

Accentedness Survey

File: AccentednessRawData.csv

P_id: Participant number

Table 1. Speaker's accents

| Speaker initials | Speaker Accent |
|------------------|----------------|
| A1 | EE |
| A2 | EE |
| B1 | GNE |
| B2 | GNE |
| C1 | UWYE |
| C2 | UWYE |
| D1 | MLE |
| D2 | MLE |
| E1 | RP |
| E2 | RP |

Accent acronyms: RP - Received Pronunciation; MLE - Multicultural London English; GNE - General Northern English; EE - Estuary English; UWYE - Urban West Yorkshire English

Table 2. Evaluative measures of accents

| Item name in Qualtrics survey | Item content | Variable name |
|-------------------------------|--|-----------------------------------|
| Q6.3 | How would you describe the speaker's accent? | Speaker + question + _description |
| Q6.4 | How often have you heard this accent? | Speaker + question + _frequency |
| Q6.5 | How strong is the accent? | Speaker + question + _strength |
| Q6.6 | Evaluative measures of social characteristics of speaker | See table 2.b |
| Q6.8 | Which region in the speaker from? | Speaker + question + _region |
| Q6.9 | What is the age of the speaker? | Speaker + question + _age |
| Q6.10 | What is the ethnicity of the speaker? | Speaker + question + _ethnicity |
| Q6.11 | What is the social class of the speaker? | Speaker + question + _class |

Table 2.b Evaluative measures of the social characteristics of speakers (Q6.6)

| Item name in Qualtrics survey | Item | Variable name |
|-------------------------------|-----------------------------|------------------------------------|
| Q6.6 | Ratings of professionalism | Speaker + question + professional |
| | Ratings of pleasantness | Speaker + question + pleasant |
| | Ratings of career prospects | Speaker + question + prospect |
| | Ratings of friendliness | Speaker + question + friendly |
| | Ratings of knowledge | Speaker + question + knowledgeable |
| | Ratings of intelligence | Speaker + question + intelligent |
| | Ratings of reliability | Speaker + question + reliable |

Table 3. Evaluative measures of social bias

| Item name in Qualtrics survey | Item content | Variable name |
|-------------------------------|--|---------------|
| Q26.1 | People are sometimes discriminated against based on their accent. | pd1 |
| | Accent has an impact on people's professional success. | pd2 |
| | People should adjust their accents when in a professional workplace to meet their co-workers' expectations. | pd3 |
| | People should adjust their accent to meet their clients' expectations. | pd4 |
| | It is easy for a person to change their accent if they want to. | pd5 |
| Q26.3 | When speaking to a person from a different social background, it's important to me that they do not think I'm prejudiced. | mcpr1 |
| | It bothers me a great deal when I think I've offended someone, so I'm always careful to consider other people's feelings. | mcpr2 |
| | At work, when someone from a different social background expresses an opinion I disagree with, I am careful about how I respond. | mcpr3 |
| | It appeals to me to work in an organisation that emphasises getting to know people from different social backgrounds. | mcpr4 |
| | People from different social backgrounds can teach me things I could not learn elsewhere. | mcpr5 |

Table 4. Personal biography variables (demographics)

| Item name in Qualtrics survey | Item | Variable name |
|-------------------------------|--|---------------------|
| Q27.2 | Gender | P_gender |
| Q27.3 | Age (numeric, year) | P_age |
| Q27.4 | Ethnicity | P_ethn |
| Q27.6 | Region where grew up | P_region_growup |
| Q27.7 | Region where currently living | P_region |
| Q27.8 | Self's highest educational qualification | P_edu |
| Q27.9 | Self's recent occupation | P_occupation |
| Q27.10 | Native English speaker | P_Eng_native |
| Q27.11 | Fluent in language other than English? | P_lang_other |
| Q27.12 | Specification of other languages fluent | P_other_native_spec |
| Q27.13 | Describe own accent | P_self_accent |
| Q27.14 | Specification of own accent | P_own_accent_spec |

Accentedness_Survey

Start of Block: Screening



Q1.1 Thank you for your interest in this study.

Before you start, please note:

This study is designed for desktops or laptops and will not work on mobile devices. Please do not continue if you are using a mobile device. You can come back later when you have access to a computer. The study contains sound clips. Please make sure that you can listen to sound (preferably through headphones) on your computer.

