

# COMMUNICATION RESEARCH REPORTS

VOLUME 12 NUMBER 2 FALL, 1995

## EDITOR

James C. McCroskey  
West Virginia University

## EDITORIAL ASSISTANT

Michelle A. Howard  
West Virginia University

## EDITORIAL BOARD MEMBERS

Jerry L. Allen  
University of New Haven

Mike Allen  
University of Wisconsin  
Milwaukee

G. Blake Armstrong  
University of Oklahoma

Joe Ayres  
Washington State University

Robert A. Barraclough  
West Virginia University

Michael Beatty  
Cleveland State University

Shereen Bingham  
University of Nebraska at Omaha

Melanie Booth-Butterfield  
West Virginia University

Steven Booth-Butterfield  
West Virginia University

Jennings Bryant  
University of Alabama

Daniel J. Canary  
Pennsylvania State University

Ann L. Darling  
University of Illinois

Gustav W. Friedrich  
University of Oklahoma

Joan Gorham  
West Virginia University

Mark Hickson, III  
University of Alabama, Birmingham

James M. Honeycutt  
Louisiana State University

Pamela Kalbfleisch  
University of Kentucky

Lynne Kelly  
University of Hartford

Donald W. Klopff  
West Virginia University

Jolene Koester  
California State University  
Sacramento

Timothy R. Levine  
University of Hawaii

Matthew M. Martin  
West Virginia University

Steven Allen McCornack  
Michigan State University

Sandra Metts  
Illinois State University

Dan O'Hair  
University of Oklahoma

Brian R. Patterson  
West Virginia University

Elizabeth Perse  
University of Delaware

W. James Potter  
Indiana University

Andrew S. Rancer  
University of Akron

Virginia P. Richmond  
West Virginia University

Rebecca B. Rubin  
Kent State University

Wendy Samter  
University of Delaware

John C. Sherblom  
University of Maine

Glenn G. Sparks  
Purdue University

Brian H. Spitzberg  
San Diego State University

Laura Stafford  
Ohio State University

Lawrence R. Wheelless  
University of North Texas

Walter R. Zakahi  
New Mexico State University

# The Effects of Speaker Personality on Anticipated Reactions to Public Speaking

Peter D. MacIntyre  
University College of Cape Breton

Kimly A. Thivierge  
University of Ottawa

*The present study considers the correlations between speaker personality traits, represented in the Five Factor Model, and reactions to audiences that have been associated with public speaking anxiety. Ninety-five university students evaluated six different speaking situations and provided ratings of public speaking anxiety, willingness to speak, fear of negative opinion, expected evaluation, and audience agreeableness. Results showed that the global traits of extraversion, emotional stability and intellect were significantly correlated with public speaking anxiety and related cognitive and affective reactions to the prospect of public speaking. It is argued that the observed pattern of relations helps to perpetuate public speaking anxiety in a "self-fulfilling prophesy."*

The anticipation of public performance, in particular public speaking, often arouses significant levels of discomfort and anxiety, along with related emotions and cognitions. For several years, communication theorists and researchers have been concerned about the role that such reactions, particularly anxiety, play in the communication process. McCroskey (1984) and Beatty (1988) argue that public speaking anxiety is a cognitive experience. As such, the speaker's interpretation of the communication situation is key to understanding public speaking anxiety. The manner in which a speaker anticipates the public speaking situation, including the audience, certainly will have a profound effect on the speaker's reactions to the situation (Buss, 1980; MacIntyre & Thivierge, in press). Elements of the speaker's personality may predispose her/him to various types of cognitive and emotional reactions, including public speaking anxiety.

