

Jack denies, Ten implies

TCUK 2019 | Chris Hester



Empowering Trust™

Introductions



Today's agenda

- A quick history of nonverbal communication
- The rhetorics of nonverbal communication
- Final thoughts



True or false?

Communication is 7% verbal and 93% nonverbal.



7%
Your words



38%
Your tone



55%
Your gestures

The Mehrabian Study (1967)



- Focused on the communication of emotions, specifically the liking and disliking of something
- Study 1: Judged the feelings of a speaker by listening to a recording of a single word spoken in different tones of voice.
- Study 2: Dealt with facial expressions (in photographs) and vocal tone (on recordings)
- Combined the results of two studies to obtain the ratio of 7:38:55

A quick history of nonverbal communication



Significant players

Some men, who are in no sense alike, have the same facial expressions.

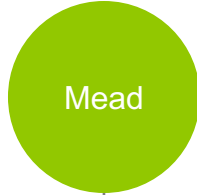


1872



Human expression is universal. We express and interpret emotions the same way.

Emotions are culturally constructed.



1928

There are eight primary emotions, and all emotions vary in degrees of similarity to one another.



1980

1971



There are six universal expressions of emotions.

2003



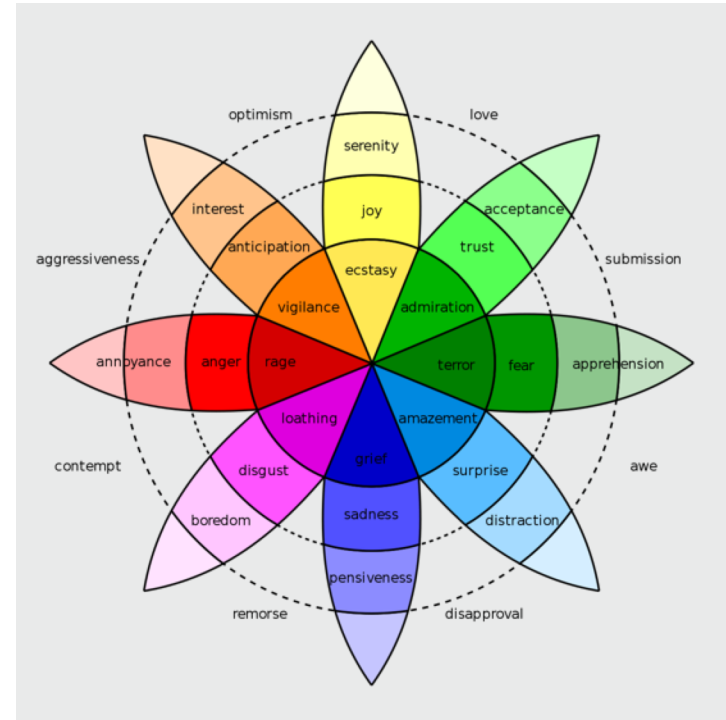
Emotions are a construct from internal feelings, memories, and outside factors



From Ekman to Plutchik



Ekman's six universal emotions



Plutchik's eight primary emotions

Areas of study



Kinesics

Body motion as communication



Haptics

Touching as communication



Proxemics

Human use of space as communication



Semiotics

Signs and symbols as communicative behavior



Chronemics

Role of time in communication

Roles of nonverbal communication

Accenting	Emphasize or amplify a key part of the verbal message	Increase volume, move forward, step back, stomp, pound
Complementing	Reinforce or increase the impact of more of the verbal message	Excited? Animated body and voice. Sad? Lowered head and sad tone.
Repeating	Repeats the message but with a delay between verbal and nonverbal	Break eye contact after speaking. Say no, then shake head.
Contradicting	Conflicts with the message (intentionally or not)	Nod while saying no.
Substituting	Replaces for the verbal message (and may send a more vivid or effective message)	Raise eyebrows, stern expression, wave, invade personal space



Before we start

Learning to recognize nonverbal communication signals or cues is a skill that takes time and practice.

Sometimes we recognize the cues; other times, we react to them intuitively.

Clusters of cues will carry more meaning than a single cue.

That meaning is usually related to an emotional state, but the cues can't tell us what triggered the emotion.



The rhetoric of nonverbal communication



Ten topics for today

- Eye contact
- Facial expressions
- Tone of voice
- Gestures
- Posture
- Space
- Touch
- Time
- Silence
- Appearance



Eye contact

On average, we hold eye contact longer when we're listening than when we're talking.

