Sounding Different, but Still Equal?

Assessing Discrimination against "Audible Minority" Experts in Urban and non-Urban Settings in Quebec and Ontario

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The Context

- Several documented obstacles to migrant inclusion
  - Foreign sounding names make it harder to get a job
  - Visible minority status also affect perceptions
- What about "auditory cues", what about accent bias?

- Our question:
  - How do **visual** and **auditory** cues interact to affect how people view immigrants?
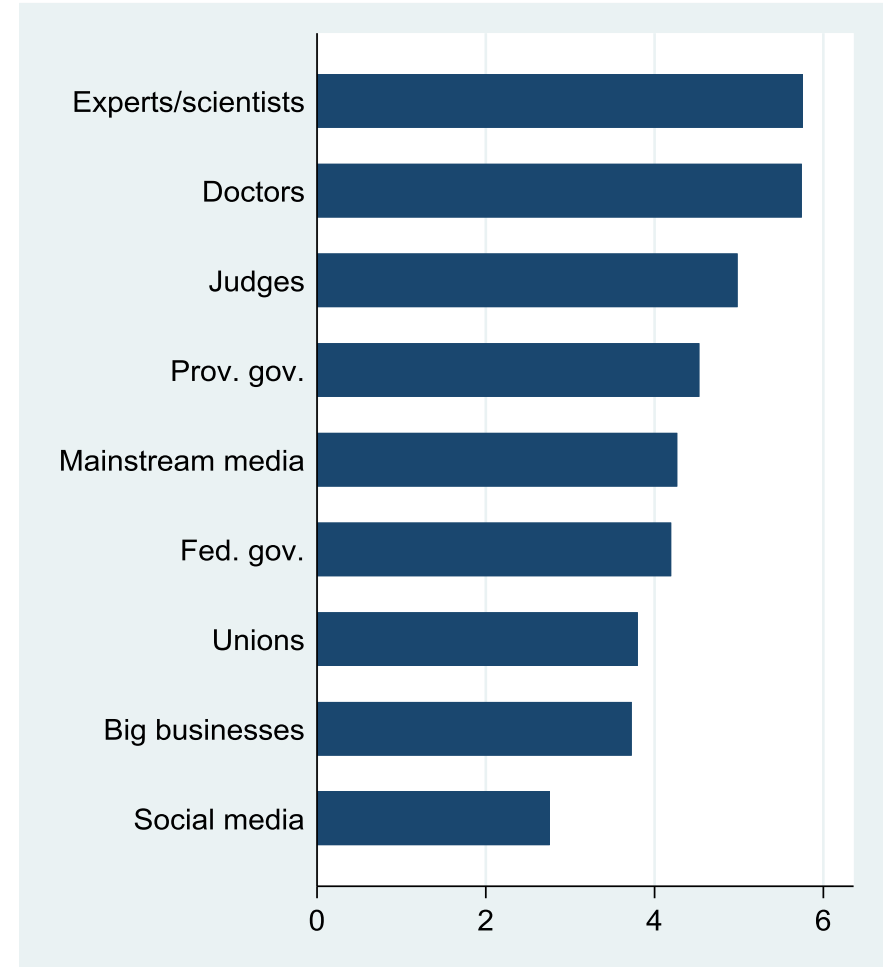
The Process of Categorization

