

The criminal label and the “Big Two’ model of impression formation”

Jorge Leite

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1. Big two model of impression formation

- Other traits and characteristics that are inferred from other's behavior that can attract us, besides physical appearance (Asch, 1946);
- “Perceiving is for doing”(Fiske, 1992)
 - Importance of traits such as “warm”, “friendly”, “trustworthy”;
- Two basic categories: *Communion and agency*

2. Communion and agency

- *Agency*: pursuing goals and manifesting skills or competencies (e.g. Ybarra et al., 2008)
- *Community*: establishing and nurturing social relationships (e.g. Fiske et al., 2007)



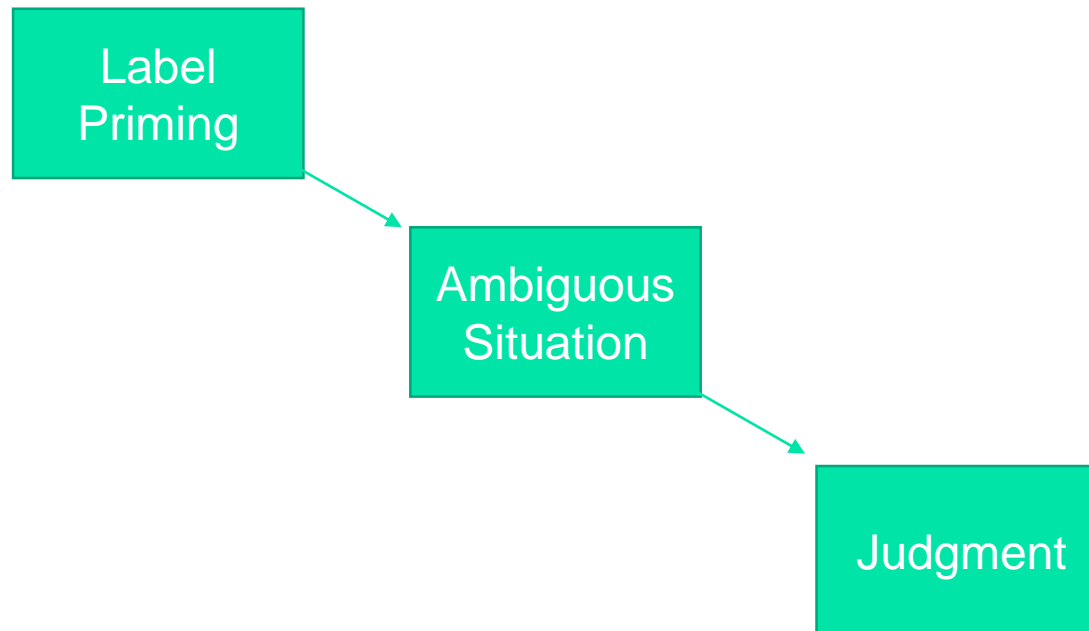
3. How people judge and are judged?

- *Positivity–negativity* asymmetry:
 - More weight to negative than to positive information (e.g., Lewicka, Czapinski & Peeters, 1992) – especially for *community*.

3. Objective

- *To assess the effects of positive, negative and neutral community and agency priming in ambiguous situations in:*
 - *Everyday folks;*
 - *Law enforcing agents;*
 - *Court administrative staff.*

4. Method



5. Project outline

- *Stage 1:*
 - *Psychophysics*
- *Stage 2:*
 - *Electrophysiology – ERS/ERD*
- *Stage 3:*
 - *Neuroimaging*
- *Stage 4:*
 - *Neuromodulation*

6. Team

- *Jorge Leite, INPP - UPT*
- *André Matos, IJP - UPT*
- *Caramelo Gomes, IJP - UPT*
- *Sandra Carvalho, CIPsi – Uminho*
- *Óscar F. Gonçalves, CIPsi - Uminho*

7. References

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