



SOCIAL COGNITION

SPRING 2018

KELLEY'S COVARIATION THEORY

- Behavior: Sara is dancing on the table at a party!!
- Three kinds of covariation information are important:
 - **Consensus** : How are other people reacting to the same situation?
 - **Distinctiveness**: Does the person react the same or differently in different situations?
 - **Consistency**: Is the person's behavior consistent over time?

KELLEY'S COVARIATION THEORY

CANVAS

Behavior

Covariation Information

Attribution

Consensus

Distinctiveness

Consistency

Sara is dancing
on the table at
the party!!

The diagram illustrates Kelley's Covariation Theory. It features a large rectangular frame divided into three columns: Behavior, Covariation Information, and Attribution. Under the Behavior column, there is a light blue box containing the text 'Sara is dancing on the table at the party!!'. Two arrows originate from this box: one points diagonally upwards and to the right towards the top of the Covariation Information column, and the other points diagonally downwards and to the right towards the bottom of the Covariation Information column. The Covariation Information column is further divided into three sub-columns labeled 'Consensus', 'Distinctiveness', and 'Consistency'.

COVARIATION MODEL

- High on distinctiveness, consensus and consistency → external (situational) attribution
- Low distinctiveness and consensus, but high consistency → internal (personal) attribution

THE TWO-STEP PROCESS OF ATTRIBUTION

CANVAS

THE BEHAVIOR

You're sitting in class. The professor asks a question. The student in front of you answers it and is totally wrong!



STEP 1

You automatically make an internal attribution about the student.



THE ATTRIBUTION



You're busy, tired, distracted, or just not motivated to think more about this behavior. You stop at this first step, and your attribution remains an internal, dispositional one.

STEP 2

If you have the time, energy, and motivation to think some more, you consider other possible explanations, like situational ones.

