



Social Perception

Psychology 320
Social Psychology

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Psyc 320 – Social Psychology

Impression Formation

- Components
 - Visual
 - Informational
 - Inferential
 - Evaluative

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Psyc 320 – Social Psychology

Impression Acquisition

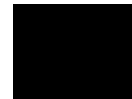
- Observations
- Direct interactions
- Second-hand reports

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Why form impressions?

- Anticipation is functional
- Evolutionary explanations
- Sociological explanations
- And what if we are wrong??



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Visual Information

- Attractiveness
 - WIBIG
 - Smarter, nicer, warmer, more likely to be helped
 - Less guilty of crime, lighter sentences
 - More likely to get the job
 - Baby-faced exceptions
 - Taller men → 10% more \$

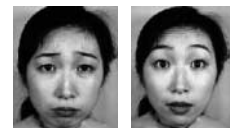


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Nonverbal Behavior

- Nonverbal signals
- Vocalization
 - Up-speak
 - Mimicry—Larry King
- Facial expression
 - Decoding → F > M, but not for anger
 - 6 emotions?



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Nonverbal Behavior

- Spacing
 - Elevators
 - Women & Men
- Postures
- Gestures
 - Cultural
 - Age

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Visual Information

- Eye Contact
 - Gazing
 - Staring
 - Pupil dilation
- Touching

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