

Nonverbal Communication

Science and Applications

EDITORS

David Matsumoto

San Francisco State University and Humintell, LLC

Mark G. Frank

University at Buffalo, State University of New York

Hyi Sung Hwang

San Francisco State University and Humintell, LLC



Los Angeles | London | New Delhi
Singapore | Washington DC

Contents

Preface	vii
Acknowledgments	xi
PART I: THE SCIENCE OF NONVERBAL BEHAVIOR	1
1. Reading People: Introduction to the World of Nonverbal Behavior	3
<i>David Matsumoto, Mark G. Frank, and Hyi Sung Hwang</i>	
2. Facial Expressions	15
<i>David Matsumoto and Hyi Sung Hwang</i>	
3. The Voice	53
<i>Mark G. Frank, Andreas Maroulis, and Darrin J. Griffin</i>	
4. Body and Gestures	75
<i>David Matsumoto and Hyi Sung Hwang</i>	
5. Cultural Influences on Nonverbal Behavior	97
<i>David Matsumoto and Hyi Sung Hwang</i>	
6. Deception	121
<i>Mark G. Frank and Elena Svetieva</i>	
PART II: APPLYING THE SCIENCE OF NONVERBAL BEHAVIOR	145
7. Aviation Security and Nonverbal Behavior	147
<i>Carl Joseph Maccario</i>	
8. A Cop's Nonverbal Journey: From Gut to Mind	155
<i>Joseph Ennett</i>	
9. Anomalies and Nonverbal Behavior	163
<i>Paul M. Moskal</i>	

10. Understanding Body Language and the Polygraph	173
<i>Daniel H. Baxter</i>	
11. Nonverbal Behavior in the Courtroom	183
<i>Scott Brownell</i>	
12. Persuasion, Negotiation, and the Law	191
<i>Clark Freshman</i>	
13. Negotiation and Nonverbal Communication	201
<i>Andrew Boughton</i>	
14. Interpersonal Skills and Nonverbal Communication	213
<i>Steve Longford</i>	
15. Nonverbal Communication in Consumer Research	225
<i>Nick R. Harrington</i>	
16. Nonverbal Communication in Medical Practice	237
<i>Robert Sheeler</i>	
17. Nonverbal Behavior and Psychiatric Observation	247
<i>Michael R. Privitera</i>	
18. Synthesis and Conclusion	259
<i>Mark G. Frank, Hyi Sung Hwang, and David Matsumoto</i>	
Author Index	283
Subject Index	291
About the Editors	317
About the Contributors	319

Preface

Goals

Who doesn't want to be able to read people better in order to understand their motivations and intentions, gain insight about an individual's personality or credibility, or get a glimpse at their mental and emotional states? Understanding nonverbal communication well can be one of the keys to gaining this edge. This is why scientists, practitioners, and laypersons have been interested in nonverbal communication for centuries. Recent years have especially witnessed a flurry of interest in the topic. Practitioners in fields as wide and varied as business, health care, the legal system, law enforcement, and intelligence and national security are interested in leveraging scientific knowledge about human behavior generated over the past several decades and transforming that knowledge into practical and concrete skills that can improve proficiency and performance in the office, clinic, interview room, or field. Recognizing the importance of nonverbal communication and being able to decipher nonverbal behaviors quickly, accurately, and reliably can make the difference in any interview, negotiation, interrogation, or surveillance—in short, any situation involving people.

Because of the great interest in this topic, over the years a number of books about nonverbal behaviors and communication have emerged. They have tended to fall into one of two categories. One consists of books written or edited by scientists for scientists. These tend to be scholarly précis of the field, written in academic jargon, and based heavily on scientific research. The other includes those written by practitioners—former law enforcement officers, businesspersons, or just interested individuals—who used nonverbal communication heavily in their professional careers. These “body language experts” provide readers with valuable tips on how to read people learned through their experience.

We saw that there was a gap between these two types of books. On the one hand, books based in science were excellent for their reviews of the scientific literature in summarizing research and for providing an agenda for future research. After all, much of the knowledge driving increased awareness of the importance of nonverbal communication comes from scientific research on nonverbal behavior during human interactions. Indeed, there is great value in providing the science to those in the applied world whose goals include accurate appraisals of other people's behavior. Books exclusively presenting science, however, were not good at answering the "so what?" question so often asked of basic research, and scientific findings were often left on the shelves of libraries in publications that did not often reach practitioner audiences who could actually use the information in their professional lives. Moreover, these scientific books usually consisted of reporting the results of research studies derived from controlled laboratory settings that were often too artificial to be considered relevant or useful to many practitioners.

On the other hand, books by practitioners were great because they were based in actual experience, so readers got a sense of what actually worked "out there in the real world." But these books were not very good at bringing the vast research literature on nonverbal communication to bear on their experiences. Although they all wave their hands to the science, none of the books do justice to nor are they based in the considerable amount of scientific knowledge generated by empirical research over the past half century. Some outright misrepresent the science. Thus many in the academic community have been concerned that so-called knowledge of nonverbal communication has been applied too simplistically, erroneously, or even irresponsibly, and readers could never be sure of the degree to which the knowledge presented in these books was generalizable beyond the case examples presented.

