

We judge other's personality on the sole basis of their economic contribution to society

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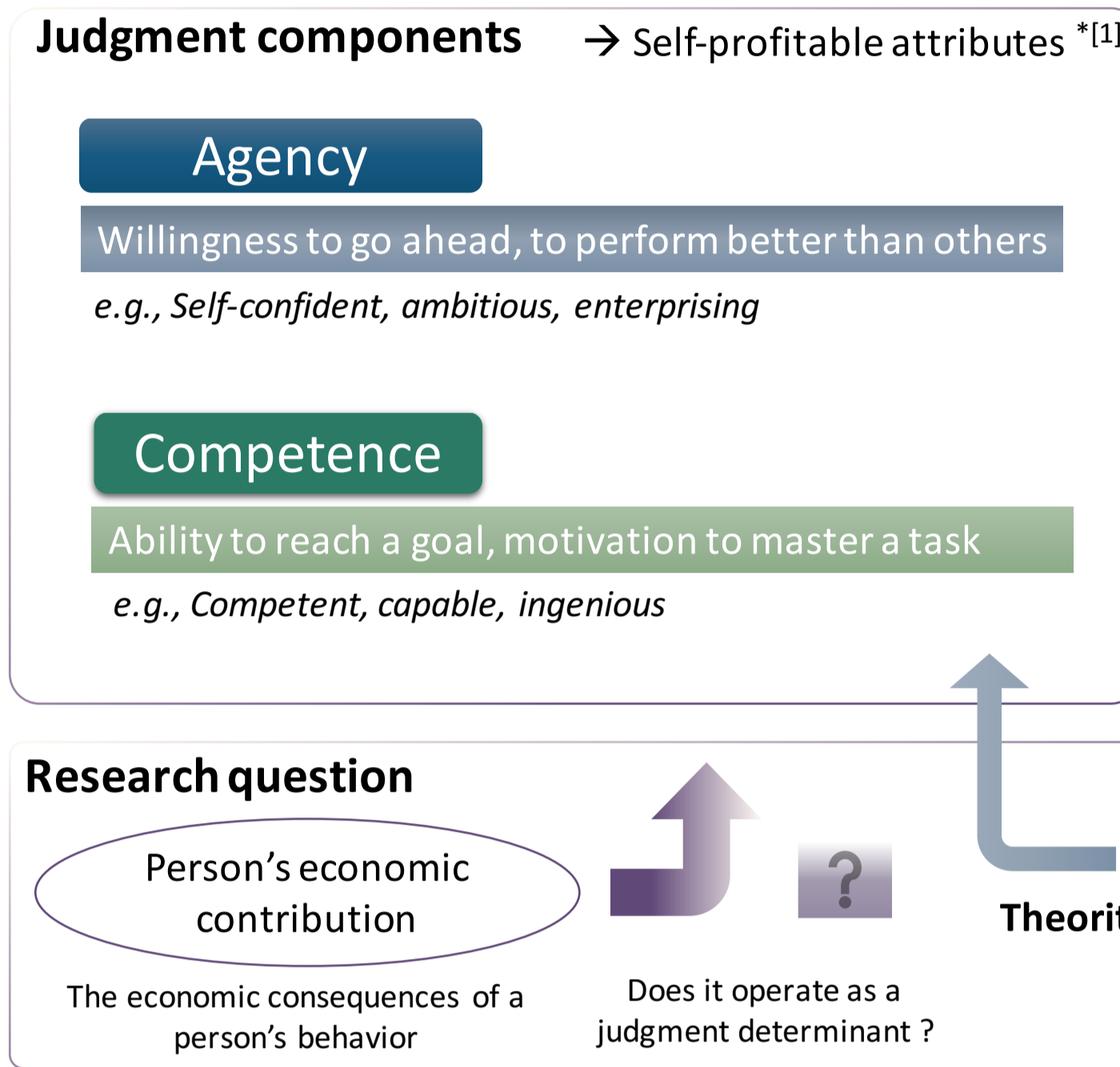
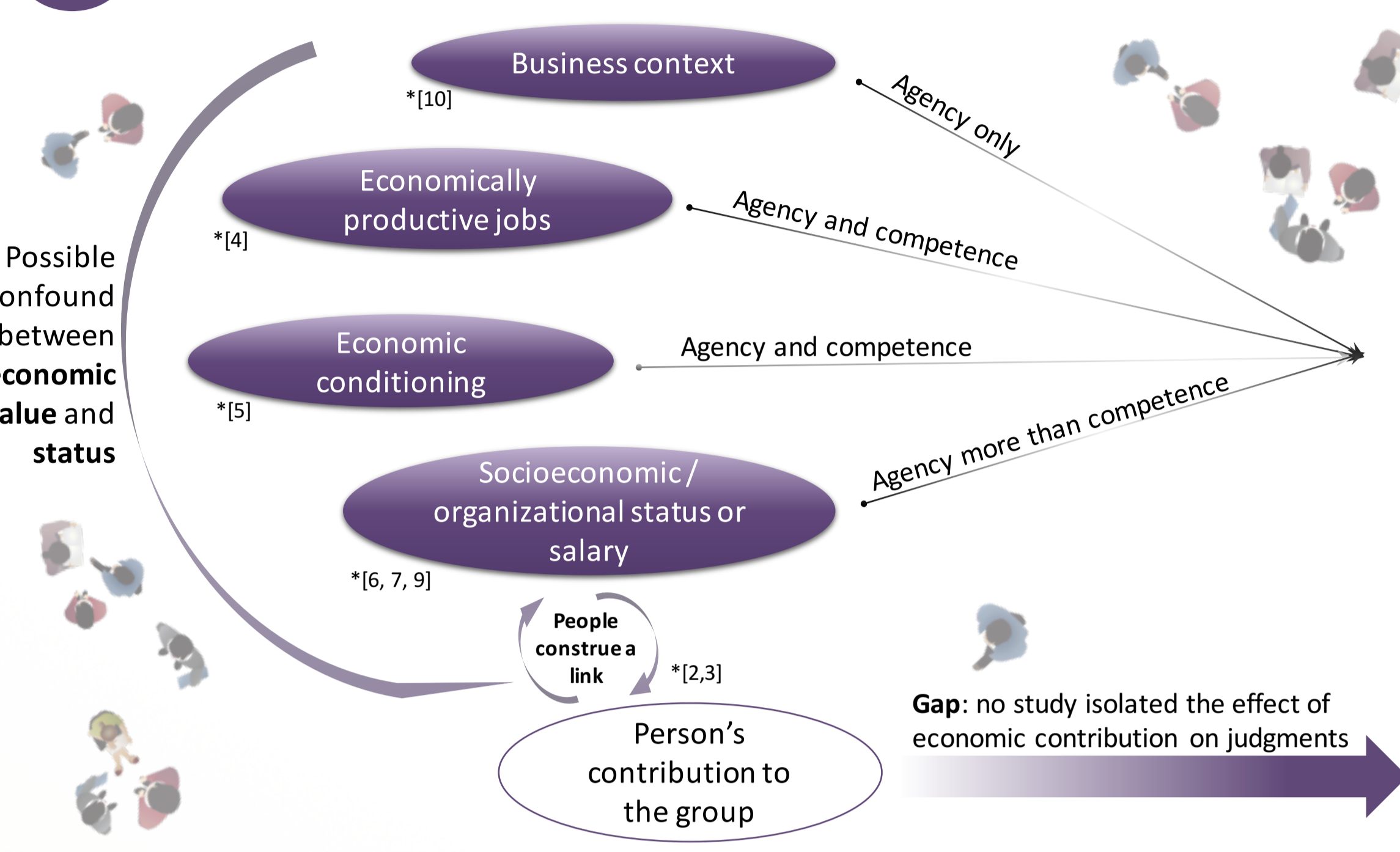


