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1. Introduction

This thesis is a study on politically correct language and how it affects the language use of young people. The main aim of this study is to find out what associations and opinions exist regarding politically correct language and analyzing the tendencies towards politically correct language in the younger generation and their attitudes to the usage of politically correct language.

Politically correct language has multiple and opposing explanations and associations, this is one of the reasons why studying politically correct language is interesting. Politically correct language is defined by Cambridge Dictionary as "*avoiding language or behavior that any particular group of people might feel is unkind or offensive*" in the American dictionary and *"A politically correct word or expression is used instead of another one to avoid being offensive"* in the English dictionary. Politically correct, political correctness also abbreviated to PC, is a term to describe how changing the language can make the language more inclusive especially when it comes to factors like gender, ethnicity and sexual orientation (Roper, 2020). The origin of politically correct language was to change the language to influence people's attitudes and to advocate for social change. Feminist worked for social change and this is one of the reasons for the origin of politically correct language (Mills, 2008). Politically correct language is a term that people have different opinions about, often very strong opinions from different perspectives. Politically correct language has been discussed especially in different media outlets and it is very relevant issue in society and linguistics.

The methodology in this quantitative study is a questionnaire with multiple questions to map people's opinions and associations regarding politically correct language. I will be using social variables such as age, gender, English language skills and first language to map some social variables to compare with the data regarding associations and opinions towards politically correct language. The social variables will be used when collecting the data to see if there are any similarities or differences in the participant´s answers. It will be interesting to discover what attitudes the participants have regarding politically correct language and how this affects their language use.

I think the answers will differ most when it comes to the question about associations on politically correct language, and even though I think there will be several who answer that they have positive associations I expect that this question will have contrasting answers. I believe most participants will answer that they have positive associations to politically correct language, mainly because many of the participants are of the younger generation, and it may be expected that this group are positive towards this concept. As I believe the younger generation are more used to adapting their language and keep up with language change. The last and open question is of special interest because the participants have an opportunity to explain why they think the way they do and elaborate on their attitudes regarding politically correct language.

2. Theory

Linguistic relativism or the Sapir-Whorf hypothesis is based on how language influences the way people view the world. The Sapir-Whorf hypothesis argues that the way we communicate and the way we see the world are connected. This hypothesis therefore suggests that the way we view the world is reflected in the way we talk, and it is therefore circular. According to linguistic relativism, language influences the way we think, but also our thoughts are reflected in our language (Meyerhoff, 2019, p. 68). Linguistic relativism suggests that the way we understand the world also influences the language structure (Meyerhoff, 2019, p. 68). The Sapir-Whorf hypothesis, put another way, is a modern version of the idea that "*language forms thought*" (Mucchi-Faina, 2005, p. 190). Historically there have been attempts on changing and introducing new words, and in the 1970s one started to look at sexism in the language (Mucchi-Faina, p. 191). In the following years guidelines on non-sexist language were published which caused debate and a split between those who supported and those who were against politically correct language (Mucchi-Faina, 2005, p. 191). The motivation for politically correct language was to change people's behavior through the language by creating a more neutral and inclusive language. The aim is therefore to change people's attitudes by changing the negative vocabulary that exists about certain minority groups. Making the language more inclusive and neutral will then make certain groups feel included and seen.

Earlier studies show that when adults and children are presented with occupations that are gendered such as *fireman* they are not able to think of the occupation being filled by someone of the opposite gender. Meyerhoff (2019) outlines earlier studies which show that people often think of occupations only including men, if they were represented with *firefighter* instead they would be more likely to believe that this occupation could also be filled by a woman (p. 69). An argument made by those who are against sexist and racist language states that choosing one's words carefully will affect the way we think about the relationship between men and women (ibid, p. 69). Arguments against language reform state that language by itself cannot change the way people think of the way they view the world (Meyerhoff, 2019, p. 70). The discussion on language reform is therefore if language by itself can change people's attitudes towards reality.

