

BRIEF CONTENTS

- CHAPTER 1** **Introducing Social Psychology** 2
- CHAPTER 2** **Methodology: *How Social Psychologists Do Research*** 26
- CHAPTER 3** **Social Cognition: *How We Think about the Social World*** 56
- CHAPTER 4** **Social Perception: *How We Come to Understand Other People*** 92
- CHAPTER 5** **Self-Knowledge: *How We Come to Understand Ourselves*** 130
- CHAPTER 6** **The Need to Justify Our Actions** 164
- CHAPTER 7** **Attitudes and Attitude Change: *Influencing Thoughts and Feelings*** 198
- CHAPTER 8** **Conformity: *Influencing Behavior*** 236
- CHAPTER 9** **Group Processes: *Influence in Social Groups*** 282
- CHAPTER 10** **Interpersonal Attraction: *From First Impressions to Close Relationships*** 316
- CHAPTER 11** **Prosocial Behavior: *Why Do People Help?*** 356
- CHAPTER 12** **Aggression: *Why Do We Hurt Other People? Can We Prevent It?*** 388
- CHAPTER 13** **Prejudice: *Causes and Cures*** 428
- SOCIAL PSYCHOLOGY IN ACTION 1** **Social Psychology and Health** 474
- SOCIAL PSYCHOLOGY IN ACTION 2** **Social Psychology and the Environment** 504
- SOCIAL PSYCHOLOGY IN ACTION 3** **Social Psychology and the Law** 526

CONTENTS

Preface xxiii

About the Authors xxxiv

Special Tips for Students xxxvi

CHAPTER 1 INTRODUCING SOCIAL PSYCHOLOGY 2

What Is Social Psychology? 5

The Power of Social Interpretation 6

Try it! ▶ Explicit and Implicit Values 6

How Else Can We Understand Social Influence? 8

Journalists, Instant Experts, and Social Critics 8 Philosophy 9

Social Psychology Compared with Personality Psychology 11

Try it! ▶ Social Situations and Behavior 12

Social Psychology Compared with Other Social Sciences 12

The Power of Social Influence 14

Underestimating the Power of Social Influence 14

The Subjectivity of the Social Situation 16

Where Construals Come From: Basic Human Motives 18

The Self-Esteem Approach: The Need to Feel Good about Ourselves 19

Justifying Past Behavior 19 Suffering and Self-Justification 19

The Social Cognition Approach: The Need to Be Accurate 21

Social Cognition 21 Expectations about the Social World 22

Additional Motives 23

Social Psychology and Social Problems 23

CHAPTER 2 METHODOLOGY: *How Social Psychologists Do Research* 26

Social Psychology: An Empirical Science 28

Try it! ▶ Social Psychology Quiz: What's Your Prediction? 29

Formulating Hypotheses and Theories 30

CONTENTS

Inspiration from Earlier Theories and Research 30

Hypotheses Based on Personal Observations 30

The Observational Method: Describing Social Behavior 31

Archival Analysis 32

Try it! ▶ Archival Analysis: Women, Men, and the Media 33

Limits of the Observational Method 34

The Correlational Method: Predicting Social Behavior 34

Surveys 36

Limits of the Correlational Method: Correlation Does Not Equal Causation 37

The Experimental Method: Answering Causal Questions 39

Try it! ▶ Correlation and Causation: Knowing the Difference 40

Independent and Dependent Variables 41

Internal Validity in Experiments 42

External Validity in Experiments 44

Generalizability across Situations 44 Generalizability across People 45 Replications 46

Cross-Cultural Research 47

The Basic Dilemma of the Social Psychologist 48

Basic versus Applied Research 49

Ethical Issues in Social Psychology 50

Guidelines for Ethical Research 51

CHAPTER 3 SOCIAL COGNITION: *How We Think about the Social World* 56

On Automatic Pilot: Low-Effort Thinking 58

People as Everyday Theorists: Automatic Thinking with Schemas 59

Stereotypes about Race and Weapons 60 The Function of Schemas: Why Do We Have Them? 61 Schemas as Memory Guides 63 Which Schemas Are Applied? Accessibility and Priming 64 The Persistence of Schemas After They Are Discredited 67 Making Our Schemas Come True: The Self-Fulfilling Prophecy 68 Limits of Self-Fulfilling Prophecies 71 Cultural Determinants of Schemas 72

