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AUTHOR Hurt, H. Thomas; And Others
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ABSTRACT

The authors contend that the personality construct of "Machiavellianism" should be of concern to communication researchers because of its implicit relationship to the process of persuasion. Two studies are reported which investigate the relationship between the Machiavellian personality and two variables in the persuasive process: source credibility and message type. The first experiment tested several contradictions in the relationship between Machiavellian personality type and the perception of credibility. Results indicated that individual personality differences did result in differential perceptions of source credibility. The second experiment tested interaction between message type (Factual-Emotional) and credibility in inducing attitude change in subjects with high and low Machiavellian traits. Results indicated that standard persuasion theories are most useful in predicting behavior of those with low Machiavellian traits, particularly with respect to source credibility. For those of high Machiavellian traits, however, a redefinition of the effects of source credibility is perhaps needed. (Author/RN)

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CREDIBILITY, PERSUASIBILITY, AND THE
PERCEPTION OF MACHIAVELLIANISM

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The University of Delaware
Newark, Delaware 19711

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CREDIBILITY, PERSUASIBILITY, AND THE PERCEPTION OF MACHIAVELLIANISM

Communication researchers have long been concerned with the relationship between personality variables, source perception, and message encoding in the process of persuasion (see, for example, Hurt & Weaver 1972; and Miller and Lobe, 1967). Generally, these studies have focused their attention on either authoritarianism (specifically, social prejudice) or dogmatism and cognitive rigidity. While both of the personality "types" do have an effect on subjects' encoding behavior and the perception of source credibility, both of these personality variables are believed to represent such a generalized way of behaving that any specific effect they account for in persuasive situations is difficult to define.* This is due partially to the hypothesized constructs of authoritarianism and dogmatism (Adorno, et al, 1950; Rokeach, 1960) and to the high amount of error variability in the scales used to measure those constructs (for an excellent summary of the latter criticisms see Brown, 1965).

Recently, Christie and Geiss (1970) published a text which represented several years of research attempting to isolate, define, and test the effects of a personality construct called "Machiavellianism" on interpersonal interactions. The measurement of Machiavellianism has significant implications for Communication research relating to persuasion studies for two reasons: (1) the Machiavellian scales are relatively "unbound" to other personality measures, and have been constructed so as to reduce, to a large extent, the "reactive

*Hurt & Weaver (1972) found that although there were significant differences between the encoding behavior of high and low prejudiced subjects, the difference could only be attributed to a few of the prejudiced subjects who had such low "encoding scores" that they tended to severely decrease the total mean "encoding score" of the prejudiced group. An examination of the variance accounted for by the dogmatism variable in the other studies cited above leads to the same conclusion.

characteristics" present in administrations of other personality scales (Christie and Geiss, 1970); (2) the construct of Machiavellianism is specifically related to the process of persuasion; of manipulating others in interpersonal encounters. This fact is not, however, clear from the research published to date dealing with Machiavellianism. A summary of this research compiled by Christie and Geiss (1970) indicates that this is so, and that no clear-cut attitude change studies have been designed to test this relationship.

Given the implied relationship between Machiavellianism and persuasion, and the lack of empirical evidence to support this implication, the present study was designed to assess the interactive effects between Machiavellianism and two variables of the persuasive process on attitude change.

The first of two variables in the persuasive process of concern was source credibility. Christie and Geiss reported the results of research which lead to a tentative conclusion that high Machiavellians remained relatively unaffected, in terms of behavior or attitude change, by contacts with high status others. If high status can in any way be equated with high credibility, and research by Norman (1963) indicated that it can be, then these results were directly contradictory to much previous research relating to credibility effects (Hovland and Weiss, 1953; Greenburg and Miller, 1966).

While this is an interesting contradiction, the reason for it is relatively clear. Status, in the Machiavellian studies, was defined on the base of source and subject role differences; that is, credibility was defined by the experimenters on an a-priori basis. Factor-analytic research by Berlo (1971) and McCroskey (1971)

indicated that such a-priori judgments are often, at best, inaccurate and that the credibility of any source is due in large part to the perceptions of the receivers. Given then, that the operational definitions of credibility in the Machiavellian studies may have lacked construct validity, the first part of this study was devoted to asking the following question:

Q1_a: What differences, if any, are there between the factor structures of the responses of high and low Machiavellianism subjects to high and low credible sources?

