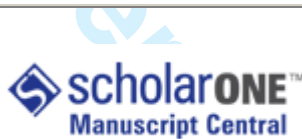




Two Dimensions of Interpersonal Attitudes: Liking Depends on Communion, Respect Depends on Agency

Journal:	<i>European Journal of Social Psychology</i>
Manuscript ID:	EJSP-07-0111.R2
Wiley - Manuscript type:	Research Article
Date Submitted by the Author:	n/a
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Review

Running head: LIKING AND RESPECT

Word count: 11 081

Two Dimensions of Interpersonal Attitudes:
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Abstract

Liking and respect are proposed as two dimensions of interpersonal attitudes. Whereas liking-disliking reflects personal preferences, respect-disrespect reflects deference. Four studies involving a variety of samples and target persons showed that: (1) liking is more strongly influenced by communal than agentic qualities of the target, (2) respect is more strongly influenced by agentic than communal qualities of the target, (3) influence of communal information on liking is mediated by the perceived benevolence of the target, (4) influence of agentic information on respect is mediated by the inferred status potential of the target person.

Key words: Liking, Respect, Agency, Communion, Attitudes

Two Dimensions of Interpersonal Attitudes: Liking Depends on Communion, Respect
Depends on Agency

Interpersonal attitudes are usually conceived of as unitary entities and are virtually equated with liking or global evaluation of another person. However, a substantial amount of theorizing and a number of empirical results suggest that attitudes in general may be ambivalent (Jonas, Brömer & Diehl, 2000; Thompson, Zanna & Griffin, 1995) and the same could be true for interpersonal attitudes, implying their distinct facets, with various antecedents and diverging consequences for psychological processes and behavior. On the other hand, there is a large amount of evidence that person perceptions involve two distinct content dimensions which also suggests a possible bi-dimensionality on the side of more affective, attitudinal responses to persons.

We assume that whereas attraction (affection toward a target person) is the affective component of an interpersonal attitude, person impressions (specific evaluations and trait ascriptions) constitute a cognitive component of the attitude. This assumption is based on the tripartite model discerning between the affective, cognitive, and behavioral attitude components (cf. Taylor & Chaiken, 1993), as well as on empirical research showing cognitive evaluations and affective attraction toward persons to be distinct outcomes which are differently influenced by various factors such as social comparisons (Herbst, Gaertner & Insko, 2003) or personal threat (Montoya & Horton, 2004). We postulate that the cognitive component of interpersonal attitudes results from person perception processes which involve two basic types of content: agentic and communal, while interpersonal attraction is the affective component of interpersonal attitudes and involves two dimensions of liking and respect. Whereas information on the target's communion influences liking to a higher degree than respect, information on agency influences respect more strongly than liking. We present a series of four studies conducted in various settings to test these hypotheses.

Dimensionality of Social Perception: Agency and Communion

Social judgments concerning persons, self-construal, and social groups involve two basic, relatively independent dimensions of content which have been variously defined, like agentic versus communal qualities (Bakan, 1966; Helgeson, 1994), intellectually good-bad versus socially good-bad traits (Rosenberg & Sedlak, 1972), competence versus morality (Kinder & Sears, 1985; Wojciszke, 2005), independent versus interdependent self (Markus & Kitayma, 1991) or competence versus warmth (Fiske, Cuddy & Glick, 2006; Fiske, Cuddy, Glick & Xu, 2002). Although definitions and research context of their use vary considerably, these formulations show striking similarities as recently noticed by Judd, James-Hawkins, Yzerbyt and Kashima (2005). In line with this observation, a study involving a large sample of trait-names rated independently for a variety of content parameters (e.g. how much each of the trait expressed agency, or expressed communion) showed that the traits which are agentic tend to be considered also individualistic, masculine, competence-related, and reflecting self-interest while the communal traits are considered collectivistic, feminine, morally relevant, and reflecting interests of others (Abele & Wojciszke, 2007). Looking for generic names of these two sorts of content, the latter authors proposed to use the terms agency versus communion because Bakan's (1966) distinction is one of the earliest, most comprehensive and used in various areas of psychology. For example, it is recognized as capturing the essence of the circumplex model of interpersonal behavior (Wiggins, 1991), two basic themes of autobiographical memory (McAdams, Hoffman, Mansfield & Day, 1996) and two basic implicit motives which influence social information processing and memory (Woike, Lavezzary & Barsky, 2001).

In an attempt to identify the common core of these two classes of content, Abele and Wojciszke (2007) theorized that all the agentic constructs reflect a concern with self, self-interests, and efficiency in their attainment, while their communal counterparts reflect a

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3 concern with others and their interests (as individuals or groups). In accord with this
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5 reasoning they found that agentic qualities are more desired for the self and agentic content is
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7 more relevant in self-construal and self-evaluations than communal content. On the other
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9 hand, the communal qualities are more desired in others and communal content is more
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11 relevant in interpreting others' behavior and evaluation of other persons.
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15 Dimensionality of Interpersonal Attitudes: Liking and Respect

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17 Although most research on interpersonal attitudes implicitly assumes their unitary
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19 nature, several authors postulated more than one dimension of attraction: liking and
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21 admiration (Heider, 1958), social versus intellectual attraction (Lydon, Jamieson & Zanna,
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23 1988), and liking versus respect (Kiesler & Goldberg, 1968). Kiesler and Goldberg performed
24
25 a factor analysis on various acts revealing attraction and found that the first factor, liking,
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27 included such declared activities as inviting the other to a party, to a movie or to join the
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29 participant's club while the second factor, respect, included asking the other for opinion on
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31 important issues, voting for the other, and respecting the other's knowledge.
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36 What is the difference between liking and respect? We assume that both are affective
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38 responses to a person, but they differ in their nature and cognitive antecedents. Liking-
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40 disliking is a response reflecting personal interests and preferences, such as fondness
41
42 (loathing), attachment (dissociation), enjoyment (aversion), and so on. Respect-disrespect is a
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44 response which reflects high regard of and deference to a person. We assume that liking and
45
46 respect differ in their cognitive basis and are distinctly related to the agentic and communal
47
48 dimensions of social perception discussed earlier. Specifically, we predict that liking is more
49
50 influenced by information on (or judgments of) the target person's communion, while respect
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52 is more influenced by information on (or judgments of) the target's agency.
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58 *Communion and Liking*

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3 Communal qualities of the attitude target are other-profitable in nature (Peeters, 1992)
4 meaning that they have direct bearing on the attitude holder's interests and well-being.

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7 Communal virtues – like caring for others, being considerate and fair – bring immediate
8 benefits for others, just like communal vices are directly harmful, costly or unpleasant for
9 others (Abele & Wojciszke, 2007). The category of others includes attitude holders, either
10 actually (when they happen to be recipients of the communally relevant action in question) or
11 potentially (by anticipation of what would happen to them if they interacted with the target).
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20 Because communal target persons are conducive to the perceiver's goals and interests,
21 they should be more liked than non-communal ones. The first obvious reason is that people
22 like those who act for their good and dislike those who impose costs. For example, retired
23 persons (but not students) liked a politician whose program aimed at bettering the fate of
24 retirees to a much higher extent than a politician whose program aimed at reducing privileges
25 of the retired (Cislak & Wojciszke, 2006). The retired also considered the first politician to be
26 more communal (showing higher moral integrity) than the second one, although student
27 participants, whose interests were not directly involved, did not see any difference here.
28
29 Similarly, Russell and Fiske (2008) found that strangers expected to be met in a cooperative
30 context were perceived as more communal than identical strangers expected to be met in a
31 competitive context (i.e. when they were expected to act against the perceivers' interests). The
32 second reason is that objects conducive to current goals automatically instigate positive
33 affective states and these objects acquire more positive valence compared to a situation when
34 the goals are already completed or have been never activated. Ferguson & Bargh (2004)
35 showed such effects for evaluations of words describing goal-relevant objects; we suspect that
36 similar processes may operate with respect to persons.
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57 Since communal qualities of a person have direct influence on the attitude holders'
58 interests, we predict that perceived communion strongly influences liking. The influence of
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communal qualities on respect is predicted to be weaker or non-existent because respect has no direct link to an attitude-holder's interests.

Agency and Respect

Agentic virtues – efficient pursuing one's goals, competence, and ambition – bring immediate benefits for their possessor in terms of both specific goods acquired and social regard. Acting for self-interest is, of course, a definitional feature of selfishness, a highly negative characteristic. Still, numerous agentic qualities (competence, intelligence or self-sufficiency) are highly favourable and the agentic content of traits correlates strongly with their global favourability (Abele & Wojciszke, 2007). This means that agency has a positive aspect in addition to selfishness. We hypothesize that this positive aspect reflects social utility of agency (Dubois & Beauvois, 2005) and involves acquiring social status and respect.

Status is a prominent variable in group perception and intergroup relations, though it used to be virtually neglected in person cognition and interpersonal relations. However, recent studies suggest that status is an important variable in the latter context as well. High status individuals (especially men) draw relatively more attention as shown by eyetracking data (Maner, DeWall & Gailliot, 2008). Visual information on status tends to be spontaneously processed even when it is detrimental to the main parallel task (Moors & De Houwer, 2005) and it is automatically responded with the perceiver's complementary behaviour (such as the dominant behaviour is responded with submission and vice versa, Tiedens & Fragale, 2003). Status differences emerge early on in the group life, show high temporal stability, and there is a high agreement among group members regarding status differentiation (Anderson, John, Keltner & King, 2001). Interestingly, group members typically perceive their own status correctly although the same individuals show exaggerated perceptions of how much they are liked by others (Anderson, Srivastava, Beer, Spataro & Chatman, 2006). This is because status self-enhancement is perceived as disrupting to group processes and, therefore, punished

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3 by ostracism and a lowered pay for status self-enhancers (Anderson, Ames & Gosling, 2008;
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6 Anderson et al., 2006).

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8 Agency is closely related to social status (accompanied by respect) for at least three
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10 reasons. First, agentic qualities are instrumental in acquiring status by individuals. Group
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12 goals are facilitated when agentic and competent members are granted high status and
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14 influence within a group as shown by research on the expectation states theory (Ridgeway,
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16 2001). Second, perceptions of competence and agency are frequently formed in a way which
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18 justifies and perpetuates the existing status differentiation. Followers overestimate the
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20 influence and input of their leaders (cf. Chemers, 2001) and leaders also overestimate their
21
22 own performance and underestimate competence of their subordinates (cf. Georgesén &
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24 Harris, 1998, for a meta-analysis). Fiske and her colleagues showed the same competence-
25
26 status link on the level of group stereotypes: Stereotypes function to justify the status-quo,
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28 groups of high status are perceived as more competent and the two perceptions are highly
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30 correlated for a variety of groups (Fiske, et al., 2002). Interestingly, recent research shows that
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32 these social structural premises shape perceptions of individuals as well. Persons of high
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34 status are perceived as more competent than low status people, even if they show an identical
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36 level of efficiency (Russell & Fiske, 2008). Finally, agentic qualities form the basis of social
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38 utility judgments which reflect “the knowledge we have of a person’s chances of success or
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40 failure in social life, and is based on how well that person meets the requirements of a given
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42 society in which he or she lives” (Cambon, Djouari & Beauvois, 2006, p. 168). At least in
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44 individualistic societies, showing agency is seen as a prerequisite of success (Dubois &
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46 Beauvois, 2005) and successful persons are granted respect.
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55 These regularities evidence that status matters in interpersonal (not only intergroup)
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57 perception as well as that agency, status, and respect are strongly related to each other. Like
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59 most associations, these relations should be bi-directional. That is, individuals of high status
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3 are respected and perceived as highly agentic, as well as agentic individuals are respected
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5 because they are perceived as having a high potential to elevate their status. Therefore, we
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7 predict that agency strongly influences respect and that this influence is mediated by the
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9 perceived status potential of the target person. The influence of agency on liking is more
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11 problematic because the former may either facilitate or hamper the perceiver's interests
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13 depending on whether the agent acts for or against the interests of the perceiver.
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17 Summary of Hypotheses and Studies

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19 We report four studies aimed at testing four main hypotheses. Hypothesis 1 predicts
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21 that liking is more strongly influenced by information on a target's communion than agency.
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23 Hypothesis 2 predicts that respect is more strongly influenced by information on a target's
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25 agency than communion. These hypotheses were tested in two correlational studies where
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27 fictitious (Study 1) or real (Study 2) persons were rated for communal and agentic traits, as
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29 well as for liking and respect. They were also tested in two experiments (Studies 3 and 4)
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31 where information on communion and agency was orthogonally manipulated, while liking
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33 and respect were measured as dependent variables.
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39 In Study 4 two additional measures were introduced: the target persons' benevolence
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41 (how much they are perceived as acting for interests of other people) and the perceived status
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43 potential of the target (how much he or she is expected to acquire high status positions). This
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45 enabled us to test two additional hypotheses. Hypothesis 3 predicts that communal
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47 information influences the perceived benevolence (but not the status potential) and that
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49 inferences of benevolence mediate the effects of communal information on liking. Hypothesis
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51 4 predicts that agentic information influences the perceived status potential of target persons
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53 (but not their benevolence) and that inferences of status potential mediate the effect of agentic
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55 information on respect.
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3 To sum up, we expect liking and respect to be two facets of interpersonal attitudes
4 having different antecedents. One obstacle in testing such hypotheses is the potentially high
5 overlap of the liking and respect measures. It is well-known that strong consistency pressures
6 operate within attitudes (Eagly & Chaiken, 1993) and because liking and respect are both
7 highly evaluative in nature, each of them may spill over to the other (cf. Judd et al., 2005). To
8 control for these superfluous, spill-over effects we will use respect as a covariate when
9 analyzing the liking measure as well as liking as a covariate when analyzing respect.

20 Study 1

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22 In this study we aimed at devising measures of liking and respect as two facets of
23 interpersonal attitudes and we tested our hypotheses that liking depends more on a target
24 person's communal than agentic traits, whereas respect is more influenced by agentic than
25 communal qualities of the target. We devised short descriptions of target persons
26 accompanied by their photos and placed them on a web site. The Internet users who agreed to
27 participate were asked to read the information, look at the person's photograph and rate him
28 or her on 16 scales provided to measure liking and respect as well as agentic and communal
29 trait ascriptions.

