The use of English in job advertisements on the German job site Monster.de and factors on which it depends

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Abstract

Although English as a lingua franca has grown exponentially in Germany over the past two decades, limited quantitative research is available on the presence of English in the German language. This present study will be drawing on the reasons suggested in previous studies on the factors that determine the use of English in job advertisements in other non-English-speaking countries, analysing the presence and quantity of English in job advertisements on *Monster.de*, as well as relevant extra-linguistic factors on which the use of English might depend.

An analysis of a random sample of 152 job advertisements revealed that 1% was completely in English, and 92% contained one or more English words. In terms of job advertisement elements, job titles and logos were most frequently completely English in the German job advertisements. When we considered the number of English words as a proportion of the total number of words, significant difference was found between the job advertisements for 'Technical oriented activities' and 'Complex specialist activities' and the concentration of English, the first containing significantly less English than the latter. Furthermore, significant differences was found in the concentration of English among the three categories of organization, with 'International' organizations containing significantly more English than the advertisements placed by 'Domestic' and 'Unknown' organizations. Finally, although there were no significant differences between sectors in the concentration of English, the economic sector 'Science, geography and computer science' contained the highest mean number in concentration of English in the total job advertisement.

The results indicate that, although in which elements the concentration of English was significantly higher could not be ascertained and no significant differences were found between sectors in the concentration of English, most of the factors mentioned in the literature were indeed relevant determinants of the extent to which English was used in the sample of *Monster.de* job advertisements.

1. Introduction

Limited research is available in terms of empirically quantitative studies on the presence of English in the German language (Hilgendorf, 2007). Most studies examine the qualitative aspects of English in the German language, documenting the impact of the language with extensive lists of borrowed words, adopted terms, and other linguistic levels. Furthermore, studies specifically aimed at the presence of English on the Internet in general and in personnel vacancies are scarce

(Van Hooft, 2015). A study by Hilgendorf in 1996 was the only research found on the subject of English usage in German job advertisements. The study, containing a number of examples of the use of job titles "reflecting varying degrees of Englishization", again only shows qualitative results. In addition, English as a lingua franca has grown exponentially in Germany over the past two decades (Hilgendorf, 2007), and print job advertisements in Germany are moreover replaced by Internet job sites nowadays (Weitzel et al., 2015). Therefore, the present study aims to determine the presence and quantity of English in job advertisements on German job website *Monster.de*, as well as relevant extra-linguistic factors on which the use of English might depend, such as the different elements of job advertisements, sector and position of the job advertised, and international status of the advertising company. Sections of this study will be drawn from a similar study by Van Meurs, Korzilius and Den Hollander (2006), investigating the use of English in job advertisements on the Dutch job website *Monsterboard.nl*.

In this introduction, current knowledge about the use of English in the German language will be presented, followed by the extra-linguistic factors which might influence the use of English in job advertisements.

1.1 The use of English in the German language

Best (2001) claims that in no other country are there as many discussions about loanwords as in Germany. Public criticism of Anglicisms and purism in German linguistic history have been a topic of discussion within the country for many years, negative attitudes toward foreign linguistic elements dating back to the 16th century (Hilgendorf, 2007). Since the founding of the German Empire in 1871, the purist language discourse has served primarily to strengthen political unity (Riegel, 2007). During the second world war, there was an extreme ideologization of linguistic discourse (Riegel, 2007). The concern for the German language caused by Anglicisms or English use remains to this day. In German politics, there have been some suggestions in the sense of a German variant of the French *Loi Toubon*, which should restrain the use of foreign words, especially Anglicism (Riegel 2007). However, this law was never applied.

Another example of the need for standardization of the language is the German dubbing market for movies, television and radio. This is still the largest in Europe, with 76% of Germans preferring dubbing to the use of subtitles (European Commission, 2006). Almost all foreign materials such as movies and television shows are presented with voice-overs in German.

However, internet video services and pay television programming, which have been rising in popularity in recent years (Goldhammer & Wiegand, 2016), have started offering shows and movies in the original language as well.

As opposed to the critique towards foreign language use, according to Rocco (2014) several German language experts support bilingualism in response to the positional loss of German in science communication and other areas of international communication where English has become the default language. Furthermore, Berns (1995) predicted early on that English was in the process of becoming a second rather than a foreign language in Germany.

Although according to Hilgendorf (2007) criticism still remains, nowadays many German adults speak English at a highly proficient level. English skills have shown a steady growth over the years, and Germany is scoring ninth in the *Education First* (*EF*) world ranking of countries by English skills today (EF, 2017). Learning a foreign language is mandatory across schools in Germany for at least five years, and English is the most popular choice (Audretsch & Lehmann, 2016). Germany's economy thrives on globalization and is showing a shift in attitudes "from being a large country in Western Europe, to being a small country in a globalized world" (Audretsch & Lehmann, 2016, p. 94), indicating the average adult proficiency will improve even more in the coming years with high levels of proficiency in English among young adults, understanding the need to speak the language of globalization.

The increase of English usage in Germany is also shown by multiple studies on the subject. Piller (2001) found that between 60 and 70% of the advertisements that appear in Germany contain English. A study by Gerritsen et al. (2007) on the use of English in product advertisements found that 57% of the advertisements contained English. However, Germany scored second lowest in the number of advertisements completely in English with only 2%. In contrast, French- and Dutch-Belgium, the Netherlands and Spain scored above 10%. Furthermore, only 2% of the English words used were non-adaptive loan words. Another, more recent, study by Knospe (2015) reached a figure of merely 1% of truly English words among the total of 4 million words from the corpus of 52 news magazine *Der Spiegel* editions. This percentage, although small, still showed an increase compared to previous studies with similar corpora on the use of English in German papers. These findings are all quite inconsistent, with concentrations of English ranging from 70% to less than 2% for the different studies. Moreover, the studies are incomparable due to the broad spectrum of corpora used.

