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VOTER DECISION-MAKING AS A FUNCTION OF
COMMUNICATOR STYLE AND HOMOPHILY

by

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B.S., Kansas State University, 1977

A MASTER'S THESIS

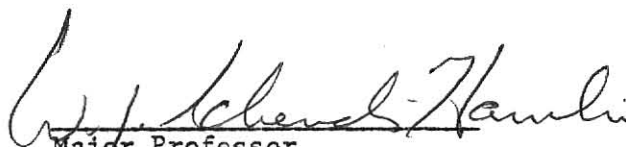
submitted in partial fulfillment of the
requirements for the degree

MASTER OF ARTS

Department of Speech

KANSAS STATE UNIVERSITY
Manhattan, Kansas
1980

Approved by:


Major Professor

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ACKNOWLEDGMENTS

When a major project is finished there are many people who have helped shape and direct the work. These people have put their stamp on the work and in return it has helped mold each person it touched. I wish to thank those who have had an impact on this Thesis. Thanks for the patience and caring Sandy. Thanks for the ideas and consideration Dr. Bunton and Dr. Nichols. Thanks for the typing Wendy. Thanks for taking the time to help me understand the statistical analysis Dr. Milliken. Thanks for helping to make the Thesis coherent Donna. Finally, thanks for everything Bill; the talks, the arguments, the proding, the insight. With all your help I feel I have accomplished something far greater than the completion of this Thesis.

I INTRODUCTION

This thesis will examine the impact on voter decision-making of communicator style and homophily. Communicator style can be thought of as an individual's characteristic use of the language. It is the composite result of the choices that people make when using the language. Homophily refers to the degree of similarity between a speaker and his/her receiver. Similarities might include such attributes as race, social status, or beliefs about issues. These two concepts will be tested for their impact on voter decision-making.

Voting is a fundamental and important function performed at least every two years in the United States. Most research on voting, conducted by political scientists, has examined such voting factors as party identification,¹ money spent by the candidate,² group memberships of the voter, the utility of voting for a particular candidate.⁴ Surprisingly, little research has been done in the area of communication as it relates to the way a person votes. The research which has been done focuses on the communication of friends or opinion leaders disseminating political information in the two-step flow model of mass communication.⁵ Very little research has been done in the area of the candidate's communication with the public and how that communication affects their voting decision. Professor of mass communication, Garrett J. O'Keefe explains:

Despite the wealth of data on voting, little attention has been paid directly to relationships between decisional processes of the voters and corresponding communication behavior. While concepts rooted in the psychology of cognition have been making their way more and more into the political communication literature, few attempts have

been made to apply such thinking to the specific realm of voter decision-making.⁶

Another problem that arises from previous voting studies is that the majority only deal with the election of presidents, producing results that are not generalizable because of the uniqueness of the election. A presidential contest is heavily covered by the media and watched by millions of people. This media coverage is notorious for emphasizing candidate images and campaign strategy at the expense of issue content. Presidential elections are filled with a pomp and pagentry that other elections do not have. It is important, then, not to extrapolate the results of research from a presidential election to other public elections.

A final problem with previous research is that the voting studies have focused on general elections as opposed to primary elections. It is a fundamental tenet of voting studies that party identification is the major factor in voter decision-making.⁷ It is therefore possible to control this variable by withholding information that would reveal the type of election and the party identification of the political candidates. In the current research the subjects only knew that there was a political election involving at least three candidates.

In view of previous voting research, the current study is justified for at least one reason. By examining the impact of a candidate's communicating style and homophily on voter decision-making, more information will be known about the voter decision process, especially as it relates to communication. Speech-making has a potential impact as great as other variables in a campaign - advertisements, party identification, group loyalties, contributions. Herbert Simons stresses the importance of this personal persuasion in order to

mobilize such resources as money, grass roots organizations, and endorsements. Effective communication can lead to increased contributions, a more dedicated and unified organization and a greater number of endorsements. Simons indicates that personal or "co-active" persuasion is needed before any other voter decision variables can be a factor.⁸ Simons would agree with Herbert Alexander's statement, "Those who win elections in the United States are successful, for the most part, because they effectively communicate."⁹

Not only do candidates need to effectively communicate to garner votes, but as an antecedent to voting behavior they need to communicate effectively so as to be perceived as attractive by the voting public. Donald Stokes points out the importance of a candidate being perceived as attractive when he states, "'attractive' qualities consist more than the attributes office seekers try to emphasize in their campaigns. People must be disposed to regard such attributes as 'attractive' if there is to be a successful appeal."¹⁰ It is important then for the candidate to have a speaking style that is perceived as attractive. This research seeks to identify which candidate's communication styles are associated with attraction. Attraction is defined by Berschied and Walster as "an individual's tendency to evaluate another person in a positive (or negative) way."¹¹ Attraction is integrally related to voting behavior and must be one of the main goals of the politician. Indeed, Nimmo and Savage emphasize the importance of being an attractive candidate, "we have seen one aspect of candidate images - that of affect, or feelings of liking and disliking - was the single most important explanation for voting behavior in the presidential contest."¹²

Before examining how this research is conducted it is necessary to better understand the concepts central to this study: communicator style and

homophily. Communicator style is the "way one verbally and paraverbally interacts to signal how literal meaning should be taken, interpreted, filtered or understood."¹³ Communicator style involves the vocalizations and other actions a speaker uses to emphasize, joke about, de-emphasize, and/or question what is said. Pauses, speed of deliver, pitch, tone, resonance of voice would all be part of one's communicator style. Also, nonverbal actions such as postures, gestures, eye contact, and body movements are determinants of communicator style.

Communicator style has given rise to a considerable body of written comment. Study of communicator style can be traced back to Aristotle who devoted part of his discussion of Ethos in The Rhetoric to the style of the speaker. Aristotle discussed diction, the voice, and the delivery of a message as important determinants of persuasion. Aristotle wrote:

. . . it is not enough to know what to say - one must know how to say it. The right way of doing this (speaking style) contributes much to the impression of a speech.¹⁴

Quintilian was also concerned about communicator style. In his work, Institutio Oratoria, he stated that style was an indivisible element of the process of persuasion and that the orator should be cognizant of its importance. Quintilian stated:

Now I ask you whether it is not absolutely necessary for the orator to be acquainted with all these methods of expression which are concerned firstly with gesture, secondly with the arrangement of words and thirdly with the inflexions of the voice, of which a great variety are required for pleading. It is by raising, lowering or inflexion of the voice that the orator stirs the emotions of his hearers.¹⁵

Study of communicator style was sparse after the initial work by the Greeks and Latins. In fact, it was not until this country's colonial

period that any new and significant work was done in the area of communicator style. The elocutionary movement, founded in England by Thomas Sheridan, Joshua Steele, and James Burg, believed that people's actions are controlled by natural laws. Believing also that speech was capable of scientific systemization, they proceeded to reduce speaking to a "scientific" system.¹⁶ A form of the elocutionary movement was brought to this country when James Steele MacKaye introduced the Delsarte system of oratory and acting into the United States in 1871. The Delsarte system which originated in France with Francois Delsarte, placed heavy emphasis on gesture, pantomime, body position, and body movement.¹⁷ These two methods observed speakers' voices and manners and codified what kinds of responses various types of vocal manipulation and physical gesticulation produced. The elocutionists and Delsartians attempted to prescribe the appropriate style of speaking for anyone, no matter what the occasion.

Probably the biggest difference between nineteenth century and twentieth century research is that today's theorists are interested in a wide variety of communicative styles, and the efficacy of them. Communicative style has been examined in several environments where expectations of the communicator would be different. For example, one would not expect a business manager to use the same communicator style at home as at work, one would not expect communicator styles to be the same during initial interactions as they would be during a discussion between friends. Researchers have examined communicative styles in a variety of environments including the military,¹⁸ in physician-patient interviews,¹⁹ in marriage relationships,²⁰ in the classroom,²¹ during initial interactions,²² and in organizational settings.²³ In all of these contexts researchers have found that different communicating styles produce

different perceptions of friendliness, dominance, sincerity, attractiveness. Researchers have also stated that the greater variety of styles an individual can manifest, the more likely he/she will be able to adapt to the needs of different communicative situations.²⁴ Charles Berger, professor of interpersonal communication, summarizes style research when he states, "The general thrust of research (communicator style) is to isolate various facets of self-presentation which influence such factors as attractiveness and effectiveness in interaction."²⁵

Not only have researchers examined style in several environments, they have also become more cognizant of the impact of communicator style on receiver's perceptions. "how" one says something is important in determining what information is transmitted to a receiver. Duncan states, "I agree as I have in all my work, that how one communicates determines what we communicate, just as others argue that what we communicate determines how we communicate."²⁶ Mark Knapp echoes the influential character of communicator style in interaction:

You should be quick to challenge the cliché that vocal cues only concern how something is said - frequently they are what is said. What is said might be an attitude, it might be an emotion, it might be the coordination and management of the conversation, or it might be the presentation of some aspect of your personality, background, or physical features.²⁷

It has also been argued that vocal cues can include a relational element. That is the way a message is stated - the style of a message - is indicative of the relationship between the interactants. Watzlawick explains:

The report aspect of a message conveys information and is, therefore, synonymous in human communication with the content of the message. It may be about anything that is communicable regardless of whether the information is true or false, valid or invalid, or undecideable. The command aspect, on the other hand, refers to what sort of message it is to be taken as, and therefore, ultimately to the relationship between the communicants.²⁸

Contrasted with how something is said is the content of a message - or what is said. In this research homophily constructs will be used to determine the impact that message information has on the evaluations of the source. The term homophily derives from the Greek word "homios" meaning alike or equal. It is the degree to which pairs of interacting individuals are similar with respect to attitudes, beliefs, values, education, social status.

While the term homophily has only been a recent occurrence, the importance of homophilic behavior was noted over a half-century ago by Frederick Tarde: "Social relations, I repeat, are much closer between individuals who resemble each other in occupation and education."²⁹ Today, Herbert Simons repeats the significance of similarity in interaction. "The fact is that mutual understanding is increased when two people share many similar experiences, speak the same language, and hold many beliefs, values, and attitudes in common."³⁰

Homophily has been shown to be important in several environments and contexts. It has already been stated that similarity increases the likelihood of interaction and the possibility of correctly decoding messages. It also increases respect and trust, enhances persuasion, and increases interpersonal attraction.³¹

There are two approaches to examining homophily. The first way is by examining "objective" homophily which is the degree of observable similarity between interactants. Such things as dress, skin color, dialect, age, weight would all be examples of objective homophily. Historically, homophily research has focused on objective similarities.³² The second way of studying interactant similarity is by looking at "subjective" homophily or perceived similarity. Examples of this type of homophily would be beliefs, values, or attitudes the receiver presumes the speaker to hold. There is now a

realization of the need for more study in the area of subjective homophily as many researchers contend that perceived similarity is more important in determining communication outcomes.³³

In order to examine the impact of communicator style and homophily of political candidates on voter decision-making, this study will use two measuring tools. Robert Norton and associates have developed the Communicator Style Measure (CSM) which measures the communicating style of individuals.³⁴ This device measures the following independent variables: dominant, impression leaving, friendly, contentious, open, attentive, dramatic, and relaxed. This construct has been used in many experimental environments including the classroom, organizations, initial interactions, and self-evaluation. One environment where the CSM has not been tested is in the area of political communication.

To assess the impact of homophily of political candidates on voter decision-making, this research uses the Homophily scale for public figures developed by Andersen and Todd de Mancillas.³⁵ This construct consists of two dimensions: background and attitude homophily. This tool was developed specifically for political contexts and has been tested in that environment.

Subjects for this study listened to an audio tape of a political debate that occurred in 1978 between five Republican candidates competing in a U.S. Congressional primary election. After listening to the tape the subjects were instructed to complete the CSM and Homophily scales which were randomly ordered so as to protect against ordering effects. Upon completion of the measurement scales the subjects were asked to indicate which of the candidates they would vote for based on the presentation. Subjects were also asked to indicate their party affiliation, political ideology, and their interest in

public affairs in order to obtain other indices of their vote besides communicator style and homophily. In other words, if one's party affiliation, political ideology or interest in public affairs are better determinants of how one votes than communicator style or homophily, it is an indication that these constructs have little impact in voter decision-making.

After collecting the data it was submitted to an orthogonal, principle components factor analysis with varimax rotation to assess the dimensionality of the two measuring tools. Beyond this statistical procedure the data was subjected to stepwise regression analysis, probit analyses, and analysis of variance. These analyses were used to determine whether, (1) any relationships exist between the homophily and/or communicator style of a candidate and the voter decision-making of the subjects and (2) any relationships exists between the homophily and/or communicator style of a candidate and subject's perception of attractiveness.

Chapter two examines previous research of the concepts central to this thesis: homophily and style. Specifically, chapter two examines what research has and has not been done in the areas of homophily and style. From this review of the literature specific hypotheses are presented. Chapter three discusses the methodology of the thesis. An in-depth discussion of stimulus materials, subjects, and statistical procedures is examined. Chapter four deals with the results of the study. It discusses any relationships found from the statistical procedures described in chapter three. Chapter five is a discussion of what the results mean and how this research adds to the information of the concepts examined in this thesis. It also discusses what directions future research might take in the areas studied by this thesis.

It is expected that this study will be a positive contribution to communication and voting research. By controlling the variables most often examined in voting research and looking at different variables, new insight into voter decision-making might be found. By using the communication constructs of CSM and Homophily, this study should provide useful information in the area of political communication.

NOTES

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II A REVIEW OF THE LITERATURE

This chapter is divided into two major sections; one on style and the other on source-receiver similarity. This chapter will examine the meaning of these concepts, the historical study of these ideas and their importance to this research.

Style

Style is both an evident and elusive idea. There are many definitions, interpretations, and meanings making it difficult to sensibly discuss. It is known that the word "style" had its origin in the Greek language meaning "a metallic graver for writing or drawing." Later the Latins adopted the word, and the literal meaning was developed figuratively to mean a characteristic way of making letters and later to refer to a characteristic manner of dressing thoughts in words.¹ Since the Latin definition, many theorists have stated their definition of style. The term is now multifaceted and has many different interpretations. Perhaps the most famous definition comes from Comte de Buffron, "Style is the man himself."² This phrase is commonly taken to mean that style is peculiarly expressive of an artist's individuality and so may provide access to his inner self.³ A.E. Darbyshire states that style, "can be defined in terms of deviations from the norm."⁴ Darbyshire's definition refers to violations in norms, customs, and rules of established styles. When something occurs that is out of the ordinary, that is style. Jonathan Swift suggested style is "proper words in proper places."⁵ Swift indicates that style is simply a picking and choosing of the right words in a given situation. Finally, Alfred North Whitehead has told us that style, ". . . in it's finest sense, is the

final acquirement of the educated mind; it is also its most useful. It is the ultimate morality of mind."⁶ Whitehead makes style a goal that educated people should strive for, but may not always attain.

Although these definitions refer to literary or communicative style, one should not conclude that style is thus limited to writing and speaking. We are all familiar with other uses of the word, such as "lifestyle" and community style." A community usually has style with rules, norms, and conventions that allow for tactical variations, and it is these tactical variations that result in individual styles.⁷ In other words, communities have style in that they have certain ways of doing certain acts. There is just enough flexibility in the way communities act so as to allow individuals differing lifestyles - one able to be a free spirit, another to be a conformist.

