Language Regard: Methods, Variation, and Change

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This volume is a collection of historical and state-of-the-art perspectives on language regard. Language regard refers to various methods and data types focused on nonlinguists’ beliefs, evaluative or not, conscious or unconscious, about language. The research presented comes from Europe, North America, and Asia and concerns a variety of languages, including Spanish, Hmong, Dutch, English, German, Danish, Hungarian, and American Sign Language. My chapter, co-authored with UWEC alum Megan L. Risdal, provides empirical (quantitative) evidence linking favorable attitudes toward linguistic variation to greater acceptability of nonstandard, even stigmatized, linguistic features.