



# (RESUBMIT- PLEASE USE THIS POSTER) How The Chameleon Effect Impacts Introverts and Extroverts in Social and Academic Settings

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## Introduction

The chameleon effect, allows people to unconsciously copy other people's behaviors, so they match the people around them in interactive settings.

This study also focuses on two parts of Personality:

- Introversion, which are people who like to reflect and produce ideas or other things that are more internal. They also get very tired after interacting with others.
- Extroversion, which are people who like to be active and interact with others or other things that are more external. They also get more energetic when interacting with others.

## Purpose

To investigate how the chameleon effect may impact introverts and extroverts differently in social and academic settings, with the intention of finding who is more impacted by the phenomenon in these settings.

## Research Question

Does the chameleon effect impact introverts and extroverts differently, when considering social or academic settings?



## Method

This study used a survey that has two parts:

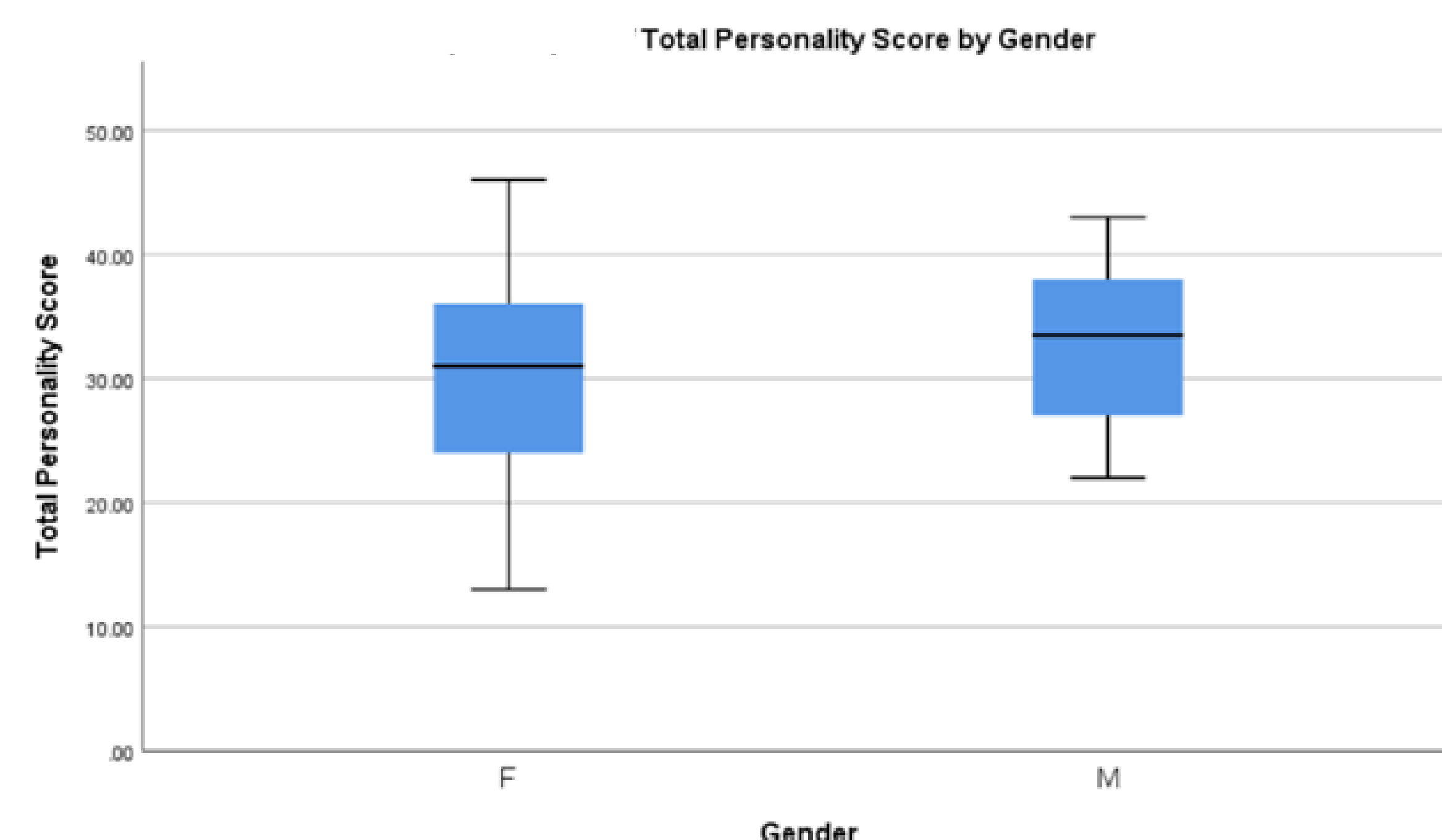
- An introversion and extroversion scale that has 12 items
- Four stories - two were about social settings and the other two were about academic settings and after reading, participants answered one question on how they would behave in that setting

Example scale questions:

1. I Am the life of the party
2. I Don't talk a lot

Example of the stories:

Sally is taking a psychology class and her professor assigns a group project. The group meets after class and starts to brainstorm ideas for the project. Sally suggests a good idea, but no one really listens. After a couple more ideas are given, the others agree on one. Even after listening to everyone else explain their reasoning, Sally still thinks that her idea was better for the project but, agrees without going back to her idea so the group can move forward.



## Results

- There were a total of 88 participants
  - 65 Females
  - 23 males
- Females showed a wider range on the introversion extroversion scale than males (as shown by the graph).
  - With a range of 10 – 50, extroverted people had lower scores and introverted people had higher scores
- Stories 1 and 3 had similar results
  - Had significance
  - Looked at interactions between strangers in social and academic settings
  - Which showed that in the first social setting extroverts were more effected by the chameleon effect than introverts and vice versa with the first academic setting.
- Stories 2 and 4 had the same results
  - Had no significance
  - Looked at interactions between friends in a social setting and a professor in an academic setting
  - Which showed that in the second social and academic settings both groups had similar responses
- The data shows that over all there were no significant results as a result of the Bonferroni adjustment.

## Discussion

In closing, the results overall failed to reject the null hypotheses. However, before the final calculations, there were significant findings. This may be due to the very small sample size, a replication of this study with a much larger sample size may find significant results. This can also lead to other types of research in this area.