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*On a method for collecting everyday pronunciations of place-names: an "indirect" example from Norway**

1. Introduction

Norwegian place-name surveys rely predominantly on direct methods to elicit the pronunciation of place-names, including the use of name lists, direct elicitation questions and disclosure of the survey's aim at the outset. However, such direct methods may not capture how individuals pronounce place-names in an everyday context. This article explores a more indirect approach to collecting everyday pronunciations of place-names: the sociolinguistic interview. I illustrate this approach with examples from a sociolinguistic study investigating the potential recent development of traditional dialectal features in the pronunciation of 18 place-names in the rural municipality of Ullensvang in Norway.[1] The study's interview design targets three key objectives: a) multiple elicitation of the targeted place-names, b) situating this elicitation in an everyday context and c) minimising the informants' awareness during the interview that place-names are the focus of the research.

I begin the article with a review of methods for collecting pronunciation in recent Norwegian place-name surveys. I then examine the sociolinguistic interview as a data collection method and the three key objectives, and then discuss some theoretical implications of objectives b and c. Finally, I demonstrate how the interview design addresses the three key objectives by way of a modified interview guide. The fieldwork is complete, but the extent to which these objectives have been achieved will be discussed in a later publication, as analysis is still ongoing.

2. Methods for collecting pronunciation in recent Norwegian place-name surveys

In recent decades, numerous place-name surveys have been conducted in various regions of Norway (HALLARÅKER 1997: 54–57; ORE 2022: 179, 187–

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[1] In this article, Ullensvang refers to the former municipality of Ullensvang, which, together with Jondal and Odda, was merged into the present-day muncipality of Ullensvang in 2020.

188; HEINESEN 2023). While a comprehensive review of these surveys would prove too onerous for the present article, an analysis of a few key methodical guides, such as those by HELLELAND (1984), SÆRHEIM (1984) and HALLARÅKER (1997), offers valuable insights into the methodologies likely to have been adopted in recent regional or local place-name surveys (e.g. SANDNES 2022).

HELLELAND (1984), SÆRHEIM (1984) and HALLARÅKER (1997) together demonstrate a historical, microtoponymic and traditional dialectological focus in Norwegian place-name surveys, which resemble place-name surveys in other European countries such as Germany (e.g. HUTTERER–RATHGEB 2021) and Scotland (e.g. FRASER 1970; BROOKE-FREEMAN 2013). The primary objective of such surveys is to document as many place-names as possible in various categories within a locality, including dwelling places (farms, boathouses, mountain pastures), cultivated land (fields, meadows, hay-drying places) and all possible geographical entities (slopes, mountains, stones, rivers, streams), along with a range of information, including pronunciations, descriptions of geographical entities and name origins on lists (HELLELAND 1984: 3–5, 20–21; SÆRHEIM 1984: 27–30; HALLARÅKER 1997: 15–16, 18, 23–24, 58–59; see Figure 1 for an example of such name lists). The purpose of the surveys is to preserve place-names as cultural heritage, particularly names that are disappearing, while also leveraging a variety of information related to place-names for practical, scientific and educational purposes (HELLELAND 1984: 1; SÆRHEIM 1984: 11–12; HALLARÅKER 1997: 1–18).

The guides put a particularly strong emphasis on documenting traditional dialectal pronunciation or, as often referred to within Norwegian onomastics, inherited local pronunciation (Norwegian *nedervd lokal uttale*) (HELLELAND 1984: 11; SÆRHEIM 1984: 31-34, 39; HALLARÅKER 1997: 29, 83). This is because they are considered a valuable resource for historical etymological place-name research and for place-name standardisation in Norway (SÆRHEIM 1984: 79; Lov om stadnamn 1990; HALLARÅKER 1997: 29, 148, 149), a view that can be traced to OLUF RYGH, the founder of Norwegian onomastics (1898: VII–VIII). To ensure access to traditional dialectal pronunciation, the guides advise engaging informants who can speak a "pure" version of a traditional dialect (HELLELAND 1984: 11; SÆRHEIM 1984: 14; HALLARÅKER 1997: 68). The guides advise furthermore that traditional dialectal pronunciation should be elicited and documented both on the name lists in dialect-close spelling and, ideally, on audiotape (HELLELAND 1984: 11, 17; SÆRHEIM 1984: 48–50; HALLARÅKER 1997: 83–84, 95, 104).

