

Contents

Series preface vii

Preface ix

- 1 **Introduction: What is social cognition research about?** 1
 - Making sense: Constructing social reality 1
 - Different perspectives on the social thinker 3
 - The cognitive component of social cognition 6
 - What is social about social cognition? 8
 - Overview: The structure of this book 12
 - Chapter summary 14

- 2 **A first look at social cognition: General framework and basic assumptions** 17
 - Overview: Main ingredients and steps in information processing 17
 - General themes underlying the construction of social reality 19
 - The sequence of information processing 29
 - Chapter summary 48

- 3 **Memory organization as a key to understanding social cognition** 51
 - How is information organized in memory? 51
 - How is information retrieved? 59
 - Linking old to new information 67
 - Controlling the consequences of activated information 73
 - Using implicit social cognition for diagnostic purposes 79
 - Chapter summary 81

- 4 **Judgmental heuristics in social cognition** 83
 - Introduction 83
 - What are judgmental heuristics? 84
 - Availability heuristic 87

Representativeness heuristic	94
Anchoring and adjustment	98
Other heuristics in the judgmental process	104
Specific stimulus characteristics as the basis for heuristic judgments	108
Alternative explanations and further developments	109
Concluding remarks	113
Chapter summary	117
5 The use of information in judgments	119
Using what's on your mind!	120
Cognitive aspects of information use	122
The communication of judgments	128
The inclusion/exclusion model	132
Motivational aspects of information use	133
The role of knowledge	136
Chapter summary	141
6 Testing hypotheses in social interaction: How cognitive processes are constrained by environmental data	145
Social hypothesis testing: Updating knowledge in the light of environmental data	145
Completing the hypothesis-testing paradigm: Verification effects at various stages of cognitive processing	161
Chapter summary	177
7 Beyond cold information processing: The interplay of affect and cognition	179
Introduction	179
Mood and evaluative judgments	183
Mood and processing style	187
Chapter summary	195
8 Concluding remarks	199
Glossary	203
References	207
Author index	227
Subject index	233