PERCEPTIONS OF SELF-DISCLOSURE IN INTERPERSONAL COMPLIANCE-GAINING

THESIS

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By

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One hundred thirty-five undergraduate students were queried at North Texas State University. Perceptions of self-disclosure as a compliance-gaining tactic were surveyed. A fifteen item questionnaire was utilized. Fourteen questions were tested by an analysis of variance. One question was tested by chi-square. Data indicated that self-disclosure was viewed as an effective compliance-gaining tactic for both males and females; but females were perceived as more effective than males utilizing the tactic. Self-disclosure utilized as a compliance-gaining tactic was perceived as appropriate by both males and females. Results indicated females and males have similar perceptions regarding the appropriateness of utilizing the self-disclosure tactic. Male and female raters did not differ significantly from each other.
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CHAPTER I

INTRODUCTION

On June 13, 1980, Candy Montgomery, accused of murdering her friend, told a jury of her peers that she and her friend were having a disagreement. At one point during the disagreement her friend, Betty Gore, whispered "shhhhhhhhh." On the witness stand, Candy Montgomery indicated it was at that point that she lost control and brutally murdered Betty with an ax. She then self-disclosed regarding her past, her relationship with her mother, and the intense role her mother's verbalization, "shhhhhhhhh," played. Candy Montgomery was found not guilty. In this murder trial, self-disclosure played an important role in gaining the compliance of the jury to vote not guilty (Bloom & Atkinson, 1984).

As indicated by the Candy Montgomery murder trial, self-disclosure can be manipulated skillfully to gain compliance from others. However, research has not fully probed the persuasive, manipulative potential of self-disclosure (Twisselman, 1981). This study focuses on self-disclosure as a facilitating process in interpersonal compliance-gaining, and the perceptions of subjects regarding the appropriateness of disclosure in this context.
CHAPTER II

REVIEW OF THE LITERATURE

Definition of Terms

Several terms need definition and elaboration before the rationale for this study can be developed.

The term compliance-gaining is often equated with the term persuasion. Witteman and Fitzpatrick (1983) offer an alternative definition of compliance-gaining as "... the ability of individuals in ongoing relationships to influence the behavior of partners through their message choices" (p. 130). This definition identifies compliance-gaining as an ability utilized in the context of ongoing relationships. Rather than narrowing compliance-gaining in this manner, for purposes of this paper a modified version of this definition is utilized. Compliance-gaining is treated herein as a process, rather than ability, potentially occurring in many situations and relationships other than ongoing relationships. Aside from these two minor semantic differences, the definitions are the same.

Compliance-gaining is obviously different from persuasion, which is defined by O'Donnell and Kable (1982) as "a complex, continuing, interactive process in which a
sender and receiver are linked by symbols, verbal and nonverbal, through which the persuader attempts to influence the persuadee to adopt change in a given attitude or behavior because the persuadee has had perceptions enlarged or changed" (p. 9). Given these definitions, persuasion is either attitudinal or behavioral; compliance-gaining specifically involves behavioral change in behavior. Hence, compliance-gaining is considered a behavioral outcome of a communication process, not an attitude process (Wheeless, Barraclough, & Stewart, 1983).

In the discussion of compliance-gaining, the terms message choice and tactics were utilized. While a message can be considered any identifiable, meaningful unit of communication; message choice refers to the selection of message units from among a set of alternatives. Message choice will adhere with the compliance-gainer's intended strategy. The strategy is a general, goal-oriented set of behavioral-influence intentions. The compliance-gainer carries out these intentions by use of tactics. In any given compliance-gaining situation, the tactics of the compliance-gainer refer to the particular message choices which are intended to influence the target audience and fulfill the strategy. Tactics are considered the implementation of power through the use of communication, and are included in the overall strategy of the communicator (Wheeless, et al., 1983). Strategies and tactics are
apparent in the message choice of the compliance-gainer. This indicates that all compliance-gaining tactics are messages; however, all messages are not tactics.

Some studies differentiate between the sex of an individual and the sex-role of the same individual. The terms "sex" and "gender" refer to the biological sex of an individual. Sex-role is a supposed identification of each individual with a specific set of behaviors. These behaviors are categorized by societal standards. Currently, the three categories most commonly recognized are masculine, feminine, and androgynous. The first of these categories contains behaviors that have been defined traditionally by our society. Androgyny is the mix of the traditional sex-roles, which is neither truly masculine or feminine, but that combines behaviors which are considered the most adaptive behaviors from each of these categories (Bem, 1974).

Frequently, research distinguishes prosocial and antisocial message choice (deTurk, 1985). Prosocial message choice or strategy is typified by behavior that seeks compliance through the utilization of rewards. Antisocial message choice seeks compliance through the use of threats; hence, individuals using antisocial tactics often threaten punishment.

Locus of control and power are common topics of compliance-gaining research as well. A person's locus of
control refers to the perceived or attributed origin of influence in that person's life. Specifically, an internal locus of control is a tendency to view oneself as controlling events and influencing outcomes. External locus of control is a tendency to view outside forces as controlling events and influencing outcomes. In other words, this concept emphasizes the perceptions of individuals regarding the locus of the controlling influences in their life (Wheeless et al., 1983).

**Power** is another component in relational compliance-gaining that is very closely related to control. Power can be defined as "the control of resources that provide the powerholder with the potential for exercising influence, that is, for altering the behavior of another" (Howard, Blumstein, & Schwartz, 1986, p. 102). This definition implies that compliance-gaining and power are nearly synonymous and directly linked (Wheeless et al., 1983).

Early psychological research has studied self-disclosure as a personality trait (Jourard, 1964). A much broader view defines self-disclosure as merely "sharing biographical data, personal ideas, and feelings that are unknown to the other person" (Verderber & Verderber, 1980, p. 97). In his self-disclosure literature review, Cozby (1973) defines self-disclosure as occurring "when one person voluntarily tells another person things about himself which
the other is unlikely to know or to discover from other sources" (p. 414). Despite the variety of conceptualizations of self-disclosure, most communication and psychology researchers agree that self-disclosure is a message about the self that one communicates to another (Wheeless & Grotz, 1976).

