

SOCIAL PERCEPTION

Social Perception — Primacy & Recency Effects — Luchins' "Jim" Study

Color Key:

Social Perception	Primacy Effect	Recency Effect	Strategy / Notes
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1. Social Perception

- How we form and modify impressions of others.
- A subfield of Social Psychology.
- It studies how we form and modify impressions of others (we experience this in our everyday lives).
 - *Mahuhulaan natin ang intentions ng tao dito → through observable cues*
 - **Spectrum: GOOD** ↔ **BAD intentions**
- Social perceptions can influence behavior and attitude.
- Early information processing shapes our mindset and intentions.
- After you formed that impression—ano ang gagawin mo? (what will you do next?)

2. Primacy Effect

Definition: We tend to form judgments about others based on the information we get first.

- Those first moments often set the tone and can reshape how we see someone.

★ Strategy: Make a Positive Start

- Show openness
- Give attention
- Treat others with respect

3. Recency Effect

Definition: What we learn last can reshape our overall impression — caused by later information.

- Tendency to evaluate people in terms of our most recent interaction.

Strategy: Managing First & Last Impressions

- Allow time to elapse (during primacy).
 - *Makakalimutan yung 1st impression, pero dapat may redemption.*
- Guide them in looking at the whole picture to avoid snap judgment (Gestalt principle).

4. Luchins' "Stories About Jim"

- Jim is described in two short paragraphs featuring opposing/conflicting personality traits.
 - One half portrays him as outgoing and cheerful.
 - The other half portrays him as quiet, sad, and lonely.

Results Table:

Jim Presented As	% Friendly Impression
Friendly	95
Unfriendly	3
Friendly → Unfriendly	78
Unfriendly → Friendly	18

- **First impression → very important talaga!**

Conclusion: Participants tend to base their overall impression of Jim on the traits presented in the first paragraph they read, demonstrating the Primacy Effect.

no

ATTRIBUTION THEORY

1. WHAT IS THE ATTRIBUTION PROCESS?

- People draw **conclusions** (inferences) about the motives, intentions, and traits of other people **based on observing their behavior**.
- Sa Filipino: hinuhulaan natin ang mga motibo ng tao — we predict/guess at the motives of a person even without being told directly.
- We already carry a preset (a pre-existing mental framework or bias) that we apply automatically when judging someone else's actions.
- Attribution is a belief concerning why people behave the way they do — it is shaped by assumptions that have already been set in our minds through past experience, culture, and expectations.

2. SAVING FACE: THE SELF-SERVING BIAS

Key Idea

When we make attributions, **we tend to protect our own self-image first** (“save face”). This shows up as the Self-Serving Bias: we attribute our own successes to internal factors (our skill, effort) but attribute our own failures — or other people's mistakes — to external, situational factors, or something/someone else. In other words, when something goes wrong, we are quick to attribute the bad outcome to something outside ourselves before considering our own responsibility.

3. TWO WAYS OF VIEWING (JUDGING) OTHER PEOPLE

Category	Meaning	Locus of Cause
Purposeful Actor	The person behaved or acted a certain way because they made a deliberate decision to do so — the behavior came from within.	Internal factors → Dispositional Attribution
Victim of Circumstances	The person's outcome was shaped by outside events beyond their control — they are not at fault for what happened.	External factors → Situational Attribution

BODY LANGUAGE

Non-Verbal Communication

1. WHAT IS BODY LANGUAGE?

Body language is **non-verbal** communication (*di tuwirang pagpapahayag*)

- A way in which people communicate — intentionally or unintentionally — **without using words**.
- Can be used to deceive, especially in expressing (or hiding) true feelings.

2. USES OF BODY LANGUAGE

Use	Description
Express internal states	Reveals a person's emotions, attitudes, or feelings without words being spoken.
Regulate social interactions ★ MOST IMPORTANT	Governs how we interact with others — this can be combined with/thought of alongside the "expressing internal states" use.

3. NONVERBAL CUES THAT REGULATE SOCIAL INTERACTION

Cue	What it involves
Facial expression	Movements of the face (brows, mouth, eyes) that convey emotion.
Tone of voice	How something is said — pitch, volume, pacing — not just what is said.
Movements (Touch)	Physical contact or gestures used during interaction.
Distance between people	Proxemics — gaano ka lalapit sa taong hindi mo kaclose (how close you get to someone you're not close with).
Posture	The way the body is held or positioned (open vs. closed, upright vs. slouched).
Gaze / eye movement	Where and how a person looks — see detailed breakdown below.

