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MANIFESTATIONS OF BANAL NATIONALISM IN EVALUATION OF ACCENTS IN JOB INTERVIEWS IN NORWAY

Bachelor thesis

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1. ABSTRACT

The study was conducted in order to examine if the accent of immigrants affects their success in job interviews in Norway. In addition to that, results were interpreted based on manifestations of banal nationalism. 60 participants evaluated candidates speaking with Arabic and Lithuanian accents in Norwegian as second language and candidate speaking with Norwegian dialect from Stavanger in an online questionnaire based on these characteristics: ambition, competence, representation, credibility, similarity, attractiveness and hiring recommendation. Results showed that accents of immigrants can negatively affect their success in job interviews in Norway. The speakers representing Arabic and Lithuanian accents in Norwegian as second language, evaluated as less ambitious, competent, representative, recognizable and attractive than the candidate representing Norwegian dialect from Stavanger. Statistics showed that candidate with Norwegian dialect is more likely to be hired as communication manager in Norway than the candidate speaking with Lithuanian accent in Norwegian, no statistically significant difference found between the candidate speaking with Arabic accent and Norwegian dialect in evaluation of hiring recommendation. Results showed impact of banal nationalism to the resolution of job interview – participants indicated that they would more likely hire the candidate speaking with a dialect because they are more used to it and it sounds more natural.

Keywords: language attitudes, subconscious attitudes, Speaker Evaluation Experiment, L1, L2, accent, dialect, banal nationalism, social categorization

Contents

2. INTRODUCTION

For quite a long time researchers have been exploring the field of accents and accents influence on job interviews in different languages worldwide. An accent is explained as a way of pronouncing words or phrases at grammatical, syntactic, morphological and lexical levels that are nearly commensurate to the standard language (Giles 1970). As very well known, the first study on this topic was conducted in 1960, comparing foreign accents in English with "standard" English accents (British or American) (Lambert, Hodgson, Garner, Fillenbaum 1960). Study showed that foreign accents in English got more negative evaluations than standard English accents (ibid. 1960). In the following years, a new series of researches has been launched around the world on this topic, supporting the statement that people speaking with a foreign accent are assessed more negatively than those who speak with a standard accents in different languages (Deprez-Sims, Morris 2010, Creese, Kambrere 2003, Wang, Arndt, Singh, Biernat, Liu 2013, Vaerenbergh, Holmqvist 2013). A study conducted by Deprez-Sims and Morris (2010) raised another important point in evaluating candidates speaking with an accent in job interview – what role plays an accent when the candidate is seeking for a higher or senior position such as e.g. manager? In their research, the candidates applied for human resources manager's position in a company speaking English with the American, French and Columbian accents (ibid. 2010). The results showed that candidate speaking with an American accent assessed more positively than person who spoke with the French accent (ibid. 2010). In preparation for this current study, no previous studies that analyze the impact of accents in Norwegian as second language in hiring success found. The study is based on Norwegian language and its influence of accents in job interviews having Norwegian as a second language.

The focus of this thesis is the assessments of immigrants speaking Norwegian as a second language (L2) with the Arabic and Lithuanian accents in job interview. As in previously mentioned studies, most often the assessments of accents is compared with evaluation of "standard" accent. None of the studies that were found in preparation for this thesis investigates the assessments on accents compared to dialect, instead of "standard" accent. In this thesis, evaluation of Lithuanian and Arabic accented speech is compared with Norwegian dialect from Stavanger, which is well known in Norway and local communities, aiming to study if dialect will still be assessed more positively than accents. Since the study is being conducted in Lithuania, Lithuanian accented speech chosen representing European

accent in Norway. On the contrary, the Arabic accent is chosen as more recognizable, representing the accent from Middle East. The aim of this thesis is to analyze whether the candidates speaking with an Arabic and Lithuanian accents in Norwegian as L2 are evaluated more negatively and have lower chances of getting a communication manager position in Norway than the candidate who speaks with Norwegian dialect from Stavanger. To achieve this goal, following question was formulated: weather the candidate speaking with Norwegian dialect from Stavanger is more likely to be hired for communication managers' position and evaluated more positively than the candidates speaking with Lithuanian and Arabic accents in Norwegian as L2?

The estimation of accents and dialects might be influenced by subconscious attitudes towards language or different social groups (Deprez-Sims, Morris 2010). Hence, the theory of banal nationalism was chosen as a frame for interpretation of results, explaining the way that people unconsciously think about their nation as a common and natural thing (Billig 1995: 15). The theory point out to all of the signs of nation that are visible but often left unnoticed by people who live in that county (Billig 1995: 95). For instance the weather forecast presenting the whether only of that specific country, the newspapers presenting the news related to that specific country, the national flags hanging in main streets or such words as "our", "us", "we" (ibid. 95). Another relevant point of banal nationalism explains that when people have "something in common", such as the same language, culture, traditions or religion, it gives the feeling of naturalness and due to that people tend to evaluate the others better than those who are different (ibid. 1995: 66). Following that, the appeared distinction between "us" and "them" leads to social categorization of different social groups (ibid. 1995: 81). The theory of social categorization presents the "similar to me" effect which supposes that people tend to assess the others more positively when they recognize each other based by speech or looks (Deprez-Sims, Morrris 2010: 419). The results of this study will be discussed and interpreted based on manifestations of banal nationalism theory and its' impact to success in job interviews with accented speech.

The study is conducted using a qualitative method inspired by researchers Deprez-Sims and Morris (2010) who designed an experimental method to evaluate accents in English language. The method include evaluation of three audio recordings in an online questionnaire, one audio recording per each speaker. An online questionnaire include evaluation of candidates' ambition, competence, representation, credibility, similarity, attractiveness and hiring recommendation. Additionally, open questions about candidates' speech and accents as well as dialects asked in the second part of the questionnaire. The same method was using in a pilot project, conducted by me in 2021 autumn. 10

participants evaluated the speakers in an online questionnaire, representing Arabic and Lithuanian accents and Norwegian dialect from Stavanger. The results showed that candidates speaking with accents were assessed more negatively than the candidate speaking with dialect based on personal characteristics and hiring recommendation. The same speakers prepared different audio recordings where they represent themselves spontaneously, that were used for this bachelors' thesis. This thesis is a continuation of the pilot project, having in total 60 participants who evaluated the candidates seeking for communication managers' position in Norway.

3. BANAL NATIONALISM AND SOCIAL CATEGORIZATION

3.1.Banal nationalism

The flag, anthem, local currency, national language – all these symbols could be considered as an identification of a nation. However, Michael Billing who was the first one to theorize banal nationalism in 1995 states that many of these symbols that were provided as an example might have an unconscious impact on individuals and the whole society without even knowing (1995: 8). Billig's perspective to nationalism indicated that there is a different part of nationalism, switching the narrative from "what" and "when" a nation is, to "how" the nation functions. How people understand themselves as civilians, how they see the unit that they belong to, how they build their speech with reference to the things that are happening in the specific country (ibid. 1995). Billig explained that nationalism is not only open supporting of one's country, defending the homeland and showing protection for national symbols (such as flag, anthem, language, national heritage), but most importantly the part of unconscious experiencing of nationalism (ibid. 1995: 17). An example of unconscious experiencing of banal nationalism can be the weather forecasts presenting the weather and drawing geographical boundaries of that specific country, meaning that listeners get information about the weather in "our" country specifically (Billig 1995: 94). Additionally, the newspapers presenting the news related to politics, culture, national holidays, celebrities and any public information related to one specific country, the national flags hanging in main streets, names of shops, public places, and government institutions written in national language (ibid. 1995: 94). Billig explains that these symbols and practices are visible for everyone, but are often left unnoticed, silently building up a national identity (ibid. 1995: 95).

Billig stressed out the importance of language in experiencing of banal nationalism (ibid. 1995). He stated that all nations appear to be natural to people who are living in that nation, meaning that people are used to the things that are related to their homeland: language, people's looks, traditions, culture (Billig 1995: 14). It is historically known that the nation-builders might aim to create a language as a distinct language hiding the claim to create a nation based on language as a natural thing (ibid. 1995: 32). Any change of language is often considered as a sign of destroying language or not respecting the country itself and its national heritage (ibid. 1995: 34). Billig points out that any variations in language brings up a feeling of "unnaturalness" to those who are native speakers (ibid. 1995: 36). This feeling of "unnaturalness" is closely related to the distinction between "us" and "them" separating different social

groups or nations (Billig 1995: 70). At this point, the author formulated a new term – social categorization of people that explains dividing society members into smaller social groups and evaluating them differently (ibid. 1995: 66). Billig explains that the distinction between "us" and "them" might lead to discrimination based on the stereotypes, age, looks, gender, culture and language (ibid. 1995: 66). When people have "something in common", such as the same language, culture, traditions or religion, it gives the feeling of naturalness and due to that people tend to evaluate the others better than those who are different (ibid. 1995: 79). Deprez-Sims and Morris used the term social categorization as well when explaining the effect of better evaluating those who are "similar to me" (2010: 418).