A second, and intriguing part of this first question emerges. Since credibility provides a source with manipulative power over the behavior of others, how does a Machiavellian perceive the manipulative tendencies (Machiavellianism) of a source who he has defined as being credible? An interesting contradiction occurs here. If a subject is Machiavellian, then he has probably agreed with an item similar to this one:

Never tell anyone the real reason you did something unless it is useful to do so

and disagreed with an item similar to this one:

There is no excuse for lying to someone else.*

Since credibility represents social power--the ability to affect the behavior of others--and Machiavellianism is a tendency to exercise social control, how would a Machiavellian subject perceive a high credible

*These items are taken from the MACH IV (Likert scale) version of the Machiavellian scale (Christie and Geiss, 1970).

source's responses to these items? If he says the source would disagree with the first, and agree with the second, he is saying that the source has high credibility but little manipulative control in communicative encounters, which is not consistent with a high credible evaluation! On the other hand, if he perceived the credible source as responding to these items similar to a Machiavellian response, then he is in effect contradicting the general sense of the term "credibility" which has traditionally been anchored in social mores such as "honesty" and "character". Consequently, this contradiction was investigated by attempting to answer the following question:

QI_b: What is the extent and direction of the relationship between obtained factors of source credibility and perception of the degree of "source Machiavellianism" for high and low Machiavellian subjects and high and low credible sources?*

It is, of course, quite possible that a Machiavellian subject reduces the "credibility - Machiavellian" incongruity by discriminating between credibility and social, manipulative power. For example, a subject might find a high credible source to be honest, competent, and dynamic, but totally unable to control other in communicative encounters. This is consistent with findings reported above which indicate high Machiavellians are little affected by positive or negative perceptions of others. To account for this affect, the

*For low Machiavellian SS, the predictions would follow a standard persuasion model: a negative linear relationship between perceived Machiavellianism for low credible sources, and a negative linear relationship for high credible sources.

following question was posed:

QI_c: Does perceived Machiavellianism better predict certain communicative behaviors* in encounters with others (sources) than high credibility for high Machiavellian subjects?

The second portion of this study was concerned with message variables, and the interaction of these variables with source credibility. Christie and Geiss (1970), in describing the Machiavellian, argued that Machiavellians were not as easily affected by the emotional, "irrational" elements of interpersonal relationships, as are low Machiavellians. These "irrational elements" included not only perceptions of status and credibility, but also message type. Christie and Geiss maintained that Machiavellians were generally persuaded by "factual" appeals only, whereas low Machiavellians were more easily persuaded by "emotionally" based appeals. Geiss (1972) reports, however, that neither of these assumptions have been adequately verified empirically.

Therefore, the second portion of this study was specifically concerned with testing the following hypotheses:

- HI_a: High Machiavellian subjects: No interaction between credibility dimensions and message type in producing attitude change; there will be a significant main affect for message type only.**
- HI_b: Low Machiavellian subjects: Significant interactions will be obtained between high credible sources and emotional appeals in producing attitude change.

*A discussion of techniques for measuring these behaviors is withheld until the section dealing with METHODS.

**The results of the test of this hypotheses will also yield further information regarding Question I_c.

PROCEDURES
Experiment I

Subjects. Subjects were 250 students enrolled in Introductory Communication and Political Science courses.

Experimental Material: All of the Ss received a questionnaire booklet containing 3 copies of the MACH IV (Likert version) personality inventory for measuring Machiavellianism, two semantic-differential type instruments containing 53 scales used by McCroskey (1971) for measuring evaluations of a high credible source (George McGovern) and a low credible source (Governor George Wallace)* and two copies of an instrument containing 4 scales designed by McCroskey (1971) to measure other kinds of communicative interactions with those sources. Sources were counterbalanced to account for order effects.

Methods: The subjects were requested to complete the first MACH IV scale in terms of their own agreement or disagreement with each item. The subjects evaluated each of the sources using the credibility scales, and also responded to the 4 "communicative interaction" scales relating to each source. Subjects were then requested to respond to the remaining 2 MACH IV scales the way in which they believed each of the sources would respond to it.

