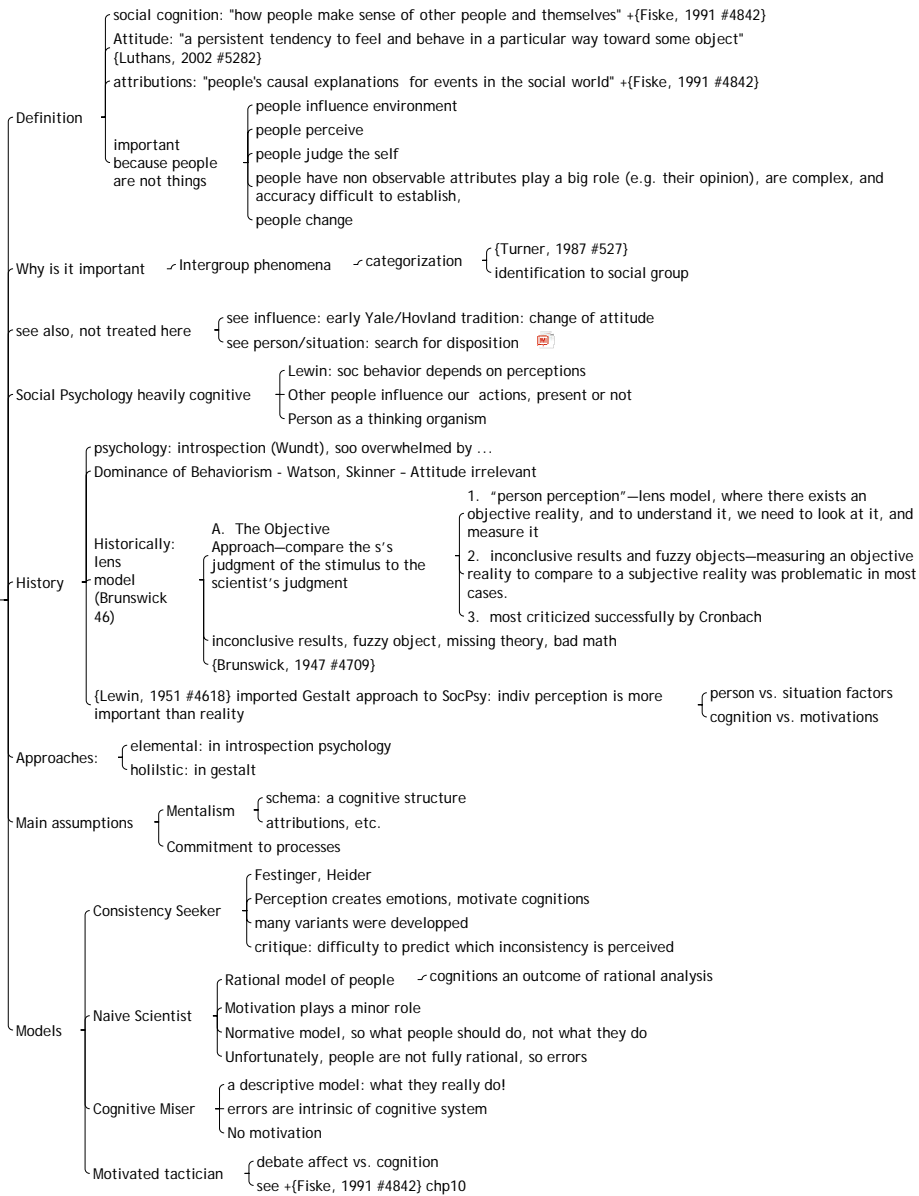
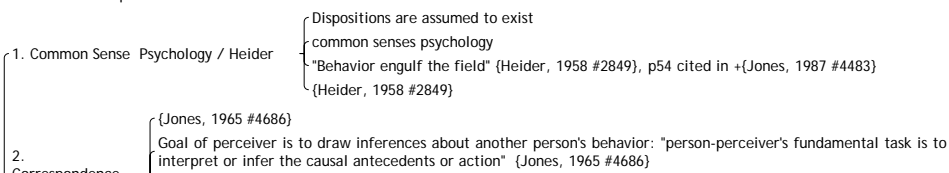
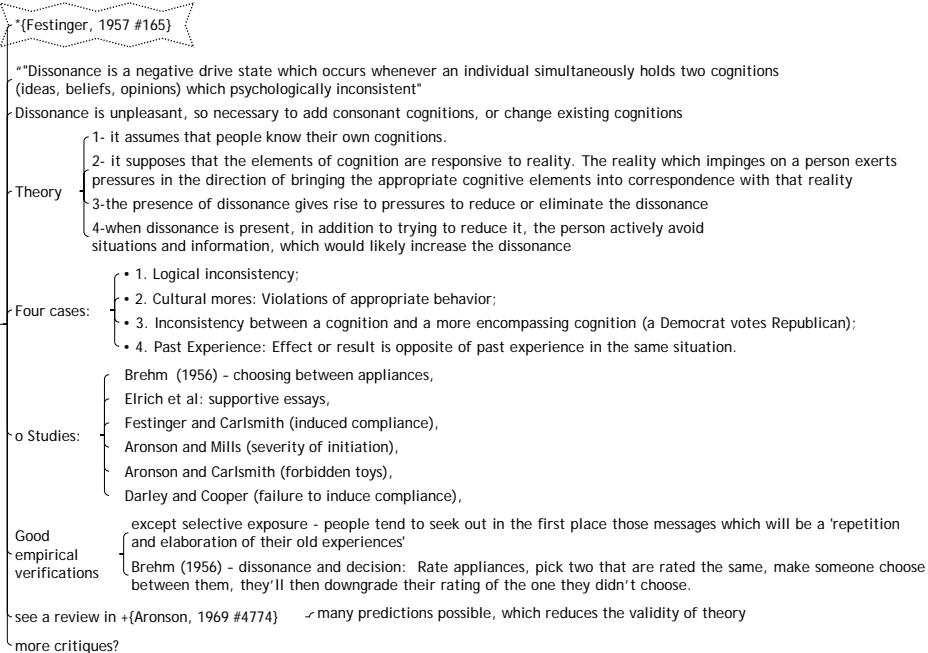


