

Psychology 164
Social Cognition

Fall
2015



Please pick up a syllabus as you enter the room. 1

John F. Kihlstrom

- Office Hours (3333 Tolman, 643-3928)
 - Monday and Wednesday, 9-10 AM
 - Before and After Class
 - By Appointment, via E-Mail
- E-mail
jfkihlstrom@berkeley.edu
- Personal Website
<http://socrates.berkeley.edu/~kihlstrm>
- Course Website
<https://bCourse.berkeley.edu>

2

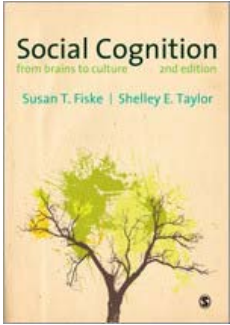
Graduate Student Instructors

- Yael Hadar (Environmental Design)
 - Sections 101, 105, 106
- Amanda Wang (Social/Personality)
 - Sections 102, 103, 104

No Sections This Week
Sections Begin Week of August 31

3

Basic Text
Be Sure to Get the 2013 Edition



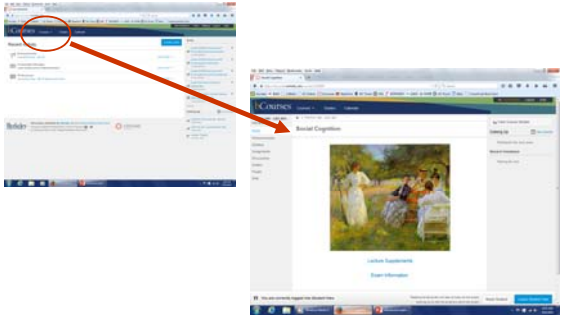
4

Other Required Texts



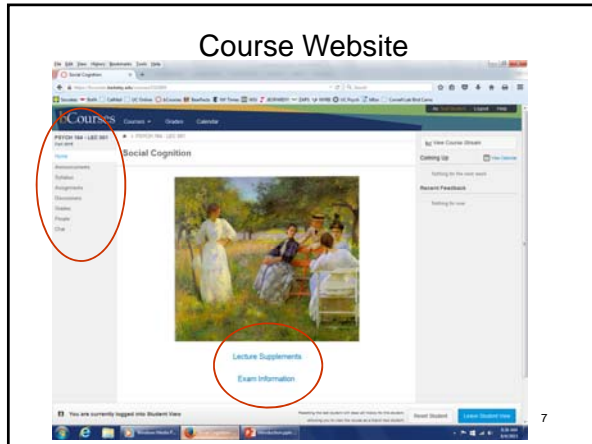
5

Course Website on bCourses
<https://bcourses.berkeley.edu>

