

Robert S. Wyer, Jr.

# SOCIAL COMPREHENSION AND JUDGMENT

The Role  
of Situation Models,  
Narratives, and  
Implicit Theories

A **Psychology Press** Book



# Social Comprehension And Judgment The Role Of Situation Models

**L. J. Shrum**



## **Social Comprehension And Judgment The Role Of Situation Models:**

*Social Comprehension and Judgment* Robert S. Wyer, Jr., 2003-09-12 Written by one of the foremost authorities in social cognition *Social Comprehension and Judgment* examines how people process information encountered in their everyday lives In the book Dr Wyer proposes a new theory about the way in which information acquired in everyday life is comprehended and represented in memory and how it is later used as a basis for judgments and decisions A major emphasis throughout is on the construction and use of narrative representations of knowledge and the way that visual images influence the comprehension of these narratives and the judgments based on them The role of affective reactions in this cognitive activity is also discussed *Social Comprehension and Judgment* is divided into three sections Part I provides a conceptual overview by outlining the general theoretical framework focusing on assumptions about the storage and retrieval of information and reviews recent research on the impact of knowledge accessibility on judgments and decisions Part II deals with the comprehension of information and examines the role of these processes in impression formation persuasion and responses to humor Part III describes the inferences that are based on information conveyed in social situations This book is ideal for advanced students and researchers interested in the areas of social cognition or social information processing *Social Comprehension and Judgment* Robert Selden Wyer, 2004 *Social comprehension and judgment : the role of situation models, narratives, and implicit theories* [Anonymus AC07881937], 2004 *Social Psychology, Second Edition* Arie W. Kruglanski, E. Tory Higgins, 2013-10-21 This book has been replaced by *Social Psychology Third Edition* ISBN 978 1 4625 4398 4 **Theory Construction in Social Personality Psychology** Arie W. Kruglanski, E. Tory Higgins, 2016-02-04 This special issue features papers that offer deeply felt valuable perspectives on diverse aspects of theory construction in social personality psychology The goal is to furnish a basis for starting a discussion about the considerable challenges of theorizing the ways of meeting those challenges and the great rewards that successful theorizing offers to the discipline as a whole

**Social Perception from Individuals to Groups** Steven J. Stroessner, Jeffrey W. Sherman, 2015-02-11 This volume focuses on social perception the processing of information about people This issue has always been central to social psychology but this book brings together literatures that in large part have been separated by the nature of the social target that is involved Historically research on person perception developed quite independently from research involving perceptions of groups Whereas the former research generally focused on the cognitive processes involved in forming impressions of individuals research on group perception examined the content of stereotypes and the conditions under which they are used in social judgment There was been little overlap in the theories and methods of these subfields and different researchers were central in each The chapters in this book highlight research and theorizing about social perception exploring the processes involved in social perception from persons to groups Some chapters describe work that was originally developed in person perception but is being extended to understanding groups Other chapters illustrate how some

processes studied in the domain of stereotyping also affect perceptions of individual persons Finally other chapters focus on variables that affect perceptions and judgments of both individuals and groups providing opportunities for greater recognition of the common set of factors that are central to all types of social perception This groundbreaking book highlights the research contributions of David L Hamilton whose research has played a central role in uniting these previously independent areas of research It provides essential reading for upper level courses on social cognition or social perception and could also serve as an auxiliary text in courses on interpersonal perception relations and courses on stereotyping intergroup relations

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

Handbook of Theories of Social Psychology Paul A M Van Lange, Arie W Kruglanski, E Tory Higgins, 2011-08-31 Providing a comprehensive exploration of the major developments of social psychological theories that have taken place over the past half century this innovative two volume handbook is a state of the art overview of the primary theories and models that have been developed in this vast and fascinating field Authored by leading international experts each chapter represents a personal and historical narrative of the theory's development including the inspirations critical junctures and problem solving efforts that effected theoretical choices and determined the theory's impact and its evolution Unique to this handbook these narratives provide a rich background for understanding how theories are created nurtured and shaped over time and examining their unique contribution to the field as a whole To examine its societal impact each theory is evaluated in terms of its applicability to better understanding and solving critical social issues and problems

**Intercultural Communication and Language Pedagogy** Zsuzsanna Abrams, 2020-08-27 Using diverse language examples and tasks this book illustrates how intercultural communication theory can inform second language teaching

**Attitudes and Attitude Change** William D. Crano, Radmila Prislin, 2011-07-21 This volume assembles a distinguished group of international scholars whose chapters on classic and emerging issues in research on attitudes provide an excellent introduction for advanced undergraduates and graduate students The book's chapters cover all of the most critical features of attitude measurement attitude development and attitude change Implicit and explicit approaches to measurement and conceptualization are featured throughout making this one of the most up to date treatments of attitude theory and research currently available The comprehensive coverage of the central topics in this important field provides a useful text in advanced courses on persuasion or attitude change