Henri Tajfel´s work is based on his motive to find out where prejudice and racism comes from (Meyerhoff, 2019, p. 71). Tajfel suggests that members of specific groups or minorities' desires for social change will also affect their desires for language change (Meyerhoff, 2019, p. 72). A way to achieve a more positive language is by reclaiming negative terms (Meyerhoff, 2019, p. 72). The word *gay* has gone through a semantic shift where this word in the 1300s meant a person who is happy and "full of joy" (Meyerhoff, 2019, p. 66). It then evolved to someone who is "addicted to social pleasures and dissipations" in the 1600s to a "woman leading an immoral life" in the 1800s to evolve to the more known use as "homosexual" in the 1900s to being used a slur word as "stupid or hopeless" in the 1980s (Meyerhoff, 2019, p. 66). This example shows how a word with a positive meaning went through a semantic shift, or semantic derogation as it developed a negative meaning which then created negative associations towards a specific group of people. The word *queer* is a word that include both the gay and the lesbian community and has also gotten negative associations, but over the last few years it has become a positive and neutral word. The reclaiming of the word *queer* has challenged the associations people may have against the queer community (Meyerhoff, 2019, p. 73).

Those in favor of politically correct language argue the importance of an inclusive language and that it has more positive effects than negative. Neutralized or genderless language is a way of including all genders and people who are non-binary. The point of neutralizing specific words and terms is to make the language more accessible and inclusive for everyone. By using the generic pronoun, *he* in every instance implying that the person referred to is a man excludes that the person can be a female or have another gender identity (Mills, 2008, p. 47). The pronoun issue is an important factor when discussing sexist language, another example is the genderless and neutral term *they/them*. By using *they/them* one does not label someone's gender when referring to someone. This also influences the language because it does not generalize or prejudice people or groups of people. The issue with using the *they/them* as a singular pronoun is that English does not have a gender-neutral alternative when it comes to third-person pronoun (Paterson, 2020, p. 259). *They/them* is a plural form and therefore some regard this as a natural alternative to *he/she* instead of inventing a new pronoun like the Scandinavian *hen* (Corbett, 2013, p. 25). The table down below shows how Standard English is taught and what kind of pronouns one can choose between (See Table 1). When referring to a third-person singular the options are either *he*/*she* or *him/her*. The problem occurs when one does not know the gender of the person one is referring to

(Paterson, 2020, p. 259) This issue has created debate on introducing *they/them* as a third alternative to make up for this problem. Another problem with pronoun use is in certain situations where you must refer to a person but you do not know the gender of the person (Paterson, 2020, p. 260).

		Nominative	Accusative	Genitive	Reflexive
Third person	Singular	*he, she, it*	*him, her, it*	*his, her(s), its*	*himself, herself, itself*
	Plural	*they*	*them*	*their(s)*	*themselves*

Table 1. *Standard English Third-person Pronoun Paradigm* (Paterson, 2020, p. 259).

People may have negative associations regarding neutralizing language because some may therefore feel restricted in their language use. Some may find politically correct language to be unclear and difficult to use, and this can again cause frustration to some people. Talbot (1998) states that the term politically correct restricts people's behavior when it comes to language use (Mills, 2008, p. 100). The main argument used by those who are critical towards politically correct language or non-sexist language is that it is not enough to change certain words or replace words to create a more neutral language. The argument implies that people are still going to be offensive or sexist through their language. It is not only about language use but also what intent and motive lies behind the chosen words (O´Neill, 2011, p. 284). This argument can be looked upon in different ways, one way is that this is a rather pessimistic argument because it does not believe in the possibility of making language more inclusive, and that people will still be sexist or offensive regardless if words change or not. An example against politically correct language is that elderly people for example, may feel excluded and feel a type of hostility for not keeping up with the modern changes and trends in the language (O´Neill, 2011, p. 285). The argument goes further to state that people may not have an intent on offending someone even though they may say something that is for most people believed to be insulting. (O´Neill, 2011, p. 284). Another argument against the use of politically correct language is the freedom of speech and many people state that creating guidelines on language use is restricting this right. Arguments supporting making such guidelines is to avoid hate speech and this comes in conflict with the freedom of speech (Gelber, 2002, p. 2). The dilemma is between creating a language free from restrictions but not as free as allowing hateful speech (Gelber, 2002, p. 2). Language policies have been debated as to defend free speech but at the same time recognize how hate speech can be harmful (Gelber, 2002, p. 2-3).

