

## Social Judgment

105

**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		
$\Sigma$	14.57		10.57
Average	4.86		5.29