LISTE NR. 6 INNSAMLAR Inge Særheim FYLKE: Rogaland KOMMUNE: Sola

DATO: 26/7 - 81 HEIMELSFOLK: Bernt Meling F.ÅR: 1923 GARDSNR. 6 GARD: Haga

NAMNE-NR.	STADNAMN (i dialektuttalen)	MERKNADER om namnet og staden (lokalitetstype, bruk av stad og namn, utsjånad, eigenskap, segner, hendingar, opphav, prep.bruk)	KART-TILVISING
34	Nese	breitt nes som stikk ut i fjorden,	Øk. AK 022-5-1
		har fjellgrunn, det veks "hatlar" her	B-2
35	Kvednå	område ved sjøen, kan knapt ha vore	B-2
		kvernplass, det renn ikkje vatn her, det	
		vert heller ikkje mykje sjø her, torrfast utføre	
36	Krågeloen	her veks det tre, det var vel kråke her før	B-2
37	Leirkjellå	leir botn	B-2
38	Vestfår Huse	hage vest av huset	B-2
39	Brekkå	gamalt butrade, svingar ned bakken	B-2
40	Butree	gamal veg der ein jaga kyrne, langs	B-2
		Vågen, frå Brekkå til Øyatangen	

Figure 1. *An example of name lists in Norwegian place-name surveys, adjusted in size* (SÆRHEIM 1984: 42). *The columns refer respectively to name number, place-name (in dialect-close spelling), comments on name and place (type of geographical entity, use of place and name, appearance, characteristics, legends, events, origin, use of prepositions) as well as map reference.*

The approaches to eliciting pronunciation of place-names in the guides are generally direct in the sense that they tend to draw informants' attention to place-names as the focus of research, thereby increasing their self-awareness of their own use of place-names. The methods suggested for documenting pronunciation on audiotape reflect two methods for eliciting pronunciation. In the first, informants help to complete the name lists first and then have their pronunciation of the place-names recorded in the same order as in the lists (HELLELAND 1984: 17; SÆRHEIM 1984: 39, 49; cf. HALLARÅKER 1997: 83–84).

The second involves recording the entire surveying process, in which the informants help the fieldworker to complete the name lists, including pronouncing the names, possibly in a more conversational setting. The first method recommended is preferred, as it is regarded as more practical in view of the possible issues related to recording the whole surveying process, such as the limited capacity of cassette tapes at the time and the challenges of maintaining conversational flow (cf. HELLELAND 1984: 17; HALLARÅKER 1997: 87). As place-names are likely to be disclosed as the research focus at the outset (SÆRHEIM 1984: 47), the preferred method will make informants even more self-conscious about their place-name pronunciation, as they need to pay close attention to the name lists when saying the names. Another factor that significantly increases informants' self-consciousness about their pronunciation is the use of direct elicitation questions such as "What is this hill called?" (SÆRHEIM 1984: 49) and "How do you pronounce the name …?" (HALLARÅKER 1997: 83).

The guides show an awareness that direct approaches as described above can have the undesirable effect of eliciting pronunciation that is identical to the standardised written form rather than the traditional dialectal pronunciation (SÆRHEIM 1984: 39; HALLARÅKER 1997: 84). SÆRHEIM (1984: 40) explicitly attributes this merely to a formality caused by the surveying situation, particularly due to the use of cassette recording. However, he implicitly considers the directness of the approaches to be relevant. This is evident in his suggestion that, alternatively, a fieldworker can have a brief conversation with informants in which place-names can be elicited in a more "natural" manner, or, from the perspective of this article, a manner that makes the informants less self-conscious about their place-name pronunciation than when they simultaneously follow name lists and pronounce the names in them (SÆRHEIM 1984: 40). By contrast, HALLARÅKER (1997: 83–84, 87) suggests more explicitly that the use of indirect elicitation questions, possibly as part of an interview, is more likely to yield traditional dialectal pronunciation than the use of direct elicitation questions such as "How do you pronounce…?" However, neither SÆRHEIM (1984) nor HALLARÅKER (1997) goes much further in

