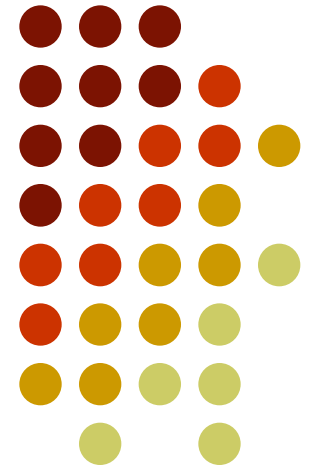


Social Psychological Variables and Language Variation: Measurement, Analysis and Archiving Issues

Kimberly A. Noels

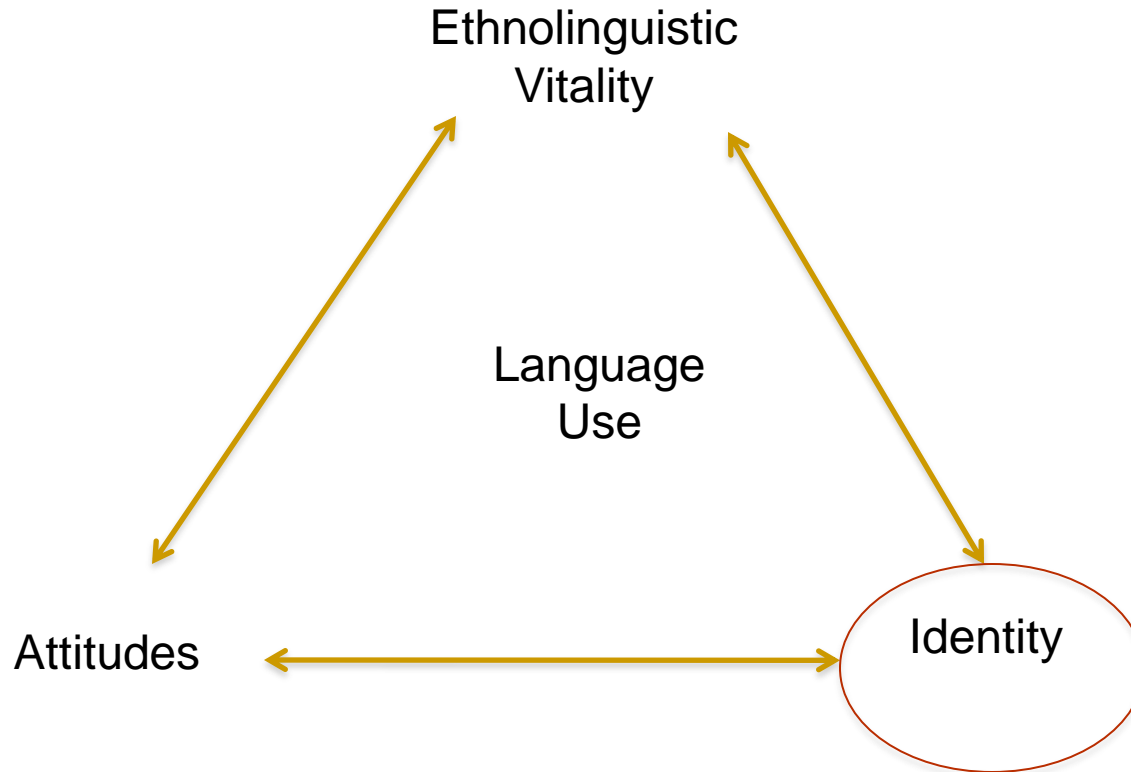


A Social Identity Perspective



- We categorize people into social groups and we compare these groups along several dimensions, perhaps the most important of which is status.
- We hold attitudes and stereotypes towards members of these groups.
- We identify with these groups, and are motivated to see our group in a distinctly positive way.

Social Psychological Variables Relevant to Language Use



Social/Ethnic/Collective Identity Measures



- Ethnic identity is a multi-faceted construct that includes self-categorization, evaluation, importance, attachment and sense of interdependence, social embeddedness, behavioral involvement, and content and meaning (Ashmore, Deaux, & McLaughlin-Volpe, 2004)
- Social Identity Scale (Cameron, 2004)
 - centrality; ingroup affect; ingroup ties
- Multigroup Ethnic Identity Measure (Phinney, 1992; Phinney & Ong, 2007)
 - exploration; commitment



In this country, people come from many different countries and cultures, and there are many different words to describe the different backgrounds or ethnic groups that people come from. Some examples of the names of ethnic groups are Hispanic or Latino, Black or African American, Asian American, Chinese, Filipino, American Indian, Mexican American, Caucasian or White, Italian American, and many others. These questions are about your ethnicity or your ethnic group and how you feel about it or react to it.

