**Chapter 3: Social Cognition   
Lecture Outline for March 12, 2012**

1. Automatic and deliberate thinking in social cognition
   1. Is thinking “hot” or “cold”? (Naïve scientist vs. cognitive miser perspectives)
   2. Dual process models: the “warm” perspective
   3. Thought suppression
   4. Social categorization
2. Social Inference
   1. Gathering information
      1. Prior expectations
      2. Biases in information
      3. Statistical versus case history information
      4. Impact of negative information
   2. Integrating information
      1. Judgments of Covariation (e.g., illusory correlation)
      2. Framing effects
   3. Mood, motivation, priming, forecasting all influence social inference as well. (see Taylor p. 77)
3. Schemas
   1. Scripts
   2. Stereotypes
   3. Exemplars
   4. Priming
4. Heuristics
   1. Representativeness heuristic & Conjunction error
   2. Base-rate fallacy
   3. Availability heuristic
   4. Anchoring and adjustment heuristic
   5. Simulation heuristic
   6. Hindsight bias
   7. Counterfactual thinking
5. Expectations and action
   1. Confirmation bias
   2. Self-fulfilling prophecy
   3. Just-world belief
   4. Learned helplessness