

Assumed Similarity: Theory and Research over Time

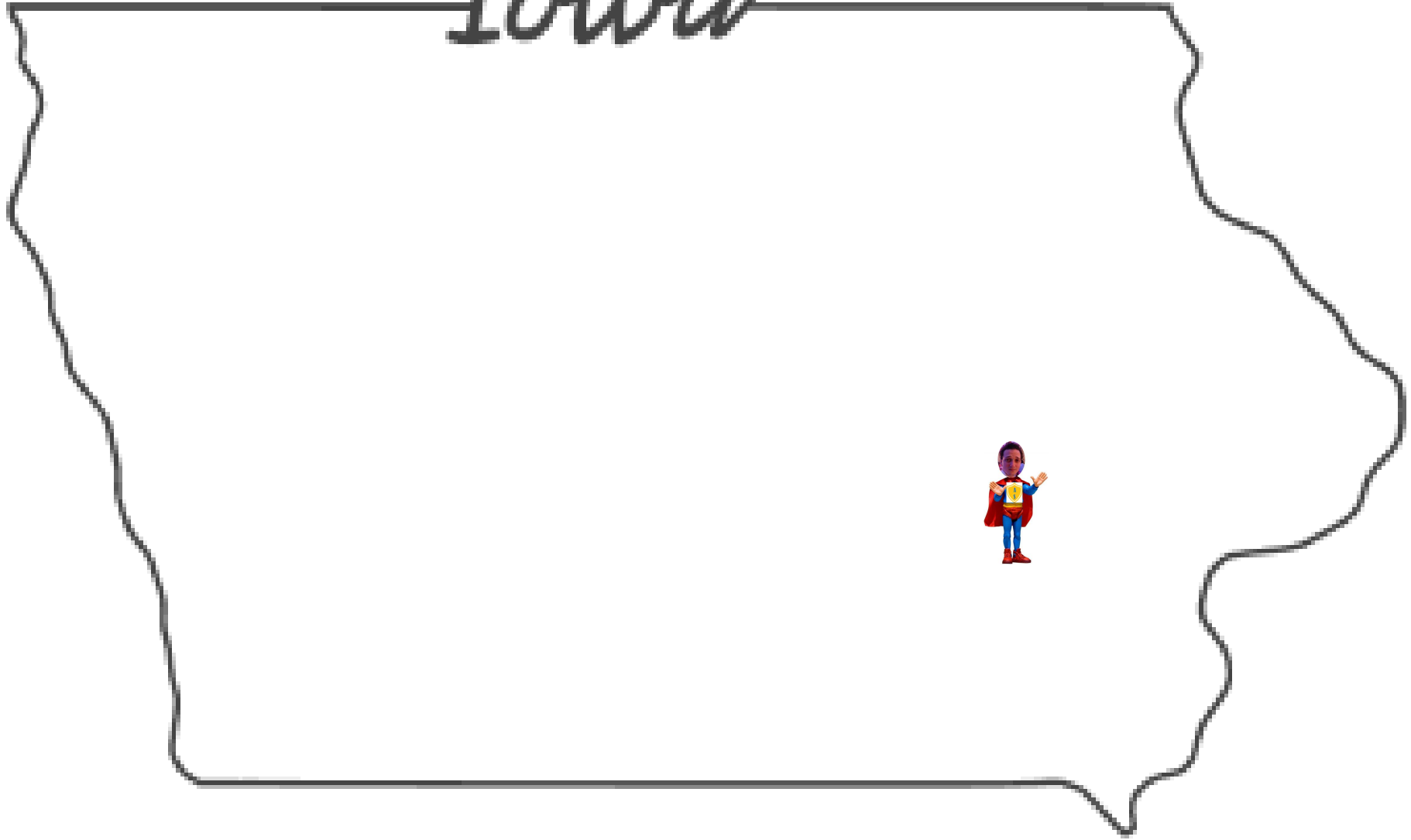
Andrew Beer

University of South Carolina Upstate

**THE
AMAZING
ADVENTURES
OF
ASSUMED
SIMILARITY
MAN**



Iowa





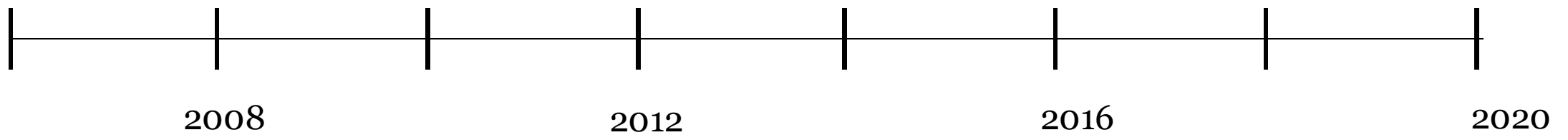
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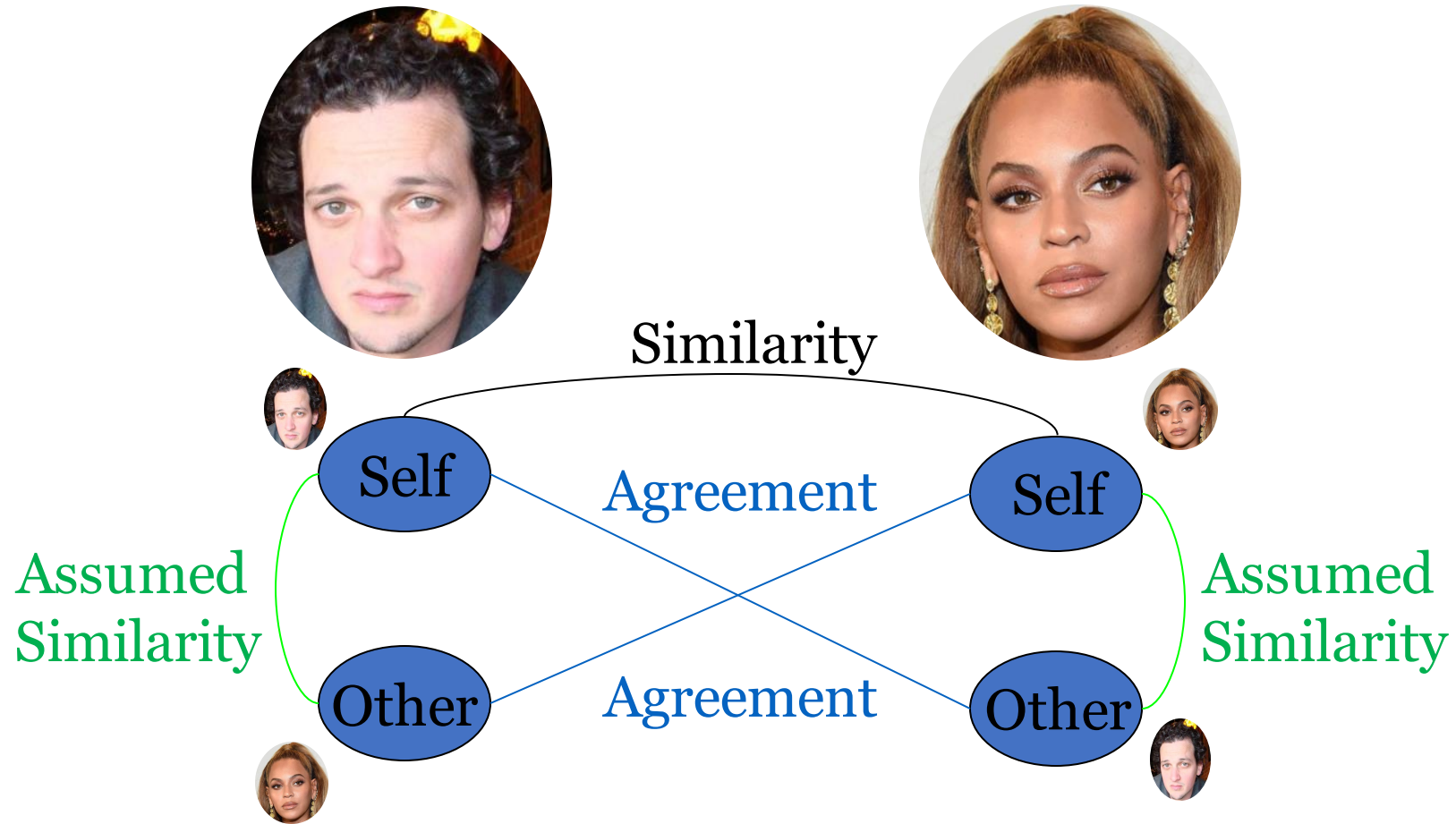
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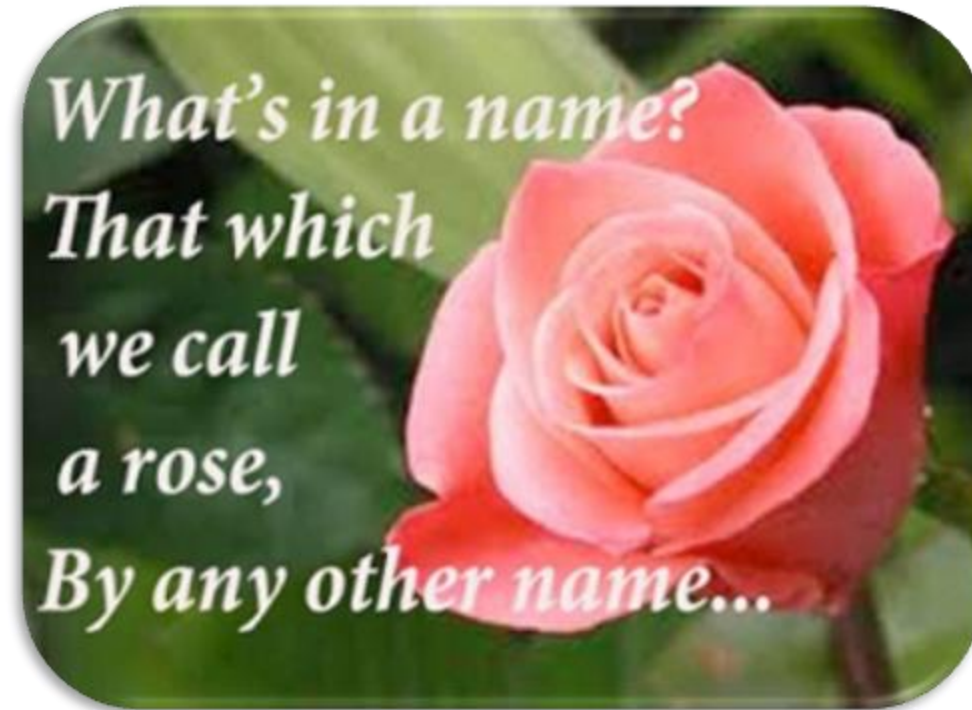
Correlations within Self-Other Ratings



Perceived Similarity

False Consensus

Self-Based Heuristic



Whence Assumed Similarity?

Informational Account

- We use ourselves as default information when other information is less available

