

12. Sprache & Diversität

Episode 2: Linguistic Profiling – Turkish, US American and German Names and Accents in Urban Apartment Search

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Learning Goals

You will learn about ...

1. Language and stereotypes
2. Linguistic discrimination in urban contexts
3. Research on language and social justice
4. Ethnolinguistic vitality
5. Neighborhoods and accents

1. Introduction

- In urban environments, people with a migration background often have limited access to the infrastructure of host societies and mainstream everyday life in different ways.
- As a result of competition for limited resources such as housing in specific urban areas, social and ethnic separation is also forced by the host society based on different treatment towards immigrants.

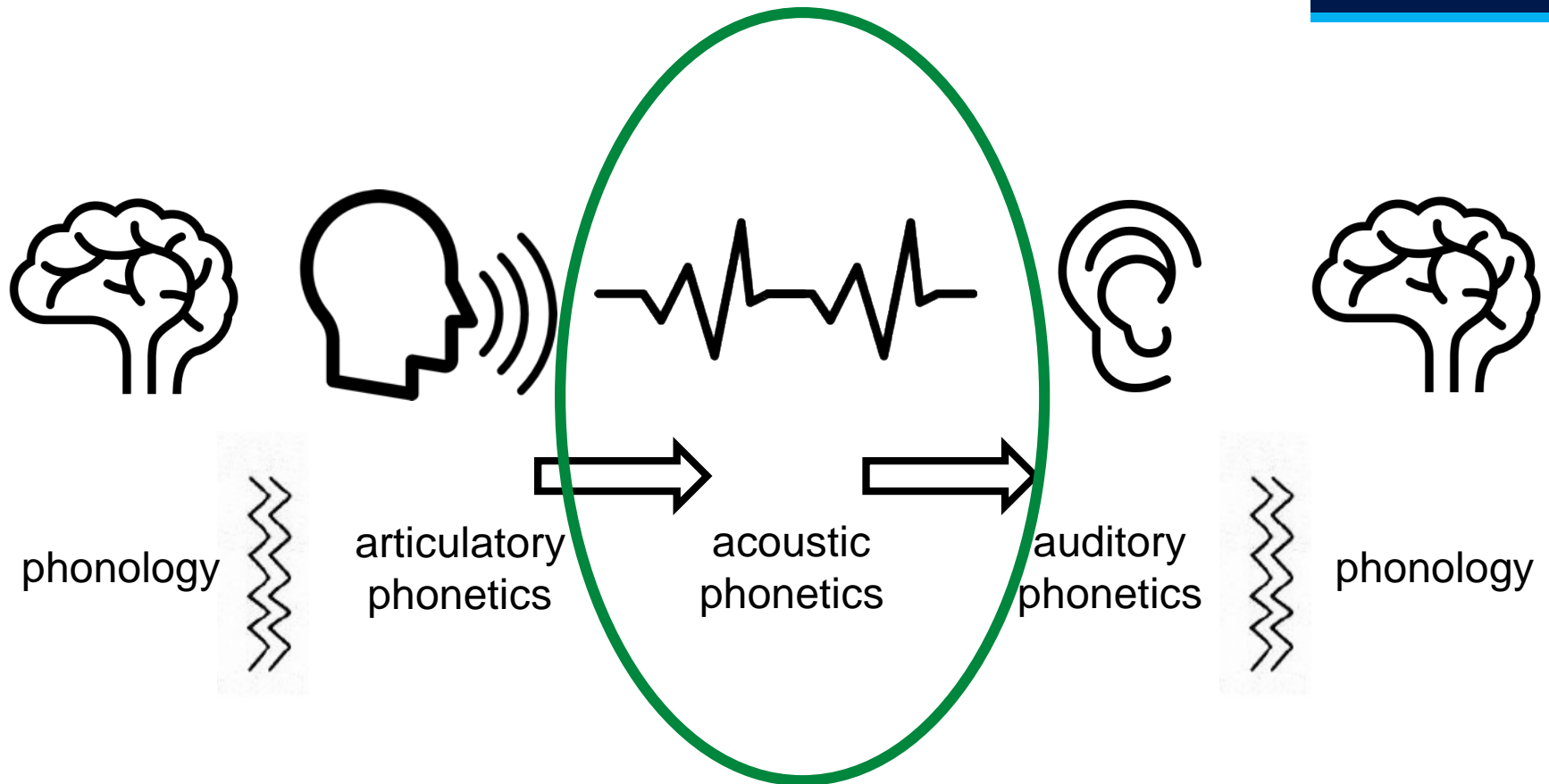
1. Introduction Continued

- In many societies, urban diversity is still realized in spatial segregation rather than in integration as a result of discriminatory practices of gatekeepers to housing, employment and good schools (Baumgarten & Du Bois 2019).
- Several studies demonstrated that speaking with a non-standard accent or dialect in telephone conversations to inquire about the availability for an apartment, i.e., without getting in personal contact – alters the likelihood of being invited by a landlord or real estate agent to view an apartment (Baugh, 1997; Baugh, 2007; Purnell et. Al, 2002) .

