	w	20	Oxford	OX4	p	p	t	d	r	d	d	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
24	F	w	20	Winchester	SO22	r	l	t	d	2	[b, l]	d	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
25	F	w	21	Wincanton	SO22	2	[p, r]	t	2	[V, g]	r	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
26	M	w	53	Issue	SS57	r	l	t	2	[d, t]	l	d	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
27	F	w	19	Edinburgh	EH15	r	l	t	2	[d, t]	2	[v, l]	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
28	F	w	21	London	N16	p	l	t	d	g	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
29	M	w	20	Skirridfach	NP7	r	l	t	2	[v, g]	r	d	r	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
30	F	w	20	Newtownabbey	B73	p	x	[guttles]	t	d	s	d	r	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
31	M	w	51	Cambridge	CB27	p	l	t	d	r	d	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
32	M	w	51	Pendleton	MM14	b	p	p	t	l	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
33	F	w	25	Wigan	M14	2	[m, n]	p	p	t	g	r	r	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
34	F	w	20	Carver, Lancashire	BB1	r	p	t	l	r	r	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
35	M	w	22	Morecambe	LA11	p	p	t	t	s	d	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
36	F	w	52	Whitfield, N	M45	r	p	t	t	l	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
37	M	w	32	Thurcaston, Leic	C1	c	l	t	t	l	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
38	M	w	29	Miles Platting	M40	m	p	t	d	y	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
39	F	w	26	Harroway, Den	D75	c	p	p	d	y	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
40	M	w	20	Whitfield, N	M45	r	p	t	y	r	d	d	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
41	M	w	20	Whitfield, N	M45	n	p	t	t	s	r	d	r	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
42	M	w	81	Ruddington	M19	n	p	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
43	F	w	80	Whitfield, N	M45	p	x	[baubles]	2	[t, l]	t	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
44	M	w	16	Whitfield, N	M45	m	p	x	[trainers]	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
45	F	w	54	Warrington, M	M45	p	l	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
46	F	w	33	Orbiston	BL53	2	[m, n, r]	p	t	2	[d, t]	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
47	M	w	32	Rossett	SO45	p	t	t	d	g	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
48	F	w	27	Blackburn	B87	2	[b, a, l]	p	t	2	[d, t]	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
49	M	w	27	Button	L46	2	[r, b, l]	p	t	2	[x, g, d, cuted]	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
50	M	w	30	Keighley	BD21	p	p	t	2	[d, t]	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
51	M	w	29	Cowden Bay	L129	b	x	[flats]	2	[d, t]	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
52	F	w	31	Astley	M29	p	p	t	l	r	d	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
53	M	w	25	Formby	L37	2	[b, n]	p	t	t	g	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
54	F	w	38	Ashman	NG22	c	p	t	d	2	[y, l, s]	d	r	r	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
55	M	w	29	Rawtenstall	BB84	2	[m, b, r, p,	2	[a, l]	p	t	2	[s, l]	r	r	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a				
56	M	w	20	Two Dales	DL4	c	p	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
57	F	w	52	Parwich	DE6	c	p	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
58	F	w	20	Prestwich	M25	2	[p, n, r]	p	t	2	[g, t]	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
59	M	w	23	Two Dales	DL4	c	p	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
60	F	w	19	Winton	CH83	p	p	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
61	F	w	20	Angmering	LS9	2	[b, n, r]	p	t	2	[t, l]	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a					
62	F	w	47	Alfreton	DE55	c	l	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
63	F	w	21	Batley	WF17	t	p	p	t	R	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
64	F	s	21	Liverpool	L1	t	p	t	t	s	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
65	M	w	20	Two Dales	DL4	c	p	t	d	R	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
66	F	w	45	Newcastle	NE13	p	t	t	s	d	r	r	d	d	d	d	s	d	s	d	s	a	a	a	a	a	a	a						
67	F	w	51	Urmston	M41	b	l	p	t</																									

>1000 data points per year

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH
2	Sex	Ethn	Age	Town	Postcode	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
3	2	w	White		b barns	i	pimpolis	p pants	d dinner	y you	foot-	for-	one-	book-	fun-	feel-	full-	feel-	pour-	eight-	Bango-	muta-	spa-	give it me!	1 done it	look at them animals'	the dress what i bought'						
4	3	F	b black (British)		p bap	d dips	t trousers	s supper	y you guys	strut-	more	gone	spook	bear	full	fall	fall	fall	ate	poor	ate	banger-	moat	Spa									
5	4	w	s South Asian (British)		m muffin	p pump	2 bath	t tea	y you																a	a	a	a					
6	5	e	e East Asian (British)		c cob	2 more than x other (with)	2 more than x other (with)	y you lot	r rhyme	s same	b	b	b	b																			
7	6	x	x other		x other (write in)	x other (write in)	x other (with)	2 more than x other (with)	d don't rhym	d different	c	[if c]	c	[if c]	c	[if c]																	
8	7																								d	white in	d	white in					
9	8																								e	who?	e	who?	e	who?			
10	9																																
11	10																																
12	11	sex	ethnic	age	town	postcode	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
13	13	M	w	25 Blackpool	BB2	t	p	p	t	y															d	[a]	[a]	[a]	[a]	[a]	[a]		
14	14	F	w	27 Bexleyheath	BR57	n	l	t	t	y															b	[a]	[a]	[a]	[a]	[a]	[a]		
15	15	M	w	24 Middlesbrough	TS8	p	x (canvas shirt)	t	t																a	[a]	[a]	[a]	[a]	[a]	[a]		
16	16	M	w	27 Barnsley	SE3	r	l	t	t	y														t	b	[b]	[b]	[b]	[b]	[b]	[b]		
17	17	F	w	46 Timperley	WA15	x (barm cake)	p	t	t	y														c	people on Ed	[b]	[b]	[b]	[b]	[b]	[b]		
18	18	M	w	27 Seer Green	CT4	2 (b, n)	t	t	2 (d, t)	x (pea)														t	c	[b]	[b]	[b]	[b]	[b]	[b]		
19	19	M	w	27 Herne, Kent	CT16	n	l	t	d	g														t	c	unknown	[b]	working class	working class	Grimsby			
20	20	F	w	23 Uttoxeter	DE12	2 (b, n)	p	p	t	2 (t, l)														t	c	working class	[b]	working class	Cockneys/East Anglians				
21	21	M	w	27 Tideswell	DE57	2 (p, l)	p	t	d	2 (y, l)														t	d	[b]	[b]	[b]	[b]	[b]	[b]		
22	22	F	w	19 Bradford	BD6	p	p	t	d	2 (y, l)														t	b	[b]	[b]	[b]	[b]	[b]	[b]		
23	23	M	w	20 Oxford	OX1	r	p	t	d	g														t	d	[b]	[b]	[b]	[b]	[b]	[b]		
24	24	M	w	20 Wetherby	LS22	r	l	t	d	2 (y, l)														t	b	[b]	[b]	[b]	[b]	[b]	[b]		
25	25	F	w	21 Winchester	SO22	2 (b, r)	t	t	d	2 (y, l)														t	c	[b]	[b]	[b]	[b]	[b]	[b]		
26	26	M	w	33 Essex	SS7	r	l	t	d	2 (d, t)														t	c	[b]	[b]	[b]	[b]	[b]	[b]		
27	27	F	w	19 Edinburgh	EH15	r	l	t	d	2 (y, l)														t	c	[b]	[b]	[b]	[b]	[b]	[b]		
28	28	F	w	21 London	N16	p	l	t	d	g														t	b	[b]	[b]	[b]	[b]	[b]	[b]		
29	29	M	w	20 Skerfville (W)	NP7	r	l	t	d	2 (y, l)														t	c	[b]	[b]	[b]	[b]	[b]	[b]		
30	30	F	w	20 Newtonabbey	B77	p	x (guttering)	t	d	s	d	r	d	d	d	d	d	d	d	d	d	d	d	c	[b]	[b]	[b]	[b]	[b]	[b]			
31	31	M	w	51 Camberley	GU27	p	l	t	d	2 (y, l)														t	c	[b]	[b]	[b]	[b]	[b]	[b]		
32	32	M	w	57 Pendleton	M15	b	p	t	d	2 (y, l)														t	c	[b]	[b]	[b]	[b]	[b]	[b]		
33	33	F	w	25 Whinfell, N	M16	2 (m, n)	p	p	t	g	r	r	r	d	d	d	d	d	d	d	d	d	d	c	[b]	[b]	[b]	[b]	[b]	[b]			
34	34	F	w	20 Darwen, Lancs	BB3	r	n	n	t	y	r	r	r	d	d	d	d	d	d	d	d	d	d	c	[b]	[b]	[b]	[b]	[b]	[b]			
35	35	M	w	22 Morpeth, N	NE61	p																											
36	36	F	w	52 Whitefield	M15																												
37	37	M	w	32 Thurstaston	LU6																												
38	38	M	w	29 Miles Platting	M40																												
39	39	F	w	20 Whinfell, M	M15																												
40	40	M	w	20 Whinfell, M	M15																												
41	41	M	w	20 Whinfell, M	M15																												
42	42	M	w	82 Radcliffe, M	M20																												
43	43	F	w	80 Whinfell, M	M15																												
44	44	M	w	16 Whinfell, M	M15																												
45	45	F	w	54 Whinfell, M	M15																												
46	46	F	w	33 Oldham	OL5																												
47	47	M	w	22 Stockport	SK4																												
48	48	F	w	27 Blackpool	BB7																												
49	49	M	w	27 Burton	LA6																												
50	50	M	w	30 Keighley	BD21																												
51	51	M	w	29 Colwyn Bay	L29																												
52	52	F	w	31 Astley	M29																												
53	53	M	w	25 Formby	L37	2 (b, n)	p	t	t	g	r	r	r	d	d	d	d	d	s	s	s	d	s	a	[c]	[c]	[c]	[c]	[c]	[c]			
54	54	F	w	38 Ashton	NG22	p	t	t	d	2 (y, l, t)	r	r	r	d	d	d	d	d	s	s	s	d	t	b	[b]	[b]	[b]	[b]	[b]	[b]			
55	55	M	w	29 Harehills	BB24	2 (m, b, r, p, Z (b, l))	p	t	2 (y, t)	r	r	r	d	d	d	d	d	s	s	s	d	d	b	[a]	[a]	[a]	[a]	[a]	[a]				
56	56	M	w	29 Farnworth	L528	x (brewed cake)	t	t	d	l	r	r	r	d	d	d	d	s	s	s	d	d	b	[a]	[a]	[a]	[a]	[a]	[a]				
57	57	F	w	49 Cockermouth	CA13	p	l	t	y	r	r	r	d	d	d	d	d	s	s	s	d	d	b	[a]	[a]	[a]	[a]	[a]	[a]				
58	58	F	w	32 Hartlepool	TS24																												
59	59	F	w	47 Seaford	BN22																												
60	60	F	w	19 Wokingham	GU22																												
61	61	F	w	20 Ainsdale	PR10																												
62	62	F	w	47 Atherton	M24																												
63	63	F	w	21 Burscough	L4																												
64	64	F	w	21 Llantwit Major	CF61																												
65	65	F	w	23 Twerton	BA10																												
66	66	M	w	20 Stretford	WA15																												
67	67	F	w	20 Preesall	PR10																												
68	68	M	w	20 Stretford	WA15																												
69	69	F	w	20 Huddersfield	HD1																												
70	70	F	w	20 Droylsden	SK11																												
71	71	M	w	20 Halewood	L29																												
72	72	F	w	20 Warrington	WA2																												
73	73	M	w	20 Northenden	M22	b	l	p	t	y	r	r	r	d	d	d	d	s	s	s	d	t	a	[c]	[c]	[c]	[c]	[c]	[c]				
74	74	F	w	19																													