Try it! ▶ Avoiding Self-Fulfilling Prophecies 72

Mental Strategies and Shortcuts 74

How Easily Does It Come to Mind? The Availability Heuristic 74 How Similar Is A to B? The Representativeness Heuristic 77 Taking Things at Face Value: The Anchoring and Adjustment Heuristic 78

The Pervasiveness of Automatic Thinking 79

Try it! ▶ Reasoning Quiz 80

Controlled Social Cognition: High-Effort Thinking 81

Automatic Believing, Controlled Unbelieving 83

Thought Suppression and Ironic Processing 84

Mentally Undoing the Past: Counterfactual Reasoning 85

The Amadou Diallo Case Revisited 86

Improving Human Thinking 87

Try it! ▶ How Well Do You Reason? 88

CHAPTER 4 SOCIAL PERCEPTION: How We Come to Understand Other People 92

Nonverbal Behavior 95

Try it! ▶ Using Your Voice as a Nonverbal Cue 96

Facial Expressions of Emotion 96

Evolution and Facial Expressions 96 Why is Decoding Sometimes Inaccurate? 98

Multichannel Nonverbal Communication 102

Gender and Nonverbal Communication 103

Implicit Personality Theories: Filling In the Blanks 104

Culture and Implicit Personality Theories 104

Causal Attribution: Answering the “Why” Question 106

The Nature of the Attribution Process 107

The Covariation Model: Internal versus External Attributions 108

Try it! ▶ Listen as People Make Attributions 109

The Correspondence Bias: People as Personality Psychologists 110

CONNECTIONS • Martha Stewart: Control Queen or Unfair Target? 111

The Role of Perceptual Salience in the Correspondence Bias 113 The Two-Step Process of Making Attributions 115 Our Intuitive Beliefs about the Correspondence Bias 116

The Actor/Observer Difference 117

Perceptual Salience Revisited 118 The Role of Information Availability in the Actor/Observer Difference 118

Self-Serving Attributions 119

Try it! ▶ Self-Serving Attributions in the Sports Pages 120

Culture and Attributions 122

Culture and the Correspondence Bias 123

CONNECTIONS * Attributions East and West 124

Culture and Other Attributional Biases 125

How Accurate Are Our Attributions and Impressions? 127

CHAPTER 5 **SELF-KNOWLEDGE: *How We Come to Understand Ourselves* 130**

The Nature of the Self 132

Functions of the Self 133

Organizational Function of the Self 133 Self-Regulation: The Executive Function 133

Cultural Differences in Defining the Self 134

Gender Differences in Defining the Self 135

Try it! ▶ A Measure of Independence and Interdependence 136

Knowing Ourselves through Introspection 137

Try it! ▶ A Measure of Relational Interdependence 138

Focusing on the Self: Self-Awareness Theory 138

Judging Why We Feel the Way We Do: Telling More than We Can Know 141

Try it! ▶ Measure Your Private Self-Consciousness 142

The Consequences of Introspecting about Reasons 144

Knowing Ourselves by Observing Our Own Behavior 145

Intrinsic versus Extrinsic Motivation 146

The Overjustification Effect 147 Preserving Intrinsic Interest 148

CONNECTIONS * How Should Parents Praise Their Children? 149

Understanding Our Emotions: The Two-Factor Theory of Emotion 150

Finding the Wrong Cause: Misattribution of Arousal 152

Interpreting the Social World: Cognitive Appraisal Theories of Emotion 154

Using Other People to Know Ourselves 155

Knowing Ourselves By Comparing Ourselves to Others 155

Seeing Ourselves through the Eyes of Others 157

Impression Management: All the World's a Stage 158

Culture, Impression Management, and Self-Enhancement 160

CHAPTER 6 **THE NEED TO JUSTIFY OUR ACTIONS 164**

Maintaining a Stable, Positive Self-Image 166

The Theory of Cognitive Dissonance 166

Rational Behavior versus Rationalizing Behavior 168

Decisions, Decisions, Decisions 169

Distorting Our Likes and Dislikes 170

Try it! ▶ Justifying Decisions 171

The Permanence of the Decision 171 Lowballing: The Illusion of Irrevocability 172