2. Linguistic Prestige and Stigma

- Sapir (1923) states that languages and varieties are often associated with ethnicity
- Gardner and Lambert (1979) discovered that among French English bilinguals in Canada, the English was consistently evaluated with more positive attributes and characteristics
- Foreign accents/dialects are associated with the social representation of their speakers (Preston, 2013; Wiese 2015)
- Social stratification of dialects of equally elaborated linguistic systems, which are independent of social class in Great Britain or Germany. But: Covered Prestige of working class British in the UK (Trudgill, 1986), African American (Baugh, 2007) or Kiezsprache (Du Bois, 2011; Wiese, 2006)

2. Phonology – Phonetics – Stereotypes



Icons: Freepik - Flaticon

2. Turkish Name and Accent Discrimination

- Numerous recent sociological and psychological studies have shown that Standard German speakers discriminated against speakers with Turkish names and accents (Hinz and Auspurg 2017; Horr, Hunkler and Kroneberg 2018; Kilic, 2015 Müller, 2015; Planerladen 2008; Schmid 2015; Zschirnt and Ruedin 2016)
- Most used paired testing methods testing German and Turkish names
- Research gap: high and low prestige accents, name with and without accent, friendliness and discourse analysis

2. Social Stratification of Accents

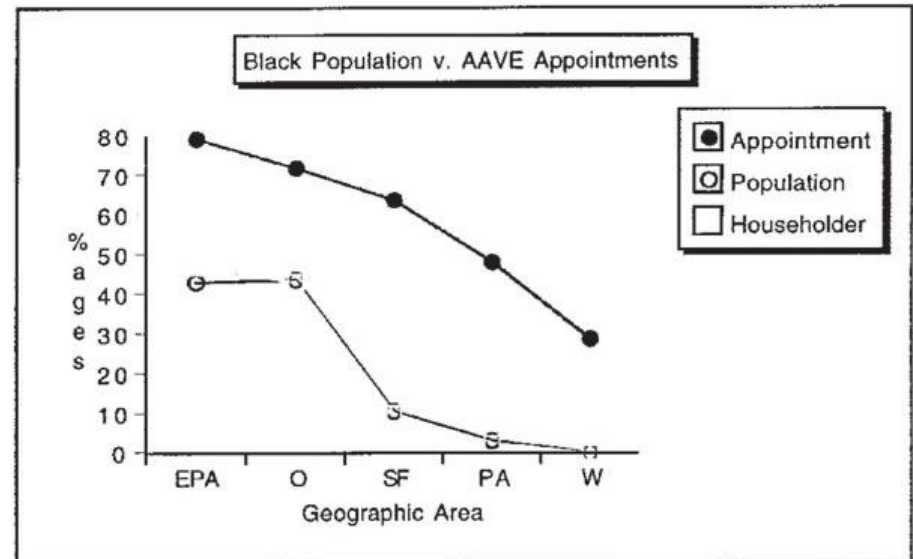
- Ethnic names and dialects, urban areas and educational success are related.
- Non-standard German, an ethnolect or youth migrant language develops, e.g., Kiezdeutsch (Wiese, 2009), where attributes are associated immediately with a certain dialect.

2. Baugh's Results in California

Dialect Guise	Geographic Area				
	East Palo Alto	Oakland	San Francisco	Palo Alto	Woodside
AAVE	79.3	72.0	63.5	48.3	28.7
ChE	61.9	58.3	53.2	31.9	21.8
SAE	57.6	68.7	71.9	63.1	70.1
Total number of calls for each locale	118	211	310	263	87

Note. AAVE = African American Vernacular English; ChE = Chicano English; SAE = Standard American English.

(Baugh, 2007)



2. Membership Categories through Names and Accents

- Knowledge that members have about a society is available through categories (McIlvenny, 1996).
- Categories such as ‘doctor,’ ‘mother,’ ‘mechanic,’ and ‘Mexican-American’ are inference rich because of the cultural connotations that we associate with them (Sacks, 1992).
- These are invoked by names and accents and are often associated with diffuse negative stereotypes

