

DOCUMENT RESUME

ED 123 670

CS 501 378

AUTHOR Siler, Ina Cathy
TITLE Interviewers' Interpretations of Direct and Indirect Eye Contact during the Employment Interview: A Preliminary Investigation.

PUB DATE 75
NOTE 125p.; Masters Thesis, Howard University; Not available in hard copy due to marginal legibility of original document

EDRS PRICE MF-\$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS Caucasians; *Communication (Thought Transfer); *Employment Interviews; *Eye Movements; Eyes; Negroes; *Nonverbal Communication; *Racial Differences; *Video Tape Recordings

ABSTRACT

This study sought to determine (1) whether differences existed between black and white interpretations of direct and indirect eye contact as used by blacks during an employment interview and (2) whether an applicant's use of direct and indirect eye contact would affect his acceptability for employment. A videotape of two simulated employment interview scenes was prepared. In the first interview scene, the actor, a black male, used direct eye contact, and in the second, the same actor used indirect eye contact. The subjects, twenty black male and twenty white male employment interviewers from government agencies in the Washington Metropolitan area were shown the videotapes and asked to respond to a questionnaire. It was found that for blacks, their interpretations of direct eye contact were different from their interpretations of indirect eye contact, whereas for whites their interpretations did not differ. Furthermore, it was determined that because of race black and white interpretations of direct eye contact did differ significantly as related to videotaped scenes of employment interview situations. It was suggested, therefore, that in some situations a black male job applicant interviewed by a black male may be considered unacceptable for employment because of his use of indirect eye contact. (LL)

* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *

THIS DOCUMENT HAS BEEN REPRO-
DUCED EXACTLY AS RECEIVED FROM
THE PERSON OR ORGANIZATION ORIGIN-
ATING IT. POINTS OF VIEW OR OPINIONS
STATED DO NOT NECESSARILY REPRESENT
OFFICIAL NATIONAL INSTITUTE OF
EDUCATION POSITION OR POLICY

HOWARD UNIVERSITY

Interviewers' Interpretations of Direct
and Indirect Eye Contact during the
Employment Interview:
A Preliminary Investigation

A Dissertation
Submitted to the Faculty
of the Graduate School

of

HOWARD UNIVERSITY

in partial fulfillment of
the requirements for the
degree of

MASTER OF ARTS

Department of Speech

by

Ina Cathy Siler

PERMISSION TO REPRODUCE THIS
COPYRIGHTED MATERIAL BY MICRO-
FICHE ONLY HAS BEEN GRANTED BY
Ina Cathy Siler

TO ERIC AND ORGANIZATIONS OPERAT-
ING UNDER AGREEMENTS WITH THE NA-
TIONAL INSTITUTE OF EDUCATION
FURTHER REPRODUCTION OUTSIDE
THE ERIC SYSTEM REQUIRES PERMIS-
SION OF THE COPYRIGHT OWNER

Washington, D. C.
April, 1975

BEST AVAILABLE COPY

ED123670

501 378

APPROVAL SHEET

Title of Thesis: Interviewers' Interpretations of
Direct and Indirect Eye Contact
during the Employment Interview:
A Preliminary Investigation

Name of Candidate: Ina Cathy Siler
Master of Arts, 1975

Thesis and Abstract Approved: Lyndrey A. Niles

Lyndrey A. Niles, Ph.D.
Chairman, Department of
Speech, Acting

Date Approved: April 7, 1975

VITA

Name: Ina Cathy Siler

Permanent address: 500 Oneida Street, N. E.
Washington, D. C. 20011

Date of birth: July 10, 1951

Place of birth: Washington, D. C.

Secondary education: Coolidge High School
Washington, D. C.

Collegiate institutions attended:

	Dates	Degree	Date of Degree
Fisk University	1969-1971		
Howard University	1971-1973	B.A.	1973

Major: Communication Arts

Minor: Political Science/Sociology

Positions held: Teaching Assistant, Department of Speech
Howard University
Washington, D. C.

Lecturer, Federal City College Upward
Mobility College
Washington, D. C.

ACKNOWLEDGEMENTS

The successful completion of this research required the time, the energy and the patience of many people and to each of them I express my deepest and sincerest appreciation.

The assistance of Mr. Abraham Tishman who made available the video equipment and filmed the interview scenes, the willingness of Mr. Robert Dawson and Dr. David Woods to act in the video tape, the assistance of Drs. Orlando Taylor and David Woods for the development of the thesis design, the overwhelming enthusiasm and cooperation of Personnel Officers and employment interviewers and the assistance of the typist, Mrs. Christine Welch, my aunt, helped to make the completion of this thesis a reality.

Most of all, I want to express my thanks to my thesis chairman, Dr. Lyndrey A. Niles for his guidance, understanding and sense of humor which sustained me throughout this endeavor.

Last, I want to thank my family who provided food, shelter, lots of understanding and many other things too numerous to mention here.

ment interview situations, (5) because of race, black and white interpretations of indirect eye contact did not differ significantly in general, and (6) because of race, black and white interpretations of indirect eye contact did not differ significantly as it relates to video taped scenes of simulated employment interview situations.

scenes was prepared. In the first interview scene, the actor who was a black male used direct eye contact and, in the second interview scene, the same actor used indirect eye contact. The instrument was a seventy-one item questionnaire using a 5 point Likert type scale.

The Ss, who were twenty black male and twenty white male employment interviewers from government agencies in the Washington Metropolitan area were asked first to respond to forty-three items in Part One of the questionnaire. Second, they were shown the first interview scene. The scene was shown again, however, and at pre-designated points, the actor was frozen on the screen and Ss were asked to respond to a certain number of statements in Part Two of the questionnaire. The same procedure was followed for the second interview scene.

The research was designed to test six null hypotheses. It was found that (1) for blacks, their interpretations of direct eye contact were different from their interpretations of indirect eye contact, (2) for whites, the interpretations of direct eye contact were not different from their interpretations of indirect eye contact, (3) because of race, black and white interpretations of direct and indirect eye contact did not differ significantly in general, (4) because of race, black and white interpretations of direct eye contact did differ significantly as it relates to video taped scenes of simulated employ-

ABSTRACT

Title of Thesis: Interviewers' Interpretations of Direct and Indirect Eye Contact during the Employment Interview: A Preliminary Investigation

Ina Cathy Siler, Master of Arts, 1975

Thesis directed by: Dr. Lyndrey A. Niles

The use of direct and indirect eye contact serves many functions during the course of interpersonal interaction, in that eye contact can signal the beginning or termination of an interpersonal relationship. It has been reported in the literature that various interpretations have been given to direct and indirect eye contact, and that blacks may have interpretations for these behaviors that are different from and sometimes opposite to the interpretations of whites. It appears that the differences are great enough to cause communication problems during the employment interview, which is an interpersonal situation. Therefore, this study sought to determine (1) whether differences existed between black and white interpretations of direct and indirect eye contact as used by blacks during the employment interview and (2) whether an applicant's use of direct and indirect eye contact would affect his acceptability for employment.

A video tape of two simulated employment interview

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION.....	1
Statement of the Problem.....	3
Rationale.....	3
Definitions.....	4
II. REVIEW OF THE LITERATURE AND STATEMENT OF HYPOTHESES.....	-6
Eye Contact--Interpretations of Whites.	7
Eye Contact--Interpretations of Blacks.	9
Eye Contact and the Present Study.....	12
Research Hypotheses.....	14
Null Hypotheses.....	15
III. METHODOLOGY.....	17
Subjects.....	17
Video Tapes.....	18
Questionnaire.....	19
Procedures.....	21
IV. RESULTS.....	23
Group Comparisons.....	23
Comparison of Direct Eye Contact Items and Indirect Eye Contact Items for Blacks.....	24
Comparison of Direct Eye Contact Items and Indirect Eye Contact Items for Whites.....	25

Chapter	Page
Comparison Between Blacks and Whites for Direct Eye Contact Items on Part One.....	29
Comparison Between Blacks and Whites for Direct Eye Contact Items on Part Two.....	32
Comparison Between Blacks and Whites for Indirect Eye Contact Items on Part One...	35
Comparison Between Blacks and Whites for Indirect Eye Contact Items on Part Two...	38
V. CONCLUSIONS.....	47
Limitations.....	49
Implications for Further Research.....	50
SELECTED BIBLIOGRAPHY.....	53
APPENDIX A. ABSTRACT SUBMITTED TO EMPLOYMENT INTERVIEWERS.....	56
APPENDIX B. SCRIPT USED IN THE VIDEO TAPED INTERVIEW SCENES.....	59
APPENDIX C. THE QUESTIONNAIRE.....	68
APPENDIX D. SCORING SCALES.....	91
APPENDIX E. RAW SCORES OF BLACKS ON PART ONE AND PART TWO.....	98
APPENDIX F. RAW SCORES OF WHITES ON PART ONE AND PART TWO.....	101
APPENDIX G. DIRECT EYE CONTACT ITEMS ON PART ONE...	104
APPENDIX H. DIRECT EYE CONTACT ITEMS ON PART TWO...	106
APPENDIX I. INDIRECT EYE CONTACT ITEMS ON PART ONE.	108
APPENDIX J. INDIRECT EYE CONTACT ITEMS ON PART TWO.	111

LIST OF TABLES

Table	Page
I. Total Scores for Blacks for DEC Items and Mean Scores for DEC Items on Part Two.....	25
II. Total Scores for Blacks for IEC Items and Mean Scores for IEC Items on Part Two.....	26
III. Result of t Test Computed on the Mean Score for DEC Items and the Mean Score for IEC Items for Blacks.....	27
IV. Total Scores for Whites for DEC Items and Mean Scores for DEC Items on Part Two.....	27
V. Total Scores for Whites for IEC Items and Mean Scores for IEC Items on Part Two.....	28
VI. Result of t Test Computed on the Mean Score for DEC Items and the Mean Score for IEC Items for Whites.....	29
VII. Results of t Tests Computed on the Mean Scores of Blacks and Whites for DEC Items on Part One.....	30
VIII. Total Scores and Mean Scores of Blacks and Whites for DEC Items on Part One.....	31
IX. Result of t Test Computed on Mean Score of Blacks and Mean Score of Whites for DEC Items on Part One.....	32

X.	Results of t Tests Computed on the Mean Scores of Blacks and Whites on Part Two.....	33
XI.	Total Scores and Mean Scores of Blacks and Whites for DEC Items on Part Two.....	34
XII.	Result of t Test Computed on Mean Score of Blacks and Mean Score of Whites on Part Two.....	35
XIII.	Results of t Tests Computed on the Mean Scores of Blacks and Whites for IEC Items on Part One.....	36
XIV.	Total Scores and Mean Scores of Blacks and Whites for IEC Items on Part One.....	37
XV.	Result of t Test Computed on Mean Score of Blacks and Mean Score of Whites for IEC Items on Part One.....	38
XVI.	Results of t Tests Computed on the Mean Scores of Blacks and Whites for IEC Items on Part Two.....	39
XVII.	Total Scores and Mean Scores of Blacks and Whites for IEC Items on Part Two.....	40
XVIII.	Result of t Test Computed on Mean Score of Blacks and Mean Score of Whites on Part Two.....	41

CHAPTER I

INTRODUCTION

Nonverbal communication, which refers to the flow of unspoken or unwritten messages appears to be of some significance in the communication process. The nonverbal messages people send through the use of their bodies, faces, voices, and environment can clarify, emphasize, complement or contradict a verbal message.¹ Although nonverbal behaviors can communicate messages by themselves, one must realize the difficulty in isolating nonverbal messages from verbal messages and the difficulty of extracting specific nonverbal behaviors from the total communication situation for analysis. It is suggested that an observer should also realize that the meanings of nonverbal behaviors are context sensitive, that they vary among individuals and can therefore be misunderstood.

A survey of the literature on nonverbal communication shows much research on nonverbal behaviors during interpersonal interaction. However, little research has been reported on the importance of nonverbal communication in business organizations. Based on informal reports from persons in government agencies, it seems reasonable to assume that open channels of communication are essential for efficient

¹Corrald Goldhaber, Organizational Communication (Iowa: William C. Brown Company Publishers, 1974), pp. 131-132.

management within an organization from the initial employment interview to the complex interworkings of the organization. The attainment of organizational goals and objectives is dependent not only on appropriate methods and procedures, but on qualified personnel. Therefore, management is responsible for selecting individuals who will help an organization realize its goals and objectives.

It appears that personnel managers who usually interview prospective employees, do not always hire the people who could best help the organization attain its goals and objectives. The job applicant's attitudes, opinions or behaviors may be opposite to the attitudes, opinions or behaviors of the interviewer. Through discussions with employment interviewers, this author has learned that some applicants may receive unfavorable evaluations because interviewers judge the applicant's behaviors in terms of their own standards of acceptable behavior. Some job applicants, who are black, may be given unfavorable evaluations because interviewers feel the applicant's nonverbal behaviors would be unacceptable in their agency. Interviewers may feel the applicant's posture, dress and eye behaviors are too different from the nonverbal behaviors of the agency's employees. Applicants may be considered unacceptable despite known academic or professional qualifications. The interviews and reports suggest that in many cases black applicants have been discriminated against because of the attitudes of interviewers toward specific nonverbal behaviors.

Statement of the Problem

A review of the literature on nonverbal communication shows no research concerning interpretations of a black person's nonverbal behaviors during the employment interview. Cooke, Johnson and Horn who have reported on nonverbal behaviors of blacks, have identified interpretations of nonverbal behaviors that occur in certain situations commonly associated with blacks, that are very different from the interpretations given by whites.² It might be hypothesized that differences in interpretations also occur during the employment interview which is an interpersonal situation.

The present study will not attempt to study all of the nonverbal messages that may be communicated during interaction, but instead will focus on interpretations of eye contact. This research therefore will determine (1) whether differences in interpretations exist between black and white interpretations of direct and indirect eye contact as used by blacks during the employment interview, and (2) whether an applicant's use of direct and indirect eye contact will affect his acceptability for employment.

Rationale

Several reasons can be given for studying the use of direct and indirect eye contact between blacks and whites

²Kenneth Johnson, "Black Kinesics: Some Nonverbal Communication Patterns in the Black Culture" in Intercultural Communication, ed. L. Samovar and R. Porter (Belmont, California: Wadsworth Publishing Company, 1972), pp. 181-189 and Jack Horn, "Conversation Breakdowns: As Different as Black and White," Psychology Today, 7 (1974), pp. 30, 101-102.



during the employment interview. First, the suggested differences in interpretations of direct and indirect eye contact need to be confirmed. The literature suggests that blacks and whites give different interpretations to eye contact. Such differences may cause communication breakdowns between blacks and whites during the employment interview and may possibly affect an applicant's chances for employment consideration. However, the different interpretations have not been confirmed through research methodology.