In the literature on public speaking anxiety and related constructs, some research effort has been undertaken to examine personality traits that affect communication-related variables. For the purposes of the present work, we can distinguish between two levels of personality traits: global and situation-specific. Global traits, as defined by Funder (1991), refer to "... patterns of behaviour presumed to transcend time and specific situations" (p. 31). Extraversion would be an example of a global trait that is consistent over time and applicable to many types of situations. Situation-specific traits, as the name implies, transcend time but are limited to a particular type of situation, public speaking for example. The relationship between global traits and situation-specific ones is

---

Peter D. MacIntyre (Ph.D., Western Ontario, 1992) is currently an Assistant Professor of Psychology at the University College of Cape Breton, PO Box 5300, Sydney N.S. Canada, B1P 6L2. Kimly A. Thivierge [B.A. (Hons) Ottawa, 1994] is currently engaged in studies at the University of Calgary, Calgary Alberta, Canada. This research was supported by a Post Doctoral Fellowship from the Social Science and Humanities research Council of Canada granted to the first author. This research was conducted as part of the second author's honours thesis in the School of Psychology at the University of Ottawa. We would like to thank R. Clément and K. Noels for their comments on the design of the study, to J. C. McCroskey for suggesting additional literature, and to H. Davey for comments on the written manuscript.

complex, much like the link between genotypes and phenotypes (Goldberg, 1993). In this case, combinations of underlying global traits would influence situation-specific traits. For example, an extravert with low self-esteem would show different levels of apprehension about communicating than would an extravert with high self-esteem (MacIntyre, 1994). This would explain why the more circumscribed, situation-specific traits are more highly correlated with specific instances of behavior than are more global traits (Ajzen, 1988).

An exploration of the relationship between global traits and situation-specific ones would be greatly facilitated by a taxonomy of global traits. A consensus among psychologists engaged in personality research is emerging on the number and nature of the most basic, global personality traits. The Five Factor Model (or Big 5) has been advanced as a taxonomy of these global personality traits (McCrae & Costa, 1987; Digman, 1990; Goldberg, 1993; John, 1990). Several versions of the five factor model have been proposed by these different theorists, with some variation in names assigned to the global traits. More remarkable than the differences among them, however, is the consistency in reported structure and its replication across samples and cultures (Goldberg, 1993). These five factors, according to Goldberg (1993), can be referred to as Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Intellect'. Extraversion refers to sociability or an orientation toward interacting with others, agreeableness refers to pleasantness and friendliness, conscientiousness refers to being trustworthy and well organized, emotional stability refers to a calm, even-tempered person with a general absence of nervousness, and intellect refers to sophistication or openness to new experiences.

In terms of using global traits to understand communication behavior, it is useful to show how such traits can exert their influence on variables arising in the situation. This is the sort of work that Funder (1991) recommends when he suggests that "an important direction for future research is to specify further the dynamic mechanisms through which global traits influence behavior... it might be helpful to ascertain how people with different traits perceive and categorize situations" (p. 34). If we take public speaking anxiety as a situation-specific trait that intervenes between global traits and overt behaviour, then we may tap into the considerable research conducted on variables such as audience anxiety, communication apprehension, stage fright, and related constructs. McCroskey (1977, 1984, 1992; McCroskey & Richmond, 1991) has consistently argued that variables such as communication apprehension, perceived competence, and willingness to communicate are "trait-like" in their influence.

Various traits have been examined in the literature on communication apprehension and the more specific trait of public speaking anxiety, including self-esteem (Daly & Stafford, 1984; McCroskey, Daly, Richmond & Falcione, 1977), self-focused attention (Daly, Vangelisti, & Lawrence, 1989), and perceived competence (Brown & Garland, 1971; Cohen & Sheposh, 1977; Froming, Corley, & Rinker, 1990). McCroskey, Daly, & Sorensen (1976) conducted a study using Cattell's 16PF personality test, along with measures of dogmatism, Machiavellianism, tolerance for ambiguity, need to achieve, and locus of control. Perhaps of the most obvious trait to be associated with communication apprehension is introversion - extraversion. Surprisingly, the correlations reported between this global trait and communication apprehension have been moderate, around  $r = .30$  (McCroskey & Richmond, 1991). However, this modest level of correlation is to be *expected* if several global traits are active in influencing the situation-specific anxiety reaction (see Ahadi & Diener, 1989). That is, when several global traits play a role in a person's reaction to a situation, then no one trait will show an extremely high correlation with behavior. This was shown to be the case by McCroskey et al. (1976) who found significant correlations between the PRCA-20 (McCroskey, 1970) and measures of 15 of the 21 traits studied. The highest correlations were observed between communication apprehension and adventurousness, surgency, anxiety, self-control, and emotional maturity. It should also be noted that the PRCA-20 contained several items

that referred to public communication and therefore may be considered a measure of public speaking anxiety.

