



The Halo Effect in Popular culture.

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CHAPTER 1.

INTRODUCTION

- BASIC CONCEPTS -

Firstly, let's talk about *Halo Effect* which is the first part of our topic and what it means. We will also be talking about how it is intertwined with pop culture in many ways as explained in the content.

According to, the definitions in a lot of websites or research articles that we have been reading, just to find the right meaning of this psychological phenomenon, **HALO EFFECT** can be picturised as a sudden appearance of occurrence mostly which is based on positive impression of someone or something in a place or situation which reciprocates in a conclusion of positive feeling of that event or place. It is a total cognitive process since, it is recognised as a psychological phenomenon. It not only makes us have biased opinion but also a very judgmental

perspective without having a particular reason. This judgement / perception can be about any place, person, thing, situation or event and even brands/companies.

If we take a look on a very defined or understandable explanation through an *example of Halo effect*, we can pick up a very common example that is – “we tend to find someone or something very appealing or we tend to associate optimistic perception or positive perception immediately without having a reason or thinking twice ,if, we find that person or thing very beautiful/attractive or appealing”.

Now if we look at the topic which is “the effects of Halo effect on pop culture”, the perfect example that we can set or talk about here is how when we find one artist/singer very pleasing to our ears because of his/her vocals in one of their songs, we tend to find them attractive and expect that they might be a good person or all of their songs might be good as the one that we heard in the first place.

The more we find the person pleasing or the thing pleasing, we automatically cognitively eradicate all the pessimistic views of perception regarding the person or whatever the case is which is, towards what we are attracted or pleased.

This necessarily doesn't have to be a conscious decision that our mind makes/ takes. It tends to be a very unconscious feeling that suddenly occurs when the feeling of overwhelming and pleasing satisfaction arises in our minds because of what we are attracted to, triggers us.

Pop culture or popular culture is known to comprise people who are very famous or people who were unknown and became famous (also known as celebrities).

So, the first thing that might come to our minds when we hear about the topic and the relationship between Halo effect and pop culture is how does it affect famous people in the industry of pop culture?

Since we know it's about perception and cognition, in pop culture the one thing that triggers us as human beings is that one attractive impression that the respective celebrities (in this context) make on us. Not every celebrity is liked by everyone but every celebrity is liked by someone which indirectly means that there is someone in the world out there who is getting attracted by one of the impressions that the celebrity has portrayed for no reason that triggered the person to like them, which tends to be a positive impression or positive trigger.

So, when we start liking a celebrity or someone who is famous, being in our human tendency and in this modern technological generation we tend to follow them on whatever platform, available. The first thing that pops up in our mind when we talk about social platform is social media. This includes all the e- sites and apps such as their respective websites or apps like Facebook, Twitter, Instagram, Snapchat, Tick-tock and many more wherever the person is able to be available (online) and updates about themselves, be it through their manager or all by themselves.

This is how the social media not only contributes in keeping the audience loyal to the celebrities but also in Halo effect. The social media keeps the audience totally

exposed to whatever influencer/celebrity they are following, not only just about them but anything that's related to them.

One must also think about how, and where did this concept rise from and also what is the origin of the phenomena?

It's a very small part, which goes back to **1907** where an American psychologist called **Frederick L. Wells** brought it to limelight but later on *it was officially recognised in 1920 by the American psychologist known as Edward L. Thorndike*, through his observations on military officers who ranked their own subordinates.

Secondly,

When we talk about the influences of Halo effect on people, we generally reflect on the criteria of Halo effect which is basically how our perception shifts from what we think to how the trigger makes us have a biased perception/opinion about something. It is a very automatic process of positive judgments or optimistic perspective, without any reason but this doesn't mean that it cannot have a negative perspective about something else because it is not always supposed to be very rosy and sometimes has a downside. This means, in reality we know very little about what is going on and what has triggered us subconsciously which is the “Halo”, on them because they seem nice or the thing seems nice.

1. The phosphorescence and the silhouette of Halo effect of influencers –

This basically about how the marketing of Halo effect cuts off brands and people advertising for the brand in all possible ways.

The whole concept of Halo effect is about liking ones aspect on something for example a social media influencer or a pop culture influencer unconsciously, assuming that all of their traits are going to be positive if one of them is positive which can be totally unrelated. Like how we can perceive that if someone is attractive the person can also be intelligent. Similarly, we can also think of this as - if someone is popular the person can also be trustworthy. Going hand in hand with the enthusiastic personality that they have they can also be authoritative. This explains how the Halo effect phenomenon is nothing but an error in reasoning because in the end we fall for the triggers of optimistic perspective and lead on to assumptions without any reason which is side beside happening unconsciously in our mind. It also blames us as human beings that we are lazy enough to not think in detail and just go on with the flow because of one trigger (positive).

2. Celebrity clout and popular culture -

This fragment is about how celebrities are influenced in the popular culture by the phenomenon of Halo effect. It is largely expounds on what the popular or pop culture refers to, which is as written - the sum of thoughts, mindset, point of views and other wonders that comprise in the standard of a made up culture that already exists in the West In particular on the time of mid 20th century which not only developed and enhanced their culture but also worldwide standards in the late 20th and May 21st century.

Delving into the impact of the Halo effect on popular culture, breaking it down into five key sections: celebrity influence, consumer attitude, historical and contemporary advertising trends, as well as the role of pop culture and branding. Each of these aspects likely contributes to and is influenced by the Halo effect, which refers to the tendency for positive impressions in one area to positively influence perceptions in other areas as well. It's fascinating to see how various elements within popular culture can interplay and shape our perceptions and behaviours.

3. The Effect in physical enticement arching over cultures –

It not only means the principles of influence on popular culture but also, the current psychology and the 100 year old concept of the phenomenon. It is about the phenomenon and is based on the *principle of “what is beautiful is good”*, since it is based on the idea that attractive people must also be better human beings. Also vocalizing that the phenomenon is an around 100 year old concept, which persists that human beings tend to read their likings according to peoples physical attractiveness and positive qualities not just by their perspective but also by how much they are getting influenced.

Thirdly,

We will discuss what arises to us human beings while facing Halo effect and a few more topics which are related and revolts around workplace, celebrity and pop culture.

As we already talked about how Halo effect is a well comprised phenomenon which comes under the umbrella term of social psychology, makes people get biased to their own perceptions by staying connected to that one feeling about one trigger /attribute to something which is unrelated to the other triggers/ attributes. It definitely occurred to me while I was doing my research that how did Halo effect influence celebrity endorsements?! Of course, there are pros and cons to the kind of endorsement that have been done or are still being done that influenced

by Halo effect. For example, the article on the **Halo effect: the pros and cons of celeb endorsements** - Talks about an incident rather a scandal of Kate Moss in 2005 as a representation of the power of celebrity endorsement. “The article talks about how 3 companies immediately opted out of their contracts with the supermodel after a tabloid published a photo of her which was allegedly snorting cocaine.” Companies like Burberry, Chanel and H&M We're all in a panic mode that the reputation that Kate Moss now carry it would bring a downfall to their company and a bad reputation. Exactly how when celebrity endorsements work, it can be a huge partnership between a personality rather a famous personality which is a celebrity and the brand but can result in a huge upturn in the sales depending on how the endorsement has been done.

