

Social Psychology

Social Cognition



What We Will Cover.

- What social cognition is.
- How we categorize.
- Mental shortcuts.
- Errors.

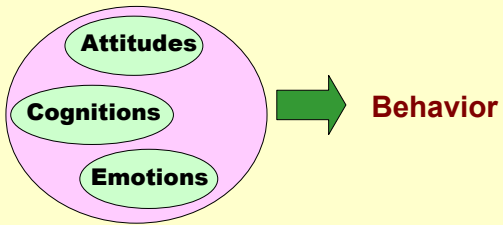


Social Cognition

How we explain our own behavior and the behavior of others.

- Explicit cognitions.
- Implicit cognitions.

General Model

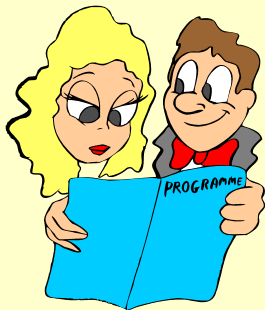


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Categories



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Social Categorization

Classifying people into groups based on their common characteristics.

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Stereotype

Beliefs about members of a group based only on their membership in that group.

Fixed ways of thinking about people by putting them into categories and which don't allow for individual differences.

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Illusory Correlation

The belief that two variables are associated with each other when in reality there is little or no actual relationship between them.

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Mental Shortcuts



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Heuristic

Mental shortcuts that reduce complex judgments to simple rules of thumb.

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Representativeness Heuristic

Tendency to judge or place people into categories based on how well they match the 'typical' member of that group.

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Availability Heuristic

Tendency to judge the frequency of probability of an event based on how easy it is to think of examples of that event.

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Errors in Social Thinking



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Hindsight Bias

Tendency to overestimate our ability to have foreseen and event after the fact.



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Counterfactual Thinking



Tendency to reevaluate events by imagining alternative outcomes to what actually happened.

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Overconfidence

Tendency to overestimate the accuracy of our beliefs.

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False Consensus

Tendency to overestimate how common our own attitudes, opinions, and beliefs are in the general population.

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False Uniqueness

Tendency to underestimate how common one's own desirable traits are.



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Confirmation Bias

Tendency to seek out information that supports our beliefs while ignoring disconfirming information.

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Preconceptions

PRECONCEPTIONS

Prejudgments that influence the way we perceive and interpret information.

BELIEF PERSEVERANCE

Persistence of initial conceptions even after discrediting information.

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Self-Fulfilling Prophecy

Our expectations about a person or group leads to the fulfillment of those expectations.

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Just World Belief

A belief system in which the world is perceived to be a fair and equitable place.

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The End

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