18th General Meeting
of The European Association
of Social Psychology
Granada July 5-8, 2017

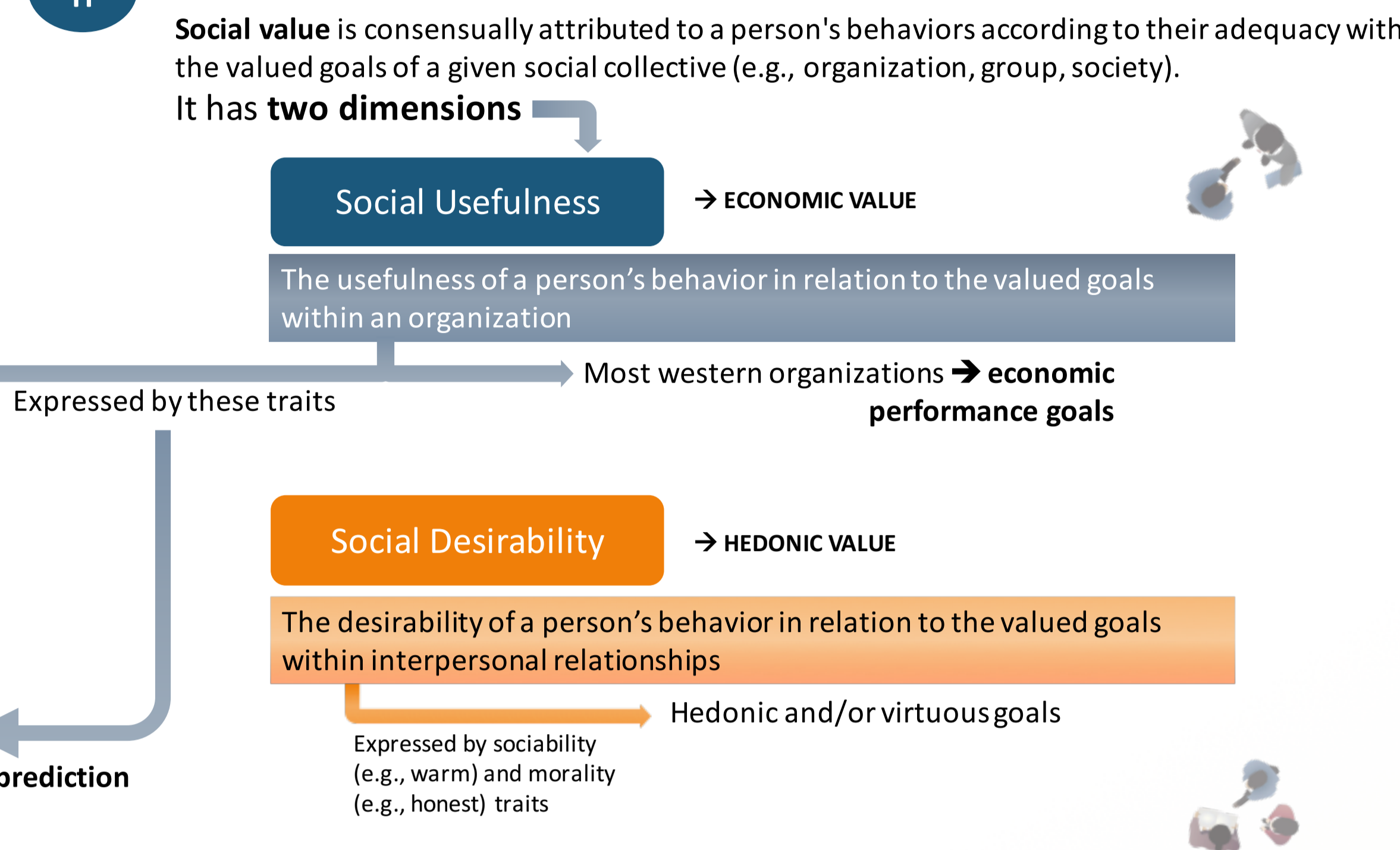


Introduction

Existing literature: economic value in competence and agency judgments

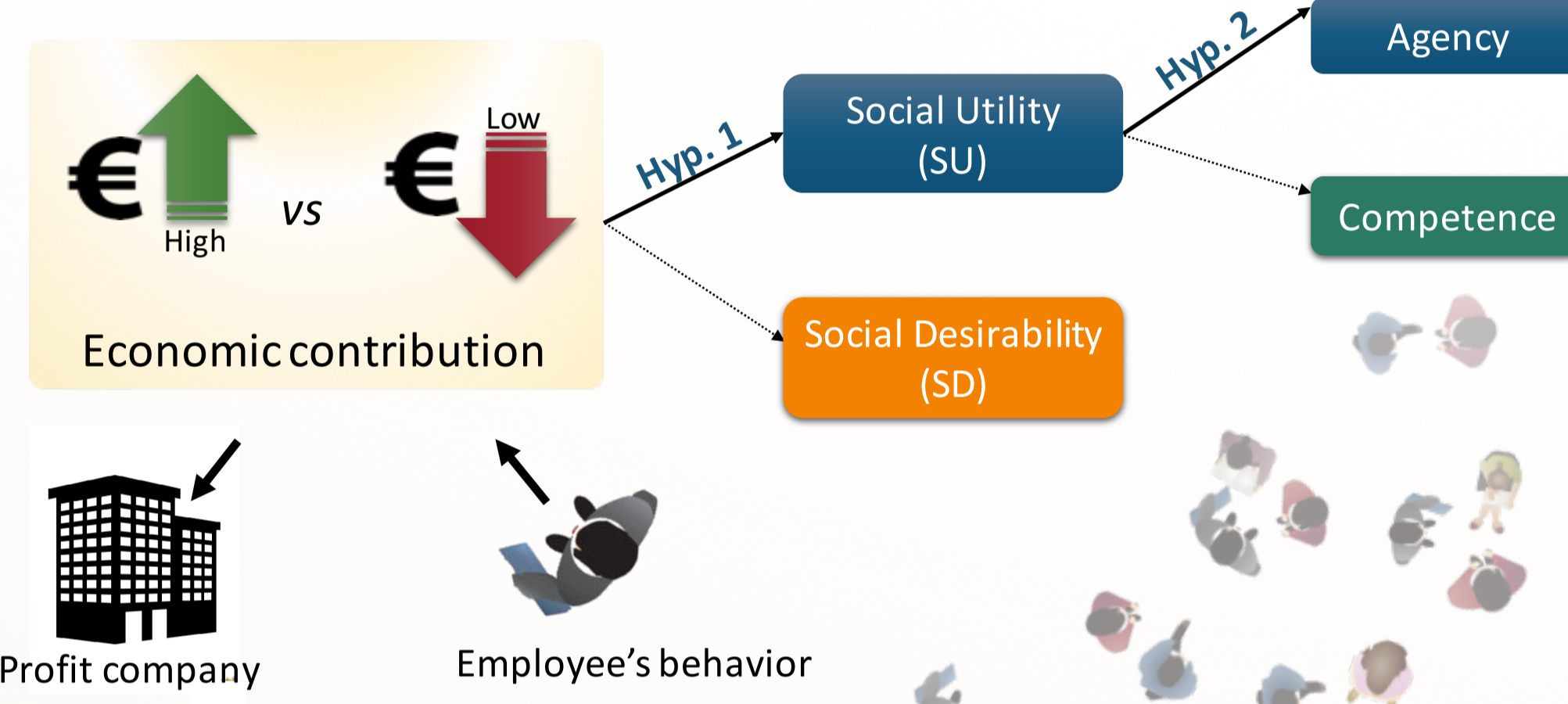


Theoretical background: Theory of Social Value



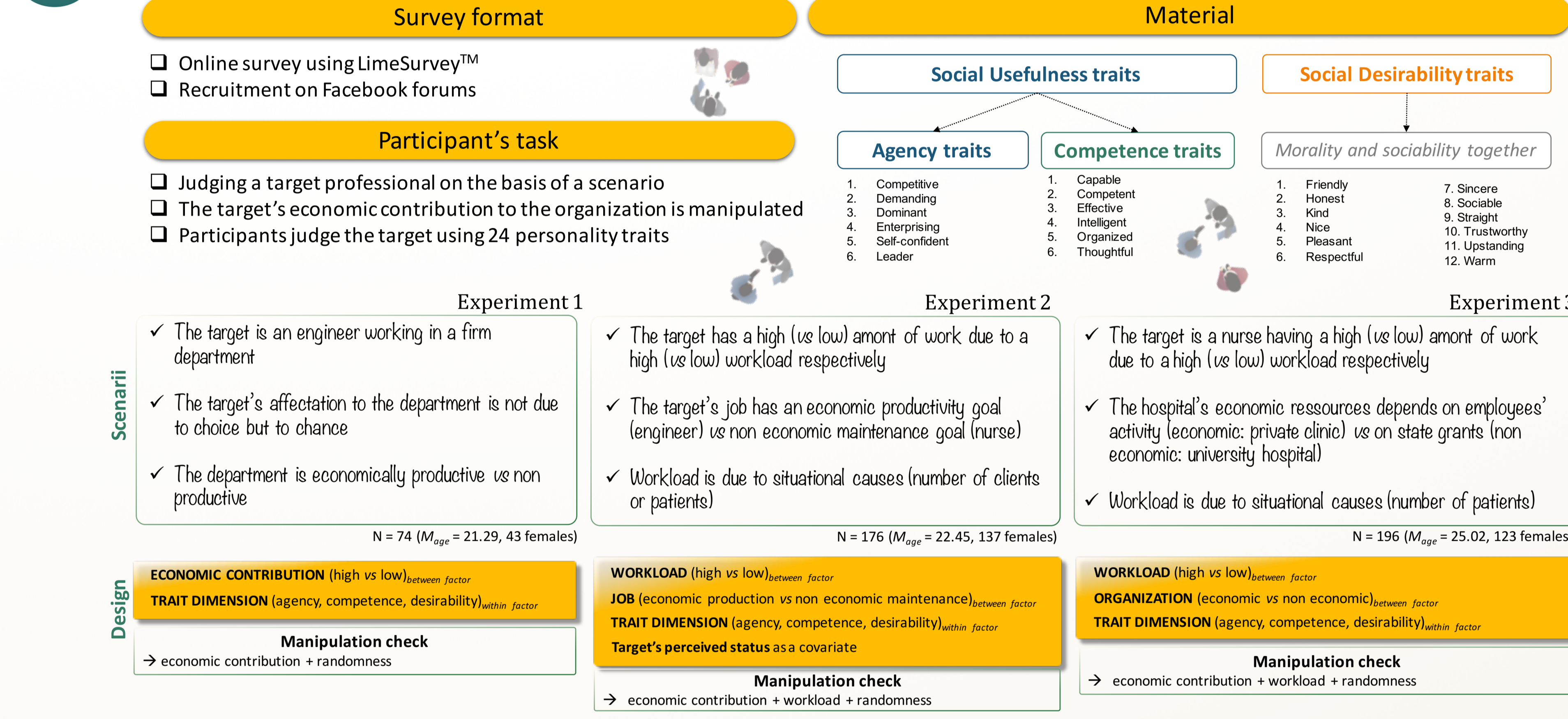
Method

Hypothesis

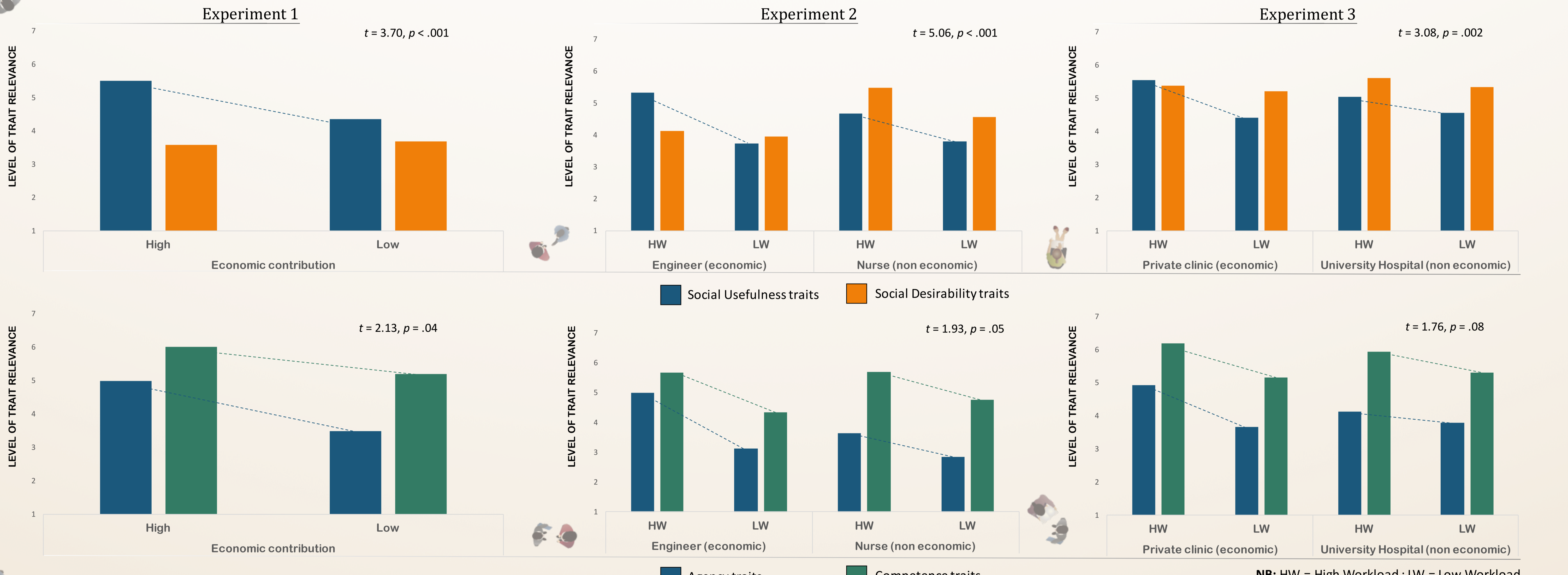


Even if the contribution is ostensibly not due to the actor's personality...
 ...because of their anchoring in economic value, SU traits should better capture a person's economic contribution than SD traits (H1)
 ...because of their performance component, agency traits should better capture a person's economic contribution than competence traits (H2)

Procedure and material



Results



Discussion

Theoretical contribution

H1 and H2 supported: economic value seems to determine SU judgments
 Agency and competence are not only self-profitable attributes: they can also designate social requirements that are economically profitable to organizations

Limits

External validity: need to examine judgments in other situations involving the economic contribution of an agent to his organization
 Ecological validity: need to test the effect of economic contribution on social judgments in real organizational settings

Perspectives

Clarifying the role of economic contribution in the attribution process
 Detecting a behavior's economic value should be a sufficient condition to attribute agency traits
 Testing the effect of economic contribution on self-judgments

HIGHLIGHTS

- Agency and competence traits are used to judge people's social usefulness
- Agency judgments better capture than competence the economic contribution of a person's behavior to an organization
- This seems to occur regardless of the person's assumed personality

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