Just because celebrities do not work in private or corporate organisations doesn't mean they do not have a full time job. They can also be a part of influenced workplace. Here we can also imply the phenomena of Halo effect in workplace. You might ask what exactly does this mean? For instance, if we look at Halo effect in workplace in the point of view of celebrities in pop culture, we can consider the reviews and the ratings or the feedbacks that celebrities get either after releasing a song/album, or even for a fact a movie; the constant praise which is again a positive feedback or outlook that these people get influences not just the celebrity but also other people who are not following them to follow these people. This is not only creates a good stage or platform of growth for the celebrities but also numerous people getting influenced by them who were not following these celebrities and first the place. Also helps a growth in pop culture by letting out more people from the same background to practice more of the genre of either movie or music creating a larger influence and impact on the audience and generations.

Considering these famous people over celebrities, like we like to call them or have been calling them for generations, try to make a positive impact on the first place on the youth which is their audience and simply, without even trying, become their role models. Every event that they take up to participate in or setup so that people come and enjoy it, not only encourages youngsters but also audience of the same mindset to strive hard and succeed in life. Sometimes these kind of logics and strategies are only applicable for people who follow celebrities with dedication and want to really listen to the message these celebrities are passing on. This also has a negative impact since Halo effect has also been called an error in understanding concepts without a reason and are not always logical. They can also set unhealthy and illogical examples for their young audience who are still at the age of getting influenced very easily and end up affecting their mental health as well as physical health, Which not only proves that Halo effect influences society in positive ways as well as in negative ways. Next, I also wanted to talk about *The pop culture shock and its relation with halo effect*.

An article by The Man Eater - **Pop culture shock: the Halo effect**, published in 2014 talks about one of the writers who published it, her obsession with Victoria's secret angels. She explains how her obsession can be a little disturbing since it is a modelling agency and what she is talking about is related to body positivity and loving yourself and everything related to it. She accepts the fact that there are a lot of questions that she did to her and is willing to answer to the public like - why she is suddenly hitting the gym? Why does she like torturing herself? Why a girl like her with the history of food related mental health issues and fears defender of body positivity looks forward to this show every single year when she knows that models with the figure of 0-2 will be cat walking?.... She talks about how she knows that these supermodels are paid to look good and it is their job while she is the one who works 2 times and goes to school. She justifies her actions as the thing called Halo effect which he defines in layman's term, '*when someone who is beautiful is seen to be perfect or to have it all based on his or her looks the Angels embodies the Halo effect*'.

We already talked about Halo effect and its relation with popular culture and we will be talking about it more but let's take a look on how it affects normal people in general life. Can we also call Halo effect kind of stereotyping? I assume absolutely! We can presume that everyone who portrays a particular kind of feature is quite the same and makes these kind of presumptions about others might not be true. When talking about this phenomena and including its features, we can notice that a single feature about someone, they tend to attach other features to them and form an overall impression of that particular thing or person.

A recent research published on September 2022 by "**the journal of destination market and management**", Gives the heading of **Halo effects of country in film induced tourism: a case study of Ha Long Bay, Vietnam in 'Kong: skull island'**.

It abstractly talks about the purpose of Halo effect of a particular country to perceive the beauty of scenes in the film. It's main intention was to make changes and for people to actually visit the site.

Abstract -

This study aims to investigate the halo effects of both a country's image and the perceived attractiveness of scenes in a film on changes in intention to visit a particular site. The researchers conducted a quasi-experiment using a clip from the movie 'Kong: Skull Island,' which features scenery from Ha Long Bay, Vietnam. They analysed differences in intention to visit the site before and after participants received information about the country to which the site belongs.

Additionally, the study aimed to identify significant factors related to the halo effects of the country.

The findings revealed several key insights:

- The factor of 'tourism opportunity,' representing diverse leisure opportunities perceived from the filmed scenery, had a significant negative influence on changes in intention to visit the site. This suggests that participants may have perceived other leisure opportunities as more appealing or desirable compared to visiting the specific site shown in the film.
- Country images related to 'attractiveness' and 'excitement' acted as positive halo effects, contributing to a consolidation of the initial intention to visit the filmed site. This indicates that positive perceptions of the country itself, beyond the specific site shown in the film, influenced participants' intentions to visit.
- Peer group influence, operationalized as the anticipated number of acquaintances who have visited the destination country, appeared to have a positive effect on changes in intention to visit the filmed site. This suggests that social influences, such as knowing others who have visited the destination, can positively impact individuals' intentions to visit the site themselves.

The study's findings have theoretical and practical implications for understanding the role of country images and perceived attractiveness in influencing individuals' intentions to visit specific sites. The researchers discuss potential avenues for future research and offer practical suggestions based on their findings. Overall, the study sheds light on the complex interplay between country images, perceived attractiveness, and social influences in shaping individuals' travel intentions.

Finally,

We come down to the final articles And research materials that I had to deeply analyse and read to talk and understand more about my term paper, in depth.

1. Analysis of generalised ability and stability of the halo effect during the COVID-19 to make outbreak -

The passage discusses the widespread investigation of the halo effect in the field of social psychology, focusing on how perceptions of a single feature can influence judgments of other characteristics. Despite over a century of research on the halo effect, there remains limited generalizability, particularly regarding adult populations from Western countries. Furthermore, little is known about the stability of the effect across various events, such as the outbreak of a pandemic.

The article specifically examines the relationship between aesthetic appearance and perceived trustworthiness in human faces of different ages, genders, and ethnicities. The results suggest that the strength of the halo effect can be influenced by external situations and is stronger for adults' faces compared to children's faces.

Overall, the passage highlights the ongoing interest in understanding the halo effect and its implications for social judgments. It also underscores the need for further research to explore

the generalizability and stability of the effect across different populations and contexts, including the impact of external factors such as pandemics.

2. The Halo Effect: And the Eight Other Business Delusions That Deceive Managers –

This is a book that talks about how much businesses are shaped by delusions or errors of logic and flawed opinions that ruin our understanding of actual reasons in a company's performance and end results. In this brilliant and unconventional book, the writer unmask the delusions that we can easily find in the corporate world. These type of distorted thinking affect a venture and it academic researchers that have been done inside as well as many best-selling books that give you their word to unleash the secret to success or the path to greatness. Those kind of books promise to be just based on rigorous thinking, but end up mainly covering the level of storytelling. They can only provide comfort for the time being when you are reading it and motive of inspiring you but deceive the managers when it comes to the true nature of a success in venture. This is the concept of Halo effect which is shown in the book.

3. Creativity and Compliance - the halo effect –

The highlights of the LinkedIn article gives an insight about how creativity fit into compliance. What are the criteria and sub parts of creativity. Whatever it takes to be a creative person. It talks about the importance of making brilliant trainers and comms shorter. Includes factors that can be more entertaining for the employees to stick by And help them get exposure with a message in outcome. It also includes how Halo effect works, is not a residual benefit but it's a benefit, what is the opposite of the phenomenon also known as the horn effect which people often relate to a negative impression and other understandings of compliance and their reputation.

4. Gucci show reaffirms Seoul's status as capital of pop culture

It sounds like the article from The Guardian discusses how Korean styling and fashion have become prominent on the global stage, drawing inspiration from both contemporary and traditional clothing, particularly dresses. The article highlights a Gucci catwalk show that incorporated elements of Korean pop culture, including

references to historical landmarks like a 14th-century palace, as well as modern fashion trends like baggy jeans and luxurious handbags.

The piece suggests that Korean fashion has become a focal point in the fashion world, with brands capitalizing on its popularity through phenomena like the Halo effect, which associates positive attributes with Korean culture. This rise of Korean fashion is attributed to the country's vibrant pop culture, including its music and dramas, which have captivated audiences worldwide.

Overall, the article portrays Korean fashion as a dominant force in the global fashion industry, with its cultural influence continuing to grow into the 21st century.

