

# DE LA SALLE UNIVERSITY

THE EFFECTS OF SEX, TYPE OF OCCUPATION, AND ORDER OF TRAIT  
PRESENTATION OF A TARGET INDIVIDUAL ON THE IMPRESSION  
FORMATION BY CHOSEN SUBJECTS

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by

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## TABLE OF CONTENTS

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Chapter	Page
ACKNOWLEDGEMENT . . . . .	i
ABSTRACT . . . . .	ii
1 INTRODUCTION . . . . .	1
1.1 Background of the Study . . . . .	1
1.2 Statement of the Problem . . . . .	5
1.3 Statement of Hypotheses . . . . .	6
1.4 Definition of Terms . . . . .	7
1.5 Statement of Assumptions . . . . .	9
1.6 Significance of the Study . . . . .	9
1.7 Scope and Limitations . . . . .	12
2 REVIEW OF RELATED LITERATURE . . . . .	15
2.1 Sex and Occupation . . . . .	15
2.2 Impressions Based on Informed Trait Characteristics . . . . .	21
2.3 Synthesis . . . . .	25
3 METHODOLOGY . . . . .	27
3.1 Overview and Research Design . . . . .	27
3.2 Population and Sample . . . . .	28
3.3 Instrument . . . . .	30
3.4 Procedure . . . . .	32
3.5 Data Processing and Analysis . . . . .	34
4 RESULTS . . . . .	36



# DE LA SALLE UNIVERSITY

Chapter	Page
4.1 Main Effects . . . . .	37
4.1.1 Sex . . . . .	37
4.1.2 Type of Occupation . . . . .	38
4.1.3 Order of Trait Presentation . . . . .	38
4.2 Two-Way Interaction Effects . . . . .	38
4.2.1 Sex and Type of Occupation . . . . .	38
4.2.2 Sex and Order of Trait Presentation . . . . .	40
4.2.3 Type of Occupation and Order of Trait Presentation . . . . .	41
4.3 Three-Way Interaction Effect . . . . .	42
5 DISCUSSION. . . . .	44
5.1 Sex of the Target Individual . . . . .	44
5.2 Type of Occupation of the Target Individual . . . . .	47
5.3 Order of Trait Presentation . . . . .	48
5.4 Sex and Type of Occupation . . . . .	50
5.5 Sex and Order of Trait Presentation . . . . .	51
5.6 Type of Occupation and Order of Trait Presentation . . . . .	52
5.7 Synthesis. . . . .	53
6 SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS . . . . .	55
BIBLIOGRAPHY . . . . .	61
APPENDICES: A - Pretest Questionnaire . . . . .	63
B - Experiment Proper Questionnaire . . . . .	79
C - Graphs . . . . .	101