exploring how to methodologically elicit place-names less directly. Only a few examples of indirect elicitation questions are suggested, such as "Where do you tell your son/daughter to go when you ask him/her to go down and get the animals or the wood?" (SÆRHEIM 1984: 49). It can also be challenging to formulate indirect elicitation questions for an interview and maintain its flow (HALLARÅKER 1997: 87).

The discussion above is not necessarily a criticism of the direct elicitation approach in the guides. Given that the primary aim of documenting pronunciation is to capture traditional dialectal pronunciation, the direct elicitation approach can be effective for discovering or "excavating" those traditional variants within a limited timeframe, such as in an archaeological investigation (cf. AUER 2010: 36). The archaeological nature of the surveys is evident in HELLELAND's (1984: 16) statement that "the registration of place-names is largely about activating the informants' memory, bringing the past to life". Moreover, collecting a large number of place-names indirectly is unrealistic, as planning and practising indirect elicitation methods would consume (even) more time and financial resources, each of which is limited in a place-name survey (cf. HALLARÅKER 1997: 83).

3. Data collection methods in the current study

Unlike the previous Norwegian place-name surveys, my study of place-names in Ullensvang has sought not to reveal traditional dialectal pronunciation but to observe the actual use of possible variants by members of different generations in everyday life. The study ultimately seeks to conduct an intergenerational comparison of the most frequently used everyday pronunciations to identify possible ongoing diachronic changes (i.e. the apparent-time method) (LABOV 2006: 200ff). The direct elicitation approach described above does not serve this purpose, as it may not capture how individuals pronounce place-names in everyday contexts, given its previously mentioned archaeological nature. Additionally, as my study focuses on only 18 place-names, its adoption of a more indirect elicitation approach such as the sociolinguistic interview is both manageable and fit for purpose.

3.1. Sociolinguistic interviews

Sociolinguistic interviews combine elicitation and observation techniques, maximising the strengths of both while reducing their weaknesses (SCHILLING 2013: 92–93). Sociolinguistic interviews aim primarily to generate extensive conversation rather than to merely elicit specific linguistic forms and features. This means that the elicited place-names should be less isolated from the conversational environment from which they emerge and thus appear as a more integrated element of everyday speech (cf. DE STEFANI 2012: 442–443; cf.

TAYLOR 2016: 83). Additionally, questions should be intentionally formulated to draw informants' attention to the subject of interest rather than to the language itself (SCHILLING 2013: 93).

In view of these factors, the place-names elicited in my study through sociolinguistic interviews may reflect, to a greater extent than traditional direct elicitation methods alone, the pronunciation used by the informants in everyday situations (cf. SCHILLING 2013: 93). On the other hand, the possible effects of the experimental set-up and the research context of the sociolinguistic interview on the reflection of actual use should also be considered (cf. DE STEFANI 2012: 445–446).

3.2. Three key objectives

Objective a: multiple elicitation of targeted place-names

The targeted place-names do not necessarily occur frequently—or at all—in naturally occurring speech (cf. PEDERSEN 2023) and thus need to be elicited, ideally multiple times. The more tokens of a targeted place-name a fieldworker can elicit, the greater the likelihood of accurately determining patterns in how the pronunciation of the targeted place-names varies by social category, such as age group (cf. BARANOWSKI 2013: 404; cf. SCHILLING 2013: 6).

Objective b: situating the place name elicitation within an everyday context

The term "everyday" has various connotations, as everyday life encompasses a range of contexts and situations—formal and informal, stressful and relaxed, non-performative and performative—which may yield different sorts of speech styles (cf. SCHILLING 2013: 159–160). In my study, an everyday situation is defined as a situation where two or more relatively well-acquainted individuals, such as friends or family members, engage with each other informally and casually in a state of relatively low self-consciousness about their own language use. Everyday pronunciation is then pronunciation in an everyday situation as defined above and inherently resembles unself-conscious vernacular, on which I will elaborate below.

