



# Social Cognition

Psychology 320  
Social Psychology

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1

Psyc 320 – Social Psychology

## Effort

- Low or High Effort Thinking

2

Psyc 320 – Social Psychology

## Automatic Pilot

- Schemas
  - Guide Attention
  - Guide Memory
    - Library vs. Waitress study

3

Psyc 320 – Social Psychology

## Associations

- Behavior → Trait inference
- Accessibility → use what's on top
- Expectations: Warm vs. Cold (pg 60)
- Priming Demonstration

4

Psyc 320 – Social Psychology

## Jump Rope & Romance

A



B



5

Psyc 320 – Social Psychology

## Jump Rope & Romance

A



B



Flow ers or Sex?

Elderly lady or Young girl?

6

Think F.

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FINISHED FILES ARE THE RESULTS OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS

7

Chronic Accessibility

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- Remember information related to your 'favorite' traits.
- Repeated use of the same concepts when interpreting other's behavior.

8

ANAGRAMS

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- MELCA
- ELTRUT
- NHAPLTEE
- ARUOGC
- EAP

9

ANAGRAMS

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- MATOMTE
- ENAB
- RROACT
- SGUARSPA
- EAP

10