

Date 6 November 2013
Speaker Chia – Jung Tsay (UCL)
Title The Impact of Visual Cues on the Judgment of Performance

Abstract

Social judgments and impressions are often made on the basis of minimal information. In the domain of music, people consistently report that the most important source of information in evaluating performance is sound; nonetheless, seven experiments demonstrated that people actually rely on visual information when making judgments about music performance. These findings were extended through additional experiments elaborating on the generalizability and persistence of these effects throughout domains and levels of analyses, with discussion of the role of expertise in such decision-making and the implications for organizational performance and outcomes.