

# CONTENTS

<i>Acknowledgements</i>	xiii
<i>Preface</i>	xiv
<i>Companion Website</i>	xvi
1 Introduction	1
<b>PART ONE: Basic Concepts in Social Cognition</b>	<b>31</b>
2 Dual Modes in Social Cognition	33
3 Attention and Encoding	63
4 Representation in Memory	92
<b>PART TWO: Understanding Individual Selves and Others</b>	<b>125</b>
5 Self in Social Cognition	127
6 Attribution Processes	158
7 Heuristics and Shortcuts: Efficiency in Inference and Decision Making	188
8 Accuracy and Efficiency in Social Inference	218
<b>PART THREE: Making Sense of Society</b>	<b>247</b>
9 Cognitive Structures of Attitudes	249
10 Cognitive Processing of Attitudes	277
11 Stereotyping: Cognition and Bias	303
12 Prejudice: Interplay of Cognitive and Affective Biases	335
<b>PART FOUR: Beyond Cognition: Affect and Behavior</b>	<b>365</b>
13 From Social Cognition to Affect	367
14 From Affect to Social Cognition	398
15 Behavior and Cognition	422
<i>Glossary</i>	454
<i>References</i>	490
<i>Index</i>	608