ISCTE ◉ IUL

Instituto Universitário de Lisboa

IUL School of Social Sciences

Department of Social and Organizational Psychology

Language Prejudice in an organizational context in Portugal:

The effect of Brazilian and British accents on perceived work-related, individual and group-related characteristics

Paulo Ricardo Ormonde Silveira

Dissertation submitted as partial requirement for the conferral of

Master in Social and Organizational Psychology

Supervisors:

Dr. Christin-Melanie Vauclair, Invited Assistant Professor,

ISCTE – University Institute of Lisbon

IUL –School of Social Sciences

Dr. Elizabeth Collins, Research Scientist,

ISCTE – University Institute of Lisbon

IUL –School of Social Sciences

October, 2016

IUL School of Social Sciences

Department of Social and Organizational Psychology

Language Prejudice in an organizational context in Portugal:

The effect of Brazilian and British accents on perceived work-related, individual and group-related characteristics

Paulo Ricardo Ormonde Silveira

Dissertation/project submitted as partial requirement for the conferral of

Master in Social and Organizational Psychology

Supervisors:

Dr. Christin-Melanie Vauclair, Invited Assistant Professor,

ISCTE – University Institute of Lisbon

IUL –School of Social Sciences

Dr. Elizabeth Collins, Research Scientist,

ISCTE – University Institute of Lisbon

IUL –School of Social Sciences

October, 2016

Dedication

I dedicate this thesis to the memory of my late grandfather Fernando Ormonde, who is to this day, one of my heroes, role-models and favourite human beings. His dream was to see his grandsons' college graduation but unfortunately he passed away too soon and did not get to see either of us graduate. I'm proud to say that I have, alongside my brother, fulfilled the dream of the man I most admired in this world.

Acknowledgments

First and foremost, I would like to thank Dr. Melanie Vauclair and Dr. Elizabeth Collins for their time and effort which led to the completion of this thesis. We faced some rocky roads in order to get to the finish line but we did it by sheer determination and commitment and for that, I'm very thankful.

Second, I must thank my parents and my brother for their unconditional love and support. It has been a track with many twists and turns, but they were always by my side through thick and thin, expressing their belief in my abilities and pushing me to go the extra mile in order to achieve my goals. None of this would have been possible without the values I learned from my parents or the daily support from my brother, I can't thank them enough.

Third, I would like to thank my friends, from the ones supported me these last few years, when things got rough, to the ones that even though they are geographically far, are still ever present in my heart and mind.

Lastly, I would like to thank the four amazing individuals who took time out of their busy lives to help me record the scripts attached to the survey, Maria Clara Cavalcanti, Jennifer Carvalho, Carolina Martins and Joaquim Lopes. A special thanks to Joaquim Lopes who not only provided the material and coordinated the recordings, but also went the extra mile and edited the recorded audio.

Resumo

O século 21 é uma era de migração e globalização, o que significa que a comunicação com indivíduos que não falam a língua local ou a falam com sotaque, no espaço de trabalho, está a aumentar. O objetivo desta tese é examinar se os Portugueses são preconceituosos, em termos linguísticos, em relação a sotaques estrangeiros. Primeiro foi realizado um pré-teste que confirmou que os Britânicos e os Brasileiros são percecionados como muito diferentes dos Portugueses e entre si próprios, em dimensões de estereótipos (e.g., competência). De seguida foi conduzida uma experiência *online* com 137 participantes Portugueses. Este estudo incluiu um caso hipotético com um desenho entre sujeitos que examinou o efeito do sotaque de um colega de trabalho (Portuguese *vs* Britânico *vs* Brasileiro) em variáveis do contexto de trabalho (*in-role behaviours*, potencial para promoção e aprovação de escolhas), características individuais percecionadas (competência, *warmth* e moralidade) e características grupais percecionadas (estatuto e competição) controlando com variáveis relevantes (e.g., qualidade de contacto com estrangeiros). Foram obtidos poucos resultados significativos do efeito do sotaque nas variáveis do contexto de trabalho e características individuais, contudo os resultados mostraram alguns resultados significativos nas características grupais. O grupo do individuo com sotaque brasileiro foi percecionado como tendo menos estatuto do que os grupos dos indivíduos com sotaque português e britânico e percecionado como sendo menos competição do que o grupo do individuo com sotaque britânico, controlando com a variável qualidade de contacto com estrangeiros. Estes resultados são discutidos em contexto de relações intergrupais e preconceito linguístico.

Palavras-chave: Preconceito, estereótipos, linguagem, sotaque estrangeiro, contexto organizacional

Abstract

The 21st century is an era of globalization and migration, which means that workplace communication with people who do not speak the local language or speak it with an accent is also increasing. The aim of this thesis is to examine whether the Portuguese are language-prejudiced in regard to foreign accents. For this purpose, a pre-test first confirmed that the British and Brazilians are perceived to be very different from the Portuguese, and also very different from each other, along several stereotypical dimensions (e.g., competence). In the next step, an online experiment was conducted with 137 Portuguese participants. This study included a hypothetical scenario with a between-subjects design and examined the effect of a co-worker's accent (Portuguese vs British vs Brazilian) on work-related variables (in-role behaviours, potential for promotion and approval of choices), perceived individual characteristics (competence, warmth and morality) and perceived group-related characteristics (status and level of competition) controlling for other relevant variables (e.g., quality of contact with foreigners). The results showed few significant effects of accent on work-related variables or perceived individual characteristics, but they did show some significant results in terms of group-related characteristics. The Brazilian-accented speaker's group was perceived to have a lower status than both the Portuguese and British accented speakers' groups' and was perceived to be less competitive than the British-accented speaker's group, while controlling for quality of contact with foreigners in the participants´ daily life. These findings are discussed in the context of intergroup relations and language prejudice.

Keywords: Prejudice, stereotypes, language, foreign accent, organizational context

TABLE OF CONTENTS

INDEX OF TABLES

INDEX OF FIGURES

I.   Introduction

In today's era of exponential globalization, in which frontiers have been transformed from being strict checkpoints to being a line that mostly divides jurisdictions, there has been, consequently, higher contact between cultures and social groups and therefore, more opportunities to discriminate because of prejudiced attitudes.

In order to fully understand today's intergroup relations, specifically in the Portuguese context; we need to understand the history that made societies what they are in the present day. According to the Migration Policy Institute (2015), Portugal has had some changes to its net number of migrants between 1950 and 2015. Portugal's net number of migrants changed significantly according to historical events: In the pre-revolution era of 1974, Portugal had a much higher number of emigrants than immigrants; in the post-revolution of 1974 until 1980, many of the persecuted by the Salazar regime came back, which meant that Portugal ascended to positive net migrant values, registering more immigrants than emigrants. In the period between 1980 and 1990, the years of reconstruction of the country in many ways, the country had more immigrants than emigrants. However, between 1990 and 2010, the time when Portugal was a fresh and very socialist democracy, the net number of migrants was taken again into the positive spectrum having more immigrants than emigrants. In the period of the last 5 years, between 2010 and 2015, due to the economic crisis that hit the country which made many Portuguese leave the country in search for better lives, the country registered a negative net number of migrants. In sum, the data shows that Portugal, as the Portuguese Republic (post-revolution of 1974), has generally been a country that has had more immigration than emigration, even if in the past 5-6 years this tendency has been shifting due to the economic crisis that is still affecting the country in a significant way.

Among the migrant groups that are the most and the least numerous are Brazilians and the British. According to the United Nations International Migrant Stock, released in December of 2015, there were, at the time, a total of 837.257 immigrants living in Portugal. Out of those, 129.968 were Brazilian migrants, representing 15.52% of the immigration. In regards to the United Kingdom there were 17.798 British individuals living in Portugal,

representing 2.13% of total immigration. Both groups are especially intriguing to study because of the socio-historical relations of their countries with Portugal.

Going back to the 15th century, Portugal was one of the biggest empires in the civilized world. Malyn Newitt (1986) describes this historically significant era by dividing it in three stages. The first one being "the first empire," starting in 1415, in which Portugal began a maritime and commercial enterprise in Africa and Asia. The "second empire," which had its peak in the seventeenth and eighteenth century, was an Atlantic expansion with the help of slavery, sugar and gold, mainly from Angola and Brazil. The third and last stage, the "third empire", was based on the dispute for land and profit, especially in Timor, in the nineteenth century and lasted until the Portuguese revolution of 1974. This exponential territorial expansion has clearly had a big impact on today's relations between Portugal and some of its old colonies and allies, such as Brazil and the UK.

The Anglo-Portuguese alliance, which was signed in Windsor in May of 1386, has remained intact to the present day. According to Oxford University professor Thomas Earle (2010), this has been in many ways a very one-sided deal in which Portugal has benefited the most in many ways, especially in terms of military aid which was provided by Britain to Portugal in wars, like the Peninsular War (1807-09) and battles, like the battle of Aljubarrota (1385). Nonetheless, it was not a total loss for the UK as Portugal was very important to the UK when it came to low-skilled migrants who left Portugal to work in the peripheral part of the UK. The fact that the UK was an important ally and helped Portugal in many ways may also have shaped the Portuguese's perception that the British are competent. A psychological study conducted by Cuddy (et al. 2009) seems to confirm this by showing that Europeans (including some Portuguese participants) generally stereotype the British as highly competent, but not so warm compared to other European nationals.

Portugal´s colonial past with Brazil is characterized by the country´s exploitation in terms of natural and human resources. This historical episode may have shaped the attitudes towards Brazilians by viewing them as of lower social status. However, others have argued for the exact opposite, i.e. that positive attitudes may also characterize the relationship between the Portuguese and Brazilians. According to Gilberto Freyre's (1933, cit in Vala, et al. 2008) theory of "Luso-tropicalism", a Portuguese cultural trait was born from its history of

territorial expansion. This cultural trait has been described as a 'non-conflictual' type without absolute ideas or inflexible prejudices. According to Vala (et al. 2008), these characteristics might have created harmonious relations between the colonized Brazilian people and the Portuguese colonizers. The authors also suggest that these characteristics might be the base for the positive attitude towards immigrants in general that Portuguese people have today, as compared to other European countries, helping to explain the existence of an anti-prejudice norm in the country.

However, a qualitative study conducted by Santos (2013) with the participation of 33 Brazilian immigrants in Portugal focused not only on this phenomenon of Luso-tropicalism, but also on perceived discriminatory practices by the Portuguese people towards the Brazilian immigrants. The study showed that the majority of participants (39.39%) considered that there is more prejudice in Portugal than in other European countries. In regards to language-related issues, in this case the effect of lusophony, 37.38% of the participants considered that Brazilian immigrants are more discriminated against than immigrants that do not speak Portuguese. The participants used much more frequently negative traits to describe the Portuguese, using phrases like "they think they are discoverers/settlers" and "they think they are superior". In regards to interactional justices in the workplace, which is justice among co-workers including attitudes such as consideration or politeness by superiors (Bies and Moag, 1986, cit in Santos, 2013), 50% said that there was unfairness, using terms like "discrimination/humiliation" and saying that "treatment of Brazilian and Portuguese employees by their superiors is different" (pp. 68). The participants also reported stereotypes that Portuguese people have such as Brazilian women being associated with prostitution. Looking at the results of this study, we can conclude that Portuguese perceive the Brazilians to have a lower social status than the Portuguese; that luso-tropicalism might not be as valid or generalized as suggested by the authors of this theory; and that, some Brazilian people consider they are threated worse than the average Portuguese person.

Considering the results obtained by the previous study with the fact that according to Santos (2013) the majority of Brazilians who immigrate to Portugal are qualified professionals, but tend to only find jobs in the construction and restaurant business and other low-skilled jobs, it is safe to assume that the Portuguese consider Brazilians to have low

social status in their society, and a strong possibility that Portuguese people consider the Brazilian people to be less competent.

In Santo's (2013) study, 27.27% of the participants considered that there is as much prejudice in Portugal as in other European countries. This view is supported by Pettigrew and Meertens (1995), who stated that all European countries have developed an anti-prejudice social norm in the wake of World War II, a norm that condemned the typical racist behaviours, which might have influenced how every European country reacts to immigrants. Europe might have developed an anti-prejudice norm, the fact is that this norm applies only to typical racist behaviours, which are considered to be blatant expressions of prejudice. However, the authors say that there are two types of expression of prejudice: blatant and suble prejudice. Pettigrew and Meertens (1995) say blatant prejudice can be characterized as direct and close and subtle prejudice can be characterized as indirect and distant. This distinction might undermine the relevance of the anti-prejudice norm which focuses on blatant prejudice, ignoring the subtle prejudice and making it socially acceptable to express subtle prejudice in European societies. In fact, the evidence paints a more complex picture: a study conducted in 2002 appoints Portugal as one of the countries that has the worse attitudes towards immigrants. The European Social Survey of 2002 (cit in. Zick, Pettigrew and Wagner, 2008) asked representative samples in 23 European countries whether "Immigrants make (country of respondents) a worse of better place" using a 0 to 10 scale (0=worse place, 10=better place). The perception in Portugal ranked 19 out of 23 coming behind countries such as Sweden, Poland, Germany, Israel and the UK. The average rating from Portugal was below the scale point 4, which is a value closer to a "worse place" then a "better place".

However, in the most recent European Social Survey, conducted in 2014 and involving 22 European countries, Portugal showed mixed results in comparison to the European mean, on several key questions related to prejudice. On the question "Do you think some races or ethnic groups are born less intelligent than others?" which had a binary answer "yes" or "no", Portugal showed to have a higher percentage of people answering "yes" (25.9%) than the European average (17.9%). On the question "Do you think some races or ethnic groups are born harder working than others?" which also had a binary answer "yes" or "no", Portugal showed to have a higher percentage of people answering "yes" (65.5%) than

the European average (39.6%). Both these results show that the Portuguese people harbour prejudices towards people of different races or ethnic backgrounds, even if in the case of the second question it might be considered positive discrimination, it implies prejudice. On the other hand, Portugal appears to be less prejudiced than the European average on openness regarding people from other races or ethnicities becoming their bosses ($M = 1.87$) as compared to the European average ($M = 2.90$; 1 = not mind at all, 10 = mind a lot). Furthermore, an analysis of the discrimination variables of the ESS of 2014, which included variables related to crime, perception of skill, quality of contact with foreigners, legislation against ethnic discrimination in the workplace and government treatment of immigrants versus nationals, it seemed like Portugal was aligned with the European average on most of these issues.

In sum, anthropological theories and socio-historical accounts suggest that there should be an anti-prejudice norm in Portugal towards the Brazilians and the British because of the cultural trait luso-tropicalism and the fact that the UK used to be a close ally. However, in the case of Brazil the matter may be more complex because of Portugal´s colonial past with the country. Moreover, as shown above the evidence of Portuguese attitudes towards foreigners today is very mixed and does not allow drawing clear conclusions. Hence, there is an urgent need to know more about Portuguese attitudes towards the British and Brazilians.

A crucial area for intergroup relations is the organizational context as migration has become a steadily increasing phenomenon in the work context: according to the United Nations Conference on Trade and Development (cit in. Kulkarni and Sommer, 2014), there has been exponential growth in the amount of international organizations going from 11.000 in 1976 to 79.000 in 2007. Kulkarni and Sommer (2014) affirm that nowadays employee are progressively more likely to work with individuals of different linguistic backgrounds. The authors go further and suggest that language-based exclusion, which is a form of discrimination, may come from ethnic or cultural preconceptions that deploy a group identity boundary, or from perceptions of incompetence that come from the miss-use of the native tongue. A better understanding of this form of prejudice in the organizational context is crucial as it may not only be detrimental for the discriminated individuals, but it might also be relevant for organizations in regard to loss of profits and/or productivity.

