

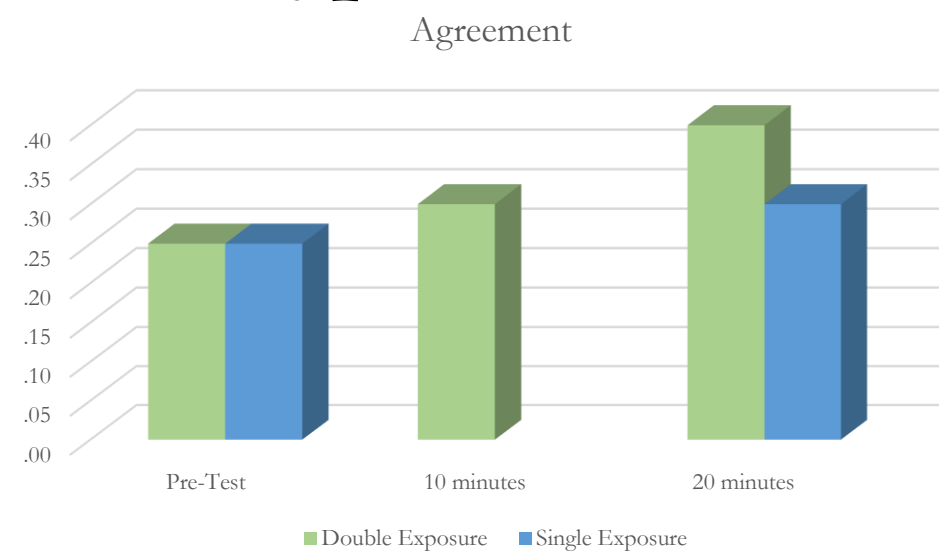
The Impact of Contact Frequency on Accuracy in Personality Judgment

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Background

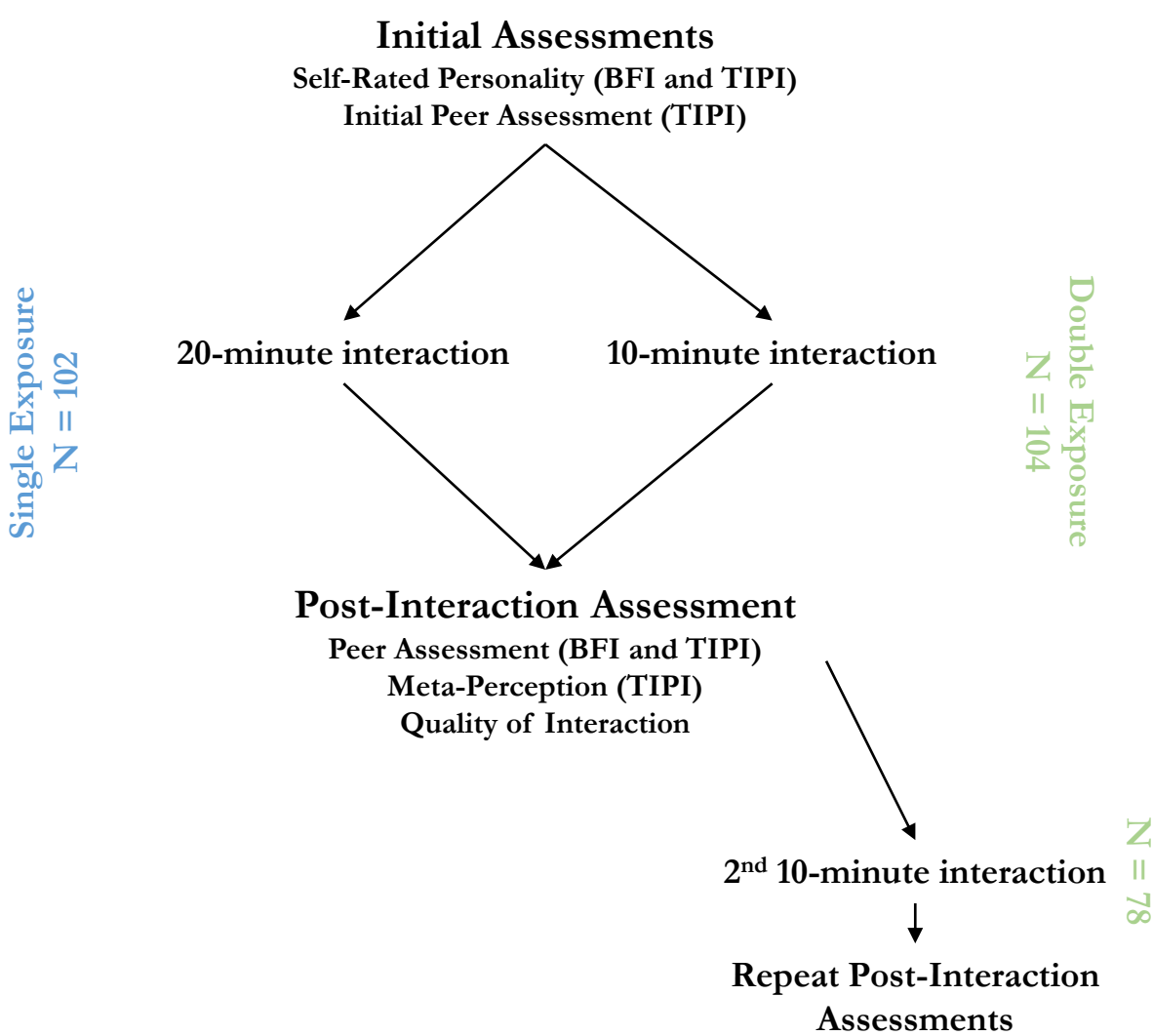
- Previous research indicates that length of exposure impacts accuracy in personality judgment
 - over longer periods of time (i.e., weeks and months: Connelly & Ones, 2010; Kurtz & Sherker, 2003; Norman & Goldberg, 1966; Paulhus & Bruce, 1992; Watson, Hubbard, & Weise, 2000)
 - and shorter periods of time (i.e., minutes and hours: Beer & Watson, 2010; Borkenau & Leibler, 1992; Carney, Colvin, & Hall, 2007; Letzring, Wells & Funder, 2006)
- However, it is unclear the extent to which length of exposure and frequency of exposure may be confounded
- It is possible that observations on multiple occasions (for similar or even shorter time periods) may lead to equal or greater accuracy in personality judgment than longer exposures on fewer occasions