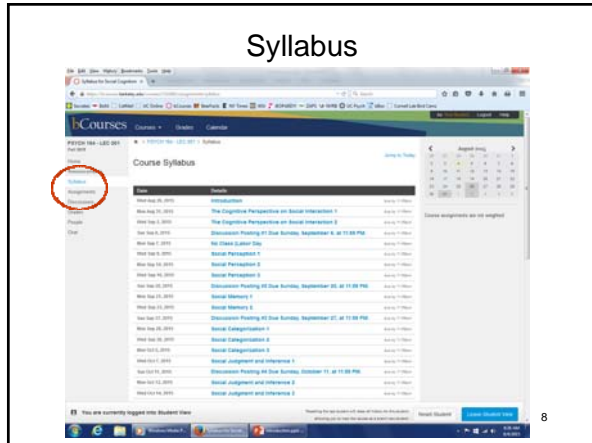


6

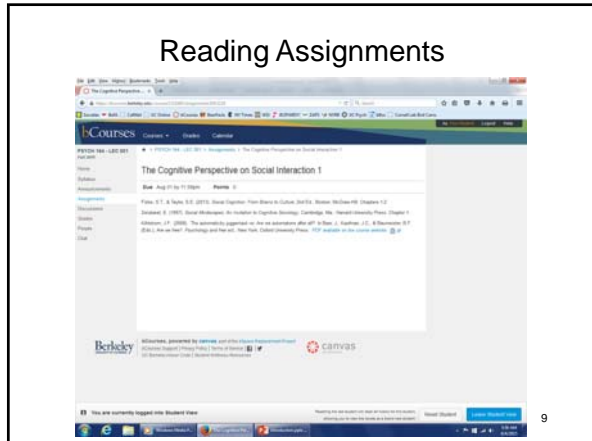
Course Website



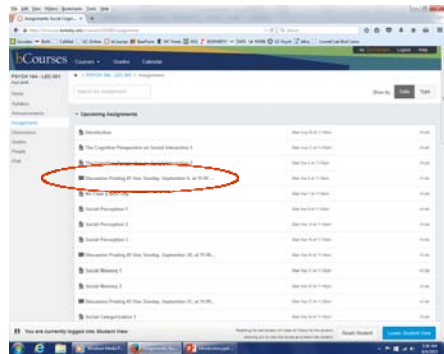
Syllabus



Reading Assignments

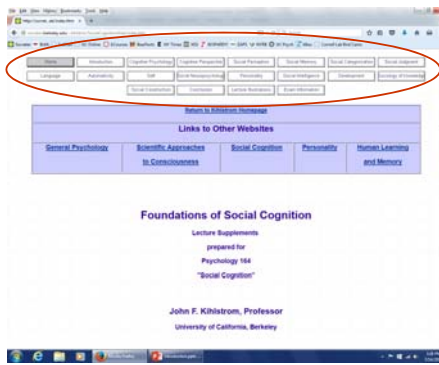


Discussion Assignments



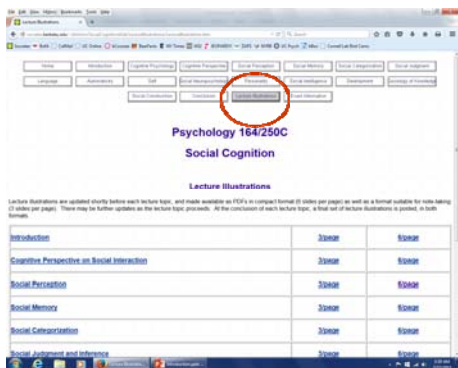
10

Lecture Supplements



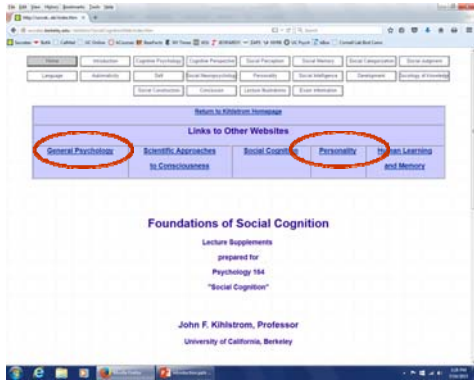
11

Lecture Illustrations



12

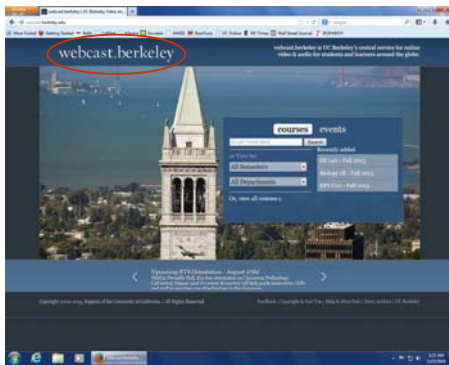
Other Courses



13

This Course is Webcast!

Podcast and Screencast Only



14

Accessing the Webcast



15

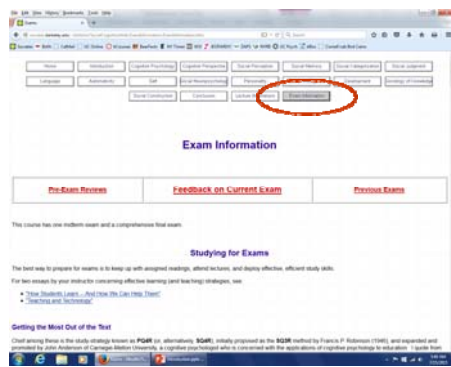
Examinations

- 1 Midterm Exam
 - October 21
 - Administered in Class
- Final Examination
 - Noncumulative and Cumulative Portions
 - December 14, 11:30-2:30
 - Place to be Announced
- Short Answer
 - Emphasize Concepts and Principles
 - Equal Emphasis on Readings, Lectures

No Makeups!

