

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>

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Graduate Student Instructors

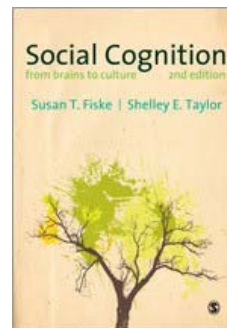
- Yael Hadar (Environmental Design)
 - Sections 101, 105, 106
- Amanda Wang (Social/Personality)
 - Sections 102, 103, 104

No Sections This Week
Sections Begin Week of August 31

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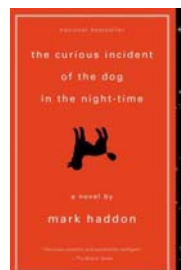
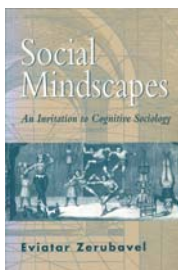
Basic Text

Be Sure to Get the 2013 Edition



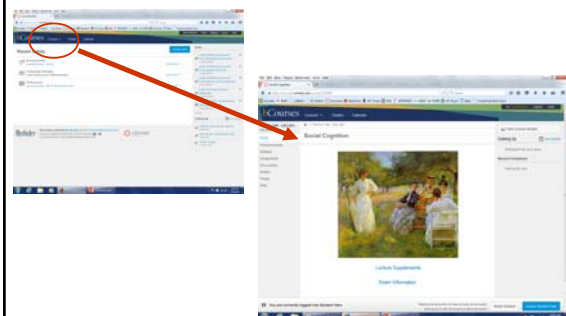
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Other Required Texts



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



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Course Website

Psychology 164 - LEC 201
 Social Cognition

Lecture Supplements

Exam Information

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Syllabus

Psychology 164 - LEC 201
 Course Syllabus

| Date | Activity | Time |
|-------------------|---|---------------------|
| Monday, 8/20/2018 | Introduction | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | The Cognitive Perspective on Social Interaction 1 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Discussion Posting #1 Due Sunday, September 3, at 11:59 PM | 11:59 PM |
| Mon Aug 20, 2018 | Social Perception 1 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Social Memory 1 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Social Categorization 1 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Social Judgment and Inference 1 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Discussion Posting #2 Due Sunday, September 10, at 11:59 PM | 11:59 PM |
| Mon Aug 20, 2018 | Social Memory 2 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Discussion Posting #3 Due Sunday, September 17, at 11:59 PM | 11:59 PM |
| Mon Aug 20, 2018 | Social Categorization 2 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Social Judgment and Inference 2 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Discussion Posting #4 Due Sunday, September 24, at 11:59 PM | 11:59 PM |
| Mon Aug 20, 2018 | Social Memory 3 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Social Categorization 3 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Social Judgment and Inference 3 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Discussion Posting #5 Due Sunday, September 31, at 11:59 PM | 11:59 PM |
| Mon Aug 20, 2018 | Social Memory 4 | 11:00 AM - 12:00 PM |
| Mon Aug 20, 2018 | Social Judgment and Inference 4 | 11:00 AM - 12:00 PM |

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Reading Assignments

Psychology 164 - LEC 201
 The Cognitive Perspective on Social Interaction 1

Read Aug 21 by 11:59pm Points: 2

From: S.T. & Nolen, S.G. (2018). Social Cognition: How Others in Context. 2nd Ed. Boston: McGraw-Hill. Chapters 1-2

Johnson, S. (1985). Social Interaction in relation to Cognitive Psychology. In: Nelson-Le Gall, N. (Ed.), Handbook of Social Cognition. Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Johnson, S. (1985). The cognitive perspective on social interaction. In: S.T. & Nolen, S.G. (Eds.), Handbook of Social Cognition. Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