The Decision to Behave Immorally 172 How Dissonance Affects Personal Values 173

Justifying Your Effort 174

Try it! ▶ Justifying Actions 175

The Psychology of Insufficient Justification 176

Counterattitudinal Advocacy 176

Counterattitudinal Advocacy, Race Relations and Preventing AIDS 178

Insufficient Punishment 179 Does Self-Persuasion Last? 181 Not Just Tangible Rewards
or Punishments 181

Good and Bad Deeds 183

Try it! ▶ Good Deeds 183

The Ben Franklin Effect 183 Hating Our Victims 185

CONNECTIONS • Was Osama bin Laden Capitalizing on Dissonance? 187

Culture and Dissonance 187

Variations on the Theme of Self-Justification 188

Self-Discrepancy Theory 188

Maintaining Our Self-Image 190

Reducing Dissonance 190 Why Might We Help a Stranger More than a Friend? 191

Self-Affirmation Theory 191

Why Would Anyone Want to Maintain a Poor Self-Image? 192

Confirming Our Self-Concept or Enhancing It? 193

Some Final Thoughts on Dissonance: Learning from Our Mistakes 194

Heaven's Gate Revisited 195

CHAPTER 7 ATTITUDES AND ATTITUDE CHANGE: *Influencing Thoughts and Feelings 198*

The Nature and Origin of Attitudes 200

Where Do Attitudes Come From? 201

Cognitively Based Attitudes 201 Affectively Based Attitudes 201

Behaviorally Based Attitudes 202

Try it! ▶ Affective and Cognitive Bases of Attitudes 204

Explicit versus Implicit Attitudes 204

How Do Attitudes Change? 205

Changing Attitudes by Changing Behavior: Cognitive Dissonance Theory Revisited 206

Persuasive Communications and Attitude Change 207

The Central and Peripheral Routes to Persuasion 208 The Motivation to Pay Attention to the Arguments 210

The Ability to Pay Attention to the Arguments 212 How to Achieve Long-Lasting Attitude Change 212

Try it! • The Need for Cognition 213

Emotion and Attitude Change 214

Fear-Arousing Communications 214 Emotions as a Heuristic 215 Emotion and Different Types of Attitudes 216 Culture and Different Types of Attitudes 216

Resisting Persuasive Messages 218

Attitude Inoculation 218

Being Alert to Product Placement 218

Resisting Peer Pressure 219

When Persuasion Attempts Boomerang: Reactance Theory 220

When Will Attitudes Predict Behavior? 220

Predicting Spontaneous Behaviors 221

Predicting Deliberative Behaviors 222

Specific Attitudes 223 Subjective Norms 223 Perceived Behavioral Control 223

The Power of Advertising 224

CONNECTIONS • Do Media Campaigns to Reduce Drug Use Work? 224

How Advertising Works 225

Subliminal Advertising: A Form of Mind Control? 228

Debunking the Claims about Subliminal Advertising 229 Laboratory Evidence for Subliminal Influence 229

Advertising, Cultural Stereotypes, and Social Behavior 230

Try it! • Advertising and Mind Control 231

CHAPTER 8 CONFORMITY: Influencing Behavior 236

Conformity: When and Why 238

Informational Social Influence: The Need to Know What's "Right" 240

The Importance of Being Accurate 242

When Informational Conformity Backfires 245

- Try it!* ▶ Informational Social Influence and Emergencies 248
Resisting Informational Social Influence 248

Normative Social Influence: The Need to Be Accepted 250

Conformity and Social Approval: The Asch Line Judgment Studies 251

The Importance of Being Accurate, Revisited 254

The Importance of Accountability 255

The Consequences of Resisting Normative Social Influence 256

- Try it!* ▶ Unveiling Normative Social Influence by Breaking the Rules 257
Normative Social Influence in Everyday Life 258
Social Influence and Women's Body Image 258

