A Study of Nonverbal Persuasion in TED Talks

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ABSTRACT

This study investigates the realm of nonverbal communication and its persuasive impact in the context of TED talks. Nonverbal communication plays a significant role in effectively conveying persuasive messages, especially in TED talks, which are considered a useful database for the study. Surprisingly, little researches and studies have investigated the role of nonverbal behavior in persuading and influencing others. The study aims to find the most common body movements in TED talks, analyze the common movements kinetically to have a better understanding of these movements, and investigate the nonverbal persuasiveness of the selected movements. The study adopts a model consisting of Birdwhistell's (1952) kinesic analysis model and Andre et al.'s (2011) nonverbal

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persuasion analysis model. Final results reveal that (1) hand movement is the most common type among other types of movements, (2) the persuasiveness of nonverbal communication is achieved by basing on the following persuasive body behaviors: importance, emotion, certainty, the sender's competence, evaluation, and the sender's benevolence, (3) body language, such as hand gestures, head nods, and facial expressions, can be broken down into smaller parts, these smaller parts, known as the kinemorph, kineme, and kine, make the body movements understandable.

Key Words: Body language, kinesics, nonverbal persuasion, persuasion, TED talks, ,

دراسة الإقناع غير اللفظي في أحاديث TED

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الــمستخلــص

تبحث هذه الدراسة في مجال التواصل غير اللفظي وتأثيره المقنع في سياق أحاديث TED . يلعب التواصل غير اللفظي دوراً هاماً في إيصال الرسائل المقنعة بشكل فعال، خاصة في أحاديثTED ، والتي تعتبر قاعدة بيانات مفيدة للدراسة. ومن المثير للدهشة أن القليل من الأبحاث والدراسات قد بحثت في دور السلوك غير اللفظي في إقناع الآخرين والتأثير عليهم. تهدف الدراسة إلى إيجاد حركات الجسم الأكثر شيوعًا في أحاديثTED ، وتحليل الحركات الشائعة حركيًا للحصول على فهم أفضل لهذه الحركات، والتحقيق في الإقناع غير اللفظي للحركات المختارة. وتعتمد الدراسة نموذجًا يتكون من نموذج التحليل الحركي لبيردويستيل (1952) ونموذج تحليل الإقناع غير اللفظي لأندريه وآخرين (2011). تكشف النتائج النهائية أن (1) حركة اليد هي النوع الأكثر شيوعًا بين أنواع الحركات الأخرى، (2) يتم تحقيق الإقناع في التواصل غير اللفظي من خلال الاعتماد على سلوكيات الجسم المقنعة التالية: الأهمية، والعاطفة، واليقين، وكفاءة المرسل، والتقييم. ، وإحسان المرسل، (3) يمكن تقسيم لغة الجسد، مثل إيماءات اليد وإيماءات الرأس وتعبيرات الوجه، إلى أجزاء أصغر، هذه الأجزاء الأصغر، المعروفة باسم كينمورف، كينيم، كاين، والتي تجعل حركات الجسم مفهومة.

الكلمات الدالة: لغة الجسد، الحركة، الإقناع غير اللفظي, الإقناع, أحاديث TED

1. INTRODUCTION

Persuasion is a means of influencing others, compelling them to do acts or pursue objectives they otherwise would not have. Persuasion is inevitably a process of communication. However, a minor portion of communication is word-based arguments; as the old saying goes, "It is not what you say; it is how you say it". Although this probably overstates the significance of effective verbal persuasion strategies, it accurately highlights the significant role that nonverbal behavior plays during face-to-face communication (André et al., 2011, p. 586). Nonverbal behavior refers to all forms of communication that do not include the use of words. These forms of communication include appearance, movements, gestures, and facial and eye expressions. Thus, no matter how well the argument or message is presented, it is unlikely to be heard without consistent nonverbal cues that convey confidence, credibility, and trustworthiness (Wahl& Morris, 2022, p. 189). Consequently, it is important to research the persuasiveness of nonverbal communication because, surprisingly, little research and studies have investigated the role of nonverbal behavior in persuading and influencing others.

