

Social Cognition

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Social cognition

Bias in forming impressions

Consistency bias: first impressions easily formed, but slow to change and hard to reverse them.

- tend to interpret new info with current first impressions
- halo effect: if we see person as good, surround them with positive aura
- fork tailed effect: opposite to halo
- behavioural confirmation: social expectations lead to people to act in ways that cause others to confirm these expectations.
- * if people have different impressions of you, you will behave differently according to that impression and the way people treat/talk to you.

Primacy and recency effect.

Primacy effect more common than recency- recency only when distracted.

Positivity bias: if no contradictory info, tend to form positive first impressions

Negativity bias: if any negative info, it carries more weight than positive.

- is distinctive and threatening
- is socially undesirable, so assumed person is

Asch's configural model - central and peripheral traits

Schemas function to

- Fill in gaps of what we know
- Encode old info
- Interpret new info

Cognitive representations of the typical or ideal defining features of a category are known as prototypes.

E.g.: your ideal characteristics of a dog may be, cute, fluffy, small etc.

We compare instances to the prototype.

- cognitive representations of the most typical/defining feature of a category.
- standards against which category membership is decided.
- prototypes may be the ideal member or extreme member e.g.: biker: big, tattooed, tough, rides a motorbike, wears jackets

Exemplars: specific examples of a category

The accentuation effect is: overestimation of similarities of people within a category and dissimilarities between people from different categories.

You have to categorise objects and people in order to know what to do with them/ behave around

them.

E.g.: to know what to do with a chair by categorizing it into different furniture groups

stereotypes: shared schemas about members of a social group

- reflect the broader social context & change when it does
- based on categorization
- not inaccurate or wrong but makes sense of relations between groups.

Functions:

- reduces uncertainty
- clarify social roles

Heuristics

Availability heuristics:

- the frequency or likelihood of an event is based on how quickly instances/associations come to mind
- if examples readily accessible, inflates estimate of frequency representativeness heuristics
- instances are assigned to categories on the basis of overall similarity or resemblance to category

e.g.: you see someone who wears glasses and looks old you're more likely to assume they are a librarian than a student

anchoring and adjustment:

- when making judgments under uncertainty will use a beginning reference point and then adjust it to reach a final conclusion.

E.g.: \$100 may be a fair price for shoes for one person while \$1000 might be a fair price for another person