However, with time, the researchers brought new ideas and criticism to the theory of banal nationalism that Billig offered in 1995. The scholars tried to review and transfer Billig's ideas looking from the different perspectives and challenging Billig's book: some focused on the routine representation of the nation following the original theory of banal nationalism and trying to find national symbols in everyday life (Skey, Antonsich 2017: 3). Others focused on language and the ways "ordinary people" build their speech on every day basis unconsciously mentioning national symbols while discussing about some issues or problems (ibid. 2017: 3). In addition, some focused on the national currency, for instance banknotes, coins and the meaning of national symbols on it (ibid. 2017: 3). Some, for instance, gave attention to the mass media and its influence on banal nationalism which is way more complex than Billig suggested in 1995 because nowadays, people are more into media than newspapers (ibid. 2017: 4). There are quite big discussions both in Billig's book and in other scholars' researches related to the other term which provides another type of nationalism – hot nationalism, that is often explained as connected to banal nationalism (ibid. 2017: 4). Billig stated that many scholars are focusing on so called "hot nationalism" that appears when nations are going towards the autonomy, fighting for their own rights, ignoring the importance of banal nationalism that occurs when nations are already independent (1995: 43). As a contra argument to this idea, the researchers say that the independence brings up a combination of both, hot and banal nationalism as many national symbols appear after nation is autonomous: national events, national days, flags hanging and national language promotion (Paasi 2016: 2). Other researchers, Benwell and Dodds supported this argument provided by author Paasi (2016: 2), explaining that it might be the basis for banal nationalism, as collective memory, ideologies and suffering from war might lead to everyday small actions related to nationalism bringing combination of hot and banal nationalism together (Benwell, Dodds 2011). Despite the further observations provided by other scholars, on this

research I will put more emphasis on banal nationalism which focuses on banal nationalism's impact on job interviews resolution for non-native speakers in Norway.

According to Billig's book, banal nationalism is the way of unconscious thinking about the nation as a common and natural to people who belong to that nation (1995). The separation between "us" and "them" based on nations can affect everything that the citizens of one country or another think about people from other countries (ibid. 1995). As Billig suggests, the separation between "us" and "them" leads to the social categorization of different social groups, as in our case are immigrants speaking Norwegian with foreign accent. In our case, the candidates are speaking with different accents that might sound "unnatural" to the native speaker of Norwegian language and it is why candidates might be evaluated more negatively.

3.2. Social categorization based on nationalism

The researchers believe that categorization of us and them always exists and separates people into two groups: inside groups and out groups (Tajfel, Billig, Bundy 1971). When building a social identity people try to be related to inside groups that have a higher social status or are considered more positive as majority groups because it leads to a better or more positive self-image (Tajfel, Billig, Bundy 1971). Social identity can be built through the language, clothing, activities or other similar symbols (ibid. 1971). People try to build their social identity to be connected to a social group that is important to them (ibid. 1971).

As previously discussed, people tend to evaluate the others more positively when they have "something in common" and the effect of "similar to me" appears (Deprez-Sims, Morris 2010: 419). This "similar to me" effect is relevant in the job interviews because when a person speaks L2 with an accent, that might indicate that the person has immigrants' background and it could negatively affect employer's assessments towards the speaker (ibid. 2010: 418). The same information provided by Billig in explanation of social categorization of different groups in society – people tend to evaluate others better when they feel that they sound, look and act "natural" and "recognizable" (1995: 37).

We might say that immigrants speaking Norwegian with an accent as in our case, can signalize that they belong to the minority groups that could be evaluated more negatively than the majority in society due to the "similar to me" effect (Deprez-Sims, Moris 2010). Billig in his work explains that within the times nations were building the national identity through differences from one and other (1995: 72). Each nation having own name of the country, own national language, our "unique form of life" is

building an idea that we all belong to some unit, and we, as people, are separated like that (ibid. 1995: 73). In order to check how nationalism theory, including social categorization, functions in job interviews, the questions related to the participants' unconscious assessments about our candidates as representatives of L2 accents were formulated. These questions will be presented in the upcoming chapters explaining the method and reasons behind the need of these questions to be raised.

4. PREVIOUS RESEARCH

A great quantity of researchers studied the impact of accents in job interviews related to English language (Lambert, Hodgson, Garner, Fillenbaum 1960, Wang, Arndt, Singh, Biernat, Liu 2013, Deprez-Sims, Morris 2010, Hosoda, Nguyen, Stone-Romero 2012). The thesis will only include the review of researches related to accented-speech in job interviews. As mentioned in the introduction, the first study related to accented-speech in job interviews was conducted in 1960 when researchers using the matched-guise method analyzed the impact of accents on social status and comprehensibility (Lambert, Hodgson, Garner, and Fillenbaum 1960). Using the matched-guise method, they compared the French accent in English as L2 and English as L1 accent. This research showed that those who spoke with the French accent in English evaluated more negatively than those who spoke with standard English accent based on social status and comprehensibility, i.e. those who spoke with standard English accent evaluated as having a higher social status than speakers with the French accent in English (ibid. 1960).

Furthermore, the influence of accents in English as L2 was analyzed in relation to different occupations which showed that people speaking English as L2 with the foreign accent are evaluated more negatively than those who speak English as L1 with accents (Wang, Arndt, Singh, Biernat, Liu 2013, Deprez-Sims, Morris 2010). An analysis of different professions showed that for example bank employees in the customer service departments who spoke English as L2 with Indian accent were assessed more negatively than those who spoke English as L1 with British accent (Wang, Arndt, Singh, Biernat, Liu 2013). The authors provided open answers from workers who speak English with an Indian accent in a call center that felt discrimination and negative assessments related to the speech from the customers received on the phone (ibid. 2013). The authors say that the negative feedback might be influenced by the resolution for customers - customers tend to have more negative assessments about employees who speak L2 with an accent only when they are not happy with the resolution of their cases (ibid. 2013).

Deprez-Sims and Morris (2010) investigated how accents in English as L2 affect candidates' opportunities to get the human resources manager's position in a company. Their research contains three audio recordings with American (Midwest in the USA), French and Colombian accents in English. Based on the total of 63 respondents that answered the questionnaire, the study revealed that the person with an American accent was evaluated more positively than person who spoke with the French accent. No statistically significant difference found in comparison to the Colombian accent and American accent in

English. According to the results of this research, the candidates speaking English as L2 with the French accent might have lower chances to get a higher position job in the USA. As mentioned, the method designed by Deprez-Sims and Morris in 2010 is used for this study in order to check whether accents in Norwegian as L2 can affect hiring success for communication manager's position.

In evaluation of accents influence on the occupation, the research conducted in order to find if the waiters in Belgium and Finland speaking as non-native speakers with accents are being evaluated more negatively than native speakers (Vaerenbergh, Holmqvist 2013). The analysis showed that customers in restaurants tend to give more money as tips to employees who speak L1 and not L2 with an accent (ibid. 2013). The authors stated that waiters who speak without an accent are more likely to increase their salaries with tips received from customers than those who speak with an accent (ibid. 2013).

Based on these analyses, we can say that those who do not have L1 competence in the language that is the main language in that society may have less chances of getting a job position or getting additional benefits in the workplace. All of the previous researches have built an idea that the foreign accents in L2 might affect immigrants' chances of getting a job in a higher position negatively. However, none of the researches study the accents of immigrants who speak Norwegian as L2 and their success at job interviews seeking for a higher position in Norway. No relevant research was found that would study an influence of banal nationalism to the resolution of job interview.

5. METHODOLOGY AND DATA

5.1. Method

This bachelor's thesis is a continuation of a pilot project, conducted by me in 2021 autumn, where I used the same experimental method designed by Deprez-Sims and Morris in 2010. In 2021 autumn three speakers were asked to assist with the research making two audio recordings each. All of the speakers are men, under 30 years old, having a good knowledge of Norwegian language. The speaker representing Arabic accent in Norwegian (i.e. speaker A) is born in Iran, moved to Norway when he was a child and lived, studied there until he grew up. Another one speaking with Lithuanian accent (i.e. speaker L) studied Norwegian language in university, lived in Norway for some time as immigrant. The third speaker representing Norwegian dialect from Stavanger (i.e. speaker N) was born in Norway, living in Stavanger, having Norwegian as a native language.

One audio recording was recorded speaking spontaneously and another one reading a prepared text. For recording the first record, speakers were asked to follow instructions provided by me (see Appendix B). The instructions included things that cannot be said in the audio recording, such as name, how long they live in Norway, what previous experience they have and some others. During that time, these audio recordings were made as an additional material for the future bachelor's thesis to see if the assessments of spontaneous language and a prepared text differ. For the pilot project, speakers were asked to read a prepared, grammatically correct text as natural as possible (see Appendix A). The text is adapted according to the same method that Deprez-Sims and Morris have used in 2010. The previous studies showed that people tend to evaluate immigrants more negatively when they speak L2 with grammatical errors (Creese, Kambrere 2003). The size of the pilot project had limits, therefore, trying to avoid negative assessments based on the grammar, it was best to have a prepared and grammatically correct text that speakers could read. These recordings were used as a material for the pilot project.

The researchers suggest that it is best to have two or three audio recordings for each accent or dialect, to make sure that the evaluations would not be based on the intonation, person's voice and the pace of speech (Deprez-Sims, Morris 2010). That would help to compare the results between the representatives of accents (ibid. 2010). Due to the time concerns and the size of this thesis only one audio recording was prepared for one accent and dialect. 60 participants evaluated these audio recordings in an online questionnaire, which will be presented in upcoming section.

5.2.Online questionnaire

The participants were invited to evaluate the candidates for communication manager position in Norway by filling in an online questionnaire (see Appendix D). The virtual questionnaire (see Appendix D) contains four parts and is evaluated based on the Likert scale (1932) with five points system (from completely agree to completely disagree). The Likert scale helps us to determine the opinion of each individual by seeing how much the person agrees or disagrees with a particular statement (McLeod, S. A. 2019). It was chosen to use Likert scale in this thesis since it there are no direct answers "yes" or "no", but it gives us the opportunity to find out more specific opinion of the person answering (ibid. 2019).

