

The Impact of Foreign Language Use on Health-Related Decisions

Boaz Keysar
University of Chicago



In memory of Albert Costa
1970-2018

It is all autobiographical



Living in a (foreign) language

- Childhood reprimands
- "I love you"
- *F*oul language

Our native language molds decision and choice and judgment by connecting us to

1. our emotions
2. our memories and experiences
3. our sense of self and identity

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart."

Plan of presentation

1. What have we discover about the impact of language?
2. Application to mental health decisions
3. Application to vaccination decision



How do we do the research?

- Random assignment
- Consistent language environment
- Language qualifications

Moral Dilemmas

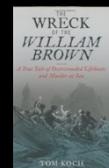


Albert Costa



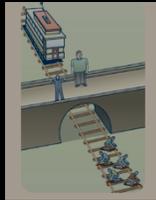
Sayuri Hayakawa

Moral Dilemmas



Is it acceptable to hurt a few in order to spare many?

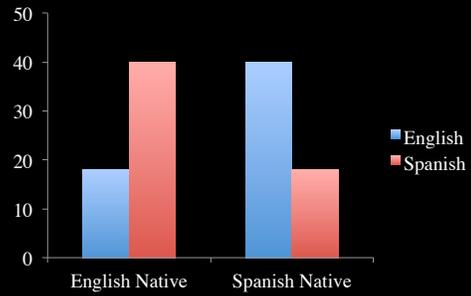
Moral Dilemmas



A moral stress test

Would you kill one to save five?

% Utilitarian Choice



Costa, Foucart, Hayakawa, Aparici, Apestguia, Heafner, & Keysar, B. (2014)

Why are people more utilitarian in a foreign language?

More reflective, more calculative
Care more about maximizing the greater good

Less emotional
Less averse to violating norms

Hayakawa, Tannenbaum, Costa, Corey, & Keysar, B. (2017)

The impact of language- The range of phenomena

- Moral dilemmas
- Cheating
- Perception of risks and benefits
- Risk taking
- Adherence to norms
- Imagery
- False memory



Application to health decisions

Mental health decisions
Foreign language as a release from stigma

Vaccination decisions
Native language as a inducing norms

Application to mental health decisions

Foreign language as a release from stigma



Uriel Heller



Miwa Yasui



Leigh Grant

Cultural norms



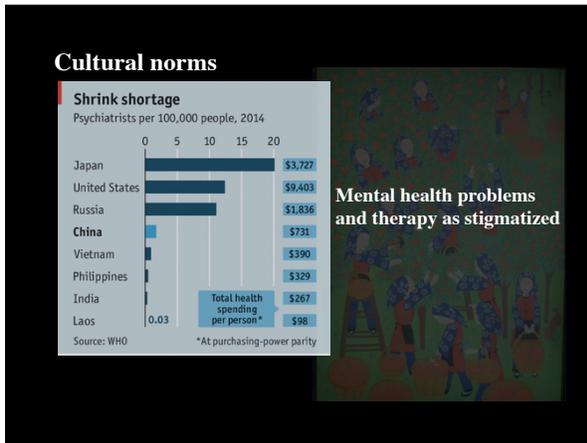
Mental health problems and therapy as normative

Cultural norms



Mental health problems and therapy as stigmatized





Native tongue and cultural norms

N= 206 Chinese in the US

Mandarin Native
English Foreign

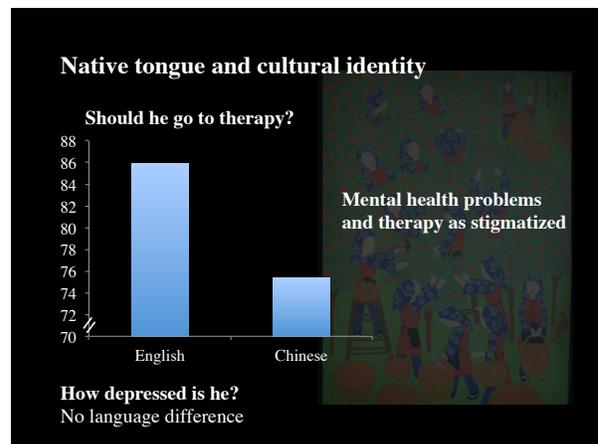
Native tongue and cultural norms

Consider this person:

- feeling really sad for the past 2 weeks
- wakes up with a heavy feeling
- no longer enjoys things
- Can't get through the day
- smallest tasks are difficult
- difficult concentrating
- has no energy
- tired but cannot sleep
- feels worthless

Do you feel that he should go to a therapist?