Information

Visual cues

Auditory cues

Categorization

Core beliefs

Attitudes towards individual
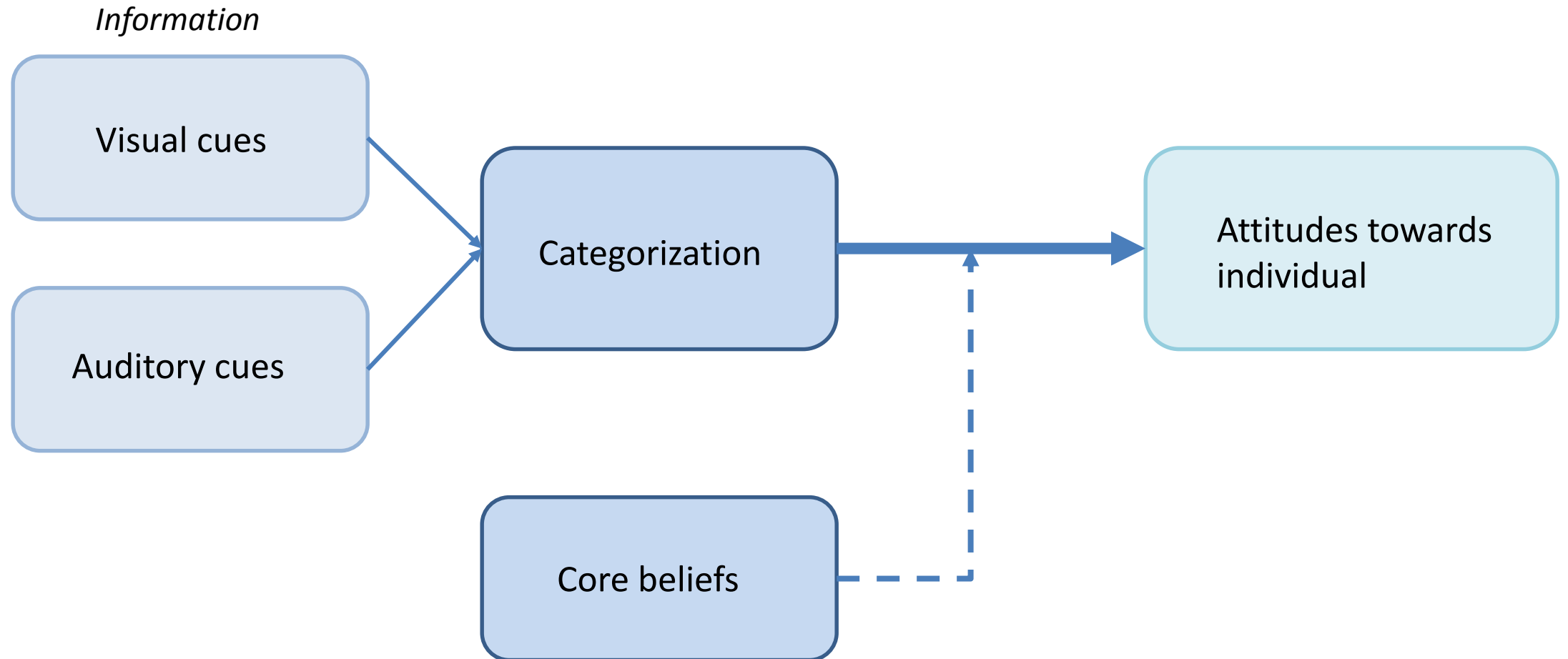
Research question and rationale

- Do ethnic cues influence our perceptions of expert credibility?

- What core beliefs?
  - Conception of the boundaries of identity
    - Ontario vs. Quebec

In general, how much would you say you trust …?

The Survey

- Web survey fielded in June 2021
- 2200 respondents: white, born in Canada, Eng/Fr first language
  - 1200 from Ontario (40% GTA, 60% rest of province)
  - 1200 from Quebec (40% GM, 60% rest of province)

- One experiment:
  varying accent/color for a climate change expert
- Several sets of DV:
  Expert/message credibility, support for measures, and recall

Climate Change Expert

*The solution to meet Canada's climate targets is simple: **increase taxes on carbon-based fuels**.*

*Right now, the Canadian economy is still too dependent on fossil fuels. We're talking about 85% of greenhouse gas emissions that come from the energy sector, that's **600 megatonnes** a year just for one sector.*

*The **World Bank**, the **OECD** and the **IMF**, even the **UN** secretary-general, all the international bodies agree: To curb these emissions and phase out fossil fuels, we need a strong economic deterrent, and that comes from putting a price on carbon. The carbon tax is the easiest way: you put a tax rate on emissions or on the carbon content of fossil fuels. It's the simplest method, that's the advantage of a tax.*

Experimental design

"How can we meet Canada's climate goals?"