In addition, nonverbal communication plays a significant role in conveying persuasive messages effectively, specifically in TED talks, which are considered a useful database for this study. TED (Technology, Entertainment, and Design) is an international educational media organization that organizes conferences and other gatherings, and they are known for their engaging and impactful presentations (Fitria, 2022, p. 36). Whereby professionals are asked to speak in brief talks about a broad range of subjects, including business, entertainment, science, technology, design, and global challenges, which make these talks fascinating and help listeners learn a new language and acquire a wealth of fresh knowledge (Salih,2023, p. 612). As a result, studying nonverbal persuasion in TED talks can be an exciting and insightful work. So, the current study attempts to select and classify the most common body movements in TED talks and investigate the nonverbal persuasiveness in these movements.

2. REVIEW OF RELATED LITERATURE

2.1 Non-Verbal Communication

Communication frequently combines verbal and nonverbal components. While verbal communication often refers to the words individuals use to connect, nonverbal communication refers to communication made by means other than words. That is to say, there exist alternative channels of communication other than language. Nonverbal communication can be expressed via posture or body language, eye contact, gestures and touch (haptic communication), and facial expressions. Clothing, hairstyles, and even architecture, symbols, and infographics are examples of nonverbal communication through objects. Along with prosodic aspects like rhythm, intonation, and emphasis, speech also includes nonverbal characteristics known as paralanguage, such as voice quality, emotion, and speaking style. A nonverbal form of communication is also thought to be dance. Similarly, emoticons, handwriting style, and the spatial arrangement of words are all examples of nonverbal components found in written texts (Knapp and Hall, 2002, pp. 2, 7).

Nonverbal communication is important and employed to support verbal communication. For instance, when we speak seriously while maintaining our typical facial expressions, those around us do not trust us. It draws attention to how important nonverbal communication is. Studies on communication claim that nonverbal communication is especially important in cross-cultural relationships. Intentions and feelings are expressed and received much more frequently nonverbally than verbally (Ibrahim et al., 2022, p. 1845).

According to a classic study by Meharabian and Wiener (1967), only 7% of messages are spoken, and 93% are non-verbal. However, the verbal aspect can be up to 35%, depending on the author (Hans and Hans, 2015, p. 50). Many factors can be examined in the domain of human behavior known as non-verbal communication. Sometimes, even when our voice and words are under control, our body language might reveal something different, even the smallest facial expressions and movements that are currently expressing our thoughts and feelings (Mujezinovic, 2011, p. 12). Humans can learn to communicate through signs and symbols long before they can learn to communicate through other channels, such as speech, which emphasizes the importance of non-verbal communication (Iyer,2011, p.90).

2.2   The Role of Nonverbal Communication in Persuasion

Persuasion is a technique for convincing people to take certain actions or pursue goals they otherwise wouldn't. Communication is a necessary step in the persuasion process. Word-based arguments constitute only a small amount of communication; as the saying goes, "It is not what you say that matters, but rather how you say it." While this statement potentially overstates the importance of competent verbal persuasion techniques, it entirely underscores the crucial significance of nonverbal conduct in interpersonal interactions. Therefore, no matter how well the argument or message is presented, it is unlikely to be heard without consistent nonverbal cues that convey confidence, credibility, and trustworthiness (André et al., 2011, p. 586). Nonverbal communication refers to all forms of communication that do not include the use of words. These forms of communication include appearance, movements, gestures, and facial and eye expressions. Consequently, it is important to research the persuasiveness of nonverbal communication (Wahl& Morris, 2022, p. 189).

Burgoon (1994, P.48) asserts that nonverbal communication is crucial to the social influence process for a number of reasons. First, we may convey some perceptions of ourselves through nonverbal cues. We may also be more persuasive if we effectively project a sense of power, authority, credibility, or attractiveness. Secondly, nonverbal actions are a means by which individuals may form close relationships. In other words, nonverbal clues like touch can significantly impact building rapport. Third, nonverbal cues can draw attention to or deflect it from messages that are likely to be persuasive and promote learning. Teachers can use nonverbal cues to encourage pupils to pay closer attention to what they are saying and hecklers to divert attention away from their message. Fourth, one might encourage someone to mimic the actions of a model by using nonverbal clues. Fifth, one may communicate expectations to someone and get them to behave in a way that meets those expectations by using nonverbal clues. A youngster might be told that their behavior is inappropriate by something as basic as a simple frown. Finally, people might be distracted by nonverbal cues that go against their expectations.

