

## The Halo Effect

### **Introduction**

The halo effect is defined as one of the cognitive acts, mostly done by human beings. It is a type of a cognitive bias that makes one person's perception of a company, brand, person or product manipulates other person's feelings and thoughts, in terms of those properties. This effect was first coined and defined by a renowned psychologist Edward Thorndike. Surprisingly, Halo was able to coin theory when he himself was being accused of being a halo. This effect makes person negativity and neutral elements as positive if his perception is positive about something. Following discussion is based on the discussion of this effect.

### **Discussion**

Halo effect is a kind of artistic fallacy that can be either formal or informal. Formal logical systems analyse different formal fallacies. On the other hand, informal fallacies are usually conveyed in an ordinary language or in common scenarios of daily life. Informal fallacy is one of the most common errors that people make in daily lives. This common error makes a person psychologically emphasize on something, which is logically quite flawed. Formal fallacies are those that are done in specific formal contexts. For example; if the halo effect is being observed in media or advertisement, it can be termed as a formal halo effect fallacy (Gric 2).

People are often biased in terms of the halo effect when they try to name a person good based on just a single positive characteristic of that person. For example, people generally admire people who are socially attractive. Talkative and socially attractive people are deemed positive and good-natured despite the fact that may not always be pleasant in their lives. People judge them on

just one single moment or scenario despite thinking that they may not be as pleasant as they look or seem when they are angry or when they have a fight. A similar, yet different kind of effect is observed while judging somebody or something (Grcic 2).

While judging somebody, people often think of people as negative, who display some or the other kind of negative trait. For example, if a person finds another person in an aggressive mood, they perceive him as ill-mannered as insensitive towards others. Although, he may not be that kind of person in real life and certain situation makes him aggressive or loud, he will be deemed so because of the perception of single person. Halo effect is basically based on the concept of psychological tendency, which makes people judge others on their single trait. This judgment also makes them approve and disapprove somebody. This makes people disapprove attractiveness that may be hidden (Holland, Bourgois, Flehming & Marsel 3).

The trait of halo fallacy makes a person form a set of perceptions that based on the positive ideas. This can be explained through an example of people who are beautiful and attractive. Most of the people who are beautiful and attractive are always considered only attractive beautiful, even if they have other positive qualities, such as, intelligence and creativity. In addition, other example can also be of a good public speaker. A good public speaker will always be deemed as a good leader. No matter, that person may lack other good qualities of leadership. These judgments are common examples of halo fallacy. Judgments like these are very common in real life businesses (Holland, Bourgeois, and Fleming & Morsel 3).

Rosenzweig (2007) gives an example of a customer support office of a company he used to work with. The clerk in that company every so often needed to consult some other people before he replayed the client in order to give an appropriate help. When the company made a survey about its services, those people who did not receive an immediate help complained about the services of the company. On the other hand, others admired the quick help and gave that company a good

evaluation. Until that point, Rosenzweig found what happened was logical since that people who did not get what they looked for was not happy with their experience with that company (Rosenzweig 77).

What was surprising for him was that only 36 percent of those people who were unhappy with the company's service remembered that their calls had been answered immediately, while 58 percent of the people who were happy with services of that company said that they had been answered immediately. What more surprising was that all the calls had been answered by a programmed answering system? Therefore, the judgment that had been taken by the two groups of clients was built based on a cognitive conviction rather than tangible evidence. People sometimes refer to guessing if they find it difficult to give their judgment based on a substantial assessment and they accept their judgments as a truth (Holland, Bourgois, Flehming & Marsel 3).

Halo effect is often confused with other kinds of fallacies in real life especially in the world psychology. Psychology is a field that deals with all kinds of cognitive fallacies a person may experience in life. Often people relate halo effect fallacy with other kinds of psychological fallacies. Psychological or relevance fallacy is also similar to halo effect fallacy. It has relevance with the idea of relevancy to the positive traits in a person. Furthermore, it is categorized as a psychological fallacy because it is based on the cognitive abilities of psychology. (Holland, Bourgois, Flehming & Marsel 3).

This has a very negative effect in courts. Judgmental error often arises when a person has a negative image or reputation regarding something and then each and every attitude of that person is deemed negative. Halo fallacy also plays an important role in making somebody's character or personality effect. If a person is dressed attractively in his interview, he will automatically cast a very good impression on his interview panel. Similarly, a good way of talking is naturally assumed

as a good quality. A person with a good way of talking is naturally deemed intelligent and good. This is the positive effect of halo fallacy (Nisbett & Wilson 250).

## **Conclusion**

In conclusion, halo effect fallacy plays an integral role in finding out different kinds of answers in the real world. Psychologists are trying their best to make sure that all the important fields of life are on the minimum effect of halo fallacy. Social awareness and psychological treatments can also play a significant role in making sure that people realize the consequences of halo effect fallacy. Moreover, reverse effect of halo effect can also make people gain profits through their behavior, conduct and personality. This means that if halo effect is handled tactfully, it can benefit human beings.

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