Contents

Acknowledgements Preface		ix x
1	Introduction	1
PA	PART ONE: BASIC CONCEPTS IN SOCIAL COGNITION	
2	Dual Modes in Social Cognition	31
3	Attention and Encoding	59
4	Representation in Memory	87
PA	PART TWO: TOPICS IN SOCIAL COGNITION: From Self to Society	
5	Self in Social Cognition	119
6	Attribution Processes	149
7	Heuristics and Shortcuts: Efficiency in Inference and Decision Making	177
8	Accuracy and Efficiency in Social Inference	205
9	Cognitive Structures of Attitudes	232
10	Cognitive Processing of Attitudes	257
11	Stereotyping: Cognition and Bias	281
12	Prejudice: Interplay of Cognitive and Affective Biases	311

PART THREE: BEYOND COGNITION		339
13	From Social Cognition to Affect	341
14	From Affect to Social Cognition	370
15	Behavior and Cognition	394
Glossary References Index		423 463 568