1. Schemas
   a. Effects on perception, memory, behavior (self-fulfilling prophecy)
   b. Hostile media phenomenon
   c. Primacy effect
   d. Perseverance effect
   e. Cultural differences

2. Availability heuristic

3. Counterfactual thinking

4. Representativeness heuristic
   a. Under-using base rate information

5. Anchoring and adjustment heuristic
   a. Effects of biased sampling

6. Effects of automatic versus controlled thinking
   a. E.g., automatic believing and controlled unbelieving

7. Ironic processing and thought suppression

8. Inaccuracies in introspection
   a. Motivated distortions
   b. Overconfidence barrier

9. Implicit personality theories

10. Role of accessibility and priming in person perception

11. Explaining the behavior of others using correspondent inference theory
   a. Role of noncommen effects

12. Explaining the behavior of others using Kelly’s covariation model

13. Fundamental attribution error

14. Actor/observer difference

15. Self-serving attributions

16. Defensive attributions

17. Unrealistic optimism

18. Belief in a just world