0= definitely not.....100=definitely yes

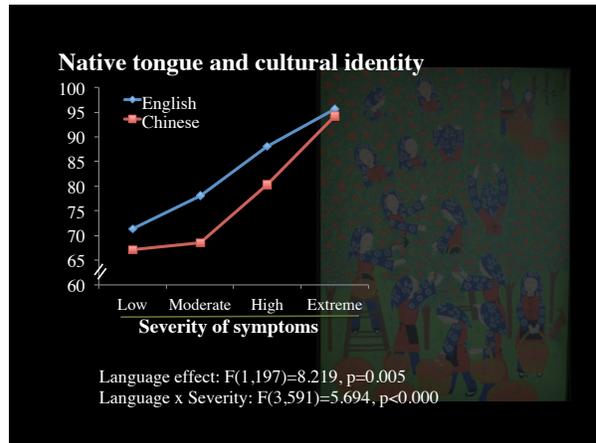


Native tongue and cultural identity

Progressive severity

Low	<i>Socializes and works</i>
Moderate	<i>Does not socialize</i>
High	<i>Fails at work</i>
Extreme	<i>Doesn't get out of bed</i>

Do you feel that he should go to a therapist?



Native tongue and cultural identity

Study 2
 N= 200 native Mandarin
 In Beijing

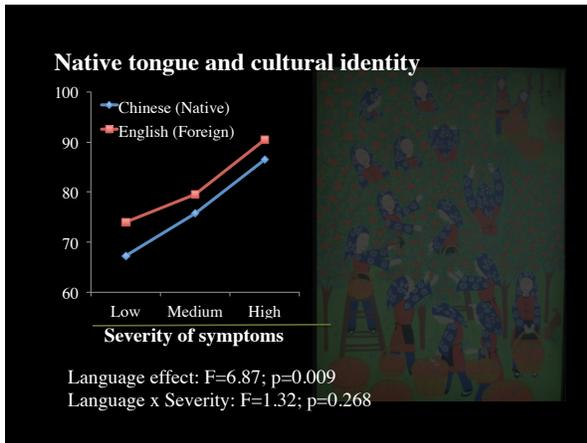
Failure to replicate
 Why?

Native tongue and cultural identity

Study 3
 N= 405 native Mandarin
 In Beijing

Evaluate replication:

- Because of added question?
- Because of population?



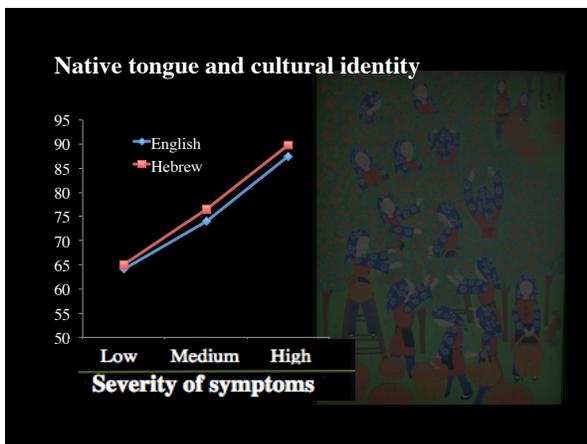
Native tongue and cultural identity

Explanation

- Culture-associated stigma

Study 4

- Remove culture-associated stigma
- N= 398 Native Hebrew, Foreign English



Native tongue and cultural identity

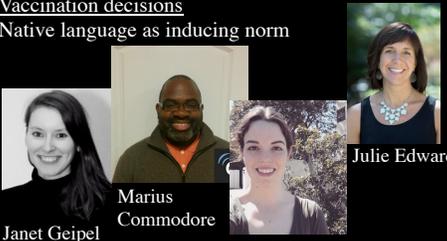
Conclusion

The use of a native tongue connects the self to cultural norms thereby exacerbating the impact of stigma

