

PATNA UNIVERSITY
M.A (PSYCHOLOGY) SEMESTER-1
ADVANCED SOCIAL PSYCHOLOGY (CC2)
TOPIC: IMPRESSION FORMATION

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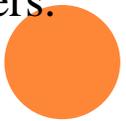
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IMPRESSION FORMATION

- The process of organizing diverse information into a unified impression of the other person is called impression formation. It is fundamental to person perception.
 - In impression formation, there are six general principles:-
 - People form impressions of others quickly and on the basis of minimal information.
 - People pay attention to most salient features of a person. We notice the qualities that create a person distinctive or unusual.
 - In the information processing, people involves some coherent meaning in their behaviour and use context of a person's behaviour to infer its meaning.
 - We organize our perceptions through categorizing or grouping stimuli.
 - We use cognitive structure to create sense of people's behaviour.
 - Perceivers own needs and personal goals influence how he or she perceives others.
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FACTORS AFFECT IMPRESSION FORMATION:-

- **The Sources of Input:** The information from sources we trust or admire is weighted more heavily than information from sources we distrust.
- **Positive and Negative Nature of Information:** We tend to weight negative information about others more heavily than positive information.
- **Unusual or Extreme Behaviour:** The information that describes behaviour or traits that are unusual or extreme are more valued and weighted.
- **Primacy Effect:** Information received first tends to be weighted more heavily than information received later.
- **Exemplars:** It refers to concrete examples of behaviour other have performed that are consistent with a given traits. According to this view when we make judgements about others, we recall examples of their behaviour and base our judgementon these.



- **Abstractions:** According to this view when we make judgement about others we simply bring our previously formed abstractions to mind, and then use these as the basis for our impressions and our decisions.
- Observers forming an impression of a person give more weight to information received early in a sequence than to information received later. This is called the **primacy effect**.
- Although primacy effects are common, they do not always occur. Sometimes, the direct opposite happens. Under certain conditions, the most recent information we acquire exerts the strongest influence on our impressions-an occurrence known as the **recency effect**.