4. GAZE / EYE MOVEMENT — DETAILED BREAKDOWN

Green = positive/assertive cue. Red = warning sign (deception, depression, anger).

Eye Behavior	Meaning / Association	Effect
Looking squarely in the eye	Trying to be assertive; shows openness.	Positive social signal
Avoidance of eye contact	Used to deceive; associated with depression.	Warning sign
Hard stares	Associated with anger and provocation.	Warning sign

Note: Both avoidance of eye contact and hard stares can cause the receiver to experience heightened physiological arousal (e.g., increased heart rate, alertness/stress response).

5. TERRITORIAL CONTROL

- Body language (e.g., posture, distance, gaze) can establish or maintain territorial control — signaling ownership of, or dominance over, physical or social space.

QUICK SUMMARY

- Body language = non-verbal, can be intentional or unintentional, can deceive.
- Two main uses: (1) express internal states, (2) regulate social interactions — the latter is the most important.
- Six regulatory cues: facial expression, tone of voice, touch/movement, distance (proxemics), posture, gaze.
- Eye contact: direct = assertive/open (positive); avoidance & hard stares = deception/depression/anger (both raise physiological arousal in the observer).
- Body language can also establish/maintain territorial control.

COGNITIVE BIASES

BIASES IN THE ATTRIBUTION PROCESS (a.k.a. COGNITIVE BIASES)

- These are often results of our attempts to simplify information processing. Also called as **mental shortcuts**. (we don't have time to always think carefully.)
- Goal of a person is to survive
- Biases-negative
- Systematic errors in thinking that affect the decisions and judgments that people make.
- Sometimes, these biases are related to memory.
- In other instances, cognitive biases might be related to problems with attention.
- May sometimes trip us up, leading to poor decisions and bad judgments.

1. Dispositional Attribution

- An assumption that a person's behaviour is determined by **internal causes** such as personal attitudes or goals
- **evidence** is the person itself.
- We ascribe a person's behaviour to internal factors.

2. Situational Attribution

- An assumption that a person's behaviour is determined by **external circumstances** such as the social pressure found in a situation.
- **evidence** shown by the situation or external factors.
- We attribute a person's actions to external factors such as social influence or socialization.

3. Fundamental Attribution Error / Correspondence Bias

- **NO CONSIDERATION ON THEIR SITUATION**
- assumes that people's actions and words reflect their personality, their attitudes, or some other **internal factor**, rather than external or situational factors.
- **Example:** A classmate arrives late to a group meeting. You think, "She's lazy and irresponsible," without considering that her jeepney broke down or she had an emergency at home.
- The tendency to assume that others act predominantly on the basis of their dispositions, **even when there is evidence** suggesting the importance of their situations.
- We infer **traits from behavior**.

4. Actor-Observer Effect / Actor-Observer Bias

- **ACTOR IS US (SITUATIONAL) - OBSERVER IS OTHERS (DISPOSITIONAL)**
- An **amplification** of the correspondence bias.
- The way we perceive others and how we attribute their actions hinges on a variety of variables, but it can be heavily influenced by whether we are the actor or the observer in the situation.
- The tendency to attribute **our own** behaviour to situational factors, but to attribute the behaviour of **others** to dispositional factors.

When in Situations That We Don't Like	
Others	Wilful Actors
Ourselves	Victims of Circumstances

5. Self-Serving Bias

- Occurs when people's attributions are influenced by their **personal needs**.
- People tend to give themselves credit for successes, but lay the blame for failures on outside causes.
- The tendency to view one's **successes** as stemming from internal factors and one's **failures** as stemming from external factors.
- It helps protect our self-esteem. However, it does often lead to faulty attributions, such as blaming others for our own shortcomings.

Quick Summary Table — Attribution Biases

Bias	Core Idea
Dispositional Attribution	Behaviour is assumed to be caused by internal factors (attitudes, goals, personality).
Situational Attribution	Behaviour is assumed to be caused by external circumstances (social pressure, situation).
Fundamental Attribution Error (Correspondence Bias)	Assuming others' actions/words reflect their personality/disposition, even when situational factors matter more. sinisisi natin yung mismong or their dispositions even if may evidence of situations — We infer traits from behavior.
Actor–Observer Effect (Actor–Observer Bias)	An amplification of correspondence bias: we attribute our OWN behaviour to the situation, but OTHERS' behaviour to their disposition.
Self-Serving Bias	We credit ourselves (internal) for successes but blame outside causes (external) for failures — protects self-esteem.

