

The LANCHART language attitudes studies: Results

Tore Kristiansen

Within the LANCHART project we carry out both macro-level and micro-level studies of language attitudes. The theoretical and methodological foundation of the macro-level studies was presented in a paper at last year's meeting with the IC: Tore Kristiansen and Malene Monka: *Language ideology in Danish adolescents: Two value systems at two levels of consciousness*. In that paper we also presented the first, and at that time only, results of the macro level studies, namely the 'total' results from Odder – and comparisons of 'boys and girls' in Odder.

Since then the macro-level studies have been completed. So this year's paper presents the results obtained in these LANCHART studies – the results for the total sample in each community, and again comparisons of boys and girls.

Before we proceed to presenting results, let me briefly remind you that the macro-level studies are designed to capture and characterize a possible difference between consciously and subconsciously offered attitudes. The instrument used to collect conscious attitudes is a label ranking task. The instrument used to collect subconscious attitudes is a speaker evaluation experiment (based on a particular 'verbal guise' design including a very strict procedure for data collection).

1. Consciously offered attitudes: results of the label ranking task

1.1 Comparison of communities

In the interest of a readily available overview, the main results of all label ranking tasks are presented together on the next page. There is one ranking list for each of the five communities in which macro-level attitudes have been studied. In each case, we are particularly interested in the ranking of the local dialect label (in some cases two local labels are relevant) in comparison with the labels *rigsdansk* and *københavnsk*. These labels are brought out in **bold**.

A first general feature to be noticed is that the local label(s) appear in top position in all five lists. In other words: In conscious performance, there is a 'local patriotism' at work.

A second general feature which may be noticed is that the figures for standard deviation are relatively low for the local labels while they are relatively high for *københavnsk* and *rigsdansk*. That is: The youngsters are more in agreement when ranking local labels than *københavnsk* and *rigsdansk*. In other words: In conscious performance, the investigated youth speech communities are relatively 'focused' concerning the local labels and relatively 'diffuse' concerning *københavnsk* and *rigsdansk*.

It should be noticed that all pupils of the 9th grade participated as informants in the macro studies in Vissenbjerg, Odder and Vinderup. If we consider the 9th grade pupils to be the population we wish to investigate, this means that we do not have data from samples in these three communities (we have data from the whole population). Hence it

does not make sense to test the differences in the data for significance. We might choose to say that we consider our population to be an age cohort comprising (i) either the age range of, say, 13 – 17 years in the year of data collection, (ii) or all 9th graders across,

COPENHAGEN

N=135, Friedman Test: $\chi^2 = 411,670$, $df=6$, $p<0,001$

	Means on a 1–7 scale	Standard deviation
1. Københavnsk	1,57	1,182
2. Sjællandsk	2,53	1,151
3. Rigsdansk	3,28	1,577
4. Fynsk	4,78	1,291
5. Århusiansk	5,12	1,361
6. Jysk	5,13	1,538
7. Bornholmsk	5,59	1,667

NÆSTVED

N=163, Friedman Test: $\chi^2 = 501,539$, $df=6$, $p<0,001$

	Means on a 1–7 scale	Standard deviation
1. Sjællandsk	1,50	0,789
2. Københavnsk	2,67	1,427
3. Rigsdansk	3,72	1,817
4. Lolland-Falstersk	4,14	1,347
5. Fynsk	4,50	1,249
6. Jysk	5,39	1,569
7. Bornholmsk	6,02	1,408

VISSENBJERG

N=54, Friedman Test: $\chi^2 = 151,081$, $df=6$, $p<0,001$

	Means on a 1–7 scale	Standard deviation
1. Fynsk	2,09	1,404
2. Odenseansk	2,09	1,014
3. Rigsdansk	3,54	1,575
4. Jysk	4,48	1,756
5. Sjællandsk	5,00	1,360
6. Københavnsk	5,02	1,631
7. Bornholmsk	5,89	1,574

ODDER

N=172, Friedman Test: $\chi^2 = 645,133$, $df=9$, $p<0,001$

	Means on a 1–10 scale	Standard deviation
1. Østjysk	2,26	1,884
2. Århus	2,53	1,631
3. Rigsdansk	4,91	2,566
4. Københavnsk	5,41	2,949
5. Nordjysk	5,57	2,052
6. Vestjysk	5,86	2,101
7. Sjællandsk	5,95	2,237
8. Fynsk	6,73	2,198
9. Sønderjysk	7,09	2,284
10. Bornholmsk	8,73	1,813

VINDERUP

N=81, Friedman Test: $\chi^2 = 261,248$, $df=10$, $p<0,001$

	Means on a 1–11 scale	Standard deviation
1. Midtjysk	3,00	2,174
2. Vestjysk	3,52	2,520
3. Rigsdansk	4,86	3,293
4. Nordjysk	5,01	2,406
5. Århusiansk	5,56	2,127
6. Østjysk	5,60	2,023
7. Sønderjysk	6,91	2,838
8. Fynsk	7,21	2,823
9. Sjællandsk	7,27	2,579
10. Københavnsk	7,63	3,269
11. Bornholmsk	9,32	2,449

say, five years with the year of collection in the middle. That way, our informants become a sample of that population, and significance testing makes sense. In the presentation to follow, significance testing is included in the analyses of the data from Vissenbjerg, Odder and Vinderup.

COPENHAGEN

The label commonly used for the dialect (non-standard, low-status speech) of Copenhagen is *københavnsk* – and the label for the only potentially competitive speech variety is *rigsdansk*. This latter label is the common one in Danish society for ‘standard Danish’ (here we skip the discussion of what *rigsdansk* is). In the list, *rigsdansk* appears in third position, downgraded not only in comparison with *københavnsk* but, interestingly enough, also in comparison with *sjællandsk*, i.e. the label for the dialect of Sealand, the island where Copenhagen is situated. In traditional elite (and generally accepted) characterizations of Danish dialects, *sjællandsk* has always been strongly stigmatized (ridiculed), beaten in that respect only by *københavnsk*.

Also note young Copenhageners’ treatment of *århusersk* – i.e. the label for Århus speech. Århus is Denmark’s second largest city. It seems reasonable to assume *århusersk* to be fairly well-known in the general public from the media and, furthermore, to have some competitive potentiality in a ranking task of this kind. But, as it appears, *århusersk* is treated no different from *jysk* – i.e. the label for Jutland speech in general.

NÆSTVED

Moving away from Copenhagen, we first come to Næstved in the southern part of Sealand. In accordance with the ‘principle of local patriotism’, *sjællandsk* moves to the top position.

Interestingly, *københavnsk* beats *rigsdansk*. This is a reordering compared with the 1986 list produced by young Næstveders in which *københavnsk* was ranked significantly lower than *rigsdansk*, while the *sjællandsk/rigsdansk* difference was non-significant.

The reordering may well be an age difference effect: In 1986, the informants were a couple of years older than in 2006 (16–17 vs. 14–15, respectively).

But it may also be the case that the relative upgrading of the label *københavnsk* results from either (i) or (ii) or both...

(i) a weaker impact (on language-related ideology among young Næstveders in 2006 than in 1986) from the traditional elite (and commonly accepted) discourse making *københavnsk* a ‘bad language’

(ii) a weaker impact (on language-related ideology among young Næstveders in 2006 than in 1986) from a traditional – ‘provinsial’ and popular – discourse that performs opposition to ‘Copenhagen’ in general

A highly relevant issue in our connection is whether such a possible weaker impact (on language-related ideology among young Næstveders in 2006 than in 1986) is a consequence of opposing rather than simply ignoring the traditional discourses.

VISSENBJERG, ODDER, VINDERUP

Moving away from Sealand, we find in all three remaining communities that *københavnsk* is downgraded in comparison with *rigsdansk* – as well as the local labels, of course.

Notice that the relative downgrading of *københavnsk* is stronger in the two more rural of these communities, namely Vissenbjerg and Vinderup. This strong downgrading is probably not to be seen as a reflex of the traditional stigmatization of *københavnsk*, but rather as a performance of the traditional ‘provinsial’ opposition to ‘Copenhagen’ in general.

Looking at Odder, on the other hand, we find that youngsters of this more urban community (a suburb to Århus really) rank *københavnsk* higher than all non-local Jutland speech labels (*nordjysk*, *vestjysk*, *sønderjysk*) – all while displaying the expected local patriotism by putting *østjysk* and *århusersk* in top position. Is this an indication that the traditional ‘provinsial’ opposition to ‘Copenhagen’ is weaker in Odder, or is it the traditional stigmatization of *københavnsk* that has lost much of its strength?

Hopefully, qualitative studies of interview data (the micro-level studies of language attitudes) will allow us get deeper into this issue (including comparisons with Næstved, Vissenbjerg and Vinderup).

The list of labels that were presented to the informants in Vissenbjerg, Odder and Vinderup contained a label for the speech in the biggest city on Funen and Jutland, respectively – i.e. Odense in the case of Vissenbjerg and Århus in the case of Odder and Vinderup. The purpose of including these labels is to be seen in relation to the general aim of finding out whether linguistic norm centres exist, or are coming into existence, outside of Copenhagen (an important purpose of the LANCHART project in general).

In Vissenbjerg and Odder, these labels (*odenseansk* and *århusersk*, respectively) were ranked in top positions. However, as long as they do not surpass the local dialect labels these positive rankings can hardly be taken to reflect a norm centre role for Odense and Århus; their top positions are just another flaunting of ‘local patriotism’.

The same seems to be true of Vinderup: *Århusersk* is ranked on a par with the dialect label of its region, i.e. *østjysk*, which indicates that the city of Århus does not figure as a linguistic norm centre in Vinderup adolescents’ representations (at least not consciously). Neither does the shared top position accorded to *vestjysk* and *midtjysk* contradict the ‘principle of local patriotism’ that seems to govern young people’s performance in the label ranking task. On the contrary, as Vinderup is located on the border between two regions (west and ‘middle’) the shared top position follows from the principle.

CONCLUDING the main results of the label ranking task

The evidence clearly indicates that the youngsters’ label ranking is to be seen as a performance of ‘local patriotism’.

There is no evidence in young Danes’ conscious language attitudes (as offered in a label ranking task) to the effect that other linguistic norm centres than Copenhagen do exist,

or are coming into existence, in either Sealand (potential candidate: Næstved), Funen (potential candidate: Odense) or Jutland (potential candidate: Århus).

Københavnsk is increasingly upgraded in comparison with *rigsdansk* if we arrange the communities (other than Copenhagen) on an ‘urban – rural’ scale as follows: Næstved – Odder – Vissenbjerg / Vinderup. We have pointed to two possible explanations for this relative upgrading of *københavnsk*: Modern ‘urban’ youth may be (i) less influenced by the traditional elite (and generally accepted) discourse that treats *københavnsk* as ‘bad language’, or also (ii) less influenced by the traditional – provincial and popular – discourse that denigrates all things ‘Copenhagenish’ (in this discourse, Sealand is ‘the devil’s island’). Light may be shed on that issue by our coming qualitative analyses of ‘what they say’ in the interviews.

1.2 Comparisons of boys and girls

The ranking lists produced by boys and girls, respectively, show little gender difference. The score differences for the labels of particular interest to us (in **bold** in the rankings) are statistically non-significant in all of the communities. We may note, though, that the Odder upgrading of *københavnsk* in comparison with *rigsdansk* is more salient among girls than boys, and that *rigsdansk* has higher mean scores with girls than with boys both in Vissenbjerg and Vinderup while there is no gender difference in the scores for *københavnsk*.

The p values produced by significance testing of the gender difference are below .05 only in two cases. In Copenhagen, girls are more positive than boys towards *fynsk* (p=.025). In Vinderup, boys are more positive than girls towards *sønderjysk* (p=.015). This is true also of the other Jutland community, Odder. The two Jutland communities share the inverse gender pattern with regard to *sjællandsk*: Girls are more positive than boys.