Historical and Framing



Consistency Seeker / Cognitive Dissonance



Correspondence
Inferences
/Jones-Davis
65

- Theory
 - Law of non common effects - Covariance of actor's behavior with effects reveal intentions
 - If ambiguity, consider social desirability
 - We know what people intend by considering the differences between what they did and didn't do
 - We know what people are by considering whether others would have done the same

"affiliative tendencies increase with increasing anxiety and hunger, and that, for anxiety, ordinal position of birth is an effective discriminator of the magnitude of the affiliative tendency." - {Schachter, 1959 #4619}

5. Emotional
Lability
/Schachter

- attribution of physical arousal depends on cognition. If good cognition, no misattribution, if no or misleading cognition, then misattribution and behavior - {Schachter, 1962 #457}
- possibility of describing mechanism expressed emotion -> cognition? - {Zajonc, 1985 #5036}
- more on emotions? ☹️

*{Bem, 1972 #2343}

- criticizes dissonance theory, claiming it is merely self-judgment of one's own behavior based on the context of the situation.
- a "cold" move - a shift from motivational/drive models to information processing/attribution models.
- Yet his disproving experiments are inconclusive and contradicted by other experimenters.
- "Individuals come to know their own attitudes, emotions and internal states by inferring them from observations of their own behavior and circumstances in which they occur. When internal cues are weak, ambiguous, or uninterruptible, the individual is in the same position as the outside observer"

Self
perception

4. Bem

*{Schachter, 1962 #457} physical arousal to be perceived, then find an explanation of it
Schachter & Singer (1962) - Emotional attribution: Inject people with epinephrine, either explain effects correctly, incorrectly or no explanation at all. Then put people in situation with confederate showing emotion - do they incorrectly attribute their emotional state by interpreting the behavior of the confederate? Answer is yes.

