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Originally published in 1980, this title came about after many late night discussions between the authors during a 3-week workshop on Mathematical Approaches to Person Perception in 1974. In subsequent meetings a mutual interest emerged in the development of cognitive information processing metaphors for human thought and their application to problems of social perception, memory and judgment. Within the context of modern research on social cognition, the most distinctive aspects of the authors' work was its empirical focus on how people cognitively represent people in memory, and its theoretical emphasis on models of cognitive organization and process. They concluded that an adequate theory of social memory was the necessary foundation for solutions to many questions concerning social perception and judgment that had dominated the 1974 workshop. This volume summarizes work conducted between 1974 and 1979 on social memory by these authors.

In addition to six chapters summarizing individual research programs, the volume includes a general introduction and a concluding theoretical integration.

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