Interview excerpt with
Dr. Barda,
Professor of Public Policy

"How can we meet Canada's climate goals?"

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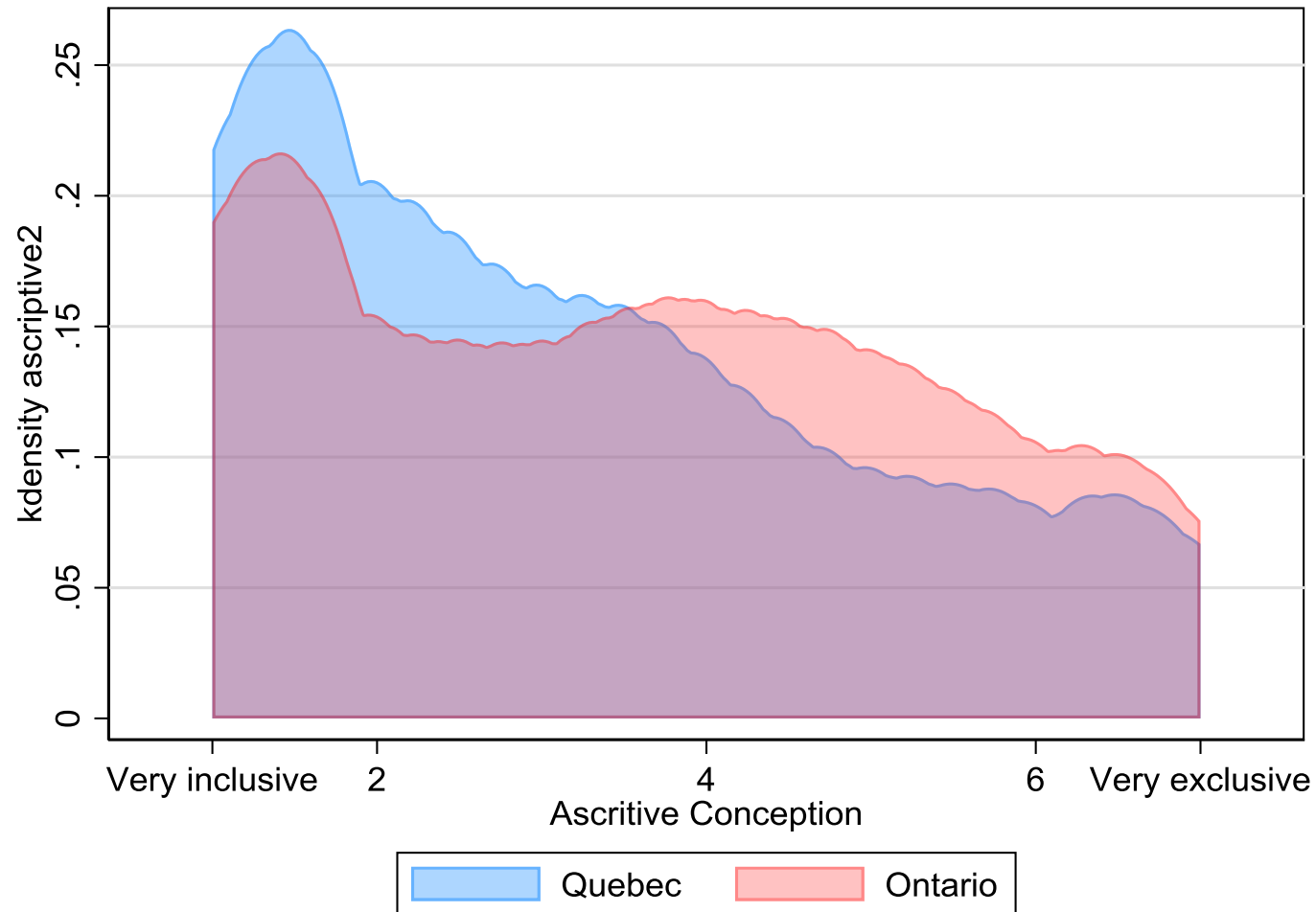| Mainstream accent	Mainstream accent
600 respondents (300 + 300)	600 respondents (300 + 300)
Armenian accent	Togolese accent
600 respondents (300 + 300)	600 respondents (300 + 300)