Although much self-disclosure research has studied self-disclosure as a helpful, enhancing tool utilized for improving the quality of communication (Pearce & Sharp, 1973), another conceptualization of self-disclosure shifts the emphasis from the enhancement of communication to the enhancement of relationships (Gilbert, 1976). It has been conceived as a "healthy and fruitful means to enhance relationships" (Twisselman, 1981).

Review of the Literature

In order to assist the design of this study, it is necessary to review studies in self-disclosure and compliance-gaining. This synthesis of research will enhance the development of an empirical study aimed at probing the compliance-gaining potential of self-disclosure. This base of knowledge will add to the justification and understanding of the empirical study.
Self-Disclosure Relational Effects

As indicated, many researchers regard self-disclosure as a relationship enhancement tool. Consequently, relationship escalation has been proported to be the goal or purpose of self-disclosure (Verderber & Verderber, 1980). Gilbert (1976) indicates that "relational escalation" is the primary function of much self-disclosure. Self-disclosure is the tool by which individuals ensure movement from a nonintimate relationship to an intimate relationship (Cozby, 1973). Wheeless (1976) found relationships with significantly high levels of self-disclosure associated with higher solidarity than relationships with low self-disclosure. Results from other research indicate self-disclosure is directly related to the stability of a person's interpersonal relationships (Lombardo & Wood, 1979). Chelune, Vosk, Waring, and Sulton (1984) support self-disclosure as the component in marital development that accounts for the development of intimacy. Self-disclosure may produce this result because of the greater bonding that occurs between two individuals disclosing (Gilbert, 1976). Self-disclosure in interpersonal relationships is considered so important that Savicki (1972) gives credence to the notion that "the violation of a mutually understood rate of disclosure exchange results in termination of the relationship" (p. 271).
Self-Disclosure, Trust, and Liking

Self-disclosure has been linked to liking. As Cozby (1973) indicates, "the reception of intimate, self-disclosing information is rewarding" (p. 151). Self-disclosure appears to be rewarding because it is an act of trust and confidence to reveal oneself to another (Twisselman, 1981). Many experimental studies have revealed a positive correlation between self-disclosure, liking, and trust (Miller & Baseheart, 1969; Pearce, 1974; Vondracek & Marshall, 1971; Wheeless, 1978; Wheeless & Grotz, 1977). This point is emphasized by Cozby (1972), who found that "people like most those others who disclose most to them" (p. 151). The effects of self-disclosure on liking carry over to parental and marital relationships (Jourard, 1971). Research supports that disclosure is greater in marriage than in any other relationship (Jourard, 1971) which may indicate that disclosure is more promoted in love than in like situations (Cozby, 1973).

Dimensions of Self-Disclosure

In order to study self-disclosure, dimensions or parameters of disclosure have been established. The three main parameters supported by Cozby (1973) are breadth, depth, and intimacy. The breadth parameter refers to the amount of information that is disclosed in an interaction.
Duration refers to the amount of time spent elaborating each piece of disclosure and depth or intimacy refers to the personalness of the actual content of the information disclosed.

Although many researchers support these three parameters, others add to this list. Wheeless and Grotz (1976) summarize contributions to this list which extend it to include: frequency, honesty, accuracy, disclosive intent, positive or negative information, and relevance (p. 338). These dimensions provide the means to measure and manipulate self-disclosure in research.

Measurement

One of the first widely used instruments was Jourard's Self-Disclosure Questionnaire (JSDQ). This questionnaire consists of 60 items divided into six content areas (Jourard & Lasakow, 1958). Subjects respond to the questionnaire indicating past self-disclosure behavior. Although this measurement has been used in self-disclosure research, the validity of the JSDQ has been questioned (Ehrlich & Graeven, 1971; Hurley & Hurley, 1969; Pederson & Higbee, 1968). Pederson and Higbee (1968) suggest that the lack of consistency in target persons, instructions for responding, and questionnaire items of different researchers, may account for the inconsistent results of the JSDQ. An
experiment by Hurley and Hurley (1969) found the self-report JSDQ unsatisfactory in its ability to measure "disclosingness."

As Cozby (1973) indicates, it appears there is "little evidence for the predictive validity of the JSDQ" (p. 74). Researchers also question the validity of relying on subjects' own perceptions of their past communication behavior. This point is especially forceful when the confusion among researchers in defining self-disclosure is considered. Although the JSDQ has not been the only attempt at measuring self-disclosure (Polansky, 1965; Rickers-Ovsiankina and Kusmin, 1958), it still appears to be the most adapted and adopted by researchers (Cozby, 1973). However, according to Cozby (1973) "continued use of the JSDQ will only perpetuate the confusion that already exists in the literature" (p. 80).

Self-Disclosure and Personality

Early self-disclosure research pursued self-disclosure as a personality trait (Cozby, 1973; Jourard, 1964; Rickers-Ovsiankina & Kusmin, 1958). However, as Cozby (1973) indicates, "it would be a mistake to continue the collection of correlations between personality trait measures and self-disclosure questionnaires. Instead, self-disclosure should be measured behaviorally and used as the dependent variable" (p. 81). Pearce (1974) confirms this
concept and emphasizes the processual nature of self-disclosure. Rickers-Ovsiankina and Kusmin (1958) stress the need to switch from the concept of a "rigidly fixed feature" of personality to a "function" (p. 391). These and other researchers represent the movement to conceptualizing self-disclosure as a state rather than a personality trait.

