This research concerns the role of social and social-psychological factors in the process of dialect levelling. The dialect under study is spoken on the island of Ameland, which is still alive nowadays even among the younger generations. The maintenance of dialect differences between the eastern and western part of the island affirms the vitality of the dialect. In my research project I study the present development of this dialect: The influence of the surrounding standard languages (i.e. Dutch and Frisian) on the dialect is measured on the phonological and morphological level. By comparing the speech of three generations of dialect speakers the amount of language maintenance and language loss is assessed statistically. The central question is whether horizontal (cross-dialectal) or vertical convergence (towards the standard) is dominant in the levelling process. A divergent reaction has to be taken into account as a possible reaction against the huge amount of tourists visiting the island each year. In this paper I will emphasize the importance of attitudinal factors in the process of dialect levelling.