

## Willingness to Communicate (WTC)

**Directions:** Below are 20 situations in which a person might choose to communicate or not to communicate. Presume you have completely free choice. Indicate the percentage of times you would choose to communicate in each type of situation. Indicate in the space at the left of the item what percent of the time you would choose to communicate. (0 = Never to 100 = Always)

- \_\_\_\_\_ 1. Talk with a service station attendant.
- \_\_\_\_\_ 2. Talk with a physician.
- \_\_\_\_\_ 3. Present a talk to a group of strangers.
- \_\_\_\_\_ 4. Talk with an acquaintance while standing in line.
- \_\_\_\_\_ 5. Talk with a salesperson in a store.
- \_\_\_\_\_ 6. Talk in a large meeting of friends.
- \_\_\_\_\_ 7. Talk with a police officer.
- \_\_\_\_\_ 8. Talk in a small group of strangers.
- \_\_\_\_\_ 9. Talk with a friend while standing in line.
- \_\_\_\_\_ 10. Talk with a waiter/waitress in a restaurant.
- \_\_\_\_\_ 11. Talk in a large meeting of acquaintances.
- \_\_\_\_\_ 12. Talk with a stranger while standing in line.
- \_\_\_\_\_ 13. Talk with a secretary.
- \_\_\_\_\_ 14. Present a talk to a group of friends.
- \_\_\_\_\_ 15. Talk in a small group of acquaintances.
- \_\_\_\_\_ 16. Talk with a garbage collector.
- \_\_\_\_\_ 17. Talk in a large meeting of strangers.
- \_\_\_\_\_ 18. Talk with a spouse (or girl/boyfriend).
- \_\_\_\_\_ 19. Talk in a small group of friends.
- \_\_\_\_\_ 20. Present a talk to a group of acquaintances.

### Scoring:

Context-type sub-scores--

Group Discussion: Add scores for items 8, 15, & 19; then divide by 3.

Meetings: Add scores for items 6, 11, 17; then divide by 3.

Interpersonal: Add scores for items 4, 9, 12; then divide by 3.

Public Speaking: Add scores for items 3, 14, 20; then divide by 3.

Receiver-type sub-scores--

Stranger: Add scores for items 3, 8, 12, 17; then divide by 4.

Acquaintance: Add scores for items 4, 11, 15, 20; then divide by 4.

Friend: Add scores for items 6, 9, 14, 19; then divide by 4.

To compute the total WTC score, add the sub scores for stranger, acquaintance, and friend. Then divide by 3.

All scores, total and sub-scores, will fall in the range of 0 to 100

**Norms for WTC Scores:**

Group discussion >89 High WTC, <57 Low WTC

Meetings >80 High WTC, <39 Low WTC

Interpersonal conversations >94 High WTC, <64 Low WTC

Public Speaking >78 High WTC, <33 Low WTC

Stranger >63 High WTC, <18 Low WTC

Acquaintance >92 High WTC, <57 Low WTC

Friend >99 High WTC, <71 Low WTC

Total WTC >82 High Overall WTC, <52 Low Overall WTC

**Sources:**

McCroskey, J. C. (1992). Reliability and validity of the willingness to communicate scale. *Communication Quarterly*, 40, 16-25.

McCroskey, J. C., & Richmond, V. P. (1987). Willingness to communicate. In J. C. McCroskey & J. A. Daly (Eds.), *Personality and interpersonal communication* (pp. 119-131). Newbury Park, CA: Sage.