Two factors
/ Attribution

ex: Love and the bridge: men approached by a women on a scary bridge perceive more attraction!!! - {Dutton, 1974 #4623}

- Tricking into thinking there is an arousal, triggers attractiveness too
- Valins (1966) - Emotions and belief: Emotion can be generated by cognition - give male students pinup photos, give false feedback about heartrate on particular photos and then ask them to pick a favorite. They then rate those as more attractive and even stick to the choices post-debriefing. Effects of bodily changes may depend partly on informational value to appraiser.
- Debate: could it be cognitive only?
 - {Valins, 1966 #4624}
 - Zanna Cooper nevertheless prove that there are arousal properties of dissonance (so not all rational) - {Zanna, 1974 #4682}

overjustification
theory

- {Lepper, 1973 #3071}
- Aronson and Mills - Initiation Severity: Women join boring sex group but first have to do embarrassing things to get in. Those who were initiated like the group better.
- Aronson and Osherow (1980) - Jigsaw classrooms: Reduce group tensions through interdependent activities with equal status.
- Iyengar & Lepper (1999) - The value of choice: Compare asian American kids and Anglo-american kids in situations where they are given personal choices, no choice or choice by an ingroup member. Asian American kids show most intrinsic motivation in the choice by in group member (mom or class vote) situation, Anglo American kids show the most intrinsic motivation in a personal choice situation.

Critiques

- Self Justification - {Staw, 1976 #5002}
 - contradicts self perception theory - based on the fact that empirics show that individuals do not want to self-attribute when negative consequences
 - When a person's behavior leads to negative consequences, instead of changing his behavior, he will cognitively distort negative consequences to more positively valenced outcomes
 - leads to escalation of commitments

