

primacy effect in social psychology

primacy effect in social psychology refers to the cognitive bias where individuals tend to recall and emphasize information presented at the beginning of a sequence more strongly than information presented later. This phenomenon plays a critical role in how people form first impressions, make decisions, and evaluate others in social contexts. Understanding the primacy effect is essential for comprehending various social behaviors, including persuasion, memory retention, and interpersonal interactions. This article explores the underlying mechanisms of the primacy effect in social psychology, its implications in real-world scenarios, and how it contrasts with related cognitive biases. Additionally, the article discusses experimental evidence supporting this effect and practical applications for enhancing communication and decision-making. By examining these facets, readers will gain a comprehensive understanding of how the primacy effect shapes social cognition and behavior.

- Definition and Theoretical Background of the Primacy Effect in Social Psychology
- Mechanisms Behind the Primacy Effect
- Primacy Effect in Impression Formation and Social Perception
- Experimental Studies Demonstrating the Primacy Effect
- Practical Applications and Implications
- Comparison with Other Cognitive Biases

Definition and Theoretical Background of the Primacy Effect in Social Psychology

The primacy effect in social psychology is defined as the tendency for information presented early in an interaction or sequence to have a disproportionately large impact on an individual's judgments and memory. This effect was first identified in the context of serial position effects, where the position of an item in a list influences recall probability. In social contexts, the primacy effect explains why first impressions tend to be lasting and influential. Theoretical frameworks such as cognitive load theory and schema theory provide explanations for the primacy effect, suggesting that early information shapes mental frameworks that guide the interpretation of subsequent information.

Historical Origins and Key Theories

The concept of the primacy effect emerged from early psychological research on memory and learning. Hermann Ebbinghaus's studies on serial position effects laid the groundwork by demonstrating that individuals recall the first few items in a list better than those in the middle. In social psychology, Solomon Asch's experiments on impression formation highlighted the importance

of initial information in shaping overall perceptions. Theories such as the encoding specificity principle and the consistency principle further elucidate how early information is encoded more deeply and integrated into cognitive schemas, reinforcing the primacy effect.

Mechanisms Behind the Primacy Effect

Several cognitive and social mechanisms contribute to the primacy effect in social psychology. These mechanisms explain why early information gains preference in memory storage and decision-making processes. Understanding these mechanisms provides insight into how biases form and persist in social judgments.

Cognitive Load and Attention Allocation

When individuals encounter new information, cognitive resources are initially allocated to process the earliest data. Because cognitive capacity is limited, subsequent information may receive less attention or be interpreted through the lens of the first impressions. This selective attention and encoding process contribute to the primacy effect by ensuring that initial information is more thoroughly processed and retained.

Schema Formation and Confirmation Bias

The primacy effect is also driven by schema formation, where early information helps establish mental frameworks or expectations about a person or situation. Once a schema is formed, individuals tend to seek out or interpret new information in ways that confirm this initial understanding, a phenomenon known as confirmation bias. This mechanism strengthens the impact of the first data encountered, making it difficult for later information to alter the established perception.

Memory Encoding and Retrieval Processes

From a neuropsychological perspective, the primacy effect is linked to enhanced encoding of early information into long-term memory. The hippocampus and related brain regions are more active during the initial exposure to stimuli, promoting better consolidation of first impressions. During retrieval, the first pieces of information are more accessible, influencing judgments and decisions based on what is most readily remembered.

Primacy Effect in Impression Formation and Social Perception

The primacy effect significantly influences how individuals form impressions of others and perceive social information. This has broad implications for interpersonal relationships, professional evaluations, and social interactions.

First Impressions and Their Durability

First impressions often serve as the foundation for subsequent evaluations. Because of the primacy effect, initial traits or behaviors observed in a person are weighted more heavily than later information. This can lead to lasting stereotypes or biases that shape ongoing interactions. For example, a positive first impression in a job interview may overshadow minor negative behaviors later in the interaction.

Influence on Social Judgments and Decision-Making

The primacy effect can affect decisions such as hiring, jury verdicts, and friendship formation, where early information disproportionately influences outcomes. Social perception theories emphasize that once an initial impression is formed, subsequent information is filtered to maintain consistency, often leading to biased judgments.

Role in Persuasion and Attitude Change

In persuasion contexts, the primacy effect suggests that presenting strong arguments or positive attributes early in communication is more effective. Marketers, politicians, and negotiators often leverage this by structuring messages to highlight key points at the beginning, capitalizing on cognitive biases that favor initial information.

Experimental Studies Demonstrating the Primacy Effect

Empirical research has extensively documented the primacy effect in various social psychology experiments, providing robust evidence for its existence and influence.

Solomon Asch's Impression Formation Experiments

One of the most famous studies illustrating the primacy effect was conducted by Solomon Asch in the 1940s. Participants were presented with lists of personality traits describing a person, with the order of positive and negative traits manipulated. Results showed that participants' overall impressions were significantly influenced by the traits presented first, confirming the primacy effect in social perception.

Serial Position Effect Research

Studies on the serial position effect have demonstrated that individuals recall items from the beginning of lists better than those in the middle. This memory pattern parallels social judgments, where early information about people or events is more salient and influential. These findings have been replicated across diverse populations and settings, reinforcing the generalizability of the primacy effect.

Neuroscientific Evidence

Recent neuroscientific studies using imaging techniques have identified brain regions activated during the encoding of initial social information. These studies support the notion that early information receives prioritized processing, which explains the durability and impact of the primacy effect in social cognition.

Practical Applications and Implications

Understanding the primacy effect in social psychology has important practical implications across various domains including education, business, law, and interpersonal communication.

Improving Communication and Presentation Skills

Professionals can optimize the order of information delivery by placing critical points at the beginning of presentations or conversations. This strategy harnesses the primacy effect to enhance message retention and persuasiveness.

Enhancing Hiring and Evaluation Processes

Awareness of the primacy effect can help organizations design evaluation procedures that minimize bias. Techniques such as structured interviews and delayed decision-making can counteract the undue influence of first impressions.

Legal and Judicial Considerations

In courtroom settings, understanding the primacy effect is vital for ensuring fair judgments. Lawyers and judges can be mindful of how the order of evidence presentation impacts jury decision-making, promoting more balanced evaluations.

Strategies to Mitigate Negative Biases

Individuals can adopt strategies to reduce the impact of the primacy effect, such as actively seeking additional information and being open to revising initial impressions. This promotes more accurate and equitable social judgments.