Objective c: minimising informants' awareness during interviews that the research focus is on place-names

If informants become aware that place-names are the focus of the research, such as by being informed of this prior to the interview and/or being directly asked about a pronunciation during the interview, they may be more likely to pay more attention to their pronunciation and may modify it, thus departing from how they would ordinarily pronounce it in an everyday situation (cf. SCHILLING 2013: 81). This is referred to as the observer's paradox, which I will discuss below.

3.3. Discussion

Due to space constraints, I will focus only on some theoretical implications of objectives b and c. These objectives align with the attention to speech approach, which suggests a stylistic continuum ranging from unselfconscious, casual and non-standard speech to self-conscious, careful and standard speech. The degree of attention that informants pay to their own speech is considered to play a primary role in driving shifts in the continuum and can be steered through different tasks in order to yield corresponding styles (LABOV 1972a: 79–99, 208). Among the different styles, unselfconscious vernacular speech is of primary interest within traditional variationist sociolinguistics (SCHILLING 2013: 159; see e.g. LABOV 1972a: 208) and is described as follows: "the style which is most regular in its structure and in its relation to the evolution of language is the vernacular, in which the minimum attention is paid to speech" (LABOV 1972b: 112). The chief reason for conducting sociolinguistic interviews was, and remains, to minimise the attention paid to speech or to minimise the effect of the observer's paradox (SCHILLING 2013: 98). The observer's paradox has been summed up as follows: "To obtain the data most important for linguistic theory, we have to observe how people speak when they are not being observed" (LABOV 1972b: 113).

The attention to speech approach has faced criticism for its narrow focus on attention as the only factor in stylistic variation (SCHILLING 2013: 104). Other factors, such as genre, audience and topic control, may also play a role in steering the degree of casualness of speech and yielding, or not yielding, vernacular speech (e.g. ECKERT 2001: 120–123). Also questionable is whether a single true unselfconscious vernacular speech exists, as one always modifies one's speech depending on the situation or purpose (e.g. MILROY–GORDON 2003: 49–50; cf. SCHILLING-ESTES 2008: 976–978, 981–984). Additionally, current sociolinguistic approaches tend to view all speech as self-conscious to some extent and stylistic variation as a key tool for the creative performance of personal identity, interpersonal relations and social categories and meanings, in contrast with early views in which stylistic variation is considered mainly as reflective of demographic categories and as responsive to the speech situations that speakers either naturally encounter or are placed into by researchers (SCHILLING 2013: 141).

I argue that it remains important to investigate the usage of place-names in relatively unself-conscious vernacular speech. While I acknowledge the importance of examining self-conscious speech, unself-conscious speech remains a significant component on the stylistic continuum, as individuals are unlikely to be constantly self-conscious of their language use and/or to actively project or express their identity at all times (SCHILLING 2013: 166–167). In

order to gain the best possible understanding of ongoing patterns of language change in place-names, one should examine the use of place-names in both unselfconscious and self-conscious speech (cf. SCHILLING 2013: 167). The current study of the pronunciation of place-names in unselfconscious vernacular speech therefore potentially lays the foundation for future in-depth examination of names in self-conscious speech as well.

To mitigate the limitation of focusing merely on attention, another factor in informants' stylistic variation—audience—has been incorporated into the interview design (see section 4.1). According to BELL's audience design approach (1984: 158), "persons respond mainly to other persons" and "speakers take most account of hearers in designing their talk". A speaker's style may vary depending on the different interlocutors within his/her/their audience. For instance, interlocutors directly addressed by the speaker may have greater influence on the speaker's style than interlocutors not directly addressed (ibid., 161–178).

