

**Social Cognition Seminar**  
104 Tarbutton on Mondays 1:00 - 4:00 p.m.

Dr. Corey L. M. Keyes  
203 Tarbutton Hall  
404/727-7894 or [corey.keyes@emory.edu](mailto:corey.keyes@emory.edu) (office hours by appointment only)

**Course Description:** Social cognition is a subfield of Social Psychology that consists of two streams of research. First, it concerns the study of the mental processing of social phenomenon. Second, it concerns the study of the effects of social factors on individuals' mental processing. Both streams feed the enterprise of predicting and explaining behavior and interaction. More generally, social cognition is the scientific study of the ways that individuals perceive, categorize, explain, predict, and otherwise understand other people, social events, and social behavior—their own and others' behavior. This seminar covers the theories and research on the topics of attitudes and behavior, stereotypes and discrimination, information processing and judgment under uncertainty, person perception and attribution, and the linkages of the self-concept and social identification with social behavior.

**Requirements:**

(1) Two in class reviews (30% of grade). You will be randomly assigned to a week and a reading that you are to review (hand in a 1-3 page review) and present to the seminar. You will be graded on your presentation of this review to the class as well as my assessment of your actual review.

Students will write and circulate a review that will be used as a basis of discussion within that seminar meeting. A good review consists of a summary of the article, identification of its strengths and weaknesses (including critical comments), statement of how this reading fits with others and the topic of that day's seminar, and identification of new questions stemming from the article, and thoughtful question (or set of questions) for leading the discussion. **DO NOT SIMPLY READ YOUR REVIEW TO THE CLASS;** rather, think of this assignment as a formal presentation (yes, you can prepare slides and other aids for your presentation) and an opportunity to create thorough notes of important empirical articles to be used later (e.g., by Sociology students taking prelims).

Students will choose or I will assign readings (no chapters will be reviewed) to review within each section of the course. Students should write up their critiques in no more than three double-spaced, type-written pages (per article) and circulate them to other class members 24 hours before the class session. I will make sure that students do about the same number of critiques in the course of the semester. These will be graded satisfactory+(A)/satisfactory- (A- or B+)/unsatisfactory (B or less). The evaluation is based on thoroughness and thoughtfulness. Students will have to re-write any review on which they receive an unsatisfactory.

(2) Paper (60% of grade) and peer review (10% of your grade). The objective of the research paper is to allow you to investigate a topic for your own rationale. I do not want you to recycle papers done for previous seminars **UNLESS** you change that paper substantially (you must ethically alert

me to the fact that you plan to work from another paper already graded in another course if that is your plan) .

The paper can take the form of either (1) a research proposal that includes a review of relevant literature, hypotheses, and tentative research methods; or (2) a report of your own empirical research, completing the research proposed for another class (this option would include a literature review and theoretical statement in addition to empirical results).

The first draft should be no longer than 4,000 words (this does not include tables or references). The font should be 12pt. with 1 inch margins all around and double spaced. A one-page prospectus is due October 16.

Pretend that Dr. Keyes is the editor of a journal in which you are submitting your paper for review. Please email him your paper before or immediately following the 2<sup>nd</sup> to last seminar meeting. He will then model this process after the actual process of peer review for publication. He will email your paper to at least 2 seminar members for review (those reviews must be independent; do not collaborate or talk to each other about your review), along with instructions and a review form. The reviewers are to provide typed and detailed review comments within a week and submit the complete review by email to Dr. Keyes by or immediately following the last seminar meeting. After the last seminar meeting, he will grade the reviews and send a review letter and instructions back to the author of that paper.

Your final drafts of your papers must be submitted along with a letter of resubmission that details where in the manuscript and how you responded to the specific comments and suggestions of your outside reviews. You must also justify cases where you do not do what was recommended in the reviews. Your final papers can be expanded by 1,000 words to accommodate reviewer suggestions.