Nonverbal messages are persuasive because they convey emotions and attitudes. Simple nonverbal cues may reveal much about a person, especially when examining old pictures or videos of him in various settings and emotions. Maybe you are looking at a store's security footage after someone was robbed. Nonverbal clues are the only way to identify a shoplifter, such as reaching out to take something, concealing it in a jacket, or checking to ensure no one is present. A child with his arms crossed and staring into the distance would show that he is not having fun and would much rather be elsewhere. Nevertheless, looking through photo albums of family reunions, you can usually tell that the smiling people and their arms around each other are happy to be there (Wahl& Morris, 2022, p. 189).

Furthermore, nonverbal messages are more persuasive because they are more reliable and credible than spoken ones. You may work as a receptionist at a large financial institution. You are signing people in for interviews for a new vice president post that are being held at your office. The first applicant shows up for the interview wearing what appears to be an uncomfortable suit, perspiring, tapping his foot incessantly, and having his eyes fixed on the clock. "Oh, I'm not nervous at all," he says in response to your advice to not be anxious. In this case, you would receive a stronger message from the nonverbal clues than the spoken word. Could you convince yourself that this applicant for the job is not nervous? "Actions speak louder than words" is a quote that perfectly describes the present situation (Wahl& Morris, 2022, p. 189).

2.3   TED Talks

TED is an international educational media organization that organizes conferences and other gatherings. TED Talks, which are video recordings of TED speaker sessions, are available on the TED website. These videos are accessible from any location and any time (Fitria, 2022, p. 36). "Technology, Entertainment, and Design" is the abbreviation for TED. whereby professionals are asked to speak in brief talks that help listeners learn a new language, acquire a wealth of fresh knowledge, and acquire the language by transmitting their inspiring thoughts from many disciplines (Salih,2023, p. 612).

TED Talks are intended to be no more than 18 minutes long and offer brief yet insightful analyses of various subjects or concepts that are "worth spreading." Since 2006, these recordings have been accessible without cost on both social networking site (https://www.ted.com) and YouTube. These presentations cover a wide range of subjects, from global warming to maintaining our health and happiness throughout life. TED speakers are frequently chosen for their ability to communicate clearly and concisely and understand the topic (Kerz, Qiao& Wiechmann,2021, p.14).

3.   METHODOLOGY

This section explains the study's Methodology. Data selection and description are discussed, in addition to outlining the research design. Also, it covers the model adopted for analysis.

3.1 Data Selection and Description

For this study, the five most common types of body movements in TED talks are chosen. The selected data was taken from www.youtube.com. Four shots were selected for each movement, in which one shot was used for analysis, and the remaining three shots were used to support and confirm that the chosen movement is common among TED speakers.

3.2 Research Design

The current study uses a mixed method that consists of qualitative and quantitative approaches. In this study, the qualitative method must be employed before the quantitative method can be used. The researcher uses the qualitative method to describe and interpret the body movements of TED talks speakers and their role in persuasion, while the quantitative method measures the results.

3.3 The Adopted Model

The researcher employs an eclectic model, which is based on Birdwhistell's (1952) kinesic analysis and Andre et al.'s (2011) nonverbal persuasion analysis.

Regarding the kinesic analysis model, it was established by Birdwhistell in 1952. It is a context-oriented model that deals with body movement as a component of human communication. This model consists of two levels the first is Micro-kinesics, which is divided into two dimensions kinemorph and kineme. The second is Pre-kinesics, the general description of body movements. This level includes kine, the smallest perceptible unit of body motion (DeVito, 1968, p.30).

Concerning nonverbal persuasion analysis model, it is based Andre et al.'s (2011) classification of the persuasive body behaviors. André et al. (2011, p. 591) state that body movements that transmit the following kinds of information are considered to be persuasive: importance, certainty, evaluation, sender's benevolence, sender's competence, and emotion.

4.   DATA ANALYSIS

In this section, the practical aspects of this study are introduced. It primarily describes the analysis processes and applies the model to examine the intended data. Furthermore, the analysis results and their discussion are introduced.

4.1 QUALITATIVE ANALYSIS

Situation No. 1

In this situation, the speaker is Jocko Willink Jr., who is a retired United States Navy officer, an American author and podcaster, and a former member of the SEAL Team (https://en.wikipedia.org/wiki/Jocko_Willink) .

1. Kinesic Analysis

1.1   Context: In the talk, Extreme Ownership, Jocko Willink talks about the Battle of Ramadi in Iraq. He counts the forces that participated in this battle, which are Friendly Iraqi soldiers, army soldiers, and US marines, along with small elements of his SEAL team.