Factor Analysis of the Credibility Data: Ss responses to the MACH IV scales were rank-ordered and, following a recommendation by Christie and Geiss, a

*Pre-testing has indicated that these sources are generally considered to be high and low credible for people similar to the Ss used in this study.

median split was made using the distribution of obtained MACH scores. The responses of 50 Ss were eliminated due to their failure to properly complete the questionnaires. The remaining Ss whose MACH scores were equal to or greater than the median value of 101.5 were considered high Machiavellians (HM, n = 100) and those whose scores fell below the median were considered low Machiavellians (LM, n = 100).

The credibility evaluations of both sources for the HM and LM Ss were then separately submitted to principle axis and varimax rotations. The program stopped the rotation when fewer than two items had their highest loading on one factor.

Tables I and II present the rotated credibility factor structures for the HM and LM Ss. Due to the relatively small size of the sample it was decided that to load on any factor, each specific item would have to have a loading of $\geq .70$ on the prime factor and no more than .30 on any other factor. As can be seen in Table I the analysis of the HM data yielded three dimensions of credibility for both sources: Competence, Dynamism and Composure. These three factors accounted for 65 percent of the variability in credibility evaluations.* The loadings on the primary factors were quite high while the loadings on the other dimensions were relatively low. Although several scales appeared to cluster together on what might feasibly be called a Trustworthiness

*The data presented in these two tables represents a compression of the Ss' responses to both sources. If the same 4 items, for example, loaded on the same factor for both sources, the lowest item loadings were reported. The same is true for factor variance and total variance. Where different items loaded for the two sources, the differences were indicated in parentheses. Thus, in Table I, the item nervous-poised (HC) means that that item loaded on the Composure factor for the high credible source only.

dimension,* none of these scale loadings met the minimum requirements for consideration as loading on a prime factor. In addition, the scale nervous-poised had a high loading on the Dynamism factor for the low credible source and a high loading on the Composure factor for the high credible source.

Table I About Here

Table II presents the rotated credibility factor structures obtained from the LM Ss. In this case, four credibility factors were defined: Competence, Dynamism, Composure, and Trustworthiness. These factors accounted for 73 percent of the variability in LM credibility evaluations. Once again, all of the scales had relatively high loadings on the primary factors, although the scales nervous-poised and cruel-kind loaded on the Composure and Trustworthiness factors respectively for only the low credible source.

Table II About Here

Having obtained the results of the factor analyses, mean evaluations were computed on each of the obtained factors for HM and LM Ss to insure that the high and low credible sources had been appropriately perceived. The results summarized in Table III indicate that the hoped-for credibility evaluations were in fact achieved.

*These items were bad-good, reliable-unreliable, and undependable-responsible.

Table III About Here

Relationship Between Perceived Machiavellianism and Credibility:

In order to determine the extent and direction of any relationship between perceived Machiavellianism and source credibility, correlation coefficients were computed between each of the dimensions of credibility and the perceived source MACH evaluations obtained from the HM and LM Ss. These results are summarized in Table IV.

Table IV About Here

For the HM Ss there was a positive relationship between perceived MACH scores and each of the credibility dimensions for the source, George McGovern. The data from the LM Ss, on the other hand, revealed a negative relationship between perceived MACH scores and source credibility for the same source. In other words, perceptions of Machiavellianism in the source increased with increases in credibility evaluations by the HM Ss, but decreased under the same conditions for the LM Ss.

For the low credible source (George Wallace) the relationship between source MACH and credibility evaluations attained significance for two of the three credibility dimensions responded to by HM Ss. The correlation between MACH evaluations and the Competence dimension did not achieve significance.

A negative relationship was obtained between MACH source evaluations and the dimensions of Competence and Trustworthiness when LM Ss evaluated the source, George Wallace. There were positive correlations with the Dynamism and Composure dimensions.

The mean MACH source evaluations by both groups of Ss is shown in Table V. The directions of the correlations discussed above are further demonstrated by the pattern of these MACH evaluations.

