

Social Psychology

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Chapter Two How We Think About the Social World

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Social Cognition

- The manner in which we interpret, analyze, remember, and use information about the social world

Heuristics:

How We Reduce Our Effort in Social Cognition

- Recall that *heuristics* are “rule of thumb” or simple rules for making complex decisions or drawing inferences in a rapid, seemingly effortless manner
- *Information overload* are instances in which our ability to process information is exceeded