Social Cognition

"Pakoda" Controversy

P. Chidambaram Verified account @PChidambaram_IN

#BJP should not distort and deflect the debate on jobs. BJP should tell us how many regular jobs were created in the last three years.

#Even selling pakodas is a 'job' said PM. By that logic, even begging is a job. Let's count poor or disabled persons who are forced to beg for a living as 'employed' people.

#Ask the young men who staged a protest in Bengaluru the difference between self-employment and jobs. Those young men want regular jobs.

#A young man who sells pakodas is honourably self-employed, but poor and aspirational. Ask him and he will tell you that he aspires for a regular and secure job. I empathise with him.

Campus Placement





WATCH | "Farmers are my top priority, and by TOP, I mean: Tomato, Onion, Potato," says PM @narendramodi in Bengaluru

India Today Verified account @IndiaToday Feb 7

Is the pakoda a symbol of New India? Are pakodas good for the economy? On this India Today special, we dissect pakoda politics for you.

भ भीकरीई तेमारी करने ताले खुणाउने के लिए खुणाअंनी द्वारा न्यलामा जार हा योजना कार मारी वरकार "अवने हार मारी वरकार" मार्जा के बुद्ध महत्वपूर्ण अवन्तर " दोहते। धारकार बोजगार के मामले मे पुरी तरह विफला है। चन्डमां पर जाने की लात करनेवाला देश पने हा के चने की बाल करने लगा है। प. "प्रामभनी पळीड़ा घोषना की अक्तान किस द पकीड़ा समाने के का मिलामा जाताहै? देश मे हुआ है। (व) होने लाला मोड़ा (b) पीनेवाला सेडा (थ) अमेरिका (७) कस (७) जापान (त) भारत (०) सहाने लाला सोडा (।) खाने लाला सोडा 9. "पकोड़ा काल्नि"के पिता किसे कहा जाता है? 8. "प्रधानमंती पनोड़ा माजना की अस्तात किसतर्थ (a) सुविता मोदी (b) सो निया गांग्सी 8 5 2 7 (ए) राहुल जांसी (त) नरेन्द्र माही la, 2014 (b) 2015 (c) 2016 (d) 2018 8. भारत की राष्ट्रीम आगारी सर्वाहान मीशहान है-9. "पकोदा पाजना" के जनक कीन है? (0) कार्य सेन का (७) से किंग सेन का (a) द्वाम्प (b) प्रतिन (c) राहुल (d) मोही (c) विश्विमान सेन का (d) पकोड़ा सेन का 8. ज्यास्त में लेको लगारी दूर करने के लिए स्वातक 9. लगामीमां का स्लामन में कि सका उपमेमाहाना है। मुनाउना के लिए किस भाषाना की शुक्तानह है? (a) युल-माला (b) किन्दी - वेग्रावा (a) हजीड़ा माजना (b) चिहीड़ा घोषाना (c) पान- मसाला (d) कचोड़ा-पमोड़ा (८) के के माजना (त) पन्नेडा घोणना व. प्रथा प्रशानभेनी पनोड़ा घोषान का कार्यकातार 8. प्रहान मेंनी पकीड़ा भोजना के तहत कितने स्नातक (a) 2019-18 (b) 2018-2023 मुवाओं को प्रतिवर्ध रोजगार हेने की हो पणा अनी (c) 2014-19 (d) 2019-23 NS 2 2 व. आरत में इंजीनियर का कार्य कमा है? (a) देश की का हो हाजार (c) देलारन (a) दो करोड़ (a) मोटर बनावा (b) ईप्रटर बनाना 9. पकीड़ा लेखना किस भीकी के अन्तर्गत्य गाला है? (0) पुल लनाना (त) पानीर् लनाना (का दिवड़ श्री की कार शेकी (एमधुराशीकी व पनोड़े का आकार देखा होता है? (ल) मोदी की की (cv) ज्याकार (b) वहत व्याकार पी. पी. वार (PPY) का प्रण कर कमा है! (c) हाणीलाकार (d) बहर संभीलाकार (a) अधानमंत्री पानी-प्रशे मोअना (b) " पुटहापोजना GT-15101011-2021 के अन्तुमान के अन्तुमार सर्व आरोक किस राजगार के अमित लोग होंगे? (e) प्रधानमंत्री साल-कड़ी घोलना (d) प्रधानमंत्री पनीड़ा पोलना (0) रिड जीटवर होन में (11) सरकारी जीकार में (c) जिल्ला के क्षेत्र में (a) पानीहा लेखने में १. "पकोड़ी का देश" किसे कहा जाता है! व, सवसे अच्छा पनोड़ा किस तेल में बने गा? (a) अमेरिका (b) जीपान (c) जीन (d) भारत (क) स्तर (७) का पुंच (०) इन्हर (व)



Congress was insulting the "poor and aspirational Indians". "Comparing livelihood means of millions of hard-working Indians from humble background to begging betrays Congress party's perpetual disdain for the poor," the BJP tweeted.

