

Assignment 2

Social perception and cognition

15 marks

1. With new knowledge of person perception, think about your own style of person perception. Do you now do this more thoughtfully or more spontaneously? Consider some of your beliefs about the people you know and the degree to which your expectations influence how you respond to them. Discuss such implications of social perception in your day-to-day life.
2. Consider some of the nonverbal behaviors that you and your friends use when you communicate. What information are you trying to communicate to them, do you find yourself more attuned to the nonverbal information that you are sending to others and that they are sending to you by analyzing various kinds of non-verbal communications? Are you more aware of the role that traits (and particularly central traits) are playing in your everyday interactions? When do you find yourself using more vigorous gesturing and why? Are you now more (or perhaps less) sure about your skills at detecting deception in others?
3. Can you see how important social cognitive biases/ cognitive errors can be in how we understand the world we live in, and how useful it is to understand the ways in which our thinking operates to produce accurate, and yet sometimes inaccurate, judgments? Elaborate with your experiences in cognitive biases and errors.
4. Given what you know about schematic processing and the use of heuristics, describe a time when you feel that the different heuristic played a big part in a social judgment or decision that you made. What impact did this heuristic have? Looking back, how sound was the judgment or decision that you made and why?
5. Discuss the process of impression formation and management with reference to research studies of Solomon Asch. How do you relate to them in your personal life?

Answers all these questions keeping in mind topic studied and relating with your own personal experiences.