Contents

Preface



Social Psychology Today 1
What Is Social Psychology?

Scientific Method in Social Psychology

Strategies for Gathering Data

Ethics: The Human Use of Human Beings

Box: Deprogramming Ultraviolence Box: Experimenting with Obedience

Bibliography



Socialization 37

The Nature of the Species

Psychoanalytic Perspectives: Freud and Erikson

Learning Theory: Behaviorism

Symbolic Interaction

The Cognitive-Developmental Perspective

The Changing Experience of Childhood

Box: Factors Critical to Child Development

Box: Socialization in the Middle and Late Years

Bibliography



Social Interaction 75

The Process of Interaction Goffman: Self-presentation

Homans: Social Exchange

T-Groups

Ethnomethodology

Box: How to Psych Out Your Opponent

Box: Patching the Social Fabric: The Family Network

Bibliography





Group Cohesion 115

The Nature of Cohesion Four Group Models Maintenance of Cohesion Working in Groups

Box: EST: Tearing Apart and Rebuilding the Psyche

Box: What Holds Communes Together?

Bibliography



Influence 159

Social Facilitation Deindividuation Collective Behavior Conformity

Box: The Funeral of the World's Greatest Lover

Box: Roaches, Too, Get Audience Jitters

Bibliography



Deviance 201

The Correctionalist Perspective
The Labeling Perspective
The Labeling Process
The Social Construction of Reality
Dealing with Deviance in Other Cultures
Box: Who Gets Labeled?

Box: Who Gets Labeled?
Box: Prisoners and Guards

Bibliography

vii



Attitudes 239

What Is an Attitude?

The Measurement of Attitudes

Attitude Formation

Attitudes and Behavior

Theories of Attitude Formation

Box: Four Styles of Relating to Government

Box: Attitudes toward Sex:

One Man's Perversion Is Another Man's Practice

Bibliography



Attitude Change 281

Persuasion: An Art of Many Variables

Theories of Attitude Change

Attitudes and the Mass Media

Brainwashing

Box: Was Patty Hearst Brainwashed?

Box: Korean Prisoners of War: Traitors or Victims?

315

Bibliography



Language and Communication

Nonverbal Communication

Language

The Sociology of Language

Box: Uniforms: The Unspoken Language

Box: Anatomy of a Rumor

Bibliography







Perception 351

Concepts

Social Perception: Applying Concepts to People

Emotion and Perception

Self-perception

The Effects of Motivation on Perception

Attribution and the Concept of Will

Box: Darwin: The Expression of Emotion

Box: The Tale of Rashomon

Bibliography



Motives 391

Aggression

Affiliation, Attraction, and Altruism

Power

Box: Why Women Fear Success

Box: Power and Manipulation

Bibliography



Stress 431

Stress and Coronary Heart Disease

Stress

Stress Responses

Adapting to Stress

Stress and Life Events

Box: City Noise Thwarts Brainwork

Bibliography

Acknowledgments 471

Glossary 473 Index 481