Reciprocity of Self-Disclosure

Another factor affecting self-disclosure is reciprocity. Research indicates that the act of self-disclosure tends to elicit a response of self-disclosure (Chittick & Himelstein, 1967; Ehrlich & Graeven, 1971; Jourard, 1971; Jourard & Richman, 1963). The reciprocity effect has been supported in both questionnaire and confederate experiments (Chittick & Himelstein, 1967; Jourard & Jaffe, 1970; Powell, 1968). In an attempt to manipulate the reciprocity effect, Chittick and Himelstein (1967) found that both introverted and extroverted subjects conform to the level of the confederate's self-disclosure. Jourard and Richman (1963) term reciprocity the "dyadic effect" and indicate this effect "is a general phenomenon extending to many types of interpersonal relationships" (p. 145). As indicated by much research, the dyadic effect seems to be a stable response to self-disclosure. As Jourard (1971) indicates, "We disclose most to those who disclose to you" (p. 19).
In an attempt to record the limitations of this response, Savicki (1972) conducted an experiment which intended to prove that too much self-disclosure leads to a reduction rather than an increase of self-disclosure. According to this study, the intrusive strategy, that of too much disclosure, actually elicited more self-disclosure. Although this study seems to indicate the reciprocity effect is boundless, Savicki indicates that the research procedures may have affected the results. The subjects of this study were college age male students responding to a male confederate who was discussing the topic of sex. As Savicki indicates, the subjects and subject matter may have affected the results. Before concluding that the reciprocity effect has no bounds, it is necessary for more research in this area which utilizes different age groups and different topics.

Savicki's study was conducted in order to validate the curvilinearity hypothesis of reciprocity. Curvilinearity means that as amount and intimacy level of self-disclosure increases so does the self-disclosure response. However, this relationship occurs only to a given point after which more disclosure decreases response and reward (Cozby, 1973). Cozby's (1972) research indicates that self-disclosure is curvilinear, such that liking scores were highest at a medium level of disclosure. The Savicki study is not
consistent with this relationship, but as indicated, this study was not conclusive.

Potential Persuasive Effects

In a study conducted by Twisselman (1981), results indicate that self-disclosure can serve as a catalyst in initiating a recipient's willingness to interact. This study cast self-disclosure into a public speaking situation and examined it as a persuasive tool. The results did not indicate a direct link between persuasion and self-disclosure. However, the study does provide the background and indication that further study of this potential is justified.

As research indicates, self-disclosure promotes liking and consequently attraction (Twisselman, 1981). Liking and attraction should facilitate persuasion and compliance-gaining because understanding and identification are fundamental to persuasion (Brock, 1965).

Other research indicates self-disclosure has the potential of changing one's perception of the person disclosing (Chittick & Himelstein, 1967; Wheeless & Grotz, 1977). This effect may result in enhancing the perceptual complexity of the receiver. Hence, the more one knows about another, the more constructs he or she develops, which leads to the enhancement of understanding another's viewpoint (Della, 1976). If the person disclosing is disclosing a
positive image, persuasion is more likely to occur (Twisselman, 1981).

Self-Disclosure, Gender, and Gender-Type

Very important to this study is the study of gender differences in the use of and response to self-disclosure. Research that has sought to link gender and self-disclosure has supported varied results. Some research in this area suggests that men and women differ in the quantity of self-disclosure (Jourard, 1971; Shaffer & Egden, 1986) as well as the level of intimacy of disclosure (Cunningham, 1981; Davidson & Duberman, 1982; Jourard, 1971; Lombardo & Berzonsky, 1979). These studies indicate females disclose more often and that female disclosure is more personal and intimate. Lombardo and Berzonsky (1979) support that females disclose significantly more on intimate topics, but disclose equally to males on nonintimate topics. Still another study indicates females disclose more, but only in the acquaintance process (Shaffer & Ogden, 1986). However, other research seems to neutralize these findings and in some cases support findings opposite to the earlier studies (Gilbert & Whiteneck, 1976; Lombardo & Berzonsky, 1979).

Lombardo and Wood (1972) indicate those individuals who may be categorized as "moderate" disclosers are most satisfied with their interpersonal relationships. This finding was supported for both sexes. Differences of amount
of disclosure for males and females were not supported. Although Highlen and Johnston (1979) indicate that females self-disclose more feelings than males, in the acquaintance process both sexes were found to disclose more positive feelings than negative ones. Even more interesting are the findings of Gilbert and Whiteneck (1976) that indicate females are not higher disclosers than males, but males are more likely to disclose more often and earlier than females in a relationship. Shaffer and Ogden (1986) state, "Male subjects not only disclosed more highly intimate information about themselves than did female subjects, but they were also judged to initiate the content of the confederate's disclosures to a greater extent than did female subjects" (p. 92).

While these research results may seem to contradict one another, the problem may not lie in faulty research procedures, but rather indicate the need for research to approach self-disclosure from different viewpoints. As Snell, Belk, and Hawkins (1986) indicate, other factors such as the socialization of males and females, topic of disclosure, and the relationship of interactants may be much more important to variances in self-disclosure than the gender of the individuals disclosing (Chittick & Himelstein, 1967).

Communication researchers are working to support a gender-role based theory of self-disclosure as well. One
study found that disclosure differences are related to the sex-role of an individual rather than his or her biological sex (Cline, 1986). Although this concept may hold potential, it seems that gender-role theories are just a slight alteration of gender stereotyping. A more productive approach would be movement away from the concept of gender and gender-role and as Snell et al. (1986) indicate, look to other variables that affect disclosure.

Compliance-Gaining

The second major concept of this study is compliance-gaining. Compliance-gaining provides the context for the self-disclosure examined in this study.

Compliance-Gaining Research Trends

Communication research has studied compliance-gaining for its tactics and strategies (Fitzpatrick & Winke, 1979), how bases of power and dominance affect it (Howard, et al., 1986; Sillars, 1980), its affect on relationships (Fitzpatrick & Winke, 1979), situational affects on it (Fisher, 1984), the affects of the expectancy approach of communication on compliance-gaining (Burgoon, Dillard, & Doran, 1983), and gender differences in compliance-gaining message choice and strategy (deTurk, 1985; Fisher, 1983). While each of these topics relate to this study, it is important to emphasize the findings of the expectancy theory
of communication, gender differences in compliance-gaining message choice, and relational affects on compliance-gaining.

Expectancy Theory and Compliance-Gaining

The expectancy theory of communication suggests that males and females are constrained in their use of message strategies and language choices if they are to be influential. One study supports that males are expected to use more aggressive or antisocial strategies and females are expected to use more personal or prosocial strategies in persuading (Burgoon et al., 1983). The results of this study indicate that attitude change is inhibited if males and females deviate from these expectancies and utilize messages contrary to those expected of their sex. The study indicates that males using prosocial persuasive strategies are not as likely to persuade as males using aggressive, expected behaviors such as punishment or threats.

