



5. Highlight the importance of schemas in social cognition.

Ans:

- Social schemas (schemata) are mental structure.
- They function as a framework to process social information. These schemas lead to emergence of prototypes.
- Prototypes are concepts which have most of the defining features of a concept, class or family.
- These are best representatives of the population.
- Various stereotypes emerge from these schemas. In other words stereotypes are category-based schemas.

6. Differentiate between prejudice and stereotype.

Ans:

- Prejudices are negative attitude.
- These are bias about others.
- Prejudices are baseless and false.
- It refers to biased attitude formed about an individual or a group of people.
- These are usually negative.
- It has three components, i.e., A-B-C-

(a) Affective (Emotional i.e dislike or hatred).

(b) Behavioural (i.e., discrimination).

(c) Cognitive (Believes, i.e., stereotypes).

Stereotypes are cognitive component of prejudice. It is strongly influenced by the processing of incoming social information.

- These are over-generalized beliefs, e.g., girls are talkative.
- Stereotypes are category based schemas.
- These may be positive or negative or neutral.
- Stereotype has no emotional blending.
- From stereotypes, prejudices may emerge very easily.
- Stereotypes are usually formed for the groups.
- Stereotypes are pre conceived notions.

7. Prejudice can exist without discrimination and vice-versa.

Comment.

Ans: Prejudices can exist without being shown in the form of discrimination. Similarly, discrimination can be shown without prejudice.

- Wherever prejudice and discrimination exist, conflicts are very likely to arise between groups within the same society.
- We all witnessed many instances of discrimination, with and without prejudice, based on gender, religion, community, caste, physical handicap, and illnesses such as AIDS.
- Moreover, in many cases, discriminatory behaviour can be curbed by law. But, the cognitive and emotional components of prejudice are more difficult to change.

8. Describe the important factors that influence impression formation.

Ans. Impression formation is a process by which impression about others is converting into more or less enduring cognitions or thoughts about them. In short, impression formation is a process

through which we draw quick conclusion/ inferences regarding others.

Factors facilitating Impression Formation:

- Nature of the phenomena (familiar or unfamiliar).
- Personality traits of the perceiver.
- Social schemas stored in the mind of perceiver.
- Situational factors.

The process of impression formation consists of the following three sub-processes:

- Selection: We take into account only some bits of information about the target person.
- Organization: the selected information is combined in a systematic way.
- Inference: We draw a conclusion about what kind of person the target is.

Some specific qualities, that influence impression formation, are:

- The information presented first has a stronger effect than the information presented at the end. This is called the primacy effect.
- We have a tendency to think that a target person who has one set of positive qualities must also be having other specific positives that are associated with first set. This is known as halo effect, e.g., if we think that a person is 'tidy' then we are likely to think that this person must also be hard/working.
- Whatever information comes at the end may have a stronger influence on impression formation. This is known as the recency effect.

\*\*\*\*\* END \*\*\*\*\*