As such, the study of language and language prejudice in the organizational context becomes a necessity, in order to keep a productive and healthy working environment. To do so, we will be focusing on key-aspects of intergroup perceptions, using the stereotype content model (Fiske et al., 2002), as well as focus on work-related variables such as perceived performance, potential for promotion and approval of choices.

1.1.Definitions: Language and Accents

Taking into account the current globalization and migration trends, there are an increasing number of individuals who are foreigners living in a country who need to learn the local language. Even if they master the new language perfectly in terms of grammar and vocabulary, they may be identified as foreigners by the way they pronounce the words.

Language is usually defined as a structure system of basic sounds that is shared, rule-governed and meaningful (Hogg & Vaughan, 2011). According to the same authors, the actual phenomenon of speaking a language and articulating is referred to as speech. There are standard speech styles in every community; however, every individual articulates language in a different way, even if some patterns might be drawn from his social background and/or status, as it will be presented in the next section. This variety of articulation that can be derived from social background settings or group/society memberships can be referred to as accent. Accent can be defined as "a manner of pronunciation different from standard speech with the grammatical, syntactical, and lexical levels consistent with the standard" (Brennan, 1977 cit in. Nguyen, 2010, p. 3) or as Lippi-Green (cit in Deprez-Sims & Morris, 2010) describes it, a different manner of speech, usually based on phonology and intonation differences, that is attached to a particular group of people.

Considering that we rely greatly upon language in order to communicate with others, it becomes imperative to focus on the aspect of prejudice in language use. According to Hogg & Vaughan (2011), studies suggest that the way an individual talks, be it their accent or language, can affect the way they are perceived by others, because speech styles are connected to specific social groups which are themselves associated with more or less positive evaluations in a certain society. According to Rakic, Steffens & Mummendey (2010), accent plays a focal role in the way individuals perceive and categorize the speakers, placing

them into social groups. According to Souza (et al. 2016) non-standard accents are a core characteristic spotted by members of the host country, when the individual migrates to another country.

1.2. Markers in Speech styles

An individual´s speech is formed out of elements from his/her surrounding context as well as biological aspects, thus forming the individual's speech type and the way his/hers speech sounds like. There are many markers in one's speech, which can deliver a lot of information to the receiver regarding some of the speaker´ personal and social characteristics. According to Verhoeven (2002) there are a number of characteristics that can be identified in a speaker´s speech. There are the speaker's characteristics which can be divided into two sets of markers: *markers of identity*, which identify the individual through characteristics that make him stand out from others such as pitch, pitch range and voice quality; and there are *state markers*, that provide information as to the physical and emotional state of the individual. In regards to social characteristics, there are the speech community characteristics which are characteristics that are general to every member of a certain community, being present with more or less intensity for all members of such a community. And there are also situational characteristics which are associated with the setting in which the speech is being conducted and are connected to the way individuals change their speech according to the situation they are facing.

Out of the three types of information that Verhoeven (2002) focuses on, the speech community characteristics is the one we need to understand in depth in the context of this study. The author distinguishes two main components of these characteristics: social background or status and regional affiliation of the speaker. In regards to the influence of social background or status, the author suggests that higher social status is associated with the usage of a creaky voice, which is a higher pitch voice that sounds rattled and lower social status is associated with the usage of a sort of whispery, harsh speaking voice. In regards to the regional affiliation, the author underlines that there are sounds in a subject's speech that may reveal to which region (s)he belongs, which it might be as simple as the pronunciation of vowels. The author also focuses on the phenomenon of foreign accents, which is similar to

regional affiliation phenomenon, defining it as "the phenomenon where non-native speakers of a language are recognized by mother tongue speakers as foreign" (p. 186) adding that the speaker's accent informs about which is his/her mother tongue. According to the same author, this variance in speech can possibly result in social implications in regards to the native's perception of the speaker, due to historical reasons. For a French accent in the Dutch-speaking part of Belgium is less socially acceptable than a Scandinavian accent. Verhoeven (2002) continues by defining the causes of a foreign accent which are commonly seen as a question of phonetic differences since the foreign accent represents the lack of successful acquisition of the target language.

1.3. Prejudice and stereotyping

Brown (2010) defines prejudice as "any attitude, emotion or behaviour towards members of a group, which directly or indirectly implies some negativity or antipathy towards that group" (p.7). The author explains that his definition includes the whole spectrum of the phenomenon, including attitudes, emotions and behaviours, and also all types of prejudice studied as different constructs such as sexism, racism, homophobia, ageism and others. To this list I would add language prejudice. Linguicism, or language prejudice, is a form of discrimination focused on the variation of usage of a certain language, based on preconceived notions of correctness and appropriation of a standardized language (Skutnabb-Kangas, cit in Higgins et al., 2012).

According to Collins and Clément (2012) accents can tell the recipient of the message that the speaker is foreign, which means that (s)he is not part of the in-group to which the recipient belongs. This can result in prejudiced actions directed toward the group to which the speaker belongs. Lee and Ottati (2002) reinforce this notion that individuals with an accent might be more likely to be seen as members of an out-group and as such, affected by bias and negative evaluations. Fuertes (et al. 2002) adds to this topic by affirming that prejudice and discrimination are an important consequence of accented speech, justifying it by referring to Riches and Foddy's (1989, cit in Fuertes, et al. 2002) findings that accents give individuals immediate clues in regards to the speaker's information such as ethnicity and background, triggering stereotypes associated with the individuals ethnicity or background.

According to Ramos, Garcia-Marques, Hamilton, Ferreira and Acker (2012) stereotypes are "knowledge structures that provide information about a typical characteristic of certain groups" (p.2). Devine (1989) talks about the inevitability of prejudice perspective which implies that the existence and knowledge of a certain stereotype will consequently trigger prejudice towards the group about whom you have an already internalized stereotype.

Mai and Hoffmann (2014) have developed an Accent-in-Business-Communication (ABC) model, which was created specifically to explain the effects of accents in a business setting. The authors define three distinct processes: a social identity effect, an activation of stereotype effect and the processing of speech and message. The social identity effect categorizes accented speakers into specific social groups, favouring in-groups and discriminating against out-groups, occurring at the very start of the conversation, even when the message is decoded. The activation of stereotype effect means that the receiver of the message associates the accent with specific characteristics of the company that the speaker represents. These characteristics are based on preconceived stereotypes which can be either positive or negative. The processing of speech and message refers to the process of evaluating the actual message itself.

Out of these three processes, two are essential to understand prejudice based on accent. First and foremost, the social identity effect, which is based on social identity theory of intergroup behaviour (Tajfel and Turner 1986). This theory states that individuals seek to augment their self-image and to do so they strengthen the prestige of the in-group, evaluating it more favourably, and therefore, being more likely to discriminate against out-groups (Mai and Hoffmann, 2014). Secondly, the activation of stereotype effect, which is based on the assumption that the communication process between speaker and receiver activates stereotypes, since the speaker's speech provides clues as to his origins that will lead the receiver to evaluate the speaker's characteristics such as competence, status and trustworthiness. Even though Mai and Hoffmann's (2014) model was designed to describe customer-employee relations, I believe this model may be applied to almost every other context, especially the one that is focused on this thesis, the organizational context.

Mai and Hoffmann's (2014) model refers to stereotypes and their contents. In order to understand those contents and the nuances behind prejudice alike, the Stereotype Content

Model (SCM) can be used. The SCM is a model that was developed to categorize stereotype content, due to the fact that stereotypes can take a variety of forms. This model divides the contents of stereotypes into conceptual dimensions. Fiske et al. (2002) affirm that the SCM is based on two core dimensions, competence and warmth and that there are two predictors of prejudice dimensions towards out-groups: status and competition. The authors also introduced the Mixed Stereotype Content, differentiating between two types of prejudice, upward and downward, each of them being characterized by different levels on the variables described above, with a mixture of more positive and negative attributes. The upward directed prejudice, or envious prejudice, is directed at out-groups that might be considered harmful to the in-group, due to the fact that they have achieved something in their society, thus being considered competent, but not warm. The downward directed prejudice, or paternalistic prejudice, is directed at out-groups considered to be harmless to the in-group, referring to out-groups as not competent, but with high levels of warmth. Perceived status and competition may direct, in a way, the kind of prejudice expressed, since a highly competitive and high status group might be targeted with an upward directed prejudice and lower competitive and status groups might be targeted with a downward directed prejudice.

The paternalistic stereotypes are present in many areas of prejudice, including language prejudice. Bradac (1990, cit in Fiske et al. 2002) and Ruscher (2001, cit in Fiske et al. 2002) have found that individuals with Scottish accents in Great Britain and individuals with Chicano accents in the United States are perceived as friendly, but less competent. One might find it effortless to assume that this is the kind of prejudice that the Portuguese people would have towards Brazilian natives. Taking into account the reports from Santos (2013) that suggests that Brazilian natives have a low status and since low status might predict paternalistic stereotypes. As far as I can tell, envious prejudice has not been studied yet in relation to language prejudice, however, in this thesis we will be assuming that this is the kind of prejudice that Portuguese people might have towards UK natives since they are generally perceived as having high competence and low warmth levels. A study conducted by Cuddy (et al. 2009) with 102 Portuguese participants as a part of a bigger sample (*N*=755), showed that the UK natives were considered to have the highest competence and lowest warmth levels, alongside Germany, in a pool of other 15 EU member countries at the time. This study

also showed that in UK's case, low warmth was correlated with higher status and greater perceived competition. Even though this is a study that was not done with a full Portuguese sample, some Portuguese people were included (about 13.5% of the sample), but regardless, it is an overview on how the UK natives are perceived which may probably reflect the Portuguese's view of UK natives.

Phalet and Poppe (1997, cit in Fiske et al. 2002) drew a connection between high competence and low morality; and low competence with high morality, in an empirical study conducted in six European countries. These findings also informed this thesis to consider that the UK nationals, which should be perceived as highly competent, will be seen as having low morality levels and the Brazilian nationals, which should be perceived as having low levels of competence to have higher morality levels.

According to Turban and Jones (1998, cit in Deprez-Sims et al. 2010) individuals seen as similar to the people evaluating, tend to be treated and evaluated in a more positive way then those who are seen as different. Meaning that when the target is similar to the individual, the individuals relate more which leads to a more positive perception of them. Consequently, a Portuguese-accented target should be perceived more favourably than any a target with a different foreign accent. According to Deprez-Sims (et al. 2010) this has shown to have an impact on the target's evaluation in job interview settings, inflating the rating of perceived competence and job sustainability (Goldberg, 2005, cit in Deprez-Sims et al., 2010).

1.4. Foreign accents and the organizational context

Several authors have studied the influence of non-standardized language on the perception of an individual, among them Rakic, Steffens & Mummendey (2011). These authors studied the effect of regional accents on a job interview scenario, using standard German accent versus three regional German accents (Saxon, Bavarian and Berlin), testing perceived competence, hirability and socio-intellectual status of each of the accents. As the authors predicted, the standard German accented speaker was rated as more competent and to have higher hirability than the regional German accented speakers, confirming discrimination based on the usage of language.

Most of the research conducted on the subject of language prejudice in an organizational has been done in the United States of America (see Nguyen, 2010; Deprez-Sims et al., 2010; Nelson Jr., Signorella & Botti, 2016; Hansen & Dovidio, 2016), and in a completely social context that has by itself intricacies and social dynamics that differ greatly from those in Portugal.

There are many ways the phenomenon of language prejudice in an organizational environment can be studied. Nguyen (2010) used a recruitment related approach, meaning that all dependent variables were about the decision to hire, job suitability and potential for promotion. However, this study focused on the perceptions of Spanish-accented and Standard American English-accented individuals. Nguyen found no significant results in the hiring decision category, but found that there were significant differences between the two types of individuals in regards to job suitability and potential for promotion: the Spanish-accented applicant was considered to be less suitable for a software engineering job based on a hypothetical scenario and perceived to be less likely to be promoted to a managerial position than the Standard American English-accented applicant. Nguyen also found that the Spanish-accented applicant was perceived to be less competent than the American English-accented applicant.

Another study that focused on the hiring process as a hypothetical scenario was conducted by Deprez-Sims (et al. 2010) in the USA. Participants in this study were asked to make a hiring recommendation and to evaluate the target's personal characteristics, after listening to one of the three conditions in which only the audio file was different in regard to the target´s accent. The study tested the relation between accent and job suitability, even though the study did not find significant differences in hiring recommendations, the in-group applicant (Midwestern US accented) got higher ratings of hirability than the other two applicants (French and Colombian accented). The authors discuss that future research should focus on covariates such as the participant's ethnic heritage and exposure to family or friends from the target's origin, as these might impact the results, which is exactly what we have done in this thesis, introducing control variables very similar to these, among others.

A study conducted this year by Nelson Jr. (et al., 2016) also found evidence of language prejudice. It was a study conducted in the United States and not in an organizational

context, but it helps support the theory that language discrimination is a reality and needs to be studied further. The study found that Spanish-accented individuals were perceived to be less competent than individuals with a North-American accent, which validates the results obtained by Nguyen (2010).

This thesis will try to shed some light on the issue in regards to the Portuguese organizational context using a different hypothetical scenario and a variety of different variables. This review has also shown that language prejudice may be expressed in some dependent variables (e.g., judgments about promotion), but not in others (e.g., judgments about hirability). An important contribution of this thesis is to assess language prejudice on different dimensions by focussing on work-related variables and individual and group-related perceptions which have not been studied enough in the literature in the organizational context. Another contribution of this thesis is the usage of a high status non-standard accent, therefore studying envious stereotypes, since most studies to date, as seen above, only compared the in-group with out-groups perceived as low status, meaning that, in most cases, they studied paternalistic stereotypes.

1.5. Research Question and Hypotheses

Given the lack of research in this field, especially on the European continent, the socio-historical importance of Brazilian and British nationals for Portugal, a study like this could reveal important and novel information regarding the current state of the relations between these groups.

The main research question of this thesis is: "Are the Portuguese language-prejudiced in regards to foreign accents?" More specifically, this thesis aims to understand whether different intergroup relations are expressed in different types of language prejudice, with a focus on intergroup relations in an organizational context. It is expected that Portuguese may enforce a downward prejudice, or paternalistic prejudice, towards Brazilians and an upward prejudice, or envious prejudice, towards the British.

The empirical part of this thesis is divided into two parts. In the first part, a pre-test was conducted in order to ascertain that the Brazilians and British are perceived and stereotyped very differently as national groups. This was done to ascertain that the main study

would be able to activate a stereotype effect when participants listened to the speech of a Brazilian- or British-accented speaker (cf. Mai & Hoffmann, 2014). The second part presents the experiment that aims to test language prejudice towards Brazilians and British individuals in an organizational setting. Following the review above, hypotheses were formulated. Taking into account Turban and Jones' (1998, cit in Deprez-Sims et al. 2010) affirmation that individuals tend to evaluate people who are similar to them in a more positive manner than people who are seen as different as well as the in-group favouritism mechanism from social identity theory (Tajfel & Turner, 1986), it was expected that the Portuguese non-accented speaker would always be evaluated most positively compared to the Brazilian and British-accented speaker:

It can be assumed that any work-related aspect should be connected to perceptions of competence. According to Cuddy (et al. 2009), Europeans perceive British individuals as highly competent. Hence, it was expected that British-accented individuals would be rated more positively than the Brazilian-accented individual in work-related variables. As such, it was expected that:

H1a: There would be significant differences in the perception of in-role behaviours across conditions with the Portuguese being perceived most positively and the British more positively than the Brazilians.

H1b: There would be significant differences in the perceived potential for promotion with the Portuguese speaker being perceived most positively and the British-accented speaker more positively than the Brazilian-accented speaker.