With style defined and interpreted in so many different ways - community style, lifestyle, literary style, communicator style - one could question whether style is one concept or many depending on the situation in which it is used. There does, however, seem to be a common characteristic in all the usages of style. That characteristic is choice. Professor of English, Graham Hough explains:

Whatever view we may take of its nature, it is clear that in style we are talking about choice - choice between varied⁸ lexical and syntactic resources of a particular language.

When discussing style as deviation, Darbyshire states, "Every deviation is a result of choice, conscious or unconscious."⁹ Surely, it is implicit in Whitehead's definition of style that the educated man realizes there are different ways of speaking and writing and exercises his ability to stand apart from the norm.

To sum up, one might state that style is the choices made that produce

characteristic behavior, writing, or speaking. The question that comes from the above discussion is, "Why is it important to study style?" One finds that there are several reasons for examining this concept. It is important to study style so as to better speak, write, and think.¹⁰ In other words, to make effective use of the language, to be able to put forth facts with clarity and brevity, to be able to kindle emotions in others, to facilitate understanding, one should study and understand style. Another reason for studying style is to attain a deeper enjoyment of the writing and speaking of others.¹¹ Since a good deal of literature and public address owes its power to style, one needs an understanding of style to completely enjoy it. Since style or elocution is a canon of Rhetoric, one needs to be cognizant of it. With rhetoric so pervasive in everyday life, it is essential to be knowledgeable of style. From a more social scientific orientation, style should be studied because it give us a more holistic impression of communication theory. Studying style provides a useful means for classifying communication behavior. Not only is it useful to study style so that different speakers or writers can be classified as assertive, contentious, friendly, but also these various styles may be examined in several different situations. This will enable the researcher to better understand which communication styles are effective in given situations. Finally, the concept should be studied solely to refine the idea of style. Ernest Bormann explains:

With the introduction of artistic factors in any human activity comes the necessity to learn the practice and criticism of the art. In the process of designing more attractive forms, the specialists develop a special theory consisting of scientific and artistic components. As the specialists discuss and refine theoretical questions, they often come to smaller and smaller points of difference and raise more and more technical and minute matters to be central issues in the art. An uninitiated person thus cannot understand, much less appreciate, the finer points of a given endeavor.¹²

Style, in speech, is usually examined in one of two contexts; literary style or communicator style. Richard Ohmann, associate professor of English, says that literary style, "is a way of writing - that is what the word means. And that is almost as much as anyone can say with assurance on the subject."¹³ Monroe Beardsley, professor of Philosophy, states that, "When we think of a style, we have in mind, no doubt, certain recurrent features of the writing."¹⁴ Literary style, then, seems to be a characteristic way of writing.

Even though scholars seem agreed on what literary style is, there is not such agreement on how to study it. Richard Ohmann explains:

. . . the most serviceable studies of style continue to proceed from the critics' naked intuition, fortified against the winds of ignorance only by literary sophistication and tattered garments of traditional grammar.¹⁵

Literary style analysis has tended to focus on impressionistic description. The primary thrust of the analyses is to catalogue and classify features of the literary work within some general theory. Such things as the number of subordinate clauses, relative clauses, or prepositional phrases are counted. Sentence length, use of personal pronouns, colloquial use of the language, and repetition of words and phrases are examined. Such descriptions rely on comparison, approximation, and personal beliefs. The trouble with impressionistic descriptions is not that they are inaccurate per se, but rather they do not tell us much about style.¹⁶ Crystal and Davy echo this concern for literary style analysis when they state, "stylistic analysis is something new and much of the early work which has taken place, while valuable for its stimulus and initiative, is suspect."¹⁷

One of the latest ways of analyzing literary style has come through using "transformational-generative grammar." That is, by tabulating the grammatical rules a writer employs, one may gain an exact description of his style at the most basic level, the structural. A generative grammar with a transformational component provides apparatus for breaking down a sentence

in a stretch of discourse into underlying grammatical units.

There seem to be two common traits in all literary style analyses. First, the analyses are purely descriptive; that is, they only describe what is written. Second, they are message oriented. In literary style, analysts get The impression of style from the message itself - the essay, the poem, the short story, the novel. In other words, stylistic counts are made on various message attributes such as sentence length, prepositional phrases or grammatical rules used.

The other context in which style is examined, and the one on which this research will focus, is communicative style. Communicative style is contrasted with literary style in that literary style is message-oriented whereas communicator style is receiver or functionally oriented. Martin Steinman explains:

Both sorts of theory explain utterance - and not only historically given utterances, but those utterances that still unuttered, will if uttered, be rightly counted as satisfying a certain criterion; but the criteria are radically different. The criterion of rhetorical effectiveness (communicator style) causal; the criterion of grammatical effectiveness (literary style) is formal. The rhetorical effectiveness of an utterance depends upon its effect; the grammatical correctness, upon its form. A rhetorical choice is effective if it works; a grammatical choice is correct if it is used.¹⁸

A sampling of definitions will illustrate. Robert Norton defines communicator style as "the way one verbally and paraverbally interacts to signal how literal meaning should be taken, interpreted, filtered, or understood."¹⁹ William Snaveley states that style refers to "observeable patterns of interpersonal communication behavior which others in a relationship can perceive in describing a person."²⁰ From these definitions it is apparent that analysis of communicator style comes not so much from the message as from the response to the message by the receiver.

Study of communicator style is important for several reasons. Miller and Steinberg suggest that people communicate in order to control their environment.²¹ It would be beneficial, then, to study various communication styles and examine how well they serve to control the environment in which they are used. Information on communicator style, therefore, may help people better manage interpersonal and business relationships. A second reason to study communicator style is that it seems reasonable to expect that the manner in which persons communicatively present themselves and/or respond to the communicative self-presentation of others should have a significant impact on attributions made about their interpersonal attractiveness and social competence.²² It is important to study communicator style in order to better understand why some persons are found communicatively attractive and others are not. A final reason to study communicator style is to be able to form a complex, holistic theory of communicative behavior. Norton explains when he states, "The researcher who wants to establish an interpersonal theory of communication must deal not only with what is said, but with the way it is communicated."²³

Although theorists have studied the general concept of style for many centuries, study of communicator style is not nearly so vast. In fact, it is an area that seems to need attention. Bradley and Baird, Jr. state this need for more research when they write, "One of the most provocative, if relatively unexplained, facets of communication behavior is the concept of communicator style."²⁴ The research that has been done has covered a variety of subject matters and has been conducted in several environments.

The first attempt to discuss communicator style was conducted by Bushard in 1959. Bushard found that military men in small units could be differentiated by communicating patterns after brief and limited interactions. The most

dominant members of the group were those men who were outgoing, aggressive and critical of others they perceived as verbally and socially inept. A second group found were the "formal" leaders of the groups. They were characterized communicatively by tending to be reserved, usually withholding their comments until others had their say. A final communicative style found in Bushard's study was reflected by persons of little verbal intelligence, but of considerable empathy. This person remained silent through most of the session and when an outburst did come it tended to be ungrammatical.²⁵ Implicit in Bushard's research is a relationship between leadership and communication style.

From Bushard's study, research of communicator style has gone into many areas. One area of study vital to this research is "the effect of communicator style on the perception of receivers." The effect of communicator style has been studied in such areas as organizational management and social competence. The way one communicates has been shown to affect perceptions of organizational management. The way in which a supervisor or leader chooses to communicate in exercising control over his subordinates has a direct influence on the behavior adopted by the subordinate.²⁶ In one of the first studies of organizational communication styles, Sargent and Miller found that there are indeed different communicating behaviors for democratic and autocratic leaders.²⁷ Autocratic leaders were found to contribute more communication to the meeting, give more answers to questions and give more orders. This type of leader was very task-oriented. The democratic leader was found to encourage more group participation, speak less, and use more questions so the group might reach its own conclusions. In a similar study, Bradley and Baird, Jr. found that supervisors who differ

in their approaches to managing their employees differ also in their "characteristic predispositions toward an interactive situation."²⁸

"Democratic" managers were found to have a communicative style that was characterized by attentiveness, friendliness, and animation. "Laissez-faire" leaders (represented by those who permitted employees to work without supervision) were characterized by an attentive and friendly style while autocratic leaders were characterized as having a dominant communicative style. Guardalabene has conducted the most extensive research in the organizational setting as she has investigated supervisors' styles of communication and their effect on subordinates.²⁹ Results seem to indicate that a style is not categorical. That is, labels such as "autocratic" or Laissez-faire" may not be conducive to understanding the communicative style of a particular supervisor. Guardalabene explains:

If we accept the idea of the complex man in a systems environment, we may also hypothesize the complex administrator utilizing a variety of leadership styles in a variety of situations.

Styles may be made up of primary and alternative or secondary styles which are within his/her realm of behavior.³⁰

It was also found that as subordinates experienced higher degrees of a legitimate style of communication (people-oriented), those subordinates would experience higher degrees of interpersonal attraction toward the supervisor, job satisfaction, integration in the organization, a higher frequency of supervisors' information seeking and a higher frequency of non-related discussions with the supervisor.

In retrospect, communicative style research in organizations has produced several findings. First, there are different styles of supervisor communication. These different styles are a function of philosophy

toward the job and have a definite effect on the subordinates. Also, the style of the supervisor seems to affect the amount and type of communication from subordinates, their morale and attraction they have for the manager.

Not only do communicative styles affect perceptions of managers in organizations, but they also affect perceptions of social competence in social interaction. Social competence is defined as the achievement of one's social goals or rewards (such as being more socially attractive or being more communicatively attractive), whether by means of decoding messages or changing attitudes.

Paralanguage, involving discrete variables in the voice, has been examined as it affects social competence. For example, Miller and Hewgill found that vocal nonfluencies caused a decrease in ratings of competence and dynamism of a speaker.³¹ Pearce and Conklin found that the forcefulness of delivery affects perceptions of a speaker's credibility. They found that a conversational style of delivery was rated more trustworthy and more favorable overall, while a forceful delivery was rated as more dynamic than a conversational style.³² It has also been found that subjects make a wide variety of personality judgements based on the sound of the voice. This evidence is based on two studies conducted by Addington.³³ Finally, paralanguage has been examined as it relates to attitude change. Two different studies have found that nonfluencies and delivery styles do not have a significant effect on attitude change.³⁴

Although paralanguage research is an integral and important aspect of communicator style research, it is somewhat limited in its application. Studies of paralanguage have tended to focus on one aspect of communicator style, such as nonfluencies in speech, pitch, rate of delivery, or force

of delivery. The studies discussed below take a more holistic approach to communicator style and try to outline characteristics of an attractive and/or effective communicator.

Perhaps the earliest such study was conducted by Bales. Bales analyzed group roles and determined for example, that individuals high in dominance were perceived by other group members as overly talkative, unfriendly, and dominating in their communication behavior.³⁵ Norton found that persons who were low in dominance, in frequency of speech and in momentum misperceived the communication styles of others, were not overly attractive to other group members, and generally were perceived as ineffective in dyadic encounters.³⁶ Other studies have echoed Bales' and Norton's findings. In different studies, both Brandt and Norton have found communicator style as a determinant of attraction. Brandt found that an impression leaving, open, attentive, animated, relaxed, and to a lesser degree dominant and friendly style will elicit perceptions of attraction.³⁷ Norton found similarly, that a dominant and open communicative style will elicit perceptions of attraction.³⁸ In a different environment, Norton found that faculty are rated as attractive teachers if they have a good communicator image. The effective teacher seems to be attentive and impression-leaving.³⁹

It is evident that different communicative styles evoke different perceptions from receivers, ranging from personality judgements, to credibility judgements, to judgements of attractiveness and effectiveness. Such things as nonfluencies, rate of delivery, dominance, openness, friendliness, have all been found to elicit different responses from receivers.

Measurement of communicator styles is a relatively new phenomena. Early research utilized observation to monitor interactive behavior. Such research

utilized observers to code communicative behavior in interviews, group discussion, and encounter groups.⁴⁰ Unfortunately, these coding systems were not uniform and could not be used to measure communicator style across different contexts. In much of the organizational research, leadership styles have been measured. These measuring tools not only examine the way different managers communicate, but also what they communicate. This limits the use of these measurements outside the organizational or management environment since the content of the messages would not be applicable to other communicative situations.

Recently, Snavely developed a tool to measure "social style", a concept quite similar to communicator style. Snavely's tool is a multi-dimensional construct consisting of at least two dimensions: assertiveness and responsiveness. Snavely contends that this measurement has advantages over other major style systems because it is easy to conceptualize, more parsimonious theoretically, and applicable to a wide variety of relationships and situations.⁴¹

Norton and his associates have made the most ambitious and comprehensive attempt to develop and operationalize a holistic communicative style construct.⁴² Their construct, the Communicative Style Measure (CSM), measures nine independent variables; dominant, dramatic, contentious, animated, impression leaving, relaxed, attentive, open, and friendly. The dependent variable is communicator image which represents an evaluative consequent, e.g. "I am a good communicator."⁴³ This research will utilize the CSM for several reasons. The CSM has been used in a variety of research. It has been used to examine teacher effectiveness, management style in organizations, performance during initial interactions and dyadic interaction. It has been found clearly descriptive of certain classes of interactive behavior

which are regularly displayed by actors in social situations.⁴⁴ The content of the measure which has been sampled is important to the notion of communicator style and the content has adequately been cast in the form of self-report test items.⁴⁵

Homophily

The term homophily derives from the word "homois" meaning alike or equal. The word homophily was not coined until research by Lazarsfeld and Merton in 1954. These researchers defined homophily as "a tendency for friendships to form between those who are alike in some designated respect."⁴⁶ Today homophily is used to refer to the degree to which pairs of individuals who interact are similar in certain attributes such as beliefs, values, education, social status.⁴⁷ The opposite of homophily is heterophily which refers to the degree to which interactants are different in certain attributes.

Homophily-heterophily is conceptualized at two levels: subjective homophily (the degree of perceived similarity between communicators) and objective homophily (the degree of observable or verifiable similarity between communicators). Although most past research has focused on objective homophily, there is a need for more study in the area of subjective homophily.⁴⁸ Rogers and Bhowmik explain:

In the process of communication both the source and receiver behave according to their perceptions of each other and of the message being transmitted. Obviously, the effects of a message on a receiver's behavior depend upon how that receiver perceives the communication situation including the degree of homophily or heterophily.⁴⁹

The research in the area of homophily is very diverse, approached from fields of communication, psychology, political science, and sociology. Generally, the research can be categorized by two approaches; (1) homophily and attraction and (2) homophily and attitude change.

