

II.A.1: What's My Face-to-Face Communication Style?

Instrument

Respond to the 45 statements using the following scale:

+2 = Strongly agree

+1 = Agree

0 = Neither agree or disagree

-1 = Disagree

-2 = Strongly disagree

1. I am comfortable with all varieties of people.	+2	+1	0	-1	-2
2. I laugh easily.	+2	+1	0	-1	-2
3. I readily express admiration for others.	+2	+1	0	-1	-2
4. What I say usually leaves an impression on people.	+2	+1	0	-1	-2
5. I leave people with an impression of me which they definitely tend to remember.	+2	+1	0	-1	-2
6. To be friendly, I habitually acknowledge verbally other's contributions.	+2	+1	0	-1	-2
7. I have some nervous mannerisms in my speech.	+2	+1	0	-1	-2
8. I am a very relaxed communicator.	+2	+1	0	-1	-2
9. When I disagree with somebody, I am very quick to challenge them.	+2	+1	0	-1	-2
10. I can always repeat back to a person exactly what was meant.	+2	+1	0	-1	-2
11. The sound of my voice is very easy to recognize.	+2	+1	0	-1	-2
12. I leave a definite impression on people.	+2	+1	0	-1	-2
13. The rhythm or flow of my speech is sometimes affected by nervousness.	+2	+1	0	-1	-2
14. Under pressure I come across as a relaxed speaker.	+2	+1	0	-1	-2
15. My eyes reflect exactly what I am feeling when I communicate.	+2	+1	0	-1	-2
16. I dramatize a lot.	+2	+1	0	-1	-2
17. Usually, I deliberately react in such a way that people know that I am listening to them.	+2	+1	0	-1	-2
18. Usually, I do not tell people much about myself until I get to know them well.	+2	+1	0	-1	-2
19. Regularly, I tell jokes, anecdotes, and stories when I communicate.	+2	+1	0	-1	-2
20. I tend to constantly gesture when I communicate.	+2	+1	0	-1	-2
21. I am an extremely open communicator.	+2	+1	0	-1	-2
22. I am vocally a loud communicator.	+2	+1	0	-1	-2
23. In arguments I insist upon very precise definitions.	+2	+1	0	-1	-2
24. In most social situations I generally speak very frequently.	+2	+1	0	-1	-2
25. I like to be strictly accurate when I communicate.	+2	+1	0	-1	-2
26. Because I have a loud voice, I can easily break					

into a conversation.	+2	+1	0	-1	-2
27. Often I physically and vocally act out when I want to communicate.	+2	+1	0	-1	-2
28. I have an assertive voice.	+2	+1	0	-1	-2
29. I readily reveal personal things about myself.	+2	+1	0	-1	-2
30. I am dominant in social situations.	+2	+1	0	-1	-2
31. I am very argumentative.	+2	+1	0	-1	-2
32. Once I get wound up in a heated discussion I have a hard time stopping myself.	+2	+1	0	-1	-2
33. I am always an extremely friendly communicator.	+2	+1	0	-1	-2
34. I really like to listen very carefully to people.	+2	+1	0	-1	-2
35. Very often I insist that other people document or present some kind of proof for what they are arguing.	+2	+1	0	-1	-2
36. I try to take charge of things when I am with people.	+2	+1	0	-1	-2
37. It bothers me to drop an argument that is not resolved.	+2	+1	0	-1	-2
38. In most social situations I tend to come on strong.	+2	+1	0	-1	-2
39. I am very expressive nonverbally in social situations.	+2	+1	0	-1	-2
40. The way I say something usually leaves an impression on people.	+2	+1	0	-1	-2
41. Whenever I communicate, I tend to be very encouraging to people.	+2	+1	0	-1	-2
42. I actively use a lot of facial expressions when I communicate.	+2	+1	0	-1	-2
43. I very frequently verbally exaggerate to emphasize a point.	+2	+1	0	-1	-2
44. I am an extremely attentive communicator.	+2	+1	0	-1	-2
45. As a rule, I openly express my feelings and emotions.	+2	+1	0	-1	-2

Source: Adapted from R.W. Norton, "Foundation of a Communicator Style Construct," *Human Communication Research*, Vol. 4, No. 2, 1978, pp. 99-111. Copyright c 1978 International Communication Assoc., Inc. With permission of Sage Publications, Inc.