Findings in respect to recent studies on online job advertisements in other countries give a more consistent result. The study by Van Meurs et al. (2006) in the Netherlands found that 89% of the job advertisements in the corpus contained one or more English words, 4% was completely in English and only 12% were written exclusively in Dutch. The study by Van Hooft (2015) on the Spanish *Monster* job site also found a considerate amount of English, with 88% of the advertisements containing one or more words in English, and 11% being completely in English and 13% written exclusively in Spanish. In conclusion, in the Netherlands as well as in Spain a large amount of English was found in job advertisements. Considering the history and ongoing populatiry of English usage in the German language, a similar result is expected for the German job advertisements. Therefore, this study wishes to quantify the use of English in German job advertisements, which brings us to the first research question:

> *RQ 1: How many job advertisements on Monster.de contain English?*

1.2 Extra-linguistic factors of advertisements

Several studies on product advertisements have shown that the use of English differs for the various parts of the advertisement (Alm, 2003; Bhatia, 2001; Cheshire & Moser, 1994). In the case of Germany, Hilgendorf (1996) found that for the German print job advertisements the use of English concentrated in position titles (e.g. *Marketing-Spezialist/in*) and in headlines. Korzilius et al. (2006) also found significantly more English word usage in job titles, headlines and end lines of the Dutch job advertisements from the printed newspaper '*de Volkskrant*'. Van Meurs et al. (2016) found that more English was used in the elements job title and logo in Dutch job advertisements. Above mentioned findings show the use of English could depend on different elements of the job advertisement. To determine whether the use of English was dependent on specific parts of the German job advertisements such as the job title, description, offer and requirements, but also company information among others, the following research question was formulated:

> *RQ 2: In which parts of job advertisements from Monster.de is English used the most?*

The use of English in advertisements could also depend on the economic sector. America has had a great impact on the computer and Internet technology development, but also on the music, television and film industry, and the use of English is typical, if not to say expected, for businesses in these sectors (Barbe, 2004). In the field of science and research, English is used as

the primary language of abstracts in mathematics, chemistry and physics (Tsunoda, 1983). Within the fields of biology and medicine English and German are almost equally divided (Tsunoda, 1983). Furthermore, English is used extensively in advertising and business, giving the product or organization a feel of progressiveness and worldliness (Piller, 2003; Gerritsen et al., 2007). In the legal domain, English terms such as 'leasing' and 'punitive damages', but also proper names and abbreviations such as '*Computerland'* and 'USA', are used for precision and clarity (Hilgendorf, 2007). The studies by Van Meurs et al. (2006) and by Van Hooft (2015) both confirmed the use of English in the IT sector for job advertisements in the Netherlands and Spain respectively. Research by Zenner, Speelman and Geeraerts (2013) on job advertisements in the Netherlands also found significant amount of English used in the IT sector, and some minor differences in sectors with many English terms such as HR and finance. State, cultural, and social organizations used considerably less English. To determine whether the use of English was dependent on the economic sector of the German job advertisements, a third research question was formulated:

> *RQ 3: Does the use of English in job advertisements on Monster.de depend on the economic sector of the organization with the job vacancy?*

Furthermore, Alm (2003) suggests that English is used especially when targeting the upper-middle and upper classes and is avoided in advertising targeted at the less-educated lower and lower middle classes. Job advertisements that are written largely or entirely in English can only be read by German readers who speak English as a foreign or second language. This means that the reader will have to master the English language in addition to certain professional skills to perform the required tasks. For this reason, it is assumed that vacancies that contain English or that are written exclusively in English are related to the level of the position advertised. Both the study of Van Meurs et al. (2006) and Van Hooft (2015) found a significant difference in the use of English words at higher levels of job positions than with average or lower levels. To determine whether the use of English in German job advertisements was dependent on the level of the vacancy, a fourth research question was formulated:

> *RQ 4: Does the use of English in job advertisements on Monster.de depend on the level of the positions advertised?*

In addition, English is often used in advertising of non-English-speaking counties as part of a global marketing strategy (Alm, 2003), and according to Larson (1990) this is also why English is used in job titles. The use of English for international business is not limited to dealings with foreign firms. In communicating with their overseas subsidiaries, parent companies in Germany often use English as well (Hilgendorf, 2007). The studies of Korzilius et al. (2006), Van Meurs et al. (2006) and Van Hooft (2015) all found a significantly higher percentage of English words for multinational companies than for domestic ones. Research question five was intended to generate comparable data on *Monster.de* job advertisements:

> *RQ 5: Is English used more in job advertisements placed on Monster.de by multinational organizations than in advertisements placed by domestic organizations?*

2. Method

2.1 Material

Monster Worldwide, Inc., is a global leader in job advertisement and has been active in digital recruiting since 1994, nowadays being active in more than 50 countries around the world (Monster, 2018). It was therefore an eminent portal to use for the corpus analysis, while it could be consistently compared to other countries around the world if such studies would be conducted in the future.

Over a period of 12 days, starting from 06 March 2018 until 17 March 2018, the first 50 job advertisements displayed on *Monster.de* for vacancies in Germany were collected per day whilst filtering on date and specifying the location as Germany, with no job category or keywords. This brought the total population of the corpus to a total of 550 job advertisements. Taking account of duplication error and fluctuations in the numbers of job advertisements placed per day the actual population was estimated to be around 500 job advertisements by the end of the retrieval. At the end of the retrieval, 21 duplicate and two French job advertisements were removed.