In the first part of the questionnaire, participants were provided with a story saying that we are an international hiring company searching for the best candidates to the clients for communication manager's position in Norway (see Appendix C). It was explained that the people should get an audio recording that contains a fragment of job interview with a candidate who is applying for the position of communications manager at Norwegian company. In this section, people get three links to the questionnaires (two with accents and one with dialect) to select one of the three recordings (Arabic recording, Lithuanian recording, Norwegian recording). We are asking one participant to fill in only one questionnaire due to the following reasons: even though the candidates speak spontaneously, at the end of the questionnaire we ask open questions giving the attention to the candidates' speech, so the evaluation of other candidates would be affected due to the focus on the candidates' speech. The speech as a subject of research was not mentioned anywhere in the introduction part as well as in the first part of the questionnaire, in order to avoid subconscious directing of participants to put their attention to the speech of the candidate. The story in the introduction part intended to redirect the participants' attention from candidate's speech to hiring recommendation. Participants, who filled in an online questionnaire for my pilot project, were not participating in the bachelor's thesis experiment.

After listening to an audio recording, in **the second part** of the questionnaire the person receives an open question asking to provide the general opinion about the candidate. This question is meant to show the first assessments about the speaker that participants get after hearing them for the first time. The following statements and questions in the questionnaire are based on the candidate's ambition, competence, representation, credibility, similarity, attractiveness and hiring recommendation. This part of the questionnaire is intended to collect the information and opinion about the candidate, hiring recommendation and impact of banal nationalism checking if participant thinks that they have

"something in common". **In the third part**, the participant receives open questions about the candidate's speech. We ask whether the candidate's language can affect his ability to get a job and what opinion people have about accents in general. In this part, we are trying to see if there are any manifestations of banal nationalism that points out the unnaturalness of other language variants, i.e. accents. **In the fourth part,** we gather some information about the person who answers the questionnaire. This part contains questions about the age, gender, if person was born in Norway and what language he or she spoke at home with the family as a child, to check the person's ethnicity and background.

5.3.Participants

This analysis is based on the qualitative method, in total of 60 people participated and filled in an online questionnaire. The questionnaire was shared on social media platforms ('Facebook', 'Instagram', 'LinkedIn') using Norwegian groups, as well shared with Vilnius University community asking to share it with students and profesors networks. My goal was to have 20 participants evaluating each of the candidates, when the questionnaires were filled by 18-19 people already, I have asked people from Norway to share it with their friends and ask to fill in one specific questionnaire. As a result, every candidate received evaluations from 20 participants. None of the participants knew about the aim of the research.

59 participants provided their age rank (20 people are 18 – 24 years old, 16 people are from 25 to 34, 8 people from 35 to 44, 10 participants from 45 to 54 and 5 people are 55 or more years old). Out of 60 participants, 58 agreed to provide their gender (21 men and 37 women). 59 respondents answered to the question if they were born in Norway: 26 said yes and 33 said no. From total number of participants, 58 provided the information of what language they spoke at home when they were young (23 participants spoke Norwegian only, 10 spoke Norwegian and other (provided languages: German, Lithuanian, English, Spanish, Arabic, Russian), 25 spoke any other language (provided languages: Lithuanian, French, Russian, Pashto, Urdu and English). To the question of where participants live in Norway, 48 people in total responded: 11 people said that they do not live in Norway now, 13 lives in the capital Oslo, 24 participants provided different areas of Norway or different countries (provided places: Vestfold, Bergen, Trøndelag, Viken, Nordland, Tromsø, Tønsberg, Stavanger, Finnmark, Drammen, Lithuania).

The goal was to collect the answers only from Norwegian native speakers or people who were born in Norway but spoke any other language at home, in order to check the theory of banal nationalism

and "similar to me" effect as well as distinction between "us" and "them". The results showed, that only 23 participants spoke Norwegian at home when they were children, 10 spoke Norwegian and other language and 26 people were born in Norway. Since the questionnaire was shared through social media, even though it was asked to be filled only by native speakers, I could not control the background of participants. It could negatively affect the results of my thesis because people who are not native speakers or were not born in Norway, might not evaluate candidates with subconscious thinking of distinction between "us" and "them". As well, they could not evaluate the dialect speaking candidate better due to the "similar to me" effect. These weaknesses will be taken into consideration for interpretation of results from the perspective of banal nationalism.

5.4.Statistical data

The results were tested using Kruskal-Wallis H test. This test is often used to test the results for the questionnaires conducted with Likert scale. A nonparametric test shows whether there are statistically significant differences between two or more groups of an independent variable (statistics.laerd.com). The results, received from Kruskal-Wallis H test were tested using the Mann-Whitney U test that helps us to compare differences between two independent groups when the dependent variable is either ordinal or continuous (statistics.laerd.com). The statistics were prepared using SPSS program. [1]

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6. RESULTS

6.1.Results of the piloting project

In total 10 participants evaluated candidates speaking Norwegian as L2 with the Arabic and Lithuanian accents and one with Norwegian dialect. Participants listened to the audio recordings with a prepared text and evaluated one candidate each. The pilot project did not aim to provide the specific statistics, but rather to check if the method designed by Deprez-Sims and Morris in 2010 is suitable for my bachelor' thesis experiment.

The hypothesis "people who speak L2 with an accent have lower opportunities to get a job in a higher position than those who speak a Norwegian dialect" denied using an experimental method. None of the candidates have received the negative feedback that the accent can affect their chances of getting a job as a communications manager. What the participants point out is to have enough large vocabulary and always improve their Norwegian language skills. The results showed that those who speak Norwegian as L2 with an Arabic and Lithuanian accent were evaluated more negatively in the job interviews process than those who speak with Norwegian dialect. Candidates speaking with an accent were evaluated as less ambitious, representative, competent, attractive, and trustworthy. Answers for the open questions showed that banal nationalism played a role in evaluating the candidates speaking with an accent: comments about "unnaturalness" of speech received, as well as better evaluation of dialect as a "common" thing.

The results of piloting project were quite similar comparing to the results of previous researches that showed more negative evaluation of candidates speaking L2 with an accent (Deprez-Sims, Morris 2010, Wang, Arndt, Singh, Biernat, Liu 2013, Vaerenbergh, Holmqvist 2013). In some of the characteristics, the candidate who speaks Norwegian with a dialect evaluated in a more positive manner than those who speak with an accent. The results on evaluation of candidate's representation indicate that the candidate who speaks with a dialect is the best choice to represent the Norwegian company comparing with assessments of Lithuanian and Arabic accents in Norwegian. In terms of credibility, similarity and attractiveness, the dialect-speaking candidate received more positive evaluation than the other candidates did. Based on these results, we can say that the hypothesis "those who speak Norwegian as L2 with an Arabic and Lithuanian accent may be evaluated more negatively at job interviews process than those who speak with a Norwegian dialect" supported in this piloting project. The participants responded to the statements about the similarity and attractiveness: "candidate is similar to me" and "I would have

liked to work with the candidate if I worked for the same company". As it is explained in the theoretical part, banal nationalism points out that people tend to evaluate other people better when they have "something in common" (Billig 1995). In this research project, seven people out of ten wrote that they are from Norway and their mother tongue is Norwegian. The results showed that participants recognize themselves more with the candidate who speaks with a Norwegian dialect as L1. That presupposes that the dialect sounds more natural to the native speakers and participants feel that the candidate is more "similar to me". None of the candidates who speak Norwegian with an accent have received feedback that the participants agree and they recognize themselves with the candidates. General question "what do you think about the accents in Norwegian language in general?" has received only positive responses from the participants.

To summarize, we can say that the results of the pilot project were similar to the previous researches from the perspective that the candidates who speak Norwegian with an accent are evaluated more negatively than the candidate who speaks Norwegian with a dialect. The size of this project was too small to state that the following hypothesis "people who speak L2 with an accent have fewer opportunities to get a job in a higher position than those who speak a Norwegian dialect" is supported by the results. As mentioned before, this piloting project did not aim to provide the specific statistics, but rather to lay the foundation of the bachelors' thesis research.

6.2.Results of the bachelors' thesis

In this chapter, the results of the research will be presented in different sections. The abbreviations used in further discussion: all participants were numbered from 1 to 20, depending on which questionnaire they filled in: A1 to A20 (for speaker with Arabic accent), B1 – B20 (for speaker with Lithuanian accent), C1 – C20 (for speaker with Norwegian dialect) for documentation purposes.

6.2.1. General evaluation of candidates

To get the first impression from participants, the questionnaire started with an open question: "What do you think about the candidate in general?". This question was marked as mandatory to answer, in order to get as much information as possible.

Arabic accented speaker received following feedback: a lot of participants evaluated the candidate as a positive, honest, easy going, interesting person that really wants to get a job. Some people

answered that despite the fact that candidate sounds positive, he lacks the competence, self-criticism and is not the most suitable for communication manager's position. Only 2 people out of 20 paid attention to the candidates' speech: one of them said that the candidate "has poor Norwegian language skills" (A4) and another one said that the candidate "is using learnt phrases for job interviews" (A13). Participant A4 mentioning language skills is born in Norway, lives in Trøndelag city, participants A13 is also Norwegian, living in Tønsberg city. From 20 people that evaluated the candidate, 11 are born in Norway, others spoke Norwegian at home or have other native languages and are not living in Norway now.

Lithuanian accented speaker received following feedback: participants stated that candidate sounds as an interesting, ambitious and motivated person. Differently than in evaluation of Arab. A candidate, Lith. A candidate received feedback that from the audio recording, it does not sound as if he really wants to get this job. Lith. A candidate received more negative feedback comparing with Arab. A candidate: the participants mentioned that candidate sounds very nervous, lacks the competence and energy, has a very good opinion about himself and needs to improve his representation skills. Only one person out of 20 stressed candidates' speech: "poor pronunciation, difficult to understand sometimes" (B3). This participant is a native Norwegian speaker, older than 55 years, did not provide the city of current living place. From 20 people that evaluated the candidate, 8 people were born in Norway, others were speaking Norwegian and other language at home, some do not live in Norway at the moment and speaks other languages.

