



**Accent Bias Portrayed in Asian Characters in Comedy and Its Implications on
Popularity**

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Abstract

Social identity theory posits that people with a stronger in-group affinity tend to favor their in-group members while treating those of out-groups unfavorably. This is related to individuals with a higher ethnocentricity who are known to consider any deviations from their norms inferior. For this study, this phenomenon was extended to accents to investigate how the use of Asian accents in the English spoken comedy affects the popularity of the characters that perform the accents. A mixed method approach has been adopted for this study: a quantitative online survey with participants and a Youtube analysis of a comedian named Nigel Ng. The online survey included an ethnocentrism test to discover the link between one's level of ethnocentricity and accent bias. The data from the survey was analyzed using SPSS and a comparison analysis was on the numerical data from the Youtube channel. The results from both the survey and the Youtube analysis indicated a preference of a character with an accent. However, no concrete evidence was found to support the reasons behind the popularity nor the significant difference between the ethnocentrism groups.

1. Introduction

It is only natural that people consciously or unconsciously group other people into certain categories. In doing so, people often rely on visible and audible cues (Hua, 2019, p.216). Many studies suggest that one's prior knowledge and categorization of accents and ethnicity can lead to biased perception (Hua, 2019, p.216). In the United States, students with a standard American accent consider their accent to be superior to foreign accents, regardless of the actual proficiency of those speakers (Rubin & Smith, 1990). This connotation is most evidently manifested in film and TV industries, especially in the comedy genre, where Asian accents are used for humorous effects (Davé, 2017, p.144). For instance, Apu Nahasapeemahetlon, an Indian immigrant character from the Simpsons, has been criticized for being a racial stereotype. Much of this criticism began to surface after "The Problem with Apu", a 2017 documentary exploring bigotry, misrepresentation, and negative stereotypes against Indian and Asian Americans in the media (Melamedoff, 2017). At the core of its controversy is Apu's accent, a distinctive Indian accent performed by a white voice actor, Hank Azaria (Melamedoff, 2017). In the documentary, actress Noureen Dewulf says, "There is nothing wrong with an accent. An accent is a crucial part of a character. It's when the accent lends itself to being part of a joke...That's when the accent is problematic," (Melamedoff, 2017). While many similar characters are criticized for being stereotypical, it is also true that they are loved by the audience. Hari Kondabolu, an American stand-up comic who is also the writer of the documentary claims that the biggest reason why Apu is popular is because people find his voice hilarious (Melamedoff, 2017). In an interview with Dana Gould, the former writer and a co-executive producer of the Simpsons, is asked, "Could you say that a lot of stuff that Apu says wouldn't hit as hard without the accent?". To which he replies, "There are accents by their nature, to white Americans, I can only speak from experience, sound funny. Period," (Melamedoff, 2017).

Plentiful anecdotal evidence can be found in interviews with Asian American actors and actresses about doing the accent to land a role in the industry. To many of them, performing the accent of their heritage is the road to success, which comes at the expense of their identity and diversity (Davé, 2017, p.56). While there has been extensive research done on stereotyping of Asian Americans mainly in Hollywood, little is known about why it is accepted and liked by mainstream viewers. Therefore, this research aims to discover if characters with an accent gain more popularity or are more appreciated than those without it. The research question is thus formulated: To what extent do characters that play with Asian-like accents in the comedy gain popularity due to reinforcing stereotypes of those accents being inferior and funny? To be able to gain in-depth insight, a case study on a comedian named Nigel Ng will be conducted. The sub research question is as follows: to what extent is it possible to explain the popularity of the comedian's different personas based on data available on Youtube? Furthermore, in order to discover how ethnocentrism plays a role in this, the following hypothesis will be tested: people with higher ethnocentric views favor those stereotyped characters more than those who are less ethnocentric.