Second, this study could help potential job applicants who are black realize that interviewers will interpret the use of direct and indirect eye contact and the interpretations may affect their acceptability for employment either positively or negatively.

Definitions

Eye contact. Eye contact refers to a behavior in which a person looks directly into the eye of another person. In this study references will be made to direct and indirect eye contact. Direct eye contact, which will be referred to as DEC, is a behavior in which a person looks directly into the eye of another person during speech and during listening approximately ninety percent of the time. Indirect eye contact, which will be referred to as IEC, is a behavior in which a person looks directly into the eye of another person during speech and during listening approximately ten percent of the time.

Employment interview. It was stated earlier in the introduction that this researcher would focus on the employment interview, which will also be referred to as the job interview. In this study, the employment interview is a very formal interpersonal situation where an individual seeks employment in a business organization. The individual or job applicant is asked questions about his/her personal background and academic or professional experiences. The applicant's responses and demeanor along with other information submitted, e.g., resume and letters of recommendation tend to determine his/her acceptability for employment.

CHAPTER II

REVIEW OF THE LITERATURE AND STATEMENT OF HYPOTHESES

Studies show that most people focus their eyes on the face more than any part of the body. The face and the eyes are usually the first part of the body one sees during an interpersonal encounter. The use of direct and indirect eye contact serves many functions during the course of interpersonal interaction in that eye contact can signal the beginning or termination of an interpersonal relationship.³ It is suggested that whether or not a person uses direct or indirect eye contact can determine his/her honesty, trustworthiness, attentiveness, reliability, credibility, or personality.⁴

It is therefore important that people understand the interpretations of direct and indirect eye contact. To discuss this point adequately, the chapter is divided into three sections. These include: (1) whites' interpretations of direct and indirect eye contact, (2) blacks' interpretations of

³George Simmel, "Sociology of the Senses: Visual Interaction," in Introduction to the Science of Sociology, ed. R. E. Park and E. W. Burgess (Chicago: University of Chicago Press, 1921), pp. 356-361.

⁴Albert Mehrabian, Nonverbal Communication (New York: Harper and Row, Publishers, 1974). See also Stephen Beebe, "Eye Contact: A Nonverbal Determinant of Speaker Credibility," Speech Monographs, 41(1974); 1-15.

direct and indirect eye contact, and (3) eye contact as it relates to the present study.

Eye Contact--Interpretations of Whites

Eye contact has been defined by several studies as the mutual gaze maintained between two people. The mutual gaze refers to two people looking each other directly in the eye.⁵ Research suggests that a person does not always look another person directly in the eye for various reasons and that people tend to use direct eye contact more during listening than during speech. During speech a person tends to look away from the listener (1) when beginning a long utterance of five seconds or more, (2) when trying to organize his/her thoughts, (3) during hesitant speech, (4) when answering personal questions, or (5) when the interaction is unpleasant. People tend to use direct eye contact during speech (1) when signalling the end of a long utterance and the change of communication roles, (2) to receive feedback from the listener, (3) after hesitant speech especially if it appears that the speaker has organized his/her thoughts, (4) when interaction is pleasant, or (5) when discussing non-personal subjects.⁶

⁵Ralph Exline and Lewis Winters, "Affective Relations and Mutual Glances in Dyads" in Affect, Cognitions and Personality, ed. S. Tompkins and C. Izard (New York: Springer Publishing Company, 1965), pp. 319-320.

⁶Adam Kendon, "Some Functions of Gaze-Direction in Social Encounters, ed. M. Argyle (Chicago: Aldine Publishing Company, 1973), pp. 76-92.

Further, Exline suggests that a person's use of direct or indirect eye contact tends to depend upon his affiliation needs. Affiliation refers to one's need to be liked by others and to like others.⁷ Schutz devised the Fundamental Interpersonal Relations Orientation-Behaviors (FIRO-B), an instrument that purports to measure the degree to which one expresses the need to like others and to be liked by others. For example, the use of direct eye contact is characteristic of people who have high affiliation needs. It is important that people like them and that they express an interest in others. The affiliation need is expressed through the use of direct eye contact. The use of indirect eye contact is characteristic of people who have low affiliation needs. Such persons tend to avoid emotional and physical involvement with others because they distrust people or are afraid of being disliked.

It has been suggested by Horn that the interpretations of eye contact discussed here are typical of whites.⁸ Further it appears that whites feel that eye contact can be important in establishing, maintaining and terminating interpersonal interaction. Again, it should also be realized that even though the interpretations are typical of whites,

⁷ Ralph Exline, "Explorations in the Process of Person Perception, Visual Interaction in Relation to Competition, Sex and the Need for Affiliation," Journal of Personality, 31(1963); 1-20.

⁸ Jack Horn, "Conversation Breakdowns: As Different as Black and White," Psychology Today, 7 (1974), pp. 30, 101-102.



the interpretations can vary from one individual to another.

Eye Contact--Interpretations by Blacks

Johnson has reported that the interpretations of direct and indirect eye contact by blacks, especially by black males, are different from the interpretations of whites.⁹ Often-times, whites misinterpret the use of eye contact by blacks, just as blacks misinterpret the use of eye contact by whites.

It has been reported that some blacks tend to use indirect eye contact more than they use direct eye contact.¹⁰ Several reasons can be given for the use of indirect eye contact by blacks. Johnson says that blacks are taught at an early age, either overtly or covertly, interpretations of direct and indirect eye contact. As children, some blacks are taught never to look a person of authority directly in the eye. Looking directly in the eye of a person who represents authority or who is older could be interpreted as dishonest, disrespectful or impudent. Two examples can be cited. First, it has been observed that children tend to lower their eyes when addressing an older person or any person who is respected by the child. Second, parents sometimes feel they can determine whether or not a child is telling the truth by the child's use of direct eye contact. If the child uses direct eye contact when answering a question, the parent may tend to think that the child is not telling the truth. The child's

⁹Johnson, op. cit., p. 184.

¹⁰ibid.



use of direct eye contact indicates his need to convince the parent that he is telling the truth.¹¹

Second, black men tend not to look other black men directly in the eye because the behavior usually indicates intimacy between the men. However, there is one situation in which black men do use direct eye contact. Prior to physical fighting, black men will use direct eye contact. Looking each other directly in the eye is similar to fighting in that the man who looks away first is considered the loser.¹²

Third, in the South, during the 1940's, a black man who would look directly in the eye of a white man usually would be trying to prove that he was equal to the white man. To avoid the use of direct eye contact demonstrated the black man's understanding of his subordinate position to the white man.¹³

The research reported gives reasons why some blacks use indirect eye contact with whites. However, no research has been reported confirming why blacks use indirect eye contact today. It is possible that blacks still use indirect eye contact for the reasons previously cited. Recent research reports that blacks tend to use direct eye contact more during

¹¹ Ibid.

¹² Ibid., p. 185

¹³ Erving Goffman, "Face Engagements" in Basic Readings in Interpersonal Communication, ed. K. Giffin and B. Patton (New York: Harper and Row, Publishers, 1971), pp. 281-314; see also Calvin Hernton, Sex and Racism (New York: Grove Press, 1965), pp. 57-120.

speech than during listening.¹⁴ Williams also reports that sometimes during listening blacks feel no need to look directly in the eye of another person. Williams suggests that it is possible to listen to and understand a speaker without using direct eye contact.¹⁵

The research reported cites possible reasons for the use of indirect eye contact by blacks, but the authors have developed no methodology for confirming the interpretations of eye contact. Therefore, the conclusions drawn about direct and indirect eye contact may be true of blacks in certain parts of the country, blacks at certain socio-economic levels or blacks with certain educational background. No discussion is devoted to blacks who use direct eye contact or why they use direct eye contact. This author has often observed blacks using direct eye contact. Moreover, it is possible that blacks use indirect eye contact only when interacting with blacks and use direct eye contact when interacting with whites.

Based on the interpretations of direct and indirect eye contact reported here, it appears that the interpretations of blacks are different from and sometimes opposite to the interpretations of whites. This author does not want to imply that everything is known about the use of eye contact by

¹⁴Horn, op. cit., p. 30.

¹⁵Annette Williams, "Dynamics of a Black Audience" in Rappin and Stylin Out, ed. T. Kochman (Urbana: University of Illinois, 1972), pp. 101-106.

blacks and whites. However, given some of the interpretations of eye contact, it is evident that communication breakdowns may occur between blacks and whites solely due to eye contact. Furthermore, one might wonder to what extent the use of indirect eye contact by blacks, black males in particular, is actually misunderstood.

Eye Contact and the Present Study

The present study is concerned first with white and black employment, interviewers' interpretations of direct and indirect eye contact as used by black job applicants. Second, it asks to what extent an applicant's use of direct and indirect eye contact will affect his acceptability for employment.

The literature suggests that differences in interpretations of eye contact do exist between blacks and whites. The literature also suggests that the percentage of time that a black uses direct or indirect eye contact is different from the percentage of time that a white uses direct or indirect eye contact. It was reported in the literature that whites use indirect eye contact eighty-five percent of the time during listening, and that blacks do just the opposite, looking at the other person more during speech than during listening.

¹⁷Horn, op. cit., p. 30.

The percentage of time that direct eye contact is used as described above is different from the percentage of time described in this research on pages 5 and 6. The research reported above by Horn is unique to conversational communication which occurs during informal interpersonal situations. The job interview, with which this research is concerned, is a formal interpersonal situation which does not always lend itself to conversational communication. During the job interview, an interviewer usually asks a series of questions to which an applicant responds. Sometimes the responses are two-word utterances, or the responses may be utterances of five seconds or more as described earlier by Kendon. Therefore, the percentage of direct and indirect eye contact used by blacks during the employment interview may be different from the percentage of direct and indirect used by blacks during conversational communication because the interpersonal situations are different.

The differences described above have affected communication between the two races for many years. Moreover, it appears that if race relations are to improve, people need to know and understand the different interpretations of direct and indirect eye contact.¹⁷

Although blacks and whites have different interpretations for eye contact, it is probable that neither really understands the importance of eye contact during interpersonal

¹⁷Andrea Rich, Interracial Communication (New York: Harper and Row Publishers, 1974), pp. 186-187.

interaction. Whites associate honesty, attentiveness, trustworthiness, and pleasant personality with a person who uses direct eye contact. At the same time, whites do avoid using direct eye contact oftentimes for very innocent reasons and not because they are dishonest, inattentive or deceitful.

Blacks who tend to use indirect eye contact in some situations may actually be paying attention or displaying respect.

The job interview is an excellent example where misunderstanding could occur especially if there is a white interviewer and a black applicant. It appears that some organizations greatly depend on the interview as an indicator of the applicant's potential to work effectively in the organization. If the applicant fails to use direct eye contact, the interviewer may think the applicant is unreliable, dishonest, inattentive, or lacks self-confidence. The applicant may be displaying respect for the interviewer, or honesty, or even discomfort with the interpersonal relationship (typical interpretation given by whites).

With regard to the interpretations of direct and indirect eye contact and the potential for misunderstanding during the employment interview, this author would like to test the following hypotheses.

Research Hypotheses

1. That black interviewers' interpretations of applicant's use of direct eye contact will differ significantly from their interpretations of applicant's use of indirect eye

- contact as it relates to video taped scenes of simulated employment interview situations.
2. That white interviewers' interpretations of applicant's use of direct eye contact will differ significantly from interpretations of applicant's use of indirect eye contact as it relates to video taped scenes of simulated employment interview situations.
 3. That because of race, blacks and whites will differ significantly in their interpretations of direct eye contact in general.
 4. That because of race, blacks and whites will differ significantly in their interpretations of direct eye contact as it relates to video taped scenes of simulated employment interview situations.
 5. That because of race, blacks and whites will differ significantly in their interpretations of indirect eye contact in general.
 6. That because of race, blacks and whites will differ significantly in their interpretations of indirect eye contact as it relates to video taped scenes of simulated employment interview situations.

Null Hypotheses

1. That black interviewers' interpretations of applicant's use of direct eye contact will not differ significantly from their interpretations of applicant's use of indirect eye contact as it relates to video taped scenes of

simulated employment interview situations.

2. That white interviewers' interpretations of applicant's use of direct eye contact will not differ significantly from their interpretations of applicant's use of indirect eye contact as it relates to video taped scenes of simulated employment interview situations.
3. That because of race, blacks and whites will not differ significantly in their interpretations of direct eye contact in general.
4. That because of race, blacks and whites will not differ significantly in their interpretations of direct eye contact as it relates to video taped scenes of simulated employment interview situations..
5. That because of race, blacks and whites will not differ significantly in their interpretations of indirect eye contact in general.
6. That because of race, blacks and whites will not differ significantly in their interpretations of indirect eye contact as it relates to video taped scenes of simulated employment interview situations.

CHAPTER III

METHODOLOGY

The following methodology was used in order to test the hypotheses of this study.

Subjects

Employment interviewers were selected from various government agencies in the Washington Metropolitan Area. Five Personnel Officers in agencies were contacted by telephone and invited to participate along with other employment interviewers in their agencies. The telephone call was followed by an interview with the Personnel Officer in person. At that time he was given an abstract of the study which included information concerning the problem being studied, the methodology, the amount of time involved, and the number of Ss needed. (See Appendix A.) Ss were informed that the study was concerned with the importance of nonverbal behaviors during the employment interview. They were not informed of the actual intent of the study, so that they would not prepare themselves for the survey.

After all Ss were contacted within an agency, a date was set to administer the survey. It should be noted that all Personnel Officers stipulated that interviewers in their agencies would not be forced to participate in the study. Therefore, all Ss were volunteers.

A total number of forty male employment interviewers were involved, twenty black males and twenty white males. The surveys were administered at the participating agencies. Although Ss within an agency participated in the study in groups, at no time did all Ss meet together to participate in the study.

Video Tapes

Video tapes of two simulated interview situations were made. The video tapes were recorded on Scotch one-half inch tape using a Panasonic video recorder and Samson model camera. The video tape was made in a classroom on the campus of Howard University.

In the first interview scene, the actor portraying the job applicant was instructed to use direct eye contact and to look directly in the camera approximately ninety percent of the time. In the second scene, the actor was instructed to use indirect eye contact and to look to either side of, below or above the camera lens approximately ninety percent of the time. The interview scene where applicant used direct eye contact was selected arbitrarily to be presented first. The same actor portrayed the job applicant in both interview scenes. The job for which the applicants applied was a personnel management internship at the GS-5 level. Applicants had the same backgrounds, academic experiences and extracurricular activities in both scenes. The actor portraying the applicant was a black male, who is a sophomore speech communications student at Howard University.

Another actor portrayed the interviewer in both interview scenes. The interviewer was not seen; however, his voice was heard. The actor portraying the interviewer was a white male, who is a professor in the Department of Speech at Howard University. In each scene, both actors used scripts. (See Appendix B.)