Final draft along with the letter of resubmission is due no later than December 18<sup>th</sup> by 1:00pm.

At the final seminar meeting, I will pick one reviewer to present their review of the paper, modeled after the way they reviewed the course readings in the previous assignments (presenting a summary of the paper, the main argument(s), and some constructive criticism in the form of ideas for better expanding ideas and arguments). In short, you will read and critique the papers of at least two of your classmates. Reviewers will have no more than 10 minutes for their presentation of the paper, while authors will have no more than 5 minutes for a response to clarify parts of their paper or to respond to the review, allowing 5 more minutes for open discussion from the group (the time will be expanded depending on the number of students in the seminar).

**Required Text:** Kunda, Ziva. 1999. Social Cognition: Making Sense of People. MIT Press.

**Note:** PDF files of other readings are available online at the Reserves Direct at the Emory Library webpage (students outside of Emory can request Emory students to email copies).

**Seminar Schedule** (Note: Recommended readings have an "\*" before them; all other readings are required)

**Sept. 11: Return of Cognition to Psychology and Rise of Social Cognition**

- I. Seminar Participant Introductions
- II. Logistics
- III. Lecture on History of Cognition in Psychology

**Sept. 18: Long Term Semantic Memory: Concepts and Cognition**

- I. Concepts: Building Block of Mental Representations of Social Knowledge
- II. Activation of Concepts and Consequences

Kunda Ch. 2.

Payne, B. K. 2001. "Prejudice and Perception: The Role of Automatic and Controlled Processes in Misperceiving a Weapon." *Journal of Personality and Social Psychology* 81:181-192.

**Sept. 25: Social Inference and Judgment**

- I. Automatic and Controlled Processing
- II. Motivated Cognition
- III. Automatic Judgments and Decisions: Hunches and Heuristics

Kunda Ch. 3 and skim over Chs. 6 and 7.

Bechara, Antoine, Hanna Damasio, Daniel Tranel and Antonio R. Damasio. 1997. "Deciding advantageously before knowing the advantageous strategy." *Science* 275:1293-1295.

\*Tversky, A. and D. Kahneman. 1974". Judgment under uncertainty: Heuristics and biases." *Science* 185:1124-1131.

\*Damasio, A. R. 1994. *Descartes' Error: Emotion, Reason and the Human Brain*. New York: Avon Books (Read: Ch. 8 "The Somatic-Marker Hypothesis," Pp.165-201).

\*Zajonc, R. Robert B. 1980. "Feeling and thinking: Preferences need no inferences." *American Psychologist*, 35: 151-175.

\*Isen, A. M. 1987. "Positive affect, cognitive processes, and social behavior." Pp. 203-253 in *Advances in Experimental Social Psychology*, edited by L. Berkowitz. New York: Academic.

**Oct. 2: Impression Formation and Person Perception**

- I. Person Perception: Historical Overview
- II. Impression as a Dual Process
- III. Sociological Viewpoints of Social Perception and the Construction of "Reality"

E. E. Jones. 1990. Ch2. "Early Approaches to Person Perception."

Brewer, Marilyn. 1988. "A dual process model of impression formation." Pp. 1-36 in *Advances in Social Cognition, Volume 1*, edited by T. K. Srull and R. S. Wyer, Jr. Hillsdale, NJ: Lawrence Erlbaum.

Humphrey, Ronald. 1985. "How work roles influence perception: Structural-cognitive processes and organizational behavior." *American Sociological Review* 50:242-252.

- \*Asch, S. E. and H. Zukier. 1984. "Thinking about persons." *Journal of Personality and Social Psychology* 46:1230-1240.
- \*Ross, L., T. M. Amabile and J. L. Steinmetz. 1977. "Social roles, social control, and biases in social-perception processes." *Journal of Personality and Social Psychology* 35:485-494.
- \*Milgram, Stanley. 1970. "The experience of living in cities." *Science* 167:1461-68.
- \*Milgram, Stanley. 1984. "Cities as social representations." Pp. 289-309 in *Social Representations*, edited by R. M. Farr and S. Moscovici. London: Cambridge University Press.