5. The Halo Effect: Celebrity Influence within Popular Culture

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Referring to another article from 2017, which talked about how celebrities are influenced in the popular culture by the phenomenon of Halo effect. The article largely defined on what the popular or pop culture referred to which was as written - the sum of thoughts, mindset, point of views and other wonders that comprise in the standard of a made up culture that already exists in the West In particular on the time of mid 20th century which not only developed and enhanced their culture but also worldwide standards in the late 20th and May 21st century. The article also broke down 5 sections of the influence on the popular culture to support their research and thesis. These sections included celebrity's influence, Consumer attitude, past and current trends of advertising as well as pop culture and branding itself. These are all part of Halo effect's influence on popular culture.

6. The halo effect of foreign brands on the misclassification of local brands –

Talking about this study in an abstract format, it talks about how consumers on daily basis lack on the ability to find and analyse brands true origins and deep roots with their features of the wrong origin to a very well-known brand by showing their given attitudes and features. The study moreover talks about the wrong classifications of under rated brands in Indonesia that has contributed a lot to the Halo effect for foreign brands such as in Japan, South Korea and China (The inferior image of locally made products). The impression has not only affected in the Indonesian consumer's behaviour but impression towards local brands or local companies. The study is strongly recommends, when a buyer miss per sieves local brands is being from more developed countries which are luxurious foreign brands, they are more

likely to show negative attitudes towards local brands, linking to the concept of Halo effect.

7. Create an effective employee regards program using the Halo effect –

Nobel Laureate Kahneman contributes a lot to the article to the concept, back to the roots of “associative machine”, Which implies to the system of intuitive or also called subconscious brain which is used to form perceptions about someone or something that is totally relying on all the collective experiences in the past that have occurred and I somehow linked to the person or entity. It is a blog that helps you explorer a piece of knowledge on creating an effective employee reward program through understanding the associative machine phenomenon and Halo effect.

8. Blinded by beauty: attractiveness bias and accurate perceptions of academic performance –

An overview about this article that was published in 2016, talks about how despite of the old scene of ‘don't judge a book by its cover’, a lot of times we end up creating decisions on our first impression about an entity or a person. And many forms, literature suggests us that there are very valid facial cues that must be used and are assisted in someone's health or intelligence but can also overshadow the concept of ‘attractiveness Halo’.

This means the treats and features that are desired are preferred to be ascribed to beautiful or aesthetically pleasing entity or people. The findings of this review of literature persists on finding the misleading or errored facts of effect of attractiveness/beauty/aesthetics on pinning to the first impression of competence those are seriously taken and drawn down to the consequence in the specialised or focused area search as in the case of education and hiring.

CHAPTER 2.

Review of literatures

1. - Sean N.T, Kenneth I.M, and David I.P, PLOS One. 2016;11(2).

Blinded by Beauty: Attractiveness Bias and Accurate Perceptions of Academic Performance -

"The impact of the attractiveness halo effect on perceptions of academic performance in the classroom is concerning as this has shown to influence students' future performance. We investigated the limiting effects of the attractiveness halo on perceptions of actual academic performance in faces of 100 university students. Given the ambiguity and various perspectives on the definition of intelligence and the growing consensus on the importance of conscientiousness over intelligence in predicting actual academic performance, we also investigated whether perceived conscientiousness was a more accurate predictor of academic performance than perceived intelligence."

2. - Noor, N., Beram, S., Yuet, F. K. C., Gengatharan, K., & Rasidi, M. S. M. (2023). Bias, Halo Effect and Horn Effect: A Systematic Literature Review. *International Journal of Academic Research in Business & Social Sciences*, 13(3), 1116 – 1140.

“Bias, Halo Effect and Horn Effect: A Systematic Literature Review.”

Abstract –

A bias is a prejudice that generally unfavourably supports or opposes one thing, person, or organization over another. Individuals, groups, and institutions can all have biases, which can have bad or good outcomes, and most of the focus surrounding the Halo and the Horn effect. The present article set out to analyse the existing literature on the bias, the Halo effect, and the Horn effect.

3. - Noor, N., Beram, S., Yuet, F. K. C., Gengatharan, K., & Rasidi, M. S. M. (2023). Bias, Halo

Effect and Horn Effect: A Systematic Literature Review. *International Journal of Academic Research in Business & Social Sciences*, 13(3), 1116 – 1140.

“Bias, Halo Effect and Horn Effect: A Systematic Literature Review”

In interpretation or simply giving a perception of a product or service, the individual will not be separated by making an assessment. Therefore, the assessment made cannot escape bias. However, bias towards a product or service can be reduced if the individual clearly understands the meaning of bias and the elements. Many studies have been done on this issue of bias in evaluation. Moreover, we are often with the concept of the halo effect and the Horn effect in bias. This study will focus on these three keywords in exploring and researching in more depth about the research that revealed these three keywords in their study.

4. - Nisbett, R. E., & Wilson, T. D. (1977). The halo effect: Evidence for unconscious alteration of judgments. *Journal of Personality and Social Psychology*, 35(4), 250–256.

“The halo effect: Evidence for unconscious alteration of judgments.”

Staged 2 different videotaped interviews with the same individual—a college instructor who spoke English with a European accent. In one of the interviews the instructor was warm and friendly, in the other, cold and distant. 118 undergraduates were asked to evaluate the instructor. Ss who saw the warm instructor rated his appearance, mannerisms, and accent as appealing, whereas those who saw the cold instructor rated these attributes as irritating. Results indicate that global evaluations of a person can induce altered evaluations of the person's attributes, even when there is sufficient information to allow for independent assessments of them.

5. - Dennis, I. (2007). Halo effects in grading student projects. *Journal of Applied Psychology*, 92(4), 1169–1176.

“Halo effects and greeting student projects.”

Halo effects in rating specific pieces of work, as in educational grading, have received little attention. Grades awarded by 2 independent graders to undergraduate projects were analyzed with a correlated uniqueness model. Grades showed substantial halo despite being awarded by expert assessors at the time of reading the work. There was greater halo between different grades applying to the same section of the project than between grades applying to different sections. Supervisors who had regular contact with the student whose work they were grading showed no more halo than other graders. More reliable graders showed less within-section halo than graders of lower reliability but equal between-sections halo. The halo effects observed cannot be entirely attributable to a unitary general impression.

6. - Cooper, W. H. (1981). Ubiquitous halo. *Psychological Bulletin*, 90(2), 218–244.

“Ubiquitous halo.”

Users of rating data have long been concerned about the "halo effect" (high inter-category correlations or low inter-category variance). Prominent sources of this ubiquitous effect are the true intercorrelation of categories and the illusory theories that ratters hold about the extent to which categories covary. Cognitive distortions that increase the survival of illusory covariance theories are identified, including failure to adequately attend to hit rates, the differential ease of making "same" or "similar" vs "different" judgments, confirmatory bias in hypothesis testing, and the discounting of impression-inconsistent information. Nine methods (e.g., rating irrelevant categories) currently used to reduce illusory halo are reviewed, and it is concluded that increasing the

sample of the rater's current behavior is the most effective method in use. However, all methods probably leave residual illusory halo. A model of the rating process is described that attempts to direct research toward increasing understanding of the observation, encoding, storage, retrieval, and evaluation sequence, and to illuminate the paradoxical low positive correlation between halo and accuracy reported in 4 recent studies.

7. - Naquin, C. E., & Tynan, R. O. (2003). The team halo effect: Why teams are not blamed for their failures. *Journal of Applied Psychology*, 88(2), 332–340.

“The team halo effect: Why teams are not blamed for their failures.”