The assignment

- Compiled data is distributed to students
- Students analyse and map a variable of interest using a simplified version of Google's mapping software

Novel methodology

Google Maps & Fusion Tables

- Google Fusion Tables - an experimental ‘Research at Google’ app
- Tools to upload, share and query large data sets
- Data visualisation
- Works in tandem with Google Spreadsheets

Spreadsheet

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Response ID	Year	Sex	Ethnicity	Age	Age Group	Town	Postcode	Region	Latitude	Longitude	Footwear	Icon
2	1	2013	f	White	24	21-40	Totnes	TQ9	South West	50.31100886	-3.6641202	Pumps	small_gree
3	2	2013	m	White	22	21-40	East Allington	TQ9	South West	50.33001238	-3.8038416	Plimsolls	small_blue
4	3	2013	f	White	16	1-20	Kingsbridge	TQ6	South West	50.343918	-3.609804	Plimsolls	small_blue
5	5	2013	f	White	49	41-60	Dawlish	TQ1	South West	50.475881	-3.523371	Plimsolls	small_blue
6	6	2013	f	White	21	21-40	Bodmin, Wadbridge	PL27	South West	50.504294	-4.889476	Plimsolls	small_blue
7	7	2013	m	White	62	61-80	Weymouth, Dorset	DT4	South West	50.606441	-2.476438	Plimsolls	small_blue
8	8	2013	m	White	36	21-40	Exeter	EX2	South West	50.698644	-3.533069	Plimsolls	small_blue
9	9	2013	m	White	21	21-40	Poole, Dorset	BH13	South West	50.707699	-1.921645	Pumps	small_gree
10	10	2013	m	White	75	61-80	Exeter	EX1	South West	50.728865	-3.478671	Plimsolls	small_blue
11	11	2013	m	White	20	1-20	Exeter	EX4	South West	50.737827	-3.611653	Pumps	small_gree
12	13	2013	m	White	21	21-40	Worthing	BN14	South East	50.85544	-0.3786	Plimsolls	small_blue
13	14	2013	f	White	49	41-60	Brighton	BN1	South East	50.87679	-0.12689	Plimsolls	small_blue
14	15	2013	f	White	21	21-40	Isle of Wight	PO1	South East	50.79707946	-1.1728276	Plimsolls	small_blue
15	16	2013	f	White	22	21-40	Worthing	BN14	South East	50.85542	-0.3766	Plimsolls	small_blue
16	17	2013	f	White	21	21-40	Brighton	BN1	South East	50.87679	-0.12529	Pumps	small_gree