41 *Method*

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43 *Participants, materials, and design.* Participants were 1913 (759 women) Polish
44 Internet users who agreed to participate in a 3 minutes study on person perception ranging in
45 age from 18 to 65 years ($M = 30.54$, $SD = 8.71$). They read a half-page long description of a
46 person who was presented on a photograph and described as an entrepreneur, a founder and
47 owner of a successful informatics business firm, married, with two children, a fan and
48 supporter of sports. Participants were randomly assigned to the male or the female version of
49 the description and to one of two photos (of each sex) which showed middle-aged persons of
50 average physical attractiveness.
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3 *Measures.* Participants responded to 16 questions selected in a series of pilot studies to
4 represent liking, respect, communion, and agency. The items are listed in Table 1. All target
5 ratings were given on 5-point scales ranging from *Definitely disagree* (1), to *It's hard to say*
6 (3), to *Definitely agree* (5).
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12 Items measuring liking and respect were operationalized after the definitions of these
13 concepts as proposed above. Items assessing agency and communion were subjected to a
14 more formal procedure of selection (cf. Abele & Wojciszke, 2007). A pool of Polish language
15 300 trait names was rated by 80 persons for their global favorability on a scale ranging from -
16 5 (*extremely negative*) to 0 (*neutral*) to 5 (*extremely positive*). Two other groups of 20 rated
17 the traits for the extent they expressed agency (vs. lack of it) or communion (vs. lack of it).
18 Agentic and communal traits were selected in a way to be balanced in their favorability
19 which, on the average was 3.75 and 4.03 for the agentic and communal traits. Each agentic
20 trait used here was rated as much more agentic than communal (4.08 vs. 1.45, on the average)
21 and the opposite was true for each communal trait (1.02 vs. 3.58 on the average).
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36 Items intended for liking and respect scales were subjected to a principal component
37 analysis which yielded two factors with eigenvalues exceeding 1.00 (3.07 and 1.40)
38 explaining 51.20 and 23.25 percent of variance, respectively. Factor loadings (after varimax
39 rotation) shown in the upper panel of Table 1 suggest that, as expected, one of these factors
40 clearly represented liking while the second corresponded to respect. Therefore, two separate
41 scales were devised (averaging items) which showed high item-total correlations and
42 satisfactory reliabilities (cf. Table 1). The two scales were moderately correlated, $r(1912) =$
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61 A similar analysis was performed on the items intended for agency and communion
62 scales, which also revealed two factors, with eigenvalues 3.88 and 2.85 explaining 38.75 and
63 28.49 percent of variance. As can be seen in the lower panel of Table 1, whereas the first

factor clearly reflected agency, the second reflected communion. Accordingly, two separate, highly reliable scales were obtained (cf. Table 1). These two scales were weakly correlated, $r(1912) = .11, p < .001$.

Results and Discussion

Preliminary analyzes showed no effect of the specific photos used. To test our hypotheses two linear regression analyses were performed. The first involved liking as the dependent variable and ascriptions of communion and agency (and their interaction) as predictors. The second analysis was performed with the same predictors and with respect as the dependent variable. As can be seen in Table 2, liking was better predicted from the communal than agentic trait ascriptions, and this difference was significant, $t(1912) = 13.72, SE$ of difference = .028, $p < .001$ (using the procedure suggested by Cohen & Cohen, 1983). As predicted, another pattern of findings emerged for respect as the dependent variable. Table 2 shows that respect was to a higher degree predicted from the agentic than communal traits ascriptions and this difference was significant, $t(1912) = 18.89, SE$ of difference = .024, $p < .001$. Neither sex of the perceiver nor of the target person influenced this pattern of results.

However, there is a problem of superfluous regression coefficients in Table 2. Liking related not only to communion but also to agency ($\beta = .14, p < .001$) and respect related not only to agency but also to communion ($\beta = .22, p < .001$). Because liking and respect were correlated in the present study, $r(1912) = .38$, it is possible that these superfluous relations are due to the overlap between respect and liking. To check for this possibility we regressed once more liking on communion, agency, and their interaction, this time controlling for respect including the latter as a separate predictor. In this analysis, communion ratings remained a strong predictor of liking ($\beta = .47, p < .001$) but agency ratings ceased to predict liking ($\beta = -.04, ns.$). This suggests that when respect is controlled for, perceived agency disappears as a predictor of liking. Similarly, we repeated the regression analysis for respect

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3 as a dependent variable and controlled for liking. Whereas agency remained a strong predictor
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5 of respect ($\beta = .64, p < .001$), communion became much a weaker predictor of respect ($\beta =$
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9 $.12, p < .001$).

10 It may be concluded that liking and respect, although correlated, are factorially
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12 separate and differ in terms of their cognitive antecedents. Whereas liking is more strongly
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14 related to communal trait ascriptions, respect is more strongly related to agentic trait
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17 ascriptions to the target.
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19 Study 2

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21 Although the results of Study 1 were consistent with our predictions the stimulus
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23 material was fictitious, and the participation was via Internet. Numerous studies suggest that
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25 participants contacted via Internet yield similar data to those contacted directly (Kraut, et al.,
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27 2004). Nevertheless, the question remains whether the obtained findings hold for
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29 interpersonal attitudes towards real people. Therefore, we conducted a second study where
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31 participants (employees of a firm) had to rate real targets (their supervisors). We expected that
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33 liking of a supervisor should be better predicted by his or her ascribed communal traits, but
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35 respect would be better predicted by his or her ascribed agentic traits.
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41 *Method*

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43 *Participants.* Participants were 83 employees of a Polish financial business (44 men
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45 and 38 women; age range from 20 to 53 years; $M = 30.54, SD = 7.11$). They took the
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47 questionnaire home and returned it anonymously the next day.
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51 *Measures.* The questionnaire dealt with various aspects of the organizational culture.
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53 Among others it included questions on the participant's supervisor consisting of 5- or 7-point
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55 rating scales. The measures of liking and respect were the same as in Study 1 (liking $\alpha = .96$;
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57 respect $\alpha = .93$). The measures of perceived agency and communion were substantially altered
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59 to be more relevant for the supervisor role and only two of the traits from Study 1 were
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retained. Perceived agency and communion were measured by five items each. For agency the items were: innovative, open-minded, resourceful, self-dependent, thinks prospectively ($\alpha = .90$). For communion the items were: caring, considerate, friendly, honest, and deferential ($\alpha = .86$). The two scale were substantially correlated $r(82) = .58$. The agentic and communal traits were carefully balanced for desirability. To this end, we used the already mentioned ratings of favorability of 300 trait names and selected the two sets to be comparable in their favorability, which was $M = 3.85$ and $M = 3.73$ on the average for agency and communion, $t(8) < 1$.

Results and Discussion

Preliminary analyses revealed no effects of the perceivers' gender. The influence of supervisor gender could not be analyzed because the respective data had not been collected in order to assure anonymity.

To test the hypotheses two linear regression analyses were performed in the same way as in Study 1. One involved liking, the other respect as the dependent variable and in both analyses the ratings of communion and agency served as predictors. As can be seen in Table 3, liking was better predicted from the communal than agentic traits ascription, and this difference was significant, $t(82) = 2.95$, SE of difference = .143, $p < .005$ (one-tailed). The opposite pattern emerged for respect as the dependent variable which was to a higher degree predicted from the agentic than communal trait ratings. This difference was also significant, $t(82) = 1.79$, SE of difference = .123, $p < .05$ (one-tailed). Finally, R^2 adjusted coefficients show that a high percentage of variance in both liking and respect was explained by the communal and agentic trait ratings.

