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

- Attitudes
- Cognitions
- Emotions

→ Behavior

Categories

Social Categorization

Classifying people into groups based on their common characteristics.
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.

Illusory Correlation

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

Mental Shortcuts
Heuristic

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

Representativeness Heuristic

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

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.
Errors in Social Thinking

Hindsight Bias

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

Counterfactual Thinking

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

*Tendency to overestimate the accuracy of our beliefs.*

**False Consensus**

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

**False Uniqueness**

*Tendency to underestimate how common one’s own desirable traits are.*
Confirmation Bias

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

Preconceptions

PRECONCEPTIONS

Prejudgments that influence the way we perceive and interpret information.

BELIEF PERSEVERANCE

Persistence of initial conceptions even after discrediting information.

Self-Fulfilling Prophecy

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

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

The End