Please fill in:

In terms of ethnic group, I consider myself to be:

Useful with computerized surveys for customizing ?aire to the participant's ethnic group.

Use the numbers below to indicate how much you agree or disagree with each statement.

(4) Strongly agree (3) Agree (2) Disagree (1) Strongly disagree

- | | | | |
|----|-------|--|----------|
| 1. | _____ | I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs. | E |
| 2. | _____ | I have a strong sense of belonging to my own ethnic group. | C |
| 3. | _____ | I understand pretty well what my ethnic group membership means to me. | C |
| 4. | _____ | I have often done things that will help me understand my ethnic background better. | E |
| 5. | _____ | I have often talked to other people in order to learn more about my ethnic group. | E |
| 6. | _____ | I feel a strong attachment towards my own ethnic group. | C |

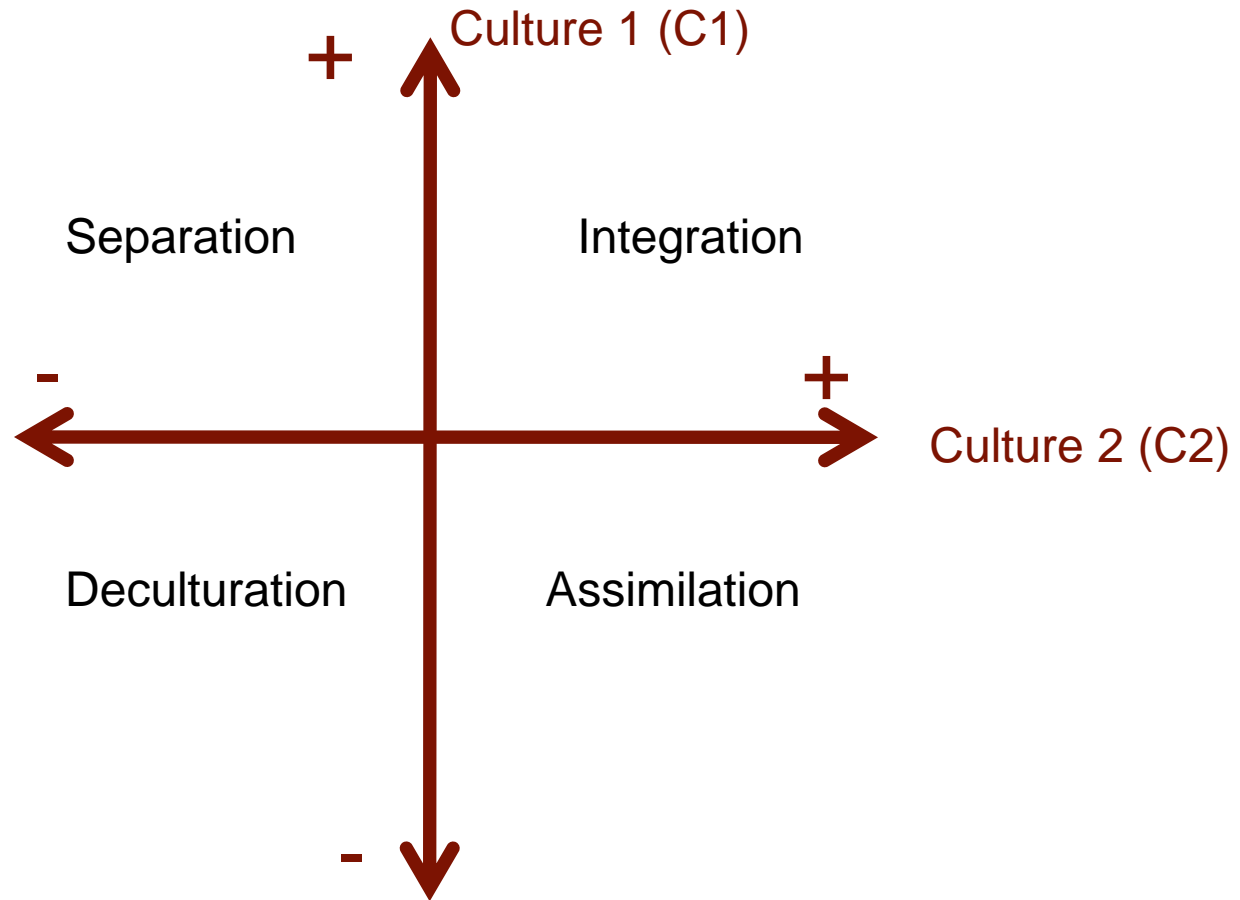


Ethnic Identity

- Ethnic identity refers to a subjective experience of belonging/allegiance to one or more ethnic groups (Clément & Noels, 1992).
- At least two groups are relevant, including the ancestral (or heritage) ethnic group and another ethnic group.