- CONNECTIONS** • Bulimia as a Normative Social Influence 261

Social Influence and Men's Body Image 261

- CONNECTIONS** • The Power of Propaganda 262

When Will People Conform to Normative Social Influence? 263

When the Group Size Is Three or More 264 When the Group Is Important 264

When One Has No Allies in the Group 265

When the Group's Culture Is Collectivistic 265

- Try it!* ▶ Fashion: Normative Social Influence in Action 266

The Effect of Low Self-Esteem 267 Gender Differences in Conformity 268

Resisting Normative Social Influence 269

Minority Influence: When the Few Influence the Many 269

Using Social Influence to Promote Beneficial Behavior 270

The Role of Injunctive and Descriptive Norms 271

Obedience to Authority 272

The Role of Normative Social Influence 276

The Role of Informational Social Influence 277

Other Reasons Why We Obey 277

Conforming to the Wrong Norm 278 Self-Justification 278 It's Not about Aggression 279

CHAPTER 9 GROUP PROCESSES: Influence in Social Groups 282

What Is a Group? 284

Why Do People Join Groups? 284

The Composition and Functions of Groups 285

Social Norms 285 Social Roles 285 Gender Roles 287

Try it! ▶ What Happens When You Violate a Role? 287

Group Cohesiveness 288

Groups and Individuals' Behavior 288

Social Facilitation: When the Presence of Others Energizes Us 289

Simple versus Difficult Tasks 290 Arousal and the Dominant Response 290 Why the Presence of Others Causes Arousal 290

Social Loafing: When the Presence of Others Relaxes Us 292

Gender and Cultural Differences in Social Loafing: Who Slacks Off the Most? 293

Deindividuation: Getting Lost in the Crowd 294

Deindividuation Makes People Feel Less Accountable 295 Deindividuation Increases Obedience to Group Norms 296

Group Decisions: Are Two (or More) Heads Better than One? 297

Process Loss: When Group Interactions Inhibit Good Problem Solving 297

Failure to Share Unique Information 298 Groupthink: Many Heads, One Mind 299
Avoiding the Groupthink Trap 301

Group Polarization: Going to Extremes 302

Try it! ▶ Choice Dilemmas Questionnaire 302

The Culture-Value Theory 303 Leadership in Groups 304

Leadership and Personality 304 The Right Person in the Right Situation 304 Gender and Leadership 306

Conflict and Cooperation 307

Social Dilemmas 307

Increasing Cooperation in the Prisoner's Dilemma 308

Try it! ▶ The Prisoner's Dilemma 309

Other Kinds of Social Dilemmas 310

Using Threats to Resolve Conflict 310

Effects of Communication 311

Negotiation and Bargaining 312

CHAPTER 10 INTERPERSONAL ATTRACTION:

From First Impressions to Close Relationships 316

What Causes Attraction? 319

The Person Next Door: The Proximity Effect 319

Computers: Long-Distance Proximity 320

Try it! ▶ Mapping the Effect of Proximity in Your Life 321

Similarity 322

Opinions and Personality 322 Interpersonal Style 323 Interests and Experiences 324

Reciprocal Liking 324

Physical Attractiveness and Liking 325

What Is Attractive? 326 Cultural Standards of Beauty 327 The Power of Familiarity 329

Assumptions about Attractive People 329

Recollections of Initial Attraction 331

Theories of Interpersonal Attraction: Social Exchange and Equity 332

Social Exchange Theory 332 Equity Theory 334

Close Relationships 335

Defining Love 335

Companionate versus Passionate Love 335

Triangular Theory of Love 336

Try it! • The Passionate Love Scale 337

Culture and Love 338

Love and Relationships 340

Evolution and Love: Choosing a Mate 340

Attachment Styles in Intimate Relationships 342

Attribution and Attachment Style 344

Social Exchange in Long-Term Relationships 345

Equity in Long-Term Relationships 347

Ending Intimate Relationships 349

The Process of Breaking Up 349

The Experience of Breaking Up 352

CHAPTER 11 PROSOCIAL BEHAVIOR: *Why Do People Help?* 356

Basic Motives Underlying Prosocial Behavior: Why Do People Help? 358

Evolutionary Psychology: Instincts and Genes 358

Kin Selection 359

The Reciprocity Norm 359 Learning Social Norms 359

Try it! • Does the Reciprocity Norm Work? 360

Social Exchange: The Costs and Rewards of Helping 361

Empathy and Altruism: The Pure Motive for Helping 362

Personal Qualities and Prosocial Behavior: Why Do Some People Help More than Others? 365