H1c: There would be significant differences in the approval of choices with the Portuguese speaker being perceived most positively and the British-accented speaker more positively than the Brazilian-accented speaker.

Hypothesis 2 followed from the stereotype content model (Fiske et al. 2002), which suggests that groups considered to have higher status or competition levels may be targeted by an envious prejudice (higher perceived levels of competence and lower perceived levels of warmth) and groups considered to have lower status or competition levels may be targeted by a paternalistic prejudice (lower levels of competence and higher levels of warmth). Based on

the socio-historical relations between Portugal and the UK and Brazil, as well as the overall perception of Europeans towards British natives (Cuddy, et al. 2009) it was expected that:

H2a: Perceptions of competence would differ significantly across conditions with the Portuguese speaker being evaluated most positively followed by the British-accented speaker and the Brazilian least.

H2b: Perceptions of warmth would differ significantly across conditions with the Portuguese speaker being evaluated most positively followed by the Brazilian-accented speaker.

Following Phalet and Poppe's (1997, cit in Fiske et al. 2002) finding which links high perceived competence to the perception of low morality levels, it was also expected that:

H2c: Perceptions of morality would differ significantly across conditions with the Portuguese speaker being evaluated most positively followed by the Brazilian-accented speaker.

Following the logic of the Stereotype content connecting the perception of high competence with the perception of higher status and competition and the findings that the British are generally perceived to be highly competent by Europeans (including Portuguese), it was expected that:

H3a: There would be significant differences in the perception of the speaker´s group's status, with the Portuguese speaker´s group being evaluated most positively followed by the British-accented speaker´s group.

H3b: That there would be significant differences in the perceived competition of the speaker's group across conditions with the British-accented speaker´s group being perceived as more competitive than the Brazilian-accented speaker´s group

II.   Empirical Study

2.1 Pre-test: Evaluation of national groups in Portugal

This survey served the purpose to determine whether the Brazilian and British could be used as national groups in the main study of this thesis. A total of eight different nationalities were selected that represent common migrant groups in Portugal: the British, German, Ukrainian, Chinese, Brazilian, Angolan, Italian, and French. The aim was to assess from which groups the Portuguese view themselves as the most different in regard to five dimensions: Competence, Warmth, Morality, Status and Competition which are common evaluations of perceived stereotypes in the social psychological literature (see also Cuddy, et al., 2009; Leach and Barreto, 2007).

2.1.1. Participants

The pre-test's sample was based on convenience sampling through social networks, both online and offline, with a target audience that had as the only restriction age, being that it could only be taken by adults over 18 years old. For this particular study, the sample was 49 participants, in which 47 were Portuguese,1 was Brazilian and 1 participant did not complete the demographic information. The participants identified quite highly with their nationality ($M = 5.02$, $SD = 1.54$, 7-pt Likert scale). Both sexes had nearly the same representation (25 males and 23 females) with ages ranging from 19 to 59 years old ($M = 35.25$, $SD = 12.62$), 32 of the participants were employed and 16 were students.

2.1.2. Procedure

Participants answered questions via an online survey created in Qualtrics. The survey consisted of two sets of perceived group characteristics and a section regarding the participant's socio-demographic information. Both sets of questions were applied in the form of a meta-perception, in which participants were asked to answer how they thought that *most Portuguese people* saw each national group. The first set of question referred to stereotypical evaluations of the groups (competence, warmth and morality. The second set of questions referred to the social-economical characteristics of the groups (status and competition). The

last section asked about the participants' socio-demographic information. Appendix A shows the questionnaire for the pre-test.

2.1.3. Measures

As previously stated, this pre-test survey focused on five core variables, taken from articles by Cuddy (et al., 2009) and Leach and Barreto (2007). Stereotypical evaluations were assessed by asking participants to provide what they thought was the general Portuguese perception of certain groups: "Usando a escala abaixo, escreva em cada caixa o número que melhor corresponde à forma como estes grupos são vistos pela maioria dos portugueses." The rating scale was a 5-point Likert scale (1 = Nada, 5 = Muito). Socio-economic group characteristics were assessed by asking participants to provide what they thought was the general Portuguese perception of certain groups: "Agora, usando a escala abaixo, escreva em cada caixa o número que melhor corresponde à opinião da maioria dos portugueses sobre as várias frases/perguntas apresentadas abaixo." The rating scale was also a 5-point Likert scale (1 = De maneira nenhuma, 5 = Totalmente).

Competence. This construct was measured through three items by asking participants to what extent they thought that most Portuguese people considered a specific national group (the British, German, Ukrainian, Chinese, Brazilian, Angolan, Italian, French, and Portuguese) to be competent, skilled and determined. The three items were highly reliable (α = .820) across all national target groups and therefore a composite score was computed. Cronbach´s alpha had the lowest value for the French (α = .61), which is below the standard but still acceptable, and the highest value for the German group (α = .88).

Warmth. This construct was measured through three items by asking participants to what extent they thought that most Portuguese people considered a specific national group (the British, German, Ukrainian, Chinese, Brazilian, Angolan, Italian, French, and Portuguese) to be friendly, warm and good-natured. The lowest Cronbach´s alpha was for the Brazilians (α = .28) and the highest for the British (α = .79). Low alphas may occur because of low number items. Hence, a composite score was computed using all three items.

Morality. This construct was measured through three items by asking participants to what extent they thought that most Portuguese people considered a specific national group

(the British, German, Ukrainian, Chinese, Brazilian, Angolan, Italian, French, and Portuguese) to be honest, sincere and trustworthy. The lowest Alpha was from the French (α = .53) and the highest was from the Brazilians (α = .81). This was the construct with the highest α values overall, values in a range that can be considered satisfactory. A composite score was again computed using the three items.

Competition. This construct was measured through two items by asking participants to what extent they thought that most Portuguese people considered a specific national group (the British, German, Ukrainian, Chinese, Brazilian, Angolan, Italian, French, and Portuguese) to be a social and economic competition to them, asking the participant to answer if: a) giving privileged treatment to these groups, such as easier access to jobs, would make it harder for them and if b) the resources (i.e. jobs and government subsidies) that are given to these groups are, probably, taking away resources that would be given to people like them. This construct had one very low alpha for the Angolan target group (α = .00) and the second lowest alpha was obtained for the Brazilians (α = .33), while the highest occurred for the Italians (α = .57). Again, a very low number of items can contribute to low alphas (Nunnally, 1978). Because the focus was on the Brazilian and British national groups, it was decided that their alphas were sufficiently high and that composite scores could be computed.

Status. This construct was measured through three items by asking participants to what extent they thought that most Portuguese people considered a specific national group (the British, German, Ukrainian, Chinese, Brazilian, Angolan, Italian, French, and Portuguese) to be economically successful, to have a high status in society and to have access to prestigious jobs. The lowest Alpha was for the Angolans (α = .58) and the highest value for the Germans (α = .81), which makes it, just like the Morality variable, a somewhat consistent set of alphas, in a range that is somewhat acceptable for composites with just 3 items. Hence, composite scores was computed.

Socio-demographics. Participants were asked to provide the following information: sex, age, nationality, and professional situation. In addition, participants were asked about how much they identified with their nationality (response scale: 1 = I do not identify at all, 7= I identify a lot)

2.1.4. Results

In order to understand which nationalities are perceived more positively or negatively compared to the Portuguese (as the participants´ in-group), a repeated-measures ANOVA was used. Focusing on the contrast between the Portuguese and the other eight nationalities, it was possible to confirm that the British and Brazilians are perceived as distinct enough from the Portuguese so that they could be used as target nationalities in the main study. Figures 1-5 illustrate the ratings for each national group on the five dimensions.
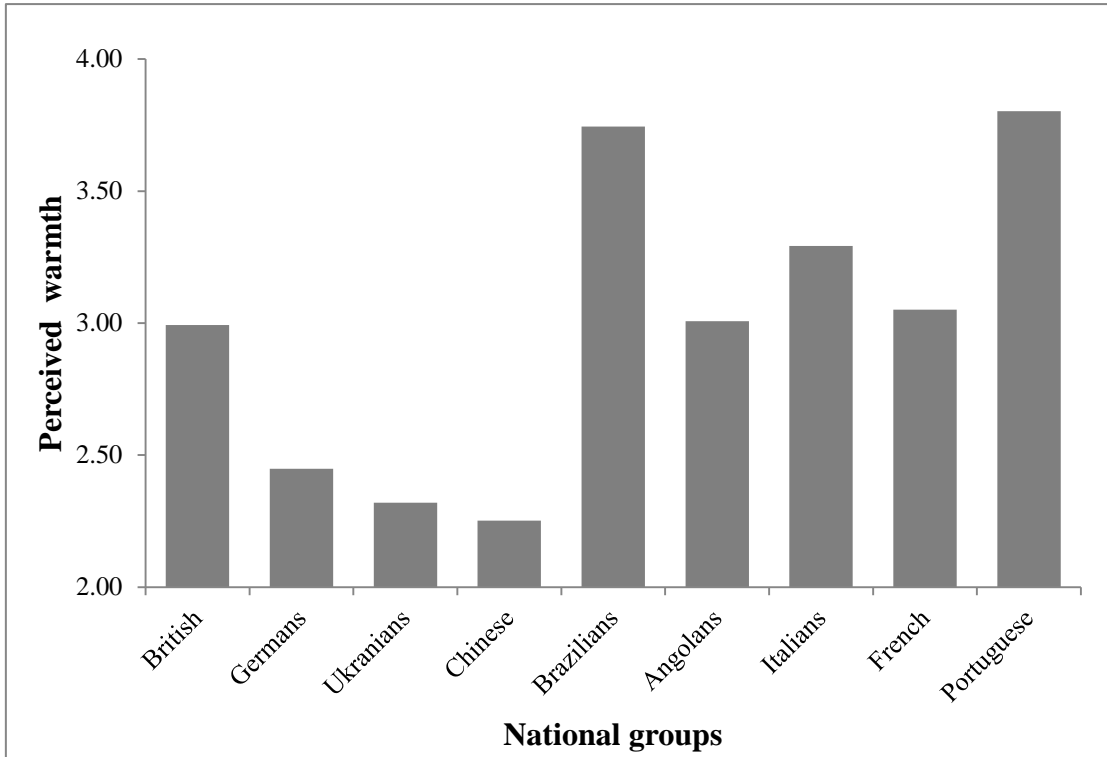
Competence. Mauchly´s test of sphericity indicated that the assumption of sphericity had been violated ($X^2(35) = 136.33$, p < .001; hence, the multivariate test was interpreted. This indicated a significant main effect of national group on ratings of perceived competence of the group, Wilk´s Lambda = .19, $F(8, 41) = 21.29$, $p < 0.001$, multivariate $\eta_p^2 = .81$. A simple contrast with the reference category being the Portuguese national group revealed that there were five national groups that were rated significantly different in comparison to the Portuguese: the British, Germans, Chinese, Brazilian and Angolans (see Figure 1). The British ($M = 4.03$, $SD = 0.66$) were one of the groups that were perceived as more competent than the Portuguese ($M = 3.31$, $SD = 0.64$; $F(1, 48) = 35.34$, $p < .001$, $\eta_p^2 = .42$) whilst Brazilians ($M = 2.75$, $SD = 0.70$; $F(1, 48) = 18.994$, $p < .001$, $\eta_p^2 = .28$) were among the groups that were perceived as significantly less competent than the Portuguese.

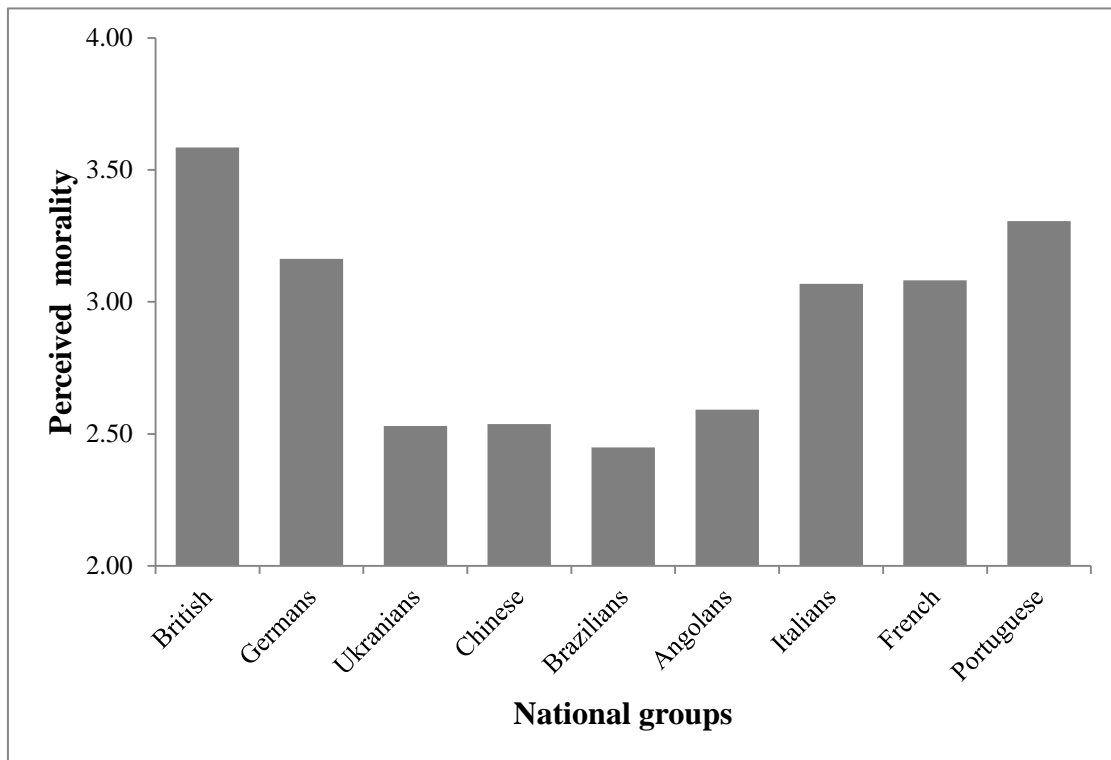Figure 1 Perceived competence of different national groups.
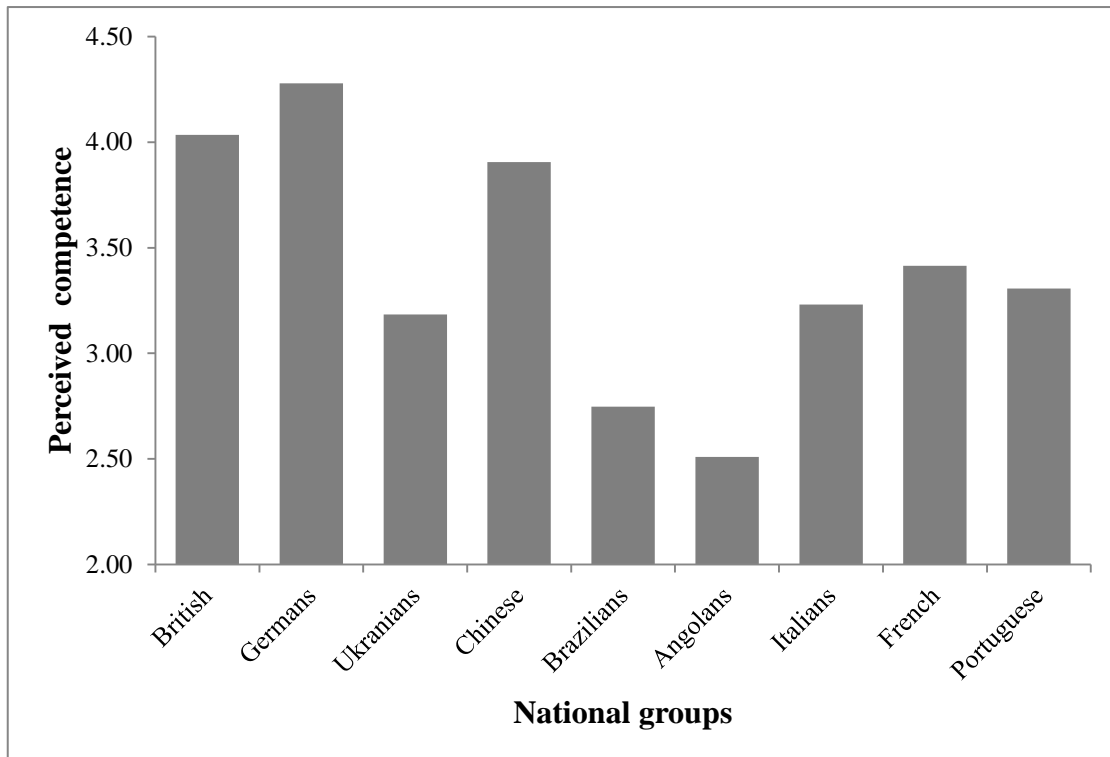
Warmth. Mauchly´s test of sphericity indicated that the assumption of sphericity had been violated ($X^2(35) = 88.91$, p < .001; hence, the multivariate test was interpreted. This indicated a significant main effect of national group on ratings of perceived warmth of the group, Wilk´s Lambda = .22, $F(8, 41) = 17.93$, $p < 0.001$, multivariate $\eta_p{}^2 = .78$. A simple contrast with the reference category being the Portuguese national group revealed that there were seven national groups that were rated significantly different in comparison to the Portuguese, all as less warm: British, Germans, Ukrainians, Chinese, Angolans, French and Italians (see Figure 2). There was no national group that the participants considered more warm than the Portuguese, meaning that the participants considered themselves the warmest of all nationalities ($M = 3.80$, $SD = 0.65$). The Brazilians ($M = 3.74$, $SD = 0.60$) were the closest to Portuguese, and were not significantly different from the Portuguese ($M = 3.80$, $SD = 0.65$; $F(1, 48) = 0.389$, $p = 54$, $\eta_p{}^2 = .008$). The British ($M = 2.99$, $SD = 0.83$) were considered to be significantly less warm than the Portuguese ($F(1, 48) = 40.630$, $p < 0.001$, $\eta_p{}^2 = .457$).

