Japanese gender language:

Perception of norm breaking speech styles

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Abstract

This thesis will examine the topic of gendered language in Japanese and the elements that contribute to making “feminine” and “masculine” speech what they are. This thesis will further try to distinguish the differences that can be found in women’s and men’s speech. The purpose of this thesis is to find out what perceptions exist of men and women who choose to either break or follow what are considered to be gender speech norms, as well as getting a greater understanding of how Japanese women and men view these gender breaking norms. By asking native Japanese speakers to evaluate different characters who use masculine and feminine speech styles, this study aims for a greater understanding of how norm-breaking speech styles are perceived. The results from this survey show that native Japanese speakers’ perception of women and men are different depending on what speech styles are used. The results also show that women are mostly perceived neutrally regardless of what speech style they use, while the perception of men tends to change depending on which speech style is used.

Keywords: Japanese, sociolinguistics, gender language, women’s speech, men’s speech, person pronoun, sentence-final particles
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# Table of Contents

Conventions and abbreviations v

List of Figures vi

List of Tables vii

1 Introduction 1
   1.1 Purpose .................................................. 1
   1.2 Disposition ............................................. 2

2 Previous research 3
   2.1 Gender language ......................................... 3
   2.2 Gender differences at a young age ..................... 4
   2.3 Politeness and honorifics ............................... 5
   2.4 Phonetic features ..................................... 6
   2.5 Person pronouns ........................................ 6
      2.5.1 First-person pronouns ............................... 7
      2.5.2 Second-person pronouns ............................ 9
   2.6 Sentence-final particles .............................. 11
      2.6.1 Masculine sentence-final particles ............... 11
      2.6.2 Feminine sentence-final particles ................. 14

3 The present study 18
   3.1 Methodology ........................................... 18
      3.1.1 Stimuli ............................................... 18
      3.1.2 Informants ........................................... 21
   3.2 Results .................................................. 22
      3.2.1 Dialogue 1 - Satoshi - Male/Male .................... 22
      3.2.2 Dialogue 2 - Tarō - Male/Female .................... 26
Conventions and abbreviations

Glossing

The Leipzig glossing rules will be used in this thesis when presenting Japanese sentences.

Romanization

This thesis adopts the modified Hepburn system for romanizing Japanese, and it will be used for all Japanese except for established words or names.

Abbreviations

<table>
<thead>
<tr>
<th>COP</th>
<th>Copula</th>
<th>SFP</th>
<th>Sentence-final particle</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL</td>
<td>Polite</td>
<td>TOP</td>
<td>Topic marker</td>
</tr>
</tbody>
</table>
List of Figures

Figure 1  Satoshi’s influencers when growing up .................................. 24
Figure 2  Naturalness of Satoshi’s speech style ................................. 25
Figure 3  Informants’ perception of Satoshi’s sexual orientation .......... 25
Figure 4  Tarō’s influencers when growing up .................................... 28
Figure 5  Naturalness of Tarō’s speech style ...................................... 29
Figure 6  Informants’ perception of Tarō’s sexual orientation ............. 30
Figure 7  Ken’s influencers when growing up .................................... 32
Figure 8  Naturalness of Ken’s speech style ........................................ 33
Figure 9  Informants’ perception of Ken’s sexual orientation .......... 34
Figure 10 Ryūsuke’s influencers when growing up ............................ 36
Figure 11 Naturalness of Ryūsuke’s speech style ............................. 37
Figure 12 Informants’ perception of Ryūsuke’s sexual orientation .... 37
Figure 13 Erika’s influencers when growing up ................................ . 40
Figure 14 Naturalness of Erika’s speech style .................................... 41
Figure 15 Informants’ perception of Erika’s sexual orientation .......... 41
Figure 16 Hanako’s influencers when growing up ............................... 44
Figure 17 Naturalness of Hanako’s speech style ................................. 45
Figure 18 Informants’ perception of Hanako’s sexual orientation .... 45
Figure 19 Ayaka’s influencers when growing up ................................ 48
Figure 20 Naturalness of Ayaka’s speech style ................................... 49
Figure 21 Informants’ perception of Ayaka’s sexual orientation ....... 50
Figure 22 Momoko’s influencers when growing up ........................... 52
Figure 23 Naturalness of Momoko’s speech style ............................... 53
Figure 24 Informants’ perception of Momoko’s sexual orientation .... 54
Figure 25 The mean results for Question 1 from every dialogue .......... 55
Figure 26 The mean results for Question 2 from every dialogue .......... 56
Figure 27 The mean results for Question 3 from every dialogue .......... 58
List of Tables

Table 1  
First-person pronoun ‘I’ by gender and level of formality  

Table 2  
Second-person pronoun ‘you’ by gender and level of formality  

Table 3  
Gender and speech style by dialogue  

Table 4  
Gender, speech style, and particles used in Dialogue 1  

Table 5  
Results from question 1-6 in dialogue 1  

Table 6  
Gender, speech style, and particles used in Dialogue 2  

Table 7  
Results from question 1-6 in dialogue 2  

Table 8  
Gender, speech style, and particles used in Dialogue 3  

Table 9  
Results from question 1-6 in dialogue 3  

Table 10  
Gender, speech style, and particles used in Dialogue 4  

Table 11  
Results from question 1-6 in dialogue 4  

Table 12  
Gender, speech style, and particles used in Dialogue 5  

Table 13  
Results from question 1-6 in dialogue 5  

Table 14  
Gender, speech style, and particles used in Dialogue 6  

Table 15  
Results from question 1-6 in dialogue 6  

Table 16  
Gender, speech style, and particles used in Dialogue 7  

Table 17  
Results from question 1-6 in dialogue 7  

Table 18  
Gender, speech style, and particles used in Dialogue 8  

Table 19  
Results from question 1-6 in dialogue 8  

Table 20  
Perceived sexual orientation from a majority of informants  

vii
1 Introduction

Gender language is a highly investigated topic when it comes to Japanese sociolinguistics, yet it is still a topic that interests many. According to Abe (1995:651), homosexual male entertainers who use a feminine speech style can often be seen on Japanese television, while homosexual women who use a masculine speech style have yet to appear. However, what distinguishes men’s speech from women’s speech? While women’s speech is considered to be soft and polite, men’s speech is said to be strong and vulgar. There are many elements to what makes men’s speech masculine, and what make women’s speech feminine. Some of the elements that make men’s speech masculine, and women’s speech feminine, are honorifics, phonological features, person pronouns, and sentence-final particles. All these elements contain “masculinity” and “femininity”, and will be discussed further in this thesis.

The goal for this thesis is to explore some of these elements and to find out how women and men who choose to break the gender-speech norms are perceived, and if they are perceived differently from each other, and from those who choose to follow the gender norms.

1.1 Purpose

The purpose of this thesis is to find out what perceptions exist of men and women who choose to either break or follow the considered gender speech norms, as well as to get a greater understanding of how Japanese women and men perceive people who use norm breaking speech styles.

For this study, a survey was sent out to native Japanese speakers who had to evaluate male and female characters in different dialogues. These characters use gender-based sentence-final particles and phonological reductions that are considered to be either feminine or masculine. The informants had to answer various questions about the characters, (e.g. concerning politeness, naturalness of speech, and sexual
orientation) to try to get a greater understanding of how norm-breaking speech styles are perceived.

1.2 Disposition

In chapter 2, previous research that is necessary in order to understand the results and discussion, will be presented. In section 2.1, a short introduction to gender language is presented, followed by section 2.2, which presents research related to how gender differences can be found in a child’s earlier years. In section 2.3, different honorific and polite expressions that can be found in men’s and women’s speech will be explained. Section 2.4 will cover and explain different phonological elements in men’s and women’s speech. Section 2.5 will start with a short introduction to person pronouns, with 2.5.1 which will cover first-person pronouns, and 2.5.2 which will cover second-person pronouns. Section 2.6 begins with a short introduction to sentence-final particles, with 2.6.1 covering sentence-final particles that are used in men’s speech, and 2.6.2 covering feminine sentence-final particles.

In chapter 3, an overview of the research conducted in this thesis will be presented. In section 3.1, the methodology, stimuli, and information on the informants will be presented in detail. In section 3.2, the results from each dialogue that was used in the survey will be presented in detail. In section 3.3, discussions of every question in the survey will be presented.

In chapter 4, a conclusion drawn from the conducted research in this thesis will be presented, followed by references and an appendix containing all survey stimuli.
2 Previous research

When it comes to Japanese sociolinguistics, the topic of Japanese gender language is not new, and a lot of research has been carried out on this topic. In this chapter previous research that has been conducted on this topic will be presented, as well as the different elements that distinguish men’s and women’s speech.

2.1 Gender language

Gender language is something that can be seen in Japanese literature tracing back centuries, even as early as the Heian period (794-1182 A.D.) (see Loveday 1986:299; Shibatani 1990; Abe 1995:651). It was during this time period (early Heian period) that the writing system was established.

According to Shibatani (1990:120), the Japanese writing system was developed by taking both semantic and phonetic components from Chinese characters. The Japanese also developed two syllabaries during this period, alongside the original Chinese characters. The *katakana* system is developed from the abbreviation of Chinese characters, while *hiragana* is the result from the cursive writing characters. It was also during this time period that women were restricted to only write literature using the syllabic system, and they were discouraged from learning the Chinese character system, which was the men’s area of expertise when it came to learning and writing.

Today, both women and men use kanji when writing, but one can still see slight differences when it comes to women and men expressing themselves, both in text and speech form. Some of these differences that will further be discussed in this thesis are the phonological features, sentence-final particles, honorifics as well as person pronouns.

Okamoto & Shibamoto-Smith (2016:203) state that the Japanese language is
often seen as an exceptional language when it comes to gender-differentiated forms, especially when it comes to women’s speech and its usage. Okamoto & Shibamoto-Smith also point out that in relation to men’s speech, women’s speech has been more frequently remarked and critiqued, both historically, and in the modern era. However, Okamoto & Shibamoto-Smith also state that it should be noted that men’s speech has some normative expectations. It can also be noted that Japanese men’s language is a considerably less studied subject compared to women’s language.

2.2 Gender differences at a young age

According to Nakamura (2001:16), compared to Western countries, gender roles are considered to be more defined in Japanese society. These gender differences can already be seen at an early age. Nakamura (2001:17) states that the expectations and treatment towards young boys and girls are different from each other. According to Peak (1991, cited in Nakamura 2001:17), young boys are hoped to gain cheerful, healthy, and strong personalities by their mothers, while these traits are not considered to be as attractive traits for girls, as they are for boys. Nakamura (2001:17) also points out that although the treatment between young boys and girls are said to be equal by the Japanese preschool system, reports have often shown the opposite. While boys are allowed to fight in classrooms, girls are encouraged to interfere and take care of the younger children in the group.

The issue of expectations between boys and girls, and the gender difference exposed in early childhood is also discussed by Peng (1981, cited in Abe 1995:651). Peng points out that there is evidence that at kindergarten, girls who use speech that is considered to be boyish tend to be corrected by the teachers more frequently than boys using a language that is considered to be girlish. Nakamura (2001:18) points out that early studies have shown that children as young as 3 years old can already make some distinctions in gendered language and use what is considered to be appropriate speech. For example, they can use gender appropriate person
pronouns and sentence-final particles, as well as phonological reductions and use higher or lower pitch voice.

2.3 Politeness and honorifics

Honorifics are an important part of the Japanese language. By using honorifics, you show respect and politeness towards a person, and they are essential in Japanese polite expressions. Honorifics are also important for Japanese gender language, especially women’s language. Honorifics are considered to be a characteristic trait in Japanese women’s language, as women tend to use honorifics more frequently than men (see Shibatani 1990; Ide & Yoshida 2001; Okamoto 2013).

Shibatani (1990:374) says that the reason why women reach a higher politeness level compared to men, is that women use more polite language when describing the same situation. Women also tend to use the so called beautification prefix o-. The prefix o- is related to the honorific o-/go- that is used in subject and object honorification, and the honorification that occurs when referring to an object that belongs to a person you show respect towards (e.g. sensei no o-bōshi ‘teacher’s hat’).

Shibatani also points out that although the beautification prefix is somewhat related to the honorification o-/go-, in many cases, the beautification o- should be separated from the honorification o-/go-. Since the beautification o- is attached to objects that belongs to the speaker, e.g. watakushi no o-saifu ‘my purse’, it does not actually need the honorification. The beautification o- is only used to make the speech more beautiful.

However, the beautification prefix o- and the honorification o-/go- is not the only way to show politeness in speech. Another way of showing politeness and respect towards a person is by using pronouns. This will be discussed further in section 2.5. Furthermore, there are phonological reductions that also have a strong connection to polite language and gender speech. These will be discussed in the following section.
2.4 Phonetic features

Phonetic features also play part when it comes to women’s language. Women, compared to men, use a higher pitch when speaking. However, Ide & Yoshida (2001:462) point out that although the physiological differences do play a part, they are not the only reason why women use a higher pitched voice.

Ohara (1997, cited by Ide & Yoshida 2001:462) did an experiment on women’s and men’s pitch in both Japanese and English. The test result in that experiment showed that women use a higher pitch when speaking and reading in Japanese than in English, while men’s pitch did not significantly change between those two languages. Ohara later continued with the experiment, using recorded greetings which had been altered into different pitches. When asking people about their opinions on each altered recording, the result showed that the higher pitch was thought of as cute, kind, and showed politeness. The lower pitch was thought of as being strong, selfish, and stubborn. Ohara goes on to say that a higher pitched voice shows the high valued characteristics in the Japanese society.

In casual speech, another change that occurs is the vowel reduction in men’s speech. The vowels ai, ae, and oi come together as ee. For example, the word takai ‘high’ becomes také in men’s casual speech as well as sugoi ‘great’ becomes sugé (see Shibatani 1990; Ide & Yoshida 2001). According to Ide & Yoshida (2001:472), these reduction forms are considered to be unfeminine, and are also considered to be of vulgar expressions. These expressions show a lower level of politeness, and thus are used in informal speech.

