

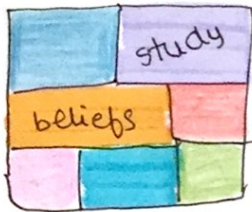
SCHEMA THEORY

Cognitive schemas:

- mental representations that organize our knowledge, beliefs and expectations.
- They are derived from our prior experiences.

How do we observe the schemas?

To look at the effects that schemas have on memory. It can influence memory processes at all stages - encoding, storage and retrieval.



schema

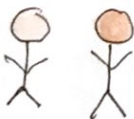
• Any new information that we acquire passes through a lens of schemas.

• It can give a rise to biases and memory confabulation.

Types of schemas

Social schema

- mental representations of various groups of people
- stereotypes



Scripts

- sequences of events
- brushing teeth, making coffee, etc.



Self-schemas

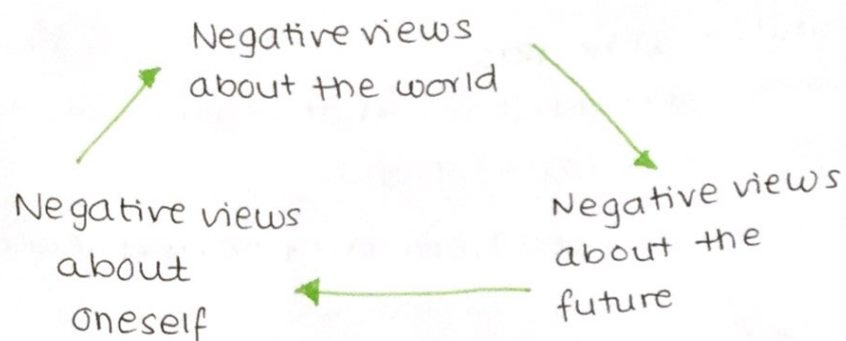
- mental representations about ourselves.



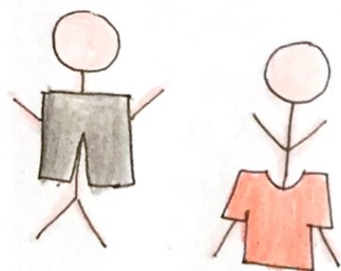
Researches:

- Bransford & Johnson (1972)
- Darley & Gross (1983)
- Anderson & Pichert (1978)

Aaron Beck's theory of depression



Bottom-up and top-down processing



- **Bottom-up processing** happens when the cognitive process is data driven.
- No prior biases or expectations.

- **Top-down processing** occurs when prior knowledge acts as a filter/lens for the information that is being received and processed.
- can lead to biases.

Pattern recognition

- Using schematic processing, we see patterns in otherwise unstructured stimuli and find meaning in those patterns (effort after meaning).
- We seem to have a drive for finding meaning in these patterns.
- **Researches:**
 - Rat man of Bugelski & A lampay (1961).