

however, was never used for a luggage carrier (Davies, 2004). Unfortunately, this comparative data did not shed light on why almost half of our respondents preferred the word trolley to cart. We speculate that this result was merely due to the prevalence of Harry Potter culture in the group that we surveyed.

The two pairs of lexemes which exhibited no division in preferences were cine camera versus video camera and lookout versus problem. For both of these sets of lexemes, the American variant received all votes from respondents.

2.2 Results: Part Two

While the results of the first section of our survey provided easily quantifiable data, the results of the two open-ended questions in the second half of the survey were complex. Only one respondent expressed no preference for either edition. Although the other respondents gave clear indications of their preferences for one edition over the other edition, their reasons for doing so were varied.

The first question (Based on your preferences, would it be more logical to purchase an American version than to buy a Canadian/UK version? Why or why not?) demonstrated the greatest division in preference. Taking into consideration their lexical preferences in the first section of the survey, 14 of 40 respondents chose the American edition. Comments from respondents who chose the American version included easier to understand, I speak American, and Identify with American language. These three quotations represent the general sentiment of the respondents who chose the American edition in this question: purchasing an American edition would result in easier comprehension of lexemes and would be a logical choice.

Surprisingly, however, 25 of 40 respondents chose the Canadian/UK edition, despite having chosen many of the American lexemes in the previous portion of the survey. This decision to purchase the Canadian/UK version in spite of lexical preferences suggested that for many respondents, the divergence between their personal vocabulary and the vocabulary of the Harry Potter series was not a major factor in their decision to purchase one edition over the other. We identified four major trends in the reasoning of respondents who chose the Canadian/UK version in this question and these were authenticity, exoticism, anti-American sentiment and a duality and flexibility in language. We will discuss these four trends in relation to the responses to the second open-ended question.

2.3 Results: Part Three

The second question (Regardless of which terms you chose, would you be more likely to purchase a Canadian/UK version than an American version? Why or why not?) demonstrated that respondents overwhelmingly preferred the Canadian/UK version. While only one respondent chose the American edition, 38 of the respondents chose the

Canadian/UK edition. The single respondent to choose the American edition stated that the American version allowed for quicker reading time. Significantly, this sentiment was an anomaly.

As for the first open-ended question, only one respondent had no preference. This low level of indifference indicated that the ideological reasons behind respondents' decisions were strong. The same trends as in the first question appeared in the respondents' reasons for choosing either the American or Canadian/UK version of the book: authenticity, exoticism, anti-American sentiment, and a duality and flexibility of language. The most common reason why respondents preferred to read the Canadian/UK version of the book was authenticity. These individuals wanted to experience the text in its original format, as the author intended it to be read. The responses following this trend included: I'd prefer to read the book the way the author in

a collective Canadian identity which American culture poses. For our respondents, reading the Canadian/UK versions of the Harry Potter series was just another way of saying, I'm Canadian, eh!

Corroborating the trend in our survey responses of linguistic duality and flexibility is an article by T.K. Pratt, *The Hobgoblin of Canadian English Spelling*. In it Pratt highlighted the open-mindedness of Canadians in terms of language. In attempting to define a standard Canadian spelling, Pratt realized that the beauty of Canadian English was that it had no standard—and that Canadians did not care whether or not such a standard existed. He asserted that, because they were open to many different spellings and variations, Canadian spellers might claim to be among the most broad-minded people writing English today (Pratt, 1993, p. 59). It was perhaps for this reason that Canadians were able to accept a British version of Harry Potter, not only because Canadians navigated between British and American spellings and lexemes with ease, but also because they very willingly accepted new linguistic variations.

4. Problems

In the course of administering our survey we discovered problems with its wording. While in the first part of our survey we asked respondents to please circle your preference for each pair, we should have asked please circle the term in each pair that you would prefer to use in everyday speech. The wording confused some of our respondents, as they thought that they were supposed to choose the term whi

Examining Canadian and American publishing more broadly, another study could compare how publishers have dealt with other books by British authors. It would be interesting to discover whether British lexemes have consistently been kept by Canadian publishers and changed by American publishers, or whether Americans made their changes in anticipation of the overwhelming popularity of the Harry Potter series.

6. Conclusion

Through our study, we discovered that most Canadians, although they preferred to use the terms found in the American version of Harry Potter in their everyday speech, still preferred to read the Canadian/UK version. What struck us was the fact

- Clarke, Sandra. (2006). Nooz or nyooz?: The complex construction of Canadian identity. *The Canadian Journal of Linguistics*, 51(2/3), 225-246.
- Davies, Mark. (2004-). BYU-BNC: The British National Corpus. Retrieved from <http://corpus.byu.edu/bnc>.
- Gold, Elaine and Mireille Tremblay. (2006). *Eh?* and *Hein?*: Discourse particles or national icons? *The Canadian Journal of Linguistics*, 51(2/3), 247-263.
- Pratt, T.K. (1993). The hobgoblin of Canadian English spelling. In Sandra Clarke (Ed.), Focus on Canada (pp. 45-64). *Varieties of English from around the World 11*. Amsterdam: John Benjamins.
- Strathy Corpus of Canadian English. (1981-). Strathy Language Unit. Kingston, Ontario: Queen's University.