The findings of this particular study are a basis for the study that I am conducting. It is expected that the sexes will differ in their responses to the appropriateness of self-disclosure as a reflection of their expectation for males and females in compliance-gaining. Since self-disclosure is a prosocial behavior (Pearce & Sharp, 1973), it is expected that the responses of the subjects will
indicate they perceive the female compliance-gainer as more appropriate than the male compliance-gainer.

Compliance-Gaining, Gender, and Gender-type

While the expectancy theory is central to this study, it is important to point out that this theory studies expectancies, not what actually occurs in compliance-gaining. Several studies suggest that in actual compliance-gaining situations, males and females do not differ in their message choice (Burgoon, 1981; deTurk, 1985; Fisher, 1983). One study suggests that the importance of the relationship of the individuals involved in compliance-gaining is an important function in the choice of prosocial versus antisocial message strategy (Dillard & Fitzpatrick, 1984).

These studies are important in defining the design of this study. This study does not suggest that males and females utilize different compliance-gaining strategies or that males and females differ in their use of self-disclosure. This study attempts to measure perceptual differences of males and females in their response to self-disclosure by males and females in compliance-gaining contexts.

Compliance-Gaining and Relational Contexts

Finally, one study found that relational contexts affect strategy choice in compliance-gaining (Sillars,
This study suggests that in an interpersonal relationship, a base of power for the compliance-gainer can be the ability to give rewards for compliance. It also suggests that the psychological information that one has about the other in an interpersonal relationship affects compliance-gaining strategy choice. This information allows the compliance-gainer greater latitude in establishing norms of behavior. Sillars also indicates that the perceived cost to the relationship plays an important role in interpersonal compliance-gaining message choice. With this in mind, it appears appropriate to utilize self-disclosure in compliance-gaining because the person attempting compliance may know that it is important to the other to meet the psychological needs of the compliance-gainer. Self-disclosure reveals a psychological need of the compliance-gainer in this study.

Statement of the Problem

As indicated, a great deal of research has been conducted in the communication field involving self-disclosure and compliance-gaining separately. However, there is a gap in the research as researchers have neglected to explore and link the two concepts extensively. The review of the literature is sufficient evidence to indicate that the two are conceptually and empirically related and that a study further exploring their relationship will add
valuable knowledge to the field of communication. The questions to be addressed in this study are: 1) Is self-disclosure perceived as an appropriate and effective behavior in compliance-gaining?; 2) Is an individual's gender related to his or her perceptions of self-disclosure?; and 3) Is self-disclosure perceived as more appropriate for women than men in compliance-gaining?

H1: Use of self-disclosure as a compliance-gaining tactic will be positively related to perceived compliance success.

H2: Females are perceived as more effective than males when utilizing self-disclosure as a compliance-gaining tactic.

H3: Self-disclosure utilized in compliance-gaining is perceived as more appropriate for females than males.

Significance of the Study

This study will identify self-disclosure as a compliance-gaining tool, thereby casting self-disclosure in a relatively new light. There are several disciplines that could benefit from studying disclosure in this way, which include: interpersonal communication, rhetorical communication, psychology, and criminal law.

Interpersonal communication will most directly benefit from this study as this topic is central to interpersonal communication. If compliance-gaining research studies self-disclosure and compliance-gaining as this study does, a new avenue of research will develop that will increase and
benefit the communicative approach to analyzing how
individuals gain compliance in interpersonal relationships.

As mentioned in the review of the literature, communication researchers have conducted research that supports the expectancy theory of communication. This study will add to that body of literature either confirming or negating earlier findings of this theory.

Rhetorical communication studies will benefit as well, as this study will direct attention to the potential of self-disclosure as a symbolic form of persuasion. Historically, it is possible that self-disclosure has been utilized in this way, but has not yet been recognized as facilitatory in compliance-gaining and/or persuasion (Twisselman, 1981).

The field of psychology has studied self-disclosure in several ways, but not for its compliance-gaining benefits. Psychological researchers should investigate the process of self-disclosure as a compliance-gaining technique and how it works in this context. For example, does self-disclosure work as a manipulator of guilt? What kind of people utilize disclosure in this way, and who is most and least likely to be persuaded by this behavior? While my study does not directly address these questions, it could act as a catalyst to promote research into these questions.

Those in the field of criminal law may benefit directly from this study as well. Is self-disclosure a means of
influencing a jury? More important, should self-disclosure be allowed in testimonies, or is it an inappropriate means of arousing guilt in the minds of the jury?

This study could have a direct influence on the disciplines mentioned, and is likely to affect other fields as well. Possibly, this study will cause interpersonal compliance-gaining research to branch off into entirely new directions.

Scope of the Study

The focus of this study is on the perception of self-disclosure as a form of compliance-gaining. This study does not attempt to measure self-disclosure or its compliance-gaining effectiveness. This study deals with how self-disclosure is perceived, not how it works, who is likely to utilize it, or who is likely to be influenced by it in compliance-gaining. This study does not deal with the effect of self-disclosure on compliance-gaining; rather, it deals with how self-disclosure is perceived by outsiders.
CHAPTER III

METHODOLOGY

This research will examine the perceptions of subjects toward self-disclosure in a compliance-gaining situation. In this study a staged interaction will be recorded on audiotape. Subjects will listen to this tape and subsequently complete a survey that will assess their impressions of the compliance-gaining functions of self-disclosure in the staged episodes.

The audiotape of this study will consist of a taped interaction of two actors engaged in a conversation. The situation of the conversation is compliance-gaining, and after a few, brief comments, self-disclosure will occur in the conversation. The audiotape will be 3-5 minutes, and the focus of the tape will be the compliance-gaining interaction. The conversation of the actors' will be carefully written and will be followed word-for-word by the actors.

The actors of this study will be in their mid-twenties. They will be instructed to act "natural" and the subjects will not be informed that the conversation is staged. Before the tape begins the subjects will be informed that the people in the tape are engaged, and the situation of the
conversation will be set up for the subjects. The subjects will be told they will not hear the entire conversation, only part of it.

