

The Norwegian experience (& ideas)

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The Norwegian experience

- 6 municipalities
- 1480 pupils at 13 schools
- 280 teachers
- 52 grown-ups at meetings/clubs etc.

- In total 1812 respondents
- (The Åsane-experiment included, 180 resp., cf. Anderson in *Danske talesprog* 10)

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The six localities (pairs: rural-urban)

- Midsund – Molde
- Øygarden – Bergen
- Hå - Stavanger



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Set of voices	
A1	Midsund & Molde
B1	Molde SE
A2	Øygarden & Bergen
B2	Bergen SE
A3	Hå & Stavanger
B3	Stavanger SE

- The SE voices are the same

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Varieties of interest

Test A:

Rural - old	Regional centre - High (urban)	National centre / SE
Rural - young	Regional centre - Low (urban)	

Test B:

Rural	Regional centre - High (urban)	National centre / SE - High
	Regional centre - Low (urban)	National centre / SE - Low

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Test voices

Topic: invitation - on the mobile phone - to go to the cinema (only female voices)

15 sec voice + 15 sec pause etc.



- The varieties distributed as ABCDE CAEBD ADCBE
- A selection from hundreds of recordings. The selection of voices and cuts were tested in our project group in order to avoid «test noise» (other possibly influencing factors than the variety)

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Test procedure

Questionnaire 1:

1. VGT / SEE
2. «What do you think this test was about?» Filled in on an extra page

Questionnaire 2:

LRT:

Information: This test was about dialect / language

3. Consciously offered attitude: «Please rate the dialects in the following table based on your opinion of how *most people in Norway* would evaluate their *prestige*. 'Prestige' refers to whether a dialect has a high or low social value. The value of 1 represents the highest score, and 8 represents the lowest score.»

4. Consciously offered attitude: «How *nice* do you think the dialects mentioned below are? On the scale, 1 corresponds to 'nicest', and 8 corresponds to 'least nice'.»

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Norway, results

- As the Danish ones?

Yes, as far as the consciously offered attitudes are concerned

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LRT: Consciously offered attitudes (nice)^(blue=Southeastern Norway=Oslo region, red=regional centre, green:rural)

	Øygarden (N = 117)	Bergen (N = 215)	Hå (N = 42)	Stavanger (N = 57)	Midsund (N = 66)
1	Øygarden: 1,60 i.s.	Bergen: 2,27	Hå: 2,52	Stavanger: 2,33	Midsund: 1,34
2	Bergensk: 1,70	Fana: 2,75	Stavanger: 3,17	Frogner: 2,95	Molde: 2,73
3	Austlandsk: 2,71	Frogner: 3,69	Sandnes: 3,30	Eiganes: 3,56	Sunnmøre: 2,95
4		Arna: 3,93	Frogner: 3,56	Drammen: 3,57	Austlandet: 2,98
5		Sotra: 4,18	Eiganes: 4,10	Sandnes: 3,64	
		Drammen: 4,19	Drammen: 4,36	Hå: 4,94	

Consciously offered attitudes (prestige/status)^(blue=Southeastern Norway=Oslo region, red=regional centre, green:rural)

	Øygarden (N = 113)	Bergen (N = 222)	Hå (N = 41)	Stavanger (N = 83)	Midsund (N = 65)	Molde (N = 178)
1	Bergen: 1,59	Frogner: 2,04	Frogner: 2,22	Frogner: 1,68	Austland: 1,65	Aust: 1,76
2	Austland: 1,92	Bergen: 2,94	Stavanger: 2,85	Drammen: 2,88	Sunnmøre: 2,41	Trøndelag: 2,57
3	Øygarden: 2,49	Fana: 3,50	Drammen: 3,39	Stavanger: 3,22	Molde: 2,76	Molde: 2,82
4		Drammen: 3,50	Eiganes: 3,72	Eiganes: 3,69	Midsund: 3,18	Sunnmøre: 3,56
5		Arna: 4,47	Sandnes: 3,88	Sandnes: 4,25		Fræna: 4,29
		Sotra: 4,55	Hå: 4,94	Hå: 5,28		11

