

## 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:**

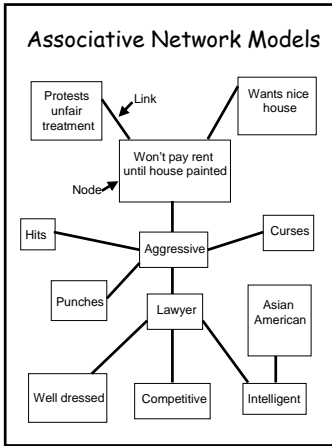
- Help people anticipate what happens next
- Help people achieve next step in sequence via planning and goal setting

**Models of Person & Role Schemas**

1. Associative Network Models

Schemas organized as web of features:

- Nodes = features
- Links = association between features



**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**

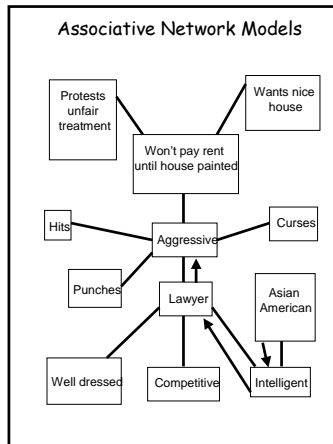
Activation decays gradually

**Associative Network Models**

Limitation:

Activation continues indefinitely

Here's how.....



Associative Network Models

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

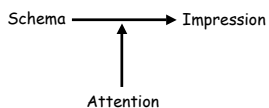
People are cognitive misers:

- 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 functional 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)

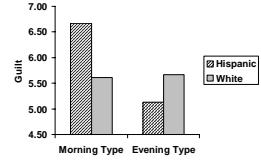
Read about misconduct on campus  
Read mixed evidence  
Rated suspect's guilt

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?