The adage, "Birds of a feather flock together," seems to be true, albeit with some qualifications. People associate with others who are like themselves. The first and classic study of the causal relationship between attitude similarity and attraction was conducted by Theodore Newcomb in 1956. He examined the development of relationships of a group of men living in a dormitory. Newcomb found that the better the men got to know one another, the higher the correlation between men's actual agreement with each others opinions concerning the likeability of other residents, and their attraction for one another.⁵⁰ In a battery of studies on this issue, Byrne et al. have consistently found that attraction of a subject to a stimulus person increases as the proportion of his repeated attitudinal similarities to the subject increases. Many theorists believe the reason for this is that someone who is attitudinally similar to us is validating our view of the world and this is a rewarding situation. Byrne explains:

Anytime that another person offers us validation by indicating that his precepts and concepts are congruent with ours, it constitutes a rewarding interaction and hence, one element in a positive relationship. Anytime that another person indicates dissimilarity between our two notions, it constitutes a punishing interaction and thus one element in forming a negative relationship. Disagreement raises the unpleasant possibility that we are to some degree stupid, uninformed, immoral or insane.⁵¹

Another reason attitude similarity may be important as a determinant of attraction is that if we know a person's attitudes we can usually guess how that person is likely to behave. If a person feels as we do about things, we expect it to be rewarding to spend time with that person.⁵²

A recent review of social psychological studies concludes, "Undoubtably, the most prominent assertion in group research is that people . . . interact with those who are most similar to them."⁵³

Although it has been amply demonstrated that attitude similarity is associated with attraction on an interpersonal level, the same principle is not as viable for group similarities. Studies that have focused solely on group similarities and attraction have found that subjects do prefer members of their group to members of other groups.⁵⁴ However, studies seem to indicate that group membership such as race, socioeconomic status, sex, and ethnic background were found to be a considerably less frequent basis for attraction than similarity of belief.⁵⁵ Rokeach summarizes when he states:

This criterion of (belief) similarity seems to be a more powerful determinant than any other for accepting and rejecting others - more powerful than even racial or ethnic criteria. In other words, belief congruence overrides racial or ethnic congruence except when the perceived cost is too high.⁵⁶

Not only are persons attracted by similarities, but once they are attracted they tend to associate many more similarities between themselves than actually exist. In Newcomb's study it was found that the more a man liked another resident in the house, the more he tended to assume that the other shared his attitudes on important or relevant matters.⁵⁷ The evidence suggest that individuals who like one another do indeed perceive themselves as having more things in common than they really do. Investigators have measured both the amount of perceived similarity and the amount of actual similarity which exists between those who like one another. The findings indicate that subjects routinely overestimate the extent of similarities.⁵⁸

Not only can homophily be used as a predictor of attraction, it also is a factor in attitude change. Kenneth Burke states, "You persuade a man only insofar as you can talk his language by speech, gesture, tonality,

order, image, attitude, idea, identifying your ways with his."⁵⁹ People tend to be more persuaded by communication the more similar they think the communicator is to themselves. There seem to be several reasons for this principle. One reason that a homophilous source is more persuasive than a heterophilous source is because similarity affects the perception of a communicator's sincerity, his motivation to communicate honestly.

William McGuire explains:

Presumably the receiver, to the extent that he perceives the source to be like himself in diverse characteristics, assumes that they also share common needs and goals. The receiver might, therefore, conclude that what the source is urging is good for 'our kind of people,' and thus change his attitude accordingly.⁶⁰

Persons who have sought to influence or change attitudes have been found to consistently share the attitudes, beliefs, and values of their receivers. These opinion leaders have also been found to be of the same status, age, and occupation as the persons they influence.

A special area of influence is in voting behavior. The question of why a person votes as he does is of central interest to the current research. The principle of homophily is as functional in voting behavior research as other attitude change research. The studies on political behavior likewise show the commanding role of peer group influence on voting behavior.⁶¹ Indeed, H.T. Reynolds points out that, "the individual can follow the lead of those persons around him whom he likes, trusts, and respects. By taking cues from others, he is relieved of making the choice by himself."⁶² In their study of political socialization, Dawson, Prewitt, and Dawson attest to the importance of peer groups:

Peer groups are probably the most effective political socialization agents in later life. Generally, they are more effective than other adult institutions in communicating political norms, motivating political

behavior, and enforcing adherence to chosen political ideas.⁶³

Empirical research supports this idea. The data show that a person's political preferences are closely related to the preferences are closely related to the preferences of his family, friends, and co-workers. For example, in 1968. 91% of all respondents reporting that all of their friends voted for Humphrey also voted for Humphrey.⁶⁴ In the 1976 election, 95% of all black voters and to a lesser degree, blue collar workers, totally supported Jimmy Carter for the presidency.⁶⁵

There does seem to be one qualification to the principle of homophily and attitude change. Many times the source or opinion leader tends to be dissimilar in characteristics. The dissimilarities occur in the direction of higher credibility. J.T. Klapper has referred to this type of opinion leader as a "super-representative" of the group.⁶⁶ Opinion leaders tend to be more competent than their peers, more interested, better informed, more gregarious and have access to wider information.⁶⁷ Generally of the same class as those they influence on public affairs issues, they nevertheless tend to belong to a higher level of that class.⁶⁸ A high degree of homophily can even act as a barrier to attitude change. New ideas usually enter by means of higher status and more innovative members of a social system. With a high degree of similarity these "status and innovative elites" interact mainly with themselves and there is little dissemination of new ideas to "non-elites." This causes a horizontal spread of innovation rather than a vertical spread.⁶⁹ Therefore, what Alpert and Anderson refer to as "optimal heterophily," is needed between the opinion leader and receiver. Alpert and Anderson explain:

It seems, therefore, that source influence is maximized when optimal combination of source-receiver homophily/heterophily along determinant attributes exists. This would produce an optimum amount of total interpersonal differences and similarities. There appears to be, in other words, a degree of optimal total heterophily which promotes maximally effective communication.⁷⁰

It seems that homophily is very important as a determinant of attraction and attitude change. Similarity of beliefs is a strong cause of attraction. Similarity of group membership is also a determinant of attraction, but less so than belief similarity. Homophily is important as a facilitator of attitude change, but evidence indicates that some degree of heterophily is more persuasive than total similarity. It should be noted that similarities between source and receiver must be relevant to affect attraction and attitude change.⁷¹ Such similarities as color of hair, height, or social security number are, for example, negligible as factors of homophily.

Measurement of source-receiver homophily has taken many forms. Field investigation of homophily has taken the form of observers coding similarities between communicators.⁷² Studies by Byrne et al have asked subjects to complete a likert-type attitude scale asking their opinions on a wide variety of topics. Later subjects are given an attitude questionnaire allegedly filled out by some stranger. Through this test the investigator can determine the amount of homophily present and the degree of attraction.⁷³ Alpert and Anderson have generated a scale containing attributes of interpersonal difference. Subjects were asked to evaluate themselves in terms of the attributes and to indicate their perceptions of other persons.⁷⁴ This gave the investigators an estimate of the perceived homophily present. McCroskey has developed an instrument that measures perceived homophily in interpersonal communication. It utilizes adjectival phrases as bipolar scales

representing all of the major elements of similarity-dissimilarity that were found in the literature. This measuring tool identified four dimensions making up the concept homophily. The four dimensions were: attitude, background, appearance and value homophily.⁷⁵ Andersen and Todd de Mancillas developed a measure of perceived homophily with public figures. This tool was generated by utilizing modified versions of the McCroskey scale and additional items coming from the literature concerning public homophily. The analysis of the items indicated that homophily with public figures is a multidimensional construct consisting of at least two factors: attitude and background homophily. A third factor - appearance homophily - was found but seemed to be an artifact of the sex of the respondent.⁷⁶

This research will utilize the homophily scales developed by Andersen and Todd de Mancillas for two reasons. First, the measure concerns homophily with public figures which is the message source in this study. Second, this measure has been tested as a predictor of voter decision-making and has been proven valid.⁷⁷

Hypotheses and Research Questions

Because of the previous research in both the area of style and homophily, it is hypothesized that:

- H₁: Dimensions in both homophily and communicator style will positively correlate with communicator attractiveness.

Past research has demonstrated that both concepts are factors of attraction. One recurring finding in the communicator style research is that the way one speaks has an effect on receiver's perception of attraction

toward the source. It has been demonstrated that communicating style affects attraction in initial interaction,⁷⁸ dyadic interaction,⁷⁹ organizational settings,⁸⁰ and in the classroom.⁸¹ A basic tenet of homophily research is that similarity causes attraction. Similarity of beliefs and to a lesser degree similarity of groups have been found to be strong determinants of attraction.⁸²

H₂: Each dimension of homophily will be positively related with voter preference.

It has been amply demonstrated that homophily is a predictor of attraction. Attractiveness has been demonstrated to be a cause of voter decision-making. Therefore, there is indirect evidence that homophily is related to voter preference. There also has been some empirical research in the area of objective homophily as it relates to voting choice. Previous research on voting indicates that individuals vote for persons who are of the same race,⁸³ of the same religion,⁸⁴ of the same ethnic background,⁸⁵ and of the same region⁸⁶ as the respondent. There has been very little research done in the area of perceived homophily with the candidate. At least one study - Andersen and Kibler - found perceived attitude homophily and to a lesser degree perceived background homophily to be an important factor in voting choice.⁸⁷

H₃: Both communicator style and homophily will be better predictors of vote than the independent variables of party identification, interest in public affairs and political ideology.

In the current study the CSM and homophily should more accurately predict voting behavior than the other independent variables. As far as this author knows there has been no study correlating interest in public affairs with voter decision-making. This variable was included in the research for precisely that reason. If this variable is a better predictor of vote than the constructs used, it will be questionable as to

how useful communicator style or homophily can be as predictors of voting behavior. There has been some research in the area of political ideology as it correlates with voter decision-making. However, it is generally recognized that Americans are not cognizant of "what a liberal is" or "what a conservative is."⁸⁸ This variable, therefore, has never been a strong determinant of voting behavior. Finally, party identification has been found to be a major determinant of voting behavior. However, that should not be the case in this research for two reasons. First, the subjects are never informed of the party identification of any candidate. Second, even if a subject should conclude the party affiliation of a candidate from issue positions, it should not matter since all candidates in this research are from the same political party.

This research is also interested in examining several research questions coming from demographic data and correlated with communicator style dimensions. These questions are of interest to the study, but there is no previous research that would give an indication as to what results might be found, thereby precluding their use as hypotheses.

It seems plausible that certain dimensions of communicator style will be positively associated with voter preference. However, there has been virtually no previous research that could confirm this as a research hypothesis. Therefore, the following research question is offered.

Q₁: Do certain dimensions of communicator style positively associate with voter preference while other dimensions associate negatively with voter decision-making?

It is known that certain styles of communication are perceived as attractive. It has also been demonstrated that attractiveness is a variable of attitude change and voter preference. McQuire points out that "the proposition that

liking of the source enhances his persuasive valence is a basic prediction of most of the consistency theories."⁸⁹ Nimmo and Savage link perception of attractiveness to voting behavior when they find "a close association between the affective orientations of the voters toward the candidate and the direction of their choices."⁹⁰ It would seem expected then that those dimensions of the CSM that make the candidate most attractive would likewise be those dimensions most closely linked with voter decision-making.

Q₂: Do Republicans and Democrats and independents differ in their perception of an attractive communicator style?

It will be interesting to determine if subjects of these political parties favor different communicator styles. One party might be inclined to perceive a political candidate who is dominant, aggressive and contentious as more attractive than a candidate who does not exhibit these qualities. Perhaps a candidate who represents a relaxed, easygoing style will be perceived as attractive by persons who identify with a particular party.

Q₃: Do liberals, moderates and conservatives differ in their perceptions of an attractive communicator style?

These findings ought to be similar to the question above as the Republican Party has historically been the conservative party. However, as stated earlier in the chapter, people are not always cognizant of what "liberal" or "conservative" mean. This question will examine the difference if there is one, in perceptions of an attractive communicator style by people believing they are liberal or conservative.

Q₄: Do males and females differ in their perception of an attractive communicator style?

There have been numerous studies in communication examining the dif-

ferences between male and female interactive behavior. Several studies in the area of persuasion find mixed results; some indicating females are more persuasible than men, some finding just the opposite result, and some finding that neither sex is more persuasible and that the subject matter is the determining factor. The only study examining differences in communicating styles finds that female supervisors in organizations exhibit leadership differently than men, relying on an open, less dominant, and more attentive style. There have been no studies examining the perceptions of political communication styles by men and women. One would expect there would be differences in the type of style each sex finds attractive. This question will examine this idea.

After reviewing the concepts of communicator style and homophily it is apparent that this study is important for several reasons. First, although the CSM has been tested in a number of communicative environments, it has not been used in the area of political communication. Therefore, in a study where it will be used to assess the impact of messages from political candidates, it will add to the knowledge of the CSM. Also, there has been little communication research in the area of political communication. This study will serve to make communication theory more holistic. A third reason for the research is the further testing of homophily scales for public figures. These scales have been tested in one known previous study and therefore further investigation of the scales is justified. Finally, there has been little research in the area of perceived homophily and even less as it affects voting behavior. In order to better understand the concept of perceived homophily, this study is also justified.

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III METHODOLOGY

This chapter describes the methodology employed in the study in four parts: stimulus materials, selection of subjects, collection of data and analysis of data.

Stimulus Materials

Every two years a public election is held in the United States. In national politics, U.S. Representatives are elected every two years, Senators every six, and the President every four years.

One such U.S. Representative election was examined for the current study. During the 1978 primary election five Republican candidates ran for a House seat left vacant by the previous Representative's retirement. The campaign included frequent "candidate forums" or "candidate debates" with rehearsed presentations and questions from the audience. One such debate occurred in Pittsburg, Kansas on KOMA radio and television. This debate was appropriate for use in an experiment for several reasons. It was one of the few debates in which all candidates participated and the only debate to utilize both radio and television. A large viewing audience was the result of broadcasting in Pittsburg and several surrounding counties. Finally, this debate was selected because of its format. In other candidate forums there was no confrontation between candidates and no challenge of the others' positions. The Pittsburg debate allowed candidates to question one another, refute another's argument

and to respond to questions from the local press.

The debate was one hour in length. Each candidate spoke on the three broad issues of defense spending, morality in government, and taxation policy. To be able to complete the experiment in one 50 minute class period and in order to minimize fatigue effects, the length of the debate had to be reduced. This was accomplished by playing an audio tape of the debate for a graduate level class in persuasion. The class was asked to listen to the debate and select three speakers: one who exhibited the most fluent, competent delivery style; one with the least fluent, least competent style; and one whose delivery style represented a middle ground between the two extremes. The class agreed on which candidate represented the most fluent, most competent style; which candidate exhibited the least fluent, least competent style; and which candidate represented the moderate middle ground.

In order to control any bias caused by name recognition all references to candidate names were deleted. Hereafter, the candidates were referred to as candidate A (representing the least fluent, least competent style), candidate B (representing the moderate, middle-ground style), and candidate C (representing the most fluent, most competent style of delivery). This meant the monitor of the debate had to be deleted from the tape as well as any mention of a candidate's name by other candidates. To insure a smooth-flowing audio recording, the debate was edited, deleting those candidates not selected for the final experiment, the monitor of the debates, and any mention of a candidate's name. The completed transformation resulted in each candidate speaking for approximately eight minutes. The stimulus speeches were randomly ordered in each class so as to help diminish the rater effects of hearing one candidate before or after another.

Subjects were presented with a packet of forty-nine Likert-type scales for each candidate on communicator style¹ and homophily for public figures. These scales were randomly ordered to reduce bias. To reduce fatigue effects the same scales were randomly ordered again and a second form was constructed. Subjects were presented with a packet of Likert scales containing one form for each candidate. The first and third forms in the packet were always identical. For an examination of the packets presented each subject see Appendix A.

After listening to each candidate, subjects were instructed to complete one set of scales. After listening to all three candidates and completing the scales, subjects were instructed to answer the following questions: (1) Did you recognize any of the candidates? (2) In what city did you last vote? (3) Based on the presentation, which of the candidates would you most likely vote for? (4) Based on the presentation, how attractive do you see each candidate as a politician? (5) How regularly do you watch public affairs? (6) What is your party identification? (7) What is your political ideology? Each of these questions were important to the study. To increase experimental control, a subject's data was deleted if he/she recognized one of the candidates or last voted within the district where the election occurred.

The question concerning voting choice is the most important of the dependent variables. It was imperative to know which candidate the subject would vote for before any analysis with communicator style and homophily could be completed.