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SEE: The two dimensions (dynamism-superiority)

- So far no Danish pattern (but still some work to do with most of the test sites)

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Number of respondents

- Åsane
- resp. who had moved to the locality after 6 yrs. of age
- resp. who guessed that it was about dialect/language
- resp. who did not tick off in all 8 x 15 = 120 evaluation scales

Midsund	Molde	Molde SE	Ogna	Stav	Stav SE	Øygard	Bergen	Bergen SE	Sum
52	72	72	33	71	61	80	176	165	782

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Order of voices (Red=reg. centre, blue=national capital, green=rural region)

Midsund	Molde	Molde SE	Ogna	Stav	Stav SE	Øygard	Bergen	Bergen SE
Mlåg 1	Mlåg 1	Mlåg 1	Stlåg 1	Stlåg 1	Stlåg 1	Blåg 1	Blåg 1	Blåg 1
Rom 1	Rom 1	Rom 1	Jæry 1	Jæry 1	Auhæ 1	Stry 1	Stry 1	Auhæ 1
Aust 1	Aust 1	Auhæ 1	Aust 1	Aust 1	Jær 1	Aust 1	Aust 1	Stril 1
Mhæ 1	Mhæ 1	Mhæ 1	Sthøg 1	Sthøg 1	Sthøg 1	Bhæ 1	Bhæ 1	Bhæ 1
Sunn 1	Sunn 1	Aulåg 1	Jære 1	Jære 1	Aulåg 1	Stre 1	Stre 1	Aulåg 1
Aust 2	Aust 2	Auhæ 2	Aust 2	Aust 2	Jær 2	Bhæ 2	Bhæ 2	Stril 2
Mlåg 2	Mlåg 2	Mlåg 2	Stlåg 2	Stlåg 2	Stlåg 2	Aust 2	Aust 2	Blåg 2
Sunn 2	Sunn 2	Aulåg 2	Jære 2	Jære 2	Aulåg 2	Stre 2	Stre 2	Aulåg 2
Rom 2	Rom 2	Rom 2	Jæry 2	Jæry 2	Auhæ 2	Stry 2	Stry 2	Auhæ 2
Mhæ 2	Mhæ 2	Mhæ 2	Sthøg 2	Sthøg 2	Sthøg 2	Blåg 2	Blåg 2	Bhæ 2
Mlåg 3	Mlåg 3	Mlåg 3	Stlåg 3	Stlåg 3	Stlåg 3	Stre 3	Stre 3	Blåg 2
Mhæ 3	Mhæ 3	Mhæ 3	Sthøg 3	Sthøg 3	Sthøg 3	Bhæ 3	Bhæ 3	Bhæ 3
Aust 3	Aust 3	Auhæ 3	Aust 3	Aust 3	Jær 3	Blåg 3	Blåg 3	Stril 3
Rom 3	Rom 3	Rom 3	Jæry 3	Jæry 3	Auhæ 3	Aust 3	Aust 3	Auhæ 3
Sunn 3	Sunn 3	Austlåg 3	Jære 3	Jære 3	Aulåg 3	Stry 3	Stry 3	Aulåg 3



Subconscious attitudes (pupils 15 yrs.)

