



Language Management

*Socio-culturele determinanten in het gebruik van Engels in
Nederlandse Vacatures*

Eline Zenner (FWO Vlaanderen),
Dirk Geeraerts & Dirk Spielman



University of Leuven
RU Quantitative Lexicology and Variational Linguistics

Overzicht

Theoretische Achtergrond

Aanpak

Resultaten

Conclusie



Overzicht

Theoretische Achtergrond

Aanpak

Resultaten

Conclusie



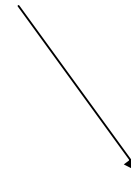
Theoretische achtergrond

“Most languages of the world have been affected by the expansion of English in the course of the past one hundred years, and in the period after 1945 in particular. These influences have affected all levels of the receptor languages”
(Görlach 1994)

toenemende invloed van het Engels



micro-invloed:
leenwoorden



macro-invloed:
domeinuitbreiding

Micro: anglicismen

“Dies ist das erste Mal, dass sich jemand ausschließlich mit dem englischen Fremdwort in der deutschen Sprache befasst” (Dungen (1899) in Viereck (1980))

Onderwerp:

- aanpassing
(Carstensen 1980)
- verspreiding
(Yang 1999)
- normering
(Etiemble 1964)

↓
structuralistisch

Methode:

- eigen verzameling
(Geerts 1970)
- corpora
(Onysko 2007)

↓
reëel taalgebruik

Onbreekt:

- socio-culturele
variatie
- motivering gebruik
- Poplack, Sankoff &
Miller (1988)

↓
sociale aspecten?

Micro: anglicismen

“Dies ist das erste Mal, dass sich jemand ausschließlich mit dem englischen Fremdwort in der deutschen Sprache befasst” (Dungen (1899) in Viereck (1980))


Onderwerp:

- aanpassing
(Carstensen 1980)
- verspreiding
(Yang 1999)
- normering
(Etiemble 1964)


structuralistisch


Methode:

- eigen verzameling
(Geerts 1970)
- corpora
(Onysko 2007)


reëel taalgebruik

Onbreekt:

- socio-culturele
variatie
- motivering gebruik
- Poplack, Sankoff &
Miller (1988)


sociale aspecten?

Macro: domeinuitbreiding

→ Global English, World Englishes, ELF, Englishisation ...

→ ESP, Business English, BELF, English for International Business, ...

Onderwerp:

- opinie & theorie
(Pennycook 2003)

- attitude & cultuur
(Kachru 1986)

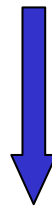
- TEFL
(Davies 2003)

↓
taalsociologisch

Methode:

- introspectie / lit.onderzoek
(Phillipson 2006)

- enquêtering
(Van Meurs et al. 2006)



enquêtering

Ontbreekt:

- reëel gebruik,
kwantificering

- terugkoppeling
microniveau

- Wolf & Polzenhagen
(2009)



corpora?

Macro: domeinuitbreiding

→ Global English, World Englishes, ELF, Englishisation ...

→ ESP, Business English, BELF, English for International Business, ...

Onderwerp:

- opinie & theorie
(Pennycook 2003)

- attitude & cultuur
(Kachru 1986)

- TEFL
(Davies 2003)

↓
taalsociologisch

Methode:

- introspectie / lit.onderzoek
(Phillipson 2006)

- enquêtering
(Van Meurs et al. 2006)



enquêtering

Ontbreekt:

- reëel gebruik,
kwantificering

- terugkoppeling
microniveau

- Wolf & Polzenhagen
(2009)



corpora?

Variatie-onderzoek

Micro:

structurele aspecten van
anglicismen

corpora

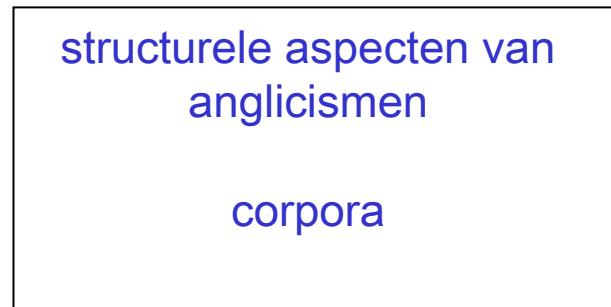
Macro:

socio-culturele functies van
Engels

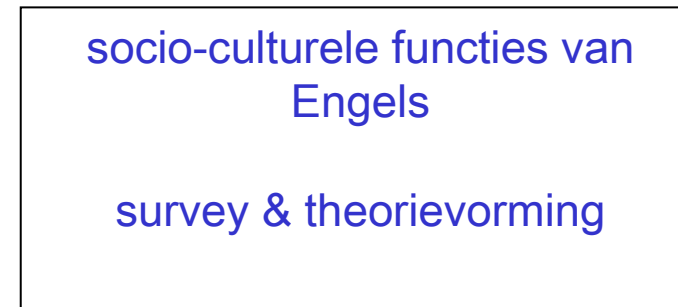
survey & theorievorming

Variatie-onderzoek

Micro:



Macro:



Vraagstelling

Hoe kunnen we het gebruik van Engels in Nederlandse vacatures verklaren aan de hand van socio-culturele factoren?

Micro -- functietitel:

Alitalia
Alitalia, de Italiaanse luchtvaartmaatschappij, is op zoek naar 2 enthousiaste collega's om het team in Brussel te versterken

1/ **Market Analyst (m/v)**

U beschikt over volgend profiel:

- U genoot een universitaire opleiding Economie/toegepaste Economische Wetenschappen
- U beschikt over een zeer goede informaticakennis: MS Excel, MS Access, MS Word, ...
- U bent meertalig Nederlands/Italiaans/Frans/Engels
- U hebt ervaring in het toepassen van verschillende analysemodellen, eigen aan de luchtvaartsector

2/ **Reservatie-en ticketing agent (m/v)**

U beschikt over volgend profiel:

- U genoot een hogere opleiding Toerisme
- U bent meertalig Nederlands/Frans/Italiaans/Engels
- Ervaring in ticketing is een pluspunt
- U bent contactvaardig en beschikt over een gezonde dosis teamspirit

Heeft u interesse in één van deze 2 uitdagingen? Aarzel dan niet en stuur uw reactie en C.V. met vermelding van de functie die u zoekt naar Alitalia Kapt. Crespelstraat 2-4; 1050 BRUSSEL of e-mail naar marketing.bru@alitalia.it

0407080257

Macro – tekst

Baxter
SENIOR FINANCIAL ANALYST
Lessines

BAXTER is a global market leader in providing healthcare products and services to people around the world with complex health conditions - from hemophilia to cancer and immune disorders to kidney disease. The company employs approximately 48,000 employees in the world. To strengthen their ECEMEA financial team, they are currently looking for a Senior Financial Analyst (m/f).

