



# **Pronunciation and Credentials on the Judgment of Credibility of Filipino Teachers and Counselors**

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**Carey Nicole B. Ganotice**

De La Salle – College of Saint Benilde

**Ma. Merceditas P. Francisco & Louise Angelica D. Simbulan**

De La Salle University

# Expectations and Evaluations

Communication Skills

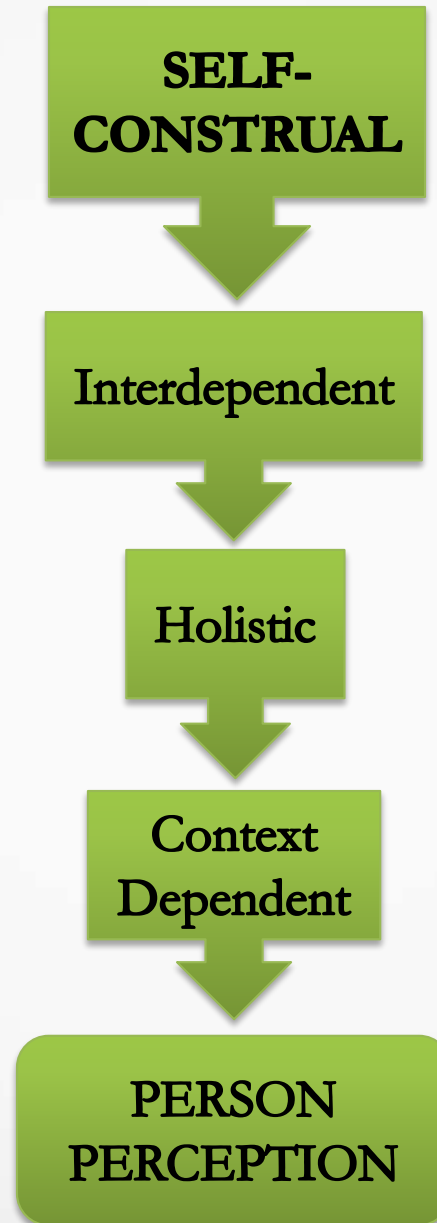
Face-to-face Interactions

Importance of Credentials

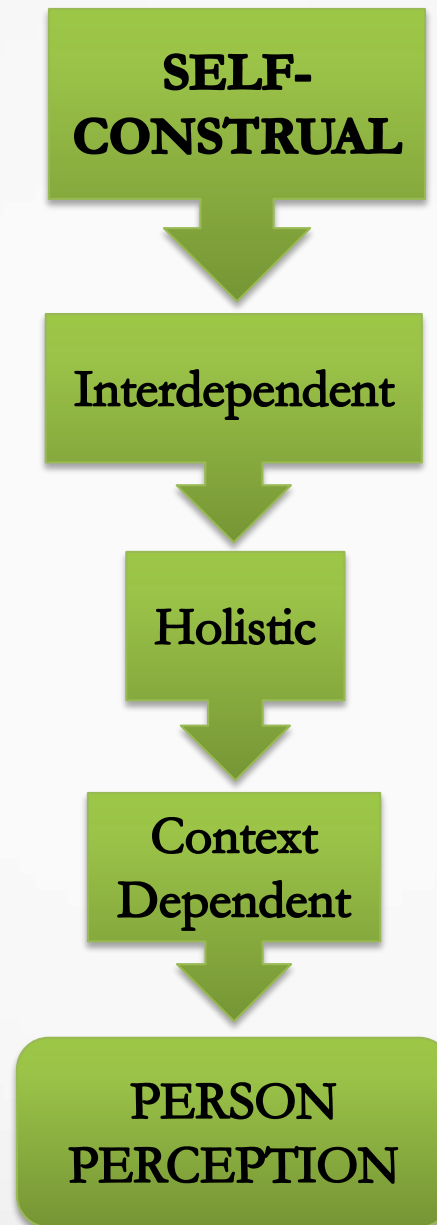
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# Conceptual Framework



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Markus and Kitayama,  
(1991)

Western > Independent  
Eastern > Interdependent

# Conceptual Framework

Filipino  
Self-Construal

**SELF-  
CONSTRUAL**

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Interdependent

Holistic

Context  
Dependent

**PERSON  
PERCEPTION**



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**Ishii, Reyes &  
Kitayama (2003)**

Tested the sensitivity of  
Filipinos towards vocal  
tone.



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Filipino  
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**Judgment of Credibility  
of Teachers and  
Counselors**

Holistic

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Context  
Dependent

**PERSON  
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# Pilot Study

## The Effects of Pronunciation and Role Expectancy on the Judgment of Credibility of Teachers (2011)

- This was based on the previous study made by the researchers wherein they used **pronunciation (vocal tone)** and **role expectancy (English or Mathematics professor)** as independent variables and judgment of credibility as dependent variable.