Kapwa-shared identity

OTHER COGNITIVE BIASES

1. Confirmation Bias

- bias sa info na pinaniniwalaan mo.
- People tend to **listen more to information** that **confirms the beliefs they already have**.

- Rather than listen to the opposing side and consider all the facts in a logical and rational manner, people tend simply to **look for things that reinforce what they already think is true.**
- People on two sides of an issue can listen to the same story, and each will walk away with a different interpretation that they feel validates their existing point of view.

2. Hindsight Bias (predictions)

- The tendency to see events, even random ones, as **more predictable** than they are.
- The “I knew it!” attitude.

Example

In a classic experiment, college students predicted whether then-nominee A would be confirmed to the Supreme Court.

Before the Senate vote: 58% thought A would be confirmed.

After A's confirmation, polled again: 78% said they had believed A would be confirmed.

3. Anchoring Bias (a.k.a. Anchoring Effect)

- The tendency to be overly **influenced by the first piece of information** that we hear.
Primacy effect

Examples

The first number voiced during a price negotiation typically becomes the anchoring point from which all further negotiations are based.

Doctors can become susceptible to anchoring bias when diagnosing patients — the physician's first impressions of the patient often create an anchoring point that can incorrectly influence all subsequent diagnostic assessments.

4. Misinformation Effect

- Occurs when our **memories** of particular events are heavily **influenced by things that happened after the actual event** itself.
- Example: A person who witnesses a car accident or crime might believe their recollection is crystal clear, but memory is surprisingly susceptible to even very subtle influences.

Classic Experiment — Elizabeth Loftus (Memory Expert)

Participants watched a video of a car crash and were asked one of two slightly different questions:

- a. “How fast were the cars going when they hit into each other?”
- b. “How fast were the cars going when they smashed into each other?”

A week later, this small wording change led participants to recall things they did not actually witness. Those asked the “smashed into” version were more likely to incorrectly report that they had seen broken glass.

5. False Consensus Effect

- **porket marami tayong nagaagree kala natin nagaagree din yung iba**
- akala natin uun na,pero hindi pala
- A surprising tendency to **overestimate how much other people agree with their own beliefs, behaviors, attitudes, and values.**

- Can lead people not only to incorrectly think that everyone else agrees with them, but sometimes to **overvalue** their own opinions.

Reasons behind the False-Consensus Effect:

- a. The **people we spend the most time** with — family and friends — often tend to share very similar opinions and beliefs. Because of this, **we start to think that this way of thinking is the majority opinion.**
- b. Believing that **other people are just like us** is good for our **self-esteem**. It allows us to feel “normal” and maintain a positive view of ourselves in relation to other people.

6. Halo Effect

- The tendency for our **initial impression** of a person to influence what we think of them overall. stereotypes
- Can have a powerful impact in the real world.

Examples

Students tend to rate good-looking teachers as smarter, kinder, and funnier than less attractive instructors.

Job applicants perceived as attractive and likable are also more likely to be viewed as competent, smart, and qualified for the job.

7. Availability Heuristic

- The tendency to estimate the probability of something happening **based on how many examples** readily come to mind. amount of experience or events na nangyari ulit.
- A **mental shortcut** designed to save us time when we are trying to determine risk.
- The problem with relying on this way of thinking is that it often leads to poor estimates and bad decisions.

Examples

After seeing several news reports of car thefts in your neighborhood, you might start to believe that such crimes are more common than they are.

Smokers who have never known someone to die of a smoking-related illness might underestimate the health risks of smoking.

8. Optimism Bias

- The tendency to be **too optimistic for our own good.**
- We overestimate the likelihood that good things will happen to us while underestimating the probability that negative events will impact our lives.
- We assume that events like divorce, job loss, illness, and death happen to other people.

CON

This optimism bias is incredibly difficult to reduce.

PRO

This tendency toward optimism helps create a sense of anticipation for the future, giving people the hope and motivation they need to pursue their goals.