Individual Differences: The Altruistic Personality 365

- Gender Differences in Prosocial Behavior 367
- Cultural Differences in Prosocial Behavior 368
- The Effects of Mood on Prosocial Behavior 369
 - Effects of Positive Moods: Feel Good, Do Good 370

- Try it!* ▶ Feel Good, Do Good? 370
 - Negative-State Relief: Feel Bad, Do Good 371

Situational Determinants of Prosocial Behavior: When Will People Help? 372

- Environment: Rural versus Urban 372
- The Number of Bystanders: The Bystander Effect 373
 - Noticing an Event 374
 - Interpreting the Event as an Emergency 376
 - Assuming Responsibility 378
 - Knowing How to Help 378
 - Deciding to Implement the Help 378
- The Nature of the Relationship: Communal versus Exchange Relationships 379

How Can Helping Be Increased? 381

- Increasing the Likelihood That Bystanders Will Intervene 381

CONNECTIONS • Increasing Volunteerism 383

- Try it!* ▶ The Lost Letter Technique 384
 - Positive Psychology and Prosocial Behavior 384

CHAPTER 12 AGGRESSION: Why Do We Hurt Other People? Can We Prevent It? 388

What Is Aggression? 390

- Is Aggression Inborn or Learned? 391
- Is Aggression Instinctual? Situational? Optional? 391

Aggression and Culture 393

- Aggression among the Iroquois 394
- Aggression and a Culture of Honor 394

Neural and Chemical Influences on Aggression 394

Gender and Aggression 395

- Does Culture Make a Difference? 396
- Violence Among Intimate Partners 396

Alcohol and Aggression 396

Pain, Discomfort, and Aggression 397

Social Situations and Aggression 398

- Try it!* ▶ Heat, Humidity, and Aggression 399
 - Frustration and Aggression 399
 - Being Provoked and Reciprocating 401
- Try it!* ▶ Insults and Aggression 402
 - Aggressive Objects as Cues 402

Imitation and Aggression 403

Violence in the Media: TV, Movies, and Video Games 405

Effects on Children 405 What about Adults? 407 The Numbing Effect of TV Violence 408

How Does Media Violence Affect Our View of the World? 409 Why Does Media Violence Affect

Viewers' Aggression? 409

Does Violence Sell? 410

Violent Pornography and Violence against Women 410

How to Reduce Aggression 412

Does Punishing Aggression Reduce Aggressive Behavior? 412

CONNECTIONS • Curbing Schoolyard Bullying 413

Using Punishment on Violent Adults 413

Catharsis and Aggression 414

The Effects of Aggressive Acts on Subsequent Aggression 415 Blaming the Victim of Our Aggression 416

The Effect of War on General Aggression 418

What Are We Supposed to Do with Our Anger? 419

Venting versus Self-Awareness 419 Defusing Anger through Apology 420 The Modeling of Nonaggressive Behavior 421 Training in Communication and Problem-Solving Skills 421 Building Empathy 422

CONNECTIONS • Teaching Empathy in School 423

Could the Columbine Massacre Have Been Prevented? 424

CHAPTER 13 PREJUDICE: *Causes and Cures* 428

Prejudice: The Ubiquitous Social Phenomenon 431

Prejudice and Self-Esteem 432

A Progress Report 432

Prejudice, Stereotyping, and Discrimination 433

Prejudice: The Affective Component 433

Stereotypes: The Cognitive Component 433

Sports, Race, and Attribution 434 Stereotypes, Attribution, and Gender 435

Try it! ▶ Stereotype and Aggression 435

Discrimination: The Behavioral Component 437

Discrimination against Homosexuals 438

What Causes Prejudice? 438

The Way We Think: Social Cognition 440

Social Categorization: Us versus Them 440 In-Group Bias 441 Out-Group Homogeneity 442
 The Failure of Logic 443 The Activation of Stereotypes 444 Why Do Unwanted
 Stereotypes Persist? 444 Automatic and Controlled Processing of Stereotypes 446 The Illusory
 Correlation 449 Can We Change Stereotypical Beliefs? 451

