

# PSYCH 353 - S23

## Full Course Flash Cards

With Prof Cam Smith

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These flash cards cover all course content, but with pretty much zero depth. Use as you see fit!

**$\Psi$**  denotes a concept.  **$\Delta$**  denotes a study.

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[Josiah Plett](#)

# Social Cognition ①

Self-observation: irreproducible. Behaviourism: overt events  
 "Cognitive Psychology": empirical study of mental abilities  
 ↳ Focussed on information processing; infers mental processes  
 Social Psychology: underestimated social influences; all subjective

## Social Cognition

How people perceive, represent, interpret, and remember info about themselves, the world, and other individuals/groups

Δ Visual Search - faster at representing presence than absence.

# Social Cognition ②

Ψ Entity View: unchangeable trait } Intelligence  
 Ψ Incremental View: can develop }  
 Ψ Mediator: why X caused Y (eg believing smth is good)  
 Ψ Moderator: what changes the effect of X on Y  
 Δ Shooter Bias - +foster +mistakes w/ black men. Avoided white.  
 Ψ Category: class we believe should belong together.  
 Ψ Concept: mental representation of a category (mental glue)  
 Δ Impressions - IV: primed DV: describing Donald positively R>D  
 Ψ Concept Activation: Accessibility × Applicability  
 activation potential/readiness similarity/overlap

# Social Cognition ③

Δ Sensational Priming - Hot ICE coffee → affects "warmth"  
 Ψ Super/Subordinate: moderated by expertise  
 Ψ Temporary vs Chronic accessibility (goals vs personality)  
 Ψ Assimilation vs Contrast: some prime → opposite directions  
 Ψ Standard of Comparison: judged against [eg Hitler]  
 Ψ Correction: attempt to correct for perceived bias [eg "hostile"]  
 Δ Prime extremity: extreme moderate → close enough to core  
 Δ Prime type: exemplar → more features; easier to contrast  
 • Extreme traits are ignored, but extreme exemplars increase contrast  
 Impact of concept activation: make inferences + predictions  
 guide action (assimilation or contrast)

# Social Cognition ④

Δ Best Product - [2][3][4] Unaware of why they do things  
 Ψ "Automatic" ① outside awareness ② unintentional ③ involuntary ④ efficient  
 Ψ Automaticity preconscious priming ← chronically accessible → goal-dependent automaticity → conscious will  
 Δ Ironic Processes - trying not to think → intentional distraction → automatic target search  
 Δ Names (famousness) - conscious immediate test: fewer mistakes  
 unconscious 24 hour test: more mistakes  
 Ψ Process implications - explicit memory fades, but implicit remains (alzheimer's lawn mower) "Sleeper Effect" [eg Evil Hillary]  
 Δ Priming interruption - IV: polite vs. rude words 18% polite 65% rude  
 - IV: African American → more hostile - IV: elderly stereotype → walked faster

# Social Cognition ⑤

Δ Complex Prime - IV: Professor → 60% soccer hooligan → 40% mimicry?  
 Ψ Direct Expression Account: passive direct effect  
 Ψ Motivated Preparation to Act: Target characteristics • Target evaluation • context  
 Δ Mechanisms automatic behaviour - IV: gay vs straight 0.14 0.14 0.2  
 elderly walking speed α positive evaluation  
 Δ Implicit Associations - fighter ↑ ↓ black danger association  
 Direct expression perception ↔ behaviour [VS] Motivated Preparation to Act target attitudes in context  
 Δ Asch Study - 36% followed majority! (not instrumental goals)  
 Ψ Shared Reality: ① internal states ② target ③ relational/epistemic motives  
 ④ subjective experience of connection

# Social Cognition ⑥

Ψ Developing shared reality: feelings → practices → self-guides → co-ordinated roles  
 Ψ Saying is Believing: audience tuning ↔ shared reality?  
 Δ Audience Tuning: shared reality → in-group changed message recall, but incentive and entertainment stayed equal.  
 • If audience didn't identify, recall bias goes away.  
 • If outgroup, less tuning and less recall bias. (Trust)  
 ↳ Happens When: ① applicable to audience ② trusted/in-group  
 Ψ Objective Reality: born out of shared reality  
 Ψ Essentialism: belief in underlying, immutable essence of a category  
 Δ Group Perception - communication → seeing group as immutable memorization → not  
 Δ Shared vs Asch - experiencing shared reality → 15% less conformity

