

Same Words, Different Impressions: How Accent Upstages Words in Communication



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- 125 participants

- Native English speakers
- From the United States

- Use of the telephone script

- Quality of speech: pleasantness and understandability

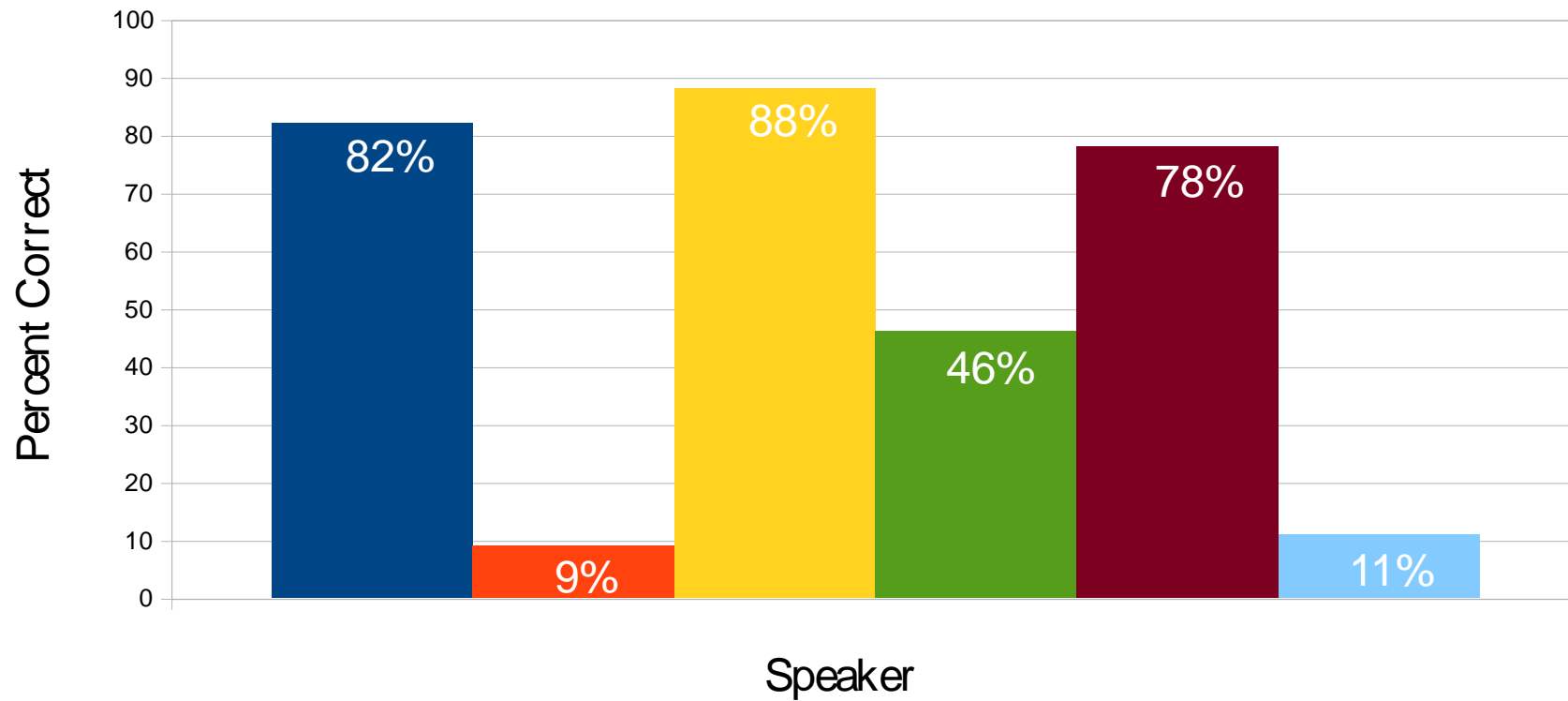
- McCroskey credibility measure: competence, trustworthiness, goodwill/caring