In this study, the existence of the team halo effect, the phenomenon that teams tend not to be blamed for their failures, is documented. With 2 studies using both real teams and controlled scenarios, the authors found evidence that the nature of the causal attribution processes used to diagnose failure scenarios leads to individuals being more likely to be identified as the cause of team failure than the team as a collective. Team schema development, as indexed by team experience, influences this effect, with individuals who have more team experience being less likely to show the team halo effect.

8. - Remmers, H. H. (1934). Reliability and halo effect of high school and college students' judgments of their teachers. *Journal of Applied Psychology*, 18(5), 619–630

“Reliability and halo effect of high school and college students' judgments of their teachers.”

Reliable judgments and little halo effect among ratings of high school and college students are found for the three most important traits in the Purdue rating scale for instructors—interest in subject, presentation of subject matter, and stimulating intellectual curiosity. The high school ratings were made on a group of 57 student teachers. Previous studies on this rating scale are briefly reviewed.

9. - Brown, E. M. (1968). Influence of training, method, and relationship of the halo effect. *Journal of Applied Psychology*, 52(3), 195–199.

“Reliability and halo effect of high school and college students' judgments of their teachers”.

Reliable judgments and little halo effect among ratings of high school and college students are found for the three most important traits in the Purdue rating scale for instructors—interest in subject, presentation of subject matter, and stimulating intellectual curiosity. The high school ratings were made on a group of 57 student teachers. Previous studies on this rating scale are briefly reviewed.

10. - O'Neal, E. (1971). Influence of future choice importance and arousal upon the halo effect. *Journal of Personality and Social Psychology*, 19(3), 334–340.

“Influence of training, method, and relationship of the halo effect.”

120 STUDENT NURSES EACH RATED 6 PEERS ON 10-POINT SCALES FOR 6 SETS OF TRAITS. THE VARIANCE OF A JUDGE'S RATINGS FOR EACH OBJECT WAS FOUND, AND THE VARIANCE SCORES OF THE 6 OBJECTS FOR EACH JUDGE SUMMED, MEASURING THE HALO EFFECT BY THIS DISPERSION SCORE. TRAINED JUDGES EXHIBITED LESS HALO THAN UNTRAINED, BUT RATINGS MADE BY RATING 1 S ON 6 TRAITS AT A TIME YIELDED THE SAME AMOUNT OF HALO AS DID THOSE MADE BY RATING ALL S ON 1 TRAIT AT A TIME. THE RELATIONSHIP BETWEEN

THE JUDGE AND THE OBJECT WAS A SIGNIFICANT VARIABLE FOR THE UNTRAINED JUDGES. HERE THE RATINGS FOR THE LESS INTENSE RELATIONSHIP EXHIBITED SIGNIFICANTLY MORE HALO THAN THE RATINGS FOR THE INTENSE RELATIONSHIP. TRAINING OF THE JUDGES IMPROVED ALL RATINGS UNTIL THE JUDGE-OBJECT RELATIONSHIP WAS INSIGNIFICANT.

11. - Holzbach, R. L. (1978). Rater bias in performance ratings: Superior, self-, and peer ratings. *Journal of Applied Psychology*, 63(5), 579–588.

“Influence of future choice importance and arousal upon the halo effect.”

Assigned 10 male undergraduates to each of 6 experimental groups in which information, arousal, and importance were manipulated. Ss ranked photographs of 16 males on positive personality traits. Ss anticipated later making a choice of work partners from 8 of the photographs. The intercorrelation of the rankings was greater for the choice than for the nonchoice photographs when ss anticipated an important choice, but not when they anticipated an unimportant choice. The intercorrelation was greater for the choice than for the nonchoice photographs when ss were aroused by caffeine and uninformed as to the source of their arousal, but not when they were informed as to the source of their arousal or not aroused.

12. - Wyer, R. S. (1974). Changes in meaning and halo effects in personality impression formation. *Journal of Personality and Social Psychology*, 29(6), 829–835.

“Rater bias in performance ratings: Superior, self-, and peer ratings.”

Leniency errors, halo effects, and differential dimensionality were explored in an analysis of superior, self-, and peer performance ratings of 107 managerial and 76 professional employees in a medium-sized manufacturing location, representing 95% of the managerial and professional staff. Self-ratings showed greater leniency effects than superior or peer ratings. A multitrait–multimethod (MTMM) analysis supported the presence of strong halo effect and significant convergent validity but not discriminant validity. The dimensional analysis supported the presence of strong halo effect. A statistical control procedure for the halo effect was developed that involved calculating residuals of the performance items, controlling for the "overall effectiveness" variance component in each item. The procedure did not reduce the significant halo effect, nor did it improve the nonsignificant discriminant validity in the MTMM analysis. It did, however, clarify the dimensional structure of ratings by superiors. Data from 4 previously published studies were also reanalysed using the statistical control procedure.

13. - Sattler, J. M., Hillix, W. A., & Neher, L. A. (1970). Halo effect in examiner scoring of intelligence test responses. *Journal of Consulting and Clinical Psychology*, 34(2), 172–176.

“Changes in meaning and halo effects in personality impression formation.”

Explored the reason why evaluations of a personality adjective increase with the favourableness of the adjectives accompanying it. In Exp I, involving 137 undergraduates, context effects increased with the ambiguity of the (test) adjective being rated, as inferred from an information measure of uncertainty about the evaluative implications of the adjective. Exp II, with 48 Ss, showed that the average of the evaluative implications of the meanings assigned to test adjectives in different contexts was highly correlated with the actual evaluations of the adjectives in these contexts. Changes in the meanings assigned to test adjectives in different contexts

appeared to account for context effects when the adjectives in each collective described a single person but underestimated the magnitude of these effects when each adjective described a different member of a group of persons. While results of the experiments are more consistent with a change-of-meaning interpretation of context effects than with the generalized halo effect interpretation proposed by N. H. Anderson (See PA, Vol 46:2989, 4805), they suggested that both changes in meaning and halo effects may contribute to these effects to different degrees, depending on the type of judgment.

- 14.** - Sattler, J. M., Hillix, W. A., & Neher, L. A. (1970). Halo effect in examiner scoring of intelligence test responses. *Journal of Consulting and Clinical Psychology, 34*(2), 172–176.

“Halo effect in examiner scoring of intelligence test responses.”

Two experiments evaluating the halo effect on graduate student Es' scoring of test responses from some Verbal scale subtests of the Wechsler Intelligence Scale for Children and Wechsler Adult Intelligence Scale are reported. In each experiment, ambiguous responses on one or more subtests, Vocabulary but not the Comprehension subtest in the first experiment and the Vocabulary and Comprehension but not the Similarities subtest in the second experiment, were given significantly more credit when produced by examinees with superior or above-average intelligence than by examinees with average or below-average intelligence. Responses were presented on paper and via tape recordings. The results suggest that the IQ may not be as objectively determined as has been commonly assumed.

- 15.** - Johnson, D. M. (1963). Reanalysis of experimental halo effects. *Journal of Applied Psychology, 47*(1), 46–47.

“Reanalysis of experimental halo effects.”

Data on ratings of individuals, obtained under 2 conditions of judgment and published in 1956, were reanalyzed by a more complete analysis of variance. The usual interaction between raters and individuals, called a halo effect, was found but it was not influenced by judgment conditions intended to maximize it. Hence, the evidence for halo effect due to judging operations remains questionable.

- 16.** - Bernardin, H. J. (1978). Effects of rater training on leniency and halo errors in student ratings of instructors. *Journal of Applied Psychology, 63*(3), 301–308.

“Effects of rater training on leniency and halo errors in student ratings of instructors.”

Investigated the effects (over time) of a comprehensive vs an abbreviated rater training session on relative levels of leniency error and halo effect. 80 undergraduates (20 per group) rated all of their nonlaboratory instructors over 1, 2, or 3 rating periods using either behavioral expectation scales or summated rating scales. Tests on psychometric error were also administered at these times. Results indicate that the psychometric quality of ratings was superior for the group receiving the comprehensive training, and both training groups were superior to the control groups at the 1st measurement period. No differences were found between any groups in later comparisons. A consistent relationship was found between scores on the tests of psychometric error and error as measured on the ratings. Results are discussed in terms of the diminishing effect of rater training over rating periods, the relationship of internal and external criteria of training effects, the practical significance of differences between groups, and the importance of rating context on rating quality.

- 17.** - Lokhorst, S. L., & Reich, C. M. (2022). The alliance-outcome correlation: Is there a halo effect? *Journal of Psychotherapy Integration, 32*(3), 301–309.

“The alliance–outcome correlation: Is there a halo effect?”

The working alliance between therapists and their clients is consistently associated with the outcome of the therapy such that symptom improvement is more likely when the alliance is rated more positively. However, this correlation could be inflated by biased alliance ratings. This study examined the experimental effect of outcome knowledge on observer ratings of the therapeutic alliance. Consistent with the halo effect, it was hypothesized that positive outcome knowledge would yield higher alliance ratings and negative outcome knowledge would yield lower alliance ratings relative to the control group. All participants ($N = 168$) watched the same video of a therapy session, followed by a randomized voiceover in which they either heard a detailed account of a positive outcome, negative outcome, or received no outcome information, before rating the alliance. Analyses revealed that participants in the negative condition rated the alliance significantly lower than participants in the positive and control groups. Findings were consistent with the halo effect suggesting that knowledge of a negative therapeutic outcome may bias observers' ratings of the alliance, which may have implications for psychotherapy researchers' coding procedures. Further questions about the validity of alliance ratings from other sources are discussed.

18. - Kaplan, M. F. (1974). Context-induced shifts in personality trait evaluation: A comment on the evaluative halo effect and meaning change interpretations. *Psychological Bulletin*, 81(11), 891–895.

“Context-induced shifts in personality trait evaluation: A comment on the evaluative halo effect and meaning change interpretations.”

Evaluative responses to personality traits are affected by the particular context of other traits ascribed to the stimulus person. One interpretation has invoked a denotative change in trait meaning, which then mediates evaluative change. A second interpretation has proposed that meaning is invariant across contexts, but that the response to the trait is an amalgamation of evaluative response to both person and trait. A review of the literature shows that research has employed stimulus substitution, denotative ratings, and trait evaluative variability as strategies in comparing these formulations, but no one test has proven crucial. The evidence, however, is shown to be more consistent with an evaluative halo influence than with a denotative meaning-change process.

19. - Johnson, D. M., & Vidulich, R. N. (1956). Experimental manipulation of the halo effect. *Journal of Applied Psychology*, 40(2), 130–134.

“Experimental manipulation of the halo effect.”

To test the hypothesis that halo effect is a judgmental error rather than the effect of objective correlation of traits, one group ($N = 18$) rated 5 noted individuals, one individual per day on all of 5 traits, while another group ($N = 18$) rated all 5 individuals on one trait per day. The authors state that the results prove that halo is in part a phenomenon of judgment.

20. - Latham, G. P., Wexley, K. N., & Pursell, E. D. (1975). Training managers to minimize rating errors in the observation of behavior. *Journal of Applied Psychology*, 60(5), 550–555.

“Training managers to minimize rating errors in the observation of behaviour.”

Assigned 60 managers in a large corporation to a workshop, a group discussion, or a control group. The workshop and group discussion involved training directed toward the elimination of rating errors that occur in performance appraisal and selection interviews (i.e., contrast effects, halo effect, similarity, and first impressions.) 6 mo after the training, Ss rated hypothetical candidates who were observed on videotape. Results show that (a) trainees in the control group committed similarity, contrast, and halo errors; (b) trainees in the group discussion committed impression errors; and (c) trainees in the workshop committed none of the errors. The importance of observer training for minimizing the "criterion problem" in industrial psychology is discussed.

21. - Murphy, K. R., & Reynolds, D. H. (1988). Does true halo affect observed halo? *Journal of Applied Psychology*, 73(2), 235–238.

“Does true halo affect observed halo?”

The distinction between true and illusory halo is predicated in part on the assumption that true halo affects observed halo. However, there is little evidence that differences in true halo will lead to differences in observed intercorrelations among ratings. We examine the proposition that true halo affects observed halo. Subjects viewed sets of videotapes that varied widely in true halo and rated them under immediate or delayed rating conditions. Results showed that true halo has some impact on observed halo but that this impact is relatively small. In particular, extreme differences in true halo were necessary to produce reliable differences in observed halo. In addition, results suggested that the halo effect, defined as overestimating the true correlation among dimensions, occurs only when the true intercorrelations are small. Practical implications of the results are discussed.

22. - Remmers, H. H., & Martin, R. D. (1944). Halo effect in reverse—are teachers' ratings of high-school pupils valid? *Journal of Educational Psychology*, 35(4), 193–200.

“Halo effect in reverse—are teachers' ratings of high-school pupils valid?”

Each pupil in a high-school group of 20 seniors and 20 juniors was rated by 6 teachers, the Purdue Maturity Scale being used. The ratings showed high reliability, but the juniors scored higher than the seniors. The authors do not question the concept of emotional maturity but conclude that the teachers did not rate validly.

23. - Bernardin, H. J., & Pence, E. C. (1980). Effects of rater training: Creating new response sets and decreasing accuracy. *Journal of Applied Psychology*, 65(1), 60–66

“Effects of rater training: Creating new response sets and decreasing accuracy.”

Compared the extent of leniency error, the extent of halo effect, and the accuracy of ratings on behavioral expectation scales across 72 undergraduates in 3 groups of raters. Group 1 raters underwent a training program on rating error, involving definitions, graphic illustrations, and numerical examples of leniency and halo. Group 2 heard lectures on the multidimensionality of teacher performance, generated and defined dimensions of performance, discussed behavioral examples of each dimension, and attempted to develop stereotypes of effective and ineffective performance. Group 3 received no training. Following the training, 2 hypothetical ratees were rated on 13 dimensions of performance. Ratings from Group 1 had significantly less leniency and halo error than ratings from Groups 2 and 3. When ratings were compared to previously developed true scores on the ratees, significantly less accuracy was found for Group 1 than for the other 2 groups. No significant differences were found between the Group 2 and Group 3 ratings.

24. - Babad, E. Y., Inbar, J., & Rosenthal, R. (1982). Teachers' judgment of students' potential as a function of teachers' susceptibility to biasing information. *Journal of Personality and Social Psychology*, 42(3), 541–547.

“Teachers' judgment of students' potential as a function of teachers' susceptibility to biasing information.”

26 physical education student teachers were asked to nominate 3 students of high potential in physical education (high expectancy) and 3 of low potential (low expectancy). Ss were divided into a high-bias and a no-bias group,

reflecting extreme levels of susceptibility to stereotypically biasing information in scoring drawings allegedly made by high- and low-status children. Six characteristics of students nominated into the high- and low-expectancy groups were investigated: ethnic origin, socioeconomic status, physical attractiveness, quality of clothing, grade in physical education, and overall academic achievement. Nominations of physical education potential by no-bias Ss were related only to grade in physical education (interpreted to be a nonbiased nomination), whereas nominations of high-bias Ss were significantly related to all student characteristics except ethnic origin. The advantages of a differential approach to social cognition are discussed.

25. - Harvey, R. J. (1982). The future of partial correlation as a means to reduce halo in performance ratings. *Journal of Applied Psychology*, 67(2), 171–176.

“The future of partial correlation as a means to reduce halo in performance ratings.”

Examines the practice of statistically controlling for halo effects in performance ratings. It is argued that there are 2 major problems with the partial correlation approach to removing halo from ratings data. First, the correct use of the technique depends on the validity of specific causal assumptions regarding the rating process that have not received empirical evaluation to date. The 2nd problem concerns analytic procedures employed in previous tests of the partialing approach. Reanalysis of data reported by F. Landy et al indicates that previous conclusions regarding the effectiveness of partialing may have been artifacts of the way the data were analyzed. It is felt that criticisms of the partial correlation approach to halo reduction are sufficient to suggest suspension of its use in any no research context until necessary additional research is performed.

CHAPTER 3.

METHODOLOGY

AIM: To understand the concept of and researches on HALO EFFECT and also, how it is intertwined and linked with the POP/ POPULAR CULTURE.

OBJECTIVE - To analyze the psyche of pop culture and how the halo effect has created a shield around it. To analyze the psyche of pop culture and how the halo effect has created a shield around it. I will be talking about halo effects, pop culture, the link between the two, how the psychic of teenagers and affected by pop culture, and what is the psychology to fame of pop culture. Basically, how two of the topics are intertwined.

VARIABLES:

1. The passage describes a study conducted by Strauch et al. (2023) that explores the halo effect in the context of assessing coaches' competencies. The researchers investigated whether a global factor, beyond specific competence dimensions, influences how coaches are evaluated. They found support for a bi-factor model, indicating that there is indeed an underlying global factor influencing evaluations of coaches' competence. Furthermore, the study suggests that this global factor can be

partially explained by the universal dimensions of warmth and general competence. These findings align with the concept of the halo effect, where a general impression of a person influences how other attributes are evaluated, in this case, coaches' competence.

2. The assumption that attractive, well-dressed individuals, and more intelligent than less attractive, poorly dressed, individual is an example of halo effect. Despite research, disapproving, any inherent link between attractiveness, clothing, and intelligence, this association persists in many people's subconscious mind. The halo effect leads individuals to generalise from one positive trait (In this case, attractiveness, or well-dressed appearance) to another unrelated traits (such as intelligence), forming an overall favourable impression of the person. This bias can influence various aspects of social interactions, including hiring decisions, judgements in social situations and overall perception of individuals.

This is an example of the “halo effect”: the tendency for an impression made upon an individual in one area (in this case a person's level of attractiveness and dress) to influence that individual's opinion in another area (a person's level of intelligence). It happens to us more often than we think. Let's look at another example a little closer to the pharma industry. Company A has a widely publicized potential quality issue with one of its products and Company B, which makes the same product, does not.

The negative impression (halo) created by Company A's potential issue might lead an individual to form an impression that Company A's products, along with their quality processes, should be considered suspect. An individual might also form an impression of Company B, as it has no widely publicized quality issue, that its products must be of higher quality than those of Company A, so Company B must also have better quality processes. In this example, the unconscious bias was formed as a result of the halo effect with no real data to support it. The negative halo generated by Company A led to an impression of other products produced by the company as well as its quality systems. It also led to an impression related to the products and quality systems of Company B. This scenario just scratches the surface of a very complex phenomena. It's one that we, as members of the pharma industry, need to understand and become conscious of in our daily work. You can hear more about this most interesting topic during the upcoming 2022 PDA/FDA Joint Regulatory Conference where **Martin Van Trieste** (President Emeritus, Civica) will be joined by **Shankar Vedantam** (Podcast Host and Creator, *The Hidden Brain*) for a lively discussion on the halo effect

SAMPLE DESIGN :

Topic – “*The Halo Effect in Popular culture*”.

INFORMED CONSENT FORM

You are requested/ asked to participate in this research of “*The Halo Effect in Popular culture*”. The study, conducted by Suyasha Das from Amity University, Noida, aiming to study more and to analyse the psyche of pop culture and how the halo effect has created a shield around it. I will be talking about halo effects, pop culture, the link between the two, how the psychic of teenagers and affected by pop culture, and what is the psychology to fame of pop culture. Basically, how two of the topics are intertwined.

Note: During the fill up of this questionnaire, if any discomfort is felt or any help required, you are most welcomed to ask and you have the right to withdraw any time you want in the middle of feeling it. After the completion of the questionnaire, you can be allowed to get the results if requested and all your results will be confidential. This consent form is to be filled for making sure that this is voluntary and not by force. There is no right or wrong response. All the information will not be associated with any research findings.

The answers are supposed to be given with either of the following :

- YES.
- NEUTRAL.
- NO.

If you have any further questions concerning this study, feel free to contact me through email: suyasha7132@gmail.com. Please interact with the email and 'check/ put a tick mark' on the questions below that you understand your rights and agree to participate in the research.

SECTION 1.

NOTE : This section of the questionnaire is trying to analyse the person's understanding of the cognitive phenomena and how it is linked with psychology.

1. Do you know what halo effect is?
2. Do you think halo effect and psychology are linked?
3. Halo effect of foreign brands on misclassification of local brands?
4. Does your behavioural change along with the ongoing trend in pop?
5. Do you stick to your choices or change with the trend frequently?
6. Do you listen to the music/watch movies or series which are trending ?

SECTION 2.

NOTE : This section of the questionnaire is trying to analyse their choices are entirely based on the culture.

1. Did you change your music because of your peers?
2. Do you think you will affected by social media?
3. Does Role of beauty influence people?
4. Do people around the world get influenced by fashion?
5. People perceive celebs as attractive, successful, intelligent, kind and funny because of halo effect?
6. Does workplace have the effect of Halo effect?

- The Sampling Design that has been used is *purposive*. The Method that has been used is *quantitative method*.

INCLUSION CRITERIA :

- we add on to the age factor of 18 to 30,
- Gender binary,
- High school to College level education.

RESEARCH DESIGN :

It is completely based on *Correlation* and *Cross-section*.

TOOLS :

- *Tool 1. Nisbett and Wilson' Experiment.*

Nisbett and Wilson's experiment aimed to address and find an answer to the question regarding people's awareness of the halo effect.

These researchers had a perspective of start of that people have a very little amount of knowledge when it comes to the nature of this cognitive phenomena called Halo Effect and it impacts these people's bias-tic judgments and opinions, which in the end concludes to a very mixed up and complex output behaviour.

This experiment seems to be designed to investigate the impact of the instructor's demeanour (likable vs. unlikable) on students' evaluations, while controlling for other factors such as physical appearance, mannerisms, and accent. Here's a breakdown of the experimental design and potential implications:

1. **Independent Variable:** The demeanour of the instructor (likable vs. unlikable) as presented in the two different versions of the interview.
2. **Dependent Variables:** Ratings provided by the students on several dimensions, including physical appearance, mannerisms, and accent.
3. **Controlled Variables:**
 - Physical appearance and mannerisms: Kept consistent across both versions of the interview to isolate the impact of demeanour.
 - Accent: Also kept consistent across both versions to ensure that differences in evaluations are not solely due to linguistic factors.
4. **Experimental Procedure:**
 - Participants: College students who serve as subjects for the experiment.
 - Division into Groups: Participants are divided into two groups, each shown one of the two versions of the interview.
 - Evaluation: After watching the videos, participants are asked to rate the instructor on various dimensions, including physical appearance, mannerisms, and accent.
 - Data Analysis: Ratings provided by participants in each group are compared to determine if there are significant differences in evaluations based on the demeanour of the instructor.
5. **Potential Implications:**
 - If significant differences are found in ratings between the two groups, it suggests that the demeanour of the instructor (likable vs. unlikable) influences how students perceive him, even when controlling for other factors such as physical appearance, mannerisms, and accent.
 - This experiment could shed light on the importance of interpersonal skills and rapport-building in teaching effectiveness. It may also highlight biases in students' evaluations based on non-academic factors.
 - Understanding how students' perceptions of instructors are shaped by demeanour can inform teaching strategies and professional development efforts aimed at enhancing instructor-student relationships and classroom dynamics.

