

Glaswegian characters are portrayed with downgraded competence, and negative societal stereotypes

Accentuating Identities: Phonetic Variation and Stereotypes in Mediated Glaswegian Performances 🎬

1. Background

- Non-standard accents in the media are often portrayed with **downgraded status-related** traits, compared to standard accent speakers [1,2].
- Are mediated portrayals of the Glaswegian vernacular (GV) accent also **biased**, and do they reflect commonly held societal stereotypes?



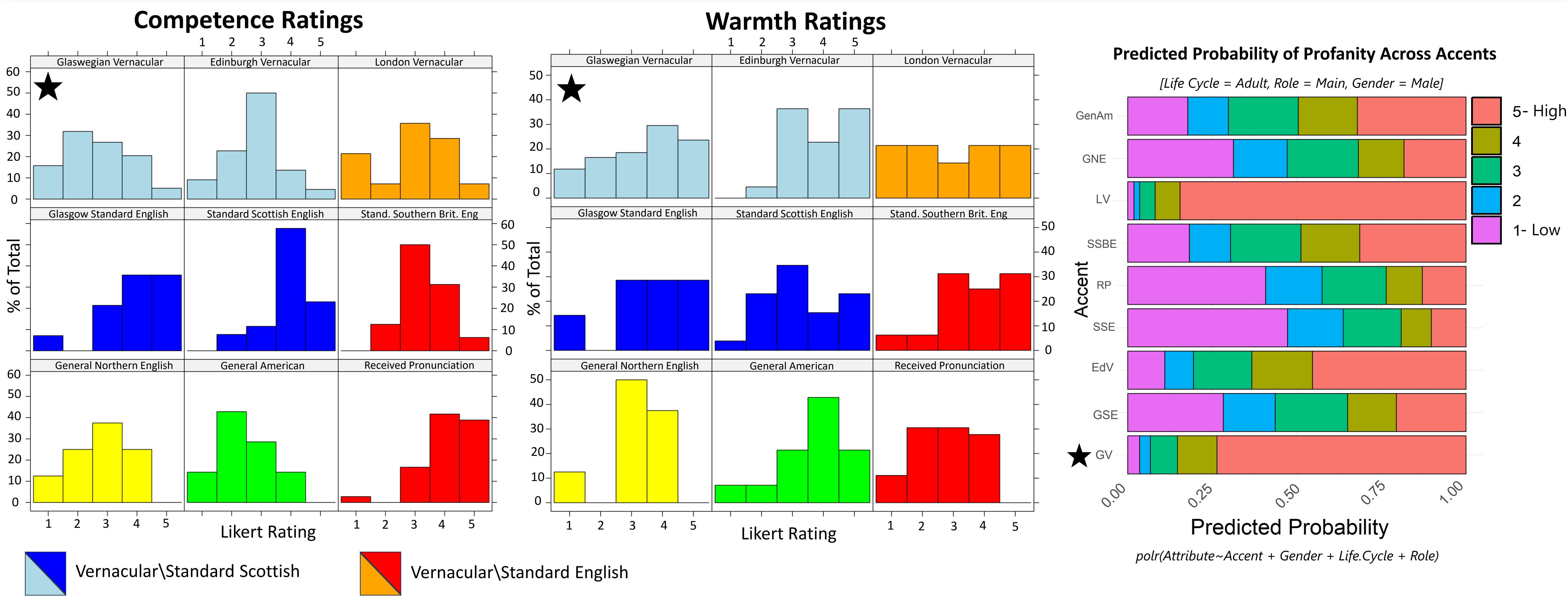
2. Methods

- Sample: n= **12 films**, 233 speakers coded across 25 attributes by two coders.
- Likert-scale ratings and ordinal categories employed to code for character attributes.
- Significant level of intercoder reliability was established: **Krippendorff's Alpha = 86%** [3].

5825 data points coded

Ordinal Logistic Regression

3. Results



- Accent portrayals in this sample were found to have significant patterns of biased social depictions.
- Largest differences found in the competence ratings of accent groups ($\chi^2 = 83.936$, $p < 0.001$): GV significantly portrayed as less competent compared to RP, SSE, and GSE.
- GV, alongside other working-class vernaculars (top row), are consistently portrayed with **low competence x high warmth** traits, as predicted in previous attitudinal research on low-status groups [4].
- **GV portrayals are biased** in their stereotypical depictions of heightened profanity, aggression, and substance use.

Thoughts: Does reliance on phonetic variation to cultivate mediated identities further reinforce accent bias?

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