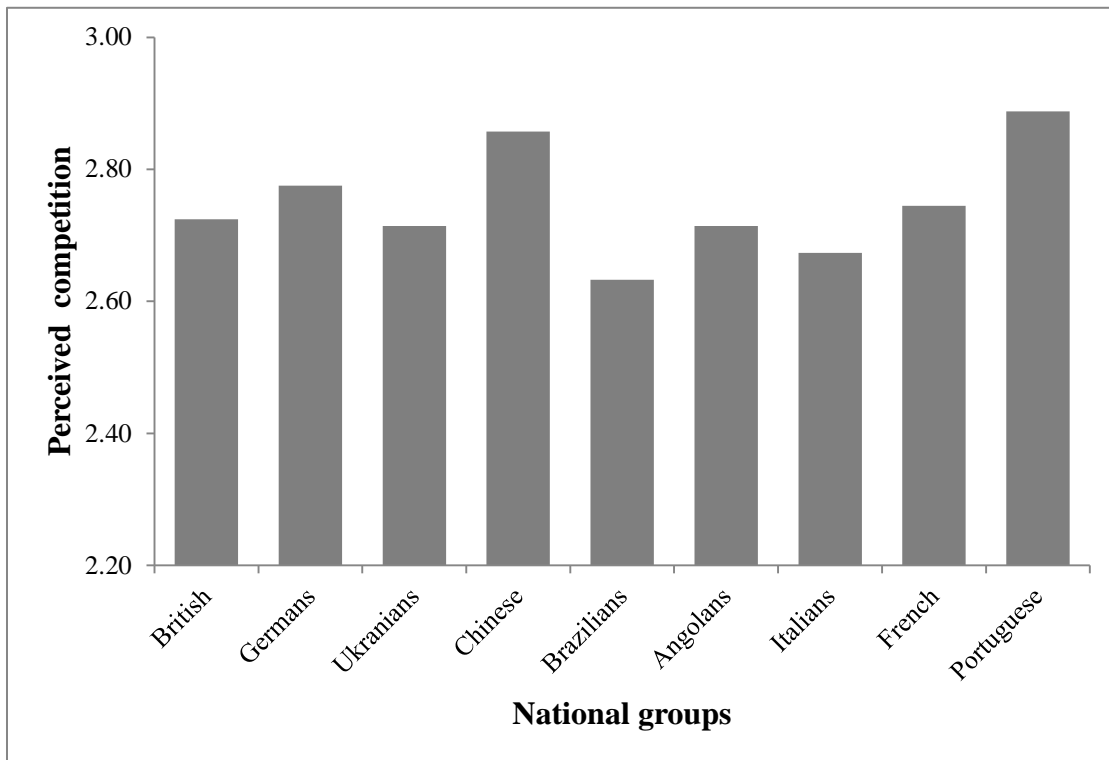Figure 2. Perceived warmth of different national groups

Morality. Mauchly´s test of sphericity indicated that the assumption of sphericity had been violated ($X^2(35) = 64.131$, $p < .005$; hence, the multivariate test was interpreted. This indicated a significant main effect of national group on ratings of perceived morality of the group, Wilk´s Lambda = .29, $F(8, 41) = 12.54$, $p < 0.001$, multivariate $\eta_p^2 = .71$. A simple contrast with the reference category being the Portuguese national group revealed that there were seven national groups that were rated significantly different in comparison to the Portuguese: British, Ukrainians, Chinese, Brazilians, Angolans, Italians and French (see Figure 3). The British ($M = 3.59$, $SD = 0.70$) were considered to be more moral than the Portuguese ($M = 3.31$, SD = 0.74; $F(1, 48) = 5.072$, $p < 0.05$, $\eta_p^2 = .096$) and the Brazilians ($M = 2.45$, $SD = 0.92$) were considered to be the least moral compared to the Portuguese ($F(1, 48) = 36.679$, $p < .001$, $\eta_p^2 = .433$).

Figure 3. Perceived morality of different national groups

Competition. Mauchly´s test of sphericity indicated that the assumption of sphericity had been violated ($X^2(35) = 215.86$, p < .001; hence, the multivariate test was interpreted. This indicated a non-significant main effect of national group on ratings of perceived competition of the group, Wilk´s Lambda = .82, $F(8, 41) = 1.07$, $p = 0.41$, multivariate $\eta_p{}^2 =$ .17. However, a simple contrast with the reference category (the Portuguese national group) revealed that there was one national group that was rated significantly different in comparison to the Portuguese: Brazilians (see Figure 4). The Brazilians ($M = 2.63$, $SD = 0.83$) were considered to be significantly less competitive than the Portuguese ($M = 2.89$, $SD = 0.89$; F $(8, 41) = 4.630$, $p < 0.05$, $\eta_p{}^2 = .088$). The British ($M = 2.72$, $SD = 0.96$), however, were not considered to be significantly different from the Portuguese ($F(8, 41) = 1.387$, $p = 0.25$, $\eta_p{}^2 =$ .28). The low Cronbach Alphas might be a contributing factor to this lack of significant differences when compared to the Portuguese. However, the significant contrast should not be interpreted because the main effect is non-significant, which might be because of the violation of sphericity.

Figure 4. Perceived competition of different national groups

Status. Mauchly´s test of sphericity indicated that the assumption of sphericity had been violated ($X^2(35) = 173.26$, p < .001; hence, the multivariate test was interpreted. This indicated a significant main effect of national group on ratings of perceived status of the group, Wilk´s Lambda = .18, $F (8, 41) = 23.27$, $p < 0.001$, multivariate $\eta_p{}^2 = .82$. A simple contrast with the reference category being the Portuguese national group revealed that there were seven national groups that were rated significantly different in comparison to the Portuguese: British, Germans, Ukrainians, Chinese, Angolans, Italians and the French (see Figure 5). The British (*M*= 3.95, *SD*= 0.67; $F (1, 48) = 144.081$, $p < .001$, $\eta_p{}^2 = .750$) were considered to have the highest status compared to the Portuguese ($M = 2.64$, $SD = 0.61$). The Brazilians ($M = 2.42$, $SD = 0.64$) were perceived to have a marginally significant different status compared to the Portuguese ($F (1, 48) = 3.061$, $p = 0.09$, $\eta_p{}^2 = .060$).

Figure 5. Perceived status of different national groups
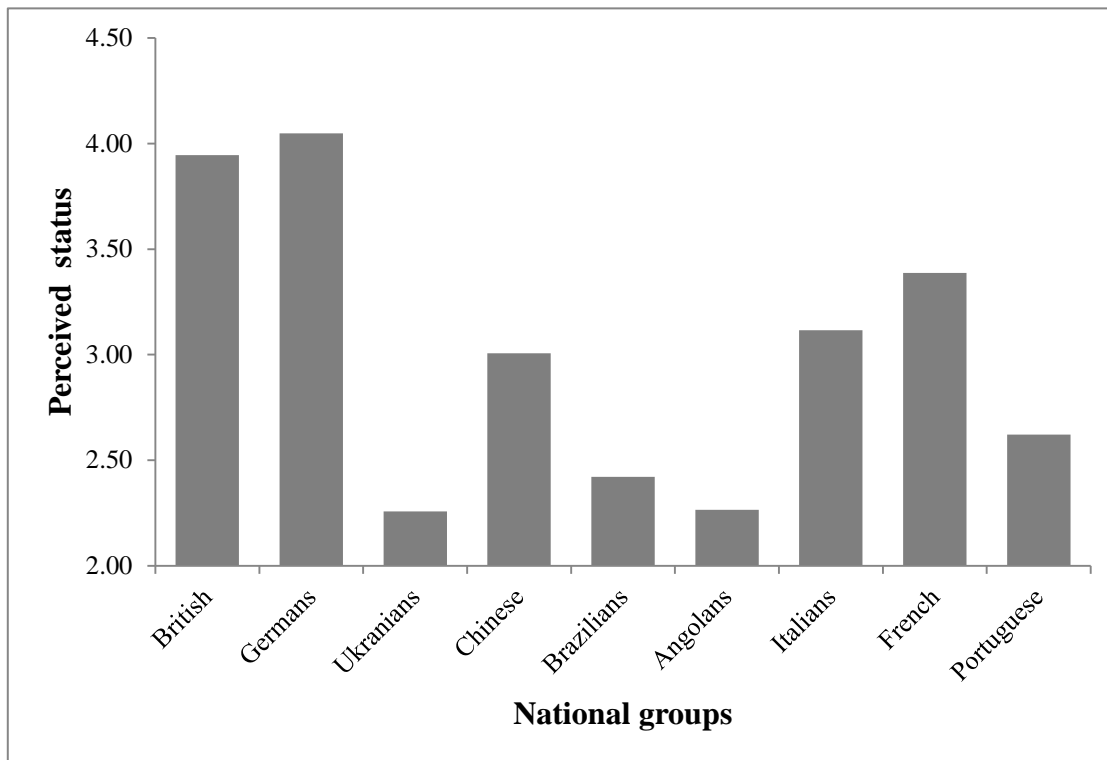
The British and the Brazilians seem to be good choices for the main study, since the intention was to find national groups that are perceived to be very different from the Portuguese. In order to confirm that the British and Brazilians are also two groups that are perceived as different from each other, a repeated-measures ANOVA with contrasts comparing these groups was used, using the British as the reference for the analysis.

The results showed that the British and Brazilian were significantly different from each other on four out of the five variables: Competence (F (1,48) = 98.847, $p < .001$, $\eta_p{}^2$ = .673), Warmth (F (1,48) = 31.389, $p < .001$, $\eta_p{}^2$ = .395), Morality (F (1,48) = 59.155, $p < .001$, $\eta_p{}^2$ = .552) and Status (F (1,48) = 166.054, $p < .001$, $\eta_p{}^2$ = .776). As for the Competition variable, the Brazilians were not significantly different from the British (F (1,48) = 0.413, $p = 0.498$, $\eta_p{}^2$ = .010), although, this might be explained by the low alpha values on this variable, which indicate that the results obtained from this variable are not highly reliable.

In sum, these analyses and Figure 1-5 show that the British and Brazilians are perceived as differing from the Portuguese on these four variables and they also differ from each other. Hence, taking these results into account, it was confirmed that the British and

Brazilians should be the two national groups used in the main study of this thesis in order to study language prejudice in a Portuguese work-place setting.

2.2. Main study: Language prejudice towards specific national groups

2.2.1. Participants

A total of 396 participants started answering the main study, however only 137 participants completed it. This study had two questions designed to test the participant's attention, the first of which was an auditory function pre-screening question and was eliminatory. This pre-screening question eliminated 36 participants of the 233 who answered. They were automatically directed to an end of survey message. A very high percentage of the other 163 participants who started the survey and did finish were participants who tried to use mobile devices such as tablets and phones. Because audio files were not compatible with such devices they could not get beyond the first question. The other question tested the participants´ attention, but did not automatically exclude them as participants. This was a question in which the participant was asked to name the sex of the target speaker in the experiment. A total of 26 out of the 137 participants did not recognize the target's sex, representing 19% of the sample. In regards the distribution of this data across conditions, 13 out of 51 participants (25.5%) failed to identify the sex of the Portuguese accented speaker; 3 out of 40 (7.5%) participants failed to identify the sex of the British-accented speaker; and 10 out of 36 (21.7%) participants failed to identify the sex of the Brazilian-accented speaker. These 26 cases were excluded from all of the analyses since they may have been unable to hear the target´s voice or did not pay attention to the recording, leaving 111 participants included in the analyses.

The participants were recruited from a variety of sources, including social media, personal contacts and work-related online networks. Their ages ranged from 19 years to 59 years ($M = 35.24$, $SD = 12.02$). The sample included students ($N = 38$), unemployed individuals ($N = 1$), employed individuals ($N = 68$) and retired individuals ($N = 4$). Around 92% ($N = 102$) of the participants had some work experience; 53% had over seven years of work experience.

2.2.2. Design and procedure

The experiment was designed with the intention of measuring the participant's perception of a certain individual (from now on referred to as the target), knowing nothing about the target, but having heard the target's speech. In order to assess this, three conditions were created in which everything was exactly the same, except for the target and her accent. Since prejudice is a sensitive topic and prone to a bias results (Charness, Gneezy & Kuhn, 2012) building a within-subject scheme was not advisable. So, it was decided to conduct the experiment with a between subject design that had the core characteristic of being subtle enough not to be perceived as a prejudice study.

First and foremost, since the accuracy of the results was directly related to the participant's ability to hear the audio recording, a pre-screening question was introduced. This initial question was meant to eliminate participants who did not have their audio sound on or simply were not listening. If participants got the answer wrong to this very simple question, they were automatically redirected to the end of the survey and were asked to fix their audio issues and try again once those were fixed. The pre-screening question consisted of a simple audio file in which the speaker indicated the locker number of a professor and the participant had to type the spoken number using only digits.