During the first thirty seconds of both interview scenes, the camera focused on the full profile of the applicant as he entered the room, extended his hand to the interviewer and sat down. The camera then zoomed in on the applicant so that he was seen from his head to his shoulders. The camera remained on the applicant's face throughout each interview scene. At the end of the interview, camera focused on the full profile of the applicant as he stood up to leave the office.

A panel of ten persons, which included five faculty members and five graduate students from the Department of Speech at Howard University, reviewed both interview scenes to determine the differences in the applicant's eye behaviors. Panel members unanimously agreed that in the first interview scene, the applicant used direct eye contact approximately ninety percent of the time, and in the second interview scene, the applicant used indirect eye contact approximately ninety percent of the time as defined above in Chapter I.

Questionnaire

The instrument was a seventy-one item questionnaire using a 5-point Likert type scale. (See Appendix C.) The

questionnaire was divided into two parts. The first part, which will be referred to as Part One, contained forty-four items and was concerned with interviewers' interpretations of eye contact in a government agency in general. The second part, which will be referred to as Part Two, contained twenty-seven items and was concerned with interviewers' interpretations of the actor's use of direct and indirect eye contact in the videotaped interview scenes. It should be noted that in Part Two, items forty-five through fifty-eight are related to the first interview scene in which direct eye contact is used, and items fifty-nine through seventy-one which are exactly the same as items forty-five through fifty-eight are related to the second interview scene in which indirect eye contact is used. This was done so that it could be determined whether eye contact affected subjects' interpretations and what characteristics Ss attributed to direct and indirect eye contact.

In scoring each item, statements to which Ss strongly agree = 5; agree = 4; are undecided about = 3; disagree = 2; and strongly disagree = 1. Certain statements were written in direct opposition of each other to avoid a pattern. Therefore, the scoring scale was inverted for some items, so that statements to which Ss strongly agree = 1; agree = 2; are undecided about = 3; disagree = 4; and strongly disagree = 5. (See Appendix D.)

Of the seventy-one stimulus items, fifty-five were actually used in the statistical analysis. Fifteen stimulus items were used to camouflage the actual intent of the study.

(Refer to Appendix D.)

This author was interested in determining whether Ss would give interpretations of honesty, attentiveness, credibility, personality, self-confidence, aggressiveness, and intelligence to direct or indirect eye contact. The characteristics honesty, attentiveness, credibility, and personality were selected because it was found in the literature that blacks and whites tend to have contrasting interpretations to eye contact for these characteristics.¹⁸ This author has further suggested that blacks and whites tend to give different interpretations to eye contact for aggressiveness, self-confidence and intelligence.

Procedure

After Ss in the agency were assembled in one room, the surveys were given to all participants. The instructions were read to the Ss and they were asked (1) to respond to the statements in Part One, and (2) not to go past the point that read "STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED." Second, after all Ss had completed Part One, the instructions for Part Two were read and Ss were told not to turn any pages in the surveys until so instructed.

The video tape of the first interview scene was shown where the applicant used direct eye contact. The scene was

¹⁸Johnson, op, cit., p. 185.

shown only for ninety seconds so that Ss could get an idea of what the scene was like. The same interview scene was shown again, however, and at predesignated points, the film was stopped so that the actor was frozen on the screen. At such time, Ss were instructed to turn the page and respond to the statements on that page. The same procedure was used for the second video tape. After Ss had completed Part Two, Ss were instructed to turn to Part Three, which included statements to which Ss were asked to respond about their race and the type of employment for which they interviewed. Last, Ss were asked to comment on their impressions of the survey. The entire procedure lasted forty-five minutes. (See Appendix E.)

CHAPTER IV

RESULTS

The results of the study were determined in six parts in an attempt to test the hypotheses. It should be noted that the results are based on the findings of this preliminary study.

Group Comparisons

The t test was used to make comparisons between blacks and whites for direct and indirect eye contact. The comparisons were made on the following: (1) for blacks, the total scores for direct eye contact items and the total scores for indirect eye contact items; (2) for whites, the total scores for direct eye contact items and the total scores for indirect eye contact items; (3) total scores of blacks and total scores for whites for direct eye contact items on Part One of the questionnaire; (4) total scores of blacks and the total scores of whites for direct eye contact items on Part Two of the questionnaire; (5) total scores of blacks and the total scores of whites for indirect eye contact items on Part One of the questionnaire; and (6) total scores of blacks and the total scores of whites for indirect eye contact items on Part Two of the questionnaire. Before any comparisons were made, the raw scores of blacks and whites for each item on Part One

Comparison of Direct Eye Contact Items and
Indirect Eye Contact Items for Blacks

To test the first null hypothesis which stated that black interviewers' interpretations of applicant's use of direct eye contact will not differ significantly from their interpretations of applicant's use of indirect eye contact as it relates to video taped scenes of simulated employment interview situations, the total scores for direct eye contact items for blacks were computed as shown in Table I. The total scores of indirect eye contact items and the mean scores of indirect eye contact items for blacks were also computed as shown in Table II on page 25.

Table I
TOTAL SCORES FOR BLACKS FOR DEC ITEMS AND
MEAN SCORES FOR DEC ITEMS ON PART TWO

Subject number	Total score DEC items	Mean score, for DEC items
S ₁	37	3.7
S ₂	32	3.2
S ₃	34	3.4
S ₄	34	3.4
S ₅	37	3.7
S ₆	28	2.8
S ₇	36	3.6
S ₈	38	3.8
S ₉	38	3.8
S ₁₀	37	3.7
S ₁₁	42	4.2
S ₁₂	35	3.5
S ₁₃	38	3.8
S ₁₄	37	3.7
S ₁₅	34	3.4
S ₁₆	35	3.5
S ₁₇	34	3.4
S ₁₈	32	3.2
S ₁₉	38	3.8
S ₂₀	33	3.3
	M=35.5	M=3.6

Table II

TOTAL SCORES FOR BLACKS FOR DEC ITEMS
AND MEAN SCORES FOR IEC ITEMS
ON PART TWO

Subject number	Total score IEC items	Mean score for IEC items
S ₁	35	3.5
S ₂	25	2.5
S ₃	29	2.9
S ₄	26	2.6
S ₅	26	2.6
S ₆	35	3.5
S ₇	22	2.2
S ₈	23	2.3
S ₉	31	3.1
S ₁₀	28	2.8
S ₁₁	24	2.4
S ₁₂	32	3.2
S ₁₃	28	2.8
S ₁₄	24	2.4
S ₁₅	28	2.8
S ₁₆	29	2.9
S ₁₇	35	3.5
S ₁₈	27	2.7
S ₁₉	31	3.1
S ₂₀	25	2.5
	M=28.2	M=2.8

As shown in Table I on page 24, the highest score for blacks for direct eye contact items was 42 (mean score = 4.2) and the lowest score was 28 (mean score = 2.8), with an average score of 35.5 (mean score = 3.6). As shown above in Table II, the highest score for blacks for indirect eye contact items was 35 (mean score = 3.5) and the lowest score was 22 (mean score = 2.2), with an average score of 28.2 (mean score = 2.8).

A t test was performed in order to compare the mean score for direct eye contact items with the mean score for indirect eye contact items. The computed t (7.27) was significant for a two-tailed t test (d.f.=19) at the .05 level of confidence. The first null hypothesis therefore was rejected at the .05 level meaning that for blacks, the difference between the mean score for direct eye contact items which was 3.6 and the mean score for indirect eye contact items which was 2.8 was significant at the .05 level as shown in Table III on page 27.

Comparison Between Direct Eye Contact Items
and Indirect Eye Contact Items
for Whites

To test the second null hypothesis which stated that white interviewers' interpretations of applicant's use of direct eye contact will not differ significantly from their interpretations of applicant's use of indirect eye contact as it relates to video taped scenes of simulated employment interview situations, the total scores for direct eye contact items and the mean scores for direct eye contact items for whites were computed as shown in Table IV on page 27. The total scores of indirect eye contact items and the mean scores of indirect eye contact items for whites were also computed as shown in Table on page 28.

Table III

RESULT OF t TEST COMPUTED ON THE MEAN
SCORE FOR DEC ITEMS AND THE MEAN
SCORE FOR IEC ITEMS FOR BLACKS

Mean score DEC items	Mean score IEC items	d	t	p
3.6	2.8	.8	7.27	.05

Table IV

TOTAL SCORES FOR WHITES FOR DEC ITEMS AND
MEAN SCORES FOR DEC ITEMS ON PART TWO

Subject number	Total scores DEC items	Mean scores
S21	35	3.5
S22	31	3.1
S23	36	3.6
S24	34	3.4
S25	35	3.5
S26	31	3.1
S27	33	3.3
S28	35	3.5
S29	29	2.9
S30	31	3.1
S31	34	3.4
S32	33	3.3
S33	36	3.6
S34	34	3.4
S35	29	2.9
S36	33	3.3
S37	32	3.2
S38	38	3.8
S39	40	4.0
S40	35	3.5
	M=31.5	M=3.2

Table V

TOTAL SCORES FOR WHITES FOR IEC ITEMS AND
MEAN SCORES FOR IEC ITEMS ON PART TWO

Subject Number	Total scores IEC items	Mean scores
S21	50	5.0
S22	24	2.4
S23	26	2.6
S24	25	2.5
S25	24	2.4
S26	32	3.2
S27	28	2.8
S28	24	2.4
S29	33	3.3
S30	33	3.3
S31	28	2.8
S32	32	3.2
S33	26	2.6
S34	31	3.1
S35	10	1.0
S36	33	3.0
S37	31	3.1
S38	26	2.6
S39	32	3.2
S40	33	3.3
	M=29.1	M=2.9

As shown in Table IV, the highest score for whites for direct eye contact items was 40 (mean score = 4.0) and the lowest score was 29 (mean score = 2.9), with an average score of 31.5 (mean score = 3.2). In Table V it shows that the highest score for whites for indirect eye contact items was 50 (mean score = 5.0) and the lowest score was 10 (mean score = 1.0), with an average score of 29.1 (mean score = 2.9).

A t test was performed in order to compare the mean score for direct eye contact items with the mean score for indirect eye contact items. The computed t (1.76) was not significant

for a two-tailed t test (d.f.=19) at the .05 level of confidence. The second null hypothesis therefore was accepted at the .05 level which means that for whites, the difference between the mean score for direct eye contact items which was 3.2 and the mean score for indirect eye contact items which was 2.9 was not significant as shown below in Table VI.

Table VI

RESULT OF t TEST COMPUTED ON THE MEAN SCORE
FOR DEC ITEMS AND THE MEAN SCORE
FOR IEC ITEMS FOR WHITES

Mean score DEC items	Mean score IEC items	d	t	p.
3.2	2.9	.3	1.76	N.S.

Comparisons Between Blacks and Whites
for DEC on Part One

To test the third null hypothesis which stated that because of race, blacks and whites will not differ significantly in their interpretations of direct eye contact in general (which was Part One of the questionnaire), the data were analyzed in two parts. (See Appendix G.) First, the mean scores of blacks and the mean scores of whites were computed as shown in Table VII on page 31. A t test was performed on the mean scores of blacks and whites for seventeen direct eye contact items as shown in Table VII on page 31.

Seventeen values for t were computed for a two-tailed t test (d.f.=38) at the .05 level of confidence. Of the seventeen items, two computed values for t were found to be

Table VII

RESULTS OF t TESTS COMPUTED ON THE MEAN
SCORES OF BLACKS AND WHITES FOR
DEC ITEMS ON PART ONE

Item number	Mean scores for blacks	Mean scores for whites	d	t	p.
I ₃	2.5	2.5	0	0	N.S.
I ₆	4.15	4.25	.01	.43	N.S.
I ₁₁	4.25	4.05	.2	.78	N.S.
I ₁₃	4.05	4.15	.1	.35	N.S.
I ₁₈	3.85	2.9	.95	2.61	.05
I ₂₁	3.85	4.15	.3	1.62	N.S.
I ₂₃	3.75	4.0	.25	1.61	N.S.
I ₂₆	4.0	3.85	.15	.50	N.S.
I ₂₇	3.35	3.0	.35	1.13	N.S.
I ₂₈	4.65	4.15	.5	2.69	.05
I ₃₁	2.8	2.85	.05	.16	N.S.
I ₃₄	3.7	3.1	.6	1.59	N.S.
I ₃₆	3.9	4.25	.35	1.54	N.S.
I ₃₇	1.9	2.2	.3	1.05	N.S.
I ₃₉	3.45	2.85	.6	1.86	N.S.
I ₄₁	1.8	2.3	.5	1.86	N.S.
I ₄₂	4.2	4.05	.15	.84	N.S.

significant as shown above in Table VII. Item eighteen yielded a value for t of 2.61 and item twenty-eight yielded a value for t of 2.69, which means that for item eighteen, the difference between the mean score for blacks (3.85) and the mean score for whites (2.9) was significant, at the .05 level. For item twenty-eight, the difference between the mean score for blacks (4.65) and the mean score for whites (4.15) was significant at the .05 level. For the other fifteen items, the differences between the mean scores for blacks and the mean scores for whites were not significant at the .05 level as shown above in Table VII.

Second, the total scores for direct eye contact items and the mean scores for direct eye contact items for blacks,

and the total scores for direct eye contact items and the mean scores for direct eye contact items for whites were computed as shown in Table VIII.

Table VIII
TOTAL SCORES AND MEAN SCORES OF BLACKS
AND WHITES FOR DEC ITEMS ON PART ONE

Subject number	Total scores (blacks)	Mean of total score (blacks)	Subject number	Total scores (whites)	Mean of total score (whites)
S ₁	53	2.9	S ₂₁	57	3.2
S ₂	69	3.8	S ₂₂	52	2.89
S ₃	63	3.5	S ₂₃	62	3.4
S ₄	63	3.5	S ₂₄	61	3.38
S ₅	59	3.3	S ₂₅	59	3.3
S ₆	51	2.8	S ₂₆	55	3.05
S ₇	56	3.1	S ₂₇	50	2.78
S ₈	60	3.3	S ₂₈	64	3.6
S ₉	63	3.5	S ₂₉	56	3.1
S ₁₀	53	2.9	S ₃₀	52	2.89
S ₁₁	62	3.4	S ₃₁	63	3.5
S ₁₂	61	3.38	S ₃₂	53	2.9
S ₁₃	70	3.8	S ₃₃	53	2.9
S ₁₄	65	3.6	S ₃₄	60	3.3
S ₁₅	63	3.5	S ₃₅	62	3.4
S ₁₆	56	3.1	S ₃₆	56	3.1
S ₁₇	48	2.7	S ₃₇	64	3.6
S ₁₈	51	2.8	S ₃₈	68	3.77
S ₁₉	64	3.6	S ₃₉	66	3.67
S ₂₀	64	3.6	S ₄₀	65	3.6
	M=59.7	M=3.3		M=58.9	M=3.3

As shown in Table VIII, the highest score for blacks for direct eye contact items was 70 (mean score = 3.8) and the lowest score was 48 (mean score = 2.7), with an average score of 58.7 (mean score = 3.3). Also shown above in Table VIII, the highest score for whites for direct eye contact items was 68 (mean score = 3.77) and the lowest score was 50 (mean score = 2.78), with an average score of 58.9 (mean score = 3.31).