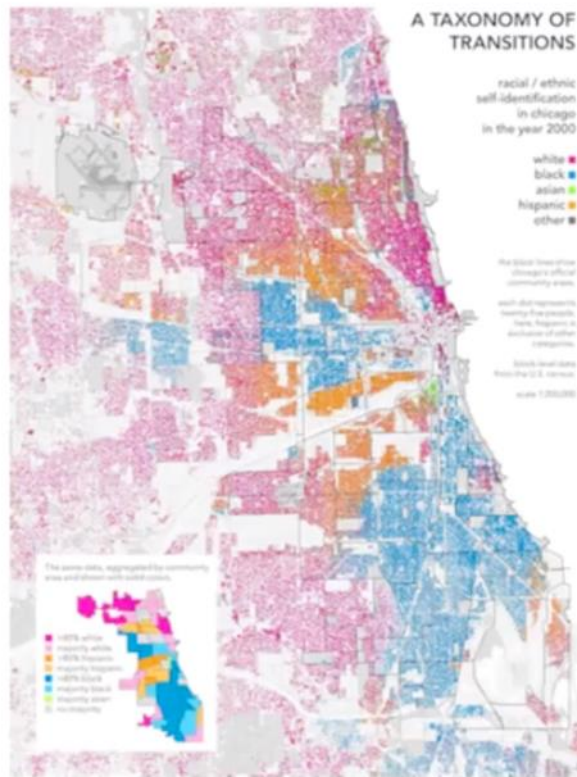
3. Neighborhood and Accents

- In urban contexts, neighborhoods within one city might vary in that an ethnic dialect is preferred over another or is even discriminated against (Baugh and Graen 1997; Breckner, Bührig and Dafateri-Moghaddam 2013; Warnke and Busse 2014).
- There can be preferred and dispreferred phonological features in urban neighborhoods (Carmichael 2017; Cheshire et al. 2011; Hall-Lew 2010; Labov 2001) and in some neighborhoods new multiethnolects emerge (Wiese 2009, 2015).

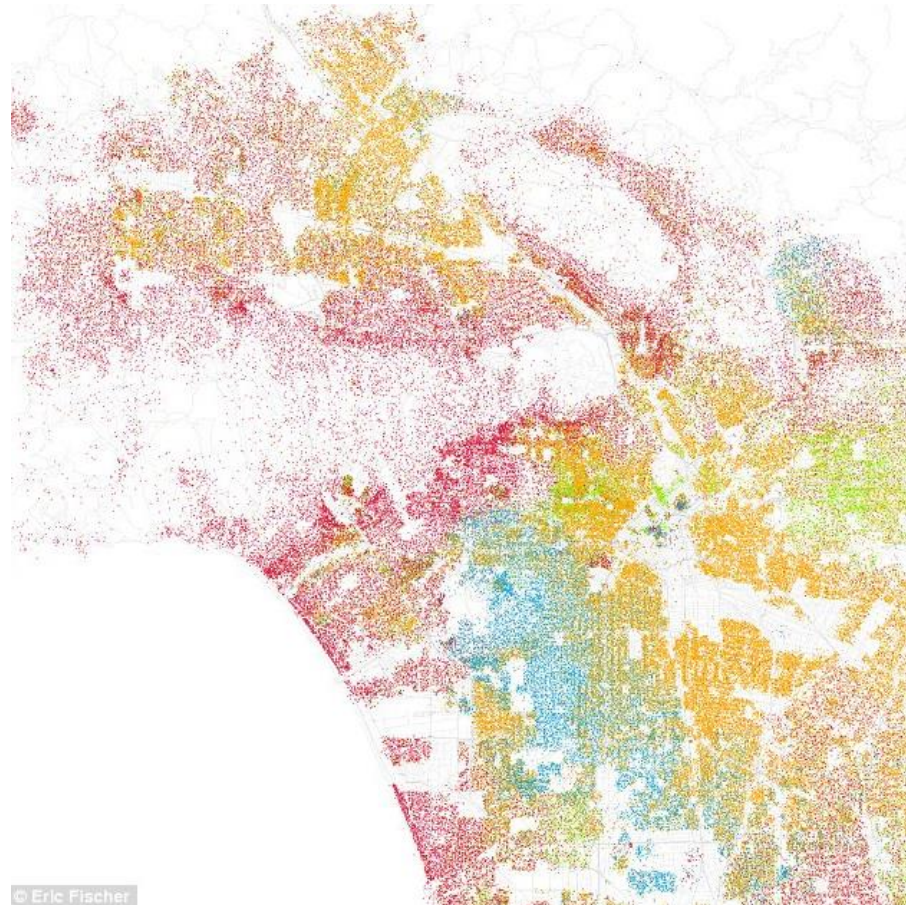
3. Separated Communities

- The common sociological pattern to seek out one's own community and the social force of racism also served to keep certain communities within geographical boundaries.
- “White flight” and gentrification can lead de facto segregation which continues to be maintained
- In the U.S. for example, biracial ideology nurtured ethnolinguistic distinction- AAVE- divergence hypothesis and social stratification (Labov, 1987; Poplack, 2000; Wiese, 2015).

3. Demographics in Chicago



3. Population by Ethnicity in Los Angeles, CA



Legend

- Red > White European
- Blue > African American
- Orange > Hispanic
- Green > Asian
- Gray > Other
- 1 Dot > 25 people

Sample Video in the Context of the U.S.