In order to make the random selection, each of the remaining 527 job advertisements was given a number, and a random selection of 304 of these 527 numbers was made using an online research randomizer tool (www.randomizer.org). This sample size allowed for a confidence interval of 95%, meaning the sample results had a sampling error within the range of plus or minus 4% (Korzilius, 2000, p. 111-112). The complete job advertisements were analyzed.

2.2 Procedure
2.2.1 Definition of 'word', 'German' and 'English'
The definition of 'word' according to the German *Duden* online dictionary (Dudenredaktion, 2018) is "kleinste selbstständige sprachliche Einheit von Lautung und Inhalt bzw. Bedeutung", which translates to "smallest independent linguistic unity of phonetics and content or meaning". The *Merriam-Webster* Online Dictionary (2018) uses a similar definition of 'word' in the English language: "a character or consecutive string of characters appearing between spaces, or between a space and a punctuation mark". This means abbreviations such as HR are also classified as one word, as well as compound words. 'German' is defined in this research as words of German origin, words of foreign origin adapted to the German grammar, and/or words of foreign origin officially included in the German language. In terms of English, a distinction was made between words of English origin used in a completely English context and words of English origin used in a German context. For example, the word 'online' in the German context 'Online Bewerbung' was counted as German, whilst in the English context 'Apply Online' it was counted as English. Although Van Meurs et al. (2006) state they may have been too liberal when classifying words as Dutch and too strict when classifying words as 'English', this research will maintain the restriction that words are part of the German language when those words of English origin are spelt the German way and are defined in the *Duden* online dictionary (Dudenredaktion, 2018) as a German word. This means a word like 'der Job', although similar to the English word 'job' and stating its origin from English, will still be considered as a German word due to its adapted grammar and/or official inclusion in the German language. On the other hand, words like 'das Consulting', which is directly translated to the German word 'Beratung' whilst solely stating its origin from English in the dictionary, will be considered English. To not take into account the extent of a word's integration into the receiving language will include words considered to be part of the German language, which contradicts the purpose of this research, having its emphasis on the English language in the German context, as opposed to Anglicisms in the German language.

2.2.2 Elements of job advertisements
Following Van Meurs et al. (2006), the following elements within the job advertisements on *Monster.de* were classified:

- Job title: A name that describes the job or position of the vacancy.

- Job description: A formal account of the responsibilities concerning the position.

- Job requirements: All necessary conditions applicants must satisfy.

- Company Information: Facts provided about the company offering the vacancy.

- Offer: The benefits proposed by the company for filling the vacancy.

- Application procedure: The actions needed by the applicant to apply for the vacancy.

- Logo: The symbol adopted by the organization to identify its products or services, of which the words used were documented in the corpus.

- Contact information: The information needed to approach the company offering the vacancy or a specific person within that company for information or assistance.

- Other information: All information which could not be classified as one of the above mentioned elements.

2.2.3 Determining sector and position of jobs advertised

In their study, Van Meurs et al. (2006) used the official categories of the Dutch Bureau of Statistics (*Centraal Bureau voor de Statistiek, CBS*) to classify the organizations and job levels. Therefore, the official classification of occupations of the German Federal Statistical Office were used for the determination of sector and job position in this study. The *Klassifikation der Berufe (KldB) 2010* (Destatis, 2018) classifies jobs in economic sectors as shown in table 1. The *KldB 2010* furthermore classifies job positions in levels as shown in table 2.

Table 1. German Federal Statistical Office Classification of Sectors

English translation	German classification (*KldB 2010*)
Agriculture, forestry and animal husbandry and horticulture	Land-, Forst- und Tierwirtschaft und Gartenbau
Raw material extraction, production and manufacturing	Rohstoffgewinnung, Produktion und Fertigung
Construction, architecture, surveying and building technology	Bau, Architektur, Vermessung und Gebäudetechnik
Science, geography and computer science	Naturwissenschaft, Geografie und Informatik
Transport, logistics, protection and safety	Verkehr, Logistik, Schutz und Sicherheit

Commercial services, commodity trading, distribution, hotel and tourism	Kaufmännische Dienstleistungen, Warenhandel, Vertrieb, Hotel und Tourismus
Business organization, accounting, law and administration	Unternehmensorganisation, Buchhaltung, Recht und Verwaltung
Health, social affairs, education and training	Gesundheit, Soziales, Lehre und Erziehung
Language, literature, humanities, social sciences and economics, media, art, culture and design	Sprach-, Literatur-, Geistes-, Gesellschafts- und Wirtschaftswissenschaften, Medien, Kunst, Kultur und Gestaltung
Military	Militär

Table 2. German Federal Statistical Office Classification of Occupations

English translation	**German classification (*KldB 2010*)**
Helper and training activities	Helfer- und Anlerntätigkeiten
Technical oriented activities	Fachlich ausgerichtete Tätigkeiten
Complex specialist activities	Komplexe Spezialisten Tätigkeiten
Highly complex activities	Hoch komplexe Tätigkeiten
Supervisors and managers	Aufsichts - und Führungskräfte

2.2.4 Determining status of the advertising organization

Following Van Meurs et al. (2006), the domestic or international status of the organization offering the vacancy was determined by the fact whether the organization mentioned on the job advertisement or on the organization's website that the organization was international, that it had branches in Germany as well as in other countries, or that the company was part of a larger international organization. If none of these conditions were met, the organization was classified as domestic. When there was insufficient information to determine these conditions, the organization was classified as 'unknown'.