2. Theoretical Framework

Social identity theory posits that people develop group memberships for a sense of belonging in the world (Tajfel & Turner, 1979, p.40). One can belong to multiple groups simultaneously; however, in essence, the groups can be divided into two; in-groups and out-groups (Hogg et. al., 2004, 252). People identify themselves with in-groups and their members with which they feel conformity and solidarity (Hogg et al., 2004, p.254). On the other hand, out-groups (members) are the ones that they differentiate themselves from and are not affiliated with (Hogg et al., 2004, p.257). The construct of the groups is based on one's imprecise sets of social categorization (Hogg et al., 2004, p.253). Social categorization is a natural cognitive process that classifies others into groups using prototypes. It also serves as a self-reference point where individuals define their membership(s) in society (Tajfel & Turner, 1979, p.40). During the formation of a prototypical group, certain characteristics of that group are ascribed to all members, regardless of their individual traits (Chakraborty, 2017, p.58); this happens to the extent where clear entitativity is achieved (Hogg et al., 2004, p.254). In other words, both within group similarities and between group differences are maximized in order to accomplish a clear group distinction (Hogg et al., 2004, p.255). Prototypes also apply to in-groups; they not only describe but also prescribe the group norms and appropriate behaviors. Therefore, prototypes are rarely accurate, rather idealized and polarized away from respective groups. Furthermore, prototypes may vary significantly depending on the relevant in-group(s) and out-group(s) that are being compared at the time (Hogg et al., 2004, p.254). Those two groups compete against each other for positive evaluation and distinctiveness in a society (Hogg et al., 2004, p.248). This in-group versus out-group dichotomy often leads to many other phenomena, such as in-group favoritism, out-group bias, discrimination, racism, and so on (Tajfel & Turner, 1979, p.39). It has been reported that individuals with strong in-group identification display more discriminatory

behaviors compared to those with weaker sense of it (Gagnon & Bourhis, 1996, p.1296). In this sense, social identity theory provides a lens through which to investigate to what degree the negative perception of nonnative accents occurs during intergroup and intragroup interactions. That is, people with stronger in-group affinity tend to observe more negative aspects of speakers of nonnative accents (Chakraborty, 2017, p.58). There are many factors that influence why some people acquire stronger in-group affinity than others; one of them is the intrapersonal variables. One such variable is ethnocentrism that enhances in-group affiliation and out-group discrimination (Perreault & Bourhis, 1999, p.94). Ethnocentrism refers to a belief that puts one's own culture in the center of everything, and other cultures are evaluated with reference to it (Hammond & Axelrod, 2006, p.926). Now the term is used in a more broad sense to incorporate social and cultural nuances and is considered a psycho-sociological concept (Chakraborty, 2017, p.58). Which means it is universally pervasive and can be observed in many social phenomena ranging from ethnic conflicts to consumer choices (Hammond & Axelrod, 2006, p.927). Ethnocentric individuals exhibit favoritism towards members of their in-groups while discriminating and stigmatizing those of out-groups (Gagnon & Bourhis, 1996, p.94). For ethnocentric people, any variations from their self-constructed and/or socially-constructed norms are evaluated to be inferior, which can be extended to different accents (Chakraborty, 2017, p.58). Many studies have indicated that nonnative accents index marked group identities, which in turn result in out-group discrimination. Therefore, based on empirical evidence from the last few decades and social identity theory and ethnocentrism together, it is an informed prediction to say that ethnocentric individuals will judge nonnative accents unfavorably or at least less favorably than their own (Chakraborty, 2017, p.59).

It is also important to note that in such evaluation, not all foreign accents are perceived similarly. Lippi-Green argues that foreign accents that are not linked to a white skin color or a

developed country invoke a negative image (Lippi-Green, 1997, p.238-239). In one study, undergraduate students in the United States were asked to rate the English of university students from 58 different countries (Lindemann, 2005, p.190). It found that among the countries where the primary language is not English, most positively rated countries are in Western Europe, such as France, Germany, and Italy. Furthermore, a striking pattern was observed; when all the countries were grouped geographically into clusters, the first two highest rated groups were the countries where English is the native language, followed by countries where English is one of the official languages, such as South Africa, along with six Western European and three Latin American countries. The rest of the countries fell to the lower ends; the third cluster includes countries from the rest of Latin America, Asia, Africa, Central Europe and Israel, and the last cluster covers the countries from the remaining part of Asia, Eastern Europe, and the Middle East (Lindemann, 2005, p.193-195). Among the stigmatized nonnative accents, East Asian or “Chinese” English and Latin American or “Mexican” English are the most marked sub-groups (Lindemann, 2005, p.208). However, the East Asian accents were more negatively marked than Latin American accents.

