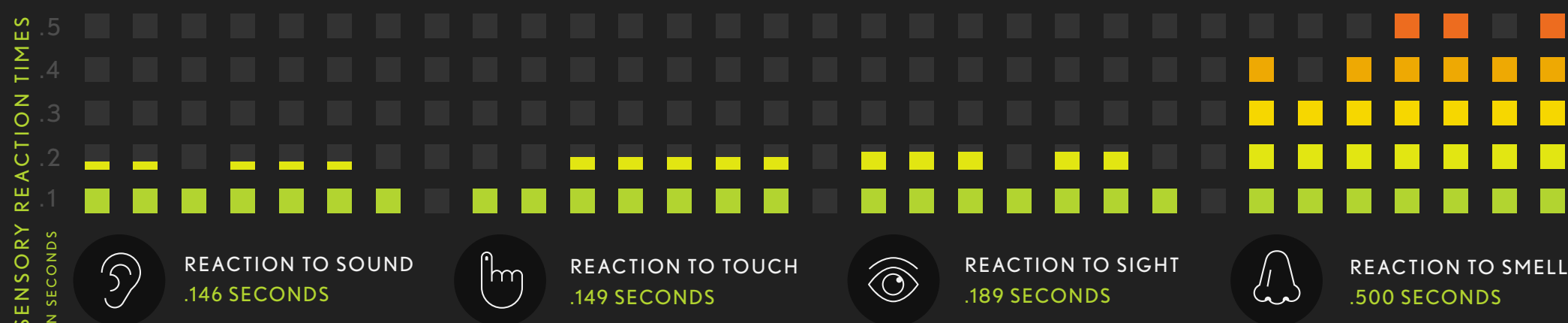


# 30% IS WHAT YOU SAY 70% IS HOW YOU SAY IT

Humans react faster to sound than any other stimulus. It affects how we perceive the people and world around us in persuasive ways. But it's not just what we say that makes an impact—it's how we say it. Take "Uptalking"—raising up the intonation on the final syllable—most popularized as Valley Girl speak. While it may

sound cool or endearing, it turns out that Uptalking and its opposite, "Vocal Fry"—the low, vibratory sound at the end of sentences, can damage your credibility. Ladies beware: this affects you most. This infographic looks at the origins, effects and remedies for these popular speech habits.



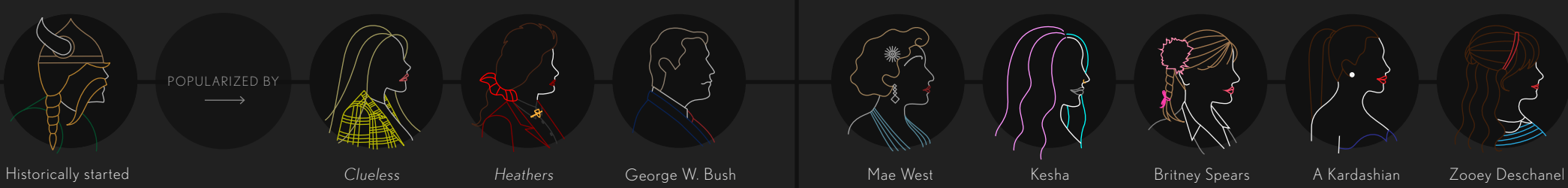
## WHAT IS IT

**UPTALKING**

RAISING UP THE INTONATION ON THE FINAL SYLLABLE

**VOCAL FRY**

A LOW, VIBRATORY SOUND AT THE END OF SENTENCES



**EXPERTS DON'T KNOW WHY WOMEN DO IT MORE**

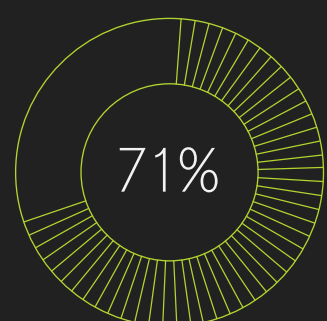
- SUBMISSIVE** (1975) Using words like "kind of, sort of" or questions like "that is the case, isn't it?"
- STRATEGIC** (1991) Achieving consensus among the group
- \*CHECKING IN\*** (1998) Making sure the listener is following the conversation
- COLLABORATIVE** (2003) Seeing interactions as working together, whereas men see interactions as rivalry
- AUTHORITATIVE** Influenced by a very small group of wealthy and powerful women who work in Wall Street
- RELAXED, BORED, LAID-BACK** The vibe today's youth want to embody
- EGALITARIAN** Measurements done on female populations in countries associated with having more equality of the sexes, women tend to have a lower pitch
- ATTRACTIVE** As opposed to the days when a whisper was deemed attractive