Attractiveness of the candidate is another dependent variable used to examine the predictive power of the communicator style and homophily constructs. Logically, the attractiveness variable and Likert scales for the candidate should be positively correlated. That is, if a receiver indicates one candidate is more

attractive than others, that attraction should likewise be demonstrated in the Likert scale responses and in the voting decision.

Subjects were also asked to indicate how regularly they viewed public affairs. This variable was intended to measure the subjects' knowledge of contemporary political issues and to determine if the amount of the knowledge affects voting choice. One maxim of voting behavior is that one's party identification is predictive of one's vote.⁶ As explained in Chapter Two this should not be a variable in this study, since subjects are shielded from information concerning candidates party affiliation and all candidates are members of the same political party. The final question concerned the subjects' political ideology. This variable is used to determine if subjects who consider themselves liberal, moderates, or conservatives vote in a distinctive way and/or perceive different communication styles as attractive.

Subjects

325 subjects volunteered to participate in the study. Subjects were undergraduates enrolled in communication classes at Kansas State University. Subjects recorded their age, sex, and academic classification. 54% of the sample were male (175) while 46% of the subjects were female (148). Party identification was evenly represented in the sample with 34% Democrats (59), 31% Independent (53), and 35% Republicans (61). Although the subjects were evenly divided in their party affiliation, their political ideology was not. By more than a two-to-one margin subjects indicated they were moderate in their political beliefs (55% or 96). The next most frequent ideology was liberal (26% or 45), and the smallest category was conservative (19% or 34). The amount of potentially contaminated data was very slight. Only 7% (23) of

the subjects indicated that they recognized any candidate, and only three people last voted in the same congressional district as the election used in this study. Thus, it appears unlikely that the deletion of data from these persons influenced the analysis. Percentages are not always consistent with each other because of missing cases. Missing data were not used in the computation of percentages.

Dependent Variables

In order to reduce the amount of data generated by forty-nine variables, a factor analysis was performed. Factor analysis refers to a variety of statistical techniques whose common objective is to represent a set of variables in terms of a smaller number of hypothetical variables. All items comprising communicator style were submitted to an orthogonal principle components analysis with noniterated varimax rotation. The same procedure was performed on all items of homophily. The cut-off value for initial factor extraction was set at the standard eigenvalue of one. After initial factor extraction and interpretation, the analysis was performed again, selecting only the number of interpretable factors.

Interpretation of factors was based on the following two criteria:

- (1) Items must have a primary loading of .55 with no secondary loading greater than .40.
- (2) At least two items must meet the first criteria.

The above criteria were met in the following manner. The forty items of the CSM and the nine items of homophily produced an interpretable five and two factor synthesis respectively. This indicated seven dependent variables for further analysis (See Appendix B for the factor matrix coefficients).

The first factor of the CSM was labeled "amiable" and was composed of items heavily loading from the attentive, relaxed, and friendly subconstructs (amiable contributed 25% of the variance). The second factor, labeled "aggressive," was made up of items loading heavily from the dominant and contentious dimensions (aggressive contributed 10% of the variance). Factor three was comprised of impression leaving items and was labeled "impression leaving" (this factor contributed 6% of the variance). Factors four and five were labeled "open" and "dramatic" because items from those subconstructs loaded highly on these factors. Although these factors were fairly weak (each contributed 4% of the variance) they were easily interpretable. Factor five did not meet the criteria for interpretation as reported in the CSM factor analysis. However, when a second factor analysis was run in which all items of both the CSM and homophily were combined and rotated, factor five easily met the standards. Although factor five appears to be somewhat unstable, this research is more exploratory than confirmatory with respect to the CSM. Therefore, we did not want to exclude factors that might add information about communicator style. Thus, factor five was included in subsequent analysis.

Factor analysis of the homophily construct resulted in two strong, easily identifiable factors. Factor one, labeled "background homophily," was made up of items that concerned homophily of educational background, cultural background, and socio-economic status (background homophily contributed 42% of the variance). The second factor was labeled "attitude homophily" and items concerning homophily of political attitudes, beliefs, and goals loaded highly on it (attitude homophily contributed 17% of the variance).

Another factor analysis was run in which all items from both communicator style and homophily constructs were combined and rotated together. The results were very nearly the same as the two separate analyses described above. Most differences in the loadings were only .01 or .02. Since orthogonal rotation extracts factors so that one is independent from another, this research can now confidently argue for independence of the two constructs.

The next step was to calculate each subject's factor score for each of the seven factors. A factor score is the estimate for a subject of an underlying factor formed from a linear combination of the observed variables. It has been customary in past research to build factor scales employing only those variables that have substantial loadings on a given factor. It seems, however, that calculating factor scores has some advantage over more traditional methods. In the traditional method, the influence of variables not included in the scale construction is not controlled; they will affect the scale through their intercorrelations with the variables used in the scale. In building factor scores, on the other hand, some variables are simply used as suppression variables to give the best estimate of the given factor.⁷

Analysis of Data

When the factor scores were established for each subject it was possible to analyze the data. Analyses were performed on both the dependent variables of attraction and voter decision. Two forms of stepwise regression were used to identify the regression model that predicts candidate attractiveness. The five CSM factors and the two homophily factors were submitted to both a backward elimination and a type of forward inclusion stepwise regression

to determine which combination of factors explain most of the variance in attraction.

Analysis of variance was performed to investigate whether demographic variables such as sex of the respondent, party identification, political ideology, or attention to public affairs produced differing perceptions of a candidate's communication style. The research was looking for individual difference in subjects' perceptions of communication style.

Probit analysis was used to explain the variance in the dependent variable, vote. Probit analysis was used because this dependent variable is dichotomous and quantal. In other words, responses to this variable equal either 1 or 2 (1=vote, 2=no vote) and the responses represent all or nothing. Other examples of quantal data would include death, no death; success, failure; true, false.

NOTES

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³Donald Treiman, Occupational Prestige in Comparative Perspective, (Academic Press, Inc., 1977), p. 5.

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⁵Richard Dawson and Kenneth Prewitt, Political Socialization, (Little, Brown, and Company, 1969), p. 111.

⁶Reynolds, p. 162.

⁷Statistical Package for the Social Sciences, 2nd edition, Norman H. Nie, et. al., (ed.), (McGraw-Hill Book Company, 1975), p. 488-489.

IV RESULTS

This chapter will report the results of the research outlined in chapter three. Basically the analyses will be divided into three sections; two examining the prediction of attraction and of vote and one examining individual differences with respect to communicator style and homophily.

Attraction

Two types of stepwise regression were utilized to examine the predictors of attraction. Regression is a general statistical technique used to analyze the relationship between a dependent variable and set of independent variables. This is done by finding a straight line that "best fits" a swarm of data points representing subjects' scores or responses on different variables, i.e. attraction and a factor of communicator style. The criterion for "best fit" is that the data points deviate less from that line than any other. From this line it is possible to determine the effect the independent variable has on the dependent variable. The slope of the line indicates the magnitude of the change in the dependent variable (attraction) for a unit change in the independent variable (factor of communicator style). The steeper the slope of the regression line the larger the change in the independent variable. Similarly, the more gentle the slope of the regression line the less the dependent variable will change per unit change in the independent variable.

This research uses a special type of regression known as stepwise regression. Stepwise regression can be used when there is more than one independent variable and when the researcher is trying to isolate the best predictor or predictors of the dependent variable. It is a method whereby many regression equations or lines are computed, each equation including a different set of independent variables. There are many varieties of stepwise regression, some adding one variable at a time, some deleting one variable at a time - usually the addition or deletion is on the basis of which new variable will account for the most variance in the dependent variable. Two specific types of stepwise regression were used in this study. First, a backward elimination procedure was used. This procedure begins by including all independent variables in the regression equation and then deletes them one by one until the best set of independent variables is found. Variables are dropped from the system if they are found to contribute an insignificant amount of the variance in the dependent variable. The second stepwise procedure is a modification of the forward inclusion technique. As in forward inclusion, variables are added one by one to the system. As each variable is added, however, this technique examines all the variables within the system and deletes any that no longer explain a significant amount of variance in the dependent variable.

By examining different aspects of the stepwise regression analyses one can gain an understanding of the importance of various independent variables in predicting attraction (see Appendix C for stepwise regression). One way to examine the impact of the predictor variables is to look at the sum of squares of the system or the sum of the squared deviations from the mean response.

In this way one can determine how much dispersion occurs in scores or responses. Specifically, in regression the total sum of squares for the dependent variable can be divided into two components: (1) those sum of squares explained or accounted for by the regression equation, and (2) those sum of squares unexplained by the regression equation. Obviously, the more sum of squares explained by the regression line the more predictive the regression system.

Looking only at the five independent variables of communicator style it is evident that "amiable" is the most predictive of the variables (Appendix table C-1). This variable alone accounts for 85% of the sum of squares accounted for by the regression equation - 352 out of a total of 412 sum of squares. In other words, by eliminating "amiable" as an independent variable, this regression model would lose 352 sum of squares associated with this regression equation. The next most powerful communicator style factor according to the sum of squares is "impression leaving." This factor accounts for 10% of the sum of squares - 43 out of 412. The other three factors of communicator style; "aggressive," "open," and "dramatic" are negligible as contributors of sums of squares.

When predicting attraction by examining only the two homophily factors, it is evident that "attitude homophily" is more important in terms of sum of squares (see Appendix table C-2). Attitude homophily makes up 90% of the sum of squares and would reduce the sums of squares predictable by the regression equation by 182 if eliminated from the system. "Background homophily" accounts for the other 10% of the sum of squares. If eliminated, it would reduce by 20 the sums of squares predictable by the regression equation.

In the overall model, in which style and homophily factors were examined

together, the results are parallel to those discussed above (see Appendix table C-3). The style factors "amiable" and "impression leaving," and the "attitude homophily" factor account for the majority of the sum of squares. 75% of the sum of squares are accounted for by "amiable" (189 of 251), 12% by "impression leaving" (30 of 251) and 9% (22 of 251) by "attitude homophily." Obviously, the style factor "amiable" is the most clearly associated with attraction according to the sum of squares.

One final aspect of the sum of squares results should be noted. As each independent variable is deleted or added in the stepwise regression, the remaining number of sum of squares remains relatively the same as the previous regression model. This is important because it indicates independence among the independent variables. If, as one variable was deleted or added from the regression model, the sum of squares changed drastically, it would be evident that one variable was dependent on another. Since there was only a small change in the sum of squares it suggests that each predictor variable is independent of each other, thus corroborating the results of the factor analysis.

Another way to examine the strength of various independent variables is to examine the mean square error. The mean square error is calculated by the sum of squares of error - the sum of squares unanswered by the regression equation - divided by its degrees of freedom - total number of subjects minus the number of independent variables. This number indicates the average amount of error in predicting the dependent variable. Logically, as more independent variables are added to the system the amount of error should decrease.

Among the five communicator style variables there is a mean square error

of 2.58. When the variable "amiable" is examined by itself the mean square error only rises to 2.69, an increase of only .11. Obviously, there is only a bit more error in the system with the one style factor. This tends to indicate that "amiable" is the more important variable in the model.

An examination of the two homophily variables reveals a mean square error of 3.00 with the error term only increasing to 3.04 by deleting background homophily. This suggests that the system is not hurt significantly by only using "attitude homophily" for prediction of attraction. Very little reduction of error is gained if "background homophily" is examined.

It is also interesting to note that style variables result in only 2.58 mean square error while homophily variables result in an error term of 3.0. This suggest that the style variables are more strongly associated with attraction than the homophily variables. This indicates that the way one communicates rather than what one says, results in a more confident prediction of attraction.

When all the variables of homophily and communicator style are combined and examined together in the regression equation the mean square is 2.58. This indicates that error of predicting attraction is not reduced by adding the homophily variables.

A third way to examine the strength of the independent variables is by examining the regression coefficients. A regression coefficient indicates the amount of change in the dependent variable per unit change in the independent variable.

Looking at the style variables, it is evident once again that the "amiable" variable is most clearly associated with attraction. The regression coefficient states that for every one unit increase in the perception of a candidate as "amiable" there is a .87 increase in the attraction of that candidate.

"Impression leaving" has the second strongest regression coefficient indicating that for every one unit increase in the independent variable there will be a .30 increase in the attractiveness of that candidate.

When examining the two homophily variables alone, "attitude homophily" has the strongest regression coefficient (.62). This variable is more than twice as strongly associated with attraction than is "background homophily" which has a regression coefficient of .21.

When examining all seven independent variables together; "amiable," "impression leaving," and "attitude homophily" are still the strongest predictors of attraction. A one unit change in these predictors will result in a .76, .26, and .26 increase in the attractiveness of a candidate respectively. For an examination of the results of the stepwise regressions see Appendix C.

After looking at the results of the forward and backward stepwise regression analyses it is evident that not every independent variable is equally associated with the attractiveness of political candidates. It is possible then to reduce the number of independent variables without losing much in interpretation. Both the forward and backward stepwise regression models reduced the seven predictor variables to three (see Appendix table C-4). These three were "amiable," "impression leaving," and "attitude homophily." Both the forward and backward stepwise regression equations resulted in the following regression model.

$$\text{Attraction} = 3.67(\text{intercept}) + .75(\text{amiable}) + .25(\text{imp. leaving}) + .28(\text{att. homo.})$$

.084 S.E. .076 S.E. .085 S.E.

Thus, "attraction" would equal 3.67 when "amiable," "impression leaving," and "attitude homophily" equal zero or are not present in the model. The

3.67 is referred to as the intercept of the line. When the three independent variables are added to the model, attractiveness of the candidate increases .75 per unit increase in "amiable," .25 per unit increase in "impression leaving," and .28 per unit increase in "attitude homophily." Finally, S.E. refers to the standard error of estimate of the regression equation. The standard error reflects variation about the regression line. Although we can predict a .75 increase in attraction per unit increase in "amiable," there is some error in that prediction. The standard error indicates the amount of that error. For "amiable" there is a $\pm .084$ error in prediction, for "impression leaving" there is a $\pm .076$ error and for "attitude homophily" there is a $\pm .085$ error in prediction.

These three variables accounted for nearly as much variance in the dependent variable as did the seven variable system. "Amiable," "Impression leaving," and "Attitude Homophily" explained 26% of the variance in attraction whereas the seven variable system accounted for 27% of the variance. It seems, then, that these three variables are important as predictors of attraction towards political candidates. However, this leaves 74% of the variance of attraction unexplained. Obviously, there are other factors of attraction not examined by this research, i.e., mental images of the candidates' appearance, subjects' idea of which candidate was most professional, subjects' idea of which candidate had raised the most campaign funds.

Vote

Probit analysis was used to explain the variance in a subject's voting decision. This statistical test was employed because the dependent variable "vote" is a dichotomous and quantal variable. It is dichotomous indicating

there are only two responses possible and quantal meaning the responses indicate all or nothing - vote or no vote. Because the nature of the variable is dichotomous as opposed to intervally measured it is necessary to use probit analysis rather than multiple regression.¹

Probit analysis, by contrast, is an adequate estimating technique designed for this type of dependent variable. The procedure linearizes the relationship between the independent and dependent variable and in essence, removes the limit on the range of the dependent variable.²

The results of this procedure are "estimated parameters" for each independent variable. Estimated parameters obtained appear much like the standardized regression coefficients in multiple regression. However, the fact that the dependent variable is quantal limits the straightforward analogy between the estimated parameters of probit analysis and the regression coefficients of multiple regression. For example, since the unit of measurement of the dependent variable "vote" is unknown, "slope" cannot be interpreted as the amount of change in the dependent variable per unit change in the independent variable. Since the concept of variance is undefined for quantal variables, there is no exact analogue to the regression coefficient. However, by obtaining the estimated parameters, one has an estimate of the best weighted linear combination of the independent variables when confronted with a quantal dependent variable.³ The estimated parameters are an indication of the strength of the independent variables. The larger the estimated parameter, the greater the probability of a subject's voting in a distinctive way. By dividing the estimated parameter by its estimated standard error, a z-score, or standard score is obtained. This z-score indicates whether the estimated parameter is significantly different from zero, thus determining if the variable

should be used in the final probit model. The author decided to use .05 as the significance level, meaning an independent variable needed a z-score of 1.96 or greater to be considered significant.