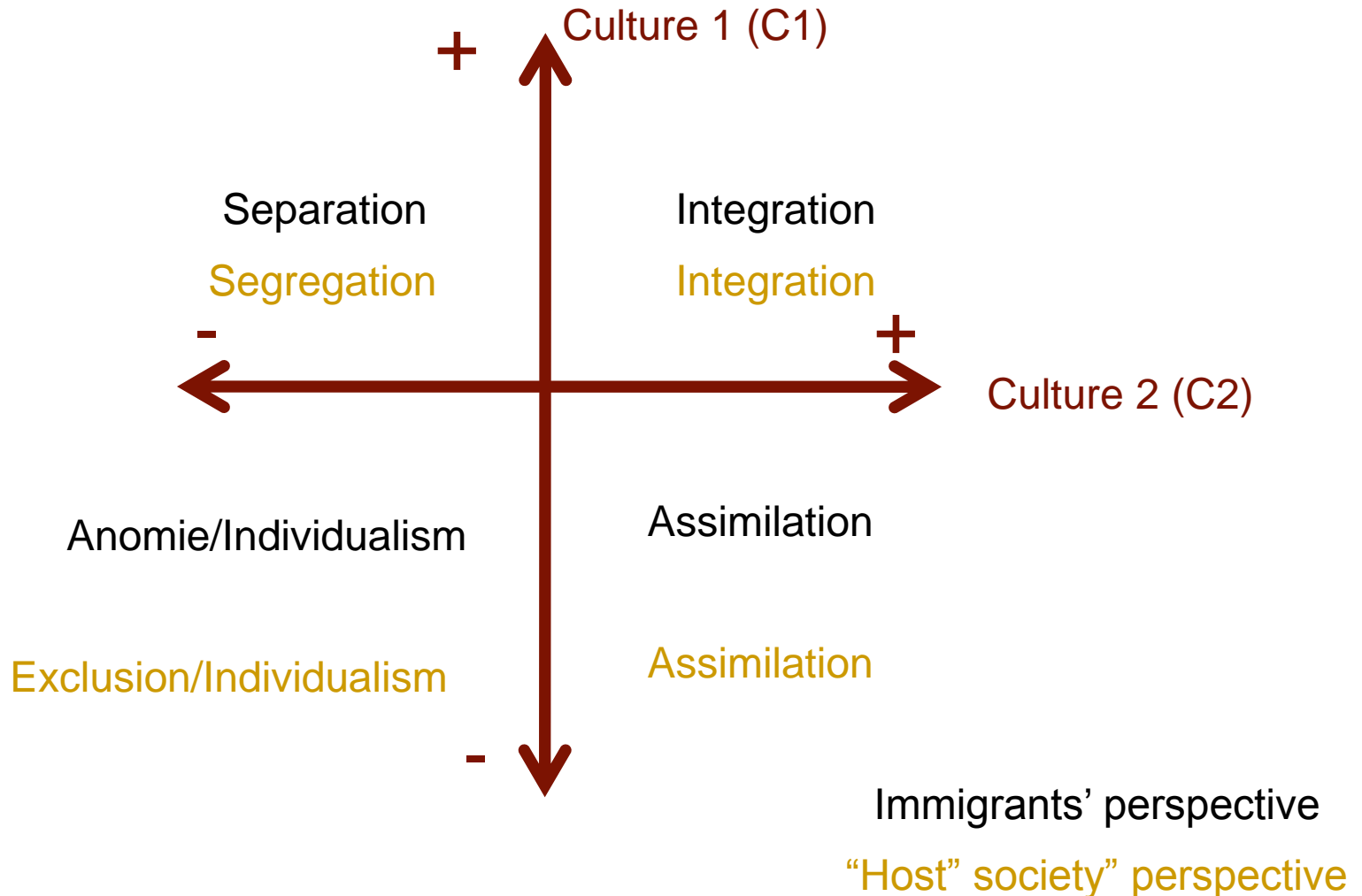
Informants/pre-testing helps determine appropriate labels for ethnic/language groups.

