

## Forming Impressions of Personality: Comparison of Asch's classic study to Nauts. et al. replication

The aim of this paper is to compare two studies that have addressed the primacy-of-warmth effect. The first is the original study by Asch (1946), who is considered to be the founder of this effect. I will compare this study to a new replication study (Nauts et al., 2014) focusing on the primacy-of-warmth effect.

In the original study Asch addressed the issue of how we form impressions of personalities – do we perceive personalities as a whole or rather as individual traits? Participants were given a list of 6 to 7 personality traits of an imaginary person (e. g. intelligent, skillful, industrious, warm, determined, practical, cautious). There were two conditions – the list of traits given to participants differed only in the warmth-cold trait. Participant were asked to write a description of the imaginary person based on their impression, then to select a trait most applicable to their impression of the person and finally to rank traits from the list according to their significance for their impression. The results showed that the warmth and cold conditions greatly influenced the person's description. Asch concluded that we form comprehensive impressions of other people rather than considering people's traits separately.

Asch's study was replicated by Nauts et al. in 2014 and the methodology was the same as in the original study with a few changes, mainly due to technological changes and new possibilities of statistical analysis.

Arguably the biggest difference is that additional analysis, that were not possible at the time of Asch's study were added so the replication study evaluates the data in a more

quantitative manner. Another difference is that the replication study divided participants into several conditions instead of conducting several studies as in the original study.

Also, participants for the replication study were recruited using Amazon's Mechanical Turk and they completed tasks digitally instead of on paper. Lastly, power in the replication study was increased and the study was pre-registered.

Besides from these changes, the authors followed the original study methodology, ie the sample was similar in size ( $N = 1023$ , in the original study  $N =$  "over 1000") and the participants were given the same tasks in the same order as in the original study.

The results of the replication study show no evidence for a primacy-of-warmth effect - the warmth and cold trait was no more important than intelligence for the personality description. However, the results show contextual differences based on the full trait list - the warmth and cold trait was (or was not) central depending on the other traits participants were given to read. The latter finding is consistent with the original Asch's study.

In conclusion, the primacy-of-warmth effect was not shown in the replication study of Nauts et al. However, consistently with the original study a contextual effect was demonstrated. Thus, we can say that there are both differences and similarities in the findings of these studies.

## References:

Asch, S. E. (1946). Forming impressions of personality. *The Journal of Abnormal and Social Psychology*, 41(3), 258–290. <https://doi.org/10.1037/h0055756>

Nauts, S., Langner, O., Huijismans, I., Vonk, R., & Wigboldus, D. H. J. (2014). Forming impressions of personality: A replication and review of Asch's (1946) evidence for a primacy-of-warmth effect in impression formation. *Social Psychology*, 45(3), 153–163.

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Celkově se mi práce líbila. Shrnutí první studie je dobré, shrnutí druhé však schází. Obecně se ve srovnávací části objevují dobře konstruované věty na vypíchnutí toho podstatného srovnání – v podobě popisu rozdílu/podobnosti. Ale už to nejde dale do interpretace, co by takový rozdíl mohl znamenat. Ale má to spád a všechno dobře směřuje ke conclusion. Za formální stránku dávám 0 bodů – za pozdní odevzdání a chyby v referencích.

At' se daří,

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