#Congress party has still not accepted the mandate given by india in favor of "Chaiwala"

Give one Word









Social Cognition

Thinking About the Social World Understanding the Social world

Social Cognition—how people interpret, analyze, remember, and use information about the social world

♦ The Indian EXPRESS

55, 00 & 6 PA THA & RAIPUR, 512 SPINAGARS WWW.INDIANEX PRESS, COM

JAMMU & KASHMIR LOSES SPECIAL STATUS, STATE TO BE UNION TERRITORY

History, in one stroke



Minist er Narendra Modi greet s Union Home Ministe r Amit S hab afte r Rajya Sabha clears the Bill to bifurcate J&K a nddoes away with the statutory provision granting special status. Aujya Sabha clears the Bill to bifurcate J&K a nddoes away with the statutory provision granting special status. Aujya Sabha clears the Bill to bifurcate J&K a nddoes away with the statutory provision granting special status.

J&KUNION TERRITORY TO HAVE LEGISLATURE, LAD AKH TO BE SEPARATE UT MINUS ASSEMBLY

J&K will truly be integral part of India... I want to tell Valley nothing negative will happen: Shah

Two-thirds of those present in Rajya Sabha pass Bill to bury Article 370 and redraw map of J&K

& MANOJ CO

NA momentous decision to confine Article 370 of the Constitution to the dustben of BIP-led NDA government Monday revoked the special status granted to Jammu and Kashmar and secured Ratva Sabbal supperoval for a Bill to

billarcate the state into two

Union Territories - Jamenu and Kethenir with a legiplature simfar to Purks: herry, and Ladakh without oneitie Chandigarh.

TUESDAY, AUGUST 6, 2019, NEW DELHI, LATE OFTY, 2 4 PAGES

The Bill was passed with a two-frieds majority of themembers present in RajyaSaltha. In LokSabha, thes tatutory read ution scrapping throper is laterus was passed by a war wite in the overing. The bifurcation bill will be taken up in Lok Sabha Reading Withopedal provisions goes, indisnates will now apply to the newly created Union

Union Home Minister Amit Shah, who tabled the Jammu and Kashmir Recognitionation 841, 2019 and they tatutory resolutionin Rayudabba around 11 am after the Union Cabinet met at Prime Minister Nameda Modify post-dence at 9.30 arm to give the go-ahead said: "Article 370was a temporary provision... how long can abernposary provision be allowed to continue. After abrogation d'Autic le 370 Jamenu and Kehmir will truly become

an integral part of india." SaytrapActicle STOwns at 8



root of terrostum, Shah told the House that full statestates will be purtoped to Jammu and Kashmir at an appropriate time:

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violence, Shah told the House. The decision bealtowed totum into another years, andwewt firmake fammu and Kashmirthermotideveloped ingprohibitoryoutes, and con-state in the country. [wanttotel] munication lines bringdowned. the youthof Kasheri r Valley that

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CONT INJECOM PAGES



PDP MPs Natir Abmad Lawayand Mir Mohammad Byar. protest outside Par Eament on Monday Ant Styres

Betrayal, say NC and PDP; powder keg lit,

Cling 2.6kim Signlar Khan Nison he Patriot

The secular India of Nehru and Gandhi is dead. I foresee further repression; abrogation of Article 370 will lead to more bloodbath in IoK.

Foreign Minister, Shah Mahmood Qureshi

TUESDAY | ISLAMABAD | ALICAIST 6, 2009 | 23 | 156 4, 1440 A.15 | Price Rs. 101

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India abolishes IOK special status with rushed decree



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Pakistan rejects India's decision to abolish IOK special status

PM Imran phones Erdogan, Mahathir, says India's move in IOK will destroy regional peace

Ex-CMs Mehbooba Mufti, Omar Abdullah arrested after Article 370 scrapped

Pakistan summons Indian envoy over India's illegal actions in IOK

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Revoking the Article 370: What does this actually mean?



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Social Inference

- Often the information available to us is incomplete, ambiguous, or contradictory.
- Social cognition focuses on the way we use this information to arrive at coherent judgments.
- People's inferences are often marked by systematic biases.