One explanation is that even though all nonnative accents are perceived to be out-groups to native English, Latin American varieties are considered to be closer to in-group than Asian varieties. In fact, a greater degree of linguistic, cultural, and even physical differences are thought to be displayed by Asian English speakers (Lindemann, 2005, p. 209) The general consensus from the respondents is that the East Asian accents are “choppy”, “quick”, “poorly enunciated”, “hard to understand”, and “confusing /r/ and /l/”. These characteristics are associated with Indian English as well, along with convenience store English. However, Indian varieties received mixed responses as some respondents evaluated it more positively as “a British-influenced variety” (Lindemann, 2005, p.199-200, p.208-209). Another study shows similar results about American undergraduate students’ perception on Asian

instructors; by visually classifying the instructor as Asian, listening comprehension and the evaluation of the instructor's perceived level of English and accentedness drop significantly even though the instructor speaks with the standard American English (Rubin, 1992, p.519). Yet, no research has been conducted to explain the specific evaluation of Asian accents in the comedy genre, where it is mainly used for comical effect, and how it relates to one's ethnocentrism.

3. Method

3.1. Online Survey

The online survey was designed to investigate the popularity of a comedian named Nigel Ng and his alter ego, Uncle Roger, in relation to the different accents performed by each persona. The survey also included an ethnocentrism test to check the link between the degree of ethnocentricity and the perception and the liking of the comedian and the content. The independent variables were the different types of videos shown to the participants and the individual scores of the ethnocentrism test. The dependent variable was the participants' liking of the clips.

3.2. Participants

A total of 77 participants were recruited via social media platforms and personal chats. All participants took the online survey voluntarily without any monetary compensation. Their data and responses were processed anonymously. Incomplete responses were excluded for the validity of the results. Out of 77 participants, 32 were male, 44 were female, and 1 was non-binary or third gender. 19.5% of the subjects were between 18 and 24 years old, 57.1% were between 25 and 34 years old, 19.5% were between 35 and 44 years old, and 3.9% were older than 45 years old. The participants were from 23 countries with a few exceptions where a higher number of the participants came from including, The Netherlands (15.6%), and USA (16.9%), India (10.4%), Poland (10.4%), Indonesia (6.5%), and South Korea (6.5%). Please see Appendix B for more information on the list of countries. The majority of the subjects' perceived level of English was fluent/(near) native level (59%) followed by intermediate/advanced level (17%), and elementary/limited (1.3%).

3.3. Materials and Survey

The survey, except for the ethnocentrism test, was concerning a comedian named Nigel Ng. He is a Malaysian comedian/YouTuber based in the UK who is these days better known as

‘Uncle Roger’. He had started his career as a stand-up comedian and made his TV debut in 2018. Then he moved onto Youtube where he started creating comedy content in 2019. In 2020, he and his comedy partner, Evelyn Mok, created a comic persona, Uncle Roger, who speaks English with a heavy Chinese/Asian accent. The first content of Uncle Roger was the reaction video to BBC Food’s Hersha Patel making egg fried rice which went viral. Ever since, he has been creating Uncle Roger content on his Youtube channel, enjoying his growing popularity. He is an excellent model for this study because there is a drastic difference in popularity between Nigel Ng as a comedian and Uncle Roger.

The participants took an online survey consisting of 32 to 38 items. The number of items differed depending on the participants’ rating of each video, which is further explained below. The first part of the survey consisted of 5 items to gather information on participants’ nationality, gender, age, and linguistic background. In the next section, they were asked to watch 2 videos of Nigel Ng. One was his most viewed stand-up comedy clip from 2019, which was shot in his hometown in Malaysia. The duration of the clip was 8 minutes and 55 seconds and it was about his interactions with the audience. The other one was his most viewed clip as Uncle Roger, as well as his most viewed clip on his channel; the first video as Uncle Roger which was earlier explained above. The duration was 7 minutes 56 seconds. The respondents were asked to watch at least 3 to 4 minutes of each video. The order of the videos was randomized to minimize any biases that might arise from it. After watching the videos, the participants were asked to rate each of them and choose one over the other in terms of humorousness. Those who chose the Uncle Roger video answered five Likert scale questions and one open-ended question as to why they found it funnier than the other. The items consistently used 5 scales from “strongly agree” to “strongly disagree”. The purpose was to discover what factors contributed to the comicality of the content. Finally, they completed an ethnocentrism test developed by Neuliep & McCroskey (2002). The purpose of

this test was to measure the participants' level of ethnocentrism objectively, which was later used to examine the influence of the level of ethnocentrism in perceiving the humor of the videos.

