

# CONTENTS

---

To the Student . . . . .	1
To the Instructor . . . . .	3
<b>Social Activists Examine the "Relevance" of Social Scientific Research</b>	
Introduction . . . . .	6
1    Social Science and the Search for Peace <i>Sanford Gottlieb</i> . . . . .	6
2    The Role of the Behavioral Scientist in the Civil Rights Movement <i>Dr. Martin Luther King, Jr.</i> . . . . .	9
<b>Aggression</b>	
Introduction . . . . .	22
3    Isolation, Powerlessness, and Violence: A Study of Attitudes and Participation in the Watts Riot <i>H. Edward Ransford</i> . . . . .	27
4    Weapons as Aggression-Eliciting Stimuli <i>Leonard Berkowitz and Anthony LePage</i> . . . . .	44
5    Vicarious Reinforcement and Imitative Learning <i>Albert Bandura, Dorothea Ross and Sheila A. Ross</i> . . . . .	55
6    Effects of Aggressive Cartoons on Children's Aggressive Play <i>Paul Mussen and Eldred Rutherford</i> . . . . .	69
7    The Influence of Violence in the Mass Media upon Children's Role Expectations <i>Alberta Engvall Siegel</i> . . . . .	76
8    When is Aggression Funny? <i>Jonathan Gutman and Robert F. Priest</i> . . . . .	101
<b>Attitude and Attitude Change</b>	
Introduction . . . . .	114
9    The Effect of Severity of Initiation on Liking for a Group <i>Elliot Aronson and Judson Mills</i> . . . . .	122

10	Selective Interest in Communications that Could Arouse Decisional Conflict: A Field Study of Participants in the Draft Resistance Movement <i>Irving L. Janis and Curt N. Rausch</i>	131
11	On the Resolution and Tolerance of Cognitive Inconsistency in a Natural-Occurring Event: Attitudes and Beliefs following the Senator Edward M. Kennedy Incident <i>Irwin Silverman</i>	148
12	An Experimental Study of Resistance to Fear Arousing Communications <i>Irving L. Janis and Robert F. Terwilliger</i>	164
13	The Radical Speaker on Campus: A Study in Attitude Change <i>Leslie Sargent and Thomas Webb</i>	180
<b>Conformity</b>		
	Introduction	194
14	Conformity and Character <i>Richard S. Crutchfield</i>	200
15	Ethnocentrism and the Acceptance of Negro Support in a Group Pressure Situation <i>Milton Malof and Albert J. Lott</i>	216
16	Sex Variable in Conforming Behavior <i>Frank Sistrunk and John W. McDavid</i>	226
17	Behavioral Study of Obedience <i>Stanley Milgram</i>	242
18	Group Pressure and Action against a Person <i>Stanley Milgram</i>	259
19	Status Factors in Pedestrian Violation of Traffic Signals <i>Monroe Lefkowitz, Robert R. Blake and Jane Srygley Mouton</i>	273
<b>Race and Race Relations</b>		
	Introduction	280

20	Young Children and the Watts Revolt <i>Ralph Dunlap, Astrid Beigel, and Virginia Armon</i>	288
21	Race and Shared Belief as Factors in Social Choice <i>Milton Rokeach and Louis Mezei</i>	300
22	Modification of an Emotionally Held Attitude through Role-Playing <i>Frances M. Culbertson</i>	316
23	Social Sources of Support for Violence and Nonviolence in a Black Ghetto <i>J. R. Feagin</i>	323
24	Black is Beautiful: A Reexamination of Racial Preference and Identification <i>Joseph Hraba and Geoffrey Grant</i>	336
<b>Collective Behavior</b>		
	Introduction	346
25	Group Inhibition of Bystander Intervention in Emergencies <i>Bibb Latané and John M. Darley</i>	356
26	Hot and Crowded: Influences of Population Density and Temperature on Interpersonal Affective Behavior <i>William Griffitt and Russell Veitch</i>	368
27	Wallace Supporters and Adherence to "Law and Order" <i>Lawrence S. Wrightsman</i>	380
28	Personality Characteristics of Campus Social-Political Action Leaders <i>Bob B. Winborn and David G. Jansen</i>	391
29	Spectator Responses at Public War Demonstrations <i>William R. Berkowitz</i>	401