

Group 1

Final Project Group Presentation

Andrea Chavez, Colin
Franco, David Schultz,
Dionne Jordan, and
Haley Sinclair



Ethnolinguistic groups represented

While both Chapel Hill and Carrboro have the same 3 largest ethnic groups, they are ordered differently.

Chapel Hill:

1. White (Non-Hispanic) 65.5%
2. Asian (Non-Hispanic) 12.8%
3. Black or African American (Non-Hispanic) 10.4%

Carrboro:

1. White (Non-Hispanic) 63.9%
2. Black or African American (Non-Hispanic) 15.1%
3. Asian (Non-Hispanic) 8.48%

Background

Languages

Listed below are the languages spoken by the residents of the Chapel Hill-Carrboro area

1. English
2. Asian & Pacific Island Languages
3. Spanish
4. Other Indo-European Languages
5. Other Languages

Chapel Hill Language Access Plan:

- Burmese
- English
- Karen
- Mandarin Chinese
- Spanish

Our Question

Based on the data we collected (interviews and photos) of the linguistic landscape of the Chapel Hill-Carrboro area, how well do the languages found in our data reflect the general demographic of this area?



Methods

<u>Google Doc</u>	We created a Google Doc to organize and divide the labor between all of us.
<u>Questionnaire</u>	We created a questionnaire through Google Forms with a total of 16 questions.
<u>Interviews</u>	With the questionnaire we created, we interviewed a total of 28 Chapel Hill–Carrboro residents.
<u>Camera app (Apple)</u>	Using our cameras (on our iPhones) we took pictures of the physical landscape of the Chapel Hill–Carrboro area.
<u>Google/Apple Maps</u>	We used map apps on our phones to retrieve the exact coordinates and locations of the photos we took.
<u>Google Sheets</u>	We prepared a spreadsheet using Google Sheets that contained all the data collected (photos, screenshots) and relevant metadata (including the coordinates of the location of where the photo was taken. We also used Google Sheets to organize the responses from our interviews.