In order to examine language prejudice in a work-related setting, a hypothetical scenario was created (Appendix B). The participants were told to imagine that they were part of a consultancy firm - the Portuguese Consulting Group (PCG). The company had with five business areas and participants were told they needed to help with the performance evaluation of a member of a different business area: web design. There was a comprehensive introduction regarding this hypothetical scenario that lead to the hypothetical case itself (Appendix B). The case that the participant had to evaluate was about a worker from another team who did not agree with the design proposed by a client and decided to go another way; a way that was supported by research done within PCG. At this point, the participant heard an audio file which consisted of a recorded script (Appendix C) in which the target explained the circumstances inherent to the project, the factors that led to the decision not to follow the client's instructions and the justification why the project was delivered late. There were three versions of this recording script which represent the three conditions and varied only by the

speaker and her accent: one script was spoken by a Portuguese native speaker, another by a speaker with British-accented Portuguese (a British national living in Portugal) and the last one was a speaker with Brazilian-accented Portuguese (a Brazilian national living in Portugal). All participants were randomly assigned to one of the three conditions.

After listening to the recording, the participant was asked to answer work-related questions about the target (e.g., in-role behaviours, potential for promotion and level of approval of decisions).

The participant was then asked to assess perceived individual characteristics about the target (e.g., competence, warmth, morality) as well as some socio-demographic information (e.g., the target´s gender and nationality).

At this point, the participant had already provided information about the perceived nationality of the speaker. Subsequently, the participant was asked to keep in mind his/her opinion about the target's nationality and to answer group-related questions (e.g., competition, social status), similar to the pre-test.

In order to understand how important language skills are for the hypothetical workplace scenario, a theoretical question was included in which the participant had to prioritize the skills and competences of a web designer (e.g., technical knowledge, language skills).

At the end, the participants filled in their own socio-demographic information, along with questions in regard to their professional experience and experience with foreigners both in their personal and professional life.

Participants were also asked about how much they identify with their own nationality (Portuguese) and if they had ever considered migrating for work.

To finalize, the participant was debriefed through a text explaining the intentions of the study, how it was done and thanking them for their collaboration.

2.2.3. Measures

Work-related dependent variables.

In-role behaviours. The target's in-role behaviours were measured with a 7-item scale (Anderson & Williams, 1991). The seven in-role behaviour questions were: "Completou, de

forma adequada, os objetivos que lhe foram designados", "Cumpriu as responsabilidades que constam do seu descritivo de funções", "Cumpriu as tarefas que eram esperadas dele/a", "Cumpre os requisitos formais de desempenho do seu trabalho", "Participou diretamente em atividades que irão afetar a sua avaliação de desempenho", "Negligenciou aspetos do seu trabalho os quais é obrigado a implementar", "Falhou no cumprimento de tarefas fundamentais". The participants answered these on a 5-point Likert-type scales (1=Discordo totalmente, 5= Concordo totalmente). These items were considered to be reliable ($\alpha = .76$) and thus a composite score variable was created by computing mean scores using all seven items.

   Approval of decisions. This was measured by a 2-item scale (created specifically for this study). The items were "Fazer algo diferente do pedido pelo cliente foi uma boa ideia (optar por um design rústico e não o moderno pedido pelo cliente)" and "Tendo acesso à mesma informação que o colaborador que estou a avaliar, eu teria tomado a mesma decisão (optando por um design rústico e não o moderno pedido pelo cliente)". These were answered on a 5-point Likert-type scale (1= Discordo totalmente, 5= Concordo totalmente). These items were considered to be highly reliable ($\alpha = .88$) and thus a composite score variable was created.

   Potential for promotion. The potential for promotion was measured with a 2-item scale (adapted from Nguyen, 2010 to fit this study since the target's position at the company was not specified in the hypothetical scenario as it was in this Nguyen´s study). The items were "A probabilidade de ser promovido para um nível de responsabilidade imediatamente superior é..." and "O potencial para ser promovido nos próximos 5 anos é...". The items were answered on a 5-point Likert-type scale (1= Muito baixo(a), 5= Muito alto(a)). These items were considered to be highly reliable ($\alpha = .84$) and thus a composite score variable was created.

   Perceptions about the individual as dependent variables.

   Competence. Competence was measured with a 3-item scale (Cuddy et al., 2009). The items were "Em que medida vê esta pessoa como competente?", "Em que medida vê esta pessoa como capaz?" and "Em que medida vê esta pessoa como determinada?". Participants answered this on a 5-point Likert-type scale (1= Nada, 5= Muito). These items were considered to be reliable ($\alpha = .75$) and thus a composite score variable was created.

Warmth. This was measured with a 3-item mean scale score (Cuddy et al., 2009). The items were "Em que medida vê esta pessoa como amigável?", "Em que medida vê esta pessoa como calorosa?" and "Em que medida vê esta pessoa como bem-intencionada?". Participants answered this on a 5-point Likert-type scale (1= Nada, 5= Muito). These items were considered to be fairly reliable (α = .66) and thus a composite score variable was created.

Morality. Morality was measured with 3-item scale (Leach and Barreto, 2007). The items were "Em que medida vê esta pessoa como honesta?", "Em que medida vê esta pessoa como sincera?" and "Em que medida vê esta pessoa como "de confiança"?". Participants answered this on a 5-point Likert-type scale (1= Nada, 5= Muito). These items were considered to be highly reliable (α = .82) and thus composite variable was created.

Group-related dependent variables.

Competition. Competition was measured with a 2-item scale (Cuddy et al., 2009). The items were "Os recursos (e.g.: empregos, subsídios) que vão para os membros deste grupo são, provavelmente, tirados dos recursos que iriam para pessoas como eu." and "Os membros deste grupo tiverem tratamento especial (tal como preferência em decisões de contratação de emprego), isto torna as coisas mais difíceis para pessoas como eu". Participants answered this on a 5-point Likert-type scale (1= De maneira nenhuma, 5= Totalmente). These items were considered to be reliable (α = .79) and thus a composite variable was created.

Status. Status was measured with a 3-item scale (Cuddy et al., 2009) The items were "Em geral, os empregos que os membros deste grupo têm acesso são prestigiados", "Em geral, os membros deste grupo têm sido economicamente bem sucedidos" and "De modo geral, os membros deste grupo têm um estatuto alto na sociedade". Participants answered this on a 5-point Likert-type scale (1= De maneira nenhuma, 5= Totalmente). These items were considered to be reliable (α = .72) and thus a composite variable was created.

Target related questions.

Personal characteristics. In order to understand who the participant thought the target was, participants were asked questions about the targets sex, age, nationality and years of work experience as a webdesigner: "Qual acha que é o sexo da pessoa que avaliou?", "Que idade acha que tem esta pessoa?", "Qual acha que é a nacionalidade desta pessoa?" and "Quantos anos de experiência como webdesigner pensa que esta pessoa terá?". The question

about the target´s nationality also served as a manipulation check to verify whether participants correctly identified the speaker´s foreign accent.

Skill prioritization. Skill prioritization was measured by a ranking item in which the participants were asked to rank from 1 to 9 (from most to least important), the following skills for a webdesigner: "Gestão de tempo", "Conhecimentos técnicos de programação", "Criatividade", " Conhecimento da lingua maternal local", "Competências de comunicação e relacionais", "Trabalho em equipa", "Capacidade de liderança", "Capacidade de análise de dados" and "Conhecimentos técnicos de design".

Questions about the participant.

Socio-demographic information. Five items were used to measure the socio-demographic information of the participants: gender, age, nationality, professional situation and years of experience. All items had different types of answer, gender was dichotomous (masculine, feminino), age was open-ended (only in numbers), nationality was open-ended (only alphabetical characters), professional status was a 4 choice item (estudante, desempregado, empregado, reformado) and years of experience was a 6 choice item (nunca trabalhou, 0-1 anos, 1-3 anos, 3-5 anos, 5-7 ano, mais de 7 anos).

Frequency and quality of contact with foreign individuals. The frequency of contact in the workplace was measured using the item "Com quantas pessoas de outras nacionalidades esteve em contacto durante a sua experiência profissional?", (1-2 pessoas, 2-4 pessoas, 4-6 pessoas, 6-8 pessoas, + de 8 pessoas ou Nunca trabalhei com pessoas de outras nacionalidades) and in daily life "No seu quotidiano tem contacto com indivíduos de outra nacionalidade? " with a 5-point Likert-type scale (1= Nunca, 5= Constantemente).

The quality of contact items were: for the workplace "Como descreveria a sua experiência profissional em relação a indivíduos de outras nacionalidades?" with a 5-point Likert-type scale (1= Muito negativa, 5= Muito positiva, 6= Nunca trabalhei com pessoas de outras nacionalidades) and for the daily life "Como descreveria a sua experiência no que toca a estas relações no seu quotidiano?" with another 5-point Likert-type scale (1= Muito negativa, 5= Muito positiva, 6= Não tenho contacto com indivíduos de outras nacionalidades). In regards to analysis, both values coded with 6 were considered as missing values.

National identification. National identification was measured by a single item: "Até que ponto se identifica com a sua nacionalidade?" with a 7-point Likert-type scale (1 = Nada, 4 = Moderadamente, 7 = Totalmente).

Migration for work. The thought/intention of migrating for work was measured by a single item "Já ponderou emigrar por motivos profissionais?" with a 5-point Likert-type scale (1=Nunca, 5=Constantemente).

Independent variable.

Foreign accents. Participants were randomly assigned to one of three conditions. These conditions were: 1) a target speaker (Portuguese national) speaking Portuguese with Portuguese accent, 2) a target speaker (British national) speaking Portuguese with British accent, 3) a target speaker (Brazilian national) speaking Portuguese with a Brazilian accent. These three conditions were recorded with three female volunteers between the ages of 27 and 35 with somewhat similar voices. The Portuguese-accented individual, who was originally from Madeira island, was subjected to a small pre-test on 10 individuals in order to understand if they could tell where she was from. All the individuals were able to identify her as Portuguese, half of them saying she was from Lisbon, the other half saying that they could not tell where she was from exactly in Portugal, due to lack of cues in her accent. Due to time restrictions, the other two accents were not subjected to pre-testing.

2.2.4. Results

Accent manipulation check

One item was used to assess the effectiveness of the target's accent manipulation. The participants were asked in an open-ended question to answer what they thought the target's nationality was. Condition 1 (Portuguese native speaker) had a 92.1.3% accuracy rating, with 7.9% of participants guessing another nationality, including British, Italian and American. Condition 2 (United Kingdom national speaking Portuguese) had a relatively low accuracy rating of 24.3%, with 75.7% guessing another nationality, including American, Russian, Ukrainian, and French among others. Condition 3 (Brazilian national speaking Portuguese) had an 80.6% accuracy rating, with 19.4% mostly guessing Portuguese but also Russian and Romanian.

Descriptive Statistics

Target related questions.

In regards to age, the participants, overall, thought that the target was in her thirties ($M = 31.00$, $SD = 5.33$) with guesses that had a minimum value of 20 and a maximum value of 45. In terms of the target's experience as a web designer, the participants' answers ranged from 1 year to 20 years of experience ($M = 6.18$, $SD = 3.88$). In regards to the skill prioritization, the most important skill for a web designer reported by the participants on average was creativity ($M = 2.78$, $SD = 1.63$) followed by technical programming skills ($M = 3.32$, $SD = 2.18$), technical designing skills ($M = 3.67$, $SD = 2.95$), time management ($M = 4.88$, $SD = 2.25$), communicational and relational skills ($M = 5.55$, $SD = 1.89$) tied with data analysis skills ($M = 5.55$, $SD = 2.31$), team-work ($M = 5.86$, $SD = 1.79$), knowledge of local native language ($M = 6.62$, $SD = 2.25$) and finally, leadership skills ($M = 6.77$, $SD = 2.34$).

Questions about the participant.

In regards to the frequency of contact with foreigners at work, 27 participants stated that they never worked with any foreigners while the other 84 participants stated they had, on average with between 4 and 6 foreign individuals ($M = 3.02$, $SD = 1.64$) and described the quality of their interactions with them, in this context, as positive, with a mean significantly different from 3, the mid-value of the scale ($t (85) = 14.70$, $p <0.001$; $M = 4.16$, $SD = 0.73$). As for the contact with foreigners in their daily life, 4 individuals stated they never had contact with any foreign individuals while the other 107 participants stated they had contact sometimes ($M = 3.05$, $SD = 1.09$) and described the quality of their interactions with them, in this context, as positive, with a mean significantly different from 3, the mid-value of the scale ($t (106) = 17.75$, $p <0.001$; $M = 4.09$, $SD = 0.64$). In regards to the degree of national identification the participants described themselves has being moderately highly identified with their nationality ($M = 5.05$, $SD = 1.62$). As for their thoughts/intentions of migrating for work, participants said they think about it sometimes ($M = 2.47$, $SD = 1.30$).

Dependent variables.

Overall, in regards to work-related characteristics, on average participants showed a moderate approval of the target's choices ($M =3.30$, $SD =1.09$), thought the target had a moderate chance of getting promoted ($M =3.18$, $SD=0.72$) and had somewhat adequate in-role

behaviours (M =3.57, SD =0.69). In regards to the target's individual characteristics, the participants thought the target was moderately competent (M =3.81, SD =0.66), moderately warm (M =3.43, SD =0.60) and moderately moral (M =3.69, SD =0.73).

In regards to group-related variables, participants thought that the targets posed little competition (M=2.22, SD=0.92) and had a somewhat low status (M=2.78, SD=0.73).

Tests of Hypotheses

One-way analyses of covariance (ANCOVA) were conducted to determine if there is a statistically significant difference between the perceptions of the three speakers on work- and group-related variables as well as the speaker´s individual characteristics. Following suggestions by Deprez-Sims (et al. 2010) for the study of the effects of accents during job interviews, which is an organizational setting, we also included control variables in the ANCOVAs. Quality of contact with foreigners in the participant's daily life was the only control variable that had an impact on the dependent measures in general. Therefore, we included it in the ANCOVAs to test the hypotheses. Due to the fact that there were 4 missing values on our covariate Quality of Contact with Foreigners in Daily Life, the total number of participants used for the tests of hypotheses was reduced to 107 participants.

Work-related dependent variables.

In order to test H1a, which predicted that there would be significant differences in the perception of in-role behaviour (IRB) across conditions with the Portuguese being perceived most positively and the British more positively than the Brazilians, a one-way ANCOVA on IRB controlling for the covariate Quality of Contact with Foreigners in Daily Life was conducted. This test showed that there was no significant effect of Quality of Contact in daily life on IRB, F (1, 103) = 0.16, *n.s.*; nevertheless we included it as a covariate in the analysis to be consistent with the analyses of the other dependent variables. The one-way ANCOVA on IRB also showed that there was no effect of accent on the dependent variable, F (2, 103) = 0.01, *n.s.,* therefore not confirming H1a.

In order to test H1b, which predicted that there would be significant differences in the perceived potential for promotion across conditions with the Portuguese speaker being

perceived most positively and the British-accented speaker more positively than the Brazilian-accented speaker, a one-way ANCOVA on potential for promotion controlling for the covariate Quality of Contact with Foreigners in Daily Life was conducted. This test showed that there is a marginally significant effect of Quality of Contact in daily life on potential for promotion, $F (1, 103) = 3.67$, $p = 0.06$. Quality of Contact in daily life was marginally associated with seeing a higher potential for promotion, $b = 0.21$, $SE = 0.11$, $p = 0.06$. The one-way ANCOVA also showed that there was no effect of accent on the dependent variable, $F (2, 104) = 1.96$, $p = 0.15$. However, Post hoc pairwise comparison tests show that the British-accented individual ($M = 3.34$, $SE = 0.12$) had a marginally significant higher potential for promotion than the Brazilian-accented individual ($M = 3.00$, $SE = 0.12$), with an adjusted mean difference of $M = 0.33$, $SE = 0.17$; $p = 0.06$, therefore partially confirming H1b.

