Reproducing the analysis of Schroeder and Epley (2015)

Soyeon Lee[1]

[1] Brooklyn College of the City University of New York

Author Note

Soyeon Lee, Experimental Psychology Student, Broklyn College of the City of New York.

Correspondence concerning this article should be addressed to Soyeon Lee, 2900 Bedford Ave. E-mail: soyeon.lee28@bcmail.cuny.edu

Abstract

A reproduction of the analysis for Experiment 4 from Schroeder and Epley (2015).

Keywords: Voice, Intellect

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Introduction

This report reproduces the analysis of Experiment 4 reported in Schroeder and Epley (2015). The citation for the article is:

Schroeder, J., & Epley, N. (2015). The sound of intellect: Speech reveals a thoughtful mind, increasing a job candidate's appeal. Psychological science, 26(6), 877-891.

The data were downloaded from https://raw.githubusercontent.com/CrumpLab/statisticsLab/master/data/SchroederEpley2015data.csv

Schroeder and Epley (2015) investigated perception of intellect inferred from speech involved in hiring process. In Experiment 4, the professional recruiters rated hypothetical candidates' intellect, impression, and hiring likeliness based on pitches delivered via audio or transcript. This report replicates the authors' analysis of the effects of two conditions (audio vs. transcript) on the impression and hire rating scores using independent samples t tests.

Methods

Participants

There were 39 professional recruiters from Fortune 500 companies.

Material

Three randomly selected candidate pitches from Experiment 1 were used.

Procedure

The experiment was conducted online. Randomly assigned recruiters either read or listened to candidates' pitches. The recruiters' responses on intellect, impression and hire ratings of candidates were recorded.

Results

For each dimension (impression and hire), mean rating scores for each condition (transcript and voice) were submitted to independent samples t tests. Descriptive summary of Impression ratings are displayed in Table 1 and Figure 1. Descriptive summary of Hire ratings are displayed in Table 2 and Figure 2.