Norwegian dialect speaking candidate received the following feedback: motivated, ambitious, honest and calm person. Few participants mentioned that the candidate sounds very professional and has good representation skills that could help in job position, differently than Arabic accented candidate that received the opposite opinion. Some respondents answered that the candidate sounded impersonal, boasts a little too much, a bit boring sometimes. The candidates' speech was mentioned by 3 participants out of 20: all of them said that the candidate speaks clearly and comprehensibly, just sometimes overuse the word "effectively" as well as the standard job interview phrases. All candidates that provided this feedback about the speech were not native speakers, spoke in Belarusian and Lithuanian when they were little. No negative feedback about dialect was received.

To summarize, all of the candidates received quite similar feedback about their characteristics: all described as motivated, ambitious, honest, calm and friendly candidates. From the negative side, Lithuanian accented candidate described as nervous and a bit impersonal, Arabic accented candidate

received the feedback about the lack of self-presentation skills; Norwegian dialect speaking candidate by some described as a little bit boring and too much boasting person. All candidates received some feedback about the speech: Arabic speaker received the feedback that he has poor Norwegian language skills, Lithuanian speaker received feedback about the pronunciation that it is difficult to understand him sometimes, and Norwegian dialect speaker received the feedback about using the standard phrases. As the results show, the feedback provided was mostly related to personal characteristics of candidates, only some answers were related to the speech.

6.2.2. Personal characteristics

The participants asked to evaluate the following characteristics: ambition, competence, representation, credibility, similarity, attractiveness and hiring recommendation from "completely agree" to "completely disagree". The statistical data was prepared using Kruskal-Wallis H test. The results received from Kruskal-Wallis H test checked using the Mann-Whitney U test. The statistics were prepared using SPSS program. Median results received from Kruskal-Wallis H test will be further documented using abbreviation M.

Ambition

The first characteristic that the participants were asked to evaluate was the ambition (see 1 table). The statistically significant difference seen in evaluations of A (Arabic speaker) and N (Norwegian dialect) speakers, as well as between L (Lithuanian speaker) and N speakers. This means that candidates speaking with accents were evaluated as less ambitious than the candidate speaking with Norwegian dialect. In addition to that, no statistically significant difference found in evaluation of Arabic and Lithuanian accented candidates, meaning that candidates were assessed as quite similarly ambitious. The dialect-speaking candidate was evaluated as more ambitious than the accent-speaking candidates were.

	Median		Median		Median	n
Ambition	A	/	L	**	N	60
	3		3		4,5	
	A / L, A ** N, A ** N					

1 table. Kruskal-Wallis H test used. The closer the median is to 5, the more often the study participants answered positively. The statistical significance after Post hoc Mann-Whitney U test: ** shows that difference is statistically significant, p<,01, / shows that there is no statistical significance between the distribution estimates.

The results of evaluation are received as follows (see 1 table): there is no statistical significance between A (*M*=3) and L (*M*=3) speakers (*p*= 1.000). Post hoc Mann-Whitney U test showed that there is a statistically significant difference between A and N (*M*= 4,5) speakers (*p*=,001, p<,01). Similar results, showing that there is statistically significant difference received comparing pair of L and N (p=,002, p<,01).

Competence

Going further, the participants evaluated the candidates' competence seeking for communications manager position in Norway (see 2 table). In evaluation of competence results show that there is no statistically significant difference between Arabic and Lithuanian accents speakers, meaning that both of them evaluated as almost equally competent. Important statistically significant difference found in comparison of A and N speakers – the dialect-speaking candidate evaluated as more competent candidate. Statistically significant difference found between L and N speakers as well, surpassingly that dialect-speaking candidate sounds more competent than the one speaking with Lithuanian accent. The accent-speaking candidates were evaluated as less competent than the dialect-speaking candidate.

	Median		Median		Median	n
Competence	A	/	L	**	N	60
	3,5		3		5	
	A / L, A *** N, L ** N					

2 table. Kruskal-Wallis H test used. The closer the median is to 5, the more often the study participants answered positively. The statistical significance after Post hoc Mann-Whitney U test: *** shows that difference is statistically significant and p<,001, ** shows p<,01, * shows p<,05, / shows that there is no statistical significance between the distribution estimates.

The results received show that: there is no statistically significant difference between A (*M*= 3,5) and L (*M*= 3) speakers (*p*=1,000). Surprisingly, the results showed that there is a big statistically

significant difference in comparison of A and N (M= 5) speakers pair ($p=$,000, $p<$,001). The difference between the distribution of L and N is statistically significant as well ($p=$,003, $p<$,01).

Representation

The participants were asked to evaluate candidates' representation (see 3 table). From general assessments Arabic accented speaker received feedback that he lacks self-representation skills, but no statistically significant difference found between Arabic accented candidate and other two candidates. The results show that there is no statistically significant difference found between L and A speakers, as well as between A and N speaker. The only statistically significant difference found between the distribution of L and N in evaluation of representation of candidates. As mentioned before, from open questions, only Norw. D speaker received feedback that he has very good representation skills and the only difference found between him and L speaker.

	Median		Median		Median	n
Representation	A	/	L	**	N	60
	3		3		5	
	L / A, L ** N, A / N					

3 table. Kruskal-Wallis H test used. The closer the median is to 5, the more often the study participants answered positively. The statistical significance after Post hoc Mann-Whitney U test: ** shows that difference is statistically significant, p<,01, / shows that there is no statistical significance between the distribution estimates.

In evaluation of candidates' representation skills Kruskal-Wallis H test showed the following medians for speakers: A ($M=$3), L ($M=$3), N ($M=$5) (see 3 table). Again, there is no statistically significant difference between candidates speaking with accent in Norwegian as L2 ($p=$,990). Statistically significant difference found in comparison of L and N ($p=$,003, $p<$,01). Comparing A and N no statistically significant difference found ($p=$,057, $p<$,05).

Credibility

The aspect of credibility was used to determine whether the participants trust some of the candidates more than others (see 4 table). The evaluation of candidates' credibility or trustworthiness did

not show any statistically significant difference. All candidates evaluated quite similarly based on the credibility, meaning that they all sounded as equally trustworthy candidates for the participants.

	Median		Median		Median	n
Credibility	Arab. A	/	Lith.A	/	Norw.D	60
	4		3,5		4	
	Arab. A / Lith. A, Arab. A / Norw. D, Lith. A / Norw. D					

4 table. Kruskal-Wallis H test used. The closer the median is to 5, the more often the study participants answered positively. The statistical significance after Post hoc Mann-Whitney U test: / shows that there is no statistical significance between the distribution estimates.

The results from Kruskal-Wallis H test show that candidates received quite similar medians from evaluations: A (*M*=4), L (*M*=3,5), N (*M*=4). Post hoc Mann-Whitney U test did not find any statistically significant difference between the evaluation of the speakers. No *p* values were presented as no difference was found.

Similarity

One of the aims of this thesis is to discuss whether banal nationalism can influence resolution of job interview. As presented in theoretical part of the study, Billig (1995) stated that people tend to evaluate others better when they have something in common, when there is so called "similar to me" effect. In evaluation of similarity as a personal characteristic of candidates (see 5 table), no statistically significant difference found between candidates speaking with Arabic and Lithuanian accents in Norwegian as L2, as well as between A and N speakers. The statistically significant difference found between L and N speakers meaning that the participants evaluated the dialect-speaking candidate as more recognizable, more 'similar to me' person than the one speaking with Lithuanian accent.

	Median		Median		Median	n
Similarity	A	/	L	**	N	60
	3		2		4	
	L / A, L ** N, A / N					

5 table. Kruskal-Wallis H test used. The closer the median is to 5, the more often the study participants answered positively. The statistical significance after Post hoc Mann-Whitney U test: ** shows that difference is statistically significant, p<,01, / shows that there is no statistical significance between the distribution estimates.

The statistical data shows that there is no statistically significant difference in evaluation of L (*M*=2) and A (*M*=3) speakers (*p*=,208). In evaluation of similarity with candidates, no statistically significant difference found between A and N (*M*=4) speakers (*p*=,273). However, statistically significant difference found between the distribution of L and N speakers (*p*=,001, *p*<,01).

Attractiveness

This characteristic chosen to check the theory of banal nationalism as well. As per Billig's book (1995), people like others more when they have something in common. To check the attractiveness, people were asked if they would like to work together with the candidate in the same company (see 6 table). No statistically significant difference found between speakers representing Arabic and Lithuanian accents, speaking Norwegian as L2. As results show, none of A and N candidates were evaluated as more attractive to work with. The statistically significant difference found between L and N candidates in the evaluation of attractiveness, meaning that dialect-speaking candidate would be more preferred as a colleague. The candidate speaking with Norwegian dialect evaluated as more attractive person to become a colleague with than the speaker with a Lithuanian accent in Norwegian as L2.

	Median		Median		Median	n
Attractiveness	Arab. A	/	Lith.A	**	Norw.D	60
	4		3		4	
	Lith. A / Arab. A, Lith. A ** Norw. D, Arab. A / Norw. D					

6 table. Kruskal-Wallis H test used. The closer the median is to 5, the more often the study participants answered positively. The statistical significance after Post hoc Mann-Whitney U test: ** shows that difference is statistically significant, p<,01, / shows that there is no statistical significance between the distribution estimates.

