

Table 4.1 *When do we rely upon schemas? (from Fiske & Taylor, 1991)*

Role schemas may dominate over traits (role schemas more informative)

Subtype schemas (business woman) may be used more than superordinate ones (woman)

Information presented early on can cue schemas (primacy)

We use schemas that attract our attention (salience)

We use schemas that have previously been primed (accessibility)

We use schemas consistent with our current feelings (mood)

We use schemas relevant to controlling outcomes (power)