Finally, although I have designed several measures to reduce possible effects of the observer's paradox, it is not my intention to eliminate them. Language data is always collected or generated in a specific context, and a fieldworker or the entire interview situation may influence informants' linguistic behaviour in some way (cf. DURANTI 1997: 118; SCHILLING 2013: 115). Therefore, I will consider how the interview context may influence the extent to which everyday pronunciations of place-names are captured. That said, the extent of this influence should not be overrated, as informants may be too concerned with their own lives to significantly change their language use due to the presence of a fieldworker and interview equipment (cf. DURANTI 1997: 118).

4. Interview design

4.1. General

The interview consists of three parts:

1) Introduction
2) Indirect elicitation of place-names. This is dedicated to eliciting the pronunciation of the 18 targeted place-names (farm names), while aiming to keep informants' self-consciousness about them to a relatively low level. Three indirect elicitation methods are employed: a quiz, picture-based recognition of places and a conversation about personal experiences with places.
3) Reflection. The main aim here is to request informants to reflect on the interview itself and a possible variation in the pronunciation of the targeted place-names.

As the three key objectives relate mostly to part 2, I will focus more on it than the other parts below.

The study design consists of a total of 12 interviews, each with a fieldworker and two informants. In terms of the selection of the informants and the fieldworker, two measures have been developed to achieve objective b, namely situating the elicitation of place-names in an informal or casual everyday context. First, one informant is asked to invite another informant with whom he or she is well-acquainted, such as a family member or a friend, to attend the same group interview. When two informants who are well acquainted engage with each other or directly address each other, they are more likely to generate a casual and informal style of speech than would be the case if just one informant were speaking to the fieldworker (cf. THELANDER 1982: 70–72; BELL 1984: 172ff; SCHILLING 2013: 109).

Secondly, the design employs a "community insider" for the role of fieldworker, in this case Hallvard Riikoja-Lid. As a participant in the group interviews, he may influence the informants' stylistic variation to some degree, although the influence may be limited due to the anticipated primary interaction between the two informants (BELL 1984: 172ff). Nevertheless, Riikoja-Lid's influence may grow during the interviews, as it is possible that the informants speak primarily to him at times, making him a directly addressed interlocutor. Riikoja-Lid grew up in Ullensvang and has a network in and in-depth knowledge about the municipality. Also, he speaks the local dialect. Given his solid local background, the informants would be more likely to consider him as a community insider and thus pronounce the place-names as they usually do in everyday life with well-acquainted locals than they would have with an outsider like me (ibid., 167ff). This means that regardless of whether Riikoja-Lid is a directly addressed interlocutor, the probability of the informants deviating from their everyday speech style due to his presence is assumed to be relatively low.

Several additional measures have been designed to address objective b. In order to reduce the interview's formality level, the fieldworker is to use the word "conversation" with the informants instead of "interview", which may sound more formal. For the same reason, a relatively small digital voice recorder without external microphones is to be used.

4.2. Part 1: Introduction

The fieldworker provides the informants with general information about the interview, such as its structure, expected length (around one hour) and topics covered (landscape, geography, daily life, history of the municipality). To reduce possible effects of the observer's paradox (objective c), the specific research focus—pronunciation of place-names—is not to be disclosed until the

reflection in part 3. However, the informants will be informed in the beginning of this project's general research focus: language development in Ullensvang. This may lead the informants to modify how they speak in the interview, possibly including place-names, as language development in rural areas is often associated with local dialect development. However, it is ethically necessary to provide some degree of transparency in the project so that the informants can make an informed decision about whether to participate.

Certain measures have been designed to achieve objective b. The more casual or informal an interview setting is, the more it may resemble an everyday situation rather than a formal interview, which may improve the likelihood of eliciting an everyday pronunciation of place-names. To help the fieldworker and the informants make a casual or informal start, the interview has been designed to begin with small talk, with both the informants and the fieldworker talking about, for instance, where exactly in the municipality they are from, where in the municipality they went to school, what they do in occupational terms, how the informants know each other etc. Also, in order to reduce possible formality associated with the quiz, the fieldworker is to emphasise that there are no wrong answers, that it is entirely fine for the informants to say, "I do not know", and that there is no need for them to compete against each other.

