

# Exploring new methods to measure implicit language attitudes: the Affect Misattribution Procedure

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In this talk we will present an overview of experimental paradigms originating in social psychology that might be useful for revivifying indirect linguistic attitude research (a field that has seen only minor methodological innovations since its inception in the 1960s). In particular, we will suggest that the AMP paradigm offers an interesting perspective. Despite the abundance of new methods to explore implicit attitudes in social psychology in recent decades (Wittenbrink & Swarz 2007), the application of these techniques in linguistics has been limited. The first steps in the direction of adapting implicit techniques from social psychology for linguistic research have been taken by Pantos (2010), Redinger (2010) and Campbell-Kibler (2012, 2013) for the Implicit Association Test (IAT) and by Speelman et al. (2013) for the affective priming paradigm (AP), both obtaining promising results.

However, when it comes to the potential these implicit measures hold for linguistic research, only the surface has been scratched. Moreover, many more implicit techniques are used in various fields of social psychology. Just a few examples are the Go-No Go Association Task (Nosek and Banaji 2001), the Single Category IAT (Teige-Mocigemba et al. 2010), the semantic priming paradigm (Wentura & Degner 2010), the Identification Extrinsic Affective Simon Task (De Houwer & De Bruycker 2007) and the Affect Misattribution Procedure (AMP, Payne et al. 2005). This last measure seems especially promising. The AMP is based on the attribution of feelings to the wrong source when two events occur closely together. In a classic AMP experiment, subjects are presented with an affectively charged prime picture which is subsequently replaced by an ambiguous symbol such as a Chinese ideograph. Respondents are asked to guess whether the ideograph has a positive or negative meaning in Chinese. It has been shown that the proportion of positive answers to the ideographs following positive stimuli is higher than following negative stimuli, and vice versa, as a result of the misattribution of the affect evoked by the prime, despite the fact that respondents are warned against the influence of the primes.

Our aim is to adapt and test the AMP for use in linguistic research by replacing the traditional visual prime by an auditory stimulus. One advantage of this technique over the previously adapted IAT and AP is its comparatively simple implementation. The AMP can also easily be transformed into an explicit measure which allows comparison of implicit and explicit attitudes in a methodologically 'pure' way, because the same stimuli are compared (Payne 2009). Finally, the possibility to go beyond simple good-bad evaluations of the stimuli (Imhoff et al. 2011) offers the potential to investigate dimensions such as superiority and dynamism which have proven highly relevant in recent (de)standardisation studies (e.g. Grondelaers & Kristiansen 2013, Grondelaers & Speelman 2013, Grondelaers & Van Hout 2014). Given the novelty of the AMP in linguistic research, the paper will present a systematic survey of the possibilities and difficulties of implementing the technique in linguistic attitude research. In addition, preliminary results of a pilot study investigating the perception of regional varieties of *Tussentaal* and standard Dutch using the AMP will be discussed in the light of (de)standardisation processes in Flanders and the possibilities new methods like the AMP can bring to the field.

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