Study 2 thus replicated the Internet Study 1 with different operationalizations of agentic and communal traits and with real targets instead of fictitious ones. However, there is a problem of superfluous regression coefficients in Table 3. Whereas liking appeared related

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3 not only to communion (as predicted) but also to agency, respect was related not only to
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5 agency (as predicted) but also to communion. Because liking and respect were strongly
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7 correlated in the present study, $r(82) = .84, p < .001$, it is possible that the superfluous relation
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9 between agency and liking is due to the overlap between liking and respect. To check for this
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11 possibility we regressed liking on communion, agency, and their interaction this time
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13 controlling for respect included as a separate predictor. In this analysis, communion ratings
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15 remained a highly significant predictor of liking ($\beta = .36, p < .001$) but agency ratings became
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17 a negative predictor of liking ($\beta = -.21, p < .001$). This suggests that when respect is
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19 controlled for, perceived agency leads to disliking. Similarly, we repeated the regression
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21 analysis for respect as a dependent variable and controlled for liking. Whereas agency
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23 remained a strong predictor of respect ($\beta = .46, p < .001$), communion ceased to predict
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25 respect ($\beta = .03$) in this analysis.
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32 We conclude that also in the perception of real persons, liking is better predicted from
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34 the ascribed communion and respect is better predicted from the ascribed agency. The
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36 superfluous influences (of agency on liking and of communion on respect) are probably due
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38 to spillovers from liking to respect and the other way round.
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42 Study 3

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44 The two studies reported so far are correlational and conclusions regarding the
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46 predicted direction of influence from perceived traits to interpersonal attitudes cannot be
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48 drawn. Furthermore, in both studies target persons of relatively high status (Study 1:
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50 successful business-person; Study 2: supervisor) have been rated and it is not clear whether
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52 the results remain the same when status is relatively lower. In order to address these issues we
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54 conducted two next studies where the target information on agency and communion was
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56 experimentally manipulated and liking and respect measures concerned target persons whose
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58 status was equal to the participants' status (student).
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3 In Study 3 participants were presented short descriptions of a student who was
4 characterized by always four agentic and four communal traits that varied in positivity vs.
5 negativity. The target had to be rated for liking and respect. Our predictions were that
6 communal information would have a stronger impact on liking than on respect, whereas
7 agentic information would have a stronger impact on respect than on liking.

15 *Method*

17 *Participants and design.* Participants were 80 students of a Polish university (21 – 26
18 years of age, $M = 23.70$, $SD = 0.89$; 10 men, and 70 women). They received a one-paragraph
19 description of a target person. Four experimental conditions were created based on a 2
20 (agentic traits: positive vs. negative) by 2 (communal traits: positive vs. negative) design.
21

22 *Materials.* The traits used in this study were selected from a list of 300 Polish
23 language trait names that had been pretested with respect to their global favorability and their
24 relatedness to agency and communion on 11-point scales each (see Abele & Wojciszke, 2007,
25 for details). Four 4-item sets of adjectives were selected that were balanced for favorability,
26 agentic meaning and communal meaning (scales ranging from -5 to +5): negative communal
27 traits (envious, malicious, stingy, unfair; favorability: $M = -3.34$; communal meaning: $M = -$
28 3.24; agentic meaning: $M = -0.44$), positive communal traits (helpful, kind, non-egoistic,
29 selfless; favorability: $M = 3.71$; communal meaning: $M = 3.93$; agentic meaning: $M = 1.00$),
30 negative agentic traits (disorganized, inert, passive, undependable; favorability: $M = -3.00$;
31 communal meaning: $M = -1.09$; agentic meaning: $M = -3.61$), and positive agentic traits
32 (competent, educated, hard-working, well-organized; favorability: $M = 3.90$; communal
33 meaning: $M = 1.80$; agentic meaning: $M = 3.80$) were selected.

34 *Measures.* Participants rated the target on several 7-point scales. Two correlated items
35 (*I would like the person* and *I find the person appealing*, $r = .95$) measured liking and two
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3 correlated items (*I would respect the person* and *I would regard the person highly*, $r = .87$)
4
5 measured respect. These two measures were highly correlated $r(79) = .80$, $p < .001$.
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8 *Results and Discussion*

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10 We tested our hypotheses in a 2 (communal information: positive vs. negative) by 2
11 (agentic information: positive vs. negative) by 2 (dependent measures: liking vs. respect)
12 design with repeated measures on the last factor. The analysis revealed significant main
13 effects of the communal information (on averaged liking and respect), $F(1, 76) = 694.43$, $p <$
14 $.001$, $\eta^2 = .70$, and the agentic information, $F(1, 76) = 105.36$, $p < .001$, $\eta^2 = .11$. Both types
15 of information significantly influenced liking and respect, but the influence of the communal
16 information was stronger, as evidenced by the effect sizes and as illustrated by steeper slopes
17 in the left panel than the right panel in Figure 1.
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29 The analysis also revealed a triple interaction of communion, agency, and the repeated
30 measures factor, $F(1, 76) = 13.12$, $p < .001$, $\eta^2 = .01$. As illustrated in the left panel of Figure
31 1, the communal information influenced liking more strongly than respect, the measures by
32 communal information interaction was highly significant, $F(1, 76) = 80.29$, $p < .001$, $\eta^2 =$
33 $.04$. As shown in the right panel of Figure 1, there was also the predicted measures by agentic
34 information interaction, $F(1, 76) = 78.02$, $p < .001$, $\eta^2 = .03$, meaning that agentic
35 information more strongly influenced respect than liking.
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46 Like in previous studies, there is a problem of superfluous influences. The communal
47 information influenced not only liking, but also respect, while the agentic information
48 influenced not only respect but also liking. To check whether these superfluous influences
49 reflected mutual spillovers between liking and respect measures, we performed two series of
50 analyses. In the first series, the liking measure was subjected to a 2 (communal information)
51 by 2 (agentic information) analysis of variance. This analysis yielded a strong effect of
52 communal information, $F(1, 76) = 748.02$, $p < .001$, $\eta^2 = .89$, and much weaker effect of
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3 agentic information, $F(1, 76) = 14.18, p < .001, \eta^2 = .02$. Then, this analysis was repeated
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5 including the respect measure as a covariate. When controlling for respect, the main effect of
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7 the communal information remained strong, $F(1, 76) = 106.26, p < .001, \eta^2 = .11$, but the
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9 main effect of the agentic information disappeared, $F < 1$. This pattern suggests that the
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11 superfluous effect of agentic information on liking was due to correlation between the
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13 measures of liking and respect.
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17 In the second series, the respect measure was subjected to a 2 (communal information)
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19 by 2 (agentic information) analysis of variance. This analysis yielded main effects of both
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21 communal information, $F(1, 76) = 282.80, p < .001, \eta^2 = .11$, and agentic information, $F(1,$
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23 $76) = 175.10, p < .001, \eta^2 = .07$. This analysis was also repeated, this time including the liking
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25 measure as a covariate. When controlling for liking, the main effect of communal information
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27 nearly disappeared, $F(1, 76) = 3.92, p = .051, \eta^2 = .01$, but the main effect of the agentic
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29 information remained significant, $F(1, 76) = 135.92, p < .001, \eta^2 = .06$. This suggests that the
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31 superfluous effect of communal information on respect was due to correlation between the
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33 measures of liking and respect.
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38 Study 4