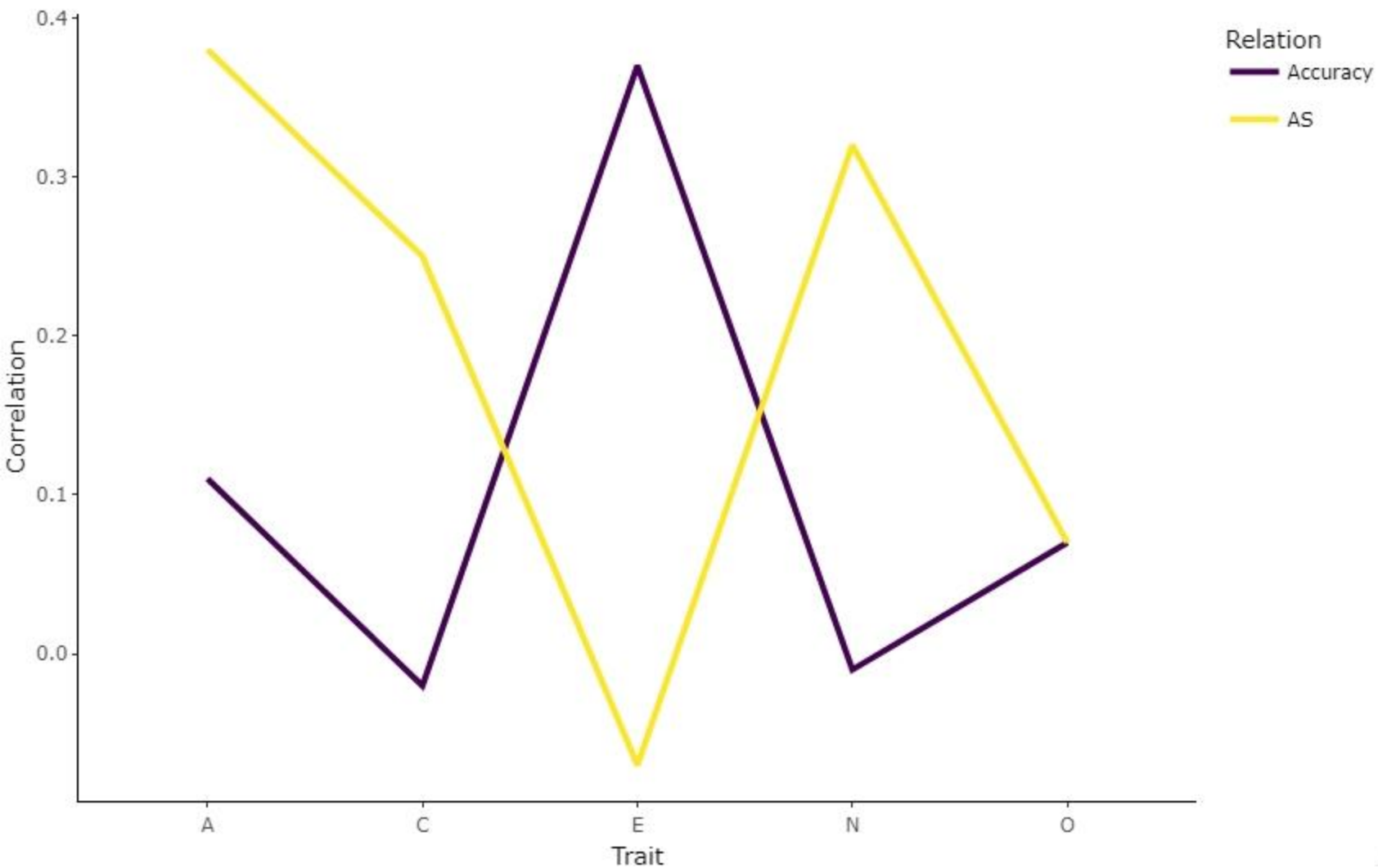
Motivational Account

- We want to see others as like (or unlike) ourselves

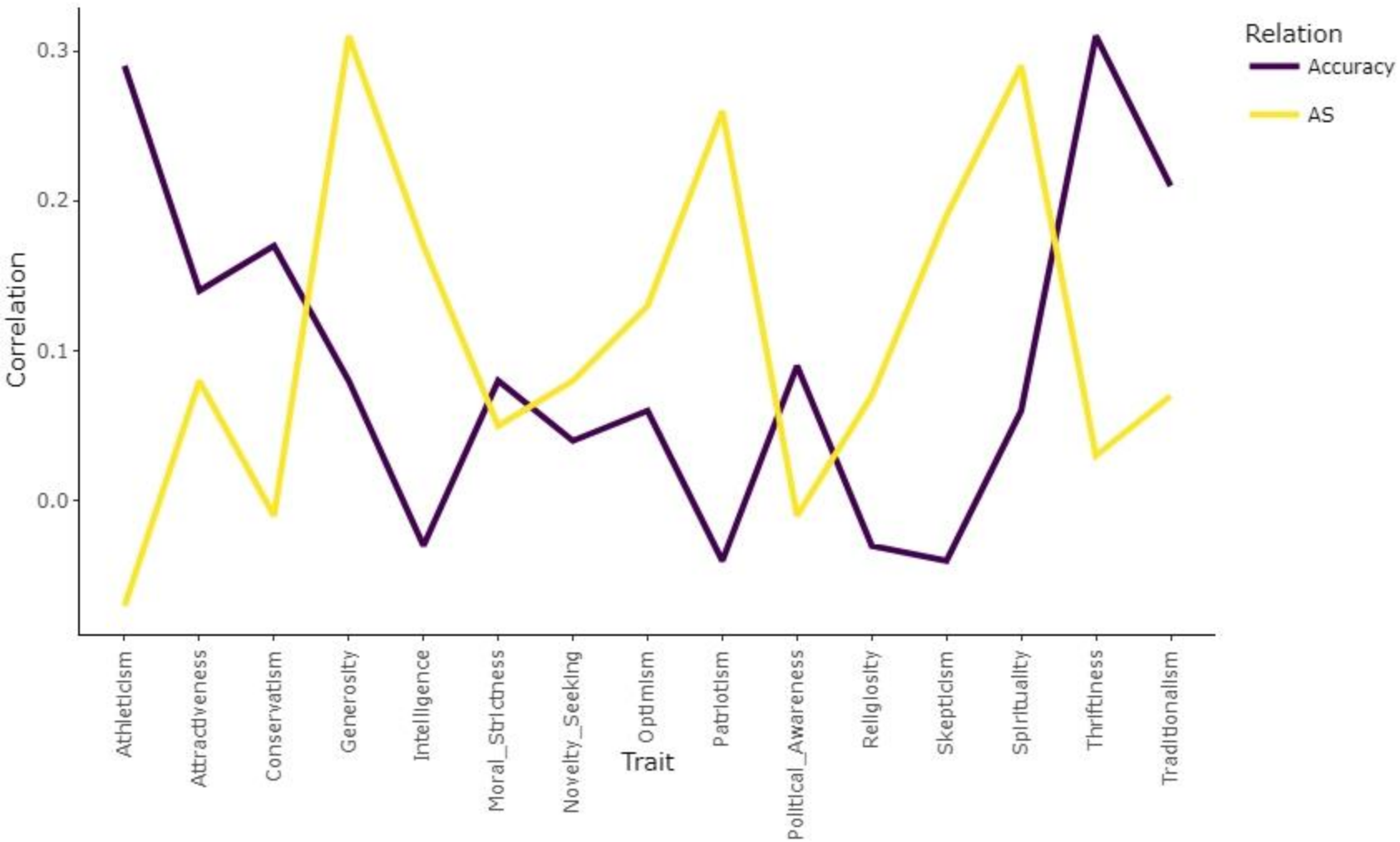
Different Predictions

	Informational Account	Motivational Account
Re: Traits	I(T): Greater AS for traits with lower accuracy	M(T): Greater AS for traits that are more “important” to the perceiver
Re: People	I(P): Lower AS for more familiar others	M(P): Greater AS for more familiar others

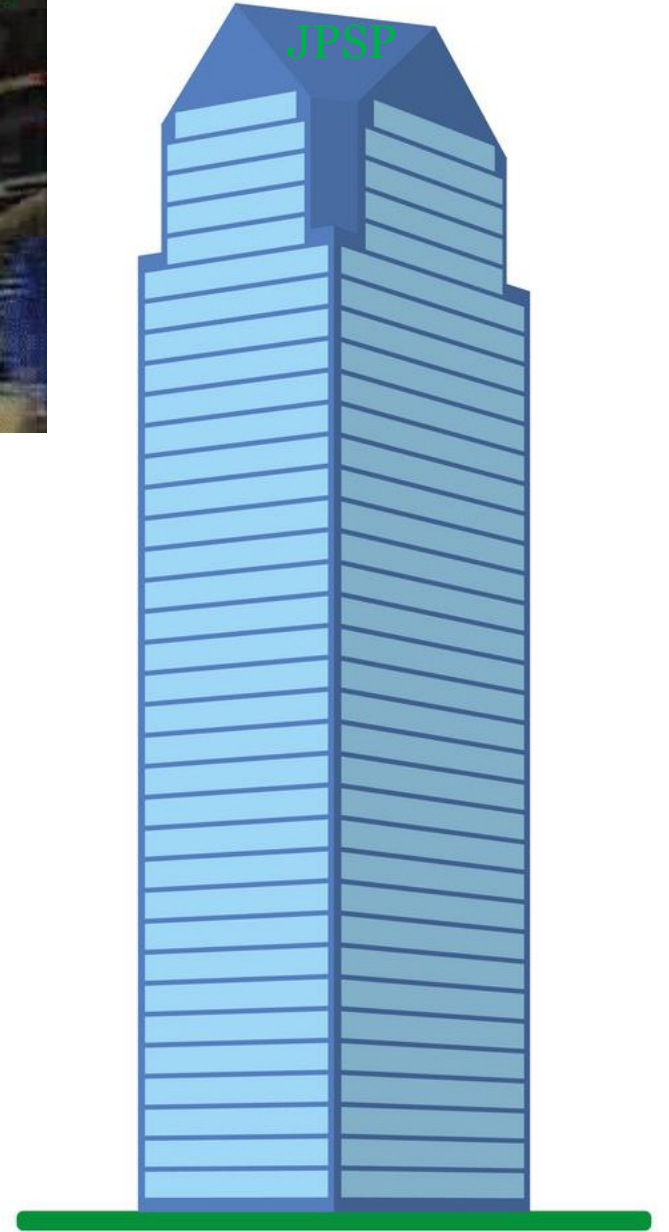
My First Findings



My First Findings









Journal of Personality Assessment, 90(3), 250–260, 2008
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ISSN: 0022-3891 print / 1532-7752 online
DOI: 10.1080/00223890701884970

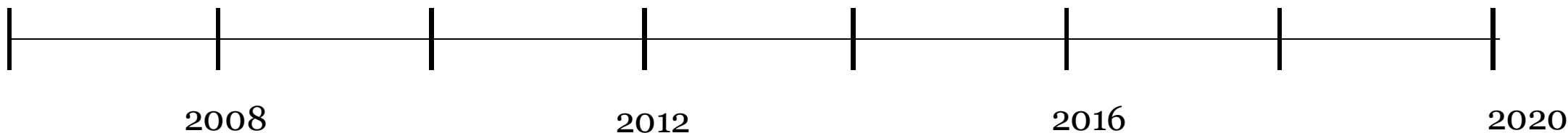


Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and Implicit Simplicity

ANDREW BEER¹ AND DAVID WATSON²

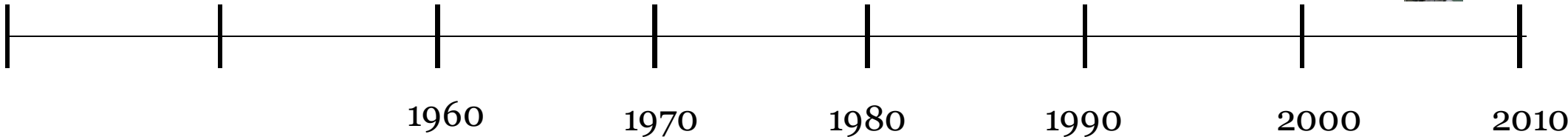
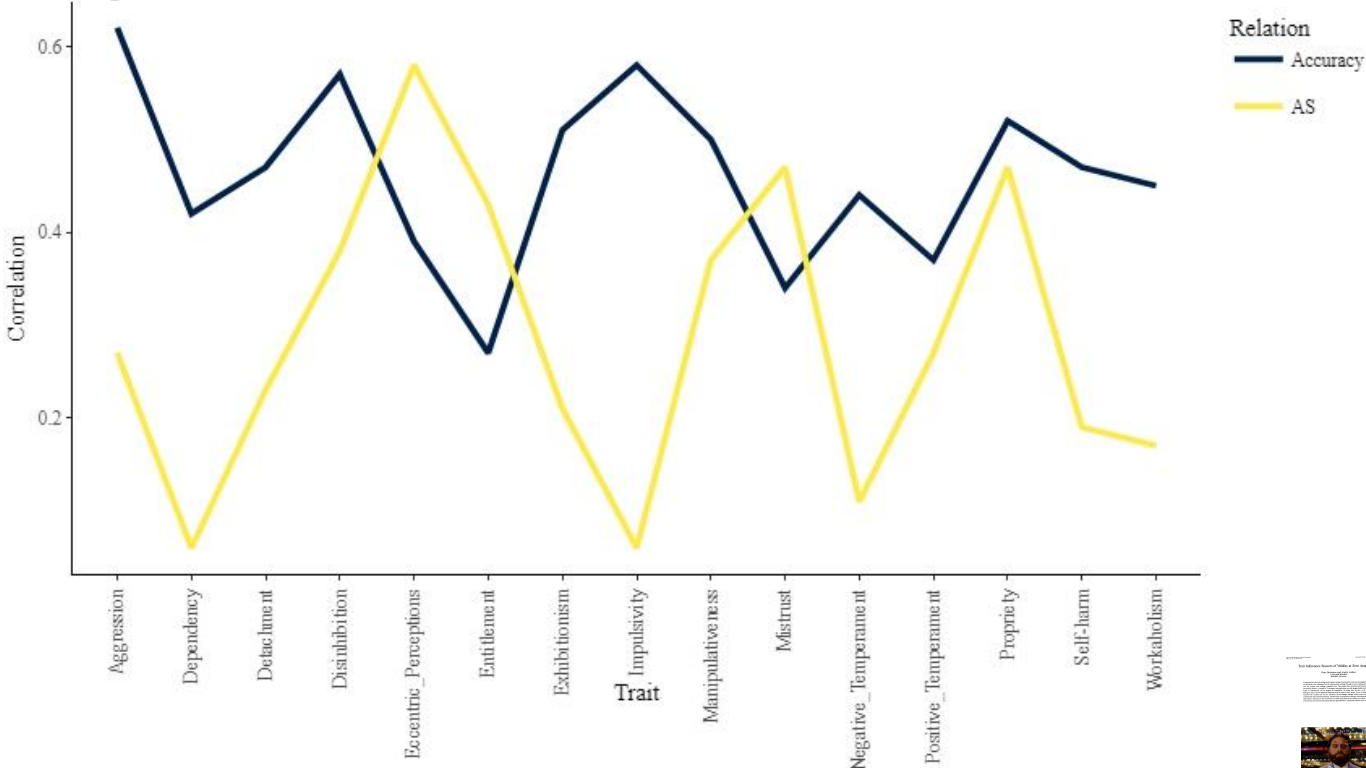
¹Department of Psychology, University of South Carolina Upstate
²Department of Psychology, University of Iowa

Previously unacquainted participants ($N = 218$) were assessed in small-group sessions in which they rated themselves and each other on (a) the Big Five (e.g., Costa & McCrae, 1992) and (b) an instrument assessing various traits not traditionally measured in the Big Five taxonomy as well as sociopolitical attitudes. Replicating earlier research, we obtained a significant self-stranger correlation on Extraversion; in addition, we found significant agreement on ratings of thriftiness, athleticism, traditionalism, conservatism, and attractiveness. Assumed similarity correlations were substantial for Neuroticism, Agreeableness, and Conscientiousness; furthermore, consistent with previous findings, there was a strong inverse relation between agreement and assumed similarity across the assessed characteristics. Finally, the correlations between Neuroticism, Openness, Agreeableness, and Conscientiousness were significantly greater in the strangers' ratings than in the self-ratings, indicating that these peer judgments are less complex. We also compared our Big Five findings with those from previous samples of varying acquaintanceship; these analyses indicated that the strangers' ratings were characterized by lower levels of self-other agreement (for all traits except Extraversion) and somewhat higher levels of assumed similarity (for ratings of Neuroticism and Agreeableness).