Eye gaze affects our production of oxytocin, the emotional bonding hormone.

The common denominator for avoiding eye contact? Fear of rejection.



What the eyes can tell us

Direct eye contact represents **interest and engagement**.

Lack of eye contact may indicate **anxiety, introversion, or egotism**.

Pupils dilate when **cognitive effort** increases.

Breaking eye contact may indicate **discomfort or distress**.

Eye rolling can indicate someone is **upset, distracted, or nervous**.

Winking typically indicates **complicity** or a **friendly acknowledgement**.



Activity: Maintain eye contact (or don't)



Facial expressions

Facial expressions can be hard to decipher because they last between $<1/2$ -second – 3 seconds.

Posed expressions are consciously created and intended for social communication.

Emotion expressions are fed by innate emotional reactions.



What facial expressions can tell us

Smiling shows **interest and engagement** (real smiles crinkle the eyes).

Faked smiles indicate **suppressed displeasure or forced agreement** (they appear too quickly, last longer than a natural smile, and do not extend to the eyes).

Tight-lipped smiles can indicate **secrecy or withheld feelings**.

Pursed lips indicate **distaste, disapproval or distrust**.

Lip biting indicates **worry or stress**.

Nail biting indicates **frustration or stress**.

Eyebrow raising can be a signal of **greeting, acknowledgement, fear or surprise**.



Activity: Keep a straight face



Tone of voice

Tone of voice is a nonverbal cue for how a message should be interpreted. Other nonverbal, vocal cues (vocalics) include volume, inflection, accent, rate and pitch.



What tone, and other vocalics, can do

Altering our tone while using gestures can **enforce and emphasize what we want people to remember.**

Changing our volume (louder or quieter) can **get our audience's attention.**

Talking fast might make listeners work too hard or may **indicate a sense of urgency or sense of nervousness**; talking too slowly may **indicate a lack of self-esteem** or understanding of the topic.

Upspeak (high-rising terminal) turns a declarative sentence into a question, and may be perceived as uncertainty. (This is fairly controversial.)

Downspeak (lowering your voice) can be perceived as assertive or confident (and **raises your sense of self-esteem**).



Activity: Lining up



Gestures

Gestures come naturally.

Gestures increase the value of our message by 60%.

Gestures make people pay attention to you and the message.



What gestures can tell us

Mirroring means **the conversation is going well** and the other person is receptive to your message

Speakers often point to something or someone they are interested in or thinking about on an unconscious level.

Nodding while listening can indicate **agreement and interest**.

Running fingers through hair can indicate **stress or anxiety**.

Clenched fists can indicate **anger or solidarity** (think of the context).

Crossed arms or legs represent **defensive, self-protective, or closed off feelings**.

Tapping fingers or fidgeting can mean a person is **bored, anxious, or angry**.

Palms open can indicate **honesty, innocence, or submissiveness**. Palms down is more often viewed as **dominance, authority, or disagreement**.



Activity: Name the gestures



Posture

Posture can reveal emotions.

Standing up straight is a power position: it takes up space, commands respect, and promotes engagement.

Postural shifts can mirror conversation when we shift roles from speaker to listener.



What posture can tell us

Open posture keeps the body open and exposed. This indicates **friendliness and openness**.

Closed posture hides the body by hunching forward and crossing the arms and legs. This can indicate **hostility, unfriendliness and anxiety**.

Standing up straight sends the message that one appears **engaged and interested**.

Leaning against a wall sends a message that one is **tired, bored or disengaged**.

Slouching can indicate that one is tired, doesn't take the situation seriously, or **feels overwhelmed**.



Space

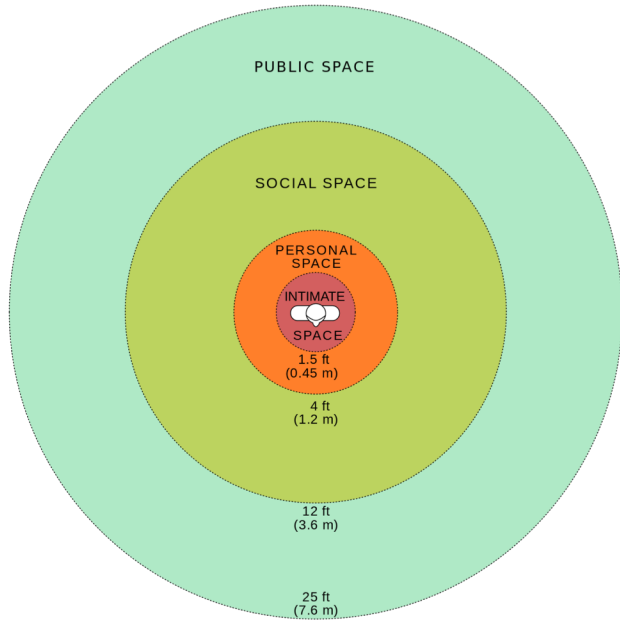
Proxemics is how we move through space and how we act in relation to our surroundings.

