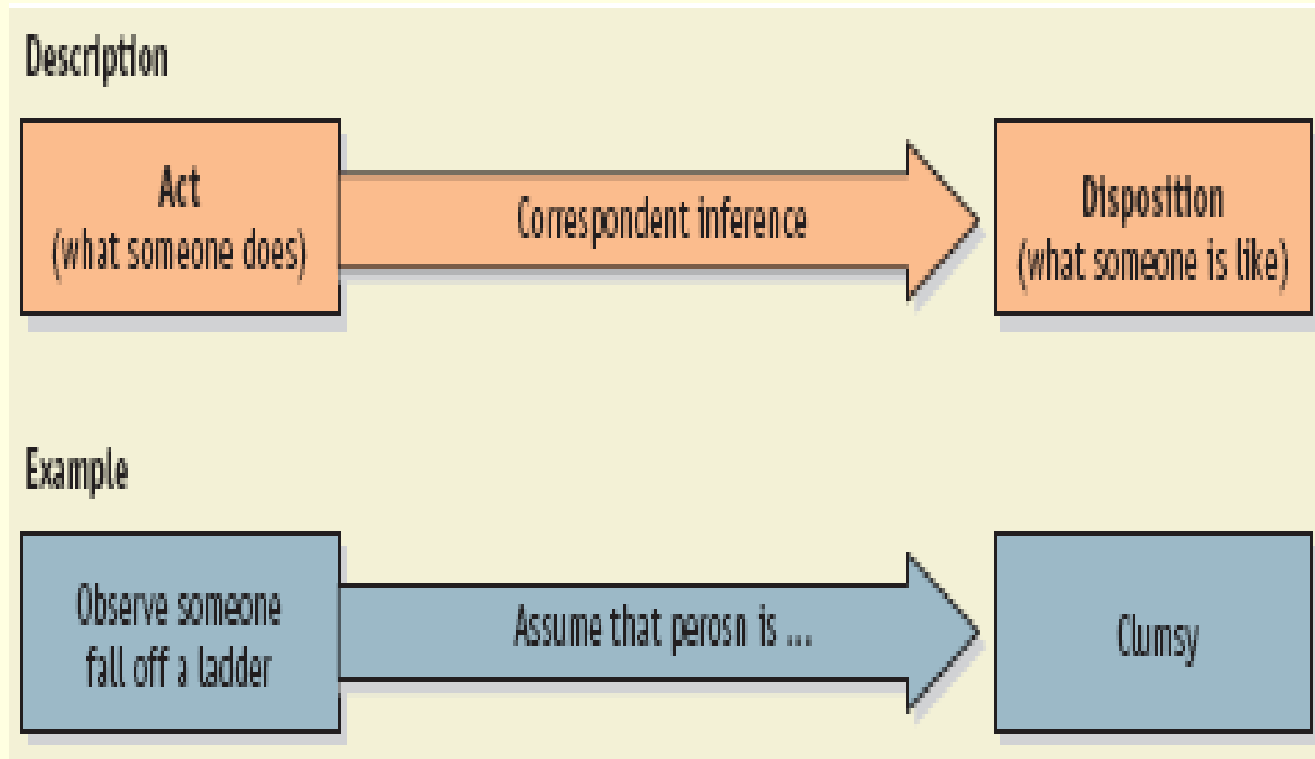


Attribution Process

Correspondent Inferences



Attribution Process

- **Causal Attribution**

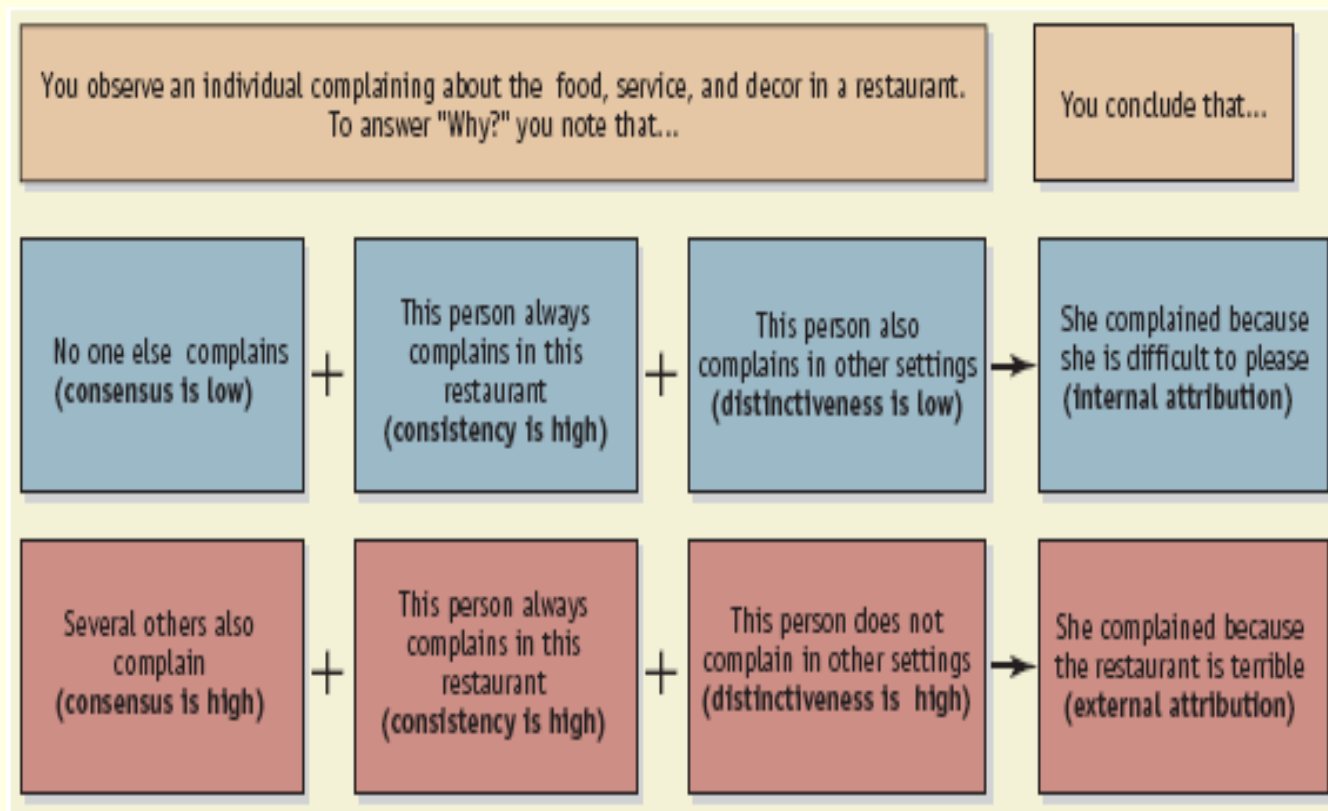
- Internal