# Social Cognition ⑦

Δ Intergroup contact - race gender → sharing reality → ↑ liking  
 Δ Tapping Study - tappers = informed listeners! ≠ actual  
 Ψ Naïve Realism: assuming world is as we see it  
 ↳ not realizing perception is guided by subjective construals  
 Ψ Perceiving Others: Prediction, Explanation, Influence me → target  
 Ψ False Consensus: assume others share more than they do  
 Δ Wearing Sign - people's predictions α their choices (less high only weird)  
 ↳ False consensus: when: ego-centric, biased sample, disregarding subjectivity, motivation to share  
 Δ Rejection! - low importance → doesn't matter high → rejected have more false consensus

# Social Cognition ⑧

Ψ Pluralist Ignorance: failure to realize others share our private reactions  
 (Pluralist Ignorance [VS] False Consensus)  
 • Absolute • everyone • Relative • Self-anchor  
 • Public/private mismatch • People think like me  
 Δ Princeton Drinking - pluralist ignorance towards preference  
 - sociable people know better - men move toward consensus info privately  
 - men conform; women experience alienation  
 Δ Voting Reasons - misperceiving others' reasons (scorers predict low %)  
 ↳ Jelly Beans - negative pairing → other person likes! (wrong!) perceived liking → lowers  
 Ψ Motivation: approach vs avoid. Assume others only approach.  
 Ψ Past Influences: memory effects Face resemblance self-fulfilling prophecy



# Social Cognition

(17)

- Ψ Subjective Temporal Distance - how far you feel from past self.
- Δ Autobiographical Memory - always favourable to current; increase with time
- Ψ Misinformation Effect - memory inaccuracy following misinformation
- Ψ Flashbulb Memories - inaccurate but confident; no correlation
- Δ Challenger Explosion - 24 hours vs. 2.5 years 4.17/5 confidence; 75%  $\frac{2}{3}$  wrong
- Ψ Memory Processes - encoding → storage → retrieval (reconstructive process)
- Δ Homeowner vs Burglar - more relevant details were recalled
- Ψ Encoding - Affected by: Expectancies, congruency of info, accuracy motivation, Goals
- Ψ Hindsight Bias - see ourselves right, no access to prior understanding
- Δ Reinterpretation (British Gurka) - When told who won, changed initial prediction

# Social Cognition

(19)

- Ψ Source Memory - our belief in the reality of recalled events is constructed.
- Δ Murder - IV: film review; dispositional vs situational DV: prison sentence, death sentence, item recognition (N, Distract, Dis, Sit)
- Ψ Estimator Vars - race, stress, weapon focus, exposure, retention interval etc
- Ψ System Vars - interview & lineup protocols ← focus!
- Δ Crash Speed - IV: word smashed vs contacted DV: speed 41 vs 32 smashed = broken glass!
- Ψ Relative Judgements - People ID whoever looks similar relative to others
- Ψ Better interview protocols - choice of fillers, Double-blind, Line-up size, sequential line-up
- Δ Classroom Vandal - IV: biased vs unbiased vandal present DV: false positives
- ↳ Ψ Confidence - confidence of choosing confidence of accuracy

# Social Cognition

(21)

- Ψ Counterfactual Thinking - mental representations of alternatives
  - ↳ Upward: better than reality
  - ↳ Downward: worse than reality
- Ψ Factors: Proximity, Controllability, Exceptional @ routine behaviour
- Δ Emotional Impact - IV: Gold or not? DV: silver sadder than bronze.
  - ↳ Subtractive: if only I didn't...
  - ↳ Additive: if only I did...
- Ψ People regret romance, education, family
- Δ Regret - People said subtractive regret on short term, additive → long term.
  - ↳ Also tested w/2 telephone surveys + Lab study asking "biggest regrets?"
- Ψ Temporal Pattern of Regret - 1. Availability of regrettable inactions, 2. Increase pain of inaction, 3. Decrease pain of action.
- Ψ Zeigarnik Effect - Remembering incomplete (goals) better than complete.
- Ψ Inexplicable Action - Factors preventing behaviour are less salient.
- Ψ Was vs Could have - Actions have finite consequences; inaction infinite.