Reporting to the Business Finance Leader ECEMEA/GS, your main responsibilities will include:

- closely work with ECEMEA Regional Business Leader;
- provide financial support for the forecast and budget process;
- proactively ask questions, challenge assumptions, understand business evolution and trend;
- help to improve the forecast accuracy and the alignment with the logistic forecast;
- explain the variances between actuals and forecasts/budget/last year;
- work on specific activities, analysis and projects;
- proactively propose improvements;
- improve the level of analysis on financial results in ECEMEA;

- provide training on usage and support of tools to business people;
- become an expert user in various tools/platforms available within the organisation and learn how they interact with each other.

The successful candidate has a university degree in Finance and/or Accounting with minimum 3 years of relevant and progressive financial experience. Good knowledge of English is necessary, knowledge of another European language is an asset. Excellent knowledge of MS Excel is a must. Proactive and process-oriented, you demonstrate strong communication skills. You also are a problem-solver, stress-resistant and willing to work in a multicultural environment.

In return, our client offers a challenging position with an attractive salary package as well as excellent growth opportunities.

Interested applicants can send their detailed curriculum vitae in English for the attention of Mrs Vanessa Siberalier or Mrs Valérie Delor (with reference J0092355) to the following address: Robert Walters, Avenue Louise 149 box 33, 1050 Brussels. Tel.: 02 511 4248. Fax: 02 511 99 69. E-mail: belux@robertwalters.com - Web <http://www.robertwalters.com>

fedigon
ROBERT WALTERS

AUSTRALIA BELGIUM FRANCE HONG KONG IRELAND JAPAN LUXEMBOURG NETHERLANDS NEW ZEALAND SINGAPORE SOUTH AFRICA UK USA

Overzicht

Theoretische achtergrond

Aanpak

Resultaten

Conclusie



Aanpak

Materiaal

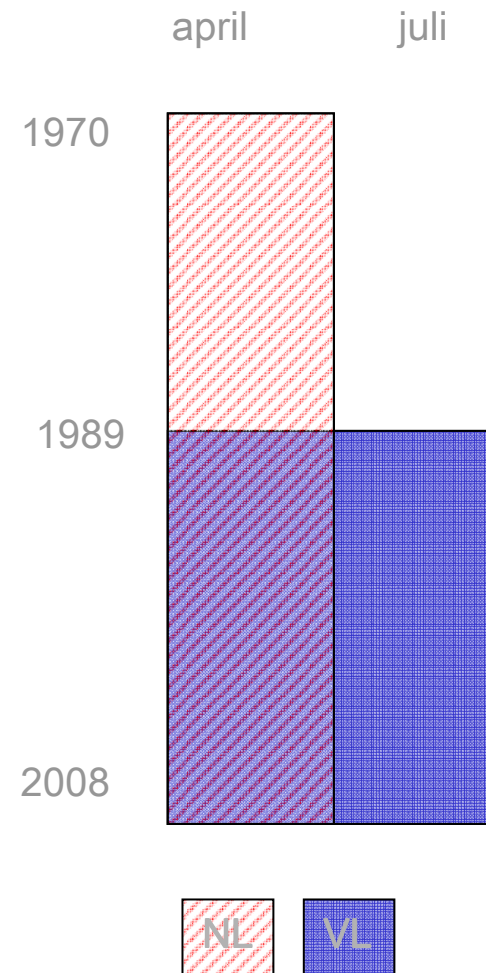
Afhankelijke Variabele

Onafhankelijke Variabelen



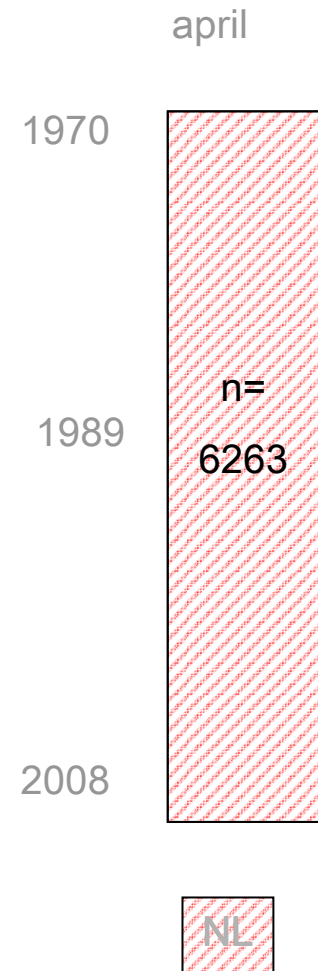
Materiaal

- 16 622 vacatures
- 2 tijdschriften: *Vacature* (VL) en *Intermediair* (NL)
- periode van 40 jaar (1970 t.e.m. 2008)
→ asymmetrisch



Materiaal

- focus op diachrone evolutie (→ NL)



Afhankelijke Variabele

Taal van de titel

Taal van de tekst (binair)

Alitalia
Alitalia, de Italiaanse luchtvaartmaatschappij, is op zoek naar 2 enthousiaste collega's om het team in Brussel te versterken

1/ Market Analyst (m/v)

U beschikt over volgend profiel:

- U genoot een universitaire opleiding Economie/Toegepaste Economische Wetenschappen
- U beschikt over een zeer goede informaticakennis: MS Excel, MS Access, MS Word, ...
- U bent meertalig Nederlands/Italiaans/Frans/Engels
- U hebt ervaring in het toepassen van verschillende analysemodellen, eigen aan de luchtvaartsector.

