




Positive Cognition and Communication

- Overview
 - Cognition
 - Learning & Remembering
 - Making Judgments
 - Making Decisions
 - Determining Causes of Events (Attribution Theory)
 - Pollyanna Principle
 - Optimism
 - As a Trait
 - As Explanatory style
 - Shared (Relational, group, societal)
- Positive Cognition and Communication


Cognition


- Learning & Remembering
 - Social Learning Theory (Bandura)
 - Memory in context (Neisser, 1982)
 - What do we use the past for?
 - Define self, Improve self
 - Personal memories as "testimony"
 - Recall of plans & meanings to meet demands of activity
 - Forgetting
 - Long-term/short-term



Cognition


- Biases in learning & remembering
 - Recall of past attitudes consistent with current discussions about preferences
 - Recall of past practices (e.g., parenting) consistent with current practices
 - Salient childhood events remembered but change with rehearsal
- Making Judgments
 - Estimation
 - Facts/opinions






Cognition

- Making Decisions
 - Models of information integration (Janis & Mann, 1977)
 - Maximizing/Satisficing?
- Determining Causes of Events
 - Attribution Theory (Kelley, 1967)
 - Did something inside person cause event? (Internal)
 - Did something outside person cause event? (External)
 - Information used to decide:
 - Consistency (Actor usually like this?)
 - Consensus (Do others act this way?)
 - Distinctiveness (Unique situation?)



Pollyana


- *Pollyana* 1913 novel by Eleanor Porter
- Pollyanna principle—positive selectivity in thought
- Evidence (p. 112)
- Process of selective attention, judgment, attributions



Optimism

- “A mood or attitude associated with an expression about the social or material future—one for which the evaluator regards as socially desirable, to his/her own advantage, or for his/her own pleasure” (Tiger, 1979)(Emphasis added)
- Dispositional optimism– global expectation that good things will be plentiful in the future and bad things scarce (Peterson, 2006).

Optimism




- “Explanatory style– How individuals explain bad events using attribution theory

Experience adversity--

- Attribution is internal, stable, global (Pessimism, Helplessness)
- Attribution is external, unstable, specific (Optimism)
- Hope Theory (Snyder, 1994)
 - Agentic thinking and Pathways thinking

Communication and Positive Cognition



Communication and

- Positive Learning
- Positive Judging
- Positive Decision-making
- Positive perceiving (self & others)
- Optimism (Dispositional and Explanatory style)
- Hope