2.2.5 Interrater reliability

The corpus of 304 job advertisements was divided in two separate groups of 152 job advertisements which were individually coded by two raters. To determine interrater reliability,

15 job advertisements were randomly selected from each of the two samples of 152 job advertisements. These were blindly coded by the two independent raters and calculated on reliability.

The interrater reliability of all nominal variables was unreliable: $\kappa < .29$. The interrater reliability of the ratio variables Job requirements, Total job ad, Job description, Company information, and Application procedure were good in terms of amount of English: *min.* $r (30) =$ .98, $p < .001$, *max.* $r (30) = .99$, $p < .001$. The interrater reliability of the remaining ratio variables was unreliable: $r (30) < .57$. An overview of the interrater reliability of nominal and ratio variables with blind coding can be found in table 3.

After extensive consultation on the coding of the different elements and the interpretation of these by both coders, agreement was made on the inadequate variables, resulting in an at least moderate interrater reliability of *min.* $\kappa = .60$, $p < .001$ and *max.* $\kappa = .95$, $p < .001$ for the nominal variables, and *min.* $r (30) = .65$, $p < .001$ and *max.* $r (30) = .99$, $p < .001$ for the ratio variables. An overview of the interrater reliability of nominal and ratio variables after consultation can be found in table 4.

Table 3. Interrater reliability of nominal and ratio variables with blind coding

Nominal variable (n = 30)	κ	p	Ratio variable (n = 30)	r	p
Offer: English?	-.061	.482	Offer: amount English	-.158	.405
Contact information: English?	.024	.834	Job ad: amount total	.251	.180
Job level	.069	.332	Title: amount English	.413	.023
Job ad: English?	.073	.496	Contact information: amount English	.474	.008
Other information: English?	.106	.211	Other information: amount English	.562	.001
Application procedure: English?	.126	.097	Logo: amount English	.570	.001
Job requirements: English?	.176	.031	Job requirements: amount English	.976	.000

Title: English?	.189	.173	Job ad: amount English	.980	.000
Type organization	.216	.110	Job description: amount English	.993	.000
Logo: English?	.226	.092	Company information: amount English	.993	.000
Company information: English?	.246	.008	Application procedure: amount English	.997	.000
Sector	.263	.001			
Job description: English?	.292	.015			

Table 4. Interrater reliability of inadequate nominal and ratio variables after consultation

Nominal variable (n = 30)	κ	*p*	Ratio variable (n = 30)	*r*	*p*
Offer: English?	.947	.000	Offer: amount English	.947	.000
Contact information: English?	.856	.000	Job ad: amount total	.999	.000
Job level	.623	.000	Title: amount English	.712	.000
Job ad: English?	.651	.000	Contact information: amount English	.646	.000
Other information: English?	.846	.000	Other information: amount English	.991	.000
Application procedure: English?	.844	.000	Logo: amount English	.862	.000
Job requirements: English?	.803	.000			
Title: English?	.817	.000			
Type organization	.723	.000			
Logo: English?	.813	.000			

Company information: English?	.822	.000
Sector	.601	.000
Job description: English?	.937	.000

2.2.6 Statistical analysis

IBM SPSS Statistics 23 was used to determine frequencies, means, and standard deviations. While the independent variables were not normally distributed, the Mann–Whitney test was used for the significance of differences between two independent groups, and the Kruskal–Wallis test was used for that of more than two independent groups. For the determining of differences between the pairs of dependent samples of job elements, multiple pairwise tests were used, applying the Bonferroni correction to reduce the risk of type II errors. The amount of English words used was reported in ratio as well as percentages of the total text per job advertisement.

3. Results

3.1 Amount of job advertisements containing English

In the sample of 152 job advertisements the total number of words was 61486 with an average of 404.51 words (*min.* 54, *max.* 1653, *SD* = 243.22). Of these advertisements, two (1%) were completely in English, 11 (7%) were completely in German, and 139 (92%) contained one or more English words.

On average, the two all-English job advertisements contained 571 English words (*min.* 293, *max.* 849, *SD*=393.15). In the 150 advertisements that were wholly or partly in German, the mean number of English words was 44.99 (*min.* 0, *max.* 539, *SD* = 96.16). The mean total number of words in these 150 advertisements was 402.32 (*min.* 54, *max.* 1653, *SD* = 241.75). The average number of English words for the 139 job advertisements containing one or more English words was 49 (*min.* 1, *max.* 539, *SD* = 99.04), while the mean total number of words was 414 (*min.* 54, *max.* 1653, *SD* = 246.40).

3.2 Job advertisement elements containing the most English

Table 5 shows the extent to which English was used in the various elements of the 150 *Monster* job advertisements not completely in English. The four elements that most frequently included one or more English words were (in decreasing order): Job requirements, Contact information,

Company information, and Job description (column 3). The three elements that were most frequently completely English were: Logo, Contact information and Job title (column 4). The mean number of English words was the highest in the elements Company information and Job description (column 5). For examples of English words in the various elements, see column 6 of Table 5 and Appendix 1.

Not all the elements of a job advertisement contained the same number of words, and since the total number of words in such an element have not been documented, the concentration of English per element could not be calculated and we could not ascertain in which elements the concentration of English was significantly higher.

3.3 Amount of English used per economic sector

The majority ($n = 117$) of the 150 job advertisements not completely in English were for jobs in organizations from the following four economic sectors according to the *Klassifikation der Berufe (KldB) 2010* (Destatis, 2018): Raw material extraction, production and manufacturing (33), Science, geography and computer science (32), Commercial services, commodity trading, distribution, hotel and tourism (29), Business organization, accounting, law and administration (23). Each of these sectors accounted for more than 15% of the 150 job advertisements, with the other sectors that could be distinguished accounting for 8% or less. For seven advertisements (5%), it was impossible to determine the economic sector of the organization with the vacancy.

