



The German language status among Israeli Arab

January 2022

Objective

The purpose of the study was to gain knowledge about the willingness of Israeli Arab population to learn the German language in general and particularly at the Goethe Institute.

Sample

Representative national sample of 500 Israeli Arabs, men and women, ages 16-65.

Methodology

Online and phone surveys.

Field Work

December 2021

Sampling error

$\pm 4.4\%$

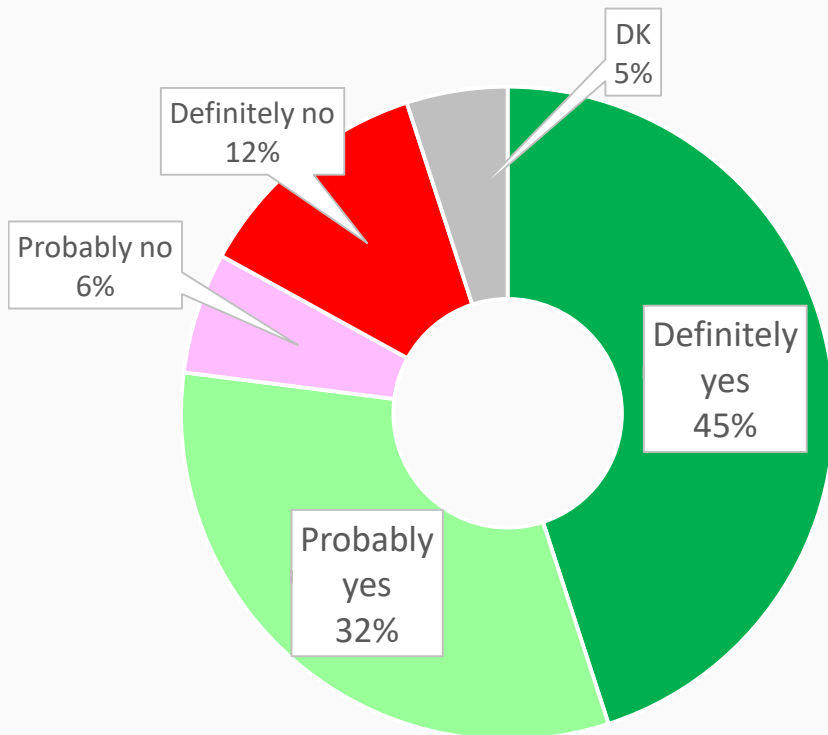
1. Attitudes towards learning

German

Willingness to learn foreign language

Q: To what extent would you like to learn more foreign languages

- ❑ High willingness to learn foreign languages: overall 77% reported positive intentions and 45% reported that they “definitely” intend to learn foreign languages.
- ❑ The rate of those who “definitely” would like to learn more languages is higher among 16-34 y.o., academic education and income levels above the average.



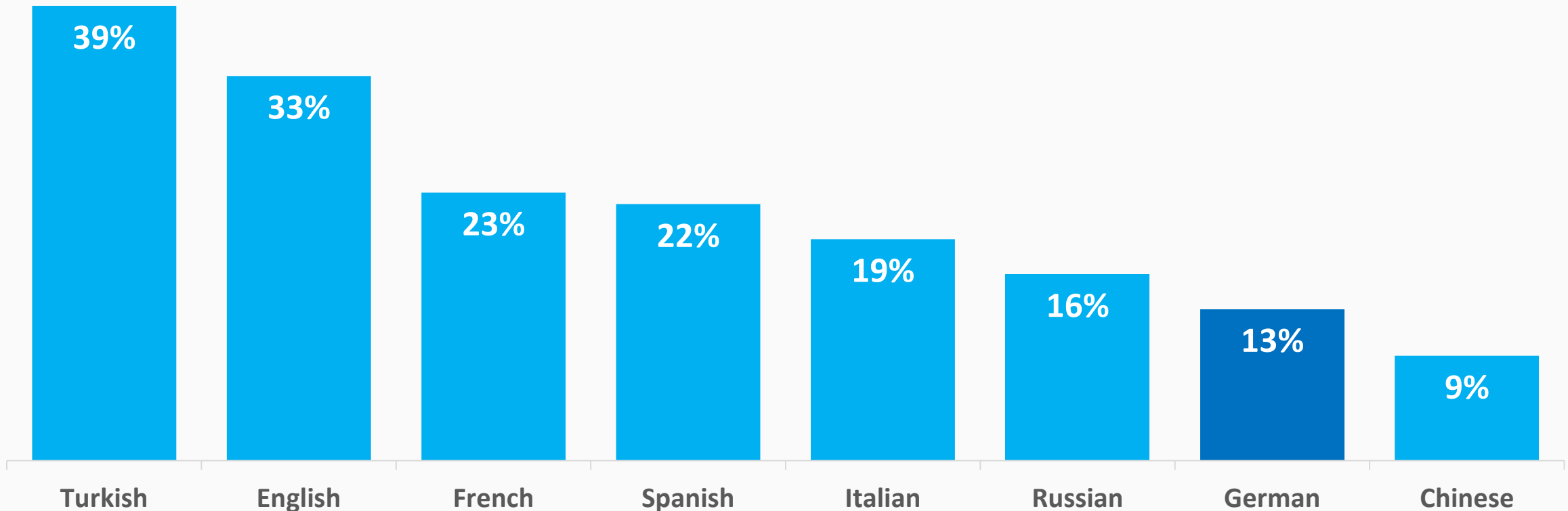
Gen der	Male	43%
	Female	47%
Age	16-24	52%
	25-34	58%
	35-44	39%
	45-65	35%
Educati on	Not academic	42%
	Academic	51%
Income	Below the average	42%
	Similar to the average	47%
	Above the average	64%
Area	North	46%
	Haifa	42%
	Center	50%
	South	29%

The consideration set: which language considering to learn

Q: Which languages would you like to learn?

Closed question among those who have positive intentions to learn foreign language (N=385).

- ☐ When respondents are presented with a list of several possible languages, 13% report a willingness to learn German.

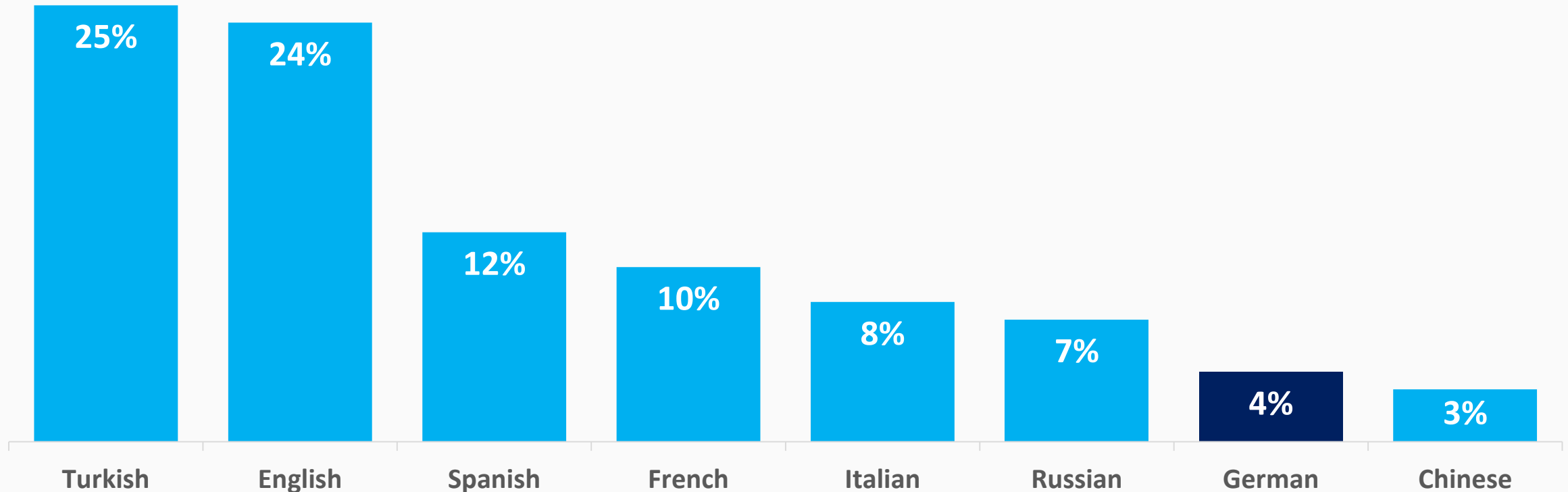


The preferred language to learn

Q: Which languages would you like to learn?

Closed question among those who have positive intentions to learn foreign language (N=385).

- ❑ Among the languages presented , 4% reported preference to learn German.
- ❑ The preferred languages to learn are Turkish and English.

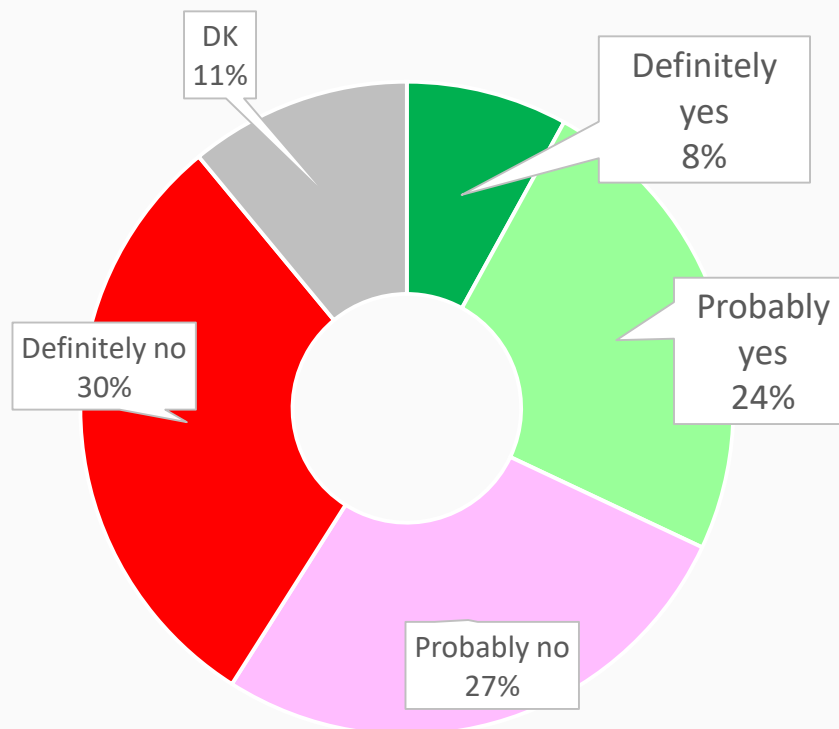


Willingness to learn German

Q: To what extent would you like to learn German?

