I. Social Cognition

A. Cognition - how people perceive, remember, and interpret information

B. Social cognition - how people perceive, remember, and interpret information about themselves and others.

C. Differences between cognition and social cognition

II. Schemas

A. Definition - mental structures people use to organize their knowledge about the social world around themes or subjects

B. Schemas affect what information we notice, think about, and remember

C. Types of schemas

1. Person schemas

2. Self-schemas

3. Event schemas (also called scripts)
D. Functions of schemas

1. Direct attention

2. Guide recall

E. Strengths and weaknesses

1. Strengths

2. Weaknesses

   a. Self-fulfilling prophecy
III. Heuristics

A. Definition – mental shortcuts people use to make judgments quickly and efficiently

B. Types

1. Representativeness – classifying objects or people based on how similar they are to the typical case

2. Availability – basing a judgment on the ease with which examples come to mind

IV. Priming

A. Definition – tendency for recently used words or ideas to come to mind easily and influence the interpretation of new information, judgments, and behavior

B. Research examples

1. Higgins, Rholes, & Jones (1977)
V. Automatic and controlled processes

A. Characteristics of automatic processes

1. Unconscious
2. Unintentional
3. Involuntary
4. Effortless

Examples:

B. Characteristics of controlled processes

1. Conscious
2. Intentional
3. Voluntary
4. Effortful

Examples:
C. Automatic/Conscious processing determines Behavior

Automatic process

Conscious process

Examples:

Dovidio and colleagues (1997)

Cognitive Miser (1970's) vs. Motivated Tactician (current)