COPENHAGEN

	Means on a 1–7 scale		Kruskal-Wallis Test p=
	girls (N=66)	boys (N=69)	
Københavnsk	1,65	1,49	.025
Sjællandsk	2,55	2,52	
Rigsdansk	3,48	3,09	
Fynsk	4,50	5,04	
Århusiansk	5,26	4,99	
Jysk	5,14	5,12	
Bornholmsk	5,42	5,75	
Friedman Test:	chi ² = 184,532 df=6 p<0,001	chi ² = 231,925 df=6 p<0,001	

NÆSTVED

	Means on a 1–7 scale		Kruskal-Wallis Test p=
	girls (N=89)	boys (N=74)	
Sjællandsk	1,61	1,38	
Københavnsk	2,63	2,72	
Rigsdansk	3,66	3,80	
Lolland-Falstersk	4,15	4,14	
Fynsk	4,53	4,47	
Jysk	5,33	5,46	
Bornholmsk	6,00	6,04	
Friedman Test:	chi ² = 262,961 df=6 p<0,001	chi ² = 239,409 df=6 p<0,001	

VISSENBJERG

	Means on a 1–7 scale		Kruskal-Wallis Test p=
	girls (N=28)	boys (N=26)	
Fynsk	2,32	1,85	.167
Odenseansk	1,89	2,31	
Rigsdansk	3,43	3,65	.128
Jysk	4,82	4,12	
Sjællandsk	4,68	5,35	
Københavnsk	5,00	5,04	
Bornholmsk	5,96	5,81	
Friedman Test:	$\chi^2 = 79,570$ df=6 p<0,001	$\chi^2 = 75,686$ df=6 p<0,001	

ODDER

	Means on a 1–10 scale		Kruskal-Wallis Test p=
	girls (N=80)	boys (N=91)	
Østjysk	2,20	2,32	.112
Århusiansk	2,65	2,44	
Rigsdansk	5,06	4,80	
Københavnsk	5,00	5,76	.089
Nordjysk	5,69	5,43	
Vestjysk	5,83	5,90	
Sjællandsk	5,61	6,27	
Fynsk	6,69	6,75	
Sønderjysk	7,34	6,87	
Bornholmsk	8,85	8,60	.167
Friedman Test:	$\chi^2 = 311,075$ df=9 p<0,001	$\chi^2 = 334,964$ df=9 p<0,001	

VINDERUP

	Means on a 1–11 scale		Kruskal-Wallis Test p=
	girls (N=41)	boys (N=40)	
Midtjysk	2,90	3,10	.015
Vestjysk	3,80	3,23	
Rigsdansk	4,46	5,28	
Nordjysk	5,02	5,00	
Århusiansk	5,27	5,85	
Østjysk	5,32	5,90	
Sønderjysk	7,73	6,08	
Fynsk	7,65	6,85	
Sjællandsk	6,80	7,75	
Københavnsk	7,61	7,65	
Bornholmsk	9,56	9,07	
Friedman Test:	$\chi^2 = 148,443$ df=10 p<0,001	$\chi^2 = 123,775$ df=10 p<0,001	

2. Subconsciously offered attitudes: results of the speaker evaluation experiment

Eight stimulus voices were used in Copenhagen: 4 Conservative and 4 Modern. These same voices were also used in the four other communities, and 4 Local voices were added making a total of 12 stimulus voices. The Local voices were of course different in the four communities.

In order to keep a possible order effect constant, the order in which the 12 voices were played to the listener-judges was the same in the non-Copenhagen communities (see the ‘elsewhere’ order below). With only 8 voices in Copenhagen, the order had to be another. In a sense, this is an advantage because it allows for a more informed estimation of the possible impact of a voice-order effect on the assessments.

Order of voices on the tape:

Copenhagen	Cb1	Mg2	Mb5	Cg4			Cb7	Mg8			Mb11	Cg10
Elsewhere	Cb1	Mg2	Lb3	Cg4	Mb5	Lg6	Cb7	Mg8	Lb9	Cg10	Mb11	Lg12

A note on the investigation in Copenhagen

Copenhagen was the last of our communities to be studied. As we knew, partly from previous research (see Kristiansen and Monka 2006), partly from the analyses of the data from the other LANCHART communities, that the attitudinal pattern is the same everywhere else, we expected to find this pattern also in Copenhagen, as we considered the capital city to be the one and only possible centre for the general ideological uniformity found elsewhere.

After having collected data from 9th graders in three Copenhagen schools, we decided, due to considerable problems with getting access to schools, to analyse the data we had collected to see whether it showed the well-known evaluative pattern with regard to the Conservative vs. Modern distinction. It did. In addition, since ‘urban environment’ and ‘ethnicity’ might be assumed to be potentially influential factors in Copenhagen in ways unknown to the other communities, we checked and found no differences when the results were controlled for school location (suburb vs. centre) and pupil ethnicity (non-immigrant vs. immigrant background).

On this basis, we decided not to put more resources into further data collection in Copenhagen. In consequence, Copenhagen is represented by a sample that is relatively small in comparison with the samples from the other communities (as mentioned, the samples in Vissenbjerg, Odder and Vinderup actually include all 9th graders in these communities). We do feel completely safe, however, that the results obtained from our Copenhagen sample can be generalized to the Copenhagen youth.

2.1 Comparisons of communities

On the following pages, the five communities are compared. Two kinds of comparison are presented: (1) The *within-community analyses* show, by ranking, how the voices have been assessed relative to each other within each of the five communities. This is shown for all 8 personality traits, one trait at the time. Results are also given for the three computed varieties Conservative, Modern and Local (i.e. the four voices representing each variety taken together); (2) The *across-community analyses* compare, and visualise by way of curves, the assessment of each of the voices across the five communities.

Intelligent – Stupid

Voices ranked according to mean rank scores on a 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means.

Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN

n=129, $\chi^2=104,837$, df=7, p<0,001

Cb7	Mb11	Cg10	Cb1	Mb5	Mg2	Cg4	Mg8
2,35	2,78	2,83	2,96	3,05	3,13	3,15	3,76

NÆSTVED

n=169, $\chi^2=207,177$, df=11, p<0,001

Cb7	Lb9	Mb5	Cb1	Cg4	Mb11	Mg2	Cg10	Lb3	Lg6	Mg8	Lg12
2,36	2,60	2,71	2,93	2,93	2,99	3,03	3,09	3,47	3,47	3,51	3,79

VISSENBJERG

n=50, $\chi^2=104,136$, df=11, p<0,001

Cb7	Mb5	Cg4	Cb1	Mb11	Lb9	Cg10	Mg2	Mg8	Lb3	Lg12	Lg6
2,76	2,86	2,98	3,00	3,14	3,22	3,32	3,34	3,76	3,92	4,24	4,56

ODDER

n=167, $\chi^2=240,643$, df=11, p<0,001

Cb7	Lb9	Mb5	Cb1	Cg10	Cg4	Mb11	Mg2	Lb3	Mg8	Lg6	Lg12
2,63	2,68	2,69	2,71	3,05	3,11	3,11	3,12	3,41	3,51	3,77	4,16

VINDERUP

n=79, $\chi^2=75,827$, df=11, p<0,001

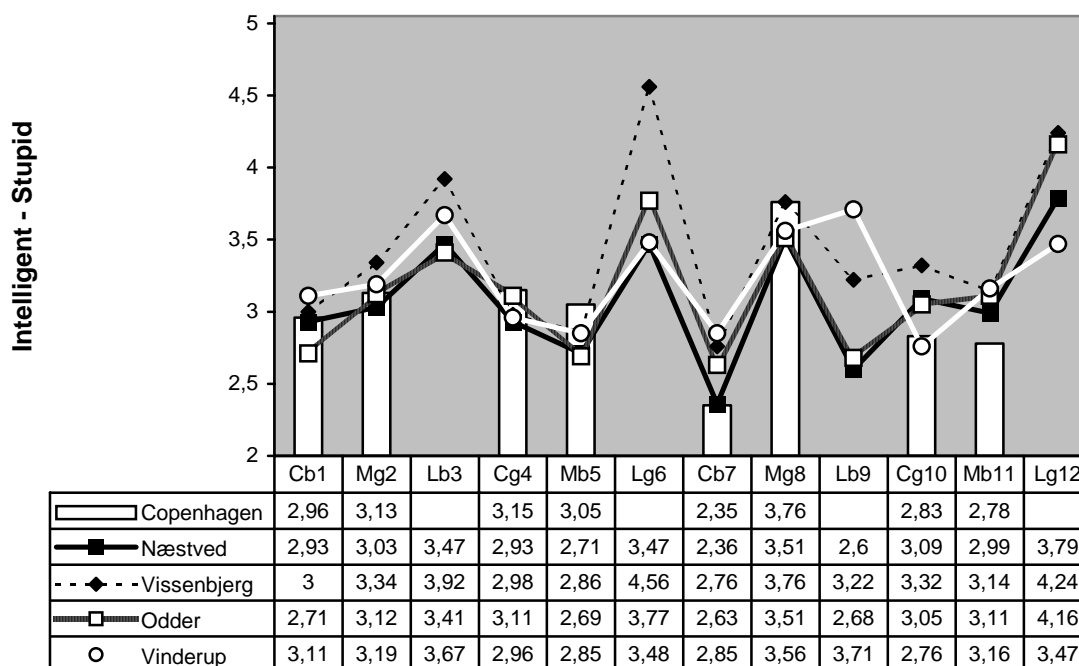
Cg10	Cb7	Mb5	Cg4	Cb1	Mb11	Mg2	Lg12	Lg6	Mg8	Lb3	Lb9
2,76	2,85	2,85	2,96	3,11	3,16	3,19	3,47	3,48	3,56	3,67	3,71

Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).

C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

Intelligent – Stupid						mean rank		N	χ^2	sign.	
	C	M	L	C	M	L	C				M
Copenhagen	C ***	M					1,31	1,69	129	19,862 ***	
Næstved	C ***	M ***	L				1,70	1,97	2,33	169	37,355 ***
Vissenbjerg	C *	M ***	L				1,55	1,87	2,58	50	29,564 ***
Odder	C **	M ***	L				1,65	1,95	2,40	167	52,682 ***
Vinderup	C **	M ***	L				1,63	2,00	2,37	79	24,514 ***

*** =p<.001 ** =p<.01 * =p<.05



ns ns ns * ** ns ns ns

If we talk about the result patterns in terms of a ‘good vs. bad ranking’ (*intelligent* being positive and *stupid* negative) we may say that the C voices on average come out better than the M voices, which in turn come out better than the L voices. This pattern clearly appears in the Varieties table.

The voice-wise across-community comparison is shown in the figure at the bottom of the previous page. The Copenhagen assessment is given as white columns, symbolizing a kind of baseline – the norm centre level, so to speak. The scores by the other communities are given by symbols and are connected by curves. A score within the column means that the community has rated the voice more positively than the Copenhageners. A score above the columns mean that the community has reacted more negatively than the Copenhageners. As the Local voices were not the same it makes less sense to compare their scores. These differences have been included in the figures but have not been tested for significance. In accordance with what we might expect, the scores differ more for the Local voices than for the others, as is readily seen from the figure. (Differences between the highest and the lowest scores are as follows for the Local voices: **Lb3**: 0,51, **Lg6**: 1,09, **Lb9**: 1,11, **Lg12**: 0,77 – to be compared with: **Cb1**:0,40, **Mg2**: 0,31, **Cg4**: 0,22, **Mb5**: 0,36, **Cb7**: 0,50, **Mg8**: 0,25, **Cg10**: 0,56, **Mb11**: 0,38).

There are significant differences in the assessments of Mb5 and Cb7. Mb5 sounds more stupid to Copenhageners than he does to the non-Copenhageners. Inversely, the Copenhageners, joined by the Næstveders, judge Cb7 to be more intelligent than do the others.

We may note that the Vissenbjerg youngsters are the more negative towards their Local voices, beaten in that respect only by Vinderup with regard to the voice Lb9 (see the note below on a possible voice-order effect).

Note on a possible voice-order effect:

Lb9 is assessed relatively positively in three of the four communities in which Local voices were in play (Næstved, Vissenbjerg and Odder). Since Lb9 is three different voices, this particularity is unlikely to result from something characterizing Lb9. Hence, it is relevant to look for an order-of-voices effect here. Could the upgrading of Lb9 be a contrast effect from a relatively negative assessment of the preceding voice? Indeed, it seems that this may be the case as Mg8 does badly quite generally. The argument is supported by the fact that Mg8 is followed by Mb11 in Copenhagen (see the voice-order overview for Copenhagen and ‘elsewhere’ given at the beginning of section 2 (a couple of pages above), and Mb11 is evaluated more positively in Copenhagen than in the other communities, although not significantly so.

The effect does not seem to apply in the case of Vinderup. Despite a bad score for Mg8, Lb9 is given the worst score of all. It seems that Lb9 for some reason is judged to be so bad ‘in itself’ that the contrastive position after Mg8 does not help. We may then proceed in our search for a possible voice-order effect by looking at whether the voice following Lb9, namely Cg10, is assessed more positively in Vinderup than in the other communities. And indeed, that is the case.

In brief, we should be aware of the voice-order factor. It seems to be most pertinent in the cases discussed above (Lb9 after Mb8 in three communities, Cg10 after Lb9 in Vinderup, and maybe also Mb11 after Mb8 in Copenhagen). Furthermore, the general impression from looking through the result patterns to follow is that the impact been greater on the superiority items (four first scales) than on the dynamism items (four last scales).

Conscientious – Happy-go-lucky

Voices ranked according to mean rank scores on 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means.

Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN

n=126, $\chi^2=85,781$, df=7, p<0,001

Cb7	Mb11	Cg10	Mg2	Mb5	Cg4	Cb1	Mg8
2,29	2,68	2,71	2,79	2,83	2,98	2,89	3,68

NÆSTVED

n=171, $\chi^2=162,830$, df=11, p<0,001

Cb7	Lb9	Mb5	Cg4	Mg2	Mb11	Cb1	Cg10	Lg6	Mg8	Lb3	Lg12
2,31	2,29	2,64	2,72	2,71	2,94	3,05	3,11	3,27	3,15	3,29	3,37

VISSENBJERG

n=52, $\chi^2=102,040$, df=11, p<0,001

Cb7	Cg4	Mb5	Mg2	Cb1	Mg8	Mb11	Lb9	Cg10	Lb3	Lg6	Lg12
2,54	2,54	2,79	2,87	3,00	3,06	3,13	3,15	3,38	3,96	4,12	4,35

ODDER

n=168, $\chi^2=204,311$, df=11, p<0,001

Cb7	Mb5	Cb1	Lb9	Mg2	Cg10	Cg4	Mb11	Mg8	Lg6	Lb3	Lg12
2,45	2,45	2,46	2,67	2,73	2,90	2,85	3,01	3,24	3,36	3,75	3,76

VINDERUP

n=82, $\chi^2=102,553$, df=11, p<0,001

Cg10	Cg4	Cb7	Mb5	Mb11	Mg2	Cb1	Lg6	Mg8	Lg12	Lb9	Lb3
2,40	2,56	2,70	2,76	2,88	2,89	2,95	3,00	3,33	3,41	3,70	3,88

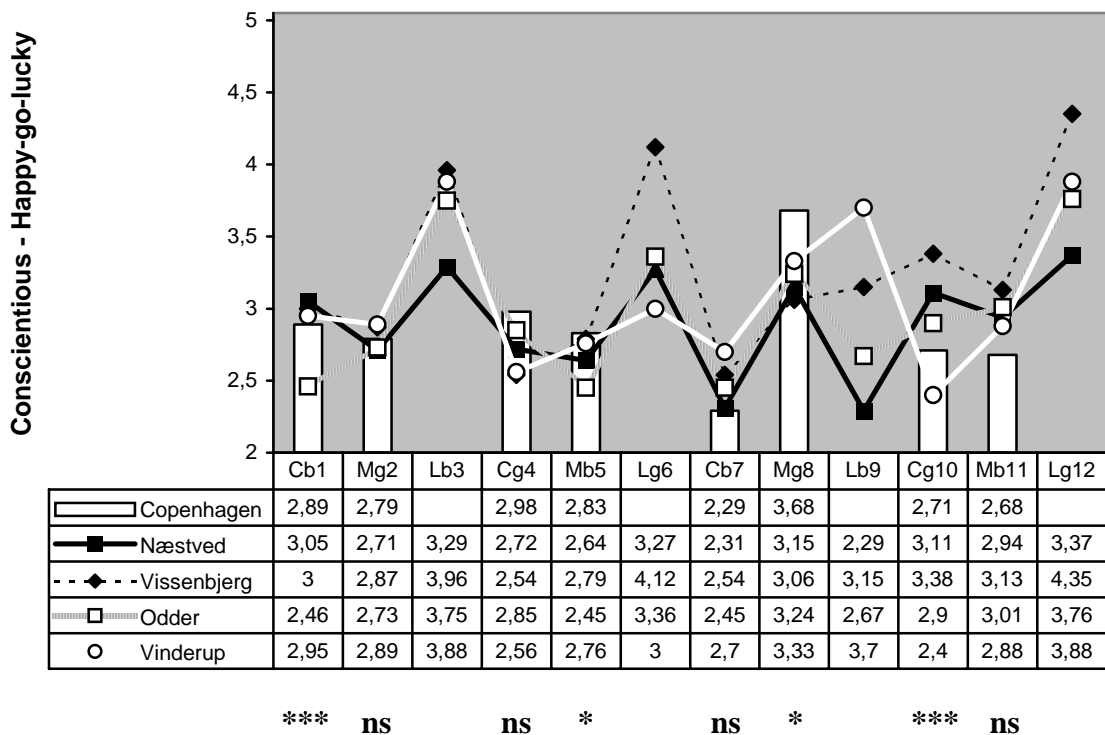
Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).

C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

Conscientious – Happy-go-lucky						mean rank		N	χ^2	sign.
	C		M		L					
Copenhagen	C	***	M			1,35	1,65	126	13,370	***
Næstved	C	/	M	*	L	1,87	1,96 2,17	171	8,683	*
Vissenbjerg	C	/	M	***	L	1,61	1,78 2,62	52	33,903	***
Odder	C	*	M	***	L	1,72	1,82 2,46	171	60,349	***
Vinderup	C	**	M	***	L	1,54	1,95 2,51	82	41,843	***

*** =p<.001 ** =p<.01 * =p<.05 / =n.s.

The pattern is the same as for the intelligent-stupid scale – even though the advantage of C over M is somewhat less (non-significant in the case of Næstved and Vissenbjerg).



Also with regard to the *conscientious-dull* trait do all non-Copenhageners, headed by the Odder youngsters, react more positively than Copenhagenes to Mb5. This is true also of Mg8. We also see significantly different reactions to two of the Conservative voices, the Odder youngsters being more positive than the rest towards Cb1, whereas the Vinderup youngsters take that stance with regard to Cg10 (as a possible voice-order effect, cf. above the note on this issue).

The Vissenbjerg youngsters confirm their particular negativity towards the Local voices, beaten again only by Vinderup in the special case of Lb9 (= same pattern as for the *intelligent-stupid* item). Young Næstveders, on the other hand, stand out here as the more positive towards Local speech as far as three of the Local voices are concerned (Lb3, Lb9 and Lg12).

Goal-directed – Dull

Voices ranked according to mean rank scores on 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means.

Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN n=130, $\chi^2=55,266$, df=7, p<0,001

Mb11	Cb7	Mg2	Mb5	Cg4	Cg10	Cb1	Mg8
2,80	2,84	2,88	3,10	3,15	3,17	3,21	3,65

NÆSTVED n=174, $\chi^2=196,107$, df=11, p<0,001

Lb9	Cb7	Mb5	Mg2	Cg4	Mb11	Cb1	Mg8	Cg10	Lg12	Lg6	Lb3
2,22	2,57	2,74	2,78	2,92	2,96	3,30	3,21	3,43	3,37	3,55	3,61

VISSENBJERG n=54, $\chi^2=94,355$, df=11, p<0,001

Mg2	Mb5	Mb11	Cb7	Cg4	Lb9	Cb1	Mg8	Cg10	Lg12	Lb3	Lg6
2,85	2,89	3,02	3,04	3,07	3,30	3,48	3,52	3,72	4,24	4,28	4,48

ODDER n=171, $\chi^2=227,986$, df=11, p<0,001

Mb5	Lb9	Cb1	Cb7	Mg2	Cg4	Mb11	Cg10	Mg8	Lg6	Lb3	Lg12
2,51	2,67	2,65	2,72	2,67	2,91	3,01	3,22	3,37	3,51	3,89	4,08

VINDERUP n=82, $\chi^2=82,585$, df=11, p<0,001

Cg4	Mb11	Cg10	Cb7	Mg2	Mb5	Lg6	Mg8	Lg12	Cb1	Lb9	Lb3
2,68	2,80	2,90	2,98	3,06	3,07	3,27	3,30	3,46	3,55	3,76	4,30

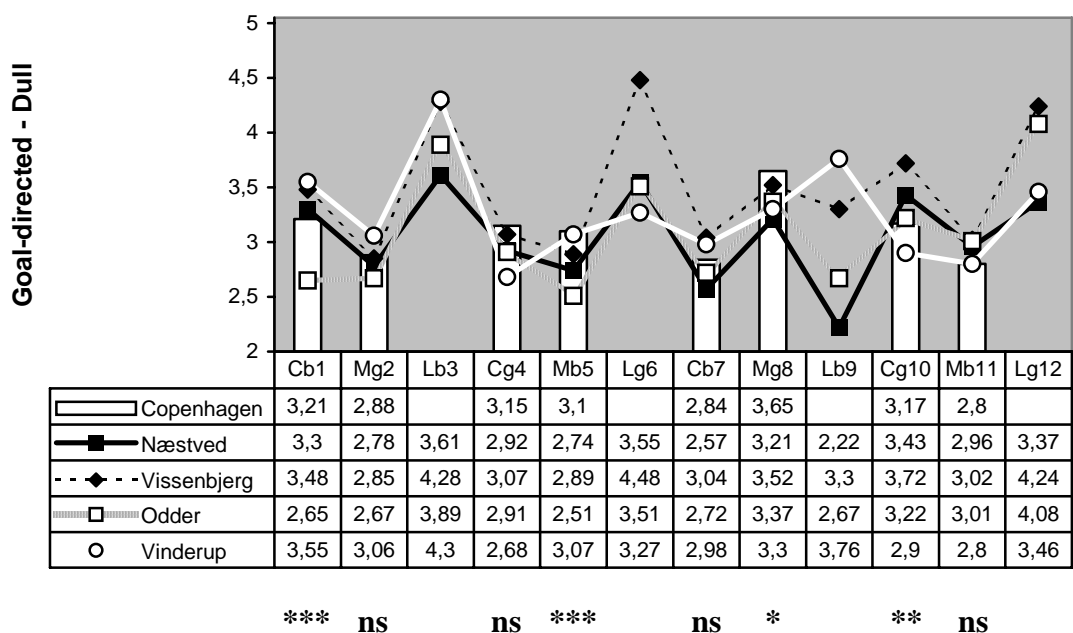
Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).

C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

Goal-directed – Dull						mean rank	N	χ^2	sign.
Copenhagen	C	/	M			1,50 1,50	130	0,009	/
Næstved	M	/	C	/	L	1,83 2,00 2,17	174	10,697	**
Vissenbjerg	M	/	C	***	L	1,57 1,74 2,69	54	41,465	***
Odder	C	/	M	***	L	1,65 1,88 2,47	168	65,265	***
Vinderup	C	/	M	***	L	1,71 1,83 2,46	82	29,820	***

*** =p<.001 ** =p<.01 / =n.s.

When it comes to being *goal-directed* versus *dull*, there is no significant difference between Conservative and Modern. In the samples, Modern does better than Conservative in Næstved and Vissenbjerg. In Næstved, even the Local variety can compete, but only because of the particularly positive rating of Lb9 (which, at least to some extent, is likely to result from a voice-order effect on assessments).



The across-communities analysis again shows non-Copenhageners to think more positively of Mg8 than Copenhageners do, and also, still headed by Odder, to think more positively of Mb5. The Odder youngsters keep up their particularly positive reaction to Cb1, and Cg10 again does particularly well in Vinderup.

Trustworthy – Untrustworthy

Voices ranked according to mean rank scores on 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means.

Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN n=124, $\chi^2=42,407$, df=7, p<0,001

Mb11	Cb7	Cb1	Mg2	Mb5	Cg10	Cg4	Mg8
3,06	3,07	3,12	3,14	3,15	3,18	3,33	3,81

NÆSTVED n=170, $\chi^2=118,617$, df=11, p<0,001

Mb5	Lb9	Cg4	Cb7	Mb11	Mg2	Cb1	Cg10	Lg12	Lg6	Mg8	Lb3
2,82	2,82	3,04	3,04	3,06	3,09	3,12	3,31	3,41	3,41	3,54	3,64

VISSENBJERG n=54, $\chi^2=65,107$, df=11, p<0,001

Mb5	Cg4	Mg2	Cb1	Cb7	Lb9	Mb11	Cg10	Lg6	Mg8	Lb3	Lg12
2,91	3,04	3,13	3,19	3,19	3,26	3,50	3,72	3,83	3,85	3,91	4,00

ODDER n=161, $\chi^2=170,834$, df=11, p<0,001

Mb5	Cb1	Lb9	Cb7	Mg2	Cg4	Cg10	Mb11	Mg8	Lb3	Lg6	Lg12
2,72	2,89	2,96	2,98	3,00	3,15	3,22	3,11	3,58	3,67	3,75	3,79

