



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

Alexandria Farris

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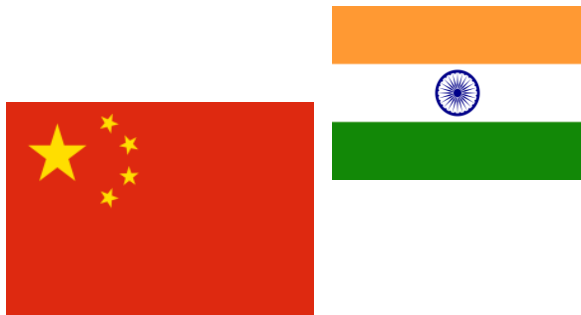
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# Same Words, Different Impressions: How Accent Upstages Words in Communication



Alexandria Farris  
Department of Psychology

- 125 participants

- Native English speakers
- From the United States

- Use of the telephone script

- Quality of speech: pleasantness and understandability

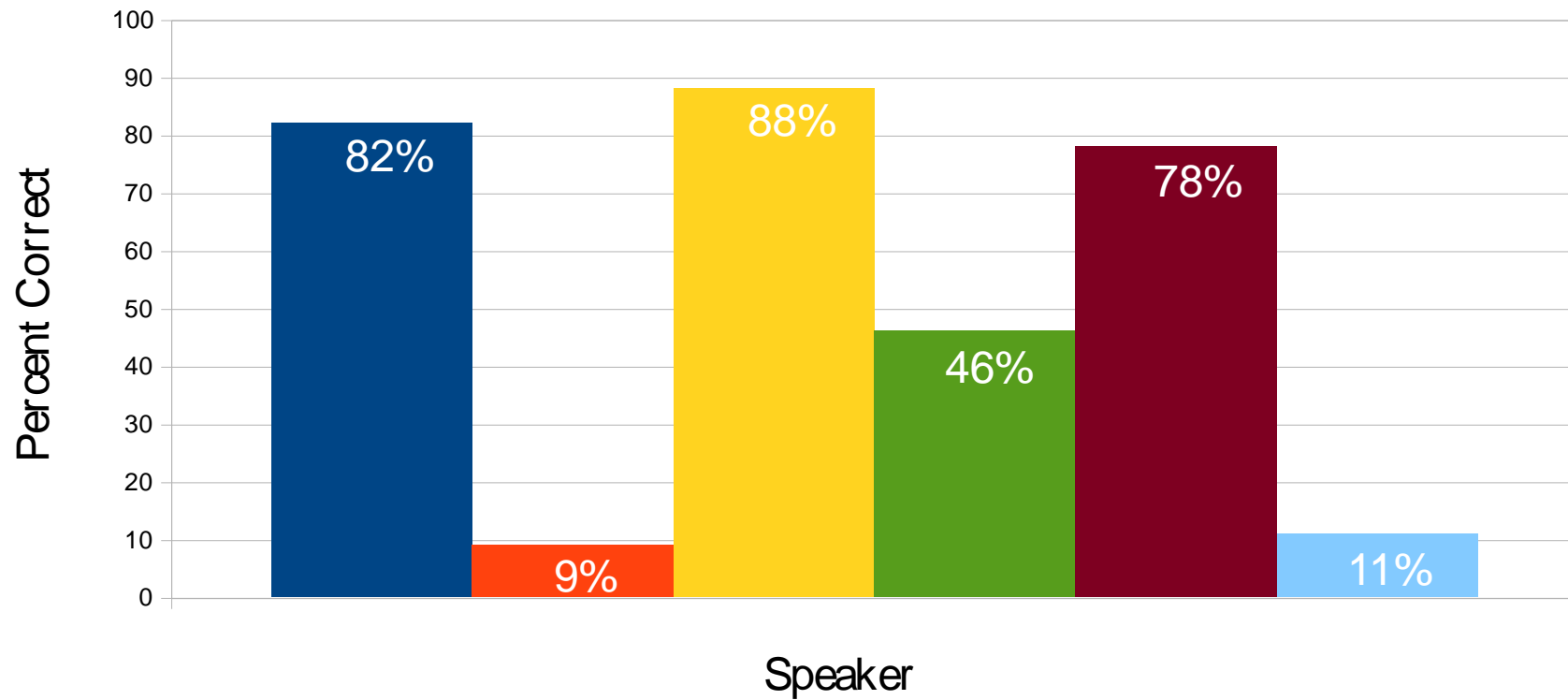
- McCroskey credibility measure: competence, trustworthiness, goodwill/caring