Among those who not reported intentions to learn German in the previous questions (N=449).

- ❑ **32% of those of which German was not in their consideration set, express a positive willingness to consider learning German (they represent 29% of the total sample).**



Segments - Proximity circles

- ❑ The potential for learning German based in the three circles is 39% of the sample.

The closest circle

German is their preferred language to learn

The second circle

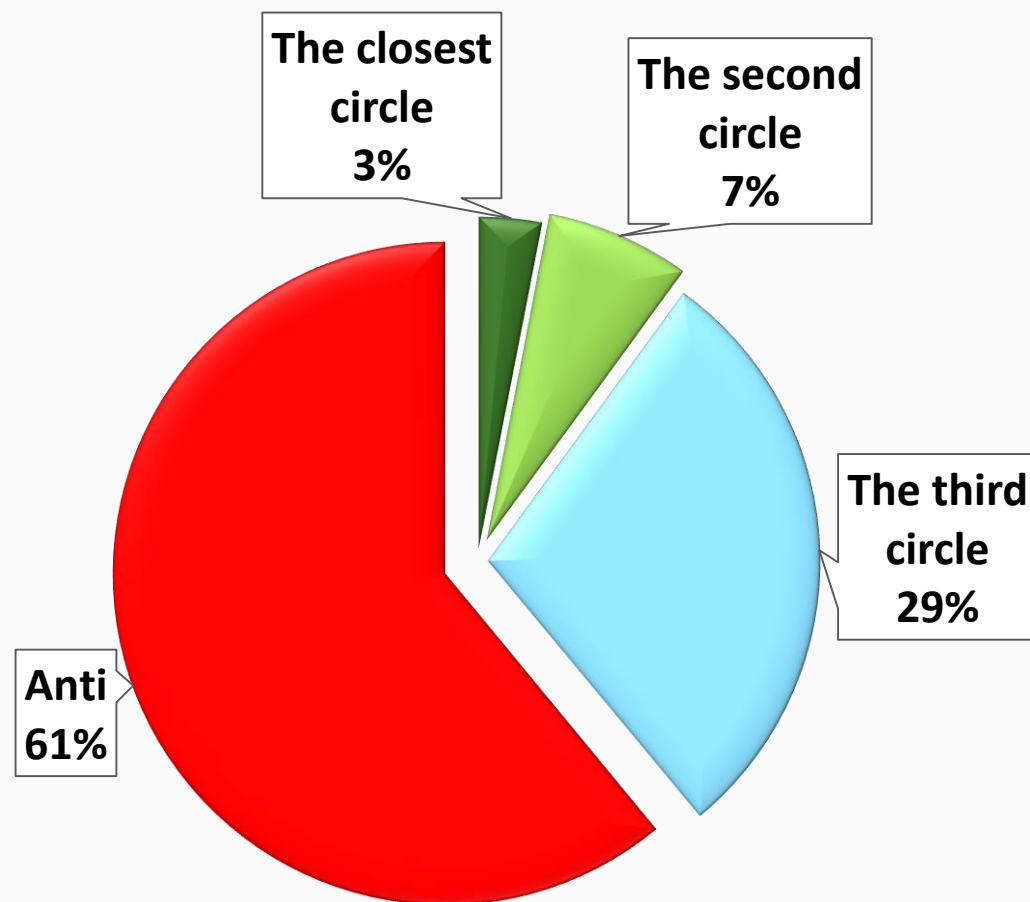
German is not their preferred language, but German is in their consideration set.

The third circle

German is not in their consideration set but they express a positive willingness to learn the language.

Anti

Those who express negative willingness to learn German.



Segments - Demographic profile

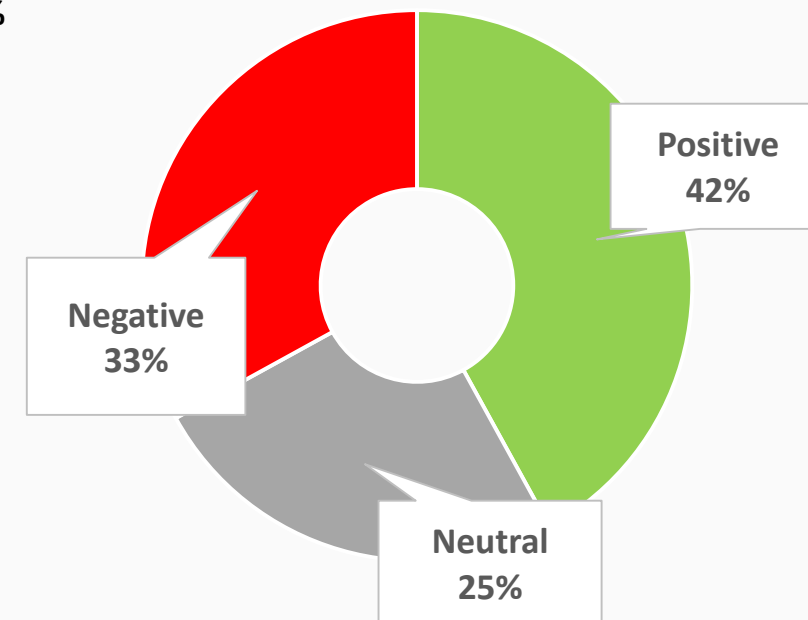
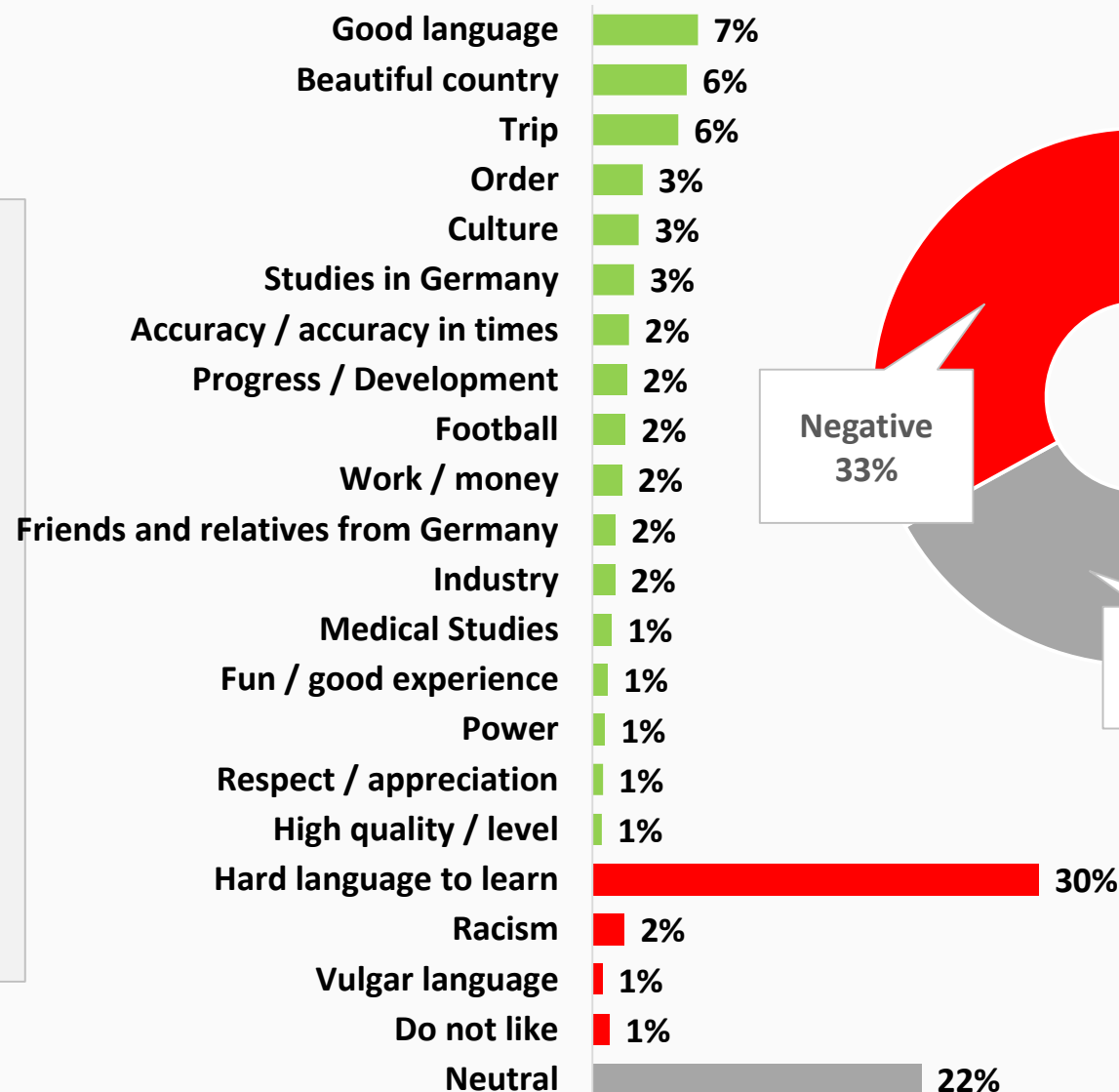
		The closest circles	The third circle	Anti
	Total sample	10%	29%	61%
Gender	Male	12%	28%	60%
	Female	9%	29%	62%
Age	16-24	7%	30%	62%
	25-34	11%	25%	64%
	35-44	14%	29%	57%
	45-65	10%	29%	61%
Education	Not academic	9%	26%	65%
	Academic	13%	33%	54%
Income	Below average	12%	29%	59%
	Average	8%	25%	68%
	Above average	11%	40%	49%
Area	North	10%	31%	59%
	Haifa	11%	26%	63%
	Center	13%	28%	59%
	South	7%	22%	71%

- Among the “The closest circles” groups, there is a higher proportion of academic education and income level above the average.
- Among the “The Anti” group, there is a higher proportion of those who live in the South area.

Associations to German language

Q: What is the first thing that comes to mind when you think of the German language?

Open-end question



- ❑ 67% have positive or neutral associations to German language, against 33% that have negative associations. The most prominent negatives is “A difficult language to learn”.