Master Reference Table — All Cognitive Biases

Bias	One-Line Definition
Dispositional Attribution	Behaviour is due to internal causes (attitudes/goals).
Situational Attribution	Behaviour is due to external circumstances (social pressure).
Fundamental Attribution Error	Assuming actions reflect personality over situation; we infer traits from behavior.
Actor–Observer Effect	Own behaviour → situational; others' behaviour → dispositional.
Self-Serving Bias	Success = internal credit; failure = external blame.
Confirmation Bias	Seeking/favoring info that confirms existing beliefs.
Hindsight Bias	“I knew it all along” — seeing past events as more predictable than they were.
Anchoring Bias	Over-relying on the first piece of information received.
Misinformation Effect	Memory of an event is distorted by information received after the event.
False Consensus Effect	Overestimating how much others share our beliefs/behaviors/values.
Halo Effect	First impression colors overall judgment of a person.
Availability Heuristic	Judging probability by how easily examples come to mind.
Optimism Bias	Overestimating good outcomes, underestimating bad ones for ourselves.

Source: Social Psychology lecture notes, prepared by Pia Boughdette C. Agustin

PREJUDICE, STEREOTYPES & DISCRIMINATION

Lecture Reviewer | Color-coded study guide

Blue = Cognition
(Prejudice)

Orange = Affect
(Stereotypes)

Red = Behavior
(Discrimination) /
Out-group

Green = In-group; **Purple**
= Sources

1. The Three Components: Cognition, Affect, Behavior

Concept	Component	Meaning / Key points	Notes & examples
PREJUDICE	AFFECT (feeling)	Pre = "premature" judgements. A belief or assumption about the person. 1. Negative characteristics and will perform inadequately . 2. Always negative . 3. It will turn to discrimination .	Prejudice is a thought that is formed before knowing the person.
STEREOTYPES	COGNITION (Thinking)	- Pertains to something fixed and conventional idea that we hold about people. - Ideas we have heard (narinig) and read (nabasa). - Can be positive or negative. - If positive, it will just be an idea. - If negative, it will turn to prejudice.	Example (positive): "Matalino ka kasi galing ka sa ganitong lugar." (You are smart because you come from this place.) <i>Note: "dj amdaling baliin" in the lecture = likely "di madaling baliin" (not easily changed).</i>
DISCRIMINATION	Behavior (action)	Denial of privileges.	The action that results from negative prejudice.

Quick Match

1. affect → Prejudice	2. cognition → Stereotypes	3. Behavior → Discrimination
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2. Sources of Prejudice (5)

#	Source	What it says	Example / Key idea
1	Social Conflict	States that there are groups of people that, even if not yet born , already have an existing dispute .	Existing family issues (inherited feud).

#	Source	What it says	Example / Key idea
2	Assumptions of Dissimilarity	Magkaiba o magkapareho tayo (are we different or the same?). We tend to like people with the same attitude.	Similar = liked; different = more likely to be prejudiced against.
3	Authoritarianism	A person in authority passes down (prejudice) to its followers .	Hitler had prejudice against the Jews , so he passed that prejudice to the Nazis .
4	Social Learning	Two processes under social learning: • Identification: we identify with someone we idolize, parents and peers. • Socialization: paano ka hinayaang maging bahagi ng lipunan (how you were allowed to become part of society): the things you hear (naririnig) and talk about (napag uusapan).	Learned from role models (identification) and environment (socialization).
5	Information Processing	Categories of the social world : • Us = in-group • Not us = out-group <i>See Section 3 for the full comparison.</i>	We sort people into groups, and treat the groups differently.

3. Information Processing: In-group vs Out-group

Feature	US = IN-GROUP	NOT US = OUT-GROUP
View of behaviors	Very favorable .	Unfavorable .
Attitudes	Very heterogeneous (varied, different from one another).	Homogeneous (seen as all the same).
Why / Note	We know their attitudes because we are included in that group. Kaya okay lang sayo ang prejudice dahil alam mong hindi lahat ng member ng group na yun ay may ganoong certain na characteristics. (We know them because we belong.)	We do not know them from the inside, so we assume they are all alike.

KEY TAKEAWAY

Our isolation from out-group members makes it easier to maintain our stereotypes.

Unless you get to know someone in that group, di magbabago yung isip mo sa paliwanag na nasa isip mo (your mind will not change about the explanation/idea you already hold).

