

Schemata

Schemas (schemata)

- Generalized knowledge structure
 - Used for understanding
- Organized body of information or beliefs
 - Expectations
 - Arise from our experiences

Schemas

- Have hundreds by adulthood
- Exist for almost any experience we are likely to encounter
- Across individuals
 - Similar experiences result in similar schemas
 - Differ to the extent our experiences differ

Frames, slots and fillers

Child's Birthday Party

Location: house, McDonalds, park
restaurant

Gifts: games, books, toys

Food: cake, ice cream, pizza
hamburgers

Schema Origins

- Arise from our interactions in the world
- Repeated exposure to events, people, places
 - Adds to schema
 - Strengthens schema
- Prototype
 - What is generally true

Schema Development

- Develop early in life
- Demonstrated in two year olds
- Probably exist in younger children
 - Difficult to assess

Schema Development

- First experience as template
 - Template modified with subsequent exposures
- Modify existing schemas
 - Similar to existing schema yet different enough to warrant new schema

Types of Schemas

- Person schemas
- Self schemas
- Scene schemas
- Event schemas (scripts)

Person Schemas

- Knowledge about consistent personality traits and characteristics
- Help interpret and predict the actions of others
- Types
 - Social groups (stereotypes)
 - Friends, relatives, significant others

Self Schemas

- General information we believe to be true about ourselves
- Includes
 - Traits, dispositions, abilities and goals

Scene Schemas

- Expectations about frequently encountered places
- Inventory information
 - Objects typically found in a location
- Relational information
 - Typical spatial relationships of the scene

Scene Schemas

- Hierarchical
- Contain within them other schemas

Event Schemas

- Abstracted from a common, frequently occurring event
- Related to scene schemas
- Generic knowledge
 - Not tied to any specific event

Restaurant Script

- | | |
|---|--|
| <ul style="list-style-type: none"> • Enter restaurant <ul style="list-style-type: none"> – Greeted by host – Get seated at table – Handed menus • Ordering <ul style="list-style-type: none"> – Look at menu – Waiter gets drink order – Waiter brings drinks – Waiter gets food order | <ul style="list-style-type: none"> • Eating <ul style="list-style-type: none"> – Waiter brings food – Eat food • Exiting <ul style="list-style-type: none"> – Waiter brings check – Give waiter money – Leave tip – Leave restaurant |
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Communication

- Vital for communication
- Allows us to infer unstated and missing details

- 1.) John was feeling very hungry as he entered the restaurant
- 2.) He settled himself at a table and noticed that a waiter was nearby
- 3.) Suddenly he realized that he had forgotten his reading glasses.

Restaurant Script

- Enter restaurant
 - Greeted by host
 - Get seated at table
 - Handed menus
- Ordering
 - Look at menu
 - Waiter gets drink order
 - Waiter brings drinks
 - Waiter gets food order
- Eating
 - Waiter brings food
 - Eat food
- Exiting
 - Waiter brings check
 - Give waiter money
 - Leave tip
 - Leave restaurant

Memory

- Where to search memory
- Use default values to retrieve probably schema related items
 - Occurs in absence of actual memory