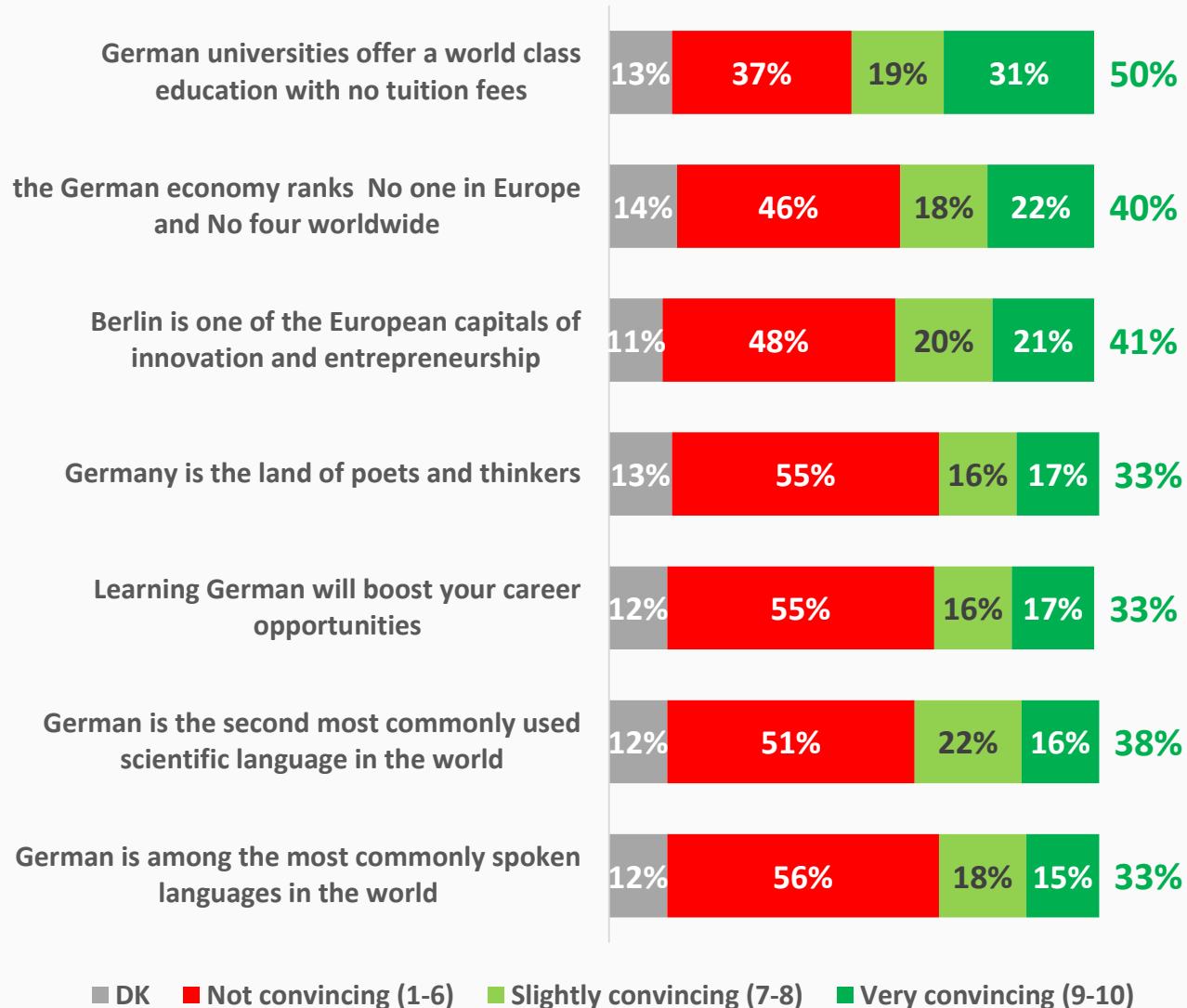
What would persuade to learn German

- ☐ The survey presented 7 statements. For each, the respondents were asked on a scale from 1 to 10, to what extent it will persuade them to learn German.

German universities offer a world class education with no tuition fees
German is the second most commonly used scientific language in the world
Berlin is one of the European capitals of innovation and entrepreneurship
Germany is the land of poets and thinkers
the German economy ranks No. 1 in Europe and No. 4 worldwide
Learning German will boost your career opportunities
German is among the most commonly spoken languages in the world

What would persuade to learn German

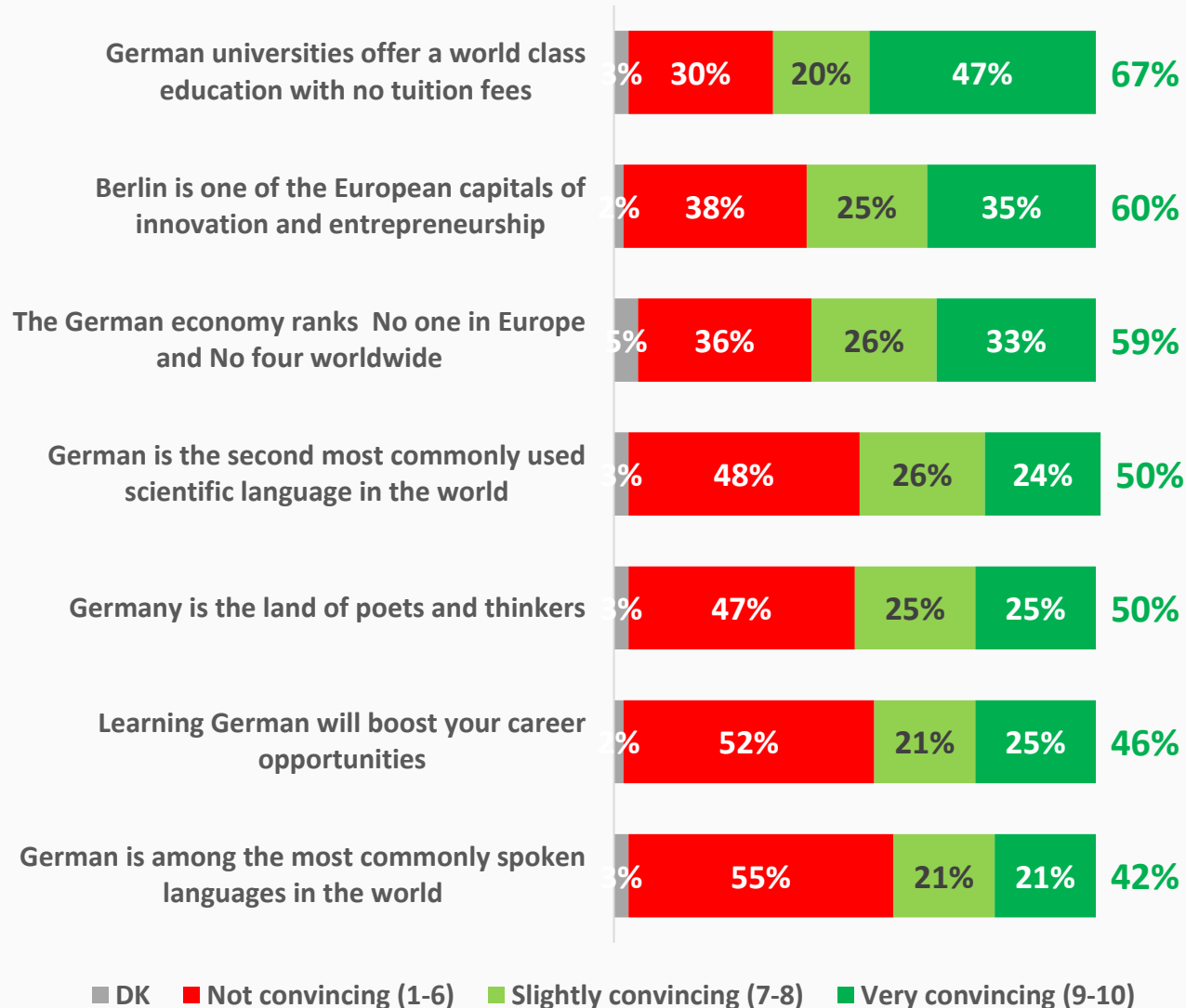
Among total sample



- ☐ The most persuasive statement is: “German universities offer a world class education with no tuition fees”
- ☐ In second place: “German economy ranks No. 1 in Europe and No. 4 worldwide” and “Berlin is one of the European capitals of innovation and entrepreneurship”.

What would persuade to learn German

Among those who consider to learn German



- ❑ Also, among those who consider to learn German, the most persuasive statement is: "German universities offer a world class education with no tuition fees".
- ❑ In second place: "German economy ranks No. 1 in Europe and No. 4 worldwide" and "Berlin is one of the European capitals of innovation and entrepreneurship".

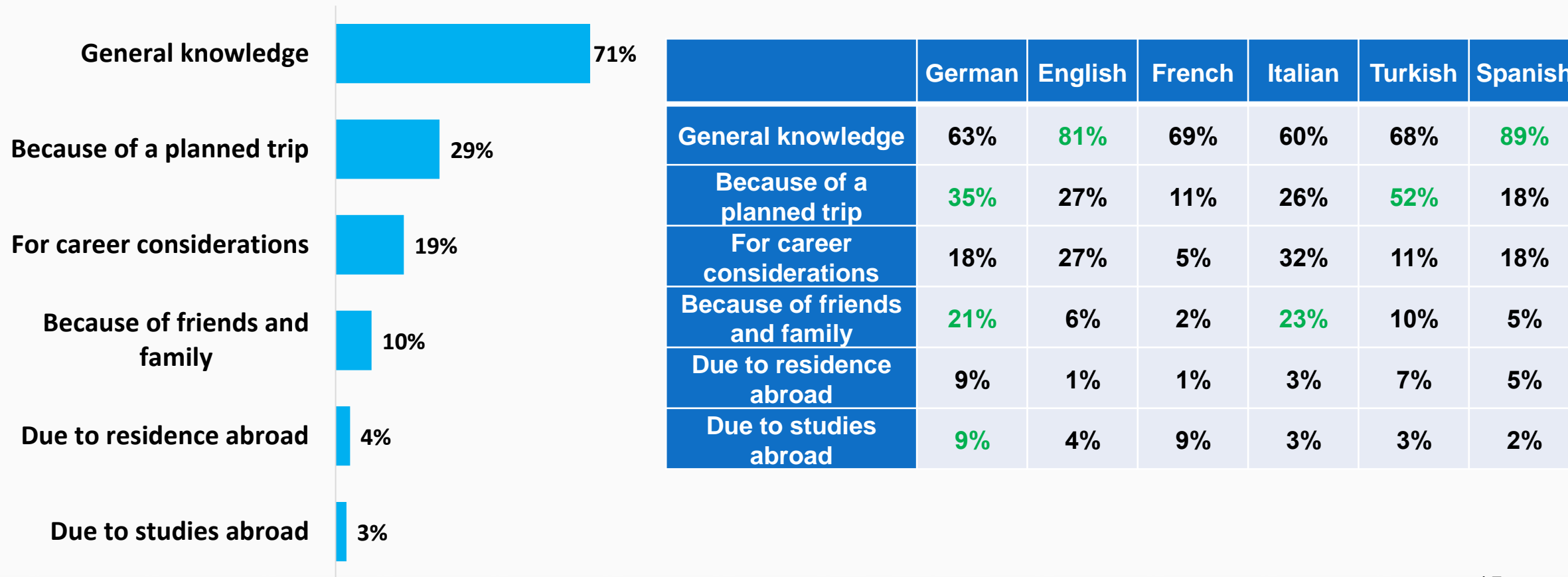
2. Motivations and preferred ways to learn foreign languages

Motivations for learning foreign languages

Q: Why would you like to learn _____?