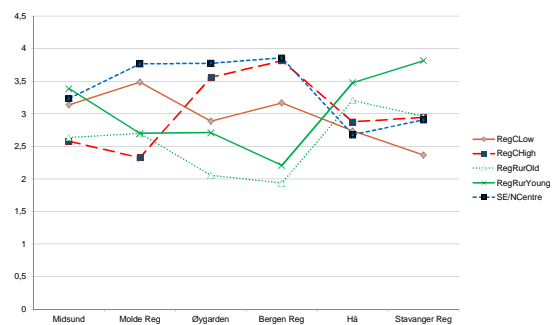
Midsund (N = 52)	Molde (N = 72)	Øygarden (N = 89)	Bergen (N = 176)	Hå (N = 33)	Stavanger (N = 71)
Roms: 3,39	SEast: 3,77	SEast: 3,70	SEast: 3,86	Jær-y: 3,48	Jær-y: 3,82
SEast: 3,24	Mo-low: 3,49	Bg-high: 3,53	Bg-high: 3,82	Jær-o: 3,21	Jær-o: 2,96
Mo-low: 3,14	Roms: 2,70	Sunn: 2,70	Bg-low: 2,88	Bg-low: 3,17	Stav-high: 2,88
Sunn: 2,64	Mo-high: 2,33	Stril-y: 2,77	Stril-y: 2,21	Stav-low: 2,74	SEast: 2,91
Mo-high: 2,58		Stril-o: 2,13	Stril-o: 1,94	SEast: 2,68	Stav-low: 2,37

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Mean ranks (A-tests = 2 x rural varieties)

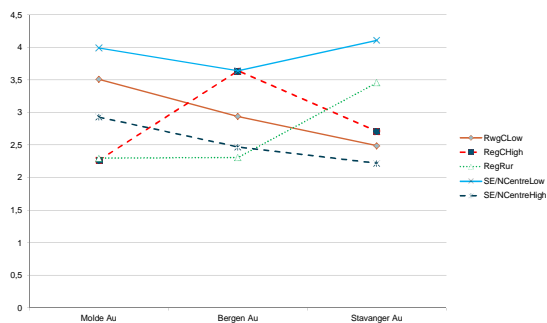


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Mean rank (B-tests = 2 x SE varieties)



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Ranking order of voices

	Midsund	Molde	Molde SE	Ogna	Stav	Stav SE	Øygard	Bergen	Bergen SE
1	Rom 1	Aust 2	Aulåg 1	Jære 1	Sthøg 2	Sthøg 1	Aust 2	Aust 3	Bhæ 1
2	Mlåg 2	Aust 1	Aulåg 3	Jæry 3	Aust 3	Aulåg 3	Aust 3	Bhæ 1	Aulåg 1
3	Aust 1	Aust 3	Mlåg 2	Jæry 1	Jæry 1	Aulåg 2	Bhæ 1	Aust 2	Aulåg 2
4	Aust 2	Mlåg 2	Aulåg 2	Sthøg 2	Stlåg 3	Aulåg 1	Blåg 1	Blåg 1	Blåg 1
5	Rom 3	Mlåg 1	Auhæ 1	Stlåg 3	Jæry 3	Jær 1	Stre 3	Bhæ 3	Bhæ 3
6	Aust 3	Rom 2	Mlåg 3	Aust 3	Jære 1	Stlåg 3	Bhæ 3	Bhæ 2	Aulåg 3
7	Mhæ 3	Mlåg 3	Auhæ 3	Jære 2	Jære 2	Jær 3	Stry 3	Stre 3	Auhæ 3
8	Mhæ 2	Rom 1	Mlåg 1	Sthøg 1	Jæry 2	Auhæ 3	Stry 2	Aust 1	Bhæ 2
9	Rom 2	Mhæ 2	Mhæ 2	Jære 2	Aust 2	Jær 2	Blåg 2	Blåg 2	Stril 2
10	Mlåg 3	Mhæ 3	Mhæ 3	Aust 2	Sthøg 1	Sthøg 1	Bhæ 2	Stry 2	Stril 3
11	Mlåg 3	Sunn 3	Rom 1	Jære 3	Jære 3	Auhæ 1	Aust 1	Stry 3	Blåg 3
12	Sunn 1	Sunn 2	Rom 2	Stlåg 2	Stlåg 1	Auhæ 2	Stre 2	Blåg 3	Blåg 2
13	Sunn 3	Sunn 1	Auhæ 2	Aust 1	Stlåg 2	Stlåg 2	Blåg 3	Stre 2	Auhæ 2
14	Sunn 2	Rom 3	Rom 3	Stlåg 1	Aust 1	Stlåg 1	Stry 1	Stry 1	Auhæ 1
15	Mhæ 1	Mhæ 1	Mhæ 1	Sthøg 3	Sthøg 3	Sthøg 3	Stre 1	Stre 1	Stril 1




