

# *Uncertainty Reduction Theory*

*To reduce uncertainty use passive, active, and interactive strategies*

## **Passive Strategies**

These approaches can help you predict how he or she may behave when interacting with you. Examples include observing someone with friends at a party or checking someone's Facebook profile.

## **Active Strategies**

Asking questions about the individual. One might find someone who knows the person you're assessing and then get him or her to disclose information about that individual. Be aware that the targeted person may discover that questions were being asked and that third-party information may not be accurate.

## **Interactive Strategies**

Perhaps most effective is starting a direct interaction with the individual. Inquire where the person is from, what he or she does for a living, and what interests he or she has. One should also disclose personal information about him or her self. This enables one to test the other person's reaction. That can help reduce uncertainty about how to communicate further.