

# Perceived Entitativity & Spontaneous Trait Impressions of Groups

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## INTRODUCTION

- Spontaneous trait inferences (STIs) are quick and unintentional impressions that are formed based on the observed behavior(s) of others (Uleman et al., 1996).
- Perceivers frequently form STIs**, and these trait inferences tend to be diagnostic of the initial impressions that they form and maintain about others (Olcaysoy Okten & Moskowitz, 2020).
- The concept of **entitativity** was introduced by Campbell (1958) and refers to the **perception of a collection of individuals as a cohesive group**.
- Hamilton and colleagues (2015) provide evidence that perceivers make **spontaneous trait inferences about groups (STIGs) regardless of their perceived entitativity** (i.e., high and low).
- The **current work** assesses perceived entitativity when racial categories of the target groups are manipulated and its relation to STIGs.

### Research Question:

- Do group properties (i.e., racial categories) impact perceived group entitativity?
- Does perceived group entitativity impact STIGs?

### Hypotheses:

- Participants in the same race group conditions (White & Black) will be rated higher in perceived entitativity than mixed race group conditions.
- Perceived entitativity will emerge as a predictor of the strength of STIGs:
  - FR rates will be higher for same race groups (all Black vs. all White) in comparison to mixed race groups
  - FR for Black and White groups will be similar, indicating that there are processing differences for same vs. mixed race entitativity groups.

## False Recognition Paradigm (Todorov & Uleman, 2004)

### Black Group Condition



### White Group Condition



### Mixed Group Condition



### Learning Phase: (Example Behavior)

The group raises funds every year for the children in need.

### Recognition Phase: (Example Question)

Was the word "**generous**" presented as part of the sentence that had been paired with that specific group?

Yes or No

### Participants:

- N = 53
- Gender = Female (75.4%) Male (21.1%) Other (1.8%)
- Ethnicity = White/European American (64.9%) Asian/Asian American (12.3%) Black/African American (5.3%) Latinx/Hispanic (5.3%) Other (10.5%)
- Age = Min (18) - Max (22)

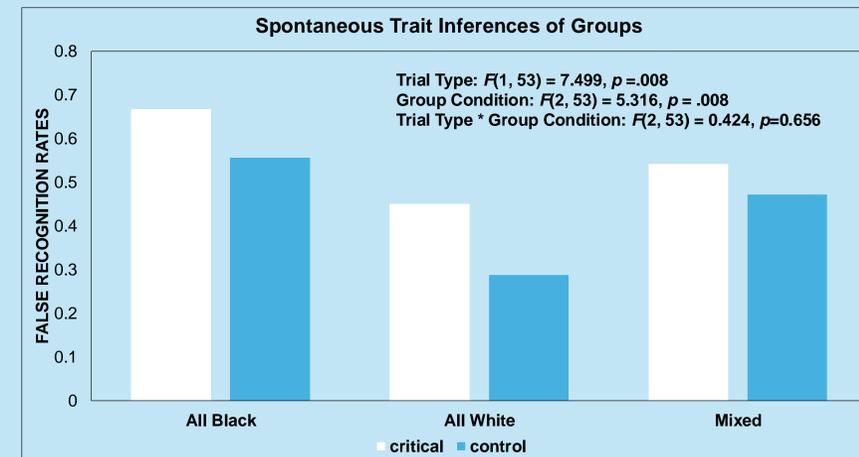
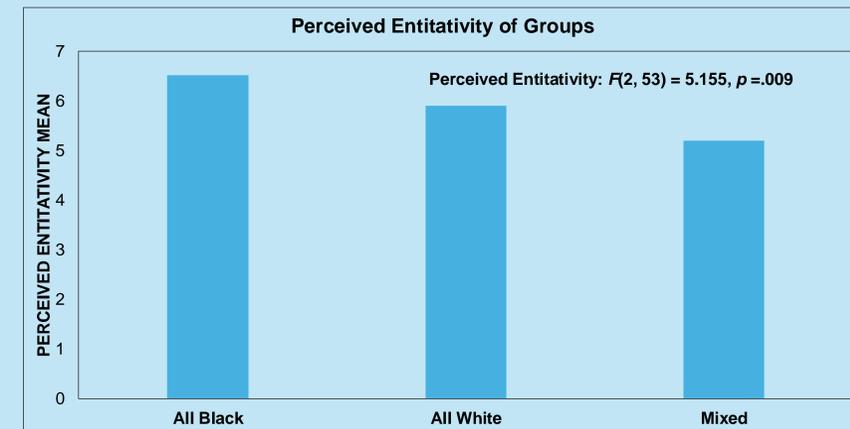
### Measures:

- Qualtrics survey on one of our computers in the Motivated Social Cognition Lab after consenting to the research online.
- 16 behaviors: 4 critical, 4 control, 8 filler

### Procedure:

- Group information --> learning phase --> recognition phase --> perceived entitativity (similarity, cohesive, inclusive, important, unity).

## PRELIMINARY RESULTS



## DISCUSSION

### References:

### Contributions:

- Race effects on perceived group entitativity
- Replication of STIGs

### Future Directions:

- Group membership effects (i.e., perceivers' race)