If the four sectors with the largest number of not-completely-English job advertisements are ranked by concentration of English in the total job advertisement, the order is (from high to low): Science, geography and computer science ($M = 18\%$, $SD = 33\%$), Commercial services, commodity trading, distribution, hotel and tourism ($M = 9\%$, $SD = 19\%$), Raw material

Table 5. Elements of the 150 not-completely-English job ads from Monster.de containing one or more English words

1 Element	2 Total number of ads containing a particular element	3 Number and % of elements with one or more English words[1]		4 Number and % of completely English elements[1]		5 Mean number of English words (SD)	6 Examples of English words in element[2]
Job title	149	69	46.31%	16	10.74%	2.93 (1.79)	**Business Intelligence Berater** mw
Job description	148	97	65.54%	2	1.35%	17.35 (44.85)	Werden Sie Mitglied des **Global Investment and Innovation Incentives Teams** [...].
Job requirements	147	110	74.83%	7	4.76%	11.53 (27.66)	Sehr gute Englisch- und MS-Office-Kenntnisse (insbesondere **Excel** und **PowerPoint**)
Company information	144	95	65.97%	8	5.56%	21.11 (41.67)	**Making an impact that matters.** [...] von **Audit & Assurance, Risk Advisory** über **Tax & Legal** bis **Financial Advisory** und **Consulting** [...].
Offer	114	44	38.60%	3	2.63%	8.98 (17.43)	Unsere Leistungen für Ihr **Engagement**
Application procedure	137	38	27.74%	7	5.11%	12.05 (32.45)	Unser **Recruitment Center** beantwortet gerne Ihre Fragen unter Telefon [...].
Logo	148	69	46.62%	56	37.84%	2.71 (2.04)	**MINT Solutions GmbH**
Additional information	125	40	32.00%	3	2.40%	3.00 (1.83)	Melden Sie sich in unserer **Stay In Touch Community** an [...].
Contact information	69	46	66.67%	11	15.94%	9.37 (6.97)	**Voith Global Business Services EMEA GmbH • Recruiting Services** [...].
Total	150	139	92.67%		-	48.55 (99.04)	-

Note. [1]The percentages refer to the number of times a particular job advertisement element occured. [2]English words are shown in bold text.

extraction, production and manufacturing ($M = 8\%$, $SD = 17\%$), and Business organization, accounting, law and administration ($M = 7\%$, $SD = 4\%$). Table 6 shows an overview of all economic sectors.

A Kruskal-Wallis test showed significant inter-sector differences in the concentration of English (H (7) = 19.96, $p < .01$). Further analyses (pairwise comparisons with a Bonferroni correction of $\alpha < .007$) revealed that there were no significant differences between sectors in the concentration of English (*p's* > .11).

Table 6. Economic sectors of the 150 not-completely-English job advertisements from Monster.de

Economic sector	n	%	M (SD)
Unknown	7	4.67%	1.90% (1.76%)
Raw material extraction, production and manufacturing	33	22.00%	7.68% (17.00%)
Construction, architecture, surveying and building technology	5	3.33%	2.14% (2.00%)
Science, geography and computer science	32	21.33%	18.38% (32.70%)
Transport, logistics, protection and safety	12	8.00%	12.79% (16.36%)
Commercial services, commodity trading, distribution, hotel and tourism	29	19.33%	9.33% (18.48%)
Business organization, accounting, law and administration	23	15.33%	6.55% (3.64%)
Health, social affairs, education and training	9	6.00%	4.24% (8.62%)
Total	150	100.00%	-

3.4 Amount of English used per level of job advertised

Classifying the 150 not-completely-English job advertisements according to the *Klassifikation der Berufe (KldB) 2010* (Destatis, 2018) revealed that there were 70 (47%) Complex specialist activities, 30 (20%) Technical oriented activities, 24 Supervisors and managers (16%), 21 Helper and training activities (14%), and 4 Highly complex activities (3%). If the four sectors with the largest number of not-completely-English job advertisements are ranked by concentration of English in the total job advertisement, the order is (from high to low): Highly complex activities ($M = 28\%$, SD = 46%), Complex specialist activities ($M = 10\%$, $SD = 21\%$), Supervisors and managers ($M = 14\%$, $SD = 26\%$), Helper and training activities ($M = 8\%$, $SD = 8\%$), and Technical oriented activities ($M = 5\%$, $SD = 11\%$). Table 7 shows an overview of all job levels.

A Kruskal-Wallis test showed significant differences between the level of the job advertised and the concentration of English (H (5) = 16.19, $p < .01$). The advertisements for Technical oriented activities contained less English than the Complex specialist activities (Z = -3.06, $p < .05$, tested with the pairwise comparison test with a Bonferroni correction of $\alpha < .008$). There were no significant differences between the other job levels and the concentration of English (*p's* > .06).

Table 7. Job levels of the 150 not-completely-English job advertisements from Monster.de

Job level	n	%	M (SD)
Unknown	1	0.67%	0 (-)
Helper and training activities	21	14.00%	7.89% (7.47%)
Technical oriented activities	30	20.00%	4.96% (10.73%)
Complex specialist activities	70	46.67%	10.18% (21.15%)
Highly complex activities	4	2.67%	27.58% (46.05%)
Supervisors and managers	24	16.00%	14.22% (25.86%)
Total	150	100.00%	-

3.5 Amount of English used per organizational status

Of the two completely English advertisements in the sample of 152 job advertisements, one was for a domestic and one was for an international organization. Of the 150 advertisements that were not fully in English but partly or wholly in German, 87 (58%) were for jobs in International and 41 (27%) were for jobs in Domestic organizations. For the remaining 22 cases (15%), the status of the organization on this point was unknown. Ranking these three categories of organization according to the concentration of English in the total job ad gave (from high to low): International (M = 14%, SD = 24%), Domestic (M = 6%, SD = 15%), and Unknown (M = 3%), SD = 3%).