2/ Reservatie-en ticketing agent (m/v)

U beschikt over volgend profiel:

- U genoot een hogere opleiding Toerisme
- U bent meertalig Nederlands/Frans/Italiaans/Engels
- Ervaring in ticketing is een pluspunt
- U bent contactvaardig en beschikt over een gezonde dosis teamspirit

Heeft u interesse in één van deze 2 uitdagingen? Aarzel dan niet en stuur uw reactie en C.V. met vermelding van de functie die u zoekt naar Alitalia Kap. Crespelstraat 2-4; 1050 BRUSSEL of e-mail naar marketing.bru@alitalia.it

0407080257

Baxter SENIOR FINANCIAL ANALYST

Lessines

BAXTER is a global market leader in providing healthcare products and services to people around the world with a variety of health conditions - from hemophilia to cancer and immune disorders to kidney disease. The company employs approximately 48,000 employees in the world. To strengthen their ECEMEA financial team, they are currently looking for a Senior Financial Analyst (m/f).

Reporting to the Business Finance Leader ECEMEA/GS, your main responsibilities will include:

- closely work with ECEMEA Regional Business Leaders;
- provide financial support for the forecast and budget process;
- proactively ask questions, challenge assumptions, understand business evolution and trend;
- help to improve the forecast accuracy and the alignment with the logistic forecast;
- explain the variances between actuals and forecasts/budget/last year;
- work on specific activities, analysis and projects;
- proactively propose improvements;
- improve the level of analysis on financial results in ECEMEA;

- provide training on usage and capabilities of tools to business people;
- become an expert user in various tool/platforms available within the organisation and learn how they interact with each other.

The successful candidate has a university degree in Finance and/or Accounting with minimum 3 years of relevant and progressive financial experience. Good knowledge of English is necessary, knowledge of an other European language is an asset. Excellent knowledge of MS Excel is a must. Proactive and process-oriented, you demonstrate strong communication skills. You also are a problem-solver, stress-resistant and willing to work in a multicultural environment.

In return, our client offers a challenging position with an attractive salary package as well as excellent growth opportunities.

Interested applicants can send their detailed curriculum vitae in English for the attention of Mrs Vanessa Sibenaler or Mrs Valérie Delor (with reference J0002355) to the following address: Robert Walters, Avenue Louise 149 box 33, 1050 Brussels. Tel: 02 511 99 88. Fax: 02 511 99 69. E-mail: belux@robertwalters.com - Web <http://www.robertwalters.com>

federgon ROBERT WALTERS

AUSTRALIA BELGIUM FRANCE HONG KONG IRELAND JAPAN LUXEMBOURG NETHERLANDS NEW ZEALAND SINGAPORE SOUTH AFRICA UK USA

Afhankelijke Variabele

Taal van de titel

Taal van de tekst (binair)

Alitalia

Alitalia, de Italiaanse luchtvaartmaatschappij, is op zoek naar 2 enthousiaste collega's om het team in Brussel te versterken

1/ Market Analyst (m/v)

U beschikt over volgende profiel:

- U genoot een universitaire opleiding Economie/Toegepaste Economische Wetenschappen
- U beschikt over een zeer goede informaticakennis: MS Excel, MS Access, MS Word, ...
- U bent meertalig Nederlands/Italiaans/Frans/Engels
- U hebt ervaring in het toepassen van verschillende analysemodellen, eigen aan de luchtvaartsector

2/ Reservatie-en ticketing agent (m/v)

U beschikt over volgende profiel:

- U genoot een hogere opleiding Toerisme
- U bent meertalig Nederlands/Frans/Italiaans/Engels
- Ervaring in ticketing is een pluspunt
- U bent contactvaardig en beschikt over een gezonde dosis teamspirit

Heeft u interesse in één van deze 2 uitdagingen? Aarzel dan niet en stuur uw reactie en C.V. met vermelding van de functie die u zoekt naar Alitalia Kap. Crespelstraat 2-4; 1050 BRUSSEL of e-mail naar marketing.bru@alitalia.it

0407080257

Baxter SENIOR FINANCIAL ANALYST

Lessines

BAXTER is a global market leader in providing healthcare products and services to people around the world with complex health conditions - from hemophilia to cancer and immune disorders to kidney disease. The company employs approximately 48,000 employees in the world. To strengthen their ECEMEA financial team, they are currently looking for a Senior Financial Analyst (m/f).

Reporting to the Business Finance Leader ECEMEA/GS, your main responsibilities will include:

- closely work with ECEMEA Regional Business Leaders;
- provide financial support for the forecast and budget process;
- proactively ask questions, challenge assumptions, understand business evolution and trend;
- help to improve the forecast accuracy and the alignment with the logistic forecast;
- explain the variances between actuals and forecasts/budget/last year;
- work on specific activities, analysis and projects;
- proactively propose improvements;
- improve the level of analysis on financial results in ECEMEA;
- provide training on usage and capabilities of tools to business people;
- become an expert user in various tool/platforms available within the organisation and learn how they interact with each other.

The successful candidate has a university degree in Finance and/or Accounting with minimum 3 years of relevant and progressive financial experience. Good knowledge of English is necessary, knowledge of an other European language is an asset. Excellent knowledge of MS Excel is a must. Proactive and process-oriented, you demonstrate strong communication skills. You also are a problem-solver, stress-resistant and willing to work in a multicultural environment.

In return, our client offers a challenging position with an attractive salary package as well as excellent growth opportunities.