Application to health decisions

Vaccination decisions

Native language as inducing norm



Janet Geipel
Marius Commodore
Leigh Grant
Julie Edwards

Application to health decisions

Vaccine hesitancy



World Health Organization
Home / Newsroom / Spotlight / Ten threats to global health in 2019
Ten threats to global health in 2019

Somali community, Minnesota, 2017

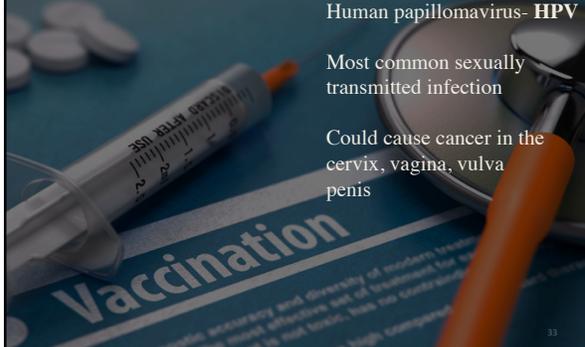
Measles sweeps an immigrant community targeted by anti-vaccine activists

By HELEN BRANSWELL @helenbranswell / MAY 8, 2017



Why look at language use?
Norms and trust

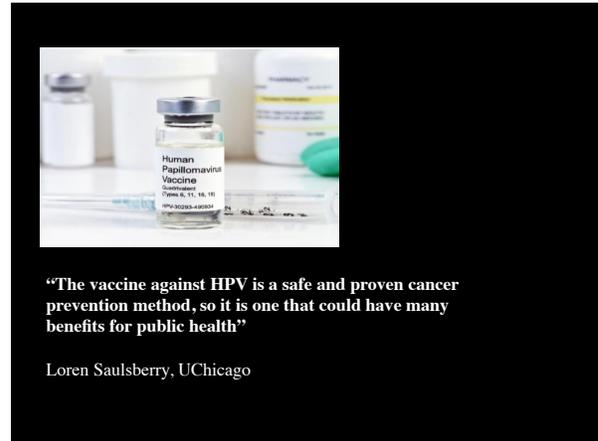
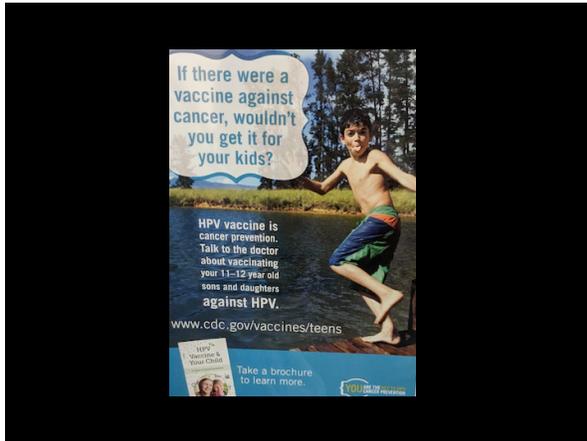
Language Influences Vaccination Uptake



Human papillomavirus- HPV

Most common sexually transmitted infection

Could cause cancer in the cervix, vagina, vulva, penis



Phase I

疫苗資訊聲明

HPV (人類乳突病毒) 疫苗: 須知事項

1 | 為何接種疫苗?

HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。

2 | HPV 疫苗

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3 | 誰應大學生接種疫苗?

所有 11 歲至 26 歲之青少年及大學生均應接種 HPV 疫苗。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。

4 | 疫苗副作用

HPV 疫苗之副作用極其罕見。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。HPV 疫苗能預防由人類乳突病毒 (HPV) 引起之癌症。

VACCINE INFORMATION STATEMENT

HPV (Human Papillomavirus) Vaccine: What You Need to Know

1 | Why get vaccinated?

HPV vaccine prevents infection with human papillomavirus (HPV), a virus that can cause cervical cancer, vaginal cancer, and anal cancer. HPV vaccine also prevents genital warts.

2 | HPV vaccine

HPV vaccine prevents infection with human papillomavirus (HPV), a virus that can cause cervical cancer, vaginal cancer, and anal cancer. HPV vaccine also prevents genital warts.

3 | Some people should not get this vaccine

Do not get the HPV vaccine if you have ever had a severe allergic reaction to any of the ingredients in the HPV vaccine. Do not get the HPV vaccine if you have ever had a severe allergic reaction to any of the ingredients in the HPV vaccine.

