Social Cognition Models Analysis

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Social cognition is the human ability that explains the social origin and purpose of the behaviors of individuals along with their state of mind (Overwalle et al., 2015). Behavioral variance, even if minor, illustrates that social structure can affect cognition and behavior of people (Abraham et al., 2011). Social cognition uses many theories for interpreting cognition and perception, how individuals connect with others, and the response of actions (Fiske and Taylor, 2013). This paper will present and analyze different theories developed for evaluating the social behavior of individuals.

The Theory of Planned Behavior (TPB)

The TPB model considers intention as the main precursor for producing action. Individuals can identify intention from their attitude towards a certain behavior or subject. Whereas attitude implies an individual's complete reaction in terms of evaluation of the behavioral consequences (Abraham et al., 2011). The concept of perceived behavioral control determines behavior since it relies on the confidence of a person in his/her potential to achieve success with minimum stress. According to this model, behavior-specific cognitions influence social structure (Abraham et al., 2011). TPB-specified cognitions can be estimated from a social structure such as SES evaluation and gender.

Meta-analytic Connectivity Modeling (MACM)

This modeling approach highlights the functional connectivity of the cerebellum with the cerebrum in social cognitive processes. The participation of the cerebellum partakes in social reasoning is based on its functional connectivity with the cerebrum (Overwalle et al., 2015). Distinct mirroring patterns and mentalizing functionality of individuals can be understood from the cerebellar activity during incidents requiring social judgments (Overwalle et al., 2015). Overwalle et al. (2014), in their meta-analysis, revealed that there

are four themes or subdomains that are involved in recruiting the cerebellum: mirroring, event mentalizing, person mentalizing, and abstract mentalizing. The process of keeping an eye on human movements recruits the mirror network in the cortex, hence referred to as mirroring, whereas event mentalizing focuses on mentalizing momentary intentions and beliefs without any perceptual input from human motion (Overwalle et al., 2015). Person mentalizing deals with observing the characteristics of a person or the self. On the other hand, abstract mentalizing consists of studies that differentiate between high and low abstraction in social cognition (Overwalle et al., 2015).

Recent findings suggest that social cognition in the cerebellum is responsible for triggering activity in function□specific cerebellar networks associated with function□ specific networks in the cerebrum. The signals released from the cerebellum may perform a continuous evaluation to determine whether the anticipated event sequence fits with current behavior as per the social information (Overwalle et al., 2015). Hence, the cerebellum plays a critical functional role in the sequencing process that occurs during social cognition.

Conceptualization in Social Cognition Models

Social cognitive models process most information by relevant theories. The social representation theory, for example, uses anchoring, where strange objects or people are identified as familiar (Fiske and Taylor, 2013). Similarly, schema models explain that one's pre-existing knowledge can form judgement that may seem bias. Social cognitive models consider categorization as an essential cognitive process through which information is simplified and compressed to allow easy processing of data (Fiske and Taylor, 2013). The schema theory model is an information processing model that assesses information in terms of individualistic perspective (Fiske and Taylor, 2013). The social representations theory attempts at understanding social-psychological functioning of people by establishing

connections with societal and other processes (Fiske and Taylor, 2013). Thus, categorizations serve as important tool for processing information using social cognitive models.

Social Perception and Social Cognitive Models

Social psychologists began implementing processing models in the 1980s to gain insight into the mechanisms that allow people to identify their social lives. Social cognitive models enable the understanding of perception and processing of social information such as culture, groups, or gatherings (Augoustinos et al., 2014). Social cognition measures the stages of social information processing or the mechanism converting social perception into a social response. Social cognitive models emphasize the concept of self, which represents the knowledge of an individual about himself/herself such as experiences, values, beliefs, fears, hopes, dreams, relations, and so on. Cognitive models of the self assume that people may develop a predictable pattern for relating to society and their surroundings (Augoustinos et al., 2014, p.188). According to Kelly's covariation model, perceivers derive information from various incidents involving different people over time. Kelley's model highlights stored knowledge that explains the link between causes and effects (Augoustinos et al., 2014). Social cognition allows the understanding of processing of social information and the significance of one's knowledge about self.

Social Cognitive Models Defining Attributions

Weiner's model stated that emotions are involved in investing efforts for goal-setting and fulfillment and play a key role in responding to success or failure. An individual's attributions determining success or failure may have emotional repercussions. (Augoustinos et al., 2014, p.150). On the other hand, Gilbert's model identifies processes through which individuals are able to understand and relate to others (Augoustinos et al., 2014). Associated systems theory demonstrates that four mental systems are involved in developing

representations: the visual, verbal, affective, and action systems (Augoustinos et al., 2014, p.95). Statistically normative models can be implemented for forming social judgments and alternative models develop judgments that contradict the standards used in conventional normative models (Fiske and Taylor, 2013). Therefore, attribution social cognition models were proposed with the belief that individual attributions can form opinions, actions, and produce emotional reactions.

Social Cognition Models and Health Behavior

The socio-economic status may denote the environmental differences that can change the relationships between cognition and health-related behavior patterns observed in individuals. Many social cognition models came into existence for explaining the analysis of predicted outcomes of actions, perceived social approval, and the views about control (Abraham et al., 2011). These also help in understanding the cognition and behavior of individuals. Social structure measures, including measures of lifestyle goals, may significantly affect health behaviors and maintain the cognition–behavior relationships (Abraham et al., 2011). Thus, socioeconomic status and social structure measures are associated with the health behaviors displayed by people.

Conclusion

Social cognition explains the behavior of people and factors forming the basis of their actions. Social cognition models evaluate the relationships between individuals with each other and with their surroundings. Each model draws light on a different precursor responsible for generating the response. Social cognition models also interpret how self-perception can affect the beliefs and reactions to situations. Thus, social cognition models are essential tools for social psychologists enabling them to learn about why someone acts the way they do, and what factors could determine their perception, cognition, and behavior.

References

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