

Situation:

You are at a party; an attractive person glances in your direction and smiles. Is that an invitation to come over and start a conversation? Or is this person smiling because he/she has just heard an amusing remark?



Situation:

You are buying a used car. You asked the owner whether there is anything wrong with it. He looks you in the eye and says, “No way! This car is in perfect shape.” Do you believe him?



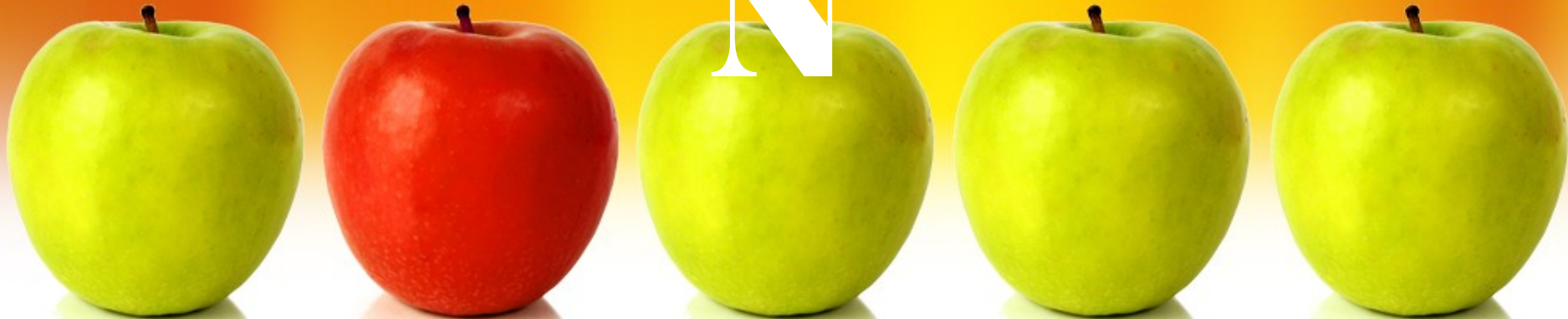
Situation:

Imagine that you are a professor. The day after you give a midterm exam to your class, one of the students comes to see you and, with a look of pure innocence, says: “I’m sorry i missed the exam, but i was away on a field trip for one of my other classes, and we got back much later than i expected. Can i take a makeup exam?” Do you accept this story?



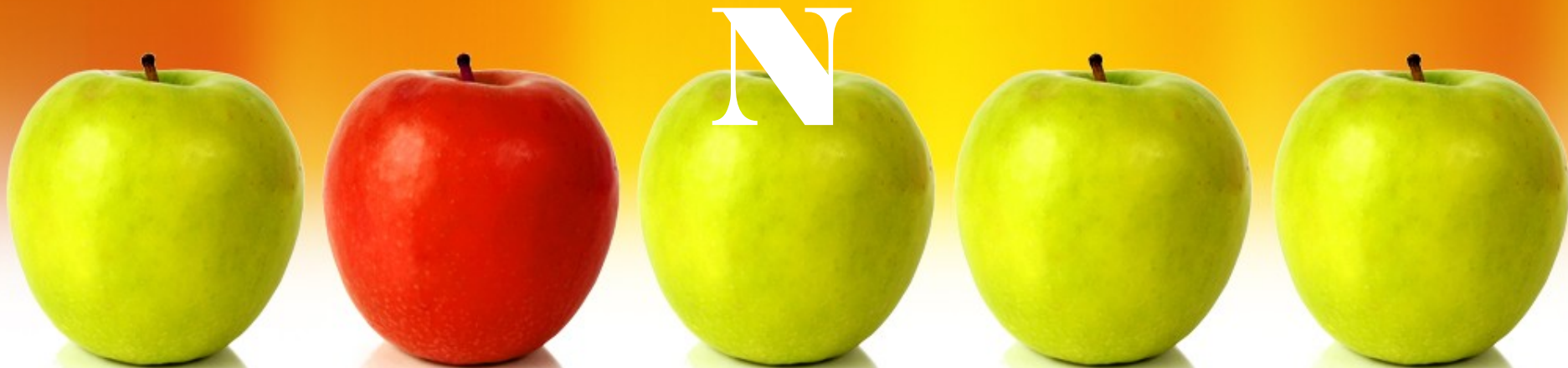
SOCIAL PERCEPTION

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SOCIAL PERCEPTION



An active process (or set of processes) through which we seek to know and understand others

It is one of the most basic—and important aspects of social life

SOCIAL PERCEPTION

- We try to understand other person's current feelings, moods and emotions—how they are feeling right now, often provided by *nonverbal cues* involving facial expressions, eye contact, body posture and movements.
- We attempt to understand the more lasting causes behind others' behavior—the reasons why they have acted in certain ways—motives, intentions and traits.