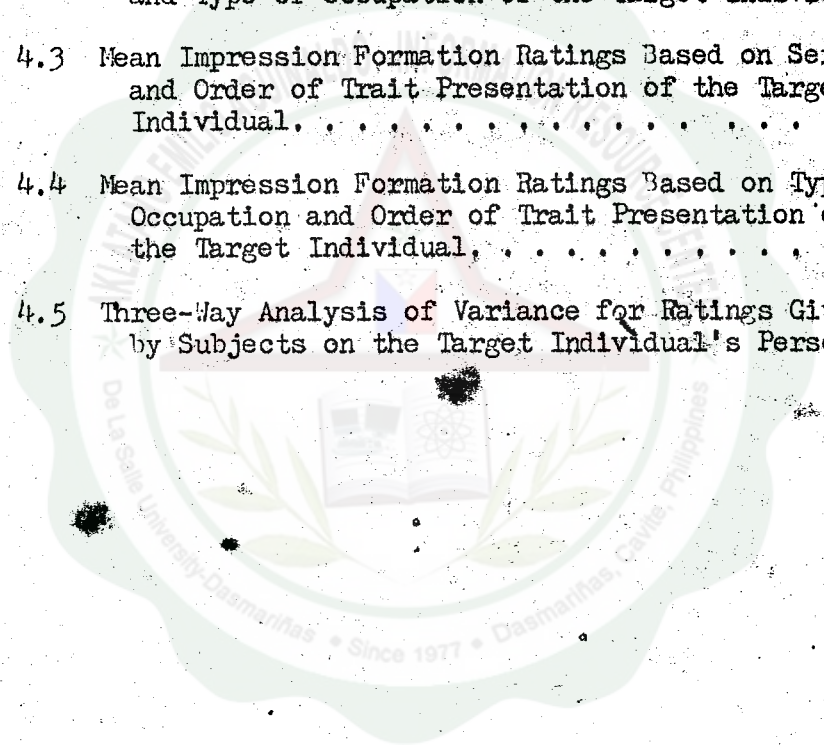


# DE LA SALLE UNIVERSITY

## LIST OF TABLES

\*\*\*

Table 4.1	Impression Formation Ratings by DLSU Freshmen Subjects of the Target Individual. . . . .	37
Table 4.2	Mean Impression Formation Ratings Based on Sex and Type of Occupation of the Target Individual. . .	39
Table 4.3	Mean Impression Formation Ratings Based on Sex and Order of Trait Presentation of the Target Individual. . . . .	40
Table 4.4	Mean Impression Formation Ratings Based on Type of Occupation and Order of Trait Presentation of the Target Individual. . . . .	41
Table 4.5	Three-Way Analysis of Variance for Ratings Given by Subjects on the Target Individual's Personality	43

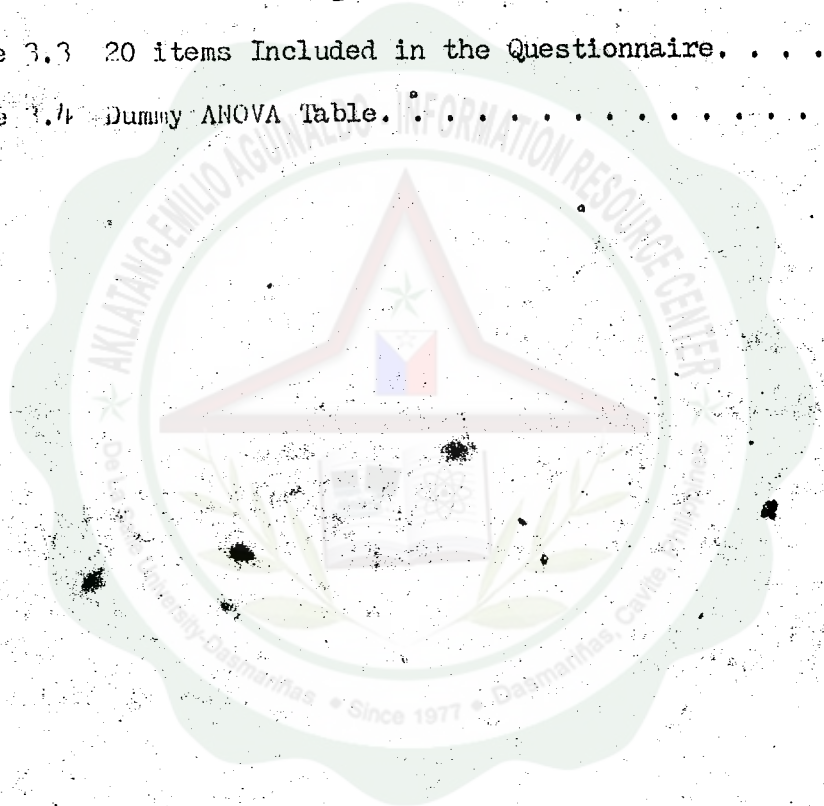


# DE LA SALLE UNIVERSITY

## LIST OF FIGURES

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Figure 3.1 Diagrammatic Presentation of the Research Design. . .	28
Figure 3.2 Distribution of the Participants According to Sex and College. . . . .	29
Figure 3.3 20 items Included in the Questionnaire. . . . .	31
Figure 3.4 Dummy ANOVA Table. . . . .	35



## ABSTRACT

[A number of researchers have conducted studies on impression formation, an aspect of the field of social psychology of which much still remains to be learned. The researchers have decided to add to the current knowledge on impression formation through this experimental study which measures the effect of sex, the type of occupation, and the order of trait presentation of the target individual on the impression formed by chosen participants. This study made use of the 2 X 2 X 2 factorial design with the independent variables varied as follows: (1) sex of the target individual - a. male, b. female; (2) the type of occupation of a target individual - a. white-collar job, b. blue collar job; (3) the order of trait presentation of the target individual - a. favorable traits presented before unfavorable traits, b. unfavorable traits presented before favorable traits. The subjects consisted of one-hundred twenty-eight (128) De La Salle University freshman undergraduates and the effects of the three variables taken singly and in combination on these subjects were measured through a 20-item semantic differential scale specially constructed by the researchers.] The twenty items on the questionnaire were answered by the subjects after they read a two-part description of a hypothetical target individual. Analysis of the data through the 3-way Analysis of Variance (ANOVA) revealed that the main effects of sex and type of occupation had a significant effect on the impression formed by the subjects on the target individual. The two way interaction of sex and type of occupation also was found to be significant. There was also a three-way interaction among the three variables which was found to be significant. The researchers made use of the 0.05 level of significance.