Ranking order of voices (lines connect identical voices)

	Midsund	Molde	Molde SE	Ogna	Stav	Stav SE	Øygard	Bergen	Bergen SE
1	Rom 1	Aust 2	Aulåg 1	Jære 1	Sthøg 2	Sthøg 1	Aust 2	Aust 3	Bhæ 1-
2	Mlåg 2-	Aust 1	Aulåg 2	Jære 2	Sthøg 3	Aust 1	Bhæ 1	Mlåg 1	
3	Aust 3	Aust 3	Mlåg 2	Jære 1	Jære 1	Aulåg 3	Bhæ 1	Aust 2	Aulåg 2
4	Aust 2	Mlåg 2-	Aulåg 2	Sthøg 2	Stiåg 3-	Aulåg 1	Blåe 1-	Blåe 1	Blåg 1
5	Rom 3	Mlåg 1-	Aulåg 1	Stiåg 3	Jære 3	Jær 1	Stre 3	Bhæ 2	Bhæ 3
6	Aust 3	Rom 2	Mlåg 3	Aust 3	Jære 1	Sfåg 3	Bhæ 3	Bhæ 2	Aulåg 3
7	Mhæe 3	Mlåg 3	Aulåg 3	Jære 2	Jære 2	Jær 3	Stry 3	Stre 3-	Aulåg 3
8	Mhæe 2	Rom 1	Mlåg 1	Sthøg 1	Jære 2	Aulåg 3	Stry 2	Aust 1	Bhæ 2
9	Rom 2	Mhæe 2	Mhæe 2	Jære 2	Aust 2	Jær 2	Blåe 2	Blåe 2	Stril 2
10	Mlåg 1	Mhæe 3	Mhæe 3	Aust 2	Sthøg 1	Sthøg 1	Bhæ 2	Stry 2	Stril 3
11	Mlåg 3	Sunn 3	Rom 1	Jære 3	Jære 3	Aulåg 1	Aust 1	Stry 3-	Blåg 3
12	Sunn 1	Sunn 2	Rom 2	Sthøg 2	Stiåg 1	Aulåg 2	Stre 2	Blåg 3-	Blåg 2
13	Sunn 3	Sunn 1	Aulåg 1	Aust 2	Stiåg 2	Stiåg 2	Blåe 3	Stre 2-	Aulåg 2-
14	Sunn 2	Rom 3-	Rom 3-	Stiåg 1	Rom 1	Stiåg 1	Stry 1-	Stry 1	Aulåg 1-
15	Mhæe 1	Mhæe 1	Mhæe 1	Sthøg 3	Sthøg 3	Sthøg 3	Stre 1	Stre 1	Stril 1


Significant contribution?

- Does the independent variable dialect make a significant contribution to the prediction of the variation in the dependent variable (is F Change sig <.05)?

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Significant contribution?

Test locality	Dialect	Conclusion: Dialect alone does not account for the Norwegian variation
Molde SE	NO	
Molde	NO	
Midsund	NO	
Stavanger SE	YES	
Stavanger	NO	
Hå	NO	
Bergen SE	NO	
Bergen	NO	
Øygarden	NO	


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The «noise» factors


- Do other independent variables make a significant contribution to the prediction of the variation in the dependent variable (is F Change sig <.05)?
- Multiple linear hierarchical regression analysis

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Test locality	Age	Intro	Pitch	Speech speed	Reference to geographic locality	Playback order	Dialect
Molde SE	NO	NO	NO	NO	NO	NO	NO
Molde	NO		NO	NO	NO	NO	NO
Midsund	NO		NO	NO	NO	NO	NO
Stavanger SE	YES	YES	NO	NO	NO	NO	YES
Stavanger	YES	NO	NO	NO	NO	NO	NO
Hå	NO	NO	NO	NO	NO	NO	NO
Bergen SE	YES	YES	YES	NO	NO	NO	NO
Bergen	NO		YES	NO	NO	NO	NO
Øygarden	NO	YES	YES	NO	NO	NO	NO

