

SOCIAL COGNITION (Part 3)

Emellia Fahariah Binti Jamaludin, Farahiyah Binti Mohamad Zuki , Pazarina Binti Musa,
Nazimah Binti Mohamad@Mohd Noor & Nor `Akmar Binti Yunus

Types of schemas

- Persons

One's cognitive are structures that describe personalities of others. It can apply to specific individuals or types of individuals. For example, if you want to be a leader and fine someone as Tun Dr.Mahathir being your idol.

- Roles

A role is about how a person play specific role for example interesting with police officer or nurse and the oth

- Events

Event for schema is about important, recurring social events for example information about others wedding can be reference for you to plan your wedding day or funeral or graduation or job interview.

- Self-schema

Self –schema is a structure that organizes our conception of our own qualities and characteristic like after see a blood everybody can feel pain and sick.

- Group Schemas

Group Schemas is a fixed set of characteristics that are attributed to the members of a particular social group or social category. As you remember at century 90 before independent of Malaya, all Malay see a shaman if their sick and not a doctor. Whether correct or not, the impressions we form of people influence our behavior. They can lead us to incorrect conclusion.

