

Social Beliefs & Judgments

Perceiving Our Social Worlds

- Priming
 - Activates certain networks of associations influencing perception and behavior
- Perceiving & Interpreting Events
 - We see what we expect
- Belief Perseverance
 - Once we have explained something-even incorrectly we have trouble perceiving disconfirming evidence
 - Explain alternative explanations

Perceiving Our Social Worlds

- Constructing Memories of Ourselves & Our Worlds
 - Memory fits our current beliefs and knowledge
 - Misinformation effect
 - The tendency to incorporate incorrect information into their memories
 - Reconstructing our past attitudes & behavior
 - Hindsight bias
 - Less similar when we believe we have changed or improved

Judging Our Social World

- Intuitive Judgments
 - Powers of intuition
 - Limits of intuition
- Overconfidence
 - Overconfidence phenomenon
 - Confirmation bias
 - Remedies

Judging Others

- Thinking without awareness
- Judgmental overconfidence
- Heuristics (Mental Shortcuts)
 - Representative heuristic
 - The availability heuristic

Representative Heuristic

- Snap judgments of whether someone or something fits a category.
 - May lead to discounting other important information.
- Judging by resemblance
- Workplace mix-ups

Availability Heuristic

- Quick judgments of likelihood of events (how available in memory).
 - Overweighting valid instances, leading to fearing wrong things.
- What comes to mind first
- Violence & School shootings

Judging Others

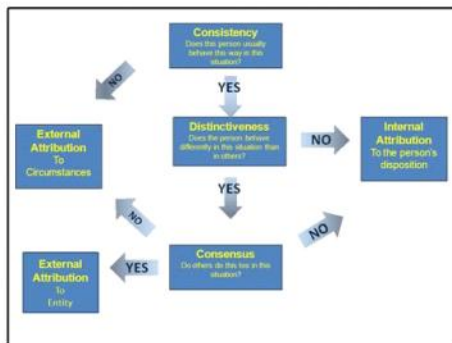
- Illusory thinking
 - Illusory correlation: perception of a relationship where none exists, or perception of a stronger relationship than actually exists.
 - Illusion of control: perception of uncontrollable events as subject to one's control or as more controllable than they are.
- Mood & judgment

How We Explain Other's Behavior

- Attribution Theory: theory of how people explain others' behavior
 - Dispositional vs. situational attributions
 - Traits vs. Environment
 - Inferring traits
 - Commonsense attributions

Commonsense Attribution

- Harold Kelley's Theory of Attribution:
 - Consistency
 - Does this usually happen?
 - Distinctiveness
 - Does the person behave differently in different situations?
 - Consensus
 - Do others behave similarly?



Basic Sources of Error

- **Correspondence Bias:** the tendency to explain others' actions as corresponding to dispositions even in the presence of situational causes.
 - **Fundamental Attribution Error:** underestimate situational influences & overestimate dispositional influences upon others' behavior.
- **Actor-Observer Effect**

Fundamental Attribution Error

- Why do we make this error?
 - Perspective & situational awareness
 - Cultural differences
- How fundamental is this error?
- Why we study attribution errors

Self-Fulfilling Beliefs

- Teacher expectations & student performance
- Getting from others what we expect
- A belief that leads to its own fulfillment.
