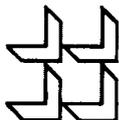


Replications and Refinements



Under this heading appear summaries of studies which, in 500 words or less, provide useful data substantiating, not substantiating, or refining what we think we know. Additional details concerning the results can be obtained by communicating directly with the investigator or, when indicated, by requesting supplementary material from Microfiche Publications.

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Evaluation of Opposite-Sex Person as a Function of Gazing, Smiling, and Forward Lean

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BURGOON AND HER COLLEAGUES have identified seven dimensions of communication: dominance-submission, emotional arousal, composure, similarity, formality, task versus social orientation, and intimacy (Burgoon, Buller, Hale, & DeTurck, 1984; Burgoon & Hale, 1984). Intimacy is the broadest and most often studied dimension; it includes the themes of trust, depth, affection, intensity, and receptivity. Burgoon et al. (1984) investigated their topology by manipulating the following combinations of nonverbal behaviors in a videotaped interaction: proximity, gazing, smiling, body lean, and touch. Videotaped stimulus persons were evaluated by American subjects on four dimensions, with the following results: Intimacy

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and immediacy were associated with proximity, gazing, smiling, body lean, and touch; arousal was associated with proximity, gazing, smiling, and body lean; dominance was associated with proximity and gazing.

The present experiment replicated Burgoon et al.'s (1984) study by using an interactive setting. Participants were 65 female and 70 male volunteer American students who ranged from 18 to 40 years in age ($M = 23.3$, $SD = 6.63$). The experiment was described as a study about how people get to know each other. Participants were introduced to an opposite-sex confederate with the instructions that one of them would speak while the other listened. Participants (who were always speakers) spoke about themselves for 5 min following a protocol with innocuous and nonembarrassing topics (hobbies, interests, goals, preferences). During this interaction, the confederate manipulated one of eight combinations of the following behaviors: gaze—no gaze (gazing constantly or not at all); smile—no smile (smiling at least once during each topic or not at all); lean—no lean (leaning forward or sitting straight). Confederates were four men and four women ranging in age from 23 to 25 years who were trained with videotapes to behave in a consistent manner; they were uninformed of the experimental hypotheses. Following the interaction, participants evaluated the confederate on a rating form consisting of 13 bipolar adjective pairs that discriminated between liked and disliked persons (Anderson, 1968).

Factor analysis of the adjective rating scale with a principal components solution and varimax rotation identified one factor explaining 66% of the variance with an eigenvalue of 9.25. Accordingly, ratings on the 13 adjectives were averaged into a total score indicating general liking for the confederate. A multiple regression analysis predicting total evaluation score with confederate sex (male = 0, female = 1) and nonverbal behaviors (present = 1, absent = 0) obtained $R = .461$, $p < .001$. The analysis indicated that total evaluation score was best predicted with the following equation: Total Evaluation Score = $.297$ Gazing + $.249$ Smiling + $.160$ Sex \times Smiling \times Forward Lean. Male and female participants thus gave more favorable evaluations to confederates who gazed and smiled. The interaction effect indicated that men had the greatest preference for a woman who smiled and leaned, whereas women had the greatest preference for a somewhat less intimate man who smiled but did not lean. These results were consistent for all confederates. It is interesting to note that women reported they were more influenced by the confederate's gazing and smiling than did men. However, the actual effects of confederate's gazing and smiling on men's and women's evaluations were equivalent.

This experiment supports Burgoon et al.'s (1984) findings that gazing and smiling may be associated with perceptions of another's intimacy and suggests that the men in this sample had a somewhat greater tolerance for nonverbal intimacy from an opposite-sex stranger than did the women.

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