# Social Cognition

(23)

- Ψ Social Context - We focus on distinctive self-aspects
  - ↳ "Working Self-Concept" accessible + activated now.
- Ψ Self-Schemas - Cognitive generalizations for self-knowledge in specific domains.
  - ↳ Allows: Easy info processing, Retrieve behavioural evidence, Predict own behaviour, Resist contradictory information
- Ψ Self-Complexity Theory - High: Many, distinct self-aspects (unstable)
- Δ Mood w/self-complexity - IV: self-complexity (high/low) Experience (success/fail) DV: Mood, High-SC is stable!
- Δ Switching (Bruner) - More overlap → faster switching ← less important to more
- Ψ Evaluative Compartmentalization - positive/negative in diff self-aspects
- Ψ Evaluative Integration - positive/negative mixed.
  - ↳ creative (+) vs stubborn (-)
- Δ Organization Implications - 1. assess evaluative organization, 2. Cyberball (reject vs accept)
  - ↳ integrative compartment

# Social Cognition

(18)

- Δ Bad Feedback - IV: mood - happy, N, angry & essay feedback goal - able to rot to give feedback DV: word mastery, ability, unable
- Ψ Factors affecting Encoding/Retrieval - Expectations, Goals, Attention, Egocentrism
- Ψ Self Stability vs Change - "I've always been like..." vs "I've come so far."
- Δ Awkwardness - Time 1: self-rating, Time 2: self-rating + retrospective
- Δ 1st vs 3rd person Sociability - IV: 1st vs 3rd DV: sociability self-assessment, sociability rating by confederate
- Ψ Default Setting = See change - but goals to see stability lead to that
- Ψ Reality - affected by perception, plausibility, background knowledge
- Δ Lost in a Mall - IV: within-subjects fake vs real DV: false additional details ← 29%
- Δ Photo of Class - IV: photo no photo DV: fake memories. photo → ↑ false mem!
- ↳ Ψ Possible reasons - (1) authoritativeness (2) detail speculation (3) photo blends with imagination

# Social Cognition

(20)

- Ψ Feedback → Confidence - Missouri vs Kluchting: unsure → certain months later
- Δ Choose someone! - asked to ID, but person wasn't in lineup IV: feedback: confirming vs disconfirming
- Ψ Memory Fallibility - (1) mistaken details (2) post-event bias (3) misremember sources
- Ψ Enhanced Cognitive Interview - open-ended Qs, context re-instatement, free narrative / no guesses, various perspectives
- Δ Evaluative Organization & Relationships - Time 1: positive compartmentalization, Time 2: compartmentalization → less likely to be together (vs. integration) led to more liking-loving.
- Ψ Social Comparison Theory - Compare when: No objective standard, Compare to similar others
- Ψ Upward/Downward Comparisons - better vs worse.
- Ψ Feeling Better - Reflection (onto us), Inspiration (expect it)
- Δ Self-Evaluation Maintenance Theory - Attainability, 1st-year vs 4th-year

# Social Cognition

(22)

- Ψ Action → Regret - Immediate aftermath of action vs inaction is worse.
- Ψ Counterfactuals make Meaning - current state was "meant to be" free will, current state was meaningfully selected
- Δ Counterfactuals & Fate - IV: counterfactual meaning, DV: meaning of incident, perception of fate, Result: counterfactual > Factual > Meaning for meaning, counterfactual had the most fate.
- Ψ Free Will - mediates feelings of meaning; choosing → more meaning.
- Ψ Functionality of Counterfactuals - Additive ↑, Upward ↑, specific ↑ lead to changes in behaviour
- ↳ Upward Counterfactual → Expectancy → Intention → Behaviour
- Δ Cousins - Cross-Cultural Self-Identity - America → individualistic, Japan → collectivist
- Ψ Self-Concept - All a person's knowledge of their personal qualities.
- Ψ Sources of Self-knowledge - Internal states, Inferences, Others' view, Social comparison, Group membership, Immediate social context

