Panel studies: Challenges & Alternative Data Sets

Malcah Yaeger-Dror & Chris Cieri
cieri@ldc.upenn.edu & malcah@email.arizona.edu
Supported in part by NSF Grant BCS #1144480 with supplemental funding from LDC

Outline

1. What can we learn from real-time studies?
2. Time line of theories behind studies
3. What study types permit real-time conclusions?
4. Time line of specific corpora in earlier studies

Outline

5. Longitudinal Case corpora
   - Yr. own corpora: req. initiative but min. funding
     1. Broadcast media
     2. Musical media
     3. Political media
6. Larger Panel studies available from LDC
7. Advice on developing a corpus
8. Take away message/ Conclusions

2. Time Line of theory

- 1967-1980 Lenneberg rules: change stops@ adolescence
- Conclusion: studies of apparent time suffice
- 1980 Chambers/Trudgill Dialectology: Real/Apparent Time
- -Inferred studies based on age variation were ambiguous
- -referred to such studies as studies of change in apparent time
3. Study types of interest

3. Study types permitting analysis of change

- Specific study types provide different information
  - Apparent time studies analyze speakers of different ages
  - ‘Trend’ studies sample different speakers at X points in time
  - ‘Longitudinal case studies’ sample speakers, time & style
  - ‘Panel’ studies sample many speakers at different times

3-4. Apparent time

Study Examples

- Apparent Change, supplemented by Trend study
- 1905 Gauchat in Charmey, Sw: evidence of lg change
- 1966 Labov Martha’s Vineyard, NYC
- 1980’s NYC, Martha’s Vineyard, Norwich, Panama…

3.1 Possible changes

(where synchronic=apparent time)

<table>
<thead>
<tr>
<th>Synchronic</th>
<th>interpretation</th>
<th>individual</th>
<th>community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat</td>
<td>stable</td>
<td>stable</td>
<td>stable</td>
</tr>
<tr>
<td>Slope</td>
<td>age graded</td>
<td>unstable</td>
<td>stable</td>
</tr>
<tr>
<td>Slope</td>
<td>generational</td>
<td>stable</td>
<td>unstable</td>
</tr>
<tr>
<td>Flat</td>
<td>community</td>
<td>unstable</td>
<td>unstable</td>
</tr>
<tr>
<td>Slope</td>
<td>Lifespan change</td>
<td>Unstable</td>
<td>unstable</td>
</tr>
</tbody>
</table>


3.2 Studies permit analysis of change?

- Studies of apparent time are wanting
  - Trend studies either
    - Cannot capture clear information
    - Are ambiguous as to the source of change
3.3 Trend & Panel Conclusions

<table>
<thead>
<tr>
<th>Study</th>
<th>T1 (age-graded)</th>
<th>T1-T2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vineyard</td>
<td>apparently from below</td>
<td>?conflicted (trend)</td>
</tr>
<tr>
<td>NYC (r-less)</td>
<td>apparent from above</td>
<td>age gr+cont.change (trend)</td>
</tr>
<tr>
<td>QF(R)</td>
<td>apparent from above</td>
<td>age gr+cont.change (panel)</td>
</tr>
<tr>
<td>IH(R)</td>
<td>apparent from above</td>
<td>age gr+alter change rate(panel)</td>
</tr>
</tbody>
</table>

In short:
Both apparent and real time evidence is needed:
from apparent time you get some information,
from a trend study you get more information,
from panel studies your evidence can be more trustworthy.
So real-time Panel Studies are needed.

5. Specific Examples

A. Trend-possible corpora within the LDC archives
B. Longitudinal Case Corpora—
   Examples of earlier studies
   Yr. own fun corpora: req. initiative but min. funding
   a. Broadcast media
   b. Musical media
   c. Political media
C. Longitudinal Case corpora available from LDC

5B ‘Case Studies’

Longitudinal (or nonlongitudinal) Case Studies
- 1984 Bell on NZE radio announcers [audience]
- 1983 Trudgill on the Beatles/Stones: changing expectations
- 1986 Trudgill on himself: only changing features vary
- 1988-92 Yaeger/Kemp on Quebec politicians & radio
- 1989-94 Yaeger-Dror on Israeli radio, politicians, singers
- 1992 Clayman /Heritage on US presidents & reporters
- 2000f Harrington on Queen Elizabeth
- 2002f Yaeger-Dror et al on US Presidents
- 2004 G. Sankoff on ‘7 Up’

5B ‘Case Studies’

Longitudinal Case Studies (cont)
- 2011 Fruehwald on Carter
- 2014 Mackenzie on Attenborough
- 2014 Harrington et al on Alistair Cooke
- 2014 Kwon on Chomsky
- 2014 Shapp on Ginsburg
5’ Conclusion

‘Trend’ studies sample different speakers
- at X points in time
- but not the same speakers
- ‘Longitudinal case studies’ sample speaker(s) –
- at X points in time
- the same speakers
- Always monitored for style-dependent variation as well
● There are changes past adolescence

5. Old/New Wave of Panel Corpora

5. Ideas for Panel Corpora on a shoestring budget.

5. Many Performers

have several avatars

5. Radio announcers: Bell
(1984:171)
Changing Avatars
Bob Dylan

- Guthrie
  Christian Rt
Hassidic Jew
Cowboy
Sr. Citizen

Or not

- But even when they don’t
- We can find that they change over time (Trudgill 1983)

Trudgill (1983:152)

\% post-vocalic (r) use

\[ \text{Beatles} \quad \text{Stones} \]

--Not necessarily ‘lg change’--but convention change

Trudgill (1986)

(a) variation: Interviewer stable, unvarying target

\[ \text{IVEE} \quad \text{PT} \]
As studies of aging queens show

- Studies by Harrington (Elizabeth II) & Quené (Beatrix) show
- Even queens in formal addresses change over time

Many Politicians

Many Politicians have several avatars

Politicians like: LBJ--

Situational factors are critical.

e.g., LBJ

The novice
Sam Rayburn's southern boychik
Southern Senatorial wheeler-dealer
King-Pin of the Senate
‘Demeaned' Vice President
President
Retiree
Situational factors are critical. e.g., LBJ

Public vs. private phone conversations

Who is the interlocutor?
--your best guess on Subject's relationship to the interlocutor?
--your best guess on what is to be accomplished?

