## 154

## CHAPTER FIVE

## FIGURE 5.3

Assimilation and Contrast Effects in Self-Evaluations of Attractiveness

The data show a contrast effect in the control condition, but an assimilation effect in the shared-birthday condition. These findings indicate that people assimilate to the characteristics of others when they feel psychologically connected to them.

Source: J. D. Brown, Novick, Lord, and Richards (1992).