When only examining the independent variables of the communicator style measure (CSM) three variables were significantly different from zero; "amiable" with a z-score of 9.56, "impression leaving" with a z-score of 3.88, and "open" which had a z-score of 2.32. For an examination of the probit model see Appendix table D-1.

Looking only at the two independent variables of the homophily construct, it is apparent that both variables are statistically significant (see Appendix table D-2). "Attitude homophily" is the stronger predictor with a z-score of 7.03, whereas "background homophily" is a somewhat weaker predictor with a z-score of 3.89.

It is interesting to examine these two probit models independently of one another so as to determine the relative strengths of variables within each separate model. It is obvious, for example, that "amiable" is the strongest predictor of the communicator style variables. It is also apparent that the factors of "aggressive" and "dramatic" are relatively weak independent variables when considered along with the other style variables. It is also obvious that "attitude homophily" is a stronger predictor than is "background homophily."

However, in this research an overall predictive model of voting behavior is sought. Therefore, it is important to combine the variables of communicator style and homophily into a probit model and ascertain the best predictors of a subjects' vote (see Appendix table D-3). When all seven independent variables were cast into a probit model, three variables were significant according to the calculated z-scores; "amiable" with a z-score

of 6.95, "impression leaving" at 3.45, and "attitude homophily" at 2.36. Next, a variable deletion procedure was performed in order to build the most predictive model of vote. This was conducted by deleting each independent variable having a z-score less than 1.96 and then re-running the analysis. The procedure was continued until all remaining independent variables had z-scores that were statistically significant. A three-variable model resulted with "amiable" having a z-score of 7.66, "impression leaving" 3.28, and attitude homophily" 2.62 (see Appendix table D-5).

In order to determine the "goodness of fit" of the model, it is necessary to test the prediction of vote with the actual results of the sample. This was done by dividing the scores under the normal curve⁴ in half and predicting that those subjects with scores which were less than .5 would vote for the candidate, while those subjects with scores above .5 would vote against the candidate. These predicted votes were then crosstabulated with the subjects' actual votes (For examination of predicted versus actual votes see Figure 4.1). This table indicates the percent of correctly classified subjects, thus giving an impression of the variance explained by the model. Overall, the model was very accurate in correctly predicting subjects' votes. The model correctly classified 509 subject responses out of 791 total responses, a 64% accuracy. A closer examination of the model reveals that it is much more accurate in predicting which candidate the subject will not vote for rather than for which one he/she will vote. The results of the model indicate an 83% correct classification of those subjects who were predicted not to vote for a candidate (310 of 375) while only obtaining a 48% accuracy in predicting those subjects who would vote for a certain candidate (199 of 416). It seems that subjects tend to vote against

**THIS BOOK
CONTAINS
NUMEROUS PAGES
WITH DIAGRAMS
THAT ARE CROOKED
COMPARED TO THE
REST OF THE
INFORMATION ON
THE PAGE.**

**THIS IS AS
RECEIVED FROM
CUSTOMER.**

FIGURE 4.1

		Predicted Vote		
		Vote For (0)	Vote Against (1)	
Actual Vote	Vote For (0)	199 (25.1% correctly classified)	65 (8.2% correctly classified)	264
	Vote Against (1)	217 (27.4% incorrectly classified)	310 (39.2% incorrectly classified)	527
		416	375	
N=791				

candidates who lack certain interpersonal qualities or who do not share the subject's views on political issues.

It is possible to increase the predictability of the model by dividing the scores under the normal curve into thirds. In social science research it is often difficult to predict the dependent variable based on neutral or middle-of-the-road responses. By eliminating the middle scores, accuracy of prediction increases. A second scale was constructed in this way. This time subject scores which fell below .3 on the normal curve were predicted to vote for the candidate; subjects whose scores fell above .7 were predicted to vote against the candidate, and those subjects whose scores fell in the median range were determined to be uninterpretable. The scale was crosstabulated with subjects' actual votes and the percent of correct classification rose to 77% - 209 of 271 (see Figure 4.2). This proportional increase is significant at the .05 level based on Dixon and Massey's "difference in proportions test."⁵ Once again it is evident that the model is a better predictor of for whom the subject will not vote. 89% of those predicted to vote against a candidate did vote against the candidate (126 of 141), while 64% of the subjects who were predicted to vote for a candidate voted that way (83 of 130).

Several additional aspects of the probit analyses are worth noting. As posited, the independent variables of communicator style and homophily were more strongly associated with one's vote than the demographic variables of sex, party identification, political ideology and attention to public affairs (see Appendix table D-4). Indeed, none of the demographic variables produced a significant z-score. Sex of the respondent resulted in the strongest, albeit negative, z-score (-1.10), thus making interpretation difficult.

FIGURE 4.2

		Predicted Vote			
		Vote For (0)	Uninterpre- table	Vote Against (1)	
Actual Vote	Vote For (0)	83 30.6%	166	15 5.5%	98
	Vote Against (1)	47 17.3%	354	126 46.5%	173
		130		141	

Interpretable N = 271

It is significant to note that the variables most strongly associated with vote were also the strongest predictors of candidate attractiveness. "Amiable," "impression leaving," and "attitude homophily" made up the final model for prediction of both the dependent variables of attraction and vote. These three variables explained 26% of the variance in attraction and correctly predicted 77% of subjects' voting decision. It is apparent that of the seven independent variables examined in this research, these three are clearly most important in terms of predicting the two dependent variables.

It is also important to examine the relationship between attraction and vote. Earlier this thesis stated that as an antecedent to voting for a particular candidate, a subject or voter must perceive that candidate to be attractive. If that hypothesis is true then it is expected that attraction is predictive of voting behavior. The results of the probit analysis tend to support this hypothesis (see Appendix D-6). The value of the estimated parameter (.190) for attraction divided by its standard error resulted in the strongest z-score of any independent variable (10.15). This would suggest that of the variables examined in this research, "attraction" is most strongly associated with the dependent variable "vote."

Demographic Variables

Analysis of variance (ANOVA) was used to examine the impact of certain demographic variables on perceptions of style and homophily. This statistical technique was used to determine if the candidates were perceived differently in relation to respondents' sex, political ideology, party identification and attention to public affairs.

The demographic variables were combined and examined in an ANOVA.

The results of this overall ANOVA gave an indication of how much variance the demographic variables explain in each stylistic and homophily variable. "Amiable" ($F=42.92$, $df=9/349$, $P=.01$, $R^2=.53$), "open" (3.31 , $9/349$, $.01$, $.09$), and "dramatic" (1.96 , $9/349$, $.04$, $.04$) were all significantly affected by the demographic variables. Obviously, "amiable" is most affected by the demographics as 53% of the variance is explained. However, the stylistic variables of "aggressive" ($.99$, $9/349$, $.45$, $.02$) and "impression leaving" ($.76$, $9/349$, $.65$, $.01$) were not significantly affected by the demographics. Both "background homophily" (5.23 , $9/372$, $.01$, $.11$) and "attitude homophily" (5.51 , $9/372$, $.01$, $.11$) were significantly affected by the demographics.

The affects of the candidate, sex, party identification, political ideology, and attention to public affairs were also examined separately so as to understand the impact each variable had upon the dependent variables. The ANOVA indicated which variables significantly affected receivers' perceptions of style and homophily. Once the significant demographic variables were determined for each factor of style and homophily, mean comparisons were examined using Duncan's multiple range test.⁶ For example, if sex of the respondent significantly affected their perception of a certain stylistic factor, the means of males and females on that factor were examined.

It is apparent from the results that the candidates were indeed perceived as significantly different in terms of style and homophily. The candidates significantly affected the style variables of "amiable" ($F=187.84$, $df=2/349$, $P=.01$) and "open" (8.56 , $2/349$, $.01$) and the homophily variables of "background homophily" (8.09 , $2/372$, $.01$) and "attitude homophily" (13.55 , $2/372$, $.01$). The other three stylistic variables; "aggressive"

(2.01, 2/349, .13), "impression leaving" (1.21, 2/349, .29), and "dramatic" (.25, 2/349, .77) were not significantly affected by the candidate. To determine the specific differences between candidates, the Duncan test was examined. This test was only examined for those variables found to significantly affect the dependent variable. The Duncan test revealed that candidate B and candidate C were perceived as significantly more "amiable" than candidate A. Examination of the candidate means reveals that candidate B was perceived as most "amiable" (mean=.50), and also was voted for more than the other two candidates - 191 of 325 votes cast. Candidate C had the second highest mean (M=.43) and finished second in the balloting - 86 of 325 votes cast. Finally, candidate A had the lowest rating on the "amiable" variable (M=-1.03) and finished last in the balloting - 33 of 325 votes cast. These results reinforce the notion that perceptions of "amiable" are associated with voting preference. The Duncan test also revealed that candidate A was perceived as significantly more "open" than the other two candidates. Obviously, this variable made little difference in voting or subjects were not looking for someone who was open, as candidate A finished last in the voting. The Duncan test revealed that candidates B and C were perceived as significantly different from candidate A on both variables of homophily. Candidate B was perceived as most similar to the subjects in terms of "background homophily" (M=.31), while candidate C was perceived as second most similar (M=.22) and candidate A was perceived as least similar in background (M=-.11). The results of "attitude homophily" are identical to the "background" variable. Candidate B was rated as attitudinally most similar (M=.23), candidate C was rated second (M=.004) and candidate A as least similar (M=-.10). It is interesting to note that with the exception of

"open" - which was not strongly associated with voting choice - the results of the candidate means correlate perfectly with the results of the balloting by the respondents.

The next demographic variable examined was sex of the respondent. This variable made a difference only in perceptions of the stylistic variables of "open" (4.72, 1/349, .03) and "dramatic" (6.91, 1/349, .01). It did not make a significant difference in the stylistic variables of "amiable" (.79, 1/349, .38), "impression leaving" (1.16, 1/349, .28), and "aggressive" (.04, 1/349, .85) or the homophily variables of "background homophily" (.36, 1/372, .55) and "attitude homophily" (.05, 1/372, .82). The Duncan test revealed that women rated the candidates as significantly more "open" and less "dramatic" than did men.

Another demographic variable examined was the political ideology of the respondent. Political ideology resulted in a significant F-value for the stylistic variable of "dramatic" (3.41, 2/349, .03), but did not significantly affect the stylistic variables of "amiable" (2.50, 2/349, .08), "aggressive" (1.16, 2/349, .31), "impression leaving" (.56, 2/349, .57), or "open" (.49, 2/349, .61). Political ideology also significantly affected "background homophily" (9.86, 2/372, .01) and "attitude homophily" (6.76, 2/372, .01). The Duncan test revealed that liberals were significantly different in their perception of the background of the candidates. Liberals perceived the candidates as coming from a different background ($M = -.28$) than did moderates ($M = .24$) or conservative ($M = .29$). Conservatives also felt most similar to the candidates' attitudes ($M = .28$) and were significantly different from the responses of the moderate ($M = .10$) and liberal ($M = -.24$) subjects. These results are interesting in that the conservatives perceived the candidates

as most similar in both background and attitude, while the liberals perceived the candidates as most dissimilar. This would make sense because the candidates were all Republican and generally regarded as conservative.

Attention to public affairs was intended to measure how closely subjects viewed current political affairs. The results of the ANOVA indicated this variable significantly affected perception of the "open" stylistic variable (3.37, 2/349, .03) and "attitude homophily" (3.08, 2/372, .04). It did not significantly affect the stylistic variables of "amiable" (.69, 2/349, .50), "aggressive" (.17, 2/349, .84), "impression leaving" (1.17, 2/349, .31) and "dramatic" (.70, 2/349, .49) or the homophily variable of "background homophily" (1.70, 1/372, .18). The Duncan test indicated that persons who watched public affairs every day perceived the candidates as less "open" ($M = -.18$) than those persons who never watched public affairs ($M = .03$), and significantly less "open" than those persons who viewed public affairs once or twice a week ($M = .12$). Also, persons who viewed public affairs every day perceived the candidate significantly different from those who seldom or never watched public affairs. These results seem logical as those persons who were familiar with the issues would realize when a candidate was answering a question in a surface manner and not being entirely "open" in his response.

The final demographic variable was the party identification of the subject. This variable did not produce a significant F-value in the ANOVA, and thus was not used in any of the subsequent analysis with the Duncan test. This finding is not all that surprising in that the two major political parties are not that different ideologically. The lack of clear difference in the political parties resulted in this variable having little or no impact in this

research.

Evident from these results is the fact that there are no clear trends in perception of style or homophily based solely on demographic variables. There are some interesting occurrences and the results seem quite interpretable. However, there are no overall generalizations that can be made based on the demographics of a subject.

NOTES

¹The dependent variable of this research violates three basic assumptions of multiple regression; (1) a severely restricted range of variation in the dependent variable tends to undermine the assumption of normally distributed error, (2) the expected value of the residuals is not zero, again meaning that one cannot be confident that the regression coefficients are unbiased, (3) the regression model assumes that the dependent variable has a constant variance for all levels of the independent variable. This assumption would not be met with a dichotomous dependent variable.

²Probit analysis takes the means of all the independent variables and performs a non-linear iterative procedure transforming the dichotomous dependent variable into an n-chotomous variable. For more detailed information about probit analysis see; D.J. Finney, Probit Analysis, 3rd ed., (Cambridge University Press, 1971); John Aldrich and Charles F. Cnudde, "The Workshop," American Journal of Political Science, Volume 19, Number 3, 1975, pp. 571-608; J.C. Blydenburgh, "Probit Analysis: A Method for Coping with Dichotomous Dependent Variables," Social Science Quarterly, 1971, Volume 51, pp. 889-899.

³Aldrich and Cnudde, p. 580.

⁴Once the z-scores had determined which variables would make up the final model of "vote," the estimated parameters of these variables were multiplied by the subject's response on that independent variable and the subsequent scores for the three variables were summed. This calculated number represents the area under a normal 0,1 curve stretching from minus infinity to that normal score. It is possible then, to predict the probability of each subject voting for or against a given candidate. It is evident that as the calculated score increases in value, there is a greater likelihood of a subject not voting for a particular candidate (1=not vote).

⁵Wilfrid H. Dixon and Frank H. Massey, Jr., Introduction to Statistical Analysis, 2nd ed., (McGraw-Hill Book Company, Inc., 1957) p. 232.

⁶Roger E. Kirk, Experimental Design: Procedures for the Behavioral Sciences, (Wadsworth Publishing Company, Inc., 1968), p. 93-94.

V IMPLICATIONS AND CONCLUSIONS

This chapter will serve two purposes. (1) The results presented in chapter four will be discussed and possible interpretations will be suggested. (2) The implications of this study upon future research will be outlined.

