

# Lecture Outline

## Schemas Part 2

Schemas: Types & Models

Feedback on Exam 1

# Schema Types

## Person Schemas: Who are you?

Beliefs about personality types:

Traits that co-occur in others

- Extroverts are outgoing and friendly
- Introverts are quite and shy

Behaviors that characterize person-types

- Extroverts go to big parties
- Introverts go to small gatherings

Function: Help people draw inferences about others

# Schema Types

## Self Schemas: Who am I?

Everything one knows and can imagine about oneself

- Traits characteristic of oneself
- Memory of one's past
- Expectations for one's future self

Function: Help organize, guide, and interpret incoming information

# Self-Schemas

Schematic: clear self-view on a dimension

- important and central to one's self-concept

Aschematic: unclear self-view on a dimension

- not important and not central to one's self-concept

# Self-Schema Study

Markus, 1977

Purpose: Test whether self-schemas help people process information

Prediction: People will process information more quickly when they are schematic than aschematic on a dimension

# Self-Schema Study

Markus, 1977

1. Assessed if participants were schematic or aschematic on (in)dependence
  - ♦ Schematics: extreme (in)dependence
  - ♦ Aschematics: moderate (in)dependence
2. Participants indicated as quickly as possible whether a series of traits described them
3. Expectations about typical behavior

# Self-Schema Study

Markus, 1977

1. Schematic-Independents responded faster to independent than dependent traits

2. Schematic-Dependents responded faster to dependent than independent traits

3. Aschematics responded similarly to independent and dependent traits

Conclusion: self-schemas enable one to process self-relevant information more quickly

# Schema Types

## Role Schemas:

### What are they like?

Norms and expectations about particular roles in society

- Waitresses take food orders
- Doctors cure the ill

Function:

- Help people draw inferences
- Simplify social information

# Role Schemas

Achieved roles: acquired through effort and training

- pro-basketball player
- college student

Ascribed roles: acquired through birth

- gender
- ethnicity

# Schema Types

## Event Schemas:

### What happens here?

Expected sequence of events

- going to class
- going to the gym

Function:

- Help people anticipate what happens next
- Help people achieve next step in sequence via planning and goal setting