Please select one of the following options and click "Next".

- ☐ I am using a computer with sound. I would like to continue. (1)
- ☐ I would like to leave the survey now. (0)

Q1.2 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Thank you for your interest in this study. Before you start, please note: This study is designed... = I am using a computer with sound. I would like to continue.

AndDevice TypeIsMobile

Q1.3 The program detects that you are using a smart phone. As this survey is designed for desktops or laptops, you won't be able to continue. Please feel free to come back when you have access to a desktop or laptop.

You will be automatically re-directed in a few seconds.

Q1.4 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Screening

Start of Block: Information

Q2.1 Accents and Impression Formation Information

In this study, we are interested in how people form impressions about others based on their accents of English. You will be asked to listen to recordings of people speaking in a job interview and answer some questions about your impressions of the speakers' accents of English and social background. You will then be asked to complete a questionnaire and provide some information about yourself. The entire study will take about 20 minutes to complete and you will receive £2.00 for completing.

Please note that in order to complete the study, you will need to be able to listen to sound on your computer using speakers or headphones. The study should be completed in one sitting without interruption. Please do not start the study unless you have about 20 minutes to dedicate

to it. The decision to take part in this study is entirely up to you. You are free to withdraw at any time during the study (by closing this browser window) without giving a reason. There are no foreseeable risks to participating.

If you have any questions about this study, please don't hesitate to contact Prof. Devyani Sharma at d.sharma@qmul.ac.uk. If you have any questions or concerns about the manner in which the study was conducted please, in the first instance, contact Prof. Sharma. If you prefer, you can also contact the Queen Mary Ethics of Research Committee, email: research-ethics@qmul.ac.uk.

If you would like to take part in this study, please continue.

Q2.2 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break



Q2.3

Accents and Impression Formation

Participant Consent Form

Please read and confirm the following statements: I agree that the research project named above has been explained to me to my satisfaction in verbal and/or written form. I understand that if I decide at any time during the study that I no longer wish to participate, I can withdraw from the study by closing this browser window. I have read the information about the project on the previous screen, and understand what the research study involves. I consent to the processing of any personal information collected during the study for the purposes of this research project. I understand that such information will be treated as strictly confidential and handled in accordance with the current relevant data protection legislation.

I understand that if I have any questions or concerns about the manner in which this study was conducted, I can contact the Research Ethics Committee at Queen Mary University of London (research-ethics@qmul.ac.uk). If I have any questions related to data protection, I can contact the Data Protection Officer at Queen Mary University of London (data-protection@qmul.ac.uk). Please click the text box below before continuing:

☐ I agree with the above statements. (1)

Q2.4 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break



Q2.5 Thank you. Before getting started, please: **Make sure you are in a quiet place**
Maximize your browser window **Make sure the sound on your computer is on**
and set at an appropriate level **If you are using headphones, please put them on now**
If the audio does not load properly during the survey, try reloading the survey
page (recommended browser: Google Chrome) **Make sure your Prolific ID is displayed in**
the text box below. If not, please copy and paste it into the text box:

Q2.6 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

End of Block: Information

Start of Block: Instructions_1

Q3.1

Accents and Impression Formation Instructions

In this section, you will be asked to listen to audio recordings of job candidates in a job interview. In fact, you will hear **different candidates, each providing the same response to an interview question**.

During the task, please pay close attention to **the speaker's accent of English** when listening. After you have finished listening to a recording, you will be asked to answer a few questions about your impression of the speaker's accent and background. Each recording is about 30 seconds long. Please pay close attention when listening.

Q3.2 When ready, please continue to a practice page.

End of Block: Instructions_1

Start of Block: Practice

Q4.1

Practice

This page allows you to familiarise yourself with the format of the survey. On each page there will be an audio player like the one below. When ready, please click the play button and listen to the recording of a job candidate answering an interview question. Adjust the volume on your computer until you can clearly hear the speaker. You can replay the recording if necessary.

JS

Q4.2

0:00 / 0:00

Q4.3

After listening to a recording, you will be asked to respond to the following questions about your impression of the speaker's accent and social background. Please take a moment to practice answering these questions (by clicking the boxes or radio buttons) in order to become familiar with them.

How would you describe the speaker's accent in a few words (e.g., typical Newcastle, BBC English, traditional West Country)?

