

## CHAPTER 1: INTRODUCTION

1. Draw a diagram that illustrates the different cognitive features of a social decision under the social cognition and the behaviorist approach. Use a real-world example that could be applied to each of the steps.
2. Describe the differences between the algebraic and configural model using a real-world example where social information needs to be integrated.
3. What are some of the ways in which people and inanimate objects differ as psychological stimuli? Provide at least 3 examples.
  - a. People perceive back, while objects do not, making social cognition a reciprocal process.
  - b. People have agency and are able to change their environment to achieve their goals. Objects are not causal agents.
  - c. People generally change over time and circumstances more than objects do.
4. What are some of the main differences between functional magnetic resonance imaging, electroencephalography, and facial electromyography?
  - a. Functional magnetic resonance imaging allows for higher spatial resolution but lower precision of temporal information. Functional magnetic resonance imaging works by measuring blood flow to different areas of the brain, while electroencephalography records voltage fluctuations on the scalp. Facial electromyography differs from both functional magnetic resonance imaging and electroencephalography in that it measures voltage changes on the skin over facial muscles, providing information on their micromovements.
5. Describe a limitation in the current sampling of participants in social cognition research.
  - a. Many of the participants in social psychology studies are WEIRD. In other words, these participants are usually Western, Educated, Rich, and from Industrialized and Democratic countries. Additionally, they are usually undergraduate students in colleges with funding for scientific research. This practice could limit the generalizability of social cognition findings, given cross-cultural differences (e.g., independence and interdependence) that might moderate established findings.
6. What are two methodologies from other fields that social cognition has adopted through cross-fertilization?
  - a. An example of methods adopted from cognitive psychology is the use of reaction times at the level of milliseconds. Another example is the use of neuroscience techniques such as functional magnetic resonance imaging.
7. In what ways was the early behaviorist approach to psychology incompatible with the study of cognition? What were some challenges to the behaviorists' approach?
  - a. Early behaviorists like B. F. Skinner believed that all behavior is a result of a particular, observable stimulus (S) that provokes a response (R), and that specifying these observable factors was the most important factor in developing a theory. As a result, unobservable mental processing – cognition –

was seen by these scientists as less scientific and less important in explaining behavior. However, despite their best attempts, behaviorists could not explain all phenomena with a stimulus-response framework. In one striking example, linguists such as Noam Chomsky criticized the behaviorist approach for its inability to explain the development and acquisition of complicated language. Additionally, research on knowledge acquisition led to a new “information processing approach,” which emphasized the sequential stages of mental operations. In other words, it looked at the mental steps that took place in between a stimulus and a behavioral response. This took the focus away from the exclusively-observable approach of the early behaviorists and added support for studying the non-observable processes of cognition.