2.5 Person pronouns

Another element that is related to honorifics and politeness, is how one refers to a person. According to Ide (1982:358), there are three categories of how to refer to a person in Japanese. They are categorized as: names attached with honorific
suffixes (e.g. Tarō-kun, Yamada-san), names attached with professional rank (e.g. Yamashita-shachō (lit. ‘Yamashita-president’)), and person pronouns (e.g. watashi ‘I’). In this section person pronouns and their connection to gender language will be discussed.

According to Shibatani (1990:371), the person pronouns that are used in Japanese are different in kind from those used in European languages. Shibatani (1990:372) points out that the use of pronouns is extremely limited in Japanese. This is due to pronouns being controlled by the honorific system. Shibatani explains that in a conversation between a person of higher status and a person of lower status, the person of lower status should use formal speech, even if the person of higher status uses informal speech. This includes the correct formal usage of the three categories of person pronouns; first-person pronouns, second-person pronouns, and third-person pronouns. However, when it comes to gender language, the categories that show differences in men’s and women’s speech are the first-person pronouns and second-person pronouns. First-person pronouns and second-person pronouns are not only controlled by the honorific politeness level, but first-person pronouns and second-person pronouns are both controlled by the sex of the speaker as well. First-person and second-person pronouns are generally characterized as one of the differences between men’s and women’s speech. These two categories of person pronouns will be discussed further in the following sections.

### 2.5.1 First-person pronouns

As mentioned earlier, first-person pronouns are characterized as one of the differences between men’s and women’s speech, and are controlled by the sex of the speaker. The pronouns can therefore be categorized as being ‘masculine’ or ‘feminine’. When it comes to Japanese women’s and men’s speech, the topic of person pronouns is well-studied, and therefore one can easily find what the most commonly used first-person pronouns are, and which pronouns are used by which gender. We can also
get an understanding of which masculine pronouns correspond to which feminine pronouns by level of formality and politeness. By looking at what has previously been researched, we can see which masculine and feminine first-person pronouns correspond to one another, together with their level of politeness (see Ide 1982:358-359; Shibatani 1990; Abe 1995:662; Ide & Yoshida 2001:471). These are illustrated in Table 1.

Table 1: First-person pronoun 'I' by gender and level of formality

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Plain</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Masculine</strong></td>
<td>Watakushi</td>
<td>Watashi</td>
<td>Boku</td>
</tr>
<tr>
<td><strong>Pronouns</strong></td>
<td></td>
<td></td>
<td>Ore, Washi</td>
</tr>
<tr>
<td><strong>Feminine</strong></td>
<td>Watakushi</td>
<td>Atakushi</td>
<td>Watashi, Atashi</td>
</tr>
<tr>
<td><strong>Pronouns</strong></td>
<td></td>
<td></td>
<td>None</td>
</tr>
</tbody>
</table>

By looking at this table, one can notice that both watakushi and watashi exist in both men’s speech and women’s speech. However, when it comes to watashi, one can see that this pronoun has a higher level of formality in men’s speech, compared to watashi in women’s speech. The feminine pronoun watashi has the same level of formality as the masculine pronoun boku.

Ide (1982:380) points out that when it comes to men’s speech between a person of higher social status and a person of lower status, the person of lower status should use speech that shows respect towards the person of higher status. If a man of higher status uses the more informal pronoun boku, the person of lower status should use the more polite pronoun watashi, thus making the pronoun watashi in men’s speech more polite than boku (this is also similarly explained in Shibatani 1990).

However, according to Ide (1982:380), the thing that reflects the politeness in women’s speech is the more frequent use of polite form. Ide points out that this can be seen by comparing the masculine pronoun watashi to the feminine pronoun watashi. Ide continues that the pronoun watashi is considered to be of plain form...
in women’s speech, but is considered to be polite in men’s speech. However, Ide states that the pronoun *watashi* in women’s speech is not less polite than *watashi* in men’s speech, and that women who use the plain form pronoun *watashi* should be considered to be more polite compared to men who use the plain form pronoun *boku*.

However, according to Ide & Yoshida (2001:470), men tend to use *watashi* more frequently than *watakushi* in formal speech, while women tend to use *watakushi* more frequently than *watashi* in formal speech, since *watashi* is considered to be less formal in women’s speech. However, in informal speech, *watashi* is the most frequently used first-person pronoun for women.

What can also be noticed by looking at Table 1 is that *atakushi* and *atashi* are restricted to women only, while *boku*, *ore*, and *washi* are used only by men. However, while *boku* is considered to be a masculine first-person pronoun, Abe (1995:662) points out that *boku* has started to be more used by young women as well. When it comes to *ore* and *washi*, women’s speech lacks such pronouns that are equal to these forms. Furthermore, *ore* is considered to be a vulgar expression, which is not normally used in women’s speech (see Ide 1982:381).

### 2.5.2 Second-person pronouns

Just like first-person pronouns, second-person pronouns are also controlled by the sex of the speaker, as well as controlled by the honorific system. Again, by looking at what has previously been researched, we can see which masculine and feminine second-person pronouns correspond to one another, together with their level of politeness (see Ide 1982:359; Loveday 1986:301; Shibatani 1990; Abe 1995:651; Ide & Yoshida 2001:471). These are illustrated in Table 2. What can be noticed by looking at this table is that there are only two pronouns that are considered to be feminine, while in men’s speech we can see four second-person pronouns. *Anata* is considered to be the more formal version in both men’s and women’s speech.
As previously mentioned, just as first-person pronouns, second-person pronouns are also controlled by the honorific system. However, one should be extra careful when it comes to second-person pronouns. Although *anata* is considered to be of polite form, according to Shibatani (1990:372), none of the second-person pronouns are considered polite when addressing someone of higher status. Instead of using *anata* to your superior, the use of second-person pronouns should be avoided altogether. Shibatani further explains that the other forms can only be used towards a person of equal social or lower social status, and never towards a person of higher status.

When it comes to the pronoun *kimi*, Abe (1995:651) points out that this second-person pronoun is considered to be too masculine to be used by women. Abe continues to point out that a reason as to why has not been explained clearly, but has nevertheless become an accepted argument among women. However, Loveday (1986:301) does mention that women sometimes use *kimi*. Although, Loveday also points out that women only do so when speaking with a person of equal or lower status. Loveday continues to say that men might use the pronoun *kimi* towards strangers. *Omae* and *kisama* are considered to be more impolite, and are restricted to men only. Since one must think about the relation towards the person you want to address, as well as the social status of the addressee, one can instead of using second-person pronouns use names attached with honorific suffixes or names attached with professional rank.

### Table 2: Second-person pronoun ‘you’ by gender and level of formality

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Plain</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Masculine</strong></td>
<td><em>Anata</em></td>
<td><em>Kimi</em></td>
<td><em>Omae, Kisama</em></td>
</tr>
<tr>
<td><strong>Pronouns</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Feminine</strong></td>
<td><em>Anata</em></td>
<td><em>Anta</em></td>
<td>None</td>
</tr>
<tr>
<td><strong>Pronouns</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

*Table 2: Second-person pronoun ‘you’ by gender and level of formality*
2.6 Sentence-final particles

One topic that should not be forgotten when it comes to Japanese gender language is the topic of sentence-final particles. Sentence-final particles are the particles that are put at the end of a sentence, and are commonly used in less formal speech. Since it has been claimed that women and men use different sentence-final particles, these will be presented in this section.

As already pointed out, sentence-final particles are commonly used in informal speech, and they can somewhat show emotional indications. They can also be used as an indication of what sex the user of the particles is, or show “femininity” or “masculinity” (see McGloin 1991, 1993; Abe 1995; Ide & Yoshida 2001; Sturtz Sreetharan 2004). The sentence-final particles are usually divided into three categories; masculine, feminine, and gender neutral.

According to Inoue (2003:319), the particles wa, wayo, no, noyo, dawa, and kashira have become particles that mark softness, uncertainty, and what is considered more weak compared to masculine sentence-final particles. However, final particles that are considered to be masculine, such as: zo, ze, and sa, show determination or insistence (see McGloin 1991), and are considered to be stronger than the feminine final particles.

These final particles, as well as others, shall be explained further in the next sections.

2.6.1 Masculine sentence-final particles

The sentence-final particles that have become associated with men’s speech are zo, ze, sa, and na. While women’s speech contains softening sentence-final particles, it is generally said that there are no such sentence-final particles in men’s speech. The sentence-final particles zo, ze, and sa have been claimed to be primarily used only by men, and instead of being seen as softening particles, the sentence-final particles that
are used in men’s speech are considered to show strength, self-confidence, assertion, and determination (see Ide 1982; Loveday 1986, McGloin 1991; Ide & Yoshida 2001).

Zo and ze are both described as being particles that strongly accentuate a statement. According to Hasegawa (2015:298), the particle ze with a falling intonation is seen as more forceful compared to ze with a rising intonation. Ze is also seen as less forceful than zo, but they are both still seen as particles that express strong determination and commitment. McGloin (1991:27) compares zo and ze with the following sentences:

(1) *Kore kara isshōkenmei yaru zo.*
now from one’s best do SFP
‘I will do my best from now on. I strongly insist.’

(2) *Kore kara isshōkenmei yaru ze.*
now from one’s best do SFP
‘I will do my best from now on. I insist.’

(3) *Kore kara isshōkenmei yaru sa.*
now from one’s best do SFP
‘I will do my best from now on. That’s the way it goes.’

(McGloin 1991:27)

With these examples, we can see the difference between the forcefulness of the sentence-final particles zo and ze in (1) and (2). Just as zo and ze, another sentence-final particle that is strongly associated with men’s speech, is the sentence-final particle sa. This particle is, similarly to zo and ze, a particle that intensifies the sentence and shows insistence. However, in example (3) we can see that the particle sa lacks the strong determination that is expressed in example (1) and (2). However, this does not mean that sa is less intense than zo or ze. According to Hasegawa
(2015:297), *sa* is a particle that gives off an impression that is very casual and even vulgar when used in speech. And if *sa* is overused in conversation, it can be seen as unsophisticated and annoying.

Another sentence-final particle that is said to only be used by men, is the particle *na*. The particle *na* can have different functions, some of which can also be used by women (information on other functions, see Hasegawa 2015:296). However, the function of the particle *na* that will be discussed here is the masculine alternative to the particle *ne*.

(4) *Ii tenki da na.*

    good weather COP SFP
    ‘It’s a fine day, isn’t it?’

(Hasegawa 2015:296)

In example (4), Hasegawa demonstrates how the masculine *na* takes place where the particle *ne* could also be positioned. This function of *na*, which is shown in example (4) is said to be only used by men.

However, when it comes to sentence-final particles, Loveday (1986:300) points out that the frequent usage of particles by men and women is what makes the particles associated with men’s and women’s speech, rather than the particles themselves being feminine or masculine. Loveday (1986:301) also points out that Japanese men also use forms that are associated with women’s speech in situations where they want to show empathy and gentleness.

Another particle that is mentioned in discussions on men’s speech, is the question particle *kanā*. According to Ide (1982:381-382), the particle *kanā* is constructed from the question particle *ka* and the sentence-final particle *nā*. The particle *nā* is a longer version of the confirmation particle *na*. The question particle *kanā* can be translated as ‘I wonder’. *Kanā* is a gender-neutral particle used in men’s speech, and is the counterpart of the feminine question particle *kashira*.
2.6.2 Feminine sentence-final particles

According to Ide (1982:381), softening expressions are a contributing factor when it comes to politeness in women’s speech. These softening expressions can be found in feminine sentence-final particles. Ide also points out that while the masculine sentence-final particles have a lower level of politeness, a higher level of politeness can be found in women’s speech.

As pointed out in section 2.6.1, sentence-final particles that are primarily used by men are associated with strength, determination, and self-confidence, while feminine associated sentence-final particles are said to both soften, as well as emphasize the content of the expression (see Ide 1982:381; Loveday 1986:300, McGloin 1991; Ide & Yoshida 2001:463).

According to Hasegawa (2015:297), while the sentence-final particle wa is rarely used by women any more, it is still a particle that is strongly associated with feminine speech. While the masculine sentence-final particles zo, ze, and sa show insistence, wa is said to soften the speech and to show emotional empathy towards the addressee (see McGloin 1986:8, Ide & Yoshida 2001:463).

While previous studies claim that wa is a feminine particle and is said to be used only in feminine speech, there are studies that claim that wa is not only used by women. According to McGloin (1986:8), men sometimes use the particle wa with a falling intonation, while wa with a rising intonation is only used by women. Ide (1982:381) says that if pronouncing the particle wa with a rising intonation, the particle will make the expression sound softer and more polite, thus making the particle wa a softening device. However, Hasegawa (2015:297-298) points out that if the particle wa is used together with a politeness form, the sentence-final particle wa can give an old-fashioned feeling.
(5) *Watashi mo issho ni ikimasu wa.*

I also together go. POL SFP

‘I’ll go with you.’

(Hasegawa 2015:298)

The sentence-final particle *wa* can also be used in combination with other particles, for example together with *yo* and *ne* (*wa-yo*, *wa-ne*, *wa-yo-ne*). While the sentence-final particle *wa* is not commonly used in women’s speech, *wa* combined with the particles *yo* and *ne* is still a common occurrence (see McGloin 1986; Hasegawa 2015). According to McGloin (1986:11), the particle *wa* combined with *yo* and *ne* is considered to be feminine. However, when removing the particle *wa* the expressions become masculine. While the feminine particle *wa* shows an emotional emphasis towards the addressee, the masculine particle does not.

(6) a. *Oishii wa ne.*

  tasty SFP

  ‘It’s good, isn’t it!’

b. *Oishii wa yo.*

  tasty SFP

  ‘It’s good, I tell you.’

c. *Oishii wa yo ne.*

  tasty SFP

  ‘It’s good, isn’t it?’

(McGloin 1986:11)

McGloin (1986:11) explains that the three examples shown above are all considered to be feminine. The particle *wa* in these examples is what makes the sentences feminine, even if the particles intonation would be falling.
Another particle that is considered to be feminine, is the sentence-final particle no. According to McGloin (1986:13), no can be used by both men and women when used as a question particle as seen in the following example:

(7) Doko e iku no?
    Where to go SFP
    ‘Where are you going?’