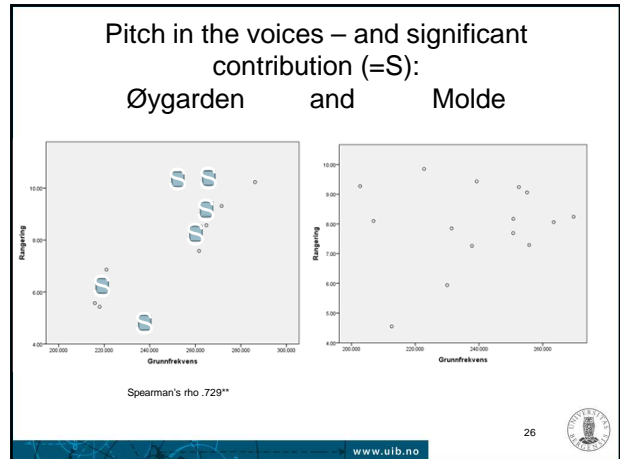
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Test locality	Age	Intro	Pitch	Speech speed	Reference to geographic locality	Playback order	Dialect
Molde SE	NO	NO	NO	NO	NO	NO	NO
Molde	NO		NO	NO	NO	NO	NO
Midsund	NO		NO	NO	NO	NO	NO
Stavanger SE	YES	YES	NO	NO	NO	NO	YES
Stavanger	YES	NO	NO	NO	NO	NO	NO
Hå	NO	NO	NO	NO	NO	NO	NO
Bergen SE	YES	YES	YES	NO	NO	NO	NO
Bergen	NO		YES	NO	NO	NO	NO
Øygarden	NO	YES	YES	NO	NO	NO	NO

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Test locality	Age	Intro	Pitch	Speech speed	Reference to geographic locality	Playback order	Dialect
Molde SE	NO	NO	NO	NO	NO	NO	NO
Molde	NO		NO	NO	NO	NO	NO
Misund	NO		NO	NO	NO	NO	NO
Stavanger SE	YES	YES	NO	NO	NO	NO	YES
Stavanger	YES	NO	NO	NO	NO	NO	NO
Hå	NO	NO	NO	NO	NO	NO	NO
Bergen SE	YES	YES	YES	NO	NO	NO	NO
Bergen	NO		YES	NO	NO	NO	NO
Øygarden	NO	YES	YES	NO	NO	NO	NO

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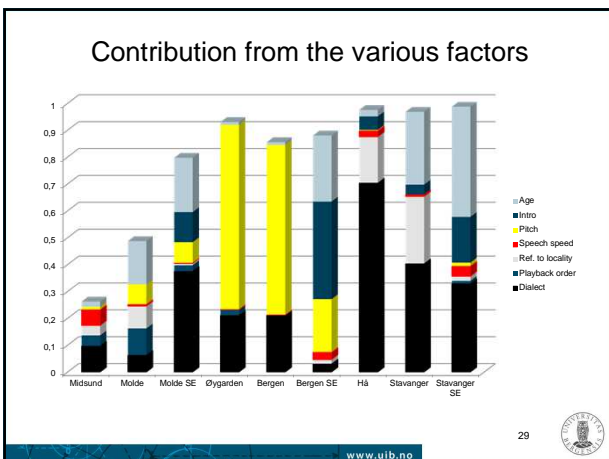
Significant contributions from factors