- Prioritize critical information early in communication for maximum impact
- Implement structured evaluation methods to reduce bias
- Encourage reflective thinking to counteract initial impression biases
- Train professionals in recognizing cognitive biases including the primacy effect

Comparison with Other Cognitive Biases

The primacy effect is one among several cognitive biases that affect social perception and memory. Comparing it with related biases highlights its unique features and interplay with other cognitive processes.

Primacy Effect vs. Recency Effect

While the primacy effect emphasizes the influence of initial information, the recency effect refers to the tendency to better recall and emphasize the most recent information encountered. The dominance of one effect over the other depends on factors such as the time interval between information presentations and the context of recall or judgment.

Relationship with Confirmation Bias

The primacy effect often operates in conjunction with confirmation bias, where early information establishes a schema that leads individuals to favor information consistent with their initial beliefs. This synergy reinforces the persistence of first impressions and can complicate efforts to update judgments.

Contrast with Anchoring Bias

Anchoring bias involves relying heavily on an initial piece of information (the "anchor") when making decisions, which is conceptually related to the primacy effect. However, anchoring often pertains to numerical estimates or judgments, whereas the primacy effect broadly influences social perception and memory encoding.

Frequently Asked Questions

What is the primacy effect in social psychology?

The primacy effect in social psychology refers to the tendency for information presented first to have a greater impact on an individual's perception and memory than information presented later.

How does the primacy effect influence first impressions?

The primacy effect causes first impressions to be heavily influenced by initial information, making early details more memorable and influential in shaping perceptions of a person or situation.

Can the primacy effect affect decision-making processes?

Yes, the primacy effect can bias decision-making by causing individuals to weigh earlier information more heavily, potentially overlooking later or contradictory evidence.

What factors can strengthen or weaken the primacy effect?

Factors such as attention, cognitive load, and the distinctiveness of early information can strengthen the primacy effect, while distractions and presenting highly salient later information can weaken it.

How does the primacy effect differ from the recency effect?

The primacy effect emphasizes the impact of information presented first, while the recency effect highlights the influence of the most recently presented information on perception and memory.

In what ways is understanding the primacy effect useful in social interactions?

Understanding the primacy effect helps individuals recognize the importance of initial impressions and communication, allowing them to manage first encounters more effectively and mitigate potential biases.

Additional Resources

1. The Primacy Effect in Social Perception: Foundations and Applications

This book delves into the cognitive mechanisms behind the primacy effect, explaining how initial information disproportionately influences our impressions of others. It covers foundational theories and experimental research that demonstrate how first impressions shape social judgments. Practical applications in areas such as marketing, law, and interpersonal relationships are also explored.

2. Impressions and Influence: Understanding the Power of First Impressions

Focusing on the social psychological underpinnings of first impressions, this book highlights how the primacy effect operates in everyday social interactions. It discusses the impact of early information on attitude formation and decision-making. The author integrates findings from classic and contemporary studies to illustrate the effect's significance.

3. Memory and Social Cognition: The Role of Primacy and Recency

This text examines how memory processes, including the primacy effect, influence social cognition. It explains why initial pieces of information are more likely to be remembered and how this affects impression formation. The book combines research on memory biases with social psychological theories to provide a comprehensive overview.

4. First Impressions: The Lasting Effects of Initial Encounters

Exploring the lasting impact of first encounters, this book investigates the primacy effect in various social contexts such as interviews, dating, and group dynamics. It offers insight into how early cues shape long-term attitudes and behaviors. The author also discusses strategies to mitigate the bias when necessary.

5. *Social Influence and the Primacy Effect: How Early Information Shapes Group Dynamics*

This volume addresses the role of the primacy effect within group settings and social influence processes. It analyzes how early information can disproportionately affect group decisions, leadership perceptions, and conformity. The book draws on experimental studies and real-world examples to illustrate these phenomena.

6. *Cognitive Biases in Social Judgment: The Primacy Effect and Beyond*

This book provides an overview of various cognitive biases in social judgment, with a dedicated focus on the primacy effect. It describes how early information can skew perceptions and lead to systematic errors in evaluating others. The author also discusses interventions to reduce bias and promote more accurate social judgments.

7. *First Impressions in the Digital Age: Primacy Effects on Social Media*

Addressing the modern context, this book explores how the primacy effect operates in online social interactions and digital communication. It evaluates the influence of initial posts, profile information, and digital cues on impression formation. The book highlights challenges and opportunities posed by social media platforms.

8. *Person Perception and the Power of Initial Information*

This text focuses on the science of person perception, emphasizing the primacy effect's role in shaping how we interpret others' traits and behaviors. It reviews classic experiments and theoretical models that explain the dominance of first impressions. Practical implications for social, clinical, and organizational psychology are discussed.

9. *The Psychology of First Impressions: Mechanisms and Consequences*

Providing a comprehensive examination of first impressions, this book outlines the psychological mechanisms underlying the primacy effect. It discusses the cognitive and emotional processes that contribute to the weighting of initial information. The author also explores the consequences of these effects in personal and professional relationships.

Primacy Effect In Social Psychology

Related Articles

- [reading fairgrounds racing historical society](#)
- [presale code for peso pluma](#)
- [pressure reducing valve installation diagram](#)

The Primacy Effect in Social Psychology: How First Impressions Shape Our Perceptions

Introduction:

Have you ever noticed how a single, early interaction can profoundly impact your overall opinion of someone, even if later interactions contradict that initial impression? This isn't just a matter of personal bias; it's a well-documented phenomenon in social psychology known as the primacy effect. This comprehensive guide delves into the fascinating world of the primacy effect, exploring its mechanisms, real-world applications, and implications for our everyday lives. We'll uncover how this powerful cognitive bias shapes our judgments, influences our decisions, and impacts everything from job interviews to romantic relationships. Prepare to gain a deeper understanding of this fundamental aspect of human social interaction and learn practical strategies to mitigate its influence.

1. Understanding the Primacy Effect: A Definition and Explanation

The primacy effect is a cognitive bias where information presented first has a disproportionately large influence on subsequent judgments and decisions. In simpler terms, what we encounter first tends to stick with us more powerfully than what comes later. This effect isn't just about remembering the initial information better; it actually alters how we interpret and process subsequent information, often leading to a skewed perception of the whole picture. This bias stems from several underlying psychological processes, including attention limitations, memory encoding, and the need for cognitive efficiency. Our brains are constantly bombarded with information, and to manage this overload, we employ shortcuts, prioritizing early information while potentially downplaying later, potentially contradictory details.

