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

Alexandria Farris

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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: 82%
- German: 9%
- Indian: 88%
- Chinese: 46%
- Mexican: 78%
- Russian: 11%
Speech Quality

Pleasantness

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Average Pleasantness Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>American</td>
<td>![Bar Graph]</td>
</tr>
<tr>
<td>German</td>
<td>![Bar Graph]</td>
</tr>
<tr>
<td>Indian</td>
<td>![Bar Graph]</td>
</tr>
<tr>
<td>Chinese</td>
<td>![Bar Graph]</td>
</tr>
<tr>
<td>Mexican</td>
<td>![Bar Graph]</td>
</tr>
<tr>
<td>Russian</td>
<td>![Bar Graph]</td>
</tr>
</tbody>
</table>

Understandability

<table>
<thead>
<tr>
<th>Style</th>
<th>Average Understandability Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>casual</td>
<td>![Bar Graph]</td>
</tr>
<tr>
<td>formal</td>
<td>![Bar Graph]</td>
</tr>
</tbody>
</table>

Legend:
- American
- German
- Indian
- Chinese
- Mexican
- Russian
Credibility of the Speaker

Competence

<table>
<thead>
<tr>
<th>Style</th>
<th>Casual</th>
<th>Formal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credibility Rating</td>
<td>5</td>
<td>6</td>
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</tbody>
</table>

Goodwill

<table>
<thead>
<tr>
<th>Speaker</th>
<th>American</th>
<th>German</th>
<th>Indian</th>
<th>Chinese</th>
<th>Mexican</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credibility Rating</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Legend:
- **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 Grodzievskaja, Russian speaker

Cecilia López, Mexican speaker

Jiajia Li, Chinese speaker

Kimaya Thakur, Indian speaker