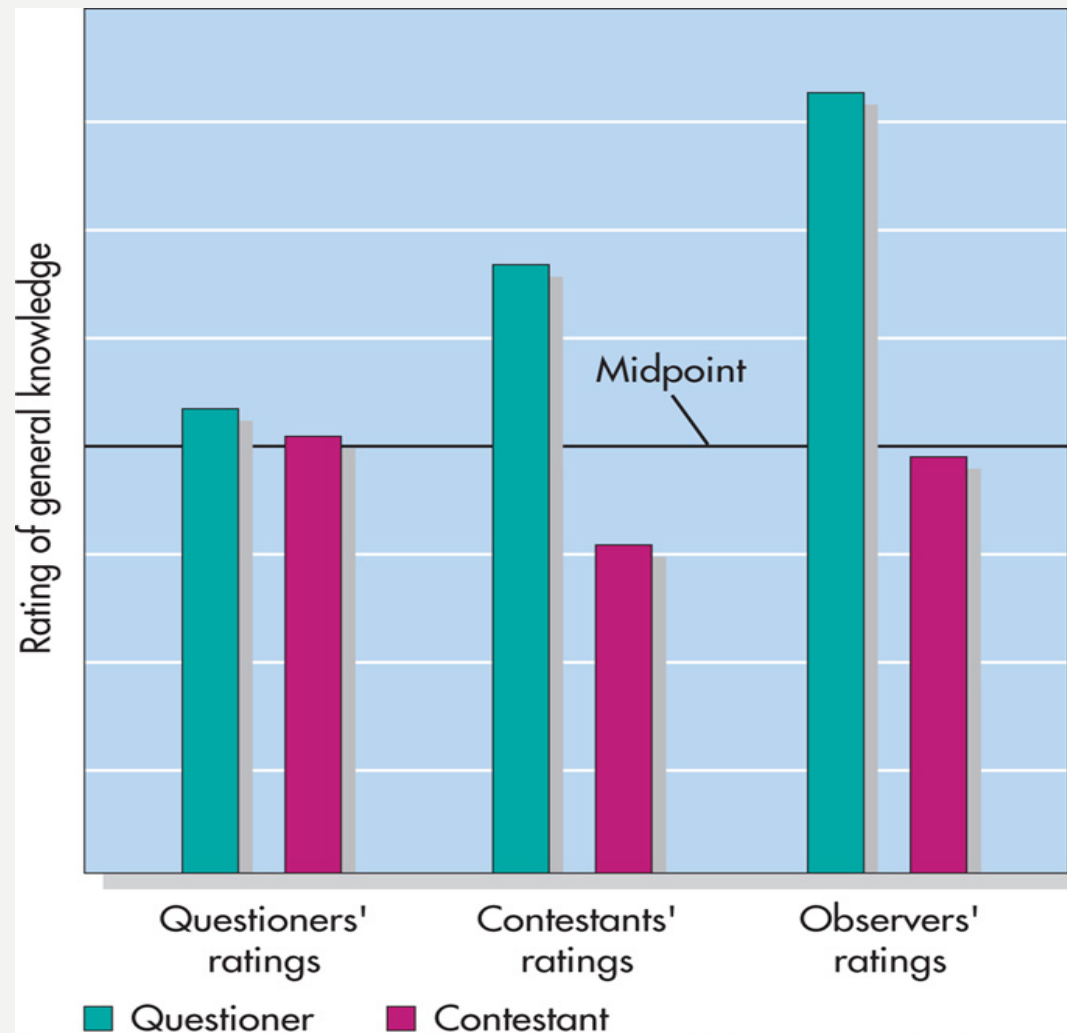


THE ATTRIBUTION

You adjust your initial attribution from step 1, taking into account possible external causes, and form your final attribution.



FUNDAMENTAL ATTRIBUTION ERROR AND THE TV QUIZ SHOW



From L. Ross, T.M. Amabile, and J.L. Steinmetz, "Social Roles, Social Control, and Biases in Social Perception Process," *Journal of Personality and Social Psychology* vol. 35 (pp. 485-494). Copyright © 1977 by the American Psychological Association. Reprinted by permission.

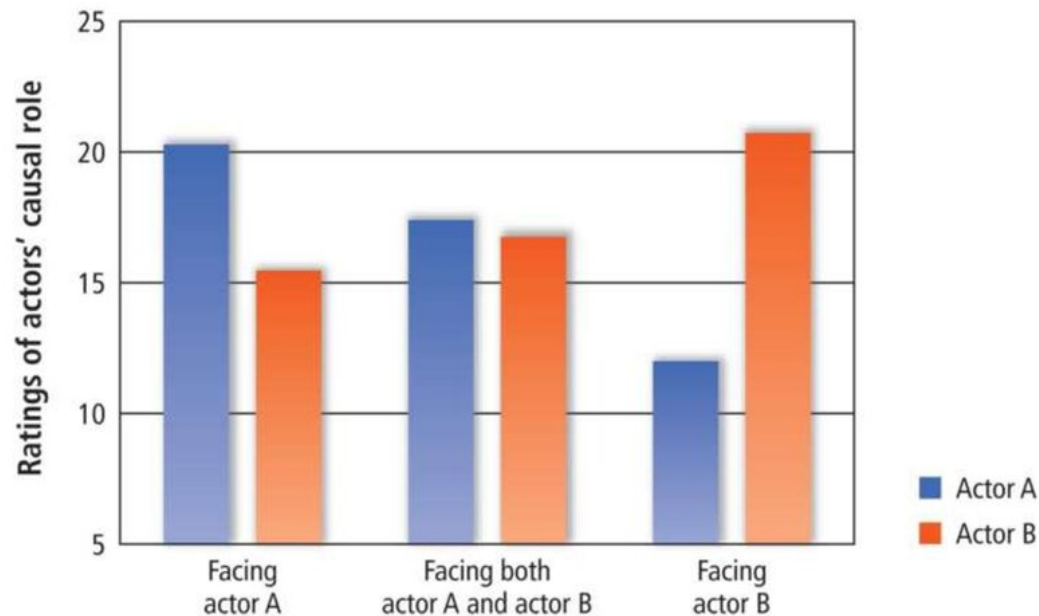
WHY DOES FAE PERSIST?

- Per
hav

Figure 4.5

The Effects of Perceptual Salience

These are the ratings of each actor's causal role in the conversation. People thought that the actor they could see better had more impact on the conversation. (Adapted from Taylor & Fiske, 1975)



on,

PERCEPTUAL SALIENCE IN HIGHER STAKES SITUATIONS

(GLASSITER ET AL., 2007; 2010)

- Presented 21 courtroom judges and 24 police officers with a videotape showing an individual confessing to a crime.
- IV
 - Camera focus on suspect only
 - Camera focus on detective only
 - Equal focus on suspect and detective
- DV – how voluntary was the confession?