Closed question among those who have positive intentions to learn foreign language (N=385).

- ❑ General knowledge is the main reason to prefer learning the language.
- ❑ Those who prefer to learn German indicate more than others: “Because of a planned trip”, “Because of friends and family” and “Due to studies abroad”.



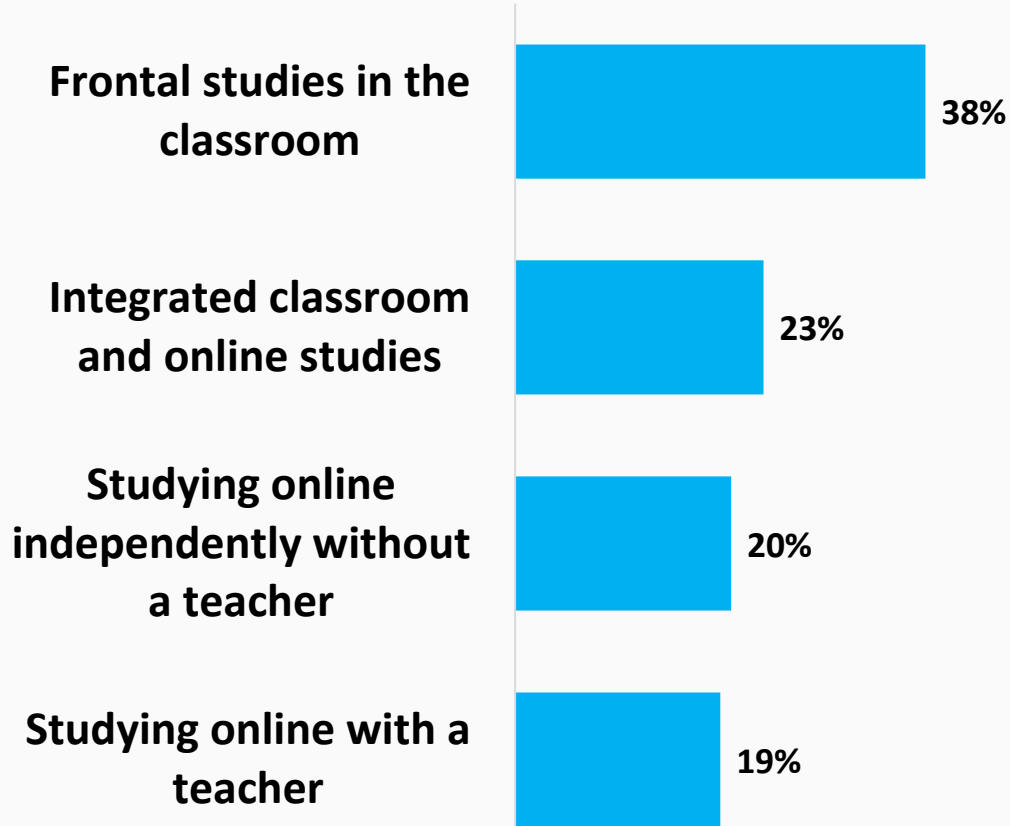
The preferred way to learn foreign languages: frontal vs online



Q: How would you prefer to study _____ ?

Closed question among those who have positive intentions to learn foreign language (N=385).

- ❑ Frontal studies are the preferred way to learn.
- ❑ "The closest circles" split evenly between those how prefer frontal studies in classroom and studying online with a teacher. These less proffered for this segment is studying online independently.



	The closest circles	The third circle	Anti
Frontal studies in the classroom	34%	38%	39%
Integrated classroom and online studies	22%	22%	23%
Studying online independently without a teacher	11%	24%	20%
Studying online with a teacher	33%	16%	17%

The preferred way to learn foreign languages: frontal vs online

Q: How would you prefer to study _____ ? Closed question among those who have positive intentions to learn foreign language (N=385).

		Frontal in classroom	Online with a teacher	Online Independently	Integrated classroom online
	Total sample	38%	19%	20%	23%
Gender	Male	39%	21%	18%	22%
	Female	37%	18%	22%	24%
Age	16-24	39%	18%	15%	28%
	25-34	37%	14%	22%	26%
	35-44	38%	22%	20%	20%
	45-65	38%	22%	22%	18%
Education	Not academic	46%	17%	18%	20%
	Academic	24%	23%	24%	29%
Income	Below average	39%	21%	16%	24%
	Average	37%	23%	16%	25%
	Above average	24%	22%	40%	15%
Area	North	39%	17%	23%	22%
	Haifa	36%	27%	18%	18%
	Center	38%	23%	11%	28%
	South	37%	8%	18%	36%

- ❑ Among those who preferred frontal studies in the classroom, there is a higher proportion of Non-academic education.
- ❑ Among those who preferred Online independently without a teacher, there is a higher proportion of Academic education and income level above the average.

The preferred way to learn foreign languages:

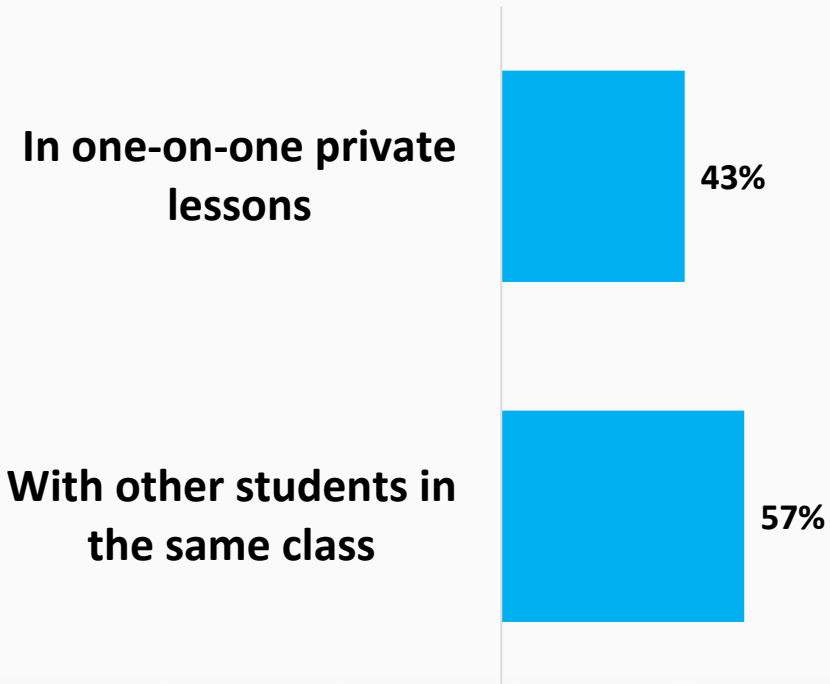


one-on-one vs with other students

Q: How would you prefer to study _____ ?

Closed question among those who have positive intentions to learn foreign language (N=385).

- ☐ The potential students prefer studying with other students in the same class (57%) than one-on-one private lessons (43%).
- ☐ No difference found between the circles.
- ☐ Among those who preferred one-on-one private lessons, there is a higher proportion of 25-34 y.o. Among those who preferred with other students in the same class, there is a higher proportion of 45+ y.o.



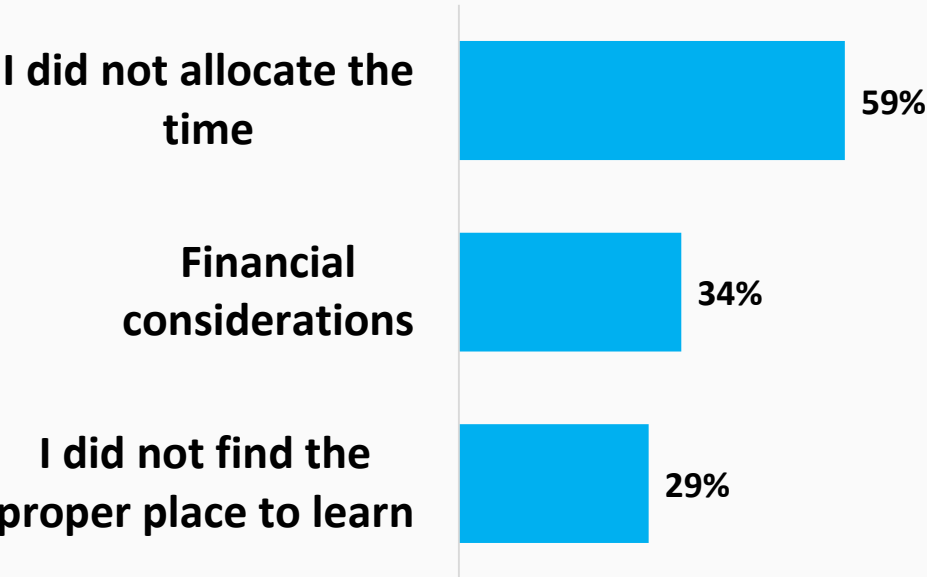
	The closest circles	The third circle	Anti
In one-on-one private lessons	43%	36%	47%
With other students in the same class	57%	64%	53%

Why are they not learning the language?

Q: Why to this day you have not had the opportunity to study _____ ?

Closed question among those who have positive intentions to learn foreign language (N=385).

- ❑ “Lack of time” is the main reason why they are not learning foreign languages. 29% indicate that “they didn’t find the proper place to learn”.
- ❑ Along with the “lack of time”, The closest circles indicated “financial considerations”.
- ❑ Low-income earners and 25-34 y.o. indicate more “financial considerations”. Those who indicate “lack of time” is higher among 17-24 y.o. and average+above average earners.



