Contents

Pre	Preface	
1.	Psychological Subject as a Role	1
	Ecology of the psychological experiment	1
	Historical and contemporary uses of subjects: The cycle of introspectionism	4
	Sources of psychological subjects	7
	Role behavior of subjects: Early contributions	11
	The waiting of the Zeitgeist	16
2.	Role-Related Motives of the Psychological Subject	20
	The "good" subject: Compliance with demand characteristics	20
	The prideful subject: Evaluation apprehension	23
	Evaluation apprehension and the social desirability response set	25
	Evaluation apprehension and compliance with demands	29
	The perverse subject: Negative responding	33
3.	Role-Related Motives and Psychological Data: Involuntary Behavior	37
	Hypnosis	38
	Verbal conditioning	43
	Psychophysiological measures	55
	Learning and problem-solving	58
	Perception	60
	Sensory deprivation	65
	Systematic desensitization	68

4.	Role-Related Motives and Psychological Data: Voluntary Behavior	72	
	Attitude change	72	
	Conformity	81	
	Aggression	83	
	Expectancy disconfirmation	84	
	Repressers and sensitizers	85	
	Some other "deep" personality traits	87	
5.	Other Mediators of Role-Related Behavior	89	
	Volunteers and Non-Volunteers	89	
	Deception	92	
	The experimenter	95	
	Modeling	97	
	Self-fulfilling prophecies	98	
6.	Toward a Veridical Psychology	103	
	Quasi-controls	104	
	Altering the subject role: The subject as actor	106	
	Removing the subject role: Non-reactive methods	107	
	Naturalistic observation	108	
	Archival research	110	
	The field "experiment"	112	
	The experiment in the field	113	
	Conditions for valid, reactive research	115	
	The socialization of psychologists	116	
	Curiosity	116	
	Priorities	118	
	Time perspectives	119	
	Significant differences and insignificant research	120	
	In sum	122	
Refe	References		
Index			