

First impressions and introductions

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- Making a good first impression is **VERY** important...

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- How long do you think it takes people to make an impression on people?

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First impressions take...

- a. A few seconds
- b. 30 seconds
- c. 5 minutes
- d. 20 minutes

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First impressions take...

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Some facts from the science of first impressions

Frank Bernieri, 2000
*The importance of first impressions
in a job interview*

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1. It only takes us **a few seconds** to make an impression / form an opinion of someone

Likability
Confidence
Competence
Warmth
Trustworthiness
Hirability

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As we enter the
room

Before we start
speaking!!!!!!!

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2. Our first impression is accurate 76% of times

3. Even when we are wrong we rarely change our mind

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To make a good first
impression is
VERY IMPORTANT

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Remember:

- You'll never have a second chance to make that first impression again...

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How can make a good first impression?



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One of the
components of
making a good
impression is ...

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One of the components of making
a good impression is ...

making people 'feel
good' about us

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How can you make
people 'feel good'
about yourself?

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Conveying good
feelings

- Positivity, **warmth**
- Respect
- Show interest

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Example: Tom Cruise entering a room

- <https://www.youtube.com/watch?v=KA3KDbU5dqk>

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The importance of Smile

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Smiling

- Signals non-threat
- shows empathy, openness
improves relationships



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Smile establishes
contact and
creates
interaction



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Can you distinguish
between a true and a
fake smile?

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Some effects of Smiling

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A person whose political career has been associated with smiling



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Berlusconi's smile as a key to his success ?

L'“oggetto Berlusconi” è dunque un bene di consumo, e come tale fornito prima di tutto di una marca. Marca fisica, ovviamente; marca corporea. E legata al volto, meglio ancora al sorriso:

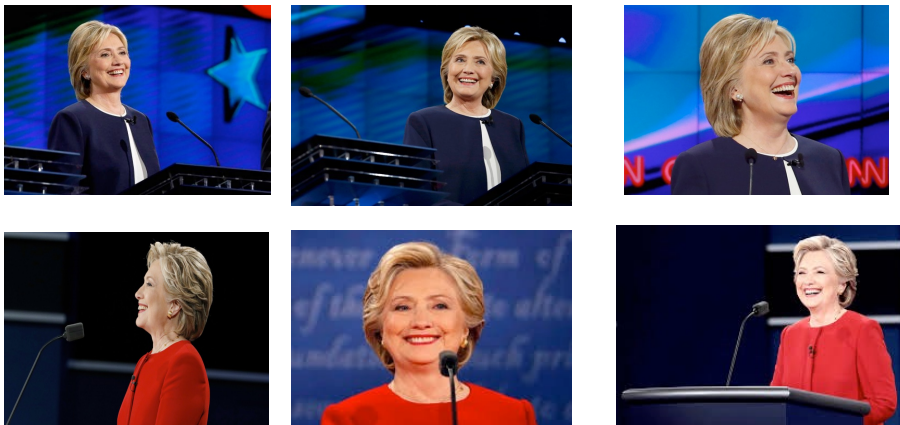
il sorriso di Berlusconi può essere considerato come marca perché individua un mondo coerente al proprio interno: l'allegria impostata da manager di successo, la finta patesi mascellare da veline sculetanti, il sorriso di circostanza per tutte le circostanze, la bonomia ridente dell'uomo medio, la faciloneria irridente dell'italiano “all'italiana”: tutte queste sono dimensioni segniche e di marketing dell'icona che si rivelano autentiche catalizzatrici di un immaginario culturale a cui i consumatori aspirano di appartenere (p. 108).

Federico Boni, 2008, *Il superleader: fenomenologia mediatica di Silvio Berlusconi*, Roma: Meltemi

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Was Hillary taught to smile to succeed?



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Compare the effect of a smile



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Compare the effect of a smile



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Gaze

- Sends very powerful non-verbal signals about us, how we feel and how we relate to people



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Gaze functions

Direct gaze
(eye contact)

- ◆ Reinforcement
- ◆ Emphasis
- ◆ Intimacy
- ◆ Approval
- ◆ Invitation
- ◆ Threat

Indirect,
avoiding gaze

- ◆ Anxiety
- ◆ Embarrassment
- ◆ Insincerity
- ◆ Fear
- ◆ Submission

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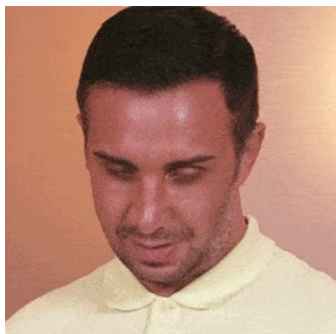
Eyes provide feedback for communication

- **Speakers** look at the listeners to make them part of their speech
- **Listeners** signal through their gaze if the speakers are interesting, boring, confusing, too long...

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Gaze shows interest



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Lack of gaze shows lack of communication, relationship



<https://bodylanguagecentral.com/what-does-it-mean-when-a-guy-avoids-eye-contact/>

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Effects of gaze in communication

+

Relationship between speech and gaze

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- Gaze creates contact with the audience and creates interaction

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- Mind you....