3. Covariation /Kelley

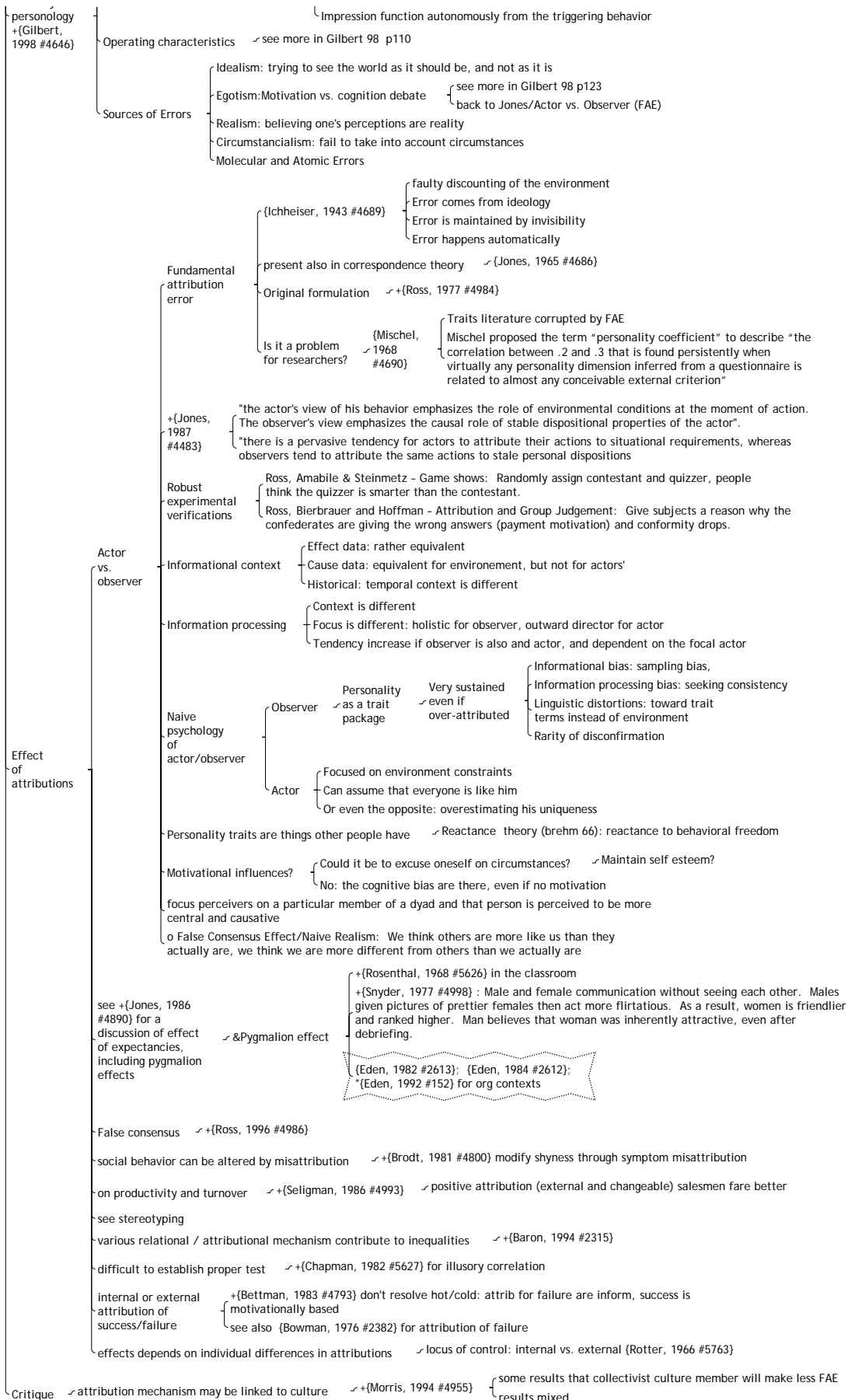
- +{Kelley, 1973 #4476} - {Thibaut, 1959 #4621}
- Synthesis on dissonance/self percep (bem)
 - "an effect is attributed to the one of its possibiles causes with which, over time, it covaries" - {Kelley, 1973 #4476}
 - Dimension / ANCOVAR
 - Ancovar cube
 - consistency
 - distinctiveness
 - consensus
 - plus a few other rules if covariation not conclusive
 - Augmentation - If external cause is inhibitory, then internal cause is over evaluated
 - Discounting - "the role of a given cause in producing a given effect is discounted if other plausible causes are also present" - {Kelley, 1973 #4476}, p113
 - Different weighting ??
 - Actor: high, low, low
 - Object: high, high, high
 - Same as Jones/Davis Correspondence, with addition of consistency
- Causal schema
 - "a conception of the manner in which two or more causal factors interact in relation to a given effect" (kelley 72)
 - An assumed pattern in ancovar analysis
 - Bits of information are matched to schema
 - Ex: entity attribution, person attribution, reciprocation, transitivity
- Additional issues?
 - Interplay of preconceptions vs. new information? - Actually interplay strongly
 - Simple vs. complex schemata - simple rather complex
 - Error illusions
 - Difficulty to gain full information from consistent data set
 - Inverse pb: making too much out of small number - {Tversky, 1971 #4687}

Naive
Thinker
(Norm.)

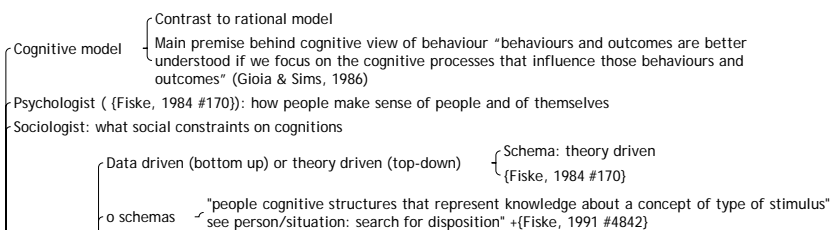
shift from socpsy to Social cognitive tradition