(McGloin 1986:13)

However, while no can be used in both men’s and women’s speech as a question particle, when no is used in a declarative way, the particle no is used only by women. This is illustrated in the following example:

(8) Atashi wa kō omou no.
    I TOP this think SFP
    ‘I think this way.’

(McGloin 1986:14, TOP, this, and SFP added by me)

According to McGloin (1986:13-14), the usage of no in example (8) is more frequently used in women’s speech compared to men’s speech. McGloin also points out that the particle no after polite endings would not be used by men.

Another sentence-final particle that is associated with women’s speech, is the question particle kashira. According to Hasegawa (2015:294), kashira is a particle that is not used by men if they do not want to be identified as female. While this particle is no longer frequently used by women, it is still strongly associated with women’s speech. According to Ide (1982:381), kashira comes from the question particle ka and the word shiranai ‘I don’t know’. The sentence-final particle kashira can be translated as ‘I wonder’, and can be seen in the following example:
(9) Kono hoteru wa eki kara tōi kashira.
this hotel TOP station from far SFP
‘Is this hotel far from the station, I wonder.’

(Hasegawa 2015:295)

Since men do not use the sentence-final particle kashira, they would instead use the gender-neutral question particle kanā. According to Ide (1982:382), kanā has the same meaning as kashira. However, Ide continues that while the feminine question particle kashira has a strong tone of uncertainty, kashira is considered to be less imposing in comparison to the particle kanā.

Another characteristic difference in men’s and women’s speech, is the lack of the copula da in women’s speech. According to McGloin (1986:15), the lack of the copula da can be seen together with other sentence-final particles in women’s speech. In example (10) we can see the differences in men’s and women’s speech, with example (a.) demonstrating the use of copula da, and example (b.) without the copula. According to McGloin (1986:15), the copula da gives the expression of a more forceful and imposing feel. Since these type of expressions are not supposed to be used by women, the use of the copula da is avoided. However, the more polite copula desu is used by both women and men.

(10) a. Kore da yo.
this COP SFP
‘It’s this.’

b. Kore yo.
this SFP
‘It’s this.’

(McGloin 1986:15, glossed by me)
3 The present study

This chapter is an overview of the present study. Firstly, a general overview of the methodology will be presented, followed by an explanation of the stimuli from the survey. Lastly, there will be a detailed description of all results and an in-depth discussion of the informants’ answers to the questions that were used in this survey.

3.1 Methodology

For this study, an online questionnaire was created. The questionnaire was sent out to native Japanese speakers, and answers were collected between 20-27th of April 2018. The questionnaire contained eight dialogues, with ten questions to each dialogue. The questions in the questionnaire were answered through a Likert scale, multiple choice questions, as well as single choice questions. The questionnaire had an approximate completion time of ten minutes. This was tested by one or more native Japanese speakers before being sent out to the informants. All the used dialogues were created by me. However, all dialogues and questions were checked, corrected, or improved by one or more native Japanese speakers. The dialogues and questions will be explained in detail in this section.

3.1.1 Stimuli

In the online questionnaire eight different dialogues were used. The eight dialogues were originally one complete dialogue that was divided into four shorter dialogues. These dialogues were then altered to show masculine and feminine speech in eight unique dialogues.

These eight dialogues were used to evaluate four male characters and four female characters. Two of the male characters used masculine speech towards character B, while the other two male characters used feminine speech towards character B. The
same thing was done for the dialogues with female main characters. Character B always uses a speech style that is representative of their gender. All the characters are presented with names in the questionnaire. These eight dialogues have men and women using different sentence-final particles, the beautification prefix o-, the masculine reduction forms, as well as the lack of copula in women’s speech. These particles and phonological forms that were selected for this survey are what has been described as masculine and feminine in previous research. The dialogues will contain casual speech styles, so that the informants did not have to think about potential higher or lower social statuses of the characters.

In the questionnaire, the eight dialogues had ten questions each, which the infor-
mants were required to answer. The questions in the questionnaire were answered through a Likert scale, multiple choice questions, as well as single choice questions. The questions were the same for each dialogue. Questions 1 through 6 were questions where the informants used a Likert scale to answer. The scale went from one to five, with one representing ‘not at all’, two representing ‘not really’, three ‘neutral’, four ‘a little’, and five representing ‘definitely’. Following are questions 1 through 6 (OO representing the evaluated character):

1. Do you think OO is a polite person?
2. Do you think OO has a strong personality?
3. Do you think OO is an intelligent person?
4. Do you think OO is liked by the same gender?
5. Do you think OO is liked by the opposite gender?
6. Do you think OO has more friends of the opposite gender?

Question 7 was a multiple choice question, where the informants could choose which people the informants thought had influenced the evaluated character when growing up. The option ‘other’ was also included to give the informants a chance to convey an answer that was not one of the alternatives. Question 7, as well as the available answers were:

7. Who do you think influenced OO when growing up?


Question 8 and 9 are questions where the informants used a Likert scale to answer. The scale went from one to five, with one representing ‘not at all’, two representing ‘not really’, three ‘neutral’, four ‘a little’, and five representing ‘definitely’. Question
8 and 9 (with OO representing the evaluated character, and B represents character B in the dialogues) are as follows:

8. Does OO’s language feel natural towards B?

9. If you were person OO, would you use the same language towards B?

Question 10 was a single choice question, where the informants could choose which sexual orientation they thought that character OO has. The option ‘other’ was also included to give the informants a chance to convey an answer that was not one of the alternatives. Question 10, as well as the available answers were:

10. What sexual orientation do you think OO has?

**Answers:** ‘Heterosexual’, ‘homosexual’, ‘bisexual’, ‘don’t know’, or ‘other’.

The questionnaire can be viewed in full in Japanese, together with dialogues and questions, in the appendix.

### 3.1.2 Informants

The survey was answered by 29 informants, of which 17 were men, 11 were women, and one was non-binary. The age of the informants were between 20-49 years old. The mean age of the informants were 22.8 years old. The male informants mean age was 23.6 years old, while women’s mean age was 21.7 years old, and the non-binary’s age was 20 years old. When it comes to occupation, 21 of the informants stated that they were university students, while the remaining 8 informants stated that they were company employees. All of the informants have Japanese as their mother tongue.
3.2 Results

3.2.1 Dialogue 1 - Satoshi - Male/Male

In the first dialogue, we have a short conversation between two men. In this dialogue, the person who will be evaluated is Satoshi (main character). Satoshi invites Daisuke (character B) for a meal after Daisuke mentions that he is hungry. While Daisuke says that he has no money, Satoshi offers to pay for the meal. The particles that are used by Satoshi in this dialogue are the masculine sentence-final particles *ze*, *zo*, as well as the copula *da*.

Table 4: Gender, speech style, and particles used in Dialogue 1

<table>
<thead>
<tr>
<th>Gender of main character</th>
<th>Particles used by main character</th>
<th>Gender of character B</th>
<th>Particles used by character B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male &quot;Satoshi&quot;</td>
<td>Masculine <em>ze</em></td>
<td>Male &quot;Daisuke&quot;</td>
<td>Masculine <em>ee</em></td>
</tr>
<tr>
<td></td>
<td><em>zo</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>copula da</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In the table below, the results from question 1-6 for dialogue 1 will be presented. The table will show the number of informants for each answer, accompanied by the corresponding percentage in brackets.

Table 5: Results from question 1-6 in dialogue 1

<table>
<thead>
<tr>
<th>SATOSHI</th>
<th>Not at all</th>
<th>Not really</th>
<th>Neutral</th>
<th>A little</th>
<th>Definitely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polite</td>
<td>6 (20.7%)</td>
<td><strong>11 (37.9%)</strong></td>
<td>6 (20.7%)</td>
<td>5 (17.2%)</td>
<td>1 (3.4%)</td>
</tr>
<tr>
<td>Strong personality</td>
<td>3 (10.3%)</td>
<td>6 (20.7%)</td>
<td>5 (17.2%)</td>
<td><strong>13 (44.8%)</strong></td>
<td>2 (6.9%)</td>
</tr>
<tr>
<td>Intelligent</td>
<td>5 (17.2%)</td>
<td><strong>15 (51.7%)</strong></td>
<td>7 (24.1%)</td>
<td>1 (3.4%)</td>
<td>1 (3.4%)</td>
</tr>
<tr>
<td>Liked by the same gender</td>
<td>-</td>
<td>4 (13.8%)</td>
<td>7 (24.1%)</td>
<td><strong>11 (37.9%)</strong></td>
<td>7 (24.1%)</td>
</tr>
<tr>
<td>Liked by the opposite gender</td>
<td>3 (10.3%)</td>
<td>3 (10.3%)</td>
<td><strong>12 (41.4%)</strong></td>
<td>9 (31.0%)</td>
<td>2 (6.9%)</td>
</tr>
<tr>
<td>More friends of opposite gender</td>
<td>6 (20.7%)</td>
<td>6 (20.7%)</td>
<td><strong>11 (37.9%)</strong></td>
<td>5 (17.2%)</td>
<td>1 (3.4%)</td>
</tr>
</tbody>
</table>
When asked if the informants thought that Satoshi is a polite person, 37.9% did not really think that he is a polite person, and 20.7% did not think he is polite at all. The same percentage, 20.7%, answered ‘neutral’ to the question, while 17.2% thought that Satoshi is a bit polite. Only 3.4% did fully think that Satoshi is a polite person.

44.8% of the informants thought that Satoshi’s personality is a bit strong, while 20.7% did not really think his personality is strong. 17.2% answered ‘neutral’, while 10.3% thought that his personality is not strong at all. The lowest percentage, 6.9%, thought that Satoshi definitely has a strong personality.

When it comes to intelligence, the highest percentage, 51%, thought that Satoshi is not really intelligent, while 24.1% answered ‘neutral’ to the question. 17.2% of the informants thought that Satoshi is not intelligent at all. The answers ‘a little’ and ‘definitely’ both had 3.4% each.

37.9% thought that Satoshi is a bit liked by the same gender, while the informants answered both ‘neutral’ and ‘definitely’ with 24.1%. 13.8% of the informants thought that Satoshi is not really liked by the same gender, while none of the informants answered ‘not at all’.

However, when it comes to the question if Satoshi is liked by the opposite gender, the highest answer was 41.4% on ‘neutral’, while the second highest percentage, 31.0%, thought that Satoshi is a bit liked by the opposite gender. The answer ‘not at all’ and ‘not really’ both received 10.3% each, and the answer ‘definitely’ received 6.9%.

When the informants were asked if they thought that Satoshi has more friends of the opposite gender, 37.9% of the informants answered ‘neutral’. The answer ‘not at all’ and ‘not really’ both received 20.7% each, while 17.2% of the informants thought that Satoshi might have more friends of the opposite gender. Only 3.4% of the informants thought that Satoshi definitely had more friend of the opposite
gender.

Question 7, ‘who do you think influenced Satoshi when growing up’, was a multiple choice question. The informants could fill out more than one answer, and therefore the total amount will not be 100%. The results from question 7 will be presented in Figure 1.

Figure 1: Satoshi’s influencers when growing up

79.3% of the informants filled out ‘older brother’ as one of the people that influenced Satoshi, while 69% of the informants filled out ‘father’ as one of the influencers. Both ‘mother’ and ‘grandfather’ received 17.2% each, while ‘older sister’ and ‘younger brother’ received 10.3% each. Both ‘grandmother’ and ‘younger sister’ received only 3.4%. The option ‘other’ received 13.8%, where 6.9% gave the answer ‘superior’, and 3.4% gave the answer ‘friend’. The last 3.4% gave ‘famous television figure’ as their answer.
When asked if Satoshi’s language feels natural towards Daisuke, 55.2% of the informants thought that Satoshi’s language was a bit natural, while 13.8% of the informants answered ‘neutral’. The remaining answers ‘not at all’, ‘not really’, and ‘definitely’ all received only 10.3% each. However, when asked if the informants would use the same language if they were Satoshi, 34.5% answered that they would not use it at all. Half of the 34.5% who answered ‘not at all’ were men, and the other half were women. 27.6% of the informants answered ‘neutral’ to the question. 17.2% of the informants would not really use the same language, and 13.8% gave the answer ‘a little’. Only 6.9% would definitely use the same language as Satoshi.

When asked what sexual orientation the informants thought that Satoshi had, the answer that received the highest percentage was ‘heterosexual’ with 55.2%, while
37.9% of the informants answered ‘I don’t know’. The answer ‘homosexual’ and ‘other’ received 3.4% each. The 3.4% that answered ‘other’ commented that they did not know how it is possible to guess or knows someone’s sexual orientation by the way they talk.

3.2.2 Dialogue 2 - Tarō - Male/Female

In the second dialogue, we have a short conversation between a man and a woman. In this dialogue, the person who will be evaluated is Tarō (main character). Tarō asks Natsuki (character B) if there is any specific food she wants to eat. When Natsuki says that she wants to eat rāmen, Tarō answers that he does not like rāmen, and instead tells Natsuki about a good restaurant that serves meat. The particles that are used by Tarō in this dialogue are the reduction form ee, and the masculine sentence-final particle zo.