Q4.4 How often have you heard people speaking with this accent?

(1 = Never; 5 = Very often)

☐ 1 (1)

☐ 2 (12)

☐ 3 (13)

☐ 4 (14)

☐ 5 (15)

Q4.5 Compared to a standard British English accent (e.g., a BBC radio news announcer), how strong is his accent? (1 = Not strong at all; 5 = Very strong)

☐ 1 (1)

☐ 2 (2)

☐ 3 (3)

☐ 4 (4)

☐ 5 (5)

Q4.6 In your opinion, he sounds...

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------------|
| Unprofessional | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Professional |
| Unpleasant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Pleasant |
| Unlikely to do well in interviews | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Likely to do well in interviews |
| Unfriendly | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Friendly |
| Not knowledgeable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Knowledgeable |
| Unintelligent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Intelligent |
| Unreliable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Reliable |

Q4.7

Based on the speaker's accent, please provide your best guess for each of the following aspects of his social background. Again, you can replay the recording if necessary.



Q4.8 Region of the UK where he comes from:

- ☐ South East (1)
 - ☐ South West (2)
 - ☐ London (3)
 - ☐ East of England (4)
 - ☐ West Midlands (5)
 - ☐ East Midlands (6)
 - ☐ Yorkshire and the Humber (7)
 - ☐ North East (8)
 - ☐ North West (9)
 - ☐ Wales (10)
 - ☐ Scotland (11)
 - ☐ Northern Ireland (12)
 - ☐ Not in the UK (13)
 - ☐ Too difficult to tell (14)
-

Q4.9 His age (in years):

Q4.10 His ethnicity:

- ☐ White (1)
 - ☐ Black (2)
 - ☐ South Asian (3)
 - ☐ East Asian (4)
 - ☐ Mixed (5)
 - ☐ Too difficult to tell (6)
-



Q4.11 His family's social class background:

- ☐ Traditional working-class (e.g., factory workers, labourers) (1)
 - ☐ Lower middle-class (e.g., service industries, secretarial) (2)
 - ☐ Upper middle-class (e.g., professionals, doctors, lawyers) (3)
 - ☐ Upper class (e.g., directors, CEOs, independently wealthy) (4)
 - ☐ Too difficult to tell (18)
-

Q4.12

This is the end of the practice page.

When ready, please continue to the actual task.

End of Block: Practice

Start of Block: Instructions_2

Q5.1 Now you are about to start the actual task. You will be asked to listen to the audio recordings of 10 different speakers. After each recording, you will be asked to answer the same

questions that you saw in the practice round.

Again, each recording is of a different speaker providing the same response to an interview question. When listening, please pay special attention to **the speaker's accent**.

Please continue when ready.

End of Block: Instructions_2

Start of Block: E1_Q6

Q6.1

Please listen to the recording below. While listening, paying special attention to **the speaker's accent** and then answer a few questions. You can replay the recording if necessary.

JS

Q6.2

0:00 / 0:00

Q6.3 How would you describe the speaker's accent in a few words (e.g., typical Newcastle, BBC English, traditional West Country)?

X→

Q6.4 How often have you heard people speaking with this accent?

(1 = Never; 5 = Very often)

☐ 1 (1)

☐ 2 (2)

☐ 3 (3)

☐ 4 (4)

☐ 5 (5)

Q6.5 Compared to a standard British English accent (e.g., a BBC radio news announcer), how strong is his accent? (1 = Not strong at all; 5 = Very strong)

☐ 1 (1)

☐ 2 (2)

☐ 3 (3)

☐ 4 (4)

☐ 5 (5)

Q6.6 In your opinion, he sounds...

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------------|
| Unprofessional | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Professional |
| Unpleasant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Pleasant |
| Unlikely to do well in interviews | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Likely to do well in interviews |
| Unfriendly | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Friendly |
| Not knowledgeable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Knowledgeable |
| Unintelligent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Intelligent |
| Unreliable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Reliable |

Q6.7

Based on the speaker's accent, please provide your best guess for each of the following aspects of his social background. Again, you can replay the recording if necessary.



