

Schema

Intro to Schema from old PPT

Do Pt. 1 of Anderson & Pichert's
The House (1978)

Types of Schema

- Social Schema
 - Mental reps of groups of people
 - Stereotypes
- Scripts
 - Sequences of events
 - Language class
- Self-Schemas
 - Ourselves
 - Personality or context-based behaviors

Darley & Gross (1983)

- Aim: Will social schema of a girl's perceived SES affect performance review
- Procedure: Show same video of girl taking a test but show dif. photos of her as rich or poor. She gets some right and some wrong. At the end subjects asked to remember how many she got right & wrong
- Results: Higher SES judged her as more capable
- Example of social schema affecting treatment of a 6-year old girl from UNICEF <https://www.youtube.com/watch?v=MQcN5DtMT-0&list=PL8W7oxRplXBxnYW-9i9Wz38q7rk7cbxiy&index=36&t=0s>
- Combo – Bystander Effect + Social Schema
<https://www.youtube.com/watch?v=OSsPfbup0ac>

Bottom-up vs. Top-down Processing

- Bottom-up: Data driven, unbiased by prior experience
- Top-down: Schemas act as a lens to tint that way we perceive
- Examples:
- **13**
- **A B C**

Bottom-up vs. Top-down Processing

- Bottom-up: Data driven, unbiased by prior experience
- Top-down: Schemas act as a lens to tint that way we perceive
- Activities
 - Priming and perception – Hermione
 - Pattern recognition
 - Charlie Chaplin illusion - https://www.youtube.com/watch?v=QbKw0_v2clo
 - Pareidolia
 - Michael Shermer – Why People Believe Weird Things (start at 6:05 https://www.ted.com/talks/michael_shermer_why_people_believe_weird_things?language=en#t-359528)
 - Stop it now <https://www.youtube.com/watch?v=U9t-slLI30E&list=PL8W7oxRplXBxnYW-9i9Wz38q7rk7cbxiy&index=38&t=0s>