Profiles of Identity Acculturation



Based on Berry, 1990

Interactive Acculturation Model (Bourhis et al., 1997)



Situated Ethnic Identity

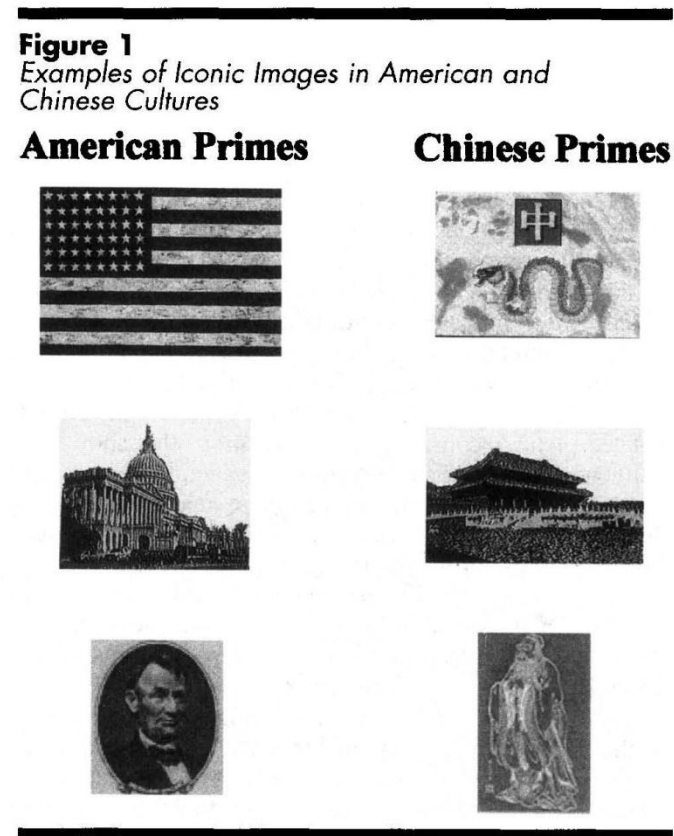


- Ethnic identity is affected by aspects of the social context.
 - Immediate Social Situation
 - Ethnic identity is situationally variable, such that it depends upon the person with whom one interacts, the setting, and the activity/topic of conversation in which one is engaged.

Experimental Studies



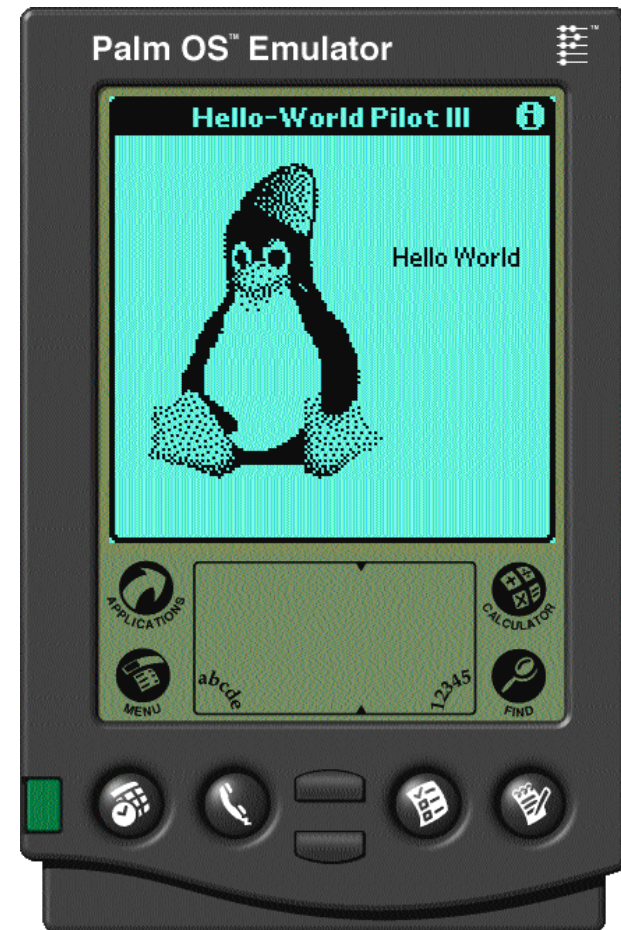
- Cultural primes cause bicultural people to shift the way they think to reflect that specific culture.
- These shifts include changes in identity.
- Language is a “cultural prime”.