Table (1) Kinesic analysis of situation No.1

1.2	Micro-kinesic level:
Kinemorph	Kinemorph in context

Counting		
	 https://youtu.be/ljqra3BcqWM?si=wJUZbzC76jbdrtEO (03:01)	
Kineme	Number of Kinemes	Type
	Three kinemes form the kinemorph of counting	Hand movement, finger-counting, and facial expressions of anger
1.3	Pre-kinesic level:	
kine	Number of Kines	Type
	The kinemorph of counting is made by seven kines.	Raised eyebrows, staring eyes, and open mouth. The hands are extended to the front. The index of the right hand touches the middle finger of the left hand; the fingers of the left hand don't touch each other except the ring finger and little finger or pinkie. The trunk and shoulders are upright.

2. Nonverbal Persuasion Analysis

The movement of Counting is persuasive for three reasons: First, it includes important meaning. The speaker uses his fingers to number the troops that participated in the battle, so this movement reflects the most important information related to the battle. Second, this movement expresses a high degree of certainty because Willink transfers painful facts he was part of. So, he tends to be more persuasive and believable. Third, emotions of anger and dissatisfaction can be revealed through this movement. Willink was very angry while counting the troops in the war because he faced terrible and painful situations during that battle. This can be seen through his raised eyebrows, staring eyes, the way he talks, and his body movements.
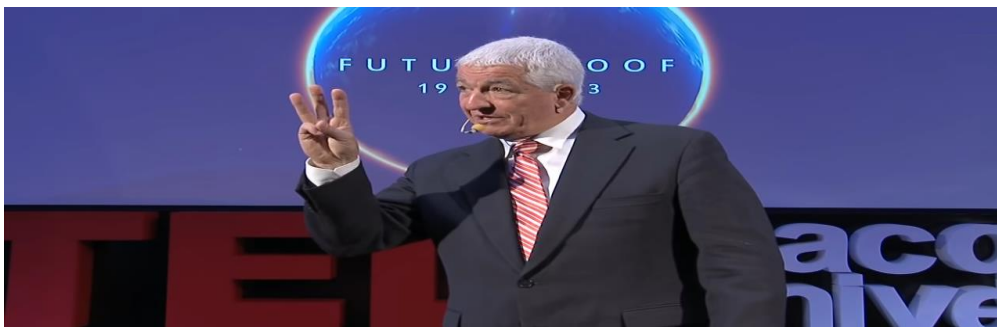
The movement of Counting can be seen very much in TED talks from those who made this movement:

A. |Shankar Vedantam| What Your Future Self Wants (2022)

B. |Allan Pease| Body Language: The power is in the palm of your hands (2013)

Situation No. 2

The speaker in this situation is Melanie Robbins, an author, motivational speaker, podcast presenter, and former lawyer from the United States. (https://en.wikipedia.org/wiki/Mel_Robbins).

1. Kinesic Analysis

1.1 Context: In this talk, Melanie helps people to stop screwing themselves over, and she is surprised that a third of Americans, who are a hundred million people, feel dissatisfied with their lives.

Table (2) Kinesic analysis of situation No.2

1.2	Micro-kinesic level:
Kinemorph	Kinemorph in context

Surprise		
	https://youtu.be/Lp7E973zozc?si=OZsRdVn3Hffgh32D (01:15)	
Kineme	Number of Kinemes	Type
	The kinemorph of surprise involves three kinemes	The kinemes are facial expressions of surprise, head nodding, and hands extension.
1.3	Pre-kinesic level:	
kine	Number of Kines	Type
	The kinemorph of surprise is shaped by five kines	The head nodes forward. Raised eyebrows, wide eyes, and open mouth. Both hands are extended to the front.

2. Nonverbal Persuasion Analysis

The facial expression of surprise is a persuasive body movement for two reasons. Firstly, this movement contains important meaning. Melanie makes a surprise gesture during her talks about American society and how a hundred million people, which represents a third of Americans, feel dissatisfied with their lives. Secondly, many emotions can be seen through the speaker's face, such as emotions of astonishment and wonder, which are represented by an open mouth, raised eyebrows, and wide-open eyes.