3.4. Survey Analysis

Descriptive statistics were used on the responses in order to find out which of the two videos the respondents found funnier, as well as on the sub-questions. Half of the questions in the ethnocentrism test were re-coded in order to calculate the test score. The test categorized respondents into 3 groups; Group 1 represents low ethnocentrism (≤ 50), Group 2 for medium (51-80), and Group 3 for high (> 81).

Cronbach alpha reliability tests were run on the five questions in the additional block for those who found the Uncle Roger content funnier. Independent sample t-tests (2-tailed, 95% confidence interval) were performed on the four constructs against the three ethnocentrism score groups.

Out of 47 participants who voted for Uncle Roger, 29 of them left their opinions about why they did so. The comments were analyzed in terms of wording and contents, then put to 6 different categories accordingly.

3.5. Youtube Analysis

A total of 10 videos were selected from Nigel Ng's Youtube channel on June 4, 2021. They were divided into 2 groups: the most popular videos and the least popular ones based on the number of views. Any content uploaded after May, 2021 was excluded as they had had less exposure time. Also, videos that do not fall under the comedy genre were excluded (e.g. Ng's Podcast clips, interviews with other content creators, etc.) as they were not relevant to the purpose of this study. Numerical data on the date of upload, the number of views, likes, dislikes, and comments from each video was gathered. The data except for the upload date was calculated on a per day basis. A comparison analysis was done on the number of views,

likes, dislikes, comments, and upload dates. From each video, the five most popular comments were taken then divided into two groups: the ones from the most popular videos and the least popular ones. They were analyzed with regard to the text and reference, then further categorized according to their types for the general reaction patterns from the viewers. Comments from Nigel himself were not taken into account as they were not reactions from the audiences.

Since there is a correlation between the amount of time the video has been available online and the number of views, as well as number of likes and dislikes, several derivative statistics are provided. Youtube does not provide the exact count of likes or dislikes, and the evolution of the parameters in time is also not available. Hence, for this analysis statistics are presented per day, assuming linear growth. Also, there is a possibility of viewers watching the same content multiple times attributing to view counts. However, different sources have different answers to this issue; some say that multiple views coming from the same IP address will count as one, some others say views coming from the same IP address will be counted if these were coming from different times, and the others argue that the views will cease to be counted after 4 or 5 coming from the same IP address. (Carmicheal, 2021; Funk, 2020).

4. Results

4.1. Youtube Analysis

All of the top 5 most popular videos were of Uncle Roger while only one Uncle Roger video belonged to the least popular group, and the rest were either his standup comedy or other types of content. All content in the most popular group was uploaded in 2020, while the content from the least popular group was from as old as 2017 to as recent as 2021. A summary of results is given in Table I below.

First of all, there is a correlation between the number of views and the number of likes/dislikes as generally only people who watched the videos click 'like' or 'dislike'. The correlation with comments was lower, as one can add multiple, also reacting to other users. In general, the ratio of likes to views was higher for the most popular videos with the exception of video 10, where it was the highest of all. Still, all Uncle Roger content had a higher ratio of likes to views. The ratio of dislikes to views was altogether insignificant, consistently being below 0.1% for all videos. The vast majority of viewers neither pressed the like or dislike button, even considering that some viewers watched the videos multiple times.

As there was a correlation between the video upload date and views, a number of days since upload to the day of the analysis (June 4th, 2021) was calculated. The growth of views, likes and comments was linearised, for the lack of more details. For the videos in those groups, each of the most popular videos outperformed every one of the least popular videos in every aspect. There, it became clear how much the five top videos outperform the bottom five. The growth of views can be three orders of magnitude greater for the most popular videos. A similar pattern, though not as strong, was seen for likes and comments. It is important to note that video 10, being one of the Uncle Roger content, was the closest in parameters to the top 5. Since it was also the newest video, in a different form than others, and the only one with Uncle Roger in its group, it might not be very representative to the

group. All in all, all the numerical data indicated a stronger popularity of Uncle Roger than Nigel Ng as a comedian and/or a Youtuber.

