

The influence of Personality Traits on Appearance Evaluation among Chinese Teenagers

Authors : Yichen Liu, Gexing Ding

Abstract : Past research seeking to understand our ability to update social impressions in light of behavioral inconsistencies has shown that morality is more dominant in impression formation and updating than ability (e.g. friendly vs. efficient). In this study, we aim to test whether this pattern holds among the teenage population in an eastern society. Our findings revealed that competency and moral judgments go beyond impression formation in social cognition by influencing physical attractiveness evaluation. Moreover, our results confirmed that moral description has a leading role over the other basic dimensions of human social cognition (i.e., competency) in driving the impression formation process in an eastern society. However, competency information was generally perceived as more favorable than moral information, regardless of valence. Further investigation is needed to understand the mechanism of such effects.

Keywords : impression formation, social cognition, moral judgment, cross-cultural

Conference Title : ICIPPT 2021 : International Conference on Individual Psychology and Personality Theory

Conference Location : Zurich, Switzerland

Conference Dates : September 16-17, 2021