Interested applicants can send their detailed curriculum vitae in English for the attention of Mrs Vanessa Sibenaler or Mrs Valérie Delor (with reference J0002355) to the following address: Robert Walters, Avenue Louise 149 box 33, 1050 Brussels. Tel.: 02 511 99 88. Fax: 02 511 99 69. E-mail: belux@robertwalters.com - Web <http://www.robertwalters.com>

federgon ROBERT WALTERS

AUSTRALIA BELGIUM FRANCE HONG KONG IRELAND JAPAN LUXEMBOURG NETHERLANDS NEW ZEALAND SINGAPORE SOUTH AFRICA UK USA

Onafhankelijke Variabelen

- Regio
- Jaar
- Bedrijfssector
- Functiegroep
- Adviesbureau
- Grootte

TietoEnator
Building the Information Society

BANKING & INSURANCE SOLUTIONS

TietoEnator is one of the leading architects in building a more efficient information society. With close to 14,000 experts and annual net sales about EUR 1.4 billion, this company is the largest IT services company in the nordic countries. Their leading-edge know-how is geared towards developing innovative IT solutions that realise and digitalise the visions of their customers. Since many years, TietoEnator focuses on areas where they have the deepest industry expertise such as: global banking and insurance, telecom and media and forest. In these areas, they work hand in hand with many of the world's leading companies and organisations in more than 20 countries. To sustain and pro-actively contribute to the implementation of the sales & business development strategy inside the BENELUX Banking market, the Director of Sales - Core Banking Systems TietoEnator Banking & Insurance wishes to recruit an (m/f):

EXPERIENCED SALES MANAGER - BENELUX

CORE BANKING SYSTEMS **IT SERVICES**
BUSINESS DEVELOPMENT & NETWORKING **HIGH VALUE SALES & NEGOTIATION**

Additional information & Job description on: www.goldhand.be

For more information or a first confidential contact, call our Recruitment Partners, Maurice Léon or André de Valensart, this Saturday April 3rd from 18:30 to 20:00 or Sunday April 4th from 10:30 to 12:00 on 010 81 17 25 or during the week from 10:00 to 12:00 on 02 403 12 90. You may also directly send your application (reference: 897) by e-mail through the website: www.goldhand.be, by fax: 02 403 12 12, or by mail to: GOLDHAND-IMSA, Twin Squares, Culliganlaan 1 b, 1831 Diegem.

London - Madrid - Stockholm - Wien - Milano
Brussels - Amsterdam - Paris - Frankfurt

Goldhand-imsa
Value Driven Search & Selection

New York - Buenos Aires
Singapore - Hong Kong - Shanghai

Erfend werong- en selectiebureau (VG.5526)

Jaar

Groepering per decennium

Hypothese:

Lineaire stijging van het
aantal Engelse teksten

1970 - 1980	n= 1549
1980 - 1990	n= 1841
1990 - 2000	n= 1377
2000-2008	n= 1496

Bedrijfssector

TietoEnator
Building the Information Society

BANKING & INSURANCE SOLUTIONS

TietoEnator is one of the leading architects in building a more efficient information society. With close to 14 000 experts and annual net sales about EUR 1.4 billion, this company is the largest IT services company in the nordic countries. Their leading-edge know-how is geared towards developing innovative IT solutions that realise and digitalise the visions of their customers. Since many years, TietoEnator focuses on areas where they have the deepest industry expertise such as: global banking and insurance, telecom and media and internet. In these areas, they work hand in hand with many of the world's leading companies and organisations in more than 20 countries. To sustain and pro-actively contribute to the implementation of the sales & business development strategy inside the BENELUX Region, the Director of Sales & Business Development Banking Systems TietoEnator Banking & Insurance wishes to recruit

EXPERIENCED SALES MANAGER - BENELUX

IT SERVICES

CORE BANKING SYSTEMS

BUSINESS DEVELOPMENT & NETWORKING

HIGH VALUE SALES & NEGOTIATION

Information Technology

Additional information & Job description on: www.goldhand.be

For more information or a first confidential contact, call our Recruitment Partners, Maurice Léon or André de Valensart, this Saturday April 3rd from 18:30 to 20:00 or Sunday April 4th from 10:30 to 12:00 on 010 81 17 25 or during the week from 10:00 to 12:00 on 02 403 12 90. You may also directly send your application (reference: 897) by e-mail through the website: www.goldhand.be, by fax: 02 403 12 12, or by mail to: GOLDHAND-IMSA, Twin Squares, Culliganlaan 1 b, 1831 Diegem.

London - Madrid - Stockholm - Wien - Milano
Brussels - Amsterdam - Paris - Frankfurt

Goldhand-imsa
Value Driven Search & Selection

New York - Buenos Aires
Singapore - Hong Kong - Shanghai

Erkend werking - en selectiebureau (MG.532/B)

Bedrijfssector

Information Technology
Servicing
Health
Financieel en Juridisch
Techniek en Industrie
Milieu
Distributie en Logistiek
Publieke Sector
Onbekend

Invloed van [Anglo-Amerikaanse gerichtheid](#) op gebruik Engels?

[Hypothese](#): zie groepering

Funcatiegroep

TietoEnator
Building the Information Society

BANKING & INSURANCE SOLUTIONS

TietoEnator is one of the leading architects in building a more efficient information society. With close to 14,000 experts and annual net sales about EUR 1.4 billion, this company is the largest IT services company in the nordic countries. Their leading-edge know-how is geared towards developing innovative IT solutions that realise and digitalise the visions of their customers. Since many years, TietoEnator focuses on areas where they have the deepest industry expertise such as: global banking and insurance, telecom and media and forest. In these areas, they work hand in hand with many of the world's leading companies and organisations in more than 20 countries. To sustain and pro-actively contribute to the implementation of the sales & business development strategy inside the BENELUX Banking market, the Director of Sales - Core Banking Systems TietoEnator Banking & Insurance wishes to recruit an (m/f):

EXPERIENCED SALES MANAGER - BENELUX

CORE BANKING SYSTEMS **IT SERVICES**
BUSINESS DEVELOPMENT & NETWORKING **HIGH VALUE SALES & NEGOTIATION**

Additional information & Job description on: www.goldhand.be

For more information or a first confidential call, please contact André de Valensart, this Saturday April 3rd from 18:30 to 20:00 or Sunday April 4th from 10:00 to 12:00 on phone: 02 403 12 90. You may also directly send your CV to: andre.valensart@tieto.com or by fax: 02 403 12 12, or by mail to: GOLDHAND, Avenue de la Woluwe 62, 1200 Brussels, Belgium. Website: www.goldhand.be.