4. Quick Check (cover the answer column)

#	Question	Answer
1	Which component is cognition? Affect? Behavior?	Prejudice = cognition; Stereotypes = affect; Discrimination = behavior.
2	What does "pre" in prejudice mean?	"Premature" judgements: a belief/assumption about a person made too early.
3	When does a stereotype turn into prejudice?	When it is negative. A positive stereotype is just an idea.
4	Define discrimination.	Denial of privileges.
5	Name the 5 sources of prejudice.	Social conflict, assumptions of dissimilarity, authoritarianism, social learning, information processing.
6	Which source is shown by Hitler and the Nazis?	Authoritarianism: a person in authority passes prejudice down to followers.
7	What are the two processes of social learning?	Identification (idols, parents, peers) and socialization (how you became part of society).
8	In-group vs out-group: whose attitudes are heterogeneous?	In-group (us). The out-group is seen as homogeneous.
9	Why do stereotypes about out-groups persist?	Isolation from out-group members makes it easier to maintain stereotypes.

Social Identity Theory • Social Comparison Theory

Festinger (1954); Tajfel & Turner

Social Identity Theory: main ideas	Social Comparison Theory: main ideas	Problems, cautions, warnings	Key terms, examples, notes
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PART 1: SOCIAL IDENTITY THEORY

Who I am is partly shaped by which groups I belong to

1.1 Overview

Item	Details
Developed by	Henri Tajfel and John Turner
Core idea	Explains how people develop part of their self-concept from the social groups they belong to.
Identity is influenced by	Both personal characteristics and group memberships .
Simplified	“Who I am” is partly shaped by “which groups I belong to.”

1.2 The 3 Processes of Social Identity

#	Process	What happens	Guiding question
1	SOCIAL CATEGORIZATION	We classify people into social groups.	“What groups are there?”
2	SOCIAL IDENTIFICATION	We see ourselves as members of a particular group.	“In which groups do I belong to?”
3	SOCIAL COMPARISON	We compare our group with other groups.	“How is my group different from other groups?”

REMEMBER: CATEGORIZE → IDENTIFY → COMPARE

CATEGORIZE: “What groups are there?”

IDENTIFY: “Which group am I part of?”

COMPARE: “How is my group different from other groups?”

1.3 The Processes in Detail

1. SOCIAL CATEGORIZATION	
Meaning	We naturally organize the social world by placing people into categories.
Examples	Psychology students, Engineering students, athletes, student leaders, gamers, fans.

Benefit	Categorization makes social information easier to process.
Caution	Categories can also encourage oversimplified assumptions about people.

2. SOCIAL IDENTIFICATION

Meaning	We begin to see ourselves as members of a particular group. The group becomes part of our self-concept .
Example	“I’m a Psychology student.”
Group success	When the group succeeds, we may feel proud, even when we did not personally cause the success.
Benefits	Group membership can provide belonging, meaning, support, and self-esteem .

3. SOCIAL COMPARISON

Meaning	We compare our group with other groups.
Example	Psychology students comparing themselves with students from another academic program.
Effect	Comparison can strengthen a sense of group identity.
Important	Perceived differences do not necessarily mean that one group is objectively better than another.

1.4 Worked Example: Inter-College Competition

Imagine Psychology students preparing for an inter-college competition.

Group	What they say	Process shown
Psychology students	“Psych students are really good at understanding people.”	Social comparison
Another group	“Our program is more practical.”	Social comparison

IMPORTANT POINT

Both groups are engaging in social comparison. The key is **how group membership influences perceptions**, not whether the claim is objectively true.

1.5 Social Identity in Everyday Filipino Life

Context	How social identity shows up
SCHOOL	“Proud Psychology major ako!”

Context	How social identity shows up
FAMILY	We may feel connected to and proud of our family group.
COMMUNITY	Barangay or hometown identity can become meaningful.
SPORTS	Fans may experience strong emotions when their team wins or loses.
SOCIAL MEDIA	People may identify with fandoms, creators, communities, or advocacy groups.

1.6 When Does Social Identity Become a Problem?

Item	Details
Risk	Group identity can sometimes contribute to bias, stereotyping, or discrimination .
Example	“We’re Psychology students, so we’re more understanding than Engineering students.”
Why it is a problem	The statement creates a positive image of the in-group and may create an unfair assumption about the out-group .
Limit	Group membership does NOT automatically produce discrimination; context and strength of identification matter.

1.7 Key Takeaways

KEY TAKEAWAYS

- People do not develop identity entirely as individuals.
- Our relationships and group memberships also shape how we see ourselves and others.
- We can have **MANY** identities at the same time.
- Different identities become more noticeable depending on the situation.