Proximity is one of the best indicators of rapport.

Invading personal space is a powerful signal, whether through eye contact or physical movement.



Hall's personal space analysis



Zone	Distance	For
Close intimate	0-15cm 0-6in	Lovers & physical touching relationships
Intimate	15-45cm 6-18in	Physical touching relationships
Personal	45-120cm 18in-4ft	Family and close friends
Social-consultative	1.2-3.6m 4-12ft	Non-touch interaction, social, business
Public	3.6m+ 12ft+	No interaction, ignoring

What we know about space

Standing too close to someone might make them uncomfortable.

Likewise, standing too far away might send the message you are distancing yourself or are disinterested.

Space also applies to height: standing to speak while the listener is sitting or lying down sends a message of authority.

Introverts tend to need more space than extroverts.

The distance and shape of seating arrangements affects how we participate in a meeting. Tables and desks establish emotional barriers.

Sitting closer to someone increases our feelings of empathy.

Sitting side-by-side or at the corner is more collaborative than in a row or across from one another.

People who claim objects in their space are seen as dominant.



Activity: Spaced out



Touch

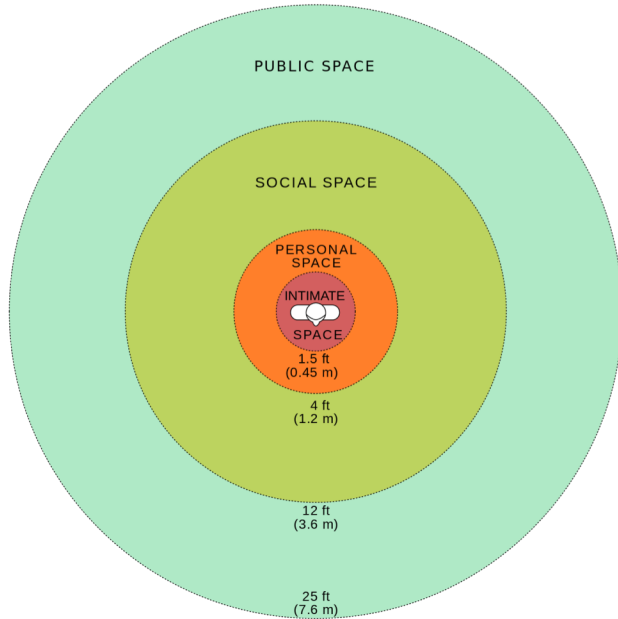
Touch is used to greet, congratulate, emphasize a point, guide and direct, and express agreement.

Depending on the context, it can be either respectful, disrespectful or harassment.

Human contact affects our production of oxytocin, the emotional bonding hormone.



Touch and personal space analysis



Zone	In the zone	Outside the zone?
Close intimate	Lovers & physical touching relationships	Consent required
Intimate	Physical touching relationships	Consent required
Personal	Family and close friends	Limited to handshaking
Social-consultative	Non-touch interaction, social, business	Handshaking, if both reach out
Public	No interaction, ignoring	

What we know about touch

Touch must be **appropriate** to the context, brief, and subtle.

Gender, culture, status, and authority play a role in determining the “rules” of touch.

Shaking hands is a **touch ritual** that may also signal domination.

Before initiating touch, we need a **connection or rapport with the other person**.

Watch for defensive signals (crossed arms, backing away, nervous tapping) are a sign that touch is inappropriate.

If in doubt, don't do it.



Activity: Mirroring



Time

Time is a communication tool, from punctuality, to expectations around waiting and durations, to general principles around time management.

Monochronic time means things are done one at a time, and time is segmented into precise, small units.

Polychronic time means several things are done at once and a more fluid approach is taken to scheduling.



What time can do

Time can help us **regulate the conversation**: a speaker who doesn't want to be interrupted will talk at a faster pace with minimal pauses.