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40 Our theorizing says that communal information influences liking because communal
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42 virtues are beneficial to others (including the perceiver) while communal shortcomings are
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44 potentially harmful. On the other hand, agentic information is expected to influence respect
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46 because agentic virtues increase inferences of the target person's status potential (ability to
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48 reach elevated social status). To test these ideas directly we replicated Study 3 introducing
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50 measures of the two predicted mediators – perceived benevolence of a target person (the
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52 expected mediator of the communal information influence on liking) and the perceived status
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54 potential of the target (the expected mediator between agentic information and respect). To
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56 extend the scope of the present line of research we also introduced new dependent measures
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3 that assessed behavioral intentions directed at the target person and showing either liking (e.g.
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5 I could confide in this person) or respect (e.g. I would ask the person for advice in an
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7 important matter). We also changed the majority of the specific trait names used to
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9 manipulate information on communion and agency (16 were new, 4 were retained). Like in
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11 the previous study, the basic design was 2 (communal information: negative vs. positive) by 2
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13 (agentic information: negative vs. positive) by 2 (repeated measures: liking and respect).
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17 *Method*

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20 *Participants and design.* Participants were 92 students of a Polish university (19 – 42
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22 years of age, $M = 21.97$, $SD = 3.95$; 17 men, and 75 women). They received a one-paragraph
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24 description of a target person. In the four experimental conditions always five agentic and
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26 four communal traits were presented: positive agentic and positive communal traits; positive
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28 agentic and negative communal traits; negative agentic and positive communal traits; negative
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30 agentic and negative communal traits.
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34 *Materials.* The traits used in this study were selected from the already mentioned list
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36 of 300 Polish language trait names that had been pretested with respect to their global
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38 favorability and their relatedness to agency and communion on 11-point scales each (Abele &
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40 Wojciszke, 2007). Four 5-item sets of adjectives were selected that were balanced for
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42 favorability, agentic meaning and communal meaning (scales ranging from -5 to +5): negative
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44 communal traits (egoistic, envious, malicious, quarrelsome, unkind; favorability: $M = -3.21$;
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46 communal meaning: $M = -3.62$; agentic meaning: $M = -0.11$), positive communal traits
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48 (forgiving, helpful, selfless, sensitive for others, tolerant; favorability: $M = 3.39$; communal
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50 meaning: $M = 4.01$; agentic meaning: $M = 0.27$), negative agentic traits (ambitionless, dull,
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52 incompetent, lacking self-sufficiency, thoughtless; favorability: $M = -3.25$; communal
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54 meaning: $M = -0.91$; agentic meaning: $M = -3.68$), and positive agentic traits (determined,
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efficient, looking ahead, vigorous, well-organized; favorability: $M = 3.42$; communal meaning: $M = 1.34$; agentic meaning: $M = 3.96$) were selected.

Measures. Participants rated the target on several 7-point scales. Six of them were the same measures of liking and respect which we employed in Study 1. We also introduced new measures of liking (*I could confide in this person, I would like to spend my leisure time with him, I would invite him to my house*) and respect (*I would respect opinion of this person, I would ask him for advice in an important matter, and I would give him priority in a discussion*) which asked for behavioral tendencies rather than feelings (like the original Study 1 items). Because the new and old measures of liking and respect showed virtually the same relations with other variables, we decided to drop presentation of the data involving the old measures and to present the analyzes involving the new measures (to extend generalizability of our findings).

Three items (*He is a person who does much for others, His actions are beneficial for other people, and He is good for others*) measured the perceived benevolence of the target person and three items (*This person is apt to be promoted, He could be elected by people as their representative, and He will achieve a lot in his life*) measured his perceived status potential. Reliabilities of these measures as well as their correlations are listed in Table 4.

Results and Discussion

Information content and liking versus respect. A 2 (communal information: positive vs. negative) by 2 (agentic information: positive vs. negative) by 2 (repeated measures: liking vs. respect) analysis of variance revealed significant main effects of the communal information, $F(1, 88) = 37.06, p < .001, \eta^2 = .21$, and the agentic information, $F(1, 88) = 10.82, p < .001, \eta^2 = .06$. Both types of information significantly influenced liking and respect, but the influence of communal information was stronger, as evidenced by the effect sizes and as illustrated by the steeper slopes in the left panel than the right panel in Figure 2.

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3 Although the three-way interaction was not significant, $F < 1$, the analysis revealed
4 the two expected interactions between the manipulated information content and the measure
5 type. As illustrated in the left panel of Figure 2, the communal information influenced liking
6 more strongly than respect, the measures by communal information interaction was highly
7 significant, $F(1, 88) = 37.73, p < .001, \eta^2 = .04$. As shown in the right panel of Figure 2, there
8 was also the predicted measures by agentic information interaction, $F(1, 88) = 37.65, p <$
9 $.001, \eta^2 = .04$, meaning that agentic information more strongly influenced respect than liking.

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20 As can be seen in Figure 2, there was no superfluous influence of agentic information
21 on liking but there was such an influence of the communal information on respect. To check
22 whether this superfluous influence reflected a spillover between liking and respect measures,
23 we performed additional analyses. First, the respect measure was subjected to a 2 (communal
24 information) by 2 (agentic information) analysis of variance. This analysis yielded a sizeable
25 effect of agentic information, $F(1, 88) = 29.32, p < .001, \eta^2 = .25$, and much weaker effect of
26 communal information, $F(1, 88) = 8.23, p < .01, \eta^2 = .07$. Then, this analysis was repeated
27 including the liking measure as a covariate. When controlling for liking, the main effect of the
28 agentic information remained relatively strong, $F(1, 88) = 45.61, p < .001, \eta^2 = .19$, but the
29 main effect of the communal information nearly disappeared, $F(1, 88) = 6.18, p < .05, \eta^2 =$
30 $.03$. This pattern suggests that the superfluous effect of communal information on respect was
31 mainly due to correlation between the measures of liking and respect.

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48 These analyzes provide a straightforward replication of Study 3 despite the completely
49 different measures of liking and respect and despite a change of most trait names used to
50 manipulate information on agency and communion of the target person. The novel
51 contribution of this study was the inclusion of the perceived benevolence and status potential
52 as mediators of the effects of agentic and communal information on liking and respect. We
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60 turn now to analyzes of these variables.

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3 *Benevolence as a mediator of the link between communion and liking.* To test whether
4 the influence of communal information on liking is due to the perceived benevolence of the
5 target person, we performed a mediation analysis with the communal information as a dummy
6 coded independent variable (negative = 0 vs. positive = 1), liking as the dependent variable,
7 and the perceived benevolence serving as a mediator. The results fulfilled the mediation
8 criteria (Baron & Kenny, 1986). The unmediated effect of communal information on liking
9 was strong ($\beta = .65, p < .001$) and the influence of communal information on the perceived
10 benevolence even stronger ($\beta = .86, p < .001$). When communal information and perceived
11 benevolence were entered as simultaneous predictors of liking, benevolence significantly
12 predicted liking ($\beta = .65, p < .001$) and the mediated effect of communal information on
13 liking dropped to $\beta = .09, ns.$, and this drop was significant as evidenced by Sobel test, $z =$
14 $4.39, p < .001$. This suggests that communion influences on liking were entirely mediated by
15 changes in the perceived benevolence of the target person.