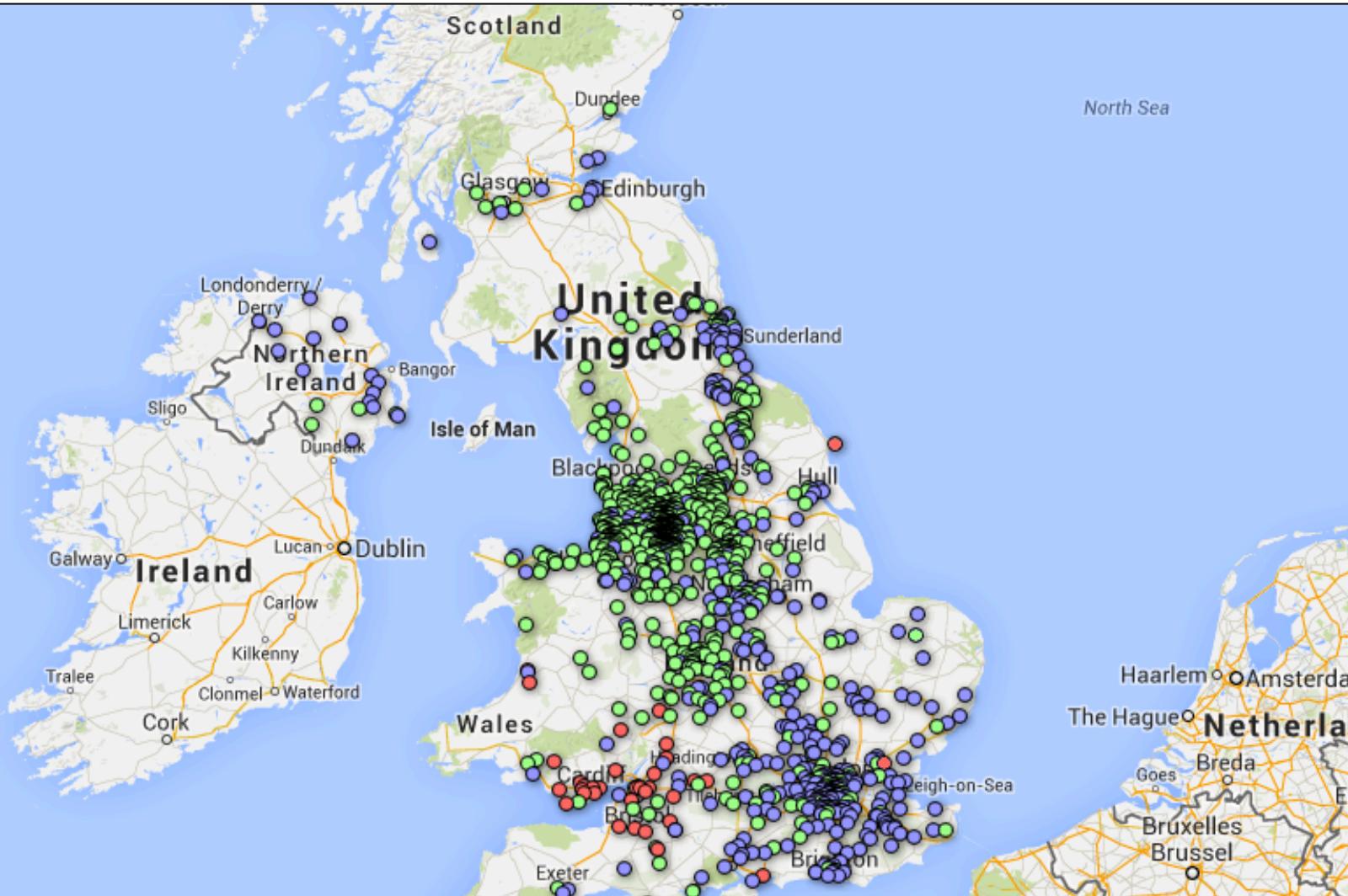
Fusion Table – Data View

1-100 of 1220												
Response ID	Year	Sex	Ethnicity	Age	Age Group	Town	Postcode	Region	Latitude	Longitude		
1	2013	f	White	24	21-40	Totnes	TQ9	South West	50.31100886	-3.664120283		
2	2013	m	White	22	21-40	East Allington	TQ9	South West	50.33001238	-3.803841696		
3	2013	f	White	16	1-20	Kingsbridge	TQ6	South West	50.343918	-3.609804		
5	2013	f	White	49	41-60	Dawlish	TQ1	South West	50.475881	-3.523371		
6	2013	f	White	21	21-40	Bodmin, Wadbridge	PL27	South West	50.504294	-4.889476		
7	2013	m	White	62	61-80	Weymouth, Dorset	DT4	South West	50.606441	-2.476438		
8	2013	m	White	36	21-40	Exeter	EX2	South West	50.698644	-3.533069		
9	2013	m	White	21	21-40	Poole, Dorset	BH13	South West	50.707699	-1.921645		
10	2013	m	White	75	61-80	Exeter	EX1	South West	50.728865	-3.478671		
11	2013	m	White	20	1-20	Exeter	EX4	South West	50.737827	-3.611653		
13	2013	m	White	21	21-40	Worthing	BN14	South East	50.85544	-0.3786		
14	2013	f	White	49	41-60	Brighton	BN1	South East	50.87679	-0.12689		
15	2013	f	White	21	21-40	Isle of Wight	PO1	South East	50.79707946	-1.172827612		
16	2013	f	White	22	21-40	Worthing	BN14	South East	50.85542	-0.3766		
17	2013	f	White	21	21-40	Brighton	BN1	South East	50.87679	-0.12529		
18	2013	f	White	19	1-20	Christchurch	BH23	South West	50.8196174	-1.810375941		
19	2013	f	White	19	1-20	Portsmouth	PO1	South East	50.82690078	-1.032302343		

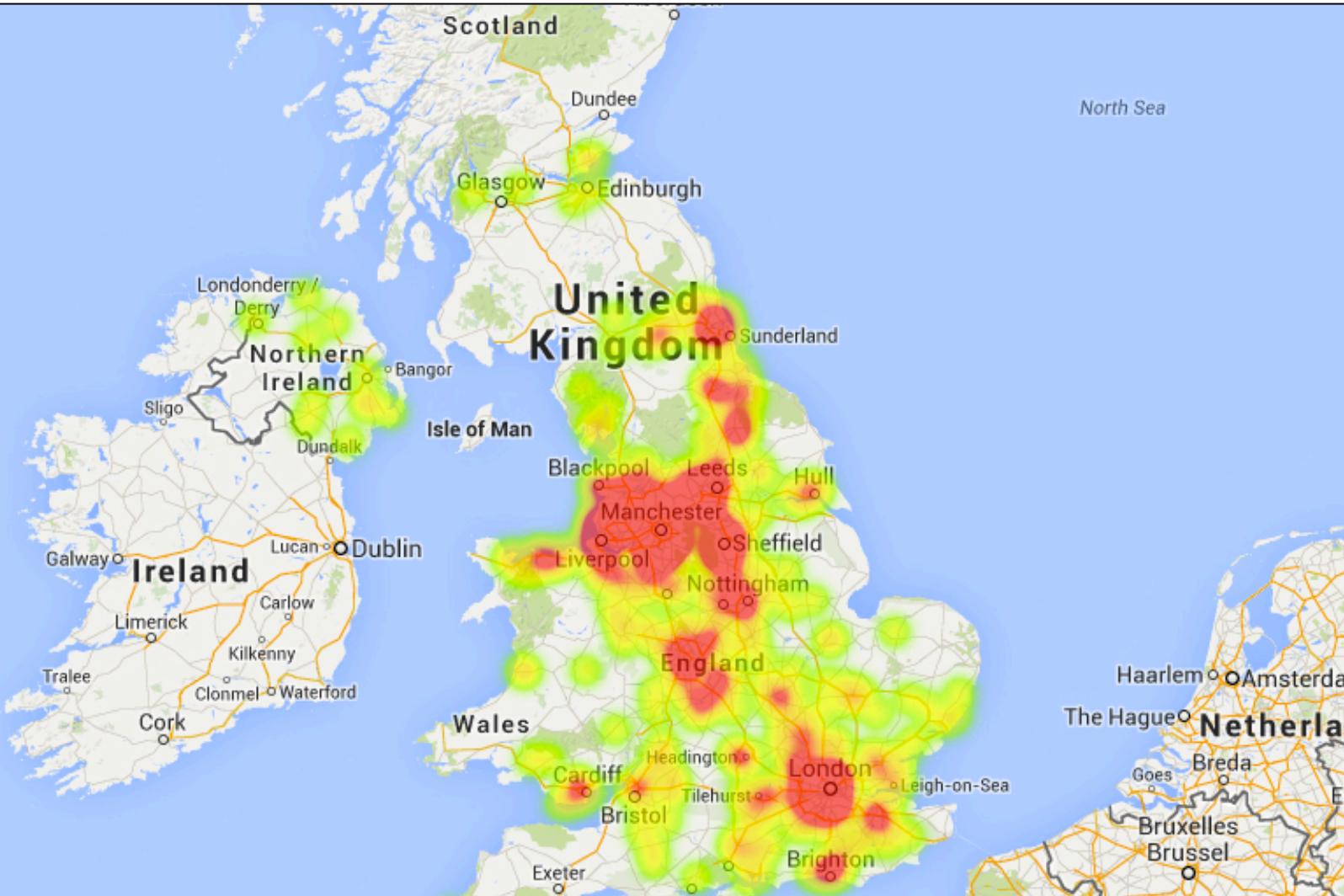
Fusion Table – Card View

1-200 of 1220	
Response ID: 1 Year: 2013 Sex: f Ethnicity: White Age: 24 Age Group: 21-40 Town: Totnes Postcode: TQ9 Region: South West Latitude: 50.31100886 Longitude: -3.664120283 Footwear: Pumps Icon: small_green	Response ID: 2 Year: 2013 Sex: m Ethnicity: White Age: 22 Age Group: 21-40 Town: East Allington Postcode: TQ9 Region: South West Latitude: 50.33001238 Longitude: -3.803841696 Footwear: Plimsolls Icon: small_blue
Response ID: 3 Year: 2013 Sex: f Ethnicity: White Age: 16 Age Group: 1-20 Town: Kingsbridge Postcode: TQ6 Region: South West Latitude: 50.343918 Longitude: -3.609804 Footwear: Plimsolls Icon: small_blue	Response ID: 5 Year: 2013 Sex: f Ethnicity: White Age: 49 Age Group: 41-60 Town: Dawlish Postcode: TQ1 Region: South West Latitude: 50.475881 Longitude: -3.523371 Footwear: Plimsolls Icon: small_blue
Response ID: 6 Year: 2013 Sex: f Ethnicity: White	Response ID: 7 Year: 2013 Sex: m Ethnicity: White

Fusion Table – Map View



Fusion Table – Heat Map View



Geocoding

- Process of converting location data to absolute coordinates
- Powered by Google Maps
- 2,659 data points spread across 1,078 different postcode regions throughout UK

Geocoding – Duplicate Problem

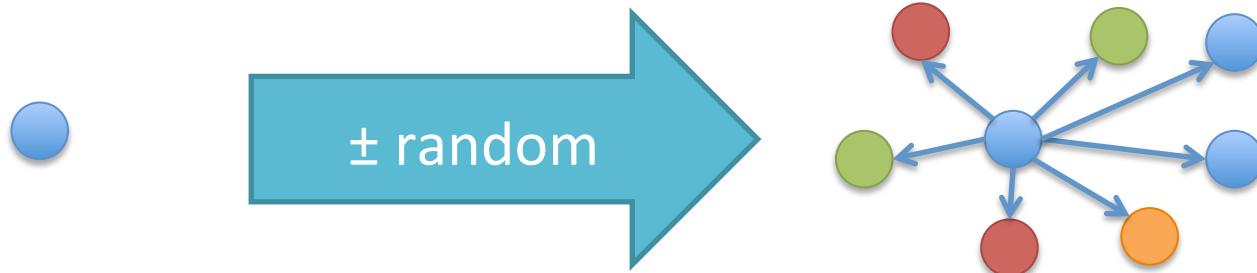
- Duplicate postcodes return identical co-ordinates
- When plotted, this results in loss of data