- Demographics survey



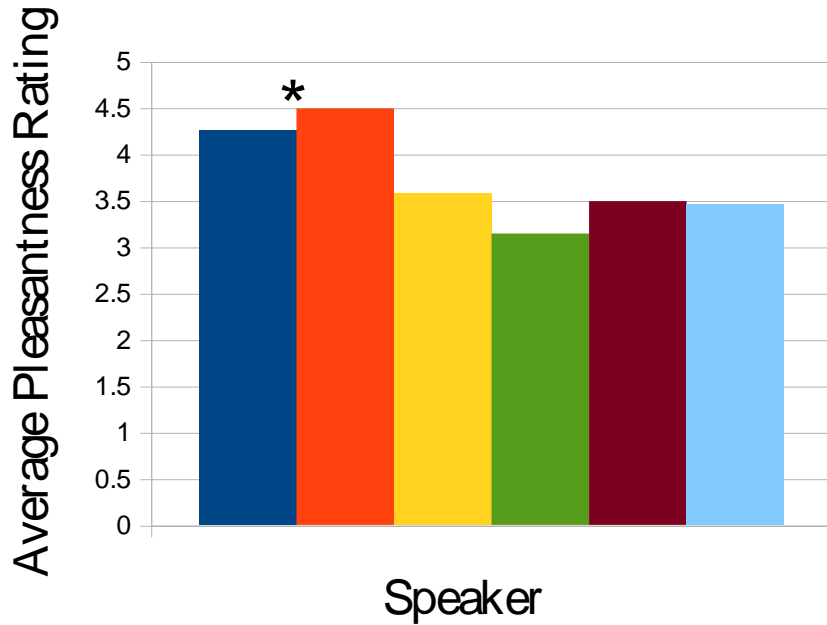
# Likelihood of Identifying the Correct Country of Origin

