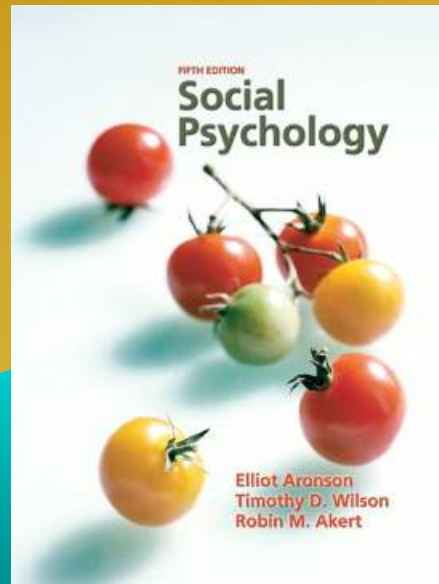


Chapter 4

Social Perception: How We Come to Understand Other People



PowerPoint Presentation

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Social Perception

Social perception is defined as the study of how we form impressions of and make inferences about other people.



Chapter Outline

I. Nonverbal Behavior



Nonverbal Behavior

***Nonverbal communication* is defined as the way in which people communicate, intentionally or unintentionally, without words.**



Nonverbal Behavior

Nonverbal behavior is used to express emotion, convey attitudes, communicate personality traits, and to facilitate or modify verbal communication.



Nonverbal Behavior

- **Facial Expressions**

Charles Darwin believed that human emotional expressions are universal -- that all humans **encode and **decode** expressions in the same way.**



Nonverbal Behavior

- **Facial Expressions**

Modern research suggests that Darwin was right for the six major emotional expressions: anger, happiness, surprise, fear, disgust, and sadness.

Nonverbal Behavior

- **Facial Expressions**

Affective blend is a facial expression in which one part of the face registers one emotion while another part registers a different emotion.



Nonverbal Behavior

- **Facial Expressions**

Current research examines whether other emotions have distinct and universal facial expressions associated with them.



Nonverbal Behavior

- **Culture and Channels of Nonverbal Communications**

Culture also influences emotional expression; *display rules* that are unique to each culture dictate when different nonverbal behaviors are appropriate to display.



Nonverbal Behavior

- **Culture and Channels of Nonverbal Communications**

Emblems are nonverbal gestures that have well understood definitions within a given culture.



Nonverbal Behavior

- **Multichannel Nonverbal Communication**

In everyday life, we usually receive information from multiple channels simultaneously.



Nonverbal Behavior

- **Gender Differences in Nonverbal Communication**

Women are better than men at both decoding and encoding nonverbal behavior if people are telling the truth. Men, however, are better at detecting lies.



Nonverbal Behavior

- **Gender Differences in Nonverbal Communication**

This finding can be explained by *social-role theory*, which claims that sex differences in social behavior are due to society's division of labor between the sexes.



Chapter Outline

II. Implicit Personality Theories: Filling in the Blanks



Implicit Personality Theories

An *implicit personality theory* is a type of schema people use to group various kinds of personality traits together. Using these theories helps us form well-developed impressions of other people quickly.



Implicit Personality Theories

- **Culture in Implicit Personality Theories**

Hoffman and colleagues (1986) found that cultural implicit personality theories affect how people form impressions of others.



Chapter Outline

III. Causal Attribution: Answering the “Why” Question



Causal Attribution

Although nonverbal behavior may be relatively easy to decode, there is still substantial ambiguity about why people act the way they do.

Causal Attribution

- **The Nature of the Attribution Process**

Attribution theory is a description of the way in which people explain the causes of their own and other people's behavior.

Causal Attribution

- **The Nature of the Attribution Process**

Fritz Heider is considered the father of attribution theory. He believed that people are like amateur scientists, trying to understand other people's behavior by piecing together information until they arrive at a reasonable cause.



Causal Attribution

- **The Nature of the Attribution Process**

He proposed a simple dichotomy for people's explanations: *internal attributions* and *external attributions*.

Causal Attribution

- **The Covariation Model: Internal Versus External Attributions**

The *covariation model* states that in order to form an attribution about what caused a person's behavior, we systematically note the pattern between the presence (or absence) of possible causal factors and focus on the *consensus information*, *distinctiveness information*, and *consistency information* we gather from the situation.

Causal Attribution

- **The Covariation Model: Internal Versus External Attributions**

According to the *covariation model*, *consensus information* is the information regarding how other people besides the actor treat the target.

Causal Attribution

- **The Covariation Model: Internal Versus External Attributions**

Distinctiveness information is the information about how the actor treats other people besides the target, and ***consistency information*** is the information about how the actor treats the target across time and different situations.

Causal Attribution

- **The Covariation Model: Internal Versus External Attributions**

People are most likely to make an internal attribution (attribute the behavior to the actor) when consensus and distinctiveness are low but consistency is high; they are most likely to make an external attribution (attribute the behavior to the target and/or situation) when consensus, distinctiveness, and consistency are all high.



Causal Attribution

- **The Covariation Model: Internal Versus External Attributions**

The covariation model assumes that people make causal attributions in a rational, logical fashion.

Causal Attribution

- **The Covariation Model: Internal Versus External Attributions**

Why did the boss yell at his employee, Hannah?			
People are likely to make an <i>internal attribution</i> —it was something about the boss—if they see this behavior as	<i>low</i> in consensus: the boss is the only person working in the store who yells at Hannah	<i>low</i> in distinctiveness: the boss yells at all the employees	<i>high</i> in consistency: the boss yells at Hannah almost every time he sees her
People are likely to make an <i>external attribution</i> —it was something about Hannah—if they see this behavior as	<i>high</i> in consensus: all of the employees yell at Hannah too	<i>high</i> in distinctiveness: the boss doesn't yell at any of the other employees	<i>high</i> in consistency: the boss yells at Hannah almost every time he sees her
People are likely to think it was something peculiar about the particular circumstances in which the boss yelled at Hannah if they see this behavior as	<i>low or high</i> in consensus	<i>low or high</i> in distinctiveness	<i>low</i> in consistency: this is the first time that the boss has yelled at Hannah

Causal Attribution

- **The Correspondence Bias: People as Personality Psychologists**

The *correspondence bias* is the tendency to infer that people's behavior corresponds to (matches) their disposition (personality).

Causal Attribution

- **The Correspondence Bias: People as Personality Psychologists**

The *fundamental attribution error* is the tendency to overestimate the extent to which a person's behavior is due to internal, dispositional factors and to underestimate the role of situational factors.

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