



Social Psychology Presentations

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The background is white and features several decorative elements: a large teal circle with a white center in the top-left; a smaller teal circle below it; a large lime green circle in the top-right; a smaller green circle below it; a large orange circle in the bottom-right; a large green circle with a white center in the bottom-left; a small yellow circle in the bottom-left; a small pink circle in the middle-right; and a large yellow circle in the bottom-right. Dashed lines in teal, lime green, and yellow form arcs around the text.

ROLE OF HALO EFFECT IN PHYSICAL ATTRACTIVENESS



DEFINITION

HALO EFFECT:

HALO EFFECT IS THE TENDENCY FOR AN IMPRESSION CREATED IN ONE AREA TO INFLUENCE OPINION IN ANOTHER AREA.

HALO EFFECT

**COGNITIVE BIAS THAT HAPPEN
UNCONSCIOUSLY**

**CAUSES US TO SEARCH FOR AND
INTERPRET INFORMATION WHICH
CONFIRMS TO OUR PRE EXISTING
BELIEFS.**

**Eg: Celebrities, Since we perceive them
as attractive, successful and often
likable , we also tend to see them as
intelligent, kind, and funny.**



HALO EFFECT IN PHYSICAL ATTRACTIVENESS:

PHYSICAL ATTRACTIVENESS STEREOTYPE SUGGESTS

“WHAT IS BEAUTIFUL IS GOOD.”

that attractive people are frequently ascribed positive qualities simply by the virtue of their looks.

REVIEW OF LITERATURE

STUDY 1:

By EDWARD THORNDIKE(1920) “ A Constant Error in Psychological Ratings.”

CO-RELATIONAL STUDY

Rating of person's one positive characteristic influences the perception of a personality.

INDEPENDENT
VARIABLE



Rating of one positive
Characteristic

DEPENDENT
VARIABLE



Perception of
Personality

OBSERVATION:

Soldiers who were judged favorably in PHYSIQUE were also judged high in:

- Leadership
- Intellect
- Loyalty

Thus influencing overall perception.

STUDY 2 :

By GOLDMAN et.al

Information about one characteristic can influence how other traits are evaluated.

INDEPENDENT
VARIABLE



Information of one
Characteristic

DEPENDENT
VARIABLE



Evaluation of other
traits.

EXPERIMENT:

Students rated a speaker based on initial information about his personality.

BEFORE

DETAILS
ABOUT
SPEAKER:

1. WARM
2. COLD
3. CONTROL

ACCESSED TRAITS

STUDENTS
ACCESSED
DIFFERENT
TRAITS:

SELF
CONFIDENCE.
PRESENTATION
SKILLS

SPEAKER
EVALUATED

STUDENTS IN
"WARM"
CONDITION
EVALUATED
SPEAKER
BETTER & IN
"COLD"
CONDITION
EVALUATED
SPEAKER AS
WORSE.

METHODOLOGY

HYPOTHESIS

- PEOPLE WHO ARE MORE PHYSICALLY ATTRACTIVE ARE RATED HIGH ON ALL OTHER DIMENSIONS OF INTERPERSONAL TRAITS.
- i.e. Kind, Warm, Intelligent, Industrial, Technical skills, Extrovert, Loyalty, Leadership, Well liked, Honest.

**INDEPENDENT
VARIABLE**

**PHYSICAL
ATTRACTIVENESS**

**DEPENDENT
VARIABLE**

**DIMENSIONS OF
INTERPERSONAL
TRAITS**

MATERIALS



**2 PHOTOGRAPHS
OF MEN**

**INTERPERSONAL
TRAITS
QUESTIONNAIRE
BASED ON
DESCRIPTION OF
BOTH THE MEN**

PROCEDURE

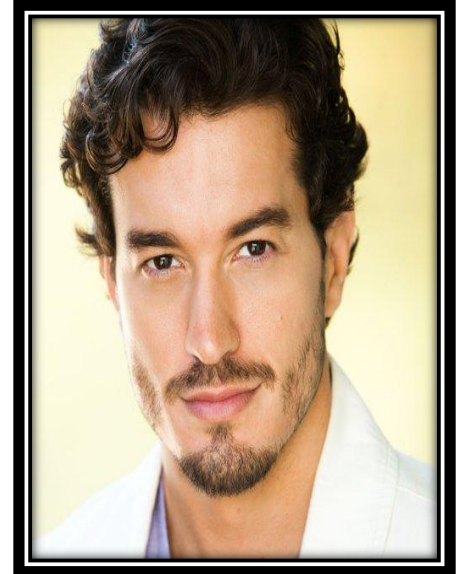
PARTICIPANTS
(50)



COLLEGE
STUDENTS
(WOMEN)



1. Kind
2. Warm
3. Intelligent
4. Industrial
5. Technical skills
6. Extrovert
7. Loyalty
8. Leadership
9. Well liked
10. Honest.



