

SOCIAL COGNITION

DEFINITION

Social cognition refers to the processes by which people think about and interpret themselves, others, and the social world. It encompasses how individuals perceive social stimuli, the inferences they make about these stimuli, and how these perceptions influence behavior.

EXAMPLES

- **Attribution Theory:** People try to determine why others do what they do, often attributing their actions to either internal dispositions or external situations.
- **Stereotyping:** Based on limited information, individuals might categorize others into groups and make broad generalizations about their characteristics.

Social Cognition And Consumer Behavior

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