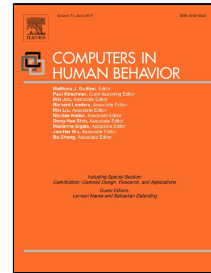


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Online First Impressions: Person Perception in Social Media Profiles

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Highlights

- Online target impressions were assessed with qualitative and quantitative methods.
- Positive impressions of the social media target were formed based on minimal cues.
- Perceivers tended to provide gender-stereotyped impressions of the online target.
- Participants generally viewed targets as likeable and similar to themselves.

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