The facial expression of surprise can be seen a lot in TED talks by different speakers, such as:

A. | Mandy Saligari | Feelings: Handle them before they handle you (2017)

B. | Rich Ferguson |How Reading Body Language Influence People (2020)

C. Karen Lellouche Tordjman: Siri, Alexa, Google, what comes next? (2022)

Situation No. 3

The speaker in this situation is Kelly McGonigal, whose movement is pointing. Kelly McGonigal is a Stanford University lecturer and health psychologist who is well-known for her work in the domain of "science help," which focuses on converting psychological and neuroscientific knowledge into useful tactics that promote health and wellbeing (https://en.wikipedia.org/wiki/Kelly_McGonigal).

1. Kinesic Analysis

1.1   Context: In this talk, Kelly discusses the problems of stress and how it causes an increase in pulse rate, rapid respiration, and perspiration on the forehead. In the picture below, she asks the audience to count down. She points by her left index to a person, indicating that he made a mistake in counting.

1.2	Micro-kinesic level:
Kinemorph	Kinemorph in context

| Pointing		
	https://youtu.be/RcGyVTAoXEU?si=uGIjHzFamByvOnGq (04:49)	
Kineme	Number of Kinemes	Type
	Three kinemes constitute the kinemorph of pointing	The head sweeps to the right, the extension of the left hand, and facial expressions of happiness.
1.3	Pre-kinesic level:	
kine	Number of Kines	Type
	The kinemorph of pointing includes five kines	The head sweeps to the right. A toothy smile with staring eyes. The left hand extends to the front; the index finger is separated from the other fingers and points forward; the other fingers bend into the palm and touch each other.

2. Nonverbal Persuasion Analysis

Pointing can be considered a persuasive body movement. It includes three criteria of persuasive body behaviors: certainty, evaluation, and emotion. Kelly McGonigal is very sure and confident in what she says in this situation. She points at a person, informing him that he made a mistake in counting, so this action reflects the speaker's certainty. Also, Kelly makes a negative evaluation by pointing at a person, which directs attention to him and makes a judgment on his performance by telling him that he made an error in counting. Finally, many emotions can be conveyed during this movement, such as facial expressions of happiness represented by a toothy smile and gazing eyes; the head sweeps from one side into another, which shows how the speaker is interested in this situation.

Pointing movement with the index finger is frequently used in TED talks, and among speakers who indicate this move are:

A. | Allan Pease |Body language: The power is in the palm of your hands (2013)
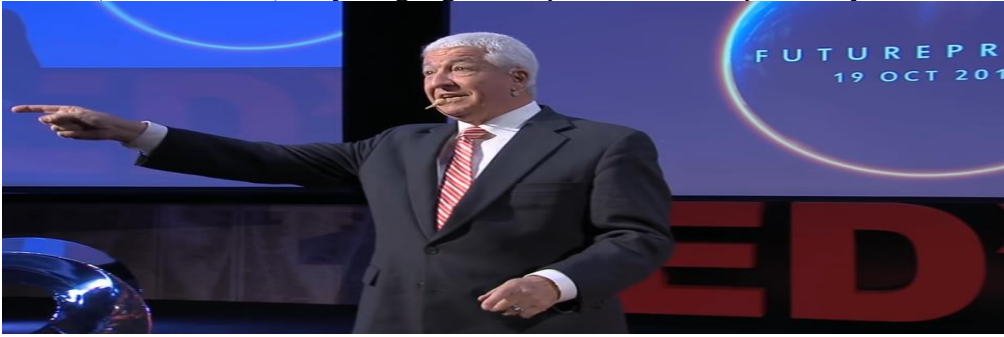
B. |Marcel Danesi| From Cave Drawings to Emojis (2016)

C. | Ann Washburn |Body Language: The Key to Your Subconscious (2016)

Situation No. 4

In this situation the speaker is Richard Greene. He is a Communication Strategist known as "The Master of Charisma." He has conducted over 100 lecture tours, keynote addresses, workshops, and private sessions for various figures (http://www.richardgreene.org/).

1. Kinesic Analysis

1.1   Context: In this talk, Richard Greene motivates the audience to master public speaking, eliminate their fear, bring that passion out, and create a tipping point that will change everything on the planet and make the world a better place. He puts his hand on his chest to indicate honesty and affection in what he is saying.

1.2	Micro-kinesic level:
Kinemorph	Kinemorph in context

Hand on chest		
	https://youtu.be/i0a61wFaF8A?si=GwfjyuT-qNLxE99T (18:24)	
Kineme	Number of Kinemes	Type
	The kinemorph of the hand on the chest is composed of two kinemes	Head nodding and right-hand movement by placing it on the chest.
1.3	Pre-kinesic level:	
kine	Number of Kines	Type
	The kinemorph of the hand on the chest is shaped by seven kines.	Head nods forward, then sweeps to the right with a raised chin. The right hand is placed on the chest, and the fingers don't touch each other. The trunk and shoulders are stiff, and the legs are slightly apart, which indicates a comfortable posture.

