

Social Cognition

I. Definition

II. Schemas

A. 4 types

B. 3 effects that schemas have

1. Encoding new information
 - a. Kelly (1950) – guest speaker
 - b. Duncan (1976) – shoving

2. Memory
 - a. Cohen (1981) – librarian/waitress
 - b. Why?
 - c. How?
 - (1) Discounting
 - (2) Bolstering
 - d. Intrusions

 - e. Remembering inconsistent information

3. Behavior
 - a. Self-fulfilling prophecy
 - b. Expectancy effects in research