



Voice, Personality, & Likability

Introduction

- There has been research linking a person's voice/tune to how people perceive their personality.
- In a recent article, “How do you say ‘hello’? Personality impressions from brief novel voices” by McAleer, Todorov, and Belin in 2014, the researchers conducted an online experiment allowing participants to rate vocal utterances of the word ‘hello’ on one of the 10 personality traits.
- In a landmark article, “Judging personality from voice” by Allport and Cantril (1934), the researchers carried out ten experiments to find out the accuracy of listeners’ judgements of diverse personal characteristics from voice.
- And finally, the article “Correlation between personality type and vocal pathology: A nonrandomized case control study” by Nerurkar, Kapre, and Kothari (2016), the researchers found the volume has an influence on perception/people’s judgement.

Project Goal

- The goal of the project is to answer the following research question which is “Is there a relationship between the voice of a person and their personality/likability?”
- The experiment I have conducted was to find whether there’s a strong correlation between a person’s voice/tune and their personality and level of likability.
- I predicted that a person’s voice (more detailed would be their pitch and tune of voice) will be related to their personality.

Methods

- **Participants.** There were 28 participants where 8 of them are men and the rest ,20, are women. The participants' age range was from 16 and 55, with a mean of 27.
- **Materials/Instruments.** A 3-item measure of outgoingness ranging from 1 (not at all/rarely) to 5 (always/extremely) was used to evaluate the participants' levels of outgoing. The equipment used are tablets, mobile phones, computers, or any other technological device as the experiment was done online using Google Forums.
- **Procedure.** There were two versions of the survey, the only difference was the audio recording. The participants were given the directions in which they must listen to the recording before answering the questions in which 5 questions were to measure the voice likability and the other 5 questions were to measure the personality of the voice- in this case the study was concentrated on outgoing and shy voices.

Results

- An independent samples t-test was conducted to compare personality and likeability in shy/timid voice and outgoing/energetic voice. There was a significant difference in the scores for outgoing voice ($M=4.00$, $SD=0.93$) and shy voice ($M=3.25$, $SD=1.06$) conditions; $t(26)=1.97$, $p = 0.06$ in the sense of confidence.
- In addition, a Pearson correlation was computed to assess the relationship between voice and personality as well as voice and likability. There was a positive correlation between the two variables, $r = 0.57$, $n = 19$, $p = 0.01$.
- In addition, by looking at the correlation between the three variables; likability, friendliness, and trustworthiness, the three variables are strongly correlated.
- As hypothesized, people with outgoing voice are rated more favorably than people with shy and timid voice in the sense of likability and personality (such as confidence).

Discussion

- The few potential limitations of the study are: not many participants, misunderstandings that have occurred, and a few participants have missed some questions.
- For future research, more participants would definitely help in addition to making each question a requirement so people won't accidentally miss it.
- The more specific you are the better so it would not cause any misunderstandings.
- This study relates to the real world by figuring out whether judging a person's personality from their voice is accurate or not. However, it doesn't mean that you should always judge a person's personality by their voice.

Citations

- McAleer, P., Todorov, A., & Belin, P. (2014). How do you say 'hello'? Personality impressions from brief novel voices. *Plos ONE*, 9(3).
- Allport, G. W., & Cantril, H. (1934). Judging personality from voice. *The Journal Of Social Psychology*, 537-55.
- Nerurkar, N., Kapre, G., & Kothari, N. (2016). Correlation between personality type and vocal pathology: A nonrandomized case control study. *The Laryngoscope*, 126(9), 2063-6.