2. Nonverbal Persuasion Analysis

The movement of hand on chest is persuasive because it includes three persuasive body behaviors. Firstly, it indicates importance; this appears when the speaker incites and encourages the audience to master public speaking, eliminate their fear, bring that passion out, and make the world a better place. Secondly, the sender's benevolence can be employed by this movement; this gesture reflects the speaker's moral reliability and benevolence by placing his hand on his chest so that you can trust him. Thirdly, the sender's competence makes this movement more persuasive and influential. As Richard Greene is a communication strategist, motivating and advising the audience about communication and public speaking while putting a hand on the chest will be very persuasive.

The movement of the hand on the chest that is represented by placing a hand on the chest can be seen frequently in TED talks by various speakers such as:

A. | David JP Phillips |The Magical Science of Storytelling (2017)

B. | Frederik Imbo |How Not to Take Things Personally? (2020)

C. | Ann Washburn |Body Language: The Key to Your Subconscious (2016)

Situation No. 5

In this situation, the speaker is Johann Eduard Hari, and his body movement under analysis is called shrugging shoulders. Johann Hari is a British-Swiss journalist and author. He has published works on the subjects of drug abuse, despair, and how technology affects attention spans (https://en.wikipedia.org/wiki/Johann_Hari).

1. Kinesic Analysis

1.1 Context: In this speech, Johann Hari talks about addiction and corrects our view toward it by showing that everything related to addiction we know is incorrect.

Table (5) Kinesic analysis of situation No.5

1.2	Micro-kinesic level:
Kinemorph	Kinemorph in context

Shrugging shoulders		
	https://youtu.be/PY9DcIMGxMs?si=V7Y_3uM8SX_y--KV (03:15)	
Kineme	Number of Kinemes	Type
	The kinemorph of shrugging is conveyed by four kinemes	Facial expressions, tilted head, raised shoulders, and the palms of both hands are upwards.
1.3	Pre-kinesic level:	
kine	Number of Kines	Type
	The kinemorph of Shrugging is made by eight kines	The head is tilted backward. The eyes are upward with raised eyebrows, the lips are closed and pulled downwards, the shoulders are raised and shrugged, and the palms of both hands are upwards with bent elbows. The legs are apart.

2. Nonverbal Persuasion Analysis

The shrug movement is persuasive for including two persuasive body behaviors. The first one is the importance; the speaker makes this movement to express his wondering and lack of knowledge about the destiny of the people exposed to a lot of chemical hooks, so this movement attracts the audience's attention to this important idea that is directly connected to the topic of addiction. The second one is emotion; this movement reflects many emotions, expressed by raised eyebrows, rotating eyes, and the lips being closed and pulled downwards, which conveys facial expressions of ignorance. In addition, shrugged shoulders with palms facing up convey emotions of wondering and lack of knowledge.

Shrugging shoulders is a common movement in TED talks, and it is made by different presenters such as:

A. | Neal Barnard| Power Foods for the Brain (2016)
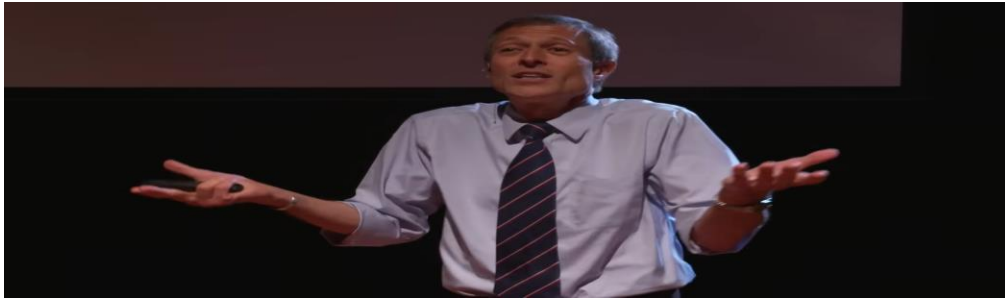
B. |Kelly McGonigal | How to Make Stress Your Friend (2014)