BB3	53.68986 -2.467863
M14	53.450878 -2.229436
CH2	53.23831 -2.834329
M14	53.450878 -2.229436
M14	53.450878 -2.229436
YO7	54.230078 -1.336892
BL2	53.593819 -2.393024

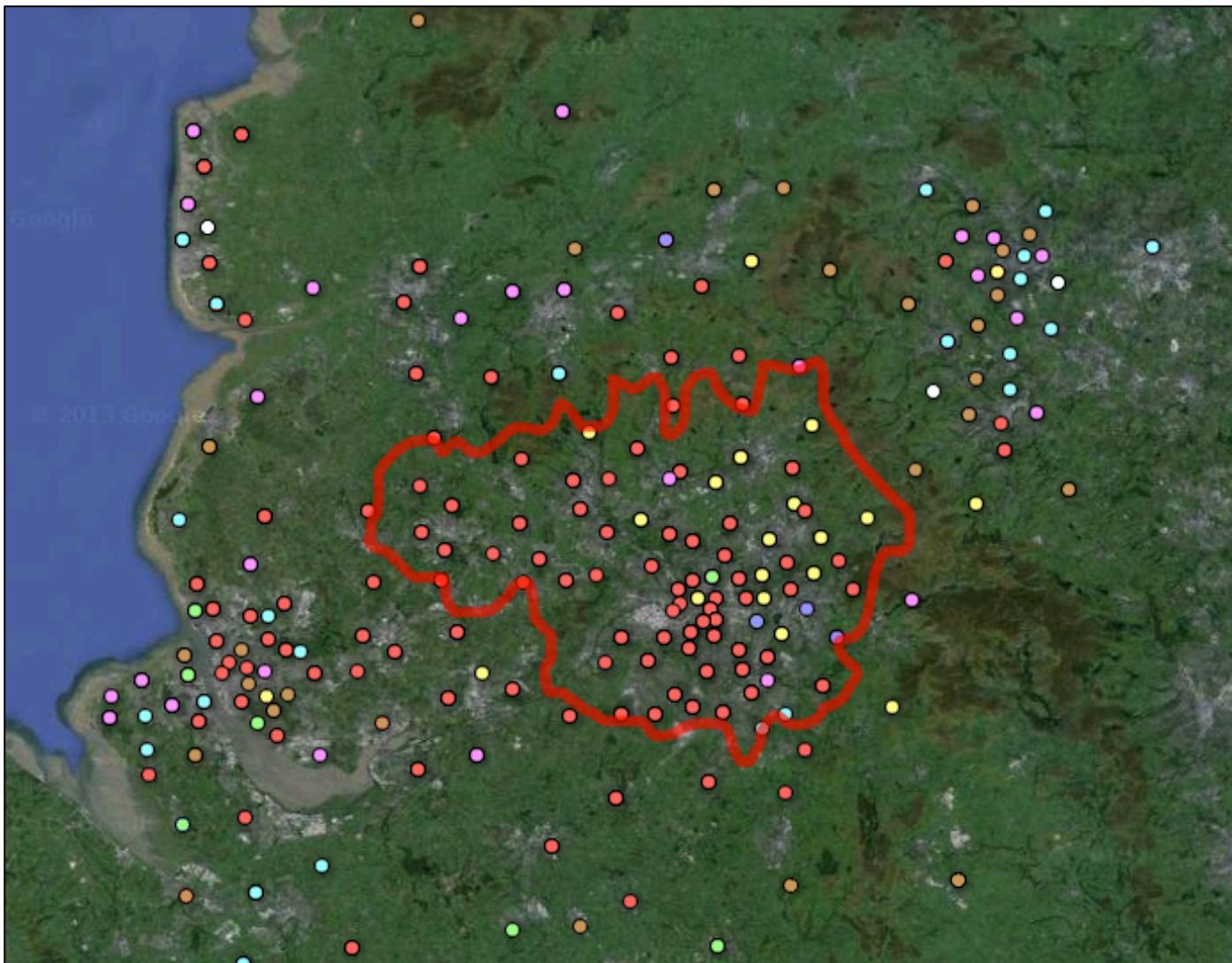
- Most extreme case – M14
 - Close to the University of Manchester campus
 - 32 respondents from this region

Geocoding – Duplicate Solution

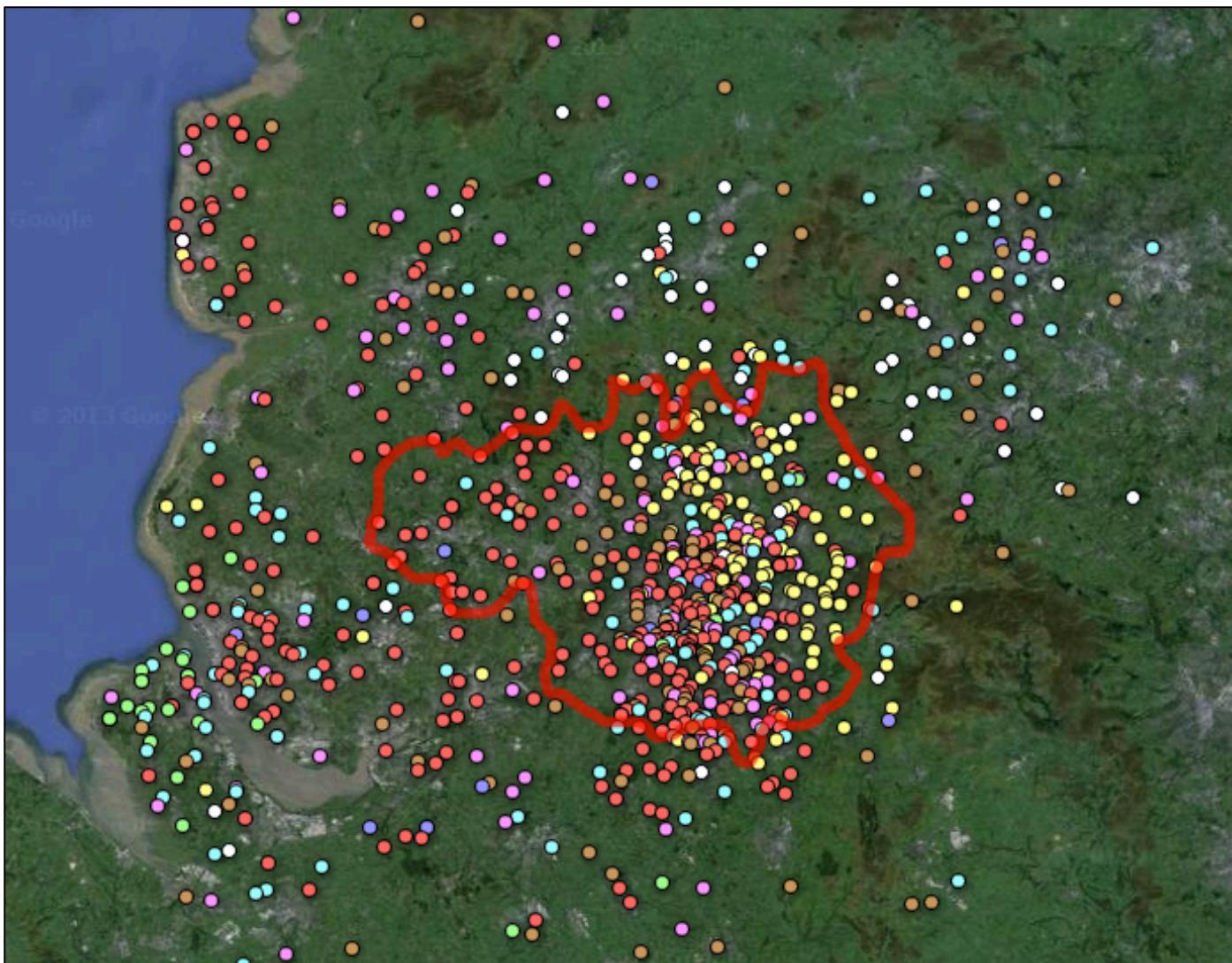
- Generate a small, random number to add to or subtract from the original coordinates
- Sprays out these stacked points into a cluster of points across a small geographic area