Expert Credibility Results
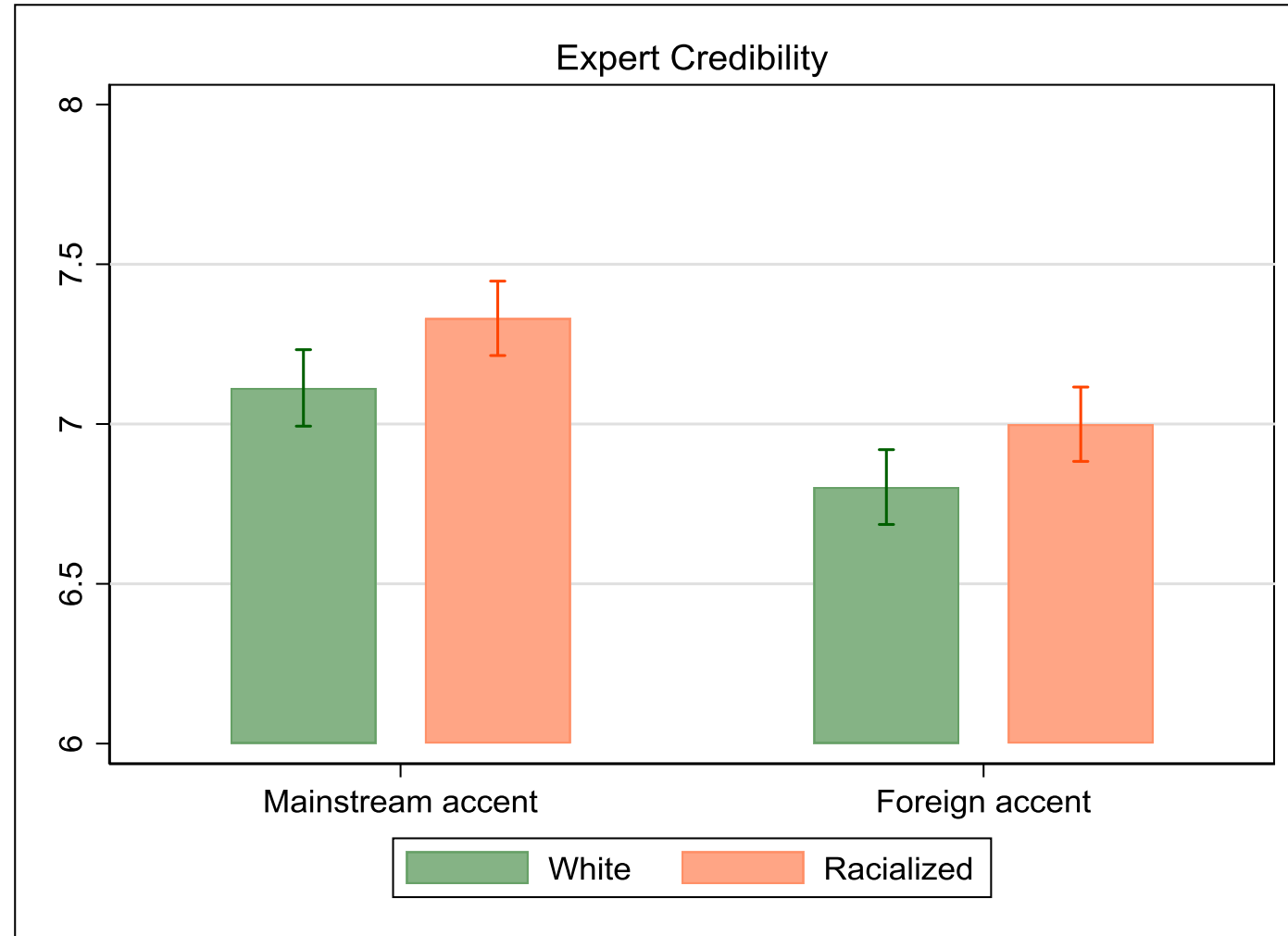
What about core beliefs? (conception of identity)

