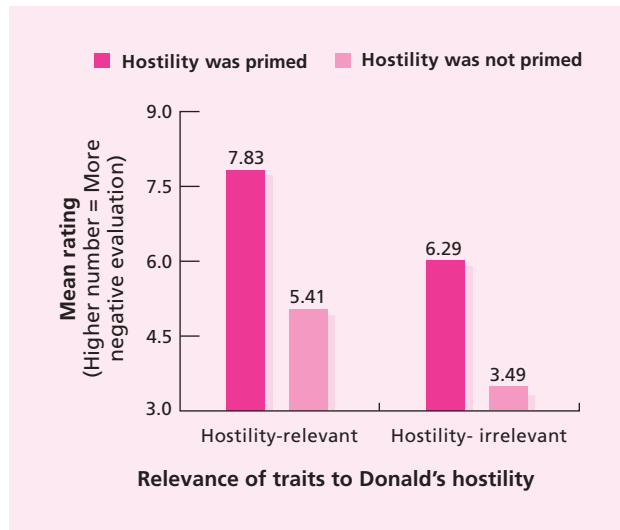


Social Perception

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**FIGURE 3.17****Priming Effects Influence Ratings of Hostility**

When hostility was primed, participants rated Donald more negatively than when hostility was not primed. This effect was especially pronounced for traits unrelated to hostility, demonstrating that activated schemas have general assimilative effects on social perception.

Source: Srull and Wyer (1979).