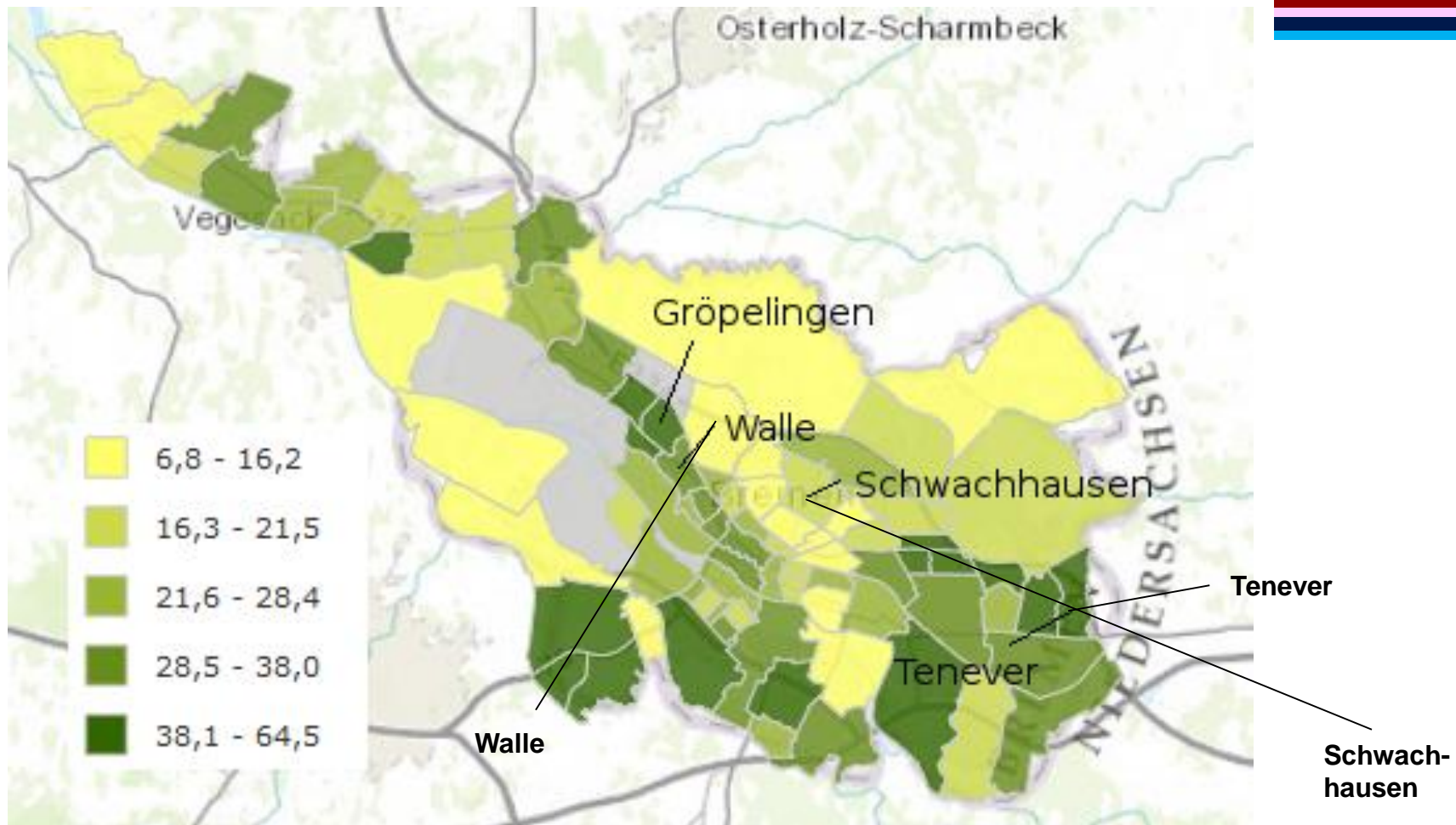


<https://www.youtube.com/watch?v=84k2iM30vbY&list=PLgg-nqi16IUOcALzb87CjSXULLkDFOjg5>

4. Research Questions

- Are callers with Turkish, Standard American accents and Standard German treated differently by landlords and real-estate agents in Bremen?
- What is the difference between Turkish named callers speaking Standard German and Turkish named callers with Turkish accent?
- Are there differences in reactions of the landlords and real-estate agents in prestigious and less prestigious parts of town?