Table 6: Gender, speech style, and particles used in Dialogue 2

<table>
<thead>
<tr>
<th>Gender of main character</th>
<th>Particles used by main character</th>
<th>Gender of character B</th>
<th>Particles used by character B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male “Tarō”</td>
<td>Masculine ee zo</td>
<td>Female “Natsuki”</td>
<td>Feminine wa</td>
</tr>
</tbody>
</table>

In the table below, the results from question 1-6 for dialogue 2 will be presented. The table will show the number of informants for each answer, accompanied by the corresponding percentage in brackets.
Table 7: Results from question 1-6 in dialogue 2

<table>
<thead>
<tr>
<th>TARŌ</th>
<th>Not at all</th>
<th>Not really</th>
<th>Neutral</th>
<th>A little</th>
<th>Definitely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polite</td>
<td>12 (41.4%)</td>
<td>14 (48.3%)</td>
<td>3 (10.3%)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Strong personality</td>
<td>-</td>
<td>1 (3.4%)</td>
<td>2 (6.9%)</td>
<td>13 (44.8%)</td>
<td>13 (44.8%)</td>
</tr>
<tr>
<td>Intellige</td>
<td>11 (37.9%)</td>
<td>10 (34.5%)</td>
<td>6 (20.7%)</td>
<td>2 (6.9%)</td>
<td>-</td>
</tr>
<tr>
<td>Liked by the same gender</td>
<td>2 (6.9%)</td>
<td>14 (48.3%)</td>
<td>8 (27.6%)</td>
<td>5 (17.2%)</td>
<td>-</td>
</tr>
<tr>
<td>Liked by the opposite gender</td>
<td>9 (31.0%)</td>
<td>12 (41.4%)</td>
<td>7 (24.1%)</td>
<td>-</td>
<td>1 (3.4%)</td>
</tr>
<tr>
<td>More friends of opposite gender</td>
<td>7 (24.1%)</td>
<td>13 (44.8%)</td>
<td>6 (20.7%)</td>
<td>1 (3.4%)</td>
<td>2 (6.9%)</td>
</tr>
</tbody>
</table>

When asked if the informants thought that Tarō is a polite person, 48.3% did not really think that he is a polite person, and 41.4% thought that he is not polite at all. 10.3% answered ‘neutral’ on the question, while there were no informants that answered ‘a little’ or ‘definitely’.

When asked if the informants thought that Tarō’s personality is strong, both ‘a little’ and ‘definitely’ received 44.8% each, while 6.9% answered ‘neutral’. Only 3.4% thought that Tarō’s personality was not really that strong, while none of the informants answered that his personality was not strong at all.

When it comes to intelligence, the highest percentage, 37.9%, thought that Tarō is not intelligent at all, and 34.5% thought that Tarō is not really that intelligent. 20.7% of the informants answered ‘neutral’ to the question, while only 6.9% thought that Tarō is a bit intelligent. None of the informants thought that Tarō is definitely intelligent.

48.3% thought that Tarō is not really liked by the same gender, while 27.6% of the informants answered ‘neutral’ to the question. 17.2% of the informants thought that Tarō is little bit liked by the same gender, while 6.9% thought that Tarō is not at all liked by the same gender. None of the informants answered that Tarō is
definitely liked by the same gender.

When it comes to the question if Tarō is liked by the opposite gender, the answer that received the highest percentage was 41.4% on ‘not really’, and the second highest percentage, 31%, thought that Tarō is not liked at all by the opposite gender. 24.1% of the informants answered ‘neutral’, while only 3.4% of the informants thought that Tarō is definitely liked by the opposite gender. None of the informants answered ‘a little’.

When asked if the informants thought that Tarō has more friends of the opposite gender, 44.8% answered ‘not really’, and 24.1% of the informants answered ‘not at all’ to the question. 20.7% answered ‘neutral’, while 6.9% thought that Tarō definitely has more friends of the opposite gender. Only 3.4% thought that Tarō has a bit more friends of the opposite gender.

*Figure 4: Tarō’s influencers when growing up*

In Figure 4, the results from question 7, ‘who do you think influenced Tarō when growing up’, for dialogue 2 can be seen. 62.1% of the informants filled out ‘father’ as one of the people that influenced Tarō, and 51.7% of the informants filled out ‘older brother’ as one of the influencers. 41.4% filled out ‘mother’ as an influencer, while ‘grandfather’ and ‘older sister’ both received 20.7% each. While ‘grandmother’ received 13.8%, 10.3% filled out ‘younger brother’ as an influencer.
The answer ‘younger sister’ only received 6.9%. The option ‘other’ received 13.8%, where 3.4% gave the answer ‘yakuza’, 3.4% gave the answer ‘friend of the same gender or superior’, 3.4% answered ‘movie actor or new friend’, and the last 3.4% thought that Tarō is ‘slightly selfish and is probably an only child’.

Figure 5: Naturalness of Tarō’s speech style

When asked if Tarō’s language feels natural towards Natsuki, 44.8% of the informants thought that Tarō’s language was not really that natural, and 20.7% of the informants thought that it was not natural at all. 17.2% of the informants answered ‘neutral’ on the question, while 13.8% answered ‘a little’. Only 3.4% thought that Tarō’s language was definitely natural towards Natsuki. When asked if the informants would use the same language if they were Tarō, 79.3% answered that they would not use the same language at all. 15 of the informants who answered ‘not at all’ were men and 8 were women. 17.2% of the informants answered ‘not really’. Only 3.4% answered the question with ‘neutral’, while both ‘a little’ and ‘definitely’ did not receive any answers at all.
When asked what sexual orientation the informants thought that Tarō has, the answer that received the highest percentage was ‘I don’t know’ with 51.7%, while 41.4% of the informants thought that Tarō is heterosexual. The answer ‘homosexual’ and ‘bisexual’ both received 3.4% each. There was no answer on ‘other’.

3.2.3 Dialogue 3 - Ken - Male/Male

In the third dialogue, we have a short conversation between two men. In this dialogue, the person who will be evaluated is Ken (main character). Ken shows his recommended restaurant to Yūsuke (character B). Yūsuke comments about the delicious smell in the restaurant, and Ken suggests that they should sit down. The speech form that Ken uses in this conversation is the feminine speech form with a lack of the copula da, as well as using the feminine question particle kashira.

Table 8: Gender, speech style, and particles used in Dialogue 3

<table>
<thead>
<tr>
<th>Gender of main character</th>
<th>Particles used by main character</th>
<th>Gender of character B</th>
<th>Particles used by character B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male “Ken”</td>
<td>Feminine</td>
<td>Male “Yūsuke”</td>
<td>Masculine</td>
</tr>
<tr>
<td></td>
<td>Lack of copula da, kashira</td>
<td></td>
<td>ee copula da</td>
</tr>
</tbody>
</table>

In the table below, the results from question 1-6 for dialogue 3 will be presented. The table will show the number of informants for each answer, accompanied by the
corresponding percentage in brackets.

Table 9: Results from question 1-6 in dialogue 3

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>Not really</th>
<th>Neutral</th>
<th>A little</th>
<th>Definitely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polite</td>
<td>3 (10.3%)</td>
<td>2 (6.9%)</td>
<td>9 (31.0%)</td>
<td>12 (41.4%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>Strong personality</td>
<td>1 (3.4%)</td>
<td>3 (10.3%)</td>
<td>6 (20.7%)</td>
<td>8 (27.6%)</td>
<td>11 (37.9%)</td>
</tr>
<tr>
<td>Intelligent</td>
<td>3 (10.3%)</td>
<td>2 (6.9%)</td>
<td>15 (51.7%)</td>
<td>6 (20.7%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>Liked by the same gender</td>
<td>1 (3.4%)</td>
<td>7 (24.1%)</td>
<td>8 (27.6%)</td>
<td>10 (34.5%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>Liked by the opposite gender</td>
<td>2 (6.9%)</td>
<td>6 (20.7%)</td>
<td>6 (20.7%)</td>
<td>11 (37.9%)</td>
<td>4 (13.8%)</td>
</tr>
<tr>
<td>More friends of opposite gender</td>
<td>1 (3.4%)</td>
<td>3 (10.3%)</td>
<td>10 (34.5%)</td>
<td>9 (31.0%)</td>
<td>6 (20.7%)</td>
</tr>
</tbody>
</table>

When asked if the informants thought that Ken is a polite person, 41.4% thought that he is a bit polite, while 31% of the informants answered ‘neutral’. 10.3% thought that Ken is definitely polite, but the same amount, 10.3% thought that Ken is not polite at all. Only 6.9% of the informants thought that Ken is not really polite.

37.9% of the informants thought that Ken definitely has a strong personality, and 27.6% answered ‘a little’ to the question. 20.7% of the informants answered ‘neutral’, while 10.3% did not really think that Ken’s personality was strong. Only 3.4% thought that Ken’s personality is not strong at all.

When it comes to intelligence, the highest percentage, 51.7%, answered ‘neutral’ to the question, while 20.7% thought that Ken was a bit intelligent. 10.3% of the informants thought that Ken is definitely intelligent, while the same percentage, 10.3%, thought that Ken is not at all intelligent. The lowest percentage was 6.9%, with the answer ‘not really’.

34.5% of the informants thought that Ken is a bit liked by the same gender, while 27.6% of the informants answered ‘neutral’. 24.1% thought that Ken is not really liked by the same gender, while 10.3% thought that Ken is definitely liked by
the gender. Only 3.4% thought that Ken is not at all liked by the same gender.

When it comes to the question if Ken is liked by the opposite gender, 37.9% thought Ken is a little bit liked by the opposite gender, while both ‘neutral’ and ‘not really’ received 20.7% each. 13.8% thought that Ken is definitely liked by the opposite gender, while only 6.9% thought that Ken is not liked at all by the opposite gender.

When asked if the informants thought that Ken has more friends of the opposite gender, 34.5% of the informants answered ‘neutral’, while 31% thought that Ken has a bit more friends of the opposite gender. 20.7% of the informants thought that Ken definitely has more friends of the opposite gender, while 10.3% answered ‘not really’. Only 3.4% did not at all think that Ken has more friends of the opposite gender.

Figure 7: Ken’s influencers when growing up

In Figure 7, the results from question 7, ‘who do you think influenced Ken when growing up’, for dialogue 3 can be seen. 75.9% of the informants filled out ‘mother’ as one of the people that influenced Ken, and 65.5% of the informants filled out ‘older sister’ as one of the influencer. 31% filled out ‘father’ as an influencer, while ‘grandmother’ received 24.4%. 17.2% filled out ‘younger sister’ as an influencer, while ‘grandfather’ and ‘older brother’ both received 10.3%. Only 6.9% of the in-
formants filled out ‘younger brother’ as one of the influencers. The option ‘other’ received 6.9%, where 3.4% wrote ‘friend’ as the answer, and 3.4% filled out ‘entertainer, performer’ as the answer.

Figure 8: Naturalness of Ken’s speech style

When asked if Ken’s language feels natural towards Yūsuke, 34.5% of the informants thought that Ken’s language was not really natural, and 24.1% thought that it was not natural at all. 17.2% thought Ken’s language was a bit natural, while 13.8% answered ‘neutral’ to the question. Only 10.3% of the informants thought that Ken’s language was definitely natural. However, when asked if they would use the same language towards Yūsuke if they were Ken, 51.7% answered they would not at all use the same language. 10 of the informants that answered ‘not at all’ were men, and 5 of them were women. 27.6% answered that they would not really use the same language. 13.8% of the informants answered ‘neutral’, while only 6.9% would definitely use the same language as Ken. None of the informants answered ‘a little’.
When asked what sexual orientation the informants thought that Ken had, the answer that received the highest percent was ‘homosexual’ with 44.8%, while 31% of the informants did not know his sexual orientation. The answer ‘bisexual’ received 13.8%, while 10.3% of the informants thought that Ken’s sexual orientation is heterosexual. There was no answer on ‘other’.

3.2.4 Dialogue 4 - Ryūsuke - Male/Female

In the fourth dialogue, we have a short conversation between a man and a woman. In this dialogue, the person who will be evaluated is Ryūsuke (main character). When Chihiro (character B) asks Ryūsuke what he will choose from the menu, Ryūsuke has already decided. Chihiro thinks that the meal is expensive, but is reminded by Ryūsuke that he will pay for her meal. The speech form that Ryūsuke uses in this conversation is the feminine speech form, using the sentence-final particles *wa* and *wayo*.

<table>
<thead>
<tr>
<th>Table 10: Gender, speech style, and particles used in Dialogue 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender of main character</strong></td>
</tr>
<tr>
<td>Male “Ryūsuke”</td>
</tr>
</tbody>
</table>

When asked what sexual orientation the informants thought that Ken had, the answer that received the highest percent was ‘homosexual’ with 44.8%, while 31% of the informants did not know his sexual orientation. The answer ‘bisexual’ received 13.8%, while 10.3% of the informants thought that Ken’s sexual orientation is heterosexual. There was no answer on ‘other’.

3.2.4 Dialogue 4 - Ryūsuke - Male/Female

In the fourth dialogue, we have a short conversation between a man and a woman. In this dialogue, the person who will be evaluated is Ryūsuke (main character). When Chihiro (character B) asks Ryūsuke what he will choose from the menu, Ryūsuke has already decided. Chihiro thinks that the meal is expensive, but is reminded by Ryūsuke that he will pay for her meal. The speech form that Ryūsuke uses in this conversation is the feminine speech form, using the sentence-final particles *wa* and *wayo*.

<table>
<thead>
<tr>
<th>Table 10: Gender, speech style, and particles used in Dialogue 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender of main character</strong></td>
</tr>
<tr>
<td>Male “Ryūsuke”</td>
</tr>
</tbody>
</table>

When asked what sexual orientation the informants thought that Ken had, the answer that received the highest percent was ‘homosexual’ with 44.8%, while 31% of the informants did not know his sexual orientation. The answer ‘bisexual’ received 13.8%, while 10.3% of the informants thought that Ken’s sexual orientation is heterosexual. There was no answer on ‘other’.

3.2.4 Dialogue 4 - Ryūsuke - Male/Female

In the fourth dialogue, we have a short conversation between a man and a woman. In this dialogue, the person who will be evaluated is Ryūsuke (main character). When Chihiro (character B) asks Ryūsuke what he will choose from the menu, Ryūsuke has already decided. Chihiro thinks that the meal is expensive, but is reminded by Ryūsuke that he will pay for her meal. The speech form that Ryūsuke uses in this conversation is the feminine speech form, using the sentence-final particles *wa* and *wayo*.

<table>
<thead>
<tr>
<th>Table 10: Gender, speech style, and particles used in Dialogue 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender of main character</strong></td>
</tr>
<tr>
<td>Male “Ryūsuke”</td>
</tr>
</tbody>
</table>

When asked what sexual orientation the informants thought that Ken had, the answer that received the highest percent was ‘homosexual’ with 44.8%, while 31% of the informants did not know his sexual orientation. The answer ‘bisexual’ received 13.8%, while 10.3% of the informants thought that Ken’s sexual orientation is heterosexual. There was no answer on ‘other’.

