

# The Role of Members' Characteristics in First Impressions

Natalia Bartko, Lexi Ramsay, & Ayanna Brewton, M.S.  
PI: Irmak Olcaysoy Okten, Ph.D

## (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)

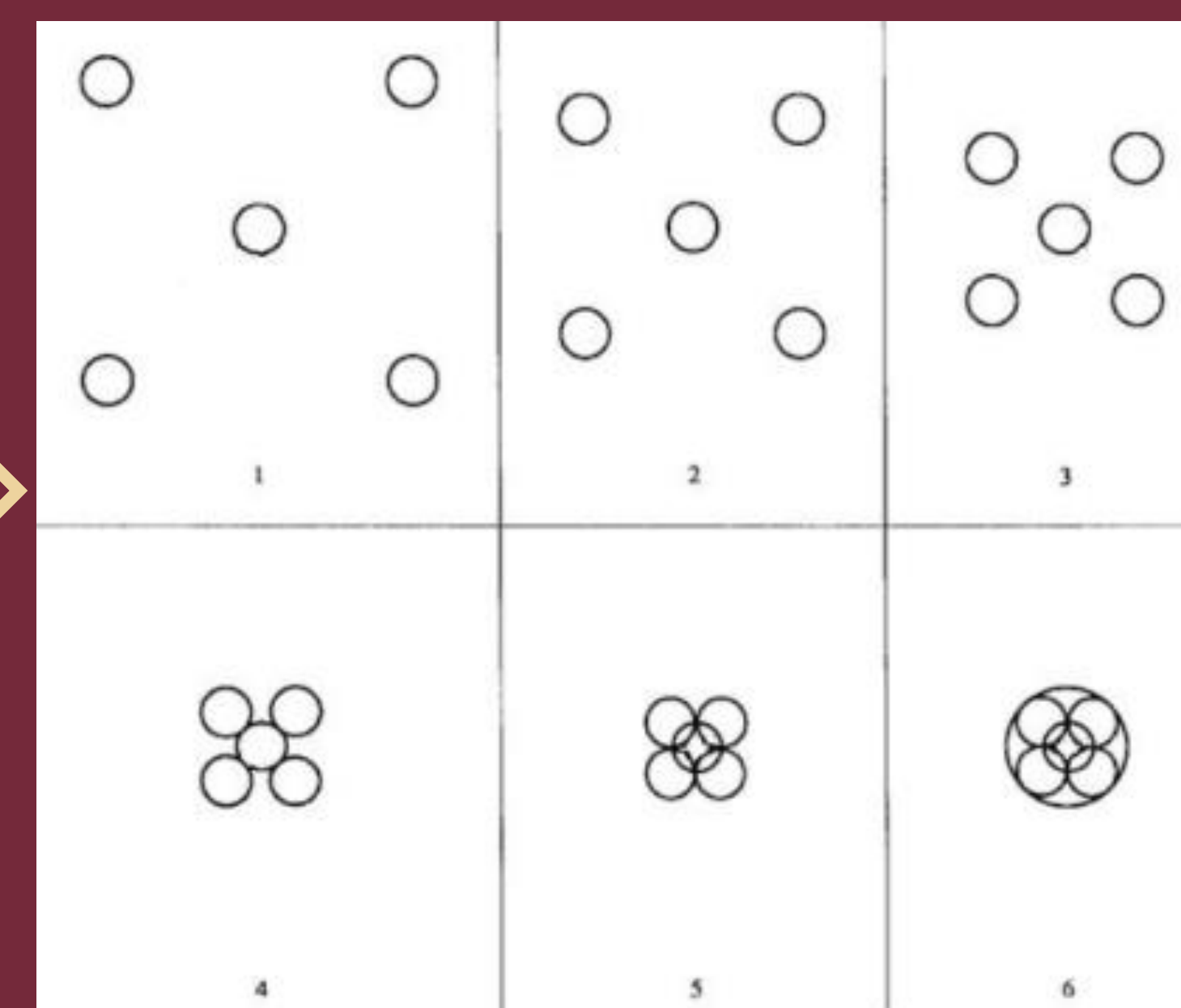
The group raises funds every year for the children in need.

