



Why being called "Davy" is a bad idea:
Sound Symbolism and the Perception of Social Dominance

David Cottrell, Solveigh Broadhurst & Anna Brooks



Norma Jean Mortenson




Marilyn Monroe




Reginald Kenneth Dwight

Names and employment prospects




Olivia Wilde

Germans with Noble-Sounding Surnames More Often Work as Managers



König



Bäcker

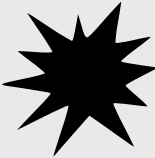
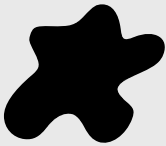
Silberzahn & Ahlmann (2013)

Correlational data

Christian Name starts with "D"	Poorer Academic Performance
Negative Initials (PIG, DIE, FAT)	Live 4.5 years Less
Common Name	Higher Grades More popular Trustworthy Job Interviews
Familiar Name	Journal Ratings Attractiveness Likability
Ease of Pronunciation	Job promotions Job interview



Sound Symbolism

BOKIBA

Ramachandran & Hubbard (2001)
Kohler (1929)


Sound Symbolism

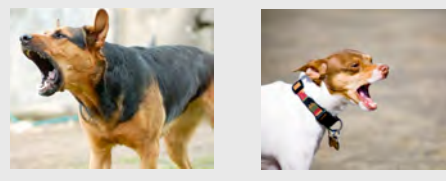
Frish Frosh

Yorkston and Menon (2004)

Sound Symbolism



High Frequencies - Indicator of Size


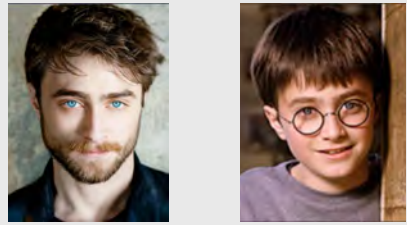


Diminutive Suffix





Charles Charlie

Does the sound of a name change our perception of a person?

Daniel Dany

Facial Dominance



0.00

Todorov, A., Dotsch, R., Porter, J. M., & Falvello, V.B. (2013)