A t test was performed on the mean score of blacks for direct eye contact items and the mean score of whites for direct eye contact items as shown in Table IX:

Table IX
 ULT OF t TEST COMPUTED ON MEAN SCORE
 OF BLACKS AND MEAN SCORE OF WHITES
 FOR DEC. ITEMS ON PART ONE

Mean score of blacks	Mean score of whites	d	t	p.
3.3	3.3	0	0	N.S.

The computed t (0) was not significant for a two-tailed t test (d.f.=38) at the .05 level of confidence. The third null hypothesis therefore was accepted at the .05 level meaning that the difference between the mean score for blacks for direct eye contact items (3.3) and the mean score for whites for direct eye contact (3.3) was not significant at the .05 level as shown above in Table IX.

Comparison Between Blacks and Whites for
 Direct Eye Contact Items on Part Two

To test the fourth null hypothesis which stated that because of race, blacks and whites will not differ significantly in their interpretations of direct eye contact as it relates to video taped scenes of simulated employment interview scenes (which was Part Two of the questionnaire), the data were analyzed in two parts. (See Appendix II.) First, the mean scores of blacks and whites were computed as shown in Table X. A t test was performed on the mean scores of

blacks and the mean scores of whites for ten direct eye contact items as shown in Table X.

Table X

RESULTS OF t TESTS COMPUTED ON MEAN SCORES
OF BLACKS AND WHITES ON PART TWO

Item number	Mean scores for blacks	Mean scores for whites	d	t	p.
I45	4.05	3.95	.1	.42	N.S.
I47	2.7	2.75	.05	.14	N.S.
I48	2.8	2.75	.05	.16	N.S.
I49	1.95	2.15	.2	.88	N.S.
I51	4.35	4.3	.05	.24	N.S.
I53	4.2	4.3	.1	.53	N.S.
I54	3.65	3.3	.35	1.13	N.S.
I55	4.15	4.1	.05	.21	N.S.
I57	3.3	2.95	.35	.95	N.S.
I58	3.9	3.7	.2	.63	N.S.

Ten values for t were computed for a two-tailed t test (d.f.=38) at .05 level of confidence. Of the ten items, none was found to be significant at the .05 level, which means the difference between the mean scores for blacks and the mean scores for whites were not significant at the .05 level, as shown above in Table X.

Second, the total scores for direct eye contact item and the mean scores for direct eye contact items for blacks, and the total scores for direct eye contact items and the mean scores for direct eye contact items for whites were computed as shown in Table XI on page 34.

As shown in Table XI, the highest score for blacks for direct eye contact items was 42 (mean score = 4.2) and the lowest score was 28 (mean score = 2.8), with an average score

Table XI

TOTAL SCORES AND MEAN SCORES OF
BLACKS AND WHITES FOR DEC
ITEMS ON PART TWO

Subject number	Total scores (blacks)	Mean of total score (blacks)	Subject number	Total scores (whites)	Mean of total score (whites)
S1	37	3.7	S21	35	3.5
S2	32	3.2	S22	31	3.1
S3	34	3.4	S23	36	3.6
S4	34	3.4	S24	34	3.4
S5	37	3.7	S25	35	3.5
S6	28	2.8	S26	31	3.1
S7	36	3.6	S27	33	3.3
S8	38	3.8	S28	35	3.5
S9	38	3.8	S29	29	2.9
S10	37	3.7	S30	31	3.1
S11	42	4.2	S31	34	3.4
S12	35	3.5	S32	33	3.3
S13	38	3.8	S33	36	3.6
S14	37	3.7	S34	34	3.4
S15	34	3.4	S35	29	2.9
S16	35	3.5	S36	33	3.3
S17	34	3.4	S37	32	3.2
S18	32	3.2	S38	38	3.8
S19	38	3.8	S39	40	4.0
S20	33	3.3	S40	35	3.5
	M=35.5	M=3.6		M=31.5	M=3.2

of 36.5 (mean score = 3.6). Also shown above in Table XI, the highest score for whites was 40 (mean score = 4.0), and the lowest score was 29 (mean score = 2.9), with an average score of 31.5 (mean score = 3.2).

A t test was performed on the mean score of blacks for direct eye contact items and the mean score of whites for direct eye contact items as shown in Table XII. The computed t test (4.4) was significant for a two-tailed t test (d.f. = 38) at the .05 level of confidence. The fourth null hypothesis

therefore was rejected at the .05 level meaning that the difference between the mean score for blacks (3.6) and the mean score for whites (3.3) was significant at the .05 level as shown in Table XII.

Table XII

RESULT OF t TEST COMPUTED ON MEAN SCORE OF
BLACKS AND MEAN SCORE OF WHITES
FOR DEC ITEMS ON PART TWO

Mean score of blacks	Mean score of whites	d	t	p.
3.6	3.4	.4	4.4	.05

Comparison Between Blacks and Whites for
Indirect Eye Contact Items on Part One

To test the fifth null hypothesis which stated that because of race, blacks and whites will not differ significantly in their interpretations of indirect eye contact in general (which was Part One of the questionnaire), the data were analyzed in two parts. (See Appendix I.)

First, the mean scores of blacks and whites were computed as shown in Table XIII on page 37. A t test was performed on the mean scores of blacks and the mean scores of whites for eighteen indirect eye contact items as shown in

Table XIII on page 38.

Eighteen values for t were computed for a two-tailed t test (d.f.=38) at the .05 level of confidence. Two computed values for t were found to be significant as shown in Table XIII on page 36. Item two yielded a value for t of 2.32 and item thirty-two yielded a value for t of

Table XIII

RESULTS OF t TESTS COMPUTED ON THE MEAN
SCORES OF BLACKS AND WHITES
FOR IEC ITEMS ON PART ONE

Item number	Mean scores for blacks	Mean scores for whites	d	t	p
I1	2.25	1.8	.45	1.48	N.S.
I2	2.8	2.0	.8	2.32	.05
I4	3.7	4.0	.3	1.24	N.S.
I7	2.25	2.35	.1	.27	N.S.
I8	3.95	3.9	.05	.15	N.S.
I9	3.85	4.3	.45	1.31	N.S.
I12	2.25	2.15	.1	.29	N.S.
I14	3.7	3.65	.05	.20	N.S.
I16	2.6	2.35	.25	.74	N.S.
I17	1.85	1.9	.05	.20	N.S.
I19	3.05	2.45	.6	1.81	N.S.
I22	3.45	2.65	.8	1.87	N.S.
I24	2.15	2.2	.05	.13	N.S.
I29	3.7	3.0	.7	.83	N.S.
I32	2.65	1.9	.75	2.15	.05
I33	4.05	3.6	.45	1.61	N.S.
I38	2.75	2.7	.05	.13	N.S.
I43	2.7	2.8	.1	.27	N.S.

2.15, which means that for item two, the difference between the mean score for blacks (2.8) and the mean score for whites (2.0) was significant at the .05 level. For item thirty-two, the difference between the mean score for blacks (2.65) and the mean score for whites (1.9) was significant at the .05 level. For the other sixteen items, the differences between the mean scores for blacks and the mean scores for whites were not significant at the .05 level as shown above in Table XIII.

Second, the total scores for indirect eye contact items and the mean scores for indirect eye contact items for blacks, and the total scores for indirect eye contact items and the

mean scores for indirect eye contact items for whites were computed as shown in Table XIV.

Table XIV
TOTAL SCORES AND MEAN SCORES OF BLACKS AND
WHITES FOR IEC ITEMS ON PART ONE

Subject number	Total scores (blacks)	Mean of total score (blacks)	Subject number	Total scores (whites)	Mean of total score (whites)
S1	54	3.0	S21	45	2.5
S2	65	3.6	S22	45	2.5
S3	51	2.8	S23	51	2.8
S4	57	2.89	S24	42	2.3
S5	51	2.8	S25	48	2.67
S6	35	1.9	S26	54	3.0
S7	50	2.78	S27	32	1.8
S8	47	2.6	S28	64	3.6
S9	59	3.3	S29	34	1.9
S10	62	3.4	S30	45	2.5
S11	58	3.2	S31	37	2.1
S12	58	3.2	S32	46	2.6
S13	49	2.7	S33	50	2.78
S14	41	2.2	S34	44	2.4
S15	52	2.89	S35	50	2.78
S16	61	3.4	S36	54	3.0
S17	59	3.3	S37	55	3.1
S18	40	2.2	S38	61	3.4
S19	55	3.1	S39	55	3.1
S20	58	3.2	S40	65	3.6
	M=52.9	M=2.9		M=48.9	M=2.7

As shown above in Table XIV, the highest score for blacks for indirect eye contact items was 65 (mean score = 3.6) and the lowest score was 35 (mean score = 1.9), with an average score of 52.9 (mean score = 2.9). Also shown in Table XIV the highest score for whites for indirect eye contact items was 65 (mean score = 3.6) and the lowest score was 32 (mean score = 1.8), with an average score of 48.9 (mean score = 2.7).

A t test was performed on the mean score of blacks for indirect eye contact items and the mean score of whites for indirect eye contact items as shown in Table XV.

Table XV

RESULT OF t TEST COMPUTED ON MEAN SCORE OF
BLACKS AND MEAN SCORE OF WHITES FOR
IEC ITEMS ON PART ONE

Mean score of blacks	Mean score of whites	d	t	p.
2.9	2.7	.2	.42	N.S.

The computed t (.42) was not significant for a two-tailed t test (d.f. = 38) at the .05 level of confidence. The fifth null hypothesis therefore was accepted at the .05 level meaning that the difference between the mean score of blacks for indirect eye contact (2.9) and the mean score of whites for indirect eye contact items (2.7) was not significant at the .05 level as shown above in Table XV.

Comparison Between Blacks and Whites for
Indirect Eye Contact Items on Part Two

To test the sixth hypothesis which stated that because of race, blacks and whites will not differ significantly in their interpretations of indirect eye contact as it relates to video taped scenes of simulated employment interview scenes (which was Part Two of the questionnaire). The data were analyzed in two parts. (See Appendix J.) First, the mean scores of blacks and whites computed as shown in Table XVI. A t test was performed on the mean scores of whites

for ten indirect eye contact items as shown below in Table XVI.

Table XVI

RESULTS OF t TESTS COMPUTED ON THE MEAN SCORES FOR
IEC ITEMS OF BLACKS AND WHITES ON PART TWO

Item number	Mean scores for blacks	Mean scores for whites	d	t	p!
159	3.0	2.75	.25	.74	N.S.
161	2.05	2.25	.2	.95	N.S.
162	2.4	2.35	.05	.13	N.S.
163	2.55	2.4	.15	.63	N.S.
165	2.55	2.45	.05	.74	N.S.
167	3.45	2.7	.75	2.28	.05
168	3.7	3.3	.4	1.17	N.S.
169	3.35	3.4	.05	.14	N.S.
170	3.6	3.2	.4	1.38	N.S.
171	2.95	3.1	.15	.37	N.S.

Ten values for t were computed for a two-tailed t test (d.f. = 38) at .05 level of confidence. Of the ten items, one was found to be significant. Item sixty-seven yielded a value for t of 2.28 which was significant at the .05 level of confidence, which means the difference between the mean score for blacks (3.45) and the mean score for whites (2.7) was significant at the .05 level. For the other nine items, the difference between the mean scores for blacks and the mean scores for whites were not significant at the .05 level as shown above in Table XVI.

Second, the total scores for indirect eye contact items and the mean scores for indirect eye contact items for blacks and the total scores for indirect eye contact items and the mean scores for indirect eye contact items for whites were

computed as shown in Table XVII. As shown below in Table XVII, the highest score for blacks for indirect eye contact items was 42 (mean score = 4.2) and the lowest score was

Table XVII

TOTAL SCORES AND MEAN SCORES OF
BLACKS AND WHITES FOR IEC
ITEMS ON PART TWO

Subject number	Total scores (blacks)	Mean of total score (blacks)	Subject number	Total scores (whites)	Mean of total score (whites)
S1	35	3.5	S21	50	5.0
S2	25	2.5	S22	24	2.4
S3	29	2.9	S23	26	2.6
S4	26	2.6	S24	25	2.5
S5	26	2.6	S25	24	2.4
S6	35	3.5	S26	32	3.2
S7	22	2.2	S27	28	2.8
S8	38	3.8	S28	24	2.4
S9	38	3.8	S29	33	3.3
S10	37	3.7	S30	33	3.3
S11	42	4.2	S31	28	2.8
S12	35	3.5	S32	32	3.2
S13	38	3.8	S33	26	2.6
S14	37	3.7	S34	31	3.1
S15	34	3.4	S35	10	1.0
S16	35	3.5	S36	33	3.3
S17	34	3.4	S37	31	3.1
S18	32	3.2	S38	26	2.6
S19	38	3.8	S39	32	3.2
S20	33	3.3	S40	33	3.3
	M=33.5	M=3.6		M=29.1	M=2.9

22 (mean score = 2.2), with an average score of 33.5 (mean score of 3.6). Also shown above in Table XVII the highest score for whites was 50 (mean score = 5.0) and the lowest score was 10 (mean score = 1.0), with an average score of 29.1 (mean score = 2.9).

A t test was performed on the mean score of blacks for indirect eye contact items and the mean score of whites for indirect eye contact items as shown in Table XVIII.

Table XVIII

RESULT OF t TEST COMPUTED ON MEAN SCORE OF
BLACKS AND MEAN SCORE OF WHITES
FOR IEC ITEMS ON PART TWO

Mean score of blacks	Mean score of whites	d	t	p.
3.3	2.9	.4	2.0	N.S.

The computed t (2.0) was not significant for a two-tailed t test (d.f. = 38) at the .05 level of confidence. The sixth null hypothesis therefore was accepted at the .05 level meaning that the difference between the mean score for blacks (3.3) and the mean score for whites (2.9) was not significant as shown above in Table XVIII.

CHAPTER V

CONCLUSIONS

The purposes of this study were to determine whether differences in interpretations of direct and indirect eye contact existed between blacks and whites and to determine whether a black applicant's use of direct and indirect eye contact would affect his acceptability for employment.