In order to test H1c, which predicted that there would be significant differences in the approval of choices across conditions with the Portuguese speaker being perceived most positively and the British-accented speaker more positively than the Brazilian-accented speaker, a one-way ANCOVA on approval of choices controlling for the covariate Quality of Contact with Foreigners in Daily Life was conducted. This test showed that there is no significant effect of Quality of Contact in daily life on approval of choices, $F (1, 103) = 0.06$, *n.s.;* nevertheless we included it as a covariate in the analysis to be consistent with the analyses of the other dependent variables. The one-way ANCOVA also showed that there was no effect of accent on the dependent variable, $F (2, 103) = 0.94$, *n.s.,* therefore not confirming H1c.

Dependent variables related to perceived individual characteristics.

In order to test H2a, which predicted that the perceptions of competence would differ significantly across conditions with the Portuguese speaker being evaluated most positively followed by the British-accented speaker, a one-way ANCOVA on competence controlling for the covariate Quality of Contact with Foreigners in Daily Life was conducted. This test showed that there is no significant effect of Quality of Contact in daily life on competence, $F (1, 103) = 0.70$, *n.s.;* nevertheless we included it as a covariate in the analysis to be consistent

with the analyses of the other dependent variables. The one-way ANCOVA also showed that there was no effect of accent on the dependent variable, F (2, 103) = 0.12, *n.s.,* therefore not confirming H2a.

In order to test H2b, which predicted that the perceptions of warmth would differ significantly across conditions with the Portuguese speaker being evaluated most positively followed by the Brazilian-accented speaker, a one-way ANCOVA on warmth controlling for the covariate Quality of Contact with Foreigners in Daily Life was conducted. This test showed that there is no significant effect of Quality of Contact in daily life on warmth, F (1, 103) = 0.04, *n.s.;* nevertheless we included it as a covariate in the analysis to be consistent with the analyses of the other dependent variables. The one-way ANCOVA also showed that there was no effect of accent on the dependent variable, F (2, 103) = 2.10, p = 0.13. However, post hoc pairwise comparison tests show that the British- accented individual (*M* = 3.60, *SE* = 0.10) has a marginally significant higher warmth level than the Portuguese-accented individual (*M* = 3.32, *SE* = 0.10), with an adjusted mean difference of *M* = 0.28, *SE* = 0.14; *p* = 0.53, therefore not confirming H2b.

In order to test H2c, which predicted that the perceptions of morality would differ significantly across conditions with the Portuguese speaker being evaluated most positively followed by the Brazilian-accented speaker, a one-way ANCOVA on morality controlling for the covariate Quality of Contact with Foreigners in Daily Life was conducted. This test showed that there is a marginally significant effect of Quality of Contact in daily life on morality, F (1, 103) = 3.27, p = 0.07. Quality of Contact in daily life was marginally associated with seeing a higher morality level, *b* = 0.20, *SE* = 0.11, *p* = 0.07. The one-way ANCOVA showed that there was no effect of accent on the dependent variable, F (2, 103) = 0.27, *n.s.,* therefore not confirming H2c.

Dependent variables related to perceived group characteristics.

In order to test H3a, which predicted that there would be significant differences in the perception of the speaker´s group's status across conditions, with the Portuguese being evaluated most positively followed by the British-accented speaker, a one-way ANCOVA on status controlling for the covariate Quality of Contact with Foreigners in Daily Life was

conducted. This test showed that there is a marginally significant effect of Quality of Contact in daily life on status, F (1, 103) = 2.89, p = 0.09. Quality of Contact in daily life was marginally associated with seeing a lower status level, b = -0.18, SE = 0.11, p = 0.09. The one-way ANCOVA showed that there was a significant effect of accent on the dependent variable, F (2, 103) = 7.10, p < 0.005. Post hoc pairwise comparison tests show that the group of the Portuguese-accented individual (M = 3.02, SE = 0.12) is perceived to have significantly higher status than the group of the Brazilian- accented individual (M = 2.42, SE = 0.12), with an adjusted mean difference of M = 0.60, SE = 0.17; p < 0.001. Post hoc tests also showed that the group of the British-accented individual (M = 2.87, SE = 0.12) is perceived to have significantly higher status than the group of the Brazilian- accented individual, with an adjusted mean difference of M = 0.45, SE = 0.17; p < 0.01, therefore partially confirming H3a.

In order to test H3b, which predicted that there would be significant differences in the perceived competition of the speaker's group across conditions with the British-accented speaker´s group being perceived as more competitive than the Brazilian-accented speaker´s group, a one-way ANCOVA on perceived competition controlling for the covariate Quality of Contact with Foreigners in Daily Life was conducted. This test showed that there is a significant effect of Quality of Contact in daily life on perceived competition, F (1, 103) = 6.65, p = 0.01. Quality of Contact in daily life was associated with seeing a lower competition level, b = -0.35, SE = 0.14, p = 0.01. The one-way ANCOVA showed that there was no significant effect of accent on the dependent variable, F (2, 103) = 2.13, p = 0.12. However, post hoc pairwise comparison tests show that the British-accented speaker´s group (M = 2.38, SE = 0.15) is perceived to be marginally significantly more competitive than the Brazilian- accented speaker´s group (M = 1.98, SE = 0.15), with an adjusted mean difference of M = 0.40, SE = 0.21; p = 0.06. Hence, the results confirmed H3b.

All the statistics regarding the means and standard deviations of the different dependent variables across the experimental conditions can be seen in the following table (Table 1).

Table 1.

ANCOVA results for the effect of accents on dependent variables

Dependent variables	M (SD)			$F (2, 103)$	$Partial\ \eta_p^2$
	PT-accented	UK-accented	BR-accented		
Work- related					
In-role behaviours	3.56 (0.73)	3.58 (0.64)	3.59 (0.70)	0.007	0.00
Potential for Promotion	3.24 (0.69)	3.31 (0.70)	3.00 (0.76)	1.964	0.04
Approval of choices	3.50 (1.08)	3.13 (1.68)	3.29 (1.12)	0.935	0.02
Individual characteristics					
Competence	3.86 (0.75)	3.79 (0.55)	3.77 (0.70)	0.115	0.00
Warmth	3.32 (0.68)	3.60 (0.50)	3.38 (0.58)	2.095	0.04
Morality	3.69 (0.89)	3.75 (0.61)	3.67 (0.67)	0.265	0.01
Group characteristics					
Status	3.00 (0.55)	2.89 (0.81)	2.43 (0.75)	7.104*	0.12
Competition	2.28 (0.85)	2.43 (1.07)	1.99 (0.79)	2.134	0.04

Note. The covariate is quality of contact with foreigners in daily life.

ANCOVA = analysis of covariance.

*$p < 0.05$

III.   General Discussion

3.1 Summary of the main findings

Migration has been on the rise for decades affording more opportunities for intercultural contact; however, research has not focused enough on one of the most important socializing tools that human beings use for communication, which is language. This is especially true in regards to the intricacies of communication amongst individuals with different accents in the work-sphere. Even though some research on this topic has been done in the United States of America in an organizational context (see Nguyen, 2010; Deprez-Sims et al., 2010; Nelson Jr. et al., 2016; Hansen & Dovidio, 2016), there is a distinct lack of literature in Europe, specifically in Portugal. I have found only one study that focused on this issue in Portugal, that was published very recently and therefore, could not inform the current study in regard to its design. Souza, Pereira, Camino, Lima & Torres (2016) show that language prejudice exists, like many authors before, in hiring situations and that non-standard accented speakers, in this article the authors used a Brazilian-accented individual, are often considered to be less competent, warm and to have a lower status than standard-accented speakers. The current study still makes an important contribution to the literature by studying language prejudice in Portugal in an organizational context and using two familiar and significant foreign nationalities in the Portuguese history and community - the Brazilian and British. These groups were chosen according to their socio-historical significance and the actual results obtained from the pre-test which showed that these two groups were perceived to be most different from the Portuguese - the British on the positive spectrum and the Brazilians on the negative spectrum of social evaluations. Hence, this thesis goes beyond previous studies by studying different kinds of outgroup accents which should activate different kinds of stereotypes and evaluations (Mai & Hoffman; Fiske et al., 2002).

The present study examined the effects of a hypothetical co-worker's accent (Portuguese vs Brazilian vs British) on work-related variables (i.e. in-role behaviours, approval of choice and potential for promotion), individual characteristics (competence, warmth and morality) and group-related characteristics (status and competition) while

following the advice by Deprez-Sims (et al., 2010) to control for important covariates (i.e. quality of contact with foreigners in the participant's daily life) in this context.

Unfortunately, this study did not yield many significant results in regards to the work-related variables. The accent of the co-worker did not significantly change perceptions on any of the three constructs measured. However, in regards to the potential for promotion, the British-accented target had a marginally significant higher potential for promotion than the Brazilian-accented target. This follows the findings of Nguyen (2010) that potential for promotion is, in fact, affected by the accent of the target. Nguyen's study (2010) was conducted in the USA, contrasting the standard American English-accented individual and the Spanish-accented individual. In this thesis, the difference is between two non-standard accents. However, this result was expected since potential for promotion is a work-related variable and as stated before it might be connected to competence, a variable that we expected the British-accented individual to be rated higher on. The social context the USA and the Spanish speaking countries south of the U.S. border are integrated into, which was the context studied by Nguyen (2010), is far more polemic with many more political issues than the Portuguese context in regards to Brazilian and British nationals. This might help explain the lack of significant differences between the standard-accented target (Portuguese-accented) and the two non-standard accented targets (British and Brazilian-accented). A recent study conducted in Portugal by Souza (et al., 2016) in the organizational context compared Portuguese accented speakers with Brazilian accented speakers using a between-subjects model in a hypothetical hiring scenario and found that the Portuguese-accented candidate was more likely to be hired than the Brazilian-accented candidate if individuals were prejudiced (which was measured previously). However, there were no significant differences in hiring intentions between conditions if individuals were less prejudiced. Because we did not measure prejudice, we do not know if it would have moderated the results. There could be significant results on the effect of the speaker´s accent on work-related variables for prejudiced individuals only. Our non-significant results might also be explained by the low effectiveness of the accent manipulation. Heilman (2012) talks about gender stereotypes and how a woman's assessed competence might be negatively affected, in the workplace, by such stereotypes, hurting their changes for career advancement. It might be that the female voices

we used activated gender stereotypes that may have been stronger than the national stereotypes activated by the accents, causing all of the targets to be seen as not extremely competent.

In regards to personal characteristics of the target (competence, warmth and morality) there were once again, not many significant results in regard to the effect of accent on these dependent variables, which was unexpected considering the results of the pre-test as well as Mai & Hoffmann´s (2013) suggestion that stereotypes are activated in a communication setting based on the person´s accent, in this case a foreign accent. It was possible that the phenomenon of Luso-tropicalism (Gilberto Freyre, 1933, cit in Vala, et al. 2008) could explain these results, in that the Portuguese people have developed an anti-prejudice norm which is inherent from its colonial past. According to Vala (et al. 2008), this might have resulted in a more positive relationship between the Portuguese people and immigrants, especially ones from the former colonies such as Brazil. Today luso-tropicalism should translate into a higher perceived level of warmth in regards to the Brazilian-accented target. However, a study conducted by Santos (2013) with 33 Brazilian immigrants living in Portugal suggested that there might be discrimination by the Portuguese towards Brazilian immigrants according to the immigrant's perception. As stated above, according to Santos (2013) the majority of Brazilians who immigrate to Portugal are qualified professionals, yet they only tend to find jobs in the construction and restaurant business and other low-skilled jobs. This may also lead to the perception that Brazilians are less competent than Portuguese people; however this was not confirmed either.

However, a post hoc pairwise comparison showed that, in this study, the British-accented speaker was rated as marginally significantly higher on warmth than the Portuguese-accented individual. This is a result that was not expected at all due to the pre-test results and the fact that Europeans look at British individuals as having high competence and low warmth (Cuddy et al. 2009). However, since this is a variable which is related to perceived personal characteristics such as friendliness the result might be explained by the fact that the British-accented speaker had a different voice that may have been considered to be softer, and therefore friendlier, than the Portuguese-accented speaker.

In regards to the group-related variables, there were a few significant results. The perceived social status of the speaker´s group was rated significantly different across conditions. It was predicted that Brazilian people would be perceived as having less status than both the Portuguese and the British-accented people. In regards to the Portuguese vs Brazilian comparison, it was expected that the Portuguese-accented speaker's group (the in-group) would be considered to have significantly higher perceived status than the Brazilian-accented speaker's group, due to the pre-test results as well as the Portuguese colonial past, which was confirmed. In regards to the British vs Brazilian comparison, there was a significant difference, since participants considered the British-accented speaker's group to have a higher status than the Brazilian-accented speaker's group. This result was expected, taking into the account the results from the study conducted by Cuddy (et al. 2009) which reported that Europeans perceived UK natives to be highly competent, which should be related to higher status levels. Even though there were no significant differences between the British-accented speaker's group and the Portuguese-accented speaker's group, the later did have the highest mean, followed by the British and only than the Brazilian, which was the predicted sequence.

There was a marginally significant effect of accent on perceived competition of the speaker´s group. It was predicted that the British-accented speaker's group would be perceived to be more of a competitive threat than the Brazilian-accented speaker's group, which was confirmed (marginally). This might be explained with data from Santos´ (2013) study in which 15 of the 33 Brazilian participants said that they were considered for jobs without a contract and rights and for jobs that the Portuguese do not want. This implies a low level of competition, since the Portuguese are not aiming for the jobs that the Brazilian people are getting.

3.2 Limitations

Unfortunately, very few hypotheses were either completely or partially confirmed. In same of cases, they can be considered highly unexpected results; however, some limitations of this study might be the source of some of these non-significant results.

First and foremost, there were limitations in regard to using different individuals for the recording of the different conditions. By using different individuals with different characteristics inherent to their voice, the results may have been biased due to the fact that characteristics of the voice like voice quality, pitch and pitch range can influence the participant's perception of the speaker, regardless of the accent. This limitation might have been the source of some results that went in the opposed expected direction, suggested by the literature. One example is the result that showed that the participants considered the British-accented individual to be warmer than the Portuguese-accented individual. Moreover, the accents used should have been thoroughly pre-tested to make sure that they could be recognized as both female and from a specific region or country. Only the Portuguese accent was pre-tested because it was expected that it may not be as clear given that the speaker is from the Madeira Islands. However, participants in the pre-test thought that she was from Lisbon or had no guess as to where exactly she was from in Portugal, due to lack of speech markers in her speech. However, the other accents were not tested at all due to time restraints, which is a clear limitation, especially in regards to the British accent. Even though the speaker sounds like someone from a country that has English as a native language, it is hard to pinpoint which one.

The fact that this study was conducted online might have compromised the integrity of the data collected due to the fact that participants might have not been paying attention to the recorded audio script. Even though there was an attempt to reduce the impact of this potential limitation by introducing a pre-screening question which would automatically exclude participants that could not provide a correct answer, the fact that 26 out of the 137 participants that completed the study did not guess the sex of the speaker and that 13.7% of the participants failed to identify the Portuguese-accented speaker as Portuguese (guessing nationalities like British, Italian and American for the in-group speaker) raises questions as to the attention paid by some of the participants.

Due to the way the file was introduced into the Qualtrics platform, the audio file was unable to play in portable devices like phones and tablets. This was a great limitation, since it limited our sample to 111 participants, which as stated above, is a number of participants that can be considered low for a study with three conditions and by limiting the size of the sample,

it limited the power to detect significant differences among groups. This limitation was reported to me by many people who wanted to participant. The audio file should have been introduced as a link hosted in a wide-scale website that can be accessed from any device, but since it was uploaded directly to Qualtrics, those kinds of devices did not possess the necessary tools to play it.

