

@fariha.salahuddin

Do you know what
social cognition is?

What is Social Cognition?

Social cognition is a subtopic in psychology that focuses on how individuals think. More specifically it looks at how they process, store and apply information about others and social situations. This area of psychology studies the role that cognitive processes play in our social interactions.



Cherry, 2023

Examples of Social Cognition:

- Attitudes
- Person perception
- Prejudice
- Stereotypes
- Self-concept
- Discrimination
- Persuasion
- Decision-making

Cherry, 2023

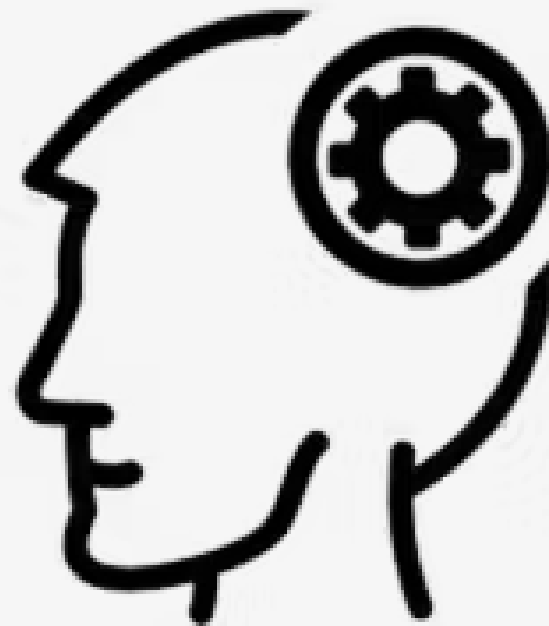
Different Ways of Thinking :

Automation

Automation allows information to be processed using nonconscious resource stores

Automatic decision making:

In some situations it might be better to let your automatic minds make decisions. Research shows that too much conscious reflection about a decision that needs to be made can get in the way of the individual making a good decision. Periods of distraction, when making an important decision, can help people make the best choice.



Different Ways of Thinking :

Schema

- Schemas are mental structures that people use to store and organise information about the social world.
- Chunking is when we combine many bits of information together to help us recall it more easily

Types of schema

- Script: what is the situation like?
- Self: what am I like?
- Role: what is this occupation like?
- Stereotype: What is a person from this group like?
- Trait: What is this person like (over time)?

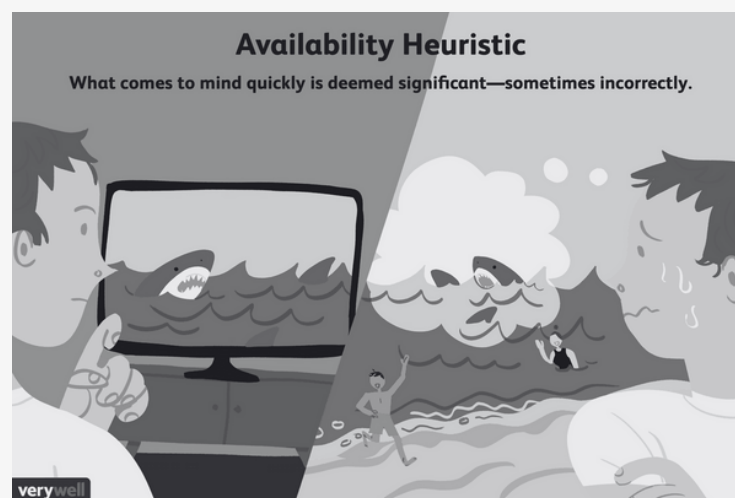
Different Ways of Thinking :

Heuristics

- Simple rules that guide decision making
- Complex/ complicated problems are reduced to one that is something simple

Types of heuristics

- Take-the-best – maximise one dimension
- Availability – What comes to mind is correct
- Representativeness – Similarity in one dimension implies similarity in others



Sources

Aronson, E., Wilson, T. D., Sommers, S. R., & Akert, R. M. (2016). *Social Psychology*. Pearson.

Cherry, K. (2023, January 24). *Social Cognition in Psychology*. Verywell Mind. Retrieved May 30, 2023, from <https://www.verywellmind.com/social-cognition-2795912>