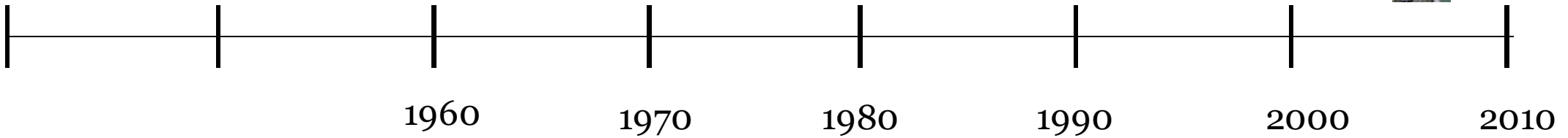
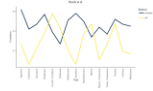
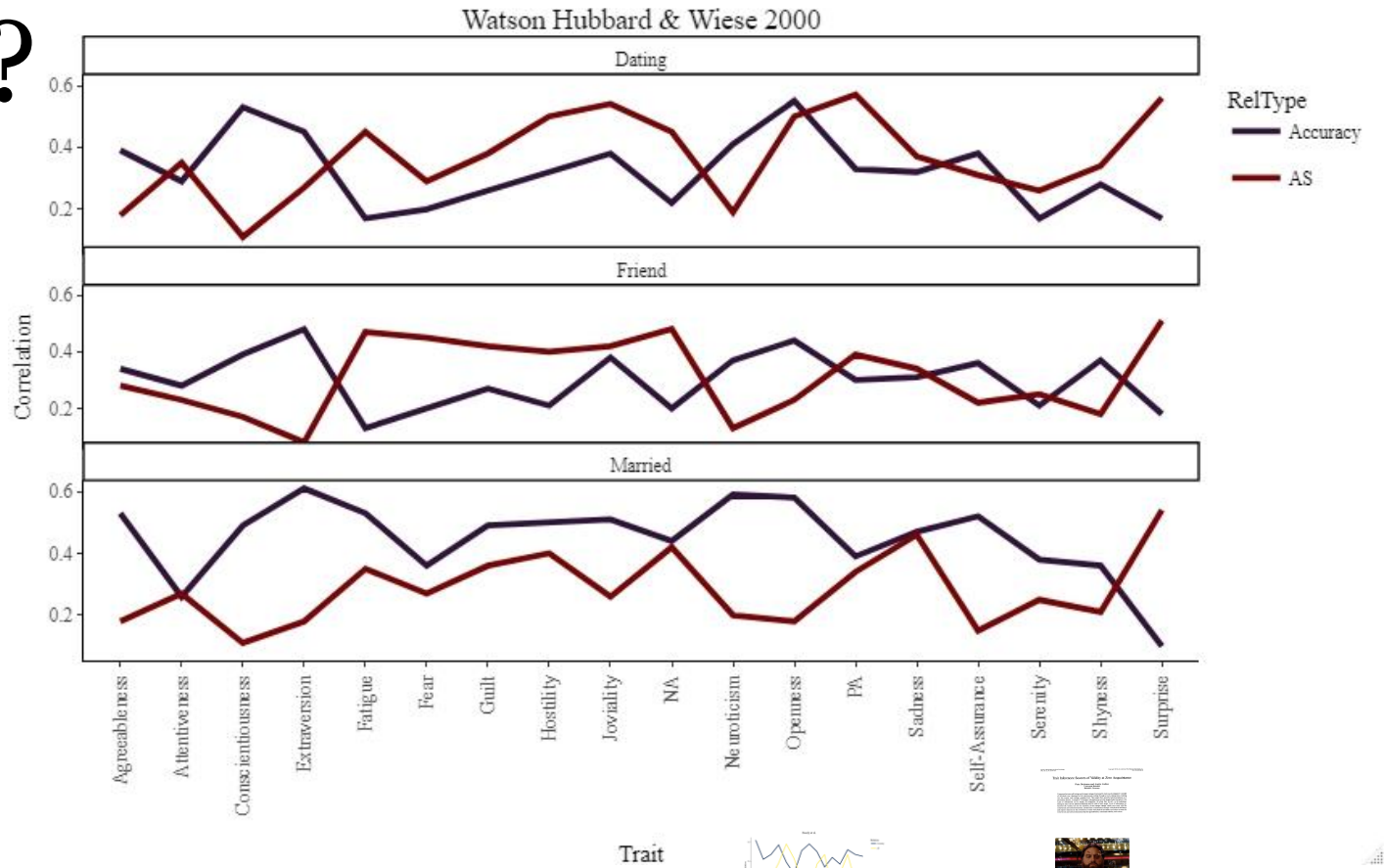


I(T): Is AS greater in traits that are harder to judge?


Ready et al.

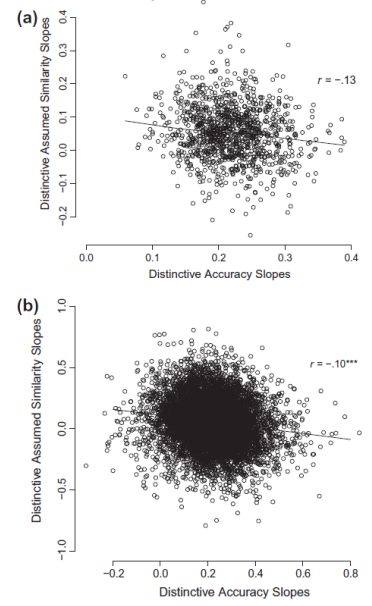


I(T): Is AS greater in traits that are harder to judge?



Different Predictions

	Informational Account	Motivational Account
Re: Traits	Greater AS for traits with lower accuracy 	Greater AS for traits that are more important to the perceiver
Re: Targets	Lower AS for more familiar others	Greater AS for more familiar others Greater AS for more liked others



Journal of Research in Personality 46 (2012) 106–110
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Journal of Research in Personality
 Journal homepage: www.elsevier.com/locate/jrp

Brief Report
Accuracy and assumed similarity in first impressions of personality: Differing associations at different levels of analysis
 Lauren J. Human^a, Jeremy C. Biesanz^a
^aDepartment of Psychology, University of British Columbia, 2155 West Mall, Vancouver, BC, Canada V6T 2Z4

ARTICLE INFO

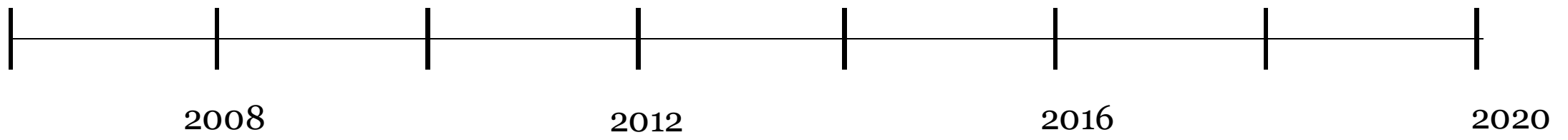
Article history:
 Available online 20 October 2011

Keywords:
 Accuracy
 Assumed similarity
 Person perception
 First impressions



ABSTRACT
 How are accuracy and assumed similarity associated in first impressions of personality? In a large-scale video perception study, accuracy and assumed similarity were strongly negatively associated across traits, consistent with past research (e.g., Beer & Wallrosche, 2008). However, across perceivers and perceiver–target dyads, the ability to perceive others accurately was independent of the tendency to assume similarity with others. Thus, viewing others in general or specific others as merely similar to the self does not imply viewing them inaccurately. In sum, accuracy and assumed similarity are inversely related when examined across traits but are independent across perceivers and dyads.

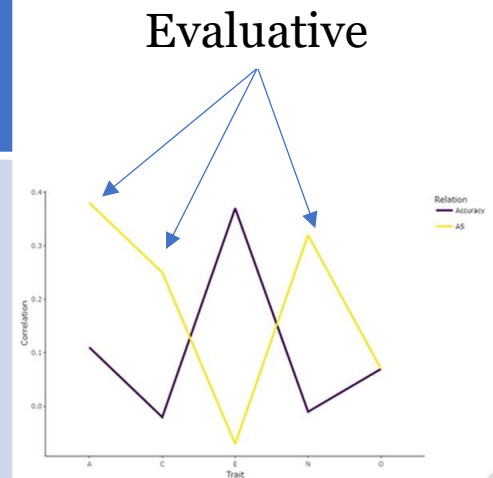
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Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and Implicit Simplicity
 Lauren J. Human, Jeremy C. Biesanz
 Department of Psychology, University of British Columbia
 Journal of Research in Personality, 46(2), 106–110, 2012
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 DOI: 10.1080/00906653.2012.715555

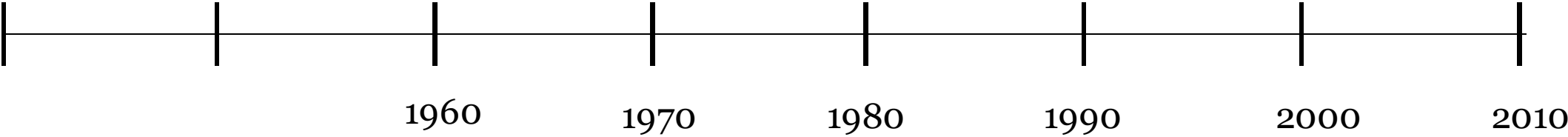
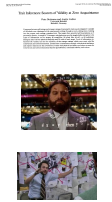
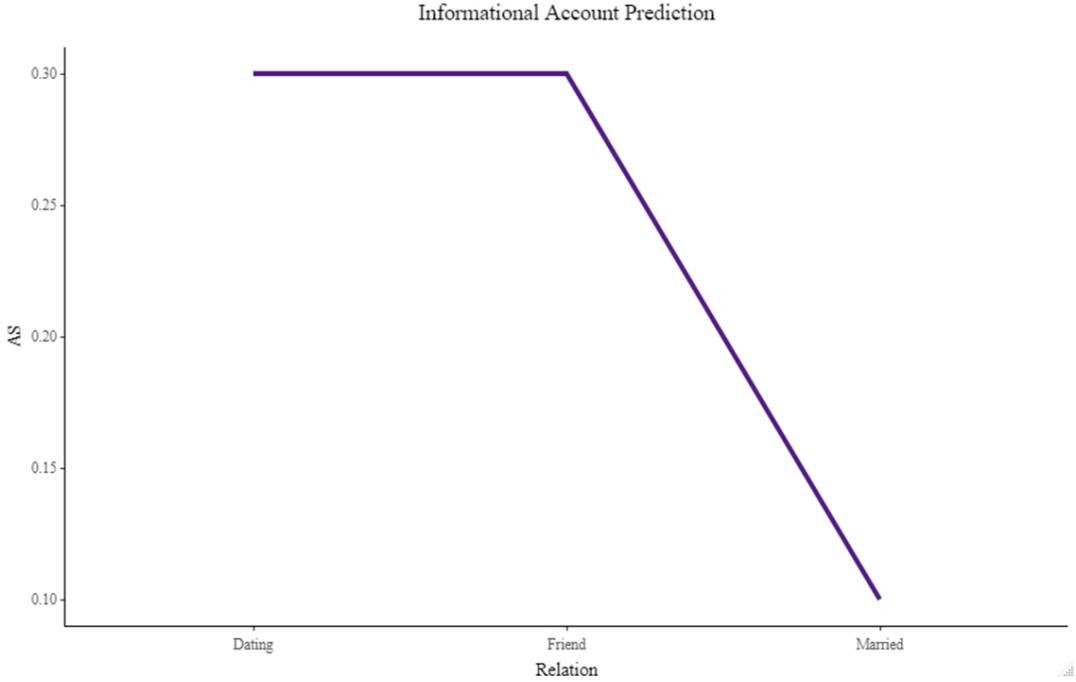


Different Predictions

	Informational Account	Motivational Account
Re: Traits	Greater AS for traits with lower accuracy 	Greater AS for traits that are more important to the perceiver 
Re: Targets	Lower AS for more familiar others	Greater AS for more familiar others Greater AS for more liked others