Table V About Here

Relationships Among the Communication Interaction Scales and Sources MACH and Credibility Evaluations:

Table VI summarizes the obtained correlations between each of the credibility dimensions and the 4 Interaction scales. For the high credible source, the pattern of the correlations for LM Ss was not markedly deviant from that which had been expected. In general, the higher the credibility on any one dimension the higher were the responses to the 4 Interaction scales. For the low credible source, however, the data from the LM Ss indicated significant negative relationships between Dynamism and two of the Interaction scales. A third negative correlation did not reach significance.

The data from the HM Ss revealed positive relationships between credibility dimensions and the Interaction scales for both sources, and so while it might appear initially that differences in credibility evaluations might not effect subsequent interactions with sources for the HM Ss, the highest of the correlations (.54) explains little more than 25 percent of the total variance in responses to that item.

Table VI About Here

The relationships between source MACH evaluations and the scales are summarized in Table VII. For the high credible source, analysis of the LM Ss responses revealed negative correlations between MACH evaluations and the four scales. The same is true for the HM Ss, with the exception of the information seeking scale, whose correlation with the MACH evaluations did not reach significance.

In the case of the low credible source, the same patterns of relationships are present except that in general the correlation tend to be of a lower magnitude and two of them (LM, Opinion; and HM, Communicator) were not significant.

Table VII About Here

DISCUSSION

The most significant finding of this first study is the fact that individual differences did result in differential perceptions of source credibility. Unlike the LM Ss, Trustworthiness was not a significant dimension of credibility for HM Ss. The generalizability of this last statement, however, is tempered by two factors:

- 1) Due to the fact that data was available on only 200 Ss, it was necessary to level Ss on the basis of a median split of the distribution of Ss MACH scores. This tends to result in some "fuzziness" of responses of the

Ss located near the median. Nonetheless, the relatively conservative restriction of a primary factor loading for any one item of $\geq .70$ did result in two sets of credibility factor structures accounting for large percentages of the total variation of credibility evaluations for both sets of Ss. It is quite possible, however, that had this restriction not been imposed a Trustworthiness dimension might have been obtained for the HM Ss as well. Nevertheless, it is intuitively compelling to hypothesize the obtained credibility factor structure for the HM Ss. For the Machiavellian, people tend to be perceived as objects to be manipulated. Consequently, if the HM thinks of a successful communicator, particularly in a persuasive interaction as having a manipulative goal, then there is no necessary reason to expect the source to be honest. Perhaps scales which tap some sort of pragmatism dimensions might be more useful measures of credibility for Machiavellian receivers.

2) The absence of a Trustworthiness dimension should not be taken to imply that HM Ss do not trust persons with whom they interact. The absence of perceived trustworthiness and feelings of distrust are two separate concepts. More research is needed to assess what effect, if any, the latter concept has on HM Ss in persuasive situations.

The relationships between perceived source Machiavellianism and credibility ratings are equally of interest. In general, for the HM Ss, the higher the credibility evaluations the higher the perceived source MACH score. This same relationship holds for the low credible source. The LM Ss on the other hand, perceived a negative relationship between credibility and source MACH evaluations. Again, this is not particularly deviant from any expectancies derived from the theory of the Machiavellian personality.

More specific inquiry into the effects of credibility and source Machiavellianism on subsequent communication interactions also support the generalizations made above. For the HM Ss, either source Machiavellianism or credibility ought to predict roughly similar interaction evaluations, and the correlational data presented above would indicate that this is so. Given the size of the correlations presented in Table IV, however, we had expected higher correlations than those presented in Tables VI and VII. Part of the reason that these correlations did not reach their expected magnitudes is the fact that in both Tables VI and VII the results were based on correlating either credibility or source MACH evaluations with a series of 4, one-item tests. Any one-item test has notoriously bad reliability and this probably contributed to the decreased magnitude of the correlations.

In Table VI it is also interesting to note that the LM Ss recorded two significant negative correlations between Dynamism and the Information and Communicator Interaction Items. These results are consistent with speculations made by Berlo, Lemert, and Mertz (1969) who argued that if a source is perceived as not very credible on other dimensions of credibility but has a high Dynamism evaluation, this evaluation will tend to intensify the lower credibility rating. LM evaluations of the low credible source (Table III) further support this assumption. The most highly evaluated dimension for the source, George Wallace, was Dynamism, followed closely by Composure. This latter dimension also resulted in a negative correlation with the Communicator item, although the magnitude of the correlation did not reach significance. These results would tend to indicate that for the LM Ss, if a low credible source has relatively high ratings on certain stylistic or behavioral components of credibility, then he is likely to be perceived as being more Machiavellian and thus even less reliable.