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Discussion Assignments

Psychology 164 - LEC 201
 Discussion Assignments

| Assignment | Due Date | Points |
|---|------------------|--------|
| Introduction | Mon Aug 20, 2018 | 2000 |
| The Cognitive Perspective on Social Interaction 1 | Mon Aug 20, 2018 | 2000 |
| Social Perception 1 | Mon Aug 20, 2018 | 2000 |
| Social Memory 1 | Mon Aug 20, 2018 | 2000 |
| Social Categorization 1 | Mon Aug 20, 2018 | 2000 |
| Social Judgment and Inference 1 | Mon Aug 20, 2018 | 2000 |
| Discussion Posting #1 Due Sunday, September 3, at 11:59 PM | Mon Aug 20, 2018 | 2000 |
| Social Memory 2 | Mon Aug 20, 2018 | 2000 |
| Social Categorization 2 | Mon Aug 20, 2018 | 2000 |
| Social Judgment and Inference 2 | Mon Aug 20, 2018 | 2000 |
| Discussion Posting #2 Due Sunday, September 10, at 11:59 PM | Mon Aug 20, 2018 | 2000 |
| Social Memory 3 | Mon Aug 20, 2018 | 2000 |
| Social Categorization 3 | Mon Aug 20, 2018 | 2000 |
| Social Judgment and Inference 3 | Mon Aug 20, 2018 | 2000 |
| Discussion Posting #3 Due Sunday, September 17, at 11:59 PM | Mon Aug 20, 2018 | 2000 |
| Social Memory 4 | Mon Aug 20, 2018 | 2000 |
| Social Judgment and Inference 4 | Mon Aug 20, 2018 | 2000 |

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Lecture Supplements

Psychology 164 - LEC 201
 Foundations of Social Cognition

Links to Other Websites

- General Psychology
- Scientific Approaches to Consciousness
- Social Cognition
- Personality
- Human Learning and Memory

Foundations of Social Cognition

Lecture Supplements prepared for Psychology 164 "Social Cognition"

John F. Kihlstrom, Professor
 University of California, Berkeley

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Lecture Illustrations

Psychology 164/250C
 Social Cognition

Lecture Illustrations

| Topic | 33000 | 50000 |
|---|-------|-------|
| Introduction | 33000 | 50000 |
| Cognitive Perspective on Social Interaction | 33000 | 50000 |
| Social Perception | 33000 | 50000 |
| Social Memory | 33000 | 50000 |
| Social Categorization | 33000 | 50000 |
| Social Judgment and Inference | 33000 | 50000 |

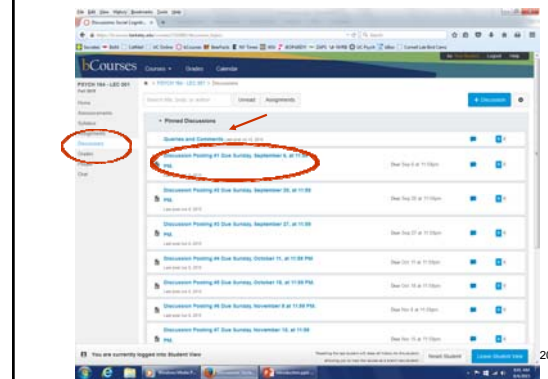
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Discussion Postings

- 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

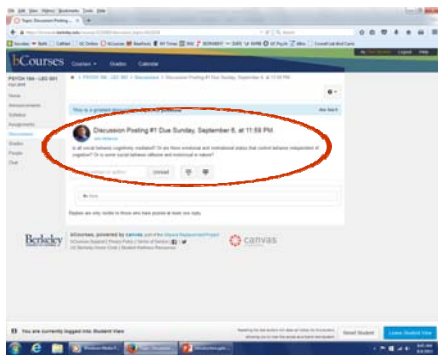
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Discussion Boards



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How to Post Discussions "Copy and Paste"



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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

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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 | |

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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

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Cognitive Psychology

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

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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

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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

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Social vs. Nonsocial Cognition

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

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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



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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)



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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).



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Interpretations: Take 2

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



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The “Muskie Moment”

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



Washington Post

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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.”

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“Beirut Residents Continue to Flock to Southern Neighborhoods”

Platt (2006)



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What’s Going on Here?



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The Vancouver Riot Kiss

Lam (2011)



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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

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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)



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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...

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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
- **S**ocial-Cognitive **D**evelopment
- Social **C**onstruction of Reality

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