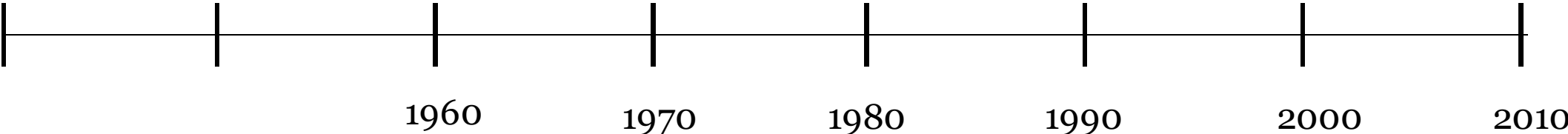
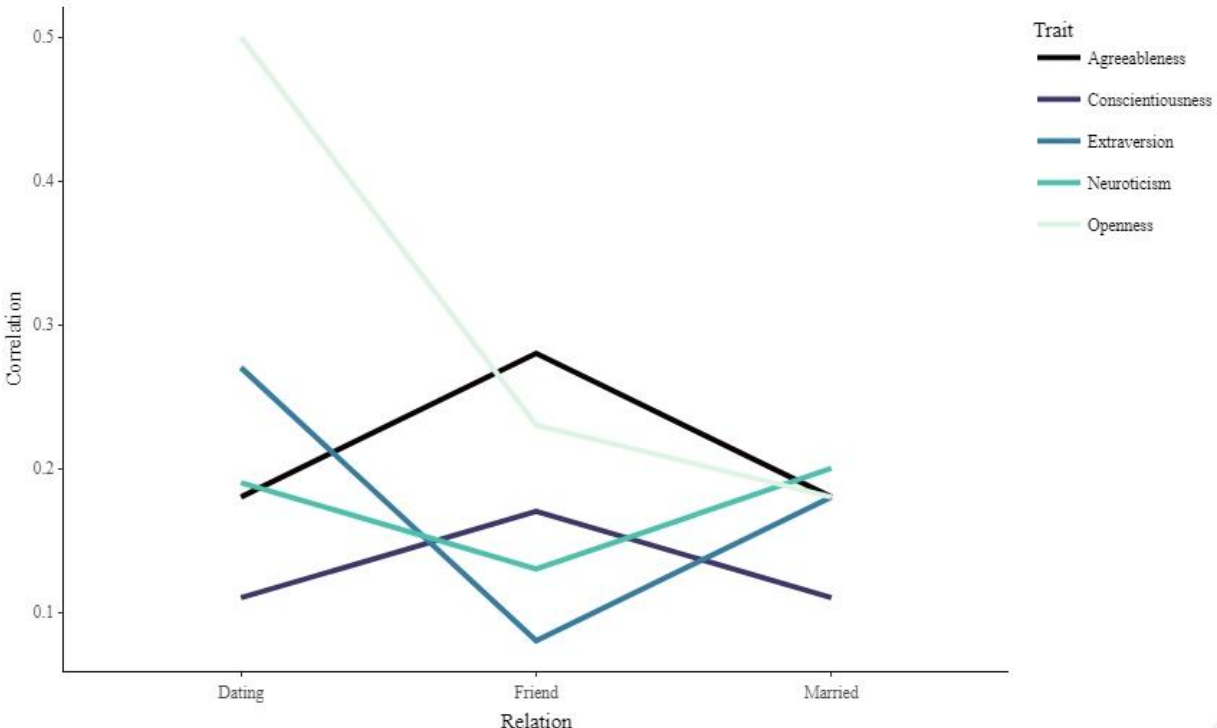


I2: Is AS greater (or not) for people we know better?



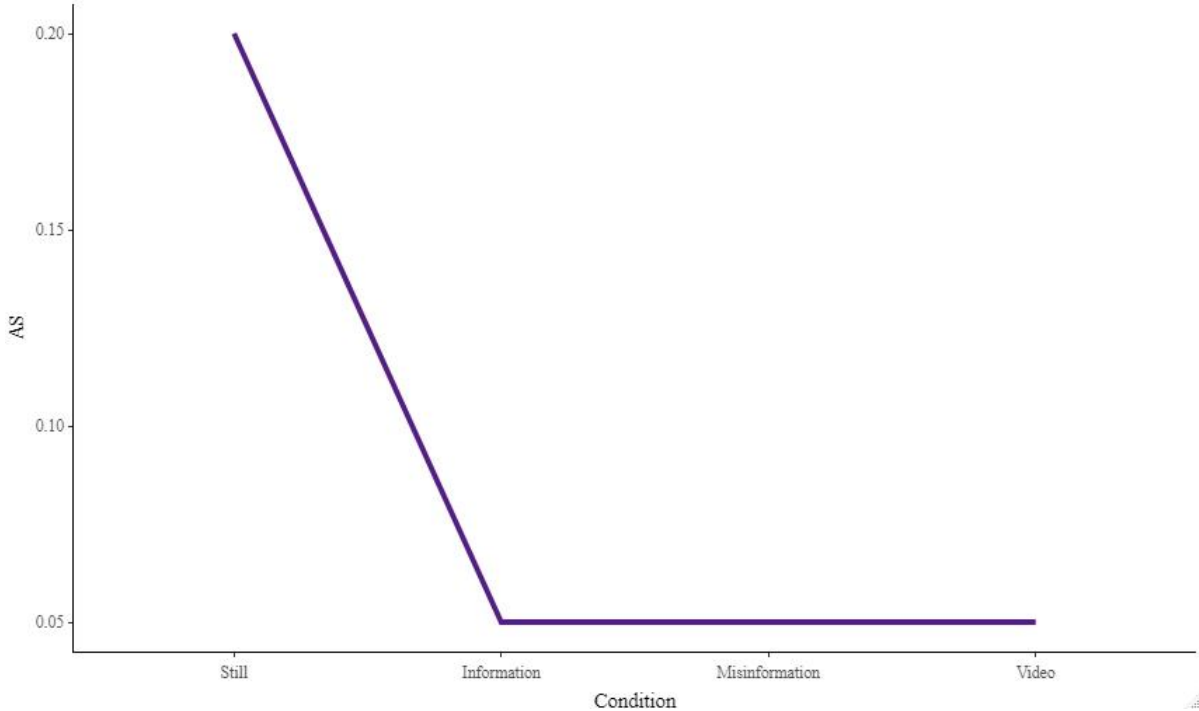
I2: Is AS greater (or not) for people we know better?

Watson Hubbard & Wiese Familiarity Effect



I2: Is AS greater (or not) for people we know better?

Informational Account Prediction



Journal of Personality and Social Psychology, 95(1), 1-10

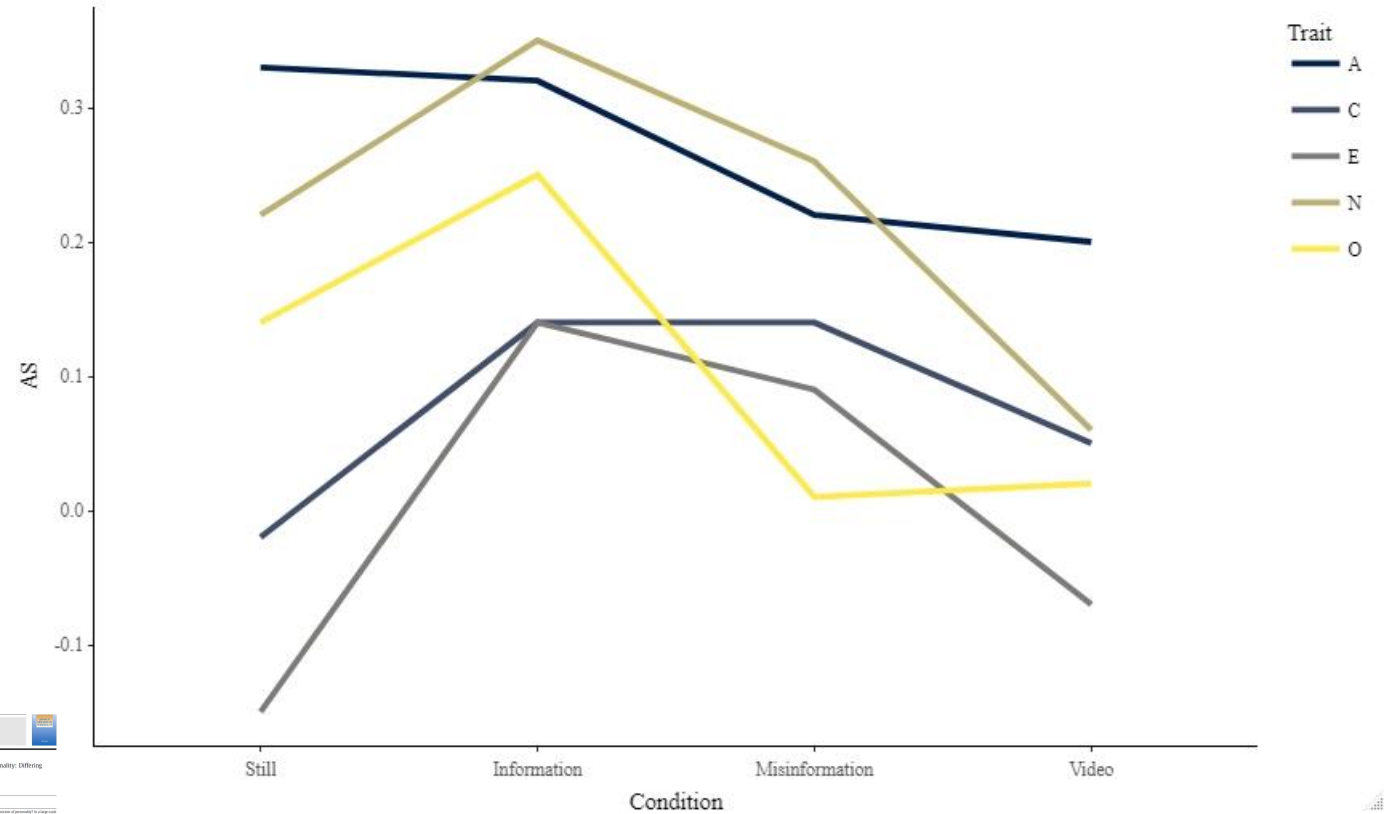
Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and English Simplicity
Alicia H. Smith and David M. Reardon
Journal of Personality and Social Psychology, 95(1), 1-10

Accuracy and assumed similarity in first impressions of personality: Differing contributions of different levels of analysis
Laura J. Norman, Jeremy C. Bruner
Journal of Personality and Social Psychology, 95(1), 1-10

A horizontal timeline with vertical tick marks at 2008, 2012, 2016, and 2020.

I2: Is AS greater (or not) for people we know better?

Dissertation: Traits across Escalating Information



2008

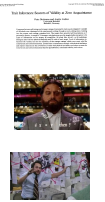
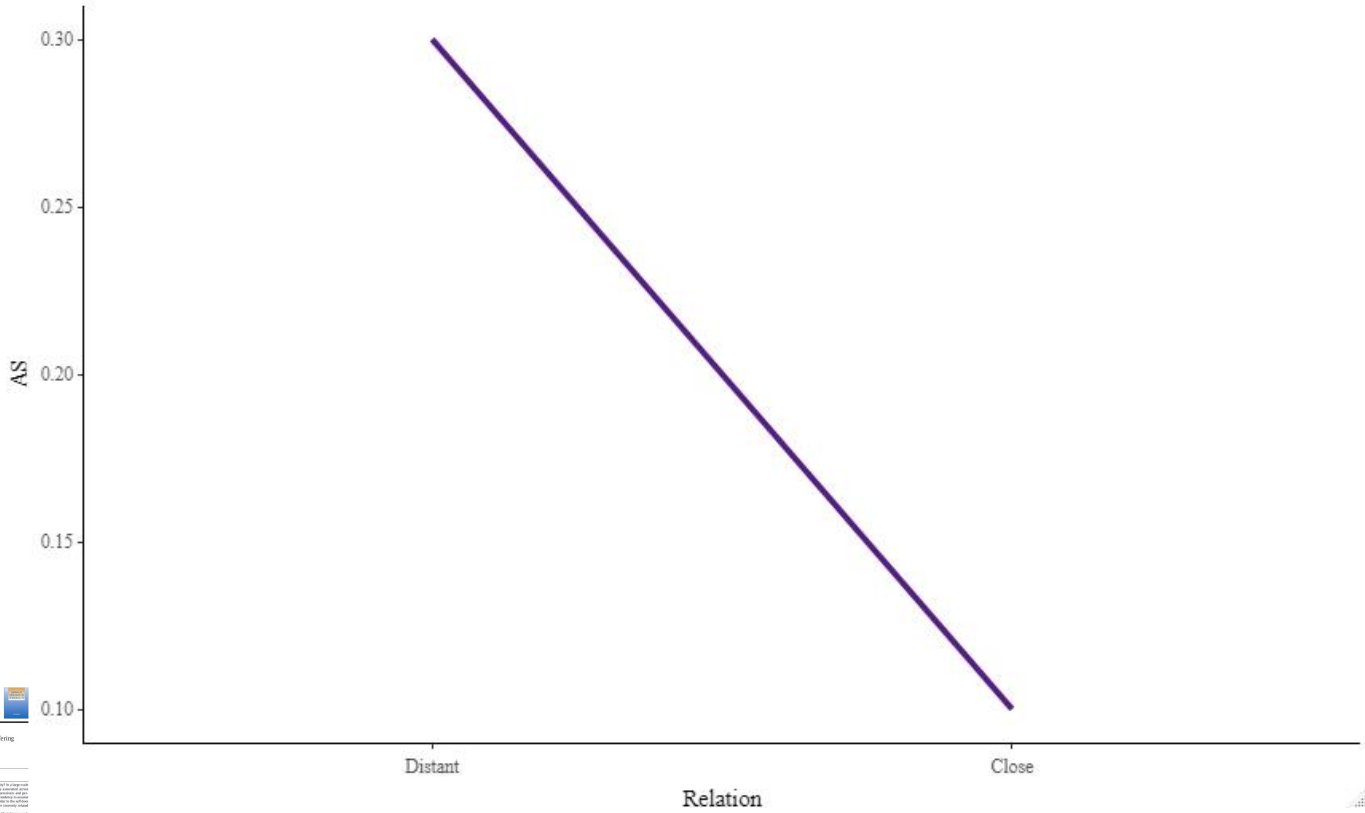
2012

2016

2020

I2: Is AS greater (or not) for people we know better?