*Digital Video Advertising Strategies* Nirma Jayawardena, Mitchell Ross, Sara Quach, Park Thaichon, Abhishek Behl, 2025-07-10 A comprehensive guide to navigating the complex world of digital marketing From 3D video and augmented reality AR to virtual reality VR mixed reality MR artificial intelligence AI blockchain and high definition video

**The Psychology of Humor** Rod A. Martin, Thomas Ford, 2018-07-14

Most of us laugh at something funny multiple times during a typical day. Humor serves multiple purposes and although there is a sizable and expanding research literature on the subject, the research is spread in a variety of disciplines. The Psychology of Humor 2e reviews the literature integrating research from across subdisciplines in psychology as well as related fields such as anthropology, biology, computer science, linguistics, sociology, and more. This book begins by defining humor and presenting theories of humor. Later chapters cover cognitive processes involved in humor and the effects of humor on cognition. Individual differences in personality and humor are identified as well as the physiology of humor, the social functions of humor, and how humor develops and changes over the lifespan. This book concludes noting the association of humor with physical and mental health and outlines applications of humor use in psychotherapy, education, and the workplace. In addition to being fully updated with recent research, the second edition includes a variety of new materials. More graphs, tables, and figures now illustrate concepts, processes, and theories. It provides new brief interviews with prominent humor scholars via text boxes. The end of each chapter now includes a list of key concepts, critical thinking questions, and a list of resources for further reading. Covers research on humor and laughter in every area of psychology. Integrates research findings into a coherent conceptual framework. Includes brain imaging studies, evolutionary models, and animal research. Integrates related information from sociology, linguistics, neuroscience, and anthropology. Explores applications of humor in psychotherapy, education, and the workplace. Provides new research plus key concepts and chapter summaries.

**Handbook of Consumer Psychology** Curtis P. Haugtvedt, Paul M. Herr, Frank R. Kardes, 2018-12-07 This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology. Although these researchers are housed in different academic departments (i.e., marketing, psychology, advertising, communications), all have the common goal of attaining a better scientific understanding of cognitive, affective, and behavioral responses to products and services, the marketing of these products and services, and societal and ethical concerns associated with marketing processes. Consumer psychology is a discipline at the interface of marketing, advertising, and psychology. The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts. The Handbook presents state-of-the-art research as well as providing a place for authors to put forward suggestions for future research and practice. The Handbook is most appropriate for graduate-level courses in marketing, psychology, communications, consumer behavior, and advertising.

**Consumer Psychology 2e** Cathrine Jansson-Boyd, 2019-08-02 Why do people behave and think the way they do? What makes people choose certain products and services? How does consumption affect our everyday lives? Informed by psychological theory and supported by research, Consumer Psychology provides an overview to understanding consumer behaviour and underlying thought processes. Written in a clear and accessible style, it is an essential read for students of consumer psychology. It is also important reading for anyone studying consumption, whether in marketing, consumer behaviour, sociology, anthropology, business studies, cyber

psychology or sustainability Psychology is central to an effective understanding of consumer behaviour and this book shows how it can be used to explain why people choose certain products and services and how this affects their behaviour and psychological well being This book explores key theories from a broad range of psychology disciplines to show how psychology can help explain consumption behaviours These include Memory and learning Perception and attention Emotions Decision making Motivation Happiness This 2nd second edition has been updated with new research throughout and has more in depth sections on topics such as Motives for and consequences of sharing in a social media environment Online gaming and online customized advertising Sustainable consumption and how to increase it Each chapter features an introduction key terms summary and study questions or class exercises that encourage you to think critically about the topics covered Real life examples including adverts and case studies are included throughout to ensure clear application to everyday life

