

# Contents

<b>1. Frameworks for Applying Social Psychological Processes to Social Issues</b> .....	<b>1</b>
<i>John Edwards</i>	
A Social Psychological Perspective on Applied Research: The Process/ Problem Matrix .....	1
Social Influence as a Collection of Processes .....	2
Varieties of Social Issues .....	9
Some Lessons and Directions .....	10
Questions about the Ethics of Defining Social Problems .....	11
References .....	12
<b>2. Psychosocial Aspects of AIDS Prevention among Heterosexuals</b> ...	<b>15</b>
<i>Carol Silvia Weisse, Sarah E. A. Nesselhof-Kendall, Cynthia Fleck-Kandath, and Andrew Baum</i>	
What Is AIDS? .....	16
Preventing Transmission .....	18
Risk Groups .....	19
Barriers to Preventing HIV Infection .....	20
Adolescents and AIDS .....	21
Social Psychological Approaches to Preventing AIDS .....	22
Attitude Change and Risk Prevention .....	23
Education .....	25
Health Beliefs .....	27
Social Learning Theory .....	27
Naive Theories of Illness .....	28

Prevention Efforts and Adolescents .....	29
Conclusions .....	32
References .....	34
<b>3. Social Influences and AIDS-Preventive Behavior .....</b>	<b>39</b>
<i>Jeffrey D. Fisher and Stephen J. Misovich</i>	
Chapter Organization .....	41
Sources of Social Influence .....	41
Use and Evaluation of Social Influence Sources .....	41
Factors Associated with Rejection of AIDS-Relevant Social Influence .....	44
Social Influence Processes, AIDS-Risk Behavior, and Prevention .....	46
Reference-Group-Based Normative Social Influence .....	47
Reference-Group-Based Informational Social Influence .....	50
Informational Social Influence from Other Sources .....	51
Individual Differences, Exposure to Social Influence, and AIDS Prevention .....	54
Possible Effects of Exposure to Social Influence .....	58
Applications .....	61
References .....	67
<b>4. Understanding and Preventing Teenage Pregnancy and Sexually Transmitted Disease/AIDS .....</b>	<b>71</b>
<i>William A. Fisher</i>	
The Problem: Adolescent Pregnancy and Exposure to Sexually Transmitted Diseases Including AIDS .....	71
Adolescent Pregnancy .....	71
Adolescent Exposure to Sexually Transmitted Disease .....	73
Adolescent Pregnancy and Exposure to STD: Overlapping Behavioral Problems .....	74
Understanding the Problem: Why Do Adolescents Risk Unplanned Pregnancy and Sexually Transmitted Disease? .....	75
Structural Barriers to Pregnancy and STD Prevention .....	75
Psychological Barriers to Pregnancy and STD Prevention .....	80
Structural and Psychological Barriers to Preventive Behavior: An Integration .....	86

Solving the Problem: Reducing Adolescent Pregnancy and Exposure to Sexually Transmitted Disease ..... 87  
     Conceptual Foundations for Change ..... 87  
     Some Applied Concerns ..... 90  
 A Model Intervention: Preventing Pregnancy on a University Campus .. 92  
 An Agenda for Future Research and Intervention ..... 97  
 References ..... 97

**5. Implications of Behavioral Decision Theory and Social Marketing for Designing Social Action Programs ..... 103**

*James Jaccard, Robert Turrisi, and Choi K. Wan*

Specification of the Social Problem and Delineation of Program  
     Goals ..... 103  
 Identification of Target Population ..... 106  
     Regression Approaches for Target Population Identification ..... 106  
     Market Segmentation Approaches to Target Population  
         Identification ..... 110  
 Behavioral Analysis ..... 112  
 Isolating Behavioral Determinants ..... 114  
     Decision-Making Perspectives ..... 114  
     Behavioral Translation and the Analysis of Social  
         Action Programs ..... 120  
         An Analysis of Drunk Driving ..... 122  
         The Case of Multiple-Act Criteria ..... 127  
 Changing Behavioral Determinants ..... 128  
     Persuasive Communications ..... 128  
     Environmental Manipulation ..... 133  
     The Broader Context ..... 135  
     Intervention Timing ..... 136  
 Evaluation of the Program ..... 136  
 Conclusions ..... 137  
 References ..... 138

**6. Applying a Social Psychological Model across Health Promotion Interventions: Cigarettes to Smokeless Tobacco ..... 143**

*Richard I. Evans and Bettye E. Raines*

Smokeless Tobacco as a Health Problem ..... 143  
 Social Psychological Influences on Using Smokeless Tobacco ..... 148

Prevention Strategies .....	151
References .....	154

## **7. Heart Health Program: Applying Social Influence Processes in a Large-Scale Community Health Promotion Program ..... 159**

*Barbara Loken, Janet Swim, and Maurice B. Mittelmark*

Background of MHHP .....	159
Program Evaluation .....	160
Theory Guiding the Overall Program .....	161
Lewin's Action Approach .....	161
Innovation Diffusion .....	162
Summary .....	165
Theory Guiding Specific Programs .....	165
Social Learning Theory .....	165
Problem Behavior Theory .....	168
Attitude and Attitude-Change Theories .....	169
Summary .....	178
Conclusions .....	178
References .....	179