Informational Account Prediction



Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and English Simplicity
Alicia Blair and David Willard
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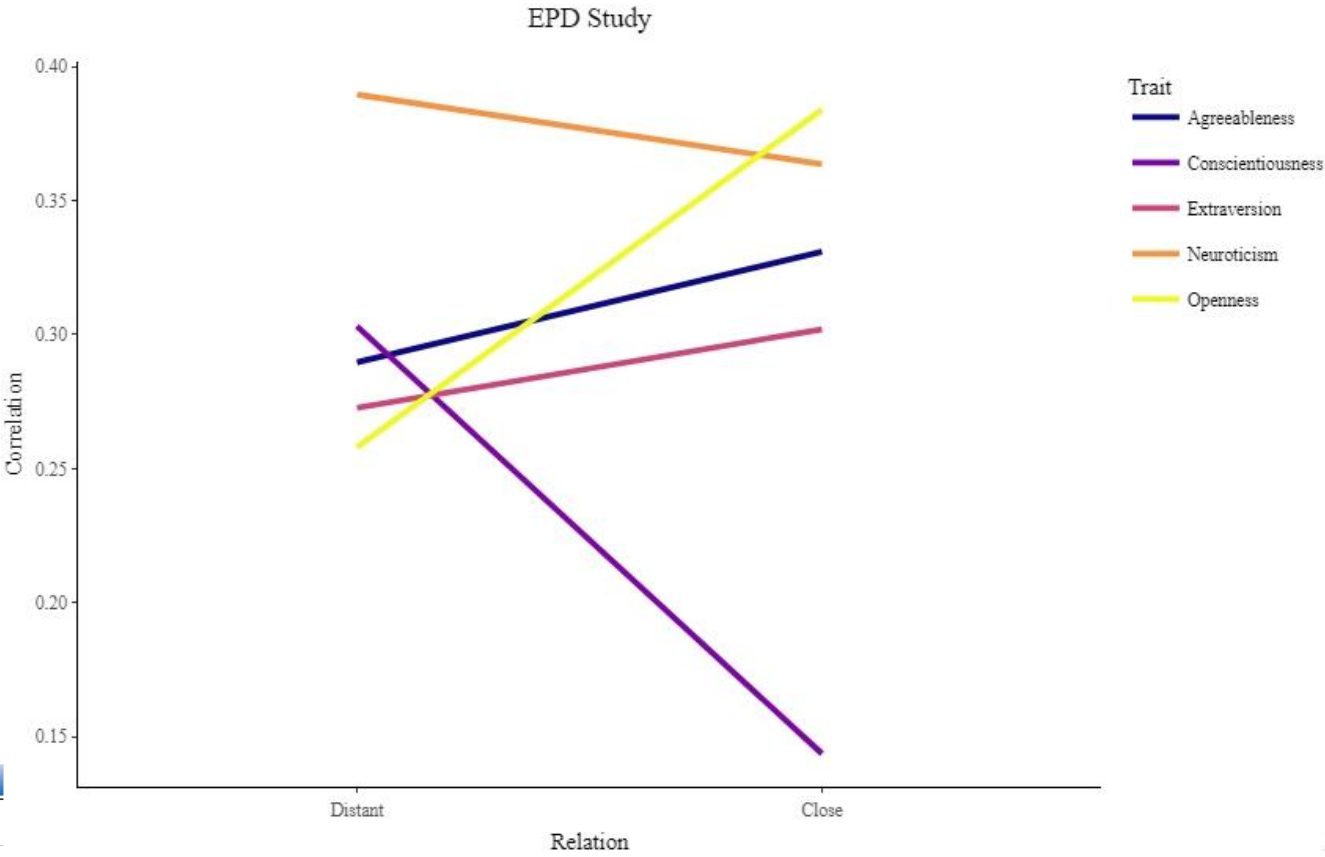
2008

2012

2016

2020

I2: Is AS greater (or not) for people we know better?











[Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and English Simplicity](#)
 Aarav Shor, and David Watson
 "Personality and Personality Research: A Guide for Practitioners"
 Journal of Personality and Social Psychology

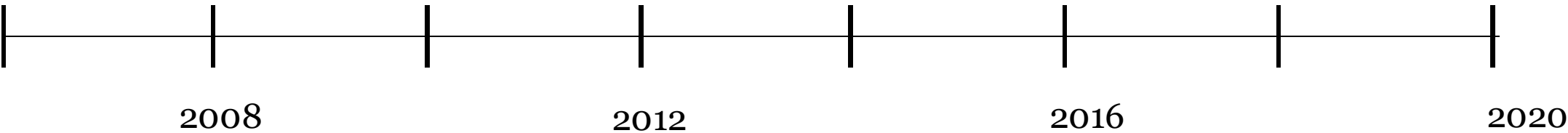
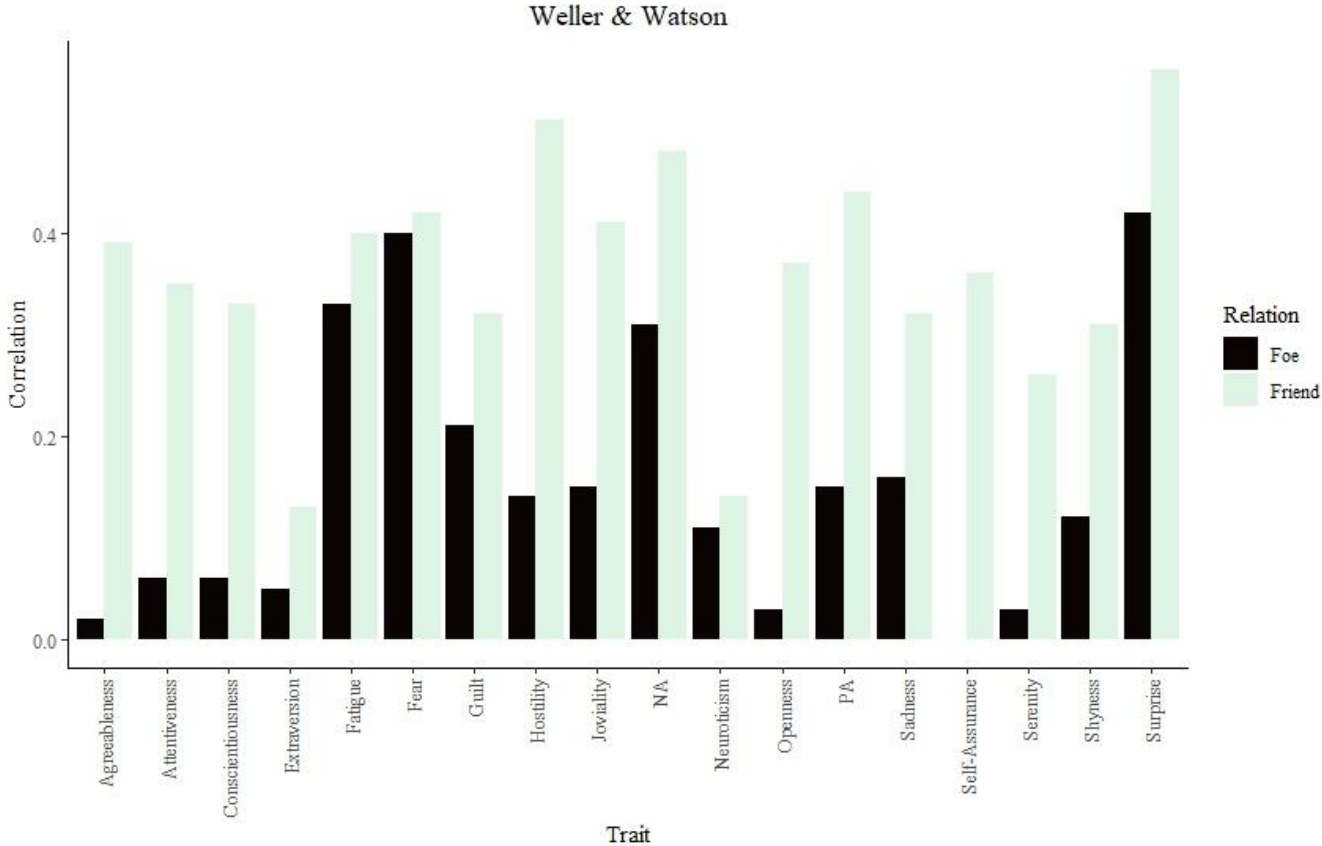
[Accuracy and assumed similarity in first impressions of personality: Differing associations of different traits of analysis](#)
 Laura J. Martin, Jimmy C. Braxton
 Journal of Personality and Social Psychology

2008 2012 2016 2020






Different Predictions

	Informational Account	Motivational Account
Re: Traits	Greater AS for traits with lower accuracy 	Greater AS for traits that are more important to the perceiver 
Re: Targets	Lower AS for more familiar others 	Greater AS for more familiar others  Greater AS for more liked others

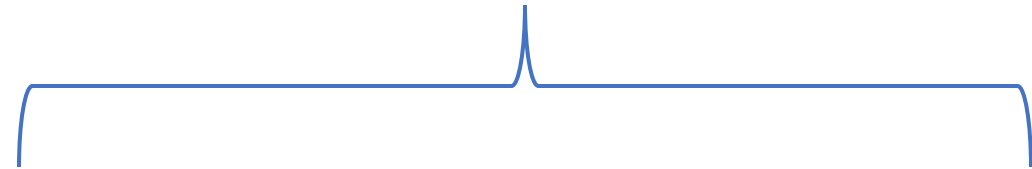
M3: Is AS greater (or not) for people we like?



Different Predictions

	Informational Account	Motivational Account
Re: Traits	Greater AS for traits with lower accuracy 	Greater AS for traits that are more important to the perceiver 
Re: Targets	Lower AS for more familiar others 	Greater AS for more familiar others  Greater AS for more liked others 

Interlude



2008

2012

2016

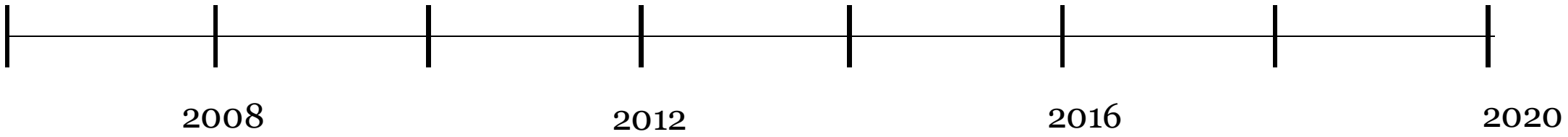
2020

Interlude



Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and English Simplicity
Klaus R. Schmeickl and David M. Reardon
Journal of Personality and Social Psychology

Accuracy and assumed similarity in first impressions of personality: Differing applications of different levels of analysis
Laura J. Norman, Jimmy C. Braxton
Journal of Research in Personality

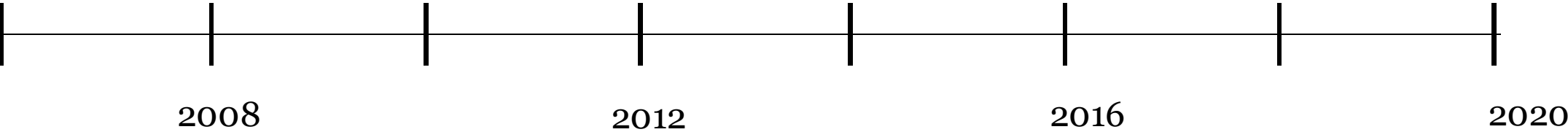


Interlude

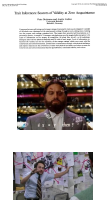


Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and English Simplicity
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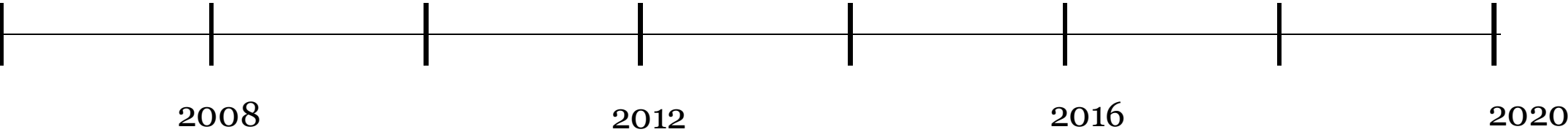