The script of the conversation will consist of a short dialogue between two opposite sex partners who are presumed to have a steady relationship and are in a compliance-gaining situation. A medium level of self-disclosure will occur in the discussion by one of the participants in the dialogue. After the self-disclosure has occurred, the tape will end. The subjects will not be allowed to hear the other actor's response to the disclosure, thus not allowing the subject to be influenced by the other actor's response to the self-disclosure.

The subjects of this study are male and female university students who will hear the audiotape. The subjects will be divided into two groups; one group will hear a tape in which the female actor expresses self-disclosure, while the other group will hear a tape in which the male actor expresses self-disclosure. Both tapes will use the same script and the same actors.

After the subjects have listened to the tape, they will be asked to fill out a survey. This survey will be written in a way that references the self-disclosure of the conversation, and will record the subjects' perceptions of the disclosure. Also, each subject will be asked his or her age and sex. It is expected that age will not play a role
in the response of the subjects, but it is expected that the sex of the subject will be an important factor in determining his or her perception of the appropriateness of self-disclosure in compliance-gaining.

The surveys will be divided into four different groups: males listening to the male actor disclosing, males listening to the female actor disclosing, females listening to the female actor disclosing, and females listening to the male actor disclosing.

The third set of subjects will be a control group set up in the same manner as the disclosure groups. The actors and script will be exactly the same until the point of disclosure. The disclosure will be deleted and instead the actor will restate his or her desire.

Plan of Statistical Analysis

The purpose of this study is to investigate the impressions people have of self-disclosure in a compliance-gaining context as mediated by gender of actor and observer. Initially, an instrument will be constructed to explore a variety of relevant message dimensions of self-disclosure, based on a review of the self-disclosure literature. Since this will be a newly constructed measure, its dimensional properties will then be explored through factor analysis. The dimension(s) indicated by the factor analysis will then be used as a basis for (sub)scale construction. Reliability
of factor analytically derived variables will be assessed. Presuming acceptable reliability of the derived factor(s), the items loading together will be summed to create the dependent variables for assessing the nature of impressions subjects have of disclosure in compliance-gaining contexts. The test will be an analysis of variance (ANOVA). The first test will be a complete 2 x 2 x 2 factorial model (sex of rater by sex of actor by tactic--disclosure or nondisclosure). The existence of interaction effects will be ascertained, and presuming no significant interaction effects, hypothesis testing will proceed by the examination of main effects of the independent variable on the dependent variable(s).

Rationale

It may be necessary to conduct a pilot study on the script. This will be done to ensure that the script itself does not influence the subjects' perceptions. For example, the script should not be about a topic which will hinder subjects from being unbiased. In other words, having the two actors discuss the decision of abortion would not be a good idea.

The same script and same actors are used in both groups in order to inhibit outside factors that may contribute to the subjects' perceptions.
CHAPTER IV

RESULTS

Script, Questionnaire, Subjects

The script and questionnaire were designed and later approved by an expert panel. The script consisted of a conversation between Jane and Tom, an engaged couple. The compliance-gaining situation that occurred within the discussion was the decision regarding at whose house Jane and Tom should spend the holidays, Jane's parents' house or Tom's parents' house. The self-disclosure was contained in the last remark of the tape; it was the statement, "I know I haven't told you this, but when we go to your parents' house I don't feel comfortable. Some things have been said in the past that made me very uncomfortable." The control group script contained the exact statements until the last two sentences. Instead of self-disclosure, at this point the actor stated, "I'd really rather go to my parents' house."

The questionnaire consisted of 15 questions targeted to measure subjects' perceptions of the conversation they listened to on tape. All but the first question was scaled according to a Likert-type scale, from "strongly agree" (1 point) to "strongly disagree" (5 points).
Question one was a choice question where the respondents indicated at whose home they thought Tom and Jane should spend the holidays. Several items (10) were included that explored the message dimensions of self-disclosure as examined in the review of the literature (chapter 2).

After listening to the tape the subjects were asked to fill out the two page questionnaire. The questionnaire consisted of several questions targeting perceived effectiveness of self-disclosure as well as the potential effects of the self-disclosure on subjects' perceptions of the episode. As indicated, several questions were added that targeted the dimensions of self-disclosure.

The completed questionnaires were divided into eight groups: females exposed to the female disclosure tape (f/fd), males exposed to the female disclosure tape (m/fd), females exposed to the male disclosure tape (f/md), males exposed to the male disclosure tape (m/md), females exposed to the female nondisclosure control tape (f/fnd), males exposed to the female nondisclosure control tape (m/fnd), females exposed to the male nondisclosure control tape (f/mnd), and males exposed to the male nondisclosure control tape (m/mnd).

Subjects were 135 undergraduate students enrolled in an introductory communication course (Communication 1010: Principles and Practices of Human Communication) at North
Texas State University. In total, 76 males and 59 females participated. The experiment was conducted during normal class hours in the 10th week of the fall 1987 semester.

Method of Data Analysis

As already indicated, the first question on the survey was a choice question. Subjects were asked where they thought Tom and Jane should spend the holidays, Jane's parents' house, or Tom's parents' house. Although the subjects were not given the option of answering both or neither, some (8%) answered in this manner. The results of this question were tested by chi-square.

All other items (14) were analyzed according to a 2 x 2 x 2 factorial model (sex of rater by sex of actor by tactic-disclosure or nondisclosure). The items loading together were summed to create the dependent variables for assessing the nature of the impressions subjects have of disclosure in compliance-gaining contexts. The existence of interaction effects was ascertained, and hypothesis testing proceeded by the examination of main effects of the independent variables on the dependent variable(s).

Data Analysis - Question One of the Questionnaire

Analysis of question one indicates significance in both groups of male and females listening to females utilizing
self-disclosure. A total of 94 percent of the f/fd group indicated they thought Jane and Tom should spend the holidays at Jane's parents' home. This percentage is statistically significant (chi-square = 12.25, df = 1, p < .01). The m/fd score was slightly lower, with 71 percent of respondents choosing Jane's parents' home (chi-square = 4.76, df = 1, p < .05).

