

Decision Processes Colloquia

Monday, March 24, 2025

Where: JMHH G50

When: 12:00 – 1:20 pm

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Strategic Displays of Warmth and Competence

ABSTRACT:

Using a combination of exploratory and confirmatory approaches, this research examines how people signal important information about themselves to others. We first train machine learning models to assess the use of warmth and competence impression management strategies in text data. Then, we evaluate whether these signals actually lead to higher warmth and competence perceptions among observers. Guided by these analyses, we generate hypotheses about how individuals present themselves as warm and competent, which we subsequently test in a new dataset. This process allows us to descriptively examine the effective and ineffective strategies people use to manage impressions, providing evidence for the existence of both novel and previously-identified tactics. More broadly, this work highlights the benefits of using natural language processing as part of a "full-cycle" approach to investigating psychological phenomena.