## Contents

| D C     | •  |
|---------|----|
| Preface | 1X |

## PART I: ORGANIZATION AND REPRESENTATION OF SOCIAL INFORMATION

| 1. | The Organization of Social Information             |
|----|--|
|    | Thomas M. Ostrom, John B. Pryor, David D. Simpson  |
|    | The Organization of Social Information 3           |
|    | Analysis of the Cognitive Organization             |
|    | of Social Information 6                            |
|    | Contributions of Previous Clustering Research      |
|    | to Person Perception 10                            |
|    | Research on the Organization of Social Information |
|    | According to Persons 15                            |
|    | Discussion 30                                      |
|    |  |
| 2. | Schematic Principles in Human Memory               |
|    | Reid Hastie  |
|    | Introduction 39                                    |
|    | Verbal Learning and Memory Research 47             |
|    | Visual Schemata 54                                 |
|    | Social Group Schemata 58                           |
|    | Individual Person Schemata 64                      |
|    | Point-of-View Schemata 71                          |
|    | Discussion 75                                      |
|    | Conclusion 79                                      |
|    |  |

1

3

39

## vi CONTENTS

| Schematic Bases of Social Information Processing   | 89  |
|--|---|
| Shelley E. Taylor and Jennifer Crocker   |   |
| What is a Schema? 89   |   |
| The Functions of Schemas 93  |   |
| Liabilities of Schematic Processing 114  |   |
| Summary, Conclusions, and Future Considerations 123                                      |   |
| Cognitive Representations of Persons   | 135   |
|  |   |
| Some Thoughts on a Social Cognition Approach<br>to Person Perception 136                 |   |
| Organization Processes in the Development of<br>Cognitive Representations of Persons 140 |   |
|  |   |
| Cognitive Representations of Persons 149   |   |
| Category Accessibility: Some Theoretical and   |   |
| Empirical Issues Concerning the Processing of  |   |
| Social Stimulus Information  | 161   |
| Robert S. Wyer, Jr. and Thomas K. Srull  |   |
| A Theoretical Description of Social Inference  |   |
| Processes 163  |   |
| The Role of Schemata in Memory for Episodic  |   |
| Information 173  |   |
| Effects of Prior Judgments on Subsequent Ones 176  |   |
| The Effects of Category Accessibility on the   |   |
| Interpretation of New Information 177  |   |
| Conclusions 193  |   |
|  |   |
| RT II: PROCESSING FACTORS AND BIASES<br>IN SOCIAL COGNITION                              | 199   |
| What Grabs You? The Role of Attention in   |   |
|  | 201   |
| -  |   |
|  |   |
|  |   |
|  |   |
| *  |   |
|  |   |
| Conclusions 240  |   |
|  | <ul> <li>What is a Schema? 89</li> <li>The Functions of Schemas 93</li> <li>Liabilities of Schematic Processing 114</li> <li>Summary, Conclusions, and Future Considerations 123</li> <li>Cognitive Representations of Persons</li> <li>David L. Hamilton</li> <li>Some Thoughts on a Social Cognition Approach to Person Perception 136</li> <li>Organization Processes in the Development of Cognitive Representations of Persons 140</li> <li>Toward a Conceptual Framework for Understanding Cognitive Representations of Persons 149</li> <li>Category Accessibility: Some Theoretical and Empirical Issues Concerning the Processing of Social Stimulus Information</li> <li>Robert S. Wyer, Jr. and Thomas K. Srull</li> <li>A Theoretical Description of Social Inference Processes 163</li> <li>The Role of Schemata in Memory for Episodic Information 173</li> <li>Effects of Prior Judgments on Subsequent Ones 176</li> <li>The Effects of Category Accessibility on the Interpretation of New Information 177</li> <li>Conclusions 193</li> <li>CT II: PROCESSING FACTORS AND BIASES IN SOCIAL COGNITION</li> <li>What Grabs You? The Role of Attention in Impression Formation and Causal Attribution Leslie Zebrowitz McArthar</li> <li>Introduction 201</li> <li>Object Perception 203</li> <li>Impressions 205</li> <li>Causal Attributions 227</li> <li>Mediation 234</li> </ul> |

7. **Cognitive Processes in Inferences About** A Person's Personality 247 Ebbe B. Ebbesen Research on Personality 247 Processes By Which Raters Construct Responses 254 Research on the Construction of Personality 259 Implications 267 8. Seek, And Ye Shall Find: **Testing Hypotheses About Other People** 277 Mark Snyder Formulating Strategies for Testing Hypotheses About Other People: A Paradigmatic Investigation 280In Search of the Limits of Confirmatory 283 Hypothesis Testing The Consequences of Confirmatory Strategies for Testing Hypotheses About Other People 290 Hypothesis Testing: A Theoretical Analysis 295 Hypothesis Testing and the Social Nature of Social Knowledge 298 9. Self-centered Biases in Attributions of **Responsibility: Antecedents and Consequences** 305 Michael Ross Pervasiveness of Self-centered Biases in Judgments of Responsibility 306 Determinants of the Self-centered Bias 307 in Judgments of Responsibility 308 Availability and Judgments of Responsibility The Interaction Hypothesis 309 Determinants of the Availability Bias 312 Group Centered Biases in Availability and Responsibility 314 Exceptions 316 317 Intentionality Participant Involvement 317 318 Valence of Outcome Consequences of Self-centered Biases in Responsibility 319 Impression Formation, Impression Management, 10.

Robert M. Krauss

and Nonverbal Behaviors

## viii CONTENTS

| 11. | The "Communication Game": Implications for              |     |
|-----|---|-----|
|     | Social Cognition and Persuasion                         | 343 |
|     | E. Tory Higgins   |     |
|     | General Rules of the "Communication Game" 348           |     |
|     | The "Communication Game" as Purposeful Social           |     |
|     | Interaction 375   |     |
|     | General Summary and Conclusions 383                     |     |
| PAI | RT III: COMMENTARY                                      | 393 |
| 12. | Social Cognition: A Need to Get Personal                | 395 |
|     | E. Tory Higgins, Nicholas A. Kuiper, James M. Olson     |     |
|     | The Role of Personal Experience in Social Cognition 398 |     |
|     | The Role of Affect in Social Cognition 407              |     |
|     | The Role of Personal Relevance in Social Cognition 413  |     |
|     | Concluding Remarks 415                                  |     |

Author Index 421

Subject Index 433