THE SELF-FULFILLING PROPHECY AS A THREE-STEP PROCESS

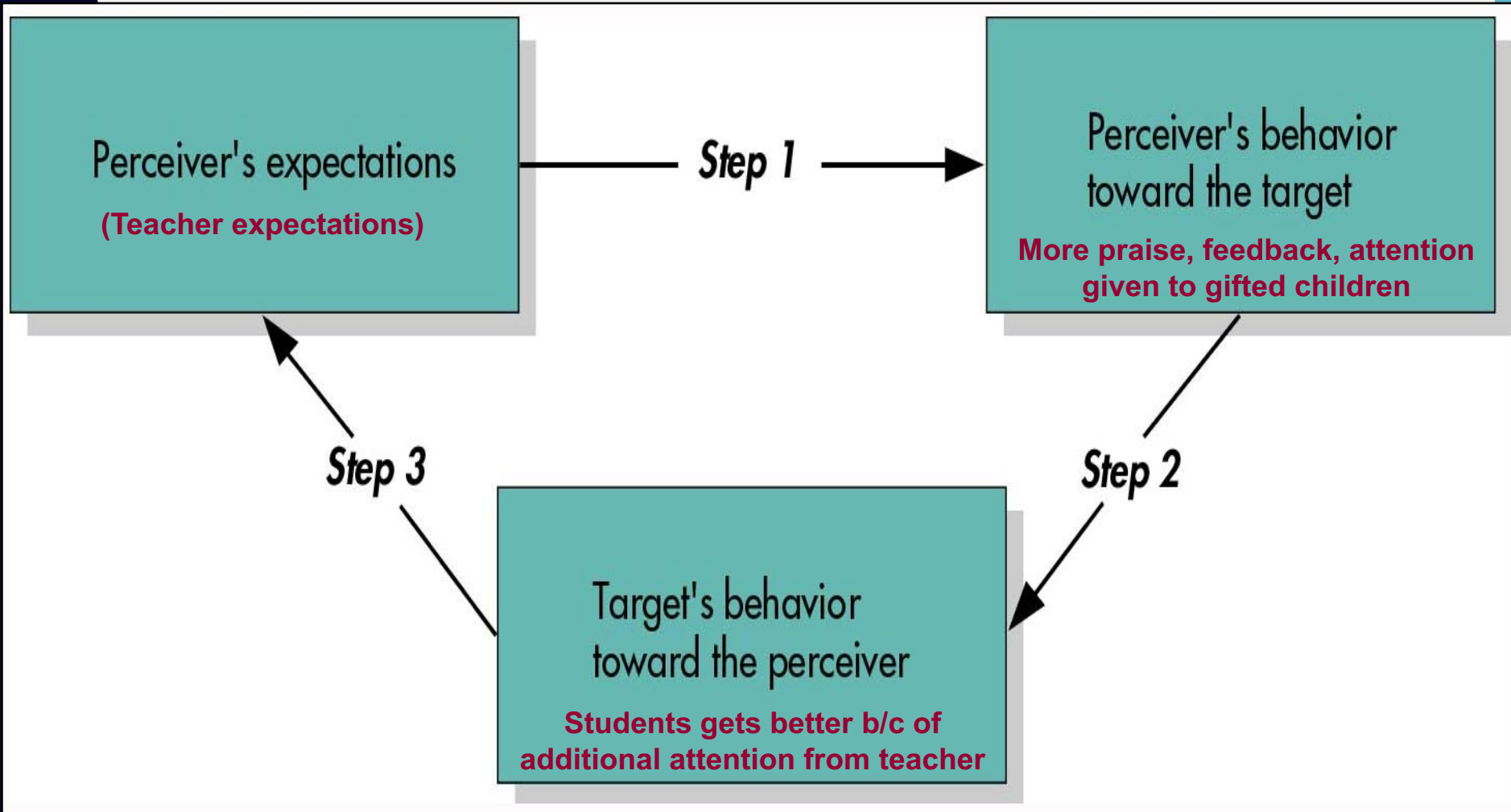


TABLE 4.1: FIRST IMPRESSIONS IN A FRACTION OF A SECOND

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First Impressions in a Fraction of a Second

Participants rated unfamiliar faces based on pictures they saw for one-tenth of a second, half a second, or a full second. Would their impressions stay the same or change with unlimited time? As measured by the correlations of these ratings with those made by observers who had no exposure time limits, the results showed that ratings were highly correlated even at the briefest exposure times. Giving participants more time did not increase these correlations.