SOCIAL PERCEPTION

Nonverbal
Communication
Facial Expressions

Eye Contact

Body Language

Touching

Attribution

Theory of
Correspondent
Inference

Kelly's Theory of
Causal Attributions

Basic Sources of Error

Impression
Formation

Impression
Management



Nonverbal Communication



Information about our inner states is often revealed through five basic channels: *facial expressions, eye contact, body movements, postures and touching.*

Facial Expressions

- “The face is the image of the soul”
- Human feelings and emotions are often reflected in the face and can be read there in specific expressions.
- There are six different basic emotions on the human face: anger, fear, happiness, sadness, surprise, and disgust.
- Facial expressions reflect individual’s underlying emotions.
- Different facial movements are accompanied by changes in physiological activities.
- Studies conducted in many different cultures suggest that human beings all over the world tend to show highly similar facial expressions.



Six Basic Emotions:



Anger



Joy



Surprise



Disgust



Sadness



Fear



Eye Contact

- “Windows to the soul”
- We do often learn much of about others’ feelings from their eyes.
- We interpret a high level of **gazing** from another as a sign of liking or friendliness.
- **Staring**—a form of eye contact in which one person continues to gaze steadily at another regardless of what the recipient does.



Body Language

- Our current moods or emotions are often reflected in the position, posture and movement of our bodies, in which, provide us with useful information about others.
- It often reveals others' emotional states. Large numbers of movements—especially ones in which one part of the body does something to another part, suggest emotional arousal.



- Aronoffs and colleagues' research on ballet dancers: Dancers who played with dangerous, threatening characters would show more diagonal and angular postures, while dancers with warm and sympathetic characters would show rounded postures.
- *Large scale body movements or postures can sometimes provide important information about others' emotions, and even about their apparent traits.*
- Lynn and Mynier's research on body posture and movements (busy restaurants as the setting): In these settings, they arranged for waiters and waitresses, when taking drink orders from customers, either to stand upright or to squat down next to the customers.
- *Lynn and Mynier predicted that squatting down would be interpreted as a sign of friendliness, because in that position the waiter and waitresses would make more eye contact with customers and would be physically closer to them.*



Touching

- The most intimate nonverbal cues.
- Factors to consider in touching: who does the touching; the nature of physical contact; the context in which it takes place.
- Touch can suggest affection, sexual interest, dominance, caring, or even aggression.
- When touching is considered acceptable, positive reactions often result. If it is perceived as a status or power play, or if it is too prolonged or intimate, touching may evoke anxiety, anger, and other negative reactions.



▪ Research findings on gender differences: Among young couples, male are more likely to touch females than vice versa. As age increases, difference shrinks, females are more likely to initiate touching than males.

▪ *Among younger couples, relationships are not yet well established; prevailing gender roles encourage visible gestures of possessiveness such as touching by males. As relationship develops, however, gender roles may require more gestures of possessiveness by females.*



**How to tell when
another person is lying?**



Detection of Deception: Nonverbal cues of Lying

Microexpressions

- These are fleeting facial expressions lasting a few tenths of a second. Such reactions appear on the face after an emotion-provoking event are difficult to suppress

Interchannel Discrepancies

- These are inconsistencies between nonverbal cues from different basic channels.
- Persons who are lying find it difficult to control all these channels at once.

Paralanguage

- When people lie, the pitch of their voices often rises and they tend to speak more slowly and with less fluency.

Various Eye contact

- Persons who are lying often blink more frequently and show pupils that are more dilated than persons who are telling the truth. They may also show an unusually low or high level of eye contact



Attribution



Attribution refers to the process of understanding and thinking about people within social situations, as one tends to try and explain the behavior of others.