VINDERUP n=78, $\chi^2=37,314$, df=11, p<0,001

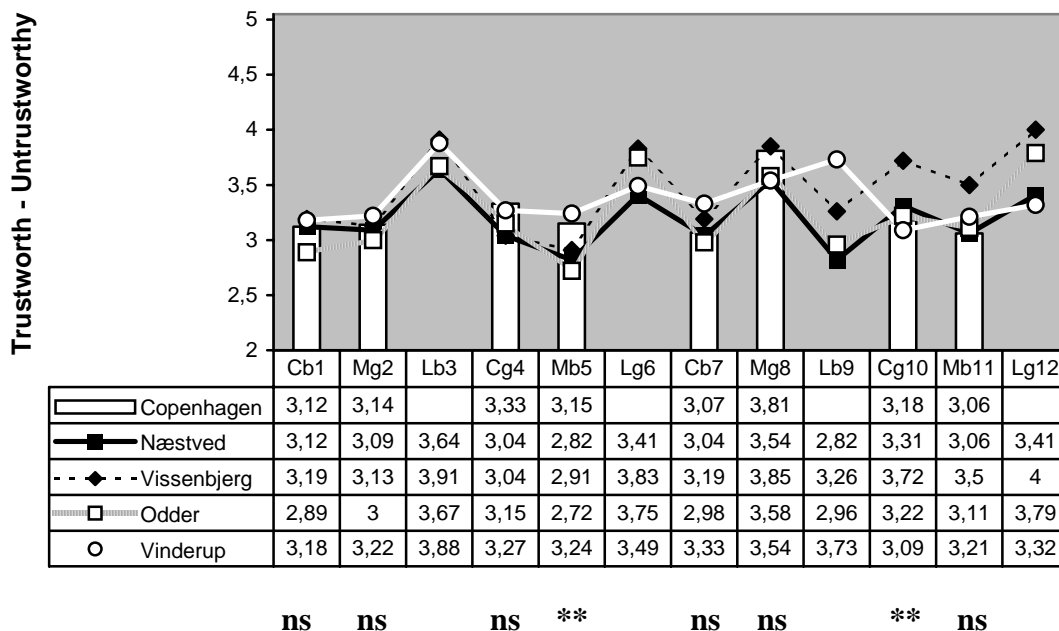
Cg10	Cb1	Mb11	Mg2	Mb5	Cg4	Lg12	Cb7	Lg6	Mg8	Lb9	Lb3
3,09	3,18	3,21	3,22	3,24	3,27	3,32	3,33	3,49	3,54	3,73	3,88

Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).
C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

Trustworthy – Untrustworthy						mean rank		N	chi ²	sign.
	C	/	M		L					
Copenhagen	C	/	M			1,46	1,54	124	0,818	/
Næstved	M	/	C	**	L	1,90	1,94 2,16	170	8,071	*
Vissenbjerg	M	/	C	***	L	1,79	1,82 2,39	54	13,204	***
Odder	C	/	M	***	L	1,76	1,79 2,45	161	53,465	***
Vinderup	C	/	M	**	L	1,77	1,91 2,32	78	14,156	***

*** =p<.001 ** =p<.01 * =p<.05 / =n.s.

This is exactly the same pattern as on the previous scale: No significant differences between Conservative and Modern. In the samples, Modern does better than Conservative in Næstved and Vissenbjerg.



The communities fall in two groups showing a significantly different assessment of Mb5: The Copenhageners are joined in their more negative reaction to this voice by the Vinderup youngsters (this was actually the case also on the two previous traits, ie. *conscientiousness* and *goal-directedness*). Cg10 is seen as *less trustworthy* in Vissenbjerg than elsewhere.

Trustworthy – untrustworthy is the last of the superiority traits. Arguably, it represents the more sociable aspect of superiority values. In accordance with a common finding within language attitudes research, the evaluative differentiation is less on this item than on the preceding more ‘competitive’ or competence-oriented items.

Self-assured – Uncertain

Voices ranked according to mean rank scores on 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means.

Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN n=127, $\chi^2=113,811$, df=7, p<0,001

Mb11	Mg2	Cb7	Cg10	Mb5	Mg8	Cg4	Cb1
2,52	2,65	2,68	3,02	3,15	3,37	3,76	3,86

NÆSTVED n=170, $\chi^2=379,878$, df=11, p<0,001

Lb9	Mg2	Mb5	Cb7	Mg8	Mb11	Cg4	Lg6	Cg10	Cb1	Lg12	Lb3
2,13	2,55	2,56	2,65	2,93	2,91	3,46	3,55	3,61	3,69	4,02	4,00

VISSENBJERG n=52, $\chi^2=77,308$, df=11, p<0,001

Mb11	Mg2	Mb5	Cb7	Mg8	Cg4	Lb9	Cg10	Lb3	Cb1	Lg6	Lg12
2,54	2,88	2,94	3,02	3,15	3,25	3,29	3,38	3,58	3,69	4,35	4,46

ODDER n=162, $\chi^2=358,310$, df=11, p<0,001

Mb5	Mb11	Mg2	Mg8	Cb7	Cg10	Cg4	Cb1	Lb9	Lg6	Lb3	Lg12
2,27	2,49	2,56	2,84	2,87	2,93	3,01	3,18	3,40	3,41	4,12	4,51

VINDERUP n=81, $\chi^2=156,833$, df=11, p<0,001

Mb11	Mg2	Mb5	Cb7	Cg10	Mg8	Cg4	Lg12	Lg6	Lb9	Cb1	Lb3
2,35	2,72	2,81	2,86	2,89	2,99	3,19	3,53	3,65	3,93	3,94	4,42

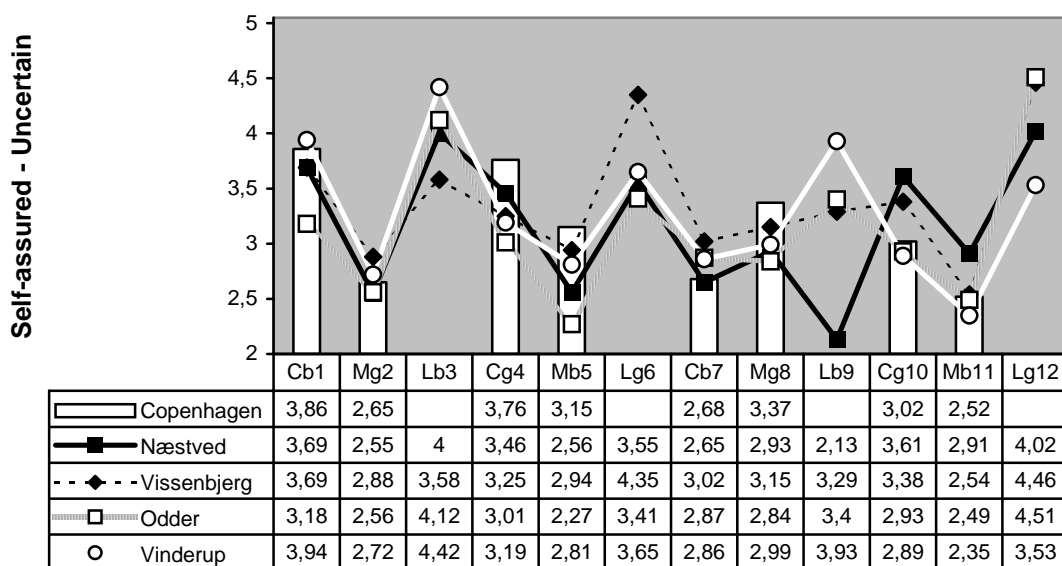
Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).

C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

Self-assured – Uncertain							mean rank		N	χ^2	sign.
	M	***	C								
Copenhagen	M	***	C				1,29	1,71	127	25,579	***
Næstved	M	***	C	/	L		1,49	2,21 2,31	170	73,823	***
Vissenbjerg	M	***	C	***	L		1,47	2,01 2,52	52	30,629	***
Odder	M	***	C	***	L		1,37	1,87 2,76	162	168,849	***
Vinderup	M	***	C	***	L		1,46	1,96 2,57	81	55,856	***

*** =p<.001 / =n.s.

With the *self-assured-uncertain* item we move from the evaluative dimension of 'superiority' to the evaluative dimension of 'dynamism'. We see that the Modern version of Copenhagen-based 'standard' very clearly beats the Conservative version. The Locally coloured speech stays in the bottom position, again with a relatively good rating in Næstved due to the particular treatment of Lb9.



*** ns *** *** ns * *** ***

Cb1: Odder more positive than the others

Cg4: Non-Copenhagens, headed by Odder, more positive than Copenhagens

Mb5: Non-Copenhagens, headed by Odder, more positive than Copenhagens

Mg8: Non-Copenhagens, headed by Odder, more positive than Copenhagens

Cg10: Næstved and Vissenbjerg more negative than the others

Mb11: Næstved more negative than the others

Fascinating – Boring

Voices ranked according to mean rank scores on 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means.

Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN

n=128, $\chi^2=109,831$, df=7, p<0,001

Mb11	Mg2	Cg10	Mg8	Cb7	Mb5	Cg4	Cb1
3,22	3,45	3,89	3,96	4,00	4,03	4,38	4,70

NÆSTVED

n=170, $\chi^2=395,359$, df=11, p<0,001

Lb9	Mb5	Mb11	Mg2	Mg8	Cb7	Cg4	Lg6	Lg12	Cg10	Cb1	Lb3
2,80	3,07	3,30	3,31	3,67	3,98	4,02	4,11	4,24	4,25	4,80	4,81

VISSENBJERG

n=54, $\chi^2=65,774$, df=11, p<0,001

Mb11	Mb5	Mg2	Mg8	Cb7	Lb9	Cg4	Cg10	Lb3	Lg12	Lg6	Cb1
3,46	3,54	3,81	3,91	4,13	4,20	4,44	4,44	4,50	4,67	4,80	5,04

ODDER

n=160, $\chi^2=302,563$, df=11, p<0,001

Mb5	Mb11	Mg2	Mg8	Cg10	Cg4	Cb7	Lb9	Cb1	Lg6	Lb3	Lg12
2,91	3,01	3,33	3,74	3,75	3,86	4,04	4,18	4,27	4,39	4,83	4,93

VINDERUP

n=79, $\chi^2=183,821$, df=11, p<0,001

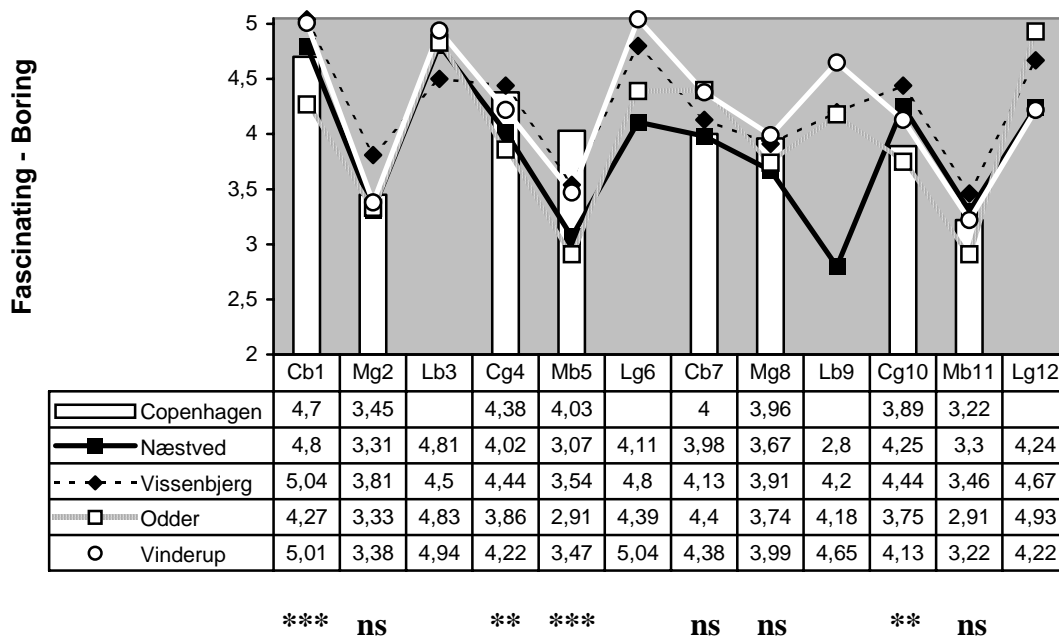
Mb11	Mg2	Mb5	Mg8	Cg10	Lg12	Cg4	Cb7	Lb9	Lb3	Cb1	Lg6
3,22	3,38	3,47	3,99	4,13	4,22	4,22	4,38	4,65	4,94	5,01	5,04

Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).
C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

						mean rank	N	chi ²	sign.
Fascinating – Boring									
Copenhagen	M	***	C			1,31	1,69	128	19,862 ***
Næstved	M	***	L	***	C	1,43	2,11	2,46	170 101,994 ***
Vissenbjerg	M	***	C	/	L	1,40	2,28	2,32	54 31,281 ***
Odder	M	***	C	***	L	1,38	2,04	2,59	160 125,187 ***
Vinderup	M	***	C	**	L	1,33	2,20	2,47	79 61,370 ***

*** =p<.001 ** =p<.01 / =n.s.

Modern is again the clear winner on this scale. Because of Lb9 the Local variety is doing well in comparison with the Conservative particularly in Næstved but also in Vissenbjerg.



