

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

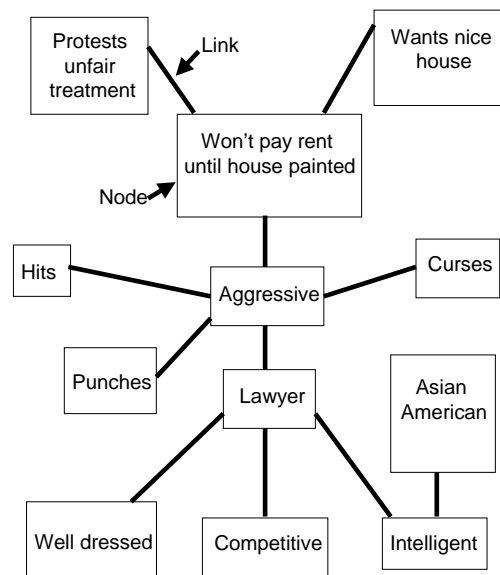
Models of Person & Role Schemas

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

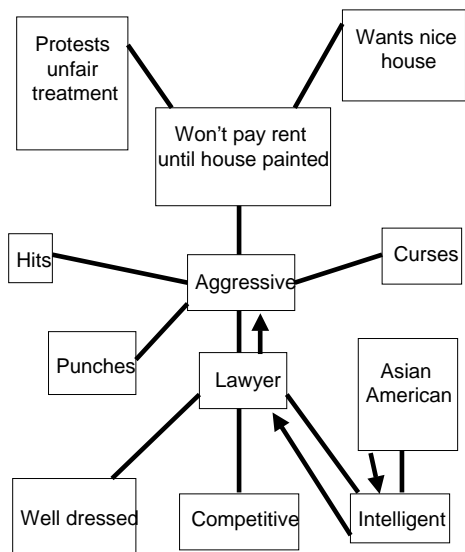
Associative Network Models

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

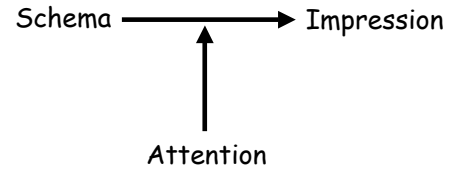
People are cognitive misers:

- 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

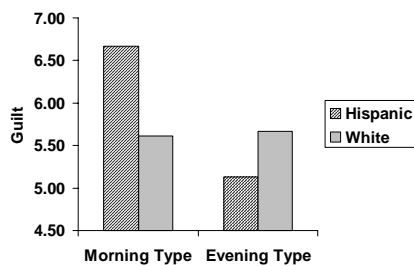
Rated suspect's guilt

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?

