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
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  http://socrates.berkeley.edu/~kihlstrom
• 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

Social Cognition
Susan T. Fiske | Shelby E. Taylor

Other Required Texts

Course Website on bCourses
https://bcourses.berkeley.edu
Other Courses

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 Makeups!

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?
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

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
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
  \[ P \text{ is Trying to Perceive } O \]
• P Knows that O Knows that
  \[ P \text{ is Trying to Perceive } O \]
• O Knows that P Knows that O Knows that
  \[ P \text{ is Trying to Perceive } O \ldots \]