To determine whether any significant differences existed between black and white interpretations as the result of direct and indirect eye contact, a series of t tests was performed on (1) the mean scores for direct eye contact items and the mean scores for indirect eye contact items of blacks, (2) the mean scores for direct eye contact items and the mean scores for indirect eye contact items of whites, (3) the mean scores of blacks and the mean scores of whites for direct eye contact items on Part One of the questionnaire, which related to eye contact in general, (4) the mean scores of blacks and the mean scores of whites for direct eye contact items on Part Two which related to the video tapes, (5) the mean scores of blacks and the mean scores of whites for indirect eye contact items on Part One of the questionnaire which related to eye contact in general, and (6) the mean scores of blacks and the mean scores of whites for indirect eye contact items on Part Two which related to the video tapes.

The results showed that (1) for blacks, their interpretations of direct eye contact were different from their interpretations of indirect eye contact, (2) for whites, the interpretations of direct eye contact were not different from their interpretations of indirect eye contact, (3) because of race, black and white interpretations of direct eye contact did not differ significantly on Part One of the questionnaire, (4) because of race, black and white interpretations of direct eye contact did differ significantly on Part Two of the questionnaire, (5) because of race, black and white interpretations of indirect eye contact did not differ significantly on Part One of the questionnaire, and (6) because of race, black and white interpretations of indirect eye contact items did not differ significantly on Part Two, which related to the video tapes.

When performing the t test, trends were noticed among the means in considering the hypotheses. The first and fourth null hypotheses were rejected at the .05 level, while the second, third, fifth and sixth null hypotheses were accepted at the .05 level. When performing the t test in order to test the first hypothesis, which stated that black interviewers' interpretations of direct eye contact will differ significantly from their interpretations of applicant's use of indirect eye contact as it relates to video taped scenes of simulated employment interview situations, it was found that blacks tended to agree that the applicant's use of direct contact influenced their interpretations and tended to be

undecided that the applicant's use of indirect eye contact influenced their interpretations.

When performing the t test in order to test the fourth hypothesis, which stated that blacks and whites will not differ significantly in their interpretations of direct eye contact as it relates to video taped scenes of a simulated employment interview situation, it was found that blacks tended to agree that their interpretations were influenced by the applicant's use of direct eye contact and whites tended to be undecided that their interpretations were influenced by the applicant's use of direct eye contact.

Based on the interpretations of direct and indirect eye contact reported by Johnson in Chapter II, it was expected that black interpretations would be opposite to white interpretations and that blacks would disagree that eye contact influenced their interpretations and that whites would agree that eye contact influenced their interpretations. Instead, the findings were opposite to those reported by Johnson.

Even though four of the null hypotheses were accepted, significant differences between individual items were found when considering three of the hypotheses. The third null hypothesis which was accepted, stated that because of race, blacks and whites will differ significantly in their interpretations of direct eye contact as it relates to video taped scenes of a simulated employment interview situation. However, when the t test was performed on individual direct eye contact items, two items were found to be significant. Item

eighteen, which was significant, stated "In general, people who look you directly in the eye tend to be very effective in professional positions." Item twenty-eight, which was also significant, stated "In general, people who tend to look a speaker directly in the eye usually appear to be listening." Looking at the mean scores of blacks and whites for item eighteen, it was found that blacks tended to agree that the use of direct eye contact probably meant that a person would be effective in a professional position, while whites tended to be undecided about the item. Looking at the mean scores of blacks and whites for item twenty-eight, it was found that blacks tended to strongly agree that the use of direct eye contact usually meant that a person appeared to be listening and whites tended to agree with the item.

The fifth null hypothesis which was accepted, stated that because of race, blacks and whites will not differ significantly in their interpretations of indirect eye contact in general. When the t test was performed on individual indirect eye contact items, two items were found to be significant. Item two, which was significant, stated, "In general, people who use indirect eye contact are probably insincere." Item thirty-two, which was significant, stated, "In general people who tend to use indirect eye contact should be looked upon with suspicion." Looking at the mean scores of blacks and whites for item two, it was found that blacks tended to be undecided about whether indirect eye contact meant a person was insincere, while whites tended to

disagree with the item. Looking at the mean scores of blacks and whites for item thirty-two, it was found that blacks tended to be undecided about whether a person who used indirect eye contact should be looked upon with suspicion, while whites tended to disagree with the item.

The sixth null hypothesis, which was accepted, stated that because of race, blacks and whites will not differ significantly in their interpretations of indirect eye contact as it relates to video taped scenes of simulated employment situations. However, when the t-test was performed on individual items, one item was found to be significant. Item sixty-seven, which was significant, stated, "In general, the eye behaviors of the interviewee probably mean that he tends to feel unimportant." Looking at the mean scores of blacks and whites for item sixty-seven, it was found that blacks tended to agree that the interviewee's eye behaviors (which referred to indirect eye contact) meant the interviewee probably felt unimportant, while whites tended to be undecided.

Several reasons may account for the interpretations reported here. The black interviewers who participated in the study hold positions in the government of GS-9 or above, which means they probably have college backgrounds and could be considered part of middle class America.¹⁹ It is possible that the responses of blacks may demonstrate that they

¹⁹Andrew Billingsley, Black Families in White America (Englewood, Cliffs: Prentice Hall, 1968), pp. 131-137.

have internalized many of the interpretations typically associated with whites, which further may be the result of living and working within a dominant culture that is white. It has been reported by Haskins, et al. and Hare that people who are members of oppressed minority groups tend to imitate and sometimes overdo the customs and behaviors of dominant cultures under which they live in an attempt to assimilate into that dominant culture.²⁰ This may account for the blacks tending to agree that their interpretations were influenced by direct or indirect eye contact.

Second, black and white interviewers participated in the study together. At no time were blacks grouped together for the purposes of the study, nor were whites grouped together. Therefore, it is possible that blacks may have been conscious of how they thought whites would respond to statements on the questionnaire.

Third, white interviewers in the study tended to be undecided or disagree that their interpretations were influenced by the direct or indirect eye contact. It might be suggested that whites tended to be liberal in their responses so that it would not be considered that they discriminated against a black applicant because of his use of indirect eye contact. Personnel officers indicated that agencies have required their employees to participate in equal employment.

²⁰Jim Haskins and Hugh F. Butts, The Psychology of Black Language (New York: Barnes and Noble Books, 1973), pp. 15-27; See also Nathan Hare, The Black Anglo-Saxons (London: Collier Books, 1965), pp. 154-159.

opportunity training programs, and interviewers are told that equal employment opportunities must be extended to individuals during the job interview as well as other sectors of employment. Further, interviewers are advised that acceptability for employment should be determined by the applicant's credentials, not nonverbal behaviors, unless specified behaviors are necessary for the job.

Several reasons can be cited why no significant differences were found when considering four of the hypotheses. First, personnel officers indicated that interviewers had participated in training programs in which they were taught how to interview, observe and record their observations of people. Government training programs, which are generally conducted by the Civil Service Commission, teach the same principles to all interviewers.

Second, all interviewers in the study were volunteers. No interviewers were required or forced to participate in the study by the researcher or their supervisors. It is possible that some interviewers who did not volunteer to participate might have responded in a manner that would have reflected differences between blacks and whites. Therefore, it is possible that the training programs in interviewing and the fact that all interviewers were volunteers contributed to the fact that no significant differences were found when considering four of the hypotheses.

Limitations

Before drawing any implications from the study, three limitations must be observed. First, the stimuli in this study were video taped scenes of simulated employment interview situations in which applicant used direct eye contact in the first scene and indirect eye contact in the second scene. Because ongoing behaviors were being filmed, it was difficult to control other nonverbal and verbal variables. Ss commented that even though the same actor was used with the same speech patterns and the same nonverbal behaviors except eye contact, their answers were more influenced by variables other than eye contact; e.g., applicant's posture, appearance and speech patterns.

Second, the procedure used to freeze the tape may have also affected the Ss responses. Even though the applicant was frozen on the screen at predesignated places, it is possible that because the video tape was presented on different video recorders and because ongoing behaviors were being filmed, the tape may not have been stopped at the exact same place each time. Therefore, Ss may not have been responding to the same stimulus.

Third, the instrument was divided into two parts. The first part related to Ss interpretations of direct and indirect eye contact in general. The second part was directly related to Ss interpretations of the applicant's use of direct and indirect eye contact in simulated employment

interview scenes. The first part of the questionnaire which contained statements related to direct and indirect eye contact may have clued Ss as to what would be asked of them in Part Two, thereby causing them to respond to statements in Part Two in a manner that was consistent with their responses in Part One. Therefore, it is possible that Ss might have responded differently to statements related to the video tape if Part One of the questionnaire had been administered last or omitted completely.

Implications for Further Research

This study examined one particular nonverbal behavior--eye contact--within a context that has not been discussed in the literature--in the employment interview. This research attempted to determine whether black and white interpretations of direct and indirect eye contact discussed by Johnson, Mehrabian and Beebe in Chapter II existed during the employment interview.

An attempt was made to develop an instrument that would reflect differences in interpretations of direct and indirect eye contact. The responses of government employment interviewers reported here show that some differences in interpretations of direct and indirect eye contact do exist between blacks and whites when confronted with a real employment interview situation.

The research reported here indicates that several areas need to be explored further. First, a methodology is needed



that would enable a researcher to control intervening variables such as paralanguage, posture and body movements. Such a methodology would assure that one variable would actually be manipulated.

Second, the instrument needs to be validated. An attempt was made to validate the instrument; however, only five items were found to discriminate between blacks and whites. The instrument also needs to be shortened because Ss tended to become bored with having to respond to so many statements. It may not be necessary to administer Part One of the instrument which dealt with eye contact in general. Instead, one might choose to develop Part Two and administer it.

Third, in order to determine whether differences in interpretations of eye contact do exist for blacks and whites and validate the instrument, it may be necessary to observe the use of direct and indirect eye contact during other interpersonal situations; e.g., small group settings, informal dining settings rather than formal interpersonal situations such as the employment interview. One might want to administer the questionnaire to a different group of interviewers. For example, one might want to examine the responses of black and white interviewers at a lower level of employment; i.e., at the GS-7 level or below, or compare black interviewers in predominantly white organizations or even administer the questionnaire to a group of blacks together in one room and administer the questionnaire to a group of whites in another room, or even compare black and white interviewers who have

no college training. Therefore, it would be possible to make assumptions about employment interviewer's at different socioeconomic levels with different educational backgrounds or interviewers in different situations.

As a result of this preliminary investigation, it has been suggested that the use of direct and indirect eye contact may influence black interviewers' interpretations of honesty, attentiveness, credibility, self-confidence, aggressiveness, intelligence, or personality during the job interview. Therefore, it is probable that a black male job applicant who is interviewed by a black male government-trained employment interviewer at the GS-9 level or above, may be considered unacceptable for employment because of his use of indirect eye contact.

SELECTED BIBLIOGRAPHY

A. Books

- Billingsley, Andrew. Black Families in White America. Englewood Cliffs: Prentice Hall, 1968.
- Daves, R. M. Fundamentals of Attitude Measurement. New York: John Wiley and Sons, Inc., 1972.
- Emmert, P. and W. D. Brooks. Methods of Research in Communication. New York: Houghton Mifflin Company, 1970.
- Goldhaber, G. Organizational Communication. Iowa: William C. Brown Company Publishers, 1974.
- Hall, E. T. Hidden Dimension. New York: Anchor Books, 1969.
- Hare, Nathan. The Black Anglo-Saxons. London: Collier Books, 1965.
- Haskins, Jim and Butts, Hugh F. The Psychology of Black Language. New York: Barnes and Noble Books, 1973.
- Hoel, P. G. Elementary Statistics. New York: John Wiley and Sons, Inc., 1971.
- Hovland, C. I., Irving L. Janis, and H. H. Kelley, . Communication and Persuasion. New Haven: Yale University Press, 1953.
- Knapp, M. Nonverbal Communication in Human Interaction. New York: Holt, Rinehart and Winston, 1972.
- McCroskey, J. C. An Introduction to Rhetorical Communication. Englewood Cliffs: Prentice Hall, Inc.; 1971.
- _____, C. Larsom and M. Knapp. An Introduction to Interpersonal Communication. Englewood Cliffs: Prentice Hall, Inc., 1971.
- Mehrabian, A. Nonverbal Communication. New York: Aldine-Atherton, 1972.
- Rich, A. Interracial Communication. New York: Harper and Row, Publishers, 1974.

Schutz, W. FIRO: A Three Dimensional Theory of Interpersonal Behavior. Palo Alto: Science and Behavior Books, 1958.

Scott, W. A. and M. Wetheimer. Introduction to Psychological Research. New York: John Wiley and Sons, Inc., 1962.

Williams, F. Reasoning with Statistics. New York: Holt, Rinehart and Winston, Inc., 1968.

B. Articles

Andersen, K. and T. Clevenger, Jr. "A Summary of Experimental Research in Ethos," Speech Monographs 30 (1963); 59-78.

Argyle, M. and J. Dean. "Eye Contact, Distance and Affiliation," Social Encounters, ed. M. Argyle. Chicago: Aldine Publishing Company, 1973; 173-187.

Beebe, S. "Eye Contact: A Nonverbal Determinant of Speaker Credibility," Speech Teacher 23 (1974); 21-25.

Cooke, B. "Nonverbal Communication Among Afro-Americans: An Initial Classification," Rappin and Stylin Out, ed. T. Kochman. Urbana: University of Illinois Press, 1972; 32-64.

Exline, R. "Explorations in the Process of Person Perception, Visual Interaction in Relation to Competition, Sex and the Need for Affiliation," Journal of Personality 31 (1965); 1-20.

_____, D. Gray and D. Schütte, "Visual Behavior in a Dyad as Affected by Interview Content and Sex of Respondents," Journal of Personality and Social Psychology 1 (1965); 201-209.

_____, and L. Winters. "Affective Relations and Mutual Glances in Dyads," Affect, Cognition and Personality, ed. S. Tompkins and C. Izard. New York: Springer Publishing Company, 1965; 319-350.

Falcione, R. L. "Communication Climate and Satisfaction with Immediate Supervision," Journal of Applied Communications Research 1 (1974); 13-20.

Fleshler, H.; J. Ilardo and J. Demoretcky. "The Influence of Field Dependence, Speaker Credibility Set, and Message Documentation on Evaluations of Speaker and Message Credibility," Southern Speech Communication Journal 39 (1974); 389-402.