C. | Jacqueline Way |How to Be Happy Every Day (2017)

4.2 QUANTITATIVE ANALYSIS
4.2.1 Findings of the Kinesic Analysis

The following chart and table demonstrate the number and percentages of the kinesic analysis of the common movements in TED talks
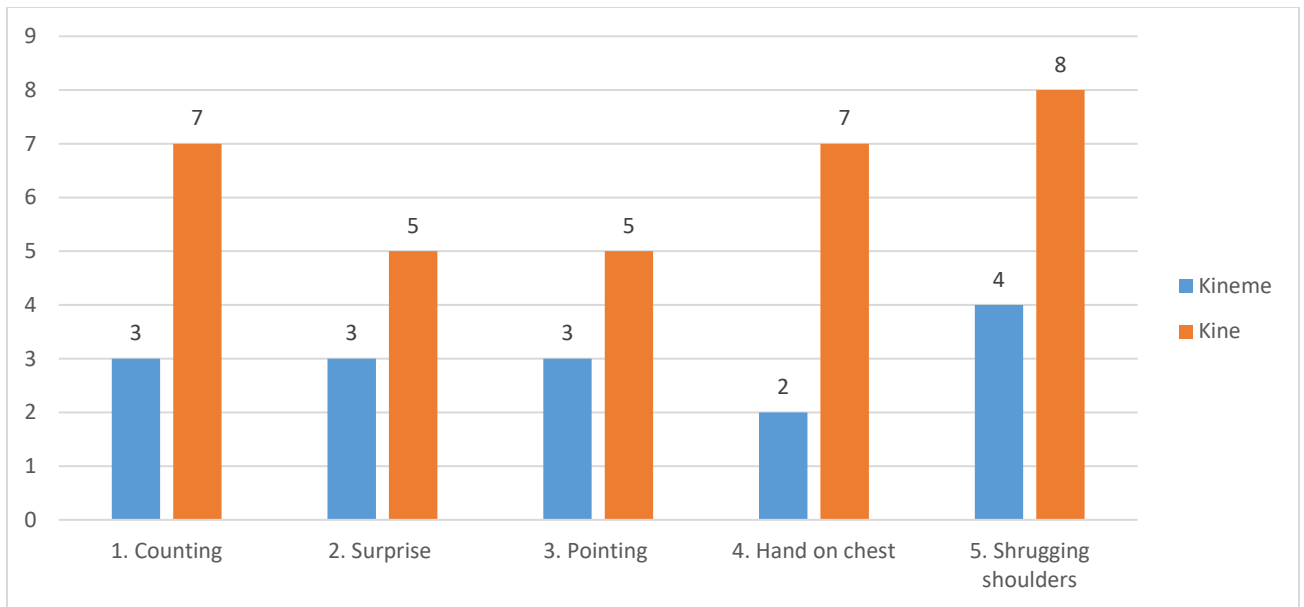
Chart (1) Kinesic Analysis

Table (6) Frequencies and Percentages of Kinesic Analysis of the Common Movements in TED Talks

The Common Movements in TED Talks	Kineme		Kine	
	Number	Percentage	Number	Percentage
1. Counting	3	20%	7	21.87%
2. Surprise	3	20%	5	15.62%
3. Pointing	3	20%	5	15.62%
4. Hand on chest	2	13.33%	7	21.87%
5. Shrugging shoulders	4	26.66%	8	25%
Total	**15**	**100%**	**32**	**100%**

As shown in Chart (1) and Table (6), the body movements are divided into kinemes and kines. The total number of kinemes is (15), and kines is (32). Regarding kinemes, the movement that contains the most number of kinemes is the shrugging shoulders movement, which consists of (4) kinemes and records (26.66%) as the highest percentage among kinemes. The second highest number among kinemes is (3), with a percentage of (20%) found in three movements. Finally, the movement of hand on chest records the lowest number in kinemes, which is (2) with a percentage of (13.33%). Concerning kines, the shrugging shoulders movement also has the highest number, which

is (8) kines with a percentage of (25%). Two movements record the second most number, which is (7) kines and a percentage of (21.87%). Two movements record the lowest number in kines, which is (5) and a percentage of (15.62%).