2. The Mechanisms Behind the Primacy Effect: Cognitive and Neural Processes

Several factors contribute to the primacy effect's robust influence. First, attentional resources are limited. When we first encounter someone or something, our attention is fresh and focused. As we process more information, our attention wanes, making later details less impactful. Second, memory encoding plays a crucial role. The initial information establishes a framework or schema through which we interpret subsequent information. This schema acts as a filter, influencing how we perceive and remember later details. Essentially, early information becomes the anchor for our judgments. Furthermore, cognitive consistency motivates us to maintain a coherent view of the world. Once we form an initial impression, we tend to seek out and interpret information that confirms that impression, while dismissing or downplaying information that contradicts it – this is known as confirmation bias, which works hand-in-hand with the primacy effect. Finally, there are neural correlates suggesting specific brain regions involved in encoding and retrieving early information are more active than those processing later information.

3. Real-World Applications of the Primacy Effect: From Job Interviews to Relationships

The primacy effect has far-reaching implications across various aspects of our lives. In job interviews, for instance, making a strong first impression is crucial. A shaky start can negatively impact the interviewer's overall assessment, even if the candidate later demonstrates impressive skills and qualifications. Similarly, in romantic relationships, initial attraction and compatibility perceptions can set the tone for the entire relationship. First dates often play a critical role in determining whether a relationship blossoms or fades away. Marketing and sales also leverage the primacy effect by strategically positioning key information at the beginning of advertisements or presentations to maximize impact. Furthermore, in legal settings, the order in which evidence is presented can influence the jury's perception of guilt or innocence. This underscores the importance of understanding and strategically managing the primacy effect in various contexts.

4. Mitigating the Primacy Effect: Strategies for Fair and Accurate Judgments

While the primacy effect is a powerful force, we can employ strategies to mitigate its influence and make more objective assessments. One crucial strategy involves actively working to maintain attention throughout the interaction. Consciously focusing on all information presented, rather than letting attention wane, helps ensure a more balanced perception. Another effective method involves actively seeking contradictory information. Instead of passively accepting initial impressions, intentionally look for information that challenges your initial assumptions. This reduces the bias toward confirmation bias and promotes a more holistic understanding. Additionally, delaying judgment is beneficial. Instead of forming immediate conclusions, take time to reflect on the information gathered before making a decision. This allows for a more comprehensive and less biased evaluation. Finally, using structured methods of evaluation, like checklists or rating scales, can reduce the subjective influence of initial impressions.

5. The Primacy Effect vs. Recency Effect: A Comparison

While the primacy effect emphasizes the impact of initial information, the recency effect highlights the influence of the most recent information. The recency effect is more pronounced when there's a significant time gap between the presentation of information and the subsequent judgment. For instance, if someone is interviewed for a job, and a significant time has passed before the hiring manager makes a decision, the most recent information (the end of the interview) may hold more weight. However, under typical circumstances where information is presented relatively consecutively, the primacy effect generally outweighs the recency effect. Understanding both effects is crucial for making informed judgments in diverse scenarios.

Ebook Outline:

Title: Mastering First Impressions: Understanding and Utilizing the Primacy Effect

Introduction: Defining the primacy effect and its relevance.

Chapter 1: The Psychological Mechanisms: Attention, memory, and cognitive biases.

Chapter 2: Real-World Examples: Job interviews, relationships, marketing.

Chapter 3: Mitigating the Effect: Strategies for objective judgment.

Chapter 4: Primacy vs. Recency: Comparing and contrasting cognitive biases.

Conclusion: Practical applications and final thoughts.

Article Explanations (Corresponding to the Ebook Outline):

Each chapter of the ebook would expand on the points briefly touched upon in the main article. For instance, Chapter 1 would delve deeper into the neurological underpinnings of the primacy effect, exploring specific brain regions and neural pathways involved. Chapter 2 would provide case studies and real-world examples illustrating the impact of the primacy effect in various contexts. Chapter 3 would present a more comprehensive toolkit of strategies for reducing the bias, including exercises and practical techniques. Chapter 4 would offer a detailed comparison of the primacy and recency effects, analyzing their relative strengths and conditions under which each dominates.

FAQs:

1. Is the primacy effect always negative? No, the primacy effect can be used strategically for positive

outcomes, like making a strong first impression in a job interview.

2. How can I overcome my own biases related to the primacy effect? Practice active listening, seek out contradictory information, and delay judgment.

3. Does the primacy effect apply to all types of information? While most potent with social judgments, it influences other cognitive processes as well.

4. Is the primacy effect more prevalent in certain cultures? Research suggests some cultural variations exist, but the core phenomenon remains consistent.

5. Can the primacy effect be manipulated for unethical purposes? Yes, this underscores the importance of critical thinking and awareness.

6. How does the primacy effect interact with other cognitive biases? It often works in tandem with confirmation bias and availability heuristic.

7. Are there any age-related differences in susceptibility to the primacy effect? Some studies suggest variations across age groups.

8. What are some practical applications of understanding the primacy effect in business? Strategic marketing, effective negotiation, improved hiring practices.

9. Can the primacy effect be completely eliminated? No, but it can be significantly mitigated through conscious effort.

Related Articles:

1. Confirmation Bias: How Beliefs Shape Perceptions: Explores the tendency to seek out information that confirms existing beliefs.

2. The Halo Effect: The Power of First Impressions: Focuses on how a single positive trait influences overall judgment.

3. Cognitive Biases in Decision-Making: A broad overview of various mental shortcuts affecting choices.

4. The Recency Effect: Why Recent Events Hold More Weight: Explains the counterpoint to the primacy effect.

5. Impression Management Techniques: Strategies for controlling the image presented to others.

6. Social Cognition: Understanding How We Think About Others: A broader exploration of social perception.

7. The Power of Nonverbal Communication: How body language influences first impressions.

8. Implicit Bias: Unconscious Influences on Behavior: Examines the role of hidden biases in judgment.

9. Improving Communication Skills: Active Listening and Empathy: Techniques for mitigating the impact of the primacy effect in communication.

primacy effect in social psychology: *Advances in Experimental Social Psychology* , 1974-05-31 *Advances in Experimental Social Psychology*

primacy effect in social psychology: *The Handbook of Pragmatics* Laurence Horn, Gergory Ward, 2008-04-15 *The Handbook of Pragmatics* is a collection of newly commissioned articles that provide an authoritative and accessible introduction to the field, including an overview of the foundations of pragmatic theory and a detailed examination of the rich and varied theoretical and empirical subdomains of pragmatics. Contains 32 newly commissioned articles that outline the central themes and challenges for current research in the field of linguistic pragmatics. Provides authoritative and accessible introduction to the field and a detailed examination of the varied theoretical and empirical subdomains of pragmatics. Includes extensive bibliography that serves as a research tool for those working in pragmatics and allied fields in linguistics, philosophy, and cognitive science. Valuable resource for both students and professional researchers investigating the properties of meaning, reference, and context in natural language.