Notwithstanding this contribution, what appears to be missing from the discussion of the role of personality in generating public speaking anxiety is a *systematic* examination of basic, global personality traits (see Clevenger, 1984), especially making use of the work on the Five Factor Model. There are good reasons to expect that such relations exist. Extraversion and Agreeableness are considered to be interpersonal in nature (Paulhus & Bruce, 1992) and may play a significant role in the arousal of public speaking anxiety because public speaking is, by definition, social behavior. Furthermore, a lack of emotional stability reflects a general tendency to experience anxiety in any situation [also called trait anxiety (Spielberger, 1983)] and appears to be related to the experience of public speaking anxiety. Beatty (1988; Beatty, Andriate & Payne, 1985) has shown that public speaking anxiety contributes to the development of trait-like communication apprehension. In spite of studies such as those cited here, surprisingly little research has been conducted to examine the relation between public speaking anxiety and global traits, such as introversion and emotional stability (Clevenger, 1984).<sup>2</sup> It would appear that an investigation of the correlation between basic personality variables and public speaking anxiety is warranted.

The major purpose of the present study is to examine the correlations between global personality traits and anticipated levels of public speaking anxiety. A secondary purpose will be to examine correlations with various anxiety-related reactions to the prospect of public speaking. To examine this latter issue, ratings of audience effects that are consistent with the anxiety research were taken. One of the most reliable findings is that anxious communicators are less willing to communicate (McCroskey & Richmond, 1991); thus respondents' willingness to speak will be assessed. In addition, people high in anxiety tend to fear negative evaluation, both personal evaluations and the evaluations of their performance. Thus, measures of fear of generating a negative opinion and expected evaluation of the speech itself will be taken. Finally, it is hypothesized here that anxious communicators will perceive the situation to be less comfortable and this feeling of discomfort, a defining feature of communication apprehension (McCroskey & Richmond, 1991), will likely affect the perception of the audience as being pleasant or unpleasant.

Such cognitions and emotions have reliably been associated with anxiety. However, global traits may play a role in predisposing certain individuals to those types of cognitive and emotional reactions. Prior to collecting the data, specific predictions were made about the significance and direction of individual correlations. Public speaking anxiety and emotional stability are expected to correlate negatively because emotional stability implies an habitual lack of anxiety and the correlation should extend to public speaking as well. A key component of social anxiety is the fear of generating a negative opinion of one's self among other people (Watson & Friend, 1969; Leary, 1995), the audience in this case. Thus, emotional stability is also expected to correlate negatively with the fear of generating negative opinion. It was anticipated that willingness to speak would be positively correlated with extraversion because extraverts generally enjoy social interaction more than introverts. The intellect trait was expected to correlate positively with an anticipated evaluation of the speech because people who consider themselves to be more sophisticated will likely have a higher opinion of their ability to communicate. The speaker's agreeableness was expected to be positively correlated with perceived agreeableness of the audience based on the hypothesis that agreeable people generally view others as more agreeable. No specific predictions were made concerning the conscientiousness trait.

## METHOD

### *Participants*

Ninety-five students from second-year university psychology classes and a first-year communication class participated in the study. Testing was conducted immediately following regular classes and lasted approximately 20 minutes.

### *Materials*

Three types of materials were included in the questionnaire: a measure of personality traits, descriptions of six types of public speaking situations in the form of vignettes, and ratings of the anticipated reactions. A manipulation check also was included to test the difficulty of imagining each of the situations described in the vignettes.

*Personality Measure.* Goldberg's (1992) transparent bi-polar scale was used to assess the five global personality traits. The scale was made less prone to response bias by reversing 17 of the 35 items. Seven items on a nine point semantic differential scale were used to measure each of the following personality traits: Extraversion (versus Introversion), Agreeableness (versus Disagreeableness), Conscientiousness (versus Negligence), Emotional Stability (versus Neuroticism), and Intellect (versus Unsophisticated).