Figure 1. Impression Ratings

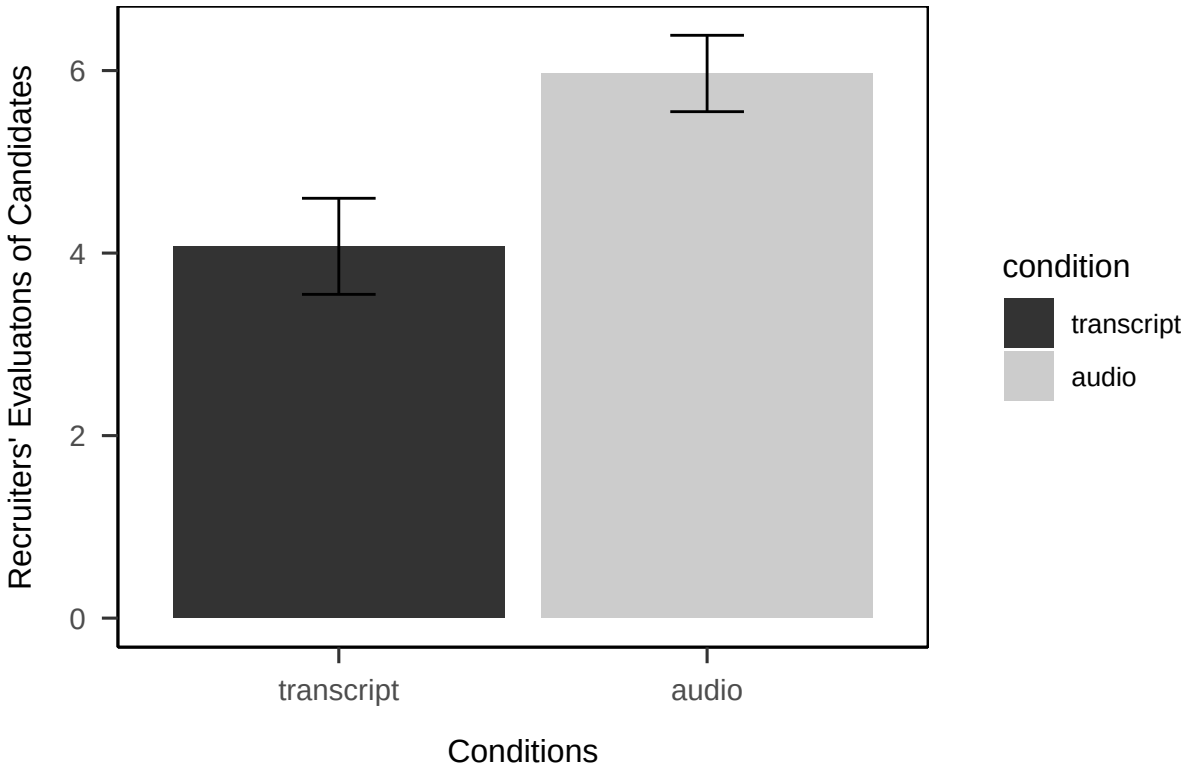
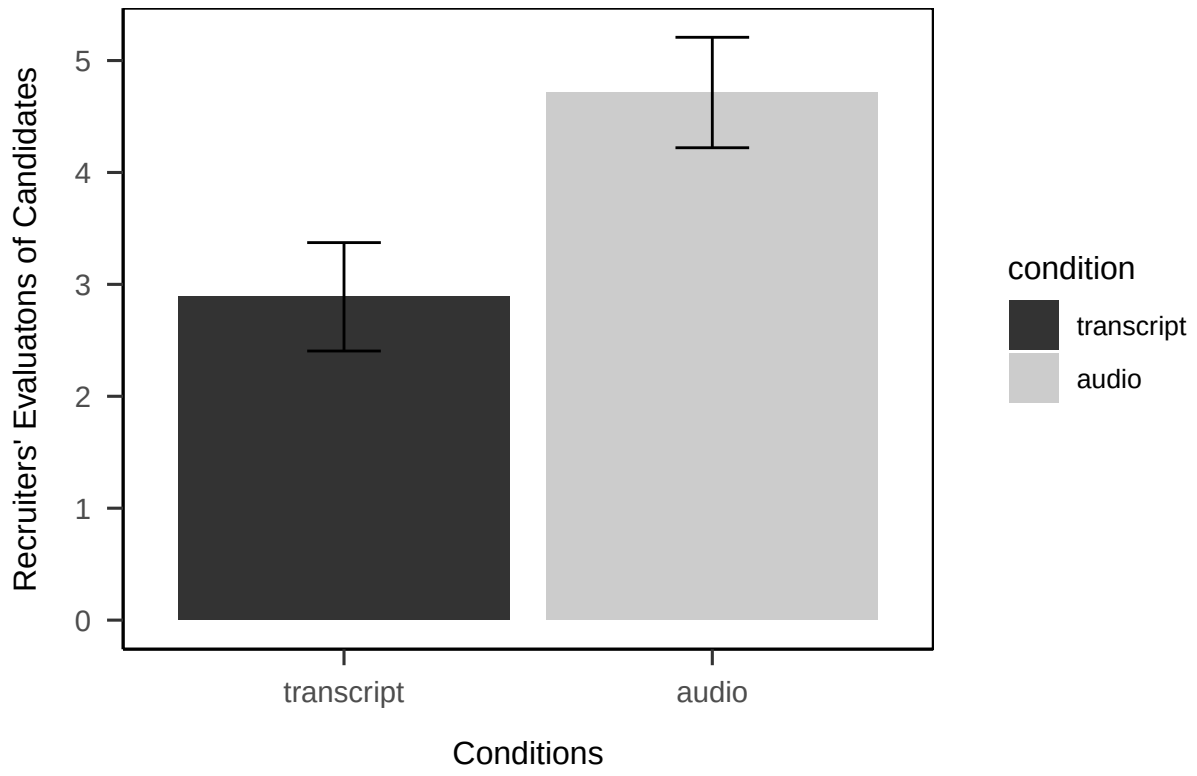


Figure 2. Hire Ratings



##By hand reporting The professional recruiters formed more positive impressions from listening to candidates' pitches(M=5.97,SD=1.92) than reading them in a script(M=4.07,SD=2.23),t(37)=2.85, p=.007, mean difference=1.89, 95% CI [0.55,3.24]. Similarly, recruiters were more likely to hire a candidate when recruiters listened to his or pitches (M=4.71,SD=2.26), rather than reading them in script (M=2.89,SD=2.06),t(37)=2.62,p=.013, mean difference=1.83, 95%CI [0.41,3.24].