A Kruskal-Wallis test showed that there were significant differences in the concentration of English among the three categories of organization (H (2) = 27.47, $p < .001$). Further analyses (pairwise comparisons with a Bonferroni correction of $\alpha < .017$) revealed that the job advertisements placed by the International organizations contained significantly more English than the advertisements placed by Domestic (Z = -4.47, $p < .001$) and Unknown organizations (Z = -3.78, $p < .001$). There was no significant difference between Unknown and Domestic organizations in the concentration of English (p = 1.00).

4. Conclusion and discussion

The present study is drawn on the recommendations of a previous study by Van Meurs, Korzilius and Den Hollander (2006) investigating the use of English in job advertisements on the Dutch job website *Monsterboard.nl*, to investigate the use of English in job advertisements aimed at job seekers in other countries where English is not the primary language. This study aimed to determine the presence and quantity of English in job advertisements on *Monster.de*, as well as relevant extra-linguistic factors on which the use of English might depend, such as the different elements of job advertisements, sector and position of the job advertised, and international status of the advertising company.

The study has found that the majority of the Dutch job advertisements in the corpus contains one or more English words, that English was used more frequently in the elements job title, contact information and logo, that the economic sector 'Science, geography and computer science' contained the highest mean number in concentration of English in the total job advertisement, and that the use of English was dependent on the level of job position and nationality of the organization. These results indicate that, although in which elements the concentration of English was significantly higher could not be ascertained and no significant differences were found between sectors in the concentration of English, most of the factors mentioned in the literature are indeed relevant determinants of the extent to which English is used in the sample of *Monster.de* job advertisements. These findings can help companies who want to delve into the language choice of their external communication, by acknowledging that English is frequently used in addition to the German language, at least when recruiting new employees. In this conclusion, a summary of the findings per research question can be found, followed by a comparison to previous research.

RQ 1: How many job advertisements on Monster.de contain English?
The majority of advertisements contained one or more English words. The amount of job advertisements containing English is consistent with the findings of the studies by Van Meurs et al. (2006) in the Netherlands and Van Hooft (2015) on the Spanish *Monster* job site, with an even higher percentage of German job advertisements containing one or more English words. The amount of English is also 20 to 30 percent higher than the findings by Piller (2001) on the use of English in product advertisements, suggesting an increase in the use of English among the years on the basis of the studied corpus.

RQ 2: In which parts of job advertisements from Monster.de is English used the most?
Although it could not be ascertained in which elements the concentration of English was significantly higher, the elements logo, contact information and job title were most frequently completely English, which is consistent with findings by Hilgendorf (1996), Korzilius et al. (2006) and Van Meurs et al. (2016) on the use of English in job titles and logos.

RQ 3: Does the use of English in job advertisements on Monster.de depend on the economic sector of the organization with the job vacancy?
Although there were no significant differences between sectors in the concentration of English, the economic sector 'Science, geography and computer science' contained the highest mean number in concentration of English in the total job advertisement, which is consistent with suggestions of Barbe (2004) on the use of English in the IT sector and Tsunoda (1983) on the use of English in the field of science and research, and findings of the studies by Van Meurs et al. (2006), Van Hooft (2015) and Zenner, Speelman and Geeraerts (2013) confirming the use of English in the IT sector for job advertisements.

The fact that no significant difference was found between sectors could be explained by the fact that proper names and abbreviations such as 'Microsoft' and 'USA' are used for precision and clarity, as Hilgendorf (2007) suggested, which caused the other sectors to be similar in the amount of English used. In this corpus, terms relating to Microsoft Office products alone accounted for an extra 113 English words. An overview of English proper names and abbreviations within this corpus, including the frequency in which they appeared, can be found in Appendix 2.

RQ 4: Does the use of English in job advertisements on Monster.de depend on the level of the positions advertised?
Significant difference was found between the job advertisements for 'Technical oriented activities' and 'Complex specialist activities' and the concentration of English, the first containing significantly less English than the latter. These findings are consistent with both the study of Van Meurs et al. (2006) and Van Hooft (2015), which found a significant difference in the use of English words at higher levels of job positions than with average or lower levels. These findings are in line with Alm (2003), suggesting that English is used especially when targeting the upper-middle and upper classes and is avoided in advertising targeted at the less-educated lower and lower middle classes.

RQ 5: Is English used more in job advertisements placed on Monster.de by multinational organizations than in advertisements placed by domestic organizations?

Significant differences in the concentration of English among the three categories of organization was found, with 'International' organizations containing significantly more English than the advertisements placed by 'Domestic' and 'Unknown' organizations. This is again consistent with findings of the studies by Korzilius et al. (2006), Van Meurs et al. (2006) and Van Hooft (2015) with job advertisements of international organizations containing a significantly higher percentage of English words than domestic ones. Since more than half of the German advertisements not fully in English but partly or wholly in German were for jobs in international organizations, this could suggest the use of English as part of a global marketing strategy (Alm, 2003), which would also explain why job titles were most frequently completely in English (Larson, 1990).

5. Limitations and further research

One potential limitation was the determination whether a word was English. For reasons of replication, proper names and abbreviations were considered to be English words, as was done for the study by Van Meurs et al. (2006). This resulted in many of all-German advertisements to be classified as partly English, while terms like 'Microsoft Office' in the job requirements section had to be counted as English. An overview of these words including the frequency in which they appeared can be found in Appendix 2.