	Age	Intro	Pitch
Stavanger (SE)	↑	↓	
Bergen (SE)	↓	↑	↑
Bergen			↑
Øygarden		↑	↑

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Test locality	Age	Intro	Pitch	Speech speed	Reference to geographic locality	Playback order	Dialect
Molde austlandsk	.202	.112	.078	.001	.007	.023	.374
Molde sunnmørsk	.161		.075	.006	.083	.10	.062
Misund	.019		.012	.058	.037	.04	.096
Stavanger austlandsk	.41	.17	.014	.037	.017	.011	.328
Stavanger Jærbu	.271	.038	.00	.006	.249	.002	.402
Hå	.024	.05	.004	.022	.172	.00	.703
Bergen austlandsk	.246	.363	.198	.027	.015	.002	.029
Bergen stril	.01		.633	.00	.00	.002	.21
Øygarden	.01		.688	.00	.00	.022	.21

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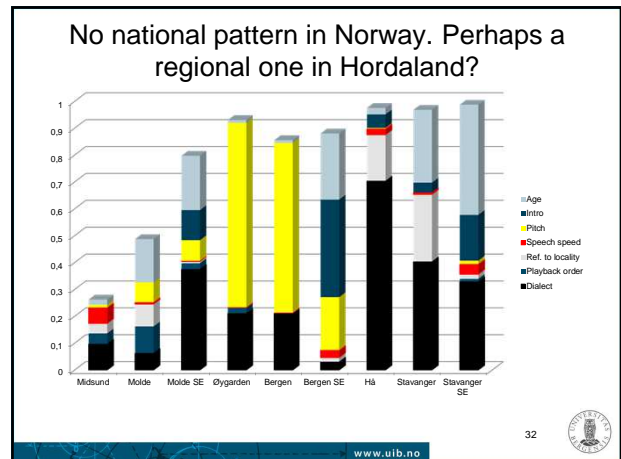
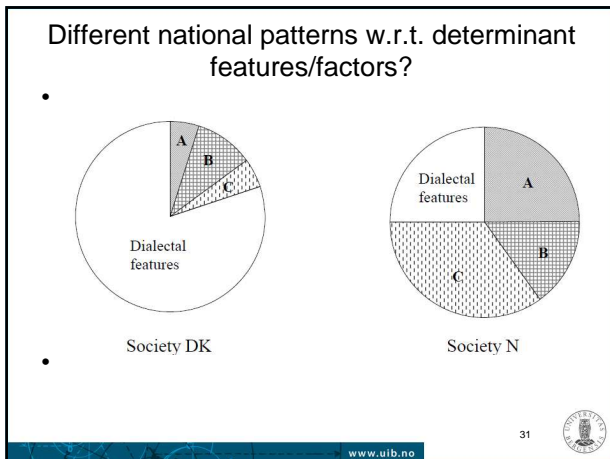
Conclusion

- «Noise factors» do better than dialect in accounting for the evaluation (even though we tried to avoid extreme values of these factors)

Questions:

- Is there a Norwegian pattern of ascribing values to voices?
- Are there regional patterns of ascribing values to voices?

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Is Norway a 'regionalized' country?

Gallup poll (conscious attitudes) december 2013 (Sentio & Nationen):

- N Norway: 61% like their own dialect very much
- Middle-Norway: 59%
- Oslo/Akershus: 38%
- N Norway: 66% very proud of their own county
- Middle-Norway: 70%
- W Norway: 67%
- Oslo/Akershus: 45%

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Do broadcast media play a decisive role?

a) If TV plays a role, we should expect the same pattern all over the country (So far we've found different patterns)

b) If radio plays a role, this may be different. (Many regional channels)

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Do broadcast media play a decisive role?

- Therefore: Of great interest to carry out VGTs in the other regions. From patterns of conscious attitudes we would expect SE Norway to be different. SE Norway has probably more bidialectalism and stylistic variation (= different language practice, less linguistic variation).
- If also SE Norway turns out to be different w.r.t. subconscious attitudes, a) is wrong.

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- New question:

Are Norwegian subconscious attitudes formed by the great extent of exposure to linguistic variation?
(Use \rightleftarrows attitudes?)

- If SE Norway shows up a more «Danish» homogeneous pattern, this assumption has some support

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