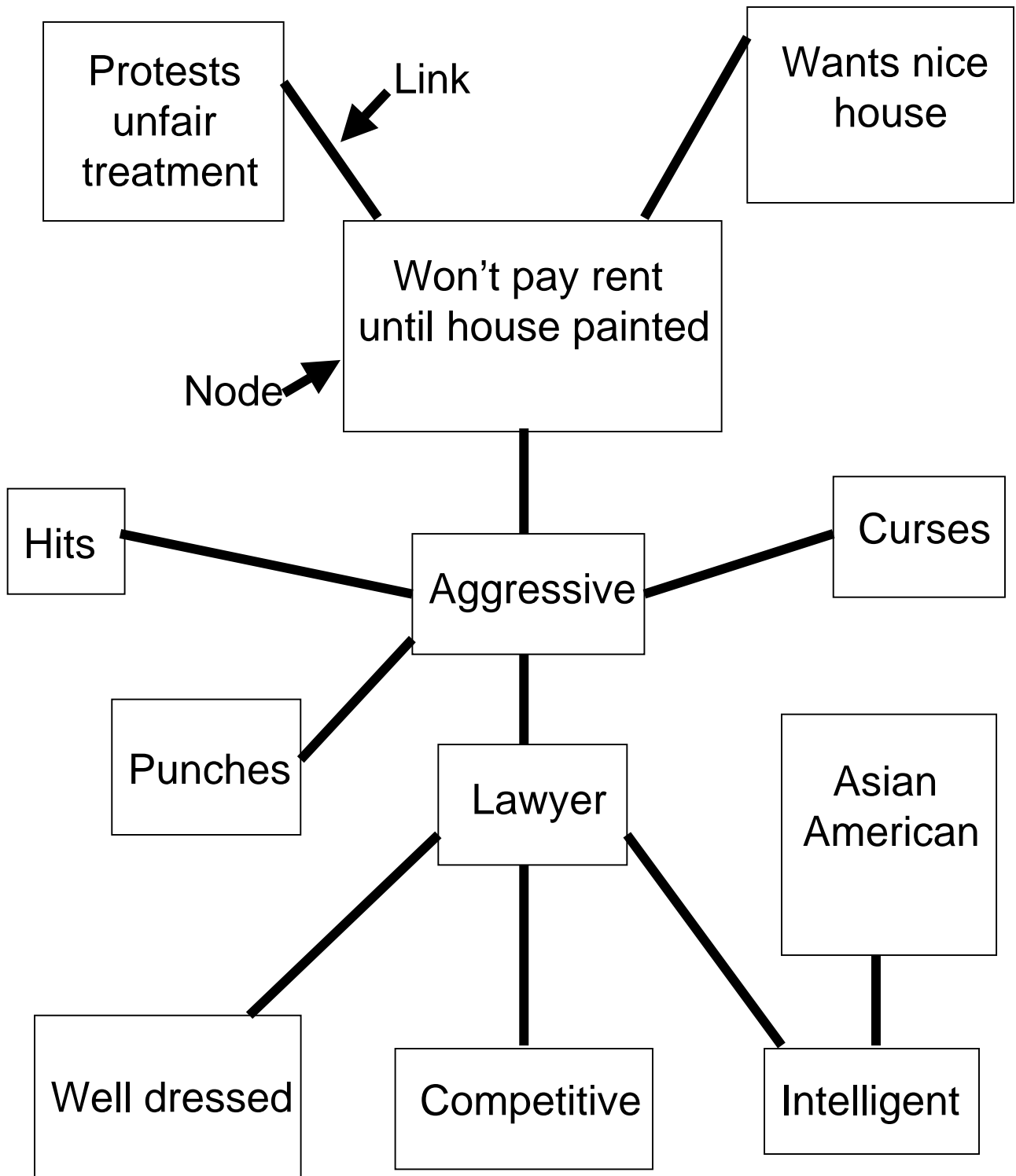
# Models of Person & Role Schemas

## 1. Associative Network Models

Schemas organized as web of features:

- ◆ Nodes = features
- ◆ Links = association between features

# Associative Network Models



# Activation of Nodes

Context affects a node's  
level of activation

# Activation of Nodes

Adjacent nodes activate  
each other

(Called Spreading  
Activation)

# Activation of Nodes

Nodes can be  
simultaneously  
activated by multiple  
other nodes

# Activation of Nodes

More activation = node has  
more effect on processing

(e.g., memory, inferences)