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34 *Status potential as a mediator of the link between agency and respect.* We reasoned
35 that agentic information influences respect because agency leads to increases in the perceived
36 status potential (and status is strongly connected with respect, as discussed in the
37 introduction). To test whether the influence of agentic information on respect is due to the
38 perceived status potential of the target person we performed a mediation analysis with the
39 agentic information as an independent variable (negative = 1 vs. positive = 2), respect as the
40 dependent variable, and the perceived status potential as a mediator. The results once more
41 fulfilled the mediation criteria. The unmediated effect of agentic information on respect was
42 moderate ($\beta = .46, p < .001$) and the influence of agentic information on the perceived status
43 potential was strong ($\beta = .71, p < .001$). When agentic information and status potential were
44 entered as simultaneous predictors of respect, status potential significantly predicted respect
45 and the mediated effect of agentic information on respect dropped to $\beta = .01, ns.$, and this

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3 decrease was significant as evidenced by Sobel test, $z = 4.80, p < .001$. The agentic
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5 information influence on respect was entirely mediated by changes in the status potential of
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7 the target person.
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11 *The full model: Path analysis.* Our model predicts that communal information
12 influences liking through the perceived benevolence of the target person (and does not
13 influence respect nor status potential) and that agentic information influences respect through
14 the perceived status potential (and does not influence liking nor benevolence). Additionally,
15 the model assumes reciprocal spill-over effects between liking and respect. A path analysis
16 was performed to test the fit between the data and our model which is presented in Figure 3
17 together with the resulting path coefficients. The model does not include direct paths from
18 communion to liking and respect, nor from agency to respect and liking, nor paths from status
19 potential to liking and from benevolence to respect. The overidentified model (not including
20 those direct paths) fitted the data as well as the saturated one (that included all those direct
21 paths), $\chi^2(9, N = 92) = 11.50, p = 0.243$; CFI = 0.993, RMSEA = 0.055. Also the Normed Fit
22 Index (NFI, Bentler & Bonett, 1980) for the overidentified model was more than satisfying
23 and came to 0.97. In other words, deletion of all the listed direct paths did not significantly
24 reduce the fit between the model and the data.
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44 As expected, then, the influence of communal information on liking was completely
45 mediated by the perceived benevolence of the target (but not by his perceived status potential,
46 as there was no influence of communal information on this measure). Similarly, the influence
47 of agentic information on respect was completely mediated by the inferred status potential
48 (but not by the perceived benevolence, as this measure was not affected by the agentic
49 information). We conclude that liking and respect differ not only in their antecedents
50 (communal vs. agentic qualities of the target person) but also in the mediators of these
51 antecedents (perceived benevolence vs. status potential).
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General Discussion

To summarize the findings, the present studies showed liking and respect to be separate (though correlated) dimensions of interpersonal attitudes which are influenced by different characteristics of the target. Despite differences in designs (correlational vs. experimental), measures (declarations of affect vs. behaviors), and participants (students, employees, internet users), the studies show consistently that communal information (or judgments of communal traits) influences liking, while agentic information (or judgments of agentic traits) influences respect. Although in some cases communal information influenced also respect and agency influenced liking, those superfluous influences were always significantly weaker and due to mutual spillovers between liking and respect measures.

What is the process behind these spillovers? We suspect it is the motivation to reduce inconsistencies within the same attitude. Large discrepancies between liking and respect (e.g. liking and disrespecting the same person) are bound to be unstable because such evaluative inconsistency is an aversive emotional state and people are motivated to minimize it by changing one or both discrepant cognitions (Abelson et al., 1968). Recent research shows that such cognitive consistency striving is typical for explicit rather than implicit attitudes. For example, counter-attitudinal behavior leads to dissonance-related attitude change only for explicit, but not implicit measures of the attitude in question (Gawronski & Strack, 2004). Since our measures of liking and respect are based on verbal declarations, they are explicit in nature and thereby subject to consistency pressures.

Communion versus Agency and Liking versus Respect

A substantial number of data shows that judgments of persons and groups involve two basic content dimensions (Abele & Wojciszke, 2007; Fiske et al., 2006; Judd et al., 2005) which we call here agency versus communion. The present results reiterate distinctiveness of

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3 these two dimensions of judgments and extend previous works by showing that these two
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5 types of content give rise to different affective responses of liking and respect.
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8 Communal qualities convey interests of others (the perceiver included) and in effect
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10 they lead to inferences of the target person's benevolence that in turn shape liking of the
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12 target. The link between benevolence and liking found in Study 4 is merely correlational in
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14 nature (as the study employed a mediational design) and the benevolence rating is an indirect
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16 index of the perceiver's interest. However, there are studies where the interest was directly
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18 manipulated and its causal influence on liking was shown. Cislak & Wojciszke (2006)
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20 presented their participants descriptions of a politician whose program aimed at bettering or
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22 worsening the fate of the retired. The retirees participating in the study liked the politician
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24 acting for their good much better than the politician acting against their interest and this
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26 difference was not found among law students who also participated in the study, but whose
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28 interests were not involved. Similarly, Russell and Fiske (2008) found that strangers expected
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30 to be met in a cooperative context (i.e. when they were expected to act for the perceivers'
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32 interests) were perceived as more warm (i.e. likeable) than identical strangers expected to be
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34 met in a competitive context (i.e. when they were expected to act against the perceivers'
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36 interests).
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43 Agentic qualities convey self-interests of a target person (Abele & Wojciszke, 2007)
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45 and in effect they lead to inferences of the target's potential to attain high status, which in turn
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47 influence respect toward the target person. Once more, the status-respect link found in Study
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49 4 is merely correlational, but there are many studies showing that status leads to respect
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51 indexed in a variety of ways (cf. Ridgeway, 2001).
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55 Although the present data are highly consistent with this depiction, there are two
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57 important caveats to mention. First, findings of our studies 3 and 4 show a causal link from
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59 communal versus agentic trait information to the attitudinal responses of liking and respect,
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3 but they do not exclude that this link might be bi-directional. It might well be that, in many
4 instances, the perception of a target as highly communal leads to liking of this person and that
5 liking leads to increased ascriptions of communal traits. Another possibility could be that
6 liking due to purely emotional effects (like conditioning, affective priming or mere exposure)
7 causes the ascription of communal characteristics to this target. Obviously, the perceived
8 benevolence (inferred from communal traits of the target) is not the only reason of liking
9 although we clearly showed it is an important antecedent of this attitudinal response. Our
10 present findings may be summarized that we have demonstrated a causal link from traits to
11 interpersonal attitudes as well as a correlational link between trait ascriptions and
12 interpersonal attitudes. These links, however, do not preclude that there may also be a causal
13 link from liking and respect to specific trait ascriptions. Future research should study this
14 question.