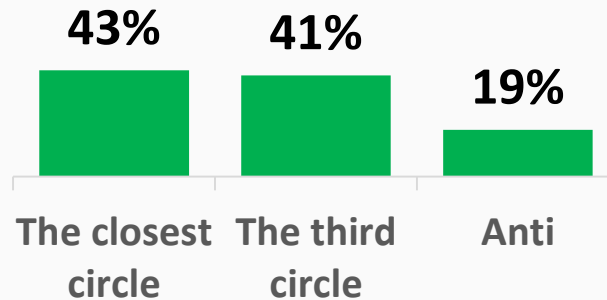
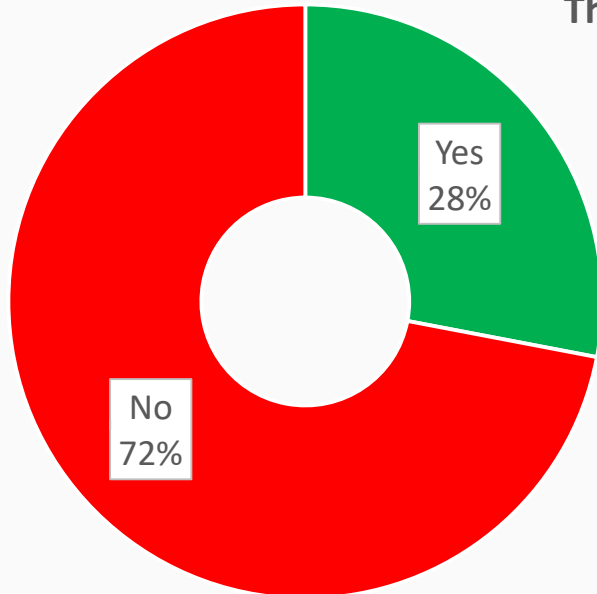
	The closest circles	The third circle	Anti
I did not allocate the time	42%	61%	61%
Financial considerations	39%	36%	31%
I did not find the proper place to learn	23%	23%	34%

3. Learning foreign languages Online

Previous experience of learning foreign languages via Online

Q: Have you ever learned a language through the Internet?

- ❑ 28% indicated previous experience of learning foreign languages via Online.
- ❑ The penetration of online learning is higher among The first circles (40% vs only 20% of the Anti group) and is higher among females, 16-34 y. o. and those who live in the Center area



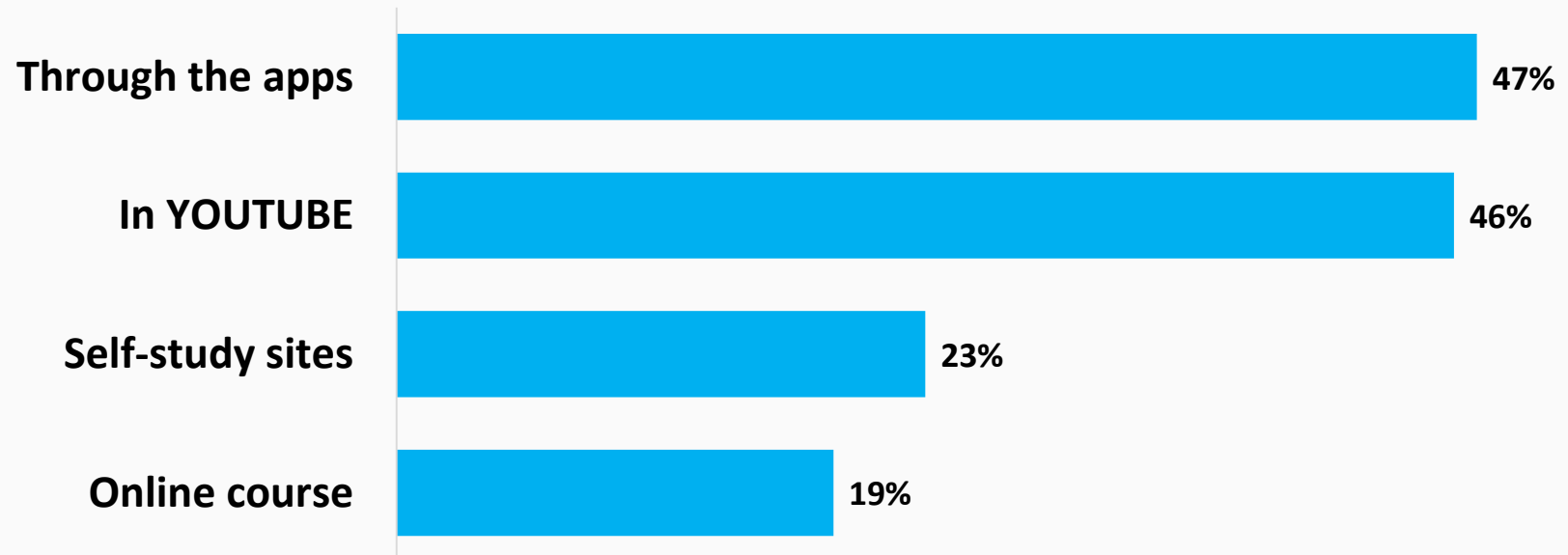
Gen der	Male	23%
	Female	32%
Age	16-24	35%
	25-34	32%
	35-44	26%
	45-65	21%
Educati on	Not academic	26%
	Academic	31%
Income	Below the average	30%
	Similar to the average	26%
	Above the average	37%
Area	North	24%
	Haifa	33%
	Center	38%
	South	17%

How did they learn foreign languages via Online?

Q: How did you learn a language through internet?

Closed question among those who learned foreign language via Online (N=139).

- ☐ Apps and YouTube are the common way to learn foreign language via Online . 20% reported they learn through Online course.
- ☐ Without significance difference between those who want to learn German and the others.

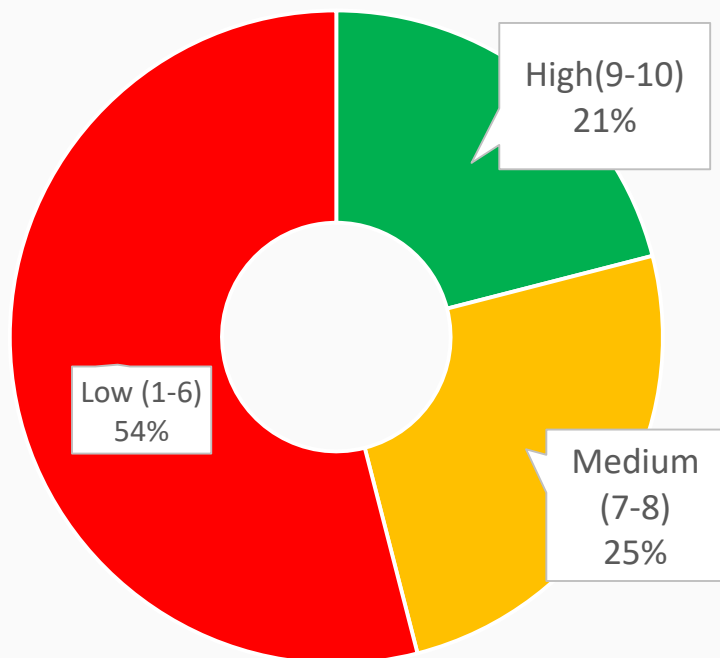


Willingness to learn foreign language via Online

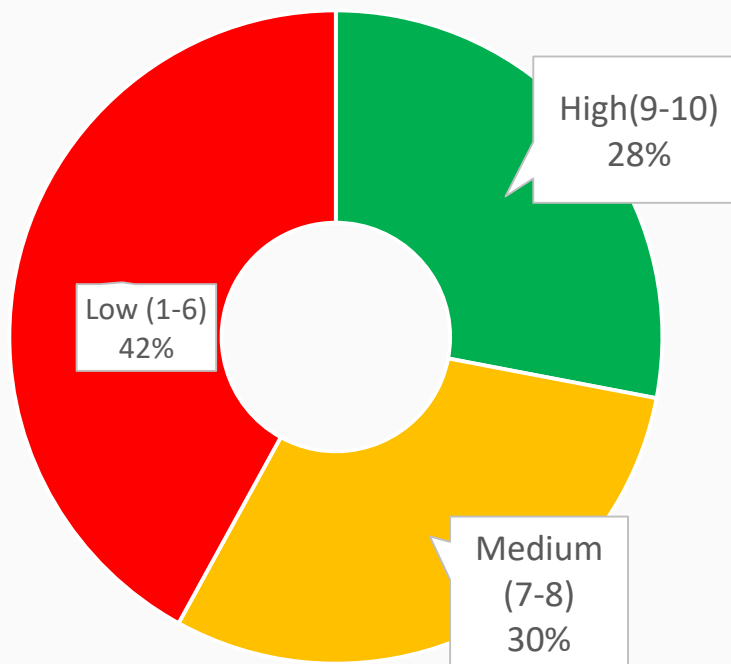
Q: If you were to learn a language, with a score between 1 and 10, how appropriate would it be for you to learn a language Online?

- ❑ For 21% of the total sample, it will be very suitable to learn foreign language Online.
- ❑ Those who intend to learn German find Online learning more suitable for them (28%).
- ❑ As expected, those with previous experience in Online learning are indicating that it is suitable for them (39%).