**Oct. 9: FALL BREAK**

**Oct. 16: Attribution: How People Understand the Causes of Events and Situations**

- I. Strains of Attribution Theory
  - a. Phenomenal Causality (F. Heider)
  - b. Correspondent Inference (E. E. Jones)
  - c. Covariation Model (H. H. Kelley)
- II. Contextualizing Attribution (Culture; Just World and Blame; When We Attribute Cause?)
- III. Attribution in Some Core Domains of Social Psychology
  - a. Motivation
  - b. Emotion

Kunda Ch. 9

- Howard, Judith A. and Ken C. Pike. 1986. "Ideological investment in cognitive processing: The influence of social statuses on attribution." *Social Psychology Quarterly* 49:154-67.
- Fox, Mary F. and Vincent C. Ferri. 1992. "Women, men and their attributions for success in academe." *Social Psychology Quarterly* 55:257-271.
- \*Miller, Joan G. 1984. "Culture and the development of everyday social explanation." *Journal of Personality and Social Psychology* 46:961-978.
- \*Semin, G. R. and M. Rubini. 1990. "Unfolding the concept of person by verbal abuse." *European Journal of Social Psychology* 20:463-474.
- \*Gilbert, D. T., and P. S. Malone. 1995. "The correspondence bias." *Psychological Bulletin* 117:21-38.
- \*Kelley, H. H. 1967. "Attribution theory in social psychology." In *Nebraska Symposium on Motivation*, edited by D. Levine. Lincoln, NB: University of Nebraska Press.

**Oct. 23: Stereotyping and Expectancies**

- I. Stereotyping (Nature, Formation and Maintenance)
- II. Behavioral and Social Consequences
  - a. Prejudice and the "Isms"
  - b. Fear of Confirming the Stereotype

- III. Expectancies and the Social Construction of Society
  - a. Prophecies and Behavioral Confirmation
  - b. Creating and Sustaining Social Structures of Inequality

Kunda Ch. 8.

Snyder, M., E. D. Tanke, and E. Berscheid. 1977. "Social perception and interpersonal behavior: On the self-fulfilling nature of social stereotypes." *Journal of Personality and Social Psychology* 35:656-666.

Steele, C. M. 1997. "Threat in the air: How stereotypes shape intellectual identity and performance." *American Psychologist* 52:613-629.

\*Della Fave, L. R. 1980. "The meek shall not inherit the earth: Self-evaluation and the legitimacy of stratification." *American Sociological Review* 45:955-971.

\*Merton, Robert K. 1948. "The self-fulfilling prophecy." *Antioch Review* 8:193-210.

\*Bodenhausen, G. V. 1990. "Stereotypes as judgmental heuristics: Evidence of circadian variations in discrimination." *Psychological Science* 1:319-322.

**Oct. 30: Stigma and Labeling**

- I. Stigma
  - a. Are There Types?
  - b. Different From Stereotyping?
- II. The Core Processes in Stigmatization
- III. Strong and Modified Theory of Labeling Effects
- IV. Can We Control What's On and What Comes Out of Our Minds?

Lemert, C. and A. Branaman, Editors. 1997. *The Goffman Reader*. Malden, MA: Blackwell (Read Pp. 73-79 on the *Stigmatized Self*).

Link, Bruce G. and Jo C. Phelan. 2001. "Conceptualizing stigma." *Annual Review of Sociology* 27:363-385.

Link, Bruce G, F T. Cullen, E. Struening, P. E. ShROUT and B. P. A. Dohrenwend. 1989. "A modified labeling theory approach to mental disorders: An empirical assessment." *American Sociological Review* 54:400-423

\*Crocker, Jennifer. 1999. "Social stigma and self-esteem: Situational construction of self-worth." *Journal of Experimental Social Psychology* 35:89-107.

