

Structure	Page
1. INTRODUCTION	1
2. SOCIAL PSYCHOLOGICAL THEORIES OF IMPRESSION FORMATION	4
2.1. DEFINITION OF IMPRESSION FORMATION	4
2.2. INTERLUDE: INFORMATION PROCESSING	10
2.3. ORGANIZATION PROCESSES IN IMPRESSION FORMATION	12
2.3.1. Asch's Model	12
2.3.2. Hastie and Hamilton's Model	16
2.3.3. Discussion	20
2.4. COGNITIVE THEORIES	21
2.4.1. Information Integration Theory	21
2.4.2. Implicit Personality Theory	23
2.4.3. Attribution Theory	25
2.4.4. Discussion	29
2.5. THE INFLUENCE OF SCHEMATA IN THE IMPRESSION FORMATION PROCESS	30
2.6. ACCURACY IN IMPRESSION FORMATION	34
3. STEREOTYPES AND PERSON JUDGEMENT	38
3.1. DEFINITIONS AND INTERLINKING OF TERMINOLOGY	38
3.1.1. Stereotyping: traditional and contemporary definitions	38
3.1.2. Research areas in person perception	42
3.1.3. Stereotyping as the underlying process in person perception	45

3.2. CLUSTERING OF STEREOTYPES	49
3.2.1. Clustering of stereotypes	49
3.2.2. Personal, social and multiple stereotypes	51
3.2.3. Gender and occupational stereotypes in person perception	54
3.2.4. Discussion	58
3.3. STEREOTYPES AND PERSON JUDGEMENT	60
4. RATIONALE FOR THE EXPERIMENT	63
5. DEVELOPING AND ADMINISTERING THE EXPERIMENT	70
5.1. DETERMINING AND EVALUATING THE STIMULUS MATERIAL	70
5.1.1. Selecting the occupations and the attributes	70
Pretest A	70
Pretest B	71
Pretest C	72
5.1.2. Determining attributes contradictory to the chosen attributes	75
5.1.3. Determining the categories for the modes of resolution	77
Pretest D	80
5.1.4. Designing the survey	81
5.1.5. Statistical design	82
Graph: Development of stimulus material - occupations / attributes	83
Graph: Development of stimulus material - incongruent attributes/ modes of resolution	84
5.2. ADMINISTERING THE EXPERIMENT	85
5.2.1. Judges	85
5.2.2. Stimulus targets	85
5.2.3. Stimulus materials	86
5.2.4. Questionnaire	87
5.2.5. Procedure	87

6. STATISTICS	88
6.1. INFORMATION RECEIVED	88
Graph: Variables of the experiment	89
Graph: Experiment overview	90
Graph: Worksheet preparation	91
Graph: Group development	92
Graph: Experiment administration	93
6.2. OVERVIEW OF STATISTICAL EVALUATIONS USED	94
Table: Overview of statistical evaluation methods	99
6.3. EVALUATING THE NEUTRALITY OF THE RESEARCH DESIGN	100
6.4. THE EFFECT OF JUDGES' GENDER DIFFERENCES	104
6.4.1. The information analysed	104
6.4.2. Statistical evaluation	105
6.4.3. Results	105
6.4.4. Interpretation / conclusion	112
Diagramme: Divergent responses by attribute pairs	115
Diagramme: % of divergent responses occupation / vs. attribute pairs	116
6.5. THE EFFECT OF OCCUPATIONAL DIFFERENCES	117
6.5.1. The information analysed	117
6.5.2. Statistical evaluation	117
6.5.3. Results	118
6.5.4. Interpretation / conclusion	122
6.6. THE EFFECT OF GENDER DIFFERENCES	124
6.6.1. The information analysed	124
6.6.2. Statistical evaluation	124
6.6.3. Results	125
6.6.4. Interpretation / conclusion	128

6.7. THE EFFECT OF ATTRIBUTIONAL DIFFERENCES	130
6.7.1. The information analysed	130
6.7.2. Statistical evaluation	130
6.7.3. Results	131
6.7.4. Interpretation / conclusion	134
6.8. COMPARISON OF DIVERGENT RESPONSES BY MODE OF RESOLUTION BY THE FOUR VARIABLES	136
(judges gender, occupation, gender and attribute pair):	
6.8.1. Number and distribution of divergent responses	136
6.8.2. Occurance of divergent responses by mode of resolution	139
Diagramme: % divergent responses for the three variables	144
Graph: Distribution of divergent responses by mode of resolution	145
6.9. SUMMARY OF STATISTICAL EVALUATION	146
7. DISCUSSION / CONCLUSION	148
8. LITERATURE	162
9. APPENDIX	174