*Vignettes.* Six brief vignettes (see MacIntyre & Thivierge, in press) were presented, in random order, to each of the subjects. Each vignette presented a combination of a pleasant or unpleasant audience, composed of friends, acquaintances or strangers. All six possible combinations (pleasant strangers, unpleasant friends, etc.) were administered with reference to one of three different speech contexts: academic, professional, and social. The academic context suggested that students were making a presentation to classmates as part of a course. The professional context had subjects imagine giving a speech at a training session to a group of co-workers. The social situation asked subjects to imagine speaking at a wedding. To simplify the task, each subject rated all six audiences in only one of the contexts. This variety of public speaking situations allows for greater generalizability of the findings.

*Ratings of Affect.* Each of the vignettes were rated on the following scales:

1. **Anxiety.** This six-item measure (taken from Gardner & MacIntyre, 1993) used a nine point semantic differential response format to evaluate the amount of anxiety that a subject anticipates feeling when speaking. An example item is, "I would feel: flustered 1— 9 composed". Higher scores are indicative of greater anxiety.
2. **Willingness to speak.** This measure assessed the number of minutes for which a subject was willing to communicate. The item was phrased as follows: "For how many minutes would you be willing to speak to this group (from 0 min. to 30 min.)?"
3. **Audience Agreeableness.** A four-item measure of audience agreeableness was constructed using nine point semantic differential scales. Three of the four items were chosen from Goldberg's (1992) agreeableness scale (unkind - kind, cooperative - uncooperative, disagreeable - agreeable) and one other was included (critical - encouraging).

4. **Expected Evaluation.** Respondents were asked to estimate what grade they expected to receive from the audience if they were being marked on the quality of their speech. A nine point scale was used with the anchors (1) "Very Poor" and (9) "Excellent."
5. **Fear of Negative Opinion.** Respondents indicated, on a nine point scale, how worried they would be that the audience would have a negative opinion of them. The anchors were (1) Not at all and (9) Very Worried.

*Manipulation Check.* As a check on the plausibility of the speaking situations, subjects were asked: "How difficult is it to imagine such a situation?" Responses ranged from (1) Not at all to (5) Very difficult. High scores indicate greater difficulty in imagining the situations. A total of 18 ratings were made (6 vignettes x 3 contexts) and none of the means for the ratings were greater than the theoretical mid-point of 3 on the manipulation check. This indicates that all of the speaking situations presented were plausible to the raters.

### *Procedure*

Each questionnaire was assembled, by hand, using a series of random numbers to ensure that no two participants responded to the vignettes in the same order. The personality measure was always administered first. Questionnaires containing the three speaking contexts were mixed before being distributed to the participants. Respondents completed the questionnaires following a regularly scheduled lecture.

## RESULTS

Correlations between the five personality factors and the five ratings of the vignettes were computed in order to investigate the potential role of personality factors on the perception of the audience. To control for any differences between the ratings of the speaking contexts, all of the data were standardized within context prior to computing the correlations. This removes the differences between the mean ratings of the three contexts without influencing the variation or covariation of scores.

The correlations between the standard scores for personality and ratings of affect are presented in Table 1. Public speaking anxiety shows significant, negative correlations with three of the five personality dimensions: emotional stability (as predicted), extraversion, and intellect. Fear of negative opinion was significantly, negatively correlated with the same three traits: emotional stability (as predicted), extraversion, and intellect. Expected evaluation of the speech showed the same pattern, correlating positively with emotional stability, extraversion, and intellect (as predicted). Willingness to speak was significantly correlated with extraversion (as expected), as well as with the intellect trait. Ratings of audience agreeableness showed a surprisingly strong, positive correlation with emotional stability. The data also show that extraversion is correlated with greater perceived audience agreeableness. Contrary to expectation, audience agreeableness did not show the expected correlation with the personality trait of agreeableness. Finally, no predictions were made concerning the conscientiousness factor and it did not show significant correlations with any of the audience reaction variables.

