Contents

Preface vii

1. Methodological Techniques for the Study of Person Memory and Social Cognition 1
Thomas K. Srull

Introduction *2*
Recall Procedures *4*
Recognition Procedures *23*
Recall-Recognition Differences *38*
Reaction Time Procedures *44*
Summary *57*
References *58*

2. The Cognitive Representation of Social Information 73
Robert S. Wyer, Jr. and Sallie E. Gordon

Introduction *74*
Semantic Similarities, Categories and Schemata *78*
Cognitive Rules: The Representation of Beliefs *85*
The Representation of Event Sequences *95*
The Cognitive Representation of Individual Persons *111*
The Representation of Groups of Persons *133*
The Representation of Self *137*
Concluding Remarks *143*
References *144*

3. Social Memory **151**
Reid Hastie, Bernadette Park, and Reneé Weber

Introduction *152*
The Stimulus *153*
Encoding *155*
Retention *176*
Retrieval *186*
Individual Differences in Social Memory *198*
Conclusions *199*
References *202*

4. Semantic and Episodic Memory **213**
Edward J. Shoben

Origins of the Distinction *215*
Empirical Status of the Semantic/Episodic Distinction *217*
The Nature of the Distinction *226*
Semantic and Episodic Social Cognition *228*
References *229*

5. Visual Memory: Definitions and Functions **233**
Roberta L. Klatzky

Part I: The Nature of Visual Representations in Memory *234*
Part II: Across the Visual/Nonvisual Boundary *253*
Summary *265*
References *266*

Author Index **271**
Subject Index **281**