No other research group revealed significant differences on this question. The majority of the respondents in the groups indicating significant differences chose Jane's parents' home when Jane utilized self-disclosure for compliance-gaining. Scores when Tom utilized self-disclosure for compliance-gaining were not as significant. The percentages in the male disclosure groups were greater than 50 percent, indicating they felt Jane and Tom should spend the holidays at Tom's home (60% and 63%); however, these differences were not statistically different from chance (chi-square = 1.3, df = 1, ns; chi-square = 2.95, df = 1, ns).

Factor and Reliability Analysis

Initial reliability and factor analysis indicated that item 10 ("It was clear what Jane's/Tom's intentions or goals were in her/his compliance attempt") was unreliable, producing a corrected item-total correlation of .02. It was removed from further analysis. Factor analysis revealed
three components with eigenvalues greater than unity, with a clear break between the third (1.37) and fourth (.94) eigenvalues. Orthogonal and oblique rotations indicated that a three-factor solution was acceptable, explaining 59.5 percent of common variance. Items were defined on a factor if they produced primary loading of .50 or greater with no secondary loading of .30 or greater, with one exception. Item 2 produced loadings very close to these a priori criteria, and was defined on factor three to increase the reliability of this factor, from .57 to .64. Table 1 displays the oblique solution for the disclosure rating items.

Interpretation of the factors is relatively straightforward. Factor one represents an adequacy factor, loading items referencing "effectiveness," "varied information," "sufficiency of information," and "significance of information." Factor two is defined by two items concerning the "positive" and "negative" valence of information disclosed, and is labeled valence. The third factor is labeled honesty, and is comprised of items referencing "unfairness," "honesty," "accuracy," and "relevance of information disclosed." Coefficient alpha reliability of the factors were .80, .88, and .64 respectively.
Although an ANOVA of all 14 questions was possible, the factor analysis allows for a more empirically useful and meaningful analysis of this data. Organizing the data in this fashion better indicates or represents the subjects' perceptions of the items, which is more useful than rigid a priori categorizations of the researcher. This method allows the researcher to assess how the subjects perceptually structure the information queried. In addition, analysis of factors avoids the compounding error rate associated with item by item difference tests.

Factor One - Adequacy

Analysis indicates there were no interaction effects for factor one. Analysis of main effects indicates that actor sex accounts for significant variance. Females (M = 13.03, sd = 3.87) were perceived to perform significantly more adequately than male (M = 11.42, sd = 4.00) interactants (F = 5.60, df = 1, eta-squared = .04, p < .05).

Observer sex, however, does not significantly affect perceptions of adequacy (F = .12, df = 1, eta-squared = .00, ns). Female (M = 12.08, sd = 3.98) and male (M = 12.32, sd = 4.04) observers do not differ significantly in this perception area. The tactic (disclosure or nondisclosure) does indicate significance (F = 9.38, df = 1, eta-squared = .07, p < .05). Data indicates disclosure
(M = 13.18, sd = 3.99) is perceived as significantly more adequate than nondisclosure (M = 11.12, sd = 3.75). Therefore, these results provide substantive support for hypotheses one and two which predicted self-disclosure would be perceived as more effective than nondisclosure, and that females utilizing self-disclosure would be perceived as more effective than males utilizing self-disclosure.

Factor Two - Valence

As with adequacy, there were no interaction effects. Analysis of factor two, which is valence, indicates that both actor sex (female M = 4.86, sd = 2.15; male M = 5.07, sd = 2.07) and observer sex (female M = 4.77, sd = 2.06; male M = 5.11, sd = 2.14) have minimal effect on valence (actor sex, F = .33, df = 1, eta-squared = .00, ns; observer sex, F = .86, df = 1, eta-squared = .00, ns). Tactic significantly effects perceived valence (F = 25.72, df = 1, eta-squared = .16, p < .05), indicating that nondisclosure (M = 5.87, sd = 2.14) is perceived significantly more positively than disclosure (M = 4.18, sd = 1.73).

Factor Three - Honesty

Once again, no interaction effects were supported. Similar to factor two, actor sex (female M = 14.16,
\[ sd = 2.96; \text{ male } M = 14.30, \text{ sd } = 3.17 \] and observer sex (female \[ M = 14.30, \text{ sd } = 3.18; \text{ male } M = 14.18, \text{ sd } = 2.98 \]) do not significantly effect impressions of honesty (actor sex, \[ F = .07, \text{ df } = 1, \text{ eta-squared } = .00, \text{ ns} \); observer sex, \[ F = .05, \text{ df } = 1, \text{ eta-squared } = .00, \text{ ns} \]). Tactic, however, significantly effects observers' perceptions (\[ F = 5.48, \text{ df } = 1, \text{ eta-squared } = .04, \text{ p } < .05 \]), and results indicate disclosure (\[ M = 14.8, \text{ sd } = 2.86 \]) is perceived as significantly more honest than nondisclosure (\[ M = 13.58, \text{ sd } = 3.17 \]). These results do not provide support for hypothesis three which stated that females utilizing self-disclosure would be perceived as more appropriate than males utilizing self-disclosure as a compliance-gaining tactic.
CHAPTER V

DISCUSSION

This study investigated the gender perceptions of self-disclosure when utilized as a compliance-gaining tactic. This chapter includes a discussion of: (a) perceived tactic success of self-disclosure, (b) the effects of actor gender on perceived compliance-gaining success, and (c) perceived appropriateness of males and females utilizing the self-disclosure tactic.

Although the sex of observer was included in this study to test whether or not observer sex affected perceptions, it was not expected it would operate in this manner. Results indicate that for all factors, observer sex did not significantly affect perceptions. This finding was expected because although males and females are potentially socialized to behave differently, it seemed likely that the perception of others (male or female) would be similar. In other words, both men and women were expected to perceive females as more effective than males utilizing the self-disclosure tactic.
Compliance-Gaining Tactic Success

Analysis of factor one, adequacy, provides support for hypothesis one. Disclosure ($M = 13.18$, $sd = 3.75$) is perceived as significantly more adequate than nondisclosure ($M = 11.12$, $sd = 3.75$). Adequacy, as the factor analysis indicated, represents subjects' perception of the tactic's strategic effectiveness and informational sufficiency. Although this is a very logical finding, it is important to understand what it represents in the context of this study. The actual tactic examined disclosed relatively vague reservations and information (i.e., "Some things were said in the past that made me feel uncomfortable.") This singular statement produced an impression that the discloser's position was significantly more effective and informationally complete, despite its lack of reference to greater detail. This suggests that disclosure does not have to be effusive to be effective, and that relatively subtle disclosures can significantly influence impression outcomes in an interpersonal encounter. Also, these conclusions have not yet been tested fully in compliance-gaining research. Although this study deals specifically and solely with perceptions, confirmation of this hypothesis indicates the need to study and research actual behavior. Self-disclosure is not yet adequately recognized as a compliance-gaining tactic. The results of this study indicate that disclosure
is perceived as more strategically effective than nondisclosure in a compliance-gaining context.