To the best of my knowledge, the hypothetical scenario has never been used before in this context. This may also have some limitations. There were no guidelines to follow and the scenario may not have included crucial factors to evoke language prejudice at the workplace. Using this hypothetical scenario, which implied a somewhat long contextualizing introduction, may also have been a limitation since some participants may have skipped the contextualizing text completely due to its length. Moreover, it is hypothetical after all, meaning that participants may not have been fully engaged with the imagined situation.

Since the hypothetical scenario used was derived from the organizational context, the usage of female voices might have influenced the results. The gender stereotypes might have been stronger than the national stereotype activated through the accents, which might have conditioned the results from the work-related variables, as stated above.

The usage of Fisher LSD correction for the pairwise comparisons in the ANCOVA might be a limitation as well, since this test is susceptible to Type I errors. A more appropriate correction in order to prevent such errors might have been the Bonferroni correction, because most of the hypotheses were based on previous research and theory and the fact that there were multiple comparisons tested among three conditions. The Bonferroni correction is quite conservative, and thus would have led to very few significant results in this study.

3.3 Future Perspectives

This study has, among others such as Souza (et al. 2016), laid the groundwork for language prejudice studies in Portugal. Even though it did not as many differences based on accent as expected, language prejudice is, nevertheless, a type of prejudice worth exploring due to the ever-growing phenomenon of migration.

In future research, it would be interesting to develop different scenarios which might detect language prejudice more reliably. One way to do so would be to gather qualitative data from Portuguese workers who deal with foreign individuals in the work-context on a daily-

basis, in association with, for example, a multinational corporation. By using individuals that have actually had this experience, the study would be able to produce much more reliable data. The scenarios created could be derived from events that actually happen to individuals with this kind of experience.

Moreover, it would also be good to build on the research conducted by Souza (et al. 2016) by including moderator variables that might be crucial in order to detect language prejudice. In accordance with the research done by these authors, it seems vital to separate highly prejudiced and low prejudiced individuals beforehand.

It would also be interesting to study the organizational context of different industries, for example the IT industry vs the Construction industry. Language prejudice may occur more often against some specific groups in some specific industries that require certain competencies. The characteristics of the environment surrounding the participants and the field in which they work might yield some very interesting results. Groups perceived as having low competences might be the target of language prejudice less in industries with low-skill requirements, such as construction, but be the target of language prejudice more in highly technical and high-skilled industries like the IT industry.

3.4 Conclusion

This study showed that accent affects the perception of group-related variables, such as status and competition, in an organizational context. In regards to status, it showed that the Brazilian-accented speaker's group was perceived to have lower status than both the Portuguese-accented speaker's group (in-group) and the British-accented speaker's group. It also showed that the British-accented speaker's group is perceived to be more competitive than the Brazilian-accented speaker's group. Unfortunately, there were no significant results in regards to the work-related variables (in-role behaviours, potential for promotion and approval of choice), this might derive from the fact that this a hypothetical scenario never used before. In regards to individual characteristics variables, no significant results were obtained either, which is surprising since competition and status levels are possible predictors of competence and warmth levels (Fiske et al., 2002). Nevertheless, this was a first step in the direction of bringing this topic to the spotlight in Portugal.

References

Web addresses:

Finegan, E. & Rickford, J. R. (2004) *Language in the USA: Themes for the Twenty-First Century.* Available at:
https://books.google.pt/books?id=s9L9rpxD9FEC&printsec=frontcover&hl=pt-PT

Newitt, M. (1986). *The First Portuguese Colonial Empire.* Available at:
https://books.google.pt/books?id=3z23ci73x5kC&printsec=frontcover&hl=pt-PT

Ruscher, J. (2001). *Prejudiced Communication: A Social Psychological Perspective*. New York: The Guilford Press. Available at:
https://books.google.pt/books?id=7TBTVAVaCIsC&printsec=frontcover&hl=pt-PT&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

Bibliographic references:

Brown, R. (2010). *Prejudice: Its Social Psychology.* Wiley-Blackwell

Charness, G., Gneezy, U., & Kuhn, M. A. (2012). Experimental methods: Between-subject and within-subject design. *Journal of Economic Behavior & Organization*, 81(1), 1–8. doi:10.1016/j.jebo.2011.08.009

Collins, K. A., & Clement, R. (2012). Language and Prejudice: Direct and Moderated Effects. *Journal of Language and Social Psychology*, 31(4), 376–396. doi:10.1177/0261927x12446611

Cuddy, A. J. C., Fiske, S. T., Kwan, V. S. Y., Glick, P., Demoulin, S., Leyens, J.P., Ziegler, R. (2009). Stereotype content model across cultures: Towards universal similarities and some differences. *British Journal of Social Psychology*, 48(1), 1–33. doi:10.1348/014466608x314935

Deprez-Sims, A.-S., & Morris, S. B. (2010). Accents in the workplace: Their effects during a job interview. *International Journal of Psychology*, 45(6), 417–426. doi:10.1080/00207594.2010.499950

Devine, P. G. (1989). Stereotypes and prejudice: Their automatic and controlled components. *Journal of Personality and Social Psychology*, 56(1), 5–18. doi:10.1037/0022-3514.56.1.5

Earl, T. (2010). *Portugal and England, 1386-2010: A complex web of political, economic and intellectual interchange*. Oxford University

Fiske, S. T., Cuddy, A. J. C., Glick, P., & Xu, J. (2002). A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition. *Journal of Personality and Social Psychology*, 82(6), 878–902. doi:10.1037/0022-3514.82.6.878

Fuertes, J. N., Potere, J. C., & Ramirez, K. Y. (2002). *Effects of speech accents on interpersonal evaluations: implications for counseling practice and research*. Cultural Diversity & Ethnic Minority Psychology, 8(4), 346–356. doi:10.1037/1099-9809.8.4.347

Fuertes, J. N., Gottdiener, W. H., Martin, H., Gilbert, T. C & Giles, H. (2012). A meta-analysis of the effects of speakers' accents on interpersonal evaluations.

European Journal of Social Psychology, Eur. J. Soc. Psychol. 42, 120–133. doi: 10.1002/ejsp.862

Hansen, K., & Dovidio, J. F. (2016). Social dominance orientation, nonnative accents, and hiring recommendations. Cultural Diversity and Ethnic Minority Psychology, 22(4), 544–551. doi:10.1037/cdp0000101

Heilman, M. E. (2012). *Gender stereotypes and workplace bias*. Research in Organizational Behavior, 32, 113–135. doi:10.1016/j.riob.2012.11.003

Higgins, C., Nettell, R., Furukawa, G., & Sakoda, K. (2012). Beyond contrastive analysis and codeswitching: Student documentary filmmaking as a challenge to linguicism in Hawai'i. Linguistics and Education, 23(1), 49–61. doi:10.1016/j.linged.2011.10.002

Kulkarni, M., & Sommer, K. (2014). Language-Based Exclusion and Prosocial Behaviors in Organizations. Human Resource Management, 54(4), 637–652. doi:10.1002/hrm.21637

Leach, C. W., Ellemers, N., & Barreto, M. (2007). Group virtue: The importance of morality (vs. competence and sociability) in the positive evaluation of in-groups. *Journal of Personality and Social Psychology*, 93(2), 234–249. doi:10.1037/0022-3514.93.2.234

Lee, Y.-T., & Ottati, V. (2002). Attitudes Toward U.S. Immigration Policy: The Roles of In-Group-Out-Group Bias, Economic Concern, and Obedience to Law. *The Journal of Social Psychology*, 142(5), 617–634. doi:10.1080/00224540209603922

Mai, R., & Hoffmann, S. (2014). Accents in Business Communication: An integrative model and propositions for future research. *Journal of Consumer Psychology*, 24(1), 137–158. doi:10.1016/j.jcps.2013.09.004

Mange, J., Lepastourel, N., & Georget, P. (2009). Is Your Language a Social Clue? Lexical Markers and Social Identity. *Journal of Language and Social Psychology*, 28(4), 364–380. doi:10.1177/0261927x09341956

Migration Policy Institute tabulation of data from the United Nations, Department of Economic and Social Affairs (2015), *Trends in International Migrant Stock: Migrants by Destination and Origin* (United Nations database, POP/DB/MIG/Stock/Rev.2015)

Nelson, L. R., Signorella, M. L., & Botti, K. G. (2016). Accent, Gender, and Perceived Competence. Hispanic Journal of Behavioral Sciences, 38(2), 166–185. doi:10.1177/0739986316632319

Nguyen, L. T. (2010). *Employment Decisions as a Function of an Applicant's Accent.* (Published Master Thesis). San Jose State University.

Nunnally, J. C. (1978). Psychometric Theory (2nd ed.). New York: McGraw-Hill

Pettigrew, T. F., & Meertens, R. W. (1995). Subtle and blatant prejudice in western Europe. *European Journal of Social Psychology,* 25(1), 57–75. doi:10.1002/ejsp.2420250106

Rakić, T., Steffens, M. C., & Mummendey, A. (2010). Blinded by the Accent! The Minor Role of Looks in Ethnic Categorization. *Journal of Personality and Social Psychology* 2011, Vol. 100, No. 1, 16–29. doi:10.1037/a0021522

Rakić, T., Steffens, M. C., & Mummendey, A. (2011). When it matters how you pronounce it: The influence of regional accents on job interview outcome. *British Journal of Psychology*, 102(4), 868–883. doi:10.1111/j.2044-8295.2011.02051.x

Ramos, T., Garcia-Marques, L., Hamilton, D. L., Ferreira, M., & Van Acker, K. (2012). What I infer depends on who you are: The influence of stereotypes on trait and situational

spontaneous inferences. *Journal of Experimental Social Psychology*, 48(6), 1247–1256. doi:10.1016/j.jesp.2012.05.009

Santos, L. B. (2013). Prejudice, Discrimination, Luso-Tropicalism, Lusophony, and Organizational Justice in Portugal, from the Point of View of Brazilian Immigrants. *Revista Psicologia: Organizações e Trabalho*, 13(1), pp . 61-74

Souza, L. *E. C*., Pereira, C. R., Camino, L., de Lima, T. J. S., & Torres, A. R. R. (2016). The legitimizing role of accent on discrimination against immigrants. *European Journal of Social Psychology*, 46(5), 609–620. doi:10.1002/ejsp.2216

Tajfel, H., & Turner, J. C. (1986). The Social Identity Theory of Intergroup Behavior. In *Psychology of intergroup relations* (pp. 7-24). Nelson-Hall Publishers.

United Nations, Department of Economic and Social Affairs (2015). *Trends in International Migrant Stock: Migrants by Destination and Origin* (United Nations database, POP/DB/MIG/Stock/Rev.2015)

Vala, J., Lopes, D., & Lima, M. (2008). Black Immigrants in Portugal: Luso–Tropicalism and Prejudice. *Journal of Social Issues*, 64(2), 287–302. doi:10.1111/j.1540-4560.2008.00562.x

Verhoeven, J. (2002). The communicative Setting and Markers in Speech. In *Phonetic Work in Progress* (pp. 177-190). Antwerp: University of Antwerp.

Williams, L. J. & Anderson, S. E. (1991). Job Satisfaction and Organizational Commitement as Predictors of Organizational Citizenship and In-Role Behaviors. *Journal of Management* 17 (3), 601. doi:10.1177/014920639101700305

Souza, L. E. C, Pereira, C. R., Camino L., Lima T. J. S. & Torres, A. R. R., (2016). The legitimizing role of accent on discrimination against immigrants. *European Journal of Social Psychology* DOI: 10.1002/ejsp.2216

Zick, A., Pettigrew, T. F., & Wagner, U. (2008). Ethnic Prejudice and Discrimination in Europe. *Journal of Social Issues*, 64(2), 233–251. doi:10.1111/j.1540-4560.2008.00559.x

Appendixes

A – Questionnaire of the pre-test

O presente estudo integra-se na realização da minha Tese de Mestrado em Psicologia Social e das Organizações, no ISCTE-IUL.   Sendo este o primeiro estudo de dois que realizarei, pretendo estudar a forma como os vários grupos sociais (nacionalidades) são vistos pela sociedade portuguesa. Por isso, neste estudo não pretendemos saber apenas as suas crenças pessoais, mas também a sua opinião sobre a forma como acha que estes grupos são vistos pelos outros. Dado que estamos a procurar conhecer as opiniões das pessoas, lembre-se que não existem respostas certas ou erradas, ou mais desejáveis ou menos desejáveis.

Neste sentido, peço a sua colaboração no preenchimento deste questionário, que tem a duração aproximada de 10 a 12 minutos. A sua participação é confidencial, anónima e voluntária, podendo interrompê-la a qualquer momento. Os dados daqui retirados serão apenas utilizados para a análise de dados desta tese. O estudo está a meu cargo, Paulo Silveira, com a orientação da Dra. Melanie Vauclair e co-orientação da Dra. Elizabeth Collins.

Em caso de dúvidas, poderá me contactar através do email: p.silveira91@gmail.com, ou poderá contactar a orientadora através do email: Melanie.Vauclair@iscte.pt.

Desde já um muito obrigado pela colaboração, Paulo Silveira, Mestrando em Psicologia Social e das Organizações, ISCTE-IUL.

Usando a escala abaixo, escreva em cada caixa o número que melhor corresponde à forma como estes grupos são vistos pela maioria dos portugueses.

1 = Nada; 2 = Pouco; 3 = De certa forma; 4 = Bastante; 5 = Muito

	Britâni cos	Alem ães	Ucrani anos	Chine ses	Brasile iros	Angola nos	Italia nos	Franc eses	Portugu eses
Em que medida a maioria dos portugues es vê os membros deste grupo como competen tes?									
Em que medida a maioria dos portugues es vê os membros deste grupo como									

					51					
calorosos ?										
Em que medida a maioria dos portugues es vê os membros deste grupo como capazes?										
Em que medida a maioria dos portugues es vê os membros deste grupo como bem-intencion										

ados?				52						
Em que medida a maioria dos portugues es vê os membros deste grupo como amigáveis ?										
Em que medida a maioria dos portugues es vê os membros deste grupo como determina dos?										

				53					
Em que medida a maioria dos portugueses vê os membros deste grupo como honestos?									
Em que medida a maioria dos portugueses vê os membros deste grupo como sinceros?									
Em que medida a									

maioria dos portugues es vê os membros deste grupo como "de confiança "?									

Agora, usando a escala abaixo, escreva em cada caixa o número que melhor corresponde à opinião da maioria dos portugueses sobre as várias frases/perguntas apresentadas abaixo.

1 = De maneira nenhuma; 2 = Pouco; 3 = De certa forma; 4 = Bastante; 5 = Totalmente

	Britân icos	Alem ães	Ucrani anos	Chine ses	Brasile iros	Angol anos	Italia nos	Franc eses	Portugu eses
Em geral, os empregos que os membros deste grupo têm acesso são prestigiado s?									

Em geral, os membros deste grupo têm sido economicamente bem sucedidos									
Se os membros deste grupo tiverem tratamento especial (tal como preferência em decisões de contratação de emprego), isto torna as coisas									

mais difíceis para pessoas como eu.									
De modo geral, os membros deste grupo têm um estatuto alto na sociedade?									
Os recursos (e.g.: empregos, subsídios) que vão para os membros deste grupo são, provavelm ente,									

tirados dos recursos que iriam para pessoas como eu.									

Por fim, pedimos algumas informações sobre si, lembrando que serão apenas utilizadas para a análise dos dados do presente estudo e totalmente confidências.

O seu sexo:

○ Masculino

○ Feminino

A sua idade:

A sua nacionalidade:

Até que ponto se identifica com a sua nacionalidade:

_____ Identifico-me

Voce é:

○ Empregado/a como _____

○ Desempregado/a

○ Estudante de _____

Muito obrigado pela disponibilidade e colaboração.