primacy effect in social psychology: *Evolution and Social Psychology* Mark Schaller, Jeffry A. Simpson, Douglas T. Kenrick, 2013-05-13 Why do we think about and interact with other people in the particular ways that we do? Might these thoughts and actions be contemporary products of our long-ago evolutionary past? If so, how might this be, and what are the implications? Research generated by an evolutionary approach to social psychology issues profound insights into self-concept, impression formation, prejudice, group dynamics, helping, aggression, social influence, culture, and every other topic that is fundamental to social psychology. *Evolution and Social Psychology* is the first book to review and discuss this broad range of social psychological phenomena from an evolutionary perspective. It does so with a critical and constructive eye. Readers will emerge with a clear sense of the intellectual challenges, as well as the scientific benefits, of an evolutionarily-informed social psychology. The world-renowned contributors identify new questions, new theories, and new hypotheses—many of which are only now beginning to be tested. Thus, this book not only summarizes the current status of the field, it also sets an agenda for the next generation of research on evolution and social psychology. *Evolution and Social Psychology* is essential reading for evolutionary psychologists and social psychologists alike.

primacy effect in social psychology: *13 Things Mentally Strong People Don't Do* Amy Morin, 2014-12-23 Kick bad mental habits and toughen yourself up.—Inc. Master your mental strength—revolutionary new strategies that work for everyone from homemakers to soldiers and teachers to CEOs. Everyone knows that regular exercise and weight training lead to physical strength. But how do we strengthen ourselves mentally for the truly tough times? And what should we do when we face these challenges? Or as psychotherapist Amy Morin asks, what should we avoid when we encounter adversity? Through her years counseling others and her own experiences navigating personal loss, Morin realized it is often the habits we cannot break that are holding us back from true success and happiness. Indulging in self-pity, agonizing over things beyond our control, obsessing over past events, resenting the achievements of others, or expecting immediate positive results holds us back. This list of things mentally strong people don't do resonated so much with readers that when it was picked up by Forbes.com it received ten million views. Now, for the first time, Morin expands upon the thirteen things from her viral post and shares her tried-and-true practices for increasing mental strength. Morin writes with searing honesty, incorporating anecdotes from her work as a college psychology instructor and psychotherapist as well as personal stories about how she bolstered her own mental strength when tragedy threatened to consume her. Increasing your mental strength can change your entire attitude. It takes practice and hard work, but with Morin's specific tips, exercises, and troubleshooting advice, it is possible to not only fortify your mental muscle but also drastically improve the quality of your life.

primacy effect in social psychology: *Encyclopedia of Social Psychology* Roy F. Baumeister, Kathleen D. Vohs, 2007-08-29 The set offers clear descriptions of commonly used and sometimes misunderstood terms, e.g., cultural differences, authoritarian personality, and neuroticism. The field has expanded since publication of *The Blackwell Encyclopedia of Social Psychology*, ed. by A. Manstead and M. Hewstone et al. (CH, Jan '96, 33-2457), and this work is a valuable response to that. Summing Up: Recommended. All levels. —CHOICE Not long ago, social psychology was a small field consisting of creative, energetic researchers bent on trying to study a few vexing problems in normal adult human behavior with rigorous scientific methods. In a few short decades, the field has blossomed into a major intellectual force, with thousands of researchers worldwide exploring a stunningly diverse set of fascinating phenomena with an impressive arsenal of research methods and ever more carefully honed theories. The *Encyclopedia of Social Psychology* is designed as a road map to this rapidly growing and important field and provides individuals with a simple, clear, jargon-free introduction. These two volumes include more than 600 entries chosen by a diverse team of experts to comprise an exhaustive list of the most important concepts. Entries provide brief, clear, and readable explanations to the vast number of ideas and concepts that make up the intellectual and scientific content in the area of social psychology. Key Features Provides background to each concept, explains what researchers are now doing with it, and discusses where it stands in relation to other concepts in the field Translates jargon into plain, clear, everyday language rather than speaking in the secret language of the discipline Offers contributions from prominent, well-respected researchers extending over the many subfields of social psychology that collectively have a truly amazing span of expertise Key Themes Action Control Antisocial Behaviors Attitude Culture Emotions Evolution Groups Health History Influence Interpersonal Relationships Judgment and Decision Making Methods Personality Prejudice Problem Behaviors Prosocial Behaviors Self Social Cognition Subdisciplines The *Encyclopedia of Social Psychology* is the first resource to present students, researchers, scholars, and practitioners with state-of-the-art research and ready-to-use facts from this fascinating field. It is a must have resource for all academic libraries.

primacy effect in social psychology: *The Order of Presentation in Persuasion* Carl Iver Hovland, 1957

primacy effect in social psychology: *Memory and Mind* Mark A. Gluck, John Robert Anderson, Stephen Michael Kosslyn, 2008 First Published in 2007. Routledge is an imprint of Taylor & Francis, an informa company.

primacy effect in social psychology: *Gaze-Following* Ross Flom, Kang Lee, Darwin Muir, 2017-09-25 What does a child's ability to look where another is looking tell us about his or her early cognitive development? What does this ability—or lack thereof—tell us about a child's language development, understanding of other's intentions, and the emergence of autism? This volume assembles several years of research on the processing of gaze information and its relationship to early social-cognitive development in infants spanning many age groups. *Gaze-Following* examines how humans and non-human primates use another individual's direction of gaze to learn about the world around them. The chapters throughout this volume address development in areas including joint attention, early non-verbal social interactions, language development, and theory of mind understanding. Offering novel insights regarding the significance of gaze-following, the editors present research from a neurological and a behavioral perspective, and compare children with and without pervasive developmental disorders. Scholars in the areas of cognitive development specifically, and developmental science more broadly, as well as clinical psychologists will be interested in the intriguing research presented in this volume.

primacy effect in social psychology: *Social Psychology* Arie W. Kruglanski, Edward Tory Higgins, 2003 First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.

primacy effect in social psychology: *Social Psychology* John D. DeLamater, Daniel J. Myers, Jessica L. Collett, 2018-05-04 Written by well-known sociologists John D. DeLamater, Daniel J. Myers, and Jessica L. Collett, this fully revised and updated edition of *Social Psychology* is a highly

accessible and engaging exploration of the question what is it that makes us who we are?. With hundreds of real-world examples, figures, and photographs and grounded in the latest research, the text explores such topics as self, attitudes, social influence, emotions, interpersonal attraction and relationships, and collective behavior. The book also explains the methods that social psychologists use to investigate human behavior in a social context and the theoretical perspectives that ground the discipline. Each chapter is a self-contained unit for ease of use in any classroom.