- Goffman, E. "Face Engagements," Basic Readings in Interpersonal Communication, ed. K. Giffin and B. Patton. New York: Harper and Row Publishers, 1971; 287-314.
- Horn, J. "Conversation Breakdowns: As Different as Black and White," Psychology Today, 7 (1974); 30, 101-2.
- Hovland, C. I. and W. Mandell. "An Experimental Comparison of Conclusion Drawing by the Communicator and by the Audience," Journal of Abnormal Social Psychology 47 (1952); 581-588.
- _____ and W. Weiss. "The Influence of Source Credibility on Communication Effectiveness," The Public Opinion Quarterly 15 (1951); 635-650.
- Kulp, D. H. "Prestige as Measured by Single-Experience Changes and their Permanency," Journal of Educational Research 27 (1934); 663-672.
- Johnson, K. "Black Kinesics: Some Nonverbal Communication Patterns in the Black Culture," Intercultural Communication, ed. L. Samovar and R. Porter. Belmont, Calif: Wadsworth Publishing Company, Inc., 1972; 181-189.
- Kendon, A. "Some Functions of Gaze-Direction in Social Interaction," Social Encounters, ed. M. Argyle. Chicago: Aldine Publishing Company, 1973; 76-92.
- Simmel, G. "Sociology of the Senses: Visual Intetaction," Introduction to the Science of Sociology, ed. R. E. Park and E. W. Burgess. Chicago: University of Chicago Press, 1921; 356-375.
- Taylor, P. M. "An Experimental Study of Humor and Ethos," Southern Speech Communications Journal 39 (1974); 359-66.
- Williams, A. "Dynamics of a Black Audience," Rappin and Stylin Out, ed. T. Kochman. Urbana: University of Illinois, 1972; 101-106.

APPENDIX A

ABSTRACT SUBMITTED TO EMPLOYMENT
INTERVIEWERS

Abstract: Significance of Non-
verbal Behaviors during
the Employment Interview

Ina Siler
Howard University

This study will attempt to examine interviewers' interpretations of nonverbal behaviors during the employment interview, and to determine if black interviewers' interpretations differ significantly from white interviewers' interpretations. The literature on nonverbal communication reports that some blacks may have interpretations for these behaviors that are different from and sometimes opposite to the interpretations of whites. It appears that the differences are great enough to cause communication problems during the employment interview. The literature suggests that the differences in nonverbal behaviors may result in interpretations of honesty, credibility and attentiveness. This researcher would further hypothesize that nonverbal behaviors may affect interpretations of self-confidence, personality, aggressiveness, and intelligence.

The following research hypotheses will be tested:

1. That the nonverbal behaviors of job applicants will be interpreted differently by black and white interviewers.
2. That the nonverbal behaviors of job applicants will be interpreted differently by male and female interviewers.
3. That the nonverbal behaviors of job applicants will affect their acceptability for employment.

The Ss will be twenty (20) black and twenty (20) white employment interviewers from government and private agencies in the Washington Metropolitan area. Video tapes of (2) simulated employment interviews have been prepared for your viewing. The instrument will be a three-part questionnaire using a 5 point Likert-type scale. Ss will be asked to first respond to statements about the importance of a person's nonverbal behaviors in their agencies. Second, Ss will view the first video tape and respond to statements concerning their interpretations of nonverbal behaviors of the job applicant. The same procedure will be followed for the second video tape. The entire project will take

approximately thirty minutes and will be conducted at the individual agencies.

Each questionnaire is confidential. You are asked not to indicate your name or any other information that will identify you or the organization that you represent. Your answers will be combined with others to give a general picture of what employment interviewers think about the information discussed here.

If you need additional information, please feel free to call me at 636-6711 between 9 a.m. and 5 p.m.

APPENDIX B

SCRIPT USED IN THE VIDEOTAPED
INTERVIEW SCENES

INTERPRETATIONS OF EYE CONTACT
DURING THE EMPLOYMENT INTERVIEW:
A PRELIMINARY INVESTIGATION

Written and Produced by

Ina Cathy Siler

Date

March 1975

Treatment

The opening scene of the first interview was of an actor portraying a job applicant entering a simulated employment office. He extended his hand to shake the interviewer's hand, walked over to the table and sat down in the chair behind a table. The actor who portrayed the interviewer was not seen; however, his voice was heard. The interviewer asked a series of questions to which the applicant responded. (See pages 62-67 for the script.) The actor portraying the job applicant used direct eye contact during speech and during listening throughout the interview. The closing scene of the interview was of the applicant standing up, walking over to the interviewer, extending his hand for a handshake, and turning around to walk out of the office. The scene fades away.

The opening scene of the second interview was of an actor portraying a job applicant entering a simulated

employment office. He extended his hand to shake the interviewer's hand, walked over to the table, and sat down in the chair behind a table. The actor who portrayed the interviewer was not seen; however, his voice was heard. The interviewer asked a series of questions to which the applicant responded. (See pages 62-67 for the script.) The actor portraying the job applicant used indirect eye contact during speech and during listening throughout the interview. The closing scene of the interview was of the applicant standing up, walking over to the interviewer, extending his hand for a handshake, and turning around to walk out of the office. The scene fades away.

THE SCRIPT

THE EMPLOYMENT INTERVIEW

APPLICANT (A)

INTERVIEWER (I)

A Good morning Mr. Johnson, I'm Thomas Smith. I am applying for the Personnel Management Intern position. (Extends hand for handshake.)

I Yes, good morning Mr. Smith. I was expecting you. Have a seat. Did you have any problems finding our office?

A No, I didn't. I just had a problem finding a parking space. I'm familiar with the area.

I Good. Well after going over your resume, I see you are about to graduate from Howard University. Please tell me something about yourself.

A Well I'm a native of Washington, D.C., I'm 22 and single.

I Any brothers and sisters?

A I have a sister, 20, and a brother 18.

I I see. Tell me about your educational background.

A As you know, I will be graduating from Howard University in May of this year. My major is Psychology and my minor is Sociology. I have a B average.

I How did you come to choose Howard University?

A I couldn't afford to go too far away from home, and I wanted to still get a quality education in a school where I would meet many different people.

I Why did you choose psychology and sociology as areas of concentration?

A I've always been interested in people and why they think as they do.

I Tell me about some of the courses you have taken.

A I've taken introduction to psychology, introduction to sociology and personality theory.

I Have you ever had to write any major research papers?

A Yes, I've done several.

I What were some of your topics?

A I've done papers on personality theory, employment of blacks and interpersonal relations.

I What kinds of grades did you receive on these papers?

A I always received an A or B.

I It appears from your application that you have quite an active campus life. You are currently serving as secretary of the Psychology Club. Just what are your responsibilities?

A I keep the minutes of the meetings and I am responsible for all correspondence. I maintain all of the records for the organization.

I Any other activities?

A Well, I am a member of the Sociology Club and the Department's curriculum committee.

I What do you do in the curriculum committee?

A Well, the committee is responsible for making recommendations to the chairman concerning course changes and course content.

I Any other activities?

A I'm on the tennis team and I work with the neighborhood, go down to the YMCA to help out. I also have a part-time job.

I Oh, you work part time? Where do you work and what do you do?

A I work for Sampson Storage Company. I've worked there for several summers and part time during the school year. Mostly lifting heavy boxes and equipment, wrapping packages and making deliveries in the area.

I I would be interested in knowing how you financed your college education.

A Well, I had a small scholarship from a company, plus a loan and the money I earn from my job.

I Have you been living at home or on campus?

A I've been living at home. Living at home helps me to save money.

I I remember your saying that you were driving. Do you own a car?

A Yes, I bought a used car to get me around the city. I do most of the repairs, which really saves me money.

I A car is quite a bit of responsibility. Let's continue. How did you hear about this position?

A One of my professors made an announcement in class. So I decided to apply.

I Do you know anything about this position?

A Only what my professor told me about it being an intern position.

I Yes, this is a personnel management internship at the GS-5 level. The GS-5 level is an entry level position for professionals. Essentially, you will be exposed to all areas of personnel classification, employment, employee development, training, and upward mobility. You will be working directly with professionals "learning the ropes." You will also spend time in class acquiring additional information about personnel management in the government.

A May I ask you a question?

I Certainly.

A What are my chances for advancement after completing the internship?

I I would say your chances for promotion are very good within our agency. You see the internship will last for one year and at the end of the year, you will receive a promotion if your work has been satisfactory. You can be considered for promotion every 12 months. At such time, your application will be reviewed and you will be interviewed by a panel.

A I see.

I The interesting thing about personnel is that you are exposed to so many areas. You may want to specialize in training, classification, or labor relations. The opportunities in personnel are great, not only in this agency but in most agencies. You're always going to have a personnel office.

A I understand.

I Mr. Smith, what are your plans for the future and how do they relate to this job?

A Well, since I will be graduating soon, I have been looking for a permanent job related to my career objectives. I have always wanted to work in an organization where I could be of assistance to people for whatever reason; personnel is an area in which I am interested. Someday, I hope to have a management-type position. I want to be in a position where I can assume some responsibility.

I Sounds very interesting. Any plans for marriage?

A No sir, not in the immediate future. I hope to get married one day, but I really would like to establish myself first.

I I can understand. Sounds very sensible. Well Mr. Jones, your record is impressive and I like what you have to say. Incidentally, have you applied anywhere else?

A No sir, this is my first interview for professional employment. I checked at my other job, but they have very few opportunities for a person with a college degree. I have some other prospects which I will look into later this week.

I Okay, do you have any questions?

A If I should work for your agency, what kind of benefits are available for me?

I Well, of course, we have health and life insurance. You can earn a certain number of hours of sick and annual leave every month. It does, however, vary depending upon your position and amount of government service. I'll give you a brochure and you can read it at your leisure. Feel free to ask me any questions. Any other concerns?

A No sir, that's all.

I All right, Mr. Jones, we will review your application. The final decision is not mine. A panel makes the final decision. You can expect to hear from us within three days.

A Thank you very much, Mr. Johnson, for your time. (Shakes hand of interviewer.)

I That's quite all right, Mr. Smith. I will get that information about benefits from the receptionist for you.

A Thank you again.

APPENDIX C

THE QUESTIONNAIRE

TRANSRACIAL NONVERBAL COMMUNICATION

QUESTIONNAIRE

Developed by

Ina Cathy Siler
Department of Speech
Howard University

Nonverbal communication which refers to the flow of unspoken messages, appears to serve some function in the communication process. The nonverbal messages people send through the use of their bodies, faces or voices can clarify, emphasize, complement, or contradict verbal messages. The purpose of this questionnaire is to identify your interpretations of certain nonverbal messages.

Each questionnaire is confidential. You are asked not to indicate your name or any other information that will identify you or the organization that you represent. Your answers will be combined with others to give a general picture of what employment interviewers think about the information discussed here.

INSTRUCTIONS

On the following pages are a number of statements. You will be asked whether you agree with, disagree with or are undecided about these statements. Please read each statement carefully and make sure that you understand it. Indicate in the appropriate space whether you strongly agree (SA), agree (A), are undecided (UN), disagree (D), or strongly disagree (SD) with the statement by placing a check (✓) in the space corresponding to your answer. For example, if you strongly agree that in general, people who wear blue jeans to work are lazy, then check the blank as follows:

In general, people who wear
blue jeans to work are lazy. SA A UN D SD

In several of the statements, references are made to "direct" eye contact and "indirect" eye contact. Direct eye contact is a behavior in which one person looks directly into the eye of another person during speech and during listening 90% of the time. Indirect eye contact is a behavior in which a person fails to look directly into the eye of another person during speech and during listening 90% of the time. A person who uses indirect eye contact may be looking to either side of, below or above the face of the other person.

Do you have any questions?

PART I

Please indicate what you think about the importance of non-verbal communication within a business organization.

SA-----Strongly agree
A -----Agree
UN-----Undecided
D -----Disagree
SD-----Strongly Disagree

- 1. In general, people who use indirect eye contact tend to be unreliable. SA ___ A ___ UN ___ D ___ SD ___
- 2. In general, people who use indirect eye contact are probably insecure. SA ___ A ___ UN ___ D ___ SD ___
- 3. In general, people who look you directly in the eye usually tend to be intelligent. SA ___ A ___ UN ___ D ___ SD ___
- 4. In general, people who tend to use indirect eye contact appear to be outgoing. SA ___ A ___ UN ___ D ___ SD ___
- 5. In general, a person who tends to cross his/her legs probably has self-confidence. SA ___ A ___ UN ___ D ___ SD ___
- 6. In general, people who tend to use direct eye contact probably seem to be deceitful. SA ___ A ___ UN ___ D ___ SD ___
- 7. In general, nonprofessionals need not be expected to use direct eye contact. SA ___ A ___ UN ___ D ___ SD ___

PART I -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

8. In general, people who tend to use indirect eye contact appear to be aggressive. SA ___ A ___ UN ___ D ___ SD ___
9. In general, the avoidance of direct eye contact usually means that a person knows what he is talking about. SA ___ A ___ UN ___ D ___ SD ___
10. In general, people who use slouchy posture tend to be alert. SA ___ A ___ UN ___ D ___ SD ___
11. In general, people who tend to use direct eye contact appear to be trivial. SA ___ A ___ UN ___ D ___ SD ___
12. In general, the avoidance of direct eye contact means that a person tends to be unwise. SA ___ A ___ UN ___ D ___ SD ___
13. In general, people who tend to use direct eye contact usually lack self-confidence. SA ___ A ___ UN ___ D ___ SD ___
14. In general, people who use indirect eye contact tend to be friendly. SA ___ A ___ UN ___ D ___ SD ___
15. In general, people who use stiff erect posture tend to be unassertive. SA ___ A ___ UN ___ D ___ SD ___

PART I -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

16. In general, the avoidance of direct eye contact usually means that a person tends to be unsociable. SA ___ A ___ UN ___ D ___ SD ___
17. In general, the avoidance of direct eye contact usually means that a person tends to be dishonest. SA ___ A ___ UN ___ D ___ SD ___
18. In general, people who look you directly in the eye tend to be very effective in professional positions. SA ___ A ___ UN ___ D ___ SD ___
19. In general, people who tend to use indirect eye contact usually feel insignificant. SA ___ A ___ UN ___ D ___ SD ___
20. In general, people who frown probably tend to be unpleasant. SA ___ A ___ UN ___ D ___ SD ___
21. In general, people who use direct eye contact usually tend to be unassertive. SA ___ A ___ UN ___ D ___ SD ___
22. In general, employees who tend to use indirect eye contact are poor representatives of your agency. SA ___ A ___ UN ___ D ___ SD ___

PART I -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

23. In general, the tendency to use direct eye contact usually means that person acts unfriendly. SA ___ A ___ UN ___ D ___ SD ___
24. In general, the avoidance of direct eye contact probably means that person tends to be sneaky. SA ___ A ___ UN ___ D ___ SD ___
25. In general, people who smile a lot probably tend to be deceitful. SA ___ A ___ UN ___ D ___ SD ___
26. In general, people who use direct eye contact tend to be shifty. SA ___ A ___ UN ___ D ___ SD ___
27. In general, people who tend to use direct eye contact probably feel important. SA ___ A ___ UN ___ D ___ SD ___
28. In general, people who tend to look a speaker directly in the eye usually appear to be listening. SA ___ A ___ UN ___ D ___ SD ___
29. In general, people who tend to use indirect eye contact probably appear to be alert. SA ___ A ___ UN ___ D ___ SD ___
30. In general, a person who wears a smirk on his/her face tends to be sneaky. SA ___ A ___ UN ___ D ___ SD ___

