



**A Comparison of Heritage vs
Native Taiwanese Mandarin
Speaker Attitudes Towards *sajiao***

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Background

- saijiao (撒嬌) - described as a style of communication in which a speaker acts like “a spoiled child” or “pretends to be angry or displeased” (Hardeman-Guthrie 2016, Yueh 2011)
 - While it can be used to express feminine charm, it can also be used for practical reasons: greeting, negotiating, asking for help, complaining, refusing, giving an order, apologizing, informing, agreeing, and suggesting (Hardeman-Guthrie 2016, Yueh 2011)
 - Acoustic realization through overall increase in pitch, sentence final vowel lengthening, and use of sentence final particles (SFP) (Hardeman-Guthrie 2016)
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Methodology

- Participants (Taiwanese American and Taiwanese) recruited through word of mouth
- Matched guise experiment hosted through Qualtrics
- 2240 tokens (heritage listeners)
- 1920 tokens (native listeners)

1. How cute does this person sound? 這個人的聲音聽起來有多可愛? zhè gè rén de shēng yīn tīng qǐ lái yǒu duō kě ài?	NOT CUTE 不可愛 bù kě ài <input type="radio"/>	2	3	4	5	6	VERY CUTE 很可愛 hěn kě ài <input type="radio"/>
2. How friendly does this person sound? 這個人的聲音聽起來有多友善? zhè gè rén de shēng yīn tīng qǐ lái yǒu duō yǒu shàn?	NOT FRIENDLY 不友善 bù yǒu shàn <input type="radio"/>	2	3	4	5	6	VERY FRIENDLY 很友善 hěn yǒu shàn <input type="radio"/>
3. How feminine does this person sound? 這個人的聲音聽起來有多女性化? zhè gè rén de shēng yīn tīng qǐ lái yǒu duō nǚ xìng huà?	NOT FEMININE 不陰柔 bù yīn róu <input type="radio"/>	2	3	4	5	6	VERY FEMININE 很陰柔 hěn yīn róu <input type="radio"/>
4. How masculine does this person sound? 這個人的聲音聽起來有多男子氣概? zhè gè rén de shēng yīn tīng qǐ lái yǒu duō nán zǐ qì gài?	NOT MASCULINE 不很男子氣概 bù hěn nán zǐ qì gài <input type="radio"/>	2	3	4	5	6	VERY MASCULINE 很男子氣概 hěn nán zǐ qì gài <input type="radio"/>
5. How professional does this person sound? 這個人的聲音聽起來有多專業? zhè gè rén de shēng yīn tīng qǐ lái yǒu duō zhuān yè?	NOT PROFESSIONAL 不專業 bù zhuān yè <input type="radio"/>	2	3	4	5	6	VERY PROFESSIONAL 很專業 hěn zhuān yè <input type="radio"/>

Results: Average rating for each characteristic split by speaker variety, speaker gender, listener type, and sentence type

Characteristic	Mandarin Speaker Variety	Speaker Gender	Heritage Listener		Native Listener	
			<i>non-sajiao</i>	<i>sajiao</i>	<i>non-sajiao</i>	<i>sajiao</i>
Cuteness	TCM	female	3.93	4.34	3.71	4.33
		male	2.80	3.54	2.79	3.69
	BCM	female	3.70	4.89	3.42	4.48
		male	2.45	2.38	2.75	2.96
Friendliness	TCM	female	4.18	4.45	4.44	4.90
		male	3.64	4.02	3.63	4.13
	BCM	female	4.18	4.98	3.85	4.58
		male	3.43	3.50	3.31	3.63
Professionalism	TCM	female	4.59	2.73	3.5	2.38
		male	4.32	2.43	3.48	2.38
	BCM	female	4.39	3.43	4.06	2.85
		male	4.41	3.96	3.83	3.15

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Characteristic	Mandarin Speaker Variety	Speaker Gender	Heritage Listener		Native Listener	
			<i>non-sajiao</i>	<i>sajiao</i>	<i>non-sajiao</i>	<i>sajiao</i>
Masculinity	TCM	female	2.63	2.50	2.52	1.67
		male	5.14	4.57	4.23	3.08
	BCM	female	2.41	2.02	2.85	1.58
		male	5.18	5.09	4.60	4.08
Femininity	TCM	female	4.88	5.30	4.73	5.75
		male	2.04	2.43	3.06	3.94
	BCM	female	5.11	6.04	3.27	6.02
		male	1.84	1.80	2.79	4.75

Discussion

- Data illustrates that perception of sajjao differs between heritage and native listeners when it comes to cues (suprasegmental vs segmental)
 - Beijing Mandarin male speakers used mostly SPF
- Heritage speakers pattern more similarly to native speakers than to L2 learners (Hardeman-Guthrie, 2016)
- Potential sources of language socialization to be investigated
 - Saturday schools
 - Media consumption

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