PROCEDURES Experiment II

Subjects

Ss were 120 students enrolled in Introductory Communication Courses in the Spring semester, 1972.

Experimental Materials

All of the Ss received test booklets containing one MACH IV scale, semantic differential-type instruments for measuring source credibility (using the appropriate factors obtained in Experiment I) and attitudes toward certain issues. The scales used to measure attitudes toward each of these issues were good-bad, valuable-worthless, fair-unfair, and pleasant-unpleasant. The experimental issue selected for use in the final phase of this study was "The Present Marijuana Laws Ought to be Maintained." In addition, two hypothetical communicators were selected as the high and low credible sources. The high credible source was described as an ex-student and a former user of marijuana who, because of his intense identification with students had been asked to serve on a national governors' conference dealing with the effects of marijuana. The low credible source was described as a man in his early thirties, and a high school graduate who had never been to college and who had never experimented with marijuana.

Once the experimental issue and the sources had been selected for use in the final phase of the study, two messages were constructed, varying only in the kind of evidence used to support their counterattitudinal positions. The

FACTUAL message type was defined in terms of appeals to outside objective information, such as statistics, research reports, and the like. The EMOTIONAL message type was defined in terms of the degree of opinionated language used by the source, making references to his own feelings and attitudes about the issue, and appeals to social norms and mores. Following the postencoding of the messages Ss were asked to evaluate them on a Factual-Emotional scale. The mean evaluation of the Factual message was 6.27, and the mean evaluation of the Emotional message was 2.13, both means indicating that the messages had in fact been perceived as having the desired stylistic differences. The messages themselves were approximately 7 minutes long. Attempts were made to equate both messages in terms of the numbers of the two types of appeals. Thus, the Factual message had 8 references to objective data, while the Emotional message contained what were believed to be 8 opinionated statements and appeals to group norms.

Method

Ss were levelled on Machiavellianism by use of the median split procedure described in Experiment 1. The HM and LM Ss were then randomly assigned to one of four treatment conditions (high credible source, factual message; low credible source, emotional message; high credible source, emotional message; and low credible source, objective message) and a control group. Thus, the design of this study was a 2 X 2 X 2 factorial design, with Machiavellianism constituting the first factor, Message type the second, and Credibility the third. Fifteen Ss were assigned to each experimental group (N = 120) with an additional 30 assigned to a Control group.

Four weeks following administration of the pretest questionnaire, Ss in each of the 4 experimental groups heard a live speaker* deliver either the Factual or Emotional message after having received the proper credibility induction proceeding his entry into the session. The same speaker was used in all cases. Ss were told that they were participating in an experiment designed to test the effects of channel differences and various kinds of speakers on interest in the message. Their group, they were told, was participating in the live speaker condition. Ss were further instructed that the posttest attitude scales described above were those which statistical analysis had indicated were the most reliable for measuring overall interest in a message.

Following postencoding of the message, Ss were given the scales used to measure attitudes toward the experimental issue. The dependent measure in all cases was the pre-encoding through postencoding attitude scores. After the experimental issue had been evaluated, the Ss were debriefed and the real purpose of the study was revealed to them. The control group, which was not exposed to a message, simply reevaluated the experimental issue.

*A live speaker was used to control for the differential effects of channel variations on message encoding by HM and LM Ss. See H. T. Hurt, "The Effects of Machiavellianism and Message Channels on Attitude Change and Satisfaction Ratings Following Exposure to Counterattitudinal Messages." Unpublished Research Monograph, Department of Speech-Communication, University of Delaware, Newark, Delaware (1972).

RESULTS

Results of the analysis of variance of the attitude change data are summarized below. The .05 level of significance was required for all statistical tests.

