

SOCIAL COGNITION (Part 2)

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Schemas

Schema is 'maps or structures of knowledge stored in long term memory' (Frederic Barlett 1932) and in Piaget's theory, schema is the category of knowledge as well as the process of acquiring that knowledge. Schema is mental structures people use to organize their knowledge about the social world around themes or subjects and that influence the information people notice, think about and remember. Like example for the difference culture in 1960 or 1970, all people in Malaysia wear their own dress fashion. Like Indian wear their sari, Chinese wear their cheongsam and Malay wear their 'kain batik' or 'kain pelikat' but that schema has change for new generation, all people can wear anything they want to dress up.

Schema allows us to take shortcuts in interpreting a vast amount of information. Like example, if you're a driver, you can set minded about your journey of travel 1 kilometer per minute. Schema can contribute to stereotypes and make it difficult to retain new information; like example if you hear a baby cries, first thinking you will make is the baby needs milk and not the other reason.