American German Indian Chinese Mexican Russian

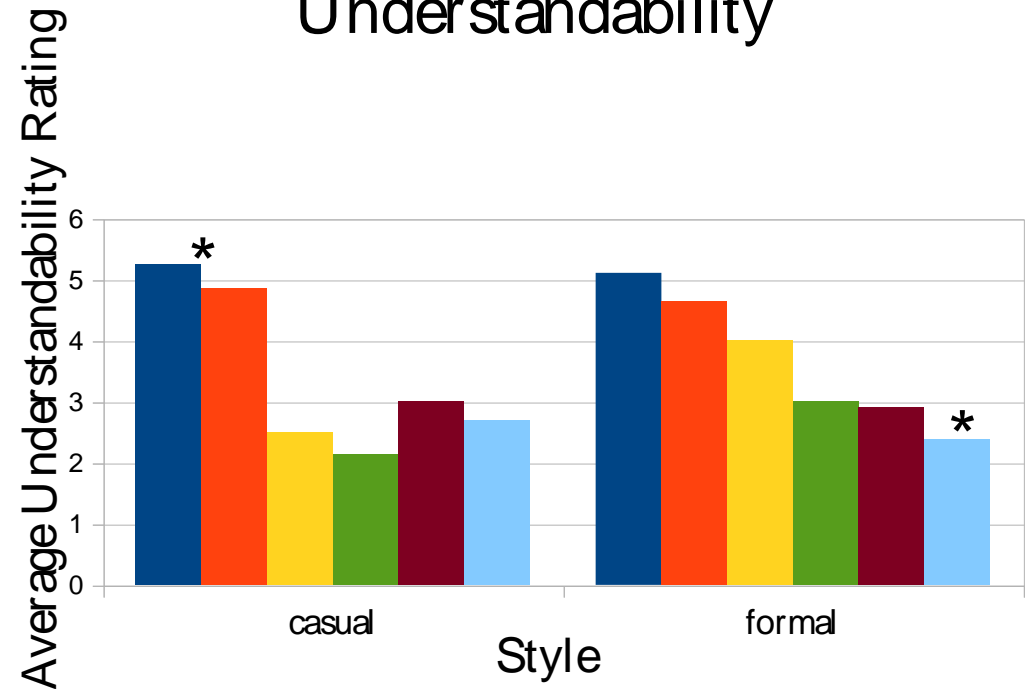


# Speech Quality

## Pleasantness



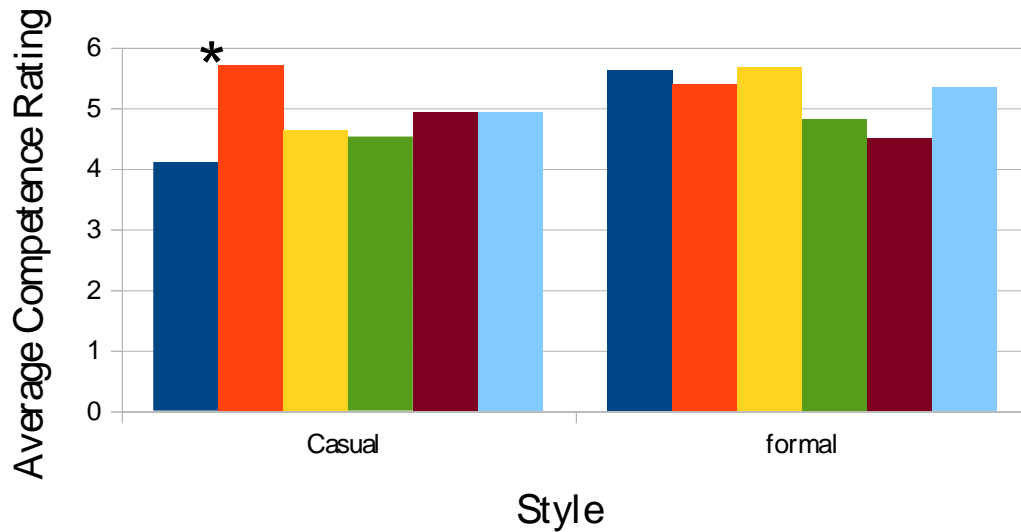
## Understandability



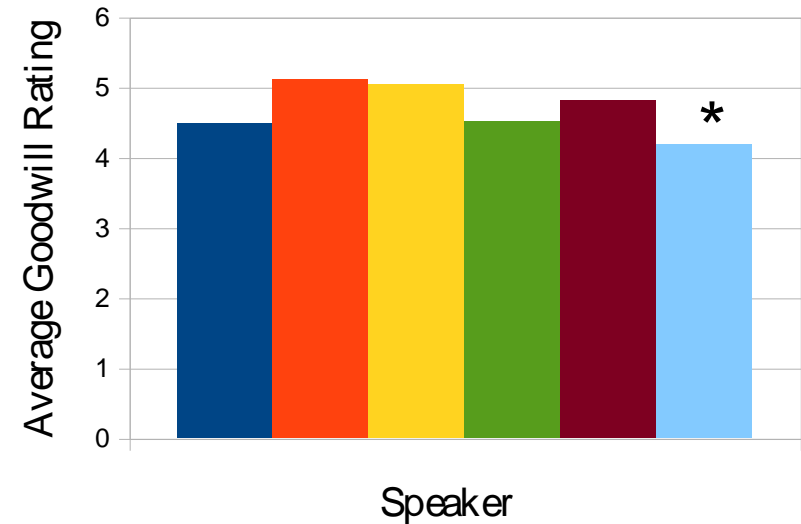
■ American ■ German ■ Indian ■ Chinese ■ Mexican ■ Russian

# 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