If the sound quality is OK--

This doesn’t mean “take anything”.
There are sound files
/www.nixon tapes.org (by Luke Nichler)
/whitehousetapes.net/transcript/nixon (Miller Center*)
/www.talkbank.org/data/TARank/Jefferson/

With the BEST transcripts
That nonetheless are useless to us.
*Miller Center also has LBJ, JFK…& others

The wave of the future

6. Full Panel Studies

- Full ‘Panel’ studies sample many speakers
- 1978ff Canadian Panels: Montreal, Ottawa, Toronto
- 1990ff Texan Panel: Bailey, Tillery, Cukor-Avila
- 1990ff Danish Panel: LANCHART – Gregersen, Pharao…
- 2010ff North Carolina corpus – Wolfram/van Holwegen
- 2010 LDC Full Panel data
6. Panel Study Examples

- Greybeard. [2yr hiatus; return to previous speaker group.]
- 5 phone calls in 1980's. 10 calls in 2000's
- https://catalog.ldc.upenn.edu/LDC2013S05

6. LDC Panel Study Example I: Greybeard

- 594 L1 Philly-Eng.speakers, 10 calls (N=4410) + 3 LDC visits
- LDC Visits: 45 minutes, 14 simultaneous microphone recordings
- Informal conversation: ~15 minutes
- Transcript reading: ~15 minutes
- Telephone call: 10 minutes
- Metadata: year of birth, years of formal education, highest degree earned/year/contiguous; native & other languages, occupation, ethnicity, smoker, height, weight, city, state, country born & raised for subject, mother & father: all self-reported
- https://catalog.ldc.upenn.edu/LDC2013S03
- Time/relevant interlocutor/etc…but almost all middle class.

6. LDC Panel Study II - SCOTUS/oyez

- SCOTUS by Frequent Talker, Time
- #

6. Panel Study Challenges

- Finding large, appropriate samples
- Funding for large appropriate sample
- Fielding large numbers of diverse speakers
- Difficulty locating previous subjects
- In a stratified sample, some solicited cells harder to fill
- IRB permission & motivating returning speakers
- $Motivating speaker-returns [requires more funding]
- Subjects’ lives have changed (as per Montreal/LANCHART/7up..)
- Analytic methods have changed…
7. What have we learned?

Choosing speakers is critical...
Interactive setting is critical...
- ‘Broadcasts’ are not necessarily the same
  - Bell showed us that even the audience for a radio station influences speech
  - How much more so a face to face audience, with varied tasks
- Panel studies should either try to simplify [keep the same situation]
  - Or vary systematically [with a nested set of repertoires]
- If we must monitor individual recordings of a ‘case study’
  - Obviously we must monitor larger corpora as well
- Are different epochs truly comparable
  - (Beatles say no)?
  - (Beck: even Sharma’s/Bayley’s/Hall-Lew’s work requires attention to social psych)

7. Genre, Stance, Mood

We should reactivate a sense of ‘genre’ and ‘stance’
- Heritage /Clayman: genre of questioning a head of state
- Yaeger-Dror & Y-D/Kemp: ‘news reading’ includes subgenres
- Yaeger-Dror et al: ‘story reading’ varies in interesting ways
- Campbell-Kibler: mood can influence attitude twd an interlocutor
- Walker-Drager-Hay: immediate situation & identity management interact
- Trudgill/Sharma/Bayley: epoch/situation influenced by larger concerns
If these are ignored in interviews, not uniform & not considered,
the interviews are possibly not comparable

**Follow Thibault/Vincent (1980) when devising a protocol**

7. Important advice!!?

- Beware changing attitudes /conventions (through time)
- Trudgill’s singers only changed their attitude twd British dialects
- CBE sports heroes/broadcasters changed attitudes twd MF
- Remember, Bricolage-Integrate multiple social variables
  - Different variables favored for specific identities
  - Often with separate variables for different identities
- Interpolate what’s learned in 1 study into the archive!!?
- Adapt future interviews to take advantage of those insights.
- Not by altering protocol but by adding analytical dimensions.
7. & on the upside

Public Speakers

- They don’t die or fade away…
- Their sound files don’t die, but become more accessible (e.g., Miller Center)
- Radio Announcers (Bell 1984; Kemp/Yaeger-Dror 1988; van de Velde…)
- Different social settings /stations
- Different settings /program genres
  - E.g., if you’re seeing how sports /game broadcasters talk, analyze only game-talk
  - If you’re analyzing how they talk to players or how players talk to each other,…
- Politicians (Yaeger-Dror, Clayman & Heritage, Hall-Lew & Yaeger-Dror, Hall-Lew+)
  - who they are
  - relative to a given interlocutor
  - on that day
  - in a specific social setting

Thanks to --
- Linda Brandschain & others @LDC
- Cece Cutler & Andy Gibson
- Anne Fabricius
- Howie Giles, Dave Graff, Greg Guy,
- Lauren Hall-Lew, Jake Harwood
- Tyler Kendall,
- Carmen Llamas & Dom Watt
- Richard Ogden, Brendan O’Connor
- Jane Stuart-Smith
- for many invigorating discussions!