Table I. Summary of Youtube video parameters

No	Name	Date of upload	Views	Likes	Dislikes	Comments	Ratio Likes / Views	Ratio Dislikes / Views	Days since upload	Views per day	Likes per day	Comments per day
1	Uncle Roger Disgusted by this Egg Fried Rice Video (BBC Food)	08.07.2020	23 347 448	852 000	15 000	58 631	3,65 %	0,06%	331	70 536	2 574,0	177
2	Uncle Roger Review Gordon Ramsay Fried Rice	20.09.2020	18 604 390	972 000	17 000	43 693	5,22 %	0,09%	257	72 391	3 782,1	170,0
3	Uncle Roger HATE Jamie Oliver Egg Fried Rice	30.08.2020	14 953 545	727 000	11 000	38 848	4,86 %	0,07%	278	53 790	2 615,1	139,7
4	Uncle Roger Meet Egg Fried Rice Lady (Hersha Patel)	09.08.2020	14 094 688	584 000	5 700	31 171	4,14 %	0,04%	299	47 139	1 953,2	104,3
5	Uncle Roger Work at Restaurant for a Day	02.08.2020	8 653 679	324 000	5 800	13 484	3,74 %	0,07%	306	28 280	1 058,8	44,1

6	Set From 2017 - Nigel Ng	22.10.20 17	188 059	4 800	55	254	2,55 %	0,03%	1321	142	3,6	0,2
7	Marie Kondo is a Tidying Genius!	07.03.20 19	208 801	4 200	157	177	2,01 %	0,08%	820	255	5,1	0,2
8	Coronavirus Riffing (Is this my darkest joke?) - Stand-up Comedy	07.03.20 19	399 091	7 100	149	259	1,78 %	0,04%	820	487	8,7	0,3
9	Every Sushi Chef Ever	28.06.20 19	422 972	11 000	222	418	2,60 %	0,05%	707	598	15,6	0,6
10	Uncle Roger Explain Haiya VS Fuiyoh (Animated, short)	28.04.20 21	439 462	34 000	158	1 427	7,74 %	0,04%	37	11 877	918,9	38,6

The 25 comments from the most popular group were categorized into 4 different types. The most common type of comment (9 out of 25 comments analyzed) was a direct quote or a punchline from the content that the viewer found funny. The next recurring kind was about the person being reviewed by Uncle Roger, such as Gordon Ramsay and Hersha Patel, known as the Egg Fried Rice Lady. There were 6 of this kind, among which 3 of them were about praising Hersha for collaborating with Uncle Roger rather than being offended by the review. Also, 5 comments were related to rice, which seemed only natural given that 3 videos from this group were Uncle Roger reacting to people making fried rice. Table II lists categories and two examples from each category.

Table II. List of categories and example comments from the most popular videos

Categories	Examples
Direct quotes and punchlines	<ol style="list-style-type: none"> 1) You hear sizzling, I hear my ancestors crying. 2) Different cultures make rice differently, just some cultures are wrong.
About the person being reviewed	<ol style="list-style-type: none"> 1) Reporter: How many awards do you have Gordon? Gordon: 7 Michelin stars and 1 uncle Roger approval. 2) Shout out to Auntie Hersha because she is an open minded person able to

	<p>handle criticism with humor. You are both hilarious</p>
Rice comments	<ol style="list-style-type: none"> 1) Imagine messing up cooking rice so bad you single-handedly unite the asian community against you. 2) The most cursed thing is that this woman didn't wash the rice before cooking.
Other and miscellaneous	<ol style="list-style-type: none"> 1) Why are the British scared of spice when their ancestors literally started an empire out of searching for it? 2) As a Malaysian, every time Uncle Roger said Haiya and Fuiyo, I really felt that.

As well for the least watched group, a total of 25 comments were grouped into 6 different categories. Surprisingly, 9 of them were making (direct) reference to Uncle Roger even though 4 out of 5 clips from this group were not of him. Also, 2 comments were about how shocked they were to learn that the Uncle Roger accent was fake. These comments suggest those audiences had watched Uncle Roger content first, whichever it was, before they watched the other content. Furthermore, there were 5 comments praising how funny the content was, which was not observed in the most popular group. One similarity was that there

were also 4 direct quote and punchline comments in this group as well. Table III lists categories and one example from each category.