Interlude



Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and English Simplicity
Alicia Blair and David Haslam
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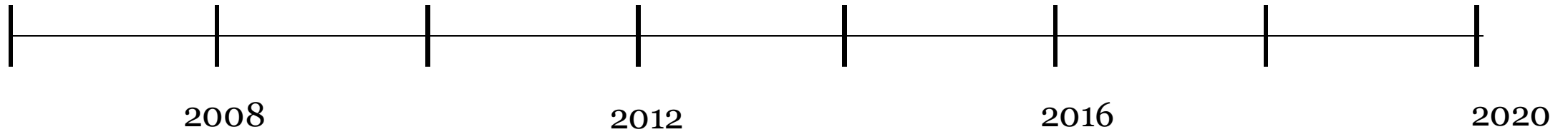


Interlude



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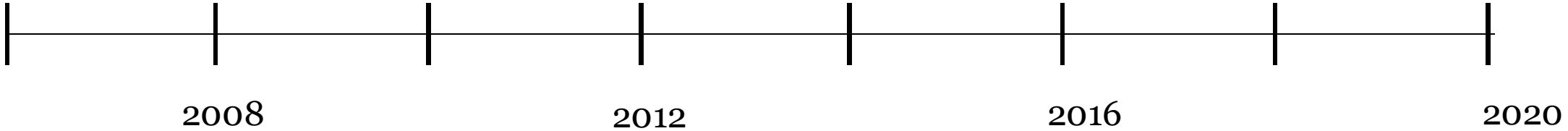


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Journal of Research in Personality
Accuracy and assumed similarity in first impressions of personality: Differing applications of different levels of analysis
Laura J. Norman, Jimmy C. Braxton



Interlude

Journal of Research in Personality 47 (2013) 171–181

Contents lists available at ScienceDirect
Journal of Research in Personality
journal homepage: www.elsevier.com/locate/jrp

Information quality in personality judgment: The value of personal disclosure

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Keywords:
Personality
Information quality
Disclosure
Accuracy
Self-other agreement

ABSTRACT

We examined the relative quality of different types of information and its effects on accuracy in person judgment. In two studies, we compared the accuracy of judgments based on self-disclosure, peer ratings, and other sources of information. In both studies, self-disclosure was found to be the most accurate source of information. In Study 1, we found that self-disclosure was more accurate than peer ratings, particularly when the target was a friend. In Study 2, we found that self-disclosure was more accurate than peer ratings, particularly when the target was a stranger. These findings have implications for the use of self-disclosure in person judgment.

Journal of Research in Personality 47 (2013) 181–189

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Journal of Research in Personality
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Group personality judgments at zero acquaintance: Communication among judges versus aggregation of independent evaluations

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Keywords:
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Communication
Accuracy
Self-other agreement

ABSTRACT

We examined the validity of personality judgments made by groups of 3, 5, or 7 judges in two studies. In Study 1, we compared the accuracy of judgments based on communication among judges versus aggregation of independent evaluations. In Study 2, we compared the accuracy of judgments based on communication among judges versus aggregation of independent evaluations. In both studies, communication among judges was found to be more accurate than aggregation of independent evaluations. These findings have implications for the use of groups in person judgment.

Journal of Research in Personality 48 (2014) 16–24

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Journal of Research in Personality
journal homepage: www.elsevier.com/locate/jrp

The effects of information and exposure on self-other agreement

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Exposure
Self-other agreement
Accuracy

ABSTRACT

The primary aim of this study was to examine the effects of exposure and information on self-other agreement among strangers. To test the effects of exposure, we observed the difference between group ratings of individuals who viewed a self photo of a target versus individuals who watched a short video exposure of the target. To test the effects of information, we provided two ratings sources to participants and compared the resulting agreement to that derived from only one rating source. We found that self-other agreement decreases predictably with additional information and exposure. Also, we found that providing specific trait information can decrease self-other agreement. In both the specific trait and video exposure conditions, self-other agreement was higher for the target than for the other. These findings have implications for the use of exposure and information in person judgment.

Asymmetry in Judgments of Personality: Others Are Less Differentiated Than the Self

Andrew Beer^a and David Watson^b

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^bUniversity of Iowa

ABSTRACT

Previous evidence suggests that judges rely more heavily on implicit personality theories when they rate relatively unfamiliar others. One further implication of this evidence is that correlations among traits should be stronger in other ratings than in self-ratings, particularly when (a) judges lack trait-relevant information and/or (b) motivationally accuracy is low. We tested these predictions by comparing self- versus other ratings on the Big Five in two studies. Study 1 used previously published data to demonstrate clear self/peer differences in the average relations between Big Five dimensions (excluding Extraversion). Study 2 was based on self- versus other ratings in 12 samples. Overall, the intercorrelations among Big Five traits (excluding Extraversion) tended to be significantly stronger in peer ratings than in self-ratings. The most consistent effect involved the relation between Neuroticism and Agreeableness (overall $r = .43$ and $-.29$ in the peer ratings and self-ratings, respectively). In addition, as expected, the degree of relation among traits varied depending upon the type of target being rated (i.e., spouse vs. dating partner vs. friend vs. stranger). Implications of these findings are discussed.

Journal of Research in Personality 48 (2014) 101–111

Contents lists available at ScienceDirect
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journal homepage: www.elsevier.com/locate/jrp

Full Length Article
Evaluating the predictive validity of personality trait judgments using a naturalistic behavioral criterion: A preliminary test of the self-other knowledge asymmetry model

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Keywords:
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Predictive validity
Naturalistic behavioral criterion
Self-other knowledge asymmetry model

ABSTRACT

We tested the self-other knowledge asymmetry model (SEKAM) in a preliminary test of its predictive validity. The SEKAM posits that self-ratings are more accurate than other ratings because of the greater availability of trait-relevant information to the self. We tested this prediction by comparing self- versus other ratings of personality traits using a naturalistic behavioral criterion. In two studies, we compared self- versus other ratings of personality traits using a naturalistic behavioral criterion. In both studies, self-ratings were found to be more accurate than other ratings. These findings have implications for the use of self-ratings in person judgment.

Journal of Research in Personality 48 (2014) 125–135

Contents lists available at ScienceDirect
Journal of Research in Personality
journal homepage: www.elsevier.com/locate/jrp

Effects of escalated exposure to information on accuracy of personality judgment

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Keywords:
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Escalated exposure
Information
Accuracy

ABSTRACT

We examined the effects of escalating exposure to information on accuracy of personality judgment. In two studies, we compared the accuracy of judgments based on escalating exposure to information versus non-escalating exposure. In both studies, escalating exposure was found to be more accurate than non-escalating exposure. These findings have implications for the use of escalating exposure in person judgment.

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Taylor & Francis Group

Comparative Personality Judgments: Replication and Extension of Robust Findings in Personality Perception Using an Alternative Method

ANDREW BEER

Department of Psychology, University of South Carolina Upstate

The scientific study of accuracy in personality judgment typically involves the utilization of rating scales to make absolute decisions about a target individual. Although this method has many merits, it restricts some experimental options and is further removed from ecological validity than one would desire. These studies represent an attempt to develop an alternative methodology for the study of personality judgment—specifically for use in explorations of judgment process. A series of photos containing pictures of 12 individuals, each representing a different level of a specific personality trait, was created. The participant's task was to select high and low scores on a dimension from the photos. Study 1 demonstrates that people can select targets with extreme scores from a photo lineup at a rate faster than chance across several personality dimensions. Study 2 shows that this ability has some degree of temporal consistency. Study 3 represents an improvement on the general method via enhanced criteria for stimulus selection, incorporating both self and peer reports.

Journal of Research in Personality 48 (2014) 136–146

Contents lists available at ScienceDirect
Journal of Research in Personality
journal homepage: www.elsevier.com/locate/jrp

Self-Other Agreement and Assumed Similarity in Neuroticism, Extraversion, and Trait Affect: Distinguishing the Effects of Form and Content

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Keywords:
Personality
Self-other agreement
Assumed similarity
Form and content

ABSTRACT

Triaxial Negative Affect (NA) and Positive Affect (PA) are strongly associated with Neuroticism and Extraversion, respectively. Nevertheless, measures of the former tend to show substantially weaker self-other agreement—and stronger assumed similarity correlations—than scales assessing the latter. The current study separated the effects of item content versus format on agreement and assumed similarity using two different sets of Neuroticism and Extraversion measures and two different indicators of NA and PA ($N = 381$ newswriters). Neuroticism and Extraversion consistently showed stronger agreement than NA and PA; in addition, however, scales with more elaborated items yielded significantly higher agreement correlations than those based on single adjectives. Conversely, the trait affect scales yielded stronger assumed similarity correlations than the personality scales; these coefficients were strongest for the adjectival measures of trait affect. Thus, our data establish a significant role for both content and format in assumed similarity and self-other agreement.

Journal of Research in Personality 48 (2014) 147–157

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Journal of Research in Personality
journal homepage: www.elsevier.com/locate/jrp

Personality Judgment at Zero Acquaintance: Agreement, Assumed Similarity, and English Simplicity

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^aUniversity of South Carolina Upstate, Spartanburg, SC 29303, United States

^bUniversity of Iowa, Iowa City, IA 52242, United States

ARTICLE INFO

Article history:
Received 12 February 2013
Received in revised form 12 October 2013
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Keywords:
Personality
Zero acquaintance
Agreement
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English simplicity

ABSTRACT

We examined the effects of English simplicity on agreement and assumed similarity in personality judgment at zero acquaintance. In two studies, we compared the accuracy of judgments based on simple versus complex English. In both studies, simple English was found to be more accurate than complex English. These findings have implications for the use of simple English in person judgment.

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Accuracy and assumed similarity in first impressions of personality: Differing allocations of different levels of analysis

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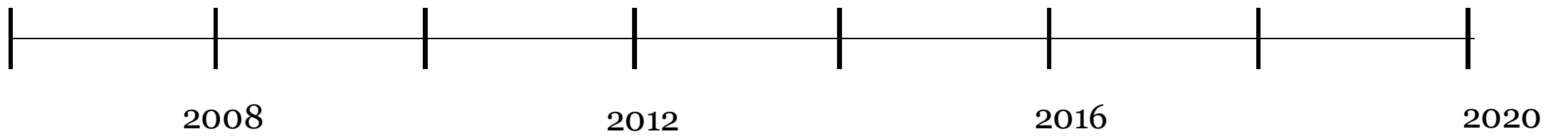
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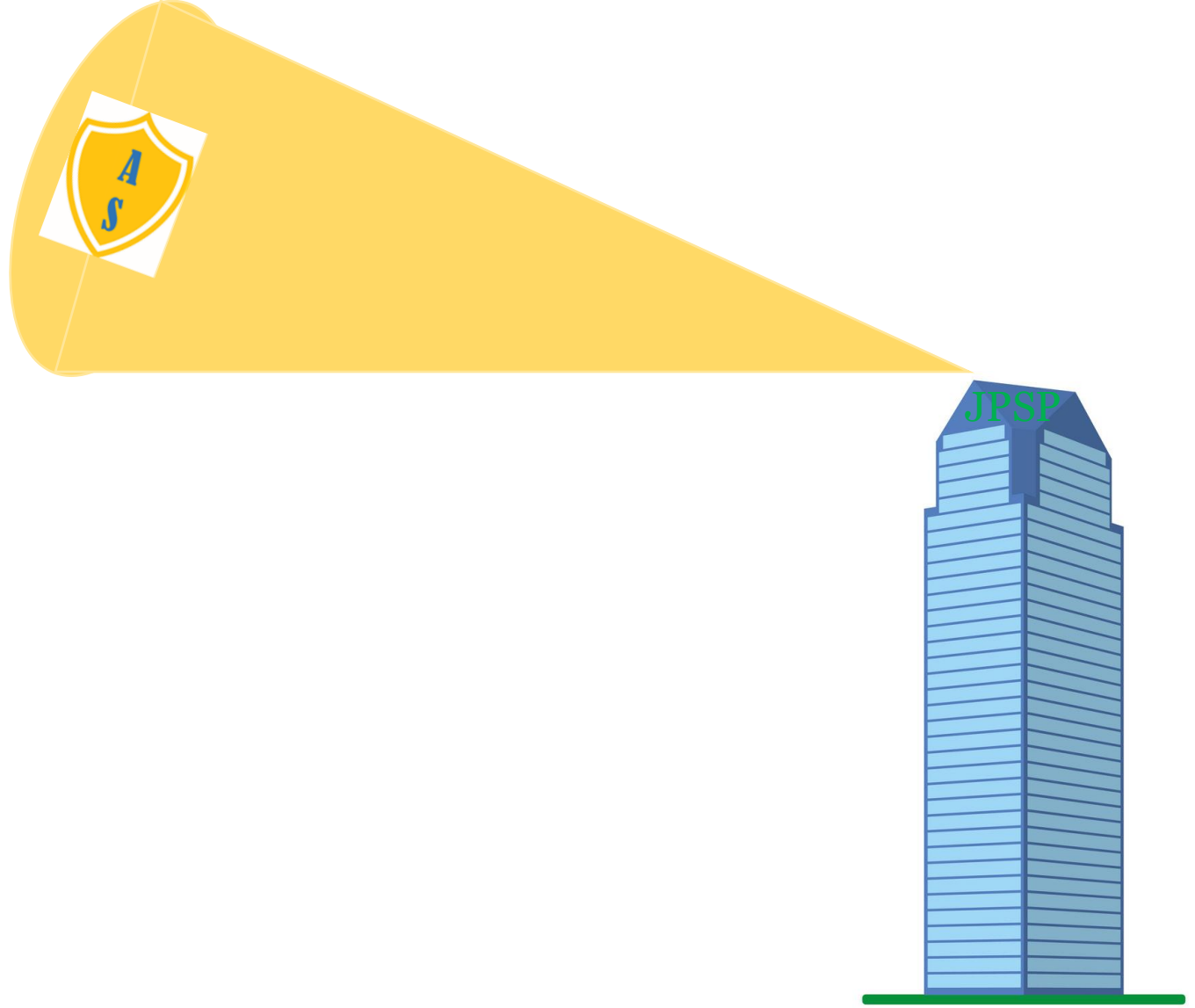
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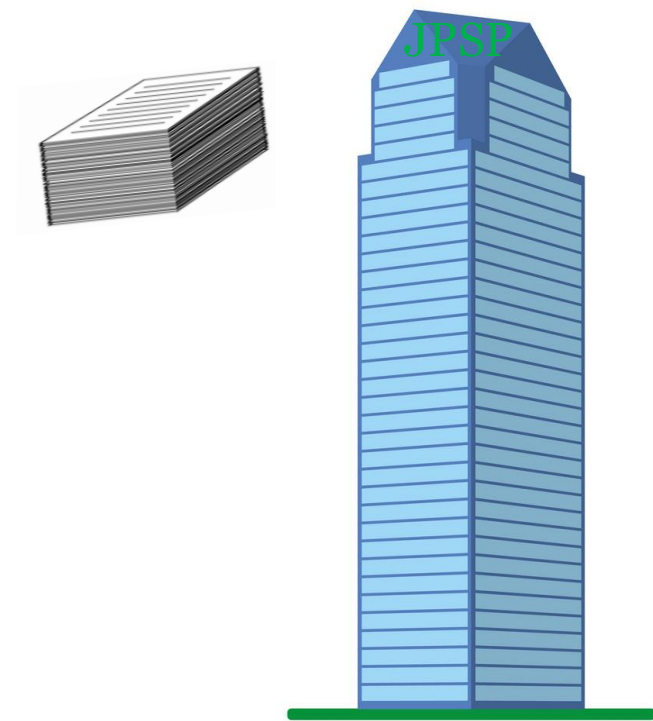
ABSTRACT