5. Bremen Population with Migrations Background



5. Methodology Study: Macrolevel and Microlevel

- **Design Pilot Study**

- 289 calls in four parts of town in Bremen with different social structures: income, educational level and population with migration background

Study:

- Turkish name und accent, female
 - US-American name und accent, female
 - German name and accent, female
-
- Statistical analysis
 - ANOVA, Chi Square
 - Field notes, discourse analysis of recorded telephone conversation

6. Discourse Analysis

Calls of Turkish test applicant & German real estate agent

Example 1: Turkish accented Caller (AG) and German real estate agent (RA)

- 01 ((crackling)) (3.2) ((beep))
- 02 RA: (xxx xxx) Name Agency (xxx xxx xxx) GEE;=
 =mein name ist xxx xxx ?
my-NOM name be-3.SG name
 my name is xxx xxx
- 04 AG: °hh hallo;=isch bin: aysun GÜlbeyaz;=
hello I be-1.SG Aysun Gülbeyaz
 hello I'm Aysun Gülbeyaz
- 05 =isch öh ruf an we[gen]
I call-1.SG because of
 I'm calling because of
- 06 RA: [guten T]AG;
Good-ACC day
 = good day

26 AG: ja;=isch w:ollte fragen ob isch: äh
yes I want-1.SG.PST ask-INF if I

beSIChtigungstermin haben kann?

appointment.viewing-M.ACC.SG have-INF can-1.SG

yes I wanted to ask if I could have an appointment for a viewing

27 (-)

28 AG: ähm

29 XX: ((noise))

30 (-)

31 AG: ((taps pen on [the table two times]))

32 RA: [hm:;=o][KAY.]

okay

33 : für die]

for ART.DEF.F.ACC.SG

[WOHnung?]

flat

for the flat...?



- 47 Welche denn ZWEI oder VIER zimmer;
two or four room-PL
which one then two or four rooms flat
- 48 AG: (-) äh SWEI simmer;=
two room-PL
two rooms
- 49 =isch bin allelne. hh°
I be-1.SG alone
I'm alone
- 50 (0.5)
- 51 RA: (gut) oKEE:;
good okay
Good okay
- 52 kucken wa ma grade hier REIN;=
see-1-PL we PTCL now here inside
- 53 =was da STEHT,_h°
what-NOM here be-3.SG
let's see what we have here
- 54 °h (5,6 seconds pause)
- 55 nee tut mer LEID;=
no do-3.SG me-DAT sorrow-SG
no I'm sorry
- 59 =also; =da gibts schon ZU viele angebote-
so there give-3.SG SBJ.N already too many offer.PL
so for that flat there are already too many offers
- 62 AG: oKAY;=
okay
okay

62 AG: oKAY;=

okay

okay

63 =hätten sie noch ANdere angebote für mich,
have-3.PL.COND they-3.PL still other.PL offer.PL for me-ACC

would you have other offers for me

64 (-)

65 AG: in der NÄ[he,]
in ART.DEF.F.DAT.SG proximity

nearby

66 RA: [°hh] (-) n also was wer MACHen können,=
so what-ACC we do-INF can-3.PL

we can do it like this

67 =ich kann sie gerne als mitinteressentin
I can-1.SG you-2.Sg gladly as interested person.with
 hier AUFnehmen,
here register -INF