Hypotheses

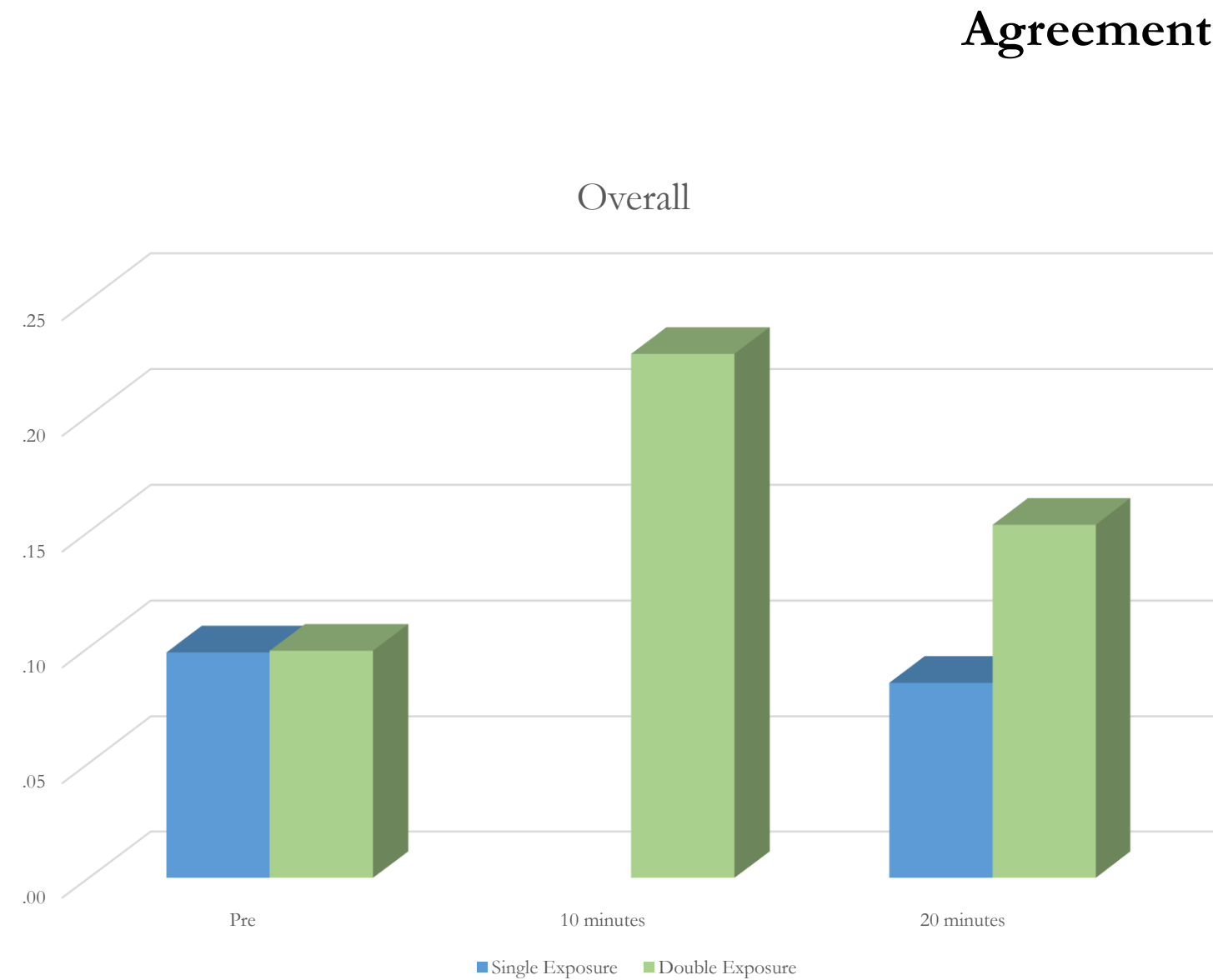


Method

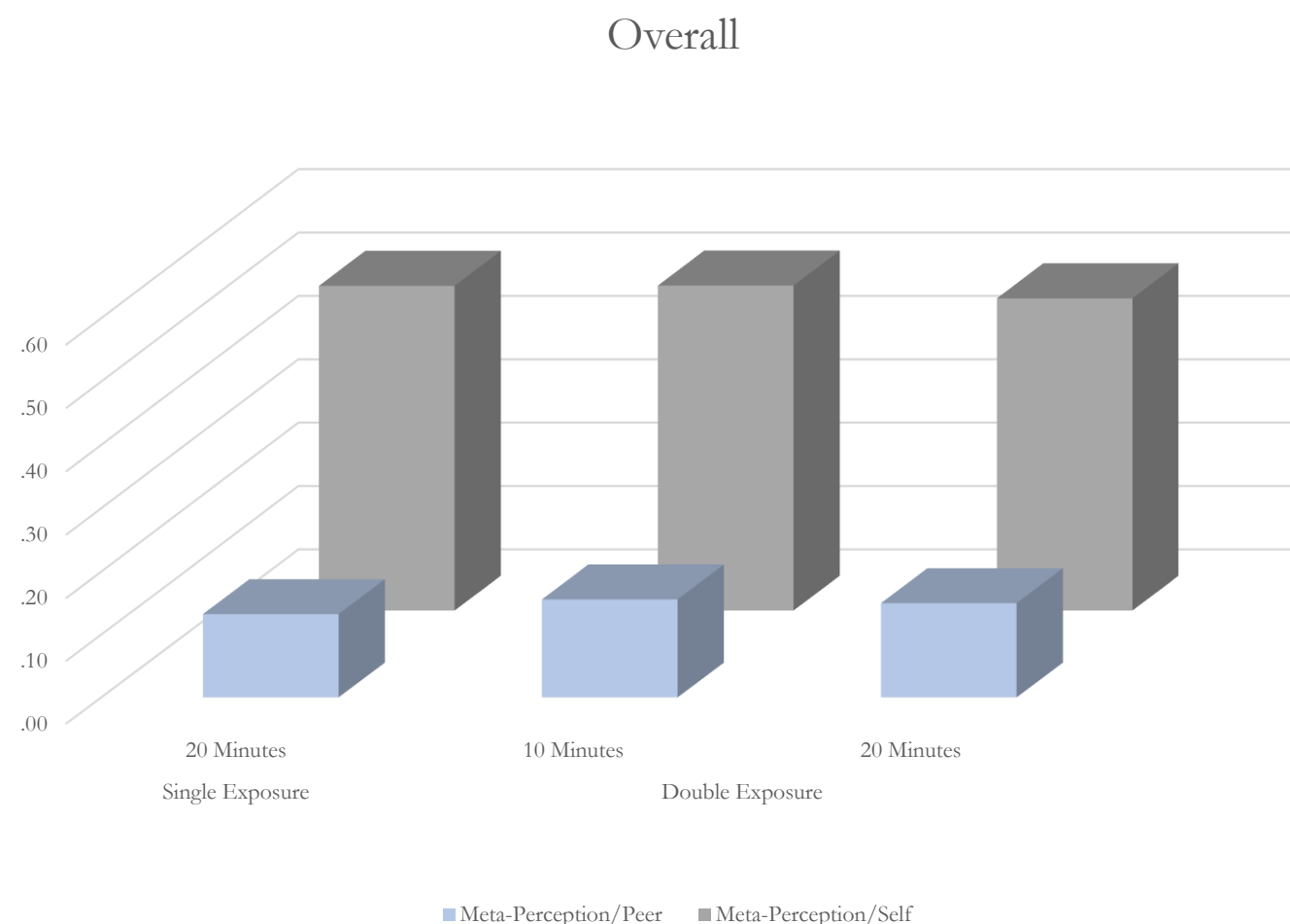
206 undergraduates participated in dyads in one of two conditions:



Results



Meta-Perceptions



Discussion

Conclusions

- Neither frequency nor duration of exposure reliably produced greater accuracy in this sample
- Rather, accuracy was comparable after an initial meeting, regardless of length, and, if anything, there was a trend towards diminished accuracy following second contact
- **Meta-accuracy** (connection between anticipated peer ratings and actual peer ratings) was uniformly low, indicating that people did not understand how others were seeing them
- **Anticipated peer accuracy** (connection between self rating and anticipated peer rating) was uniformly high, indicating that people felt as though others were seeing them as they are (in accordance with Kenny & DePaulo, 1993)

Limitations

- Absence of a second initial measurement in the double exposure condition (prior to the second interaction)
- Limited variability in number of exposures and durations
- Limited statistical power
- Possibility of self-selection into conditions (they were advertised as separate studies)