Tests of the first hypothesis associating homophily and communicator style with attractiveness revealed several dimensions that were significantly related to attractiveness. "Amiable" was most strongly associated with attractiveness of the candidate. It is interesting to note that "amiable" seems to measure an interpersonal dimension focusing on such constructs as "relaxed," "friendly," and "attentive." It seems that the more easygoing, relaxed, and personable the candidate is, the more attractive he/she appears. "Amiable" is a more important determinate of attraction than are the candidates' openness, aggressiveness, dramatics, appearance, and/or attitude/background similarity. It seems that political managers and media consultants are correct when they portray their candidate as responsive and attentive to the problems of the constituents, relaxed when debating the opposition or listening to a heckler, or friendly using a quick handshake or broad smile. Usually politicians are right to emphasize the "basics," such as pleasantness, an ability to handle tough confrontations, and avoidance of being pompous or aloof.¹ In short, it is important for the candidate to be perceived as "amiable" in order to be viewed as attractive. Though "amiable" is very significant in its relation to attraction, it needs to be better conceptualized.

It is not entirely clear what an "amiable" candidate is. More research needs to be conducted in order to ascertain the full meaning of this construct.

The second major factor in predicting attraction was "attitude homophily," measuring similarity of attitudes concerning political goals, beliefs, and politicians. This was to be expected from the review of many studies showing the importance of attitudinal similarities. As Theodore Newcomb states, "Attraction towards a co-communicator varies with perceived similarities of attitudes toward the object of communication."² In this research politics was the object of communication, and the greater the similarity between the candidates' attitudes and the receivers' attitudes the more attractive the candidate was perceived.

The third significant factor of attraction was the stylistic variable, "impression leaving." This variable was quite general, determining only if the candidate left an impression on the subject. It seems intuitively obvious that before anyone can be perceived as attractive they must stand out or be noticed in some way. This helps explain the bright colors used in campaign literature, campaign buttons, bumper stickers, and gala political events. It is important that the politician make some sort of impression since without it they have no chance of being perceived as attractive. It is clear, however, that the concept of "impression leaving" needs to be further examined and defined. As used in the Communicator Style Measure (CSM) it could possibly mean different things to different persons. This subconstruct does not delineate between a good and bad impression. Therefore, two candidates could receive the same rating on this variable even though one leaves a favorable impression while the other leaves an unfavorable one.

The second hypothesis, associating both dimensions of homophily with voter

preference, was supported by the results of the research. Using only the two homophily variables to predict voting choice, both attitude and background homophily were found to be significantly associated with respondents voting decision (see Figure D-2). "Attitude homophily" was found to be strongly associated with voter decision-making. This study's evidence is consistent with previous research and experience. As Herbert Simons states, "similarities in attitudes have been found to be a significant factor of attitude change."³ In the specific area of voter decision-making, Andersen and Kibler point out that "persons appear to assess candidates' attitudes in relation to their own attitudes and . . . vote for a candidate perceived as attitudinally similar."⁴ Experience shows that candidates do stress similarities between themselves and the voters. Examples abound, as candidates talk to the American Legion about the need for a strong defense; about the need to strengthen social security to senior citizens, or the need for less government to a group of small business owners. The results of violating this rule can be damaging, as Barry Goldwater realized after his gaffe on social security during the 1964 election.⁵

"Background homophily" was associated to a lesser degree with voting preference of the respondents. This supports political science research reporting people's tendency to vote for candidates who are of the same region, religion, ethnic background or social status as themselves.⁶ This result is also consistent with communication research on attitude change. Past research has pointed out that effective persuaders have consistently been found to share membership-group similarities with the group they seek to influence. These persuaders tend to be similar to their receivers in the primary groups to which they belong, and in age, occupation, and socio-

economic status.⁷

The finding that attitude homophily is a more powerful determinant of vote (vote as a form of attitude change) is also consistent with previous research. Rokeach, Simons and Kibler, in separate research have all found that a person's attitude similarity is more strongly associated with attitude change than is a person's background similarity.⁸ This is one reason Californian Ronald Reagan could defeat Texan George Bush in the 1980 Texas Presidential primary and Illinois John Anderson in the 1980 Illinois Presidential primary.⁹ It would seem Mr. Reagan's views on the issues were more consistent with the voters' views than were Bush's in Texas or Anderson's in Illinois. Background of the interactants can become important when it is perceived as significant or performing some function for the receiver.¹⁰

The first research question - whether certain communicator style dimensions positively associate with voter preference - is examined now because of its similarity to the second hypothesis. It is important to note that the same two dimensions of communicator style significantly predict a respondent's vote as predicted attractions. Once again the stylistic factors "amiable" and "impression leaving" were most significantly associated with voting preference. These variables were the most important determinants of voting behavior, more so than any other style variable as well as both homophily variables. It seems crucial from this research that the candidate be perceived as responsive, attentive, relaxed, and friendly. It is also important to leave some sort of impression on the voters. This result seems consistent with political reality. Dan Nimmo explains when he states, "in the competitive environment of an election candidates vie for public exposure. The candidate regards exposure as tantamount to influence."¹¹ One way for political

candidates to leave an impression is thought constant exposure: hence the emphasis on continuous media coverage. In this research it was not so clear how the candidates were "impression leaving." This subconstruct of the CSM needs further conceptualization before it can be of real value to social scientists or politicians.

The final hypothesis - dimensions of both communicator style and homophily will be better predictors of vote than will the demographic variables - was strongly supported. The demographic variables of sex, party identification, political ideology, and attention to public affairs were negligible factors in the subjects' voting decision. This was to be expected due to controls placed on the experiment and the nature of some of the demographics. Subjects were not told the party identification of the candidates. All candidates names were edited from the debate thus eliminating the link of the candidate's name with the party. It should not have been possible to determine the party affiliation of the candidate. If the subject did deduce party identification of the candidates, it should not have mattered as all candidates were of the same political party. If a subject indicated he recognized one of the candidates or even has voted in the same district where the election was held, that data was deleted from analysis. As expected, party identification was not a strong factor of voting choice.

Political ideology has been found previously as only weakly associated with voting choice in this research (see Appendix D-4). However, there are several problems in correlating political ideology with vote. For one thing, the issues discussed by candidates may not be clearly delineated along liberal-conservative lines. If the subjects are unclear about the issue, correlation between ideology and voting behavior becomes confusing. Furthermore,

voting behavior is likely to be based on more than one or two issues. Even though each of the candidates in this debate spoke on three issues, it was not certain whether this was enough information for subjects to determine their ideology.

The final two demographic variables were sex of the respondent and the respondent's attention to public affairs. To this author's knowledge, there have been few, if any studies examining the effects of these variables on voting behavior. Perhaps sex could be a factor if appearance of the candidate were known, but only audio tapes of the debate were played. As expected, attention to public affairs was a negligible factor in voting behavior.

Some concluding remarks need to be made about the results of voter decision-making. "Amiable" alone "out-weighed" any other factor in predicting vote. This suggests that in this controlled research an interpersonal quality is an important factor in voting choice. It is at least as important as the issue positions of a candidate. With variables of voting behavior such as party identification, campaign expenditures, appearance, and organization controlled, the interpersonal responsiveness of a candidate has a very definite impact on how a person votes.

A second aspect to note is that although the probit model of voting behavior was able to predict who the subject would vote for, it was more accurate in predicting who the subject would not vote for (see Figure 1 and Figure 2 in chapter 4). It seems that if candidates lack an interpersonal, responsive quality, they are not well-considered in the voting choice. This possibly indicates a type of negative voting, with candidates weeded out because of unacceptable qualities they possess or their lack of favorable qualities. This procedure may occur until only one candidate remains possessing the least number of objectionable qualities. Political campaigns

seem to perform something similar to this when they rely on "mud-slinging" and negative media directed at the opposing candidate.

Whereas the first research question examined association of communicator style and voting behavior, the final three reserach questions concerned the demographic variables and their effect on perceptions of the candidates' communicator style and homophily. There were no overall trends in perception of style and/or homophily based on any of the demographic variables, but there were some interesting occurrences in the results.

The sex of the respondent had very little significant impact on perceptions of style and no significant impact on perceptions of homophily. Sex only affected two factors of style - "open" and "dramatic". Females perceived the candidates as more open and less dramatic than did males. From this research it is not clear whether one dimension has a positive orientation and the other a negative orientation in the minds of the receivers.

The political ideology of a candidate had some interesting effects on the perception of one stylistic variable - "dramatic" - and on both factors of homophily. Subjects who considered themselves conservatives perceived the candidates as more similar in background and attitude than either liberal or moderate subjects did. This makes sense since all candidates were Republican and considered conservative in the election district. Conservative subjects also viewed the candidates as significantly more "dramatic" than moderate and liberal subjects did. Once again, it is hard to determine the exact meaning of this result, as it has not been determined whether "dramatic" is a positive or negative dimension of candidate communicator style. However, it appears as if in this instance "dramatic" might be a favorable attribute. Since conservatives perceive themselves as closer to the candidates, and those candidates as most "dramatic," it is logical to assume that being "dramatic" is a favorable quality for a candidate to possess.

A respondent's attention to public affairs was also examined as it affected perceptions of style and homophily. This demographic variable significantly affected perceptions of "openness" and "attitude homophily" in the candidate. Persons who viewed public affairs every day saw the candidates as least "open" and as being most dissimilar in attitude. This result may be quite interpretable. Persons who view public affairs are quite likely to be aware of different aspects of the issues debated. If the politicians glossed over the issues, speaking only in generalities, they may be perceived as not very "open," and dissimilar in attitudes.

Looking at the experiment, there are two aspects that need discussion. The first has to do with the Communicator Style Measure (CSM) and the second with the validity of the experiment.

The foundations of the CSM were reported by Norton in 1978, although research on the construct had been going on for several years. Norton reported nine independent variables clustering into six categories; (1) impression leaving (2) dramatic and animated, (3) attentive and friendly, (4) dominant and contentious, (5) relaxed, and (6) open.¹² Norton's clustering is consistent with the findings of this research except that relaxed clusters with attentive and friendly. One of the immediate problems arising from the CSM is the lack of underlying theory. In previous studies, communicator style has been operationally defined by three subconstructs - dominance, momentum, and frequency of speech,¹³ - by eleven subconstructs - impression leaving, contentious, dominant, open, relaxed, attentive, friendly, dramatic, animated, precise, and voice,¹⁴ - and by the nine subconstructs in the "foundation" article. There have been several changes in the construct which would indicate the construct is still in the conceptual stage.

Another conceptual problem of the CSM deals with the meaning of the subconstructs. Several of the dimensions are relatively unresearched, leaving serious doubts about the exact make-up of the variable. Indeed, Norton states that, "'contentious,' 'impression leaving,' and 'attentive' lack empirical background research."¹⁵ Obviously, these variables need further conceptualization before they can adequately measure some aspect of communicator style.

Another important consideration is the validity of the research. There are two types of validity; internal and external. Internal validity refers to how well the experimental manipulation or treatment produced a significant difference in the particular study. In other words, were all extraneous variables controlled for in the experimental design so as not to mistake their effects for the experimental treatment? External validity refers to the representativeness or generalizability of the experimental findings. To what extent can the results of the experiment be generalized beyond the specific research involved?

This research achieved a high degree of internal validity. All variables except for the communicating style of the candidates and statements about their background and attitude were controlled for. The subjects could not see the candidates, did not know their names, where the election was held, which party the candidates represented, or anything about their organization, expenditures, or endorsements. The results of this study may not be readily generalizable because of the internal controls. The debate situation was somewhat artificial in that so many restrictions were placed on the experiment. Most major debates are seen on television. The

voters have an idea of how the campaign is going through commercials, advertisements, news reports, political events. Therefore, a goal of future research should be to find a way to strengthen the external validity of the study without significantly decreasing its internal validity. In other words, the impact of candidates' communicator style on voter decision-making should be tested in more realistic situations.

Future research could go in one of many possible directions. There is obviously a need to further examine the concept of communicator style, and find the best way to measure it. There has been quite a bit of empirical research testing this concept, but there needs to be a better underlying theory developed for the concept.

As mentioned above, there is a need to increase the external validity of the study. Appropriate model building procedures were taken that resulted in an adequate model of vote and attraction for this sample and research. However, more samples need to be taken and more research needs to be done before a more definitive model of vote and attraction can be generalized to other situation. Also different types of political communication should be examined. Examples could include comparative political races such as presidential, senatorial, gubernatorial, or local elections. Different stimuli could be examined, such as campaign speeches and interpersonal communications of the candidate.

In this study - examining a political debate between three candidates - it is apparent that "how" a political candidate communicates is at least as important as "what" the candidate says about the issues. In this research it has been found that an interpersonal, responsive dimension of candidates' communication is an important factor in subjects' voting decision. These findings are very significant as politics is important to our existence and communication is so vital to politics.

NOTES

¹"Politicking on Television," National Journal II, October, 1970, p. 2135.

²Theodore Newcomb, "The Prediction of Interpersonal Attraction," American Psychologist, Volume 11, 1956, p. 578.

³Herbert W. Simons, "Introduction: Interpersonal Perception, Similarity, and Credibility," in Advances in Communication Research, C.C. Mortensen and K.K. Sereno, (ed.), (New York: Harper and Row, 1973), p. 226.

⁴Peter Andersen and Robert Kibler, "Candidate Valence as a Predictor of Voter Preference," Human Communication Research, Volume 5, 1978, p. 11.

⁵Time, March 20, 1964, p. 20.

⁶See Review of Literature.

⁷Simons, p. 229.

⁸See Review of Literature.

⁹At this point in the 1980 primary Congressman John Anderson was still running as a Republican.

¹⁰Simons, p. 229.

¹¹Dan Nimmo, The Political Persuaders, (Prentice-Hall, Inc., 1970), p. 111.

¹²Robert Norton, "Foundation of a Communicator Style Construct," Human Communication Research, Volume 4, 1978, pp. 99-112.

¹³Robert Norton and Larry D. Miller, "Dyadic Perception of Communicator Style," Communication Research, Volume 2, 1975, pp. 50-67.

¹⁴Robert Norton, "Teacher Effectiveness as a Function of Communicator Style," in Communication Yearbook I, Brent D. Ruben, (ed.), (New Brunswick: Transaction Books, 1977), pp. 525-542.

¹⁵Norton, 1978, p. 100-101.

APPENDIX A

RELEASE FORM

This study is being conducted under guidelines established by Kansas State University. By cooperating, you will help provide answers to important questions however your participation is strictly voluntary. You should omit any questions which you feel unduly invade your privacy or which are otherwise offensive to you. Confidentiality is guaranteed: your name will not be used with the answers in any public or private reports of the results. The use of this release form is to guarantee your rights as a research participant -- e.g. to safeguard you against physical and/or psychological harm, deceptions.

PLEASE READ THE RELEASE FORM AND SIGN YOUR NAME BELOW.

I have read the general instructions to this questionnaire and agree to participate in the project. I understand that my participation will take approximately 50 minutes of voluntary time for the completion of the study. I further understand that my answers will remain anonymous throughout the research. I am entitled to a more complete explanation of the research once I have finished filling out the questionnaire. Finally, my participation should not involve any risk or discomfort.

Signature of participant _____

(PLEASE DETACH THIS SHEET FROM YOUR BOOKLET)

General Instructions

This research is being conducted in partial fulfillment of the researcher's Masters degree in Speech at Kansas State University. The study is not long and should only take about 50 minutes of your time. Your participation is voluntary and you may discontinue participating at any time. However, your cooperation is vital if the research is to have any long term validity.

In a few moments a tape-recorded political debate, approximately 25 minutes in length, will be played to you, afterwhich, you will be asked to give your opinions on the communicating style of the politicians and your opinion on the attitude similiarity of the candidate and yourself. You will then be asked in which city you last voted and which of the three candidates you would vote for if the election were held today.

