

The Role of Members' Characteristics in First Impressions

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(INTRODUCTION)

Background:

- 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 raced group conditions.
- Perceivers will make **STIGs regardless of perceived entitativity** (i.e., high and low).

False Recognition Paradigm

(Todorov & Uleman, 2004)

Black Group Condition



White Group Condition



Mixed Group Condition



Learning Phase: (Example Behavior)

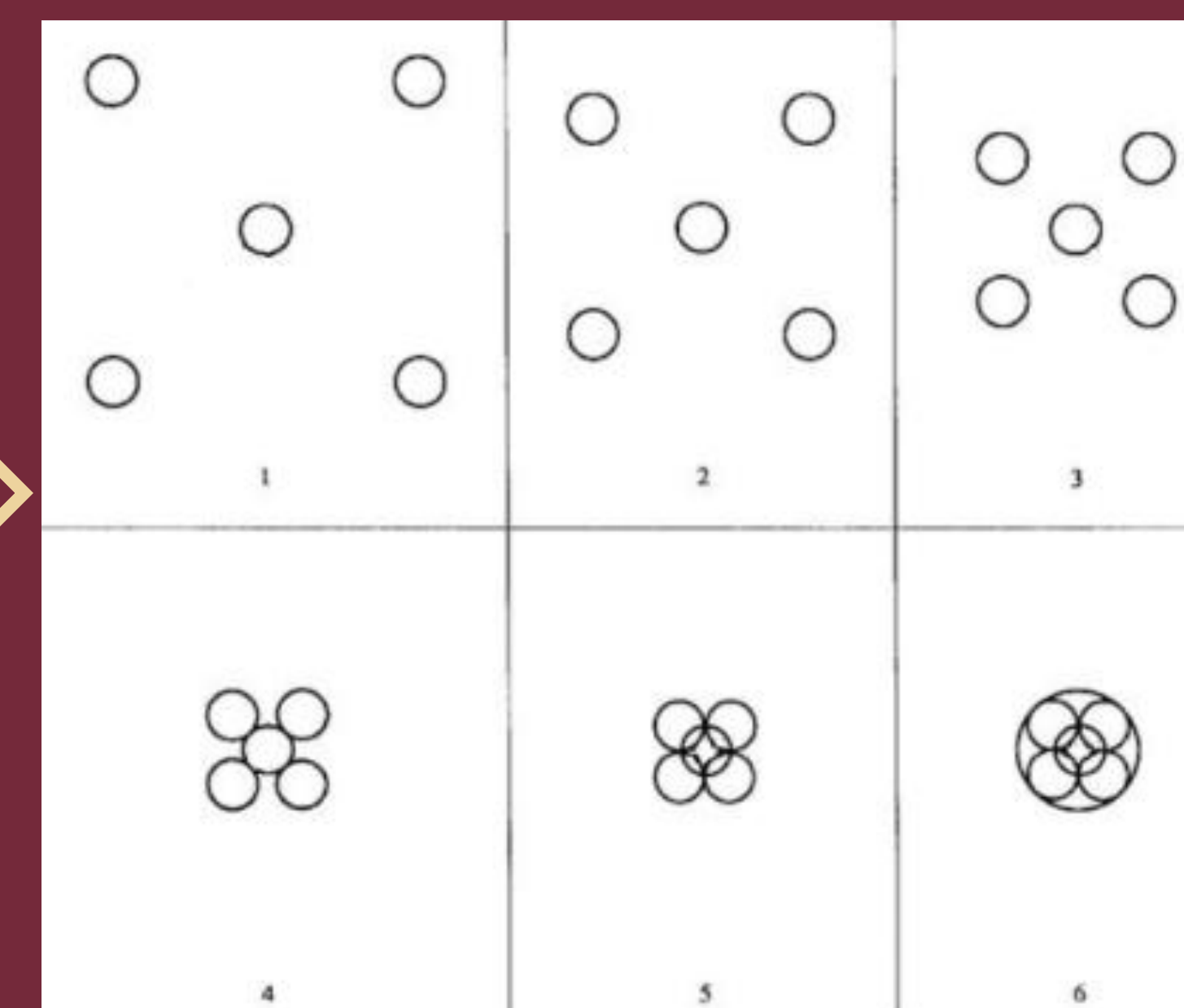
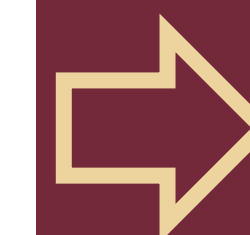
The group raises funds every year for the children in need.