\*Thompson, K. R. 1991. "Handling the stigma of handling the dead: Morticians and funeral directors." *Deviant Behavior* 12:403-429.

\*Goffman, Erving. 1963. *Stigma: Notes On the Management of Spoiled Identities*. New York: Prentice-Hall.

**Nov. 6: Influencing and Changing Others' Thoughts and Behavior**

- I. Persuasion: How Social Cognition Is Central to the Peripheral Route
- II. Conformity and Compliance

- Eagly and Chaiken, 1993, Pp. 305-349, and Ch. 7.
- Langer, E., A. Blank and B. Chanowitz. 1978. "The mindlessness of ostensibly thoughtful action: The role of "placebic" information in interpersonal interaction." *Journal of Personality and Social Psychology* 36:635-642.
- Baron, R. S., J. A. Vandello and B. Brunsman. 1996. "The forgotten variable in conformity research: Impact of task importance on social influence." *Journal of Personality and Social Psychology* 71:915-927.
- Reeves, Robert A, G. A. Baker, J. G Boyd and R. B. Cialdini. 1991. "The door-in-the-face technique: Reciprocal concessions vs. self-presentational explanations." *Journal of Social Behavior and Personality* 6:545-558.
- \*Bushman, Brad J. 1988. "The effects of apparel on compliance: A field experiment with a female authority figure." *Personality and Social Psychology Bulletin* 14:459-467.
- \*Cialdini, R. B., J. T. Cacioppo, R. Bassett and J. A. Miller 1978. "A. Low-ball procedure for producing compliance: Commitment then cost." *Journal of Personality and Social Psychology* 36:463-476.
- \*Asch, Solomon E. 1956. "Studies of independence and conformity: I. A minority of one against a unanimous majority." *Psychological Monographs* 70:(No. 416).

**Nov. 13: Self Presentation and Impressions Management**

- I. Prospective Theories: Self Handicapping
- II. Power Differential Theories: Psychological Models (Ingratiation), Interpersonal (Gossiping) and Sociological Models (Emotion Work)
- III. Retrospective Theories: Accounts
- IV. The "Costs" of Impression Management

- Leary, Mark R. and Robin M. Kowalski. 1990. "Impression management: A literature review and two-component model." *Psychological Bulletin* 107:34-47.
- Godfrey, D., E. E. Jones and C. Lord. 1986. "Self-promotion is not ingratiating." *Journal of Personality and Social Psychology* 50:106-115.
- Eder, D and J. L. Enke. 1991. "The structure of gossip." *American Sociological Review* 46: 494-508.
- Gilovich, R. 1987. "Secondhand information and social judgment." *Journal of Experimental Social Psychology* 23:59-74.
- Scott, M. B. and S. M. Lyman. 1968. "Accounts." *American Sociological Review* 33:46-62.
- Gonzales, M. H., J. H. Pederson, D. J. Manning and D. W. Wetter. 1990. "Pardon my gaffe: Effects of sex, status, and consequence severity on accounts." *Journal of Personality and Social Psychology* 58:610-621.
- \*Hochschild, A. R. 1990. "Ideology and emotion management: A perspective and path for future research." Pp. 117-142 in *Research Agendas in the Sociology of Emotions*, edited by T. D. Kemper. Albany, NY: State University of New York Press.
- \*Thoits, P. A. 1990. "Emotional deviance: Research agendas." Pp. 180-203 in *Research Agendas in*

the Sociology of Emotions, edited by T. D. Kemper. Albany, NY: State University of New York Press.

- \*Jones, E. E. and S. Berglas. 1978. "Control of the attributions about the self through self-handicapping strategies: The appeal of alcohol and the role of underachievement." *Personality and Social Psychology Bulletin* 4:200-206.
- \*Cialdini, R. B. and M. E de Nicholas. 1989. "Self-presentation by association." *Journal of Personality and Social Psychology* 57:626-631.
- \*Hochschild, A. R. "Emotion work, feeling rules, and social structure." *American Journal of Sociology* 853:551-575.