To examine whether these reactions to anticipated public speaking are associated with public speaking anxiety, a correlation matrix was computed to show the relations among these affective ratings (see Table 2). The results show strong, significant correlations between public speaking anxiety and all of the other ratings. In fact, all of the correlations were  $r = .64$  or higher, with the exception of the correlation between public speaking anxiety and willingness to speak ( $r$

= -.42), supporting the assertion that the cognitive and affective reactions tapped by these variables are closely associated with anticipated anxiety.

**TABLE 1**  
Correlations Between Personality Traits and Affective Ratings

Ratings of Affect	Personality Factors				
	Emotn.	Extra.	Intel.	Agree.	Consc.
Public Speaking Anxiety	-.45**	-.40**	-.20*	.06	.15
Willingness to Speak	.17	.29**	.35**	.01	.11
Perceived Audience Agreeableness	.42**	.27**	.13	-.06	.01
Expected Audience Evaluation	.33**	.22*	.22*	-.09	.01
Fear of Negative Opinion	-.36**	-.27**	-.20*	-.08	.14

Note: \*  $p < .05$ , two tailed, \*\*  $p < .01$ , two tailed. Extra. = Extraversion; Emotn. = Emotional Stability; Intel. = Intellect; Agree. = Agreeableness; Consc. = Conscientiousness.

**TABLE 2**  
Correlations Among the Affective Ratings

	Affective Reaction				
	1	2	3	4	5
1. Public Speaking Anxiety	---				
2. Willingness to Speak	-.42**	---			
3. Audience Agreeableness	-.65**	.15	---		
4. Expected Evaluation	-.69**	.48**	.57**	---	
5. Fear of Negative Opinion	.64**	-.23*	-.41**	-.51**	---

Note: \*  $p < .05$ , two tailed, \*\*  $p < .01$ , two tailed

## DISCUSSION

Several observations may be made on the basis of the correlations between the personality dimensions and the expected reactions to the audience. The most consistent personality factor to be related to the anticipated reactions studied here was the introversion-extraversion dimension. Introverts appear to be less willing to speak and are more prone to public speaking anxiety. They also expect more negative evaluations from the audience and show greater fear of generating a negative opinion of themselves among the audience members. This may lead to a self-fulfilling prophesy because those who are more reluctant to speak are generally evaluated less favorably by audience members (Daly & Stafford, 1984; McCroskey & Richmond, 1987). Thus, an introvert shows a complex set of emotional and cognitive reactions to public speaking that lead to the avoidance of that situation and a lack of opportunity to practice relevant communication skills. These findings are consistent with McCroskey et al.'s (1976) results showing strong correlations

between communication apprehension and the traits of surgency ( $r = -.52$ ) and adventurousness ( $r = -.54$ ) which are major components of the introversion-extraversion dimension in the Five Factor Model (Goldberg, 1993).

Emotional stability also appears to play an important role in reactions to public speaking. Indeed, the correlations involving emotional stability are consistently higher than those for introversion - extraversion (with the exception of those involving willingness to speak). People low in emotional stability can be considered high in neuroticism, or in a chronic state of anxiety. As might be expected, higher levels of public speaking anxiety are related to lower levels of emotional stability, and this is consistent with McCroskey et al.'s (1976) correlations of communication apprehension with both emotional maturity ( $r = -.33$ ) and anxiety ( $r = .50$ ). In another self-fulfilling prophesy, these correlations suggest that public speaking anxiety may stem, in part, from a propensity to expect negative evaluations from the audience, coupled with the unfortunate tendency to be more sensitive to negative evaluations. It is therefore not surprising that those low in emotional stability also see the audience as less pleasant. This may be the result of a process of self-perception (Bem, 1972; Fazio, 1987) where anxious people experience anxiety in the presence of others and then blame the audience for causing that anxiety. It is interesting that the expected agreeableness of the audience was not correlated with the speaker's own level of agreeableness but was most strongly correlated with emotional stability.