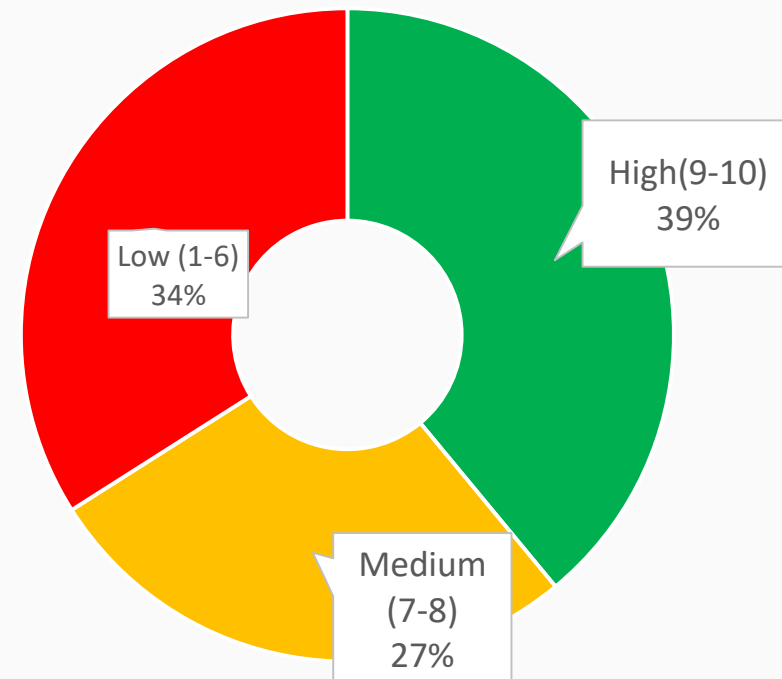
Total sample



Intend to learn German



Have experience on learning language Online

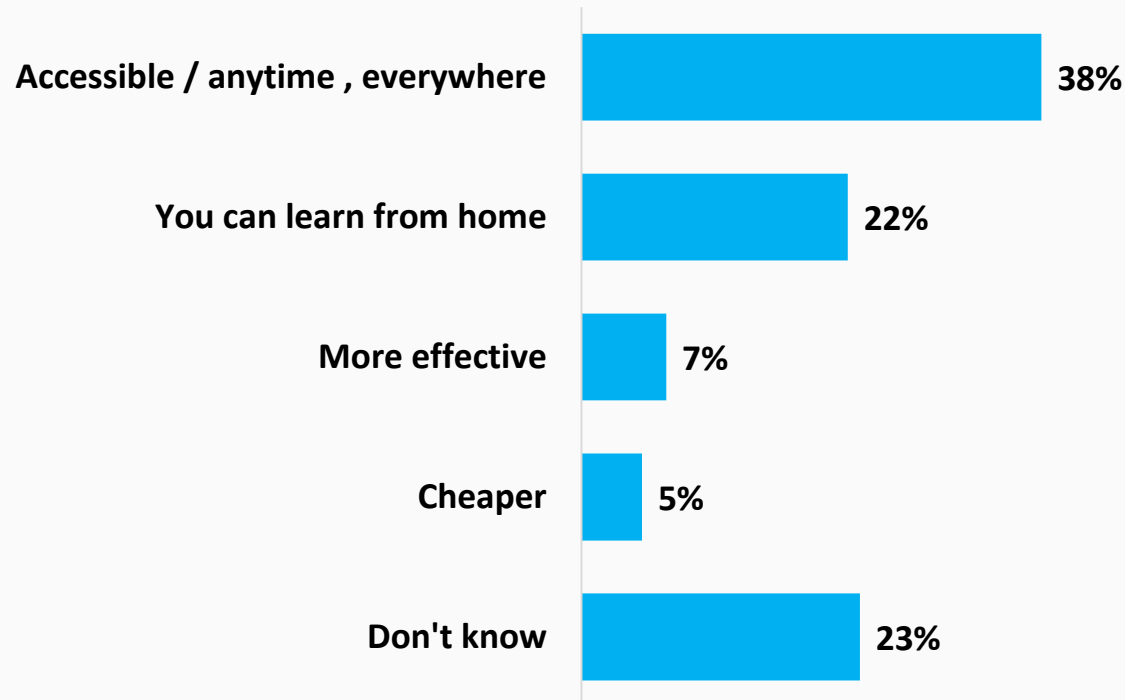


Pros. of learning foreign language Online

Q: What do you think are the benefits of learning a language through the internet? Open-end question

- ☐ The accessibility (anytime/everywhere) is perceived as the main benefit of learning Online.
- ☐ In second place: learning from home.
- ☐ Same findings among those who intend to learn German and those with previous experience in Online learning.

Total sample



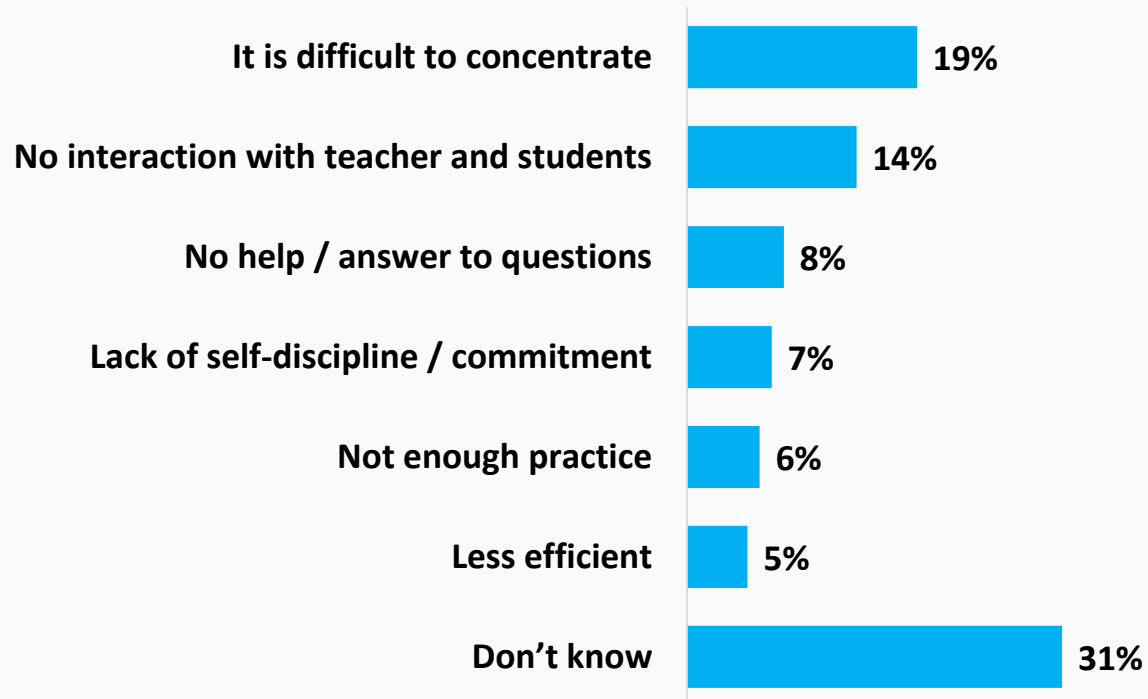
	Have experience on learning language Online	intend to learn German
Accessible / anytime , everywhere	52%	45%
You can learn from home	22%	29%
More effective	8%	9%
Cheaper	10%	5%
Don't know	4%	11%

Cons. of learning foreign language Online

Q: What do you think are the disadvantages of learning a language through the Internet? Open-end question

- ❑ **Difficult to concentrate and the lack of interaction with a teacher and students are perceived as the main disadvantages of learning Online.**

Total sample



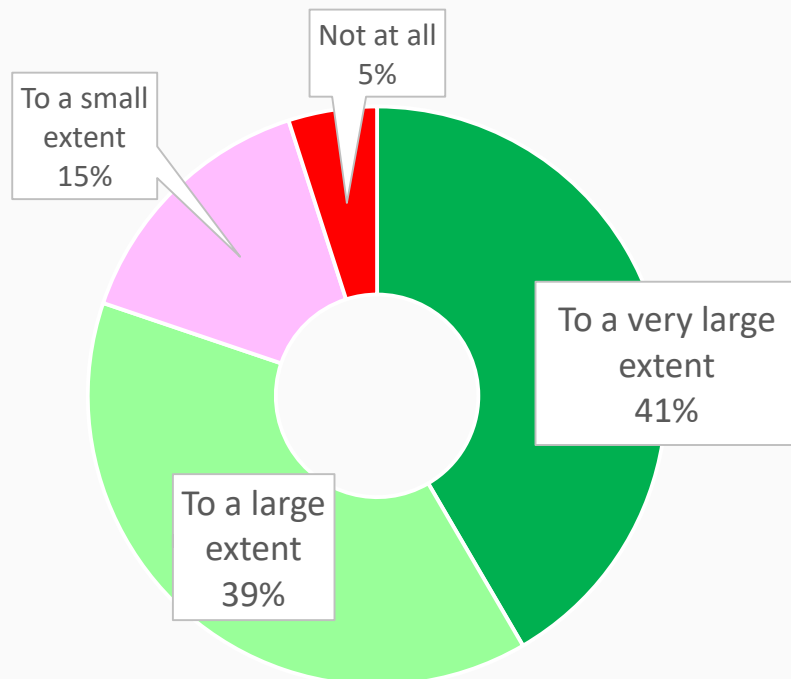
	Have experience on learning language Online	intend to learn German
It is difficult to concentrate / learn through the internet	20%	14%
No interaction with teacher and students	17%	17%
No help / answer to questions	12%	11%
Lack of self-discipline / commitment	10%	8%
Not enough practice / no one to practice with	8%	7%
Less efficient	4%	7%
Don't know	18%	24%

4. General attitudes towards foreign languages

To what extent it is worthwhile to learn foreign languages besides English

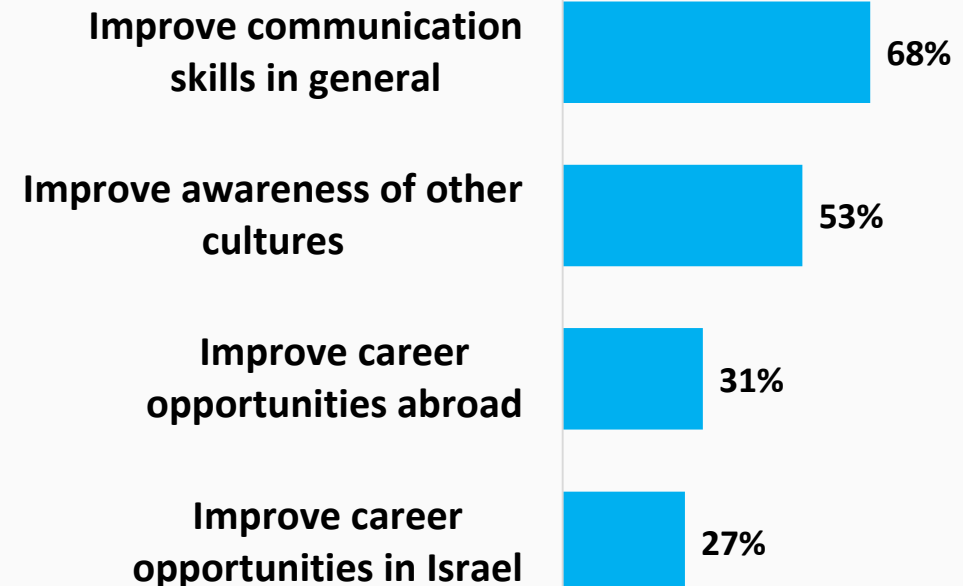
- ❑ There is consensus that it is worthwhile to learn foreign languages besides English and Hebrew.
- ❑ “Improve communications skills” is the main reason why it is worthwhile to learn foreign languages followed by “improve awareness of other cultures”.