Further research should examine actual use of self-disclosure as a compliance-gaining tactic and make an attempt to measure actual effectiveness for the compliance-gainer. Research might also query who is likely to utilize self-disclosure (Della, 1976; Jourard, 1971), in what type of compliance-gaining situations (Twisselman, 1981), as well as the type of relationships in which this tactic is utilized most readily (Chelune, Vosk, Waring & Sulton, 1984; Gilbert, 1976; Lombardo & Wood, 1979).

Perceptions of Effectiveness

Analysis of the adequacy factor provides support for hypothesis two. Results indicate females ($M = 13.02, sd = 3.87$) are perceived to perform significantly more adequately than males ($M = 13.02, sd = 4.00$). As indicated in the results section, observer sex does not mediate subjects' perceptions in this area. Although it seemed possible that male observers might "side" with the male actor, and female observers with the female actor, this possibility was not supported. Females were perceived as more adequate overall than males by both sexes.

Analysis of question one also supports this hypothesis. Analysis of this question indicated that both males and females thought Jane and Tom should spend the holidays at
Jane's parents' house when Jane utilized self-disclosure. Similar results were not replicated for the male utilizing self-disclosure for either nondisclosure group. Obviously, observer perceptions were affected positively by female self-disclosure. No positive or negative correlation was supported by any other experimental condition in this study.

Support of this hypothesis indicates females and males are constrained by societal expectations in their message choices if they are to be perceived as maximally effective. This finding confirms the findings of Burgoon, Dillard, and Doran (1983). Self-disclosure typically is considered a prosocial message choice (Pearce & Sharp, 1973) which is perceived as primarily effective for females. This also reflects the gender stereotype that females are encultured and expected to be more expressive in their communication (Spitzberg & Brunner, 1987). Disclosure is clearly an expressive tactic, as opposed to instrumental communication. The fascinating implication of this study is that expressive communication can be used in very "instrumental" ways.

Two alternate interpretations of this analysis merit discussion. The apparent requirement of society that females "hide" instrumental behavior within an expressive tactic unnecessarily limits and restrains females to adhere to somewhat nonprogressive perceptions and attitudes. Although the disclosure in this study was perceived as more honest than the nondisclosure, constraining females in this
way requires females to respond in what may seem to some as a devious and potentially dishonest manner. This conception is illustrated by examining the female behaviors that align with what may be called "southern belle" behavior. In a compliance situation, southern belle behavior is indicated by a perfectly intelligent, capable woman who may resort to flattery and emotional communicative responses in order to get her way. This stereotypical behavior is available to southern women, and is a chosen way of behaving in a given situation, not a biological or necessary response. Whether or not these behaviors are always effective does not negate the fact that women must feel this behavior is either productive or effective in order to gain compliance. The masking of self-disclosure seems similar to the southern belle behavior that masks intentions with frivolity and ingratiation. Self-disclosure may not be deceptive or devious in compliance-gaining, but results that indicate this masking occurs and in fact works to facilitate compliance for females only, may indicate this behavior correlates with other society accepted behaviors for females attempting to achieve compliance.

The other interpretation which merits discussion concerns the limitations and restrictions that these perceptions expound for males. This interpretation is best illustrated by two separate responses iterated by male subjects after completing the questionnaire. Both responses
were stated by male subjects exposed to the male disclosure tape. The first subject stated, "This is stupid, what's the guy's problem, he should just go to her parents' house." The other statement was, "He's the man, she should obey him." Oddly enough, both statements potentially reflect a similar attitude, that of the nonfeeling, strong, silent male.

The first subject reflected the societal attitude that males are not supposed to have feelings, and even if they do, they should never show those feelings. The male utilizing disclosure openly indicated feelings and requested compliance because of those feelings. This blatant exposure of feelings by a male was not readily accepted. Although this comment was made by a male, male and female subjects were not found to be different in their perceptions, indicating a potentially similar attitude by female subjects. Whether or not the self-disclosure tactic would be effective on one's long term partner is yet to be discovered.

The second statement, "He's the man, she should obey him," also adheres to the societal conceptualization of the strong, silent, unfeeling male. This subject, however, feels that the male ought to command the female rather than disclose feelings and try to gain compliance in a prosocial manner. These interpretations indicate that potentially, males are restricted and expected to behave and operate in
accordance with stereotypical male behavior. This attitude unnecessarily limits males who desire to be perceived as effective. Despite recent advances, society may still expect males to be strong, silent, and in control of relationships with the opposite sex.

Future research should explore this conclusion and extend research possibilities by varying the dimensions of the self-disclosure. Also the actual message topic of self-disclosure may play a role in the subjects' perceptions. Altering message topic may alter the research results (Snell, et al., 1986). Although this study deals only with perceptions, actual use and effectiveness of tactical self-disclosure requires further investigation. Are females actually more effective than males utilizing self-disclosure as a compliance-gaining tactic? Do females and males actually differ in their use of this tactic? Are males and females effected differently by partners utilizing this tactic? How does this tactic effect relationships?

Potentially, a study might consist of a questionnaire designed to implore subjects to relate their interpersonal experiences. For example, the researcher might write up or tape a self-disclosure compliance-gaining situation where the self-disclosure tactic is utilized. Subjects would be asked to respond to questions targeted to reveal information regarding the subjects' personal experiences in similar
situations. In similar situations, did the subject comply? In this situation, would the subject utilize this tactic? Has the subject communicated in a similar manner in the past?