## IN THE WORKPLACE

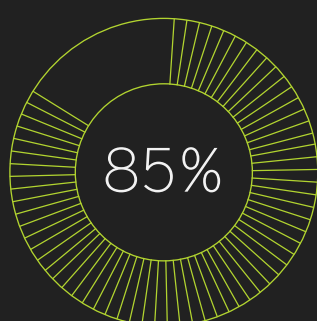
AN EMPLOYER'S FIRST IMPRESSION COMES FROM SOUND BEFORE ANYTHING ELSE

IT AFFECTS YOUR JOB SEARCH BECAUSE ACCORDING TO A SURVEY OF 700 BOSSES:

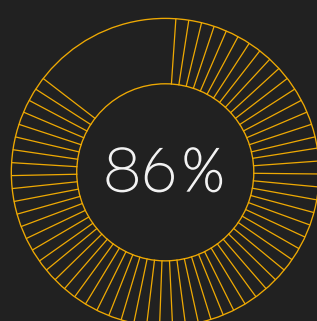
WHEN MAKING HIRING JUDGEMENTS, PEOPLE PREFERRED A NORMAL VOICE OVER VOCAL FRY



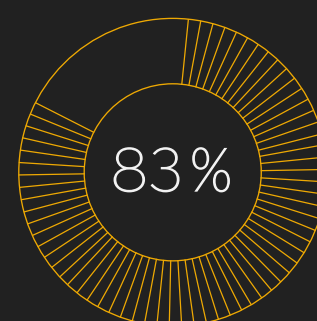
SAID IT WAS A 'PARTICULARLY ANNOYING TRAIT'



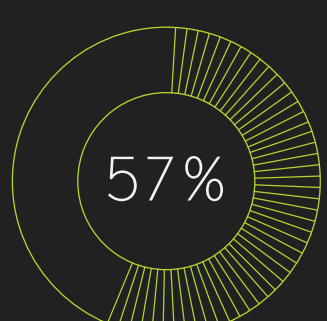
ADDED IT WAS A 'CLEAR INDICATOR OF A PERSON'S INSECURITY OR WEAKNESS'



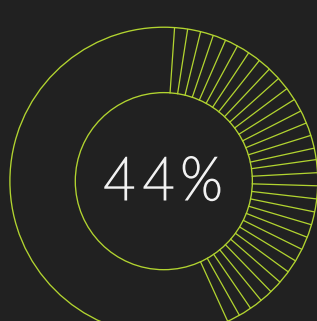
OF THE TIME FOR FEMALE SPEAKERS



OF THE TIME FOR MALE SPEAKERS



CONFIRMED IT HAS THE POTENTIAL TO DAMAGE A PERSON'S PROFESSIONAL CREDIBILITY



STATED THAT THEY WOULD MARK DOWN APPLICANTS WITH UPTALK BY AS MUCH AS A THIRD

Vocal fry is perceived negatively by both sexes, regardless of the age of the listener.

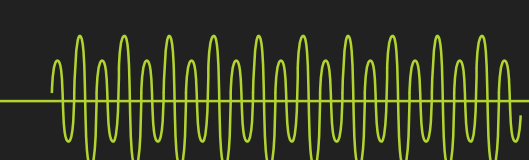
Young adult female voices exhibiting vocal fry are perceived as less competent, less educated, less trustworthy, less attractive, and less hireable than non-frying females and their male frying counterparts.

The negative perceptions of women who use vocal fry are stronger when the listener is also a woman.

Males with higher-pitched voices had worse success than their deep-voiced colleagues. But they did not find any clear-cut evidence that pitch mattered for female interviewers.

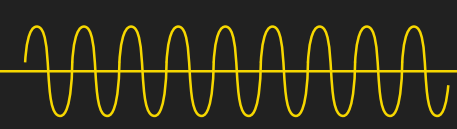
## HOW TO FIX IT

HOW TO POSITIVELY SWAY OPINIONS THROUGH YOUR VOICE

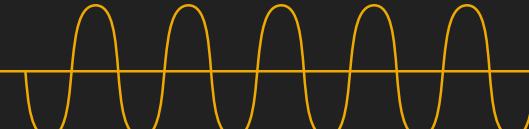


**SPEAK STEADILY & MODERATELY FAST**  
In a study, 3.5 words per second were most successful at convincing people to take part than those who spoke very fast or very slowly.

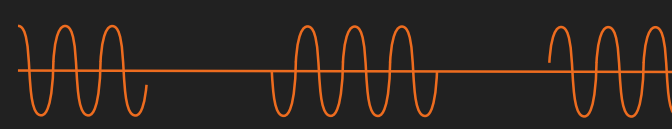
**BREATHE BEFORE YOU TALK**  
Also, don't speak the entire sentence or a new sentence without taking a breath. For sound to travel there must be air.



**SPEAK IN A STEADY PITCH**  
Too much variation in pitch "sounds artificial." Take your voice out of the basement and keep it in its own register.



**SPEAK LOUDER**  
Project your voice. It's very difficult to speak loud and growl or uptalk at the same time.



**PAUSE FREQUENTLY**  
In a study those who paused—around four or five times a minute—were more successful than those who were fluent.