Psychology 164
Social Cognition

Fall 2015

Please pick up a syllabus as you enter the room.

John F. Kihlstrom

• Office Hours (3333 Tolman, 643-3928)
  – Monday and Wednesday, 9-10 AM
  – Before and After Class
  – By Appointment, via E-Mail
• E-mail
  jfkihlstrom@berkeley.edu
• Personal Website
  http://socrates.berkeley.edu/~kihlstrm
• Course Website
  https://bCourse.berkeley.edu

Graduate Student Instructors

• Yael Hadar (Environmental Design)
  – Sections 101, 105, 106
• Amanda Wang (Social/Personality)
  – Sections 102, 103, 104

No Sections This Week
Sections Begin Week of August 31
Basic Text
Be Sure to Get the 2013 Edition

Other Required Texts

Course Website on bCourses
https://bcourses.berkeley.edu
This Course is Webcast!
Podcast and Screencast Only

Accessing the Webcast
Examinations
• 1 Midterm Exam
  – October 21
  • Administered in Class
• Final Examination
  – Noncumulative and Cumulative Portions
  – December 14, 11:30-2:30
  • Place to be Announced
• Short Answer
  – Emphasize Concepts and Principles
  – Equal Emphasis on Readings, Lectures
  *No Makeup*

Exam Information

Discussion Sections
• *Sections Begin Week of August 31*
  – No Discussions This Week
• Led By Graduate Student Instructors
• Mini-Lectures
• Questions, Discussions
• Discussion Postings
Discussion Postings

• 9 Required (One per Lecture Topic)
• Goals
  – Well-Organized Argument Supported by Evidence
  – Communicate Effectively in Written Form
  – Display Critical Thinking Skills
• Absolute Deadlines
• All-or-None Credit
• Feedback
  – From GSIs, Instructor
  – From Other Students

Discussion Boards

How to Post Discussions

“Copy and Paste”
Distribution of Total Score
235 points

• Midterm Exam, 50 Points
• Final Exam, 100 Points
• Section, 75 Points
  – Forum Postings, 45 Points (9 @ 5 Points Each)
  – Attendance, Participation 15 Points Each
• Course Participation, 10 Points

Grading Standards

• 90%
  – More Than 211 Points
• 80%
  – At Least 188 Points
• > 50%
  – More Than 117 Points
• > 25%
  – More Than 58 Points

A or A-
B+, B, B-
C+, C, C-
D

The Domain of Psychology

• Mental Structures and Processes
  – Cognition (Knowledge and Belief)
  – Emotion (Affect, Feeling, and Mood)
  – Motivation (Desires, Goals, Intentions)
• Role of Mind in Behavior
  – Doctrine of Mental Causation
    • Mental States : Action :: Cause : Effect
Cognitive Psychology
• Sensation and Perception
• Learning and Memory
• Thinking
  – Reasoning, Problem-Solving
  – Judgment, Inference, Decision-Making
• Language
• Cognitive Development
• Intelligence
• Cognitive Neuropsychology, Neuroscience

Social Psychology
• Not Merely Social Influences on Behavior
• Mental Structures and Processes
  – Reside in Mind of Individual
    • Cognition, Emotion, Motivation
  – Consequent Behavior
• Social Structures and Processes
  – Reside in World Outside the Individual
    • Dyads, Larger Groups
    • Organizations, Institutions
    • Societies, Cultures

Aspects of Social Cognition
• Not Merely Social Influences on Cognition
• Cognitive Mediation of Social Behavior
  – Behaviorist Doctrine of Situationism
  – Mental Representation of Situation
  – Emotions, Motives as Cognitive Constructions
  – Cognitive Construction of Reality
• Cognition of Social Objects
  – Ourselves
  – Other People
  – Interpersonal Behaviors
  – Social Situations
Social vs. Nonsocial Cognition

People as Objects of Cognition: Do the Same Principles Apply?

Social vs. Nonsocial Cognition
Quantitative Differences

- Poverty and Ambiguity of the Stimulus
- Conflicting Cues
- Emotional and Motivational Influences
  - “New Look” in Perception (Bruner)
  - “Hot” Cognition (Abelson)
- Context Effects
  - Influence of Ground on Perception of Figure

What’s Going on in This Picture?
Thomas Hoepker, Magnum Photos
Interpretations: Take 1

- “[They seemed] totally relaxed like any normal afternoon. They were just chatting away. It’s possible they lost people and cared, but they were not stirred by it…. I can only speculate [but they] didn’t seem to care” (Thomas Hoepker, quoted by David Friend).
- “This is a country that likes to move on, and fast. The young people…aren’t necessarily callous” (Frank Rich, New York Times, 09/10/06).
- “[They] have turned toward each other for solace and for debate” (David Plotz, Slate, 09/11/06).

Interpretations: Take 2

- “[We were] a bunch of New Yorkers in the middle of an animated discussion about what had just happened” (Walter Sipser, right in photo, Slate 09/12/06).
- “It was genetically impossible for me to be unaffected by this event” (Chris Shiavo, 2nd from right, Slate 09/13/06).

The “Muskie Moment”
Edmund S. Muskie before the New Hampshire Primary, February 1972
Hillary Clinton’s “Muskie Moment”  
Before the New Hampshire Primary, January 2008

On Fox News
William Kristol: “She pretended to cry.”
Brit Hume: “You think she pretended?”
Kristol: “Yes”
Hume: “I don’t.”

“Beirut Residents Continue to Flock to Southern Neighborhoods”
(Platt 2006)

What’s Going on Here?
Social vs Nonsocial Cognition
Qualitative Differences

• Neuroscientific Doctrine of Modularity
  – Face Recognition
  – Emotion Perception
  – “Cheater Detector”
  – “Theory of Mind”
• Subject-Object Distinction
  – Self as Knower
  – Self as Object of Knowledge

Social vs Nonsocial Cognition
Qualitative Differences

• Object of Perception as Sentient Being
  – Intelligence
  – Consciousness
• Counteracting Impression Formation
  – Impression Management (E.E. Jones)
  – Strategic Self-Presentation (E. Goffman)
An Indefinite Series in Social Cognition?
Cargile (1970)

- A **Person** is Trying to Perceive an **Object**
- **O** Knows that
  - *P is Trying to Perceive O*
- **P** Knows that **O** Knows that
  - *P is Trying to Perceive O*
- **O** Knows that **P** Knows that **O** Knows that
  - *P is Trying to Perceive O*

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Cognition and Social Interaction

- Social Perception
- Social Memory
- Social Categorization
- Social Judgment
- Language and Social Cognition
- Social Learning and Social Intelligence
- Social-Cognitive Neuropsychology
- Social-Cognitive Development
- Social Construction of Reality