Language reform is a significant factor when discussing politically correct language. It is by attempting to reform the language that it affects the way people think about language (Mills, 2008, p. 78). Gender fair language was introduced to respond to the asymmetry in language, for example how often *he* was used more than *she* (Sczesny et al, 2016, p. 2). Another way gender fair language wants to achieve a more neutralized language is by changing forms that are masculine, for example *fireman* to *firefighter*, this way words and phrases and occupations for example are more inclusive and can refer to any gender. Gender-neutral options have become more common as people want to challenge gender roles and norms in society (Corbett, 2013, p. 24). An example of a gender-neutral pronoun in Swedish is the use of *hen* which has caused debate, and some people are enraged with the use of this pronoun, because it has been suggested that gendered pronouns should not be used at all, and therefore *hen* was introduced as an alternative (Corbett, 2013, p. 25). In the English language, *they/them* has been proposed as a third non-gendered singular pronoun. This proposal has created debate, one reason for this is because people find it more confusing than comfortable to use, another reason is based on the language itself, especially grammar, the argument is based on that it is not grammatically correct to use *they/them* when referring to one person.

3. Methodology

For the methodology of this thesis I chose to have a quantitative study, for that reason I made a questionnaire with multiple questions regarding politically correct language. I chose to have a quantitative survey because I think this methodology is an efficient and direct way of collecting data for my study. I wanted to get as many participants as possible to map all the different opinions regarding politically correct language. I was able to sample almost 50 answers in an effective way by using quantitative method. The aim of using quantitative study is to measure opinions quantitatively and compare the different variables with each other. I could have done qualitative study by interviewing fewer participants, but chose to do a questionnaire with more participants as I figured it would correlate the best with my study.

The questionnaire is sampled by asking participants who attend middle school, high school and university and the focus group of this survey are therefore young people, mainly from the age of 15-40. The point of the questionnaire is to get a better understanding of people's attitudes towards politically correct language. The specific questions are chosen to find out if there are and where there are any similarities or differences. The participants are represented with word-pairs where they must choose one alternative over the other, as well as answer what their associations on politically correct language are and how they find it to use politically correct language.

The questionnaire was made by using SurveyXact. The first five questions are demographic questions to map the participant´s age, gender, their first language and their English language skills. These questions are made to have some social variables to measure with the other questions regarding politically correct language when collecting and sampling the data. The following five questions contain different word pairs, where the participants are asked to choose what word they most likely would use. The word pairs are made of gendered and non-gendered words where they choose between the following: *fireman* or *firefighter*, *mailman* or *postal worker*, *salesman/saleswoman* or *sales person*, *girlfriend/boyfriend* or *partner/significant other*, *waiter/waitress* or *server*.

The next question is specifically about pronoun use. I chose this specific question because I wanted to map quantitatively what type of pronouns the majority would use *when referring to*

someone when they don´t know the gender of that person. In this question, the participants could choose between *him/her* or *they/them*.

The following question is a direct question regarding the participant´s associations towards politically correct language, where the possible answers are: *positive, neutral or negative*. I chose this question because I wanted a quick overview and map the participant's associations on politically correct language and get an understanding before for the following questions in the questionnaire.

The next question is about what factors the participant´s think of as important to create a more inclusive language. They are presented with different factors which are: *gender neutral words, avoid offensive words and phrases*, *use more than one pronoun: "he/she" instead of only "he"* and I chose to include a fourth alternative for those who *can not think of any particular factors*. I made it possible for the participants to choose multiple answers to analyze what factors were preferred most and less.

