



# Social Perception

Psychology 320  
Social Psychology

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## Social Perception

- Attributions
  - Why we think people did the things they did.

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## Impressions from...

- Familiarity
- Behavior
- Salient cues
- Negative vs. Positive information

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## Attributions about Behavior

- Internal attributions
- External attributions

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## Knowing self vs. others

- More knowledge about yourself
- Choose different attributions for success and failure.
- Strangers
- Friends
- Romantic Partners

	Internal	External
Success	Ability	Luck
Failure	Dumb	Difficult

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## Fundamental Attribution Error

- Overestimate disposition
- Underestimate situation

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### Correspondent Inferences

- Look to 'informative behaviors'
  - Freely chosen behaviors
  - Noncommon effects (not uncommon)
    - Only one explanation
  - Low in social desirability
  - Unexpected
- categorize, characterize, correct
- Cognitive Resource Availability

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### Causal Attribution

- Situational vs. Dispositional
  - Fundamental Attribution Error
  - Defaults?
- Actor-observer effect



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### Confirmation Bias

- Try to find evidence for impressions.
- Seeking confirmation not disconfirmation.
- Waitress vs. Librarian Study



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### Kelly's Covariation Theory

- consistency
- distinctiveness
- consensus



### Kelly's Covariation Theory

- consistency  
Always happens?
- distinctiveness  
In other situations?
- consensus  
Anyone else do it?

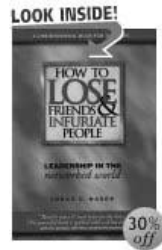


Consensus	High Everyone does it	Low Just Joe	Low Just Joe
Distinctive	High Only this guy	Low Does it to everyone	High Only this guy
Consistency	High All the time	High All the time	Low Not often
Attribution	Something about the target	Something about the Joe	Something about the situation

Kelly's Covariation Theory

### Correcting

- It takes effort to attribute the effect to the situation.
- The book title



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### Perceptual Salience

- Impressions based on what draws the most attention.
- Implications for dating?
- Implications for group discussion
- Distinction between Salience and Accessibility?

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### Integrating

- 2 + for every 1 –
- First impressions—primacy
  - Pos→neg : explain away the negative
  - Neg→pos : persisting negativity

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### Motivations

- Accuracy
- Avoiding accuracy→to enhance interpersonal relations.
- Confirmation bias

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### Defending Impressions

- Hard to change first impressions
- Seek confirmation
- Diagnostic questions
- What do you want to know about someone?

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### Protecting our Impressions

- Defensive Attributions
- Unrealistic Optimism
- Belief in a just world
  - Rape

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### Why are we wrong?

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- Only see people in limited settings.
- Self-fulfilling prophecies
- Others concur with us.
  - (Although the others are just like us.)