I can register you as interested

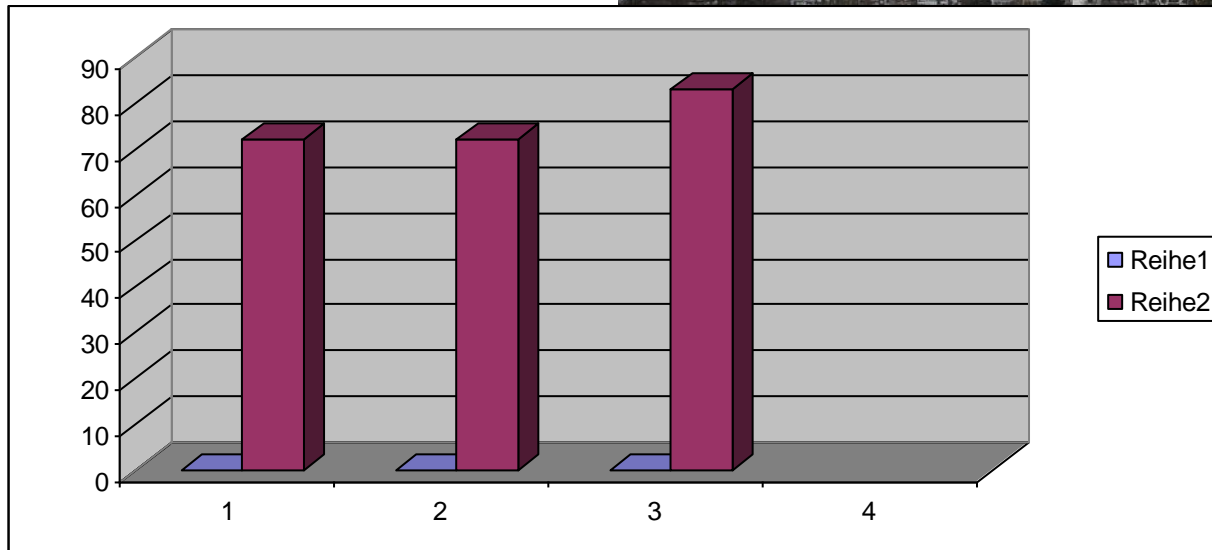
7. Preliminary Conclusion

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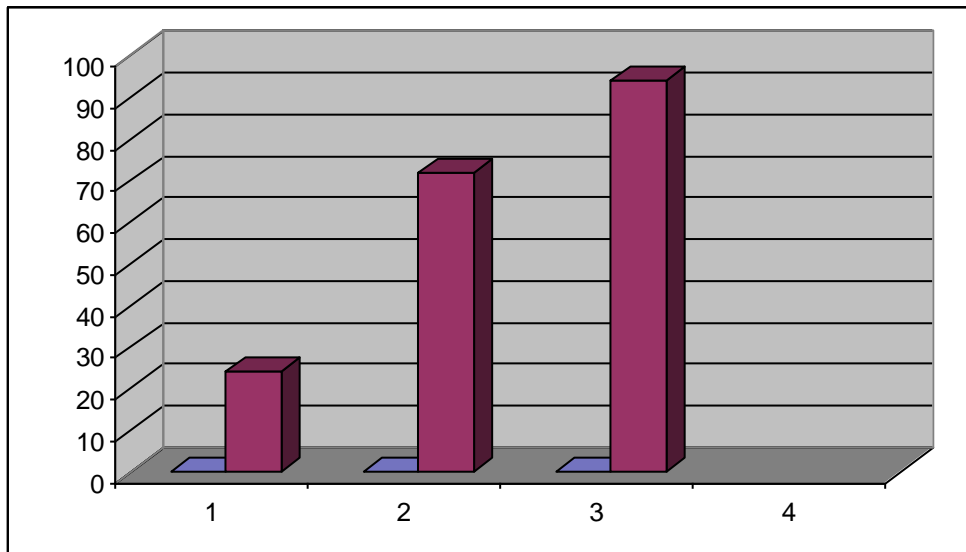
- Even though Aysun's non-native accent and name could possibly have influenced the course of the conversation (Raymond, 2018) and
- Aysun's turns have been treated as repairables, these are not overtly lexical item or non-native speaker membership issues (Egbert 2004),
- but rather highly structured institutional talk procedures (Holmes, Stubbe & Marra, 2007; Heritage 2012) with distributed institutional roles and power relations which the German real estate agent exhibits in her taken-for-granted other-initiated repairs.