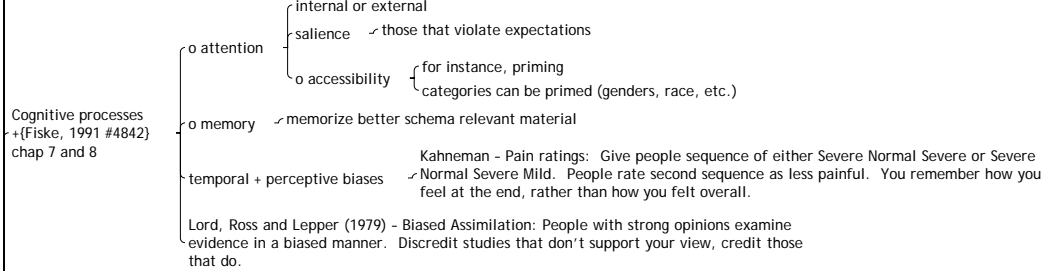
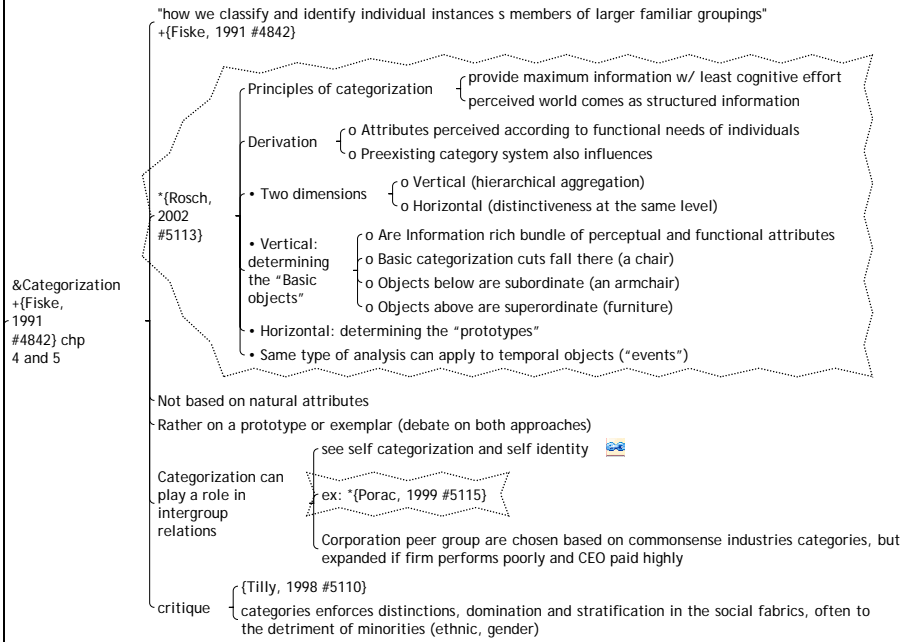
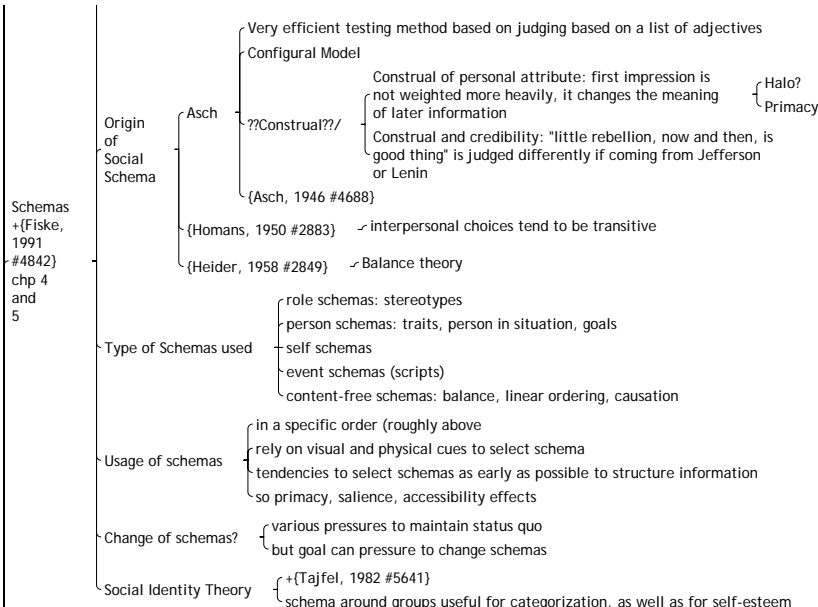
- Operating sequences
 - Identification
 - Observers prefer to identify actions in terms of the actors intentions
 - Actors intention may be ambiguous, but observer resolve it with rules
 - Observer often identify actions with traits
 - Attribution - anchoring-adjustment: first disposition, then situation (quattrone 82)
 - Integration
 - Coherence
 - Structure functionally

