

DISCUSSION

The simple reading and manipulation of the stimulus person in the descriptive paragraph, this experimental study have produced 3 results. The flow of this discussion will attention in each of the 3 results. In that manner, there will be a clear analysis of relationship or differences that have occurred or not in this experiment.

The first result had answered the first hypothesis. Regardless of the behavior in the paragraph, smoking behavior is recalled more than nonsmoking behavior. Smoking became apparent to most subjects as noticeable than nonsmoking. However, it still can't be specified whether smoking behavior is an undesirable or desirable behavior. It can only be inferred in line with Brooks et al. (1981) though that smokers are less responsible, autonomous, and rebellious. In addition it supported also a pattern of hypermasculinity and bravado among male smokers. Therefore, since smoking behavior is recalled more than nonsmoking ones, it maybe congruent with personalities that can be attributed to smokers that's why it appeared more significantly among the subjects.

Specifying the level of desirability between the two behaviors is a difficult one. There can be two possible explanations that why smoking behavior is recalled more than nonsmoking one. It can be inferred that due to Brooks et al. findings, smoking behavior has hypermasculinity and bravado among men, that's why perhaps it was recalled more. On the contrary, smoking behavior of the stimulus person is recalled more due to probably the undesirable behavior that smokers have. With regards to Adea (1975) acquaintanceship usually is based on individuals' values, principles, ideas, and integrity. Due to Brooks et al. results that smokers are usually rebellious it contradicts to Adea's findings that's why why nonsmoking behavior of the stimulus person is less recalled than smoking behavior. That contradiction had probably made an outstanding effect and become apparent more among the subjects. Since the subjects are Filipinos who base first impressions on principles, values, and attitude (Adea, 1975) and a person with smoking behavior is more rebellious, lacks responsibility (Brooks et al., 1981), it contradicts to things Filipinos base their

first impression. In effect, that could have explained also why smoking behavior is recalled more than nonsmoking behavior. Nonsmoking behavior perhaps was not noticeable due to its congruence with Filipinos' basis for first impression.

The importance of this study is the significance of smoking behavior is recalled more than nonsmoking behavior in the light of impression formation concept. In that sense, further studies support strongly whether the said behavior appears to most as desirable or undesirable behavior.

With regards to the second and third results, in the smoking behavior category, the findings indicate that there's no significant relationship between behavior sentence position and retention; frequency recalled and not recalled. The third result of the smoking behavior category, produced the same pattern of results as the previous one. It indicated that there's no significant relationship between behavior sentence position and retention; the frequency recalled and not recalled.

The structure of the idea was based on Asch (1946) and Luchins (1957) study. As Asch had started studying in impression formation, Luchins found out that content of the first paragraph strongly influenced the subjects' impression. When traits are presented in good to bad traits, it produced a primacy effect. On the contrary, when traits are manipulated from bad to good, it produced a recency effect. The objective of this study is to measure only the amount recalled and not recalled. The factors that could have been a contribution to the nonsignificant effect was perhaps the immediate requirement to recall the behaviors of the stimulus person. With regards to findings of Carlota (1968) where she claimed that the longer the interval between the second communication and the impression

measure, the less favorable is the condition for a recency effect to appear and a net primacy effect occurs. In this study since time variable was not considered, the result could be well accepted, because the descriptive paragraph was given at one particular moment so no delay factor is involved.

The significance of behavior sentence position only followed as what Santos (1971) did in her experiment. The results of her experiment was dependent on the list length. The longer the list of traits, the more of the recency effect occurs, The shorter the list, the more apparent for the primacy effect. In this study however, it tried to find out if behavior sentence position would be recalled more at the beginning or at the end regardless of time or length of traits/behavior variable. The result had produced no significant relationship between behavior sentence position and retention. The nonsignificant relationship applies independently on each behavior concern. However, a further study is required to see if there's an interaction effect between behavior sentence position with respect to smoking and nonsmoking behavior. Although the second and third results have proven a nonsignificant relationship, still at least behavior sentence position can be used in future studies. A researcher can manipulate the length of the paragraph and include a particular behavior which will serve as behavior sentence position.

Further studies and research is recommended to replicate or establish new concept from this study. This study is limited only on smoking being the most recalled behavior. However, it does not imply scientifically yet if smoking indeed is a favorable or unfavorable behavior. The same holds true also for nonsmoking behavior. Further research on attitude based on the behavior concerned in this study is recommended.