Original Coordinates

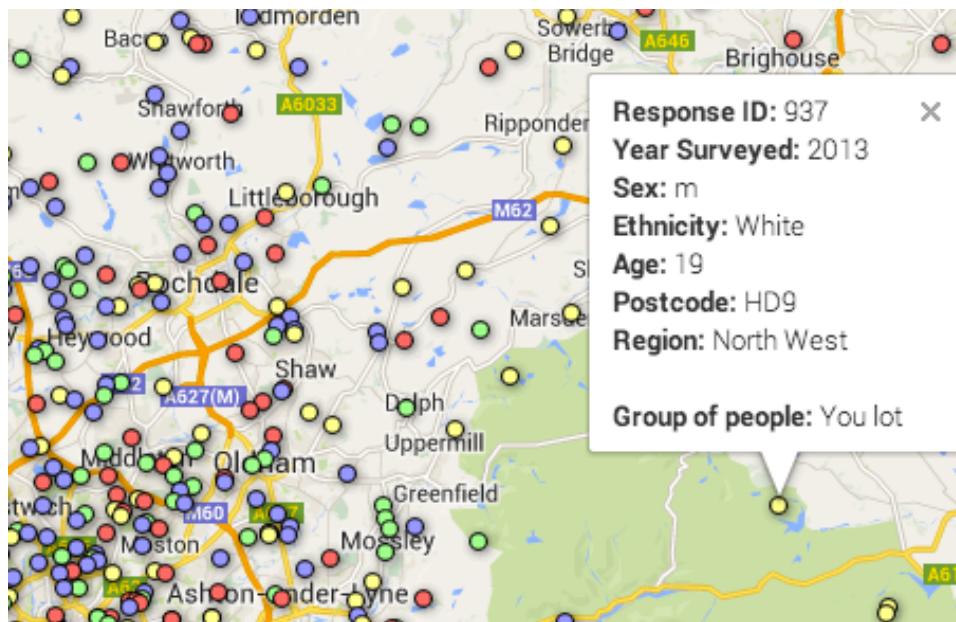


Adapted Coordinates



Map Features

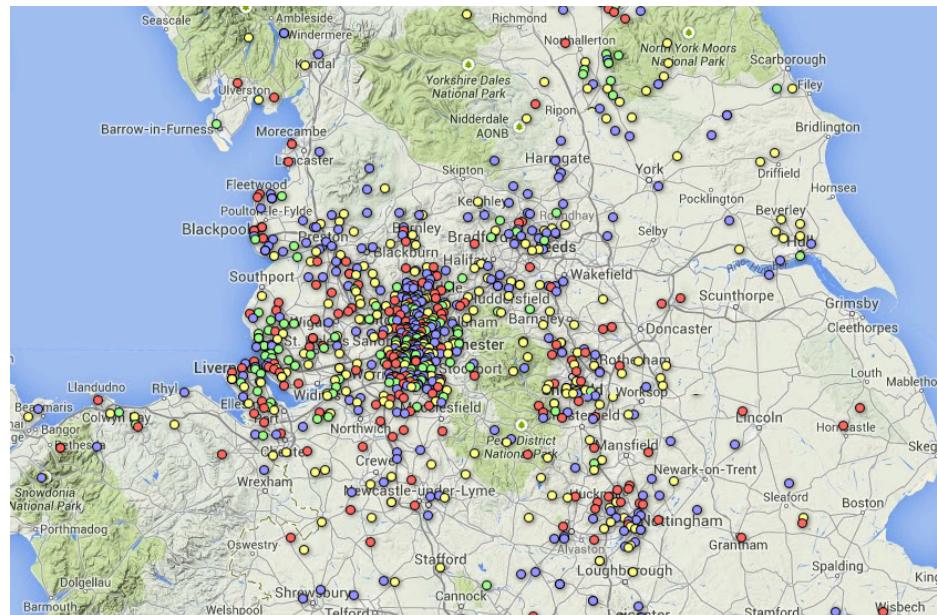
- Colour-coded points based on variant choice
- Mouse-over box with demographic information



Map Features

- Filters can also be applied to the data
 - Investigate possible stratification by various independent variables and demographic factors

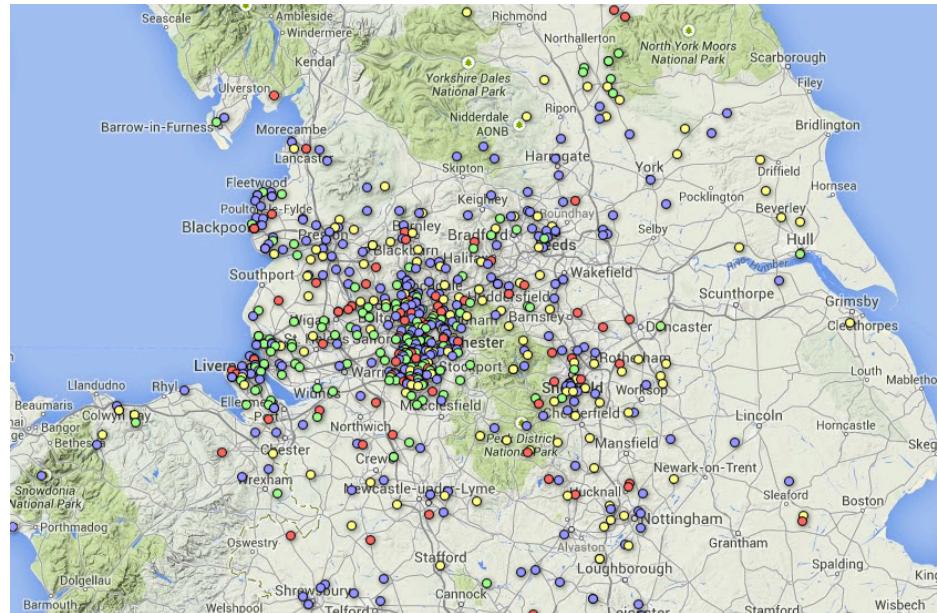
All females



Map Features

- Filters can also be applied to the data
 - Investigate possible stratification by various independent variables and demographic factors

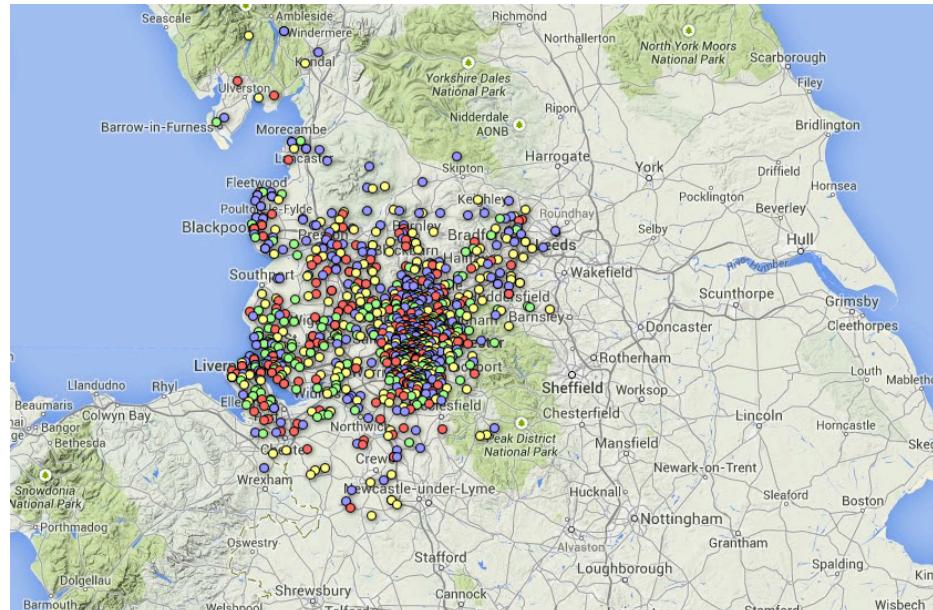
Everyone under
the age of 20



Map Features

- Filters can also be applied to the data
 - Investigate possible stratification by various independent variables and demographic factors