4.3. Part 2: Indirect elicitation of place-names

4.3.1. Quiz

Three levels of progressively more difficult questions have been developed to ensure a relaxed experience for the informants. Starting with more challenging questions could increase tension and thereby reduce the intended informality of the quiz (objective b). A modified version of the quiz is presented below.

Level 1

Q1: Ullensvang has two national parks. What are they?
A1: Folgefonna National Park and Hardangervidda National Park

Q2: When did Ullensvang get its new municipal boundary?
A2: 2020

Q3: Is there any care service in Kinsarvik? Is there a farm there? What is the name of the farm?
A3: Bråvoll

Q4-1: Which farm in Sørfjorden was part of Lyse Monastery's landed property in the Middle Ages?
A4-1: Opedal

Q4-2: What is the biggest fruit farm in Sørfjorden or Indre Hardanger?
A4-2: Opedal

Level 2

Q5: The highest mountain in Ullensvang is Sandfloegga, which is located on Hardangervidda plateau in the southeastern part of the municipality. How high is it?
A5: 1,721 metres above sea level

Q6: Ullensvang is very famous for its production of cider. The first cider producer in Ullensvang was Hardanger cidery, which was founded in 1990. Where is the cidery located?
A6: Jåstad

Q7: Are there any other fruit farms along the fjord that also produce cider?
A7: Åkre, Kvestad, Helleland

Q8: Ullensvang is also known for traffic jams in the summertime. Are there any farms on the eastern side of the fjord which you associate with traffic jams?
A8: Berget

Level 3

Q9: Can you please point out all the farms on the western side of the fjord that you personally know or have heard about?
A9: Skåltveit, Kambastad, Årekol, Måkastad, Kråkevik

There are two types of questions: real questions and camouflage questions. As many of the questions in the interview concern places, and local language development is to be given as the general research focus of the project, the informants might work out the specific focus of the research. To reduce the likelihood of this happening (objective c), the camouflage questions (e.g. Q1, Q2 and Q5), which do not concern places in their answers (with Q1 as an exception), have been inserted into levels 1 and 2. The remaining questions are the real questions, in which the informants are not directly asked how they pronounce the targeted place-names but are expected to say them in response to geographical, historical and everyday life-related enquiries (objective c). An exception may be Q3, where the fieldworker, among other things, is to ask directly for the name of the farm, but a single direct elicitation question is unlikely to significantly increase the informants' awareness of the specific focus of the research.

As the informants might struggle to answer the quiz questions and therefore fail to state the targeted place-names, three measures have been developed to help them out (objective a). In a few cases, a back-up question (e.g. Q4-2) can be used if the primary question does not work (e.g. Q4-1). In addition, the fieldworker can occasionally give hints to the informants. In the case of *Årekol* (Q9), the fieldworker can provide a linguistic hint such as "The name ends with *-kol*" and/or a geographical hint such as "The place is close to Grimo". Linguistic hints should not contain the targeted dialectal feature(s), as the informants may then pronounce the features(s) in the same way as the fieldworker, which may differ from their own everyday pronunciation. It is therefore not advisable for the fieldworker to say "(The name) starts with 'å'", as *å* is a targeted dialectal feature in *Årekol*. Additionally, a map of Ullensvang (see Figure 2), without any names on it, is to be provided to the informants to help them recall the targeted places referred to in some of the questions, such as Q9.

