Contents

Acknowledgments ix

1	Introduction, Morton Deutsch 1
	Factors Internal to the Discipline 2 The Universities and the Funding Agencies 3 Broader Societal Influences 4 References 12
PART PSYC	I: PROBLEM-CENTERED RESEARCH IN SOCIAL HOLOGY
2	Some Reflections Upon Losing Our Social Psychological Purity, Jerome E. Singer and David C. Glass
	The Change in Perspective16The Applied Orientation17Fitting the Theory to the Data21The World Is a Theoretical Bazaar22Applied Social Psychology Is Like Eating Salted Peanuts23What We Did: A Reprise24Exerting Social Influence upon Society25Some Implications for Training26

-

Some Serendipitous Cocktail Party Benefits 27 Appendix 28 References 31

The Experience of Imprisonment37Method39Procedure40Results44Discovery47Advocacy60Beferences65

4 Studies of Societal Influences: Problems and

Implications, Hilde T. Himmelweit......67

The Impact of Television on Children and Young People 68 Follow-Up Study from Adolescence to Adulthood 77 Implications for the Discipline of Social Psychology 83 References 84

5 Effectiveness of Social Support for Stressful

The Problem87Epilogue: Some Implications for Research and
Training in Social Psychology105References113

6 Is Aircraft Noise Harming People?, Martin Irle115

Reactions to Aircraft Noise, Its Place in Empirical Research, and Applications 116
Some Characteristics in Planning and Executing the Project 119
Results 122
A Case of Sociotechnological Application of Science 127
Conclusions 133
References 134

PART II: USING SOCIAL PSYCHOLOGY AS A PRACTITIONER

7	Using Social Psychology to Create a New Plant Culture, Richard E. Walton139
	Diagnoses 140 Nature of the Innovation 141 Process of Designing and Introducing the Innovation 146 Beyond the One Plant Intervention 154 Viewing This Case in a Larger Perspective 155 References 156
8	Can Social Psychology Be Applied?, Jacobo A. Varela
	Social Technology 159 Proposal for Training 169 Specific Recommendations: Training in Social Technology 171 Training for Research 172 Conclusion 173 References 173
_	
9	Theory and Practice: Brief Reflections on Three Cases of Consulting Practice, Claude Faucheux
9	
-	Cases of Consulting Practice, Claude Faucheux175Background Information176Three Cases178Brief Reflections on These Three Cases187
-	Cases of Consulting Practice, Claude Faucheux
9 10 11	Cases of Consulting Practice, Claude Faucheux 175 Background Information 176 Three Cases 178 Brief Reflections on These Three Cases 187 References 190 Easier Said Than Done: Theory and Practice in Applied Social Science, Steven J. Ruma 193 Introduction 193 A Bit of History 194 A Description of the Process and the Theory That Led to the Organizational Diagnosis 198

Social Technology 216 The Expert Relationship 219 The Collaborative Relationship 223 The Advocate Relationship 225 References 232				
PSYCHOLOGY				
12 The Social Psychologist as an Agent of Change: An Identity Crisis, Christina Maslach237	ŗ			
The Identity Crisis 238 Epilogue 246 Reference 246				
13 Training for Applications of Social Psychology: An Attributional Analysis of Competence, Harold H. Kelley247	,			
The Attributional Criteria for Competence 248 Implications for Training and Training Materials 249 Summary 259 References 260				
14 Graduate Training of the Problem-Oriented Social Psychologist, Morton Deutsch	ł			
 What are the Differences, If Any, between the Skills Involved in "Theoretical" and "Applied" Work? 262 Can Any One Discipline, Such as Social Psychology, Adequately Train the Problem-Centered Social Researcher or Practitioner? 267 What are the Different Kinds of Roles in Social Psychology toward Which Training Should be Aimed? 269 A Program for the Graduate Training of Problem-Oriented Social Psychologists 269 References 278 				

٠

Author Index	279
Subject Index	283