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 quiet 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

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

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

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

- Protests unfair treatment
- Won't pay rent until house painted
- Aggressive
- Curses
- Lawyer
- Professor
- Well dressed
- Competitive
- Intelligent

Models of Person & Role Schemas

2. Parallel Constraint Satisfaction Models

- Schemas organized as web of features:
  - Nodes = features
  - Links = association between features

BUT......

- Aggressive is not associated with Professors
- Thus, model breaks down

Parallel Constraint Satisfaction Models

- Same as Associative Network Models except:
  - Excitatory (Positive) AND Inhibitory (Negative) links

Excitatory (Positive) Links:
- Nodes activate each other
  - Aggressive activates Lawyer

Inhibitory (Negative) Links:
- Nodes deactivate each other
  - Professor deactivates aggressive

Continuum Model of Impression Formation

- Explains how people form impressions of others

Models of Person & Role Schemas

3. Continuum Model of Impression Formation

- 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

Parallel Constraint Satisfaction Models

- Inhibitory (Negative) Links:
  - One node activated, one deactivated
    - When Professor activated, Aggressive deactivated
    - When Professor deactivated, Aggressive activated

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: Modifiers
Modifier: 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

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

Schema ➔ Impression ➔ Attention
Schema has:
- Stronger effect on impression when attention low
- Weaker effect on impression when attention high

Circadian Cycles of Arousal
Morning Types:
- Reach functional peak early in day
Evening Types:
- Reach functional peak late in day
Predictions

Morning Types:
- High attention early in day
- Low attention late in day

Evening Types:
- Low attention early in day
- High attention late in day

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?