Correlations involving intellect indicate that higher scores on that dimension are associated with better anticipated evaluations from the audience and a reduced fear of generating negative opinions. Thus, people higher in intellect anticipate less anxiety and possess a greater willingness to speak. To the extent that people who rate themselves higher in intellect are actually more competent speakers, this effect may be based on a combination of perceived and actual competence. It should be noted that the dimension of intellect is also referred to as "openness to experience," "culture," and "sophistication" and should not be equated with intelligence or IQ. Intellect refers to a toleration for and exploration of unfamiliar situations (Costa & McCrae, 1985) and, in this context, seems related to an openness toward a relatively unusual communication event, public speaking.

Although the results of this study appear to be meaningful and consistent with previous research, it must be noted that the participants were not exposed to actual speaking situations. Rather, the various contexts were imagined and anticipated responses were recorded. This methodology is consistent with McCroskey's (1977) definition of communication apprehension as a reaction to "real or imagined" communication and previous studies have used such an approach (e.g., Froming et al., 1990; Cohen & Sheposh, 1977). The anticipation of events, how they are perceived and categorized, is both an interesting process in its own right and a potential key to explaining anxiety-arousal (Beatty, 1988). Public speaking anxiety might be maintained by a type of self-fulfilling prophesy wherein anxious speakers are sensitive to negative evaluations, expect them, and therefore withdraw from speaking, creating negative opinions among audience members who sense the reluctance to speak (Daly & Stafford, 1984). It would appear that global personality traits, particularly, emotional stability and introversion-extraversion, play a role in this process by predisposing speakers to these cognitive and affective reactions.

## NOTES

1. In terms of labels, the most problematic factor has been the fifth one, Intellect. Most often it is referred to as Openness to Experience but might also be called Sophistication or Culture. The first factor has also been referred to as surgency, but the label extraversion seems to encompass that idea and is more widely known.

2. A search of the PSYCHLIT data base, which includes communication journals, reveals that between January 1987 and December 1993, not one abstract contained reference to public speaking anxiety and introversion - extraversion.

## REFERENCES

- Ahadi, S., & Diener, E. (1989). Multiple determinants and effect size. *Journal of Personality and Social Psychology*, 56, 398-406.
- Ajzen, I. (1988). *Attitudes, personality and behavior*. Chicago, IL: Dorsey Press.
- Beatty, M. (1988). Situational and predispositional correlates of public speaking anxiety. *Communication Education*, 37, 28-39.
- Beatty, M., Andriate, G. A., & Payne, S. K. (1985). Does communication apprehension cause communication state anxiety?: A cross-lagged panel analysis. *Communication Research Reports*, 2, 29-35.
- Bem, D. J. (1972). Self-perception theory. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 6, pp. 1-62). New York: Academic Press.
- Brown, B., & Garland, H. (1971). The effects of incompetency, audience acquaintanceship, and participated evaluative feedback on face-saving behavior. *Journal of Experimental Social Psychology*, 7, 490-502.
- Buss, A. H. (1980). *Self-consciousness and social anxiety*. San Francisco: W.H. Freeman.
- Clevenger, T. (1984). An analysis of research on the social anxieties. In J. A. Daly & J. C. McCroskey (Eds.), *Avoiding communication: Shyness, reticence, and communication apprehension* (pp. 219-236). Beverly Hills, CA: Sage.
- Cohen, P., & Sheposh, J. (1977). Audience and level of esteem as determinants of risk taking. *Personality and Social Psychology Bulletin*, 3, 119-122.
- Costa, P. T., & McCrae, R. R. (1985). *The NEO Personality Inventory Manual*. Odessa, FL: Psychological Assessment Resources.
- Daly, J., & Stafford, L. (1984). Correlates and consequences of social-communicative anxiety. In J. A. Daly & J. C. McCroskey (Eds.), *Avoiding communication: Shyness, reticence and communication apprehension* (pp. 125-143). Sage: Beverly Hills, CA.
- Daly, J., Vangelisti, A., & Lawrence, S. (1989). Self-focused attention and public speaking anxiety. *Personality and Individual Differences*, 10(8), 903-913.
- Digman, J. M. (1990) Personality structure: Emergence of the five-factor model. *Annual Review of Psychology*, 41, 417-440.
- Fazio, R. H. (1987). Self-perception theory: A current perspective. In M. Zanna, J. M. Olson, & C. P. Herman (Eds.), *Social influence: The Ontario Symposium* (Vol. 5, pp. 129-149). Hillsdale, NJ: Erlbaum.
- Froming, W., Corley, E., & Rinker, L. (1990). The influence of public self-consciousness and the audience's characteristics on withdrawal from embarrassing situations. *Journal of Personality*, 58, 603-621.
- Funder, D. C. (1991). Global traits: A neo-Allportian approach to personality. *Psychological Science*, 2, 31-39.
- Gardner, R. C., & MacIntyre, P. D. (1993). On the measurement of affective variables in second language learning. *Language Learning*, 43, 157-194.
- Goldberg, L. R. (1993). The structure of phenotypic personality traits. *American Psychologist*, 48, 26-34.
- Goldberg, L. R. (1992). The development of markers for the big-five factor structure. *Psychological Assessment*, 4, 26-42.