# Social Cognition

(24)

- Ψ Independent - Agentive: free, acts for self, disconnected
- Ψ Self-Conceptual - Independent - western, self - uniqueness, autonomy, Interdependent - asian, communal - situationally embedded
- Ψ Factors in Independence - Control, Power, Cultural Factors, Choice
- Ψ Self-Determination Theory - Competence, Autonomy, Relatedness
- Δ Power & Agency - IV: manipulation, DV: Taking from shared pool, Returning to shared pool
- Ψ Individualism @ Collectivism - intrinsic value, unique, independent vs focus is group, collective interest, interdependence
- Ψ Cognition - actor @ background differences @ similarity
- ↳ Analytical @ Holistic category @ relationships target @ crowd
- Δ Losing Control - IV: deprivation vs control, participant location DV: eye-tracking target @ background, deprived: focus @ target!
- Δ Follow-ups - Analytical Thinking ⇒ feeling control, Control Deprived ⇒ ↑ analytical thinking

## Social Cognition

(25)

- Ψ Benefits of Choice — intrinsic motivation, self-rated competency, greater effort, better performance
- Δ Best Object — IV: choice manipulation, DV: analytic vs holistic
- Δ Relative Emotion — IV: past choices, DV: smile among frowns, extra happy vs still sad
- Δ Matching Task — IV: click for choice, DV: control non-judgment choice
- Δ Spot Difference — IV: recall choice action, DV: notice differences in foreground @ bg
- Ψ Wisdom — deep, broad, balanced, self-critical, selfless thinking/solving.
- Ψ Need for Wisdom — wicked/ill defined problems: no single cause, no guaranteed solution, multiple definitions, no test, subjective, every attempt counts
- Ψ Heuristics? vs wisdom — Heuristics aren't good. Consequences aren't immediate
- Ψ Intellectual Humility — Epistemic success is valued because it reflects truth.
- Ψ Illusion of Cognitive Depth — Believe we understand more than we do.

## Social Cognition

(27)

- Δ Self-Discrepancies — Session 1: list → No chronic discrepancies, more actual vs ideal, more actual vs ought
- Session 2: Finish "A — person is." Choices: 6 self-relevant, 6 yoked
- No chronic → balanced
- Actual > ought → more ought
- Actual > ideal → more ideal
- Ψ Sig Others (self-discrepancies) — domains of self: actual, ideal, ought
- Δ Parents — Session 1: measure discrepancies, assessed parent attributes
- Result: Ideal discrepant: depressed, approach interaction
- Ψ Affective Self Structures — Self-Complexity Theory, self-organization, discrepancy
- Ψ Regulatory Fit Theory — Promotion Goal: Eager means, Prevention Goal: Vigilant means.
- Ψ Fit @ Non-Fit — Fit: You'll feel right, increases strength of goal pursuit, engagement, sustains underlying regulatory orientation.
- Δ Task Motivation — IV: Primed ideals/oughts, DV: Want to do task again?

## Social Cognition

(29)

- Δ Stereotypes — IV: read, DV: response time
- when you focus on info you wanna see, you have a slower response!
- Ψ Cognitive Load — rely more on implicit theories
- Ψ Business as Usual? — Allegations/big business/resolutions/rebelliousness
- Ψ System Justification Theory — Motivation to justify, status quo
- Ψ Criticizing the System — goal to perceive system as stable/fair
- Δ Critical Speeches — IV: read, DV: (real v non-legit words)
- all timings are same but if legitimacy is primed, get words faster
- Ψ Feeling Powerless — depend on institutions more → more likely to defend
- Δ Powerlessness — IV: power prime, DV: Is the US political system
- result: powerless → defend more