First of all we may notice that the scores are generally higher on this scale, meaning that the youngsters in all five communities have thought of all voices as relatively *boring* (note the number of means above 4, the middle point on the 7-points scales).

With the remark that the Mg8 and Mb11 differences change to being non-significant, we can to a far extent copy the pattern overview from the previous *self-assured – uncertain* item (other changes added in parentheses):

Cb1: Odder more positive than the others

Cg4: Non-Copenhagens (minus Vissenbjerg on this scale), headed by Odder, more positive than Copenhagens

Mb5: Non-Copenhagens headed by Odder (plus Næstved on this scale), more positive than Copenhagens

Cg10: Næstved and Vissenbjerg (joined by Vinderup on this scale) more negative than the others

Cool – Uncool

Voices ranked according to mean rank scores on 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means.

Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN

n=130, $\chi^2=115,551$, df=7, p<0,001

Mb11	Mg2	Cg10	Mg8	Mb5	Cb7	Cg4	Cb1
3,07	3,15	3,52	3,65	3,75	3,93	4,06	4,33

NÆSTVED

n=175, $\chi^2=371,673$, df=11, p<0,001

Mb11	Lb9	Mb5	Mg2	Mg8	Cg4	Lg12	Cg10	Lg6	Cb7	Cb1	Lb3
2,93	2,93	2,95	3,24	3,47	3,79	3,98	3,99	4,01	4,01	4,41	4,51

VISSENBJERG

n=53, $\chi^2=66,839$, df=11, p<0,001

Mb11	Mb5	Mg2	Mg8	Cg10	Cg4	Cb7	Lb9	Lb3	Lg12	Cb1	Lg6
3,04	3,38	3,51	3,89	4,02	4,15	4,21	4,21	4,30	4,43	4,58	4,79

ODDER

n=170, $\chi^2=319,435$, df=11, p<0,001

Mb11	Mb5	Mg2	Mg8	Cg10	Cg4	Lg6	Cb7	Cb1	Lb9	Lg12	Lb3
2,81	2,91	3,27	3,60	3,66	3,76	3,91	4,06	4,05	4,15	4,41	4,61

VINDERUP

n=81, $\chi^2=144,480$, df=11, p<0,001

Mb11	Mg2	Mb5	Cg4	Mg8	Cg10	Lg12	Cb7	Lb9	Lg6	Lb3	Cb1
3,11	3,32	3,60	3,67	3,73	3,79	4,00	4,10	4,38	4,62	4,72	4,72

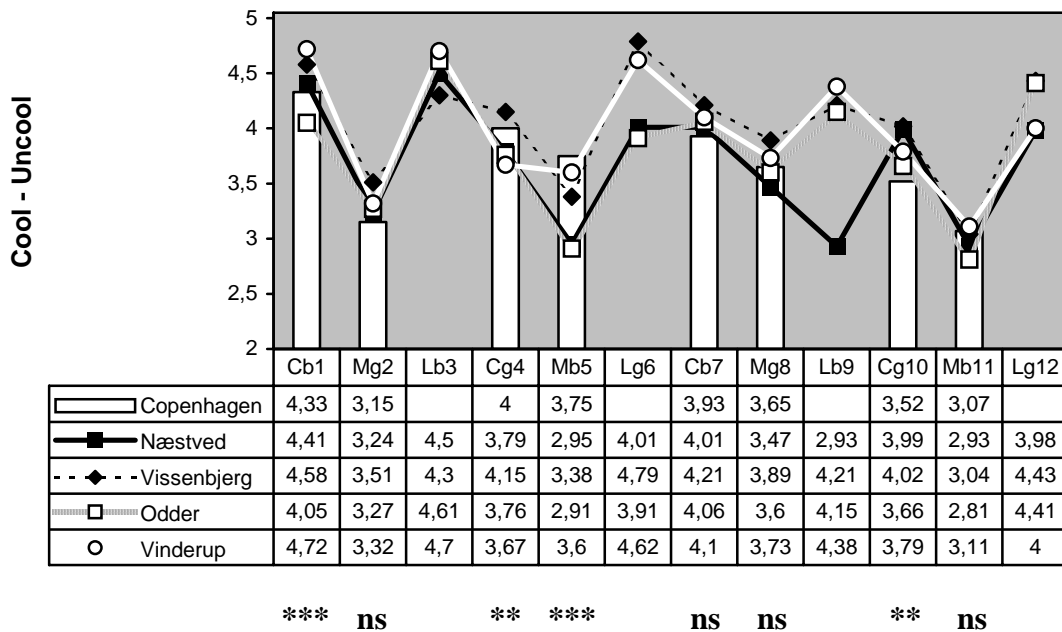
Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).

C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

Cool – Uncool						mean rank	N	χ^2	sign.
Copenhagen	M	***	C			1,23 1,77	130	42,982	***
Næstved	M	***	L	**	C	1,40 2,18 2,43	175	110,953	***
Vissenbjerg	M	***	C	/	L	1,48 2,17 2,35	53	24,832	***
Odder	M	***	C	***	L	1,34 2,12 2,54	170	135,470	***
Vinderup	M	***	C	**	L	1,30 2,24 2,46	81	68,744	***

*** =p<.001 ** =p<.01 / =n.s.

Exactly the same pattern as for the previous scale.



The generally high scores are repeated on this scale, signaling that our young judges on average have assessed the voices relatively negatively as *uncool*. Like for the previous scale (*fascinating – boring*), the negative judgment is particularly harsh concerning Cb1 and the Local voices (Lb9 in Næstved makes exception once more).

The result appears a variant of the well-known pattern. The significance testing yields exactly the same result as for the previous scale.

Cb1: Odder more positive than the others

Cg4: Copenhagen and Vissenbjerg more negative than the others

Mb5: Non-Copenhagens (headed by Odder and Næstved) more positive than Copenhagens

Cg10: Non-Copenhagens (headed by Næstved and Vissenbjerg) more negative than Copenhagens.

Nice – Repulsive

Voices ranked according to mean rank scores on 7-points scale (Friedman Test).

In order to facilitate comparability between scales, the figures given in the table are arithmetic means. Voice identification: C=Conservative, M=Modern, L=Local; b=boy, g=girl; numbers are the voices' order of appearance on the stimulus tape

COPENHAGEN n=130, $\chi^2=39,513$, df=7, p<0,001

Mb11	Mb5	Mg2	Cg10	Cb1	Cb7	Mg8	Cg4
2,85	2,86	2,92	2,98	3,04	3,26	3,42	3,40

NÆSTVED n=169, $\chi^2=99,196$, df=11, p<0,001

Mb5	Lb9	Mb11	Mg2	Cb1	Cb7	Lg6	Cg4	Cg10	Lg12	Mg8	Lb3
2,53	2,78	2,78	2,86	2,94	3,00	3,07	3,01	3,12	3,18	3,20	3,43

VISSENBJERG n=53, $\chi^2=35,722$, df=11, p<0,001

Mb5	Mg11	Mg2	Cb1	Cg4	Lb3	Cg10	Lb9	Cb7	Mg8	Lg12	Lg6
2,79	3,00	3,04	3,08	3,09	3,34	3,38	3,38	3,42	3,43	3,57	3,83

ODDER n=168, $\chi^2=196,606$, df=11, p<0,001

Mb5	Mg2	Mb11	Cb1	Lb9	Cg10	Cg4	Mg8	Cb7	Lb3	Lg6	Lg12
2,42	2,73	2,73	2,83	2,82	3,13	3,08	3,13	3,27	3,42	3,57	3,73

VINDERUP n=79, $\chi^2=44,526$, df=11, p<0,001

Mb5	Mg11	Mg2	Cb1	Lg12	Cg4	Cg10	Lb9	Cb7	Lg6	Mg8	Lb3
2,95	2,95	2,95	2,97	3,14	3,14	3,19	3,33	3,37	3,42	3,46	3,54

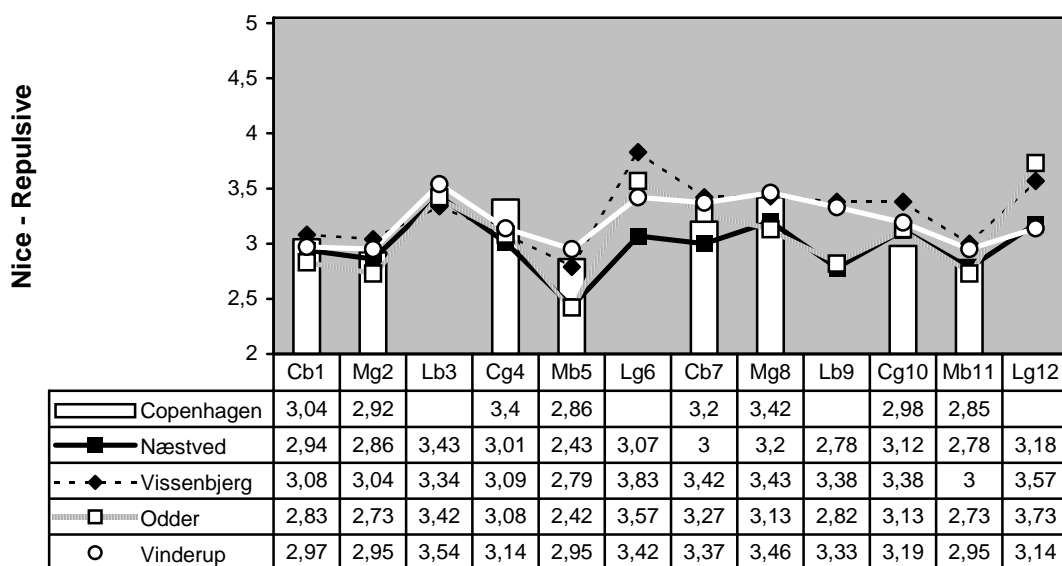
Varieties (4 voices of each taken together) ranked according to mean rank scores (Friedman Test).

C=Conservative, M=Modern, L=Local (Differences between tested with Wilcoxon Signed Pair Test)

						mean rank	N	chi2	sign.
Nice – Repulsive									
Copenhagen	M	*	C			1,42 1,58	130	4,654	*
Næstved	M	*	C	/	L	1,82 1,98 2,20	169	14,268	***
Vissenbjerg	M	/	C	*	L	1,79 1,89 2,32	53	9,966	**
Odder	M	***	C	***	L	1,62 1,99 2,40	168	56,959	***
Vinderup	M	/	C	#	L	1,84 1,97 2,18	79	5,449	#

*** =p<.001 **=p<.01 *=p<.05 #=p<.10 /=n.s.

Even though it is generally less marked, the *nice–repulsive* item again yields the M C L pattern. Arguably, the less differentiating effect of this last dynamism trait is likely to reflect another and more sociable aspect of dynamism (like we argued with regard to *trustworthy–untrustworthy* for superiority). Being *nice* (*flink* in Danish) may be less ‘competitively’ dynamic than being *self-assured*, *fascinating* and *cool*? Generally, it seems that we are more differentiating and focused when we evaluate competitiveness rather than sociability with other people.



ns ns ns ** * ns ns ns

Mb5: Næstved and Odder more positive than the others

Cb7: Næstved more positive than the others

SUMMING UP

We may start by noticing that the assessments are, on average, more positive than negative for all voices. Only in a minority of cases does the average for some of the Local voices surpass the middle-point 4 of the seven-points scale. In general, our young informants have reacted with kindness to their sound-recorded peers. This generally kind treatment is somewhat weaker on two traits: *fascinating–boring* and *cool–uncool*.

The generally higher scores (more negative assessments) on the two latter traits may be explained (i) either by saying that, in fact, there were no *fascinating* and *cool* voices among our stimulus voices (i.e. all of them sound relatively *boring* and *uncool* in young Danes' ears), (ii) or by suggesting that it may be easier, sociopsychologically, for adolescents to say of others that they are *intelligent* and *trustworthy*... easier than judging them to be *cool* and *fascinating*.