Another limitation was that the total number of words in the different elements of job advertisements have not been documented due to time constraints. Not all the elements of a job advertisement contained the same number of words, and the concentration of English per element could not be calculated. Therefore it could not be ascertained in which elements the concentration of English was significantly higher.

Thirdly, in terms of economic sectors Van Meurs et al. (2006) used the official categories of the Dutch Bureau of Statistics (*Centraal Bureau voor de Statistiek, CBS*) to classify the organizations and job levels. In order to produce comparable data, the official classification of occupations of the German Federal Statistical Office were used for the determination of sector and job position in this study. However, the economic sectors classified by the German government differ from those of the Dutch government in that several sectors encompassed

multiple sections into one group, which were classified as a separate sector for the Dutch classification. Findings might therefore be harder to compare to the Dutch study.

Furthermore, the massive presence of English in the studied corpus can possibly be explained by the nature of the medium, the internet, being an international space, and the interdependence of internet with ICT, which is also the sector that registers a larger number of English compared to the rest of the sectors. The fact that many international companies are present in Germany could also be a factor that would explain that a greater presence of English was observed in the job advertisements.

Finally, this research was limited to the website of *Monster.de* in Germany. Hence, it is recommended to replicate this research to determine whether similar results could be obtained in the rest of German-speaking countries, in order to better understand the influence of English in the German language.

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Appendices

Appendix 1. Examples of job advertisements

Underneath three job advertisements are displayed as an example of completely-German job

advertisements (example 1), not-completely-English job advertisements containing one or more

English words (example 2), and completely-English job advertisements (example 3). <u>Underlined</u> words represent words which could have been English but have an official inclusion in the German language, words in **bold** text are words considered to be English within this study. Words in *italic* text represent the job level, sector, or nationality of the organization.

Example 1. Completely-German job advertisement

Kranführer Lademeister wm

Für über   verschiedene Berufe suchen wir jährlich mehr als motivierte Mitarbeiter Und das in ganz Deutschland Ob erfahrene Profis oder Quereinsteiger aus fachfremden Bereichen wir bieten zahlreiche Einstiegs und Weiterbildungsmöglichkeiten

Zum nächstmöglichen Zeitpunkt suchen wir Dich für die DUSSmbH im Terminal MünchenRiem

Deine Aufgaben
Bedienung der Portalkräne
Bedienen eines Umfuhrgerätes Zugmaschine
Koordinieren des täglichen Umschlagbetriebes
Sicherstellen der kundengerechten pünktlichen und wirtschaftlichen Abwicklung des Umschlag und Abstellungsbetriebes
Steuern und Überwachen des äußeren Ladegeschäftes
Bedienung der Datenerfassungssysteme
Ressourcenschonender Einsatz von Arbeitsmitteln und Arbeitsgeräten

Dein Profil
Abgeschlossene Ausbildung zum Fachlageristen wünschenswert oder Quereinsteiger mit abgeschlossener Berufsausbildung
Praktische Erfahrung in der Bedienung eines Umfuhrgerätes von Vorteil
Hohe Motivation sowie effizientes und genaues Arbeiten auch bei hohem Arbeitsanfall
Bereitschaft zum Schichtdienst Schichten
PKW und Führerschein Klasse B müssen vorhanden sein

Zuverlässigkeit Leistungsbereitschaft Teamfähigkeit Durchsetzungsvermögen und geistige Flexibilität

freundliches und verbildliches Auftreten im Umgang mit den Kunden

Bereitschaft zum Erwerb fehlender Qualifikationen und Fertigkeiten

Wir bieten

Stabilität und Sicherheit

Du kannst Dir einer langfristigen Perspektive durch Dein festes Arbeitsverhältnis in einem zukunftsorientierten Konzern sicher sein

Attraktive Konditionen

Du gibst immer alles und bekommst deshalb auch viel zurück ein marktübliches Gehaltspaket mit i d R unbefristeten Arbeitsverträgen und Beschäftigungssicherung sowie vielfältige Nebenleistungen z B das DB Job-Ticket Freifahrten im Nah und Fernverkehr auch für Familienangehörige diverse Reisevergünstigungen eine betriebliche Altersvorsorge und vergünstigte Versicherungskonditionen

Arbeitsplätze in ganz Deutschland

Wir begegnen Dir nicht nur auf Augenhöhe sondern in der Regel auch dort wo Du zuhause bist Mit Arbeitsplätzen in jedem Bundesland in großen Städten ebenso wie in kleineren Ortschaften und Gemeinden

Individuelle Weiterentwicklung und Aufstiegschancen

Mit Seminaren Trainings und Qualifizierungen bieten wir Dir individuelle und langfristige Entwicklungs und Aufstiegschancen auf Fach Projekt oder Führungsebene

Bewirb Dich online mit der Angabe Deiner Gehaltsvorstellung auf die Ausschreibungsnummer Deine persönlichen Daten behandeln wir vertraulich wwwdeutschebahncomdatenschutzpersonal

Jetzt bewerben und mehr erfahren wwwdeutschebahncomkarriere

Example 2. Not-completely-English job advertisement containing one or more English words

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VOITH Logo

ÜBER UNS IHRE AUFGABEN IHR PROFIL WARUM ZU VOITH KONTAKT ÜBER UNS

IHRE AUFGABEN

IHR PROFIL

WARUM ZU VOITH

KONTAKT

Für die Voith **Paper** GmbH Co KG suchen wir zur Verstärkung des <u>Teams</u> im Bereich **Business Line Projects** für *internationale* Projekte Sie als