Correspondent Inference Theory

- Coined by Jones and Davis in 1965. The theory is concerned with how we decide, on the basis of others' overt actions, that they possess specific traits or dispositions that they carry with them from situation to situation, and that remain fairly stable over time.
- This theory simply says that people try to explain behavior by finding a match between the behavior they can see and the stable qualities/ personality traits of the person displaying it.
- When we infer others' traits from their behavior, we accomplish three distinct tasks (Gilbert et al, 1988): we *categorize* an individual's behavior, *characterize* the behavior, and we *correct* our inferences about this person's traits in the light of information about the situation in which it has occurred.
- In sum, according to this theory, we are most likely to conclude that others' behavior reflects their stable traits when the behavior (1) is freely chosen; (2) yields distinctive, noncommon effects; and (3) is low in social desirability.



Kelley's Theory of Causal Attribution

- Illustrates that our knowledge of behavior is used to make attributions based on the consensus, consistency and distinctiveness of the available information. It looks at how such information co-varies with each other so, is there consensus (do other people behave in the same way as the individual?), consistency (has the individual behaved in the same way in the past, or on each occasion?) or, is there distinctiveness (where different behavior is shown in similar, but different, circumstances)? According to this model, an internal (person) attribution will be made when there is low consensus and distinctiveness but high consistency, otherwise an external (situational) attribution is made. If consistency is low, causes are discounted and alternatives sought.



Attributional Bias

- Research has shown that a number of errors/biases occur when making decisions about one's own or others' behavior.
- **Fundamental Attribution Error**—the strong tendency to explain others' actions in terms of dispositional (internal) rather than situational (external) causes. In short, we tend to perceive others as acting as they do because they are “that kind of person”, rather than because of the many external factors that may have affected their behavior.
- **The Actor-Observer Effect**—the tendency to attribute our own behavior to situational factors, but that others to dispositional (internal) causes.
- **The Self-Serving Bias**—the tendency to attribute our own positive outcomes to internal causes but negative ones to external factors.



Formation And Impression Management



“First impressions last”



First impressions, it is widely believed, are very important. Initial impressions we make on others will shape the course of our future relations with them.

Impression Formation

- The process through which we form impressions of others.
- How do we combine so much diverse information about others into unified impressions?
- We combine this information into a weighted average (each piece of information is weighted in terms of its relative importance).
- Factors that influence the *relative weighting*: (1) the source of the input, (2) whether the information is positive or negative in nature, (3) the extent to which the information describes the behaviors/traits that are unusual or extreme, and (4) information received first tends to be weighted more heavily than information received later (this is known as a *primacy effect*).



➤ Impressions of others involve both concrete examples of behaviors others have performed that are consistent with a given trait—*exemplars*—and mental summaries that are abstracted from repeated observations of others' behavior—*abstractions*.

Models of Impression Formation

▪ Models that stress the role of behavioral exemplars suggest that when we make judgements about others, we recall examples of their behavior and base our judgements—and our impressions—on these.

▪ Models that stress the role of abstractions suggest that when we make judgements about others, we simply bring our previously formed abstractions to mind, and then use these as the basis for our impressions and our decisions.



- The nature of impressions may shift as we gain increasing experience with them.
- At first, an impression consists largely of exemplars (behavioral examples); but later, as our experience with another person increases, our impression consists mainly of mental abstractions derived from observations of the person's behavior.



Impression Management

- Efforts by individuals to produce favorable impressions on others (*Self-presentation*).
- the deliberate 'bending' of the truth in order to make a favorable impression
- Persons who can perform impression management successfully do often gain important advantages in many situations.

What tactics do individuals use to create favorable impressions on others?



- Falls into two major categories: ***self-enhancement***—efforts to boost our own image, and ***other-enhancement***—efforts to make the target person feel good in our presence.

Self-enhancement

- Improve our own appearance
- Manner or general behavior, such as being pleasant, assertive etc.
- Developing a suntan
- Use of alcohol

Other-enhancement

- Flattery
- Doing small favors for them
- Asking for advice/feedback
- Expressing liking for them either verbally or nonverbally



Impression-management is neither good nor bad, it is an integral part of our social interaction and everyone gets involved in it everyday.



Thank you!



joey!