### 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:

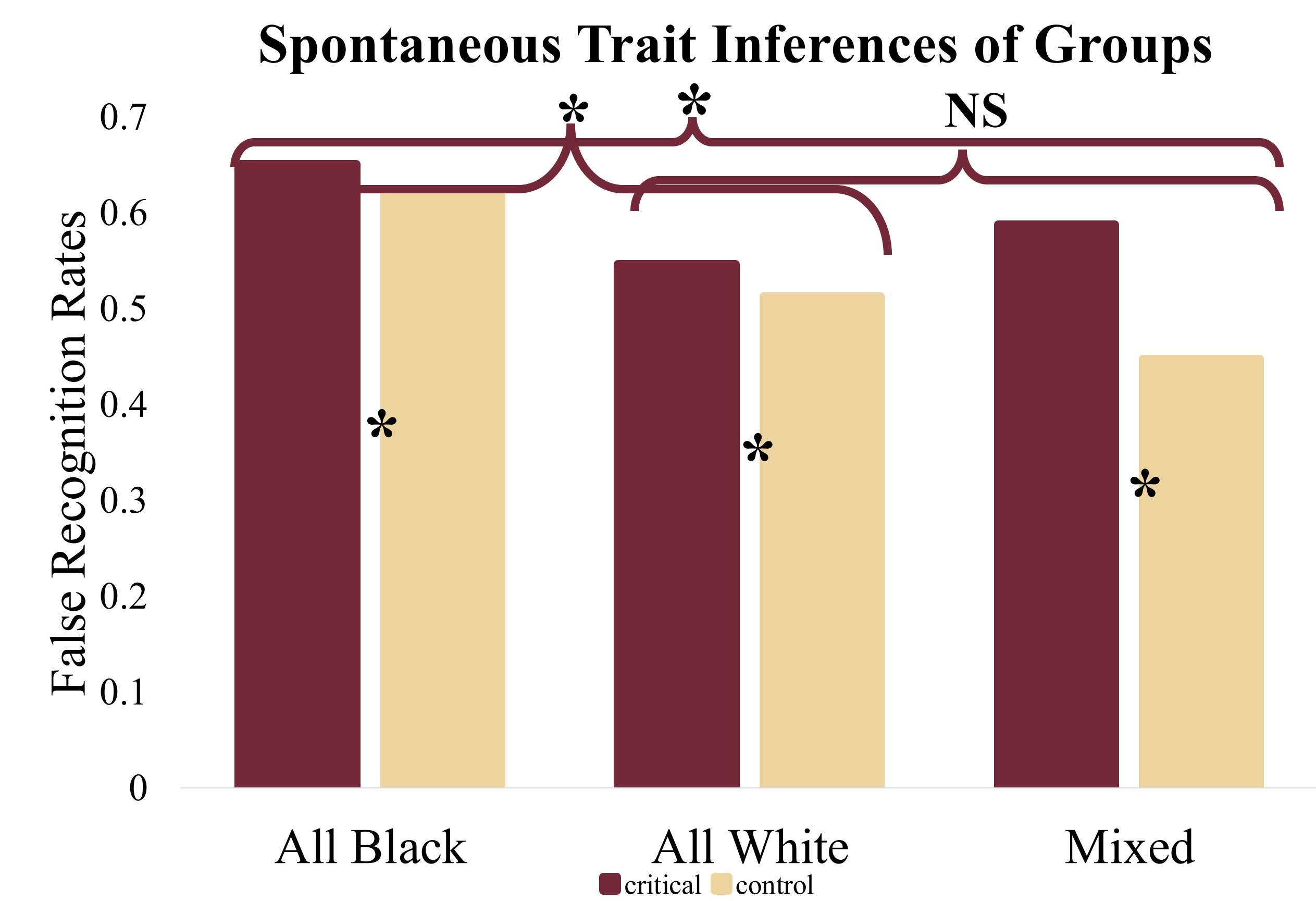
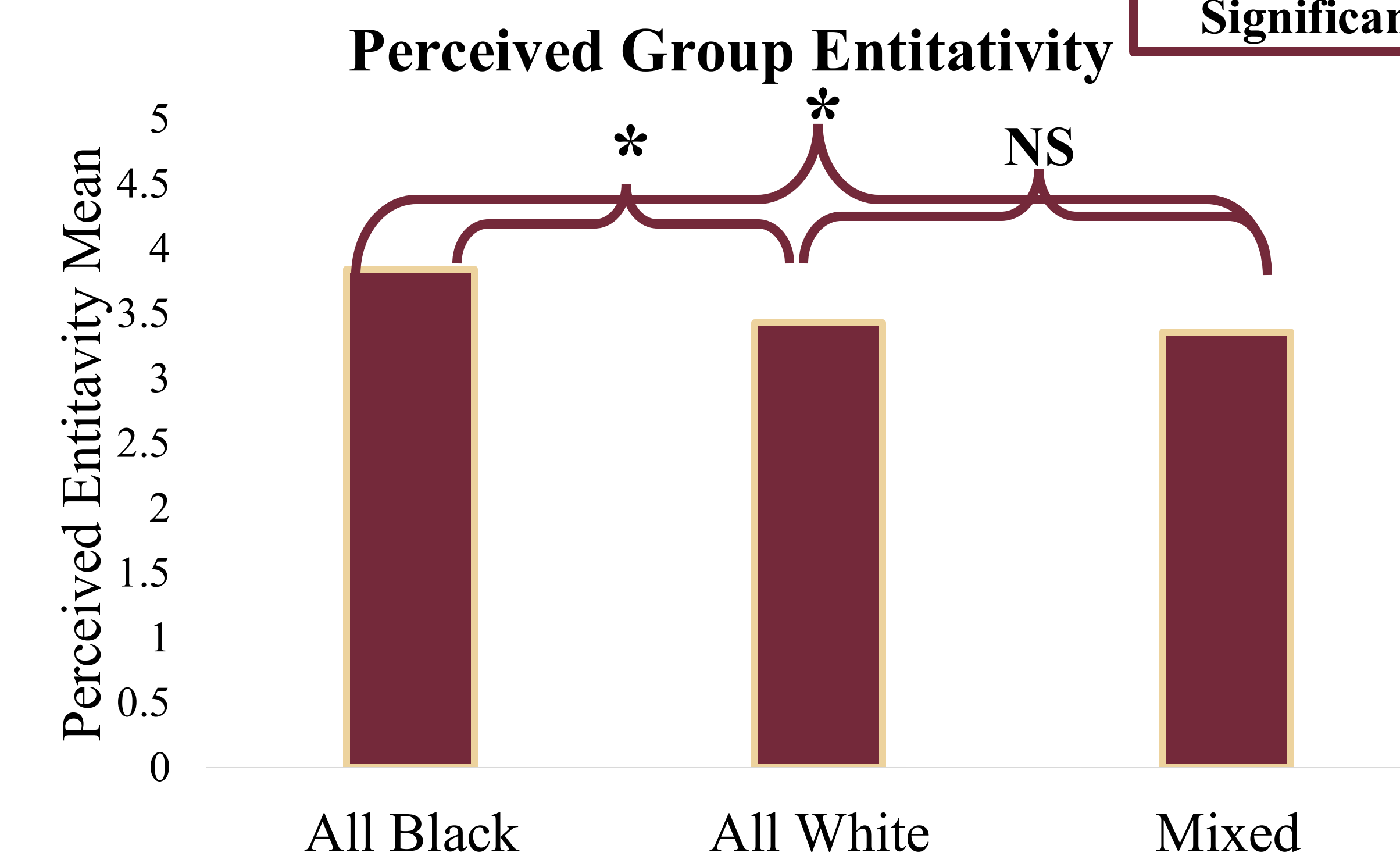
- False Recognition Paradigm: 16 behaviors: 4 critical, 4 control, 8 filler
- Group Entitativity Measure (Gaertner & Schopler, 1998)

### 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:

