

Assignment 3 The false consensus effect

For Friday 21/2

Please read the following text and make a short summary, no longer than 1 A4:

Ross, Greene & House (1977). The false consensus effect, An egocentric bias in social perception and attribution processes. *Journal of Experimental Social Psychology*, 13 (3): 279-301.

In the summary I want you to include the following:

What is the major finding in this paper? Describe it in your own words.

Why is it important?

Discuss one type of situation in which you would have to take this finding into consideration in your work as a designer.

Do you think that the finding is correct? Why? Why not?

The summary should be handed in to me (it is probably just easiest to email it to me: annika.wallin@lucs.lu.se) no later than Thursday 20/2 14.00. Please note that those who hand in their assignment too late will not get any feedback.