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Discussion

The re-analysis successfully reproduced the analysis reported by Schroeder and Epley (2015), with a minor difference from the original analysis. For p-value report in Hire rating, Schroeder and Epley (2015) reported $p<.01$. The exact p-value obtained in this re-analysis was $p=.013$.

In the following section, a simulation based power analysis was performed.

##Simulation-based power analysis The design of Experiment 4 was a single-factor, two-level independent measures design with 39 subjects. In each dimension (Impression or Hire rating), mean difference would reveal which of two conditions (voice or transcript) scored higher in their respective rating. The power determines whether the mean difference could be true.

Schroeder and Epley (2015) reported $d=0.94$ in the Impression rating analysis, and $d=0.86$ in the Hire rating analysis.

Figure 3. The Power−curve for Impression

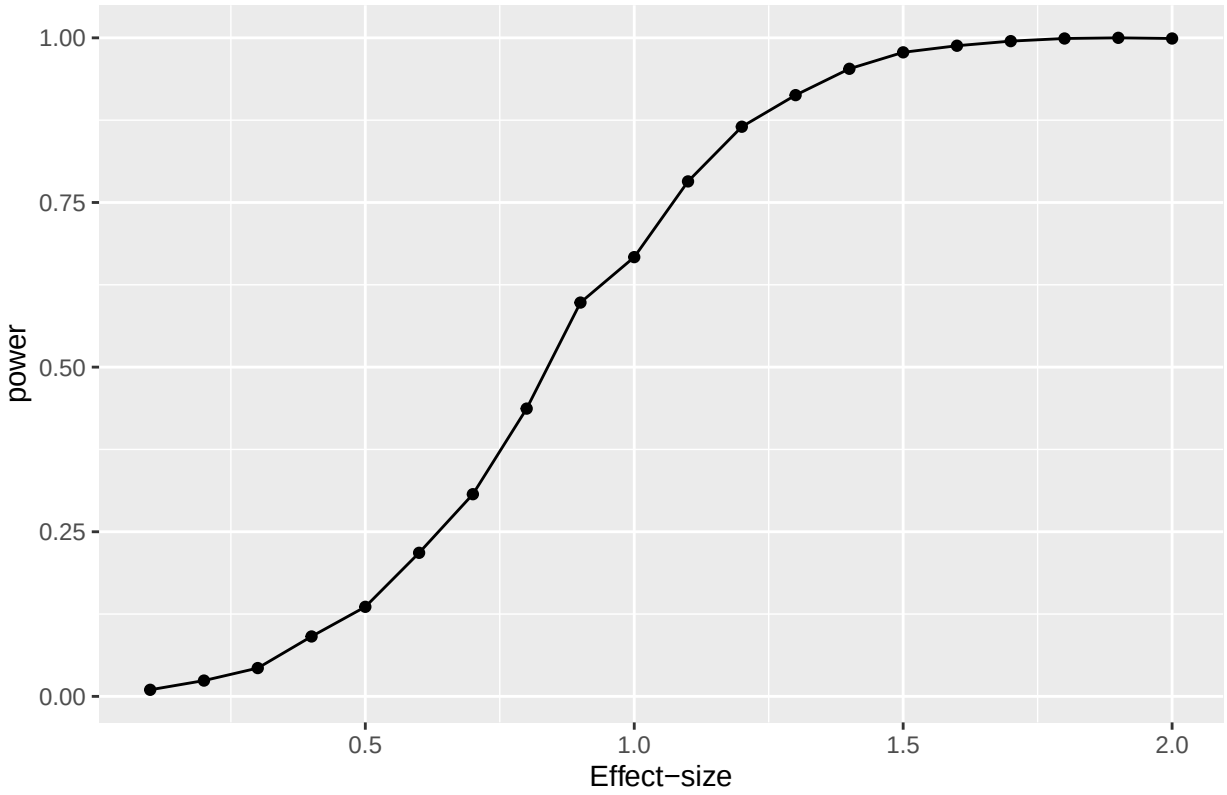

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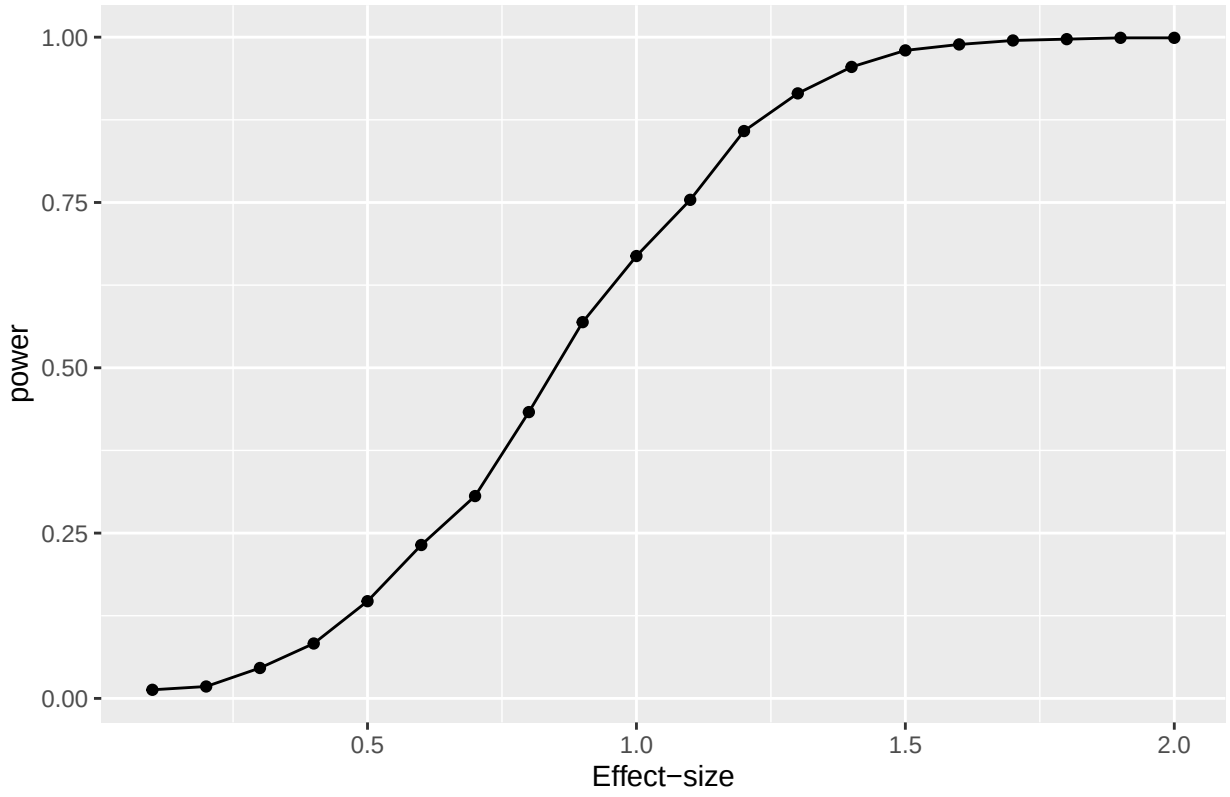
Figure 4. The Power−curve for Hire



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References

Schroeder, J., & Epley, N. (2015). The sound of intellect: Speech reveals a thoughtful mind, increasing a job candidate's appeal. *Psychological Science*, *26*(6), 877–891. https://doi.org/10.1177/0956797615572906

Table 1

Impression Rating

samples.

condition	Mean	SD
transcript	4.07	2.23
audio	5.97	1.92

Table 2

Hire Rating samples.

condition	Mean	SD
transcript	2.89	2.05
audio	4.71	2.26