

Using surveys in pronunciation research

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Surveys have become increasingly common in pronunciation research, and, thanks to modern technology, increasingly easy to administer and collect. This workshop will discuss the benefits and challenges of conducting survey-based research in pronunciation. The workshop will begin with a discussion of which types of research questions are appropriate for survey research. There will then be a discussion around survey development, looking at issues such as dealing with potentially problematic terminology and choosing between different types of survey items (e.g., open ended questions, Likert scales, multiple choice, etc.). Finally, the presentation will look at analyzing survey responses, particularly open-ended questions, and issues around survey distribution/sampling bias.

This workshop will include a discussion of current published pronunciation research, insights from the presenter's own experiences conducting survey-based pronunciation research, and ideas and questions from attendees who have conducted, or are considering conducting, pronunciation-related survey research. Participants will have a chance to work on drafting different types of survey items, and be will given example of difficulties that occurred with specific types of survey questions that have been used in the past.