primacy effect in social psychology: Encyclopedia of the Sciences of Learning Norbert M. Seel, 2011-10-05 Over the past century, educational psychologists and researchers have posited many theories to explain how individuals learn, i.e. how they acquire, organize and deploy knowledge and skills. The 20th century can be considered the century of psychology on learning and related fields of interest (such as motivation, cognition, metacognition etc.) and it is fascinating to see the various mainstreams of learning, remembered and forgotten over the 20th century and note that basic assumptions of early theories survived several paradigm shifts of psychology and epistemology. Beyond folk psychology and its naïve theories of learning, psychological learning theories can be grouped into some basic categories, such as behaviorist learning theories, connectionist learning theories, cognitive learning theories, constructivist learning theories, and social learning theories. Learning theories are not limited to psychology and related fields of interest but rather we can find the topic of learning in various disciplines, such as philosophy and epistemology, education, information science, biology, and – as a result of the emergence of computer technologies – especially also in the field of computer sciences and artificial intelligence. As a consequence, machine learning struck a chord in the 1980s and became an important field of the learning sciences in general. As the learning sciences became more specialized and complex, the various fields of interest were widely spread and separated from each other; as a consequence, even presently, there is no comprehensive overview of the sciences of learning or the central theoretical concepts and vocabulary on which researchers rely. The Encyclopedia of the Sciences of Learning provides an up-to-date, broad and authoritative coverage of the specific terms mostly used in the sciences of learning and its related fields, including relevant areas of instruction, pedagogy, cognitive sciences, and especially machine learning and knowledge engineering. This modern compendium will be an indispensable source of information for scientists, educators, engineers, and technical staff active in all fields of learning. More specifically, the Encyclopedia provides fast access to the most relevant theoretical terms provides up-to-date, broad and authoritative coverage of the most important theories within the various fields of the learning sciences and adjacent sciences and communication technologies; supplies clear and precise explanations of the theoretical terms, cross-references to related entries and up-to-date references to important research and publications. The Encyclopedia also contains biographical entries of individuals who have substantially contributed to the sciences of learning; the entries are written by a distinguished panel of researchers in the various fields of the learning sciences.

primacy effect in social psychology: The Oxford Handbook of Social Cognition Donal E. Carlston, 2013-09-19 This handbook provides a comprehensive review of social cognition, ranging from its history and core research areas to its relationships with other fields. The 43 chapters included are written by eminent researchers in the field of social cognition, and are designed to be understandable and informative to readers with a wide range of backgrounds.

primacy effect in social psychology: The Social Psychology of Groups John W. Thibaut, 2017-09-29 This landmark theory of interpersonal relations and group functioning argues that the starting point for understanding social behavior is the analysis of dyadic interdependence. Such an analysis portrays the ways in which the separate and joint actions of two persons affect the quality of their lives and the survival of their relationship. The authors focus on patterns of interdependence, and on the assumption that these patterns play an important causal role in the processes, roles, and norms of relationships. This powerful theory has many applications in all the social sciences, including the study of social and moral norms; close-pair relationships; conflicts of interest and cognitive disputes; social orientations; the social evolution of economic prosperity and leadership in

groups; and personal relationships.

primacy effect in social psychology: *SOCIAL PSYCHOLOGY, Second Edition* SINGH, ARUN KUMAR, 2019-11-01 This comprehensive book is an earnest endeavour to acquaint the reader with a thorough understanding of all important basic concepts, methods and facts of social psychology. The exhaustive treatment of the topics, in a cogent manner, enables the students to grasp the subject in an easy-to-understand manner. Logically organised into 17 chapters, the book commences with the introduction of social psychology, research methods, theoretical foundations, self and identity, social cognitions, perception and attribution, socialisation, social attitude and persuasion, and goes on to provide in-depth coverage of stereotyping, prejudices and discrimination, behaviours in groups, social norms and conformity behaviour, leadership and social power, interpersonal attraction and relationship, social influence, aggression, prosocial behaviour, language and communication, along with applications of social psychology. The theme of the book incorporates latest concepts and researches, especially Indian researches and findings, thus making the book more understandable and applicable in Indian context. Written in an engaging style, the book is intended for the undergraduate and postgraduate students of social psychology and sociology/social works.

HIGHLIGHTS OF THE BOOK • The text encompasses adequate content of the subject required at the university level as well as for UGC/NET examination. • Every chapter begins with learning objectives, followed by key terms and ends with summary and review questions. • The text emphasises clarity (avoids technical language) to enhance its effectiveness. • Objective-type questions given at the end of the book test the students' understanding of the concepts. • Glossary is provided at the end of the book to provide reference and at-a-glance understanding.

NEW TO THE EDITION • Expands and clarifies a number of concepts in an easy-to-understand language. • Additional questions (objective-type) based on the demand of the students. • New and replacement figures for clear understanding of the concepts.

TARGET AUDIENCE • BA/BSc (Psychology) • MA/MSc (Psychology) • MSW/MA (Social Work)

primacy effect in social psychology: *The Nature of Theory and Research in Social Psychology* Clyde Hendrick, Russell A. Jones, 2013-10-22 The Nature of Theory and Research in Social Psychology aims to provide advanced undergraduate and graduate students with a solid foundation in the logic of theory construction and the experimental method; and to teach students how to read, critically evaluate, and appreciate professional literature in the behavioral sciences. The book is believed to be unique in this latter respect and that it will serve a vital need in several different courses. The book is organized into two parts. Part I contains a detailed exposition of the nature of theory and research. It discusses the nature of formal theory, derivation of hypotheses, and the testing of hypotheses. It explicates in great detail the experimental approach to hypothesis testing. Both formal and informal aspects of a psychological experiment are discussed. Part II includes five chapters that enable students to put their analytical skills to use. Five substantive areas from social psychology have been selected. Each chapter includes three reprinted journal articles, and the chapter may be considered a case study in the analysis of experimental research in a given problem area. The following topics are covered in this section: dissonance and disconfirmed expectancies; dissonance and severity of initiation, primary-recency in personality impression formation, forewarning and anticipatory attitude change, and dependency and helping.