3.2.4 Dialogue 4 - Ryūsuke - Male/Female

In the fourth dialogue, we have a short conversation between a man and a woman. In this dialogue, the person who will be evaluated is Ryūsuke (main character). When Chihiro (character B) asks Ryūsuke what he will choose from the menu, Ryūsuke has already decided. Chihiro thinks that the meal is expensive, but is reminded by Ryūsuke that he will pay for her meal. The speech form that Ryūsuke uses in this conversation is the feminine speech form, using the sentence-final particles *wa* and *wayo*.

<table>
<thead>
<tr>
<th>Table 10: Gender, speech style, and particles used in Dialogue 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender of main character</strong></td>
</tr>
<tr>
<td>Male “Ryūsuke”</td>
</tr>
</tbody>
</table>
In the table below, the results from question 1-6 for dialogue 4 will be presented. The table will show the number of informants for each answer, accompanied by the corresponding percentage in brackets.

**Table 11: Results from question 1-6 in dialogue 4**

<table>
<thead>
<tr>
<th>RYŪSUKE</th>
<th>Not at all</th>
<th>Not really</th>
<th>Neutral</th>
<th>A little</th>
<th>Definitely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polite</td>
<td></td>
<td>1 (3.4%)</td>
<td>7 (24.1%)</td>
<td>13 (44.8%)</td>
<td>8 (27.6%)</td>
</tr>
<tr>
<td>Strong personality</td>
<td>1 (3.4%)</td>
<td>1 (3.4%)</td>
<td>5 (17.2%)</td>
<td>6 (20.7%)</td>
<td>16 (55.2%)</td>
</tr>
<tr>
<td>Intelligent</td>
<td>2 (6.9%)</td>
<td>2 (6.9%)</td>
<td>15 (51.7%)</td>
<td>8 (27.6%)</td>
<td>2 (6.9%)</td>
</tr>
<tr>
<td>Liked by the same gender</td>
<td>3 (10.3%)</td>
<td>7 (24.1%)</td>
<td>9 (31.0%)</td>
<td>7 (24.1%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>Liked by the opposite gender</td>
<td>-</td>
<td>3 (10.3%)</td>
<td>7 (24.1%)</td>
<td>10 (34.5%)</td>
<td>9 (31.0%)</td>
</tr>
<tr>
<td>More friends of opposite gender</td>
<td>-</td>
<td>3 (10.3%)</td>
<td>6 (20.7%)</td>
<td>9 (31.0%)</td>
<td>11 (37.9%)</td>
</tr>
</tbody>
</table>

When asked if the informants think that Ryūsuke is a polite person, 44.8% thought that he is a bit polite, and 27.6% thought that he is definitely polite. 24.1% answered ‘neutral’ to the question, while only 3.4% thought that Ryūsuke is not really that polite. None of the informants answered ‘not at all’.

55.2% of the informants thought that Ryūsuke definitely has a strong personality, and 20.7% thought that his personality is a bit strong. 17.2% of the informants answered ‘neutral’ to the question, while ‘not at all’ and ‘not really’ both received 3.4%.

When it comes to intelligence, 51.7% answered ‘neutral’ to the question, while 27.6% thought that Ryūsuke was a bit intelligent. The options ‘definitely’, ‘not really’, and ‘not at all’ received the lowest percentage with 6.9%.

When asked if the informants thought that Ryūsuke is liked by the same gender, 31% answered ‘neutral’ to the question. The option ‘not really’ and ‘a little’ both received 24.1% each, while option ‘not at all’ and ‘definitely’ both received 10.3%.
However, when asked if Ryūsuke is liked by the opposite gender, the highest percentage was 34.5% with ‘a little’, and 31% thought that Ryūsuke is definitely liked by the opposite gender. 24.1% answered ‘neutral’, while only 10.3% of the informants thought that Ryūsuke is not really liked by the opposite gender, while none of the informants thought that he is not at all liked by the opposite gender.

When asked if the informants thought that Ryūsuke has more friends of the opposite gender, 37.9% answered ‘definitely’, and 31% thought that he has a bit more friends of the opposite gender. 20.7% answered ‘neutral’ to the question, while 10.3% did not really think he has more friends of the opposite gender. None of the informants answered ‘not at all’.

**Figure 10: Ryūsuke’s influencers when growing up**

In Figure 10, the results from question 7, ‘who do you think influenced Ryūsuke when growing up’, for dialogue 4 can be seen. 82.8% of the informants filled out ‘mother’ as one of the people that influenced Ryūsuke, and 69% filled out ‘older sister’ as one of the influencers. 31% of the informants answered ‘grandmother’ as an influencer, while 20.7% filled out ‘younger sister’. The option ‘father’ received 17.2%, and ‘older brother’ received 10.3%. ‘Grand father’ received 6.9%, while 3.4% filled out ‘younger brother’ as an influencer. The option ‘other’ received 10.3%, where 3.4% gave the answer ‘superior’, 3.4% answered ‘famous TV- and Internet personality’, and the last 3.4% answered ‘did not receive any influences’.
When asked if Ryūsuke’s language feels natural towards Chihiro, 37.9% answered that it did not feel natural at all, and 24.1% answered that it did not really feel natural. 20.7% of the informants answered ‘neutral’ to the question, while 13.8% answered ‘a little’. Only 3.4% thought that Ryūsuke language was definitely natural. When asked if the informants would use the same language towards Chihiro if they were Ryūsuke, 55.2% answered that they would not at all use the same language. 12 of the informants who answered ‘not at all’ were men, while only 4 were women. ‘Not really’ and ‘neutral’ both received 17.2% each. Only 10.3% answered ‘a little’ to the question, while none of the informants answered that they would definitely use the same language.
When asked what sexual orientation the informants thought Ryūsuke has, the answer that received the highest percentage was ‘homosexual’ with 62.1%, while ‘heterosexual’ received 17.2%. 13.8% answered ‘I don’t know’, and 6.9% thought that he is bisexual. There was no answer on ‘other’.

3.2.5 Dialogue 5 - Erika - Female/Female

In this dialogue, we have a short conversation between two women. In this dialogue, the person who will be evaluated is Erika (main character). Erika invites Chihiro (character B) for a meal after Chihiro mentions that she is hungry. While Chihiro says that she has no money, Erika offers to pay for the meal. The speech style that Erika uses in this conversation, is the feminine speech form with a lack of the copula da, as well as using the sentence-final particle wa.

Table 12: Gender, speech style, and particles used in Dialogue 5

<table>
<thead>
<tr>
<th>Gender of main character</th>
<th>Particles used by main character</th>
<th>Gender of character B</th>
<th>Particles used by character B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female “Erika”</td>
<td>Feminine</td>
<td>Lack of copula da, wa</td>
<td>Female “Chihiro”</td>
</tr>
</tbody>
</table>

In the table below, the results from question 1-6 for dialogue 5 will be presented. The table will show the number of informants for each answer, accompanied by the corresponding percentage in brackets.
<table>
<thead>
<tr>
<th>ERIKA</th>
<th>Not at all</th>
<th>Not really</th>
<th>Neutral</th>
<th>A little</th>
<th>Definitely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polite</td>
<td>1 (3.4%)</td>
<td>5 (17.2%)</td>
<td>5 (17.2%)</td>
<td>12 (41.4%)</td>
<td>6 (20.7%)</td>
</tr>
<tr>
<td>Strong personality</td>
<td>4 (13.8%)</td>
<td>5 (17.2%)</td>
<td>9 (31.0%)</td>
<td>10 (34.5%)</td>
<td>1 (3.4%)</td>
</tr>
<tr>
<td>Intelligent</td>
<td>1 (3.4%)</td>
<td>3 (10.3%)</td>
<td>12 (41.4%)</td>
<td>9 (31.0%)</td>
<td>4 (13.8%)</td>
</tr>
<tr>
<td>Liked by the same gender</td>
<td>-</td>
<td>1 (3.4%)</td>
<td>4 (13.8%)</td>
<td>14 (48.3%)</td>
<td>10 (34.5%)</td>
</tr>
<tr>
<td>Liked by the opposite gender</td>
<td>1 (3.4%)</td>
<td>4 (13.8%)</td>
<td>11 (37.9%)</td>
<td>10 (34.5%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>More friends of opposite gender</td>
<td>3 (10.3%)</td>
<td>7 (24.1%)</td>
<td>14 (48.3%)</td>
<td>4 (13.8%)</td>
<td>1 (3.4%)</td>
</tr>
</tbody>
</table>

When asking if the informants thought that Erika is polite person, 41.4% answered ‘a little’, and 20.7% thought that she is definitely a polite person. 17.2% answered ‘neutral’ to the question, while the same percentage, 17.2%, thought that she is not really that polite. Only 3.4% thought that Erika is not at all a polite person.

When asking if the informants thought that Erika’s personality is strong, 34.5% of the informants answered ‘a little’, while 31% answered ‘neutral’ to the question. 17.2% thought that Erika’s personality was not really that strong, and 13.8% thought that her personality was not strong at all. Only 3.4% thought that Erika’s personality was definitely strong.

When it comes to intelligence, 41.4% of the informants answered ‘neutral’ to the question, while 31% thought that Erika is a bit intelligent. 13.8% thought that Erika is definitely intelligent, while 10.3% thought that she is not really that intelligent. 3.4% of the informants thought that Erika is not at all intelligent.

48.3% of the informants thought that Erika is a little bit liked by the same gender, and 34.5% thought that she is definitely liked by the same gender. 13.8% of the informants answered ‘neutral’ to the question, while 3.4% answered ‘not really’.
None of the informants answered ‘not at all’.

When it comes to the question if Erika is liked by the opposite gender, 37.9% of the informants answered ‘neutral’ to the question, and 34.5% answered ‘a little’. 13.8% thought that Erika was not really liked by the opposite gender, while 10.3% thought that she is definitely liked. Only 3.4% thought that Erika was not at all liked by the opposite gender.

When asking the informants if they thought that Erika has more friends of the opposite gender, 48.3% answered ‘neutral’ to the question, while 24.1% answered ‘not really’. 13.8% of the informants answered ‘a little’, while 10.3% thought that Erika did not at all have more friends of the opposite gender. Only 3.4% of the informants thought that Erika definitely has more friends of the opposite gender.

Figure 13: Erika’s influencers when growing up

![Bar chart showing the percentage of informants who chose each option.]

In Figure 13, the results from question 7, ‘who do you think influenced Erika when growing up’, for dialogue 5 can be seen. 62.1% of the informants filled out ‘mother’ as one of the people that influenced Erika, while 55.2% of the informants filled out ‘father’ as one of the influencers. Both ‘older sister’ and ‘older brother’ received 31%, while ‘younger sister’ received 27.6%. Both ‘grandfather’ and ‘younger brother’ received 17.2%, and ‘grandmother’ received 13.8%. The option ‘other’ received 6.9%, where 3.4% gave the answer ‘superior’ as an influencer, while 3.4%
gave ‘TV- and movie actress’ as their answer.

*Figure 14: Naturalness of Erika’s speech style*

When asked if Erika’s language feels natural towards Chihiro, 41.4% answered that it definitely felt natural, and 31% of the informants answered ‘a little’. 13.8% thought that Erika’s language did not feel that natural, while 10.3% answered ‘neutral’ to the question. Only 3.4% answered that Erika’s language did not feel at all natural. When asked if the informants would use the same language towards Chihiro if they were Erika, 31% answered ‘a little’, while 24.1% of the informants answered ‘neutral’ to the question. Both ‘definitely’ and ‘not at all’ received 17.2% each, and 10.3% answered ‘not really’.

*Figure 15: Informants’ perception of Erika’s sexual orientation*
When asked what sexual orientation the informants thought Erika has, the answer that received the highest percentage was ‘heterosexual’ and ‘I don’t know’ with 41.4% each, while 10.3% thought that Erika is homosexual. 6.9% of the informants thought that Erika is bisexual. There was no answer on ‘other’.

### 3.2.6 Dialogue 6 - Hanako - Female/Male

In this dialogue, we have a short conversation between a woman and a man. In this dialogue, the person who will be evaluated is Hanako (main character). Hanako asks Yūsuke (character B) if there is any specific food he wants to eat. When Yūsuke says that he wants to eat rāmen, Hanako answers that she does not like rāmen, and instead tells Yūsuke about a good restaurant that serves meat. The speech style that Hanako uses is feminine speech with a lack of the copula _da_, usage of the beautification _o_-, and the sentence-final particle _noyo_.

**Table 14: Gender, speech style, and particles used in Dialogue 6**

<table>
<thead>
<tr>
<th>Gender of main character</th>
<th>Particles used by main character</th>
<th>Gender of character B</th>
<th>Particles used by character B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female “Hanako”</td>
<td>Feminine</td>
<td>Lack of copula <em>da</em>, beauification <em>o</em>-, <em>noyo</em></td>
<td>Male “Yūsuke”</td>
</tr>
</tbody>
</table>
Table 15: Results from question 1-6 in dialogue 6

<table>
<thead>
<tr>
<th>HANAKO</th>
<th>Not at all</th>
<th>Not really</th>
<th>Neutral</th>
<th>A little</th>
<th>Definitely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polite</td>
<td>5 (17.2%)</td>
<td>6 (20.7%)</td>
<td>8 (27.6%)</td>
<td>7 (24.1%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>Strong personality</td>
<td></td>
<td>3 (10.3%)</td>
<td>13 (44.8%)</td>
<td>10 (34.5%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>Intelligent</td>
<td>4 (13.8%)</td>
<td>6 (20.7%)</td>
<td>10 (34.5%)</td>
<td>6 (20.7%)</td>
<td>3 (10.3%)</td>
</tr>
<tr>
<td>Liked by the same gender</td>
<td>4 (13.8%)</td>
<td>5 (17.2%)</td>
<td>14 (48.3%)</td>
<td>5 (17.2%)</td>
<td>1 (3.4%)</td>
</tr>
<tr>
<td>Liked by the opposite gender</td>
<td>1 (3.4%)</td>
<td>7 (24.1%)</td>
<td>13 (44.8%)</td>
<td>6 (20.7%)</td>
<td>2 (6.9%)</td>
</tr>
<tr>
<td>More friends of opposite gender</td>
<td>1 (3.4%)</td>
<td>3 (10.3%)</td>
<td>16 (55.2%)</td>
<td>8 (27.6%)</td>
<td>1 (3.4%)</td>
</tr>
</tbody>
</table>

When asked if the informants thought that Hanako is a polite person, 27.6% answered ‘neutral’ to the question, while 24.1% thought that she is a bit polite. 20.7% of the informants thought that Hanako is not really that polite, and 17.2% thought that she is not at all polite. Only 10.3% thought that Hanako is definitely a polite person.