**Nov. 20: Social Cognitive Views of the Self and Identity**

- I. Core Dimensions and Processes
- II. Self Regulation
- III. Identities
- IV. Self (Personality) and Social Structure

Kunda Ch. 10.

- Swann, W. B., J. J. Griffin, S. C. Predmore and B. Gaines. 1987. "The cognitive-affective crossfire: When self-consistency confronts self-enhancement." *Journal of Personality and Social Psychology* 52:881-889.
- \*Burke, P. J. 1991. "Identity processes and social stress." *American Sociological Review* 56:836-849.
- \*Sedikides, C. and M. J. Strube. 1997. "Self-Evaluation: to thine own self be good, to thine own self be sure, to thine own self be true, and to thine own self be better," Pp. 209-69 in *Advances in Experimental Social Psychology*, edited by M. Zanna. San Diego: Academic Press.
- \*Bandura, A. 1977. "Self-efficacy: Toward a unifying theory of behavioral change." *Psychological Review* 84:191-215.
- \*Langer, E. and J. Rodin. 1976. "The effects of enhanced personal responsibility for the aged: A field experiment in an institutional setting." *Journal of Personality and Social Psychology* 34:191-198.

**Nov. 27: Social Evaluation: Attitudes and Behavior**

- I. Attitudes as a Latent Construct
- II. Attitudes and Behavior Consistency
- III. Introspection: Do people really know the reasons for their attitudes and what effect does generating reasons for attitudes have on attitude-behavior consistency?

Eagly and Chaiken, 1993, Ch. 4.

- Wilson, T. D. and J. Schooler. 1991. Thinking too much: Introspection can reduce the quality of preferences and decisions. *Journal of Personality and Social Psychology* 60:181-192.
- Herek, Gregory M. 1987. "Can functions be measured? A new perspective on the functional approach to attitudes." *Social Psychology Quarterly* 50:285-303.
- \*Converse, P. E. 1970. "Attitudes and nonattitudes: Continuation of a dialogue." Pp. 168-189 in *Quantitative Analysis of Social Problems*, edited by E. Tufte. Reading, MA: Addison-Wesley.

\*Bagozzi, Richard P. 1992. "The self-regulation of attitudes, intentions and behaviors." *Social Psychology Quarterly* 55:178-204.

**Dec. 4: Social Cognition of Interpersonal and Intergroup Perception and Behavior**

- I. From Scapegoat Theory to Sherif's Robber's Cave Study
- II. Modern Theories of Intergroup Perception and Bias
- III. Identities: "Me and You" and "Us and Them"

Frable, D. E. S. 1997. "Gender, racial, ethnic, sexual, and class identities." *Annual Review of Psychology* 48:139-162.

Hogg, M. A., D. J. Terry and K. M. White. 1995. "A tale of two theories: A critical comparison of identity theory with social identity theory." *Social Psychology Quarterly* 58:255-269.

Ellemers, N., R. Spears and B. Doosje. 2002. "Self and social identity." *Annual Review of Psychology* 53:161-186.

Brewer, M. B. 1979. "In-group bias in the minimal intergroup situation: A cognitive-motivational analysis." *Psychological Bulletin* 86:307-324.

\*Billig, M. and H. Tajfel. 1973. "Social categorization and similarity in intergroup behavior." *European Journal of Social Psychology* 3:27-52.

\*Tajfel, H. 1970. "Experiments in intergroup discrimination." *Scientific American* 223:96-102.

\*Rubin, M. and M. Hewstone. 1998. "Social identity theory's self-esteem hypothesis: A review and some suggestions for clarification." *Personality and Social Psychology Review* 2:40-62.

**Dec. 11: Student Papers Reviewed and Discussed**