London - Madrid - Stockholm - Wien - Milano
Brussels - Amsterdam - Paris - Frankfurt

Goldhand-imsa
Value Driven Search & Selection

New York - Buenos Aires
Singapore - Hong Kong - Shanghai

Erkund verrijngt - en selectieburmau (MG.532/B)

sales & marketing



Funcatiegroep

Information Technology
Human Resource Management
Sales & Marketing
Research, Development & Techniek
Juridische, Financiële & Economische Functies
Logistiek
Administratie
Sociaal, Medisch & Onderwijs
(Varia)

Invloed van **Anglo-Amerikaanse gerichtheid** op gebruik Engels?

Hypothese:

- zie groepering

Adviesbureau

TietoEnator
Building the Information Society

BANKING & INSURANCE SOLUTIONS

TietoEnator is one of the leading architects in building a more efficient information society. With close to 14,000 experts and annual net sales about EUR 1.4 billion, this company is the largest IT services company in the nordic countries. Their leading-edge know-how is geared towards developing innovative IT solutions that realise and digitalise the visions of their customers. Since many years, TietoEnator focuses on areas where they have the deepest industry expertise such as: global banking and insurance, telecom and media and forest. In these areas, they work hand in hand with many of the world's leading companies and organisations in more than 20 countries. To sustain and pro-actively contribute to the implementation of the sales & business development strategy inside the BENELUX Banking market, the Director of Sales - Core Banking Systems TietoEnator Banking & Insurance wishes to recruit an (m/f):

EXPERIENCED SALES MANAGER - BENELUX

CORE BANKING SYSTEMS IT SERVICES

BUSINESS DEVELOPMENT SALES & NEGOTIATION

Additional information: **met bureau → meer Engels (~JobAt)** www.goldhand.be

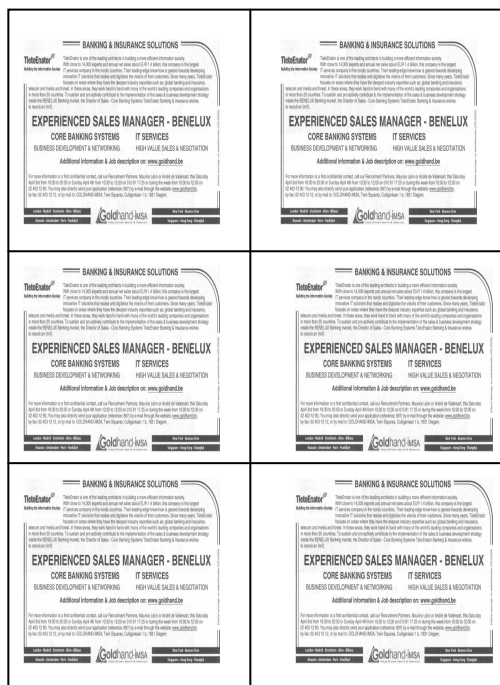
For more information or a first confidential contact, call our Recruitment Partners, Madelon Leun or André de Valensart, this Saturday April 3rd from 18:30 to 20:00 or Sunday April 4th from 10:30 to 12:00 on 010 81 17 25 or during the week from 10:00 to 12:00 on 02 403 12 90. You may also directly send your application (reference 897) by e-mail through the website: www.goldhand.be, by fax: 02 403 12 12, or by mail to: GOLDHAND-IMSA, Twin Square Culliganlaan 1 b, 1831 Diegem.

London - Madrid - Stockholm - Wien - Milano
Brussels - Amsterdam - Paris - Frankfurt
Goldhand-imsa
New York - Buenos Aires
Singapore - Hong Kong - Shanghai

Erkend werking - en selectiebureau (VG.532/B)

QML

Grootte Advertentie



→ Grootte van de advertentie t.o.v. de bladspiegel (i.c. 1/6)

→ Als maat voor de grootte/de omzet van het bedrijf

→ **Hypothese:**
Hoe groter de advertentie, hoe meer Engels



Overzicht

Theoretische Achtergrond

Aanpak

Resultaten

Conclusie



Analyses

logistische regressie

Op zoek naar:

→ hoofdeffecten van de vijf variabelen

→ interacties (bv. invloed van sector gelijk in alle jaren?)

Hoofdeffecten

Grootte	niet significant
Sector	significant
Functiegroep	significant
Adviesbureau	niet significant
Jaar	niet significant

Interacties

Sector – Jaar
Sector – Adviesbureau
Adviesbureau – Jaar

Hoofdeffecten: Grootte

Grootte	niet significant
Sector	significant
Functiegroep	significant
Adviesbureau	niet significant
Jaar	niet significant

Hoofdeffecten: Sector

Grootte niet significant

Sector significant Information Technology=reference

	Estimate	Std.Error	z value	Pr(> z)	
(Intercept)	-2.08	0.95	-2.19	<0.05	*
Distributie & Logistiek	-2.56	1.28	-2.00	<0.05	*
Financieel & Juridisch	-3.05	1.30	-2.36	<0.05	*
Health	-3.13	0.95	-3.30	<0.001	***
Milieu	-2.18	1.02	-2.13	<0.05	*
Services	2.59	1.52	1.71	<0.1	.
Techniek & Industrie	-0.60	0.72	-0.83	niet sig	
Onbekend	-0.08	1.22	-0.07	niet sig	
Publiek	-14.81	278.20	-0.05	niet sig	