The results received as follows: there is no statistically significant difference between L (*M*=3) and A (*M*=4) (*p*=,266). Same as with this pair, no statistically significant results were received between

the distribution of A and N (*M*=4) (*p*=,505). The statistically significant results received in comparison of L and N evaluation (*p*=,006, *p*<,01).

6.2.3. Hiring recommendation

In order to answer our main question if the accent can affect hiring success in Norway, hiring recommendation aspect was included into the questionnaire. The participants were asked if they would recommend to hire the candidate that they listened to for communication manager position (see 7 table). The results received are as follows: there is no statistically significant difference between L (*M*=3) and A (*M*=3) speakers (*p*=,708). No statistically significant difference in evaluation of hiring recommendation found between A and N (*M*=4,5) speakers (*p*=,012). Post hoc Mann-Whitney U test showed that there is a statistically significant difference in evaluation of hiring recommendation between L and N (*p*=,000, *p*<,001), meaning that N speaker was evaluated more positively in hiring process than L speaker.

	Median		Median		Median	n
Hiring recommendation	Arab. A	/	Lith.A	***	Norw.D	60
	3		3		4,5	
	Lith. A / Arab. A, Lith. A *** Norw. D, Arab. A / Norw. D					

7 table. Kruskal-Wallis H test used. The closer the median is to 5, the more often the study participants answered positively. ***,**,* and / show statistical significance after Post hoc Mann-Whitney U test: *** shows that difference is statistically significant and p<,001, / shows that there is no statistical significance between the distribution estimates.

The results show that there is no statistically significant difference in the evaluation on hiring recommendation of candidates speaking Norwegian as L2 with Arabic and Lithuanian accents. As well, there was no statistically significant difference found between candidate speaking Norwegian with Arabic accent and the candidate speaking with Norwegian dialect. The opposite results received on the evaluation of candidate speaking Norwegian as L2 with Lithuanian accent and the candidate speaking with Norwegian dialect statistically significant difference – the dialect-speaking candidate had bigger chances to get a job for communication manager position than candidate speaking with Lithuanian accent

in Norwegian as L2. Additionally, the participants were asked to argument their choice in evaluation of hiring recommendation, answers will be further discussed in upcoming section.

Feedback about hiring recommendation

Arabic accented voice received both positive and negative feedback messages. Some people answered that the candidate sounds like a good team player, ambitious, wants to get a job as well that "it is very important to have positive people in the company, especially in our days, and he says he wants to work hard which is also very good" (A3). The speaker really sounds very positive comparing with two other speakers that participated in the experiment; it could affect the evaluation of the candidates. Others mentioned that the candidate lacks competence, does not sound very responsible and lacks representation skills. Some participants said directly that they do not see the candidate in communication manager's position: "it does not sound like he could represent the company in a good way" (A15) or "I do not mean that a person who thinks about himself only from a positive side can work as a communication manager" (A18). The participant who said that candidate could not represent the company is a native Norwegian speaker, lives in Oslo. A18 participant is not a native Norwegian speaker, spoke Russian and Norwegian as a child.

Lithuanian accented voice received both positive and negative feedback same as previously mentioned candidate. The participants answered that the candidate is ambitious, young, motivated, said that he fits for the position because "you can hear how important this job is to him. He also sounds quite credible and ambitious" (B4). Quite a lot of participants said that they have doubts because they lack additional information about the candidate's experience as well saying that "there is not enough information to decide from what the candidate said, he lacks self-criticism, says only positive things" (B11). Lithuanian accented speaker received more negative feedback than others, that supports the results received from the test that there is a statistically significant difference between hiring recommendation of Lithuanian accent and Norwegian dialect speakers. Some examples of negative feedback received: "he is very nervous at the job interview himself, so it is difficult to imagine that he could represent the company and be responsible for communication" (B12), "I think that position needs someone who is very positive, has a lot of energy and is very responsible. It sounds like person is not fitting" (B16), "In my opinion, the candidate who wants to be in charge of communications should be more personal, more positive and pleasant. The candidate is too cold, lacks emotions" (B20). Differently than in the evaluation of Arabic speaker, Lithuanian candidate received some feedback related to speech: "hard to say but may

not fit because he is quite nervous, does not sound very competent, difficult to understand what he says sometimes" (B10). One person provided feedback saying that Lithuanian accented candidate has "perfect language skills" (B5). B10 participant who said that candidate is not a got fit for position is a native Norwegian speaker, living in the capital.

Norwegian dialect speaker received mostly positive feedback related to hiring recommendation. Most of participants stated that the candidate sounds competent, ambitious, smart, hardworking, good representation skills having person. Some examples of positive feedback received: "he is young but motivated and ambitious, I think he could lead a group of employees, be a good example to the others" (C17), "he speaks calmly, sounds like a competent person who is quite responsible" (C11), "he sounds like a positive, independent and responsible person, so I think he fits well" (C12). The negative feedback received is related to lack of real examples from the experience background, lack of information: "he is not very specific in his statements, I miss information about "hard" skills, I can therefore not recommend the candidate" (C15). One participant mentioned that the candidate is speaking with the standard phrases: "seems tense, as if the person is trying to be good / say what is expected, schematically" (C1). No other feedback related to speech was received.

The provided feedback supports the results received and provided by the statistics. There is no statistically significant difference between speakers with an accent, feedback from participants indicates some differences based on personal characteristics and speech. Both of them received around the same amount of positive and negative feedback. There is a statistically significant difference between the speaker with Lithuanian accent and speaker with Norwegian dialect – taking into account the feedback provided, dialect-speaking candidate received less negative feedback than Lith. A candidate.

6.2.4. Manifestations of banal nationalism

To discuss whether the resolution of the job interview in Norway can be influenced by banal nationalism, the respondents were asked to evaluate such personal characteristics as similarity and attractiveness. The results presented in the previous section shows that based on the evaluation of similarity, only statistically significant difference found between Lithuanian and Norwegian dialect speakers, meaning that the participants recognize themselves more with the dialect-speaking candidate. As mentioned before, the research aimed to have only native Norwegian speakers or those who were born in Norway as participants to check "similar to me" effect and the distinction between "us" and

"them". However, the responses were also received from people who have different background and are not living in Norway.

Surprisingly, results show that in evaluation of similarity with **Arabic accent** speaking candidate, participants from Russia, Lithuania and Belarus also did not recognize themselves with the candidate. The same participants said that accent could affect his success in job interview negatively since it does not sound "natural". It brings the new aspect to this research – even participants who are not native speakers and not living in Norway think that the accent can affect candidate's success because it sounds "unnatural". The feeling of "naturalness" is explained in banal nationalism theory as a common feeling in one nation about language, traditions, people's look. The results supposes that even participants who have learnt Norwegian language, not living in that country, think that accent is something unusual or unnatural that might affect candidates opportunities.

Quite similar tendency seen in evaluation of similarity with **Lithuanian accent** speaking candidate. Not only native Norwegian speakers said that do not recognize themselves with the candidate, but also participants having Spanish, English, Russian and Lithuanian backgrounds. This, again, might suppose that the understanding of what is "Norwegian" and what is not is so strong, that even participants who are not native speakers, nor living in that country, indicates that the candidate is less similar due to "unnaturalness" of his speech with an accent.

In evaluation of similarity with **Norwegian dialect** speaking candidate, most of the participants said that they can recognize themselves with the candidate. Only one participant, who answered that he completely disagrees in evaluation of similarity, has Belarusian as a native language. The same participant said that it was difficult for him to understand what candidate says due to fast speaking.

We can assume that "similar to me" effect presented by Billig in 1995, played an important role when evaluating the candidates based on similarity, even though not all participants were native speakers. The same results received in the evaluation of attractiveness, only statistically significant difference found between Lithuanian accented and Norwegian dialect speakers. No statistically significant difference found between Arabic accented and Norwegian dialect speaking candidates. The people evaluated dialect-speaking candidate as a person that they would prefer to have as a colleague more than Lith. A speaker.

As mentioned in the theoretical part, people usually try to be a part of inside groups that have a higher social status or are considered more positive as main groups because it leads to a better or more

positive self-image. Having that in mind, in order to understand if my participants tend to relate themselves with the majority groups in society, or prefer individualism, I have taken a question, formulated by a researcher Vikør in 2003 and adopted it to my research: "Which ideal do you think is most important in society: solidarity or individual freedom?" (Vikør 2003: 43). The author explains that this question helps us to better understand the patterns of people's choices (ibid. 43). If the participant, in our case, chooses "solidarity" it might mean that he or she evaluates the candidates speaking with an accent more negatively because the accent indicates that the person belongs to a different social group than majority. If the respondent chooses 'individual freedom', this might lead to a better evaluation of the accent as a symbol of freedom and differentness (ibid. 43). In our case, we can use this data to check the theory of banal nationalism, which says that people tend to evaluate others more positively when they have "something in common" (Billig 1995).

Out of 60, 57 respondents answered to this question as follows: 19 people said that for them individual freedom is more important, 32 voted for solidarity with others, 6 people said that both are equally important for them. Since more than a half of the participants voted for solidarity, we can say that it might unconsciously negatively impact their decision in evaluation of candidates speaking with Norwegian with an accent since they belong to minority groups in society.

6.2.5. Assessments about accents and dialect

One part of the questionnaire contains open questions about the candidate's speech, accents, dialects and opportunities to get a job. To the question "have you noticed anything about the candidate's language? If so, do you think it could affect the candidate's chances of getting a job?" out of the 56 participants who answered (the question was not mandatory to answer), only 4 people said that they did not noticed anything about the candidate's language.

