**Impression Formation via Videos: Is a video worth a thousand words?**

A number of studies in the impression formation literature have shown that evaluative responses can be established and changed by providing verbal information about a target individual (for a review see Cone, Mann, & Ferguson, 2017). In many cases these studies involve a participant receiving *second hand* information about a novel or known individual (e.g., their past actions, personality traits, or beliefs) from a *third person* (i.e., the researcher). For instance, they might read a story about a person called Bob who is said to have done something good or bad, and the information is communicated by the researcher to the participant. In most cases this second hand information from a third party is sufficient to alter the participants self-reported and automatic evaluative responses towards the target (i.e., people like Bob more if he is said to do good things and dislike him if he is said to do bad things).

In this initial study we wanted to know if *first-hand* information that is directly communicated by the target themselves will also lead to the formation of self-reported and automatic evaluations. Although we think this effect is relatively self-evident there are many likely moderators that will affect the magnitude of evaluations established in this way. For instance, the attractiveness of the actor, believability of his delivery and the content of the statements he says, etc. With this in mind we engaged in pilot testing to create a set of videos that we believe will function to elicit self-reported and automatic evaluations from participants.

In this experiment (Study 1), we will tell participants that they will soon encounter a video taken from a person (Chris’) Youtube channel online. The video they encounter is not real - rather it was recorded by the researchers. In this video participants encounter a target individual (Chris) who purportedly answers five random questions about himself that the members of his Youtube channel left in his comment section. For half of the participants the target individual emitted three positive statements and two neutral statements about himself. For the other half the target individual emitted three negative statements and two neutral statements about himself. We expect that participants in the former condition will evaluate Chris positively whereas their counterparts in the latter condition will evaluate him negatively.

In short, Study 1 represents an initial test of the quality of the videos and their capacity to alter first impressions of a novel individual. Observing that these videos can alter evaluations is (for us) foundational, insofar as such a finding will allow us to conduct the follow-up studies that we are ultimately interested in.