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Should I start learning Croatian? – Attitudes of immigrants in the Urban Area of Split

1. Introduction: Research Context

Increase in immigration to Croatia: statistics show a 300% increase in the number of foreign workers from 2021 to the end of 2023. This growth points to changes in Croatia's social structure.

Need for language and cultural integration: adequate strategies must be implemented for learning the Croatian language and adapting to social norms and customs

2. Main research question, research methods and hypotheses

The research focuses on the linguistic integration of immigrants in Split and its surroundings.

Research question: Is there an interest in learning Croatian among immigrants and how do they linguistically integrate?

Further questions: What challenges exist in the process of linguistic integration? Are they aware of their language rights?

Research methods:

- **Survey** (aiming to reach a larger number of respondents and find generalizations)
- **Interviews** (aiming to further explain specific issues, clarifying quantitative data)

Hypotheses:

- There are a number of challenges in the linguistic integration of immigrants into Croatian society.
- Additionally, it is expected that the interest in learning Croatian will not be high and that the respondents will not recognize the importance of knowing Croatian for integration into society.

3. Conclusions

The interest in learning Croatian is high, as is the assessment of the importance of knowing Croatian for integration into society.

Adjustment of Croatian language policy to new challenges