4 | Risks of a vaccine reaction

HPV vaccine is safe. There are very few risks of a vaccine reaction. HPV vaccine is safe. There are very few risks of a vaccine reaction.

Phase I

UChicago Student Wellness

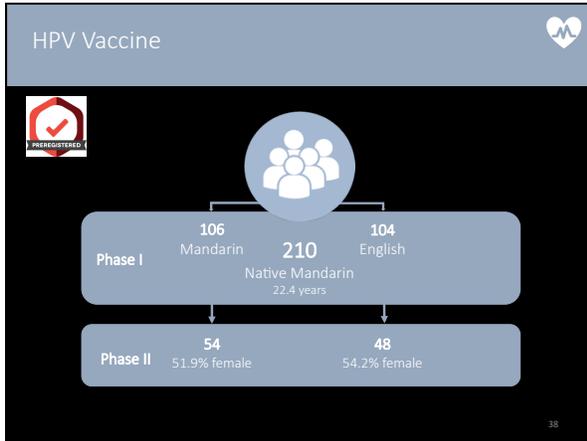
Medical Services | Mental Health | Health Promotion | Student Insurance

Appointments

Online scheduling for SHS appointments now available through MyChart.

Appointments: Hours and Locations, Login to myUChicago, Meet Our Staff, Our Services, Medical Records and Privacy, Frequently Asked Questions, Latest News, Send Us Feedback, Wellness Center Updates, Resources.

Speak with UChicago Student Wellness staff about getting set up with a MyChart account. Please note that online scheduling is not currently available for counselling and psychiatry appointments.



Phase I: Do you intend to get the HPV vaccine?

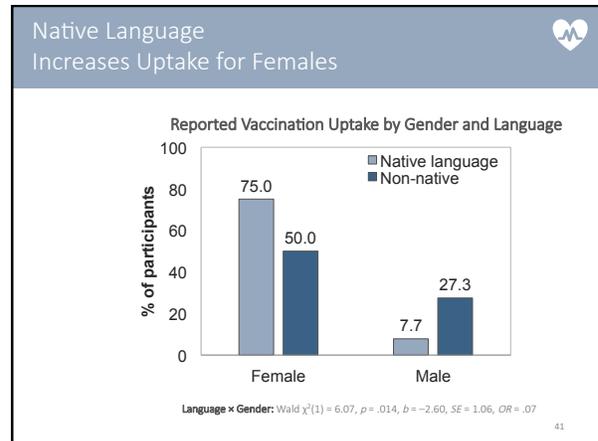
What predicts intention to make an appointment?

Gender- Yes
Language - No

Three months later

Phase II: Did you get the HPV vaccine?

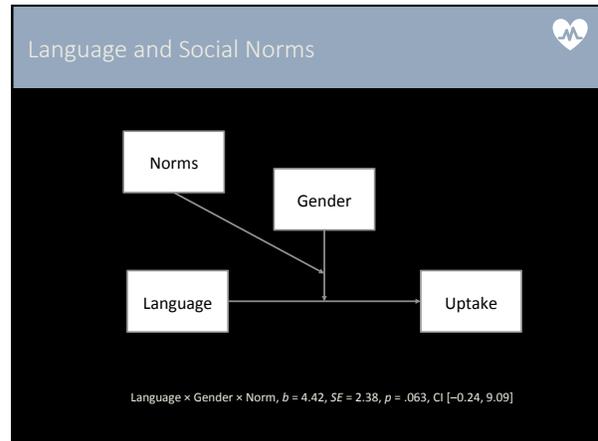
您是否完成了第一次人乳头瘤病毒 (HPV) 疫苗的注射?



Language and Social Norms

Not at all	A little	Somewhat	A lot	A great deal
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- How much do your *parents* think that you should be vaccinated against human papillomavirus?
- To what extent does your *best friend* think that you should be vaccinated against human papillomavirus?
- To what extent does your *doctor* think that you should be vaccinated against human papillomavirus?



Planning: COVID 19 vaccine hesitancy

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Implications

Living in our native tongue connects us to our imagery, emotions, identity and cultural norms

This could have a systematic impact on our health behavior

“Meine deutschen worten haben keine kindheit”
My German words have no childhood

Emine Sevgi Özdamar