To facilitate an overview of the general result, the varieties tables are reproduced together on the next page. The result is very clear and consistent, and is an exact copy of what previous studies have found:

(i) Everywhere the Locally coloured speech is strongly downgraded in comparison with both the Conservative and the Modern version of Copenhagen-based standard speech. This is true for all evaluative scales. The traces of a somewhat better result for Local speech, particularly in Næstved, are caused by a better result for one Local voice only, Lb9, and are probably not to be seen as a sign of genuine Local speech solidarity, but rather as an indication that the voice-order has had an impact on the assessments.

					mean rank	N	chi ²	sign.
Intelligent – Stupid								
Copenhagen	C	***	M		1,31 1,69	129	19,862	***
Næstved	C	***	M	***	L 1,70 1,97 2,33	169	37,355	***
Vissenbjerg	C	*	M	***	L 1,55 1,87 2,58	50	29,564	***
Odder	C	**	M	***	L 1,65 1,95 2,40	167	52,682	***
Vinderup	C	**	M	***	L 1,63 2,00 2,37	79	24,514	***
Conscientious – Happy-go-lucky								
Copenhagen	C	***	M		1,35 1,65	126	13,370	***
Næstved	C	/	M	*	L 1,87 1,96 2,17	171	8,683	*
Vissenbjerg	C	/	M	***	L 1,61 1,78 2,62	52	33,903	***
Odder	C	*	M	***	L 1,72 1,82 2,46	171	60,349	***
Vinderup	C	**	M	***	L 1,54 1,95 2,51	82	41,843	***
Goal-directed – Dull								
Copenhagen	C	/	M		1,50 1,50	130	0,009	/
Næstved	M	/	C	/	L 1,83 2,00 2,17	174	10,697	**
Vissenbjerg	M	#	C	***	L 1,57 1,74 2,69	54	41,465	***
Odder	C	/	M	***	L 1,65 1,88 2,47	168	65,265	***
Vinderup	C	/	M	***	L 1,71 1,83 2,46	82	29,820	***
Trustworthy – Untrustworthy								
Copenhagen	C	/	M		1,46 1,54	124	0,818	/
Næstved	M	/	C	**	L 1,90 1,94 2,16	170	8,071	*
Vissenbjerg	M	/	C	***	L 1,79 1,82 2,39	54	13,204	***
Odder	C	/	M	***	L 1,76 1,79 2,45	161	53,465	***
Vinderup	C	/	M	**	L 1,77 1,91 2,32	78	14,156	***
Self-assured – Uncertain								
Copenhagen	M	***	C		1,29 1,71	127	25,579	***
Næstved	M	***	C	/	L 1,49 2,21 2,31	170	73,823	***
Vissenbjerg	M	***	C	***	L 1,47 2,01 2,52	52	30,629	***
Odder	M	***	C	***	L 1,37 1,87 2,76	162	168,849	***
Vinderup	M	***	C	***	L 1,46 1,96 2,57	81	55,856	***
Fascinating – Boring								
Copenhagen	M	***	C		1,31 1,69	128	19,862	***
Næstved	M	***	L	***	C 1,43 2,11 2,46	170	101,994	***
Vissenbjerg	M	***	C	/	L 1,40 2,28 2,32	54	31,281	***
Odder	M	***	C	***	L 1,38 2,04 2,59	160	125,187	***
Vinderup	M	***	C	**	L 1,33 2,20 2,47	79	61,370	***
Cool – Uncool								
Copenhagen	M	***	C		1,23 1,77	130	42,982	***
Næstved	M	***	L	**	C 1,40 2,18 2,43	175	110,953	***
Vissenbjerg	M	***	C	/	L 1,48 2,17 2,35	53	24,832	***
Odder	M	***	C	***	L 1,34 2,12 2,54	170	135,470	***
Vinderup	M	***	C	**	L 1,30 2,24 2,46	81	68,744	***
Nice – Repulsive								
Copenhagen	M	*	C		1,42 1,58	130	4,654	*
Næstved	M	*	C	/	L 1,82 1,98 2,20	169	14,268	***
Vissenbjerg	M	/	C	*	L 1,79 1,89 2,32	53	9,966	**
Odder	M	***	C	***	L 1,62 1,99 2,40	168	56,959	***
Vinderup	M	/	C	#	L 1,84 1,97 2,18	79	5,449	#

Wilcoxon Signed Pair Test

Friedman Test

*** = p<.001 ** = p<.01 * = p<.05 # = p<.10 / = n.s.

Another possible explanation, which we have not touched upon in this paper, says that Lb9 in Næstved was not (subconsciously) ‘recognized’ as a Local during the assessments. The recognition test included in the data collection lends support to this claim as a majority judge him to be a Copenhagenener, not at Næstveder.

(ii) The Conservative and Modern distinction yields an opposite result pattern in the two evaluative dimensions of *dynamism* and *superiority*. Modern clearly beats Conservative on dynamism traits (the last four scales), while Conservative does just as well or even better on superiority traits (the first four scales).

The following table presents an overview of the significant differences found in the across-communities analysis.

	Cb1	Mg2	[Lb3]	Cg4	Mb5	[Lg6]	Cb7	Mg8	[Lb9]	Cg10	Mb11	[Lg12]
Intelligent	ns	ns		ns	*		**	ns		ns	ns	
Conscientious	***	ns		ns	*		ns	*		***	ns	
Goal-directed	***	ns		ns	***		ns	*		**	ns	
Trustworthy	ns	ns		ns	**		ns	ns		**	ns	
Self-assured	***	ns		***	***		ns	*		***	***	
Fascinating	***	ns		**	***		ns	ns		**	ns	
Cool	***	ns		**	***		ns	ns		**	ns	
Nice	ns	ns		ns	**		*	ns		ns	ns	

If we leave out Mb5, the general impression is that there is little difference in the evaluation of Modern speech: no difference in the case of Mg2, only one in the case of Mb11, and three in the case of Mg8. Mb5, on the other hand, is the object of significantly different reactions on all items.

As to the Conservative voices, there is little across-communities difference with regard to Cb7 (2 items), a quite clear dynamism difference with regard to Cg4 (3 items), and a more general difference with regard to Cg1 (5 items) and Cg10 (6 items).

The ‘content’ of these differences are spelled out in the table on the next page. There are several recurring patterns, the two dominant ones are set off by shadowing:

(i) Copenhagen is always involved among the more negative communities with regard to the Modern voices Mb5 and Mg8, in most cases standing out alone as the most negative of all (the darkly shadowed cells). The ‘others’ are often lead by Odder in their more positive reactions. Næstved joins Odder in this role with regard to Mb5 on dynamism; he is seen as more *fascinating*, *cool* and *nice* in Odder and Næstved then elsewhere.

(ii) Cb1 is quite generally seen more positively in Odder than elsewhere (light shadowing)

	Cb1	Mg2	Cg4	Mb5	Cb7	Mg8	Cg10	Mb11
Intel- ligent				others > Copenh	Copenh. + Næstved > others			
Consci- entious	Odder > others			others headed by Odder > Copenh.		others headed by Odder > Copenh.	Vinderup > others	
Goal- directed	Odder > others			others headed by Odder > Copenh.		others > Copenh.	Vinderup > others	
Trust- worthy				others > Copenh + Vinderup			others > Vissenbjerg	
Self- assured	Odder > others		others headed by Odder > Copenh.	others headed by Odder > Copenh.		others headed by Odder > Copenh.	others > Næstved + Vissenbjerg	others > Næstved
Fasci- nating	Odder > others		others > Copenh. + Vissenbjerg	others headed by Odder + Næstved > Copenh.			others > Næstved + Vissenbjerg + Vinderup	
Cool	Odder > others		others > Copenh. + Vissenbjerg	others headed by Odder + Næstved > Copenh.			others headed by Næstved + Vissenbjerg > Copenh.	
Nice				Næstved + Odder > others	Næstved > others			

It is important here to recall that the five communities are alike in their relative evaluative reactions to Conservative and Modern: The within-community analysis shows Modern to clearly beat Conservative on dynamism, whereas Conservative does just as well, or even better, on superiority.

This similarity notwithstanding, we do find some significant differences when evaluations are compared in terms of absolute score values across communities.

It is hard to see any regularity, however, in the way evaluative difference vs. similarity are distributed on the voices. This distribution does not seem to be the effect of either language variety or gender. On the one hand, Mb5 and Mg8 provoked community differences on a considerable number of scales while, on the other hand, the reactions to Mg2 and Mb11 were by and large the same across the communities. Likewise with the Conservative voices: While Cb1 and Cg10 provoked community differences, the reactions to Cg4 and Cb7 were characterized by similarity.

The following two tables show across-community differences for the ‘total’ varieties Conservative and Modern. The lowest (most positive) mean rank value is shadowed, the highest (most negative) mean rank value is set off in **bold**.

CONSERVATIVE (voices Cb1+Cg4+Cb7+Cg10). Values are mean rank.

	Intel- ligent	Consci- entious	Goal- directed	Trust- worthy	Self- assured	Fasci- nating	Cool	Nice
Copenhagen	303	309	320	311	329	306	303	323
Næstved	295	318	316	297	329	315	315	282
Vissenbjerg	317	329	359	334	338	352	356	331
Odder	307	295	279	281	256	254	281	298
Vinderup	323	299	312	315	303	338	329	323
			*		***	***		

Kruskal-Wallis Test: *** =p<.001 **=p<.05

MODERN (voices Mg2+Mb5+Mg8+Mb11). Values are mean rank.

	Intel- ligent	Consci- entious	Goal- directed	Trust- worthy	Self- assured	Fasci- nating	Cool	Nice
Copenhagen	320	325	337	326	350	359	342	335
Næstved	292	299	293	295	306	293	282	300
Vissenbjerg	319	304	331	330	343	347	340	333
Odder	300	290	289	277	259	261	281	271
Vinderup	315	327	328	323	300	317	354	340
					***	***	***	**

Kruskal-Wallis Test: *** =p<.001 **=p<.01

The Copenhagen values are, compared with the others, generally ‘in the middle’ with regard to Conservative, and generally among the more negative values with regard to Modern.

Vissenbjerg is generally more negative than the others as far as Conservative is concerned, and is joined in this more negative stance by Vinderup and Copenhagen with regard to Modern.

Odder stands out as the generally number-one-positive community in relation to both Conservative and Modern – with Næstved as the overall number two.

Even though the described pattern is found to be generally valid in our sample (it is more or less the same on all scales), it may be noticed that the community differences are more clear-cut on dynamism traits than on superiority traits; this is particularly true of the Modern variety (cf. the reported significance levels).

In brief, the more positive assessment of Copenhagen speech in general (both Modern and Conservative) is found in the two more urban communities outside of Copenhagen, i.e. Næstved and Odder. The fact that youngsters from these two communities evaluate Copenhagen speech more positively than young Copenhagensers themselves may perhaps appear a strange finding. However, if Copenhagen as a strong norm centre exercises its influence through ‘urban jumping’ processes, we may suggest that ‘evaluative hypercorrections’ of the kind we have found in Næstved and Odder are possible (and even plausible?) ingredients of such processes.

Let me add another factor which may well be pertinent to any attempt at understanding the relatively negative evaluations of Copenhagen speech by Copenhagensers. The

generally very negative assessments of the Local voices may have had an upgrading effect, relatively speaking, on the assessments of the Conservative and Modern voices in the non-Copenhagen communities – an effect which could not obtain in Copenhagen as Copenhageners judged only Conservative and Modern voices. The extent to which the nature of this factor is methodological rather than substantial may be hard to determine. It is a fact of reality and not only of our sets of stimulus voices (as a reflection of reality) that the gamut of varieties differs between Copenhagen on the one hand and the other communities on the other hand.

2.2 Comparisons of boys and girls

The influence of gender on the assessments will be studied as influence from speaker-gender (2.2.1) and judge-gender (2.2.2).

2.2.1 The influence from speaker-gender

In the tables on the following pages (one page for each of the five communities) you are first given a rank ordering of the ‘gendered’ varieties (Conservative spoken by Boys: B-c, etc.) with statistical information (values for mean rank, N, χ^2 , and significance level). Conservative is again kept in white, while Modern is marked by a lighter shadowing, and Local by a darker.

The table in the middle gives the scalar means in order to allow for comparisons on personality traits in absolute terms.

In the last table on each page, the ‘gendered’ varieties have been ordered in a pair-wise fashion, allowing for a more clear-cut picture of the significance of speaker-gender. The Boys-do-better-than-Girls pattern ($B > G$) is left white, the Girls-do-better-than-Boys pattern ($G > B$) is shadowed.

COPENHAGEN: Subconscious evaluations of conservative and modern Standard varieties – as spoken By Boys and Girls

(Friedman Test: values are mean rank; all df = 3; *** = p<0.001, * = p<0.05)

	B-c	B-m	G-c	G-m	N	chi ²	sign.
Intelligent	2,07	2,43	2,45	3,04	129	42,031	***
Conscientious	2,13	2,35	2,51	3,01	126	35,716	***
Goal-directed	2,34	2,37	2,53	2,76	130	10,008	*
Trustworthy	2,25	2,35	2,55	2,85	124	19,167	***
Self-assured	2,12	2,38	2,68	2,81	127	25,065	***
Cool	2,09	2,18	2,66	3,07	130	55,296	***
Fascinating	2,12	2,20	2,73	2,95	128	42,819	***
Nice	2,14	2,59	2,63	2,64	130	16,365	***

means on scale from 2 to 14 (midpoint 8)

Intelligent	5,31	5,83	5,98	6,89
Conscientious	5,17	5,51	5,68	6,48
Goal-directed	5,90	6,05	6,32	6,53
Trustworthy	6,19	6,20	6,51	6,95
Self-assured	5,67	6,02	6,54	6,77
Cool	6,82	6,80	7,58	8,26
Fascinating	7,25	7,41	8,27	8,70
Nice	5,71	6,30	6,34	6,38

General picture, Superiority dimension: Boys do better than Girls regardless of variety.
 General picture, Dynamism dimension: Modern does better than Conservative regardless of gender.