4.2.2 Findings of the Nonverbal Persuasion Analysis

The following chart and table demonstrate the recurrences and percentages of persuasive body behaviors of the common movements in TED talks:
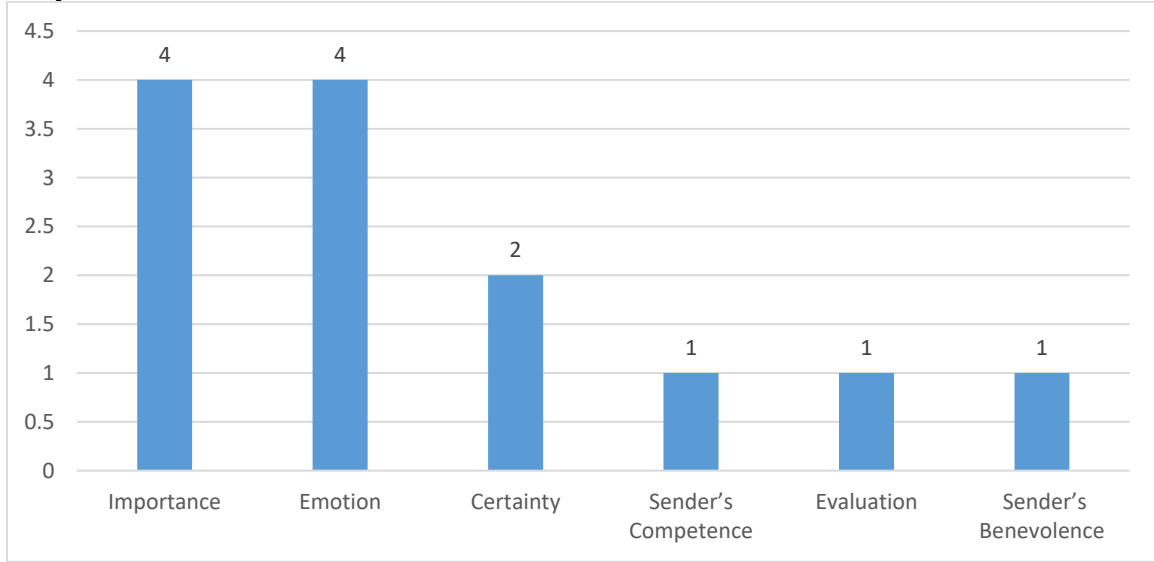

Chart (2) Persuasive Body Behaviors

Table (7) Frequencies and Percentages of the Persuasive Body Behaviors

The Persuasive Body Behaviors	Frequency	Percentage
Importance	4	30.76%
Emotion	4	30.76%
Certainty	2	15.38%
Sender's competence	1	7.69%
Evaluation	1	7.69%
Sender's benevolence	1	7.69%
Total	**13**	**100%**

Chart (2) and Table (7) indicate that the total number of persuasive body behaviors is (13). Importance and emotion are the most employed persuasive body behaviors. They account for (4) times out of the total used, with a percentage of (30.76%). It is followed by certainty, which is used (2) times with a percentage of

(15.38%). Sender's competence, evaluation and sender's benevolence record the lowest frequency, which are used only (1) time with a percentage of (7.69%).

5. CONCLUSIONS

This research has reached the following conclusions based on the qualitative and quantitative analysis results:

1. The most common body movements that have been found in TED talks are the following movements: Counting, Surprise, Pointing, Hand on chest, and Shrugging shoulders.
2. Hand movement is the most common type among other types of movements because the speakers of TED talks convey a lot of information and depict many situations with their hands. In addition, they use their hands frequently to increase and amplify their message and attract the audience's attention to what they say.
3. The persuasiveness of nonverbal communication is achieved by basing on the following persuasive body behaviors: importance, emotion, certainty, the sender's competence, evaluation, and the sender's benevolence. In which importance and emotion are the highest among other persuasive body behaviors. Importance records high frequency because most of the selected movements in TED talks accompany important messages and meanings sent by the speakers. Furthermore, emotion also has high frequency because the speakers of TED talks react and express a lot of emotions during their talks, which can be seen through their facial expressions, hand movements, and head nodding.
4. Body language, such as hand gestures, head nods, and facial expressions, can be broken down into smaller parts. These smaller parts, known as the kinemorph, kineme, and kine, make body movements understandable.
5. Culture and context greatly affect the interpretation of the movements made by the speakers in TED talks because the speakers of TED are from different countries, and their cultures and beliefs vary. As a result, many TED speakers' movements are arbitrary or conventional, and even though they are formed with the same body parts, their intended meanings and interpretations differ depending on the culture and the context in which the movement took place, whether social, educational, sporting or motivational context.

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