The final two questions are closely linked together where the first question is about *if they find it difficult to use politically correct language*. They can choose between the following: *yes, very difficult*, *sometimes a little difficult* or *no, not difficult*. The final question is an open question for those who answered either *yes, very difficult* or *sometimes a little difficult* to use politically correct language, to elaborate on their answer. Here they shall explain why they find politically correct language *sometimes a little difficult* or *very difficult* to use. I chose an open question so I could get a deeper understanding of the participant´s opinions regarding politically correct language. Even though this answer cannot be collected quantitatively, the open question creates an opportunity for the participants to write with their own words their opinions and express why they think the way they do. As politically correct language is a subject that many people have strong opinions about and contradictory associations, for this reason I found it necessary and important to have the last question as an open question.
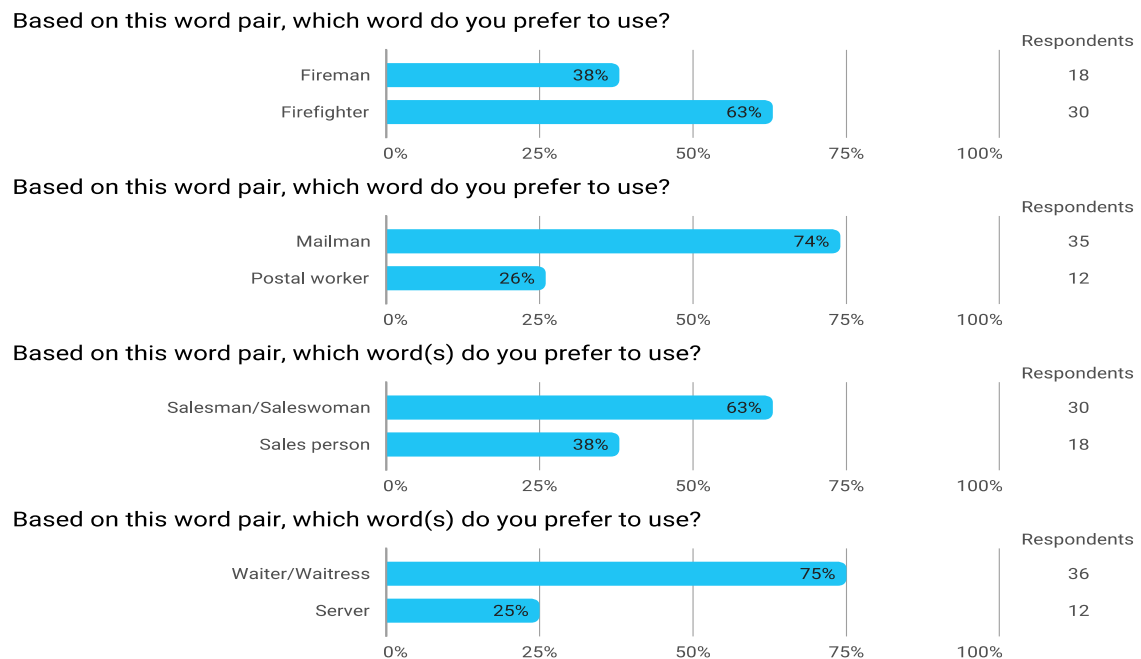
4. Findings

4.1 Demographic questions

There was a total of 48 participants who answered the questionnaire and the age group *15-20* made up 83% of the participants meaning that 40 out of 48 participants belonged to this age group. Six participants were in the age group of *20-30* which made up 13% of the participants. And the final age group *30-40* had two participants and made up 4% of the participants. I made age groups up until *60* years and *over 60* to have all age groups available but I chose to focus on the younger age groups for this specific questionnaire and study. The gender of the participants was especially even, 52% of the participants were women, and 48% of the participants were men. Most participants did not have English as their first language, there were three participants who did and made up 6% of the total. The majority of the remaining participants had Norwegian as their first language. 81% responded that they are fluent in English, 13% respond that they have conversational skills in English, and 6% respond that they have basic English skills. To sum up the demographics of the participants, most belong to the age group of 15-20 years old, most have Norwegian as their first language, the number of men and women are almost even, and the larger part are fluent in English.