In evaluation of the Arabic candidates' speech and opportunity to get a job, out of 19 people 11 said that it can negatively affect his opportunity to get a job, 2 said that they did not noticed anything about his speech and 6 people did not identify whether they think it could affect hiring opportunities or not, only said that they noticed the accent. Some examples from the participants who stated that it might affect speaker's opportunities to get a job: "yes, the candidate speaks with a fairly strong accent and I think that as a person responsible for communication must speak without an accent" (A14). This answer, provided by participant A14 who has French as native language, shows the manifestation of banal nationalism since the participant believes that higher positions are available only for native speakers who

speak without an accent. Additionally, the participants stated that "the candidate speaks with an accent, I think that when you represent the company you should be good and speak understandably, almost without an accent" (A16), "yes, the candidate has an immigrant background, speaks with an accent. In my opinion, higher positions need people who are quite good at the language, that it could be easy to understand" (A20). This feedback was also provided by native speakers. One positive answer received: "yes, I can hear that he is not from Norway, but in any case he speaks very good Norwegian. He uses grammar correctly and uses many different words. He probably has no problems at work and Norwegians probably manage to understand him" (A9).

In the evaluation of Lithuanian accent speaking candidate, out of 18 people, 10 said that accent could negatively affect his opportunities to get a job, 2 said that they did not noticed any differences in language, 6 people provided general answers, without saying if accent could affect his opportunities to get a job. Most of them mentioned that he speaks very fast and uses "learnt phrases", which might mean that participants see the candidate as a person who does not know the language well enough to formulate the speech independently. Some more examples of the negative evaluations: "he speaks with an accented Norwegian, speaks quite fast so it is difficult to understand some words, in general we can say that it could affect his possibilities because it is not so clear what he says sometimes" (B13). The feedback is true since in comparison with Arabic voice and dialect voice, Lithuanian candidate spoke faster. One participant also mentioned that the candidate has "unclear pronunciation, it is difficult to imagine this candidate in the role of communications manager" (B3). Researchers explain that good communication requires a good understanding of the person that we are talking to - since we are more familiar with the local language, it is more likely that we may have difficulties understanding speech witch is affected by accent (Deprez-Sims, Morris 2010). One participant who is native Norwegian speaker directly stated that for this candidate it might be harder to find a job due to the accent: "I have noticed that the person speaks with an accented Norwegian. I think it can be harder for him to find a job than for people who speak without an accent" (B17). No positive evaluations received.

In evaluation of the Norwegian dialect speaker, out of the 18 respondents who answered to the question, only one said that the dialect could affect his opportunity to get a job, 14 people said that is should not affect his opportunities and 3 people did not specify their opinion, provided general answers that they can hear the dialect. Some answers received from the participants, indicating that the dialect should not affect his opportunities: "the candidate speaks dialect but it is not unusual for me, should not affect" (C12), "It is clear that the candidate speaks with dialect, but it cannot affect his possibilities. We

see people who work on TV, radio, etc. and speak with dialect in Norway" (C14). C14 participant is a native speaker, living in Stavanger, evaluation of this participant shows only positive answers, we can assume that the "common" effect had an influence for this feedback. Coming back to the banal nationalism it is worth to remember that people tend to evaluate positively others when they look or sound natural to them, when they belong to the same nation or social group (Billig 1995). It is interesting to notice, that even participants themselves use such words as "not unusual for me" (C12), "<…> in Norway it is quite common to hear dialects" (C16), identifying that people evaluated the candidate better because they are used to dialect and it sounds natural to them.

Additionally, the participants were asked to answer the question "what do you think about accents in Norwegian in general?" Most of the participants answered that they like it, until it is understandable enough to communicate freely. Some participants said that it is sometimes difficult to understand what people say when they speak with an accent. Supporting what the banal nationalism states about unnaturalness of others, in evaluation of Arabic voice some participants mentioned that accents sound unusual or unnatural to them: "I like it, but it is unusual to me" (A16), "Sounds weird sometimes" (A18). The participant A16 is native Lithuanian speaker and participant A18 is native Russian speaker. We can assume that if accents are "unusual" or "sound weird" to people who are not native Norwegian speakers, it might mean that the difference of what is Norwegian and what is not is so well known that even foreign language speakers unconsciously think about it in evaluation of the candidate.

In evaluation of candidate with Lithuanian accent, one participant mentioned that "there is nothing wrong with accents, just that it is difficult to understand it sometimes" (B17). Another participant said that "it sounds difficult, I do not have anything against it, but it sounds difficult" (B1). This feedback, provided by native Norwegian speakers, supposes that accented speech sounds difficult due to the feeling of otherness and unnaturalness.

One participant who is native Norwegian speaker indicated the difference between accent and dialect: "Accent is a little different than dialect. Dialect is easier to understand because it is more common, we hear it every day. Accent can be strong and negatively affect conversation" (C13). This feedback shows the manifestations of banal nationalism in job interviews. C13 participant indicated that accents can negatively affect conversation and dialect is more common, more natural as he hears it every day. An interesting feedback received from native Norwegian speaker C9: "Dialects are what make Norwegian a very unique and independent language. <…> Norwegian's diversity makes it more difficult

for other major languages to destroy Norwegian". Statement supports the manifestation of banal nationalism, since participant mentioned uniqueness of Norwegian language, claim to save it, fair of 'major languages' influence on Norwegian language.

The participants received the last question related to the accent and dialect speaking candidates : "do you think that candidate who speak Norwegian with an accent or dialect, can work as a communication manager and represent the company?" All of the participants who answered this question said "yes", but some of them compared accent with a dialect: "Yes, but it can be difficult for a person who speaks with an accent, easier when speaking with a dialect" (B10, native speaker), "I guess it is easier for a person who speaks dialect and not an accent". One native speaker said that if accent is strong, the candidate "is not suitable for the person in charge of communication" (B14). As well that "it is possible, but can be a little more difficult and I can understand companies that do not want people who speak with an accent for the representation of the company" (C19, native Arabic speaker).

6.3.Summary of results

To summarize, the received results showed that all of the candidates received quite similar feedback from the first impressions of participants. All of them described as motivated, ambitious, friendly and hardworking candidates. The negative answers stressed these sides of candidates: the Lithuanian candidate described as too much nervous, cold, lacking the energy; the Arabic candidate received feedback about lack of the self-presentation skills and the Norwegian candidate described as too self-confident and sometimes boring. All candidates received some negative feedback about the speech from the first question: Arabic voice received feedback from one participant that he has a poor Norwegian language skills, Lithuanian voice received feedback about bad pronunciation and the Norwegian candidate received feedback about using standard phrases.

The participants evaluated the following personal characteristics from "completely agree" to "completely disagree": ambition, competence, representation, credibility, similarity, attractiveness and hiring recommendation. In the evaluation of all characteristics, no statistically significant difference found between Arabic and Lithuanian speakers, meaning that candidates representing accents were evaluated quite similar in all of the aspects by our participants. As presented in personal characteristics section, almost all of characteristics aspects had statistically significant difference between speakers with an accent and speaker with a dialect. Both speakers representing accents were evaluated as less ambitious

and competent than the dialect-speaking candidate. The difference found between the Lithuanian accent speaker and speaker with Norwegian dialect in evaluation of representation, meaning that the Lithuanian accent speaker evaluated more negatively than the Norwegian dialect speaker. No difference found in the evaluation of credibility, all speakers evaluated similarly as trustworthy. In relation to similarity check, the statistically significant difference found between the Lithuanian accent speaker and the candidate with Norwegian dialect. Norwegian speaker evaluated as more "similar to me" and recognizable than the candidate with Lithuanian accent, which supports the theory of banal nationalism and social categorization, that people evaluate others better when they have something in common (Billig 1995). Quite similar results received in evaluation of attractiveness: Norwegian speaker assessed more positively as a colleague than Lithuanian speaker. No difference for both similarity and attractiveness found between the Arabic and Norwegian speakers. Concisely, the accents representing speakers assessed more negatively than the dialect representing speaker on almost all personal characteristics (except credibility) with statistically significant difference. Open question about first impression provided results supporting feedback. However, a lot of positive characteristics were mentioned for both speakers with an accent and speaker with a dialect.

The hiring recommendation showed that the dialect-speaking candidate has bigger chances to get a job for communication manager position than the candidate speaking with Lithuanian accent in Norwegian as L2. No statistically significant difference found between the speaker with Arabic accent and speaker with Norwegian dialect. Additionally, participants had to provide arguments for their hiring recommendation. Lithuanian accented speaker received more negative feedback than others, that supports results that there is a statistically significant difference between the hiring recommendation of Lithuanian and Norwegian speakers. However, the negative feedback mostly related to candidate's personality – participants said that they would not hire the candidate because he is too nervous, lacks positivity and energy. Comparing Lithuanian speaker with other speakers we can really hear that he is nervous, that might affect the negative evaluation of the candidate. The Arabic speaker received the negative feedback as well but no statistically significant difference in evaluation of hiring recommendation found between him and Norwegian dialect speaker.

The results in evaluation of similarity and attractiveness supported the theory of banal nationalism and social categorization. The candidate speaking with Norwegian dialect got better evaluations as more "similar to me" and attractive as a colleague. Answers received from open questions included explanations that dialects are "more usual" or "more natural", meaning that participants evaluated dialect

better because they are used to hear it every day. As mentioned in social categorization section, people tend to relate to those groups in society that are bigger, have more power, belong to majority in order to get a higher status and more positive self-image (Tajfel, Billig, Bundy 1971). To check this phenomena, additional question formulated, asking what is more important for participants – solidarity with others or individual freedom. More than a half of the participants mentioned that solidarity is more important, meaning that they tend to belong to majority groups in society. It might unconsciously negatively impact their decision in evaluation of candidates speaking with Norwegian with an accent since they belong to minority groups in society. As mentioned, not all of the participants were native speakers, but it brought a new aspect to the research – even those who are not native speakers, think that the accent is "unnatural" or "sounds weird" and due to that, people cannot work in higher positions. That supposes, that the distinction between "us" and "them" and the "common" effect are so strong, that even those who learnt Norwegian self, or are interested in Norwegian culture, feel that something is not "Norwegian" enough to be good.