	Conservative		Modern		Gender pattern	
	B-c	G-c	B-m	G-m		
Intelligent	2,07	2,45	2,43	3,04	B > G (c, m)	
Conscientious	2,13	2,51	2,35	3,01	B > G (c, m)	
Goal-directed	2,37	2,53	2,34	2,76	B > G (c, m)	
Trustworthy	2,25	2,55	2,35	2,85	B > G (c, m)	
Self-assured	2,68	2,81	2,12	2,38	B > G (c, m)	
Cool	2,66	3,07	2,09	2,18	B > G (m)	G > B (c)
Fascinating	2,73	2,95	2,12	2,20	B > G (m)	G > B (c)
Nice	2,59	2,64	2,14	2,63	B > G (c, m)	

General picture: Boys beat Girls within both varieties (c, m). The only exception is found on the scales *cool-uncool* and *fascinating-boring*, where Conservative Girls (G-c) do better than Conservative boys (B-c).

NÆSTVED: Subconscious evaluations

of conservative, modern and local Standard varieties – as spoken By Boys and Girls

(Friedman Test: values are mean rank; all df = 5; *** = p<0.001)

	B-c	B-m	G-c	B-l	G-m	G-l	N	chi ²	sign.
Intelligent	2,71	3,05	3,39	3,43	3,89	4,52	169	110,319	***
Conscientious	3,07	3,28	3,34	3,46	3,65	4,19	171	41,468	***
Goal-directed	3,13	3,23	3,28	3,47	3,63	4,26	174	48,221	***
Trustworthy	2,90	3,27	3,42	3,64	3,79	3,98	170	41,890	***
Self-assured	2,74	2,80	3,36	3,54	4,10	4,48	170	128,266	***
Cool	2,19	2,94	3,66	3,82	3,96	4,43	175	179,277	***
Fascinating	2,30	2,96	3,42	3,98	3,99	4,36	170	157,117	***
Nice	2,76	3,42	3,62	3,62	3,75	3,83	169	41,801	***

means on scale from 2 to 14 (midpoint 8)

Intelligent	5,30	5,70	6,03	6,07	6,54	7,27
Conscientious	5,36	5,58	5,58	5,83	5,86	6,65
Goal-directed	5,70	5,83	5,88	5,99	6,34	6,91
Trustworthy	5,88	6,16	6,34	6,46	6,62	6,81
Self-assured	5,48	5,48	6,13	6,34	7,07	7,57
Cool	5,88	6,71	7,45	7,79	7,99	8,41
Fascinating	6,37	6,98	7,61	8,28	8,35	8,78
Nice	5,30	5,94	6,07	6,13	6,25	6,20

	Conservative		Modern		Local		Gender pattern	
Intelligent	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	2,71	3,39	3,05	3,89	3,43	4,52		
Conscientious	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	3,07	3,46	3,34	3,65	3,28	4,19		
Goal-directed	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	3,28	3,63	3,13	3,47	3,23	4,26		
Trustworthy	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	3,27	3,42	2,90	3,79	3,64	3,98		
Self-assured	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	3,54	4,10	2,74	2,80	3,36	4,48		
Cool	G-c	B-c	B-m	G-m	B-l	G-l	B > G (m, l)	G > B (c)
	3,82	4,43	2,19	2,94	3,66	3,96		
Fascinating	G-c	B-c	B-m	G-m	B-l	G-l	B > G (m, l)	G > B (c)
	3,98	4,36	2,30	2,96	3,42	3,99		
Nice	B-c	G-c	B-m	G-m	G-l	B-l	B > G (c, m)	G > B (l)
	3,42	3,62	2,76	3,62	3,75	3,83		

The general pattern is that Boys on average beat Girls within all three varieties (c, m, l) on most scales. Conservative Boys (B-c) are again, like in Copenhagen, judged to be more *uncool* and *boring* than Conservative Girls (G-c). Local Girls do relatively well on the *nice-repulsive* scale.

VISSENBJERG: Subconscious evaluations

of conservative, modern and local Standard varieties – as spoken By Boys and Girls
(Friedman Test: values are mean rank; all df = 5; *** = p<0.001)

	B-c	B-m	G-c	B-l	G-m	G-l	N	chi ²	sign.
Intelligent	2,45	2,84	3,10	3,74	3,78	5,09	50	67,778	***
Conscientious	2,72	3,06	3,12	3,13	3,95	5,03	52	59,780	***
Goal-directed	2,61	3,07	3,08	3,43	3,97	4,83	54	52,572	***
Trustworthy	2,94	3,06	3,31	3,72	3,79	4,18	54	20,216	***
Self-assured	2,47	2,88	3,46	3,56	3,68	4,95	52	57,188	***
Cool	2,33	3,10	3,69	3,85	3,88	4,15	53	36,730	***
Fascinating	2,37	2,91	3,74	3,84	4,01	4,13	54	41,897	***
Nice	2,75	3,27	3,34	3,46	3,75	4,42	53	26,145	***

means on scale from 2 to 14 (midpoint 8)

Intelligent	5,76	6,00	6,30	7,14	7,10	8,80
Conscientious	5,54	5,92	5,92	5,92	7,12	8,46
Goal-directed	5,91	6,37	6,52	6,80	7,57	8,72
Trustworthy	6,41	6,37	6,76	6,98	7,17	7,83
Self-assured	5,48	6,04	6,71	6,63	6,87	8,81
Cool	6,42	7,40	8,17	8,51	8,79	9,23
Fascinating	7,00	7,72	8,89	8,70	9,17	9,46
Nice	5,79	6,49	6,47	6,47	6,72	7,40

	Conservative		Modern		Local		Gender pattern	
	B-c	G-c	B-m	G-m	B-l	G-l		
Intelligent	2,45	3,10	2,84	3,78	3,74	5,09	B > G (c, m, l)	
Conscientious	2,72	3,06	3,12	3,13	3,95	5,03	B > G (c, m, l)	
Goal-directed	3,08	3,43	2,61	3,07	3,95	5,03	B > G (c, m, l)	
Trustworthy	3,06	3,31	2,94	3,72	3,79	4,18	B > G (c, m, l)	
Self-assured	3,46	3,56	2,47	2,88	3,68	4,95	B > G (c, m, l)	
Cool	3,69	3,88	2,33	3,10	3,85	4,15	B > G (m, l)	G > B (c)
Fascinating	3,74	4,01	2,37	2,91	3,84	4,13	B > G (m, l)	G > B (c)
Nice	3,27	3,34	2,75	3,46	3,75	4,42	B > G (c, m, l)	

The general pattern is that Boys on average beat Girls within all three varieties (c, m, l) on most scales. The only exception is that Conservative Boys (B-c), like in Copenhagen and Næstved, are judged to be more *uncool* and *boring* than Conservative Girls (G-c).

ODDER: Subconscious evaluations

of conservative, modern and local Standard varieties – as spoken By Boys and Girls
(Friedman Test: values are mean rank; all df = 5; *** = p<0.001)

	B-c	B-m	B-l	G-c	G-m	G-l	N	chi ²	sign.
Intelligent	2,64	3,05	3,33	3,34	3,81	4,83	167	150,551	***
Conscientious	B-c	B-m	G-c	G-m	B-l	G-l	168	108,080	***
	2,60	3,16	3,29	3,60	3,90	4,45			
Goal-directed	B-c	B-m	G-c	G-m	B-l	G-l	171	105,543	***
	2,88	3,03	3,28	3,40	3,80	4,61			
Trustworthy	B-m	B-c	G-c	G-m	B-l	G-l	161	98,380	***
	2,93	2,97	3,32	3,48	3,71	4,60			
Self-assured	B-m	G-m	G-c	B-c	B-l	G-l	162	227,741	***
	2,32	2,85	3,22	3,32	4,58	4,71			
Cool	B-m	G-m	G-c	B-c	G-l	B-l	170	211,089	***
	2,07	2,97	3,33	4,04	4,10	4,49			
Fascinating	B-m	G-m	G-c	B-c	B-l	G-l	160	184,970	***
	2,21	2,96	3,28	3,73	4,25	4,57			
Nice	B-m	G-m	G-c	B-c	B-l	G-l	168	94,393	***
	2,70	3,21	3,46	3,47	3,66	4,50			

means on scale from 2 to 14 (midpoint 8)

Intelligent	5,37	5,80	6,08	6,16	6,63	7,93
Conscientious	4,90	5,45	5,75	5,98	6,42	7,12
Goal-directed	5,37	5,51	6,13	6,04	6,56	7,59
Trustworthy	5,83	5,88	6,37	6,52	6,63	7,53
Self-assured	4,77	5,40	5,94	6,05	7,52	7,91
Cool	5,72	6,87	7,42	8,11	8,32	8,76
Fascinating	5,92	7,06	7,59	8,31	9,01	9,32
Nice	5,15	5,85	6,20	6,10	6,25	7,30

	Conservative		Modern		Local		Gender pattern	
Intelligent	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	2,64	3,34	3,05	3,81	3,33	4,83		
Conscientious	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	2,60	3,29	3,16	3,60	3,90	4,45		
Goal-directed	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	2,88	3,28	3,03	3,40	3,80	4,61		
Trustworthy	B-c	G-c	B-m	G-m	B-l	G-l	B > G (c, m, l)	
	2,97	3,32	2,93	3,48	3,71	4,60		
Self-assured	G-c	B-c	B-m	G-m	B-l	G-l	B > G (m, l)	G > B (c)
	3,22	3,32	2,32	2,85	4,58	4,71		
Cool	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	3,33	4,04	2,07	2,97	4,10	4,49		
Fascinating	G-c	B-c	B-m	G-m	B-l	G-l	B > G (m, l)	G > B (c)
	3,28	3,73	2,21	2,96	4,25	4,57		
Nice	G-c	B-c	B-m	G-m	B-l	G-l	B > G (m, l)	G / B (c)
	3,46	3,47	2,70	3,21	3,66	4,50		

Boys on average beat Girls within all three varieties (c, m, l) in the Superiority dimension (first four scales), but Conservative Boys are downgraded in comparison with Conservative Girls on dynamism traits. And Local Boys are more *uncool* than Local Girls.

VINDERUP: Subconscious evaluations

of conservative, modern and local Standard varieties – as spoken By Boys and Girls
(Friedman Test: values are mean rank; all df = 5; *** = p<0.001)

	G-c	B-c	B-m	G-m	G-l	B-l	N	chi ²	sign.
Intelligent	2,88	2,97	3,03	3,85	3,89	4,39	79	48,256	***
Conscientious	G-c	B-m	B-c	G-m	G-l	B-l	82	72,912	***
	2,52	3,07	3,12	3,77	3,85	4,66			
Goal-directed	G-c	B-m	G-m	B-c	G-l	B-l	82	56,062	***
	2,81	2,90	3,48	3,49	3,71	4,62			
Trustworthy	G-c	B-c	B-m	G-m	G-l	B-l	78	26,539	***
	3,17	3,21	3,31	3,42	3,48	4,41			
Self-assured	B-m	G-m	G-c	B-c	G-l	B-l	81	103,431	***
	2,36	2,81	3,17	3,68	4,10	4,86			
Cool	B-m	G-m	G-c	G-l	B-c	B-l	81	91,151	***
	2,36	2,84	3,07	4,10	4,29	4,34			
Fascinating	B-m	G-m	G-c	G-l	B-c	B-l	79	113,554	***
	2,18	2,53	3,37	4,20	4,32	4,40			
Nice	B-m	B-c	G-c	G-m	G-l	B-l	79	21,839	***
	2,78	3,46	3,47	3,58	3,66	4,05			

means on scale from 2 to 14 (midpoint 8)

Intelligent	5,72	5,96	6,01	6,75	6,95	7,38
Conscientious	4,96	5,63	5,65	6,22	6,41	7,57
Goal-directed	5,59	5,88	6,37	6,52	6,73	8,06
Trustworthy	6,36	6,51	6,45	6,76	6,81	7,62
Self-assured	5,16	5,70	6,07	6,80	7,19	8,35
Cool	5,72	6,87	7,42	8,11	8,32	8,76
Fascinating	6,68	7,37	8,34	9,25	9,39	9,58
Nice	5,90	6,34	6,33	6,41	6,56	6,87

	Conservative		Modern		Local		Gender pattern	
Intelligent	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	2,88	2,97	3,03	3,85	3,89	4,39		
Conscientious	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	2,52	3,12	3,07	3,77	3,85	4,66		
Goal-directed	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	2,81	3,49	2,90	3,48	3,71	4,62		
Trustworthy	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	3,17	3,21	3,31	3,42	3,48	4,41		
Self-assured	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	3,17	3,68	2,36	2,81	4,10	4,86		
Cool	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	3,07	4,29	2,36	2,84	4,10	4,34		
Fascinating	G-c	B-c	B-m	G-m	G-l	B-l	B > G (m)	G > B (c, l)
	3,37	4,32	2,18	2,53	4,20	4,40		
Nice	B-c	G-c	B-m	G-m	G-l	B-l	B > G (m)	B / G (c) G > B (l)
	3,46	3,47	2,78	3,58	3,66	4,05		

Boys beat Girls only within the Modern variety. In the Conservative and Local varieties, Girls are assessed better than Boys.