- External

- **Causal Attribution Theory (Kelly)**

- Consensus
- Consistency
- Distinctiveness

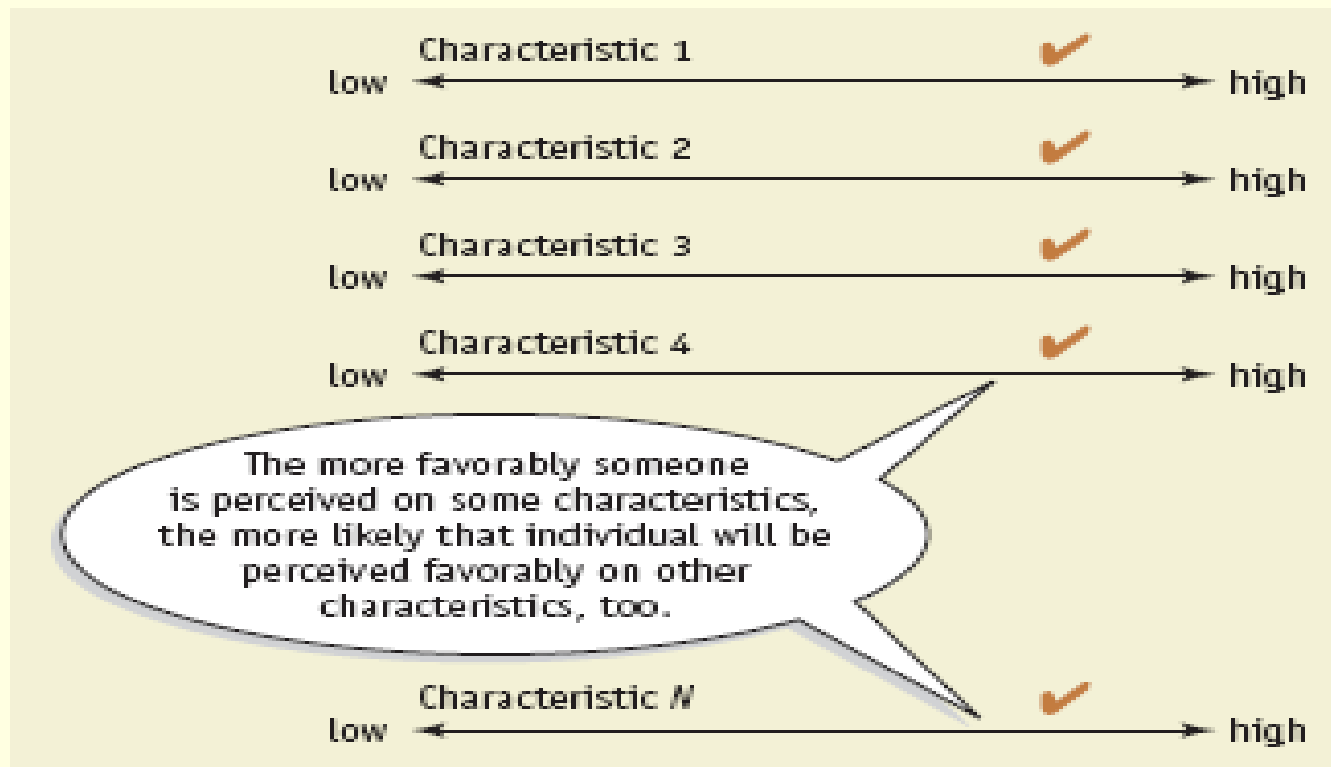
Attribution Process

Casual Attribution