The analysis of variance yielded a significant main effect for Machiavellianism ($F = 12.43$, $df = 1/112$), and three 2-way interactions between Machiavellianism and Credibility ($F = 62.02$, $df = 1/112$), Machiavellianism and Message Type ($F = 56.92$, $df = 1/112$), and Credibility and Message Type ($F = 20.19$, $df = 1/112$). In addition, a significant 3-way interaction was obtained among each of the three independent variables ($F = 26.32$, $df = 1/112$). Table VIII summarizes the mean attitude change scores for each of the experimental groups and the control group. Similarly, Figure 1 shows the pattern of the interactions by plotting the means for the HM and LM Ss across each of the credibility-message type groups.

Table VIII About Here

Figure 1 About Here

Use of Scheffe's test was made to further probe the location of simple effects within the 3-way interaction. These results indicated significant differences between the means of the high credible groups of LM Ss versus the HM Ss. In the low credible, objective condition the mean attitude change for HM Ss was significantly greater than for the LM Ss. The reverse was true for the low credible, emotional group.

DISCUSSION

Even a cursory examination reveals no support for Hypothesis I_a. It is quite surprising that the greatest amount of attitude change for the HM Ss occurred in the low credible-objective message condition. The explanation for this apparently lied in the data obtained in Experiment I. Since HM Ss equated credibility with source Machiavellianism to some extent, it is possible that the HM Ss in this experiment expected the high credible source to be trying to manipulate them, regardless of the type of message used. This is not surprising, since data indicates that HM Ss tend to be notoriously suspicious (Christie and Geiss, 1970). On the other hand, the low credible source was probably not perceived by them as being a successful manipulator. This fact, coupled with the objective evidence which was apparently external to the source and not bound up in what HM Ss would define as irrelevant affect (emotional message condition) combined to give the HM Ss a feeling that any decision they made was based on their own cognitive assessment of the evidence and not affected by the source himself. This would produce the significant triple interaction.

The LM Ss did not behave differently than had been predicted by Hypothesis I_b, or what would have been predicted by our prior knowledge of Machiavellianism. Indeed, in both credibility conditions, the emotional message type was much more successful in inducing attitude change although significantly more so for the high credible source than for the low credible source.

It would seem then, that standard persuasion theories are most useful in predicting the behavior of low MACH Ss, particularly regarding the effects of source credibility. Apparently much more information and perhaps a redefinition of the effects of credibility on HM Ss is needed. Unfortunately, there is no empirical data available which would indicate the percentage of HM and LM listeners likely to be present in any given audience.

The time is right for a new evaluation of the effects of individual differences on the validity of many of our theories of attitude change.

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Table I

ROTATED CREDIBILITY FACTOR SOLUTION: HIGH MACH SUBJECTS

Experiment I: N = 100

| FACTOR I: COMPETENCE | | FACTOR II: DYNAMISM | | FACTOR III: COMPOSURE | |
|--------------------------|---------|-------------------------|---------|-----------------------|---------|
| Item | Loading | Item | Loading | Item | Loading |
| Unqualified-Qualified | -.81 | | .19 | | .24 |
| Inexpert-Expert | .73 | | -.07 | | .18 |
| Incompetent-Competent | .84 | | .26 | | .13 |
| Undependable-Responsible | .70 | | .02 | | .21 |
| | | Nervous-Poised (LC) | .71 | | -.26 |
| | | Active-Passive | .74 | | .04 |
| | | Bold-Timid | -.83 | | -.13 |
| | | Extroverted-Introverted | .88 | | .22 |
| | | | | Headstrong-Mild | .70 |
| | | | | Nervous-Poised (HC) | .72 |
| | | | | Composed-Excitable | .78 |
| | | | | Calm-Anxious | -.72 |

Variance accounted for by three factors: .65
 Variance accounted for by each factor: Factor I; .26: Factor II; .15: Factor III; .24

TABLE III
 MEAN CREDIBILITY FACTOR EVALUATIONS:
 HIGH AND LOW MACH SUBJECTS

| Subject | FACTORS: HIGH CREDIBLE SOURCE | | | | Trustworthiness |
|------------------|-------------------------------|------------|-----------|-----------|-----------------|
| | Competence | Dynamism | Composure | | |
| Machiavellianism | High | 23.73 (4)* | 20.10 (3) | 18.36 (4) | ----- |
| | Low | 24.91 (4) | 20.24 (3) | 12.31 (2) | 13.22 (2) |
| ----- | | | | | |
| | FACTORS: LOW CREDIBLE SOURCE | | | | Trustworthiness |
| Competence | Dynamism | Composure | | | |
| High | 13.71 (4) | 12.26 (4) | 11.84 (3) | ----- | |
| Low | 12.19 (4) | 16.11 (3) | 15.39 (3) | 9.28 (3) | |