This book's goal is to set the record straight by informing readers what is known and unknown so that practice can be appropriately evidence-based. The book cautions readers about glib overreading of nonverbal cues, thereby establishing the limits of what is currently known and can be applied with confidence. The book makes it clear that nonverbal cues mostly do not come with a dictionary and that context is extremely important in knowing what cues mean. Although academics are often, but not always, aware of these issues, the lay community and professional practitioners may not be, and clarifying this is one goal of the book.

This book bridges the gap between science and application by presenting chapters relevant to both and is the first of its kind in the literature. In Part I

we provide five state-of-the-art reviews of the scientific knowledge in the literature concerning facial expressions, voice, body and gesture, cultural influences on nonverbal behavior, and deception. These reviews summarize years of research in these areas and bring to bear the most relevant information from these areas. Because the three of us are scientists actively engaged in scholarly research on these topics, the reviews are current and scientifically accurate. In Part II practitioners from a variety of fields—law enforcement, business, the courts and legal system, and health care professionals—describe how they have used nonverbal communication in their lines of work in order to improve their accuracy and proficiency. They describe not only how the knowledge has been used in practical, concrete terms; they also discuss the advantages and disadvantages of the approach. Some of them offer suggestions or describe how they came around to understanding the power of nonverbal communication. Many describe specific case studies in which their knowledge, or lack of knowledge, of nonverbal communication helped or hindered their professional work. Additionally, most of the authors of the chapters in Part II were trained by us or our colleagues in learning to read nonverbal behavior in programs based on scientific research findings; thus they are particularly well positioned to speak about the utility of nonverbal communication science to applied settings.

This book is relevant to both scientists and practitioners. Scientists will resonate with the chapters in Part I and in Part II will be able to see how knowledge generated from scientific research is put into practice by people in widely divergent fields, answering the “so what?” question so often asked of academic researchers. Practitioners should enjoy seeing how knowledge of nonverbal behaviors is applied in so many areas in Part II, including case studies, but should also appreciate the summaries of the scientific literature presented in Part I so that they know which knowledge about nonverbal behaviors has been vetted scientifically. Both scientists and practitioners will enjoy seeing how the knowledge from scientific laboratory research has been vetted by real-world observations, particularly made by the sorts of experienced professionals who wrote chapters for Part II. This is directly consistent with our own personal scientific philosophy: we strongly believe that any research results observed in the controlled setting of a laboratory are not “real” insights into human beings unless we can see them in the uncontrolled, wild and wooly world outside the laboratory. Thus, this book is truly unique in bridging the gap between science and application, and it is the first to truly highlight the strength of evidence-based training—training that is based in cutting-edge behavioral science research but also vetted in the field.

Markets

Given the goals of the book just described, there are two primary markets for the book. One is for scientists—beginning and experienced—and students interested in the areas of nonverbal communication. They will learn state-of-the-art research relevant to the most important aspects of nonverbal communication and behavior in Part I and see how the knowledge is put to work by the practitioners in Part II. For students, the ability to see how academic research can have an impact in everyday life is an especially important message that is missing in much of contemporary academic curricula. The book is especially relevant for courses on nonverbal communication that exist in many universities today. Moreover, many of the situations or case studies in Part II can serve as an impetus to conduct research studies, to trigger new ideas, or to test or elaborate on the observations made by these experienced professionals.

The second market is for practitioners who want to leverage evidence-based information about nonverbal behaviors based on scientific research. These are individuals from any and all walks of life for whom observation of human behavior and face-to-face interactions is an important part of their professional activities. This could include physicians; therapists; counselors and others in the health care profession; law enforcement officers; individuals involved in intelligence or national security; lawyers, judges, and negotiators; and businesspersons. We hope they find the issues, case studies, and applications informative and useful, either through helping “speed up” their acquisition of knowledge, to suggest new approaches to old or new problems faced on the job, or also to know the limits of what this advanced knowledge of nonverbal communication can do. Moreover, it may also provide them with the foundation upon which to critically evaluate any new “secret” technology or approach based on nonverbal communication, to more quickly know if they are dealing with a legitimate scientist or a huckster.

We sincerely hope that by bridging the gap between science and application this book provides the platform by which scientists and practitioners have greater dialogues that can inform each other symbiotically. This will lead to better science concerning topics with real-world relevance and better practice that is informed by the available science.

Acknowledgments

There are so many people to thank who made this book possible. First of all we would like to extend our deep appreciation and gratitude to the contributors who gave their time and effort outside of their busy professional and personal lives to provide us with chapters. Their expertise gave this book a special meaning that readers will not find anywhere else, and the authors all went above and beyond the call of duty in not only drafting their chapters but working with us through a very detailed editing process that required revisions, sometimes multiple times, to get to the format that readers will enjoy. We also appreciate the courage they showed to describe sensitive topics, including their occasional failures, so that others can learn. We truly hope that readers will recognize the great insights and experiences the authors bring to the work, which certainly inspire us to do better science.

We also would like to thank all of the staff at SAGE, starting with Chris Cardone, the editor who acquired the work and has encouraged us throughout the process. Sarita Sarak provided excellent editorial assistance throughout the project, guiding us from the start to the finish. Mark Bast did a superlative job of copyediting our manuscripts.

Although there are many in our lives who contributed to the creation of our ideas and the conduct of our research, any mistakes that are in the book are only ours.

DM
MGF
HSH
August 2011