To what extent do you think it is worthwhile to learn other foreign languages except English and Hebrew



Why do you think it is worthwhile to learn foreign languages other than English and Hebrew

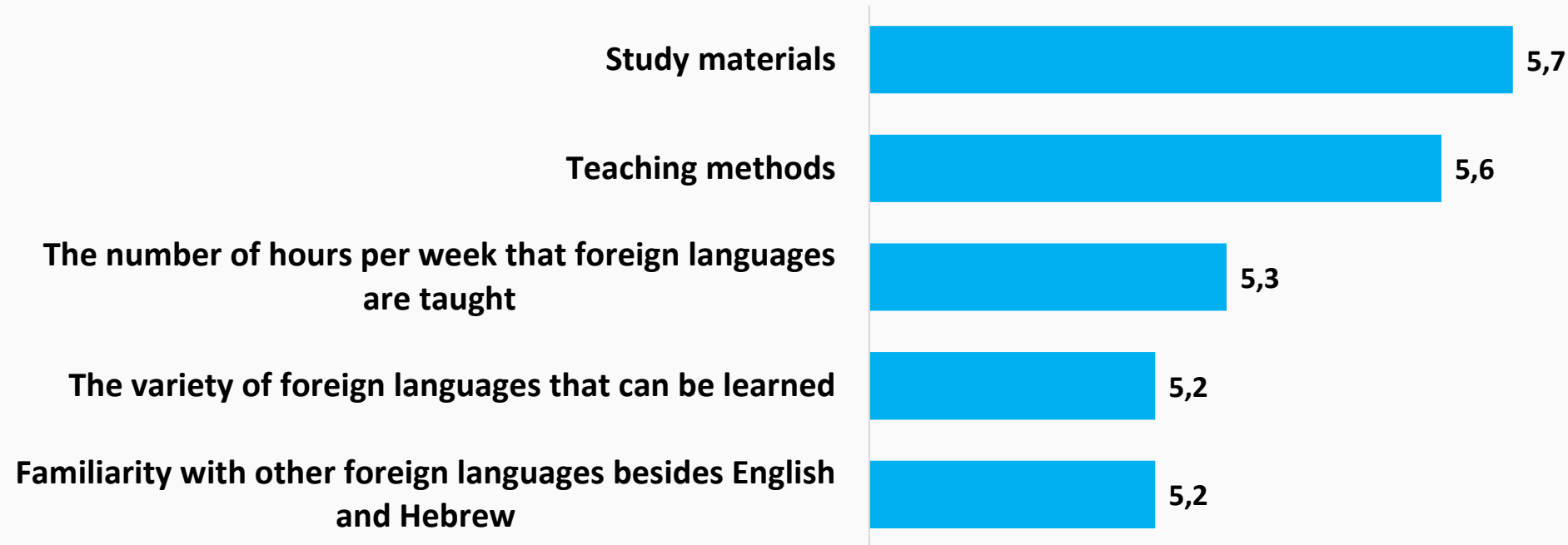
Closed question among those who answer that learn foreign languages beside English and Hebrew is worthwhile (N=478).



The perceived level of teaching a foreign languages in Israeli education system

Q: On a scale of 1-10, to what extent would you rate the study of foreign languages in the Israeli education system

- ☐ **Very low scores to Israeli education system regarding all aspects of teaching foreign languages, especially the variety and familiarity with other foreign languages besides English and Hebrew.**



5. Goethe Institute:

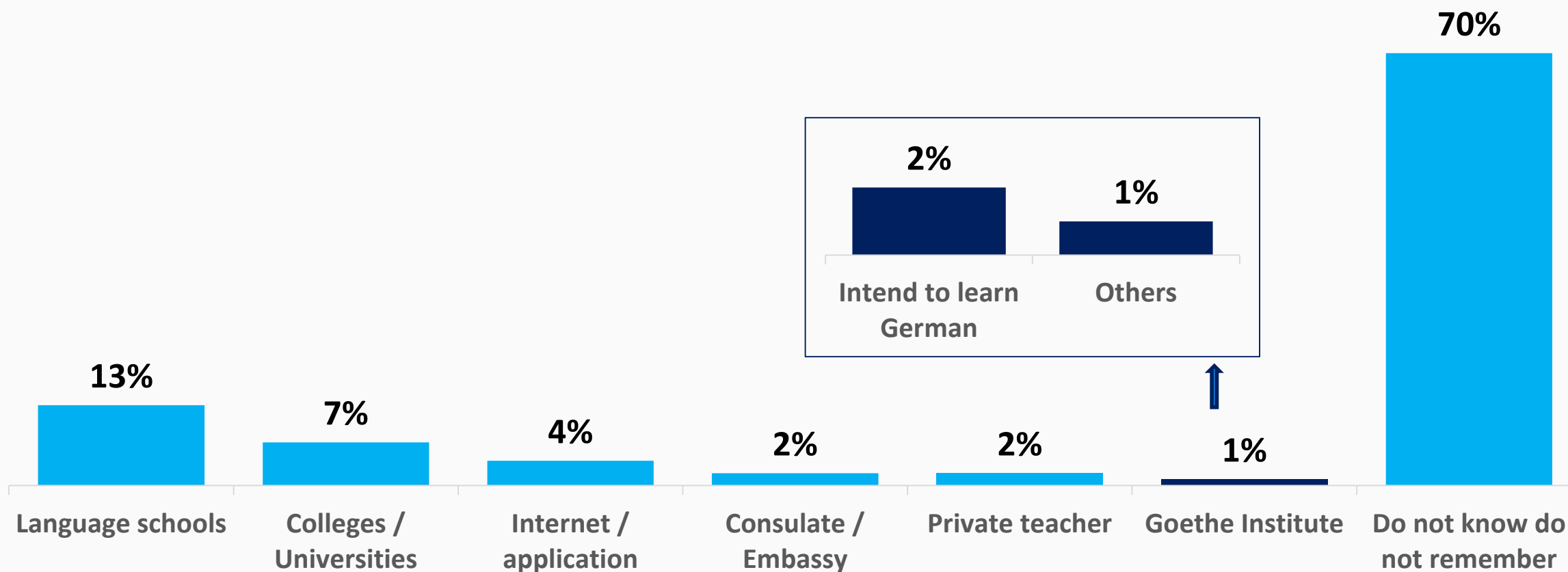
Awareness and willingness to study

German at the Goethe-Institute

Unaided awareness to Goethe Institute

Q: From what you know, where can you learn German in Israel?

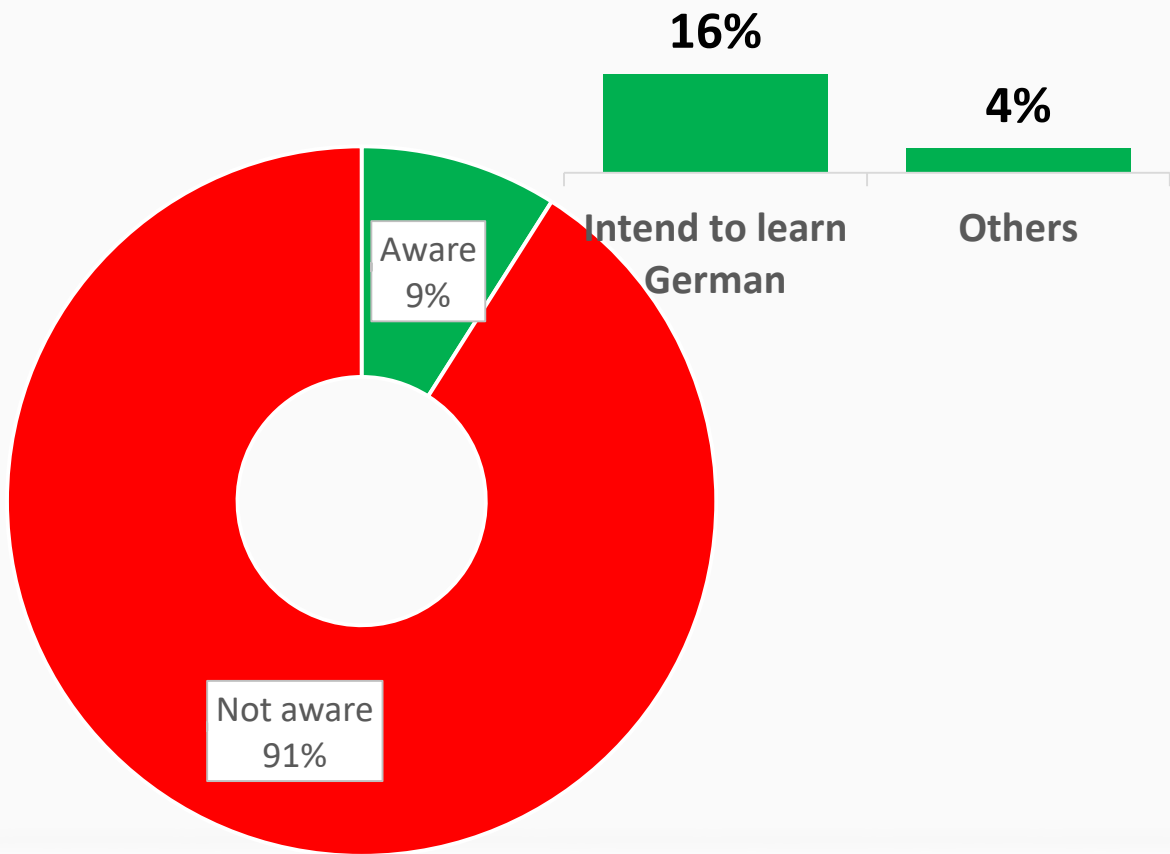
- ❑ Only 1% mentioned unaidedly that they can learn German in Goethe Institute.
- ❑ No difference among those who intend to learn German.



Aided awareness to Goethe Institute

Q: Do you know, or have you heard of the Goethe Institut for German Language Studies?

- ❑ Low awareness to Goethe Institute : 9%.
- ❑ The Goethe Institute’s awareness is higher among those who intend to learn German (16%), but still, it is very low.
- ❑ The Goethe Institute awareness is higher among those living in the Haifa area.



