

Contents

Preface	7
Introduction	
<i>HILDE T. HIMMELWEIT and GEORGE GASKELL</i>	9
PART I: Conceptual Issues	
1. Societal Psychology: Implications and Scope <i>HILDE T. HIMMELWEIT</i>	17
2. Waxing and Waning of Interest in Societal Psychology: A Historical Perspective <i>ROB FARR</i>	46
3. The Generalized Self and Mass Society <i>SERGE MOSCOVICI</i>	66
4. Individual Cognitive Functioning: Societal Aspects <i>WILLEM DOISE</i>	92
5. Medical Ethics: A Branch of Societal Psychology <i>IVANA MARKOVA</i>	112
6. The Culture and Personality Theorists' Approach to Societal Psychology <i>LAURENCE BROWN</i>	138
PART II: Applications of a Societal Approach	
7. Forms of Social Organization: Psychological Consequences <i>MORTON DEUTSCH</i>	157

8. Sociocultural Context and Psychological Mechanisms <i>JEAN-PIERRE DECONCHY</i>	177
9. Macroeconomic Processes and Societal Psychology <i>BURKHARD STRÜMPEL</i>	193
10. The Environment: Social Construction and Psychological Problems <i>CARL F. GRAUMANN and LENELIS KRUSE</i>	212
11. Genocide and Mass Killing: Cultural-Societal and Psychological Origins <i>ERVIN STAUB</i>	230
12. Collective Behavior in a Societal Context <i>GEORGE GASKELL</i>	252
Index	273
About the Contributors	283