B – Questionnaire of the main study

Este estudo é parte integral do desenvolvimento da minha Dissertação e está a ser desenvolvido no âmbito do Mestrado em Psicologia Social e das Organizações do ISCTE-IUL. Antes de mais saliento que a sua participação é:- Voluntária (pode desistir a qualquer momento)- Anónima (não irá encontrar nenhuma questão que possibilite a sua identificação)- Confidencial (todos os dados serão tratados e utilizados apenas para a realização desta Dissertação). Saliento também que:- Não existem respostas certas nem erradas, o que nos interessa é a sua opinião sincera- O questionário tem uma duração estimada de 15 minutos- O questionário contém ficheiros de áudio. Neste sentido, agradecia que garantisse que está num ambiente apropriado para que seja possível que ouça devidamente os ficheiros e que ative o som do seu dispositivo. Encoraja-se a utilização de auriculares para facilitar o processo. Caso tenha alguma questão relativa a este estudo, poderá entrar em contacto comigo, Paulo Silveira (email: prosa@iscte.pt), ou com as orientadoras da dissertação, Melanie Vauclair e Elizabeth Collins (emails: Melanie.Vauclair@iscte.pt, eccse@iscte.pt). Ao aceitar participar no estudo, confirmo que tenho idade superior a 18 anos e aceito as condições apresentadas a cima. Desde já, obrigado pela sua participação, Paulo Silveira, Mestrando em Psicologia Social e das Organizações no ISCTE-IUL.

○ Concordo participar no estudo
○ Não concordo participar no estudo

Antes de continuar para o preenchimento deste questionário, irá ouvir um ficheiro de audio. Neste caso, um aluno irá entregar um projecto ao cacifo de uma professora, na universidade, dirigindo-se à recepção e perguntando:

" Boa tarde, vim deixar um projecto no cacifo da professora Maria Dias, sabe-me indicar qual é?"

A resposta da pessoa na recepção, será agora dada, em ficheiro audio.

_____

Por favor indique qual o número do cacifo, consoante a resposta dada pela recepcionista, utilizando apenas os números do seu teclado.

Este estudo será baseado num caso hipotético, sendo que todas as suas respostas se deverão basear na situação apresentada e nos intervenientes no caso exposto. Todos os detalhes de como preencher o questionário serão apresentados ao longo do mesmo, por favor siga as instruções.   A Portuguese Consulting Group (PCG) é uma consultora que se foca num largo espectro do Desenvolvimento Organizacional. Trabalhando por projetos e soluções à medida do cliente, a PCG mantém altos standards de qualidade, não só desenvolvendo os projetos como fazendo o acompanhamento após o desenvolvimento dos mesmos, junto do cliente. A PCG está organizada em 5 áreas de negócio, você pertence à área de negócio de Webdesign. A PCG tem, como uma das muitas estratégias de Desenvolvimento Organizacional interno, a boa prática de desenvolver avaliações de desempenho após a conclusão de todos os projetos desenvolvidos pelas suas equipas. A PCG também tem como prática a utilização de avaliações feitas por colegas dos colaboradores, pois considera que a opinião dos mesmo é muito valiosa.   Uma equipa da área de negócio de Webdesign, que não a sua, acaba de entregar um grande projeto para uma empresa portuguesa em expansão. Neste sentido, o seu supervisor pede-lhe ajuda a avaliar um dos membros desta equipa.   De seguida terá acesso às características do projeto e ao testemunho do trabalhador, para que nos possa dar a sua opinião sobre o desempenho do colaborador.

O cliente é uma loja de antiguidades Portuguesa com o nome de "Antique Chic" que tem vindo a expandir a sua marca em grande escala, passando de 1 loja em Lisboa para 12 em todo o país, nos seus meros 2 anos de existência. Neste momento, o cliente pretende expandir o seu alcance e atrair novos clientes online. Com isto em mente, o cliente pediu à PCG que produzisse um novo website para a Antique Chic, que fosse apelativo e que atraísse o cliente online a comprar. No entender do cliente, um design moderno e simples, parecido com muitos outros sites de vendas online, seria o ideal, visto que o cliente pensa que será o mais apelativo para as massas. Após a realização um estudo de mercado sobre a marca, em terreno, o membro que você irá avaliar decidiu ir numa direção diferente do pedido pelo cliente, no que toca ao design do website. Sendo uma loja de antiguidades e tendo em conta os resultados do estudo, este colaborador decidiu desenhar um website com um tema relativo à marca Antique Chic, utilizando um design mais rústico e com um aspeto mais "usado" mas elegante, que foram as caracteristicas que os participantes do estudo utilizaram para descrever a Antique Chic e os seus produtos. O cliente pretendia que o projeto fosse desenvolvido em 4 meses, contudo, devido à extensiva pesquisa feita no mercado e à complexidade do conceito, o projeto foi desenvolvido em 5 meses. O membro irá agora descrever a sua experiência neste projeto e relatar o seu processo de tomada de decisão e desempenho em geral. Para o ajudar na sua avaliação, o seu supervisor deixou-lhe a definição do que é o trabalho de um webdesigner na PCG:

"Um webdesigner é alguém que é tanto criativo quanto técnico e que usa estes atributos para desenhar ou redesenhar websites. O webdesigner tem a habilidade de perceber como deve fazer o site operacional e de fácil utilização, mas ao mesmo tempo apelativo esteticamente para o utilizador."

De seguida, terá a oportunidade de ouvir o testemunho do colaborador o qual foi pedido o seu auxilio para avaliar. Recordo novamente que será fundamental que consiga ouvir em boas condições este testemunho, aconselhando a utilização de auriculares e ausência de ruído de

fundo. Quando acabar de ouvir o testemunho do colaborador, pressione a seta no canto inferior direito para continuar.

Neste primeiro conjunto de questões, serão apresentadas questões que são parte integral do processo formal de avaliação do individuo em questão. O seu contributo será utilizado na avaliação de desempenho do colaborador, neste projeto em específico.Tendo em conta o testemunho que acabou de ouvir, pede-se que avalie o colaborador da equipa de webdesign de acordo com as seguintes componentes:

	Discordo totalmente (1)	Discordo (2)	Não concordo nem discordo (3)	Concordo (4)	Concordo totalmente (5)
Completou, de forma adequada, os objetivos que lhe foram designados.	O	O	O	O	O
Cumpriu as responsabilidades que constam do seu descritivo de funções.	O	O	O	O	O
Cumpriu as tarefas que eram esperadas dele/a.	O	O	O	O	O
Cumpre os	O	O	O	O	O

requisitos formais de desempenho do seu trabalho.					
Participou diretamente em atividades que irão afetar a sua avaliação de desempenho.	○	○	○	○	○
Negligenciou aspetos do seu trabalho os quais é obrigado a implementar.	○	○	○	○	○
Falhou no cumprimento de tarefas fundamentais.	○	○	○	○	○

De seguida, gostaríamos de perceber a sua opinião relativamente às escolhas do colaborador.

	Discordo totalmente (1)	Discordo (2)	Não concordo nem discordo (3)	Concordo (4)	Concordo totalmente (5)
Fazer algo diferente do pedido pelo cliente foi uma boa ideia. (Optar por um design rústico e não o moderno pedido pelo cliente)	○	○	○	○	○
Tendo acesso à mesma informação que o colaborador que estou a avaliar, eu teria tomado a mesma decisão. (Optando por um design rústico e não	○	○	○	○	○

o moderno pedido pelo cliente)					

Utilizando a escala apresentada a baixo, por favor indique o que acha do desempenho do colaborador que está a avaliar.

_____ Desempenho geral do avaliado (1= Fraco a 10= Excelente)

No conjunto de questões que se segue, pedimos-lhe que nos dê a sua opinião relativamente ao colaborador e à sua possível progressão de carreira na PCG.Neste sentido, tendo em conta a descrição do caso, o testemunho do colaborador e a sua percepção do desempenho do colaborador neste caso, por favor indique:

Qual considera ser o cargo deste colaborador dentro da sua equipa?

❍ Empregado
❍ Sub-gerente
❍ Gerente

Considera que...

	Muito baixa (1)	Baixa (2)	Moderada (3)	Alta (4)	Muito alta (5)
A probabilidade de ser promovido para um nível de responsabilidade imediatamente superior é...	○	○	○	○	○

Considera que...

	Muito baixo (1)	Baixo (2)	Moderado (3)	Alto (4)	Muito alto (5)
O potencial para ser promovido nos próximos 5 anos é...	○	○	○	○	○

No caso de tal promoção acontecer, quanto considera que deveria ser o seu aumento de vencimento mensal?

❍ 0 - 50€ (1)

❍ 50 - 100€ (2)

❍ 100 - 150€ (3)

❍ 150 - 200€ (4)

❍ + de 200€ (5)

Tendo em a conta a pessoa a qual ouviu o testemunho, utilizando a escala a baixo, por favor indique:

	Nada (1)	Pouco (2)	De certa forma (3)	Bastante (4)	Muito (5)
Em que medida vê esta pessoa como competente?	○	○	○	○	○
Em que medida vê esta pessoa como calorosa?	○	○	○	○	○
Em que medida vê esta pessoa como capaz?	○	○	○	○	○
Em que medida vê esta pessoa como bem-intencionada?	○	○	○	○	○
Em que medida vê esta pessoa como amigável?	○	○	○	○	○
Em que medida vê esta pessoa como determinada?	○	○	○	○	○
Em que medida vê esta pessoa	○	○	○	○	○

como honesta?	○	○	○	○	○
Em que medida vê esta pessoa como sincera?	○	○	○	○	○
Em que medida vê esta pessoa como "de confiança"?	○	○	○	○	○
Em que medida vê esta pessoa como criativa?	○	○	○	○	○
Em que medida vê esta pessoa como inovadora?	○	○	○	○	○
Em que medida vê esta pessoa como insoburdinada?	○	○	○	○	○
Em que medida vê esta pessoa como um bom trabalhador?	○	○	○	○	○

Tendo em conta o testemunho em ficheiro áudio que lhe foi apresentado, por favor, indique:

Qual acha que é o sexo da pessoa que avaliou?

○ Feminino (1)

○ Masculino (2)

Que idade acha que tem esta pessoa?

_____

Qual acha que é a nacionalidade desta pessoa?

_____

Quantos anos de experiência como webdesigner pensa que esta pessoa terá? (Utilize apenas números)

_____

Tendo novamente em conta a gravação que ouviu e a nacionalidade que considera ser a do individuo em questão, utilizando a escala a baixo, por favor indique o que acha pessoalmente:

	De maneira nenhuma (1)	Pouco (2)	De certa forma (3)	Bastante (4)	Totalmente (5)
Em geral, os empregos que os membros deste grupo têm acesso são prestigiados.	◯	◯	◯	◯	◯
Em geral, os membros deste grupo têm sido economicamente bem sucedidos.	◯	◯	◯	◯	◯
Os membros deste grupo tiverem tratamento especial (tal como preferência em decisões de contratação de emprego), isto torna as coisas mais difíceis para pessoas como eu.	◯	◯	◯	◯	◯
De modo geral,	◯	◯	◯	◯	◯

os membros deste grupo têm um estatuto alto na sociedade. Os recursos (e.g.: empregos, subsídios) que vão para os membros deste grupo são, provavelmente, tirados dos recursos que iriam para pessoas como eu.	○	○	○	○	○

De seguida, pedimos-lhe que ordene, de acordo com a sua opinião, a importância das seguintes competências para exercer a função de Web Designer. Pedimos a sua opinião sobre o panorama geral desta função, ou seja, não sendo directamente relacionada com o caso aqui apresentado.

_____ Gestão de tempo

_____ Conhecimentos técnicos de programação

_____ Creatividade

_____ Conhecimento da língua materna local

_____ Competências de comunicação e relacionais

_____ Trabalho em equipa

_____ Capacidade de liderança

_____ Capacidade de análise de dados

_____ Conhecimentos técnicos de design

Estamos na reta final. Precisamos apenas algumas informações sobre si!

Sexo:

○ Feminino

○ Masculino

Idade:

Nacionalidade:

Situação profissional:

○ Estudante

○ Desempregado

○ Empregado

○ Reformado

No total das suas experiências, quanto tempo trabalhou até hoje? (Trabalhos de curta duração e estágios inclusive)

○ Nunca trabalhei

○ 0 - 1 ano

○ 1 - 3 anos

○ 3 - 5 anos

○ 5 - 7 anos

○ + de 7 anos

Com quantas pessoas de outras nacionalidades esteve em contacto durante a sua experiência profissional?

○ 1 - 2 pessoas

○ 2 - 4 pessoas

○ 4 - 6 pessoas

○ 6 - 8 pessoas

○ + de 8 pessoas

○ Nunca trabalhei com pessoas de outras nacionalidades

Como descreveria a sua experiência profissional em relação a indivíduos de outras nacionalidades?

○ Muito Negativa

○ Negativa

○ Nem positiva nem negativa

○ Positiva

○ Muito positiva

○ Nunca trabalhei com pessoas de outras nacionalidades

No seu quotidiano tem contacto com indivíduos de outra nacionalidade?

○ Nunca

○ Poucas vezes

○ Algumas vezes

○ Muitas vezes

○ Constantemente

Como descreveria a sua experiência no que toca a estas relações no seu quotidiano?

○ Muito negativa

○ Negativa

○ Nem positiva nem negativa

○ Positiva

○ Muito positiva

○ Não tenho contacto com indivíduos de outras nacionalidades

Até que ponto se identifica com a sua nacionalidade?

_____ Identifico-me (1 = Nada a 7 = Totalmente)

Já ponderou emigrar por motivos profissionais?

○ Nunca

○ Poucas vezes

○ Algumas vezes

○ Muitas vezes

○ Constantemente

O questionário que acaba de preencher tem como objetivo medir a percepção de outras pessoas baseada na linguagem, em contexto organizacional. Para chegar a esta análise, este estudo contém 3 versões, das quais vocês apenas preencheu uma. A única diferença entre as versões é o sotaque do colaborador a ser avaliado sendo que uma versão está associada a um colaborador com sotaque Português, uma versão associada a um colaborador com sotaque Brasileiro e uma versão associada a um colaborador com um sotaque Britânico. Neste sentido, a análise de dados será feita através da comparação entre respostas dadas às três versões. Com este estudo pretende-se perceber se existem diferenças na percepção de competência, em contexto laboral, entre pessoas que falam português de Portugal e pessoas

que falam português com sotaque estrangeiro. Ou seja, pretende-se perceber se a linguagem está ligada à percepção de competência, alterando de forma positiva ou negativa dita percepção.Muito obrigado pela sua participação.De forma a concluir este questionário, deverá carregar nas setas no fundo da página à direita.

C – Recording Script for the main study

"Boa tarde,

Este foi um projeto desafiante no que toca à conceptualização da identidade do website que nos foi pedido. Conseguimos, de modo geral, atingir todos os objetivos pretendidos, em termos de funcionalidades. Contudo, tendo em conta a pesquisa efetuada, o design do cliente não era viável, tal como indicavam os consumidores entrevistados para o estudo. O cliente desejava algo moderno mas os consumidores associam o aspeto rústico à marca Antique Chic. Neste sentido, de modo a que os objetivos do cliente fossem cumpridos, não foi construido o site da forma que o cliente pretendia pois teria ido contra a nossa pesquisa e o bem do próprio cliente.

Devido a este trabalho extensivo de pesquisa e aproximação da marca ao design do site, o projeto acabou por ser feito em 5 meses em vez dos 4 inicialmente pretendidos.

Muito obrigado, bom trabalho."