Based on Hong et al., 2000

Diary Studies

- Journal and palm pilot studies indicate people shift to their heritage identity when with their family and/or speaking their heritage language.



Based on Yip, 2005



Survey Studies



- Situated Ethnic Identity Scale
 - 16 items representing 4 situational domains
 - 2 intimate situational domains
 - family and friends
 - 2 non-intimate situational domains
 - university and community

Based on Clément & Noels, 1992;
Noels, Saumure, Clément, Pino, & MacIntyre, 2009

Situated Ethnic Identity Scale

(adapted from Clément & Noels, 1992)



Low Intimacy:

While grocery shopping, I discuss the price of various products with the cashier at the checkout. I feel...

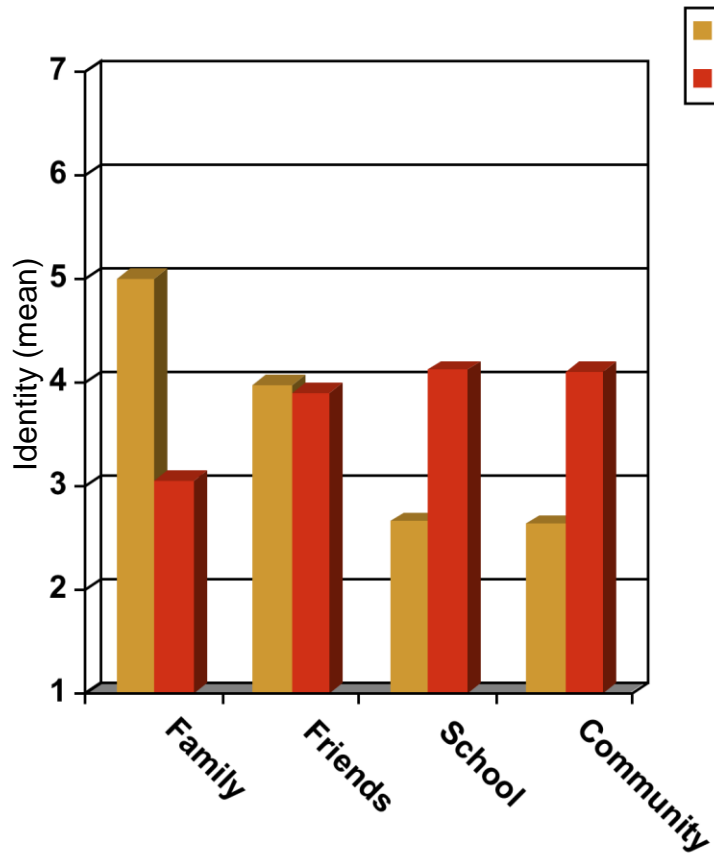
0 Never been in this situation	Not at all (heritage group)	1	2	3	4	5	6	7	Very Strongly (heritage group)
	Not at all Anglo-Canadian	1	2	3	4	5	6	7	Very Strongly Anglo-Canadian

High Intimacy:

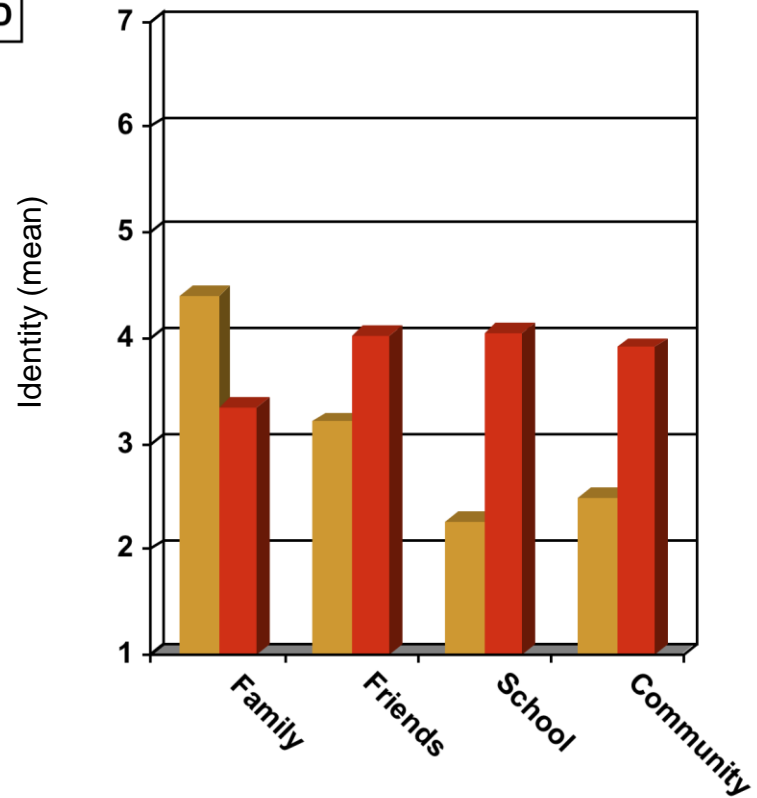
I am having coffee with a long-time friend, and we are talking about our personal problems. I feel...

