



Social Cognition

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Psych 1A – Social Psychology



THE UNIVERSITY
of ADELAIDE

We acknowledge and pay our respects to the Kaurna people,
the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the
Kaurna people to country and we respect and value their past, present
and ongoing connection to the land and cultural beliefs.

Length: 10m

Introduction

This presentation discusses the way we think about and process social information.

Learning Outcomes:

1. Understand that how we process social information affects how we think, feel and behave
2. Introduction to the concept of schemas and stereotypes

How We Think About Social Information

We are constantly bombarded with social stimuli.

However, we have limited processing capacity for these social stimuli.

- We become cognitive misers

Schemas: Mental frameworks that allow us to organize large amounts of information efficiently



Types of Schemas

Schema Type	Description
Person	A knowledge structure about an individual <ul style="list-style-type: none">• Generalised
Self	A knowledge structure about ourselves <ul style="list-style-type: none">• More specific
Role	A knowledge structure about a role occupant
Event/ Script	A knowledge structure about how to behave and or what to expect in a certain situation



Role Schema: Peter is a lecturer, therefore he teaches people things

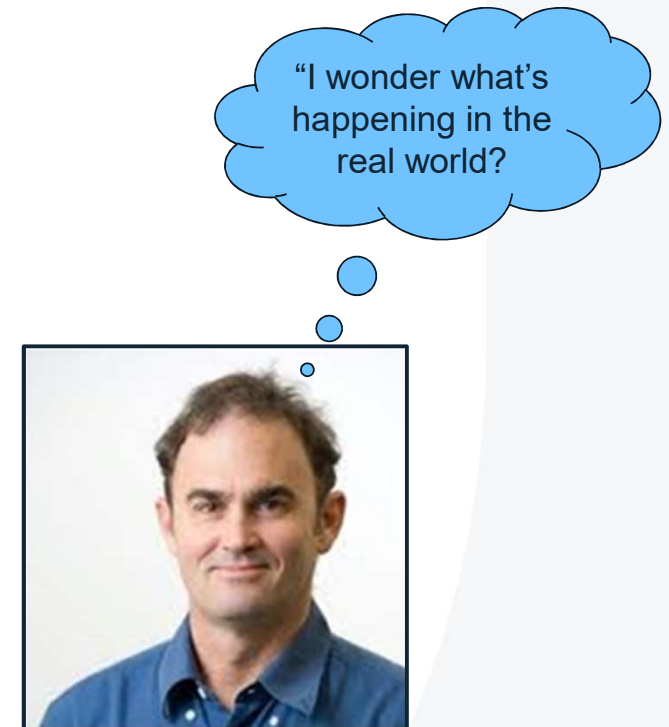
Stereotypes

Stereotypes are schemas about what a person is like based on their membership to a particular group.

- Differ from role schemas.
 - Stereotypes relate to personal traits, Role Schemas relate to occupational roles

Schemas enable us to organise complex social information.

- Schemas are subjective



Stereotype: Peter is a lecturer, therefore he is preoccupied thinking about irrelevant things all day

Role Schema: Peter is a lecturer, therefore he teaches people things

Summary

We are constantly bombarded with social information. We look for ways to efficiently make sense of this information.

- Achieve this with mental schemas



make
history.

