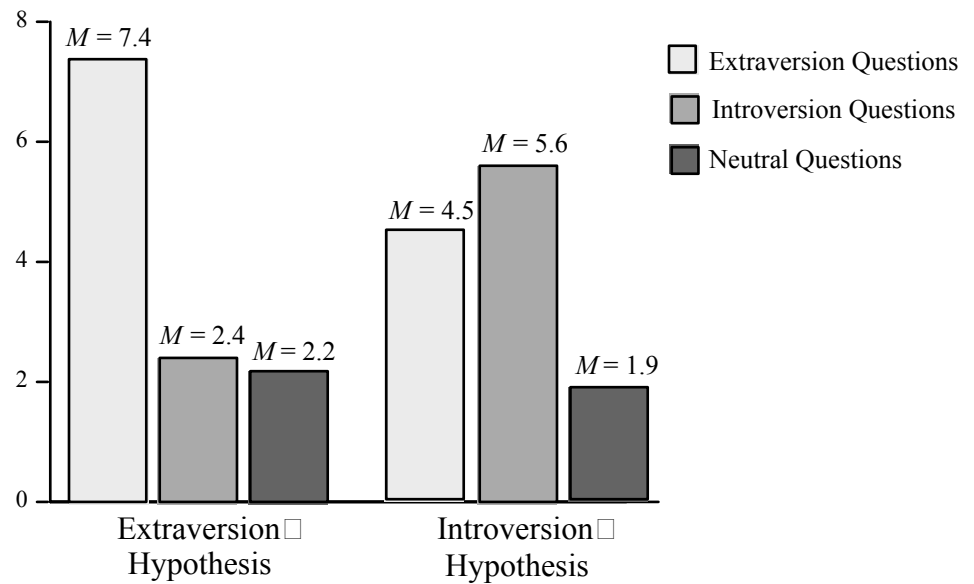


Behavioral Confirmation: Creating Social Reality
Monday, February 14, 2005

I. Testing our “Trait Schema” Hypotheses about Other People (Snyder & Swan, 1978)

A. We ask biased questions.



B. Biased questions yield *behavioral confirmation*.

C. It's a hard habit to break.

1. People ignore *base-rate information*.

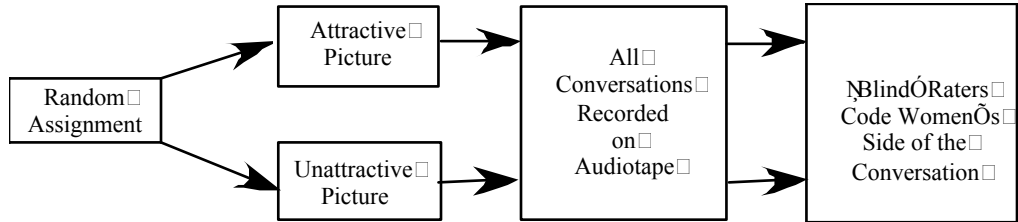
7/30 extraverts versus all 30 extraverts

2. People ignore *incentives for accuracy*.

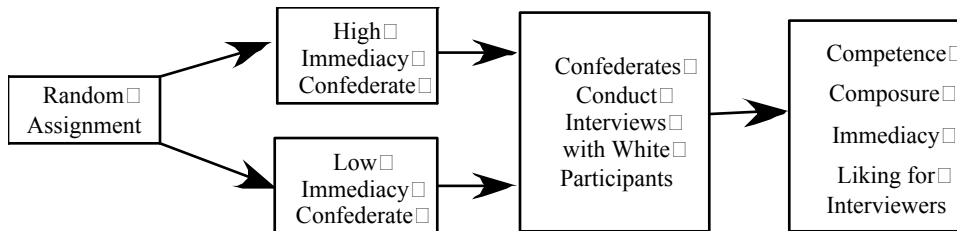
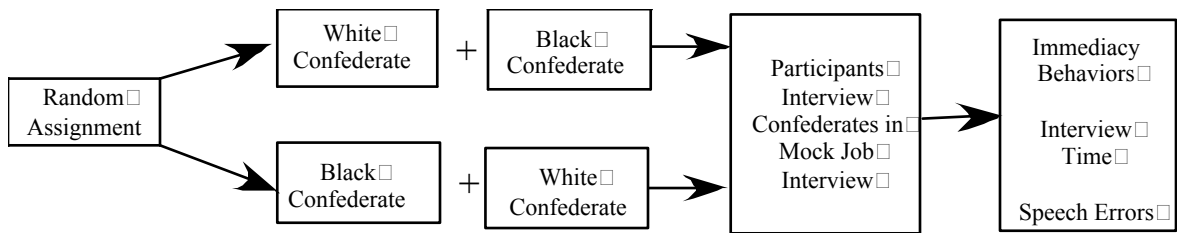
\$25 for correct inference

II. Other Manifestations of “Schema Fulfilling” Prophecy

A. What’s beautiful is good (Snyder, Tanke, & Berscheid, 1977)



B. The Power of Race (Word, Zanna, & Cooper, 1974)



III. Summary

- A. Person schemas (trait schemas, stereotypes) sometimes guide our hypothesis-testing.
- B. Person schemas influence our behaviors.
- C. Our behaviors elicit from others what we originally expected.
- D. Person perceivers are a powerful part of the social situation.