Example of completely ascriptive (rigid):
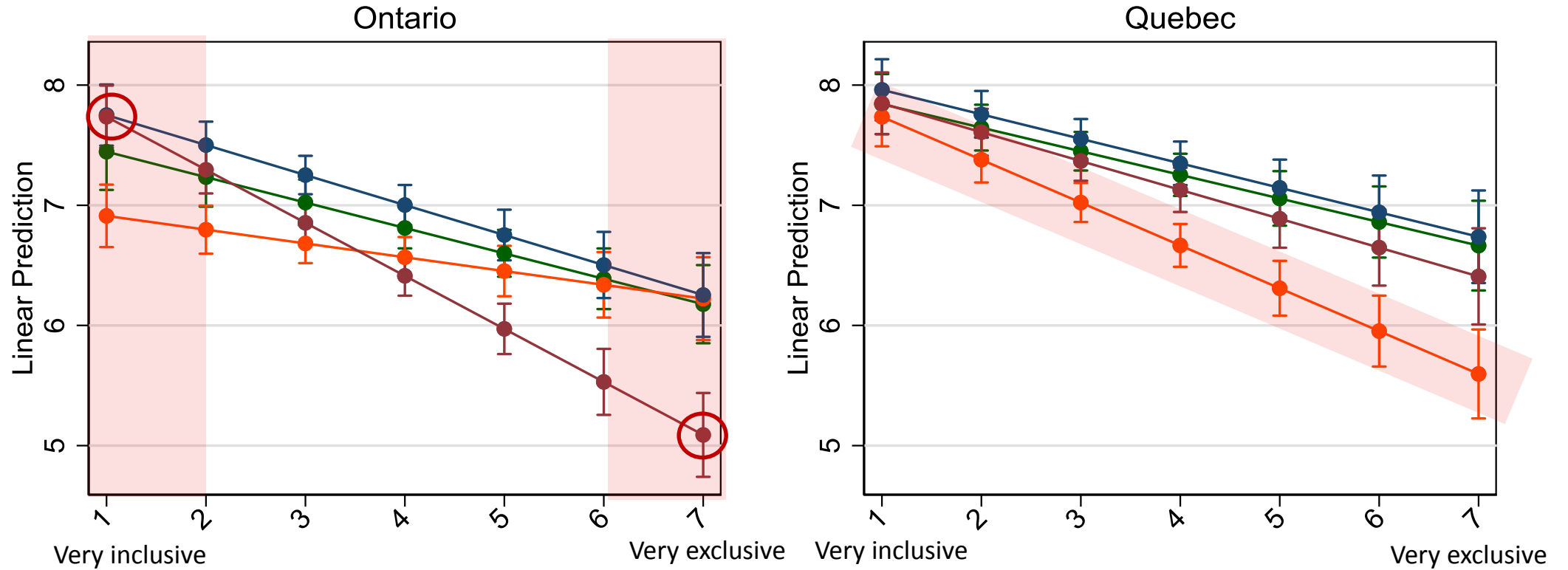*"Only those born in Canada are real Canadians".*