Schemas, Prototypes and Heuristics: Mental framework for Holding and Using information

 Schema: Mental framework containing information relevant to specific situations or events, which one established help us interpret these situations and what's happening in them

Cognitive Misers

• Prototypes: Best Exemplar of a category

Heuristics: Mental shortcuts

Schemas and Memory

- Schemas influence three basic processes:
 - Attention (They affect what is noticed.)
 - Encoding (They affect what is stored in memory.)
 - Retrieval (They affect what is recovered from memory.)
- Once the Schema is formed, Information consistent with them is easier to remember
- When schemas are first being formed information inconsistent is easily noticed and thus encoded
- Schemas also influence what information is retrieved from memory

Question

• Does politicians and celebrities worry about social cognition? Critically analyse the statement with two examples.

Types of Schema

- **Person** schemas about people
 - "athlete", "librarian"
- Role- schemas relating to specific roles
 - "professor", "student", "physician"
- **Event (script)** indicates typical sequence of events
 - "restaurant", "exam", "first date"

Schema Persistence

- Why Even Discredited Schemas Can Sometimes Influence Our Thought and Behavior?
- Perseverance Effect The tendency for beliefs and schemas to remain unchanged even in the face of contradictory information.
- Schemas can be self-fulfilling
- Self-fulfilling Prophecy is a prediction that directly or indirectly causes itself to become true, by the very terms of the prophecy itself, due to positive feedback between belief and behavior.
- They influence our responses to the social world in ways that make it consistent with the schema.

Schemas:

• Play a very important role in many forms of social interactions: Attitude, Stereotypes (Prejudice & discrimination) etc.

Heuristics

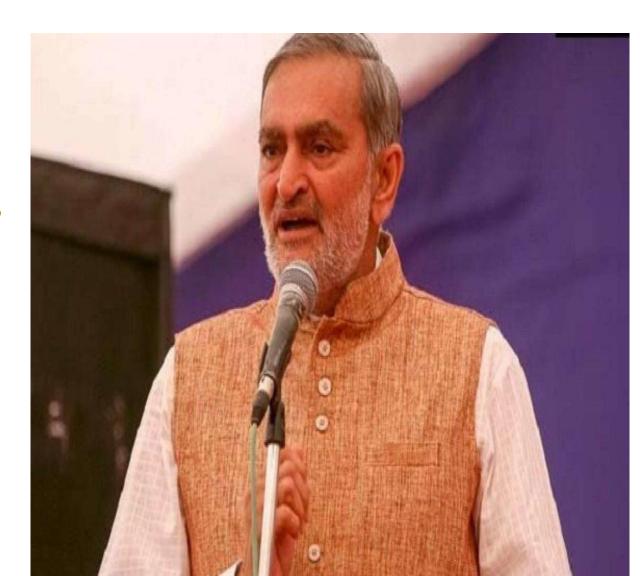
- Simple rules for making complex decisions or drawing inferences in a rapid manner and seemingly effortless manner.
- Mental Short-cuts
- Social thoughts occurs to be automatic is due to heuristics.
- Need of Heuristics
- 1. Information overload
- 2. Saving on resources

Types of Heuristics

• Prototype - summary of the common attributes possessed by members of a category.

1. Representativeness Heuristics

- A strategy for making judgments based on the extent to which current stimuli or events resemble other stimuli or categories.

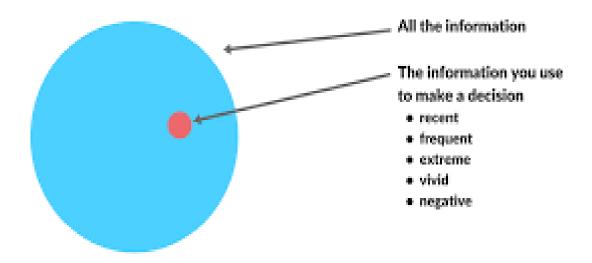


2. Availability: "If I Can Retrieve Instances, Must Be Frequent"

if I can think of it, it must be important.

A strategy for making judgments on the basis of how easily specific kinds of information can be brought to mind.

The availability heuristic





3. Anchoring and Adjustment: Where You Begin Makes a Difference

• A heuristic that involves the tendency to use a number of value as a starting point to which we then make adjustments.



Guarding Against Biases

- Be aware of cognitive biases
- Adopt multiple perspectives
- Act as Devil's Advocate

Question assumptions, check inferences

- Consider the improbable or the unpopular
- Make incremental decisions

Collect feedback, use real options approach

- Use probability and statistics
- Use frameworks and models

Derived from theory or developed by experts

Sample questions

Section A

• Describe those features which give psychology a status of science. (1)

Section B

• Discuss proactive interference and retroactive interference using appropriate examples. (1+1)

Section C

• Differentiate among three types of memory stores. (1+1+1)

Section D

• Critically analyze formation of schemas. Discuss the role of schemas in the context of memory distortions. (2+3)

• Objects and options that are more easily retrieved from memory may be judged in a heuristic fashion as "good," as better than objects and options that are new, rarely encountered, or represent a change from the status quo.