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## Are Loud People Confident or Just Loud? They're Confident, Says Study

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# The University of Dayton

# News Release

April 16, 1992

Contact: Teri Rizvi

## **ARE LOUD PEOPLE CONFIDENT OR JUST LOUD? THEY'RE CONFIDENT, SAYS STUDY**

DAYTON, Ohio -- There's a reason why the defending champ on "Jeopardy" speaks loudly and rapidly. Or the used car salesman is quick with a pitch.

When people are confident, whether on game shows or in the boardroom, they speak louder and faster. It doesn't matter if they're wrong--or even if they have an audience.

Those are the findings of a study conducted by Charles Kimble, professor of psychology at the University of Dayton, and Steven Seidel, a visiting instructor in decision sciences at Miami University who completed the work as a master's student at UD.

As part of the study, 50 males and 51 females responded aloud to 10 trivia questions presented on a computer monitor in a sound-isolated room. The subjects also rated their confidence on each item on a one to seven scale. In some cases, an experimenter and assistant stayed in the room; in others, the subject was left alone.

"Participants answered questions of which they were more confident faster than those of which they were doubtful," Kimble said. "They also responded more loudly on the high-confidence items. Audience presence had no effects, and overall, assertive individuals spoke louder than unassertive ones."

The study has implications for people who make sales-type presentations in their jobs. "People will accept your opinion more if you're louder and speak faster," Seidel said.

The study has been published in the summer 1991 edition of the *Journal of Nonverbal Behavior*.

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For media interviews, contact **Charles Kimble** at (513) 229-2139 or **Steven Seidel** at (513) 529-4840.