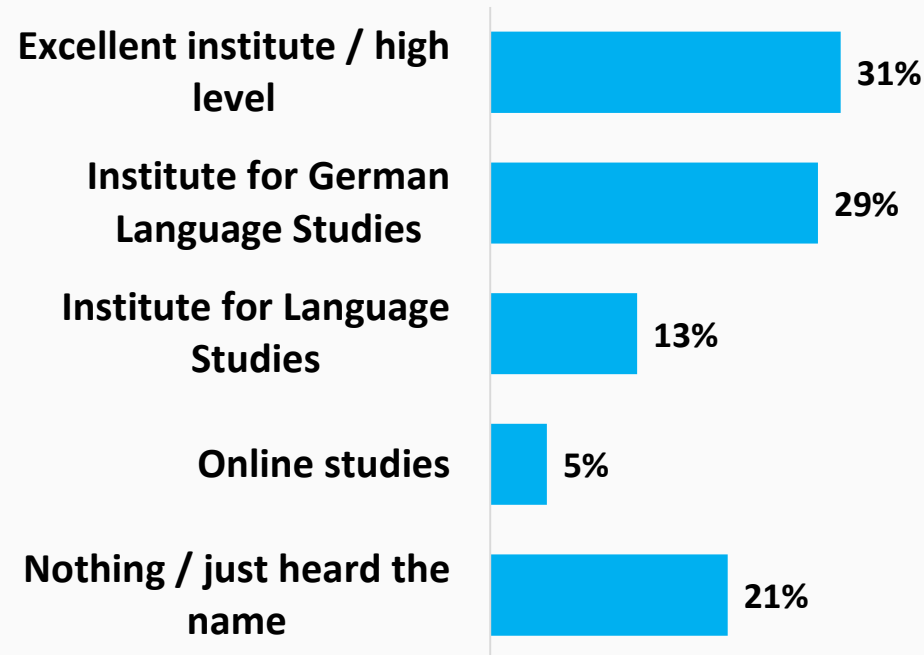
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	Female	7%
Age	16-24	10%
	25-34	8%
	35-44	9%
	45-65	8%
Educati on	Not academic	9%
	Academic	8%
Income	Below the average	11%
	Similar to the average	6%
	Above the average	8%
Area	North	7%
	Haifa	15%
	Center	11%
	South	3%

Familiarity with Goethe Institute

Q: What do you know about Goethe Institute?

Unaided question among those who are aware of Goethe Institute (N=45).

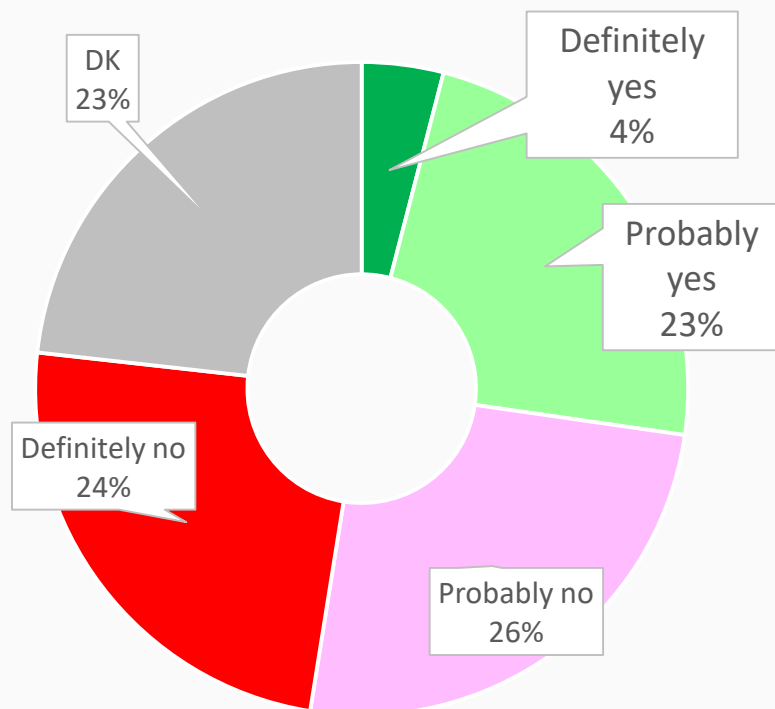
- ❑ **“Excellent/high level” is the most cited answer along with “Institute for German”.**
- ❑ **20% of those who are aware of Goethe Institute did not know anything about it.**



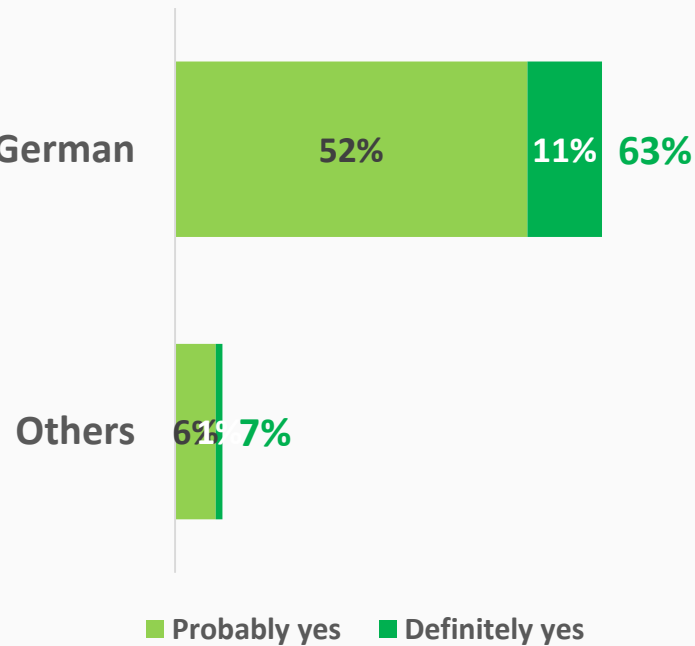
Willingness to learn German at Goethe Institute

Q: To what extent would you like to study German at the Goethe-Institute?

- ❑ 4% of the total sample say they will definitely consider studying German at the Goethe institute and another 23% will consider that.
- ❑ Among those who intend to learn German, there is high willingness to learn at the Goethe Institute.



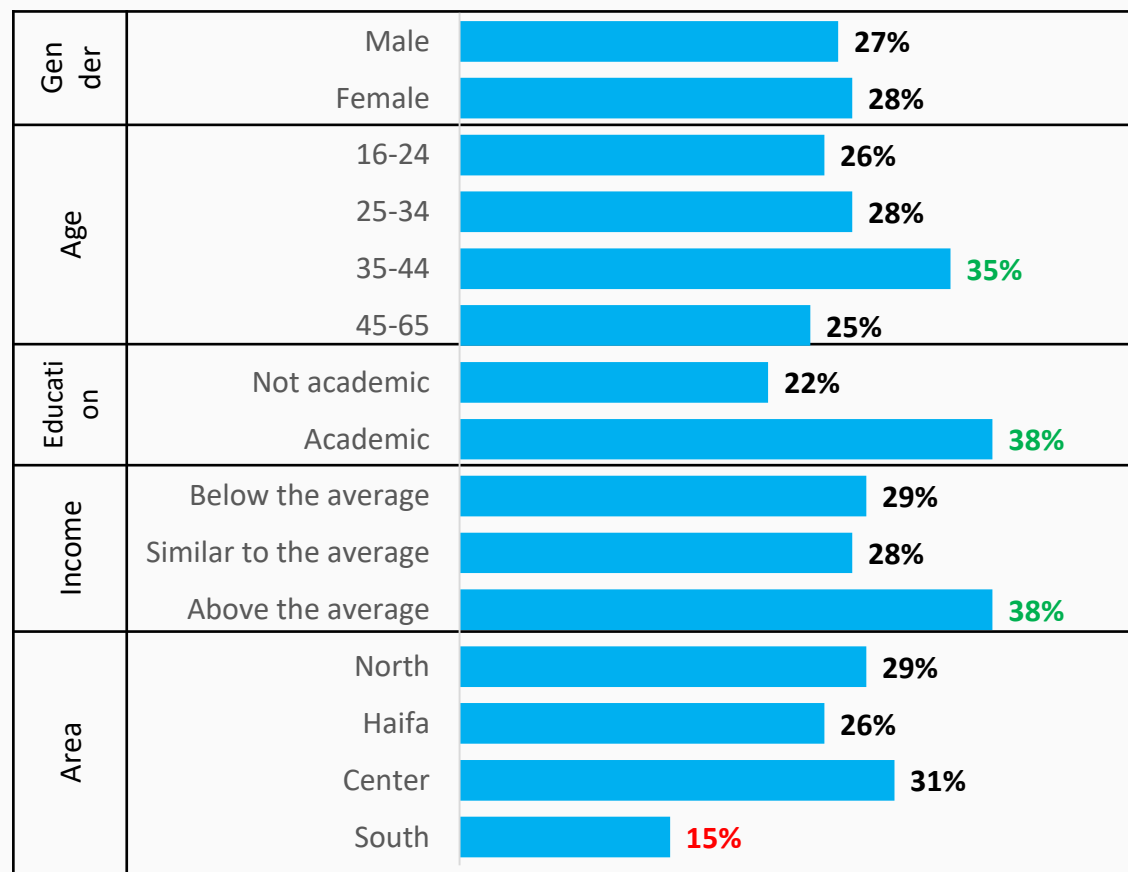
Intend to learn German



Willingness to learn German at Goethe Institute

Demographic profile

Q: To what extent would you like to study German at the Goethe-Institute?



- ❑ The willingness to learn German at the Goethe Institute is higher among 35-44 y.o., Academic education and those with income levels above the average.

Summary

- ❑ **Very high willingness to learn foreign languages.**
- ❑ **The maximum potential of those interested in learning German is 39% of the Arab population, that are divided in three segments according to their relations to German language:**
 - **“The closest circle”: German is their preferred language to learn (3%).**
 - **“The second circle”: German isn’t their preferred language, but German is in their consideration set (7%).**
 - **“The third circle”: German isn’t in their consideration set but they express a positive willingness to learn the language (29%).**
- ❑ **Demographic profile reveals that the willingness to study German is higher among those with academic education and income levels above the average.**
- ❑ **67% have positive or neutral associations to German language against 33% that have negative associations. The most prominent negative is “A difficult language to learn”.**
- ❑ **The most persuasive statement to learn German is: “German universities offer a world class education with no tuition fees”. In second place: “German economy ranks No. 1 in Europe and No. 4 worldwide” and “Berlin is one of the European capitals of innovation and entrepreneurship”.**

- ☐ **Frontal studies are the preferred way to learn German.**
- ☐ **The potential students prefer studying with other students in the same class (57%) than one-on-one private lessons (43%).**
- ☐ **28% reported previous experience of learning foreign languages via Online. Apps and YouTube are the common way to learn foreign language via Online . 20% reported they learn through Online course.**
- ☐ **28% of those who intend to learn German reports that it will be very suitable to learn foreign language Online.**

- ☐ **The awareness of Goethe Institute is low: 1% unaided and 9% aided.**
- ☐ **4% of the total sample say they will definitely consider studying German at the Goethe institute.**
- ☐ **The willingness to learn German at the Goethe Institute correlate is higher among 35-44 y.o., Academic education and those with income levels above the average.**

Danke schön!