- Demographics survey



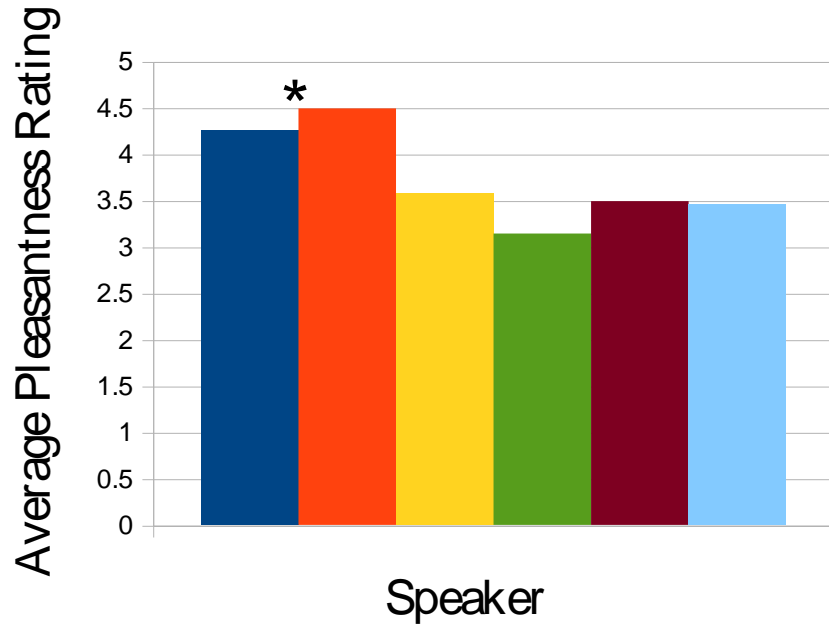
Likelihood of Identifying the Correct Country of Origin