4.2 Word-pairs

I chose to have five questions specifically on word-pairs because I found this to be most efficient way to map if the participants preferred gender-neutral or gendered words and phrases by giving examples with gendered and gender-neutral alternatives. The results varied depending on what types of words and phrases they were presented with. I chose four examples directly regarding work titles as these historically have been gendered and have implied that the title belongs to men or women only, like *firema*n for example, leaving out that women or non-binary people could have this occupation. In the first word pair, I asked if they preferred to use *fireman* or *firefighter,* where the majority chose *firefighter* which is the gender-neutral alternative. In the next question the participants were asked to choose between *mailman* or *postal worker*. On this question, the larger part, that being 74% answered *mailman* which is the gendered word in the word pair. In the next example I asked if they preferred to use *salesman/saleswoman* or *sales person* and the majority chose

salesman/saleswoman with 63% of the answers. The last example regarding an occupation is *waiter/waitress* or *server* where *waiter/waitress* was chosen by 75% of the participants (See Figure 1).

Figure 1. Word pairs. Gendered and non-gendered work titles.

Another word pair that I chose to include in the survey is *girlfriend/boyfriend* or *partner/significant other. Girlfriend/boyfriend* were the most preferred word-pair and 83% of the participants choose this word-pair. In sum the participants prefer the gendered word(s) in the word pairs, this suggest that referring so someone as either boyfriend or girlfriend is something that most people are familiar and comfortable with. And that most participants are used to gendered work-titles and prefer to use these themselves.
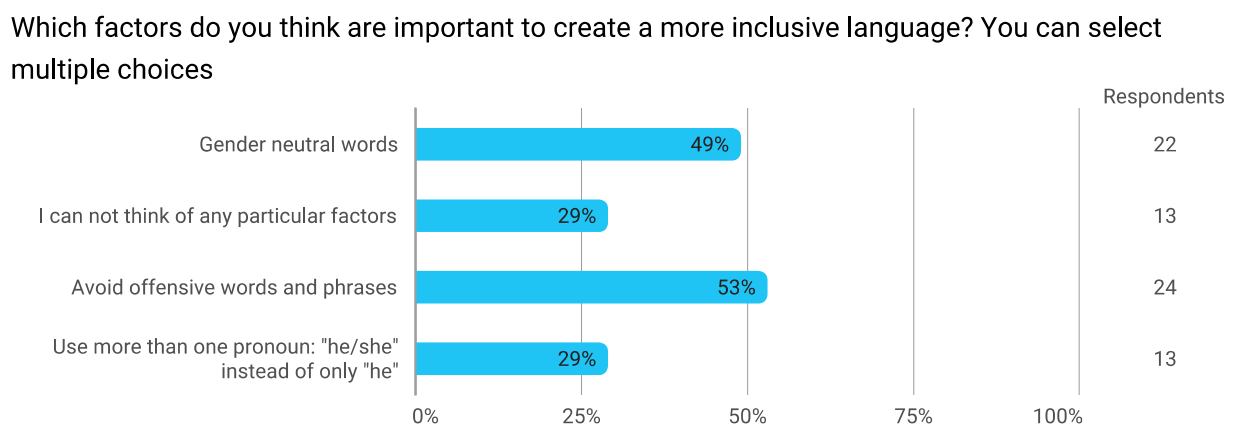
4.3 Associations to politically correct language

I chose to have a direct question regarding the participant's association on politically correct language because this is the main issue in my study and I found it easy to collect data by asking this direct question. The question was about their *association regarding politically correct language,* where they could choose between *positive, neutral* and *negative.* 27

participants had a *neutral* relationship to politically correct language, 13 participants had *positive* associations, and 6 had *negative* relations to politically correct language.