Q6.8 Region of the UK where he comes from:

- ☐ South East (1)
 - ☐ South West (2)
 - ☐ London (3)
 - ☐ East of England (4)
 - ☐ West Midlands (5)
 - ☐ East Midlands (6)
 - ☐ Yorkshire and the Humber (7)
 - ☐ North East (8)
 - ☐ North West (9)
 - ☐ Wales (10)
 - ☐ Scotland (11)
 - ☐ Northern Ireland (12)
 - ☐ Not in the UK (13)
 - ☐ Too difficult to tell (77)
-

Q6.9 His age (in years):



Q6.10 His ethnicity:

- ☐ White (1)
 - ☐ Black (2)
 - ☐ South Asian (3)
 - ☐ East Asian (4)
 - ☐ Mixed (5)
 - ☐ Too difficult to tell (77)
-



Q6.11 His family's social class background:

- ☐ Traditional working-class (e.g., factory workers, labourers) (1)
 - ☐ Lower middle-class (e.g., service industries, secretarial) (2)
 - ☐ Upper middle-class (e.g., professionals, doctors, lawyers) (3)
 - ☐ Upper class (e.g., directors, CEOs, independently wealthy) (4)
 - ☐ Too difficult to tell (77)
-

Q6.12

When ready, please continue.

Start of Block: postQs



Q26.1

You have finished the main section. Thank you.

Here is a list of statements about accents in professional contexts. Please indicate how strongly you agree or disagree with each statement by clicking the corresponding radio button.

| | Strongly Disagree (1) | Somewhat Disagree (2) | Slightly Disagree (3) | Slightly Agree (4) | Somewhat Agree (5) | Strongly Agree (6) |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------|-----------------------|-----------------------|
| People are sometimes discriminated against based on their accent. (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Accent has an impact on people's professional success. (18) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People should adjust their accents when in a professional workplace to meet their co-workers' expectations. (19) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People should adjust their accent to meet their clients' expectations. (20) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is easy for a person to change their accent if they want to. (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q26.2 When finished, please move on to the next page.

Page Break

Q26.3 Again, please indicate how much you agree or disagree with each statement below by clicking the corresponding radio button.

| | Strongly Disagree (1) | Somewhat Disagree (2) | Slightly Disagree (3) | Slightly Agree (4) | Somewhat Agree (5) | Strongly Agree (6) |
|--|-----------------------------|-----------------------------|-----------------------------|-----------------------|-----------------------|-----------------------|
| When speaking to a person from a different social background, it's important to me that they do not think I'm prejudiced. (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It bothers me a great deal when I think I've offended someone, so I'm always careful to consider other people's feelings. (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| At work, when someone from a different social background expresses an opinion I disagree with, I am careful about how I respond. (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It appeals to me to work in an organisation that | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

emphasises
getting to
know people
from different
social
backgrounds.
(4)

People from
different
social
backgrounds
can teach me
things I could
not learn
elsewhere.
(5)

☐☐☐☐☐☐

Q26.4 When finished, please continue.

End of Block: postQs

Start of Block: Demographics

Q27.1 Please answer some additional questions about yourself:



Q27.2

What is your gender?

- ☐ Man (1)
- ☐ Woman (2)
- ☐ Other (3)
- ☐ Prefer not to say (77)



Q27.3 What is your age (in years)?



Q27.4 Which of the following categories best describes your ethnicity?

- ☐ White (1)
- ☐ Black (2)
- ☐ South Asian (3)
- ☐ East Asian (4)
- ☐ Mixed or other (please specify) (5)
- ☐ Prefer not to say (77)

Display This Question:

If Which of the following categories best describes your ethnicity? = Mixed or other (please specify)

Q27.5 Please specify:



Q27.6 What region of the UK did you grow up in? Please select:

- ☐ South East (1)
- ☐ South West (2)
- ☐ London (3)
- ☐ East of England (4)
- ☐ West Midlands (5)
- ☐ East Midlands (6)
- ☐ Yorkshire and the Humber (7)
- ☐ North East (8)
- ☐ North West (9)
- ☐ Wales (10)
- ☐ Scotland (11)
- ☐ Northern Ireland (12)
- ☐ Not in the UK (13)
- ☐ Prefer not to say (77)



Q27.7 What region of the UK do you currently live in? Please select:

- ☐ South East (1)
 - ☐ South West (2)
 - ☐ London (3)
 - ☐ East of England (4)
 - ☐ West Midlands (5)
 - ☐ East Midlands (6)
 - ☐ Yorkshire and the Humber (7)
 - ☐ North East (8)
 - ☐ North West (9)
 - ☐ Wales (10)
 - ☐ Scotland (11)
 - ☐ Northern Ireland (12)
 - ☐ Not in the UK (13)
 - ☐ Prefer not to say (77)
-

Q27.8 What is the highest educational qualification you have received?