## **8. Social Influence and Antiprejudice Training Programs ..... 183**

*Althea Smith*

Definitions of Racism .....	184
The Changing Nature of Prejudice .....	184
Social Experience of Racism .....	185
Subtle Expressions of Racism .....	186
Antiprejudice Training Principles .....	187
Social Psychology and Antiracism Activities .....	189
Eye of the Storm .....	190
Robber's Cave .....	190
Jigsaw Puzzle .....	190
Attribution and Self-Persuasion .....	191
Role Playing and Self-Persuasion .....	192
Summary .....	195
References .....	195

**9. Reducing Aggression in Children through Social Interventions . . . . 197**

*Eric F. Dubow and Constance L. Capps*

The Influence of the Family on Aggressive Behavior . . . . . 198  
     Interventions Based on Family Management Techniques . . . . . 200  
 The Influence of the Media on Aggressive Behavior . . . . . 201  
     Media-Oriented Interventions Based on Social Learning Theory . . 202  
     Media-Oriented Interventions Based on Cognitive Processes . . . . . 203  
 Group Interventions to Mitigate Aggressive Behavior . . . . . 205  
     Group Interventions Based on Behavioral Techniques . . . . . 207  
     Group Interventions Based on Cognitive-Behavioral Techniques . . 208  
 Social-Cognitive Information Processing and Aggressive Behavior . . . . 211  
     Dodge’s Social Information-Processing (SIP) Model . . . . . 211  
     Huesmann’s Cognitive Information-Processing Model . . . . . 212  
 Summary and Conclusions . . . . . 214  
 References . . . . . 215

**10. The “Psycho-Logic” of Fear-Reduction and Crime-Prevention Programs . . . . . 221**

*Dennis P. Rosenbaum and Linda Heath*

The Rational Fear Model . . . . . 223  
 The Rationality of Fear . . . . . 226  
     Victimization Experience . . . . . 228  
     Social Interaction . . . . . 228  
     Mass Media . . . . . 229  
 The Effects of Fear on Crime-Prevention Behaviors . . . . . 230  
 The Effects of Crime-Prevention Behaviors on Fear . . . . . 233  
     Individual and Household Behaviors . . . . . 233  
     Neighborhood Crime-Prevention Behaviors . . . . . 236  
 Summary and Conclusions . . . . . 238  
 Future Research and Policy Implications . . . . . 240  
 References . . . . . 243

**11. Preventing Injuries and Deaths from Vehicle Crashes: Encouraging Belts and Discouraging Booze . . . . . 249**

*E. Scott Geller*

Applied Behavior Analysis .....	251
Antecedent Approaches to Increase Safety Belt Use .....	251
Rewards to Increase Safety Belt Use .....	258
Are Extrinsic Rewards Necessary? .....	261
Applied Behavior Analysis and Drunk-Driving Prevention .....	262
Feedback Interventions .....	263
The Drinking Milieu .....	265
Summary and Conclusions .....	270
References .....	272

## **12. A Two-Factor Model of Energy and Water Conservation ..... 279**

*Clive Seligman and Joan E. Finegan*

Introduction .....	279
Energy and Water Conservation .....	282
Feedback .....	283
Subjective Norms .....	285
Preliminary Two-Factor Model of Energy and Water Conservation ....	287
Difficulty of Doing Without or of Using Less of a Resource ....	287
Private and Public Resource Consumption Behaviors .....	289
Crucial Variables and Resource Consumption Activities .....	290
Perceived Difficulty of Conserving .....	291
Public and Private Consumption Behaviors .....	292
Implications of the Two-Factor Model for Conservation .....	293
Difficulty of Doing Without or of Using Less of a Resource ....	294
Private and Public Resource Conservation Behaviors .....	295
Conclusions .....	296
References .....	296

## **13. Alternative Social Influence Processes Applied to Energy Conservation ..... 301**

*Elliot Aronson and Marti Hope Gonzales*

Shortcomings of Traditional Economic Assumptions .....	303
Enter Social Psychology .....	304
A Social Psychological Alternative .....	307
Enhancing Psychological Variables .....	308
The Influence of Positional Determinants .....	311
Postadoption Processes .....	312

A Social Psychological Perspective on the Limits of Mass  
 Media Appeals ..... 314  
 Promoting Social Diffusion: A Promising Alternative ..... 316  
 Improving the RCS Home Energy Audit Program: A Field Study ..... 318  
 The Rocky Road from Data to Policy ..... 322  
 References ..... 323

**14. Public Policy and Applied Social Psychology: Bridging the Gap ... 327**

*Michael S. Pallak*

Translating Knowledge into Policy ..... 328  
 The Policy Process ..... 329  
 Lessons from the Reagan Onslaught ..... 330  
     The First Lesson: Organized Efforts ..... 330  
     The Second Lesson: “Chipping Away” at Issues ..... 332  
 Public Policy Themes and Action Plans ..... 335  
 References ..... 336

**Index ..... 339**