Perceptual Biases

Halo Effect

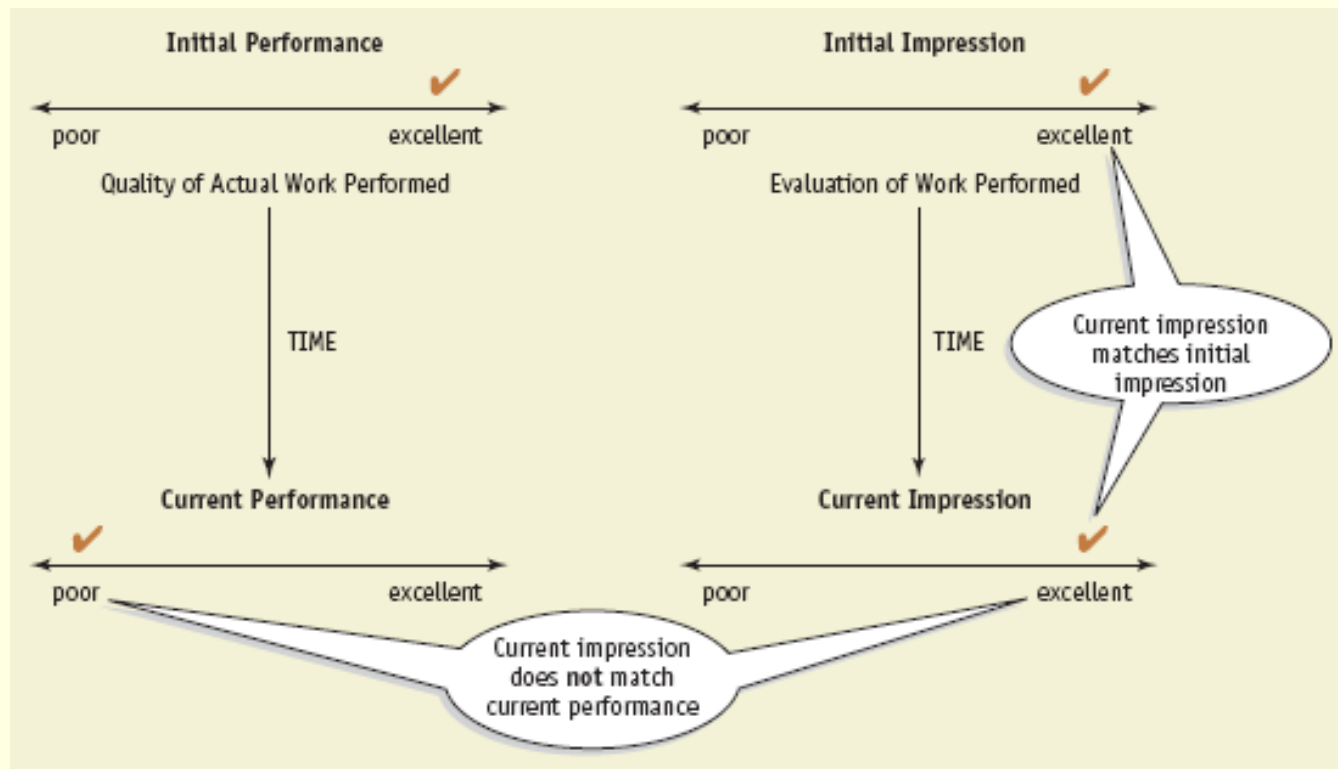


Perceptual Biases

- Fundamental Attribution Error
- Similar-to-Me Effect
- Selective Perception

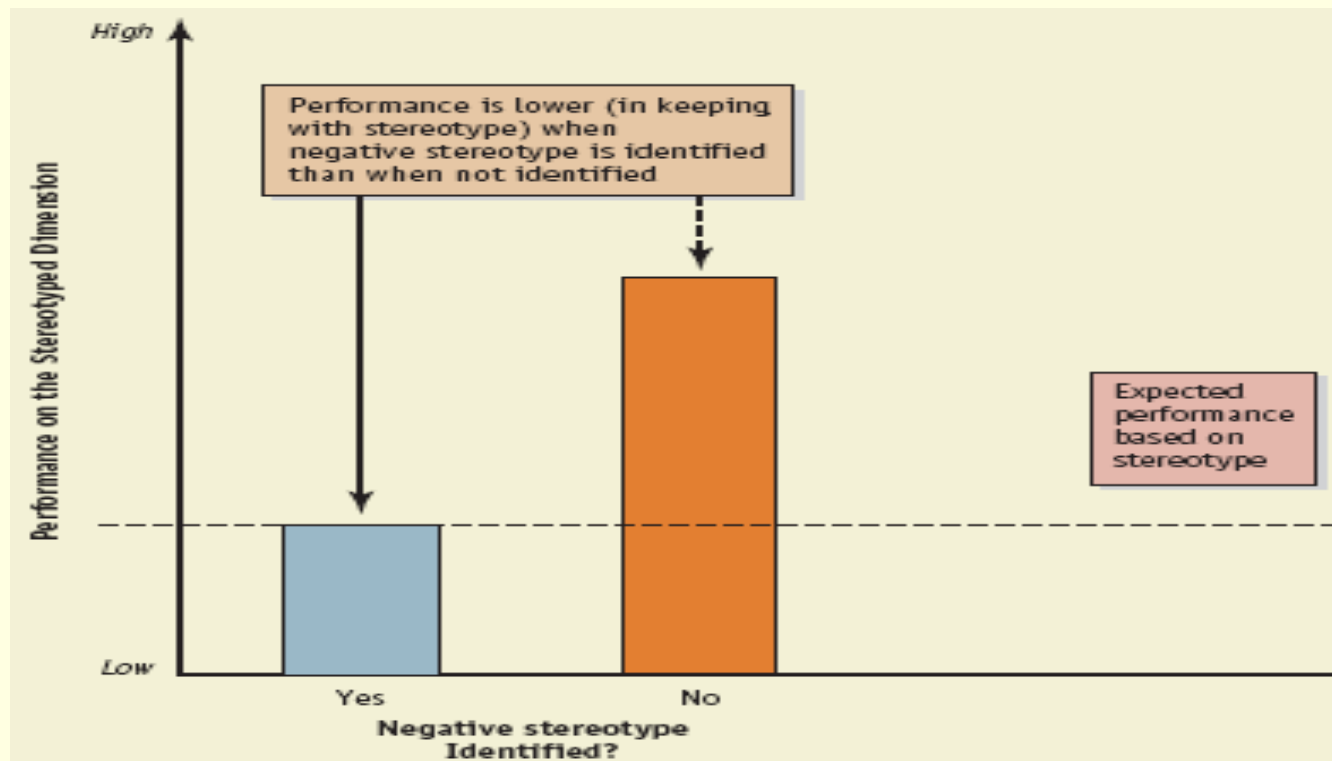
Perceptual Biases

First Impression Error



Perceptual Biases

Stereotyping



Organizational Applications

- Performance Appraisal
- Impression Management
- Corporate Image