Table III. List of categories and example comments from the least popular videos

Categories	Example
Uncle Roger reference	Man, you look like a completely different person just a year ago.
Fake accent	It's so weird not hearing the Uncle Roger accent. The guy sounds American yet he's Malaysian?
Compliments	Holy crap! This was actually the most hilarious thing I've seen in months! I was practically dying the whole time.
Direct quotes and punchlines	Blood is just weakness leaving your body.
Culturally relatable	As a Malaysian, this is 100% accurate!
Other and miscellaneous	5 months later ...we're all wearing masks.

4.2. Online Survey Results

The participants were categorized into 3 groups according to their ethnocentrism test score. Group 1 represents the participants who scored low on the test (≤ 50), Group 2 is for medium (51-80), and Group 3 is for high (> 81). To investigate whether people with high

ethnocentrism find Uncle Roger content funnier, an independent sample t-test was performed. ANOVA was not used due to the fact that the number of responses with high ethnocentrism was not sufficient for the analysis; there were only 2 people who belonged to this group, which could not yield any significance for the analysis. Therefore, Group 3 was combined with Group 2.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	29.9	29.9	29.9
	2	54	70.1	70.1	100.0
	Total	77	100.0	100.0	

Figure 1. Ethnocentrism groups

The result showed that 47 participants (61%) found the Uncle Roger content funnier, followed by the stand-up comedy (19, 24.7%) and both equally funny (11, 14.3%). The t-test result of the preference between the two videos showed no significant difference between Group 1 (M =2.09, SD = 0.73) and Group 2 (M=1.81, SD=0.55) conditions; $t(75)=1.79$, $p=0.078$. The mean value (M) here represents: 1 = the stand-up comedy, 2 = both equally funny, and 3 =the egg fried rice video. The result suggested that the participants from Group 1 and Group 2 generally preferred the Uncle Roger content to the stand-up comedy content. Furthermore, out of those 47 participants who preferred the Uncle Roger content, 11 of them were Group 1 and 36 were Group 2. They completed an additional block to answer the reasons for the preference. The t-tests of the additional block displayed all similar results. According to Cronbach alpha reliability test results, two questions concerning the accent were put under one construct (APP_ACC) and the rest remained as an individual variable. A

t-test for the construct APP_ACC showed no statistical difference between the two groups; Group 1 (M=3.27, SD=1.31) and Group 2 (M=2.90, SD=1.39) conditions; $t(45)=0.78$, $p=0.44$. The mean value of 3 represents neither agree nor disagree. In other words, the participants from both groups neither agreed nor disagreed that the comedian's accent made the video funnier. Figure 2 shows a strong overlap between the two groups for this construct.

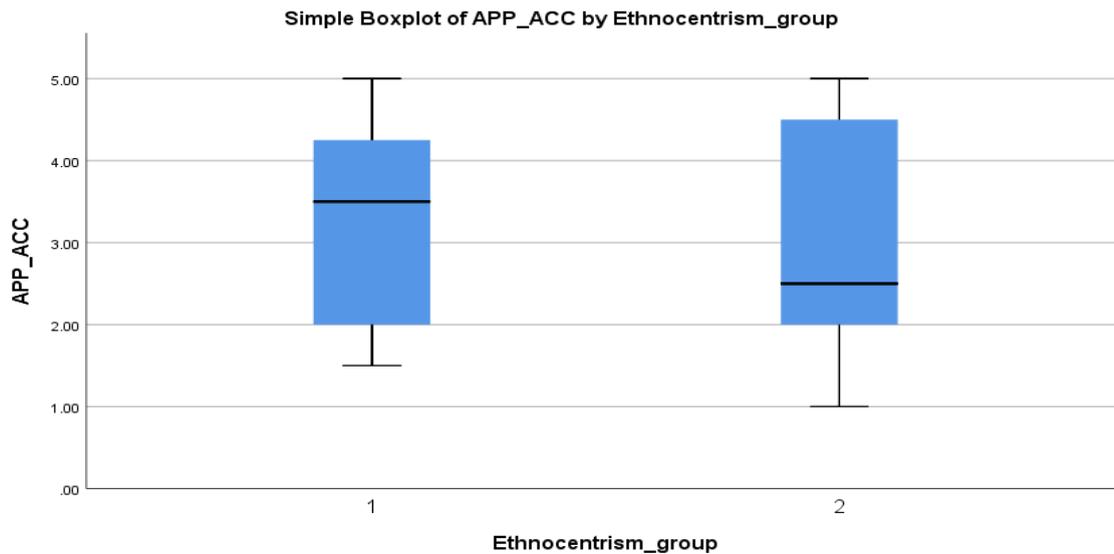


Figure 2. Boxplot of responses to APP_ACC

This pattern, that is a non-significant difference, was observed in all the other three constructs as follows:

- 1) It is funnier because of the outfit: Group 1(M=3.82, SD=1.25) and Group 2 (M=4.00, SD=1.10) with $t(45)=-0.47$, $p=0.64$
- 2) It is funnier because of the posture: Group 1 (M=3.09, SD=1.58) and Group 2 (M=3.28, SD=1.32) with $t(45)=-0.39$, $p=0.68$.
- 3) It is funnier because it is a fake persona: Group 1(M=2.55, SD=1.21) and Group 2 (M=2.70, SD=1.21) with $t(45)=-0.34$, $p=0.74$

As for the comments, the most common type, Category A, was addressing cultural differences and stereotypes; there were 7 of this kind in total. In Category B, 6 participants

mentioned that they did not appreciate how Nigel interacted with the audiences in the stand-up comedy clip; in fact, they found it quite rude. This is the only category that received negative comments from the participants who did not like Uncle Roger and/or the content. The next most recurring kinds were Category C and Category D, which were about the Uncle Roger content being intended for the online audience, and the content simply being funnier respectively. Category E was about Uncle Roger's reactions and last, Category F covered other/miscellaneous comments. Table IV shows an overview of the categories, reasons and numbers.

Table IV. Other factors that made Uncle Roger content funnier

Category	Number	Reasons
Category A	7	Cultural differences, stereotypes
Category B	6	Did not like how Nigel interacted with the audiences
Category C	4	Intended for online audiences
Category D	4	Content itself being funnier
Category E	3	Uncle Roger's reaction
Category F	5	Other/miscellaneous

In conclusion, the results from the Youtube analysis and the survey both corroborated the expectation that there would be a strong preference for Uncle Roger. However, there was no concrete evidence found from the survey that people with higher ethnocentricity favor Uncle Roger for being stereotypical. Furthermore, the t-test results of the elements contributing to

the preference indicated no significant differences between the ethnocentrism groups. Thus, the initial hypothesis is rejected based on the findings.

5. Discussion

The results of this research found only a minor connection with previous studies. The results from both the Youtube analysis and the survey indeed showed an inclination towards Uncle Roger over his other persona. It was expected that the heavy Asian-like accent performed by Uncle Roger would play a role in his popularity. However, it found only a moderate degree of the accent and other elements contributing to it. It is however important to note that a number of participants mentioned that they enjoyed the stereotypical jokes and Uncle Roger's reactions, which also might indicate the accent and/or linguistic elements whether they were consciously aware of it or not. Moreover, previous studies suggest that people with a higher ethnocentric view tend to stigmatize other variations including accents. As such, it was expected that those with a higher ethnocentricity would favor stereotyped characters, such as Uncle Roger. However, the effect of ethnocentrism was inconclusive due to the lack of the number of participants with high ethnocentricity. It also needs to be taken into account that the participants do not represent the population as most were recruited via the student community and the expat community, and that the age distribution was uneven. For future research, it is recommended to ensure a representative sample and evenly distributed ethnocentrism groups.

6. Conclusion

In conclusion, this study set out to discover if characters with Asian-like accents in the comedy gain popularity due to reinforcing stereotypes of these accents being inferior and funny. To answer this, Youtube analysis and an online survey were carried out. While the study confirmed the greater popularity of Uncle Roger, the reasons for this, either the accent factor or others remained unclear. Also, the effect of ethnocentrism in perceiving the different personae of Nigel Ng was inconclusive.

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Appendices

Appendix A: Online Survey

Q1. Hello! I am Minjee from Utrecht University. In this survey, you will be watching two fun videos and answer some questions about them. The survey will take about 10 minutes.

Please rest assured that your responses to this survey are completely anonymous.

I would love to hear from you as your perspective on this matter will give me valuable insight for my research!

Please note that in order for your unbiased judgement, the purpose of this survey is not written here. After you've completed the survey, if you would like to know more about this research, please email me at:

m.j.kim1@students.uu.nl

Q2. I agree to participate in the survey voluntarily. By submitting this survey I consent to the data I provide to be used anonymously. I understand that I can withdraw from the study at any time, without any penalty or consequences.

