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'Es bairns dinae spik 'e Doric ony mair'. How current changes in rural Scots can help us understand some of the sociolinguistic influences on the diffusion of language change.

This paper details a quantitative study of the diffusion of language change in rural Scotland. The influences of various social factors on this process are presented and analysed. A theoretical framework has been devised, which can be applied in other studies of variation and change. The model examines the influences of social networks, attitudes, age, sex and mental urbanisation on language change, and considers them to operate simultaneously but variably on the individual.