*Numbers in parentheses indicate number of scales on which means were computed

TABLE IV
CORRELATIONS BETWEEN PERCEIVED SOURCE MACH SCORES AND EVALUATIONS
OF THE CREDIBILITY DIMENSIONS

| Perceived Source Mach Evaluations | FACTORS: HIGH CREDIBLE SOURCE | | | |
|---|-------------------------------|----------|-----------|-----------------|
| | Competence | Dynamism | Composure | Trustworthiness |
| High Mach Ss: Source MACH evaluation | .54 | .60 | .53 | ---- |
| Low Mach Ss: Source MACH evaluation | -.23 | -.44 | -.49 | -.75 |
| ----- | | | | |
| | FACTORS: LOW CREDIBLE SOURCE | | | |
| High Mach Ss: Source MACH evaluation | .08 | .61 | .42 | ---- |
| Low Mach Ss: Source MACH evaluation | -.47 | .63 | .31 | -.69 |

TABLE V
MEAN SOURCE MACH EVALUATIONS FOR HIGH AND LOW MACH SUBJECTS

| Subject Machiavelianism | High Credible Source | Low Credible Source |
|-------------------------|----------------------|---------------------|
| High | 112.83 | 48.23 |
| Low | 62.17 | 98.41 |

TABLE VI
CORRELATIONS BETWEEN CREDIBILITY DIMENSIONS AND THE FOUR INTERACTION
SCALES FOR HIGH MACH AND LOW MACH SUBJECTS

| Credibility Dimension High Credible Source | Interaction Scale | | | | | | | |
|---|-------------------|------|---------|------|--------------|------|--------------------|-----|
| | Information | | Opinion | | Communicator | | Seek Communication | |
| | HM | LM* | HM | LM | HM | LM | HM | LM |
| Competence | .33 | .58 | .42 | .51 | .31 | .56 | .54 | .63 |
| Dynamism | .27 | .49 | .22 | .34 | .25 | .16 | .31 | .47 |
| Composure | .43 | .51 | .26 | .48 | .53 | .59 | .08 | .33 |
| Trustworthiness | --- | .32 | --- | .47 | --- | .55 | --- | .64 |
| Credibility Dimension Low Credible Source | Information | | Opinion | | Communicator | | Seek Communication | |
| | HM | LM | HM | LM | HM | LM | HM | LM |
| Competence | .41 | .17 | .27 | -.36 | .33 | .12 | .28 | .18 |
| Dynamism | .37 | -.42 | .18 | -.06 | .26 | -.32 | .31 | .19 |
| Composure | .22 | .15 | .11 | .23 | .24 | -.16 | .41 | .32 |
| Trustworthiness | --- | .27 | --- | .31 | --- | .24 | --- | .46 |

*Indicates high or low MACH subjects responses being correlated

TABLE VII
 CORRELATIONS BETWEEN SOURCE MACH EVALUATIONS AND THE FOUR INTERACTION SCALES
 FOR HIGH MACH AND LOW MACH SUBJECTS

| | Interaction Scale | | | |
|---|-------------------|---------|--------------|--------------------|
| | Information | Opinion | Communicator | Seek Communication |
| High Credible Source | | | | |
| High MACH Ss; Source MACH evaluation | .14 | .36 | .32 | .38 |
| Low MACH Ss; Source MACH evaluation | -.31 | -.23 | -.43 | -.41 |
| Low Credible Source | | | | |
| High MACH Ss; Source MACH evaluation | .23 | .31 | .17 | .26 |
| Low MACH Ss; Source MACH evaluation | -.27 | .07 | -.22 | -.12 |

TABLE VIII

MEAN ATTITUDE CHANGE SCORES FOR THE EXPERIMENTAL GROUPS
AND THE CONTROL GROUP

Experiment II: Experimental N = 120

| Subject Machiavellianism | Mean: Experimental Group | | | | Control |
|--------------------------|--------------------------|------|------|------|---------|
| | HC-0 | HC-E | LC-0 | LC-E | |
| High | 3.33 | 3.80 | 9.13 | 2.46 | 3.01 |
| Low | 6.86 | 8.13 | 3.20 | 5.40 | 2.71 |