We examined the effects of different levels of analysis on accuracy and assumed similarity in first impressions of personality. In two studies, we compared the accuracy of judgments based on different levels of analysis. In both studies, different levels of analysis were found to have different effects on accuracy and assumed similarity. These findings have implications for the use of different levels of analysis in person judgment.



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Thielmann, Hilbig, & Zettler, 2020

- New account: Values



	Informational Account	Motivational Account
Re: Traits	Greater AS for traits with lower accuracy	Greater AS for traits that are more important to the perceiver
Re: Targets	Lower AS for more familiar others	Greater AS for more familiar others Greater AS for more liked others

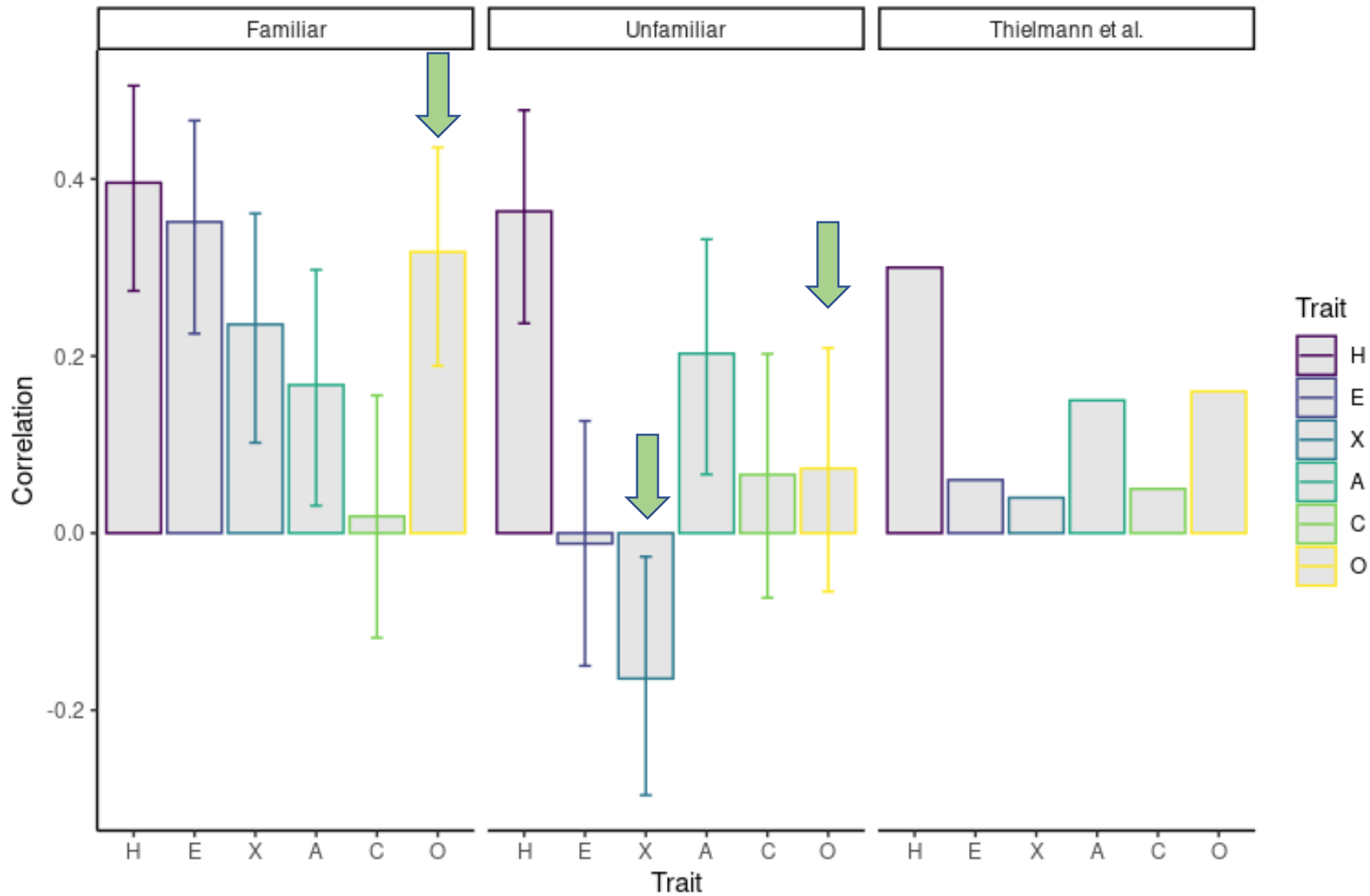
Thielmann, Hilbig, & Zettler, 2020

- Major Findings:
 - Honesty/Humility & Openness to Experience show both higher AS and greater connection to personal values
 - Actual Similarity doesn't account for AS effects
 - Greater Familiarity = Greater AS
 - Priming Values = Greater AS in some cases