Scoring Key

Listed below are the statements that apply to each of the nine dimensions. Add up your scores (+2, +1, etc) for each dimension and divide by the number of statements. For items marked with an asterisk (*), reverse the score.

Dominant = Items 22, 24, 26, 30, 36, 38

Dramatic = 16, 19, 27, 28, 43

Contentious = 9, 23, 25, 31, 32, 35, 37

Animated = 15, 20, 39, 42

Impression leaving = 4, 5, 11, 12, 40

Relaxed = 1, 7*, 8, 13*, 14

Attentive = 3, 10, 17, 34, 44

Open = 18* 21, 29, 45

Friendly = 2, 6, 33, 41

Analysis and Interpretation

There are nine dimensions of communication style. They are described as follows, with minimum and maximum possible scores on this assessment:

Dominant. Tends to take charge of social interactions (Min. score = -12, Max. score = 12)

Dramatic. Manipulates and exaggerates stories and uses other stylistic devices to highlight content. (Min. score = -10, Max. score = 10)

Contentious: Argumentative. (Min. score = -14, Max. score = 14)

Animated: Frequent and sustained eye contact, uses many facial expressions, and gestures often. (Min. score = -8, Max. score = 8)

Impression leaving: Are you remembered because of the communicative stimuli that you projected? (Min. score = -10, Max. score = 10)

Relaxed: Are you relaxed and void of nervousness? (Min. score = -10, Max. score = 10. Answers to Items 7 and 13 are reverse-scored.)

Attentive: Makes sure that the other person knows that he or she is being listened to. (Min. score = -10, Max. score = 10)

Open: Being conversational, expansive, affable, convivial, gregarious, unreserved, somewhat frank, definitely extroverted, and obviously approachable. (Min. score = -8, Max. score = 8. Answer to Item 18 is reverse-scored.)

Friendly: From being non-hostile to deep intimacy. (Min. score = -8, Max. score = 8)

The higher your score for any dimension, the more that dimension characterizes your communication style. When you review your results, consider to what degree your scores aid or hinder your communication effectiveness. High scores for being attentive and open would almost always be positive qualities. A high score for contentious, on the other hand, could be a negative in many situations. In addition, your scores might offer guidance in choosing a career. For instance, a high score on friendliness would likely be a good match for customer-service jobs, while a high score on contentiousness might be a valuable asset for a trial lawyer.

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Dominant = Items 22, 24, 26, 30, 36, 38	-2, -1, -2, -2, -1, -2	= $-10/6 = -1.67$
Dramatic = 16, 19, 27, 28, 43	-2, +1, -1, -2, 0	= $-4/5 = -.8$
Contentious = 9, 23, 25, 31, 32, 35, 37	0, +1, +1, -2, -2, +1, 0	= $-1/7 = -.14$
Animated = 15, 20, 39, 42	0, +1, -2, 0	= $-1/4 = -.25$
Impression leaving = 4, 5, 11, 12, 40	0, +1, +2, +1, 0	= $4/5 = .8$
Relaxed = 1, 7*, 8, 13*, 14	+2, +1, +2, +1, +1	= $7/5 = 1.4$
Attentive = 3, 10, 17, 34, 44	+1, +1, +1, +1, +1	= $5/5 = 1.0$
Open = 18* 21, 29, 45	-1, +2, 0, +1	= $2/4 = .50$
Friendly = 2, 6, 33, 41	+1, +1, +2, +1	= $5/4 = 1.25$

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