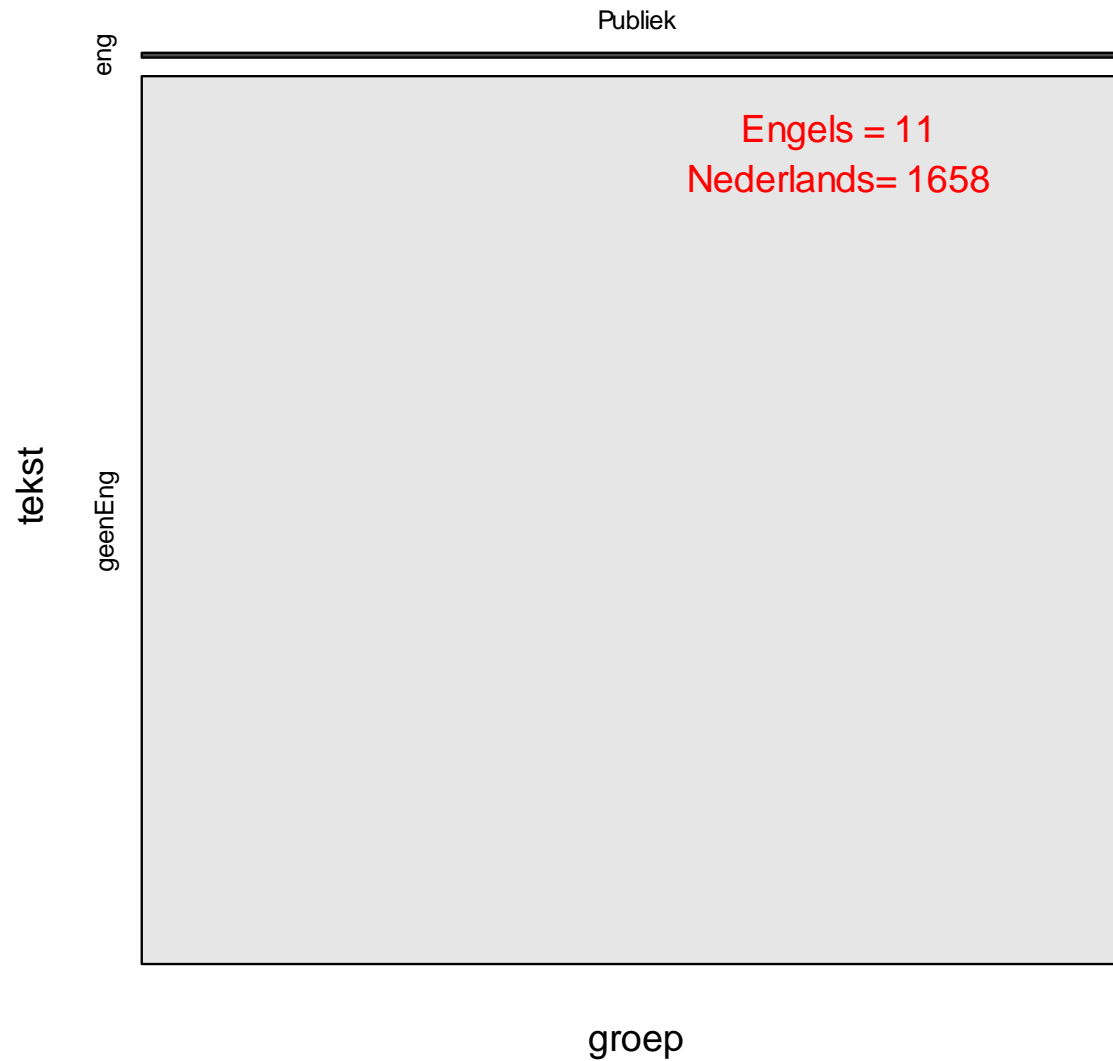
Functiegroep significant

Adviesbureau niet significant

Jaar niet significant



Resultaten Public Sector



Hoofdeffecten: Sector

Grootte niet significant

Sector significant Information Technology=reference

	Estimate	Std.Error	z value	Pr(> z)	
(Intercept)	-2.08	0.95	-2.19	<0.05	*
Distributie & Logistiek	-2.56	1.28	-2.00	<0.05	*
Financieel & Juridisch	-3.05	1.30	-2.36	<0.05	*
Health	-3.13	0.95	-3.30	<0.001	***
Milieu	-2.18	1.02	-2.13	<0.05	*
Services	2.59	1.52	1.71	<0.1	.
Techniek & Industrie	-0.60	0.72	-0.83	niet sig	
Onbekend	-0.08	1.22	-0.07	niet sig	
Publiek	-14.81	278.20	-0.05	niet sig	

Functiegroep significant

Adviesbureau niet significant

Jaar niet significant



Interacties: Sector - Jaar

Grootte niet significant

Sector significant Information Technology=reference

	Estimate	Std.Error	z value	Pr(> z)	
(Intercept)	-2.08	0.95	-2.19	<0.05	*
Distributie & Logistiek	-2.56	1.28	-2.00	<0.05	*
Financieel & Juridisch	-3.05	1.30	-2.36	<0.05	*
Health	-3.13	0.95	-3.30	<0.001	***
Milieu	-2.18	1.02	-2.13	<0.05	*
Services	2.59	1.52	1.71	<0.1	.
Techniek & Industrie	-0.60	0.72	-0.83	niet sig	
Onbekend	-0.08	1.22	-0.07	niet sig	
Publiek	-14.81	278.20	-0.05	niet sig	

Functiegroep significant

Adviesbureau niet significant

Jaar niet significant



Interacties: Sector - Jaar

Grootte niet significant

Sector

Inhaalbeweging:
verschil wordt kleiner
doorheen de tijd

Information Technology=reference

		Std.Error	z value	Pr(> z)	
(Intercept)		0.95	-2.19	<0.05	*
Distributie		1.28	-2.00	<0.05	*
Financieel & juridisch	-3.05	1.30	-2.36	<0.05	*
Health	-3.13	0.95	-3.30	<0.001	***
Milieu	-2.18	1.02	-2.13	<0.05	*
Services	2.59	1.52	1.71	<0.1	.
Techniek & Industrie	-0.60	0.72	-0.83	niet sig	
Onbekend	-0.08	1.22	-0.07	niet sig	
Publiek	-14.81	278.20	-0.05	niet sig	

