bro0796X_ch04_101-142 5/17/05 11:32 AM Page 105 Nish _05:Desktøp Folder:Sanjeev 17/5/05:

Social Judgment

105

EQA

TABLE 4.3	Comparing an Additive Model and an Averaging Model	
	of the Impression Formation Process	

Terry	Likability Rating	Chris	Likability Rating
Sincere	5.73	Sincere	5.73
Ambitious	4.84	Ambitious	4.84
Artistic	4.00		
Σ	14.57		10.57
Average	4.86		5.29