Data (photo) Collection

01

Graffiti



02

Advertisements



03

Regular Signs on Building/Busses



Data (photo) Collection

04

UNC's Cyberscape



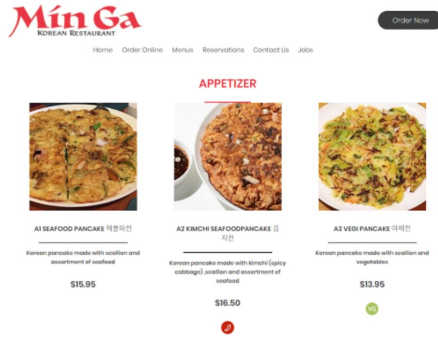
05

UNC Campus

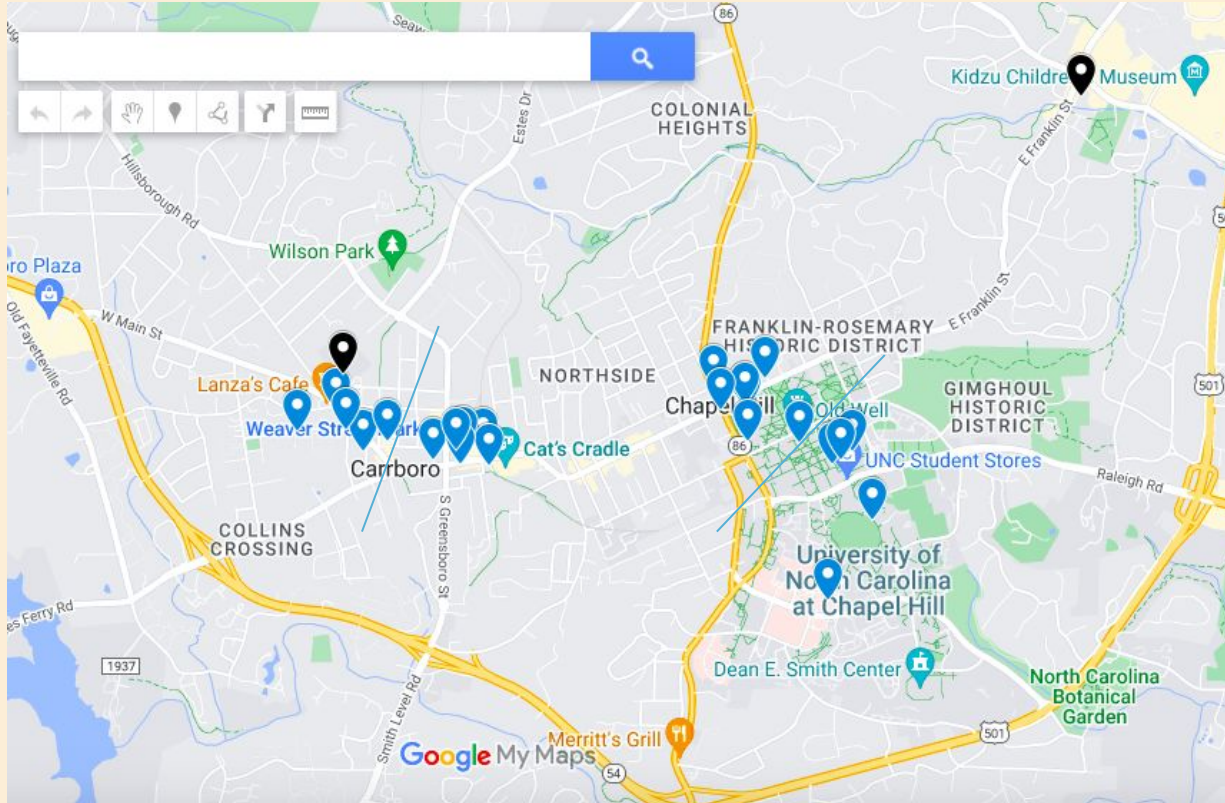


06

Carrboro

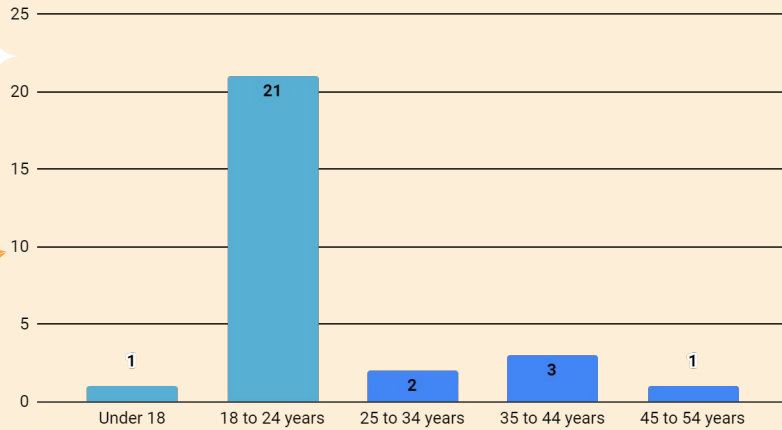


Data (photo) Collection pt. 2



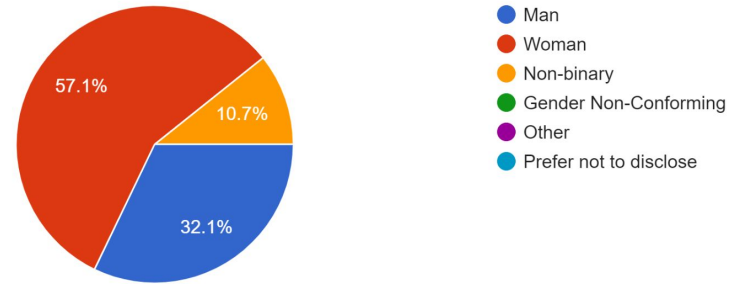
Results

Age of Respondents

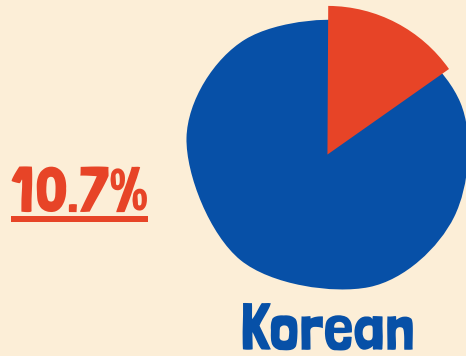
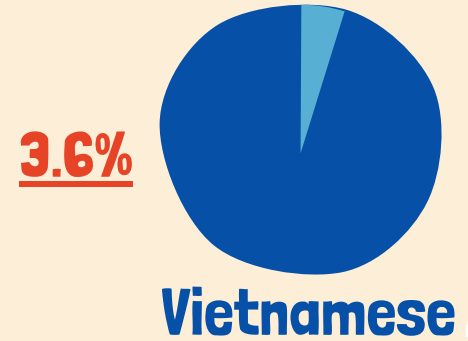
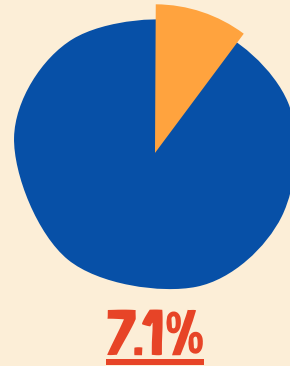
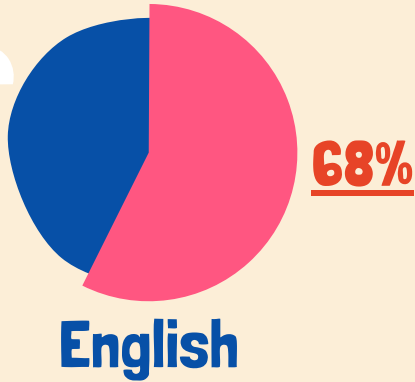


