Midterm Examination Review

Fall 2015

1

Midterm Exam

Wednesday, October 21, 2015

Review in Class
Monday, October 19
Q&A Format

Narrative Review
Posted to Course Website Now

2

Content of Midterm Exam
Covers August 26-October 14, Inclusive

- Introduction
- Cognitive Perspective on Social Interaction
  – Fiske & Taylor Chs 1-2; Zerubavel Ch 1
- Social Perception
  – F&T Chs 3, 9-10; Z, Chs 2-3
- Social Memory
  – F&T, Ch 4; Z, Ch 6
- Social Categorization
  – F&T, Chs 11-12; Z, Chs 4-5
- Social Judgment & Inference
  – F&T, Chs 6-8

3

Format of Exam

- 15 Questions, 3-4 points each
  – 50 points total
- Short Answers
  – No more than 5 sentences
- Answer on Exam Itself
  – No "Blue Books" Required
  – Write Answers *in Ink*
    - If Pencil, No Re-Evaluation

4

Exam Preparation

- "Exam Information" Page Link on bCourses
  – "Philosophy of Exams", Information on Scoring
  – Narrative Review
  – All Old Exams (with Scoring Guide)
- Lecture Illustrations
- Lecture Supplements
- Post Questions to bCourses Forum
  – "Questions Pertaining to the Midterm Exam"
  – Deadline: Tuesday, October 20, 12:00 Noon

5

Introduction

- Domain of Social Cognition
- Differences with Nonsocial Cognition
  – Quantitative
  – Qualitative
- Impression Formation & Impression Management

6

Cognitive Perspective on Social Interaction

- "Lewin's Grand Truism": B=f(P, E)
  - Doctrine of Situationism
  - Doctrine of Interactionism
    - Modes of Interaction
- The Thomas Theorem, Symbolic Interactionism
- The General Social Interaction Cycle
- The Self-Fulfilling Prophecy
  - Expectancy Confirmation Effects
    - Behavioral Confirmation & Perceptual Confirmation
  - Self-Verification

7

Readings

- Models of the Social Thinker
- Cultural Psychology
- Social Cognition vs. Cognitive Sociology

8

Social Perception

- Ecological vs. Constructivist Views
- The Asch Impression-Formation Experiment
  - Central Traits
- Applications of the Ecological View
  - Emotion Perception
  - Baby-Facedness
  - "Gaydar"
- The Problem of Accuracy
  - Brunswik's Lens Model

9

Readings

- Attention & Encoding
  - Salience Effects
  - Assimilation & Contrast
- Attitudes
  - Balance Theory & Dissonance Theory
  - Heuristic vs. Systematic Processing
  - Persuasion & Attitude Change
  - Implicit Attitudes
- "Social" Analogs to Perception, Attention
  - Optical Pluralism, Community, Tradition, Socialization

10

Social Memory

- Structure of Memory
  - Networks, Nodes, and Links
    - Individuation & Reference
    - Schematic Processing
    - Traits and Behaviors
  - Priming Effects
- Neural Representation of Person Memory

11

Readings

- Models of Person Memory
  - (Network vs. Proceduralist vs. Connectionist)
  - Embodiment
- Theories of Conceptual Structure
  - Social Categories as Semantic Social Memory
    - Classical vs. Prototype vs. Exemplar Views
- Collective Memory
  - Mnemonic Socialization, Synchronization
  - "Sociobiographical" Memory

12

Social Categorization

- Ingroup vs. Outgroup
- Natural Categories in Social Domain
  - How "Natural" Are Social Categories?
  - Structure of Social Categories
    - Classical, Prototype, Exemplar, Theory
- Stereotypes as Categories
  - Bayesian Approach to Content
  - Illusory Correlation
  - Automatic Activation, Implicit Associations
  - Effects on Perceiver, Target
    - Expectancy Confirmation
    - Attributional Ambiguity, Stereotype Threat
  - Accuracy of Stereotypes

13

Readings

- Entitativity and Group Essentialism
- Stereotyping and Prejudice
  - "Subtle" Stereotyping
  - Interaction of Cognition and Emotional Factors
- Prototypes and Exemplars (Again)
- Social Categorization Follows Social Norms

14

Social Judgment and Inference

- Causal Attribution
  - Phenomenal Causality
  - Lewinian Framework
- Covariation Calculus
- Departures from Covariation Calculus
  - Fundamental Attribution Error
  - Actor-Observer Difference
  - Self-Enhancement
- Malle's Folk-Conceptual Theory
- Automatic vs. Controlled Processes

15

Readings

- Alternatives to the Covariation Calculus
  - Causal Schemata (Kelley)
  - Correspondent Inference (Jones)
  - Attributions for Success and Failure (Weiner)
- Attributional Errors
- Judgment Heuristics Approach
  - Prospect Theory, Illusory Correlation
- Normative Rationality vs. Error/Bias
  - Automaticity

16