Traits being judged	.10 sec	.50 sec	1 sec
Trustworthy	.73	.66	.74
Competent	.52	.67	.59
Likable	.59	.57	.63
Aggressive	.52	.56	.59
Attractive	.69	.57	.66

Willis & Todorov, 2006.

FACIAL EXPRESSIONS OF EMOTION



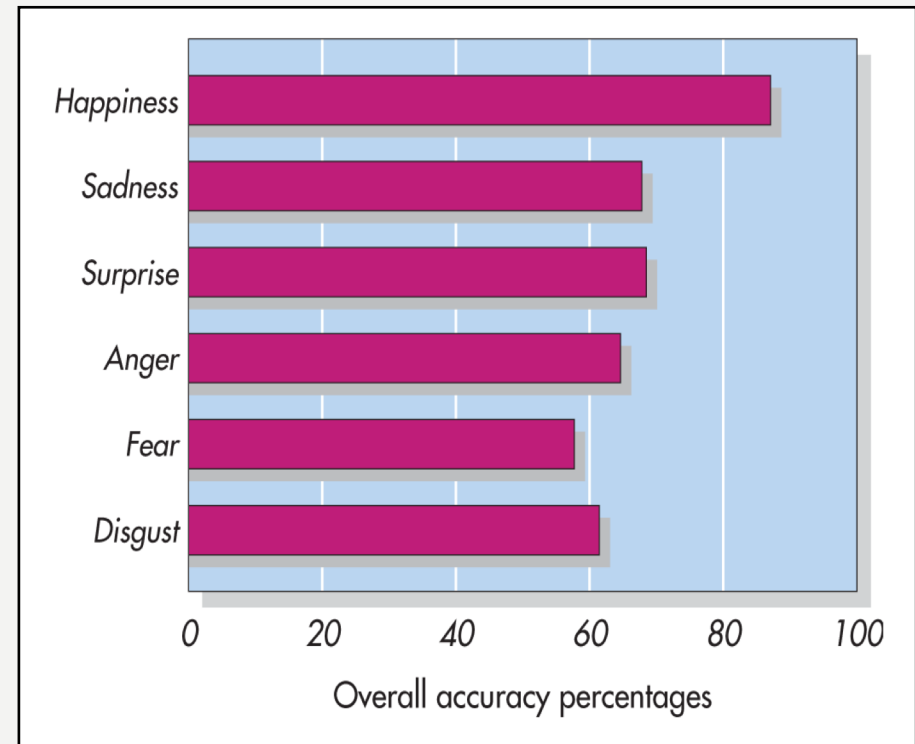
NONVERBAL BEHAVIOR

- Can people reliably recognize what the facial expressions of others mean?



IDENTIFYING EMOTIONS

- Reliably identify 6 emotions
- Same across cultures, but Elfenbein & Ambady (2002) → more accurate at judging facial emotions from one's own culture
- Evolutionary basis for emotion recognition



