According to Steven McCornack (2013), people listen in order to **comprehend** incoming information so they can recall it later, **discern** different sounds that identify moods or stress levels in the speaker, **analyze** the validity of the message, **appreciate** the sounds of language, and to **support** the speaker by suspending judgement in order to express empathy.

In order to be an **effective listener**, it’s important to understand the different listening types that exist. Once these are mastered, unwanted confrontation, misinformation and misunderstanding can be easily avoided.

**Action Oriented**
These listeners want brief and to-the-point information that can be used to make decisions.

**People Oriented**
These listeners are concerned with making meaningful connections through conversation and are usually highly extroverted.

**Time Oriented**
These listeners value brief and concise conversations that do not exceed allotted time for said communication.

**Content Oriented**
These listeners value the meat of the conversation and like to be intellectually challenged.

**Ineffective Listening Techniques to Avoid**

- **Selective Listening** - taking in only bits and pieces of information that the listener finds valuable in the message
- **Eavesdropping** - intentionally and strategically listening to private conversations to seek out information
- **Pseudo Listening** - pretending to listen through careful use of non-verbal communication and lack of attention
- **Aggressive Listening** - listening with the sole intent of attacking, provoking or annoying the speaker

*Content was collected and designed by Laura Forero (Xavier, '17) on March 28, 2017*  
*For more information see Listening chapter in Reflect and Relate by Steven McCornack*  