**Barnum Effect**
- Stereotypes that everybody will say is a good description of themselves.
- *Johnson (1985):* Rate positive descriptions as more similar to self.

**Contrast Effects**
- Evaluate person/object by comparing to the characteristics of recently observed person/object.
- *Fry and Elberse:*
  - Attractive face becomes less attractive when surrounded by celebrity faces.

**Factors Affecting Attributions**

**Halo Effects**
- "Beautiful is good" stereotype.
- Attribute other positive qualities to attractive people.

**Individual Differences**
- *Tellegen (1985):* Interpersonal and internal attribution styles.
  - *Central:* central tendency.
  - *Peripheral:* control, level, and culture decide fate.
- *Peripheral culture* leads to focus on internal attributions.
- *Collectivist culture* leads to focus on external attributions.