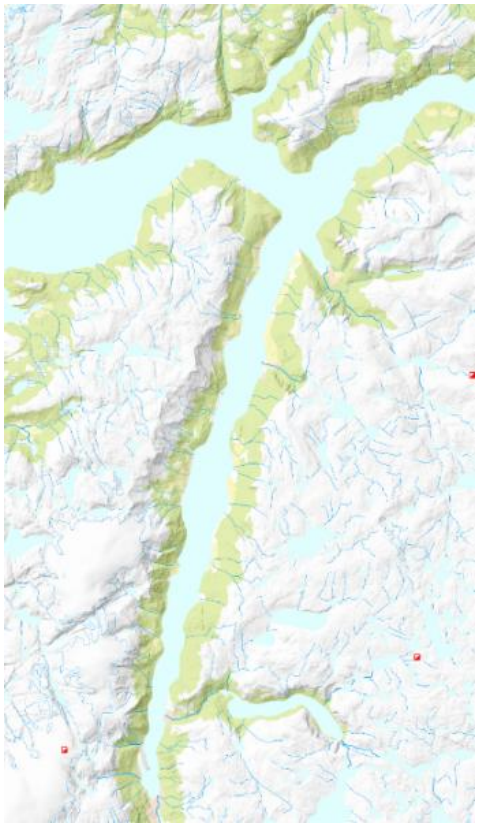

Figure 2. *A map of Ullensvang without names on it, generated using OpenStreetMap and Shadow Relief Map, Norwegian Mapping Authority.*

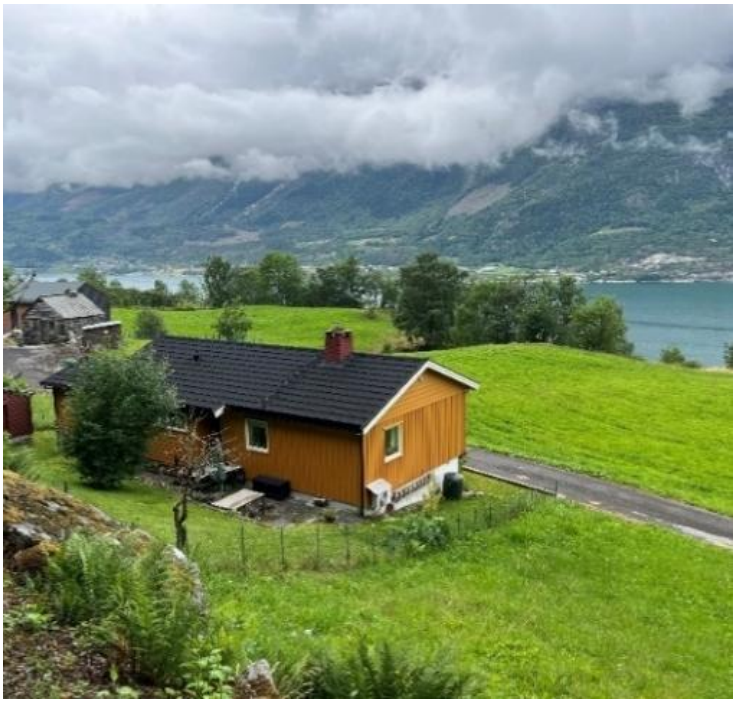

Figure 3. *Frøynes. Photo by the author.*

Figure 4. *Berget. Photo by* PER FRODE BU *in* GJERNES 2014: 57*, adjusted in size.*

4.3.2. Picture-based recognition of places and a conversation about personal experiences with places

Q10: Here are pictures of the farms we have talked about in the quiz. Can you tell which farm is shown in each picture?

Q11: Do you have personal experiences with any of these farms? Have you visited any of them before?

In Q10, the informants are to be shown pictures of all 18 farms in the quiz (see e.g. Figures 3 and 4) and asked whether they recognise them. Upon recognising them, they are to pronounce the corresponding names again. Q11 invites the informants to chat about their personal experiences with the farms. Here they are expected to repeat some of the targeted names. Q10 and Q11 do not enquire directly about the pronunciation of place-names (objective c).

Along with the quiz, the pronunciation of the targeted place-names is to be elicited through three different relatively indirect methods several times, which is advantageous for the quantitative analysis (objective a). Of note, the fieldworker is to attempt the whole of part 2 in a conversational manner rather than follow a short, rigid question-and-answer format. The informants are to be encouraged to talk to each other (cf. SCHILLING 2013: 93). This could help them to relax, making it more likely that they use everyday speech (objective b) and become less aware of participating in an interview. When the informants talk to one another, they may mention the targeted place-names more than once, which is beneficial for the quantitative analysis (objective a).