primacy effect in social psychology: Piecemeal Protest Corey Lee Wrenn, 2019-12-16 Given their tendency to splinter over tactics and goals, social movements are rarely unified. Following the modern Western animal rights movement over thirty years, Corey Lee Wrenn applies the sociological theory of Bourdieu, Goffman, Weber, and contemporary social movement researchers to examine structural conditions in the animal rights movement, facilitating factionalism in today's era of professionalized advocacy. Modern social movements are dominated by bureaucratically oriented nonprofits, a special arrangement that creates tension between activists and movement elites who compete for success in a corporate political arena. Piecemeal Protest examines the impact of nonprofitization on factionalism and a movement's ability to mobilize, resonate, and succeed. Wrenn's exhaustive analysis of archival movement literature and exclusive interviews with movement

leaders illustrate how entities with greater symbolic capital are positioned to monopolize claims-making, disempower competitors, and replicate hegemonic power, eroding democratic access to dialogue and decision-making essential for movement health. Piecemeal Protest examines social movement behavior shaped by capitalist ideologies and state interests. As power concentrates to the disadvantage of marginalized factions in the modern social movement arena, Piecemeal Protest shines light on processes of factionalism and considers how, in the age of nonprofits, intra-movement inequality could stifle social progress.

primacy effect in social psychology: An Introduction to Social Psychology Miles Hewstone, Wolfgang Stroebe, 2021-01-26 This definitive resource in social psychology includes engaging study tools designed to help students grasp the underlying theories and the latest research in the field. In the 7th edition of An Introduction to Social Psychology, students will discover a wealth of tools to help them understand the theories and fundamental knowledge in the ever-evolving field of social psychology. With contributions leading psychologists, this feature-rich edition includes Theory Boxes, Research Close-ups, and Lab Boxes to help cement students' understanding of the study material. This essential study guide has been engaging and educating students on social psychology theories and research for over 34 years. For students entering into the world of social psychology for the first time, this book covers foundational topics, such as: ● The history of social psychology throughout Europe ● Updated research methods and newly developed theories ● In-depth looks at social cognition, aggression, prosocial behavior, and relationships ● Strategies for changing attitude and behavior ● Critical study materials for multiple-choice testing The combination of traditional academic study with cohesion of topics, accessibility of material, and pedagogy in this 7th edition makes it a definitive resource for both instructors and beginning psychology students alike.

primacy effect in social psychology: Social Psychology Robin R. Vallacher, 2019-08-02 This textbook provides a thorough insight into the discipline of social psychology, creating an integrative and cumulative framework to present students with a rich and engaging account of the human social experience. From a person's momentary impulses to a society's values and norms, the diversity of social psychology makes for a fascinating discipline, but it also presents a formidable challenge for presentation in a manner that is coherent and cumulative rather than fragmented and disordered. Using an accessible and readable style, the author shows how the field's dizzying and highly fragmented array of topics, models, theories, and paradigms can best be understood through a coherent conceptual narrative in which topics are presented in careful sequence, with each chapter building on what has already been learned while providing the groundwork for understanding what follows in the next chapter. The text also examines recent developments such as how computer simulations and big data supplement the traditional methods of experiment and correlation. Also containing a wide range of features, including key term glossaries and compact summing up and looking ahead overviews, and covering an enormous range of topics from self-concept to social change, this comprehensive textbook is essential reading for any student of social psychology.

primacy effect in social psychology: Social Perception and Social Reality Lee Jussim, 2012-04-06 This title contests the received wisdom in the field of social psychology that suggests that social perception and judgment are generally flawed, biased, and powerfully self-fulfilling.

primacy effect in social psychology: Social Psychology Eliot R. Smith, Diane M. Mackie, Heather M. Claypool, 2014-12-03 Using an engaging narrative, this textbook demonstrates how social processes are inherently interconnected by uniquely applying underlying and unifying principles throughout the text. With its comprehensive coverage of classic and contemporary research—illustrated with real-world examples from many disciplines, including medicine, law, and education—Social Psychology 4th Edition connects theory and application, providing undergraduate students with a deeper and more holistic understanding of the factors that influence social behaviors. New to the 4th Edition: Each chapter now features 1-2 culture boxes, focusing on cross-cultural research on social psychological phenomena. Each chapter now features 1-2 hot topic boxes, where we highlight cutting edge and emerging findings. Many references updated throughout, with over 700 new references. A more comprehensive and user-friendly set of online

supplementary resources will accompany the new edition. New co-author Heather Claypool of Miami University of Ohio.

primacy effect in social psychology: *Social Psychology* Robbie Sutton, Karen Douglas, 2019-11-12 The eagerly anticipated second edition of this popular textbook captures the excitement and relevance to everyday life of the fascinating and fast-moving field of social psychology. This book is a comprehensive and lively guide to the subject that extensively reappraises classic studies, highlights cutting-edge areas of research and provides fascinating examples of how social psychological theory and research apply to a wide range of real-world issues such as fake news, internet addiction and cyberbullying. Innovative interactive features, including 'exploring further' activities, 'applying social psychology' exercises and 'student project spotlights', place the student experience at the heart of this book. Its engaging and inclusive approach helps students to develop a strong and nuanced understanding of key topics in social psychology and also encourages broader skills that will help not only in their studies but their future careers. This is the ideal textbook for students studying social psychology. New to this Edition: - Thoroughly revised to highlight the most up-to-date research in the discipline and re-appraise classic studies, theories and perspectives on topics such as obedience, bystander intervention and the Stanford Prison Experiment. - The introductory chapter includes a new guide to critical thinking which outlines theory and research on what critical thinking involves and provides useful guidance for students on how to become effective critical thinkers. - Important coverage of the reproducibility of social psychological research. - More examples of how social psychological theory and research apply to current real-world issues such as fake news, internet addiction, human-animal relations, intergroup conflict, cyberbullying and politics. - Up-to-date coverage of the impact of online communication and social media on social psychological phenomena. - A distinctive final chapter summarising key points of wisdom in social psychology and skills that students can gain from their studies. Accompanying online resources for this title can be found at bloomsburyonlineresources.com/social-psychology-2e. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

primacy effect in social psychology: *The SAGE Handbook of Social Psychology* Michael A Hogg, Joel Cooper, 2007-03-26 'This Volume is everything one would want from a one-volume handbook' - Choice Magazine In response to market demand, The SAGE Handbook of Social Psychology: Concise Student Edition has been published and represents a slimmer (16 chapters in total), more course focused and student-friendly volume. The editors and authors have also updated all references, provided chapter introductions and summaries and a new Preface outlining the benefits of using the Handbook as an upper level teaching resource. It will prove indispensable reading for all upper level and graduate students studying social psychology.