# Research Design

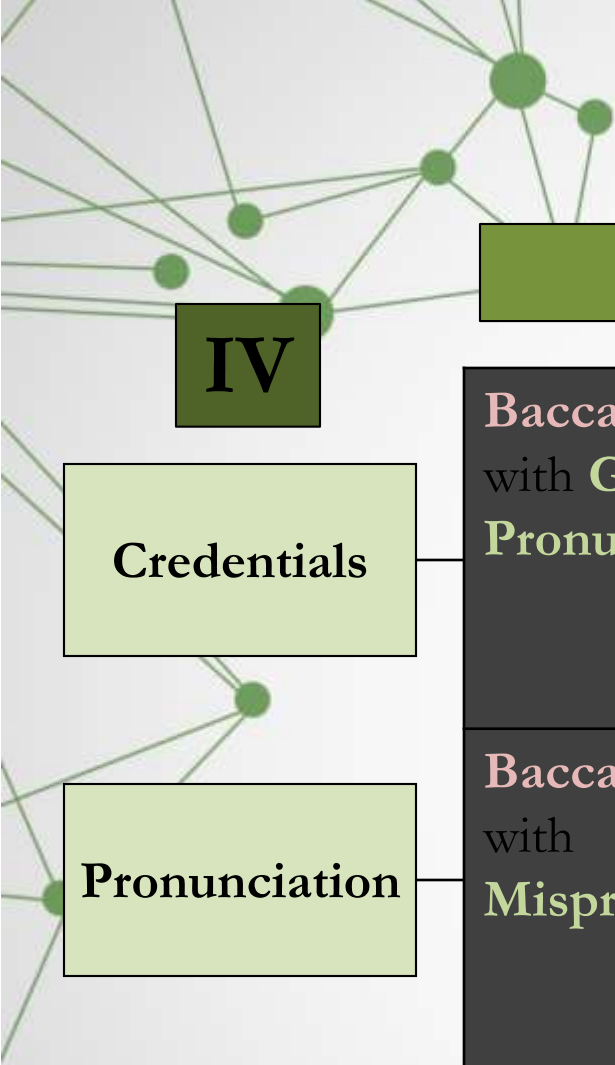
- 2 x 2 Factorial Between-Subjects

## Independent Variables

- 2 Factors: Pronunciation and Credentials

## Dependent Variable

- Judgment of Credibility of Teachers and Counselors



# LEVELS

**IV**

**Credentials**

**Pronunciation**

<b>Baccalaureate with Good Pronunciation</b>	<b>Post-Baccalaureate with Good Pronunciation</b>
<b>Baccalaureate with Mispronunciation</b>	<b>Post-Baccalaureate with Mispronunciation</b>

**DV**

**Teacher Evaluation**

**Counselor Evaluation**



# Study Design

CREDENTIALS				
PRONUNCIATION	High		Low	
	Teachers	Counselors	Teachers	Counselors
Good	54*	51**	53*	50**
Bad (Mispronunciation)	53*	50**	53*	50**

Note.\* = Sample size for study 1. \*\* = Sample size for study 2.

# How did we do it?

## BEFORE

- Prepared vocal stimuli > MANIPULATION
- 10 random students rated vocal stimuli
- Randomly selected groups/classes through fishbowl method

## DURING

- Informed Consent
- Mentioning of profession and credentials
- Listen to the vocal stimuli
- Questionnaire > MANIPULATION CHECK

## AFTER

- Cleaning of data
- Data Analysis

# Results: Main Effect

## Pronunciation as Independent Variable

### Study 1: Teachers

A main effect for Pronunciation was significant,  $F(1, 209) = 63.238, p = 0.000000$  where good pronunciation conditions ( $M = 7.276636, SD = 1.712748$ ) received higher ratings than bad pronunciation conditions ( $M = 5.333019, SD = 1.154330$ ).

# Results: Main Effect

## Pronunciation as Independent Variable

### Study 2: Counselors

The main effect for Pronunciation was found significant,  $F(1, 197) = 3.934, p = 0.000000$  where good pronunciation conditions ( $M = 6.900000, SD = 1.907931$ ) were rated higher than bad pronunciation conditions ( $M = 5.448000, SD = 1.813500$ ).

# Consistent with Literature

## ✓ Ishii, Reyes & Kitayama (2003)

Asians, who are a greatly associated with **interdependent self-construal and are considered to be high context in nature**, wherein they give more attention to the vocal tone rather than the content of the speech being delivered.

✓ Westerners, specifically Americans, view the environment in an analytic way that is associated with independent self - construal whereas **Asians view the environment in a holistic way which associates them with interdependent self – construal** (Miyamoto, Nisbett, Masuda, 2006).







# Consistent with Literature

- ✓ If someone is perceived credible, he or she will have a **greater chance of inducing change** than someone who is seen as less credible (Hovland and Weiss 1951; Johnson, Torcivia and Poprick 1968; Kelman and Hovland 1953; Miller and Baseheart 1969; Schulman and Worall 1970; Warren 1969; Watts and McGuire 1964; Whittaker and Meade 1968). According to Teven and McCroskey (1997).
- ✓ Students' **sensitivity towards their teachers' characteristics** especially their pronunciation (Haleta, 1996).



# Implications and Contributions

1. Students consider other factors other than what is needed ~ **Teacher Evaluation**
2. Emphasis on teacher and counselor training specifically in communication ~ **Continuous Professional Development**



# Limitations

1. No actual representation of credentials
2. Use of vocal stimuli
3. Utilized a quantitative approach
4. More participants



# Suggestions for Future Research

1. Look into other possible factors that may affect teacher/counselor credibility.
2. Look into other possible links of pronunciation and test it out.
3. Use an experiential setting wherein students observe actual classes or sessions.
4. Comparisons in other aspects such as gender, SES, level, etc.



**Thank you!**