When asked if Hanako’s personality is strong, 44.8% of the informants answered ‘neutral’ to the question, while 34.5% answered ‘a little’. Both ‘definitely’ and ‘not really’ received 10.3%, while none of the informants answered ‘not at all’.

When it comes to intelligence, 34.5% of the informants answered ‘neutral’ to the question, while both ‘a little’ and ‘not really’ received 20.7% each. 13.8% of the informants thought that Hanako is not at all intelligent, and only 10.3% thought that she is definitely intelligent.

When asked if the informants thought that Hanako is liked by the same gender, 48.3% of the informants answered ‘neutral’ to the question, while both ‘a little’ and ‘not really’ received 17.2% each. 13.8% thought that Hanako is not at all liked by the same gender, while only 3.4% thought that she is definitely liked by the same gender.
When asked if Hanako is liked by the opposite gender, 44.8% of the informants answered ‘neutral’ to the question, while 24.1% answered ‘not really’. 20.7% thought that Hanako is a bit liked by the opposite gender, and 6.9% thought that she is definitely liked by the opposite gender. Only 3.4% thought that Hanako is not at all liked by the opposite gender.

When asked if the informants thought that Hanako has more friends of the opposite gender, 55.2% answered ‘neutral’ to the question, while 27.6% thought that she has a bit more friends of the opposite gender. 10.3% of the informants answered ‘not really’, while both ‘definitely’ and ‘not at all’ received only 3.4% each.

In Figure 16, the results from question 7, ‘who do you think influenced Hanako when growing up’, for dialogue 6 can be seen. 75.9% of the informants filled out ‘mother’ as one of the people that influenced Hanako, while 51.7% of the informants filled out ‘father’ as one of the influencer. 41.4% of the informants answered ‘older sister’ as an influencer, while 31% answered ‘older brother’ as one of the people that influenced Hanako. 20.7% of the informants filled out ‘grandmother’, while both ‘grandfather’ and ‘younger sister’ received 13.8% each. Only 10.3% filled out ‘younger brother’ as one of the influencers. The option ‘other’ received 3.4%, with the answer ‘friend’ as one of the influencers.
When asked if Hanako’s language feels natural towards Yūsuke, 31% of the informants answered ‘a little’, while both ‘neutral’ and ‘not really’ received 27.6% each. 10.3% of the informants thought that Hanako’s language definitely felt natural, while only 3.4% of the informants thought that it did not feel natural at all. However, when asked if the informants would use the same language towards Yūsuke as Hanako used, 37.9% of the informants would not really use the same language. 9 of the informants who answered ‘not really’ were men, while only one was a women, and one was non-binary. 20.7% of the informants answered ‘a little’ to the question, and 17.2% would not use the same language at all, while 13.8% would definitely use the same language as Hanako used. Only 10.3% answered ‘neutral’ to the question.
When asked what sexual orientation the informants thought Hanako has, the answer that received the highest percentage was ‘heterosexual’ with 58.6%, while 41.4% of the informants answered ‘I don’t know’. None of the informants answered ‘homosexual’, ‘bisexual’, or ‘other’.

3.2.7 Dialogue 7 - Ayaka - Female/Female

In this dialogue, we have a short conversation between two women. In this dialogue, the person who will be evaluated is Ayaka (main character). Ayaka shows a recommended restaurant to Natsuki (character B). While Natsuki comments about the delicious smell in the restaurant, Ayaka suggests that they should sit down. The speech style that Ayaka uses in this conversation is the masculine speech form, with the particles dayo and kanā.

Table 16: Gender, speech style, and particles used in Dialogue 7

<table>
<thead>
<tr>
<th>Gender of main character</th>
<th>Particles used by main character</th>
<th>Gender of character B</th>
<th>Particles used by character B</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Ayaka&quot; Female</td>
<td>Masculine dayo, kanā</td>
<td>&quot;Natsuki&quot; Female</td>
<td>Feminine dawa</td>
</tr>
</tbody>
</table>

In the table below, the results from question 1-6 for dialogue 7 will be presented. The table will show the number of informants for each answer, accompanied by the corresponding percentage in brackets.
When asked if the informants thought that Ayaka is a polite person, 48.3% of the informants answered ‘neutral’ to the question, while 34.5% thought that Ayaka is a little bit polite. Both ‘not at all’ and ‘not really’ received 6.9%, while ‘definitely’ received only 3.4%.

When asked if the informants thought that Ayaka’s personality is strong, 41.4% of the informants answered ‘neutral’ to the question, while 27.6% thought that Ayaka’s personality is not really that strong. 17.2% of the informants thought that Ayaka’s personality is not at all strong, while 10.3% of the informants answered ‘a little’ to the question. Only 3.4% thought that Ayaka’s personality is definitely strong.

When it comes to intelligence, 44.8% of the informants answered ‘neutral’ to the question if Ayaka is an intelligent person, while ‘not really’ and ‘a little’ both received 24.1%. 3.4% of the informants thought that Ayaka is definitely intelligent. The answer ‘not at all’ also received 3.4%.

37.9% answered ‘a little’ to the question of whether Ayaka is liked by the same gender, while 31% answered ‘neutral’ to the question. 20.7% of the informants thought that Ayaka is definitely liked by the same gender, while 10.3% thought that Ayaka is not really that liked by the same gender. None of the informants thought...
that Ayaka is not at all liked by the same gender.

However, when asked if the informants thought that Ayaka is liked by the opposite gender, 37.9% answered ‘neutral’ to the question, while 34.5% answered ‘a little’. 13.8% of the informants thought that Ayaka is not really that much liked by the opposite gender, while 10.3% thought that Ayaka is definitely liked by the opposite gender. Only 3.4% of the informants thought that Ayaka is not at all liked by the opposite gender.

When asked if the informants thought that Ayaka has more friends of the opposite gender, 55.2% of the informants answered ‘neutral’ to the question, while both ‘a little’ and ‘not really’ received 17.2% each. 6.9% of the informants thought that Ayaka does not at all have more friends of the opposite gender, while only 3.4% thought that Ayaka definitely has more friends of the opposite gender.

*Figure 19: Ayaka’s influencers when growing up*

In Figure 19, the results from question 7, ‘who do you think influenced Ayaka when growing up’, for dialogue 7 can be seen. 58.6% of the informants filled out ‘mother’ as one of the people who influenced Ayaka, while ‘father’ and ‘older sister’ both received 41.4% each. 31% of the informants filled out ‘older brother’ as one of the influencers, while 20.7% answered ‘younger sister’ as one of the people that influenced Ayaka. 17.2% of the informants filled out ‘younger brother’ as the answer,
and ‘grandmother’ received 13.8%. Only 6.9% answered ‘grandfather’ as one of the influencers. The option ‘other’ received 3.4%, with the answer ‘close friend or movie actress’.

Figure 20: Naturalness of Ayaka’s speech style

When asked if Ayaka’s language feels natural towards Natsuki, 34.5% thought that it felt definitely natural, while the answers ‘a little’ and ‘neutral’ both received 24.1% each from the informants. 10.3% thought that Ayaka’s language was not really that natural, and only 6.9% thought that it was not at all natural. When asked if the informants would use the same language towards Natsuki as Ayaka used, 27.6% answered that they would definitely use the same language, while 24.1% answered that they would not really use the same language. 20.7% of the informants answered ‘neutral’ to the question, while 17.2% answered ‘a little’. The answer ‘not at all’ received 10.3%.
When asked what sexual orientation the informants thought Ayaka has, the answer that received the highest percentage was ‘I don’t know’ with 51.7%, while ‘heterosexual’ received 37.9%. 6.9% of the informants thought that Ayaka’s sexual orientation is ‘homosexual’, while 3.4% answered ‘bisexual’ to the question. None of the informants answered ‘other’.

3.2.8 Dialogue 8 - Momoko - Female/Male

In this dialogue, we have a short conversation between a woman and a man. In this dialogue, the person that will be evaluated is Momoko (main character). When Daisuke (character B) asks Momoko what she will choose from the menu, Momoko has already decided. Daisuke thinks that the meal is expensive, but is reminded by Momoko that she will pay for his meal. The speech style that Momoko uses in this conversation is the masculine speech form, using the sentence-final particle zo.

Table 18: Gender, speech style, and particles used in Dialogue 8

<table>
<thead>
<tr>
<th>Gender of main character</th>
<th>Particles used by main character</th>
<th>Gender of character B</th>
<th>Particles used by character B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female “Momoko”</td>
<td>Masculine zo</td>
<td>Male “Daisuke”</td>
<td>Masculine ee</td>
</tr>
</tbody>
</table>

In the table below, the results from question 1-6 for dialogue 8 will be presented.
The table will show the number of informants for each answer, accompanied by the corresponding percentage in brackets.

Table 19: Results from question 1-6 in dialogue 8

<table>
<thead>
<tr>
<th>MOMOKO</th>
<th>Not at all</th>
<th>Not really</th>
<th>Neutral</th>
<th>A little</th>
<th>Definitely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polite</td>
<td>5 (17.2%)</td>
<td>7 (24.1%)</td>
<td>12 (41.4%)</td>
<td>4 (13.8%)</td>
<td>1 (3.4%)</td>
</tr>
<tr>
<td>Strong personality</td>
<td>1 (3.4%)</td>
<td>1 (3.4%)</td>
<td>4 (13.8%)</td>
<td>14 (48.3%)</td>
<td>9 (31.0%)</td>
</tr>
<tr>
<td>Intelligent</td>
<td>3 (10.3%)</td>
<td>8 (27.6%)</td>
<td>10 (34.5%)</td>
<td>8 (27.6%)</td>
<td>-</td>
</tr>
<tr>
<td>Liked by the same gender</td>
<td>1 (3.4%)</td>
<td>4 (13.8%)</td>
<td>10 (34.5%)</td>
<td>12 (41.4%)</td>
<td>2 (6.9%)</td>
</tr>
<tr>
<td>Liked by the opposite gender</td>
<td>2 (6.9%)</td>
<td>6 (20.7%)</td>
<td>11 (37.9%)</td>
<td>9 (31.0%)</td>
<td>1 (3.4%)</td>
</tr>
<tr>
<td>More friends of opposite gender</td>
<td>1 (3.4%)</td>
<td>5 (17.2%)</td>
<td>9 (31.0%)</td>
<td>11 (37.9%)</td>
<td>3 (10.3%)</td>
</tr>
</tbody>
</table>

When asked if the informants thought that Momoko is a polite person, 41.4% of the informants answered ‘neutral’ to the question, while 24.1% thought that Momoko is not really that polite. 17.2% thought that Momoko is not at all polite, while 13.8% answered ‘a little’ to the question. Only 3.4% thought that Momoko is definitely a polite person.

When asked if the informants thought that Momoko has a strong personality, 48.3% of the informants answered ‘a little’, and 31% thought that she definitely has a strong personality. 13.8% of the informants answered ‘neutral’ to the question, while both ‘not really’ and ‘not at all’ received 3.4% each.

When it comes to intelligence, 34.5% of the informants answered ‘neutral’ to the question, while ‘not really’ and ‘a little’ received 27.6% each. 10.3% of the informants thought that Momoko is not at all intelligent. None of the informants thought that Momoko is definitely intelligent.

41.4% of the informants thought that Momoko is a little liked by the same gender, while 34.5% of the informants answered ‘neutral’ to the question. 13.8% of the
informants answered ‘not really’ to the question, while 6.9% thought that Momoko is definitely liked by the same gender. Only 3.4% of the informants thought that she is not at all liked by the same gender.

However, when asked if the informants thought that Momoko is liked by the opposite gender, 37.9% of the informants answered ‘neutral’, while 31% answered ‘a little’ to the question. 20.7% of the informants thought that Momoko is not really that much liked by the opposite gender, and 6.9% thought that she is not at all liked by the opposite gender. Only 3.4% thought that Momoko is definitely liked by the opposite gender.

37.9% of the informants thought that Momoko has a bit more friends of the opposite gender, while 31% of the informants answered ‘neutral’ to the question. 17.2% of the informants answered ‘not really’, while 10.3% thought that Momoko definitely has more friends of the opposite gender. Only 3.4% thought that she did not at all have more friends of the opposite gender.

Figure 22: Momoko’s influencers when growing up

In Figure 22, the results from question 7, ‘who do you think influenced Momoko when growing up’, for dialogue 8 can be seen. 79.3% of the informants filled out ‘father’ as one of the people that influenced Momoko, and 62.1% of the informants filled out ‘older brother’ as one of the influencers. 41.4% filled out ‘mother’ as one of
the influencers, while ‘younger brother’ received 31%. 20.7% of the informants filled out ‘grandfather’ as one of the people that influenced Momoko, while ‘older sister’ received 17.2%. The answer ‘grandmother’ received 13.8%, and ‘younger sister’ only received 6.9%. The option ‘other’ received 3.4%, with the answer ‘friend’ as one of the people that influenced Momoko when growing up.