Projektmanager mw

Job ID   Standort Heidenheim

JETZT BEWERBEN

Über uns

Seit Jahren inspirieren die Technologien von Voith Kunden Geschäftspartner und Mitarbeiter weltweit Gegründet ist Voith heute mit rund Mitarbeitern Milliarden <u>Euro</u> Umsatz und Standorten in über Ländern der Welt eines der großen Familienunternehmen Europas Als Technologieführer setzt Voith Maßstäbe in den Märkten Energie Öl Gas Papier Rohstoffe und <u>Transport</u> **Automotive**

JETZT BEWERBEN

Ihre neuen Aufgaben

Selbständige und eigenverantwortliche Durchführung des Projektmanagements für neue und umzubauende Papiermaschinen und Stoffaufbereitungsanlagen

Sicherstellung der vertragskonformen Abwicklung eines Projekts

Externes Projektmanagement bei Kunden Konsorten und Lieferanten

Internes Projektmanagement aller am Auftrag beteiligten Stellen

Initialisierung Nachverfolgung und Umsetzung aller erforderlichen Projektmanagement Prozesse

Termin und Kostenkontrolle sowie Führen der Korrespondenz

Unterstützung zB bei VorOrtMontage Inbetriebnahme etc

Projektspezifisches **Reporting** und Datenmanagement

Ihr Profil

Abgeschlossenes Ingenieurstudium Maschinenbau Verfahrenstechnik oder Papiertechnik

Kenntnisse in der Abwicklung von Projekten im Bereich Papiermaschinen sowie Erfahrung in

der Planung von Anlagen sind erwünscht

Sehr gute Englischkenntnisse in Wort und Schrift

Gute **MS Office** Kenntnisse wünschenswert SAP Kenntnisse von Vorteil

Bereitschaft zu zeitweise intensiver Reisetätigkeit sowie teilweise längeren Einsätzen vor Ort bei

Inbetriebnahmen

Sie berichten an den **Head of Project Management**

JETZT BEWERBEN

Warum zu Voith

Arbeiten bei Voith heißt aktiv zukunftsfähige Technologien voranzubringen und Teil eines

Familienunternehmens mit langer Traditionsgeschichte zu sein Darüber hinaus bieten wir

flexible Arbeitszeiten sowie Kinderbetreuung

Gesundheitsprogramme

vielfältige Weiterbildungsangebote

einen Betriebsrentenplan für Ihre Altersvorsorge

und noch vieles mehr

Wenn Sie in einem eingespielten Team komplexe Projekte abwickeln und dabei Ihre

professionelle Erfahrung aus dem Bereich *Internationale* Mitarbeitereinsätze einbringen möchten

sind Sie bei uns richtig Werden auch Sie Voithianer und gestalten Sie mit uns die Zukunft

unseres Unternehmens

JETZT BEWERBEN

Kontakt

Wir haben Ihr Interesse geweckt Dann freuen wir uns auf Ihre aussagekräftige und vollständige

Bewerbung über unser Online Portal an Herrn Berkay Uysal

Ihr Ansprechpartner

Voith **Global Business Services EMEA** GmbH

Recruiting Services Anja Baumgartl Tel

Job ID

voithcomkarriere

JETZT BEWERBEN

Example 3. Completely-English job advertisement

About softgarden

softgarden is an *innovative recruiting solution* **which is able to satisfy both companies and applicants who value high standards in a digital world Over renowned companies from numerous fields are improving their recruiting performance using softgarden softgarden provides unique functions such as a mobile recruiting App for Hiring Managers the softgarden Talent Network or the Feedback Solution which enables companies to boost their employer brand**

Mobile Developer mf

FULL TIME Tauentzienstraße   **Berlin Germany With Professional Experience**

class Open Position
   static search candidate
     let required Skill React Native
     if candidate skills somex x required Skill
        softgarden talk To candiate
 Open Position search you

This doesnt seem like gibberish to you Then we might have an exciting position for you

What you get to do every day

You are working in our mobile team on the development of our mobile apps for iOS Android and Windows

You are planning features improvements and extensions to the apps together with the product management UX Experts and backend developers

You enrich the team by providing your experience in the app development process

What you should bring

Experience development for mobile devices

Good knowledge of technologies frameworks and architectures of modern smartphone apps

Practical programming skills in the implementation of mobile apps React Native is preferably

Selfresponsible team player

What we offer to you

You work on challenging topics good perspective for selfdevelopment

Competitive salary an excellent team and amazing people

Great office in the Berlin city centre free soft drinks premium coffee fruits muesli and of course a foosball

Modern equipment Macbook Pro two displays

Have we sparked your interested and would you like to support us in our mission to make the world a better place for applicants day by day

Apply now

APPLY ONLINE

Appendix 2. List of English proper names and abbreviations

A list of English proper names and abbreviations in the corpus appearing more than once, sorted from high to low:

Proper name/abbreviation	n
MS	39
(MS) Office	35
USA	32
Amazon	32
ERP	28
(T/My)SQL	19
(J)EE	18
HR	18
Python	17
Microsoft	16
UPS	15
SWOT	13
BI	11
Javascript	9
MB	9
(MS) Windows	8
HTML	8
PR	8
Facebook	8
(MS) Excel	7
CSS	7
CRM	6
FMEA	6
FAQ	6
PIM	6
EMEA	5
Oracle	5
(MS) Word	4
Android/iOS	4
PDF	4
ITIL	4
Twitter	4
QS	4
XML	4
(MS) PowerPoint	3
PHP	3
Typescript	2
PMO	2
Java Spring	2
ASAP	2
NET	2
ETL	2

PDM   2