- ☐ GCSE or equivalent (1)
 - ☐ A-level or equivalent (2)
 - ☐ Further Education (3)
 - ☐ Undergraduate Degree (4)
 - ☐ Postgraduate Degree (5)
-



Q27.9 What is your current or most recent occupation? Please select:

- ☐ Senior Management (e.g., CEO, director) (1)
 - ☐ Professional (e.g., scientist, doctor, teacher, lawyer) (2)
 - ☐ Technical (e.g., IT staff) (3)
 - ☐ Administrative and Secretarial (e.g., administrative staff) (4)
 - ☐ Skilled Trades (e.g., electrician, plumber) (5)
 - ☐ Caring, Leisure, Service (e.g., nurse, hotel staff) (6)
 - ☐ Sales and Customer Service (e.g., sales clerk) (7)
 - ☐ Process, Plant, Machine operation (e.g., factory worker) (8)
 - ☐ Primary Labour (e.g., agricultural, construction, security, cleaning) (9)
 - ☐ Unwaged (including students and homemakers) (10)
 - ☐ Prefer Not to Say (77)
-

Q27.10 Do you speak English as a native language?

☐ Yes (1)

☐ No (2)

Q27.11 Are you a fluent speaker of any language(s) other than English?

☐ Yes (1)

☐ No (2)

Display This Question:

If Are you a fluent speaker of any language(s) other than English? = Yes

Q27.12 If yes, please list the other languages you speak:



**Q27.13 Which of the following accent labels best describes your own accent of English?
Please select from the list below:**

- ☐ Afro-Caribbean (1)
- ☐ Australian (2)
- ☐ Belfast (3)
- ☐ Birmingham (4)
- ☐ Black Country (5)
- ☐ Bristol (6)
- ☐ Cardiff (7)
- ☐ Chinese-accented (8)
- ☐ Cockney (9)
- ☐ Cornish (10)
- ☐ Edinburgh (11)
- ☐ Essex (12)
- ☐ Estuary English (13)
- ☐ French-accented (14)
- ☐ German-accented (15)
- ☐ Glasgow (16)
- ☐ Indian-accented (17)
- ☐ Lancashire (18)
- ☐ Leeds (19)
- ☐ Liverpool (20)

- ☐ Manchester (21)
- ☐ Multicultural London English (22)
- ☐ Newcastle (23)
- ☐ New Zealand (24)
- ☐ North American (25)
- ☐ Northern Irish (26)
- ☐ Norwich (27)
- ☐ Nottingham (28)
- ☐ Queen's English (29)
- ☐ Scottish (30)
- ☐ South-African-accented (31)
- ☐ Southern Irish (32)
- ☐ Spanish-accented (33)
- ☐ A standard accent of English (i.e. "Received Pronunciation") (34)
- ☐ Swansea (35)
- ☐ Welsh (36)
- ☐ West Country (37)
- ☐ None of the above (77)

Q27.14 If none of the above labels above describes your own accent of English, please describe it in the text box below:

Q27.15 Please continue when ready.

Q27.16 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

End of Block: Demographics

Start of Block: End

Q28.1

Accents and Impression Formation

This is the end of the study. Thank you very much for your participation!

IMPORTANT: To receive your compensation, you must click the "Next" button to be re-directed to the payment page at Prolific.

If you have any questions, please feel free to email Prof. Devyani Sharma at d.sharma@qmul.ac.uk.

If you have any questions or concerns about the manner in which the study was conducted please, in the first instance, contact Prof. Devyani Sharma. If this is unsuccessful, or not appropriate, please contact the Secretary at the Queen Mary Ethics of Research Committee, Room W104, Queens' Building, Mile End Campus, Mile End Road, London, E1 4NS or research-ethics@qmul.ac.uk. If you have any questions relating to data protection, please contact Data Protection Officer, Queens' Building, Mile End Road, London, E1 4NS or data-protection@qmul.ac.uk.

Again, to receive your compensation, please make sure you click the "Next" button.

End of Block: End