Process of
ordinary

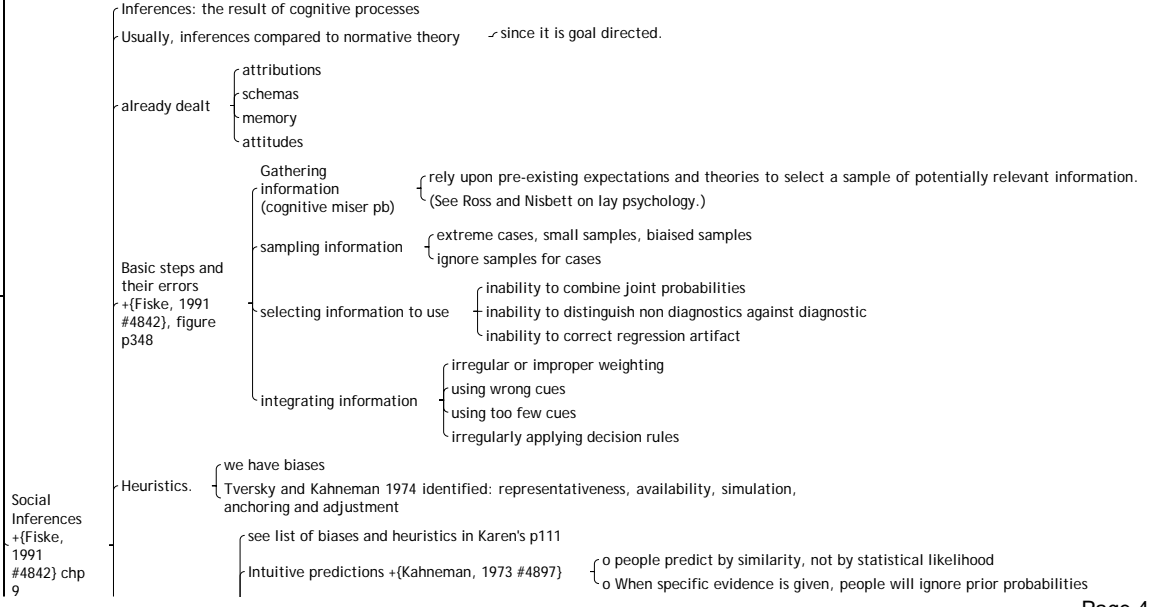


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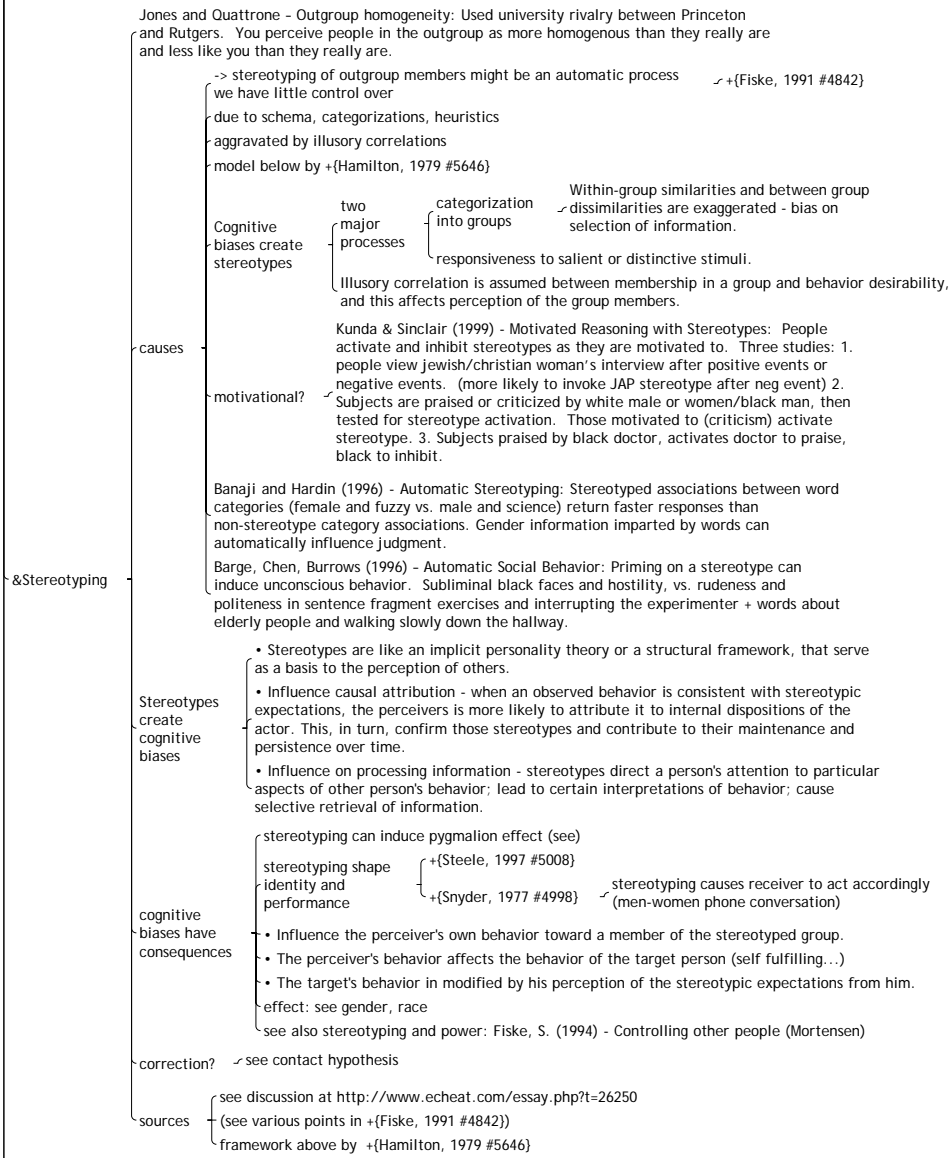