- Yes

Q3. What is your primary nationality?

Q4. What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q5. What is your age group?

- 18 - 24
- 25 - 34
- 35-44
- 45-54

- 55 or more

Q6. How many languages do you speak fluently?

- 1
- 2 - 3
- 4 - 5
- 5 or more

Q7. What is the level of your English?

- elementary/limited
- intermediate/advanced
- fluent/(near) native

Q8. Now the fun part begins! Please watch the following videos of the comedian, Nigel Ng.

Please watch the first 3-4 minutes of each video. If you'd like, you can watch them till the end. After watching, please rate each video. Enjoy!

Q9. This is a video of Nigel as Uncle Roger. Enjoy!

Q10. How funny was the video?

- like a great deal
- like somewhat
- neither like nor dislike
- dislike somewhat
- dislike a great deal

Q11. This is a stand-up comedy show by Nigel Ng. Enjoy!

Q12. How funny was the video?

- like a great deal
- like somewhat
- neither like nor dislike
- dislike somewhat
- dislike a great deal

Q13. Which of the two video did you find funnier?

- The stand-up comedy
- The one about egg fried rice
- both were equally funny

Q14. It is funnier because of the outfit.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q15. It is funnier because of the accent.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree

- strongly disagree

Q16. It is funnier because the accent suits his appearance.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q17. It is funnier because of his posture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q18. It is funnier because it is a fake persona.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q19. If there are other factors that made it funnier, please mention below.

--

Q20. This section consists of 24 statements concerning your feelings about your culture and other cultures. They do not concern the videos you watched. Please answer them honestly and do not think about them for too long. Work quickly and record your first response.

Q21. Most other cultures are backward compared with my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q22. People in other cultures have a better lifestyle than we do in my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q23. Most people would be happier if they didn't live like people do in my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree

- strongly disagree

Q24. My culture should be the role model for other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q25. Lifestyles in other cultures are just as valid as those in my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q26. Other cultures should try to be more like my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q27. I'm not interested in the values and customs of other cultures.

- strongly agree

- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q28. It is not wise for other cultures to look up to my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q29. People in my culture could learn a lot from people in other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q30. Most people from other cultures just don't know what's good for them.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree

- strongly disagree

Q31. People from my culture act strange and unusual when they go into other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q32. I have little respect for the values and customs of other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q33. Most people would be happier if they lived like people in my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q34. People in my culture have just about the best lifestyles of anywhere.

- strongly agree

- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q35. My culture is backward compared with most other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q36. My culture is a poor role model for other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q37. Lifestyles in other cultures are not as valid as those in my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree

- strongly disagree

Q38. My culture should try to be more like other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q39. I'm very interested in the values and customs of other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q40. Most people in my culture just don't know what is good for them.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q41. People in other cultures could learn a lot from people in my culture.

- strongly agree

- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q42. Other cultures are smart to look to my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q43. I respect the values and customs of other cultures.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- strongly disagree

Q44. People from other cultures act strange and unusual when they come into my culture.

- strongly agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree

strongly disagree

We thank you for your time spent taking this survey. Your response has been recorded.

*Appendix B: List of Countries***List of Countries**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belgium	1	1.3	1.3	1.3
	Canada	2	2.6	2.6	3.9
	China	1	1.3	1.3	5.2
	France	1	1.3	1.3	6.5
	Germany	3	3.9	3.9	10.4
	Greece	1	1.3	1.3	11.7
	India	8	10.4	10.4	22.1
	Indonesia	5	6.5	6.5	28.6
	Ireland	2	2.6	2.6	31.2
	Israel	2	2.6	2.6	33.8
	Italy	3	3.9	3.9	37.7
	Mexico	1	1.3	1.3	39.0
	Netherlands	12	15.6	15.6	54.5
	Poland	8	10.4	10.4	64.9
	Portugal	1	1.3	1.3	66.2
	Serbia	1	1.3	1.3	67.5
	Singapore	1	1.3	1.3	68.8
	South Korea	5	6.5	6.5	75.3
	Spain	2	2.6	2.6	77.9
	Switzerland	2	2.6	2.6	80.5
Ukraine	1	1.3	1.3	81.8	
United Kingdom of Great Britain and Northern Ireland	1	1.3	1.3	83.1	
United States of America	13	16.9	16.9	100.0	
Total	77	100.0	100.0		