Female Faces

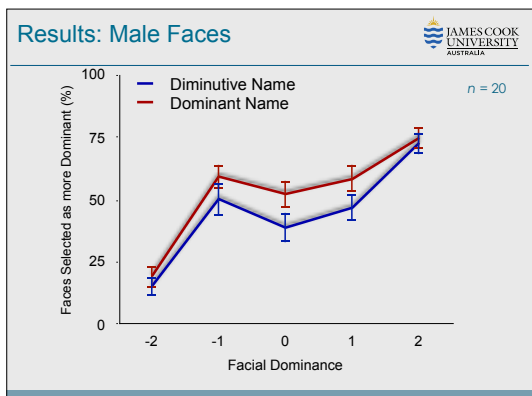
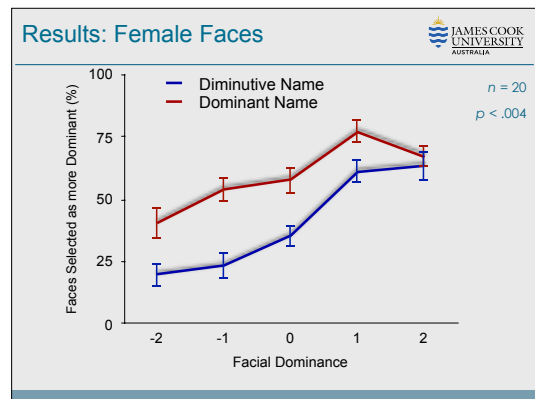
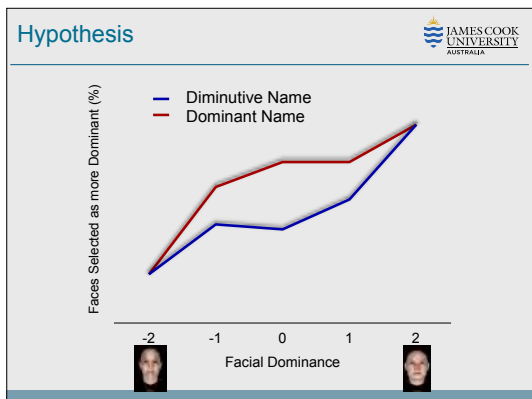
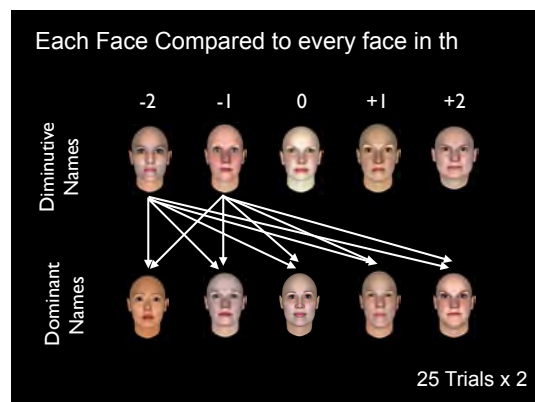
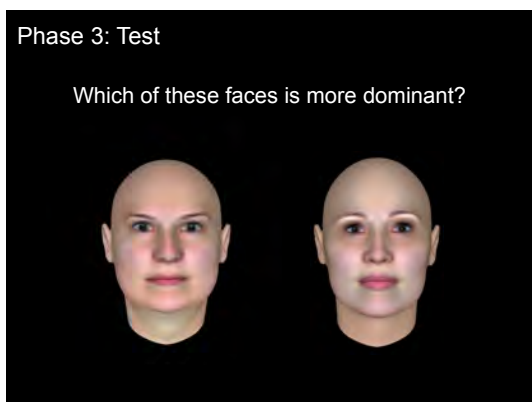
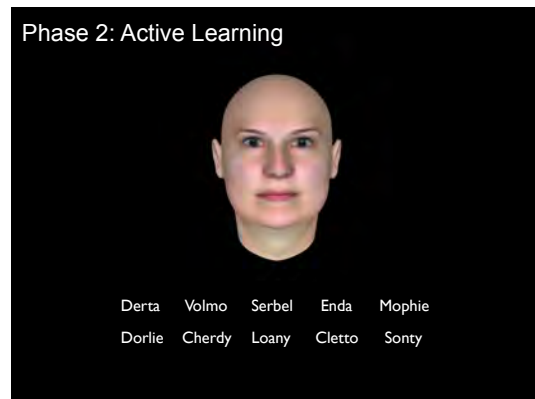
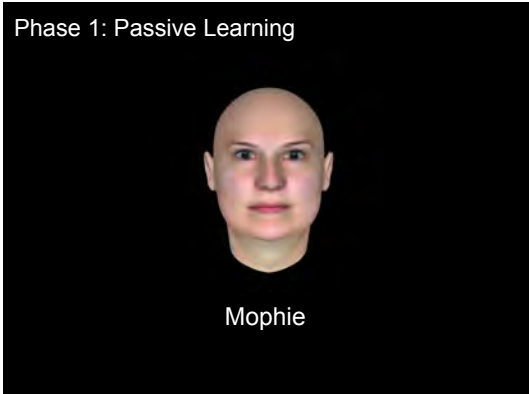
	-2	-1	0	+1	+2

Female Faces

	-2	-1	0	+1	+2
Diminutive Names					
	Dorlie	Loany	Sonty	Cherdy	Mophie
Dominant Names					
	Enda	Derta	Serbel	Cletto	Volmo

Male Faces

	-2	-1	0	+1	+2
Diminutive Names					
	Garty	Karby	Fuskie	Rerby	Skilly
Dominant Names					
	Gedal	Braka	Darzor	Febton	Slonto



Discussion

- Dramatic effect of diminutively suffixed name on the perception of female faces
- Effect on male faces is less clear cut.
- Dominant facial features override the name effect

Who would pick a Diminutive name?



Most popular Girls Names (2015)

1. Olivia
2. Charlotte
3. Mia
4. Ava
5. Amelia
6. Emily
7. Sofia/Sophia
8. Sophie
9. Chloe
10. Ruby



Who would pick a Diminutive name?



Most popular Boys Names (2015)

1. Oliver
2. William
3. Jack
4. Noah
5. Jackson/Jaxon/Jaxson
6. Thomas
7. Lucas
8. James
9. Alex/Alexander
10. Ethan