8. Results Statistical Analysis

8. Appointments in Bremen Tenever



8. Appointments in Bremen Schwachhausen



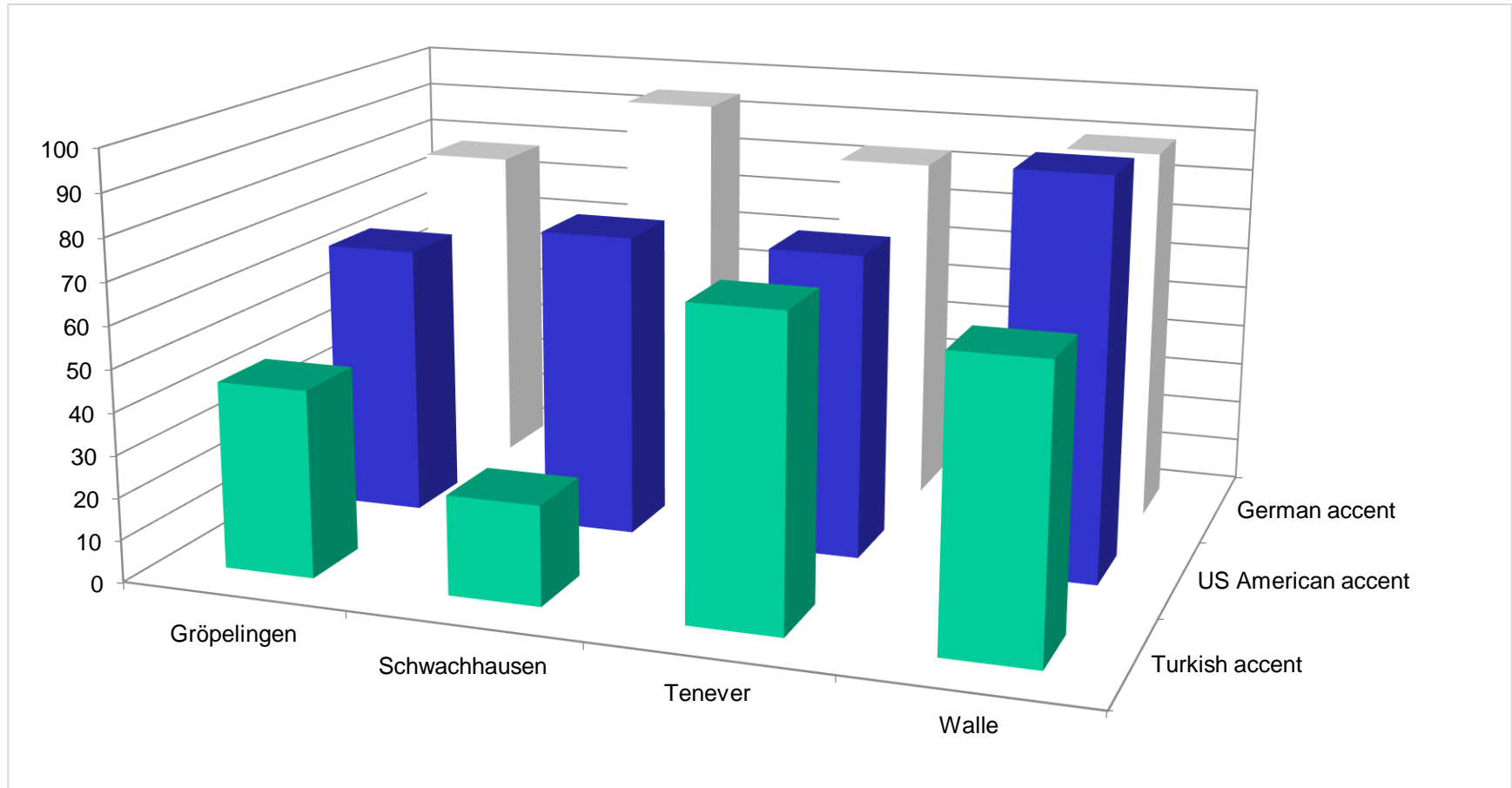
Türkischer Akzent

US Akzent

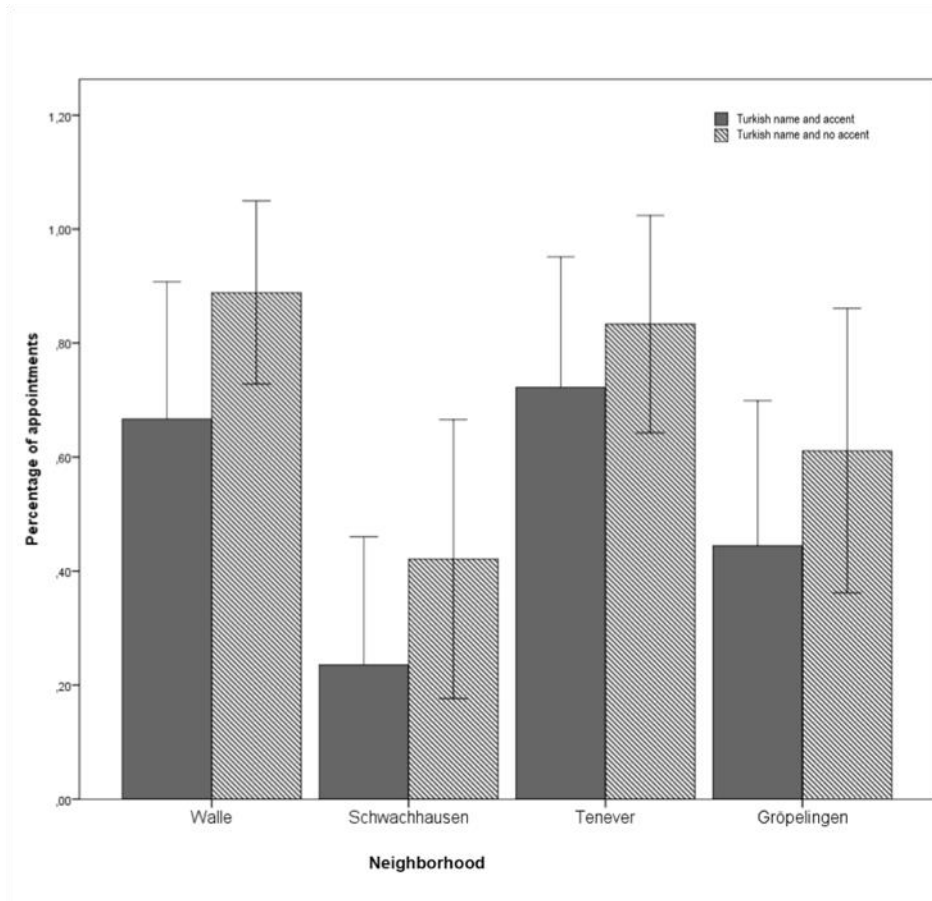
Nordeutsch Akzent



8. Appointments All Groups All Parts of Town



8. Turkish Name and Accent/No Accent



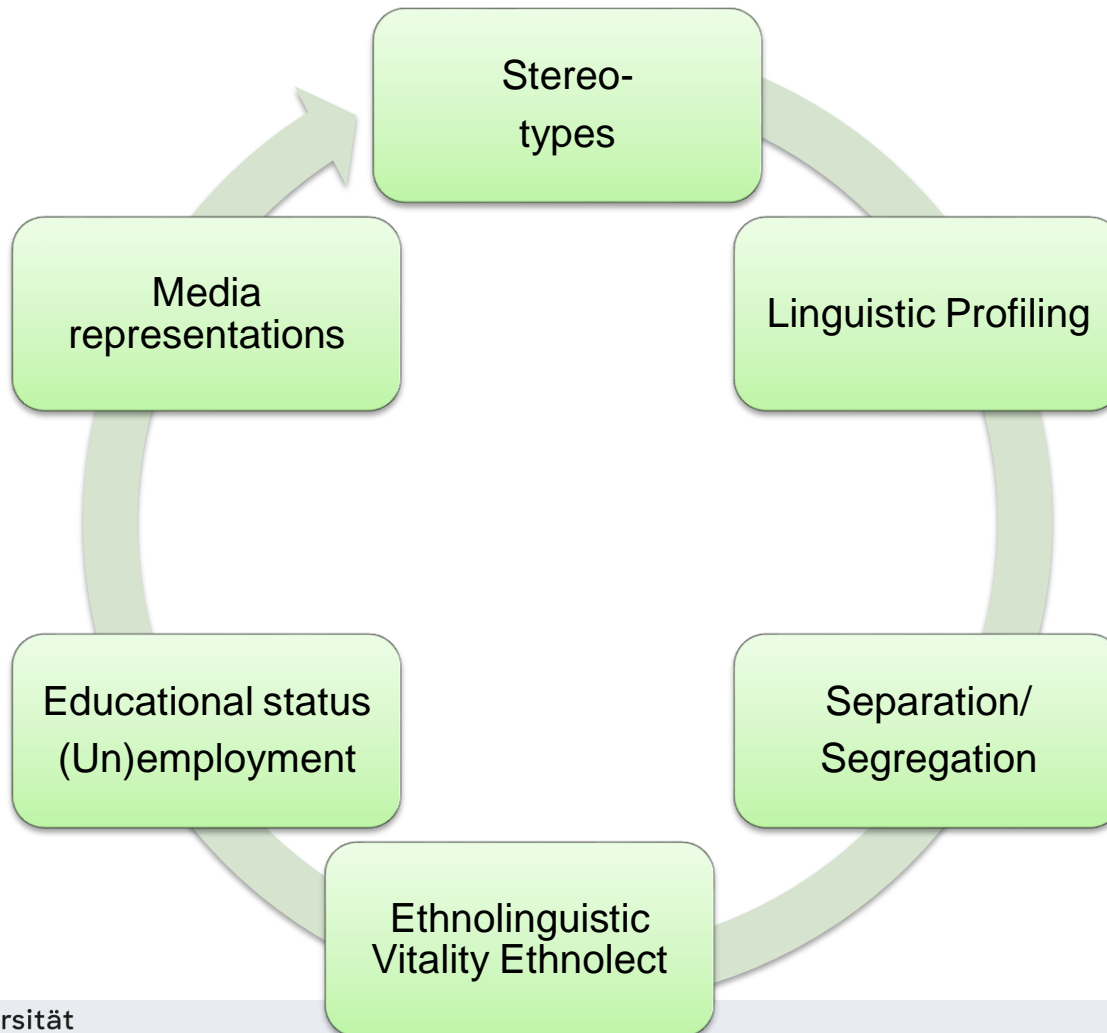
9. Conclusion

- In all four parts of town in Bremen there is significant correlation between accent of the speaker and the number of appointments, i.e., the possibility to acquire an apartment .
- In the more expensive area Schwachhausen, speakers with Turkish accent have very low chances to get an appointment. In general, they are asked about their employment situation more and overall the length of the conversation is the shortest.
- The “prestige” US American accent is in a middle position.
- Speakers with a Standard German accent receive significantly the most appointments in all four parts of town in Bremen. Also more information about the apartment is provided voluntarily.

9. Conclusion Continued

- Separation not only sought after by migrants but German landlords and renting agencies
- Stereotypes exist even towards high prestige accent American
- Evaluations of gatekeepers (landlords, real estate agents) determine to a large extent who has access to certain urban areas (Tenever vs Schwachhausen)
- Separation and Segregation in urban areas functions through evaluation of the potential inhabitants (migrant vs non-migrant)
- Discrimination and reconstituting institutional power relationships occur on the discourse level

10. Stereotypes, Demographics and Accents (Du Bois, 2022)



Selected Literature

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- Wissenschaftliche Leitung, Konzeption und Moderation bzw. Durchführung der Episode „Linguistic Profiling“:

Dr. Inke DuBois

- Interviewpartner:

Dr. Adeiza Isiaka