IMPRESSION FORMATION & ATTRIBUTION THEORY

SOCIAL PSYCHOLOGY = the study of the causes, types, and consequences of human interaction.

I. HOW WE VIEW OTHERS AND THEIR BEHAVIOR

A. Impression formation

1. Aspects of the perceiver
   a. Stereotypes
      (1) Stereotypes = a set of beliefs about members of a particular group.

      (2) Why do we form stereotypes?

      (3) 2 reasons for their persistence
           (a)
           (b)
           (i) Rosenthal & Jacobson (1966):
           (ii) Snyder, Tanke, & Berscheid (1977):
2. **Aspects of the actor**
   a. **Appearance:**

   b. **Speech:**

   - **Powerful versus powerless speech.**
     (1) **Effects of speech power on credibility.**
     (a) Lind and O'Barr (1979b)

     (2) Does speech power have the same effect on the perceptions of adults’ and children’s credibility?

   - **Attribution theory** (Kelley, 1972)
     (a) The **assimilation effect**
     (b) **Contrast effect**
     (c) **Expectancy Theory & Contrast Effect:**

   c. **Nonverbal communication:**
d. Prior information:
   (1) Leichtman & Ceci (1995) -- Sam Stone study:
      (a) 4 Conditions
         (i) Control:
         (ii) Stereotype only condition:
         (iii) Misleading information condition:
         (iv) Stereotype & misleading information condition

   (b) Results:
      (i) Control:
      (ii) Stereotype only condition:
      (iii) Misleading information condition:
      (iv) Stereotype & misleading information condition

(2) Prior information can influence how an interviewer questions a witness about a crime (hypothesis – confirmation bias)
   (a) Pettit, Fegan, & Howie (1990):
B. Social judgments: Attributing causes to behaviors

1. Attribution means assigning causes, explaining behaviors

2. Internal versus external causes:

3. Attributional biases
   a. Fundamental attribution error
      (1) Jones & Harris (1967):
   
   b. Actor-perceiver bias – same as fundamental attribution error
   
   c. Self-serving bias

Frank & Gilovich (1988): Black Uniforms And Aggression In Professional Football: