



Political Correctness and Language Activism Survey Instrument

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Introduction

Language Activism:

An everyday form of political activist behavior, triggered by hearing language one considers to be politically inappropriate, and carried out by contesting the use of such language. The language being contested was described as "politically incorrect," "socially insensitive," and "socially inappropriate."

This survey instrument has been developed to first identify these language activists and then to determine the effect their activism has on their mental, social, and physical well-being.

This instrument, the Political Correctness and Language Activism Survey, was designed with five factors in mind.

- (1) Belief that word choice reveals the speaker's attitudes and knowledge of social issues
- (2) Belief that it is wrong to use certain words because they can negatively impact society
- (3) Monitoring of the words people use
- (4) Reacting emotionally to hearing disapproved language
- (5) Acting to tell speakers that they used words or phrases they should not have.

Sample items:

- (1) I believe that people reveal their political views by their choice of words and phrases.
- (2) Socially insensitive language is wrong to say even if you do not intend harm.
- (3) I notice when someone uses language that, to my personal way of thinking, is "politically incorrect."
- (4) The use of socially insensitive language around me makes me very uncomfortable.
- (5) When a person uses socially ignorant words, it is important to teach them about the issues.

METHOD

Step One:

Content Validation

- Convenience sample of a range of extremely politically active to not at all politically active, 22 to 60 year olds; n = 10
- Categorized items into the proposed factors and suggested changes based on content validity and clarity
- Eight items were deleted or modified and additional items were written based on suggestions.

Step Two:

Wave One, Exploratory Analysis Data Collection

- Participants:
 - 215 Mechanical Turk Workers
 - 66 report male, 139 report female
 - Aged 18 to 68 - mean of 36 years old, median of 33 years old
 - 53 percent liberal, 22 percent conservative

Step Three:

Wave Two, Criterion Prediction Data Collection

- Participants:
 - 245 Mechanical Turk Workers
 - 80 report male, 130 report female
 - Aged 18 to 66 - mean of 33 years old, median of 30 years old
 - 53 percent liberal, 25 percent conservative

Future Work

Analyses are planned to conduct Confirmatory Factor Analysis and SEM using the second wave of data collection. The resulting survey will then be used in the field to determine whether an educational intervention increases the number of language activist and how becoming a language activist impacts their lives.

* Please contact the first author if you are interested in exploring this concept.

RESULTS

Exploratory Factor Analysis

N=215

Pattern Coefficients for Retained Items							
Factor 1: <i>Activism</i>	.650	.637	.627	.602	.589	-.521	
Factor 2: <i>Belief in Diagnostic Value</i>	.814	.769	.757	.755	.656	.644	.501
Factor 3: <i>Active Monitoring</i>	.781	.698	.614				
Factor 4: <i>Reaction to Political Incorrectness</i>	.903	.821	.821	.799	.702	.679	
Factor 5: <i>Passive Monitoring</i>	-.750	.687	-.564	.548			
Factor 6: <i>Belief in Negative Impact</i>	.845	.565	.562				

*Full Structure and Pattern Coefficient results available upon request.

Sub-Scale Reliability for Wave One and Wave Two

N=215, N=245

	1: Number of Items	1: CI for Cronbach's Alpha	2: Number of Items	2: CI for Cronbach's Alpha
Factor 1: <i>Activism</i>	6	(.838, .893)	6	(.850, .899)
Factor 2: <i>Belief in Diagnostic Value</i>	7	(.865, .910)	7	(.869, .911)
Factor 3: <i>Active Monitoring</i>	3	(.789, .868)	7	(.852, .899)
Factor 4: <i>Reaction to Political Incorrectness</i>	6	(.918, .946)	6	(.905, .936)
Factor 5: <i>Passive Monitoring</i>	4	(.722, .821)	7	(.794, .860)
Factor 6: <i>Belief in Negative Impact</i>	3	(.729, .830)	6	(.881, .919)

Regression Predicting Perceived Stress (Cohen, 1988)

Adj. R² = .311

	Beta	Standard Beta	P-Value	Possible Implication
Age	-.007	-.100	.113	The young experience more stress
Satisfaction with Health	-.124	-.461	.000	Less health satisfaction is stressful
Reaction	.184	.678	.001	Those who emotionally react to language are more stressed
Monitoring (Passive + Active)	-.080	-.197	.022	Simple main effect of those who monitor being less stressed
Activism	.054	.170	.099	Simple main effect of those who act being more stressed
Monitoring X Reaction	.022	.188	.038	Those who monitor and react are more stressed
Monitoring X Activism	-.019	-.141	.111	Not acting is stressful for those who monitor
Reaction X Age	-.004	-.575	.004	Reacting is more stressful for the young