An open question if accent or dialect can negatively affect candidates' opportunities to get a job provided surprisingly interesting feedback: out of 19 people 11 said that it can negatively affect the Arab. A speaker opportunity to get a job as communication manager, out of 18 people 10 said that accent could negatively affect Lith. A speaker opportunities to get a job and out of 18 participants who answered to the question, only 1 said that dialect could affect Norw. D speaker's opportunity to get a job. Both provided answers and the statistical data clearly supports our hypothesis that people who speak L2 with an accent have lower opportunities to get a job in a higher position and are evaluated more negatively than those who speak a Norwegian dialect.

7. CONCLUSION

The aim of this thesis was to analyze whether the candidates speaking with an Arabic and Lithuanian accents in Norwegian as L2 evaluated more negatively and have lower chances of getting a communication manager position in Norway than the Norwegian dialect from Stavanger speaking candidate. In addition, to discuss whether resolution of job interview can be influenced by banal nationalism. Following question was formulated: weather the candidate speaking with Norwegian dialect from Stavanger is more likely to be hired for communication managers' position and evaluated more positively than the candidates speaking with Lithuanian and Arabic accents in Norwegian as L2?

An experimental method conducted following the guidelines of an experiment, designed by Deprez-Sims and Morris in 2010. The method for this thesis was adopted, adding some questions and statements related to personal characteristics, accents, banal nationalism and social categorization. The study based on qualitative analysis, having both statements for evaluation from "completely agree" to "completely disagree" and open questions in an online questionnaire. In total 60 participants took part in the study and evaluated the candidates for communication manager position in Norway. Results were calculated using SPSS program. Kruskal-Wallis H test used. The results, received from Kruskal-Wallis H test tested using the Mann-Whitney U test to check if there is a statistically significant difference between the pairs of speakers.

The hypothesis "people who speak L2 with an accent have lower opportunities to get a job in a higher position and are evaluated more negatively than those who speak a Norwegian dialect" was supported by statistical data and results from open questions. Participants evaluated following personal characteristics: ambition, competence, representation, credibility, similarity, attractiveness and hiring recommendation. In evaluation of all characteristics, no statistically significant difference found between the candidates representing accents. Almost all of characteristics aspects (except credibility) had statistically significant difference between speakers with an accent and speaker with a dialect. The evaluation of hiring recommendation showed that the dialect-speaking candidate has bigger chances to get a job for communication manager position than the candidate speaking with Lithuanian accent in Norwegian as L2. No statistically significant difference found between speaker with Arabic accent and speaker with Norwegian dialect. Answers to an open question if accent or dialect can negatively affect candidates' opportunities to get a job supported our hypothesis. In evaluation of the candidate speaking with Arabic accent, out of 19, 11 people said that it can negatively affect his opportunities to get a job.

Quite similar results received in the evaluation of the candidate speaking with Lithuanian accent: out of 18, 10 people said that accent can negatively affect opportunities. Differently, in the evaluation of candidate speaking with Norwegian dialect, out of 18, only 1 person said that dialect could negatively affect his opportunities to get a job. In conclusion, the hypothesis was supported by both statistical data and the answers from the open questions. The statistical data showed statistically significant difference in evaluation of the personal characteristics and hiring recommendation between candidates speaking with an accent and candidate speaking with Norwegian dialect, meaning that dialect-speaking candidate evaluated more positively and having bigger chances of getting a job for communication manager position.

Moreover, the results and open feedback showed that the resolution of job interview might be affected by banal nationalism and social categorization. The results showed statistically significant difference between candidates speaking with accents and candidate speaking with Norwegian dialect in evaluation of similarity and attractiveness, meaning that the dialect-speaking candidate evaluated as more "similar to me" and attractive as a colleague. Answers received from open questions included explanations that dialects are "more usual" or "more natural", meaning that participants evaluated dialect better because they are used to hear it every day. It supports the theory of banal nationalism that points out the impact of unconscious dividing of society into "us" and "them", meaning that people like others more when they have "something in common" (Billig 1995). The social categorization theory explains that people tend to belong to the majority groups in society in order to get a higher status and more positive self-image (Tajfel, Billig, Bundy 1971). More than a half of participants answered that solidarity is more important than the individual freedom, meaning that they tend to belong to bigger groups in society. This could unconsciously negatively impact their decision in evaluation of candidates speaking with Norwegian with an accent since they belong to minority groups in society. The research aimed to have only native speakers or people living in Norway as participants, but since the questionnaire was shared on social media, not all of the participants were native speakers. It brought a new aspect to the research – even those who are not native speakers, think that the accent is "unnatural" or "sounds weird" and due to that, candidates speaking with an accent were evaluated more negatively. That supposes, that the distinction between "us" and "them" and the "common" effect is so strong, that even those who learnt Norwegian self, or are interested in Norwegian culture, feel that something is not "Norwegian" enough, not feeling "natural" to Norway. To sum up, both statistical data and answers from the open questions

showed that candidates speaking with an accent might be evaluated more negatively than the dialect-speaking candidate due to manifestations of banal nationalism.

Despite the fact that the statistical data and provided feedback supports our statements, the method had some limitations and needs following improvements for future researches. Due to the scope of this study, only one speaker represented accents and dialect. In order to get significant results and clear comparison between the speakers, at least two or three speakers should represent accents and dialects. We should be aware that having only one speaker, negative evaluations might be based on candidates' voice, intonation, energy or personality. In our case, some negative feedback received about candidates' personalities and manners could influence the resolution of job interview negatively. Having two speakers, we could compare statistical data between them and check whether there are some patterns or similarities in evaluations or not.

Additionally, the amount of answers should be a bit higher in order to get clearer differences and similarities in statistical data. Statistically, there were no statistically significant difference between Arabic and Lithuanian accented speakers, but if the amount of answers would be higher, the differences might appear. Some of the characteristics received evaluations where median of Arabic and Lithuanian accented speakers are similar from the statistical reports using SPSS program. That could be changed if the amount of answers would be bigger.

In order to check the influence of banal nationalism to the resolution of job interviews the participants should be only native Norwegian speakers. In this research, participants who filled in an online questionnaire, had different backgrounds because questionnaire was shared on social media, this material allows us only to discuss the manifestations of banal nationalism, but not to state that banal nationalism was one of the main criteria in evaluation of candidates. This study involved 23 native Norwegian speakers, the evaluations showed that the banal nationalism and differences between "us" and "them" can lead to the negative resolution of the job interview, but for future studies, I recommend to have only native speakers to better check the influence of banal nationalism and feeling of "unnaturalness" of accents to Norwegians.

In conclusion, this study showed that the accents of immigrants can affect their success in job interviews in Norway and resolution can be influenced by banal nationalism. Both speakers representing Arabic and Lithuanian accents in Norwegian as L2, evaluated as less ambitious, competent, representative, similar and attractive than the candidate representing Norwegian dialect from Stavanger.

The statistics showed that the candidate with Norwegian dialect is more likely to be hired as communication manager in Norway than the candidate speaking with Lithuanian accent in Norwegian, no statistically significant difference found between the candidate speaking with Arabic accent and Norwegian dialect.

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9. SAMMENDRAG

Formålet med bacheloroppgaven min er å analysere om kandidater som snakker med arabisk og litauisk aksent-preget norsk, blir evaluert mer negativt og har mindre sjanser til å få jobb som en kommunikasjonsansvarlig i Norge enn kandidaten som snakker med norsk dialekt fra Stavanger. I tilleg til det diskuterer jeg om resolusjonen av jobbintervjuer kan være påvirket av banal nasjonalisme. Problemstillingen min er: vær kandidaten som snakker med norsk dialekt fra Stavanger er mer sannsynlig å bli ansatt som kommunikasjonsansvarlig og evaluert mer positivt enn kandidatene som snakker med litauisk og arabisk aksenter på norsk som L2?

En eksperimentell metode laget av Deprez-Sims og Morris i 2010 brukt i denne oppgaven (Deprez-Sims, Morris 2010). Høsten 2021 gjennomførte jeg et pilotprosjekt for å sjekke resultatene i evaluering av kandidatene. Tre lydopptak (en fra en) ble laget av høyttalere som representerte arabisk og litauisk aksenter i norsk som andrespråk og en person som representerte norsk dialekt fra Stavanger. Resultatene av pilotprosjektet viste at kandidater som snakket med aksent-preget norsk ble evaluert mer negativt enn kandidaten som snakket med norsk dialekt. Dette pilotprosjektet hadde ikke som mål å gi spesifikk statistikk, men å legge grunnlaget for min bacheloroppgave.

