

Social Cognition – Part 1

- I. What is social cognition?
- II. Overarching theme in social cognition
- III. Schemas
 - A. 4 types
- IV. Automatic thinking with schemas
 - A. How schemas affect the encoding of new information
 1. When will they have this effect?
 2. Schemas affect on evaluation of guest lecturer (Kelly, 1950)
 3. Racial implications
 - B. How schemas affect memory
 1. Example from class
 2. Librarian versus waitress study (Cohen, 1981)
 3. 3 ways that schemas affect memory
 - a. Don't attend to schema-inconsistent information
 - b. Discount schema-inconsistent information
 - c. Bolster schema-consistent information
 4. When will we remember schema-inconsistent information
 - C. How schemas affect behavior
 1. Self-fulfilling prophecy
 2. Expectancy effects in research