Of the problems outlined in Weinreich, Labov, and Herzog (1968), it is that of evaluation that has received the least systematic attention. By systematic attention, I mean methodological, interpretive, and theoretical advances that involve the direct investigation of evaluation, not the practice that I will call inferential sociolinguistics. The inferential approach to the evaluation problem has by no means been unproductive; it relies on the principal data of sociolinguistics — the patterned variation of production — and uses the investigator’s intimate knowledge of the community to infer from the data evaluative characteristics or “norms.” More recently, however, as encouraged in Weinreich, Labov, and Herzog, independent measures to directly assess evaluation have taken a more central place in the study of variation and change. This presentation will address and illustrate from past and ongoing research two major aspects of this trend: 1) Such studies are more frequent and varied and make greater use of sophisticated techniques in the study of attitudes. 2) Newer studies have begun to address the challenge of systematic and careful linking of the evaluative data uncovered to the central questions of variation and change. The importance of systematically incorporating such direct approaches to the problem of evaluation in all sociolinguistic study and an integrated model for doing so is the immodest proposal of this presentation.