I bacheloroppgaven min 60 deltakere evaluerte kandidatene som snakker med arabisk og litauisk aksenter på norsk som andrespråk og kandidaten som snakker med norsk dialekt fra Stavanger i et virtuell spørreskjema basert på disse egenskapene: ambisjon, kompetanse, representasjon, troverdighet, likhet, attraktivitet og ansettelsesanbefaling. Resultatene viste at aksenter av innvandrere kan påvirke deres suksess i jobbintervjuer i Norge. Begge kandidatene som representerer arabisk og litauisk aksenter på norsk som andrespråk, vurdert som mindre ambisiøse, kompetente, representative, kjente og attraktive enn kandidaten som representerer norsk dialekt fra Stavanger. Statistikk viste at kandidat med norsk dialekt er mer sannsynlig å bli ansatt som kommunikasjonssjef i Norge enn kandidaten som snakker med litauisk aksent på norsk, ingen statistisk signifikant forskjell funnet mellom kandidaten som snakker med arabisk aksent og norsk dialekt i evaluering av ansettelsesanbefaling. Resultatene viste manifestasjoner av banal nasjonalisme i evaluaering av kandidatene: deltakere skrev at det er «rart» og «unaturlig» å høre aksenter, at det høres ikke «profesjonell». Forskningen hadde som mål å ha bare nordmenn som deltakere, men det kom svar fra personer med ulik bakgrunn. Svarene viste at selv folk som ikke er innfødte nordmenn, har en tendens til å vurdere kandidatene som snakker med aksent dårligere på grunn av unaturlighet i talen deres.

10.SANTRAUKA

Šio bakalauro darbo tikslas – ištirti ar kandidatai, kalbantys norvegų kalba su negimtakalbių akcentu yra vertinami neigiamiau ir turi mažiau galimybių įsidarbinti kaip komunikacijos vadovai Norvegijoje nei kandidatas, kalbantis norvegų tarme. Šiam tikslui pasiekti, keliamas probleminis klausimas: ar kandidatas, kalbantis norvegiškai su tarme iš Stavangerio, turi didesnes galimybes įsidarbinti kaip komunikacijos vadovas ir būti įvertintas teigiamiau nei kandidatai, kalbantys su lietuvišku ir arabišku akcentu? Tyrimo rezultatų interpretacijai pasitelkta banalaus nacionalizmo teorija ir jos įtaką darbo pokalbio sprendimui.

Šiame darbe naudojamas eksperimentinis metodas, kurį sukūrė Deprez-Sims ir Morris 2010 m. (Deprez-Sims, Morris 2010). 2021 metų rudenį vykdžiau bandomąjį projektą, siekdama patikrinti kaip vertinami kandidatai kalbantys su akcentu įsidarbinimo procese. Tyrimui atlikti paruošti trys garso įrašai (kiekvienam po vieną) su arabišku ir lietuvišku akcentais norvegų kalboje ir norvegų kalbos tarme iš Stavanger miesto. Bandomojo projekto rezultatai parodė, kad kandidatai, norvegų kalba kalbėję su akcentu, buvo įvertinti neigiamiau nei kandidatas, kalbantis su norvegų tarme. Projektu buvo siekiama metodiškai pasiruošti bakalauro darbui, o ne pateikti statistinius duomenis.

Šiame bakalauro darbe 60 dalyvių užpildė internetinę apklausą, įvertindami šiuos aspektus: ambicingumą, kompetenciją, reprezentatyvumą, patikimumą, panašumą, patrauklumą ir įdarbinimo rekomendaciją. Rezultatai parodė, kad imigrantų akcentai gali turėti įtakos jų sėkmei darbo pokalbiuose Norvegijoje. Abu kandidatai, atstovaujantys arabų ir lietuvių kalbos akcentus norvegų kalboje, įvertinti kaip mažiau ambicingi, kompetentingi, reprezentatyvūs, atpažįstami ir mažiau patrauklūs nei kandidatas, atstovaujantis norvegų tarmę iš Stavangerio. Statistika parodė, kad kandidatas, kalbantis su norvegų kalbos tarme, įvertintas kaip tinkamesnis kandidatas dirbti komunikacijos vadovu Norvegijoje nei kandidatas, kalbantis norvegų kalba su lietuvišku akcentu. Statistiškai reikšmingo skirtumo tarp kandidato kalbančio su arabišku akcentu ir kandidato, kalbančio su norvegų tarme vertinant įsidarbinimo rekomendacijas nerasta. Banalaus nacionalizmo apraiškos rastos dalyvių atviruose atsakymuose bei panašumo ir patrauklumo vertinime – dalyviai teigė, jog akcentai skamba „keistai", „nenatūraliai", „neprofesionaliai". Tyrimu buvo siekiama gauti atsakymus tik iš gimtakalbių norvegų, tačiau atsakymus užpildė ir negimtakalbiai dalyviai. Atsakymai parodė, jog net ir negimtakalbiai yra linkę vertinti kandidatus, kalbančius su akcentu neigiamiau dėl nenatūralumo, kuris yra aiškinamas banalaus nacionalizmo teorijoje.

11.APPENDICES

Appendix A

Prepared text for audio recording given to the speakers for the pilot project:

Så hvis jeg skal snakke litt om min bakgrunn, vil jeg begynne med det at jeg har studert på universitetet i programmet for offentlig kommunikasjon. Jeg har lagt vesentlig større vekt på kommunikasjonsstrategier og menneskelig ledelse.

Jeg har tidligere erfaring fra et internasjonalt selskap for offentlig kommunikasjon. Der gikk jobben min ut på å løse oppgaver knyttet til reklame og offentlig kommunikasjon. Nå føler jeg at det er på tide for meg å gå videre og finne nye muligheter. Jeg er i stand til å jobbe med forskjellige mennesker, koordinere dem og få de beste resultatene ut av dem. Jeg har et åpent sinn, jeg mener at arbeidsmiljøet skal være hyggelig for alle ansatte og det er viktig for meg å ha mennesker omkring meg som jeg kan stole på. Jeg søker mer kunnskap og tror jeg vil være en god kandidat for denne stillingen med min erfaring fra dette feltet og bakgrunn som kan gi de beste resultatene.

Appendix B

Instructions for audio recording given to the speakers for bachelors' thesis:

- Ikke oppgi spesifikk informasjon om deg selv (ingen navn, ingen alder, ingen tidsramme hvor lenge du bor i Norge, ingen erfaring med å lære språk)
- Du har studert på universitetet for offentlig kommunikasjonsprogram
- Du søker etter en kommunikasjonsansvarlig i et stort selskap i Norge
- Du vil kunne representere selskapets norske avdeling i utlandet
- Nevn dine sterke og svake sider

Appendix C

Information about the questionnaire given to the participants:

Informasjon om undersøkelsen

Kjære deltaker,

Takk for at du vil delta i denne undersøkelsen. Vi er et internasjonalt ansettelsesselskap som søker etter de beste ansatte for våre kunder over hele verden. Du vil motta et kort lydklip som inneholder et jobbintervju med en kandidat som søker på stillingen som kommunikasjonsansvarlig ved et norsk firma i Norge. Stillingen han søker på, vil innebære å skulle representere det norske firmaet utad. Vennligst fyll ut et av spørreskjemaene og svar på spørsmålene. Undersøkelsen vil ta deg mellom 7 og 10 minutter å utføre. Undersøkelsen er fullstendig anonymisert.

A spørreskjema

B spørreskjema

C spørreskjema

Appendix D

Hva tenker du om kandidaten generelt?

Ambisjon. Jeg mener at kandidaten er ambisiøs.

- ☐ **Helt enig**
- ☐ **Enig**
- ☐ **Hverken enig eller uenig**
- ☐ **Uenig**
- ☐ **Helt uenig**

Kompetanse. Jeg mener at kandidaten høres kompetent ut.

- ☐ **Helt enig**
- ☐ **Enig**
- ☐ **Hverken enig eller uenig**
- ☐ **Uenig**
- ☐ **Helt uenig**

Representasjon. Jeg mener at kandidaten vil kunne representere det norske firmaet på en god måte.

- ☐ **Helt enig**
- ☐ **Enig**
- ☐ **Hverken enig eller uenig**
- ☐ **Uenig**
- ☐ **Helt uenig**

Troverdighet. Jeg mener at kandidaten er troverdig.

- ☐ **Helt enig**
- ☐ **Enig**
- ☐ **Hverken enig eller uenig**
- ☐ **Uenig**
- ☐ **Helt uenig**

Likheten. Jeg kjenner meg igjen i kandidaten.

- ☐ **Helt enig**
- ☐ **Enig**
- ☐ **Hverken enig eller uenig**
- ☐ **Uenig**
- ☐ **Helt uenig**

Attraktivitet. Jeg ville ha likt å jobbe med kandidaten dersom jeg jobbet for samme firma.

- ☐ **Helt enig**
- ☐ **Enig**
- ☐ **Hverken enig eller uenig**
- ☐ **Uenig**
- ☐ **Helt uenig**

Anbefaling. Jeg vil anbefale kandidaten for stillingen.

- ☐ **Helt enig**
- ☐ **Enig**
- ☐ **Hverken enig eller uenig**
- ☐ **Uenig**
- ☐ **Helt uenig**

Vennligst skriv hvorfor du synes personen i lydopptaket passer, eller ikke passer, i jobben som er utlyst.

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Hvilket ideal mener du er viktigst i samfunnet: solidaritet eller individuell frihet?

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Har du lagt merke til noe ved kandidatens språk? Hvis ja, tenker du at det kan påvirke kandidatens mulighet til å få jobb?

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Hva mener du om aksentpreget norsk generelt?

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Mener du at personer som snakker med dialekt eller aksentpreget norsk kan jobbe som kommunikasjonsansvarlig og representere firmaer utad?

Din alder

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 eller mer.

Din kjønn

- ☐ Kvinne
- ☐ Mann
- ☐ Annet
- ☐ Ønsker ikke å oppgi

Er du født i Norge?

- ☐ Ja
- ☐ Nei

Hvilket språk snakket du hjemme med familien din som barn?

- ☐ Norsk
- ☐ Norsk og et annet språk (vennligst oppgi hvilket språk nedenfor)

- ☐ Et annet språk (vennligst oppgi hvilket språk nedenfor)

Hvor i Norge bor du (vennligst oppgi fylke og kommune)?