Just the North
West



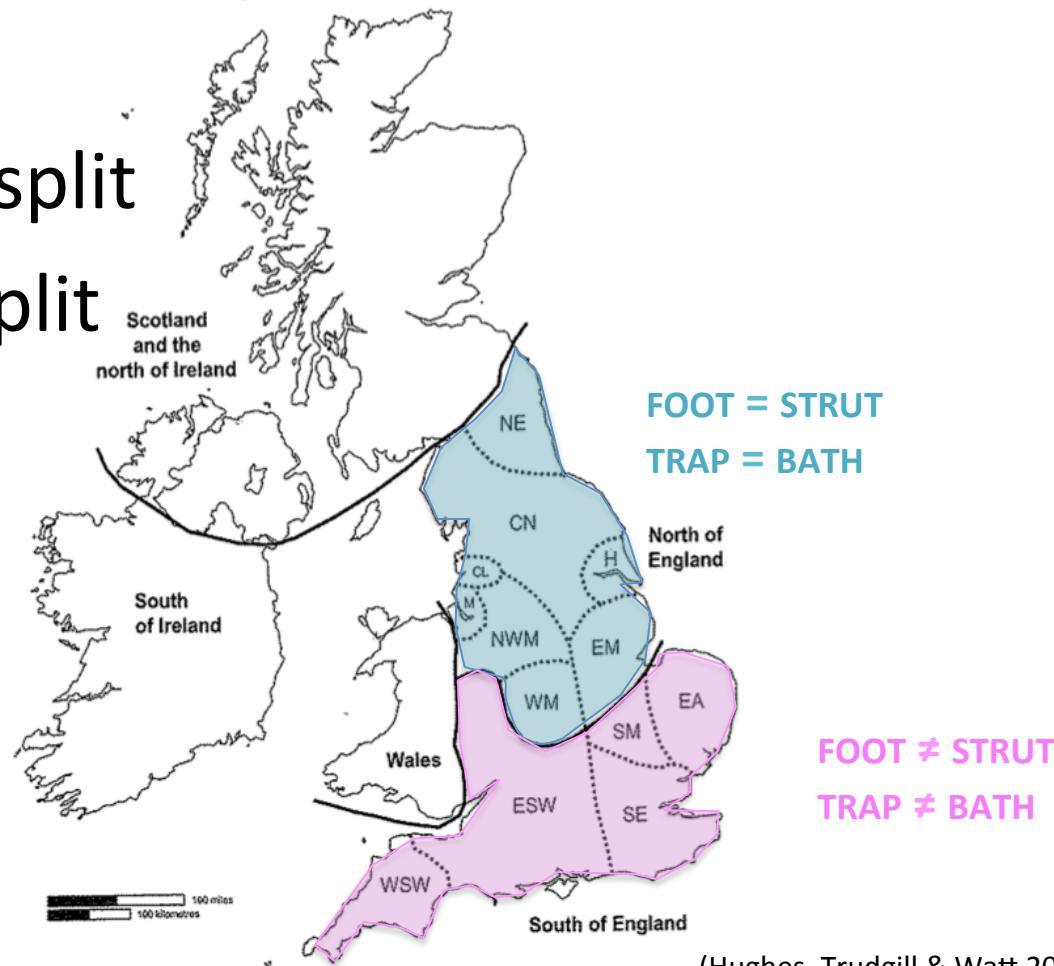
Novel findings

North/South divide

boundary formed by coincidence of two major isoglosses

FOOT/STRUT split

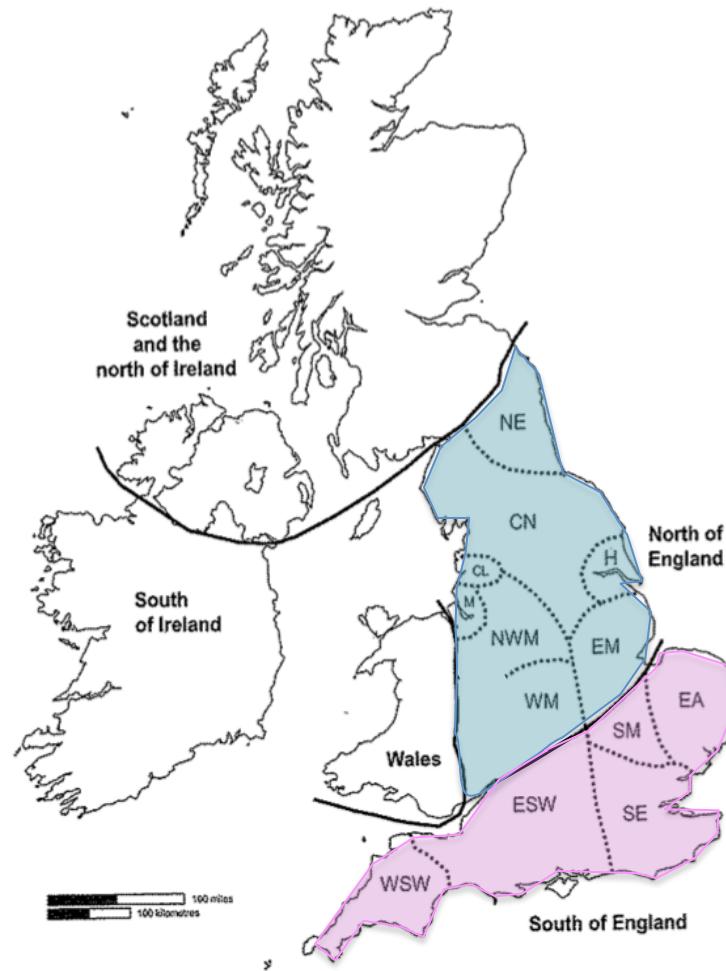
TRAP/BATH split



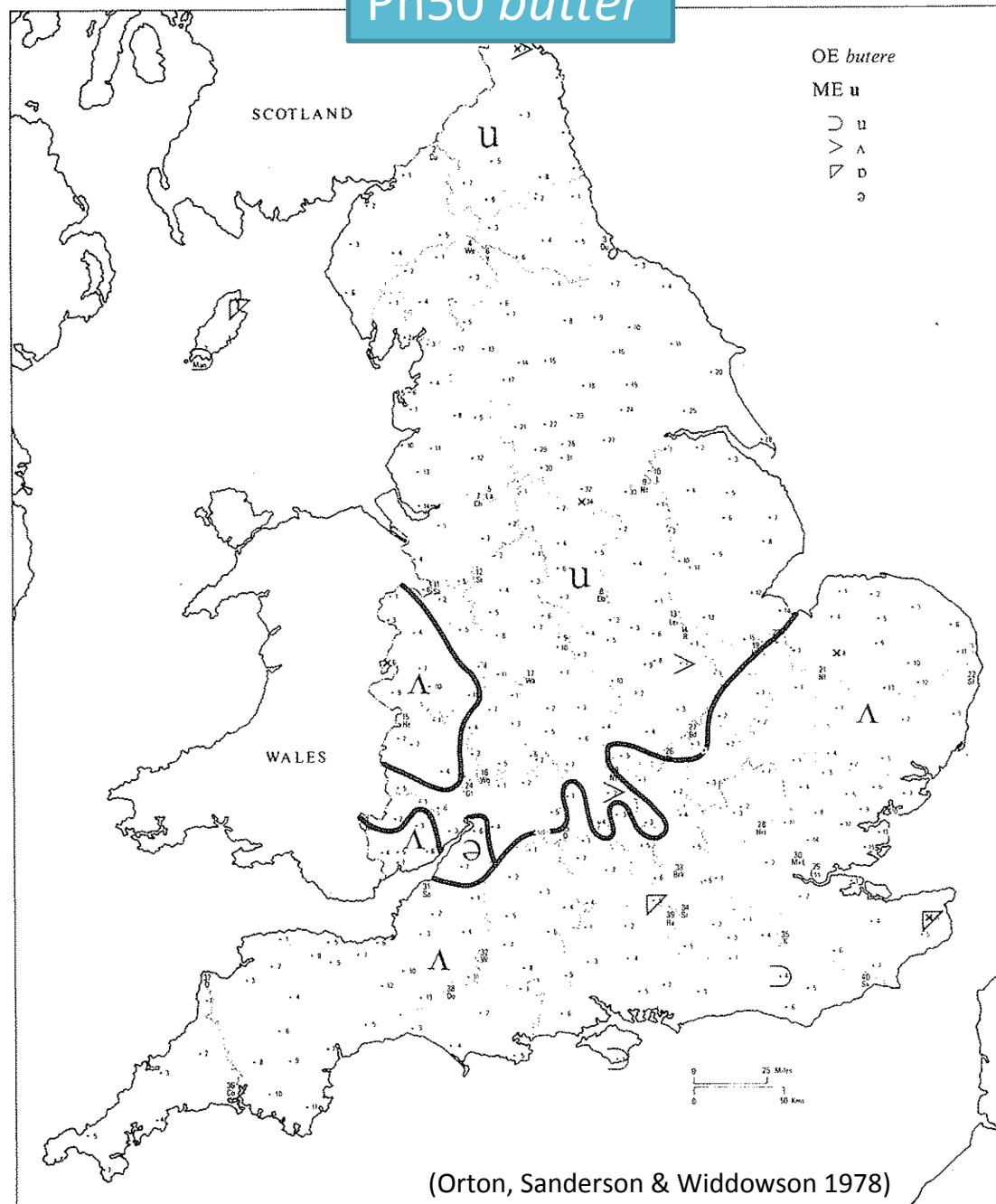
North/South divide

Can we identify the boundary between the two?

