

Cognitive Psychology – Notes from 22/03/04

Schema Theory (Schemata)

During the course of life we develop schemas. A schema is an organised package of information that stores your knowledge about the world. Schemas are stored in LTM. Schema theory indicates that prior expectations will influence our perceptions. This means that our prejudices and stereotypes will influence what we think we have seen and how we subsequently recall that information. Schema theory is also based upon and influenced by our social-cultural upbringing.