

## THE STYLE SYSTEM

### THE HALO EFFECT

***Attractiveness translates into perceived leadership and intelligence.***

- Halo Effect: People subconsciously base a person's character on an overall impression rather than individual examples.
- Noticed by Edward Thorndike during an analysis of military officers rating multiple soldiers.
- Observed a correlation in the ratings given by military officers analyzing the characteristics of soldiers.

#### *Dion and Berscheid*

People in attractive photos were rated to have positive personality traits and high-status lives. Those in unattractive photos were judged to possess negative character traits and unhappy, low-status lives.

#### *Landy and Sigall*

Authors with unattractive photographs were rated poorly. Authors with attractive photographs were judged as academically superior.

#### *Nisbett and Wilson*

An actor posing as a professor was described as having good personal qualities by students in a likeable lecture. The same actor was described as having negative qualities by students in a strict lecture.

- The quality of the fabric and the manufacturing process is more important than just recognizing the brand name when you shop.
- If you look like a funny, people will automatically remember you that way.
- The neatly-dressed man with good shoes and crisp trouser creases is going to be remembered as a "hard worker."