

Contents

<i>Acknowledgments</i>	ix
<i>Preface</i>	xi
<i>Online Resources</i>	xiii
1 Introduction	1
Approaches to Studying the Social Thinker	2
The Ebb and Flow of Cognition in Psychology	8
What is Social Cognition?	17
People are Not Things	19
Brains Matter	21
Cultures Matter	28
PART ONE Basic Concepts in Social Cognition	33
2 Dual Modes in Social Cognition	35
Automatic Processes Make Social Thinking Efficient	36
Controlled Processes Make Social Thinking Flexible	43
Motivations Influence Which Modes Operate	53
Models Describe the How and When of Automatic and Controlled Processes	59
3 Attention and Encoding	67
Faces: The Focus of Social Attention	69
Salience: A Property of Stimuli in Context	76
Vividness: An Inherent Property of Stimuli	80
Accessibility: A Property of Categories in Our Heads	84
Direct Perception: Not Just in Our Heads	92
4 Representation in Memory	99
Associative Networks: Organizing Memory	99
Procedural and Declarative Memory: What Memory Does	108
Parallel versus Serial Processing: Coordinating Memory Processes	111
Embodied Memory: Including Physical Representation	114
Social Memory Structures: Why Social Memory Matters	117
PART TWO Understanding Individual Selves and Others	131
5 Self in Social Cognition	133
The Self is a Mental Representation	133
The Self Provides Information to Guide Self-Regulation	144

The Self has Varied Motivations for Self-Regulation	151
The Self Serves as a Reference Point	160
6 Attribution Processes	165
Attributions Aim to Explain Social Experiences	165
Early Attribution Theories Emphasized Rational Analysis	170
Several Cognitive Processes Underlie Attribution	183
Attributions are Often Biased	186
7 Heuristics and Shortcuts: Efficiency in Inference and Decision Making	195
Heuristics are Decision Shortcuts that Compromise between Efficiency and Accuracy	196
Beyond Heuristics: Decision Shortcuts Often Create Errors and Biases	206
Judgments over Time Add Biases	219
8 Accuracy and Efficiency in Social Inference	227
Why is Rationality Assumed?	227
Social Inferences Sometimes Produce Wrong Answers: When?	230
Errors and Biases as Consequential: Improving the Inference Process	236
Errors and Biases as Incidental: Perhaps They Don't Matter	243
Are Rapid Judgments Sometimes Better than Thoughtfully Considered Ones?	246
Neuroeconomics: Back to the Future	250
PART THREE Making Sense of Society	257
9 Cognitive Structures of Attitudes	259
Newer Approaches Build on Early Insights	260
Cognitive Representation Foreshadowed in Two Consistency Theories	262
Representations Can Be Discrete versus Distributed	269
People Have Lay Theories about Attitude Change	270
Functional Dimensions of Attitudes	278
10 Cognitive Processing of Attitudes	287
Heuristic versus Systematic Model Anticipates Dual-Process Approaches	288
Peripheral versus Central Routes to Persuasion: Elaboration Likelihood Model	291
Motivation and Opportunity Determine Attitude Processes: The MODE Model	304

Implicit Associations Focus on Relatively Automatic Processes	306
Embodied Attitudes Bypass Cognition?	309
Neural Correlates of Attitudes Inform Cognitive Approaches	310
11 Stereotyping: Cognition and Bias	315
Blatant Stereotypes are Explicit and Deliberate but Rare	316
Subtle Stereotypes are Implicit and Automatic but Common	326
Bias Affects both Minorities and Majorities	338
12 Prejudice: Interplay of Cognitive and Affective Biases	349
Intergroup Cognition Predicts Emotional Prejudices	350
Racial Prejudice is Emotionally Complicated	359
Gender Prejudice has Built-in Ambivalence	370
Age Prejudice Awaits All of Us	375
Sexual Prejudice is Controversial	377
PART FOUR Beyond Cognition: Affect and Behavior	381
13 From Social Cognition to Affect	383
Distinguishing Affects, Preferences, Evaluations, Moods, and Emotions	384
Early Theories Set the Stage for Hypotheses about Physiology and Cognition	390
Physiological Theories Confront Differentiated Emotion	390
Social Cognitive Foundations of Differentiated Emotion	397
14 From Affect to Social Cognition	415
Affect Influences Cognition	415
Affect versus Cognition	430
15 Behavior and Cognition	441
Behavior is Often Goal Directed	441
When are Cognitions and Behavior Related?	450
Using Behavior for Impression Management	464
Using Behavior to Test Hypotheses about Others	467
<i>Glossary</i>	473
<i>References</i>	509
<i>Index</i>	653