primacy effect in social psychology: *Memory* Hermann Ebbinghaus,

primacy effect in social psychology: *Agency and Communion in Social Psychology* Andrea Abele, Bogdan Wojciszke, 2018-09-03 What are the ultimate motives that instigate individuals' behaviours? What are the aims of social perception? How can an individuals' behaviour be described both from the perspective of the actor and from the perspective of an observer? These are the basic questions that this book addresses using its proposed agency-communion framework. Agency (competence, assertiveness) refers to existence of an organism as an individual, to getting ahead and to individual goal-pursuit; communion (warmth, morality) refers to participation of an individual in a larger organism, to getting along and to forming bonds. Each chapter is written by experts in the field and use the agency-communion framework to explore a wide variety of topics, such as stereotypes, self-esteem, personality, power, and politics. The reader will profit from the deep insights given by leading researchers. The variety of theoretical approaches and empirical contributions shows that the parsimonious and simple structure of two types of content in behavior, motives, personality, self-concept, stereotypes, and more to build an overarching frame to different phenomena studied in psychology.

primacy effect in social psychology: *Dynamical Social Psychology* Andrzej Nowak, Robin

R. Vallacher, 1998-10-09 Traditional approaches to social psychology have proven highly successful in identifying causal mechanisms underlying human thought and behavior. With the recent advent of the dynamical approach, it is now possible to assemble sets of such mechanisms into coherent systems. This book uses innovative concepts and tools to illuminate the processes by which individuals, groups, and societies evolve and change in a systemic, self-sustaining manner, at times seemingly independent of external influences. Readers learn how the dynamical approach facilitates novel predictions and insights into such social psychological phenomena as attitudes, social judgment, goal-directed behavior, attraction, and relationships. Featuring a wealth of charts and figures derived from original research and computer simulations, the volume is grounded in classic and contemporary theories of social psychology.

primacy effect in social psychology: The Legacy of Solomon Asch Irvin Rock, Irvin Rock - DECEASED, 2014-01-14 This volume honors Solomon Asch, a pioneer in social psychology whose experiments in this field are considered classic. Asch has made important contributions to the fields of memory, learning and thinking, and perception along with extending Gestalt theories to social psychology research. Former students and colleagues honor Asch with essays that either expand on his research or describe original research on new topics of related interest. An interesting and informative text for faculty and researchers in the fields of cognition and perception as well as social, experimental, and personality psychology.

primacy effect in social psychology: The Wisest One in the Room Thomas Gilovich, Lee Ross, 2015-12-01 Renowned psychologists describe the five most useful insights from social psychology that will help make you "wise": wise about why we behave the way we do, and wise about how to use that knowledge to understand others and change ourselves for the better. When faced with a challenge, we often turn to those we trust for words of wisdom. Friends, relatives, and colleagues: someone with the best advice about how to boost sales, the most useful insights into raising children, or the sharpest take on a political issue. In *The Wisest One in the Room*, renowned social psychologists Thomas Gilovich and Lee Ross ask: Why? What do these people know? What are the foundations of their wisdom? And, as professors and researchers who specialize in the study of human behavior, they wonder: What general principles of human psychology are they drawing on to reach these conclusions? They find that wisdom, unlike intelligence, demands some insight into people—their hopes, fears, passions, and drives. It's true for the executive running a Fortune 500 company, the candidate seeking public office, the artist trying to create work that will speak to the ages, or the single parent trying to get a child through the tumultuous adolescent years. To be wise, they discover, one must be psych-wise when dealing with everyday challenges. In *The Wisest One in the Room* Gilovich and Ross show that to answer any kind of behavioral question, it is essential to understand the details—especially the hidden and subtle details—of the situational forces acting upon us. Understanding these forces is the key to becoming wiser in the way we understand the people and events we encounter, and wiser in the way we deal with the challenges that are sure to come our way. With the lessons gleaned here, you can learn the key to becoming "the wisest one in the room."

primacy effect in social psychology: Handbook of Social Comparison Jerry Suls, Ladd Wheeler, 2013-11-11 Comparison of objects, events, and situations is integral to judgment; comparisons of the self with other people comprise one of the building blocks of human conduct and experience. After four decades of research, the topic of social comparison is more popular than ever. In this timely handbook a distinguished roster of researchers and theoreticians describe where the field has been since its development in the early 1950s and where it is likely to go next.

primacy effect in social psychology: Social Psychology, 2nd Edition Roger Brown, 1986 The Second Edition succeeds in showing that social psychology has a potent contribution to make to understanding human behavior. Drawing on landmark experiments, real-life cases, and his own valuable insights, Brown analyzes a wide range of subjects including obedience and rebellion, altruism, group decision processes, the psycholegal questions of eyewitness testimony, jury size and decision rule, the psychosexual question of androgyny, the sources of ethnic conflict, and much

more.

primacy effect in social psychology: Social Psychology Richard Gross, Rob McIlveen, 2016-02-04 In everyday life we depend upon, interact with, influence are influenced by many people in situations that range from brief single encounters to the special relationships we form with family and close friends. Social interactions such as these are just a part of what make up social psychology, the study of human social behaviour and thought. In 'Social Psychology', the authors have incorporated the most recent theoretical developments and research findings and accounted for more than a decade of growth and expansion in the discipline since the publication of Pennington's 'Essential Social Psychology' (from which this book is descended). The result is a wholly fresh textbook that provides a clear and readable introduction to this empirical discipline. Assuming no prior knowledge, this book guides the reader through the main topic areas, providing insights into the key theories, concepts, research and debates that define the field. Particular attention is paid to how research is applied, with each chapter containing a section demonstrating the application of social psychological findings in the contexts of education, law, health and organisations. A summary of the main points and suggestions for further reading are included at the end of each chapter. There are figures, tables and photographs provided throughout to encourage visualisation and aid understanding.

primacy effect in social psychology: Encyclopedia of Clinical Neuropsychology Jeffrey Kreutzer, Bruce Caplan, John DeLuca, 2010-09-29 Clinical neuropsychology is a rapidly evolving specialty whose practitioners serve patients with traumatic brain injury, stroke and other vascular impairments, brain tumors, epilepsy and nonepileptic seizure disorders, developmental disabilities, progressive neurological disorders, HIV- and AIDS-related disorders, and dementia. . Services include evaluation, treatment, and case consultation in child, adult, and the expanding geriatric population in medical and community settings. The clinical goal always is to restore and maximize cognitive and psychological functioning in an injured or compromised brain. Most neuropsychology reference books focus primarily on assessment and diagnosis, and to date none has been encyclopedic in format. Clinicians, patients, and family members recognize that evaluation and diagnosis is only a starting point for the treatment and recovery process. During the past decade there has been a proliferation of programs, both hospital- and clinic-based, that provide rehabilitation, treatment, and treatment planning services. This encyclopedia will serve as a unified, comprehensive reference for professionals involved in the diagnosis, evaluation, and rehabilitation of adult patients and children with neuropsychological disorders.