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Example of completely ascritive (rigid):
"Only those born in Canada are real Canadians".
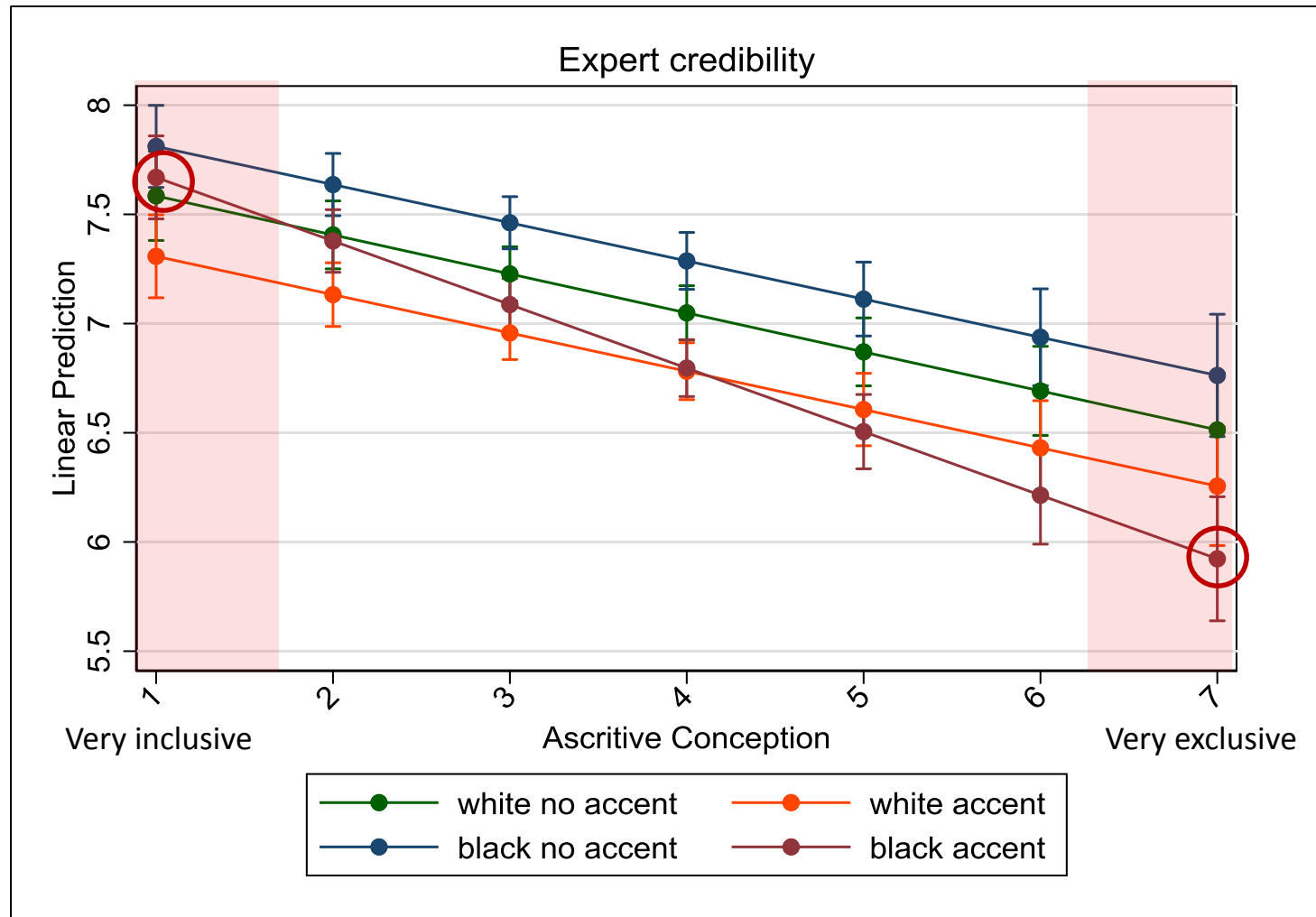
By province

Conclusions

- Accents affect perceptions of credibility

- This is conditioned by conception of identity and **region**
  - **Ontario:** Racialized experts with foreign accents are the most penalized
  - **Quebec:** White experts with foreign accents are the most penalized

- How does this fit with our understanding of multiculturalism?