Figure 23: Naturalness of Momoko’s speech style

When asked if Momoko’s language feels natural towards Daisuke, 34.5% thought that it did not really feel that natural, and 24.1% of the informants thought that it did not feel at all natural. 20.7% of the informants answered ‘neutral’ to the question, while 17.2% answered ‘a little’. Only 3.4% of the informants thought that it definitely felt natural. When asked if the informants would use the same language towards Daisuke as Momoko uses, 37.9% of the informants answered that they would not at all use the same language. 6 of the informants who answered ‘not at all’ were men, and 5 were women. 34.5% of the informants answered that they would not really use the same language as Momoko, while 13.8% of the informants answered ‘a little’ to the question. ‘Neutral’ and ‘definitely’ both received 6.9%.
When asked what sexual orientation the informants thought Momoko has, the answer that received the highest percentage was ‘I don’t know’ with 62.1%, while ‘heterosexual’ received 17.2%. 10.3% of the informants thought that Momoko is homosexual, while the same percent, 10.3% thought that Momoko is bisexual. None of the informants answered ‘other’.

3.3 Discussion

3.3.1 Question 1 - Do you think OO is a polite person?

In Figure 25, we can see the mean result of every informant’s answer to question 1, ‘do you think OO is a polite person?’, compared between all dialogues. Here we can see that many of the dialogues have a result close to ‘neutral’. However, we can see a distinct difference between the results from dialogue 4 and dialogue 2. By looking at the overall answers from the informants, we can see that the informants thought that Ryūsuke in dialogue 4, was the most polite character of all evaluated characters, while Tarō in dialogue 2 was the least polite character. When comparing the dialogues of Ryūsuke and Tarō, we know that Ryūsuke, who was considered more polite, uses a feminine speech style towards a woman, something that could be considered norm breaking behavior. Tarō on the other hand, who was
considered less polite, uses the more norm following masculine speech style towards a woman.

Figure 25: The mean results for Question 1 from every dialogue

In Figure 25, we can see that both Ryūsuke and Ken who break the norm by using feminine speech styles are considered more polite than both Satoshi and Tarō who follow the norm by using a masculine speech style. This might indicate that men who choose to break the norm are considered more polite. However, when looking at the female main characters, we can see that the same does not happen when women break the norm. In dialogue 7, Ayaka uses the particles *dayo* and *kanā*, which are categorized as masculine speech styles, yet Ayaka is considered to be slightly more polite than Hanako in dialogue 6, who uses a feminine speech style. Momoko in dialogue 8, who also uses a masculine speech style, is considered to be the least polite of all female characters. This might indicate that women who break the norm are not necessarily considered to be more, or less, polite than women who follow the norm. However, it can also be that the expressions that are used by Ayaka are not generally considered to be as masculine and strange for a woman to use compared to the expressions that are used by Momoko in dialogue 8. This can also affect the results.
3.3.2 Question 2 - Do you think OO has a strong personality?

In Figure 26, we can see the mean results of every informant’s answer to question 2, ‘do you think OO has a strong personality?’, compared between all dialogues. The three evaluated characters with the highest results are from dialogue 2, 4, and 8, all of which have a mean score of 4 or above. In dialogue 2 we have Tarō who uses a masculine speech style. By comparing the mean results of the answers from question 2 to question 1 (which can be seen in Figure 25), we can see that Tarō has gone from scoring lowest in politeness to scoring highest in having a strong personality. This might indicate that men who are viewed as less polite but follow the norm, with a masculine speech style, have a strong, but perhaps negative, personality. In dialogue 4 we have Ryūsuke, which is another character that scored higher in strong personality. Ryūsuke uses a feminine speech style towards a woman, and this character had the highest politeness score in question 1. This might indicate that men who break the norm, and are viewed as polite, have a strong, but perhaps positive, personality. Compare this to the strong negative personality of Tarō. Ken, who also breaks the norm and was viewed as more polite, shows a relatively strong personality, compared to Satoshi with an almost neutral result, who was viewed as less polite.

*Figure 26: The mean results for Question 2 from every dialogue*
In dialogue 8 we have Momoko, who uses a masculine speech style towards a man. This character had a politeness score a bit below ‘neutral’, and scored ‘a little’ in having a strong personality. The two characters that scored the lowest in politeness among the four female characters, Hanako and Momoko, show the highest personality score of the same four. This might indicate that a lower level of politeness results in a higher level of strong personality. However, only Momoko, who uses a norm breaking speech style towards a man, has a personality score distinctly higher than ‘neutral’, whereas three of the male characters show similarly high personality scores. This might indicate that female characters generally are perceived as having less strong personalities compared to male characters. When looking at the mean value for all male dialogues (dialogue 1-4), it is higher compared to the mean value for all female dialogues (dialogue 5-8). When comparing the dialogues, we can see that the main characters who talk to a character of the opposite gender show a stronger personality. Tarō, who uses masculine speech towards a woman, is considered to have a stronger personality compared to Satoshi, who uses masculine speech towards a man. The same can be seen when comparing dialogue 3 and 4, where Ryūsuke is considered to have a stronger personality when using feminine speech towards a woman, compared to Ken who uses feminine speech towards a man. The same can be seen when the female main characters talk to a character of the opposite gender compared to the same gender.

3.3.3 Question 3 - Do you think OO is an intelligent person?

In Figure 27, we can see the mean result of every informant’s answer to question 3, ‘do you think OO is an intelligent person?’, compared between all dialogues. Many of the dialogues have results close to ‘neutral’. However, we can see that dialogue 1 and dialogue 2, compared to the other dialogues, scored lower around ‘not really’. The informants thought that Tarō in dialogue 2, is the least intelligent evaluated character. Tarō uses a masculine speech style towards a woman.
This might indicate that men who use a norm following speech style are considered to be less intelligent, when compared to Ryūsuke and Ken, who break the norm and received a higher intelligence score. In the first dialogue we have Satoshi, who also uses a masculine speech style, but towards a man. Satoshi is also considered to be slightly less intelligent compared to the evaluated characters in dialogue 3 through 8. This might indicate that men who use a masculine speech style are viewed as less intelligent than if they used a norm breaking feminine speech style. The results also indicate that women, or people using a feminine speech style, are considered to be more intelligent. Furthermore, the results indicate that people do not change their perception of women depending on the speech style they use, while the perception of men is changed depending on their speech style.

3.3.4 Question 4 - Do you think OO is liked by the same gender?

In Figure 28, we can see the mean result of every informant’s answer to question 4, ‘do you think OO is liked by the same gender?’, compared between all dialogues. When it comes to the female characters in dialogue 5 through 8, one cannot see a difference based on which speech style is used. Women that use a casual speech style with men are thought to be neutrally ‘liked’ by other women. Women that use casual with other women are thought to be more ‘liked’ by other women. However,
compared to women, men’s speech style has an effect on how liked the characters are by other men. If men use feminine speech, they are considered neutrally liked by other men, while men who use masculine speech are considered more liked, or less liked by other men depending on if they speak with men or women. If a man uses masculine speech towards a woman, they are thought to be less ‘liked’ by the other men. When comparing the dialogues, they all show that the main characters who talk to a character of the opposite gender are thought to be less liked by the same gender as the main character. Tarō, who uses masculine speech towards a woman, is thought to be less liked by the same gender compared to Satoshi, who uses masculine speech towards a man. The same can be seen when comparing dialogue 3 and 4, where Ryūsuke is thought to be less liked by the same gender when using feminine speech towards a woman, compared to Ken who is thought to be more liked by the same gender when using feminine speech towards a man. The same can be seen when the female main characters talk to a character of the opposite gender compared to the same gender.

**Figure 28: The mean results for Question 4 from every dialogue**

In all three previous questions, female and male informants have answered very similarly. However, in question 4, a difference in answers from a gender perspective can be seen. Satoshi in dialogue 1, received higher scores from men, compared to women. Satoshi received the mean score of 4.11 from men, while the mean score
from women on Satoshi was 3.18. From this, we can see that Satoshi is thought to be liked by the same gender ‘a little’ when looking at the results from male informants. The female informants, however, scored Satoshi close to ‘neutral’ on this question. This score difference from a perspective of the gender of informants is the third largest in all questions, with a 0.93 score difference.

3.3.5 Question 5 - Do you think OO is liked by the opposite gender?

In Figure 29, we can see the mean result of every informant’s answer to question 5, ‘do you think OO is liked by the opposite gender?’, compared between all dialogues. We can see that the only dialogues that deviate far from ‘neutral’ in these results are dialogue 4 and dialogue 2. By looking at the overall results, we can see that Ryūsuke is thought to be the most liked by the opposite gender, while Tarō in dialogue 2, is thought to be the least liked by the opposite gender.

![Figure 29: The mean results for Question 5 from every dialogue](image)

When comparing these results to previous questions, we can see that Ryūsuke was considered to be the most polite character, and having the second strongest personality. Ryūsuke uses a feminine speech style, and as discussed earlier, he is considered polite. This might indicate that men who use a feminine speech style towards women are thought to be liked by women. Tarō was thought to be the least liked by the same
gender, the least intelligent, and the least polite, but with the strongest personality. Tarō uses a masculine speech style towards a woman, and this might indicate that men who use a masculine speech style towards women are considered to be less liked by women.

3.3.6 Question 6 - Do you think OO has more friends of the opposite gender?

In Figure 30, we can see the mean result of every informant’s answer to question 6, ‘do you think OO has more friends of the opposite gender’, compared between all dialogues. We can see that the biggest difference is between dialogue 2 and dialogue 4. By looking at the results, we can see that the informants thought that the characters in dialogue 1 and dialogue 2, who use a masculine speech style are thought to have fewer female friends, while the characters in dialogue 3 and 4, who use a feminine speech style, are thought to have more female friends. However, the perception of how many male friends women have is not changed by the speech style the women use, as every female character shows a result close to ‘neutral’ in this question.

Figure 30: The mean results for Question 6 from every dialogue
3.3.7 Question 7 - Who do you think influenced OO when growing up?

The results presented in Figure 31 was calculated by looking at the answer that each informant gave for each dialogue. If the informant filled out only male influencers, the answer was counted towards ‘only male influencers’. If the informants filled out only female influencers, the answer was counted towards ‘only female influencers’. If the informant filled out both female and male, and/or non-gender specific influencers (e.g. friends, superiors), the answer was counted towards ‘influencers of both genders’. This was done for each dialogue. By doing this, we can get a result of how high the number of male, female, and influencers of both gender that each character was thought to have had while growing up.

*Figure 31: Main influencers of every evaluated character*

When looking at Figure 31, we can see that the results for dialogue 1 through 4 with male main characters are a lot different from the results shown in dialogue 5 through 8 with female main characters. In dialogue 1 and 2, where both main characters use a norm following masculine speech style, we can see that the number of ‘only male influencers’ is a lot higher than both ‘only female influencers’ and ‘influencers of both genders’. The male characters in dialogue 3 and 4 who use norm breaking feminine speech styles have larger numbers of ‘only female influencers’ than both ‘only male influencers’ and ‘influencers of both genders’. This might indicate
that men who use norm breaking speech styles are perceived to have more female influencers, while men who use norm following speech styles are perceived to have more male influencers.

In the dialogues with female main characters we do not see as similar high “gender peaks” as we can see in the dialogues with male main characters. The distribution of results for the female characters is more even, and the only big difference can be seen in dialogue 8. Momoko, in dialogue 8, uses a norm breaking speech style towards a man, and is perceived to have had more male influencers, something that cannot be seen for the other female main characters. We cannot see the same thing for the other female character who uses a norm breaking speech style, Ayaka in dialogue 7. This might indicate that Ayaka’s speech is not considered to be as masculine compared to Momoko’s speech, which could be due to the expressions that were used in the dialogues.

In all, we can see a big difference when it comes to gender, rather than differences in norm breaking. In the male dialogues we can see that men overall have stronger influences by either men or women depending on their speech style, while women do not show such strong differences.

3.3.8 Question 8 and 9 - Perceived naturalness of used language

When looking at Figure 32, we can see several interesting differences. When it comes to question 8, ‘does OO’s language feel natural towards character B?’, we can see that three out of four female characters are above the ‘neutral’ line, while only one out of four male characters are above the ‘neutral’ line. From this, we can see that the speech styles of the female characters show a higher value of ‘feel natural’ compared to the speech styles used by male characters.

When comparing the naturalness of individual characters’ used speech, we can see that informants feel that the dialogues between two men are more natural than
the dialogues where a male main character speaks to a woman. Similar to this, dialogues between two women are considered more natural than dialogues where a female main character speaks to a man. The most natural dialogues for both female and male main characters are when they use norm following speech styles towards a person of the same gender. The least natural dialogues for both female and male main characters are when they use norm breaking speech styles towards a person of the opposite gender.

When it comes to question 9, ‘If you were person OO, would you use the same language towards character B?’, we can see a larger difference between the male characters and the female characters compared to question 8. The ‘would use’ results show a greater difference in ‘feel natural’ results for the male characters’ dialogues compared to the female characters. Both ‘feel natural’ and ‘would use’ have higher scores in the female characters’ dialogues compared to the male characters’ dialogues.

When it comes to comparing the answers from female informants to the male informants, big differences can generally not be seen. It should also be noted that the number of female informants are fewer than male informants, and a more even distribution in gender might have had a different outcome in results. However, when it comes to the answers from female and male informants, both question 8 and question 9 in dialogue 6 (Hanako) show results that deviate from the general behavior.
In Figure 33, we can see these differences between male and female informants’ answers. In question 8, ‘feel natural’ received the score 3.18 from female informants, while male informants gave a score of 2.70. The difference between the scores are 1.11, which is the highest score difference between female and male informants.

*Figure 33: Male and female informants’ perception of Hanako’s speech style*

In question 9, the female informants gave an overall score of 3.45 for ‘would use’, while the male informants gave a score of 2.35. The difference between the scores are 1.10, which is the second highest score difference between female and male informants.

From this, we can see that the female informants are more positive towards Hanako’s language than men when it comes to questions about if the language ‘feels natural’ and if they ‘would use’ the same language.

### 3.3.9 Question 10 - What sexual orientation do you think OO has?

When looking at Table 20, we can see the two male characters Ken and Ryūsuke, who both use norm breaking feminine speech styles are both viewed as homosexual by the majority of informants. However, the two female characters Ayaka and Momoko who use norm breaking masculine speech styles do not get the same response, but
get the answer ‘I don’t know’ from a majority of informants. The norm following
characters are all viewed as either heterosexual or got the answer ‘I don’t know’.