Overall, this experiment appears to provide valuable insights into the impact of an instructor's demeanour on student evaluations, controlling for other factors that might influence perceptions.

- *TOOL 2 .*

The halo effect is indeed a significant cognitive bias that influences how individuals perceive others. It essentially involves the tendency for an initial positive impression based on one characteristic to influence overall judgments or evaluations of unrelated traits or factors. This phenomenon was notably demonstrated by Thorndike in his study of servicemen and further explored by Asch in his research on impression formation. Thorndike's experiments highlighted how individuals tend to generalize from one outstanding trait to form a favourable view of a person's entire personality. For example, if a person is perceived as physically attractive or tall, they might also be judged as more intelligent or competent, despite these traits being unrelated.

Asch's research on the primacy effect sheds light on how initial information or impressions heavily influence subsequent judgments. The order in which traits are presented can significantly impact how an individual is perceived. Positive traits presented first tend to lead to more favourable evaluations, while negative traits presented first can lead to less favourable evaluations, even if the subsequent traits are the same. Both Thorndike and Asch's studies underscore the importance of understanding how cognitive biases such as the halo effect and the primacy effect can shape our perceptions and judgments of others, often without our conscious awareness. Recognizing these biases is crucial for making more objective and accurate assessments in various contexts, including social interactions, hiring decisions, and performance evaluations.

Chapter 4.

RESULTS

- **Data analysis.**

Section 1 of the questionnaire.

of # of
Yes No

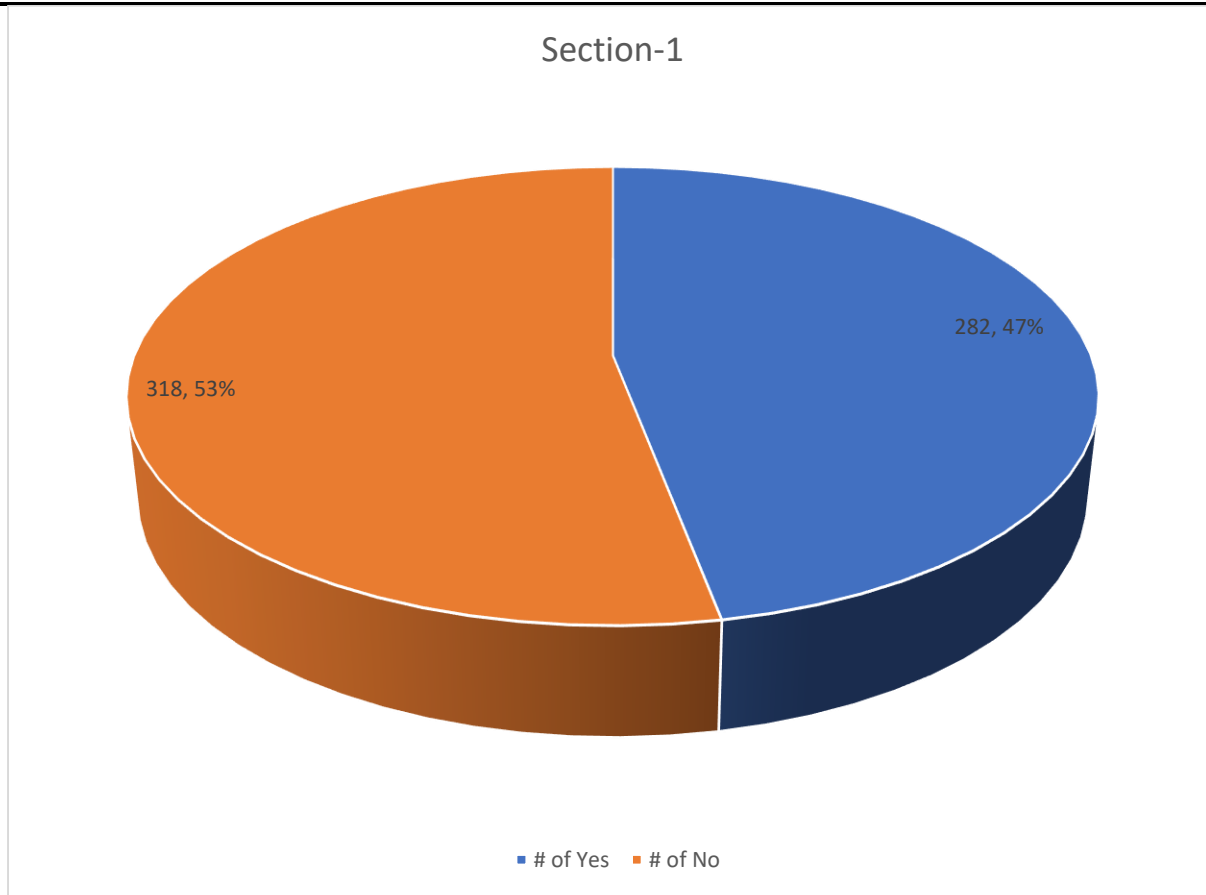


TABLE 1 : This table represents the person’s understanding of the given cognitive phenomena and how it is linked with psychology.

Section 2 of the questionnaire.