4.4. Part 3: Reflection

As previously mentioned, this part asks the informants to reflect on the interview and any possible variation in the pronunciation of the targeted place-names. I will focus on the former here. Most of the questions given below have been designed to address objectives b and c. The informants' feedback on these questions can provide insight into the degree to which these objectives have been achieved.

Q11: Do you have any clue about what we are studying in this project?

This is intended to investigate whether the informants have become aware of the specific focus of the research during the interview (objective c). Where this is the case, there may be an increased effect of the observer's paradox.

Q12: Is it acceptable that we did not reveal the specific focus of the research in the beginning?

This is intended to examine whether the informants find it ethically acceptable not to be informed of the specific focus of the research until a late stage in the interview.

Q13: Can you recall the names we have mentioned so far?

Here, the fieldworker elicits the pronunciation of the names again, the goal being to observe whether the informants still pronounce the names in the same way once they are fully aware of the specific focus of the research (objective c).

Q14: What do you think about the interview? Has it been formal?

The aim here is to investigate the degree of informality of the interview (objective b).

Q15: Have you two talked differently in this interview than you usually do in everyday life, for example when it comes to the pronunciation of names?

The fieldworker asks one of the informants whether the other informant has behaved linguistically as usual in everyday life and vice versa (objectives b–c).

At the end of the interview, the informants will be asked not to disclose the specific focus of the research project to other residents in Ullensvang. Given that Ullensvang is a relatively small community in terms of population and social networks, sharing details about the specific focus of the research project could cause the rapid dissemination of this information among local residents. This could lead to potential informants already having heard about the project's specific research focus prior to being interviewed and possibly diverging from their everyday pronunciation of the targeted place-names during the interview (objective c).

5. Conclusion

In this article, I have introduced an indirect approach to collecting everyday pronunciations of place-names on the basis of a sociolinguistic study investigating the potential recent development of traditional dialectal features in the pronunciation of 18 place-names in the rural municipality of Ullensvang, Norway. I have focused on three key objectives, highlighting their importance in my study, reflecting on some of their theoretical implications, such as the attention to speech approach and the observer's paradox, and addressing their limitations along with strategies to mitigate them. Finally, I have demonstrated how I seek to achieve these objectives in the interview design, by detailing three indirect elicitation methods (quiz questions, picture-based recognition of places and a conversation about personal experiences with places) and by

discussing other factors related to objectives b and c, such as the use of group interviews (as opposed to one-to-one interviews) and the inclusion of a fieldworker with a solid local background.

I hope that this article will serve as an inspiring practical guide for researchers interested in exploring innovative ways of collecting pronunciations of place-names. The fieldwork is complete, and the results are currently under analysis. A subsequent article will offer a broad methodological discussion, including an assessment of the extent to which the three key objectives have been achieved, and will present findings on the potential recent development of traditional dialectal features in the pronunciation of the targeted place-names in Ullensvang.

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Abstract

Norwegian place-name surveys rely predominantly on direct methods to elicit the pronunciation of place-names, including the use of name lists, direct elicitation questions and disclosure of the survey's aim at the outset. However, such direct methods may not capture how individuals pronounce place-names in an everyday context. This article explores a more indirect approach to collecting everyday pronunciations of place-names: the sociolinguistic interview. This approach is illustrated by a sociolinguistic study investigating the potential recent development of traditional dialectal features in the pronunciation of 18 place-names in the rural municipality of Ullensvang in Norway.

The study's interview design targets three key objectives: a) multiple elicitation of the targeted place names, b) situating this elicitation in an everyday context and c) minimising the informants' awareness during the interview that place-names are the focus of the research. This article uses a modified interview guide to demonstrate how these objectives can be achieved, such as through three indirect elicitation methods: quiz questions, picture-based recognition of places and a conversation about personal experiences with places. It is hoped that this article will serve as an inspiring practical guide for researchers interested in exploring innovative ways of collecting pronunciations of place-names.

Keywords: everyday pronunciations, method, place-names, sociolinguistics, socio-onomastics