4.4 Inclusive language

I wanted to make a question with the possibility to choose multiple answers because I wanted to present different possibilities to the participants on inclusive language, and I was curious to see if there were any factors that people found more important than others. *Avoid offensive words and phrases* was answered by 24 participants. *Gender neutral words* was answered by 22 participants. *Use more than one pronoun: "he/she" instead of only he"* was answered by 13 participants, and the last choice *I can not think of any particular factors* also got 13 answers (See Figure 2). These results suggest that most participants believe there are multiple factors that can be incorporated to create a more inclusive language, this may imply that the existing language structure has potential to become more inclusive.

Which factors do you think are important to create a more inclusive language? You can select multiple choices

Respondents

Gender neutral words	49%	22
I can not think of any particular factors	29%	13
Avoid offensive words and phrases	53%	24
Use more than one pronoun: "he/she" instead of only "he"	29%	13

0%   25%   50%   75%   100%

Figure 2. Factors to create a more inclusive language. Multiple choice question.

4.5 Pronoun use

I wanted to have a question directly regarding pronoun use as this is a very relevant issue when it comes to language use. *They/them* is a pronoun used by those who do not identify as

either man or woman or someone who is non-binary and they wish to be referred to by this term. Pronoun use is something that has been discussed and criticized as some believe there is no point in using *they/them* pronoun because it is unnecessary and is causing confusion. I chose the question: *Which pronoun do you prefer to use when referring to someone when you don´t know the gender of that person?* Because I believe that most people are more familiar with *he* or *she* as pronouns, and I was curious to see what pronoun was preferred the most when the gender of a person is unknown. As expected *him/her* got the most responses with 73% of the total answers, while *they/them* made up the remaining 27%, which is more than I had anticipated beforehand because I expected that most people would be unfamiliar with the term *they/them* or find it unnatural or difficult to use. Pronoun use is a highly current issue in today´s society especially for transgender people and non-binary people. Gender identity is something that is fluid and changing and many people prefer to use *they/them* as they don´t identify with either *him* or *her*.

4.6 Open question

Before handing out the questionnaire I was highly anticipating reading the answers on the last question regarding why the participants find it *very difficult or sometimes difficult to use politically correct language*. The larger part of the participants answered that they do not find it difficult to use politically correct answer and therefore stated this reason on this question as well. Those who found politically correct language *very difficult* or *sometimes a little difficult* focused on different aspects that they found difficult and why. Some reported that there are too many words and concepts to keep track of and some also find this unnecessary and frustrating. Up to several of the participants mentioned that pronouns were some of the most difficult factors when using politically correct language. The answers went from not wanting to offend anyone to that people should not or cannot be offended even though they are mistakenly referred to by the wrong pronoun. Others answered that politically correct language is causing more confusion which then can lead to one forgetting pronouns for example. Other participants said that getting used to politically correct language would be difficult, but over time it will perhaps get easier. Some also said that they found English to be inclusive enough as it is. Another reason stated for politically correct language to be *very difficult* or *sometimes a little difficult* is that if one is used to gendered language, like gendered word titles for example it can be difficult getting used to a gender-neutral alternative, and that

it perhaps would be easier to get used to gender-neutral words if the gender-neutral alternative was taught from an early age.

5. Discussion

The results from the survey differed from what I had anticipated beforehand. Analyzing the data from the survey was therefore very interesting and created a deeper knowledge to how young people view politically correct language. A concern I had about the questionnaire was that some would feel pressured to answer "correct" and that they may want to respond with what they think the researcher wants to hear (Meyerhoff, 2019, p. 44).