16

Exam Information



17

Discussion Sections

- *Sections Begin Week of August 31*
 - *No Discussions This Week*
- Led By Graduate Student Instructors
- Mini-Lectures
- Questions, Discussions
- Discussion Postings

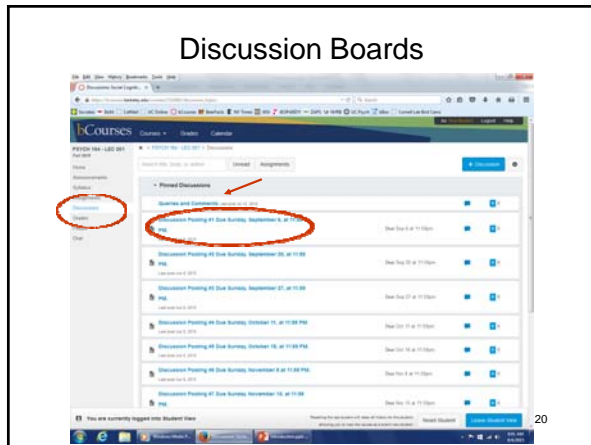
18

Discussion Postings

- 9 Required (One per Lecture Topic)
- Goals
 - Well-Organized Argument Supported by Evidence
 - Communicate Effectively in Written Form
 - Display Critical Thinking Skills
- Absolute Deadlines
- All-or-None Credit
- Feedback
 - From GSIs, Instructor
 - From Other Students

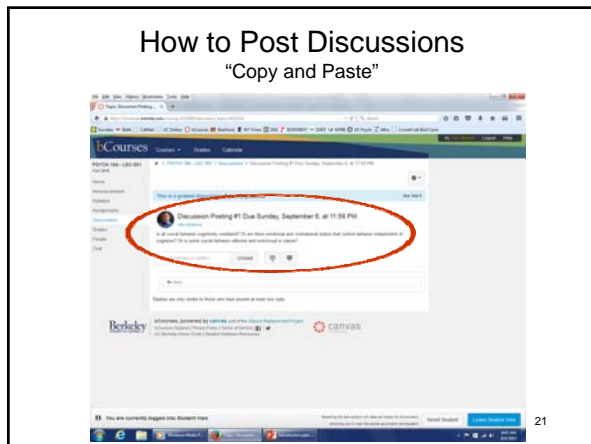
19

Discussion Boards



20

How to Post Discussions "Copy and Paste"



21

Distribution of Total Score 235 points

- Midterm Exam, 50 Points
- Final Exam, 100 Points
- Section, 75 Points
 - Forum Postings, 45 Points (9 @ 5 Points Each)
 - Attendance, Participation 15 Points Each
- Course Participation, 10 Points

22

Grading Standards

- | | |
|------------------------|-----------|
| • 90% | A or A- |
| – More Than 211 Points | |
| • 80% | B+, B, B- |
| – At Least 188 Points | |
| • > 50% | C+, C, C- |
| – More Than 117 Points | |
| • > 25% | D |
| – More Than 58 Points | |

23

The Domain of Psychology

- Mental Structures and Processes
 - Cognition (Knowledge and Belief)
 - Emotion (Affect, Feeling, and Mood)
 - Motivation (Desires, Goals, Intentions)
- Role of Mind in Behavior
 - Doctrine of Mental Causation
 - Mental States : Action :: Cause : Effect

24

Cognitive Psychology

- Sensation and Perception
- Learning and Memory
- Thinking
 - Reasoning, Problem-Solving
 - Judgment, Inference, Decision-Making
- Language
- Cognitive Development
- Intelligence
- Cognitive Neuropsychology, Neuroscience

