

Keynote address

# How Humans Evaluate Each Other—and How We Can Be Better, Together

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People evaluate each other—as individuals or groups—and react accordingly. To navigate the social world, we primarily decide whether another has cooperative intentions (warm, trustworthy, friendly) and can act on those intents (capable, assertive). By different names, warmth and competence appear to be universal, with variations, over place, time, and levels. Warmth-by-competence maps reflect ingroup loyalty (pride) and outgroup dehumanization (disgust), but also outgroup ambivalence (envy, pity). The shape of this warmth-competence space depends on inequality, peace and conflict, diversity and contact. Data illustrate from surveys, cultural comparisons, online and lab experiments, neural signatures, and natural language analysis; some include adversarial collaboration. Beyond documenting distinct stereotypes, prejudices, and discrimination, the framework also shows how societies overcome them, together.



**Susan T. Fiske** is Eugene Higgins Professor, Psychology and Public Affairs, at Princeton University (Harvard University PhD; honorary doctorates: Université catholique de Louvain-la-neuve, Universiteit Leiden, Universität Basel, Universidad de Granada). She investigates social cognition, especially cognitive stereotypes and emotional prejudices, at cultural, interpersonal, and neuro-scientific levels. Author of about 400 publications and winner of numerous scientific awards, she has been elected to the National Academy of Sciences.

Sponsored by a Guggenheim, her Russell-Sage-Foundation book is *Envy Up, Scorn Down: How Status Divides Us*. Her trade book is *The HUMAN Brand: How We Respond to People, Products, and Companies* (with Chris Malone). With Shelley Taylor, she wrote five editions of a classic graduate text: *Social Cognition*, and solo, four editions of an advanced undergraduate text, *Social Beings: Core Motives in Social Psychology*. She has edited volumes on social cognition, nuclear war, racism, sexism, classism, social neuroscience, psychology in court, research ethics, and science making a difference. She currently edits for *Annual Review of Psychology*, *PNAS*, and *Policy Insights from Behavioral and Brain Sciences*.

Her graduate students arranged for her to win the University's Mentoring Award; international advisees arranged for her to win the Mentoring Award from the Association for Psychological Science.