How We Assign Meaning: Attributional Biases 452

Dispositional versus Situational Explanations 452 *The Bell Curve* Revisited 453 Expectations
 and Distortions 454 Blaming the Victim 455 Self-Fulfilling Prophecies 456

Prejudice and Economic Competition: Realistic Conflict Theory 457

Economic and Political Competition 457 The Role of the Scapegoat 459

The Way We Conform: Normative Rules 461

When Prejudice Is Institutionalized 461 “Modern” Prejudice 462 Subtle and Blatant Prejudice
 in Western Europe 463

Subtle Sexism 464

How Can Prejudice Be Reduced? 464

The Contact Hypothesis 465

When Contact Reduces Prejudice: Six Conditions 466

Why Early Desegregation Failed 468

CONNECTIONS • Cooperation and Interdependence: The Jigsaw Classroom 469

Why Does Jigsaw Work? 470

The Gradual Spread of Cooperative Learning 471

Try it! ▶ Jigsaw-Type Group Study 472

SOCIAL PSYCHOLOGY IN ACTION 1 SOCIAL PSYCHOLOGY AND HEALTH 474

Stress and Human Health 476

Effects of Negative Life Events 477

Perceived Stress and Health 479

Feeling in Charge: The Importance of Perceived Control 481

Increasing Perceived Control in Nursing Homes 482 Disease, Control, and Well-Being 484

Knowing You Can Do It: Self-Efficacy 485

Explaining Negative Events: Learned Helplessness 486

Stereotype Threat, Achievement, and Health 489

Coping with Stress 490

Gender Differences in Coping with Stress 491

Social Support: Getting Help from Others 492

Personality and Coping Styles 493

Try it! ▶ Social Support 494

- Try it!* ▶ The Life Orientation Test 495
 Opening Up: Confiding in Others 497
 Prevention: Improving Health Habits 498
 Fear-Arousing Communications 498
 Message Framing: Stressing Gains versus Losses 499
 Changing Health-Relevant Behaviors Using Dissonance Theory 500
- Try it!* ▶ Changing Your Health Habits 501

SOCIAL PSYCHOLOGY IN ACTION 2 SOCIAL PSYCHOLOGY AND THE ENVIRONMENT 500

The Environment as a Source of Stress 506

Crowding as a Source of Stress 506

Crowding and Perceived Control 507 Crowding and Attribution 508 Crowding and Sensory Overload 508

Noise as a Source of Stress 509

Try it! ▶ When Do People Feel Crowded? 509

Noise and Perceived Control 511 Noise and Urban Life 512

Using Social Psychology to Change Environmentally Damaging Behaviors 513

Resolving Social Dilemmas 513

Conserving Water 516

Conserving Energy 517

Making Energy Loss Vivid 517 Making Conservation Competitive 518

Reducing Litter 519

Try it! ▶ Reducing Littering with Injunctive Norms 520

Getting People to Recycle 522

Try it! ▶ Changing Environmentally Damaging Behaviors 523

SOCIAL PSYCHOLOGY IN ACTION 3 SOCIAL PSYCHOLOGY AND THE LAW 526

Eyewitness Testimony 529

Why Are Eyewitnesses Often Wrong? 530

Acquisition 531 Storage 533 Retrieval 536

Judging Whether Eyewitnesses Are Mistaken 537

Does Certainty Mean Accuracy? 537 Signs of Accurate Testimony 538 The Problem with Verbalization 538

Judging Whether Witnesses Are Lying 539

<i>Try it!</i>	▶ The Accuracy of Eyewitness Testimony	540
	Are Polygraph Machines Accurate?	540
<i>Try it!</i>	▶ Lie Detection	543
	Can Eyewitness Testimony Be Improved?	543
	The Recovered Memory Debate	544
	Juries: Group Processes in Action	545
	Effects of Pretrial Publicity	546
	How Jurors Process Information during the Trial	547
	Deliberations in the Jury Room	549
	Jury Size: Are Twelve Heads Better than Six?	550
	Why Do People Obey the Law?	550
	Do Severe Penalties Deter Crime?	551
<i>Try it!</i>	▶ Are You Aware of the Penalties for Federal Crimes?	553
	Procedural Justice: People's Sense of Fairness	554
	Glossary	558
	References	566
	Credits	615
	Name Index	619
	Subject Index	639