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Second, we theorized and showed that agency leads to inferences of status potential, but not of benevolence of the target person. This may be, however, restricted to situations where the perceiver is not dependent on the target person. If the perceiver depends in her outcomes on a target, then the latter's agency can contribute to the interests of the former as shown by Wojciszke and Abele (2008). For example, when the target serves as the perceiver's lawyer, the former's agentic qualities are of tremendous importance – only a competent lawyer is able to win a case and actually benefit his client (the perceiver). Generally speaking, in situations of interdependency, agentic qualities may function as a multiplier of gains resulting from communal qualities. A well-intentioned target person is able to bring more benefits when she is highly agentic and, similarly, a hostile person is able to inflict more harm when she is highly active and competent. Future research should show whether the target-observer interdependence functions as a moderator of the regularities found in the present work.

Liking versus Respect and Warmth versus Competence

The present distinction of liking and respect as two dimensions of interpersonal attitudes meshes smoothly with the work of Fiske et al. (2002) on the stereotype content model. Using various samples and stereotyped groups these authors showed that warmth and competence are two basic dimensions of stereotype content for social groups in various cultures. These two dimensions are independent which speaks against general antipathy as the basis of stereotyping. Most importantly, competence appeared correlated with status, and warmth was correlated with the perceived lack of competition against the perceivers' own group. Because warmth is similar to liking and the perceived competition is clearly related to self-interest, the present studies showed on the level of individual attitudes approximately the same regularities that Fiske and coworkers showed on the level of group stereotypes.

However, despite the similarities, there are also important differences between the present thinking and the stereotype content model. The two dimensions of stereotype content – warmth and competence – correspond to cognitive responses in our theorizing (communion and agency) rather than to our attitudinal responses (liking and respect). Measuring their dimensions, Fiske et al. (2002) asked for ascription of traits (such as *good-natured* and *sincere* or *competent* and *intelligent*) not for attitudinal responses (liking and feeling close, or respect and regard). In other words, whereas trait ascriptions are the main dependent variable in the Fiske et al.'s model, attitudinal responses are the main dependent variable in the present work.

Cognitive Bases of Interpersonal Attitudes

It is well known that some attitudes are based mainly on cognitions while others are based mainly on affect (Millar & Millar, 1990). The same is probably true for interpersonal attitudes. Some may be primarily based on affective mechanisms like conditioning or mere exposure. Others may be based on cognitive premises, like attributions made from the

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3 observed behavior of the target person or attitudes formed as based on second-hand, verbal
4 information about the target person. Our theorizing is clearly restricted to cognition-based
5 interpersonal attitudes. However, this restriction may be not very severe, because purely
6 affective mechanisms of attitude formation are probably not as widespread as believed by
7 some authors. For example, although some authors believe that awareness of contingency
8 between the conditional and unconditional stimuli is unnecessary for evaluative conditioning
9 to appear (Olson & Fazio, 2001; Walther, 2002), other studies, using more precise methods of
10 assessing contingency awareness, show that evaluative conditioning emerges only when
11 participants are aware of contingencies (Pleyers, Corneille, Luminet, & Yzerbyt, 2007).
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25 Cognition seems also to play an important role in attitude similarity – one of the
26 strongest antecedents of interpersonal attraction. The dominant explanation of this influence,
27 the reinforcement-affect model of attraction (Byrne, 1971), has assumed that attitude
28 similarity is reinforcing and pleasant because it confirms and validates one's own beliefs,
29 while dissimilarity threatens validity of own beliefs and raises negative affect which decreases
30 attraction of the dissimilar attitudes holder. However, Montoya and Horton (2004) showed
31 that cognitive evaluation and global attraction are divergent constructs and similarity
32 influences attraction only when people are able to make such cognitive evaluations of the
33 target person, and these cognitions fully mediate the influence of attitude similarity on
34 interpersonal attraction. This led the authors to conclusion that "attraction is based on an
35 evaluation of the quality of an individual" (Montoya & Horton, 2004, p. 709). Our present
36 studies shed more light on these evaluations of quality. We show that these evaluations
37 concern at least two types of content (agency and communion) and that this difference matters
38 because the final attitudinal outcome depends on what the content of cognitive evaluation is.
39 When the content involves communal qualities of the evaluated person, then liking is formed.
40 When the content involves agentic qualities, then respect is formed.
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Perspectives for Future Research

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Interestingly, informational antecedents of liking and respect are probably not the only difference between these two attitudinal responses. It is also highly probable that they differ in terms of their social sharedness, that is, the degree to which people agree who is liked and who is respected. Liking is anchored in the attitude holder's interests or preferences and these may vary widely depending on current goals (what serve interests of one person may be neutral or detrimental to interests of another). Therefore, liking has a more subjective flavour and is probably more idiosyncratic than respect. On the other hand, respect seems to be anchored in the person at whom it is directed, rather than in one who responds – “an admired person is thought of as being objectively positive; he [sic!] ought to be appreciated” as Heider (1958, p. 236) put it. Respect, like fame or status ranking (which is closely related to respect) probably cannot emerge and persist without a substantial social consensus. If this analysis is correct, respect should be more socially shared than liking. This is a testable hypothesis to be pursued in future research.

Yet another difference between the two attitudinal responses concerns their behavioural consequences. Works on the stereotype content model (Fiske et al., 2002) showed that prejudice is not a uniform antipathy but (due to the independence of the competence and warmth dimensions) involves frequently a substantial amount of ambivalence such as men are perceived as “bad but bold” (Glick, et al., 2004). Similarly, the present work suggests that positive interpersonal attitudes do not necessarily result in a uniform attraction in the behavioral sense. More specifically, an equally positive attitude may lead to a decreased personal distance when it is based mainly on liking (because a decrease in distance maximizes the chances of benefits of the attitude holder), but may also lead to an increased distance when it is based mainly on respect (because high status of the attitude target makes the attitude holder uneasy and wary).

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3 Finally, the liking/respect difference may be more or less important depending on
4 social context, especially the relation between the attitude target and the attitude holder. The
5 relational models theory (A. P. Fiske, 1992) posits that people use four fundamental models
6 for organizing their relations with others: communal sharing (where members of a relation,
7 including the self, are treated as equivalent), authority ranking (where members occupy
8 asymmetrical positions in a linear hierarchy of influence, power, and obligations), equality
9 matching (where members are egalitarian and aim to maintain an even balance), and market
10 pricing (where people organize their relations on some ratios of exchange based on
11 calculation of costs and benefits or supply and demand). This theory suggests that respect
12 should be especially important in the authority ranking relations, while liking should be
13 especially important in communal relations which probably produce liking. Clearly, the
14 relative importance of liking and respect in various types of relations is a promising avenue
15 for future research.
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Part of this research was supported by the Alexander von Humboldt Foundation and Polish Ministry of Science and Higher Education for Bogdan Wojciszke and by the German Research Foundation for Andrea E. Abele. Thanks to Dr. Sabine Pahl who gave helpful comments on an earlier version of the manuscript. We thank Piotr Chalupko, Elke Finger, Marlies Haas, Beata Kijewska and Sandra Kleinke for their help in data collection as well as Peter Glick and several anonymous reviewers for helpful suggestions.