Thank you very much for your time, cooperation and assistance with this project. As the results become available you may have a copy if you desire. Again, thank you for your time and assistance, for without it this research could never have been accomplished.

Thanks again,

David E. Procter
Department of Speech
Kansas State University

Sex: Male Female

Age _____

Candidate C

Listed below is a set of statements. Please indicate the extent to which you feel the statements describe the communicating style of the politicians and the attitude similarity between the politician and yourself. Do this by circling (1) for strongly agree; (2) for moderately agree; (3) for slightly agree; (4) for neither agree nor disagree; (5) for slightly disagree; (6) for moderately disagree and (7) for strongly disagree.

	Strongly Agree					Strongly Disagree	
Often he physically and vocally acts out what he wants to communicate.	1	2	3	4	5	6	7
He really likes to listen <u>very carefully</u> to people.	1	2	3	4	5	6	7
He is very argumentative.	1	2	3	4	5	6	7
He is very dominant in social situations.	1	2	3	4	5	6	7
He readily reveals personal things about himself.	1	2	3	4	5	6	7
He would rather be open and honest with a person than closed and dishonest, <u>even if it is painful for that person.</u>	1	2	3	4	5	6	7
The rhythm or flow of his speech is affected by his nervousness.	1	2	3	4	5	6	7
The way he says something usually leaves an impression on people.	1	2	3	4	5	6	7
He can always repeat back to a person <u>exactly</u> what was said.	1	2	3	4	5	6	7
He is an extremely friendly communicator.	1	2	3	4	5	6	7
Very often he insists that other people document or present some kind of proof for what they're saying.	1	2	3	4	5	6	7
He habitually acknowledges verbally other's contributions.	1	2	3	4	5	6	7
He always shows that he is empathetic with people.	1	2	3	4	5	6	7
In most social situations he generally speaks very frequently.	1	2	3	4	5	6	7

	Strongly Agree					Strongly Disagree	
He tries to take charge of things when he is with other people.	1	2	3	4	5	6	7
His cultural background is similar to mine.	1	2	3	4	5	6	7
He always prefers to be tactful.	1	2	3	4	5	6	7
Most of the time he tends to be <u>very</u> encouraging to people	1	2	3	4	5	6	7
Often he expresses admiration to a person even if he does not strongly feel it.	1	2	3	4	5	6	7
As a rule he openly expresses his feelings or emotions.	1	2	3	4	5	6	7
He has a tendency to dominate informal conversations with other people.	1	2	3	4	5	6	7
His background is similar to mine.	1	2	3	4	5	6	7
His speech tends to be very picturesque.	1	2	3	4	5	6	7
In most social situations he tends to come on strong.	1	2	3	4	5	6	7
Regularly he tells jokes, anecdotes, and other stories when he communicates.	1	2	3	4	5	6	7
His political beliefs are different from mine.	1	2	3	4	5	6	7
He is a very relaxed speaker.	1	2	3	4	5	6	7
He is conscious of nervous mannerisms in his speech.	1	2	3	4	5	6	7
He <u>deliberately</u> reacts in such a way that people know that he is listening to them.	1	2	3	4	5	6	7
He leaves a definite impression on people.	1	2	3	4	5	6	7
He is an extremely open communicator.	1	2	3	4	5	6	7
His educational background is similar to mine.	1	2	3	4	5	6	7

	Strongly Agree					Strongly Disagree	
	1	2	3	4	5	6	7
He doesn't share my beliefs.							
He leaves people with an impression of himself which they tend to remember.	1	2	3	4	5	6	7
Once he gets wound up in a heated discussion he has a hard time stopping himself.	1	2	3	4	5	6	7
As a rule, he is very calm and collected when he talks.	1	2	3	4	5	6	7
What he says usually leaves an impression on people.	1	2	3	4	5	6	7
He dramatizes a lot.	1	2	3	4	5	6	7
The first impression he makes on people causes them to react to him.	1	2	3	4	5	6	7
He is an <u>extremely</u> attentive communicator.	1	2	3	4	5	6	7
When he disagrees with somebody he is quick to challenge them.	1	2	3	4	5	6	7
He likes the same politicians I like.	1	2	3	4	5	6	7
He is from a different class than I am.	1	2	3	4	5	6	7
His goals for the country are the same as mine.	1	2	3	4	5	6	7
Usually he does not tell people very much about himself until he gets to know them <u>quite</u> well.	1	2	3	4	5	6	7
In arguments he insists upon very precise definitions.	1	2	3	4	5	6	7
His political attitudes are about the same as mine.	1	2	3	4	5	6	7
He very frequently verbally exaggerates to emphasize a point.	1	2	3	4	5	6	7

Candidate A

Below is a set of statements. Please indicate the extent to which you feel the statements describe the politician you have just heard. Do this by circling (1) for strongly agree; (2) for moderately agree; (3) for slightly agree; (4) for neither agree nor disagree; (5) for slightly disagree; (6) for moderately disagree and (7) for strongly disagree.

	Strongly Agree					Strongly Disagree	
He deliberately reacts in such a way that people know he is listening to them.	1	2	3	4	5	6	7
He is conscious of nervous mannerisms in his speech.	1	2	3	4	5	6	7
In most social situations he generally speaks very frequently.	1	2	3	4	5	6	7
The first impression he makes on people causes them to react to him.	1	2	3	4	5	6	7
He really likes to listen <u>very carefully</u> to people.	1	2	3	4	5	6	7
The way he says something usually leaves an impression on people.	1	2	3	4	5	6	7
Once he gets wound up in a heated discussion he has a hard time stopping himself.	1	2	3	4	5	6	7
Often he expresses admiration to a person even if he does not strongly feel it.	1	2	3	4	5	6	7
As a rule, he openly expresses his feelings or emotions.	1	2	3	4	5	6	7
He is a very relaxed communicator.	1	2	3	4	5	6	7
His political beliefs are different from mine.	1	2	3	4	5	6	7
He has a tendency to dominate informal conversation with other people.	1	2	3	4	5	6	7
He always shows that he is very empathetic with people.	1	2	3	4	5	6	7

	Strongly Agree					Strongly Disagree	
When he disagrees with somebody he is quick to challenge them.	1	2	3	4	5	6	7
Very often he insists that other people document or present some kind of proof of what they say.	1	2	3	4	5	6	7
He <u>very frequently</u> verbally exaggerates to <u>emphasize a point</u> .	1	2	3	4	5	6	7
He is dominant in social situations.	1	2	3	4	5	6	7
He always prefers to be tactful.	1	2	3	4	5	6	7
What he says usually leaves an impression on people.	1	2	3	4	5	6	7
He is an extremely attentive communicator.	1	2	3	4	5	6	7
He doesn't share my beliefs.	1	2	3	4	5	6	7
In arguments he insists upon very precise definitions.	1	2	3	4	5	6	7
He is from a different class than I am.	1	2	3	4	5	6	7
His cultural background is similar to mine.	1	2	3	4	5	6	7
Under pressure he comes across as a relaxed speaker.	1	2	3	4	5	6	7
He is very argumentative.	1	2	3	4	5	6	7
He dramatizes a lot.	1	2	3	4	5	6	7
His goals for the country are the same as mine.	1	2	3	4	5	6	7
Most of the time he tends to be <u>very</u> encouraging to people.	1	2	3	4	5	6	7
Often he physically and vocally acts out what he wants to communicate.	1	2	3	4	5	6	7
He leaves a definite impression on people.	1	2	3	4	5	6	7
He readily reveals personal things about himself.	1	2	3	4	5	6	7

	Strongly Agree					Strongly Disagree	
He would rather be open and honest with a person than closed and dishonest, <u>even if it is painful for that person.</u>	1	2	3	4	5	6	7
He tries to take charge of things when he is with other people.	1	2	3	4	5	6	7
He leaves people with an impression of himself which they tend to remember.	1	2	3	4	5	6	7
The rhythm or flow of his speech is affected by his nervousness.	1	2	3	4	5	6	7
He can always repeat back to a person <u>exactly</u> what was said.	1	2	3	4	5	6	7
His background is similar to mine.	1	2	3	4	5	6	7
He is an extremely open communicator.	1	2	3	4	5	6	7
As a rule, he is very calm and collected when he talks.	1	2	3	4	5	6	7
His political attitudes are about the same as mine.	1	2	3	4	5	6	7
His educational background is similar to mine.	1	2	3	4	5	6	7
Usually he does not tell people very much about himself until he gets to know them <u>quite</u> well.	1	2	3	4	5	6	7
His speech tends to be very picturesque.	1	2	3	4	5	6	7
He doesn't share my beliefs.	1	2	3	4	5	6	7
He is an extremely friendly communicator.	1	2	3	4	5	6	7
Regularly he tells jokes, anecdotes and stories when he communicates.	1	2	3	4	5	6	7
He habitually acknowledges verbally other's contributions.	1	2	3	4	5	6	7
In most social situations he tends to come on strong.	1	2	3	4	5	6	7

Candidate B

Listed below is a set of statements. Please indicate the extent to which you feel the statements describe the communicating style of the politicians and the attitude similarity between the politician and yourself. Do this by circling (1) for strongly agree; (2) for moderately agree; (3) for slightly agree; (4) for neither agree or disagree; (5) for slightly disagree; (6) for moderately disagree and (7) for strongly disagree.

	Strongly Agree					Strongly Disagree	
Often he physically and vocally acts out what he wants to communicate.	1	2	3	4	5	6	7
He really likes to listen <u>very carefully</u> to people.	1	2	3	4	5	6	7
He is very argumentative.	1	2	3	4	5	6	7
He is very dominant in social situations.	1	2	3	4	5	6	7
He readily reveals personal things about himself.	1	2	3	4	5	6	7
He would rather be open and honest with a person than closed and dishonest, <u>even if it is painful for that person.</u>	1	2	3	4	5	6	7
The rhythm or flow of his speech is affected by his nervousness.	1	2	3	4	5	6	7
The way he says something usually leaves an impression on people.	1	2	3	4	5	6	7
He can always repeat back to a person <u>exactly</u> what was said.	1	2	3	4	5	6	7
He is an extremely friendly communicator.	1	2	3	4	5	6	7
Very often he insists that other people document or present some kind of proof for what they're saying.	1	2	3	4	5	6	7
He habitually acknowledges verbally other's contributions.	1	2	3	4	5	6	7
He always shows that he is empathetic with people.	1	2	3	4	5	6	7
In most social situations he generally speaks very fluently.	1	2	3	4	5	6	7

	Strongly Agree					Strongly Disagree	
He tries to take charge of things when he is with other people.	1	2	3	4	5	6	7
His cultural background is similar to mine.	1	2	3	4	5	6	7
He always prefers to be tactful.	1	2	3	4	5	6	7
Most of the time he tends to be <u>very</u> encouraging to people.	1	2	3	4	5	6	7
Often he expresses admiration to a person even if he does not strongly feel it.	1	2	3	4	5	6	7
As a rule he openly expresses his feelings or emotions.	1	2	3	4	5	6	7
He has a tendency to dominate informal conversations with other people.	1	2	3	4	5	6	7
His background is similar to mine.	1	2	3	4	5	6	7
His speech tends to be very picturesque.	1	2	3	4	5	6	7
In most social situations he tends to come on strong.	1	2	3	4	5	6	7
Regularly he tells jokes, anecdotes, and other stories when he communicates.	1	2	3	4	5	6	7
His political beliefs are different from mine.	1	2	3	4	5	6	7
He is a very relaxed speaker.	1	2	3	4	5	6	7
He is conscious of nervous mannerisms in his speech.	1	2	3	4	5	6	7
He <u>deliberately</u> reacts in such a way that people know that he is listening to them.	1	2	3	4	5	6	7
He leaves a definite impression on people.	1	2	3	4	5	6	7
He is an <u>extremely</u> open communicator.	1	2	3	4	5	6	7
His educational background is similar to mine.	1	2	3	4	5	6	7
He doesn't share my beliefs.	1	2	3	4	5	6	7

	Strongly Agree					Strongly Disagree	
He leaves people with an impression of himself which they tend to remember.	1	2	3	4	5	6	7
Once he gets wound up in a heated discussion he has a hard time stopping himself.	1	2	3	4	5	6	7
As a rule, he is very calm and collected when he talks.	1	2	3	4	5	6	7
What he says usually leaves an impression on people.	1	2	3	4	5	6	7
He dramatizes a lot.	1	2	3	4	5	6	7
The first impression he makes on people causes them to react to him.	1	2	3	4	5	6	7
He is an <u>extremely</u> attentive communicator.	1	2	3	4	5	6	7
When he disagrees with somebody he is quick to challenge them.	1	2	3	4	5	6	7
He likes the same politicians I like.	1	2	3	4	5	6	7
His goals for the country are the same as mine.	1	2	3	4	5	6	7
Usually he does not tell people very much about himself until he gets to know them <u>quite</u> well.	1	2	3	4	5	6	7
In arguments he insists upon very precise definitions.	1	2	3	4	5	6	7
His political attitudes are about the same as mine.	1	2	3	4	5	6	7
He very frequently verbally exaggerates to emphasize a point.	1	2	3	4	5	6	7

Did you recognize any of the candidates?

Yes _____ No _____

In what city did you last vote? _____

Based on the information you have heard in this debate which of the candidates would you vote for?

Candidate A _____ Candidate B _____ Candidate C _____

Based on the candidates presentation, how would you evaluate their attractiveness as a political candidate?

	Very Attractive					Very Unattractive	
Candidate A	1	2	3	4	5	6	7
Candidate B	1	2	3	4	5	6	7
Candidate C	1	2	3	4	5	6	7

How regularly do you follow public or political affairs?

Every day _____

Once a week _____

A couple of times a year _____

What is your political party identification?

