CONTENTS

Series Educir's Introduction	,
Acknowledgments	9
1. What Is Equivocal Communication?	11
Examples of Equivocal Communication	13
The Palo Alto Group	19
Strategic Ambiguity	21
Rule-Based Approaches to Indirect Speech Acts	22
Summary	28
2. Capturing Equivocation Quantitatively	29
Conceptual and Technical Requirements	29
Haley's Analysis of Incongruence (Disqualification)	32
Measuring the Degree of Equivocation	35
The Scaling Procedure	37
Quantification	44
Reliability	48
Isn't There a Shorter Way?	51
Summary	53
3. A Situational Theory	54
A Situational Theory of Communicative Conflict	55
Other Possible Explanations of Equivocation	61
An Experimental Strategy for Understanding Equivocation	64
Summary	66
4. The Conditions That Elicit Equivocation: First Experiments	67
Experiment 1: Evoking Equivocation	67
Experiment 2: Adding a Control Group	77
Experiment 3: Control for Unpleasantness	80
Experiment 4: Approach Versus Avoidance Conflicts	85
Experiment 5: Revised Conflict Scenarios	92
Summary	96
5. How People Equivocate: Written Messages	97
Starting with Written Messages	97
Experiment 6: Class Presentation	99
Experiment 7: Member of Parliament	106
Experiment 8: Bizarre Gift	112
Experiment 9: Car Ad	118
Possible Artifacts	124
Summary	125
6. Spoken and Face-to-Face Communication	126
Nonverbal Aspects of Communication	126
Experiment 10: Class Presentation (Spoken)	129
Experiment 11A: Bizarre Gift (Spoken)	134

Experiment 11B: Meat Market (Spoken)	139
Experiment 12: Employee Reference (Spoken)	141
Experiment 13: Car for Sale (Spoken)	150
Experiment 14A: Car for Sale (Face-to-Face)	156
Experiment 14B: Class Presentation (Face-to-Face)	162
Response Latency: Two Theoretical Alternatives	163
Summary	168
7. Truths, Lies, and Equivocations	170
Deception Theory and Research	170
An Alternative View	177
Evidence Distinguishing Between False and Equivocal Messages	180
Experiment 15: The Local Musical - A Direct Test of the Nonverbal Leakage	
Hypothesis	192
Summary	206
8. Children's Equivocation: Exploratory Studies	208
Previous Research on Children's Understanding and Use of Ambiguous	
Language	209
Experiment 16: Gift (Forced Choice)	218
Experiment 17: Class Presentation (Forced Choice)	219
Experiment 18A: New Hairdo (Spoken)	222
Experiment 18B: Gift (Spoken)	223
Discussion of Experiments 16, 17, 18A, and 18B	231
Summary	233
9. Field Studies of Political Interviews	234
Why Political Communication?	234
Experiment 19: A Field Study	236
Discussion	243
A Dyadic Analysis of Equivocation in Political Interviews	245
Summary	259
10. Overview and Implications	260
Measurement	260
Theory	261
Applications	265
Appendix A: Training Judges to Scale Messages for Equivocation	269
Appendix B: Statistical Data	317
References	325
Name Index	330
Subject Index	332
About the Authors	338