Gender

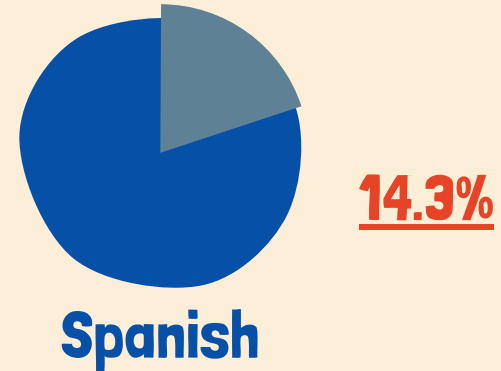
28 responses



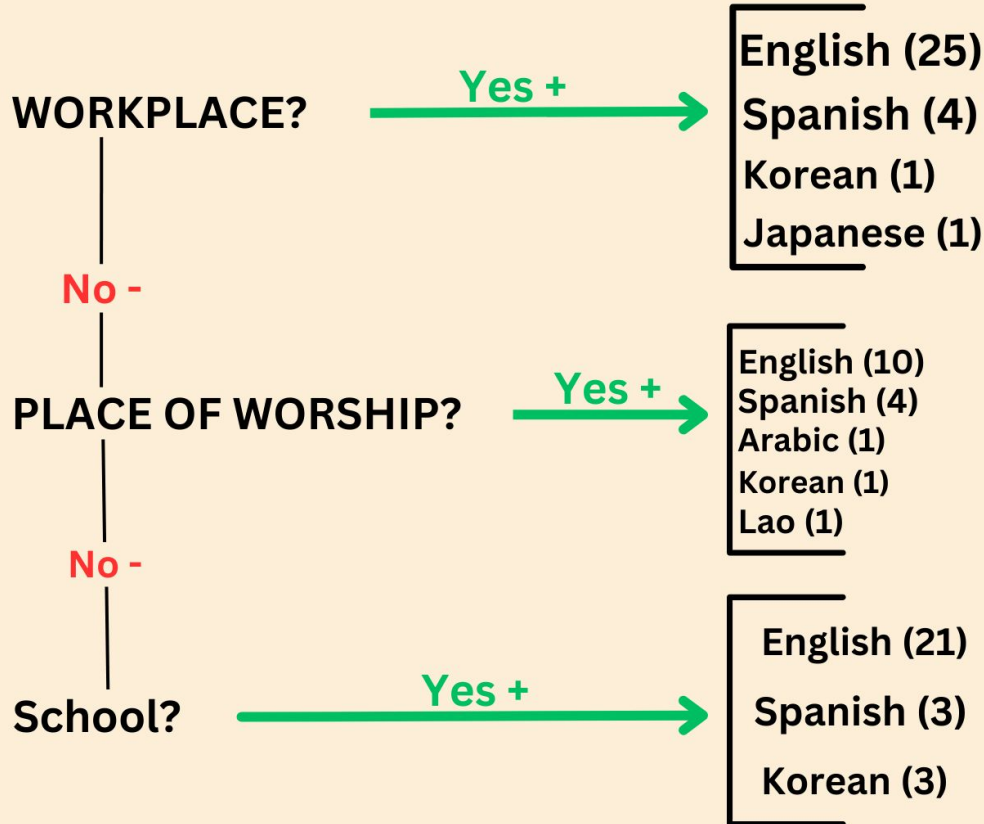
Interviewee's Native Languages



Two respondents reported having two different native languages– one person reported English/Spanish, and the other reported English/Mandarin Chinese.



Domains of Language Use



56 total reported instances of English use

11 total reported instances of Spanish use

5 total reported instances of Korean use

1 total reported instance of Japanese use

1 total instance of Arabic use

1 total instance of Lao use

Conclusions

Our questionnaire data reflects 5 native languages present in the area and 75 reported instances of language usage that include 6 different languages.

Although, 56 of the 75 instances were English Our photo data collection includes 6 instances of bilingual language usage of 4 different languages.

Our data collection reveals that, even though the population of the Chapel Hill-Carrboro area that is diverse, the linguistic landscape itself doesn't cover a lot of it.