Democrat

Independent

Republican

Politically, do you consider yourself a

Liberal _____

Moderate _____

Conservative _____

APPENDIX B

FACTOR ANALYSIS OF SOURCE VARIABLES
CSM
Table B-1

MEASURES	VARIMAX ROTATED FACTOR MATRIX					COMMUNALITY h^2
	F_1	F_2	F_3	F_4	F_5	
Physically and Vocally acts out (Dramatic)	0.293	0.376	0.189	0.188	0.268	.37
Really likes to listen (Attentive)	0.707	-0.013	0.080	0.169	0.087	.54
He is very argumentative (Contentious)	0.010	0.595	0.041	0.094	0.181	.40
Dominant in social situations (Dominant)	0.397	0.622	0.164	0.061	-0.094	.55
He readily reveals things (Open)	0.092	0.054	0.058	0.712	0.059	.53
He would rather be open (Open)	0.197	0.124	0.166	0.616	0.033	.46
Rhythm or flow is affected (Relaxed)	0.725	-0.004	0.068	-0.106	-0.173	.57
The way he says something (Impression leaving)	0.222	0.112	0.753	0.066	-0.003	.63
He can always repeat back (Attentive)	0.636	0.159	0.043	0.151	0.040	.46
An extremely friendly communicator (Friendly)	0.703	-0.116	0.156	0.197	0.198	.61
Insists upon precise defini- tion (Contentious)	0.246	0.377	-0.024	0.059	0.165	.23
Habitually acknowledges verbally (Friendly)	0.480	-0.020	0.021	0.162	0.283	.34
He is very empathetic (Attentive)	0.416	-0.103	0.185	0.208	0.153	.28
In social situations speaks frequently (Dominant)	0.457	0.504	0.190	-0.001	-0.005	.50

CSM

	F_1	F_2	F_3	F_4	F_5	h^2
He tries to take charge (Dominant)	0.188	0.753	0.032	0.069	-0.121	.62
Prefers to be tactful (Friendly)	0.635	0.062	0.046	0.029	0.018	.41
Tends to be encouraging (Friendly)	0.698	0.116	0.149	0.234	0.068	.58
Often expresse admiration (Friendly)	0.184	0.176	-0.050	-0.152	0.382	.23
Often expresses his feelings (Friendly)	0.148	0.134	0.146	0.566	0.047	.38
Tendency to dominate informal conversation (Dominant)	0.063	0.693	0.100	-0.005	-0.006	.49
Speech tends to be picturesque (Dramatic)	0.437	0.100	0.193	0.026	0.416	.41
In social situations he comes on strong (Dominant)	0.180	0.668	0.256	0.004	0.007	.54
Regularly he tells jokes (Dramatic)	0.305	-0.027	0.149	-0.059	0.505	.37
He is a very relaxed commun- icator (Relaxed)	0.839	0.089	0.129	-0.095	-0.089	.75
Under pressure he comes across relaxed (Relaxed)	0.853	0.0127	0.113	-0.087	-0.090	.77
He is concious of mannerisms (Relaxed)	0.155	0.029	0.106	-0.160	-0.331	.17
He deliberately reacts (Attentive)	0.542	0.131	0.186	0.077	0.250	.35
He leaves a definite impression (Impression leaving)	0.198	0.180	0.783	0.134	0.008	.70
He is an open communicator (Open)	0.537	0.102	0.275	0.404	-0.015	.54

CSM

	F_1	F_2	F_3	F_4	F_5	h^2
He leaves people with an impression (Impression leaving)	0.137	0.167	0.774	0.107	0.030	.66
Once he gets wound up (Contentious)	-0.291	0.528	0.116	0.061	0.212	.43
As a rule he is very calm (Relaxed)	0.830	0.067	0.078	-0.070	-0.118	.72
Usually leaves an impression (Impression leaving)	0.344	0.184	0.728	0.124	-0.038	.70
He dramatizes a lot (Dramatic)	-0.164	0.382	0.108	-0.060	0.480	.42
The first impression he makes (Impression leaving)	0.052	0.140	0.641	0.073	0.137	.46
He is extremely attentive (Attentive)	0.749	0.137	0.214	0.067	0.006	.63
When he disagrees with somebody (Contentious)	-0.081	0.545	0.135	0.157	0.120	.36
Usually he does not tell people (Open)	-0.077	0.026	0.012	0.523	-0.172	.31
In arguments he insists upon precise definitions (Contentious)	0.498	0.302	0.086	-0.019	0.100	.36
He verbally exaggerates (Dramatic)	0.240	0.389	0.084	-0.084	0.481	.45
% Common Variance	52%	21%	11%	8%	7%	100%
% Total Variance	25%	10%	6%	4%	4%	49%

FACTOR ANALYSIS OF SOURCE VARIABLES

Homophily WITH PUBLIC FIGURES
Table B-2

MEASURES	VARIMAX ROTATED FACTOR MATRIX		COMMUNALITY h^2
	F_1	F_2	
Background is similar (Background)	0.884	0.079	.79
Cultural background is similar (Background)	0.890	0.092	.81
His political beliefs are different (Attitude)	0.187	0.745	.59
Educational background is similar (Background)	0.711	0.207	.55
Doesn't share beliefs (Attitude)	0.226	0.778	.66
Likes the same politicians (Attitude)	0.175	-0.369	.17
He is from a different class (Background)	0.608	0.193	.41
His goals are the same (Attitude)	0.263	0.743	.62
His political attitudes are the same (Attitude)	0.338	0.778	.72
% Common Variance	71%	29%	100%
% Total Variance	42%	17%	59%

APPENDIX C

Backward and Forward Stepwise Regressions

Table C-1

Regression Model Utilizing only Communicator Style Variables

Dependent Variable - Attraction

Variable	b value	Standard Error	SS	F
Amiable	.87	.074	352.34	136.36*
Aggressive	.02	.072	.25	.10
Impression Leaving	.30	.073	43.03	16.65*
Open	.17	.076	12.49	4.84*
Dramatic	.09	.073	3.90	1.51

Model - $R^2 = .26$

Mean Square Error = 2.58

Table C-2

Regression Model Utilizing only Homophily Variables

Dependent Variable - Attraction

Variable	b value	Standard Error	SS	F
Background Homophily	.21	.082	20.58	6.86*
Attitude Homophily	.62	.080	182.33	60.76*

Model - $R^2 = .12$

Mean Square Error = 3.0

Table C-3

Regression Model Utilizing Combination of Both Communicator Style and Homophily Variables

Dependent Variable - Attraction

Variable	b value	Standard Error	SS	F
Amiable	.76	.088	189.07	73.19*
Aggressive	.04	.075	.76	.29
Impression Leaving	.26	.076	30.01	11.62*
Open	.11	.080	4.91	1.90
Dramatic	.09	.075	3.96	1.53*
Background Homophily	.01	.084	.02	.01
Attitude Homophily	.26	.088	22.27	8.62*

Model - $R^2 = .27$

Mean Square Error = 2.58

Table C-4

Final Regression Model used to Predict Attraction

Dependent Variable - Attraction

Variable	b value	Standard Error	SS	F
Amiable	.75	.084	208.83	81.50*
Impression Leaving	.25	.076	28.43	11.01*
Attitude Homophily	.28	.085	27.32	10.58*

Model - $R^2 = .27$

Mean Square Error = 2.58

Note: * indicates significance at the .05 level

Results of both the Backward and Forward Stepwise Regression models were identical.

APPENDIX D

Probit Analysis

Table D-1

Probit Model utilizing only Communicator Style Variables
Dependent Variable - Vote

Variables	Estimated Parameter	Estimated Standard Error	z-score
Amiable	.470	.049	9.56*
Aggressive	.051	.048	-1.06
Impression Leaving	.191	.049	3.88*
Open	.111	.048	2.32*
Dramatic	.003	.047	.06

Table D-2

Probit Model utilizing only Homophily Variables
Dependent Variable - Vote

Variables	Estimated Parameter	Estimated Standard Error	z-score
Background Homophily	.180	.046	3.89*
Attitude Homophily	.342	.049	7.03*

Table D-3

Probit Model utilizing Combination of both Communicator Style and Homophily Variables

Dependent Variable - Vote

Variable	Estimated Parameter	Estimated Standard Error	z-score
Amiable	.392	.056	6.95*
Aggressive	-.055	.048	-1.13
Impression Leaving	.174	.051	3.45*
Open	.085	.049	1.73
Dramatic	.002	.048	.03
Background Homophily	.092	.050	1.84
Attitude Homophily	.134	.057	2.36*

Table D-4

Probit Model utilizing the Demographic Variables as Predictors

Dependent Variable - Vote

Variable	Estimated Parameter	Estimated Standard Error	z-score
Sex	-.148	.134	-1.10
Party Identification	-.027	.090	- .30
Political Ideology	-.004	.103	- .04
Attention to Public Affairs	-.039	.091	- .43

Table D-5
 Final Probit Model used to Predict Vote
 Dependent Variable - Vote

Variable	Estimated Parameter	Estimated Standard Error	z-score
Amiable	.410	.054	7.66*
Impression Leaving	.164	.050	3.28*
Attitude Homophily	.142	.054	2.62*

Table D-6
 Probit Model utilizing Attraction as the Independent Variable
 Dependent Variable - Vote

Variable	Estimated Parameter	Estimated Standard Error	z-score
Attraction	.190	.019	10.15*

* indicates significance at least at the .05 level

APPENDIX E

Analysis of Variance

Table E-1
ANOVA Examining Demographic Variables
Dependent Variable - "Amiable"

Source of Variance	df	SS	F	PR-F	R ²
Candidate	2	177.74	187.84	.01	
Sex	1	.37	.79	.38	
Party	2	.02	.03	.97	
Political Ideology	2	2.36	2.50	.08	
Attention to Public Affairs	2	.65	.69	.50	
Model	9	182.74	42.92	.01	.53
Error	349	165.12			
Total	358	347.86			

Duncan's Multiple Range Test Examining Means of "candidate"
Dependent Variable - "amiable"

Candidate A	-1.02	The mean for candidate A is significantly different from the other two candidates.
Candidate B	.50	
Candidate C	.43	

Note: Larger means indicate the candidates are perceived as more "amiable."

Table E-2
ANOVA examining Demographic Variables
Dependent Variable - "Aggressive"

Source of Variance	df	SS	F	PR-F	R ²
Candidate	2	4.38	2.01	.13	
Sex	1	.03	.04	.85	
Party	2	2.21	1.01	.36	
Political Ideology	2	2.54	1.16	.31	
Attention to Public Affairs	2	.36	.17	.84	
Model	9	9.70	.99	.45	.02
Error	349	381.30			
Total	358	391.01			

No Variables were significant at the .05 level

Table E-3
 ANOVA Examining Demographic Variables
 Dependent Variable - "Impresión Leaving"

Source of Variance	df	SS	F	PR-F	R^2
Candidate	2	2.49	1.21	.29	
Sex	1	1.19	1.16	.28	
Party	2	.23	.11	.89	
Political Ideology	2	1.14	.56	.57	
Attention to Public Affairs	2	2.39	1.17	.31	
Model	9	6.99	.76	.65	.01
Error	349	358.93			
Total	358	365.93			

No variables were significant at the .05 level

Table E-4
ANOVA Examining Demographic Variables
Dependent Variable - "open"

Source of Variance	df	SS	F	PR-F	R ²
Candidate	2	15.25	8.65	.01	
Sex	1	4.16	4.72	.03	
Party	2	1.31	.75	.47	
Political Ideology	2	.87	.49	.61	
Attention to Public Affairs	2	5.93	3.37	.03	
Model	9	26.26	3.31	.01	.07
Error	349	307.83			
Total	358	334.10			

Duncan's Multiple Range Test Examining Means of "candidate"
Dependent Variable - Open

Candidate A	.29	The mean of candidate A is significantly different from the other two candidates.
Candidate B	-.08	
Candidate C	-.18	

Duncan's Multiple Range Test Examining Means of "Sex"
Dependent Variable - Open

Male	-.10	The two means are significantly different from each other.
Female	.13	

Duncan's Multiple Range Test Examining Means of "Attention to Public Affairs"
Dependent Variable - Open

Views public affairs daily	-.18	The mean for those persons who viewed public affairs every day is significantly different from those who seldom watched public affairs. Means for persons who never watched public affairs were not significantly different from either of the other two.
Seldom views public affairs	.12	
Never watches public affairs	.03	

Note: Larger means indicate the candidates are perceived as more "open."

Table E-5
ANOVA Examining Demographic Variables
Dependent Variable - Dramatic

Source of Variance	df	SS	F	PR-F	R ²
Candidate	2	.50	.25	.77	
Sex	1	6.92	6.91	.01	
Party	2	.25	.13	.88	
Political Ideology	2	6.83	3.41	.03	
Attention to Public Affairs	2	1.39	.70	.49	
Model	9	17.70	1.96	.04	.04
Error	349	349.60			
Total	358	367.31			

Duncan's Multiple Range Test Examining Means of "sex"
Dependent Variable - Dramatic

Male	.06	The two means are significantly different from each other.
Female	-.23	

Duncan's Multiple Range Test Examining Means of "political ideology"
Dependent Variable - Dramatic

Liberals	.003	Conservatives perceive the candidates as significantly more dramatic than moderates. The means for liberals were not significantly different from either of the other two.
Moderates	-.22	
Conserva- tives	.17	

Note: Larger means indicate the candidate is perceived as more "dramatic."

Table E-6
ANOVA Examining Demographic Variables
Dependent Variable - "Background Homophily"

Source of Variance	df	SS	F	PR-F	R ²
Candidate	2	12.73	8.09	.01	
Sex	1	.28	.36	.55	
Party	2	2.01	1.28	.27	
Political Ideology	2	15.51	9.86	.01	
Attention to Public Affairs	2	2.68	1.70	.18	
Model	9	37.04	5.23	.01	.11
Error	372	292.71			
Total	381	329.75			

Duncan's Multiple Range Test Examining Means of "candidate"
Dependent Variable - background homophily

Candidate A	-.11	The mean for candidate A is significantly different from the other two candidates.
Candidate B	.31	
Candidate C	.22	

Duncan's Multiple Range Test Examining Means of "political ideology"
Dependent Variable - background homophily

Liberals	-.28	The mean for liberals is significantly different from the moderates and conservatives.
Moderates	.24	
Conservatives	.29	

Note: Larger means indicate greater amount of perceived homophily.

Table E-7
ANOVA Examining Demographic Variables
Dependent Variable - "Attitude Homophily"

Source of Variance	df	SS	F	PR-F	R ²
Candidate	2	23.03	13.55	.01	
Sex	1	.04	.05	.82	
Party	2	.11	.06	.93	
Political Ideology	2	11.50	6.76	.01	
Attention to Public Affairs	2	5.23	3.08	.04	
Model	9	42.17	5.51	.01	.11
Error	392	316.32			
Total	381	358.49			

Duncan's Multiple Range Test Examining Means of "candidate"
Dependent Variable - Attitude Homophily

Candidate A	-.36	The mean of candidate A is significantly different from the other two candidates.
Candidate B	.23	
Candidate C	.004	

Duncan's Multiple Range Test Examining Means of "political ideology"
Dependent Variable - Attitude Homophily

Liberals	-.24	The mean of conservatives is significantly different from the moderates and liberals.
Moderates	-.10	
Conservatives	.28	

Duncan's Multiple Range Test Examining Means of "attention to public affairs"
Dependent Variable - Attitude Homophily

Views public affairs daily	-.25	The mean of those persons who view public affairs daily is significantly different from the other two.
Seldom views public affairs	.06	
Never views public affairs	.01	

Note: Larger means indicate greater amount of perceived homophily.

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VOTER DECISION-MAKING AS A FUNCTION OF
COMMUNICATOR STYLE AND HOMOPHILY

by

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B.S., Kansas State University, 1977

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF ARTS

Department of Speech

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1980

Researchers in the field of politics have long been interested in explaining why people vote for certain candidates. Most study has focused on variables such as party identification, group memberships, campaign expenditures, organization of the candidate, or utility of voting for a particular candidate. This research examined the impact that candidates' communicator style and homophily have on voter decision-making. Communicator style is the result of linguistic choices made by the source, and can be thought of as "how" the source states the message. Homophily refers to the degree to which interacting individuals are similar on certain attributes. The study also examined the importance these concepts have on the attractiveness of the candidate, which seem to be a condition for subsequent voting choice.

In order to test these variables, a 1978 debate between five Republican primary candidates was used as the stimulus material. This decision was based on the debate's format, the mass media involved, and the number of potential voters exposed to the debate.

This research examined the impact that candidate communicator style had on voting behavior and attraction, the impact candidate homophily had on voting behavior and attraction, and how differences between subjects affected their perceptions of a candidate's style and homophily. Stepwise regression, probit analysis, and analysis of variance were used to examine these questions.

The results indicate that there are indeed certain dimensions of communicator style and homophily that significantly affect subjects' voting decision. Three specific variables are most strongly associated with voter decision-making: "amiable," "impression leaving," and "attitude homophily." These same variables are most predictive of the attractiveness of the candidate.

Differences among subjects do not indicate any overall trends in perception of style or homophily.

The results of this thesis suggest that study of communicator style and homophily is applicable in the area of political communication - specifically in terms of voter decision-making and attractiveness of political candidates. In this controlled study the results indicate that "how" a candidate communicates is at least as important as the issue positions that candidates hold. Future research could further explain the relationship between a candidate's communicator style and respondent's voting decision.