

**Affability as an interpersonal communication style**  
— Its effect on internal processes toward the reaction of others —  
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People have a negative impression of those who respond unfriendly, while those who present themselves affably garner a positive impression. The Japanese word “*aiso*” (愛想 = affability) is a commonly used expression. According to “大辞林” (3rd edition), affability is generally defined as “how to deal with people, facial expressions and attitudes that bring good feelings”. However, the expression and definition of affability is too general and broad. Therefore, in this study, the interpersonal reaction of amiability is regarded as a kind of communication style, and the purpose of this study was to comprehensively elaborate on the concept of “communication style of affability”.

The purpose of Study 1 was to distinguish between “affability” and “unfriendliness”, known as *aiso* (愛想) and *buaiso* (無愛想) in Japanese. Through this distinction, we aimed to define the concept of affability and unfriendliness, and to establish a measurement instrument. Operationalization of affability and unfriendliness was done through the creation of an original scale, and as a result, three factors of affability were identified, including “active language and non-verbal behavior”, “consideration kindness to others”, and “interest approach to others,” while another three factors were extracted for unfriendliness, including, “language and non-verbal behavior”, “indifferent avoidance of others”, and “open expression of unpleasant feelings”. From these components we defined “friendly communication style” as “communication style that expresses behavior that displays interest and kindness to others”, while we defined “unfriendly communication style” as “communication style that expresses unpleasant feelings based on indifference to others, socially negative verbal and nonverbal acts.”

In Study 2, we examined the relationship between the communication style of affability and the individual’s internal processes. The internal processes included compassion, narcissism, regulatory focus theory, and shyness. On the affability scale, “positive behavior and nonverbal behavior” was influenced by three internal processes: compassion, negative shyness, and gain approach, while both “consideration and kindness to others” and “interest approach to others” were influenced by compassion and negative shyness. For the unfriendliness scale, both components of “passive verbal and nonverbal behavior” and “indifferent avoidance to others” were affected by compassion and passive shyness, while “expression of unpleasant feelings” was affected by narcissism, passive shyness, apprehensive shyness, compassion, and avoidance of loss. Based on the results of Study 2, we implied that the internal process of compassion is deeply related to and influences the communication style of affability.