25

Social Psychology

- *Not* Merely Social Influences on Behavior
- Mental Structures and Processes
 - Reside in Mind of Individual
 - Cognition, Emotion, Motivation
 - Consequent Behavior
- Social Structures and Processes
 - Reside in World Outside the Individual
 - Dyads, Larger Groups
 - Organizations, Institutions
 - Societies, Cultures

26

Aspects of Social Cognition

- *Not* Merely Social Influences on Cognition
- Cognitive Mediation of Social Behavior
 - Behaviorist Doctrine of Situationism
 - Mental Representation of Situation
 - Emotions, Motives as Cognitive Constructions
 - Cognitive Construction of Reality
- Cognition of Social Objects
 - Ourselves
 - Other People
 - Interpersonal Behaviors
 - Social Situations

27

Social vs. Nonsocial Cognition

People as Objects of Cognition:
Do the Same Principles Apply?

28

Social vs. Nonsocial Cognition Quantitative Differences

- Poverty and Ambiguity of the Stimulus
- Conflicting Cues
- Emotional and Motivational Influences
 - “New Look” in Perception (Bruner)
 - “Hot” Cognition (Abelson)
- Context Effects
 - Influence of Ground on Perception of Figure



29

What's Going on in This Picture?

Thomas Hoepker, Magnum Photos
David Friend, *Watching the World Change: The Stories Behind the Images of 9/11* (2006)



30

Interpretations: Take 1

- “[They seemed] totally relaxed like any normal afternoon. They were just chatting away. It’s possible they lost people and cared, but they were not stirred by it.... I can only speculate [but they] didn’t seem to care” (Thomas Hoepker, quoted by David Friend).
- “This is a country that likes to move on, and fast. The young people... aren’t necessarily callous” (Frank Rich, *New York Times*, 09/10/06).
- “[They] have turned toward each other for solace and for debate” (David Plotz, *Slate*, 09/11/06).



31

Interpretations: Take 2

- “[We were] a bunch of New Yorkers in the middle of an animated discussion about what had just happened” (Walter Sipsen, right in photo, *Slate* 09/12/06).
- “It was genetically impossible for me to be unaffected by this event” (Chris Shivo, 2nd from right, *Slate* 09/13/06)



32

The “Muskie Moment”

Edmund S. Muskie before the New Hampshire Primary, February 1972



Washington Post

33

Hillary Clinton's "Muskie Moment"

Before the New Hampshire Primary, January 2008



On Fox News

William Kristol: "She pretended to cry."

Brit Hume: "You think she pretended?"

Kristol: "Yes"

Hume: "I don't."

34

"Beirut Residents Continue to Flock to Southern Neighborhoods"

Platt (2006)



35

What's Going on Here?



36

The Vancouver Riot Kiss

Lam (2011)



37

Social vs Nonsocial Cognition Qualitative Differences

- Neuroscientific Doctrine of Modularity
 - Face Recognition
 - Emotion Perception
 - “Cheater Detector”
 - “Theory of Mind”
- Subject-Object Distinction
 - Self as Knower
 - Self as Object of Knowledge

38

Social vs Nonsocial Cognition Qualitative Differences

- Object of Perception as Sentient Being
 - Intelligence
 - Consciousness
- Counteracting Impression Formation
 - Impression Management (E.E. Jones)
 - Strategic Self-Presentation (E. Goffman)



39

An Indefinite Series in Social Cognition?

Cargile (1970)

- A **P**erson is Trying to Perceive an **O**bject
- **O** Knows that
P is Trying to Perceive O
- **P** Knows that **O** Knows that
P is Trying to Perceive O
- **O** Knows that **P** Knows that **O** Knows that
P is Trying to Perceive O...

40

Cognition and Social Interaction

- Social **P**erception
- Social **M**emory
- Social **C**ategorization
- Social **J**udgment
- **L**anguage and Social Cognition
- Social **L**earning and Social **I**ntelligence
- Social-Cognitive **N**europsychology
- Social-Cognitive **D**evelopment
- Social **C**onstruction of Reality

41
