



# Social Cognition

Psychology 320  
Social Psychology

Listen to the audio lecture while viewing these slides

1

Psyc 320 – Social Psychology

## High Effort—Controlled Thought

- Ironic Processes—Thought Suppression
- Monitoring and Operating
  - Children learn to use distraction
- High Effort requires resources
  - Lots of time
  - Lots of energy
  - Lots of motivation

2

Psyc 320 – Social Psychology

## Controlled Thought

- Affirmative Action?
- EEOC messages?
- Rebound Effects

3

Psyc 320 – Social Psychology

## Perseverance Effect

- Believing knowing there is good reason to dismiss the belief.

4

Psyc 320 – Social Psychology

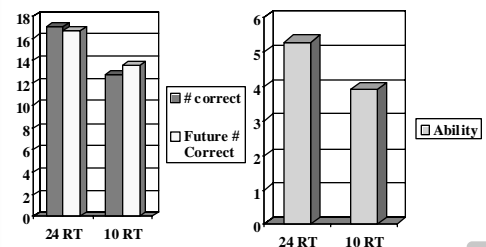
## “Belief Perseverance” Study (Pg 66)

- Ross, Lepper, & Hubbard, 1975
  - Procedure: Participants distinguish between real and fake suicide notes
  - Independent Variable: "Success" vs. "Failure" conditions
  - Dependent Variable: Participants' ratings of themselves on their performance, ability, and future performance.

5

Psyc 320 – Social Psychology

## Ross, Lepper, & Hubbard (1975)



6

### Counterfactual Reasoning

---

- Olympic Medal Winners
- “If only”
- WHY?
  - Overconfidence in our reasoning powers

7

### Anchoring & Adjustment

---

- Arbitrary Numbers
  - Attractiveness scales
- Biased Sampling
  - Assume your experience is generalizable

8