0 Never been in this situation	Not at all (heritage group)	1	2	3	4	5	6	7	Very Strongly (heritage group)
	Not at all Anglo-Canadian	1	2	3	4	5	6	7	Very Strongly Anglo-Canadian

Identity as a Function of Group, Situational Domain, and Generation

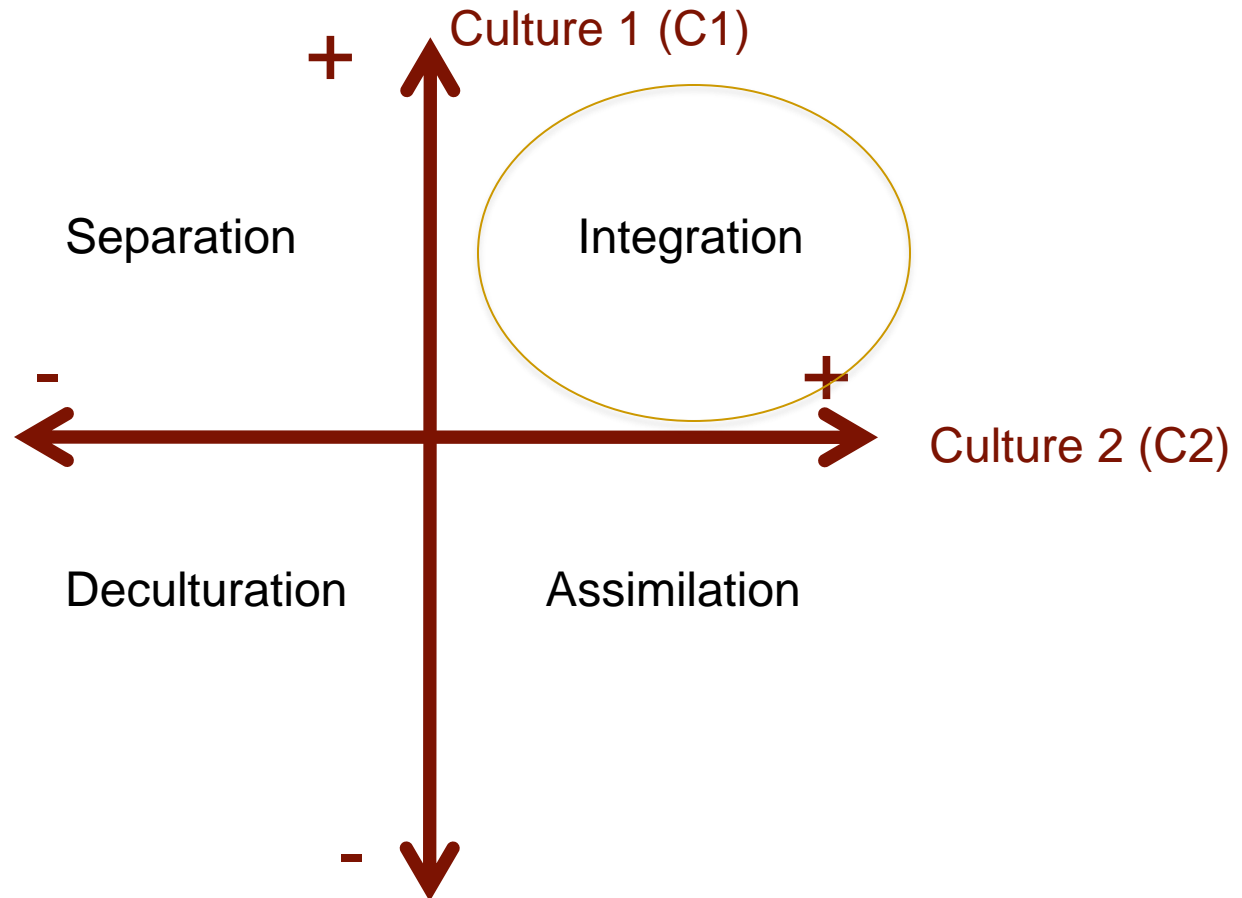


First Generation



Second Generation

Profiles of Bicultural Identity

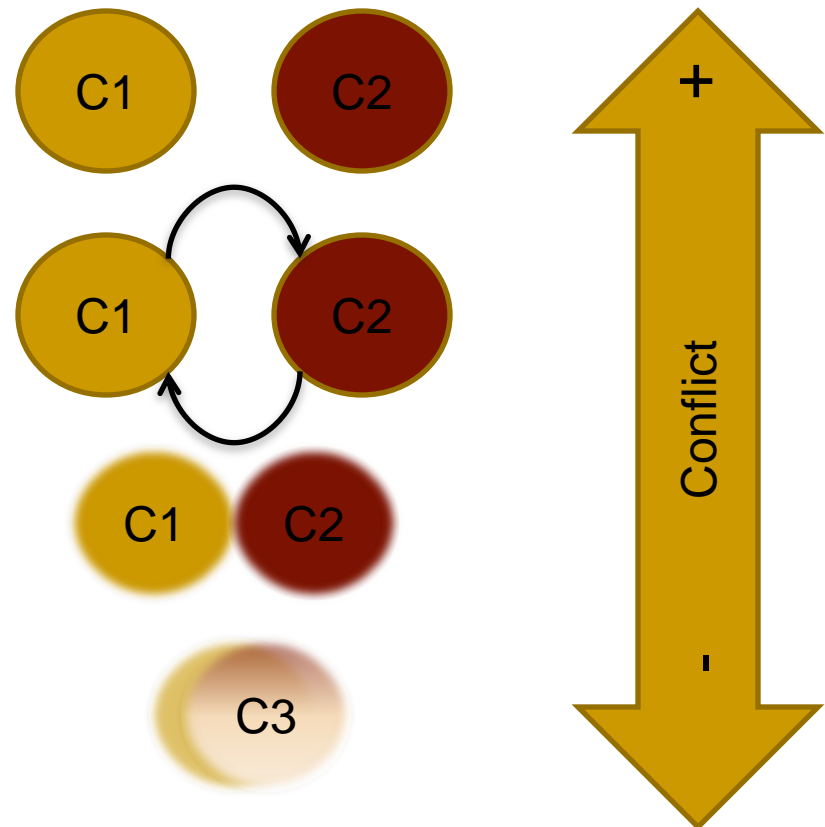


Based on Berry, 1990

Bicultural Identity Orientations

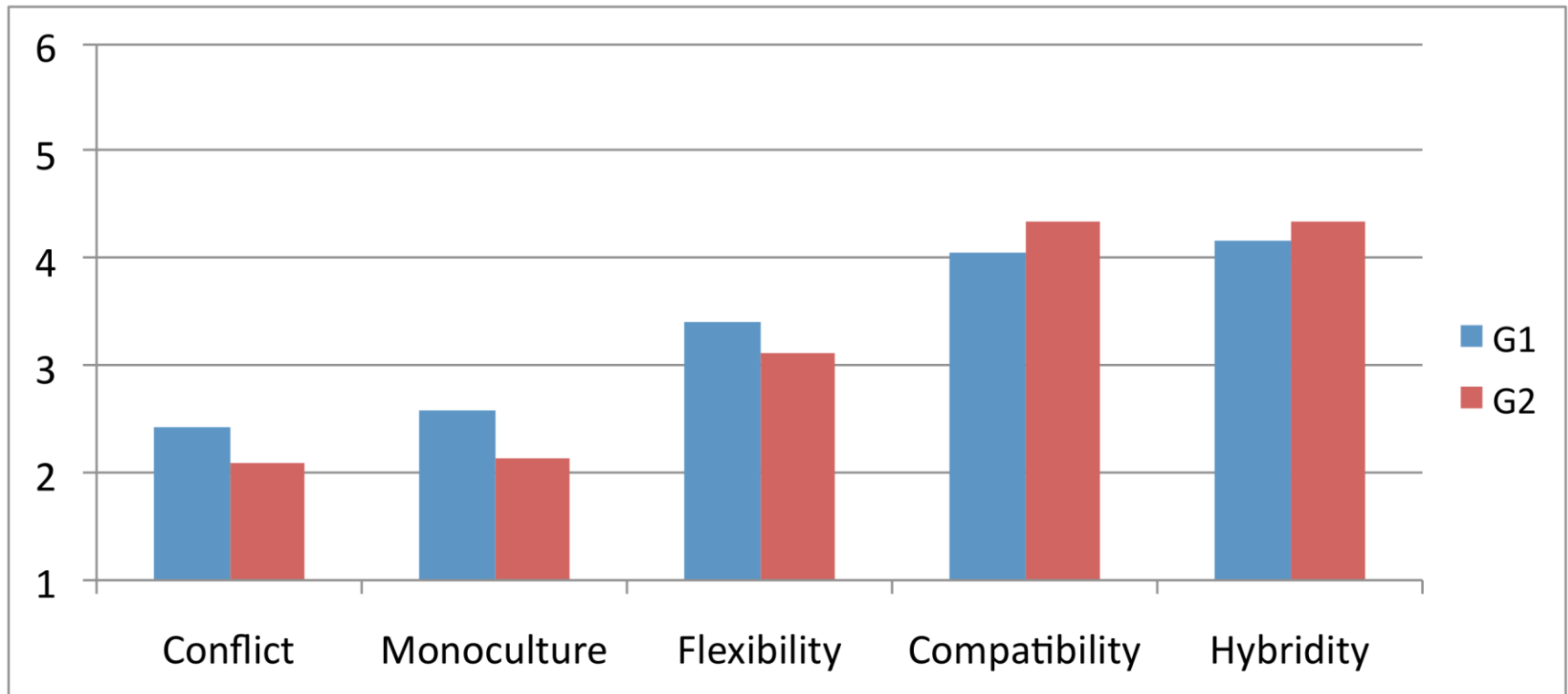


- **Monocultural**
 - I feel I must decide which of my two cultures is more central to my identity.
- **Alternation**
 - My ethnic identity varies depending on who I am with.
- **Complementarity**
 - My ethnic identity pairs nicely with my Canadian identity.
- **Hybridity**
 - I feel my identity is a mix of two cultures.
- **Conflict**
 - There is a conflict within myself between the two cultures I belong to.



Based on Comanaru & Noels, 2011

Orientation as a Function of Generational Status



DISCUSSION AND QUESTIONS



Profile 2



*Like, I remember when I was taking ESL, umm, my professor (...) explained that's going to happen to [us] now. And uh, actually [it] really happened. Like he said, for example, this circle