

Experiencing the impression of a person that evokes a likable or not likable effect from the gender point of view. One of the most frequent impressions when meeting a hitherto unknown person is liking or not liking. This first impression is experienced in some way, it results in some behavior. At the same time (mostly without being aware of it) it unwinds from subjectively produced characteristics of a likably or not likably impressing person. We used the prototype approach to find out the idea of the likable or not likable man at lay public. In the following research phase we balanced the sample of participants from the gender point of view. The participants judged on the five-point Likert - type scale the sign typicalness of experience, behavior, and persona! characteristics at the likable I not likable person. Statistical analysis of data proved' significant gender differences.