	Conservative	Modern	Local	Gender pattern
COPENHAGEN				
Intelligent	B-c G-c	B-m G-m		B > G (c, m)
Conscientious	B-c G-c	B-m G-m		B > G (c, m)
Goal-directed	B-c G-c	B-m G-m		B > G (c, m)
Trustworthy	B-c G-c	B-m G-m		B > G (c, m)
Self-assured	B-c G-c	B-m G-m		B > G (c, m)
Cool	G-c B-c	B-m G-m		B > G (m) G > B (c)
Fascinating	G-c B-c	B-m G-m		B > G (m) G > B (c)
Nice	B-c G-c	B-m G-m		B > G (c, m)
NÆSTVED				
Intelligent	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Conscientious	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Goal-directed	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Trustworthy	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Self-assured	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Cool	G-c B-c	B-m G-m	B-l G-l	B > G (m, l) G > B (c)
Fascinating	G-c B-c	B-m G-m	B-l G-l	B > G (m, l) G > B (c)
Nice	B-c G-c	B-m G-m	G-l B-l	B > G (c, m) G > B (l)
VISSENBJERG				
Intelligent	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Conscientious	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Goal-directed	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Trustworthy	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Self-assured	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Cool	G-c B-c	B-m G-m	B-l G-l	B > G (m, l) G > B (c)
Fascinating	G-c B-c	B-m G-m	B-l G-l	B > G (m, l) G > B (c)
Nice	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
ODDER				
Intelligent	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Conscientious	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Goal-directed	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Trustworthy	B-c G-c	B-m G-m	B-l G-l	B > G (c, m, l)
Self-assured	G-c B-c	B-m G-m	B-l G-l	B > G (m, l) G > B (c)
Cool	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Fascinating	G-c B-c	B-m G-m	B-l G-l	B > G (m, l) G > B (c)
Nice	G-c B-c	B-m G-m	B-l G-l	B > G (m, l) G / B (c)
VINDERUP				
Intelligent	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Conscientious	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Goal-directed	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Trustworthy	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Self-assured	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Cool	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Fascinating	G-c B-c	B-m G-m	G-l B-l	B > G (m) G > B (c, l)
Nice	B-c G-c	B-m G-m	G-l B-l	B > G (m) B / G (c) G > B (l)

OVERVIEW – SPEAKER-GENDER – WITHIN-COMMUNITY ANALYSIS

The table on the previous page reproduces the speaker-gender patterns for each community in its simplest form. A first observation to be made is that Modern is evaluated more positively as Boy speech than as Girl speech – consequently on all personality traits in all communities.

In COPENHAGEN, NÆSTVED and VISSENBJERG, all three varieties (Conservative, Modern and Local) are assessed more positively on most scales when spoken by Boys than when spoken by Girls: $B > G$ (c, m, l). As a general exception to this pattern the overall harsh assessment regarding *fascinating–boring* and *cool–uncool* hits Conservative-speaking Boys harder than Conservative-speaking Girls, yielding the $G > B$ (c) pattern.

In ODDER, the relative upgrading of Conservative Girls vs. Boys is more general in the dynamism dimension as it emerges on all four traits.

In VINDERUP, this trend continues, so to speak, in that Conservative-speaking Girls beat Conservative-speaking Boys also in the superiority dimension. In addition, Local-speaking Girls beat Local-speaking Boys on all traits.

If we look for some meaningful distinction beneath this pattern it seems straightforward to point to the geographic distinction between *The Islands* on the one hand (Copenhagen and Næstved in Sealand, Vissenbjerg in Funen) and *Jutland* (Odder and Vinderup) on the other hand.

This is another distinction than the *urbanity–rurality* distinction that we alluded to above as a possibly meaningful distinction beneath the across-community differences we were able to summarize with regard to the ‘total’ varieties (i.e. regardless of speaker-gender).

Note that it is an obscure but pertinent point in this discussion – and particularly so in the case of Vinderup – what to do with the possible voice-order effect in connection with Lb9 and Cg10. The more negative reaction to Lb9 in Vinderup than elsewhere certainly contributes to the $G > B$ (l) pattern in Vinderup, and the possibly contrastive (i.e. the after-Lb9 effect) and more positive assessment of Cg10 certainly contributes to the $G > B$ (c) pattern.

In the following tables, we show the results of the across-communities analyses at the level of ‘gendered’ varieties.

CONSERVATIVE BOYS (voices Cb1+Cb7). Values are mean rank

	Intel- ligent	Consci- entious	Goal- directed	Trust- worthy	Self- assured	Fasci- nating	Cool	Nice
Copenhagen	306	311	325	309	323	299	302	322
Næstved	290	318	307	298	308	309	312	286
Vissenbjerg	316	330	351	320	341	330	334	329
Odder	302	277	267	277	275	272	288	302
Vinderup	372	353	355	335	346	354	346	329
	*	*	***		*	**		

Kruskal-Wallis Test: *** =p<.001 ** p<.01 *=p<.05

CONSERVATIVE GIRLS (voices Cg4+Cg10). Values are mean rank

	Intel- ligent	Consci- entious	Goal- directed	Trust- worthy	Self- assured	Fasci- nating	Cool	Nice
Copenhagen	304	314	318	323	329	324	314	325
Næstved	310	320	324	306	348	323	322	295
Vissenbjerg	324	330	362	342	328	366	358	334
Odder	318	314	300	298	263	263	286	299
Vinderup	291	263	265	299	275	322	299	318
			*		***	***		

Kruskal-Wallis Test: *** =p<.001 *=p<.05

MODERN BOYS (voices Mb5+Mb11). Values are mean rank

	Intel- ligent	Consci- entious	Goal- directed	Trust- worthy	Self- assured	Fasci- nating	Cool	Nice
Copenhagen	313	307	327	325	347	369	367	330
Næstved	299	312	307	295	324	308	288	301
Vissenbjerg	327	326	325	338	319	338	325	328
Odder	305	296	289	283	258	264	269	278
Vinderup	318	323	325	336	298	308	345	342
					***	***	***	*

Kruskal-Wallis Test: *** =p<.001 *=p<.05

MODERN GIRLS (voices Mg2+Mg8). Values are mean rank

	Intel- ligent	Consci- entious	Goal- directed	Trust- worthy	Self- assured	Fasci- nating	Cool	Nice
Copenhagen	322	343	337	331	334	327	306	333
Næstved	295	294	290	301	296	290	296	302
Vissenbjerg	322	277	327	322	350	343	350	330
Odder	304	297	297	286	290	291	301	285
Vinderup	316	329	329	301	318	324	335	332
		*						

Kruskal-Wallis Test: *=p<.05

Recall that the results for 'total' varieties showed Odder to be the generally most positive community, Vissenbjerg the generally most negative. The result for the 'gendered' varieties add a few qualifications to that pattern.

First, consider the two Conservative 'gendered' varieties. The greater Vissenbjerg negativity seems to be directed more at Girls than Boys. Vinderup, in fact, reacts more

negatively than Vissenbjerg to Conservative Boys. At the same time Vinderup is generally among the more positive communities with regard to Conservative Girls. In other words, speaker-gender seems to play a greater role in Vinderup than in any of the other communities as far as the evaluative treatment of Conservative speech is concerned (with due attention, though, to the possibility that this result to some extent is to be attributed to a voice-order effect).

As to the Modern 'gendered' varieties we may start by noting that they seem to be the object of less across-communities differentiation than the Conservative 'gendered' varieties (significance on 5 traits against 8). In the 'total' varieties analysis we found the differentiation to be significant only in the dynamism dimension, not in the superiority dimension. Here we see that this stronger differentiation on dynamism traits obtains only for Modern spoken by Boys.

Also notice that our finding that young Copenhageners are relatively negative towards Modern speech is valid regardless of speaker-gender.

2.2.2 The influence from judge-gender

Evaluative differences between boys and girls have been tested for significance with regard to all 12 voices (8 in the case of Copenhagen), with regard to ‘gendered’ varieties, and with regard to ‘total’ varieties. Significant differences are shown in the table on the next page.

The following points may be made:

1) Generally speaking, the influence from judge-gender is small. It exists to some extent in Vinderup (9 out of 12 voices are affected on one or more scales) and Copenhagen (3 out of 8). And also in Odder (5 out of 12), but only with regard to Copenhagen speech. Judge-gender is close to being non-existing in Næstved and Vissenbjerg (except that one of the Local voices, Lb12, is treated differently by the genders in Vissenbjerg).

2) Judge-gender affects assessments more in the evaluative dimension of dynamism (the four last personality traits in the table) than in the evaluative dimension of superiority (the four first traits).

3) As to Copenhagen speech, judge-gender affects assessments more when it is Modern than when it is Conservative. This is more true of ‘The Islands’ communities (Copenhagen, Næstved, and Vissenbjerg) than of the ‘Jutland’ communities (Odder and Vinderup).

4) When there is a difference Girls are more positive than Boys in most cases, regardless of variety (except, see 5 below) and regardless of speaker-gender. The $G > B$ pattern simply results from greater feminine ‘kindness’ of a general kind. All in all, the result pattern indicates that the judge-gender effect is not to do with language and language attitudes.

5) The few instances of the $B > G$ pattern (shadowed in dark) concern only male voices as far as Copenhagen speech is concerned (Cb7 and Mb11), and is almost exclusively an Odder phenomenon. To some extent, then, gender-solidarity (from judge to speaker) seems to have been in play in Odder, but this effect obtains regardless of variety and may again have little to do with language and language attitudes.

However, in Næstved and Vissenbjerg one of the Local girls (Lg6 and Lg12, respectively) is treated better by boys than girls. This might be seen as the opposite of gender-solidarity – with regard to language use.

	INTEL- LIGENT	CONSCI- ENTIOUS	GOAL- DIRECTED	TRUST- WORTHY	SELF- ASSURED	FASCI- NATING	COOL	NICE
COPENHAGEN								
Mb5	gg > b **	gg > b **	gg > b *		gg > b **		gg > b *	gg > b *
Mod. boys		gg > b *			gg > b *		gg > b *	gg > b *
Mg2					gg > b *	gg > b ***	gg > b ***	
Mg8					gg > b *	gg > b **	gg > b *	
Mod. girls					gg > b **	gg > b ***	gg > b **	
Modern					gg > b ***	gg > b **	gg > b ***	
NÆSTVED								
Cb7				b > g *				
Mb5					gg > b ***			
Mg2						gg > b **		
Mod. girls						gg > b *		
Lg6					b > g *	b > g *		
VISSENBJERG								
Mb5						gg > b *		
Modern						gg > b *		
Lg12		b > gg *	b > gg ***	b > g ***	b > gg *		b > gg **	b > gg *
Local girls		b > gg *	b > gg *		b > gg *			
ODDER								
Cb7							b > gg **	b > gg *
Cons. boys								b > gg *
Cg10	g > b *			gg > b *			gg > b *	
Mb5		gg > b *		gg > b **	gg > b ***	gg > b ***	gg > b **	gg > b *
Mb11							b > gg *	
Mod. boys						gg > b **		
Mg2					gg > b *			
Modern						gg > b *		
VINDERUP								
Cb1							gg > b *	
Cons. boys							gg > b *	
Cg4						gg > b *		
Cg10	g > b *				gg > b *			
Cons. girls						gg > b *		
Conservative					gg > b *	gg > b **	gg > b ***	
Mb5			gg > b *			gg > b *	gg > b **	gg > b *
Mb11						gg > b *		gg > b *
Mod. boys						gg > b **	gg > b ***	gg > b ***
Mg2		gg > b **		gg > b **		gg > b **	gg > b **	gg > b **
Mod. girls						gg > b **	gg > b *	gg > b **
Modern						gg > b ***	gg > b ***	gg > b ***
Lg6			gg > b *			gg > b *		
Lg12								gg > b ***
Local girls						gg > b *	gg > b *	gg > b *
Lb9								gg > b *
Local boys								gg > b *
Local								gg > b *

Kruskal-Wallis Test: *** p<.001 ** p<.01 * p<.05