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Two Dimensions

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Table 1

Items, Factor Loadings and Item-total Correlations and Reliabilities of Liking, Respect, Agency, and Communion Scales (Study 1)

Item	Factor 1.	Factor 2.	Item/total correlation
Respect scale ($\alpha = .84$)			
I respect her.	.89	.10	.75
She deserves admiration.	.89	.14	.73
She could serve as an example to others.	.78	.29	.64
Liking scale ($\alpha = .80$)			
I have warm feelings about her.	.17	.85	.63
I like her.	.20	.82	.65
I feel close to her.	.12	.83	.63
Agency scale ($\alpha = .90$)			
She is competent.	.87	-.02	.78
She is efficient.	.89	.01	.81
She is clever.	.86	.08	.78
She is full of energy.	.83	.14	.75
She is a well-organized person.	.79	.04	.69
Communion scale ($\alpha = .84$)			
She is sincere.	.00	.82	.69
I think she is a honest person.	.09	.81	.68
She is fair toward others.	.13	.80	.68
She is a loyal sort of person.	.15	.76	.62
She is selfless.	-.12	.70	.53

Two Dimensions

Table 2

Regression Analyses with Ratings of the Target Person's Agency and Communion as Predictors of Liking and Respect (Study 1)

	<i>B</i> (<i>B</i> _{ll} – <i>B</i> _{ul})	β	F (3; 1910)	R ² adj.
Dependent: Liking			295.60***	.32
Communion	.39 (.36 .42)	.53***		
Agency	.11 (.08 .13)	.14***		
Communion x Agency	.01 (-.01 .03)	.02		
Dependent: Respect			688.31***	.52
Communion	.17 (.14 .19)	.22***		
Agency	.53 (.50 .55)	.67***		
Communion x Agency	.01 (-.01 .03)	.01		

Note: Each panel presents results of a separate regression analysis.

B unstandardized coefficient with a 95% confidence interval (*B*_{ll} = a lower limit; *B*_{ul} = an upper limit); β standardized coefficient.

* $p < .05$. ** $p < .01$. *** $p < .001$.

Two Dimensions

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Table 3

Regression Analyses with Employees' Ratings of their Supervisors' Agency and Communion as Predictors of Liking and Respect (Study 2)

	<i>B</i> ($B_{ll} - B_{ul}$)	β	F (3; 79)	R^2 adj.
Dependent: Liking			50.54***	.64
Communion	.49 (.37 .62)	.65***		
Agency	.17 (.05 .30)	.23**		
Communion x Agency	.01 (-.14 .15)	.01		
Dependent: Respect			79.69***	.74
Communion	.32 (.22 .44)	.38***		
Agency	.48 (.36 .60)	.58***		
Communion x Agency	-.04 (-.18 .10)	-.04		

Note: Each panel presents results of a separate regression analysis.

B unstandardized coefficient with a 95% confidence interval (B_{ll} = a lower limit; B_{ul} = an upper limit); β standardized coefficient.

* $p < .05$. ** $p < .01$. *** $p < .001$.

Two Dimensions

Table 4

Correlations between Dependent and Mediating Variables in Study 4.

	1.	2.	3.	4.
1. Liking	(.88)	.62***	.73***	.22*
2. Respect		(.81)	.33**	.65***
3. Benevolence			(.94)	.05
4. Status potential				(.85)

Note: Reliabilities (Cronbach's α s) are given in parentheses.

* $p < .05$. ** $p < .01$. *** $p < .001$.

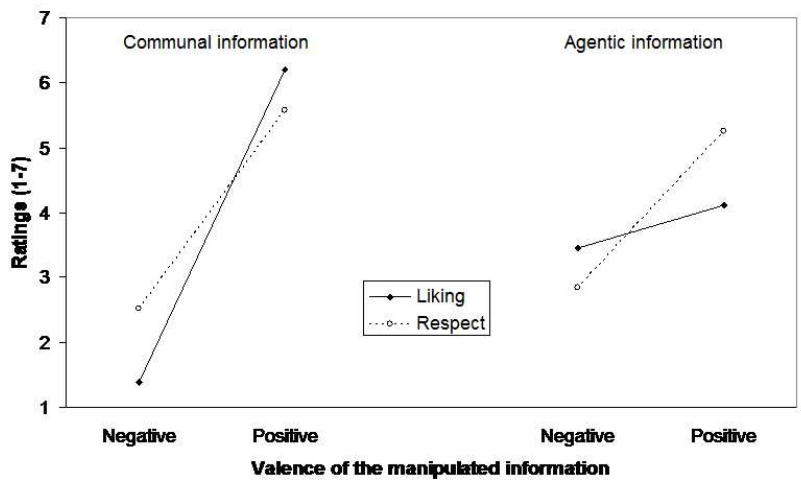
Figure Captions

Figure 1. Influence of positive vs. negative communal and positive vs. negative agentic information on liking vs. respect (Study 3).

Figure 2. Influence of positive vs. negative communal and positive vs. negative agentic information on liking vs. respect (Study 4).

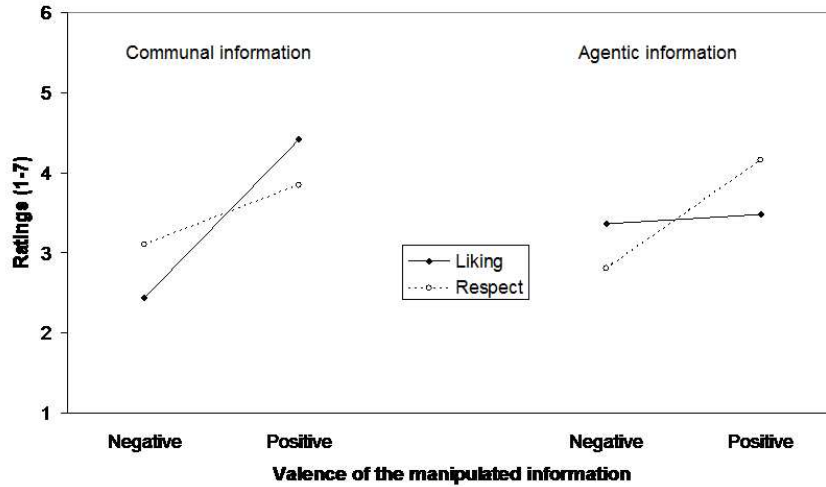
Figure 3. Path analysis demonstrating the role of perceived benevolence in the effect of communal information on liking (but not on respect) and the role of perceived status potential in the effect of agentic information on respect (but not on liking) in Study 4. All the shown path coefficients were significant at $p < .01$.

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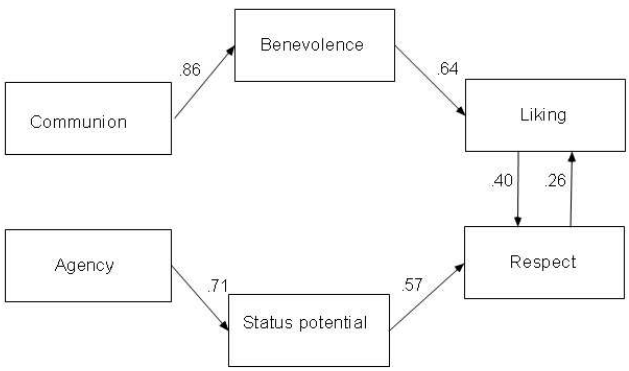
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Review