

POWERFUL COMMUNICATION STYLE ON TWITTER: EFFECTS ON CREDIBILITY AND CIVIC PARTICIPATION



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INTRODUCTION



Linguistic style and source credibility

Has a direct impact on the generation of impressions and overall evaluation of the speaker in terms of social attributions of power.



Linguistic style and impression in online communication.

Credibility and attractiveness of the source depends on the congruence between the subject of the message and the type of communication expected from the source.



Civic engagement on Twitter

It is significantly related to civic engagement of users both on and offline.

METHODOLOGY AND RESULTS

Participants

324 university students (69.8% female).

Measures

Mc Croskey and Teven (1999) scale; five items adapted from Cialdini and De-Nicholas (1989); or the Hughes et al. (2014) scale was adapted.

Design

2 (linguistic style: sudden/demure) x 2 (NGO leader gender: male/female) intersubject experimental design x 2 (NGO leader's gender: male/female) x 2 (gender of evaluator: male/female).

Procedure

Access the website of a fictitious NGO and read the messages posted and fill out an online questionnaire.

The sudden style used by the male leader can persuade users to become involved in the organization's activities as long as it is credible.



CONCLUSIONS

The use of gender-linked linguistic styles in a social network such as Twitter, as in previous studies in traditional media, increased impressions of account owner credibility.

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