## Social Cognition

(31)

- Ψ Motivation-Cognition Interface — Degree of cognitive association → transfer
- Δ Commitment Transfer — IV: 1/2 means, DV: commitment to goal
- Ψ Functional Relationships — Engaging in means might activate goals
- Δ Anagrams — IV: First-last prime, DV: Reaction time
- Δ Goals as Guides — IV: scale for how ideal, DV: apple, candy
- (Moral Licensing) → Stay focussed using Commitment Focus
- Δ Commitment vs Progress — IV: progress vs commitment, DV: whether to pursue a different goal
- Δ Self-Control — Successful students' goals are activated by temptations
- Ψ Social Self-Regulation — Person Primes Goals!

## Social Cognition

(26)

- Δ Cognitive Depth — IV: Explain Policy, DV: Pre vs Post extreme views
- Δ Superforecasting — More success if: smart, knowledgeable, teams, open-minded thinking, self-critical norms
- Ψ Wisdom Variability — between- and within- very similar!!
- Δ Improving Reasoning — IV: partner unfaithful, DV: immersion: unwise
- Ψ Regulatory Focus Theory — Promotion vs Prevention
- Ψ Promotion — growth ideals, Eagerness (approach)
- Ψ Prevention — security duties, Vigilance (avoid)
- Ψ Motivation Concern Sources — Individual Difference & Temporarily Induced
- Ψ Self-Discrepancies — Promotion: Ideal self → sad/depressed, Prevention: ought to be → anxiety

## Social Cognition

(28)

- Δ Pen v Mug — IV: chronic regulatory focus, DV: willing to pay
- Δ Persuasiveness — IV: chronic regulatory focus, DV: Persuasion
- Ψ Meaning — Categories, Epistemic certainty, Heuristics, Self-Schemas
- Ψ Implicit Theories — AKA, Lay Theories, Naive, folk theories, Basic assumptions, helps organize.
- Ψ Implicit Theories — scientific vs unscientific, structured beliefs, can interact w/ each other.
- Ψ IT example — Entity vs Incremental → human attributes → intelligence.
- Ψ Outcomes — when facing failure: Entity theorist: likely to give up, Incremental theorist: tend to try harder.
- Δ Longitudinal Outcomes — IV/DV: implicit theory, performance, helpless, self-esteem
- Δ ITs in Teaching — IV: temporal activation of IT, DV: rating of ability
- Teachers w/ Entity view: Believe strugglers have low ability, comfort them + unhelpful, negative student result: more entity, low motivation

## Social Cognition

(30)

- Ψ Motivation vs Cognition — Motivation: Desires, Wishes, Affect, Goals, Cognition: Expectancies, Beliefs, Thoughts
- Ψ Motivation and Cognition — Cognition facilitates Motivation (eg: using heuristics)
- Ψ (Non)Directional Motivation — Directional: particular conclusions, Non-Directional: particular strategies
- Ψ Goal Systems Theory — Relationships between goals and means
- Equifinality, Multifinality, Cognitive properties of goal system sets constraints for motivational properties
- Δ Focal vs Background Goals — reasonable choice vs finishing quickly
- Δ Choose Socks — IV: Time Pressure, DV: first 2 vs last 2, Time Pressure → first 2
- Δ Group Identification — IV: mood uni event, DV: say school colour is good?
- This phenomenon is Unconscious Multifinality

## Social Cognition

(32)

- Ψ Motivational Complexity — Many goals → less strong prime
- Δ Relationship Goals → Helping — IV: close friend coworker, DV: willingness to do a second study
- Δ Closeness to SO — IV: prime achievement goal, DV: closeness to instrumental so nothing
- exacerbated effects when you feel struggling more
- Ψ Outsourcing Self-Regulation — Exert less when have support
- Δ Effort — IV: health goals, DV: after a fatiguing self-regulatory task, you put in even less effort on health than IV: health
- Ψ Good at Self-Control — Others expect more, assign more, think it took less effort
- Ψ The downside of Self-Control — reliance → fatigue → relationship satisfaction