Stereotypes and social cognition
- Stereotypes as inaccurate or faulty cognitions
- People as error prone information processors
- Useful due to limited cognitive resources
- An emphasis on the rigidity of stereotypes

Implicit personality theories
- Information processing models
- May be active in directing attention
- Incoming data matched against prototype
- People go beyond given information
- Overall impression

Cognitive miser
- Categorisation
- Beliefs
- Behaviour
- Simplistic approach

The ‘Motivated Tactician.’
- From the cognitive miser to the motivated tactician.
- A fully engaged thinker who has multiple cognitive strategies available and chooses among them based on goals and needs (Fiske & Taylor, 1991)
- People are NOT passive information processors
- People have multiple goals and motives

Stereotypical and individuating information (Fiske and Neuberg, 1990)
- This perspective suggests that people can accommodate both types of information
- The first reaction to other is to categorise them; rely on stereotype
- If people are motivated, they incorporate individuating information that may contradict initial categorisation
- Re-categorise or subcategories
- This implies that people can arrive at ‘objective reality.’
- Three research trends caused a change in the general focus of research

Social Representations
- Systems of values and practices with a two-fold function (Moscovici, 1973)
- Enable people to understand their environment
- Act as a form of communication between people
- Words can be recruited
- An example used by Moscovici was the way that Freud’s ideas spread through society
- Freud ‘invented’ new concepts and vocabulary that helped explain his concepts
- Through routine use media, they eventually became commonplace.
- This helped them become accepted
- Used as cause and effect explanation