primacy effect in social psychology: The Interpersonal Dynamics of Emotion Gerben A. van Kleef, 2016-04-21 Emotional expressions are omnipresent, but how do they influence us? This book highlights the pervasive interpersonal effects of emotions.

primacy effect in social psychology: Woody's Last Laugh James Christopher Haney, 2021-11-26 Woody's Last Laugh explores a simmering controversy amid scientists, conservationists, birders and the media: the supposed "extinction" of American ivory-billed woodpecker. Among the first to identify rampant mental errors inside conservation and environmental professions, the book identifies 53 distinct kinds of cognitive blunders, psychological biases, and logical fallacies on both sides of the woodpecker controversy. Few species have ever provoked such social rancor. Why are rumors of its persistence so prevalent, unlike other near or recently extinct animals? Why are we so bad mannered with each other about a mere bird? How is it that we cannot agree even on whether a mere bird is alive or dead? Woody's Last Laugh uncovers why such mysteries so mess with our heads. By exploring uncharted borders between conservation and mental perception, new ways of evaluating truth and accuracy are opened to everyone. Author Dr. J. Christopher Haney is a biologist, conservation scientist and lifelong birder. For 12 years he was Chief Scientist at Defenders of Wildlife. In 2010, following the Deepwater Horizon oil blowout, the U.S. Fish & Wildlife Service invited him to lead the largest pelagic study of marine birds ever conducted in the Gulf of Mexico. Since 2013 he has been president of Terra Mar Applied Sciences, an independent public-interest conservation research firm which he founded. If there is one lesson Dr. Haney hopes his book

delivers, it is to not overvalue our thinking skills. Human reason is fallible, even among scientists and technical experts. To improve our essential relationship with nature, conservation practices will need to devote as much attention to the unbridled thoughts as the unswerving sentiments. Dead or alive, however, the ivory-bill got the last laugh on us all.

primacy effect in social psychology: Patterns of Personality Judgment Rudolf Cohen, 2013-10-22 *Patterns of Personality Judgment* focuses on the significant lines of development that deals with systematic tendencies in personality judgments. This book consists of four chapters. Chapter 1 deals with the meaning of judgments in terms of their structural interrelations. The second chapter examines what degrees of agreement and extent different judges evaluate one another or evaluate persons whom they know only by photographs, handwriting, and self-descriptions. The utilization of individual items of information in judgment is deliberated in Chapter 3, while the subjective patterns of judgment are described in Chapter 4. This publication is a good source for students and researchers intending to acquire knowledge of personality judgment.

primacy effect in social psychology: Psychology Library Editions: Social Psychology Various, 2021-07-09 *Psychology Library Editions: Social Psychology* (30-volume set) brings together an eclectic mix of titles from a wealth of authors with diverse backgrounds, seeking to understand human behaviour and interaction from a socio-psychological perspective. The series of previously out-of-print titles, originally published between 1908 and 1993, includes those from some authors considered to be founders of social psychology and traces the development of the subject from its early foundations.

primacy effect in social psychology: Cognitive Organization and Change R. S. Wyer, Jr., 2019-01-22 This book grew out of a graduate course in cognitive organization and change that the author taught during his tenure at the University of Illinois at Chicago Circle. Two primary objectives of the course are reflected in this book: first, to provide a general conceptual framework for critically and systematically analyzing research and theory on attitude and opinion change; second, to stimulate research on fundamental problems, related to these phenomena, that are made salient as a result of this analysis. First published in 1974. Routledge is an imprint of Taylor & Francis, an informa company.

primacy effect in social psychology: Social Psychology Saul Kassin, 2015-05-11 Distinguished by its current-events emphasis, strong diversity coverage, and engaging connections drawn between social psychology and students' everyday lives, *Social Psychology*, Second Canadian Edition, remains one of the most scholarly and well-written texts in its field. Integrating classic and contemporary research, the text also includes comprehensive coverage of social cognition and evolutionary psychology, and features authoritative applications of social psychology to the law, and health. Canadian examples are thoroughly interwoven throughout this edition, delivering relevance and enhancing engagement for readers. In addition, coverage of culture and diversity are integrated into every chapter by Hazel Rose Markus, a leader and respected researcher in the study of cultural psychology.

primacy effect in social psychology: Social Cognition E. Tory Higgins, C. Peter Herman, Mark P. Zanna, 2022-11-01 Originally published in 1981, this volume presents papers from the first Ontario Symposium on Personality and Social Psychology held at the University of Western Ontario from August 25-27, 1978. The general theme of the symposium was social cognition. The chapters have been grouped into two major parts. Chapters 1-5 focus on the implications of cognitive structures for social cognition, with particular emphasis on the nature of social schemata and the organization of social information. Chapters 6-11 focus on the consequences for social cognition of various cognitive processes and mechanisms, including verbal and nonverbal communicative processes, category accessibility, salience and selective attention, hypothesis-testing, and self-centered biases. Chapter 12 comments on the general perspectives taken in the previous chapters and suggests some additional directions for future consideration. Today it can be read and enjoyed in its historical context.

primacy effect in social psychology: Socio-psychological Mechanisms of Generation and

Dissemination of Network Curse Words YU ZHONGGEN, 2015-07-20 With the swift development of computer technology, network curse words are increasingly polluting the cyber-environment, leaving individuals and society with immeasurable psychological and physical loss. This study explores social and psychological mechanisms of network curse words in terms of network salutation, pragmatic identity, linguistic adaptation, primacy effect, memetics, group think, prejudice, conformity, and group emotions. It is concluded that network salutation curse words were supported by pragmatic mechanisms; primacy effect may exert great influence on network curse words; network curse words are considered as a branch of language and may be explained with memetics; group think may lead to network curse words; constructing pragmatic identities with network curse words reflects irrational social psychology and psychological conformity; prejudice is a negative psychological assessment resulting in network curse words; conformity may leave the public with loss of judgments, stimulating group emotions and influencing harmony and health of social psychology.

primacy effect in social psychology: Instructions, Verdicts, and Judicial Behavior Robert M. Krivoshey, 2014-01-21 First Published in 1994. Volume 4 in the 4-volume anthology of scholarly articles titled Readings in Trial Advocacy and the Social Sciences; a series seeking to increase our understanding of courtroom dynamics. This fourth volume consists of six jury instructions, six verdicts and two articles on judicial behaviour. These collection raises issues ranging from ability of jurors to understand judicial instructions to the ability of attorneys to predict the outcome of pending litigation.

Back to Home: <https://www2.axtel.mx>