Functiegroep

significant

Adviesbureau

niet significant

Jaar

niet significant



Interacties: Sector - Jaar

Grootte niet significant

Sector significant

Information Technology=reference

		Std.Error	z value	Pr(> z)		
(Intercept)	vooral in 1970 meer	0.95	-2.19	<0.05	*	
Distributie	Engels in Services,	1.28	-2.00	<0.05	*	
Financieel	vanaf dan nivellering	1.30	-2.36	<0.05	*	
Health		0.95	-3.30	<0.001	***	
Milieu		-2.18	1.02	-2.13	<0.05	*
Services		2.59	1.52	1.71	<0.1	.
Techniek & Industrie		-0.60	0.72	-0.83	niet sig	
Onbekend		-0.08	1.22	-0.07	niet sig	
Publiek		-14.81	278.20	-0.05	niet sig	

Functiegroep significant

Adviesbureau niet significant

Jaar niet significant



Interacties: Sector - Adviesbureau

Grootte niet significant

Sector significant

Information Technology=reference

	Estimate	Std.Error	z value	Pr(> z)	
(Intercept)	-2.08	0.95	-2.19	<0.05	*
Distributie & Logistiek	-2.56	1.28	-2.00	<0.05	*
Financieel & Juridisch	-3.05	1.30	-2.36	<0.05	*
Health	-3.13	0.95	-3.30	<0.001	***
Milieu	-2.18	1.02	-2.13	<0.05	*
Services	2.59	1.52	1.71	<0.1	.
Techniek & Industrie	-0.60	0.72	-0.83	niet sig	
Onbekend	-0.08	1.22	-0.07	niet sig	
Publiek	-14.81	278.20	-0.05	niet sig	

Functiegroep significant

Adviesbureau niet significant

Jaar niet significant



Interacties: Sector - Adviesbureau

Grootte niet significant

Sector significant **Information Technology=reference**

	Est			Pr(> z)		
(Intercept)	-2.0	Algemeen meer Engels bij adviesbureau			<0.05	*
Distributie & Logistiek	-2.5	Niet voor Health en Techniek			<0.05	*
Financieel & Juridisch	-3.0			<0.05	*	
Health				<0.001	***	
Milieu	-2.1			<0.05	*	
Services	2.5	1.52	1.71	<0.1	.	
Techniek & Industrie	-0.60	0.72	-0.83	niet sig		
Onbekend	-0.08	1.22	-0.07	niet sig		
Publiek	-14.81	278.20	-0.05	niet sig		

Functiegroep significant

Adviesbureau niet significant

Jaar niet significant



Bedrijfssector

- Belangrijkste factor in het model
- IT en Service Industry als koplopers
- Bijna complete separation voor de overheidsinstellingen
- Belang van interacties

Hoofdeffecten: Functiegroep

Grootte niet significant

Sector significant

Functiegroep **significant**

Information Technology = reference

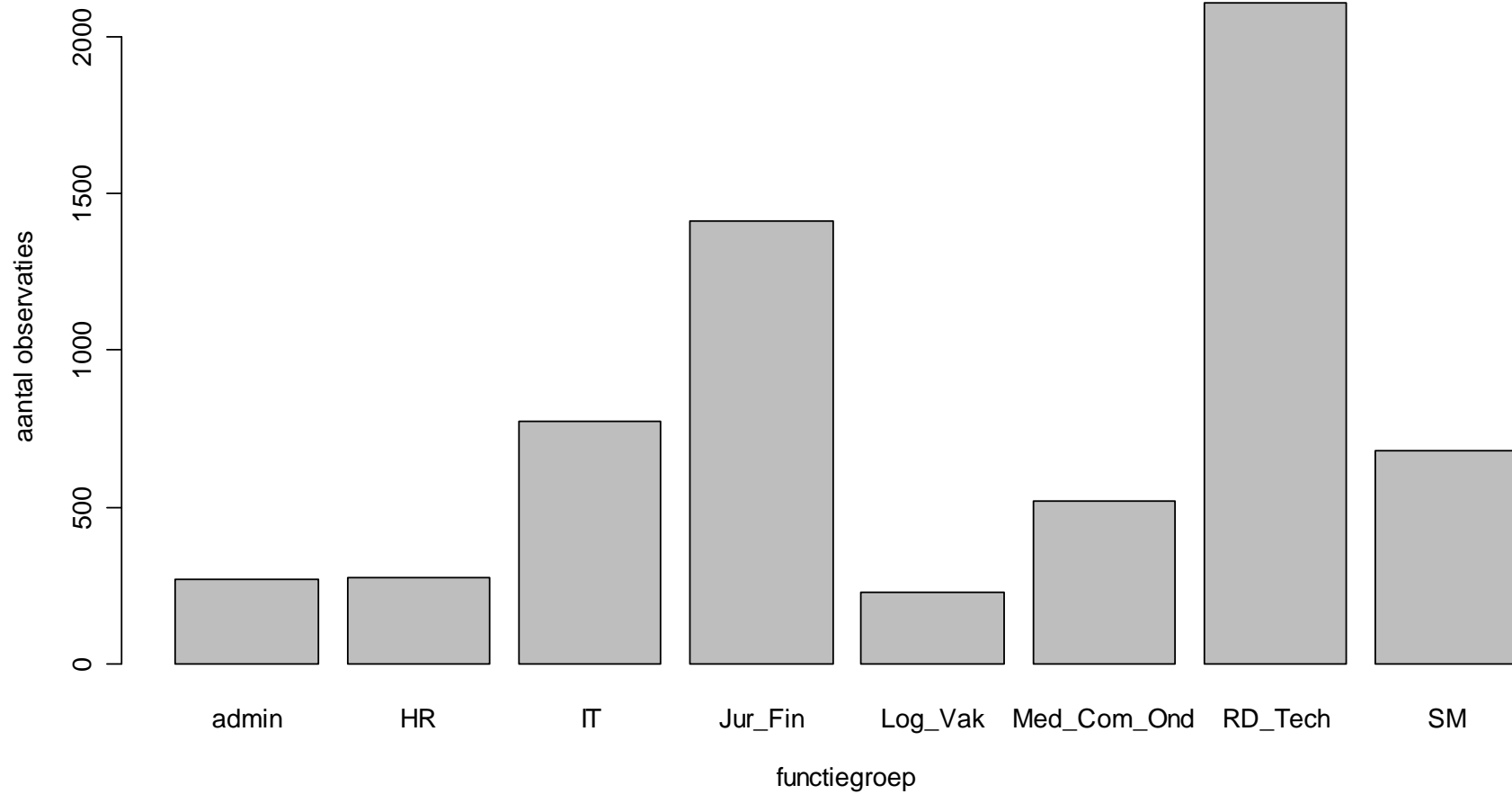
	Estimate	Std.Error	z value	Pr(> z)	
(Intercept)	-2.08	0.95	-2.19	<0.05	*
Administratie	-1.62	0.74	-2.20	<0.05	*
Logistiek	0.58	0.28	2.10	<0.05	*
Human Resources	-0.08	0.36	-0.21	niet sig	
Financieel & Juridisch	0.11	0.21	0.51	niet sig	
Sociaal/Medisch/Onderwijs	-0.01	0.37	-0.02	niet sig	
RD & Techniek	0.26	0.20	1.26	niet sig	
Sales & Marketing	0.03	0.22	0.13	niet sig	