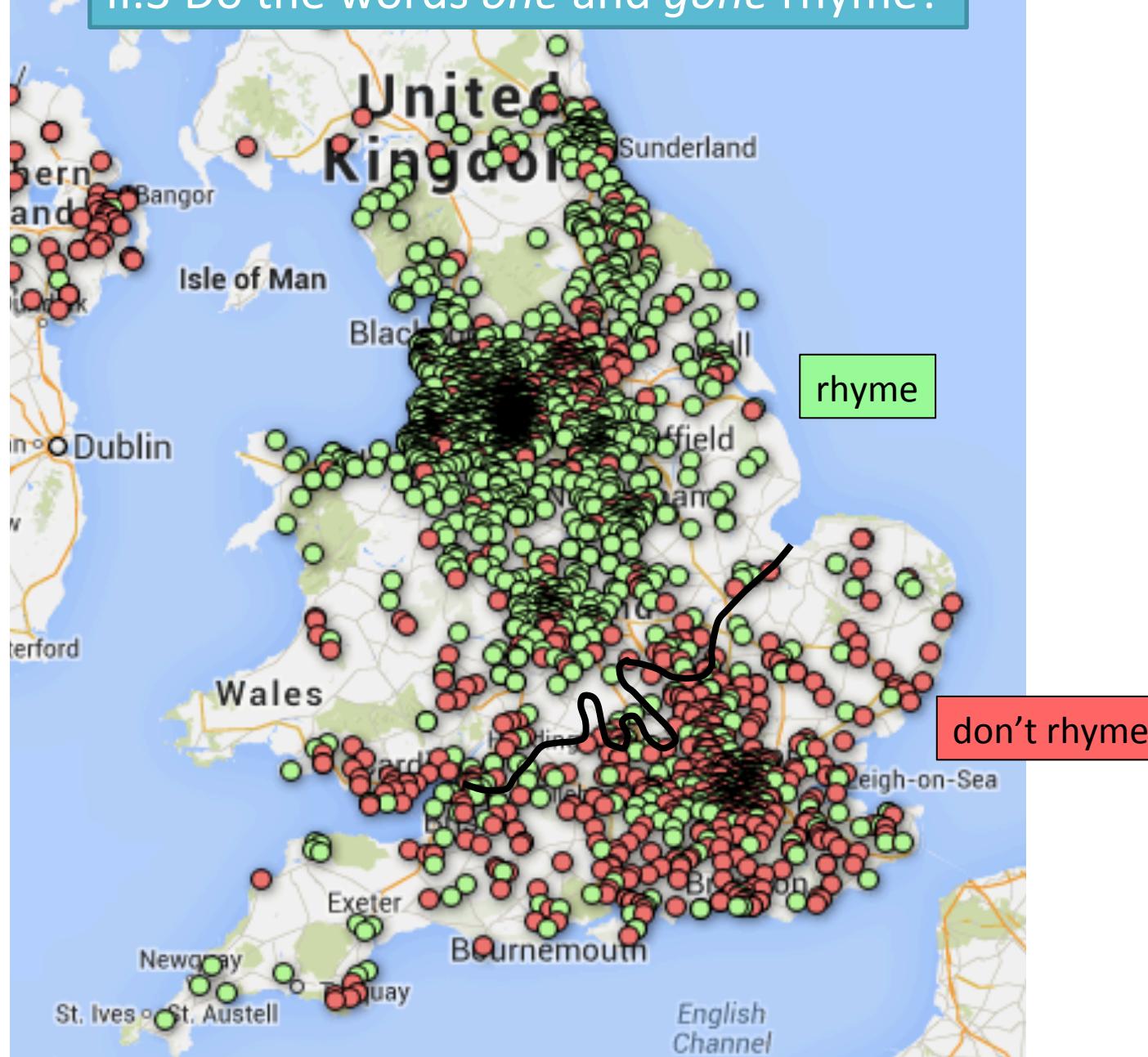
Wells (1982):



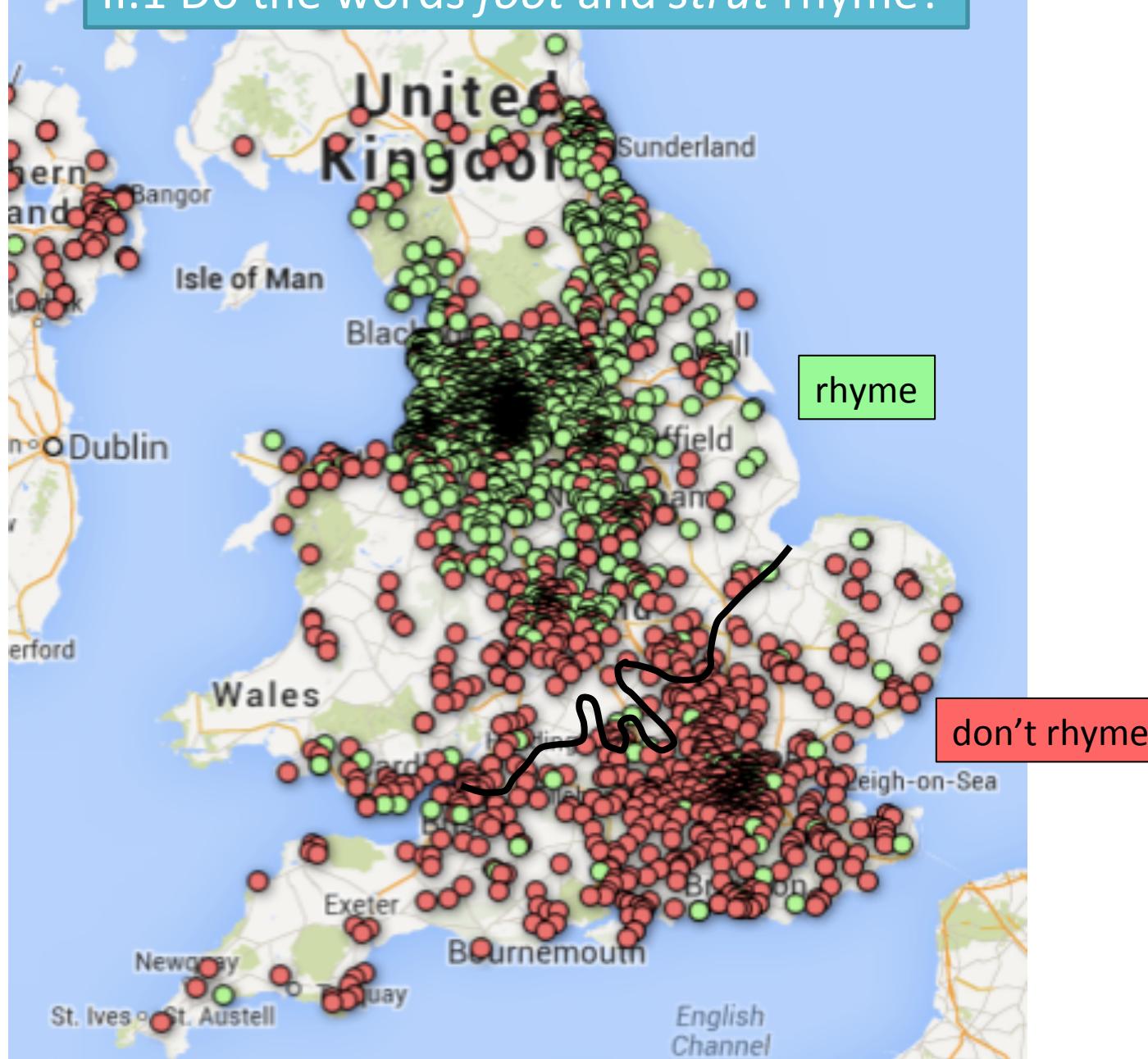
Ph50 butter



II.3 Do the words *one* and *gone* rhyme?

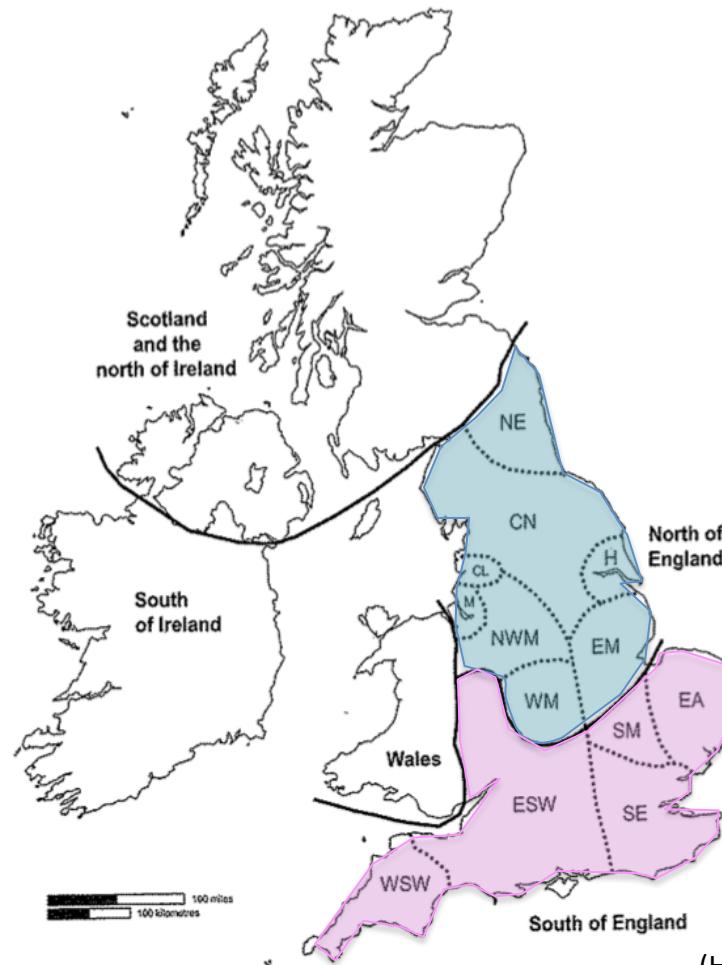


II.1 Do the words *foot* and *strut* rhyme?