PRIMING BIAS

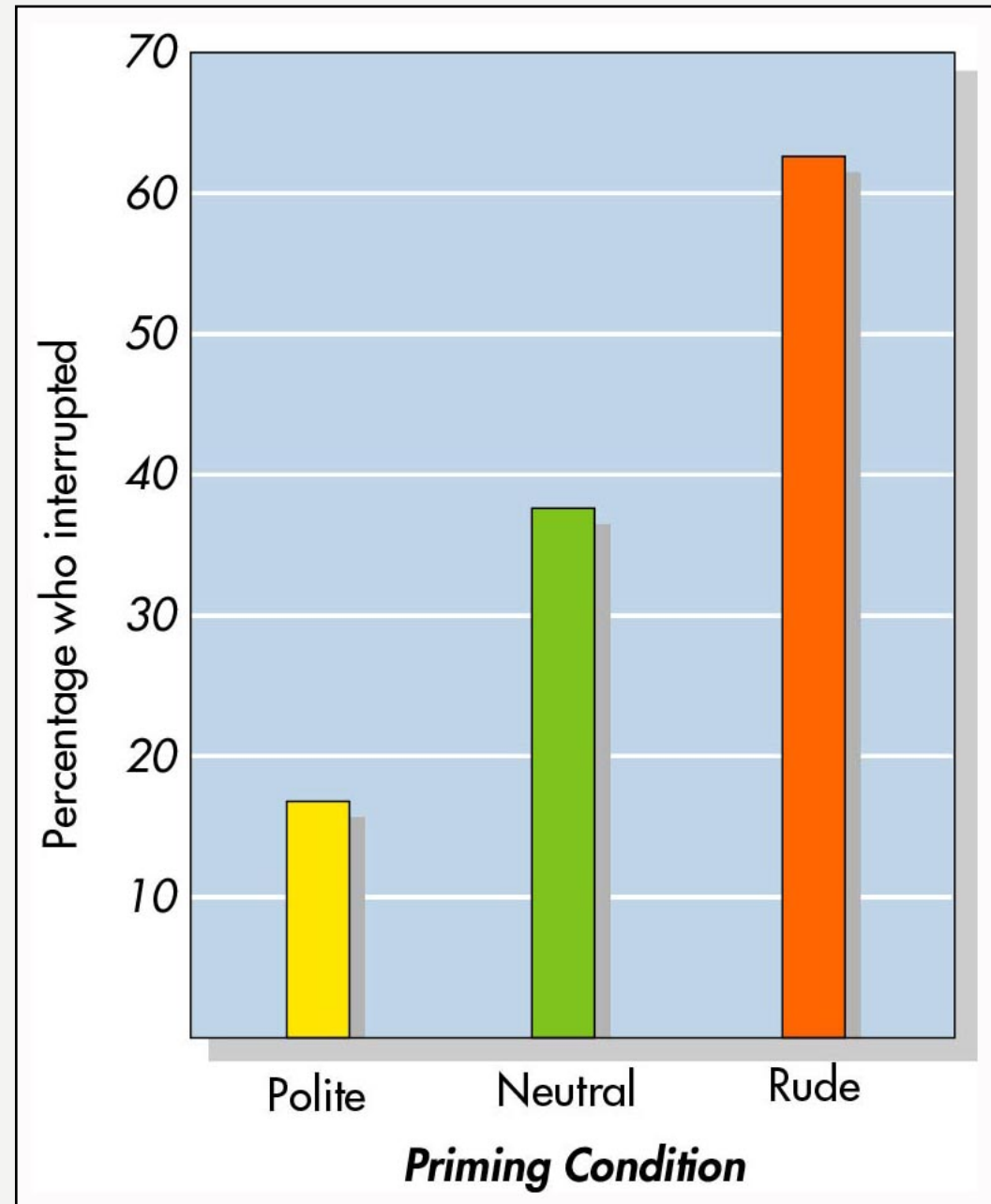
[GRAHAM & LOWERY, 2004]

- IV – exposed to race-related words (e.g., Harlem) or neutral words
- Read story about hypothetical adolescent who committed a crime
- DV – judgments
- Results – if primed with race-related words, judged the child as older, more culpable, more likely to get into trouble later, and recommended harsher punishment

BARGH, CHEN & BURROWS (1996)

- Unscramble sentences
 - Words in sentences primed
 - **politeness** (e.g., respect, considerate)
 - **rudeness** (e.g., disturb, intrude)
- Waited in hall while experimenter had conversation with someone else
- DV: Will participant interrupt experimenter (*rude*) or wait (*polite*)?

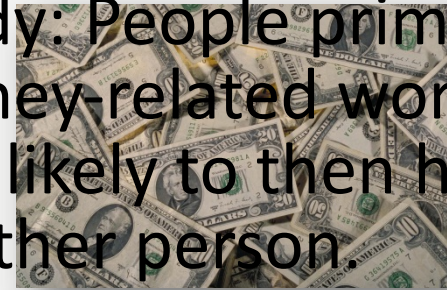
- *Primed rudeness:* participants interrupted experimenter
- *Primed politeness:* participants less likely to interrupt experimenter



PRIMING

- Priming has been called “invisible memory” because it affects us unconsciously.
- We may have biases and associations stored in memory that also influence our choices.

Study: People primed with money-related words were less likely to then help another person.



Study: Priming with an image of Santa Claus led kids to share more candy.

