

EPISODE 120: 5 WAYS TO BECOME A WARMER PERSON

1. WE WARM UP TO WARM PEOPLE

- Importance of a first impression.
- According to research in social perception and interpersonal liking, the most important element of a first impression is: Warmth.
- We instinctively associate emotions with temperatures: “That guy is HOT.” “She gave me the COLD shoulder.” “I got a CHILLY reception.”
- There is a link between physical warmth and psychological warmth

2. WE WARM UP TO WARM THINGS

- Study by psychologist Harry Harlow: When baby macaque monkeys, who were separated from their mothers, were given two different surrogate “mothers,” a wire-frame mother with a feeding bottle attached or a cloth mother warmed by a 100-watt light bulb, the monkeys chose warmth over food! Moreover: monkeys “raised” by the warm cloth mother showed relatively normal social development as adults, in stark contrast to the infants left alone with the wire mother.

3. WARM THINGS WARM US UP TO PEOPLE

- Study of students asked to take a “personality impression questionnaire.”
- Those who held hot coffee assigned “warmer” character traits to subject.
- Those who held iced coffee assigned “colder” character traits to subject.
- Conclusion: warm temps triggered feelings of warmth.

4. WE CAN USE WARM THINGS TO WARM PEOPLE UP

- People who feel lonely or socially isolated take more warm showers. Warm temperatures give us warmer feelings.
- Why do we gather in kitchens?
- Why do we prefer hot chocolate to cold chocolate?
- In coffee commercials, why do they show people “cupping” the mug in their hands?
- Holding a meeting? Where? What will the atmosphere be?
- Did people just arrive? Have they had a chance to physically warm up?
- Refreshments? Shrimp cocktail vs. warm cookies.
- Your handshake? Run your hands under hot water!
- Conclusion of one study: “In summary, experiences of physical temperature per se affect one's impressions of and prosocial behavior toward other people, without one's awareness of such influences.”
- Translation: The feeling of warmth can make people feel warmer toward you and others—and without them even knowing it.

5. WE CAN BECOME WARMER PEOPLE

- First impressions are critical and “warmth” is the biggest component.
- Am I perceived as a warm person?
- Warmth consists of qualities like friendliness, helpfulness, and trustworthiness. Those who have those qualities are called “warm.”

Are there other communication-related topics you'd like to hear the Communication Guys address? Let us know on our [Facebook page](#).