The results from the word pair questions varied and even though some of the word pairs are examples of different occupation titles I would expect that the participants would choose either only the gendered titles or just the gender-neutral titles in the word pair (See Figure 1). The only word pair example where the gender-neutral received the most answers was the *firefighter/ fireman* example, where most participants preferred to use *firefighter*. I think a reason for this is as mentioned earlier is because historically professions and work titles have been gendered implying that a job is occupied only by just men or women, like *fireman* or *waitress* for example (Meyerhoff, 2019, p. 69). Because there has been a division between on what kind of jobs men and women were able to get this limited naming the different occupations, which can explain why job titles became gendered (Corbett, 2013, p.11). It is important to note that this is from a historical perspective and that gendering work titles is less natural now. The other examples such as *mailman, salesman/saleswoman* and *waiter/waitress* which are the gendered work titles in the word pair was chosen by the majority of the participants, which could imply that most are more used to or the most comfortable with using these words then referring to job titles.

About associations towards politically correct language most people answered that they had a *neutral* relationship towards this language structure. I believe most participants answered *neutral* because they may not have a very positive or a very negative attitude towards politically correct language. The majority answering *neutral* could also imply that maybe not all participants are confident in what the term politically correct entails and this could be a reason why the majority chose this option. I may have expected that there would be more *positive* associations based on the young age group in my study and that they therefore have other associations than the older generation for example.

The results from the question regarding pronoun use shows that most people are comfortable or are used to refer to someone as either *him* or *her* even though they are not sure of the gender of that person. And some are comfortable with using *they/them* when referring to someone they do not know the gender of. The debate about pronoun use goes both ways, as those who are positive towards using a gender-neutral pronoun express the importance of being aware of each other pronouns and use it in a correct way. Others find pronouns to be difficult and stressful if they do not know the gender of that person or what pronoun that person would like to be addressed by. A third argument on pronoun use is connected to grammar and language. The *they/them* pronoun is not grammatically correct when it is used in third person singular, when it comes to prescriptive grammar rules. Therefore, the only possible correct pronouns to use for now are *he/she* or *him/her* when it comes to third-person singular (Paterson, 2020, p. 259). Language is constantly changing and if more people start using the *they/them* pronoun in a singular context this can perhaps also change people´s perception and maybe the grammar as well. This issue is an ongoing debate and is essential when discussing language change. The debate on pronoun use goes further than language use and correct grammar, pronoun use challenges the way we view gender and gender roles. Those who argue against the use of *they/them* pronoun argue that there are only two genders, male and female and therefore there is no need for the *they/them* pronoun. On the other hand, those who argue for using the *they/them* pronoun believes that different gender expressions exist and therefore there should be a gender-neutral option available for those who are more comfortable with this alternative.

The fewest of the participants answered that they could not think of *any particular factors* for a more inclusive language, which can suggest that most people believe there are factors that can be done like use *gender-neutral terms* and *avoid offensive terms* in the language, as well as *use more than one pronoun, "he/ she" instead of only "he"*. The alternative, *avoid offensive words and phrases* was chosen by 24 participants, suggesting that this factor is important when making the language more inclusive. *Gender neutral words* was chosen by 22 participants which is interesting since the majority also preferred the gendered work titles. (See Figure 1 and Figure 2).

As I had anticipated the last and open question would differ the most in responses and emphasize the different opinions that exist in regards of young people on politically correct language. Most participants answered that they did not find politically correct language to be

very difficult or *sometimes a little difficult*. Some participants answered that they find the discussion about politically correct language provoking and unnecessary but they did not state a reason for this. These answers are very interesting as they show how different opinions exist towards politically correct language, and how different associations create different interpretations. There were many interesting answers, especially because some expressed that the discussion about politically correct language was unnecessary and some said that they found the whole discussion frustrating. Those who found politically correct language difficult to use said that pronouns were some of the most challenging aspects, because they find it hard to remember the different pronouns and find it difficult to use them correctly. Another reason that some participants found politically correct language *very difficult* or *sometimes a little difficult* was because they find it difficult to express opinions or refer to someone without the possibility of offending someone, implying that they may feel that they must choose their words more carefully, further this can suggest that politically correct language as a language structure prohibits people to express themselves (Mills, 2008, p. 100) Another answer from the questionnaire suggested that it would be easier to use gender-neutral words and terms if this was taught from an early age which would make gender-neutral words come more natural to native speakers or learners of English for example. I think this is a very interesting aspect as many of the participants in this questionnaire have Norwegian as their first language and the majority are learning English as their second language. I therefore think this is an important discussion to have when it comes to learners of English. Another interesting argument on the open question was that the English language is already inclusive enough implying that there is no need to make it more inclusive perhaps.