Table 20: Perceived sexual orientation from a majority of informants

<table>
<thead>
<tr>
<th>Dialogue</th>
<th>Gender and name of evaluated character</th>
<th>Speech style used by evaluated character</th>
<th>Perceived sexual orientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male - “Satoshi”</td>
<td>Masculine</td>
<td>Heterosexual</td>
</tr>
<tr>
<td>2</td>
<td>Male - “Tarō”</td>
<td>Masculine</td>
<td>Don’t know</td>
</tr>
<tr>
<td>3</td>
<td>Male - “Ken”</td>
<td>Feminine</td>
<td>Homosexual</td>
</tr>
<tr>
<td>4</td>
<td>Male - “Ryunuke”</td>
<td>Feminine</td>
<td>Homosexual</td>
</tr>
<tr>
<td>5</td>
<td>Female - “Erika”</td>
<td>Feminine</td>
<td>Heterosexual</td>
</tr>
<tr>
<td>6</td>
<td>Female - “Hanako”</td>
<td>Feminine</td>
<td>Heterosexual</td>
</tr>
<tr>
<td>7</td>
<td>Female - “Ayaka”</td>
<td>Masculine</td>
<td>Don’t know</td>
</tr>
<tr>
<td>8</td>
<td>Female - “Momoko”</td>
<td>Masculine</td>
<td>Don’t know</td>
</tr>
</tbody>
</table>
4 Conclusion

The purpose of this thesis was to find out what the perceptions of men and women are when they choose to either break or follow what are considered to be gender speech norms. It was also to get a greater understanding of how both women and men view these gender breaking norms, when a person chooses to use sentence-final particles, as well as phonetic features that are considered either masculine or feminine.

When we look at the comparison between male and female informants and their answers in the conducted study, we notice that men and women answered almost every question very similarly. We can further see by looking at the results that men who choose to break the gender speech norms are considered to be more polite than men who choose to follow these norms. However, when it comes to politeness in women, there are no big differences to be seen in the perception of women who choose to either break, or follow, the speech norms. We can also see that there are several reasons to why a person might be considered to have a stronger personality, and not necessarily connected to only norm breaking/following speech styles.

Furthermore, men who choose to follow the speech norms can be viewed as less intelligent. On the other hand, men who use norm breaking speech styles can be seen as neutrally intelligent. For women, however, to be considered neutrally intelligent is not affected by whether they choose to follow, or break, the gender speech norms.

Men who use a masculine speech style are considered to be more liked by men. However, for female characters, when it comes to being considered liked by other women, we cannot see any difference between breaking, or following, the speech norms. When it comes to being liked by opposite gender, depending on which speech style men use, the results are different. Men who use a masculine speech style show lower results in being liked by the opposite gender, while men who use a feminine speech style show higher results. When it comes to women, the result is
overall neutral regardless of if women choose to follow or break the gender norms.

Men who use masculine speech are thought to have fewer female friends, while men who choose to break the speech norms are considered to have more female friends. However, in that case of women, these numbers do not change regardless of if they follow, or break, the considered gender norms.

It is thought that men have a higher number of either male or female influencers depending on which speech style they used. Men who use masculine speech styles are thought to have more female influencers, while men who use masculine speech styles are thought to have more male influencers. However, in the case of women, we cannot see a big difference of perception whether a woman uses masculine or feminine speech styles. Only one norm-breaking woman is thought to have more male influencers than female influencers, but the difference is not as big as the differences we can see in the male characters.

Women’s speech is overall considered to be more natural compared to the men who are considered to have less natural speech. However, there are no big differences to be seen when it comes to norm breaking/following speech styles. The same thing can be seen with how willing people would be to use the same language as the evaluated characters.

Finally, we can see that men who use a norm-breaking speech style are perceived as homosexual, while women who use masculine speech styles are not perceived in the same way. We can see that the informants are unsure of the sexual orientation of a women who use norm-breaking speech styles.

When looking at all the results, I believe that it can be said that the perception of women and men are different. From these results, it can be said that it does not matter whether a woman uses feminine or masculine speech styles, and they are in many cases perceived neutrally. However, the perception of men is more affected by which speech style they use. It seems that it might be generally easier for a woman
to break the norms without being treated differently, while men are often treated differently depending on whether they choose to follow the norm, or break it.
References


Appendix

This is the questionnaire that was created and used for this study. This questionnaire was sent out to native Japanese speakers, and answers were collected between 20-27th of April 2018.

性別： 男 女 ノンバイナリー 他：_________________

年齢：_________________ 出身(都市)：_________________

職業：_________________

会話 1/8

下の会話を読んで、二人の男の人を想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

だいすけ： ああ、お腹がすいた...
さとし： じゃ、この後、食べに行こうぜ。
だいすけ： お金を持ってねえ...
さとし： 大丈夫だ、おごるよ！行くぞ！

1. さとしは礼儀正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. さとしは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. さとしは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. さとしは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. さとしは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. さとしは同性の友人より異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. さとしが成長する間に誰から影響を受けたと思いますか。
(複数選択可)
母 親
父 親
祖母さん
祖父さん
姉
妹
兄
弟
他：_________________

8. だいすけに対してさとしの話し方は自然なのかと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

9. あなたがさとしだったら、だいすけに対して同じような話し方を使いますか。
全然そう思わない 1 2 3 4 5 とても思う

10. さとしの性的指向はどれだと思いますか。
異性愛者 / ヘテロセクシュアル
同性愛者 / ホモセクシュアル
両性愛者 / バイセクシュアル
分からない
他：_________________

会話 2/8

会話を読んで、男の人と女の人の想像してみて下さい。

質問に出来るだけ詳しく答えて下さい。

たろう：食べたいものがある？
なつき：ラーメンがいいわ。
たろう：いやだ、ラーメンはあまり好きじゃない。
なつき：じゃ、何が食べたい？
たろう：肉が食べたい。この近くにいい店があるぞ。

1. たろうは礼儀正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. たろうは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. たろうは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. たろうは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. たろうは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. たろうは同性の友人より異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. たろうが成長する間に誰から影響を受けたと思いますか。(複数選択可)
母親
父親
祖母さん
祖父さん
姉
妹
兄
弟
他：_________________
8. なつきに対してたろうの話し方は自然な感じだと思いますか。
全然そう思わないと、とても思う

9. あなたがたろうだったら、なつきに対して同じような話し方を使いますか。
全然そう思わないと、とても思う

10. たろうの性の指向はどれだと思いますか。
異性愛者/ヘテロセクシュアル
同性愛者/ホモセクシャルティ
両性愛者/バイセクシャルティ
分からない
他:

会話 3/8
下の会話を読んで、二人の男の人を想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

けん：この店よ！入れるかしら？
ゆうすけ：すげえ！こんな店に行ったことない！
けん：あそここの席があいてる。
ゆうすけ：めっちゃいい匂いだ！
けん：じゃ、早く座ろう。

1. けんは礼義正しい人だと思いますか。
全然そう思わないと、とても思う

2. けんは個性が強いと思いますか。
全然そう思わないと、とても思う

3. けんは頭がいい人だと思いますか。
全然そうと思わない12345とても思う

4. けんは同性に好かれていると思いますか。
全然そうと思わない12345とても思う

5. けんは異性に好かれていると思いますか。
全然そうと思わない12345とても思う

6. けんは同性の友人より異性の友人が多いと思いますか。
全然そう思わない12345とても思う

7. けんが成長する間に誰から影響を受けたと思いますか。
(複数選択可)
母親
父親
祖母さん
祖父さん
姉
妹
兄
弟
他:

8. ゆうすけに対してけんの話し方は自然な感じだと思いますか。
全然そう思わない12345とても思う
9. あなたがけんだったら、ゆうすけに対して同じような話し方を使いますがか。
全然そう思わない 1 2 3 4 5 とても思う

10. けんの性的指向はどれだと思いますか。
異性愛者 / ヘテロセクシュアル
同性愛者 / ホモセクシュアリティ
両性愛者 / バイセクシュアリティ
分からない 他：________________

会話 4/8
次の会話を読んで、女の人と男の像を想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

ちひろ：全部美味しそう。何にする？
りゅうすけ：これにするわ。
ちひろ：値段が高い！
りゅうすけ：いいわよ。今日は、おごるわ。
ちひろ：じゃ、これにするわ。
りゅうすけ：それ、すごく美味しいわよ！

1. りゅうすけは礼儀正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. りゅうすけは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. りゅうすけは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. りゅうすけは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. りゅうすけは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. りゅうすけは同性の友人より異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. りゅうすけが成長する間に誰から影響を受けたと思いますか。(複数選択可)
母親
父親
祖母さん
祖父さん
姉
妹
兄
弟
他：_________________

8. ちひろに対してりゅうすけの話し方は自然な感じだと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

75
会話 5/8
下の会話を読んで、二人の女の人を想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

ちひろ：ああ、お腹がすいた...
えりか：じゃ、この後、食べに行こう。
ちひろ：お金を持ってないの...
えりか：大丈夫、おごるわ！行こう！

1. えりかは礼義正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. えりかは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. えりかは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. えりかは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. えりかは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. えりかは同性の友人より異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. えりかが成長する間に誰から影響を受けたと思いますか。（複数選択可）
親
 Highland
 姪
 媼
 兄
 弟
他：_________________

8. ちひろに対してえりかの話し方は自然な感じだと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

9. あなたがえりかだったら、ちひろに対して同じような話し方を使いますか。
全然そう思わない 1 2 3 4 5 とても思う

10. えりかの性的指向はどれだと思いますか。
会話 6/8
下の会話を読んで、女の人と男の人に想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

はなこ：食べたいものがある？
ゆうすけ：ラーメンがいいな。
はなこ：いやよ、ラーメンはあんまり好きじゃない。
ゆうすけ：じゃ、何が食べたい？
はなこ：お肉が食べたい。このへんにいい店があるのよ。

1. はなこは礼儀正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. はなこは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. はなこは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. はなこは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. はなこは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. はなこは同性の友人より異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. はなこが成長する間に誰から影響を受かったと思いますか。（複数選択可）
 母親
 父親
 祖母さん
 祖父さん
 姉
 妹
 兄
 弟
他：_________________

8. ゆうすけに対してはなこの話し方は自然な感じだと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

9. あなたがはなこだったら、ゆうすけに対して同じような話し方を使いますか。
全然そう思わない 1 2 3 4 5 とても思う

10. はなこの性的指向はどれだと思いますか。
異性愛者 / ヘテロセクシュアル
同性愛者 / ホモセクシュアル
両性愛者 / バイセクシュアリティ

会話 6/8
下の会話を読んで、女の人と男の人に想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

はなこ：食べたいものがある？
ゆうすけ：ラーメンがいいな。
はなこ：いやよ、ラーメンはあんまり好きじゃない。
ゆうすけ：じゃ、何が食べたい？
はなこ：お肉が食べたい。このへんにいい店があるのよ。

1. はなこは礼儀正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. はなこは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. はなこは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. はなこは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. はなこは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. はなこは同性の友人よりも異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. はなこが成長する間に誰から影響を受かったと思いますか。（複数選択可）
 母親
 父親
 祖母さん
 祖父さん
 姉
 妹
 兄
 弟
他：_________________

8. ゆうすけに対してはなこの話し方は自然な感じだと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

9. あなたがはなこだったら、ゆうすけに対して同じような話し方を使いますか。
全然そう思わない 1 2 3 4 5 とても思う

10. はなこの性的指向はどれだと思いますか。
異性愛者 / ヘテロセクシュアル
同性愛者 / ホモセクシュアル
両性愛者 / バイセクシュアリティ
会話 7/8
以下の会話を読んで、二人の女のことを想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

あやか：この店だよ！入れるかなあ？
なつき：すごい！こんな店に行ったことないわ！
あやか：あそこの席があいてる。
なつき：めっちゃいい匂いだわ！
あやか：じゃ、早く座ろう。

1. あやかは礼儀正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. あやかは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. あやかは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. あやかは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. あやかは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. あやかは同性の友人より異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. あやかが成長する間に誰から影響を受けたと思いますか。（複数選択可）
母親
父親
祖母さん
祖父さん
姉
妹
兄
弟
他：_________________

8. なつきに対してあやかの話し方は自然な感じだと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

9. あなたがあやかだったら、なつきに対して同じような話し方を使いますか。
全然そう思わない 1 2 3 4 5 とても思う

10. あやかの性的指向はどれだと思いますか。
異性愛者 / ヘテロセクシュアル
同性愛者 / ホモセクシュアリティ
両性愛者 / バイセクシュアリティ
分からない
会話 8/8
下の会話を読んで、男の人と女の人に想像してみて下さい。
質問に出来るだけ詳しく答えて下さい。

だいすけ：全部美味しそう。何にする？
ももこ：これにする。
だいすけ：値段が高けえ！
ももこ：いいよ。今日は、おごるよ。
だいすけ：じゃ、これにする。
ももこ：それ、すごく美味しいぞ！

1. ももこは礼儀正しい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

2. ももこは個性が強いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

3. ももこは頭がいい人だと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

4. ももこは同性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

5. ももこは異性に好かれていると思いますか。
全然そう思わない 1 2 3 4 5 とても思う

6. ももこは同性の友人より異性の友人が多いと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

7. ももこが成長する間に誰から影響を受けたと思いますか。（複数選択可）
母親
父親
祖母さん
祖父さん
姉
妹
兄
弟
他：_________________

8. だいすけに対してももこの話し方は自然な感じだと思いますか。
全然そう思わない 1 2 3 4 5 とても思う

9. あなたがももこだったら、だいすけに対して同じような話し方を使いますか。
全然そう思わない 1 2 3 4 5 とても思う

10. ももこの性的指向はどれだと思いますか。
異性愛者 / ヘテロセクシュアル
同性愛者 / ホモセクシュアリティ
両性愛者 / バイセクシュアリティ
分からない
他：_________________