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

Group Entitativity Measure
(GEM-out; Gaertner & Schopler, 1998)



(METHODS)

Participants:

- Recruited on SONA
- $N = 196$
- Gender = Female (78.5%) Male (21.5%)
- Ethnicity = White/European American (56.4%) Asian/Asian American (6.7%) Black/African American (5.1%) Latinx/Hispanic (13.8%) Other (18%)
- Age = Min (18) - Max (22)

Measures:

- False Recognition Paradigm: 16 behaviors: 4 critical, 4 control, 8 filler
- Group Entitativity Measure (Gaertner & Schopler, 1998)

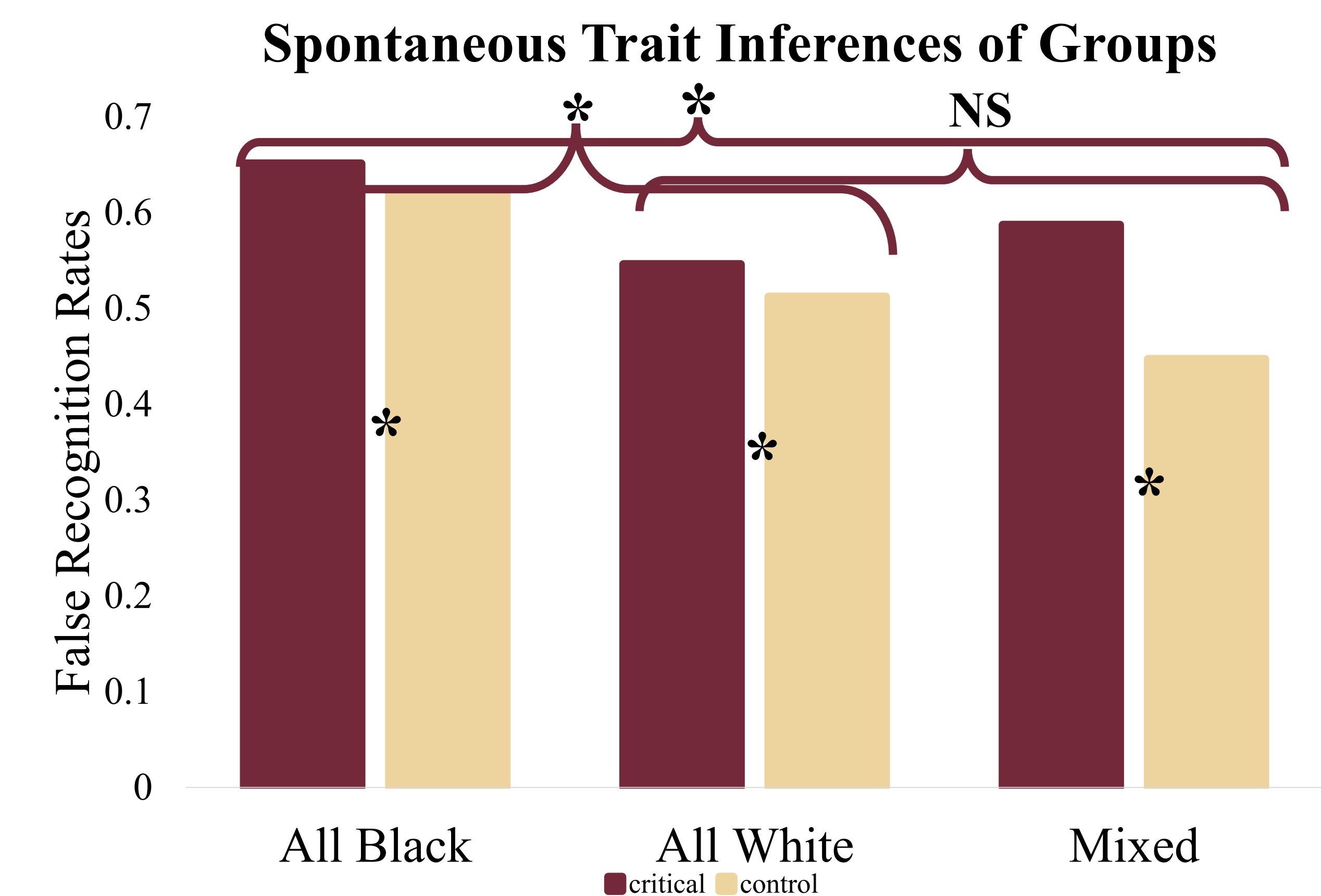
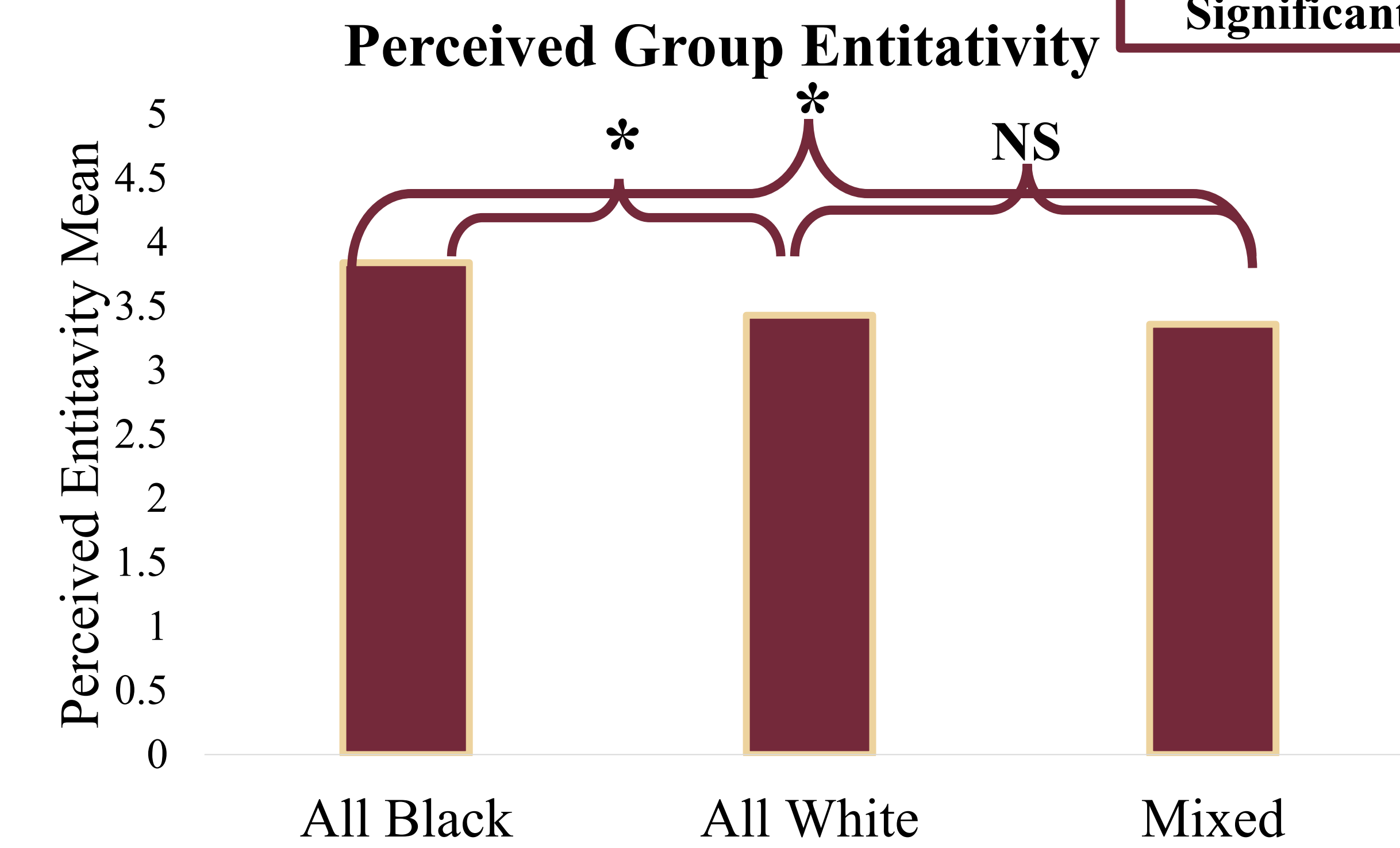
Procedure:

- Group information --> learning phase --> recognition phase --> GEM

(RESULTS)

* = Significant

NS = Not Significant



(DISCUSSION)

Contributions:

- Race effects on perceived group entitativity
- Replication of STIGs

Future Directions:

- STIGs with negatively valenced behaviors

References:

