Interviews

Open interview
• More naturalistic
• No manipulation
• No leading question
• Find topic person is interested and follow
• Life-threatening experience
Closed interview

• What do you think about Kansas accent?
• What words are unique to people around here?
• How do you pronounce “New Haven”?
• Which states have best English?
Questionnaires

- Very specific
- Not naturalistic
- Very guided
Questionnaires

• Please pronounce the following words: mail, still/steel, pull/pool, full/fool
• Does the u in student sound like the oo in too or the u in use
• After Bill had _____ (bought) the computer, he realized he'd made a mistake
• Which is better: Who am I talking to? / To whom am I talking?
• What do you call the thing you rent from Blockbuster (movie, show, video)
• What do you call the paper container you take things home from the store in? (sack, bag)
• Count to ten
• What are the days of the week (Mon-dee or Mon-day)
• What do people here say funny?
Questionnaires

- **Examples**
  - **Pronunciation:** creek, aunt, caramel, mayonnaise, pajamas, root, route, grocery
  - **Morphology / syntax:** you, coming with, where at, might could, anymore
  - **Vocabulary:** shoes, yard sale, lightning bug, shoes, diagonal corner, highway, eye guck, frosting, pop
Questionnaires

• Advantages
  - Focuses on what you are looking for
  - Can be done online
  - Everyone answers same questions: Easy to compare age, education, gender, etc.
  - Can do online: Stress on word combos
Questionnaires

• Disadvantages
  – Observer’s paradox
  – People’s beliefs about what they do often don’t coincide with their behavior. (“I never use 'there is' with plurals and there's a lot of reasons I don't”)
  – People may tell you what you want to hear (Hi, I’m Mormon, what do you think about Mormons?)
Questionnaires

• Disadvantages
  
  - People may sometimes lie and researchers are sometimes biased (Margaret Mead in Samoa; Romani word lists)
  
  - Mismatch between researcher and subjects (e.g. African-American children and white, male, middle-aged researcher, N. M. survey)
Questionnaires

- Disadvantages
  - Yo dude, listen I’m Duke Radingstone from Rolling Stone magazine. I’m doing a story about how ridiculously conservative and sexually repressed the atmosphere at BYU is. Could I ask you a few questions?
  - They can't measure variability (going vs. goin' in same person's speech)
Questionnaires

• Issues in selecting subjects
  − Representativeness
    • What if you only polled your friends or people in one neighborhood?
    • What if you did a survey on political views at BYU and extrapolated to all college students?
    • What if you did a mail-in survey on sexual mores and put it in Cosmopolitan vs. Reader's Digest?
    • Would only a certain kind of person answer?
  − Compatibility (Are subjects representative of their group or outliers?)
  − Issue of anonymity (vs. confidentiality)
Questionnaires

- How to administer (advantages and disadvantages?)
  - In person (mirror or not in study)
  - Mailed
  - Online
  - Door to door (Dr. Smemoe, Utah County)
  - T-dropping in Utah
Questionnaires

• Types of questions
  – Completion
    • Shoes people would wear to a gym are called ______.
  – Pictures
    • What do you call these?
Questionnaires

• Types of questions
  – Multiple Choice
    • What do you call these?
      – Runners
      – Sneakers
      – Tennis shoes
      – Gym shoes
  – Scales
    • How likely would you be to hire the person you just listen to?
      – Very likely
      – Somewhat likely
      – Somewhat unlikely
      – Very unlikely
Questionnaires

• Types of questions
  – Yes/No, True/False
    • Is this sentence grammatically correct?
      – We’re going to the dance, do you want to come with?
      – They donated the relief fund a million dollars.
      – Are there ever any not pretty women in a beauty pageant?
  – Open ended
    • What unique things do people around here say?
Questionnaires

• Issues
  – Does question get answer you are looking for?
  – What do you call carbonated beverage (Answer: a drink)
  – How long should it be?
  – How do you guarantee anonymity?
  – How do you order questions?
  – Pilot study