TABLE 4.4　A Weighted Averaging Approach to Understanding the Primacy Effect in the Impression Formation Process

| | LEON (DESCENDING POSITIVITY) | | | | NOEL (ASCENDING POSITIVITY) | | |
Trait	Trait Rating	Importance Weighting	Weighted Rating (Trait · Weight)	Trait	Trait Rating	Importance Weighting	Weighted Rating (Trait · Weight)
Sincere	5.73	4	22.92	Persuasive	3.74	4	14.96
Honest	5.55	3	16.65	Ambitious	4.84	3	14.52
Ambitious	4.84	2	9.68	Honest	5.55	2	11.10
Persuasive	3.74	1	3.74	Sincere	5.73	1	5.73
Σ	19.90	10	52.99	Σ	19.90	10	46.31
Weighted average			5.30	Weighted average			4.63