

Assess *Your* Communication

CREDIBILITY

Communication scholar James McCroskey argues that credibility is made up of three basic areas: competence, character, and caring. You can use this measure to assess a speaker's credibility along these three areas. Think about these characteristics of credibility as you build your own persuasive presentation.

Circle the number that best represents your feelings about the speaker.

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|-----------------------------|---|---|---|---|---|---|---|------------------------------------|
| 1. Intelligent | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unintelligent |
| 2. Ethical | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unethical |
| 3. Caring | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Uncaring |
| 4. Trained | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Untrained |
| 5. Honest | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Dishonest |
| 6. Has my interests heart | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Doesn't have my interests at heart |
| 7. Expert | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Not an expert |
| 8. Unselfish | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Selfish |
| 9. Concerned | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unconcerned |
| 10. Informed | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Uninformed |
| 11. Sympathetic | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unsympathetic |
| 12. Understanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Not understanding |
| 13. Competent | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Incompetent |
| 14. High character | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Low character |
| 15. Responsive | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unresponsive |
| 16. Bright | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Stupid |
| 17. Trustworthy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Untrustworthy |
| 18. Understands how I think | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Doesn't understand how I think |

Now total your scores using the guidelines below. The scores should range from 6 to 42 for each subscale.

Competence: ADD items (1, 4, 7, 10, 13, and 16) for a total score of: _____

Character: ADD items 2, 5, 8, 11, 14, and 17) for a total score of: _____

Caring: ADD items (3, 6, 9, 12, 15, and 18) for a total score of: _____

Source: Modified from McCroskey and Teven (1999).