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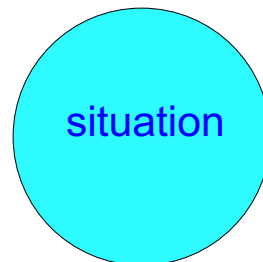
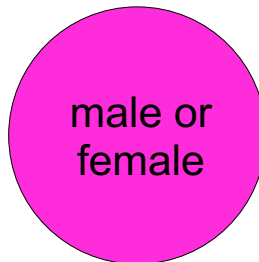
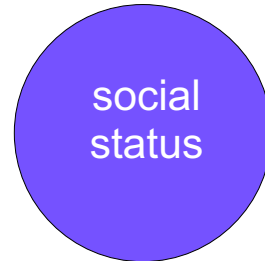
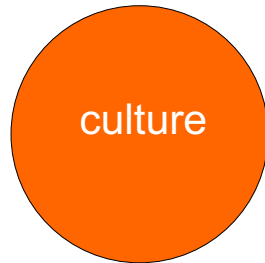
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- There are **HUGE** differences in gaze patterns across cultures

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Variables...



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The expressions on the face

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Your face

Projects:

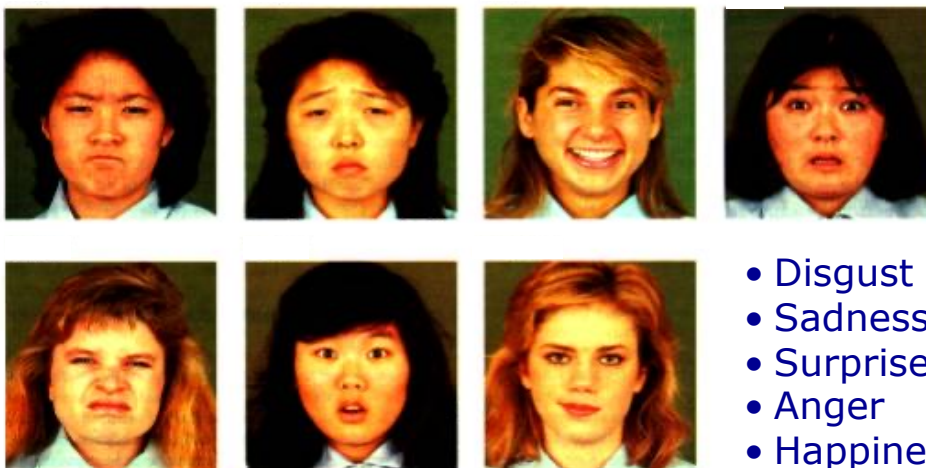
- **personality features**
- **emotions**
(happiness, surprise, interest, fear, sadness, disgust, anger)
- **interactivity reactions**
(to other people's communication or context)

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Test:

can you tell what facial expressions mean?



15.3 Le espressioni facciali universali delle emozioni

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- Disgust
- Sadness
- Surprise
- Anger
- Happiness
- Fear
- Despise

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- Your face portrays your good and bad feelings
- Your positive/negative feelings will show on your face

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The importance of the Handshake

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The handshake!

- The key to making good first impression

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The handshake!

- A good firm handshake is an extension of your energy
(weak handshake = low energy)

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Some types of handshake

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Handshaking

Palm to Palm
(indicates
equality)



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Handshaking

The
Dominator
(Palm Down)



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Handshaking

The
Submissive
(Palm Up)



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Handshaking

The Snob / Tea time Shake
(Fingertip Shake)



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Handshaking

The “Texas Vice”
(Knuckle
Cruncher)



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Handshaking

The Dead Fish
(Limp Hand)



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Handshaking

Warmth



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To sum up

- The importance of the first impression
 - convey interest and positive feelings
 - smile
 - gaze
 - face expressions
 - handshake

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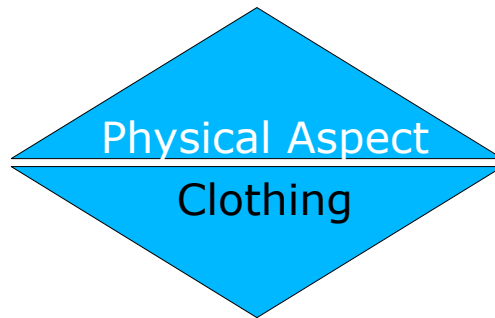
Minding the basics

- Look appropriate for the situation

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External aspect



Provides information on the person.
Affects opinions.
Is a form of auto-presentation

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Appearance communicates



Merkel's knee-high
and Michelle's and Kate's elegance

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To kiss or not to kiss?

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**Kissing is very
culture-specific**

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Science World Kissing

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<https://www.youtube.com/watch?v=rLKnoDIYTto>

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To touch or not to touch?

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Touching (handshaking, hugging)

- Conveys intimacy
- Builds trust

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However

- ‘How much and how close’ are very culture specific

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What to say and how to say it

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Revealing yourself

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Revealing yourself

- Shows your true self
- Makes you very personable
- You are the way you present yourself

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<https://www.youtube.com/watch?v=1ACQpZW-eTg>

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And now about
introductions...

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INTRODUCTIONS

- One of the very first things you'll be required to do in any social situation
- Greatly contributes to the impression we make on people

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Can you say something
about yourself?

Something interesting?

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How much information?

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How much information?

- Give only the info that is relevant to the situation
- Present yourself in an way that triggers interest

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Don't speak too slow

- Speaking too slow makes you sound less truthful, less fluent, and less persuasive
- Lots of hesitations ('um' and 'ah') show that you don't know what you're talking about.

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Don't speak too fast

- Speaking too fast shows nervousness and may be hard to understand

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Remember and say names

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Remember and say names

- Has a great impact
- Makes people feel liked and special
- It's a skill that can be learned
 - tie an image to a name/person/situation

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Task

- Give a short introduction of yourself
 - make yourself interesting by saying something special about you

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