INTERPERSONAL TRAIT QUESTIONNAIRE

Please read each of the following statements carefully.

It refers to an interpersonal traits of both the men showed in picture.

If you strongly agree with the item, circle "5".

If you strongly disagree with the item, circle "1".

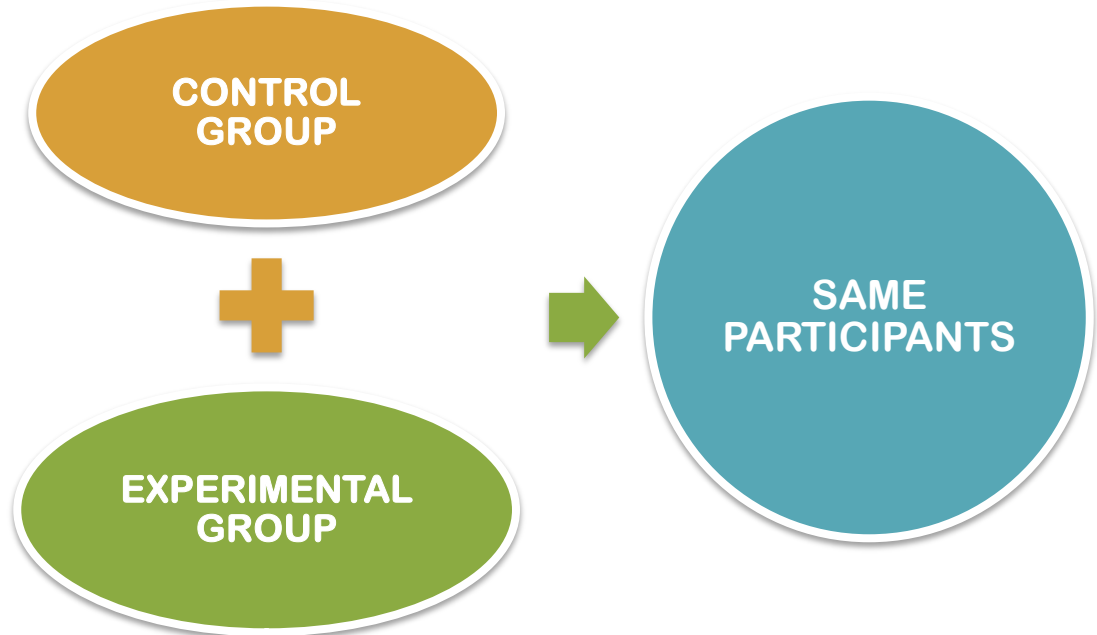
If you neither agree nor disagree with the item, circle "3". A score of "2" or "4" indicates the degree to which you disagree or agree with the item.



- How much **physically attractive** do you think is an individual shown in a picture? 1 2 3 4 5
- How **kind** do you think is an individual shown in a picture? 1 2 3 4 5
- How **warm** do you think is an individual shown in a picture? 1 2 3 4 5
- How **intelligent** do you think is an individual shown in a picture? 1 2 3 4 5
- How much **industrial skills** do you think an individual shown in a picture have? 1 2 3 4 5
- How much **technical skills** do you think an individual shown in a picture have? 1 2 3 4 5
- How **extrovert** do you think is an individual shown in a picture? 1 2 3 4 5
- How **loyal** do you think is an individual shown in a picture? 1 2 3 4 5
- How **well-liked** do you think is an individual shown in a picture? 1 2 3 4 5
- How **honest** do you think is an individual shown in a picture? 1 2 3 4 5
- How much **leadership skills** do you think an individual shown in a picture have? 1 2 3 4 5

EXPERIMENTAL DESIGN

REPEATED MEASURES DESIGN



PREDICTION



**PHYSICAL
ATTRACTIVENESS
+
OTHER
INTERPERSONAL
TRAITS.**



AS COMPARED TO



CONCLUSION

So here in the study,

Overall experiment concludes that physically attractive person is assumed to possess more socially desirable traits and was rated high on it as compared to those who are of lesser attractiveness.

“What Is Beautiful Is Good” stereotype and the “Halo Effect” are cognitive bias that people use to make judgment about others, its is because physical attractiveness is most obvious and accessible characteristic to others while social interactions.



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Thanks!



Any Questions?