6. Conclusion

In this study, I have analyzed young people´s attitudes on politically correct language and how this affects their language use. I also mapped how people prefer gendered and gender-neutral words, how people view different pronouns and what factors are important to create a more inclusive language.

The main results from this study can suggest that there exist different opinions and associations on politically correct language among the younger generation. Some of the key findings from the survey was that most participants have a neutral relationship towards politically correct language. When it comes to gendered and gender-neutral alternatives most participants preferred the gendered examples represented. Most participants do not find politically correct language to be very difficult or sometimes difficult to use. Those who do find politically correct language challenging explain this in regards of pronoun use and that it is difficult to adjust to this type of language structure. Some also find the discussion on politically correct language unnecessary and frustrating.

By using a quantitative study, I was able to collect multiple answers to sample and reflect on different viewpoints regarding politically correct language and how this affect the language use and attitudes as of the younger generation. But having a quantitative study also has its limitations by not being able to ask the participants directly and receive more in depth answers on how people find politically correct language. In a qualitative study, there would be a better opportunity to get a deeper knowledge and understanding on each of the participant´s background for their associations.

For future research, an essential part would be to analyze how changing the structure of language affects people´s attitudes towards language itself but also the reality. As well as to look at what kind of challenges that comes with politically correct language and how we can meet those challenges. Another aspect that would be interesting for future research is the debate regarding respectful language, free speech and hate speech. I think this would be interesting factors to research because politically correct language is such a current issue and because there are very strong and opposing opinions towards this language structure. I believe studying this further would give people more knowledge and tools to understand how and

why we view language the way we do. And how our attitudes are reflected in the way we use our language and express ourselves.

To conclude this study, politically correct language contains different viewpoints and opinions and it is essential to understand and reflect how this affects the way we look at language and how the language affects our attitudes. This study has analyzed young people´s attitudes towards politically correct language, what difficulties that can occur when using politically correct language, and essential factors to include when making language more inclusive.

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8. Appendix

8.1 Questionnaire

How old are you?

- 15-20
- 20-30
- 30-40
- 40-50
- 50-60
- Over 60
- Would rather not say

What do you identify as?

- Woman
- Man
- Other

Is English your first language?

- Yes
- No

If no, what is your first language?

_____

How would you rate your English skills?

- Fluent: You speak English fluently
- Conversational: You can communicate in English with some words or phrases, but have some difficulties writing in English
- Basic: You know some basic words and phrases in English

Based on this word pair, which word do you prefer to use?

- Fireman
- Firefighter

Based on this word pair, which word do you prefer to use?

- Mailman
- Postal worker

Based on this word pair, which word(s) do you prefer to use?

- Salesman/Saleswoman
- Sales person

Based on this word pair, which words do you prefer to use?

- Girlfriend/Boyfriend
- Partner/Significant other

Based on this word pair, which word(s) do you prefer to use?

- Waiter/Waitress
- Server

Which pronoun do you prefer to use when referring to someone when you don´t know the gender of that person?

- Him/Her
- They/Them

What are your associations regarding politically correct language?

- Positive
- Neutral
- Negative

Which factors do you think are important to create a more inclusive language? You can select multiple choices

- Gender neutral words
- I can not think of any particular factors
- Avoid offensive words and phrases
- Use more than one pronoun: "he/she" instead of only "he"

Do you find it difficult to use politically correct language?

- Yes, very difficult
- Sometimes a little difficult
- No, not difficult

If you do find politically correct language difficult, or sometimes difficult, why?
_____