Time can **express how we feel in a relationship**: the more we care about someone, the more time we'll spend on a task for that person or the more time we'll spend making plans to be with them.

Time can **signal authority or power** in a relationship: a doctor is inherently allowed to keep a patient waiting, but the reverse is not true.

Time can **create misunderstandings** between people who value the monochronic time system (tasks) and those who value the polychronic time system (relationships)

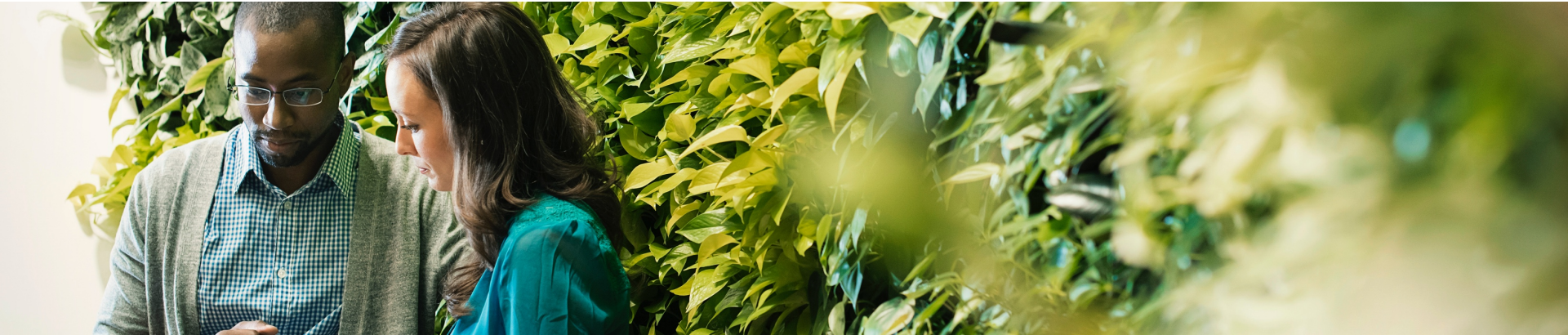


Activity: Thoughts on time?



Silence

Silence is often ignored as a form of communication because it is the absence of speech or noise, but it is a powerful communication tool.



What silence can do

An extended period of silence **can be perceived as oppressive or hostile**.

Responding with long silence while standing to an offensive or challenging remark can **position one as an authority or leader in the situation**.

Silence can be **intentional rudeness**.

Using pauses, especially after key points or before answering a question, can **give a message more credibility**.

Mindful silence can **indicate empathy** or **encourage reflection and creativity**.

Negative silence breeds tension and awkwardness (e.g., masking, avoiding, withdrawing).



Appearance

Appearance can enhance or detract the verbal communication messages.

Appearance can influence and alter perceptions and how people think about us.

Our choices in the colors and clothing we wear, hairstyles, artifacts, and makeup inform our appearance.



What appearance can do

Appearance can **represent** one's culture, mood, level of confidence, authority, values, and identity.

Artifacts and body modification **provide clues** about our personalities, attitudes, and behaviors.

Artifact are temporary and include jewelry, eyeglasses, and makeup. They can be used to **direct** listeners into a different gaze pattern (e.g., glasses on top of the head, statement necklaces).

Body modification is permanent, like piercings, tattoos, and cosmetic procedures. Body modification is often a cultural expression.

We can **influence** situations by dressing for the occasion: audience, event, and purpose.



Activity: Bringing it all together



Final thoughts on nonverbal communication



Nonverbal leaks, mishaps and misunderstandings

Nonverbal leaks occur when a person says one thing, but their body language says something else.

Liars will make more eye contact because they want you to believe them.

Upspeak (rising inflection) during negotiation can signal lack of confidence in your skills and rate.

Failing to make eye contact is a sign of disinterest, but too much eye contact is creepy.

Crossed arms are a barrier, but they might also signal the person is cold. Or they might be the person's usual position when comfortable.

Dilated pupils show interest and engagement, but during police interrogations, may be interpreted as lying.



Reading and sending cues

Just as we can **practice reading** nonverbal cues, we can **practice sending** our cues.

Remember that communication is a loop. If you ask a question and the person responds by closing their eyes, **your turn in the conversation is crucial**: do they not want to answer, are they formulating an answer, or do they not like your tone of voice?

Look for clusters of cues. Did the person smile and close their eyes? Close their eyes, grimace and cross their arms?

Use your words.



Questions?



Resources



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