- John, O. P. (1990). The "Big Five" factor taxonomy: Dimensions of personality in the natural language and in questionnaires. In L. A. Pervin (Ed.), *Handbook of personality: Theory and research* (pp. 66-100). New York: Guilford Press.
- Leary, M. R. (1995). *Self-presentation: Impression management and interpersonal behavior*. Madison, WI: Brown & Benchmark.
- MacIntyre, P. D. (1994). Variables underlying willingness to communicate: A causal analysis. *Communication Research Reports*, 11, 135-142.
- MacIntyre, P. D., & Thivierge, K. A. (in press). The effects of audience pleasantness, audience familiarity and speaking contexts on public speaking anxiety and willingness to speak. *Communication Quarterly*.
- McCrae, R. R., & Costa, P. T. (1987). Validation of the five factor model of personality across instruments and observers. *Journal of Personality and Social Psychology*, 52, 81-90.
- McCroskey, J. C. (1970). Measures of communication-bound anxiety. *Speech Monographs*, 37, 269-277.
- McCroskey, J. C. (1977). Oral communication apprehension: A summary of recent theory and research. *Human Communication Research*, 4, 78-96.
- McCroskey, J. C. (1984). The communication apprehension perspective. In J. A. Daly & J. C. McCroskey (Eds.), *Avoiding communication: Shyness, reticence, and communication apprehension* (pp. 13-38). Beverly Hills, CA: Sage Publications.
- McCroskey, J. C. (1992). Reliability and validity of the willingness to communicate scale. *Communication Quarterly*, 40, 16-25.
- McCroskey, J. C., & Richmond, V. P. (1987). Willingness to communicate and interpersonal communication. In J. C. McCroskey & J. A. Daly (Eds.), *Personality and interpersonal communication* (pp. 129-156). Newbury Park, CA.: Sage.
- McCroskey, J. C., & Richmond, V. P. (1991). Willingness to communicate: A cognitive perspective. In M. Booth-Butterfield (Ed.), *Communication, cognition, and anxiety* (pp. 19-37). Beverly Hills, CA: Sage.
- McCroskey, J. C., Daly, J. A., & Sorensen, G. (1976). Personality correlates of communication apprehension: A research note. *Human Communication Research*, 2, 376-380.
- McCroskey, J. C., Daly, J. A., Richmond, V. A., & Falcione, R. M. (1977). Studies of the relationship between communication apprehension and self-esteem. *Human Communication Research*, 3, 269-277.
- Paulhus, D. L., & Bruce, M. N. (1992). The effect of acquaintanceship on the validity of personality impressions: A longitudinal study. *Journal of Personality and Social Psychology*, 63, 816-824.
- Spielberger, C. D. (1983). *Manual for the State-Trait Anxiety Inventory*. Palo Alto, CA: Consulting Psychologists Press.
- Watson, D., & Friend, R. (1969). Measurement of social-evaluative anxiety. *Journal of Consulting and Clinical Psychology*, 43, 540-545.