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TABLE 4.2 The Additive Model of the Impression Formation Process

Pat	Likability Rating	Kim	Likability Rating
Sincere	5.73	Honest	5.55
Thoughtful	5.29	Reasonable	5.00
Ambitious	4.84	Artistic	4.00
Persuasive	3.74	Painstaking	3.45
Σ	19.60	Σ	18.00