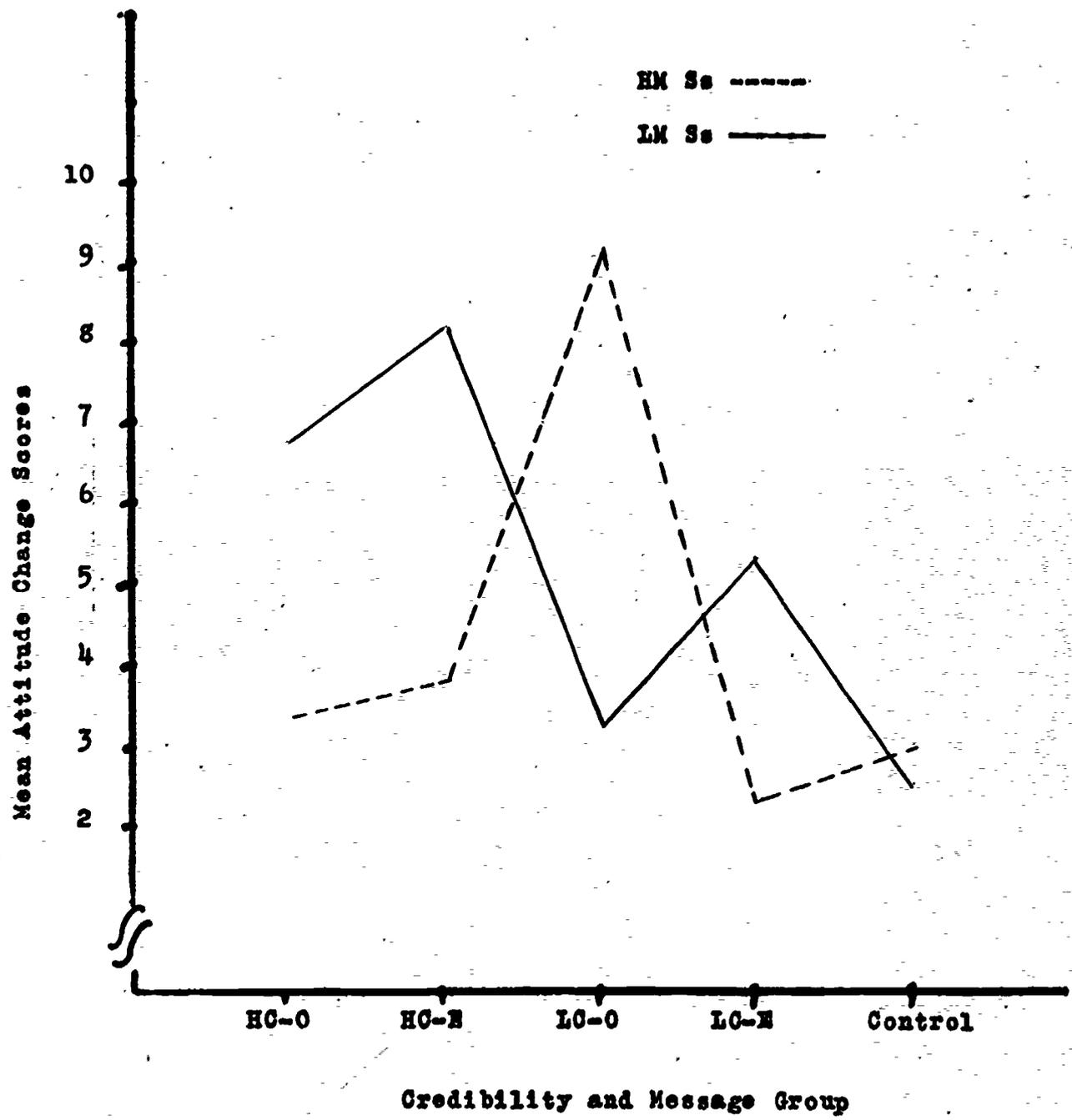


Figure 1. Mean Attitude Change Scores for HM and LM Ss