Contents

List of Contributors Preface	v vii
1. What is Social about Social Cognition?	1
by Joseph P. Forgas	-
The field of social cognition	1
Some recent developments in social psychology	3
An historical perspective	5
Methods of social cognition research	17
An overview of the volume	20
PART I: THE DEVELOPMENT OF SOCIAL UNDERSTANDIN	IG
2. Thought, Language and Interaction in Infancy by Jerome S. Bruner and Virginia Sherwood	27
Early development: mapping out the physical and the social worlds	28
The development of language	32
The Oxford studies	36
Conclusions	49
3. On the Social Nature of Cognition by Willem Doise and Diane Mackie	53
From general theories to empirical research	53
Hypotheses and results	63
Conclusions	78
4. Everyday Ideas about Cognitive Development by Jacqueline Goodnow	85
Introduction	85
Ideas about development as part of social cognition	86
Some forms and sources of interest	89
Methods and directions for research	98
Summary and conclusions	107

xii CONTENTS

PART II:	VALUES,	AFFECT,	MOTIV	ATION	AND	SOCIAL
		COGI	MOITIN			

113

113

5. Social Categorization: Cognitions, Values and Groups

by Henri Tajfel and Joseph P. Forgas

Introduction

Some general aspects of categorization Normative and value aspects of categorization Social categorization and social identity Some everyday examples of social categorization Conclusions	115 118 124 126 135		
6. Cognitive Consistency: Motivational vs Non-motivational			
Perspectives by Robert A. Wicklund and Dieter Frey	141		
Introduction	141		
Cognitive consistency: a movement and a phenomenon	142		
The evidence to be accounted for: some critical illustrations	149		
Arguments against motivational explanations	158		
Integration among consistency theories	160		
Conclusions	160		
7. Affective and Emotional Influences on Episode			
Representations	165		
by Joseph P. Forgas	200		
Introduction	165		
What are social episodes?	166		
Affect and episode cognition	169		
Modelling episode spaces	170		
Emotional mood and memory for episodes	174		
Conclusions	177		
PART III. COLLECTIVE COGNITION			
8. On Social Representation	181		
by Serge Moscovici			
What do we mean by a thinking society?	182		
The familiar and the unfamiliar	188		
The two processes of generating social representations: anchoring and objectification Social representations and causality			
•			

CONTENTS	xiii

9. Rituals, Rhetoric and Social Cognition by Rom Harré	211
Locating cognitive processes: social vs individual and private vs	
public cognition	212
Abstract cognitive activity: analysing social talk	217
The rhetoric of social psychological theory as talk	219
Scripts and text(e)s	222
Summary and conclusions	223
10. Common-sense Psychology	225
by Daniel M. Wegner and Robin R. Vallacher	
Psychology and common sense	226
From implicit to explicit	233
From explicit to implicit	239
Conclusions	244
11. The Social Origins of the Human Mind: a Historical	
Note	247
by Robert Farr	
Introduction	247
Individual and collective psychologies	248
Mead and symbolic interactionism	251
Conclusions	256
12. Epilogue: Everyday Understanding and Social Cognition	259
by Joseph P. Forgas	200
The social dimension in cognition	260
The developmental perspective	263
Emotion, mood and cognition	264
Collective vs individual cognition	266
Conclusions	268
Subject Index	273