represents Saudi Arabia for you, Khaled, and this is Canada. So now you move to Canada, you miss Saudi Arabia. If you go to Saudi Arabia you're gonna miss Canada. So, here you're not Saudi or you're not Canadian, you're in the middle ... like, here. Like, **you take what you like from this culture and what you like from this culture and mix them into your own, so by that, it's like you have your own distinguished culture**, because like, you see, you see what they believe, and what these guys believe, and now we take and, uh, you form your own belief. And that's how I am (Khaled, Saudi Arabia).*

Profile 4



*I feel lost, very lost. People feel I'm different, I don't share interests, they think I'm an outsider and that makes me sad. I don't know, I just don't, I like traveling a lot but I don't really want be so confused as I am right now cause I just don't know where I should call home. Like, I don't feel like I have a home. I don't feel like I'm home in Canada just cause I still can recognize my own accent, but when I'm in Hong Kong, I can't say I'm home just because I could be completely lost just cause I don't live there anymore and **I wish am just stuck in one place** or, just, never really understand either one, so I wouldn't be as confused as right now. I just like travelling and seeing other people, like seeing other things that I don't usually see, but like I don't want to have the too deep an understandings of another culture so I won't really have confusing moments for what I believe in.*

(Kate, Hong Kong).

Profile 3



And again, looking at Canada as a culture, umm, I don't think it blends as much, because you're so entrenched, especially if you live here, so it's a lot harder to switch on and off, unless you have family coming and I can totally

- *relate. Like, if I have extended family here from Thailand and then I'll turn on the Thai switch.*

(Anuman, Thailand).

Profile 1



Well, I feel that I am to some extent [bicultural], but I don't feel like there's a cultural conflict. I feel they're complementary. So I don't feel like I'm creating some sort of dual personality by talking one way to a person at work or home. So I don't feel like it's a big problem for me. I think it sort of works hand in hand (...) I don't think I switch. I think I'm the same person now and when I go home. So I can't really identify a clear boundary, you know...this culture begins and this culture ends. Umm, I don't know

(Katinka, Croatia).