■ American ■ German ■ Indian ■ Chinese ■ Mexican ■ Russian

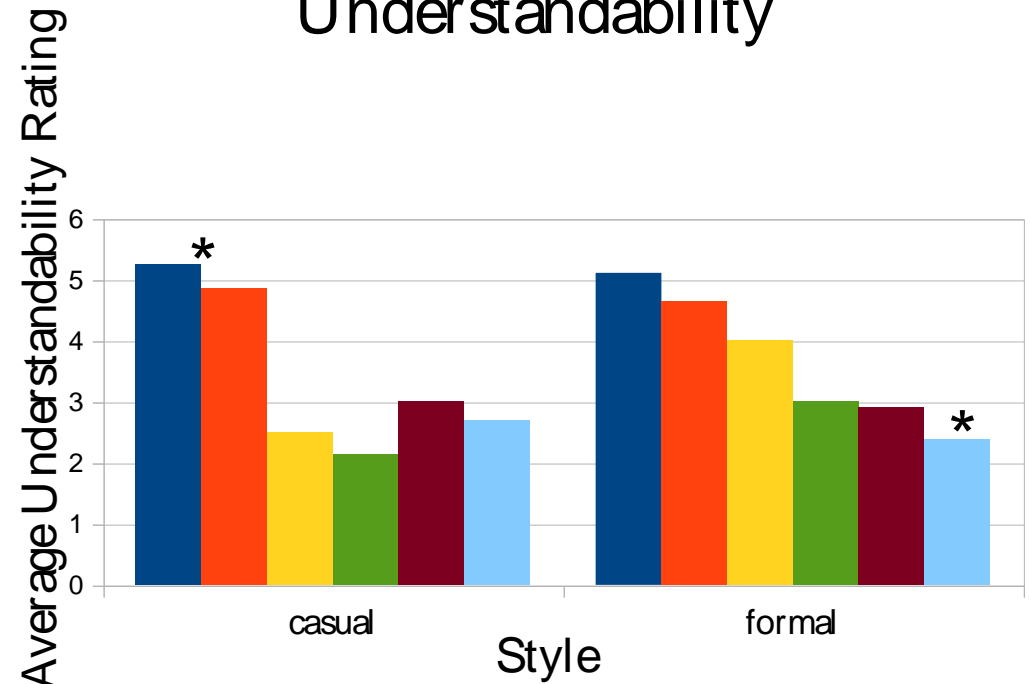


Speech Quality

Pleasantness



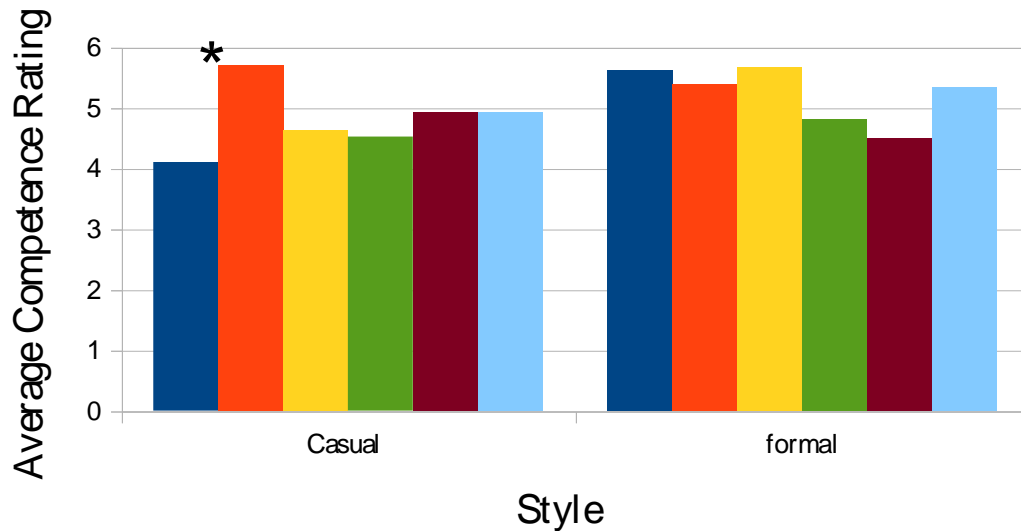
Understandability



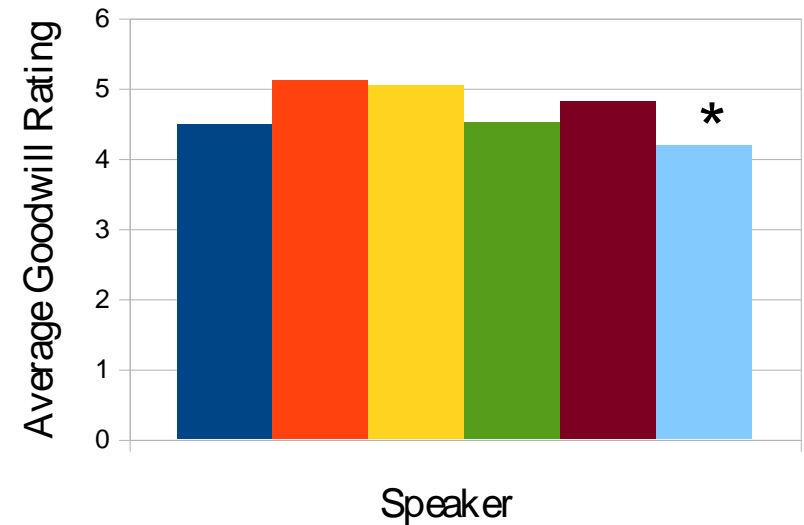
■ American ■ German ■ Indian ■ Chinese ■ Mexican ■ Russian

Credibility of the Speaker

Competence



Goodwill



■ American ■ German ■ Indian ■ Chinese ■ Mexican ■ Russian

Future Studies?

Thank you!

Dr. Paula Waddill, faculty mentor

Dr. Jana Hackathorn, use of SurveyMonkey

Dr. Reika Ebert, German speaker

Elena Grodzievskaia, Russian speaker

Cecilia López, Mexican speaker

Jiajia Li, Chinese speaker

Kimaya Thakur, Indian speaker