

Figure 4.1 Mean time (in seconds) needed to walk down a hallway as a function of prime type (from Bargh et al., 1996, Study 2a).

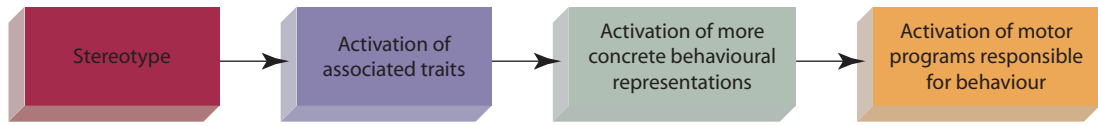


Figure 4.2 A possible process explanation for the automatic social behaviour effect (from Dijksterhuis & Bargh, 2001).

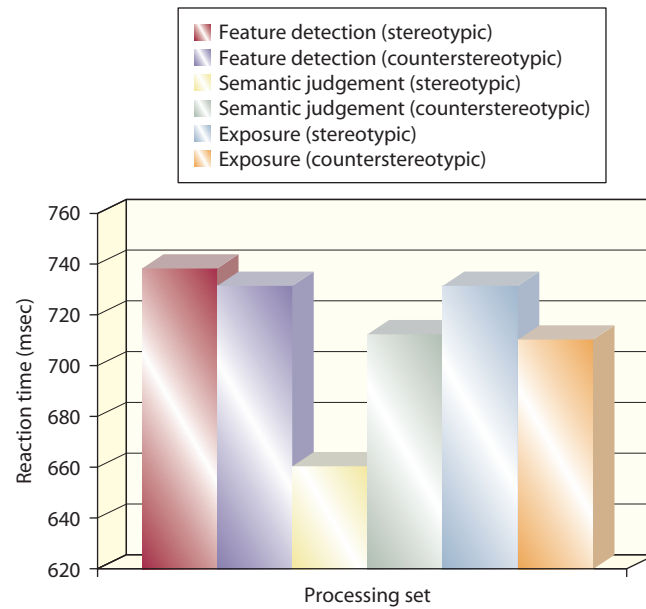


Figure 4.3 Mean LDT (lexical decision task) latencies in msec as a function of processing set and trait stereotypicality (from Macrae et al., 1997, Study 1).
 Note: Latencies for pictures of women (not objects) shown.

	Example	Example	Example
Initial categorization	<p>Woman encountered in busy supermarket with a clutch of kids trailing behind: probably a mother</p> <p><i>Processing stops here</i>, target is of no further interest/perceiver is in a hurry</p>	<p>Person overheard in next office, has high-pitched voice: probably female</p> <p>Perceiver needs to know more (could be new work colleague), looks for more clues</p>	<p>Elderly person who is female called Hilda.</p> <p>Perceiver needs to know more (it's his prospective mother-in-law)</p>
Confirmatory categorization		<p>Person is applying make-up: definitely female</p> <p>Perceiver still not satisfied, processing continues</p>	<p>Hilda enjoys listening to <i>The Darkness</i> and visiting her grandchildren: not your average elderly woman; hard to confirm initial categorization as sufficient, perceiver carries on</p>
Recategorization		<p>Wait a minute, she is also carrying a briefcase and a palmtop organizer, so actually she is probably a <i>business woman</i></p> <p><i>Processing stops here</i>, perceiver is satisfied (realizes he will not be working with this business woman); recategorization will suffice</p>	<p>Hilda services her own car and likes spicy curries and flower arranging: defies an obvious recategorization, perceiver probes deeper</p>
Piecemeal integration			<p>This family-loving, elderly woman called Hilda enjoys loud modern music, calmer creative activities, is mechanically minded and thrives on a diet of chicken vindaloo and Bombay potatoes</p> <p><i>Processing stops here</i>: target is not amenable to a categorical impression; perceiver satisfied with impression, although he has an extremely atypical mother-in-law</p>

Figure 4.4 Fiske & Neuberg's (1990) continuum model of impression formation: an illustration of how processing can stop at different stages.

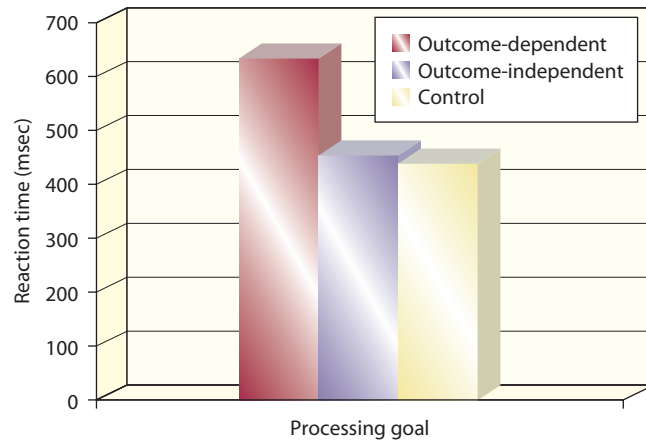


Figure 4.5 Participants' mean probe reaction times (PRTs) in msec as a function of processing goal (from Pendry & Macrae, 1994, Study 2).

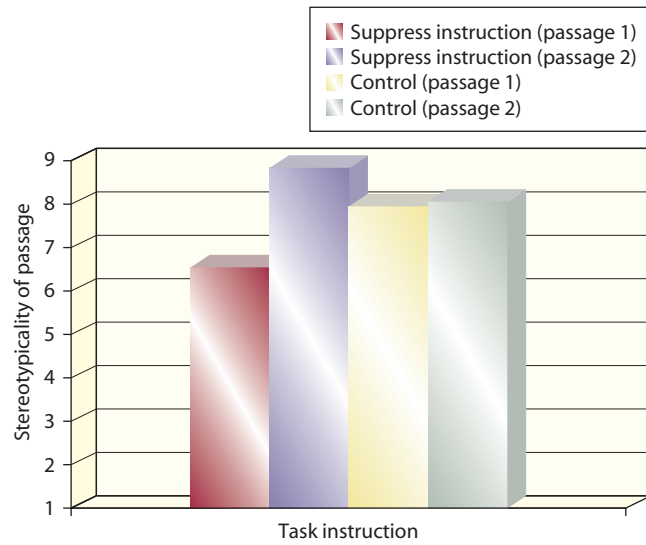


Figure 4.6 Ratings of passage stereotypicality as a function of task instruction (from Macrae et al., 1994, Study 1).