# Activation of Nodes

Activation decays gradually

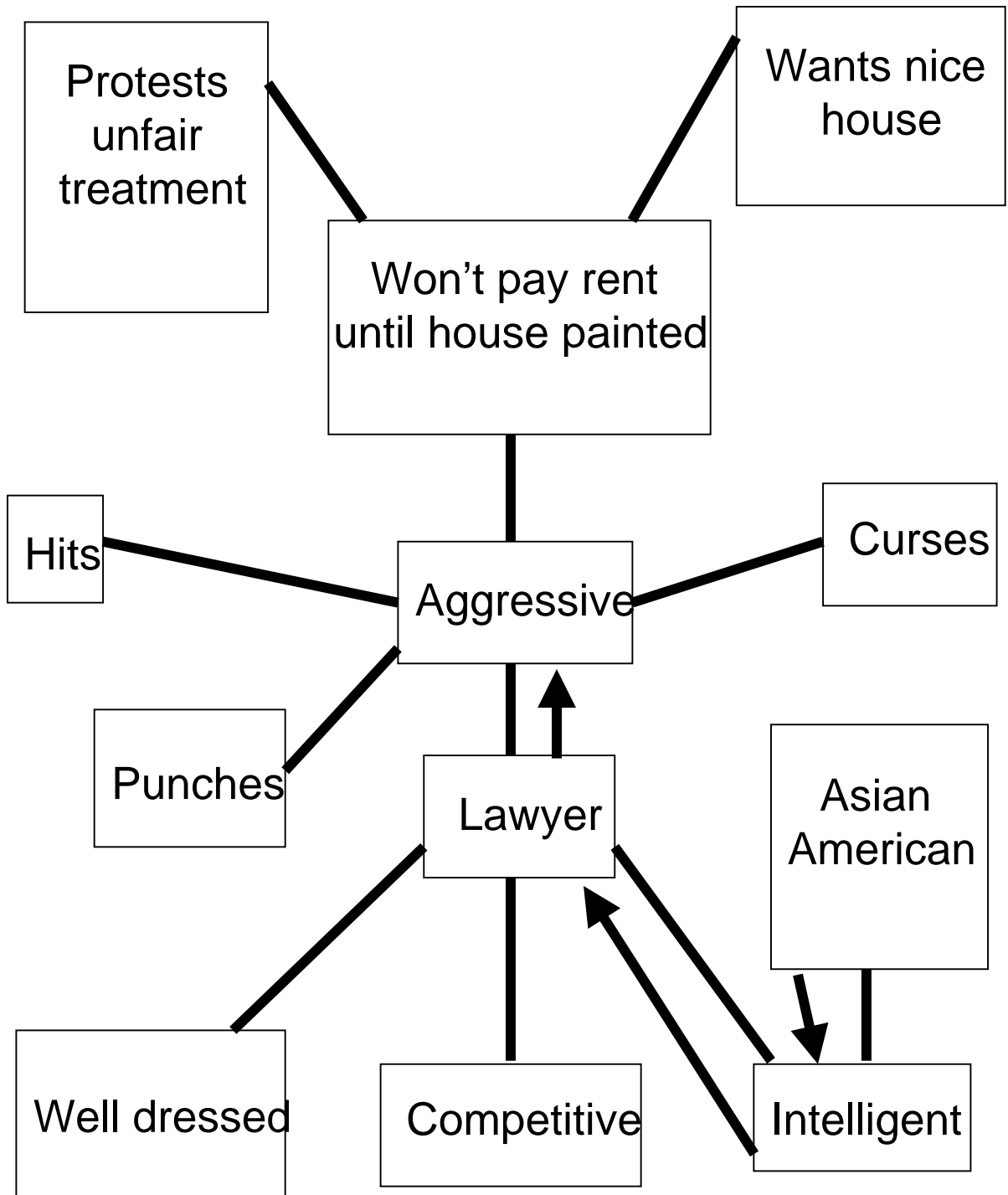
# Associative Network Models

Limitation:

Activation continues  
indefinitely

Here's how.....

# Associative Network Models



# Associative Network Models

BUT.....

Aggressive is not  
associated with  
Asians

Thus, model breaks  
down

# Models of Person & Role Schemas

## 2. Parallel Constraint Satisfaction Models

Schemas organized as web of features:

- ◆ Nodes = features
- ◆ Links = association between features

# Parallel Constraint Satisfaction Models

Same as Associative  
Network Models except:

- Excitatory AND inhibitory links
- Positive AND negative links

# Parallel Constraint Satisfaction Models

Excitatory Links: Nodes  
activate each other

- ◆ Aggressive activates Lawyer

Inhibitory Links: Nodes  
deactivate each other

- ◆ Asian American deactivates  
aggressive

# Parallel Constraint Satisfaction Models

## Positive Links:

Nodes both activated or deactivated

- When Aggressive activated, Lawyer activated
- When Aggressive deactivated, Lawyer deactivated

# Parallel Constraint Satisfaction Models

## Negative Links:

One node activated, one deactivated

- When Asian American activated, Aggressive deactivated
- When Asian American deactivated, Aggressive activated

# Models of Person & Role Schemas

## 3. Continuum Model of Impression Formation

Explains how people form impressions of others

# Continuum Model: Main Ideas

- Schemas conserve mental resources (attention)
- Impression formation is a continuum of processes
- Each process requires more mental effort (attention) than the one before it
- Each process reflects less influence of schema than one before it

# Point 1: Initial Categorization

- Categorize target
- Warrant further processing?
- Stop processing and base impression on schema OR move to next point

## Point 2: Confirmatory Categorization

- Match target to category
- If match good:
  - ◆ stop processing
  - ◆ use schema to form impression
- If match poor:
  - ◆ allocate more attention to person
  - ◆ move to next point

# Point 3: Recategorization (subtyping)

- Match target to subtype

- If match good:

- ◆ stop processing
- ◆ use subtype to form impression

- If match poor:

- ◆ allocate more attention to person
- ◆ move to next point

## Point 4: Piecemeal Integration (individuation)

- Attend very closely to person
- Base impression on person's personal characteristics
- Schema has no effect on impression

# Assumptions of Continuum Model

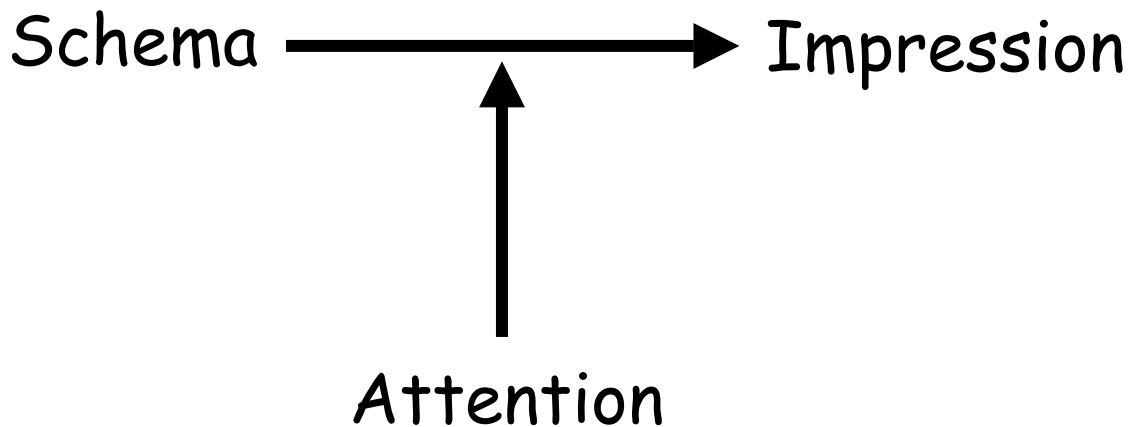
People are cognitive misers:

