6 Attribution Processes
Attributes Aim to Explain Social Experiences 165
Early Attribution Theories Emphasized Rational Analysis 167
Several Cognitive Processes Underlie Attribution 183
Attributions are Often Biased 186

7 Heuristics and Shortcuts: Efficiency in Inference and Decision Making
Heuristics are Decision Shortcuts that Compromise between Efficiency and Accuracy 196
Beyond Heuristics: Decision Shortcuts Often Create Errors and Biases 206
Judgments over Time Add Biases 219

8 Accuracy and Efficiency in Social Inference
Why is Rationality Assumed? 227
Social Inferences Sometimes Produce Wrong Answers: When? 230
Errors and Biases as Consequential: Improving the Inference Process 236
Errors and Biases as Incidental: Perhaps They Don’t Matter 243
Are Rapid Judgments Sometimes Better than Thoughtfully Considered Ones? 246
Neuroeconomics: Back to the Future 250

PART THREE Making Sense of Society
9 Cognitive Structures of Attitudes
Newer Approaches Build on Early Insights 259
Cognitive Representation Foreshadowed in Two Consistency Theories 262
Representations Can Be Discrete versus Distributed 269
People Have Lay Theories about Attitude Change 270
Functional Dimensions of Attitudes 278

10 Cognitive Processing of Attitudes
Heuristic versus Systematic Model Anticipates Dual-Process Approaches 287
Peripheral versus Central Routes to Persuasion: Elaboration Likelihood Model 291
Motivation and Opportunity Determine Attitude Processes: The MODE Model 304
Contents

Implicit Associations Focus on Relatively Automatic Processes. 306
Embodied Attitudes Bypass Cognition? 309
Neural Correlates of Attitudes Inform Cognitive Approaches 310

11 Stereotyping: Cognition and Bias 315
Blatant Stereotypes are Explicit and Deliberate but Rare 316
Subtle Stereotypes are Implicit and Automatic but Common 326
Bias Affects both Minorities and Majorities 338

12 Prejudice: Interplay of Cognitive and Affective Biases 349
Intergroup Cognition Predicts Emotional Prejudices 350
Racial Prejudice is Emotionally Complicated 359
Gender Prejudice has Built-in Ambivalence 370
Age Prejudice Awaits All of Us 375
Sexual Prejudice is Controversial 377

PART FOUR  Beyond Cognition: Affect and Behavior 381
13 From Social Cognition to Affect 383
Distinguishing Affects, Preferences, Evaluations, Moods, and Emotions 384
Early Theories Set the Stage for Hypotheses about Physiology and Cognition 390
Physiological Theories Confront Differentiated Emotion 390
Social Cognitive Foundations of Differentiated Emotion 397

14 From Affect to Social Cognition 415
Affect Influences Cognition 415
Affect versus Cognition 430

15 Behavior and Cognition 441
Behavior is Often Goal Directed 441
When are Cognitions and Behavior Related? 450
Using Behavior for Impression Management 464
Using Behavior to Test Hypotheses about Others 467

Glossary 473
References 509
Index 653