Use Objective Language to Describe Behavior

Objective language helps you communicate behavior clearly.
Your observations are valuable, and it's important that others can understand them.

Objective Language
Based on:
- Facts
- Observations

Subjective Language
Based on:
- Opinions
- Interpretations

How to tell if a statement is objective

Ask yourself: **Would everyone agree with this statement?**

YES
⬇
This statement is likely
OBJECTIVE

NO
⬇
This statement is likely
SUBJECTIVE

Examples

OBJECTIVE	SUBJECTIVE
She growled when the other dog sniffed her.	She was feisty with the other dog
When I tried to pet him, he walked away.	He doesn't care about me.
When I entered the room, she ran toward me barking with her tail raised high.	She was territorial.
That cat swatted my hand.	That cat is sassy.

Practice using objective language in the free, 20-minute course,
How to Communicate Shelter Animal Behavior Clearly, on ASPCApro.org.