THE UNIVERSITY OF CHICAGO

Computational and Applied Mathematics
Student Seminar

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Warmth, Competence, and Their Impact on Social Perception

MONDAY, May 1st
12:30pm
Jones Laboratory, Room 226

ABSTRACT

The Stereotype Content Model (SCM) is a framework used in social psychology to understand how individuals perceive others and form judgements based on two primary dimensions: warmth and competence. The model suggests that individuals and social groups are perceived and evaluated based on how warm and competent they appear to be. Recent studies have explored the cross-cultural applicability of the SCM. We discuss research methods regarding the SCM as well as tactics to optimize one's reputation through manipulation of various social dimensions.