Adviesbureau niet significant

Jaar niet significant



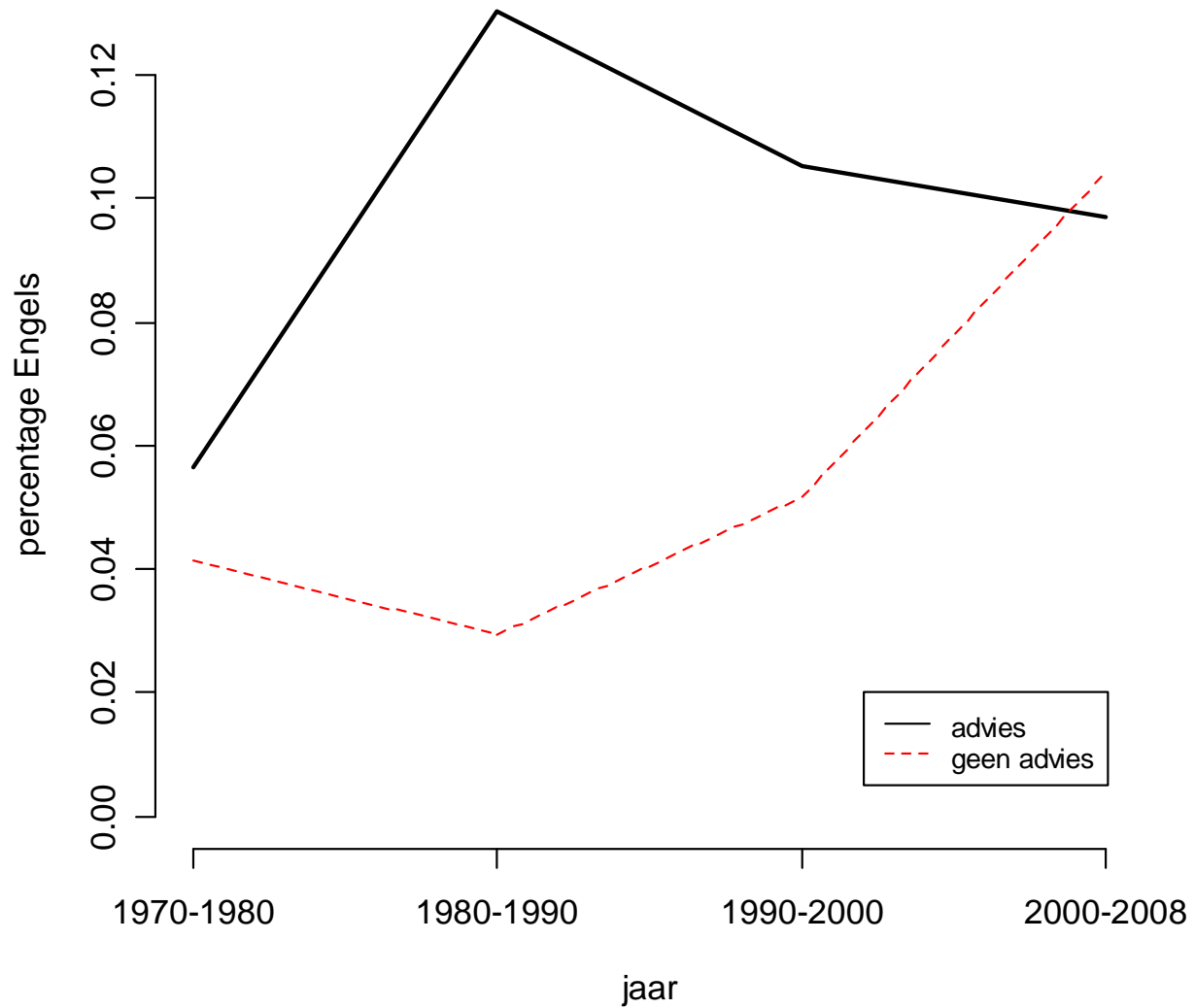
functies: aantal observaties



Hoofdeffecten: Jaar en Adviesbureau

Grootte	niet significant		
Sector	significant		
Functiegroep	significant		
Adviesbureau	niet significant	} →	significante interactie
Jaar	niet significant		

Jaar-Adviesbureau



Overzicht

Theoretische Achtergrond

Aanpak

Resultaten

Conclusie



Conclusie

Belang socio-culturele factoren

- type sector als belangrijkste factor
- functiegroep minder van belang (maar vgl. analyse functietitels)
- interacties nodig om patronen beter te begrijpen

Verder

- incorporatie regio
- analyse functietitels
- combinatie micro- en macroperspectief



Voor meer informatie:

<http://www.ling.arts.kuleuven.be/qlvl>

eline.zenner@arts.kuleuven.be