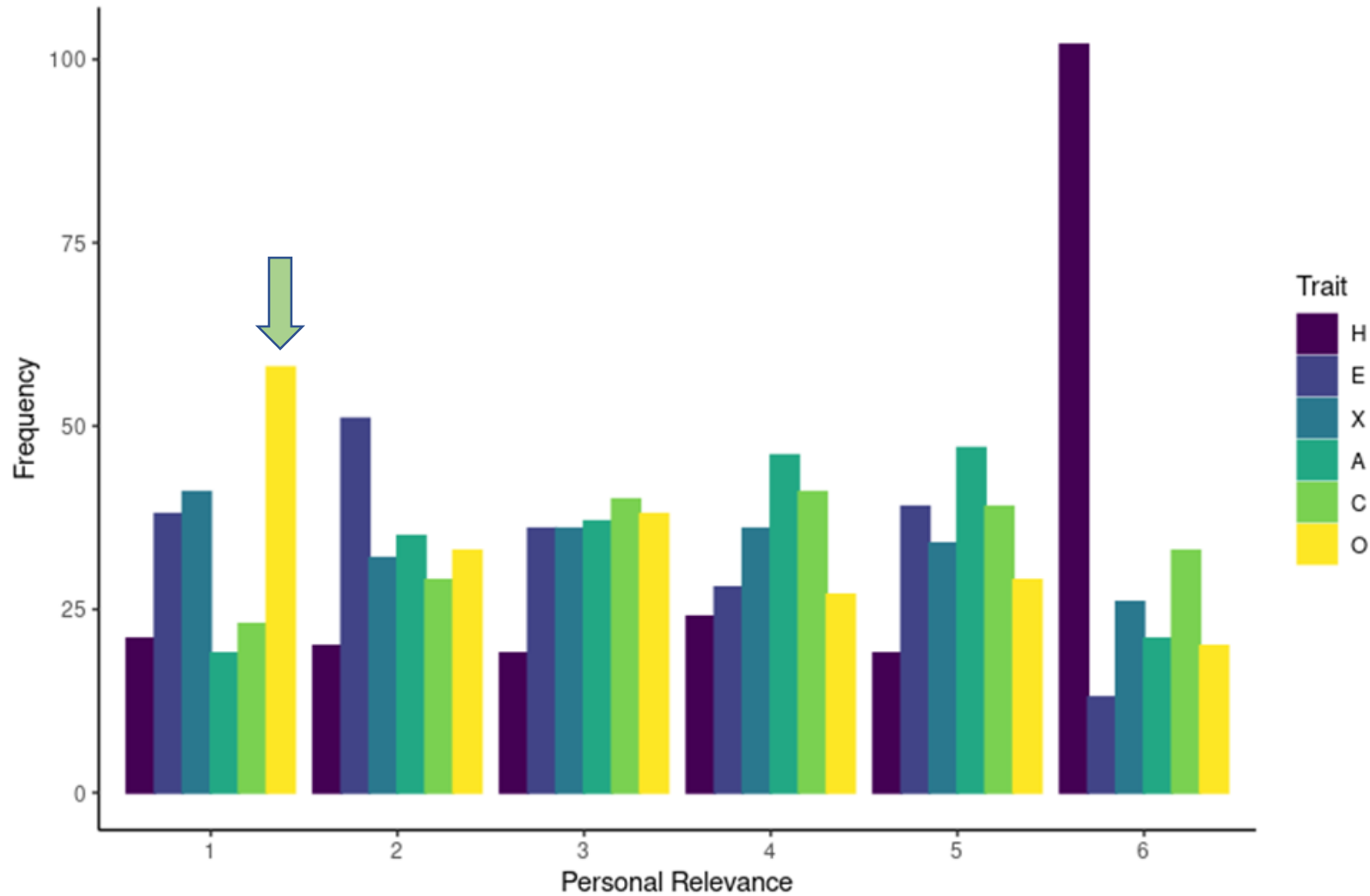




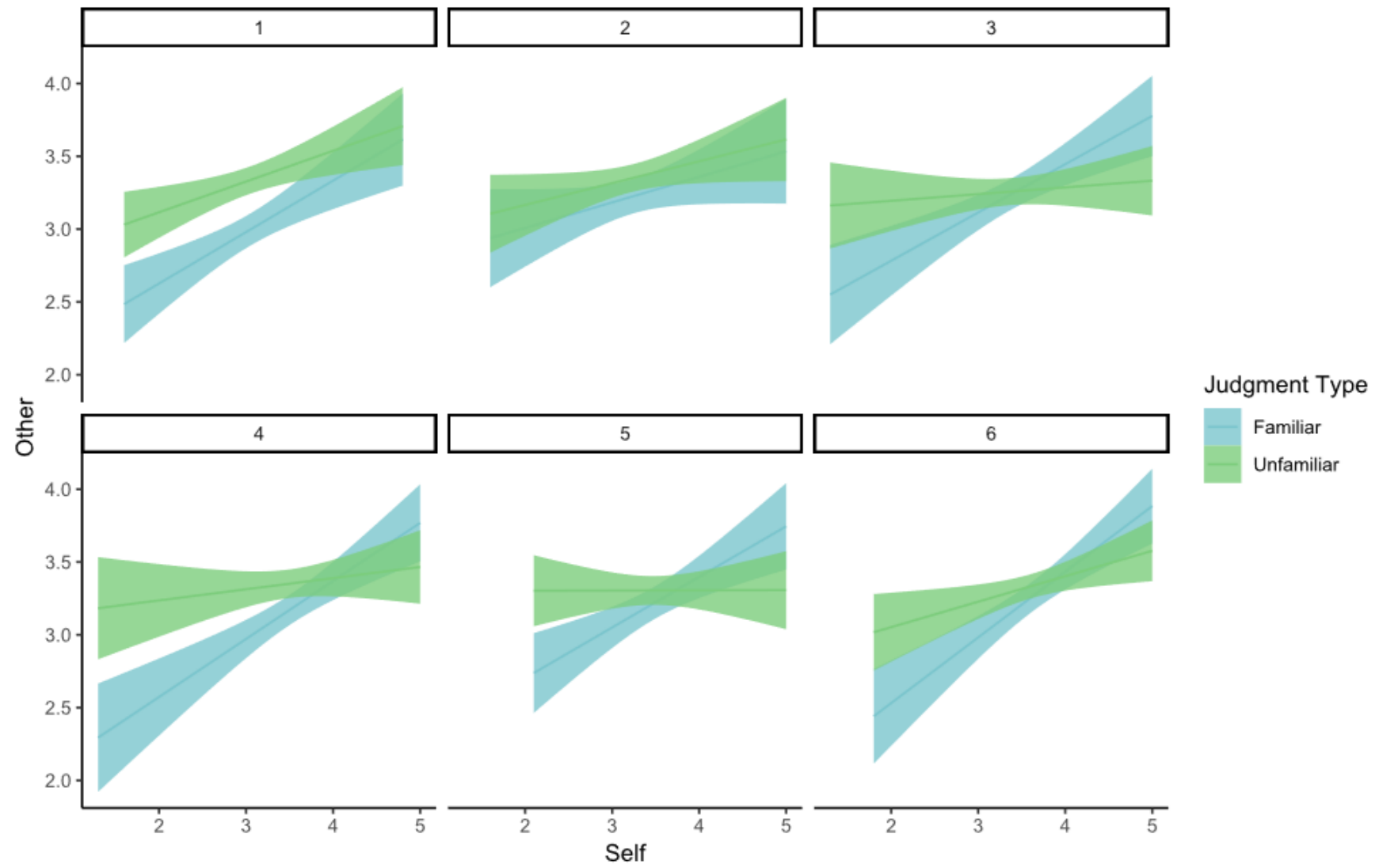
Current Findings



Current Findings

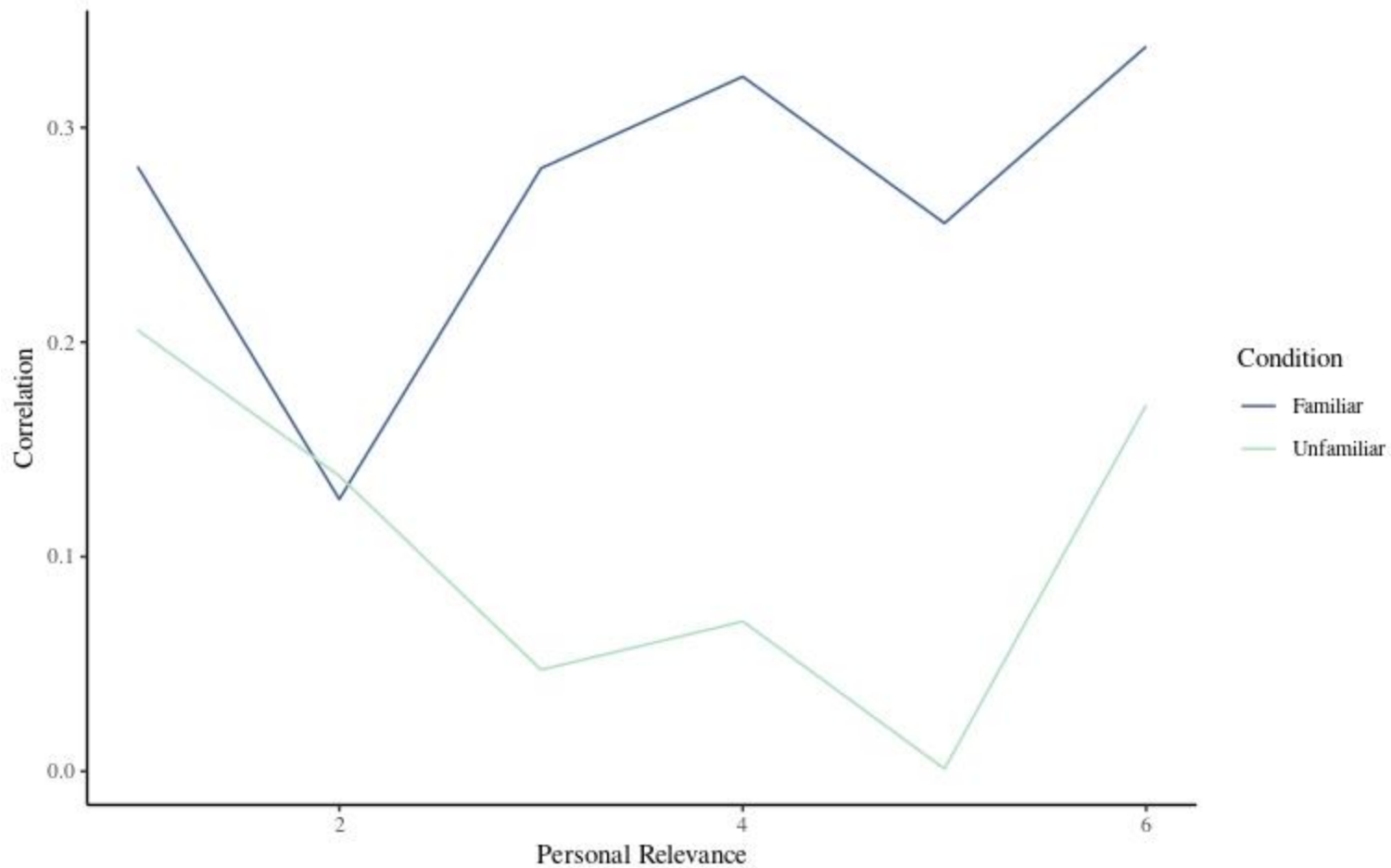


Current Findings




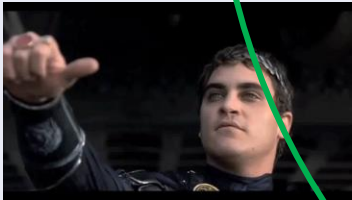

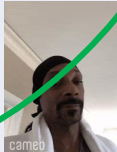


Current Findings

Correlations across Relevance

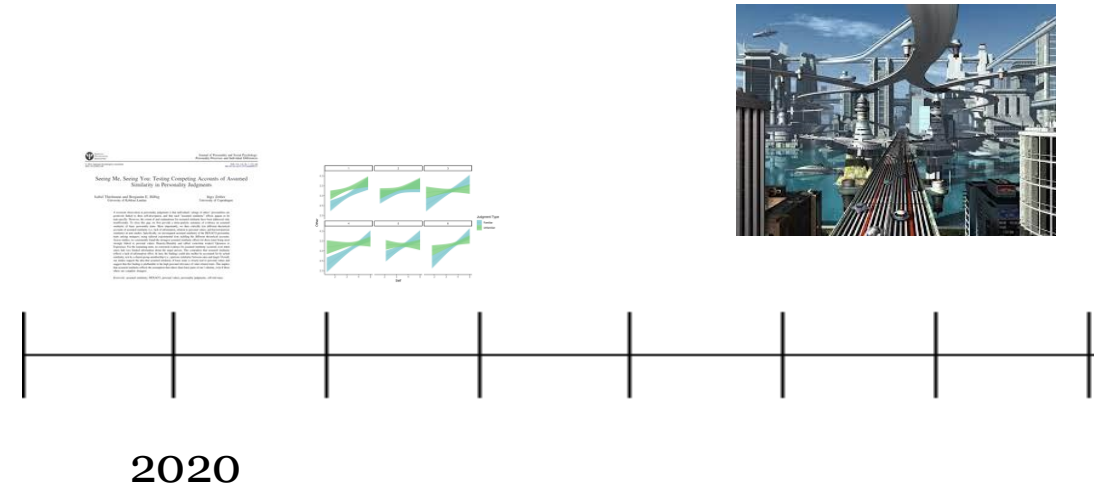


Different Predictions

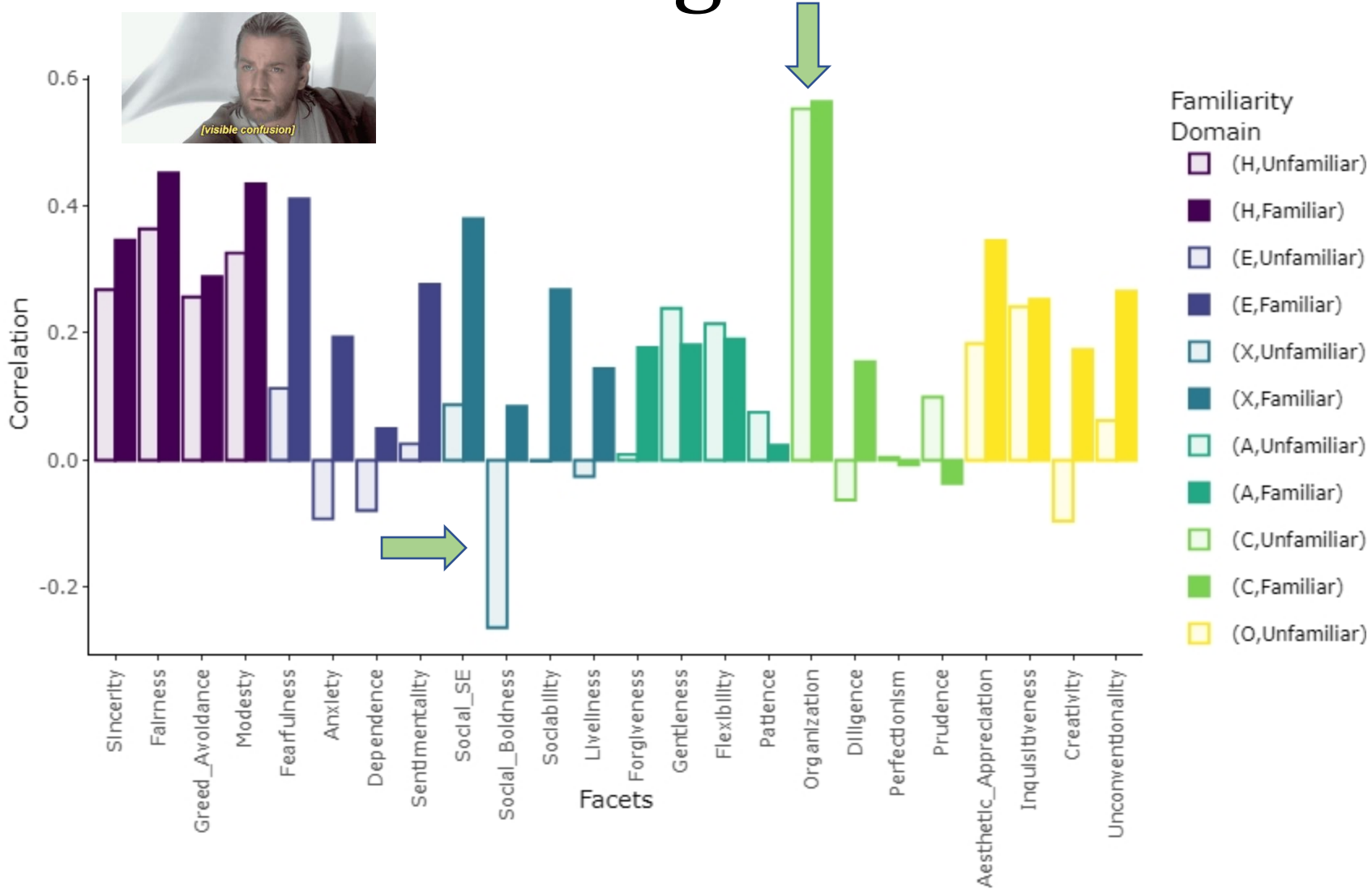
	Informational Account	Motivational Account
Re: Traits	Greater AS for traits with lower accuracy 	Greater AS for traits that are more important to the perceiver  
Re: Targets	Lower AS for more familiar others 	Greater AS for more familiar others  Greater AS for more liked others 

What's Next?

- Further explore the value hypothesis
 - More facet- and item-level analyses
 - Code item content to disentangle values (morals/evaluateness)

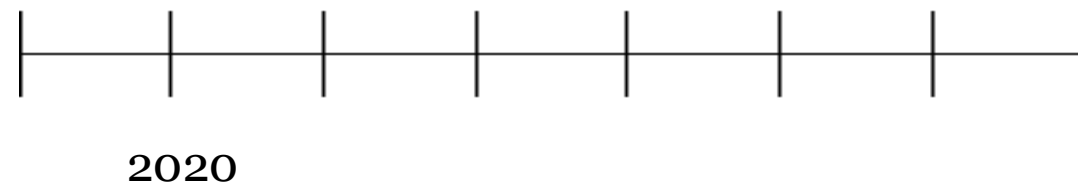
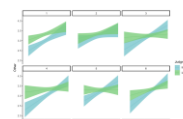


Bonus Findings!



What's Next?

- Further explore the value hypothesis
 - More facet- and item-level analyses
 - Code item content to disentangle values (morals/evaluativeness)
- Reconcile with profile analyses
 - Longitudinal change in dyadic AS?
 - Motivational manipulations
- Explore real world implications
 - Relationships
 - Workplace



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Becca Babineau	USC Upstate	Co-author
Hanna Smith	USC Upstate	Current coding
You	Toledo	Indulging me



ANY QUESTIONS?

WE'D LOVE TO HEAR THEM.

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