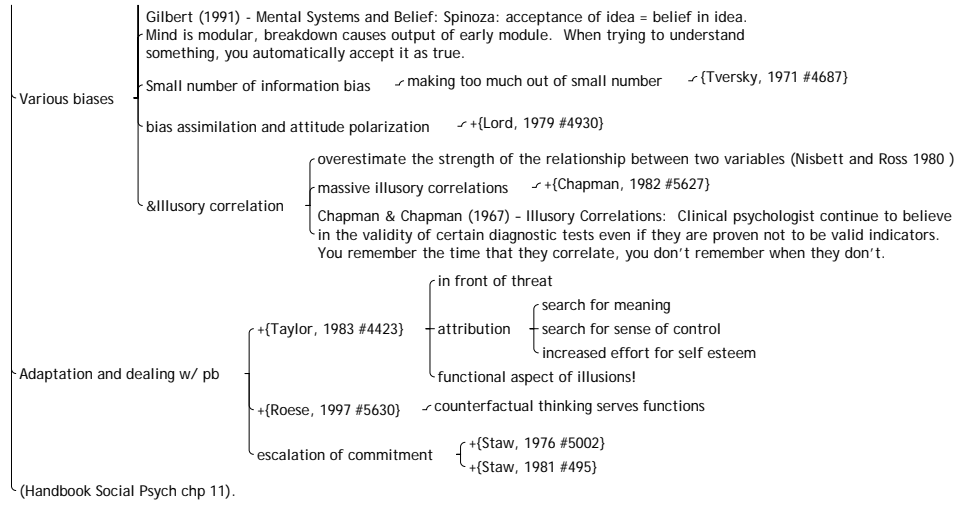




Cognitive Miser (descriptive)



Social Inferences
+(Fiske, 1991 #4842) chp 9



Alternative Models