Perceived Appropriateness

As indicated, results indicate that subjects perceive females as more effective on the adequacy factor than males utilizing self-disclosure. However, analysis of factors two and three, valence and honesty, does not support hypothesis three. Hypothesis three indicated females would be perceived as more appropriate than males utilizing self-disclosure. This hypothesis is not supported by analysis of the data.

Factor two, valence, indicates nondisclosure is perceived more positively than self-disclosure, but actor and observer sex do not significantly affect perceptions. Since the nature of the disclosure utilized in this study was somewhat negative in nature ("When we go to your parents' house I feel uncomfortable. In the past some things have been said that have made me feel very uncomfortable"), this result is not surprising. While it was not anticipated in this study, one of the next logical steps would be to examine the relative efficacy of positive and negative disclosures in compliance-gaining situations. As indicated, the disclosure of this study was perceived
negatively; would the research results be different if self-disclosure that was more positive in nature had been utilized?

Factor three, honesty, indicates disclosure is perceived as more honest than nondisclosure. This effect is not mediated by actor or observer sex. These results support the conclusion that self-disclosure is perceived as appropriate for both females and males, since it is likely that honesty is usually perceived as more appropriate than dishonesty. This may not be true in all cases, but this conclusion is further supported when the item content comprising this factor is considered: "unfairness," "honesty," "accuracy," and "relevance of information disclosed."

Lack of support for this hypothesis, which stated that females would be perceived as more appropriate utilizing the self-disclosure tactic, does not rule out the possibility that females are perceived as more appropriate than males utilizing self-disclosure as a compliance-gaining tactic. Considering the support found for hypothesis two, it seems logical that confirmation of hypothesis three would follow. Possibly, perceptions in this area were not adequately assessed by the questionnaire utilized. Further research might consist of a study developed to better measure perceived appropriateness (see Canary & Spitzberg, 1987). Measurement of this perception may be difficult, but further
research should confirm or deny the research finding of this study. Such a study would help to elaborate the role of disclosure in affecting the fundamental dimensions of communicator competence (Spitzberg & Cupach, 1984), and would provide a better indication of the role of disclosure in impression management generally.

Limitations

Acceptance of these conclusions require an examination of the specific research limitations of this study. As indicated, the dimensions of self-disclosure, the self-disclosure message content, and the compliance-gaining situation define this study and potentially affect the results. Geographical location (the southwest), and the age and academic level of the subjects may also potentially affect results. However, despite these limitations, the findings of this study are relevant and significant. Message studies require the decision to utilize a specific message. Much care and research support this decision, but the research results may be affected by the message. However, conceivably the results can be logically transferred to similar messages occurring in similar situations.

Although confirmation of hypothesis two indicates societal expectations may be somewhat rigid, this study does not measure actual behavior or the actual results of utilizing self-disclosure as a compliance-gaining tactic.
Observers perceived females as more effective than their male counterparts; however, actual effectiveness was not measured. Whether individuals actually behave in strict accordance with perceptions seems unlikely, and is not supported by this or other studies.

Overall, this study expands the research possibilities of both self-disclosure and compliance-gaining by focusing attention on the compliance-gaining potential of self-disclosure as a tactic. As indicated, self-disclosure positively affects perceived compliance-gaining effectiveness. This finding supports and requires even further probing research of self-disclosure. The implications of this study are that self-disclosure can no longer be as limited as earlier supported (ie., relationship enhancement, affectionate, expressive communication). Research should explore the instrumental potential of self-disclosure. This study provides evidence of the potentially instrumental utilization of self-disclosure which can positively affect perceptions. These results allow the logical leap to conclude that self-disclosure in actual behavior is utilized in compliance-gaining.

This study also adds to the body of literature that exposes the potentially damaging perceptions of society. Males and females are still perceived and expected to behave differently. Implications of this finding are especially revealing when the methodology of this study is considered.
Even though identical actors, situation and messages were utilized, males and females were perceived differently. The potential explanations for this finding have already been discussed; making it is difficult to deny the implication that males and females are communicatively restricted by societal standards.

Conclusion

One hundred thirty-five undergraduate students were queried at North Texas State University. Perceptions of self-disclosure as a compliance-gaining tactic were surveyed. A fifteen item questionnaire was utilized. Fourteen questions were tested by an analysis of variance. One question was tested by chi-square. Data indicated that self-disclosure was viewed as an effective compliance-gaining tactic for both males and females; but females were perceived as more effective than males utilizing the tactic. Self-disclosure utilized as a compliance-gaining tactic was perceived as appropriate by both males and females. Results indicated females and males have similar perceptions regarding the appropriateness of utilizing the self-disclosure tactic. Male and female raters did not differ significantly from each other.
TABLE 1

Oblique Factor Rotation Of Item Loadings

PATTERN MATRIX

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<td>.07943</td>
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<tr>
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* Indicates the factor the item loads on.
APPENDIX B
COMMUNICATION QUESTIONNAIRE

Please read the following questions carefully and answer them according to how you think/feel, not how you think you should answer. There are no right or wrong answers. Your participation is greatly appreciated. Where appropriate, simply circle or check the desired response.

Age: _______  Sex: ____ Male  ____ Female

At whose house do you think they should spend the holidays?

____ Jane's family
____ Tom's family

Jane was very effective in attempting to gain Tom's compliance.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

Jane was being unfair in her attempt to gain Tom's compliance.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

In this situation, I would have complied with Jane's request.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

Jane was honest in her attempt to gain Tom's compliance.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

The information Jane gave Tom in order to change his mind was accurate.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

The information Jane gave Tom was relevant to the situation.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE
The information Jane gave Tom in order to change his mind was positive in nature.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

The information Jane gave Tom in order to change his mind was negative in nature.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

Jane gave enough information to gain Tom's compliance.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

It was clear what Jane's intention or goals were in her compliance attempt.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

Jane's attempt to get her way was appropriate.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

Jane gave Tom significant information in order to gain compliance.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

Jane utilized a wide variety of information in her attempt to get his way.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE

Jane was very effective in her attempt to gain compliance.

1 2 3 4 5
STRONGLY MILDLY NEITHER MILDLY STRONGLY
AGREE AGREE AGREE OR DISAGREE DISAGREE
BIBLIOGRAPHY


