

PERSON PERCEPTION

Like object perception, a cue-driven,
inferential process

THE FOUR STEPS

- Categorization of other
- Inferences drawn from categories
- Gather or receive more information
- Recategorize

AUTOMATIC VS. CONTROLLED PROCESSES

- The first two stages are automatic
- Therefore, the perceiver is unaware of their workings
- The perceiver will assume that all others will perceive the target in identical ways
- This is the consequence of our belief in naïve realism

CONTROLLED PROCESSES

- The second two steps are controlled, effortful, deliberative, conscious...
- Therefore the perceiver is aware of using these processes
- And therefore disagreement from others who perceive the target is not unexpected, although it must be explained.

CONCLUSIONS ON PERSON PERCEPTION

- Can be from the automatic stage
- Can be from the second, deliberative, stage
- Our expectations about disagreement from others differ depending on the level of processing we do.
- First stage impressions are “sticky.” They tend to be confirmed as later information is gathered.