PART I -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

31. In general, people who usually use direct eye contact tend to be trustworthy. SA ___ A ___ UN ___ D ___ SD ___
32. In general, people who tend to use indirect eye contact should be looked upon with suspicion. SA ___ A ___ UN ___ D ___ SD ___
33. In general, the avoidance of direct eye contact probably means that a person tends to be shy. SA ___ A ___ UN ___ D ___ SD ___
34. In general, people who look you directly in the eye tend to be ambitious. SA ___ A ___ UN ___ D ___ SD ___
35. In general, people who tend to wear hair on their face should be looked upon with suspicion. SA ___ A ___ UN ___ D ___ SD ___
36. In general, people who tend to look you directly in the eye are probably unstable. SA ___ A ___ UN ___ D ___ SD ___
37. In general, the use of direct eye contact probably means that a person feels happy. SA ___ A ___ UN ___ D ___ SD ___
38. In general, people who tend to use indirect eye contact probably appear to be unsure of what they are saying. SA ___ A ___ UN ___ D ___ SD ___

PART I -- Continued

SA-----Strongly Agree

A -----Agree

UN-----Undecided

D -----Disagree

SD-----Strongly Disagree

39. In general, people who look you directly in the eye tend to get along very well with others. SA ___ A ___ UN ___ D ___ SD ___
40. In general, people who tend to smile probably appear to be deceitful. SA ___ A ___ UN ___ D ___ SD ___
41. In general, the use of direct eye contact usually means that a person is respectful. SA ___ A ___ UN ___ D ___ SD ___
42. In general, listeners who tend to use direct eye contact appear to be indifferent to the speaker. SA ___ A ___ UN ___ D ___ SD ___
43. In general, the avoidance of direct eye contact usually means that a person seems to be listening. SA ___ A ___ UN ___ D ___ SD ___
44. In general, people who tend to squirm a lot in their seats tend to be nervous. SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II

You will now be shown video taped scenes of two employment interviews. In each scene you will only see the actor portraying the job applicant. The interviewer will not be seen. Only his voice will be heard. In several statements, references will be made to "eye behaviors." Eye behaviors refer to direct or indirect eye contact. When the actor uses direct eye contact, he will be looking directly into the camera's eye. When the actor uses indirect eye contact, he will be looking to either side or, below or above the camera's eye. Imagine that you are actually interviewing the applicant for the job; however, someone else will be asking the questions. The job for which the applicant is applying is a personnel management internship at the GS-5 level. He is an upcoming college graduate. You are looking for an individual who will work well with people in your agency and work well with the public. It is realized that you have a limited amount of information before you, and that job descriptions and qualifications vary from agency to agency. However, it is hoped that you will be able to make some judgments about the applicant's behaviors.

The scenes will be shown twice. The scene will be shown the first time so that you can get an idea of what the scene is about. The scene will be shown a second time so that you can focus on the behavior that occurs when the applicant is "frozen" on the screen. At that time, you will be asked to respond to a certain number of statements. You are asked not to turn any pages until so instructed.

Do you have any questions?

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

SA-----Strongly Agree
 A-----Agree
 UN-----Undecided
 D-----Disagree
 SD-----Strongly Disagree

45. In general, the applicant's eye behaviors probably mean that he has self-confidence. SA___ A___ UN___ D___ SD___
46. In general, the applicant's posture makes him appear to be outgoing. SA___ A___ UN___ D___ SD___
47. In general, the interviewee's eye behaviors probably mean that he is unfriendly. SA___ A___ UN___ D___ SD___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

48. In general, the applicant's eye behaviors probably mean that he respects the interviewer.

SA ___ A ___ UN ___ D ___ SD ___

49. In general, the interviewee's eye behaviors show that he probably tends to be unreliable.

SA ___ A ___ UN ___ D ___ SD ___

50. In general, the applicant's posture means that he probably tends to be nervous.

SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

51. In general, the eye behaviors of the applicant probably mean that he tends to be untruthful.

SA ___ A ___ UN ___ D ___ SD ___

52. In general, the applicant's facial expressions seem to suggest that he has a serious attitude.

SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.



PART II -- Continued

- SA-----Strongly Agree
- A-----Agree
- UN-----Undecided
- D-----Disagree
- SD-----Strongly Disagree

53. In general, the eye behaviors of the interviewee probably mean that he tends to feel unimportant.

SA ___ A ___ UN ___ D ___ SD ___

54. In general, the interviewee's eye behaviors probably mean that he tends to be ambitious.

SA ___ A ___ UN ___ D ___ SD ___

55. In general, the applicant's eye behaviors probably mean that he feels unsure of what he is saying.

SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

56. In general, the applicant's facial expressions show that he probably feels happy. SA ___ A ___ UN ___ D ___ SD ___
57. In general, the applicant's eye behaviors probably mean that he tends to be responsible. SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

SA-----Strongly Agree
A -----Agree
UN-----Undecided
D -----Disagree
SD-----Strongly Disagree

58. In general, the applicant's eye behaviors probably show that he is attentive.

SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

SA-----Strongly Agree
 A-----Agree
 UN-----Undecided
 D-----Disagree
 SD-----Strongly Disagree

59. In general, the applicant's eye behaviors probably mean that he has self-confidence.

SA ___ A ___ UN ___ D ___ SD ___

60. In general, the applicant's posture makes him appear to be outgoing.

SA ___ A ___ UN ___ D ___ SD ___

61. In general, the interviewee's eye behaviors probably mean that he is unfriendly.

SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

- SA-----Strongly Agree
- A-----Agree
- UN-----Undecided
- D-----Disagree
- SD-----Strongly Disagree

62. In general, the applicant's eye behaviors probably mean that he respects the interviewer.

SA ___ A ___ UN ___ D ___ SD ___

63. In general, the interviewee's eye behaviors show that he probably tends to be unreliable.

SA ___ A ___ UN ___ D ___ SD ___

64. In general, the applicant's posture means that he probably tends to be nervous.

SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

- SA-----Strongly Agree
- A-----Agree
- UN-----Undecided
- D-----Disagree
- SD-----Strongly Disagree

65. In general, the eye behaviors of the applicant probably mean that he tends to be untruthful.

SA ___ A ___ UN ___ D ___ SD ___

66. In general, the applicant's facial expressions seem to suggest that he has a serious attitude.

SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.



PART II -- Continued

SA-----Strongly Agree
 A-----Agree
 UN-----Undecided
 D-----Disagree
 SD-----Strongly Disagree

67. In general, the eye behaviors of the interviewee probably mean that he tends to feel unimportant. SA ___ A ___ UN ___ D ___ SD ___
68. In general, the interviewee's eye behaviors probably mean that he tends to be ambitious. SA ___ A ___ UN ___ D ___ SD ___
69. In general, the applicant's eye behaviors probably mean that he feels unsure of what he is saying. SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED.

PART II -- Continued

SA-----Strongly Agree
 A -----Agree
 UN-----Undecided
 D -----Disagree
 SD-----Strongly Disagree

70. In general, the applicant's eye behaviors probably mean that he tends to be responsible. SA ___ A ___ UN ___ D ___ SD ___

STOP! PLEASE DO NOT TURN THE PAGE UNTIL SO INSTRUCTED. ○



PART II -- Continued

- SA-----Strongly Agree
- A-----Agree
- UN-----Undecided
- D-----Disagree
- SD-----Strongly Disagree

71. In general, the applicant's eye behaviors probably show that he is attentive.

SA ___ A ___ UN ___ D ___ SD ___

PART III

You are now asked to provide some information about yourself so as to allow for individual differences.

1. For what type(s) of employment do you generally interview?

_____ professional

_____ non-professional

_____ professional and non-professional

2. In which of the following ethnic groups do you generally place yourself?

_____ White or Caucasian

_____ Black or Afro-American

_____ Other (Please indicate here) _____

PART IV

Thank you for participating in this study! Please use the space below to tell us what you thought about this survey.

APPENDIX D
SCORING SCALES

Scoring Scale

1 = 5-Strongly Agree; 4-Agree; 3-Undecided; 2-Disagree;
1-Strongly Disagree

2 = 1-Strongly Agree; 2-Agree; 3-Undecided; 4-Disagree;
5-Strongly Disagree

3 = Camouflage Items

<u>Items</u>	<u>Scale Used</u>
1. In general, people who use indirect eye contact tend to be unreliable.	1
2. In general, people who use indirect eye contact are probably insincere.	1
3. In general, people who look you directly in the eye usually tend to be intelligent.	1
4. In general, people who tend to use indirect eye contact appear to be outgoing.	1
5. In general, a person who tends to cross his/her legs probably has self-confidence.	3
6. In general, people who tend to use direct eye contact probably seem to be deceitful.	2
7. In general, nonprofessionals need not be expected to use direct eye contact.	1
8. In general, people who tend to use indirect eye contact appear to be aggressive.	2
9. In general, the avoidance of direct eye contact usually means that a person knows what he is talking about.	2

- 10. In general, people who tend to use slouchy posture are usually very alert. 3
- 11. In general, people who tend to use direct eye contact appear to be trivial. 2
- 12. In general, the avoidance of direct eye contact means that a person tends to be unwise. 1
- 13. In general, people who tend to use direct eye contact usually lack self-confidence. 2
- 14. In general, people who use indirect eye contact tend to be friendly. 2
- 15. In general, people who use stiff erect posture tend to be unassertive. 3
- 16. In general, the avoidance of direct eye contact usually means that a person tends to be unso- ciable. 1
- 17. In general, the avoidance of direct eye contact usually means that a person tends to be dis- honest. 1
- 18. In general, people who look you directly in the eye tend to be very effective in professional positions. 1
- 19. In general, people who tend to use indirect eye contact usually feel insignificant. 1
- 20. In general, people who frown probably tend to be unpleasant. 3
- 21. In general, people who use direct eye contact usually tend to be unassertive. 2



22. In general, employees who tend to use indirect eye contact are poor representatives of your agency. 1
23. In general, the tendency to use direct eye contact usually means that a person acts unfriendly. 2
24. In general, the avoidance of direct eye contact probably means that a person tends to be sneaky. 1
25. In general, people who smile a lot probably tend to be deceitful. 3
26. In general, people who use direct eye contact tend to be shifty. 2
27. In general, people who tend to use direct eye contact probably feel important. 1
28. In general, people who tend to look a speaker directly in the eye usually appear to be listening. 1
29. In general, people who tend to use indirect eye contact probably appear to be alert. 2
30. In general, a person who wears a smirk on his/her face tends to be sneaky. 3
31. In general, people who usually use direct eye contact tend to be trustworthy. 1
32. In general, people who tend to use indirect eye contact should be looked upon with suspicion. 1
33. In general, the avoidance of direct eye contact probably means that a person tends to be shy. 1
34. In general, people who look you directly in the eye tend to be ambitious. 1

- 35. In general, the people who tend to wear hair on their face should be looked upon with suspicion. 3
- 36. In general, people who tend to look you directly in the eye are probably unstable. 2
- 37. In general, the use of direct eye contact probably means that a person feels happy. 1
- 38. In general, people who tend to use indirect eye contact probably appear to be unsure of what they are saying. 1
- 39. In general, people who look you directly in the eye tend to get along very well with others. 1
- 40. In general, people who tend to smile probably appear to be deceitful. 3
- 41. In general, the use of direct eye contact usually means that a person is respectful. 1
- 42. In general, listeners who tend to use direct eye contact appear to be indifferent to the speaker. 2
- 43. In general, the avoidance of direct eye contact usually means that a person seems to be inattentive. 1
- 44. In general, people who tend to squirm a lot in their seats tend to be nervous. 3
- 45. In general, the applicant's eye behaviors probably mean that he has self-confidence. 1
- 46. In general, the applicant's posture makes him appear to be outgoing. 3



47. In general, the interviewee's eye behaviors probably mean that he is unfriendly. 2
48. In general, the applicant's eye behaviors probably mean that he respects the interviewer. 1
49. In general, the interviewee's eye behaviors show that he probably tends to be unreliable. 2
50. In general, the applicant's posture means that he probably tends to be nervous. 3
51. In general, the eye behaviors of the applicant probably mean that he tends to be untruthful. 2
52. In general, the applicant's facial expressions seem to suggest that he has a serious attitude. 2
53. In general, the eye behaviors of the interviewee probably mean that he tends to feel unimportant. 2
54. In general, the interviewee's eye behaviors probably mean that he tends to be ambitious. 1
55. In general, the applicant's eye behaviors probably mean that he feels unsure of what he is saying. 1
56. In general, the applicant's facial expressions show that he probably feels happy. 2
57. In general, the applicant's eye behaviors probably mean he tends to be responsible. 1
58. In general, the applicant's eye behaviors probably show that he is attentive. 1

59. In general, the applicant's eye behaviors probably mean that he has self-confidence. 2
60. In general, the applicant's posture makes him appear to be outgoing. 3
61. In general, the interviewee's eye behaviors probably mean that he is unfriendly. 1
62. In general, the applicant's eye behaviors probably mean that he respects the interviewer. 2
63. In general, the interviewee's eye behaviors show that he probably tends to be unreliable. 1
64. In general, the applicant's posture means that he probably tends to be nervous. 3
65. In general, the eye behaviors of the applicant probably mean that he tends to be untruthful. 1
66. In general, the applicant's facial expressions seem to suggest that he has a serious attitude. 3
67. In general, the eye behaviors of the interviewee probably mean that he tends to feel unimportant. 1
68. In general, the interviewee's eye behaviors probably mean that he tends to be ambitious. 2
69. In general, the applicant's eye behaviors probably mean that he feels unsure of what he is saying. 1
70. In general, the applicant's eye behaviors probably mean that he tends to be responsible. 2
71. In general, the applicant's eye behaviors probably show that he is attentive. 1

APPENDIX E

RAW SCORES OF BLACKS ON PART ONE,
AND PART TWO

APPENDIX F

RAW SCORES OF WHITES ON PART ONE
AND PART TWO

PART TWO

Item number	Subjects																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
I145	4	4	4	4	5	2	4	4	4	4	5	4	5	4	4	4	5	2	5	4
I147	2	2	4	2	2	4	4	3	2	4	1	2	1	4	4	5	1	4	1	2
I148	2	5	3	2	4	2	2	2	2	3	4	4	4	3	3	3	1	2	4	1
I149	2	1	2	2	2	2	2	2	2	2	1	2	2	2	2	3	2	2	2	2
I151	5	4	4	4	4	5	4	4	4	4	5	5	5	4	4	4	5	5	4	4
I153	3	4	4	4	4	5	5	4	5	4	4	4	5	4	4	4	3	5	4	5
I154	4	4	4	4	4	2	2	3	4	4	4	4	4	4	4	4	4	2	4	4
I155	5	2	4	4	4	5	4	4	5	4	5	4	2	4	4	4	4	5	5	5
I157	5	4	2	4	4	1	4	3	4	3	5	2	5	3	2	1	4	1	5	4
I158	5	2	3	4	4	4	5	5	2	5	4	4	5	5	3	3	5	4	4	2
I159	5	2	4	2	3	4	2	4	2	2	2	2	2	2	4	5	5	4	2	2
I161	1	2	2	3	2	1	1	2	2	3	3	2	3	3	2	1	2	1	3	2
I162	5	2	2	2	2	3	2	4	2	2	1	2	1	1	2	2	5	3	2	2
I163	5	2	2	3	3	2	2	2	2	3	3	2	2	3	2	2	4	2	3	2
I165	1	3	2	2	2	1	2	2	5	3	4	2	5	3	2	1	1	1	4	5
I167	5	4	2	3	3	5	2	4	4	3	4	4	2	3	2	2	4	5	4	4
I168	5	2	4	3	2	2	4	2	5	4	4	5	4	4	4	5	4	2	4	5
I169	1	2	4	2	4	3	2	2	5	4	4	4	4	4	4	4	2	3	4	5
I170	5	2	4	2	2	4	3	4	4	4	3	4	4	4	4	4	4	4	3	4
I171	2	4	3	4	3	4	2	1	4	2	5	5	1	1	3	3	4	2	2	4

PART ONE

Item number	Subjects																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
I1	5	4	2	2	2	1	1	2	2	2	2	2	2	2	2	5	1	2	2	
I2	5	3	2	4	3	1	1	3	4	2	2	4	2	2	2	5	1	2	4	
I3	5	4	2	2	4	1	2	2	2	2	2	4	2	2	3	5	1	2	1	
I4	3	5	4	4	3	4	4	2	4	4	3	4	2	4	4	3	4	4	5	
I6	3	4	5	4	3	4	4	4	4	4	5	4	5	4	5	3	4	4	5	
I7	3	1	2	2	2	2	2	2	4	1	2	1	5	2	2	3	2	1	5	
I8	1	5	4	4	2	5	5	4	5	5	4	5	2	4	4	2	5	5	4	
I9	1	5	5	4	2	5	4	2	4	5	1	5	4	4	5	2	5	5	4	
I11	3	5	4	4	3	5	4	3	5	5	4	5	4	5	4	3	5	5	5	
I12	3	5	1	1	2	1	2	2	1	2	2	4	2	2	1	2	1	4	1	
I13	1	5	4	5	4	5	4	3	5	4	5	4	4	4	4	2	5	4	5	
I14	1	4	4	4	3	4	4	4	4	4	4	4	4	4	4	2	4	4	4	
I16	3	4	2	2	2	1	2	2	5	2	4	2	4	2	2	3	1	2	5	
I17	3	3	2	2	3	1	2	1	2	2	2	1	2	1	2	3	1	1	1	
I18	5	4	4	4	4	1	4	4	4	4	4	4	5	4	4	5	1	4	4	
I19	3	4	4	4	3	1	2	4	2	4	2	4	2	4	4	3	1	4	2	
I21	3	4	4	4	3	4	4	4	4	5	3	4	4	5	4	3	4	4	4	
I22	3	5	3	3	4	1	2	2	5	4	5	4	1	4	3	5	1	1	5	
I23	3	5	3	3	4	1	2	2	5	4	5	4	1	4	3	5	1	1	5	
I24	5	4	1	1	2	1	2	2	1	2	4	1	2	2	1	4	1	1	1	
I26	5	4	4	4	4	5	1	4	4	4	4	4	5	5	3	4	5	4	4	
I27	3	4	4	4	2	2	4	4	4	2	3	4	4	2	4	4	2	4	4	
I28	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	5	5	
I29	3	4	4	4	2	4	4	4	4	5	4	4	1	4	5	3	4	4	4	
I31	3	3	3	4	2	2	4	2	2	5	2	4	2	3	3	3	2	2	1	
I32	5	4	3	3	3	1	2	2	2	3	4	1	1	3	3	4	1	1	2	
I33	5	4	4	4	5	3	4	3	5	5	5	3	5	3	4	4	3	3	5	
I34	1	4	4	4	5	2	3	2	5	3	4	5	5	5	4	4	2	2	5	
I36	4	4	4	4	4	4	5	4	4	2	2	5	5	3	4	3	4	5	4	
I37	1	4	3	3	2	1	2	3	2	1	1	1	2	2	3	2	1	1	2	
I38	1	4	2	2	4	2	3	2	2	4	4	4	5	1	2	4	1	2	4	
I39	2	4	4	4	3	2	2	4	4	2	5	4	5	4	4	2	2	4	4	
I41	3	4	2	2	2	1	2	2	1	1	1	2	1	2	2	2	1	2	1	
I42	3	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	4	5	5	
I43	1	4	2	2	3	2	4	4	2	4	3	4	1	5	2	2	2	4	2	

PART ONE

Item number	Subjects																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
I1	1	1	2	2	2	2	1	3	1	2	1	2	2	1	1	2	2	2	2	4
I2	1	1	2	2	2	2	1	3	1	2	2	2	2	1	4	2	2	2	2	4
I3	2	1	4	3	2	2	1	4	1	2	2	2	2	2	2	4	4	4	2	4
I4	5	5	4	3	3	4	4	4	4	4	3	4	4	4	5	4	3	5	5	3
I6	5	5	4	4	4	2	5	3	5	4	5	4	4	4	5	4	4	5	5	4
I7	1	5	3	3	4	4	2	3	1	2	2	2	2	2	2	2	2	3	1	1
I8	5	2	4	4	4	4	3	3	5	4	4	4	4	5	4	4	4	5	2	4
I9	3	5	4	4	4	4	5	4	5	4	4	4	4	5	5	4	4	4	5	5
I11	4	5	4	4	4	2	5	3	5	4	4	4	4	5	5	3	4	4	5	3
I12	2	1	2	2	2	4	1	3	1	2	2	2	2	2	1	2	2	4	2	4
I13	5	5	4	4	4	4	5	2	4	4	3	4	4	5	4	4	4	5	5	4
I14	3	5	4	3	3	2	5	3	4	4	3	4	4	4	4	4	3	4	4	3
I16	3	3	2	1	2	2	1	3	1	2	2	2	2	2	3	4	2	4	2	4
I17	1	1	2	2	2	2	1	3	1	2	1	1	2	1	3	2	3	2	2	4
I18	4	1	2	3	3	2	2	5	1	2	2	1	2	4	4	4	4	4	4	4
I19	1	1	3	2	2	4	2	3	1	2	3	2	2	2	3	4	2	2	4	4
I21	5	5	4	4	4	5	3	4	5	4	4	4	4	5	4	3	4	4	4	4
I22	4	1	3	2	3	2	1	2	2	2	1	1	4	1	4	4	4	4	4	4
I23	3	5	4	4	4	4	5	3	4	4	5	4	4	5	2	4	4	4	4	4
I24	1	1	4	2	2	2	1	3	1	2	1	2	2	2	4	2	3	2	4	3
I26	3	5	4	4	4	4	1	4	5	4	5	4	4	3	4	4	4	4	2	3
I27	3	1	2	3	4	4	3	4	1	2	3	2	2	4	4	2	4	4	4	4
I28	2	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	5
I29	4	4	4	3	3	4	3	5	4	4	3	4	4	4	4	4	4	4	5	4
I31	3	1	4	4	3	4	1	4	2	2	3	2	2	2	2	2	4	4	4	4
I32	2	1	2	1	2	2	1	3	1	1	1	2	2	1	3	2	3	2	4	2
I33	4	4	4	4	4	4	2	5	4	2	3	2	4	5	3	4	4	4	2	4
I34	3	1	4	3	4	2	2	5	2	2	3	2	2	4	3	4	4	4	4	4
I36	5	5	4	4	4	4	5	4	5	4	5	4	4	4	3	4	4	5	4	4
I37	1	1	4	2	2	4	1	3	2	2	2	2	2	2	2	2	2	2	4	2
I38	2	1	4	2	2	2	2	4	2	2	2	2	2	4	4	2	4	4	4	4
I39	2	1	4	3	3	2	2	4	2	2	3	2	2	2	4	4	4	4	2	4
I41	2	1	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	4	4	4
I42	4	5	4	4	4	4	4	5	4	4	4	4	4	5	4	4	4	2	4	4
I43	2	1	4	2	2	4	2	5	2	2	3	4	2	2	3	2	4	2	4	4

PART TWO

Item number	Subjects																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
145	4	2	4	4	4	4	4	4	5	3	3	4	4	4	4	4	4	4	5	5
147	2	4	2	3	3	2	4	2	3	4	3	3	4	2	3	4	2	2	1	2
148	3	2	3	2	2	2	2	2	2	2	3	2	4	2	4	2	2	4	4	4
149	3	4	2	2	2	1	4	1	2	2	2	2	2	2	2	2	2	4	1	1
151	5	5	5	4	4	5	5	5	4	4	5	5	4	4	2	4	3	4	5	4
153	5	5	4	4	4	5	5	5	4	4	4	5	4	4	4	4	3	4	5	4
154	3	1	4	4	4	4	1	4	4	2	3	2	2	4	3	3	4	4	5	5
155	5	5	4	4	4	4	4	5	4	4	4	4	4	4	2	4	4	4	5	4
157	3	1	4	3	3	3	2	4	3	2	3	2	4	3	3	2	4	4	4	2
158	2	4	4	4	4	4	2	4	2	4	4	4	4	5	2	4	4	4	5	4
159	2	2	2	4	2	2	3	2	4	4	3	4	2	3	2	2	2	4	2	4
161	2	1	2	3	3	3	2	3	2	2	3	2	2	3	2	2	2	2	2	2
162	3	4	2	2	3	2	2	1	2	3	3	2	2	3	2	4	2	2	1	2
163	3	1	3	2	3	3	2	3	2	4	2	2	2	3	2	2	2	3	2	2
165	1	1	2	2	2	3	1	1	2	2	2	2	2	3	5	2	4	4	4	4
167	2	1	2	2	2	2	5	3	2	4	2	4	4	3	2	2	2	3	4	3
168	3	5	3	4	4	4	1	3	2	4	3	4	2	2	2	4	4	4	4	4
169	3	4	4	2	2	4	2	5	4	4	3	4	2	2	4	4	4	2	5	4
170	3	1	3	2	2	3	5	2	4	3	3	4	4	3	4	4	4	2	4	4
171	2	3	3	2	1	2	4	1	5	3	4	4	4	3	5	5	3	1	3	4

APPENDIX G

DIRECT EYE CONTACT ITEMS ON PART ONE

106

117

3. In general, people who look you directly in the eye usually tend to be intelligent.
6. In general, people who tend to use direct eye contact probably seem to be deceitful.
11. In general, people who tend to use direct eye contact appear to be trivial.
13. In general, people who tend to use direct eye contact tend to be friendly.
18. In general, people who look you directly in the eye tend to be very effective in professional positions.
21. In general, people who use direct eye contact usually tend to be unassertive.
23. In general, the tendency to use direct eye contact usually means that a person acts unfriendly.
26. In general, people who use direct eye contact tend to be shifty.
27. In general, people who tend to use direct eye contact probably feel important.
28. In general, people who tend to look a speaker directly in the eye usually appear to be listening.
31. In general, people who usually use direct eye contact tend to be trustworthy.
34. In general, people who look you directly in the eye tend to be ambitious.
36. In general, people who tend to look you directly in the eye are probably unstable.
37. In general, the use of direct eye contact probably means that a person feels happy.
39. In general, people who look you directly in the eye tend to get along very well with others.
41. In general, the use of direct eye contact usually means that a person appears to be respectful.
42. In general, listeners who tend to use direct eye contact appear to be indifferent to the speaker.

U

APPENDIX H

DIRECT EYE CONTACT ITEMS ON PART TWO

119

108

59. In general, the applicant's eye behaviors probably mean that he has self-confidence.
61. In general, the interviewee's eye behaviors probably mean that he respects the interviewer.
62. In general, the applicant's eye behaviors probably mean that he respects the interviewer.
63. In general, the interviewee's eye behaviors show that he probably tends to be unreliable.
65. In general, the eye behaviors of the applicant probably mean that he tends to be untruthful.
67. In general, the eye behaviors of the interviewee probably mean that he tends to feel unimportant.
68. In general, the interviewee's eye behaviors probably mean that he tends to be ambitious.
69. In general, the applicant's eye behaviors probably mean that he feels unsure of what he is saying.
70. In general, the applicant's eye behaviors probably mean that he tends to be responsible.
71. In general, the applicant's eye behaviors probably show that he is attentive.

APPENDIX I

INDIRECT EYE CONTACT ITEMS ON PART ONE

1. In general, people who use indirect eye contact tend to be unreliable.
2. In general, people who use indirect eye contact are probably insincere.
4. In general, people who tend to use indirect eye contact appear to be outgoing.
7. In general, nonprofessionals need not be expected to use direct eye contact.
8. In general, people who tend to use indirect eye contact appear to be aggressive.
9. In general, the avoidance of direct eye contact usually means that a person knows what he is talking about.
12. In general, the avoidance of direct eye contact means that a person tends to be unwise.
14. In general, people who use indirect eye contact tend to be friendly.
16. In general, the avoidance of direct eye contact usually means that a person tends to be unsociable.
17. In general, the avoidance of direct eye contact usually means that a person tends to be dishonest.
19. In general, people who tend to use indirect eye contact usually feel insignificant.
22. In general, employees who tend to use indirect eye contact are poor representatives of your agency.
24. In general, the avoidance of direct eye contact probably means that a person tends to be sneaky.
29. In general, people who tend to use indirect eye contact probably appear to be alert.
32. In general, people who tend to use indirect eye contact should be looked upon with suspicion.
33. In general, the avoidance of direct eye contact probably means that a person tends to be shy.
38. In general, people who tend to use indirect eye contact probably appear to be unsure of what they are saying.

43. In general, the avoidance of direct eye contact usually means that a person seems to be inattentive.

APPENDIX J

INDIRECT EYE CONTACT ITEMS ON PART TWO

45. In general, the applicant's eye behaviors probably mean that he has self-confidence.
47. In general, the interviewee's eye behaviors probably mean that he is unfriendly.
48. In general, the applicant's eye behaviors probably mean that he respects the interviewer.
49. In general, the interviewee's eye behaviors show that he probably tends to be unreliable.
51. In general, the eye behaviors of the applicant probably mean that he tends to be untruthful.
53. In general, the eye behaviors of the interviewee probably mean that he tends to feel unimportant.
54. In general, the interviewee's eye behaviors probably mean that he tends to be ambitious.
55. In general, the applicant's eye behaviors probably mean that he feels unsure of what he is saying.
57. In general, the applicant's eye behaviors probably mean that he tends to be responsible.
58. In general, the applicant's eye behaviors probably mean that he is attentive.