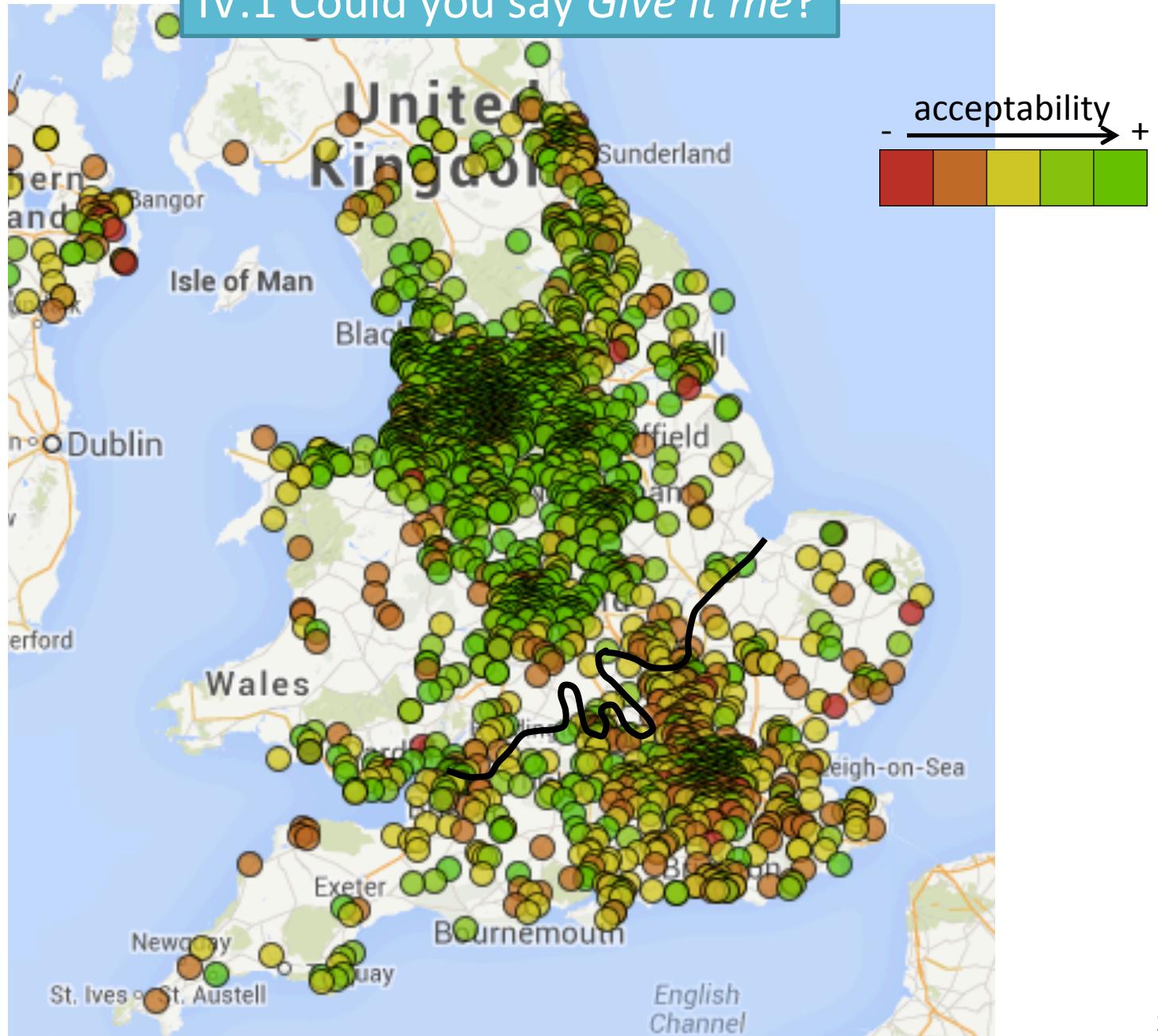


North/South divide

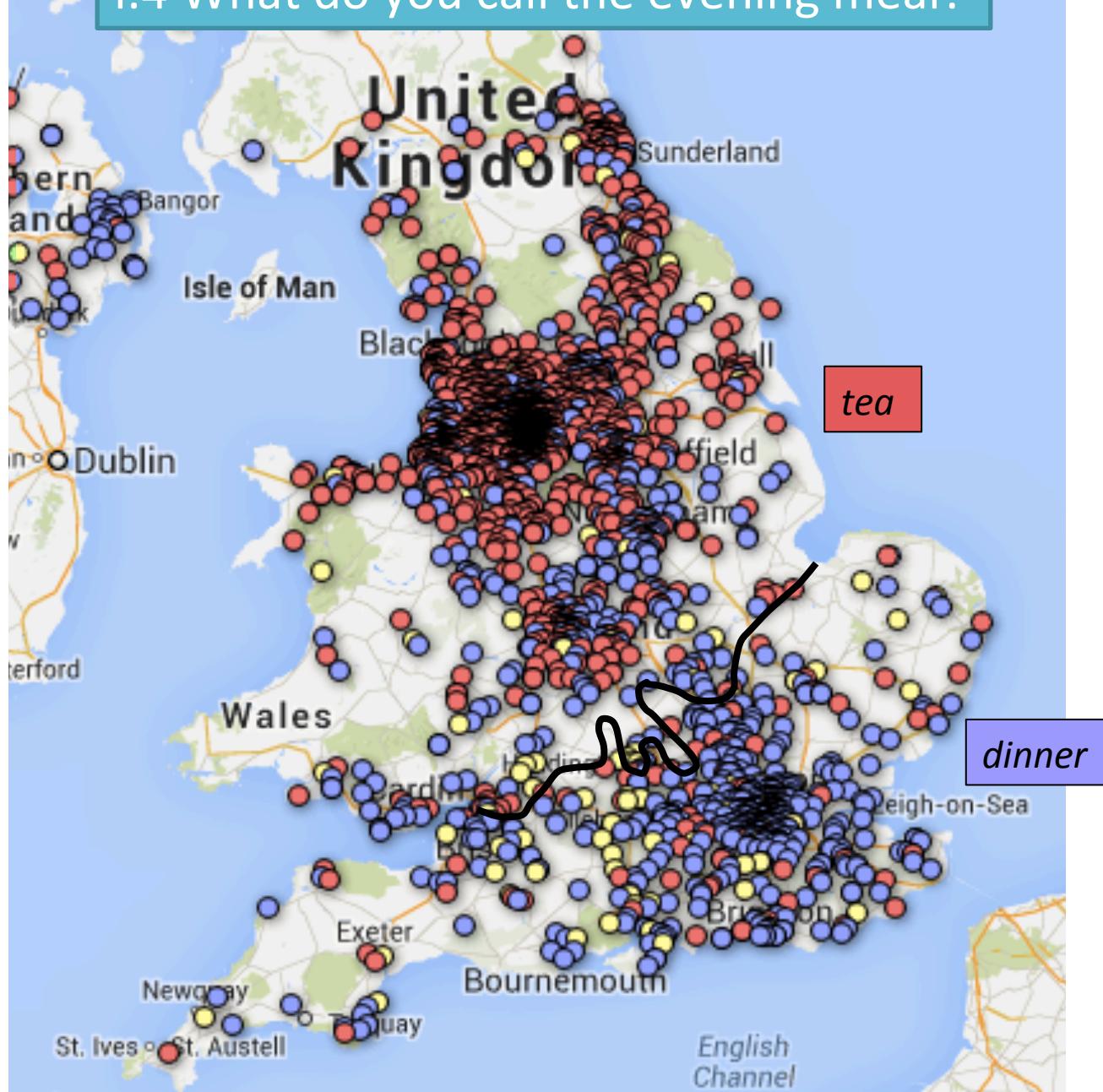
Is a divide evident with non-phonological variables?



IV.1 Could you say *Give it me*?



I.4 What do you call the evening meal?



I.5 How would you address a group of two or more people?



Community outreach

Online ‘dialect atlas’

<http://tiny.cc/UKdialectmaps>



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Aye up! How we're all speaking like southerners now: Regional divisions in language being worn away

- Linguistics researchers at Manchester University surveyed 1,400 people
- Participants shown everyday objects and asked what they call them
- Pronunciation is also becoming more southern



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North-South language divide to disappear?

Research by language experts has found that the distinct differences in pronunciation between Northerners and Southerners are slowly disappearing as they suggest Southern language is 'creeping upwards'

Thank you!

<http://tiny.cc/UKdialectmaps>

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