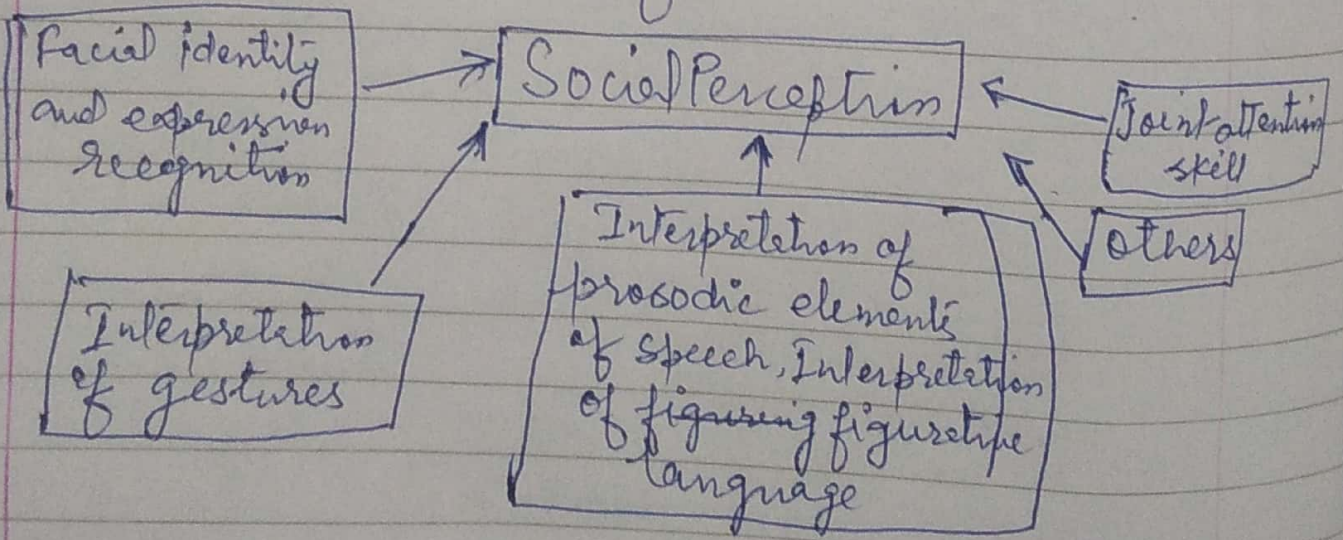


Social Perception

Social perception is the study of how people form impressions of and make inferences about other people as sovereign personalities. Social perception refers to identifying and utilizing social cues to make judgements about social roles, rules, relationships, context, or the characteristics of others.



There are many factors that can influence social perception, but - physical appearance, stereotypes, and context are three of the most important factors.

Social perception is one important component of social competence and social success (including peer acceptance and friendship). In addition to social perception, socially competent people must have knowledge of social rules, roles, routines, and scripts in their social lives. In review findings suggest that the social knowledge that is incidentally activated while reading words or imagining events subsequently affects participants' behaviours across a range of ostensibly but unrelated domains. Instead, behaviours are often presumed to

result solely from conscious,
intentional thought.