of # of
Yes No

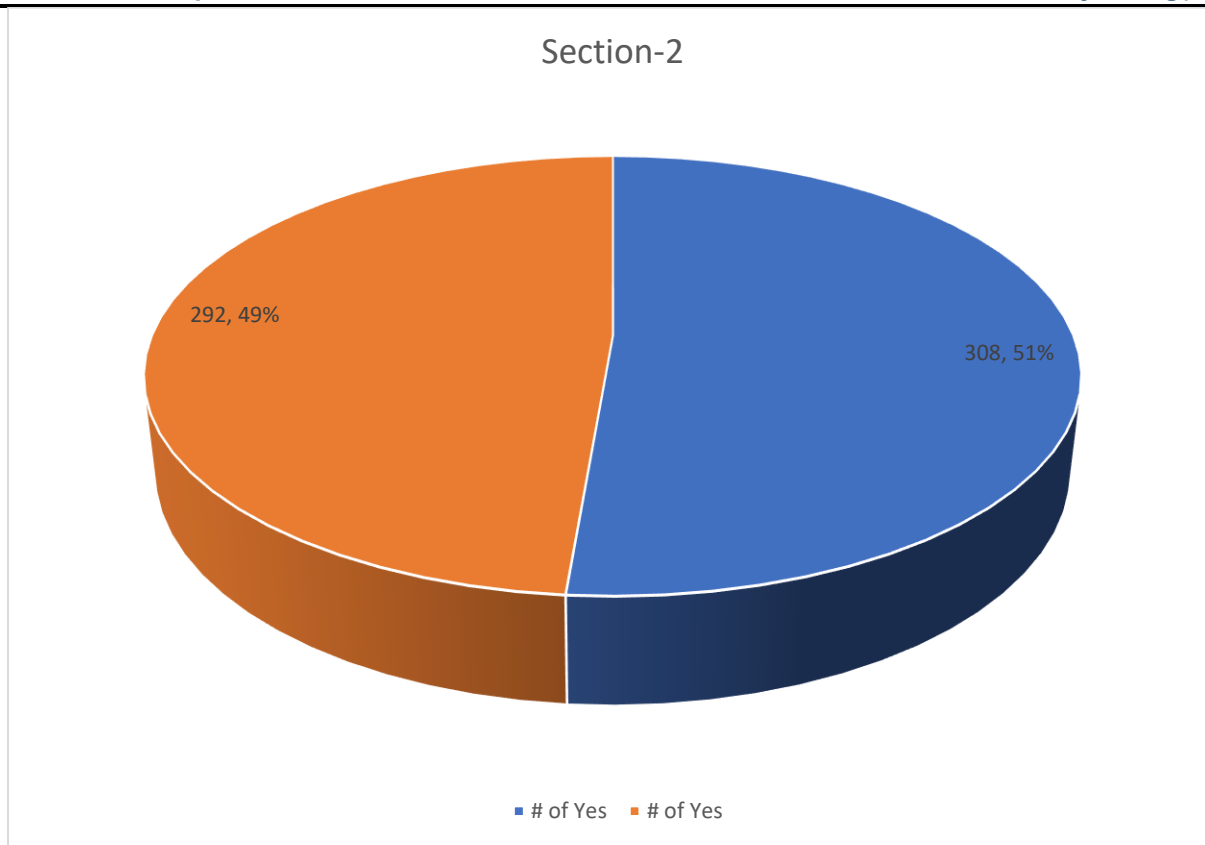


TABLE 2 : This table represents their choices that are entirely based on the culture.

The result of the people who have participated in this and have filled the form/questionnaire were basically asked about how this particular cognitive phenomena works and whether they are aware of it or not. We proceeded by questioning them more about the topic which is this phenomenon is link with psychology of popular culture. The hypothesis was basically to show whether or not it is totally true that human beings /people /mankind easily get influenced by what the mass is doing or what is in trend. Popular culture plays a huge role in everyone's daily life ; specifically those who are updating themselves with the trend that has been surrounding them. We had 2 sections in the questionnaire, the first section representing the link between what is Halo effect , its psychology and whether they are aware of it or not. The second section talks about rather asks the participants about the given cognitive phenomena and its link with the popular culture. The concept of popular culture consists of both music as well as drama which we refer as movies or serials.

We explained it very well to the participants that popular culture can be anything as long as it's trending in mass and people are getting influenced by it since it's a hype. As you can see in both the tables that have been mentioned above In a pie chart form clearly indicates how in the first section people have marginalised understanding

between yes and no about the cognitive phenomena and in the second section people mostly get influenced by pop culture since the cognitive phenomena works on everyone, whether it is consciously or subconsciously.

Chapter 5.

DISCUSSION

We talked about *Halo Effect* which is the first part of our topic and what it means. We will also be talking about how it is intertwined with pop culture in many ways as explained in the content.

According to, the definitions in a lot of websites or research articles that we have been reading just to find the right meaning of this psychological phenomenon, **HALO EFFECT** can be picturised as a sudden appearance of occurrence mostly which is based on positive impression of someone or something in a place or situation which reciprocates in a conclusion of positive feeling of that event or place. It is a total cognitive process since it is recognised as a psychological phenomenon. It not only makes us have biased opinion but also a very judgmental perspective without having a particular reason. This judgement / perception can be about any place, person, thing, situation or event and even brands/companies.

Then I talked about *Pop culture or popular culture* is known to comprise people who are very famous or people who were unknown and became famous also known as celebrities.

So, the first thing that might come to our minds when we heard about the topic and the relationship between Halo effect and pop culture is how does it affect famous people in this industry of pop culture?

Since we know it's about perception and cognition, In pop culture the one thing that triggers us as human beings is that one attractive impression that the respective celebrities make on us. Not every celebrity is liked by everyone but every celebrity is liked by someone which indirectly means that there is someone in the world out there who is getting attracted by one of the impressions that the celebrity has portrayed for no reason that triggered the person to like them, which tends to be a positive impression or trigger.

So, when we start liking a celebrity or someone who is famous, being into human tendency and in this modern technological generation we tend to follow them on whatever platform we get. The first thing that pops up in our mind when we talk about social platform is social media. This includes all the e- sites and apps such as their respective websites or apps like Facebook, Twitter, Instagram, Snapchat, tick tock and many more wherever the person is available and updates about themselves, be it through their manager or all by themselves.

This is how the social media not only contributes in keeping the audience loyal to the celebrities but also in Halo effect. The social media keep the audience totally exposed to whatever influencer/celebrity they are following not only just about them but anything that's related to them.

Along with the main topics and the key criteria of my topic, I also similarly talked about the experiment that was led by famous psychologists together to prove this cognitive phenomena. How different perspectives of the studies have been showed worldwide and it doesn't just stick to fashion, music and trending movies and dramas.

Conduction of a very small sample questionnaire was given to the participants who were willing to attempt these questions and understand their way throughout the concept of Halo effect , the psychological perspective as well as its relation with popular culture. I had to refer to a lot of studies to understand my basics of research to come to a conclusion. I went through the results of the people who have participated, who have showed that their understanding is both subconscious and conscious.

It brings me down to the understanding of how this basic psychological phenomena can affect a mass when it comes to getting influenced by hyped up things.

Anything that is hyped up does he need to be going on for ages but also for a short period of time can be called as pop culture rather popular culture.

CHAPTER 6.

CONCLUSION

So lastly,

concluding my paper with on this very topic which is “**Halo effect and pop culture.**”

As we went through a research paper which was solely based upon the concept of Halo effect and how it is intertwined with popular culture/pop culture, you can see that it included almost every criteria that we can relate this phenomenon with all the researches done in the present day. We could see the positive side as well as the negative side of both our perceptions that we form just buy one impression from a trigger. One perception that strikes a human being can lead to a whole new umbrella of new thoughts and ideas as presumptions about something or someone / event / situation. We can also see that just because I formed a positive/good impression or perception about something doesn't mean it's going to impact the other person in the same way. It can be both negative and positive or completely either of them. Since human mind is always working and pondering from one thought to another, anything that strikes a person can immediately form an impression, which can happen both consciously and subconsciously. The only difference that occurs and his understandable is, in one scenario; you will understand it immediately and start to feel the stroke of emotion whereas in the other scenario, it will take you a long time to recognise the emotion that struck you in depth but the feeling will be constantly there deep down in you.

As I have already discussed about the given phenomenon, it is a cognitive trigger that makes us fall for an error of logical reasoning that if we get attracted to something or someone all of their features become positive to us and attractive over aesthetically pleasing to us. If we take a look on a very defined or understandable explanation through an *example of Halo effect*, we can pick up a very common example that is – “we tend to find someone or something very appealing or we tend to associate optimistic perception or positive perception immediately without having a reason or thinking twice if we find that person or thing very beautiful/attractive or appealing”. When we intertwine its relation with popular culture we can see that it has both negative impact and positive impact on the audience.

We look at the positive impact more since we find everything attractive and aesthetically pleasing. Without giving any reasons we fall for the trap rather than our mind falls into the trap of believing that everything that we find or get attracted to is related to something better in a positive way. Like we discussed in the research which is a very good example, if I find a singer very pleasing I would tend to think that he or she might be a good person which actually counter points that is it true.

But this phenomena tends to make us fall for it and make us believe since we have already made our first impression, positively. As much as the phenomena of Halo effect in popular culture affects the youngsters and the teenagers, it plays a bigger role in mental health as well in adults as well. Rather than blindly trusting on her first impression, I feel like we should be more practical, logical and rational when it comes to decision making.

Chapter 7.

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