

**ABSTRACT SUBMISSION FOR ACADEMIC AND BUSINESS RESEARCH  
CONFERENCE SAN ANTONIO 2012**

**MARCH 22 – 24, 2012**

**SESSION TYPE:** Presentation of paper at conference

**CONFERENCE:** 2012 Academic and Business Research Institute (AABRI) Conference

**PAPER TITLE:** Public Speaking Apprehension and Credibility Success

**CO-PRESENTER:** Scott Campbell, MFA  
Assistant Professor and Program Lead  
Department of Arts and Humanities

**CO-PRESENTER:** James Larson, J.D.  
Associate Professor and Department Chair  
Professional Studies Department

**AFFILIATION:** National University  
College of Letters and Sciences

## **ABSTRACT**

### **Public Speaking Apprehension and Credibility**

This study is to determine whether or not students have a different level of anxiety between giving a speech to a group of people in a traditional face-to-face classroom setting and a speech given to a group (visible on a projected screen) into a camera using distance or web-based technology. The study will include approximately 50 students. Students will be placed in two groups (Group A and Group B). All Students will give a speech on the same topic (Title: Three Events or People That Impacted Their Life). Students in Group A will begin by giving their speech in a face-to-face setting. Their second speech will be delivered into a distance audience through a camera. The members of Group B will deliver the two speeches using the same methods, but in the reverse order of Group A. There will be two instruments to measure the anxiety levels for the speeches. During the speeches each student will be equipped with a monitor that provides data on the student's heart rate for the duration of the speech. The results for both speeches for each student will be compared to determine if there is a different anxiety level between the two speeches. The other instrument used to determine their anxiety level will be a survey. The survey will ask the students to compare their anxiety levels between the two speeches. The survey results for each student will be compared to the heart rate data to see if there were inconsistencies between the heart rate data and his or her perceived anxiety level for each speech as indicated on the survey.

The study will also include surveys questions for the audience for each method of delivery. The survey questions will measure the speaker's credibility for speaking effectively, credibility for methods of content delivery, and credibility to demonstrating knowledge of basic communication skills.

The benefit of this study will be to public speakers and educators in determining which delivery method is the most credible for both speaker and audience. Speakers will benefit by knowing in which method of delivery they are the most apprehensive and in which method of delivery they are the most credible to their audience. Educators will benefit by recognizing that the different delivery methods probably won't be the same for individual speakers and will be able to instruct individual students (speakers) on the delivery method best suited for them.