Arguing for a General Framework for Mass Media Scholarship W. James Potter, 2008-12-11 Arguing for a General Framework for Mass Media Scholarship challenges scholars and students to consider and reconsider what we know about media and how we think about media As such the book provides an important framework for thinking about knowledge regardless of the discipline The text provides all of the necessary tools to move the field forward in a way that will increase the rigor of the work being done and augment the overall profile of the discipline Dana Mastro University of Arizona In this groundbreaking book W James Potter presents an innovative perspective to media scholars and students who are frustrated with the fragmentation of research findings across so many journals books and fields Arguing for a General Framework for Mass Media Scholarship presents a clear plan for a more efficient way to build knowledge about the mass media so that it can be better organized and made more useful Key Features Conducts an in depth analysis of mass media scholarship s four major facets of effects content audiences and organizations Presents a significant shift in conceptualizing media effects and ways research can be conducted to generate more useful knowledge about media influence Develops narrative line as a tool to guide analyses about how content decisions are made by producers Synthesizes a system of explanation about why audiences attend to certain messages and how individuals construct meaning from those messages Incorporates an analysis of mass media organizations to provide greater context of understanding messages and their effects on individuals and macro units in society The book will play an important role in providing structure to a broad fragmented discipline I believe it will at the very least create important dialogues about what we now know understand about areas of mass media and where we should move as a discipline This book is clearly a call to arms for mass media scholars to ratchet up the quality of research and what we know to see the interconnections within and among strands of scholarship and to move forward in a more efficient organized manner Professor Potter should be commended for this Roger Cooper Ohio University This book is that call to action that comes forward every few years to wake us up and challenge our ways of doing things not by being radical but via synthesis I ve been waiting for several years for a book like this Sahara Byrne Cornell University *Use and effects*

*of humor in international teams* Marco Sampietro, 2014-05-09T00:00:00+02:00 Humor and laughter are universal aspects of human life humans first vocalization is crying but laughter follows quickly after During childhood we often select our friends based on their funniness we especially women feel attracted by people that make us laugh and sharing a laugh is a powerful way to maintain good relationships Humor is mainly a social phenomenon we laugh and joke much more frequently when we are with other people than when we are alone All cultures throughout the world present some sort of humor even though each form may have its own differences From an academic standpoint the topic of humor seems to have gained over the years the reputation of being an elusive and mysterious phenomenon Earlier researchers did not regard humor as a proper topic for scientific investigation Nowadays there are many studies on humor in different fields Unfortunately in managerial disciplines there are very few This research aims at filling some of the existing knowledge gaps by exploring the type of humor used while working in national versus multinational teams and if humor has an impact on team performance The research compares G8 countries

The Psychology of Entertainment Media L. J. Shrum, 2003-10-03 The Psychology of Entertainment Media provides a cutting edge look at how entertainment media affects its viewers both in intended and unintended ways and the psychological processes that underlie these effects The collection represents an international multidisciplinary investigation of an age old process persuasion in a relatively new guise which includes product placements brand films television programs and sponsorships The collection covers three broad areas the potential effects of embedding promotions within entertainment media content the persuasive power of the entertainment media content itself and individual differences in the interplay between media usage and media effects Contributions focus on a variety of topics including product placement subliminal perception narrative impact cultivation effects on consumers and individual differences in media use Virtually all the chapters speak to the issue of how entertainment media are processed with the conclusion that media consumers do tend to process entertainment and promotional information differently Providing a broad perspective on how entertainment media may have an effect that goes largely unnoticed or unattended by consumers this volume makes a substantial contribution toward creating a more knowledgeable field as well as a more knowledgeable consumer With its origins in the 21st Annual Advertising and Consumer Psychology Conference the volume represents scholarship from prominent and emerging scholars in psychology marketing and communications It is appropriate for advanced students and scholars in marketing advertising psychology and mass communication for research focused practitioners working in marketing advertising and public policy and for individuals interested in entertainment studies consumer behavior attitudes persuasion media studies and consumer psychology

*Media Effects* Jennings Bryant, Mary Beth Oliver, 2009-01-13 With contributions from some of the finest scholars in the discipline Media Effects serves not only as a comprehensive reference volume for media effects study but also as an exceptional textbook for advanced courses in media effects Covering the breadth of the media effects arena this third edition provides updated material as well as new chapters

focusing on effects of mobile media and other technologies As this area of study continues to evolve Media Effects will serve as a benchmark of theory and research for current and future generations of scholars      **The Future of HR** Helene Sætersdal,Jon-Arild Johannessen,2019-08-28 HR departments are in transition From 1980 to today HR management has shifted into a strategic function of the company and digitalisation is at the centre of the modern workplace For people to keep up with technology HR management must evolve to embrace these changes      *Media Effects* Mary Beth Oliver,Arthur A. Raney,Jennings Bryant,2019-06-26 Now in its fourth edition Media Effects again features essays from some of the finest scholars in the field and serves as a comprehensive reference volume for scholars teachers and students This edition contains both new and updated content that reflects our media saturated environments including chapters on social media video games mobile communication and virtual technologies In recognition of the multitude of research trajectories within media effects this edition also includes new chapters on narratives positive media the self and identity media selection and cross cultural media effects As scholarship in media effects continues to evolve and expand Media Effects serves as a benchmark of theory and research for the current and future generations of scholars The book is ideal for scholars and for undergraduate and graduate courses in media effects media psychology media theory psychology sociology political science and related disciplines Chapter 16 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4.0 license



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