- First try to base impression on a schema (this conserves resources)
- Only base impressions on another's personal attributes (this expends resources) when schemas do not work

# Continuum Model: Moderators

Moderator: a factor that changes the strength of a relationship

- Schemas influence impressions
- Attention moderates this relationship
  - ◆ schemas influence impressions more strongly when attention is low than high



Schema has:

- stronger effect on impression when attention low
- weaker effect on impression when attention high

# Attention as Moderator

## Ways to vary attention:

- outcome dependence
- accountability
- accuracy motivation
- Circadian cycles of arousal

## Terms:

Perceiver: person forming an impression

Target: person about whom impression is formed

# Circadian Cycles of Arousal

## Morning Types:

- Reach functional peak early in day

## Evening Types:

- Reach function peak late in day

# Circadian Cycles Study

(Bodenhausen, 1990)

## Predictions

### Morning Types

- high attention early in day

Stereotyping low

- low attention late in day

Stereotyping high

### Evening Types:

- low attention early in day

Stereotyping high

- high attention late in day

Stereotyping low

# Circadian Cycles Study

(Bodenhausen, 1990)

Read about misconduct on campus

Read mixed evidence

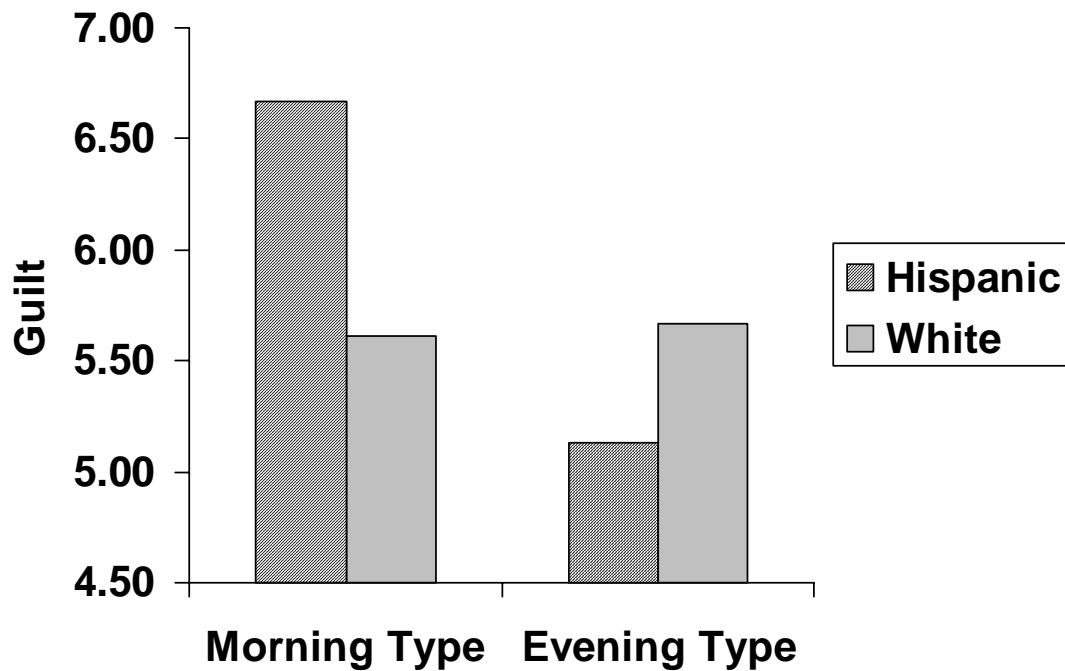
Rated suspect's guilt

## Manipulations:

Suspect: Hispanic or White

Time of ratings: early or late in day

# Who should stereotype more late in the day?



# Who should stereotype more early in the day?

