Contents

Preface	V	Case 3. How the United States Became Enmeshed in Vietnam 6
Part One WHAT IS SOCIAL PSYCHOLOGY?	1	Thinking and Decision Making 6 Stereotypes 7 Case 4. Changes in Stereotypes, Opinions, and Attitudes 7
The Domain of Social Psychology	3	Case 5. Cults, Conformity, and Persuasion 8 Joining and Conforming to Groups 9 Persuasion and Leadership 10 Case 6. Does Familiarity Breed Contempt?
Some Problems of Interest to Social Psychology 4		The Development of Liking and the Change of Attitudes 10
Case 1. Questioning the Witnesses 4		Case 7. Criminal Violence and Handguns 10
Social Influences on Memory 5		Definition, Aim, and Causes of Aggression 11
Applying Social Psychology 5		What Social Psychology Is 12
Case 2. Why Did He Do It? Attributions to		Definition and Focus 12
Others and to Oneself 5		Emphasis on Theories 13
Causal Attributions 5		Theories and How to Evaluate Them 14
Thinking about Ourselves 6		Theoretical Perspectives 15

Theoretical Perspectives in the History of Social Psychology 16 Some Philosophical and Sociological Precursors 16 Social Psychology Gets Under Way 18 Social Psychology from the Late 1920s to World	Part Two SOCIAL PSYCHOLOGICAL PERSPECTIVES 49
War II 19 Social Psychology after World War II 20 Summary 21	Social Motivation 51 Seeking a Desired Payoff 52 Wanting What We Can Get 52 Expectancy-Value Analyses 52 Chapting Alternatives 52
Research Methods in Social Psychology 25	— 1
Social Psychology as Science 26 The Quest for Assurance 26 Testing the Validity of Hypotheses 26 Relying on Authorities 26 Common Sense as a Source of Knowledge 27 Distorted Perceptions 28 The Importance of Replication 29 The Hypothesis Test 30	Investments That Count 54 Comparing Outcomes 56 Reference Groups as Comparison Standards 56 Comparisons, Expectations, and Fairness 58 The Valued Self 60 Wanting a Favorable Standing 60 Self-Presentation 61 Impression Management 61
Formulating the Investigation 30 Selecting the Problem 30 Discovery through Research 32 Operationalizing the Concepts 33	Self-Consistency: To Thine Own Self Be True 62 Self-Awareness 62 Consequences of Self-Focused Attention 63
Designing the Investigation 33 Correlational Research 33 Experiments 35 Field Experiments and Quasi Experiments 37	Cognitive Dissonance 64 Wanting Consistent Cognitions 64 Later Revision: Threat to the Self 64 Conditions Facilitating Dissonance 65
Sampling 39 The Literary Digest Poll: A Classic Case of Unrepresentative Sampling 39 Achieving Representativeness 39	Negative Reflection on the Self 66 Is the Dissonance Reaction only a Self- Presentation? 67 The Pervasiveness of Dissonance 68
Some Possible Problems with Experiments 40 Generalizing 41 Experimental Artifacts 41 Implications 43	The Controlling, Effective Self 68 Control over Outcomes 68 Control over Unpleasant Events 68 Control over Rewards 70 Personal Control and Behavior 71
Some Ethical Issues in Experimental Research 43	Perceived Locus of Rewards 71 Self-Efficacy 72
Deceptions 43 Summary 45	The Desire for Control 72 The Illusion of Control 72

Self-Knowledge 74	Emotions as Networks 122 Affect and Consistency 124
Social Comparisons 74 Similar in What Way? 75	Routines in Thought and Action 125
Summary 76	Thinking Only When Necessary 125 Social Scripts 126 Scripts and Mindlessness 127 Social Rules and Ethnomethodology 128
Social Cognition 79	Summary 129
Categories and Schemas 80	
The Categorization Process 80 Schemas Guiding Understanding and Memory 83	Part Three BASIC TOPICS IN SOCIAL PSYCHOLOGY 133
Holding on to Schemas: When Belief Creates Reality 86	6
Causal Judgments 91 Attribution Theory 91	PERSON PERCEPTION 135
Attribution Rules 94	David L. Hamilton
Analysis of a Single Incident: Psychologist Rather than Statistician 96 Attributional Biascs: The Individual as Imperfect	A Conceptual Framework for Understanding Person Perception 136
Scientist 96	The Information Available 136
Attributions in Self-perception 99	Cognitive Structures 137
Limited Rationality 103	Cognitive Processing 137 Representations in Memory 137
Salience, Attention, and Availability in Causal Judgments 103	Subsequent Use of Information 138
Optimizing and Satisficing 105	Schemas in Person Perception 138
Judgmental Biases in Probability Estimates 106	Influence of Schemas on Attention 138
Summary 109	Influence of Schemas on Interpretation 139
5	Influence of Schemas on What Information Is Processed and Retained 139
	Influence of Schemas on Organization of Information in Memory 142
	Influence of Schemas on Inference Processes 142
Unreasoned Behavior 113	Influence of Schemas on Behavior 143
Nonthoughtful Influences 114	Influence of Schemas on Person Perception: Summary 145
We Know Not What We Do - Sometimes 114	Impression Formation 145
The Effect of Repeated Exposure on	Development of First Impressions: Asch's
Attitudes 114 The Formation and Operation of	Work 145
Associations 116	Organizing the Information 145
A Look at Emotions 120	Influence of "Central" Traits 146
Cognitive Shaping of Emotion Arousal 120	Interaction of Information 146

Person Memory 147	Types of Attitudes and Accessibility 180
Organization in Memory 147	Relevance and Specificity 182
Processing Information about Several Persons:	Attitude Relevance 182
Persons as Organizing Units 148	Measure Attitudes at the Appropriate Level of
Information Integration in Judgments of Others 149	Specificity 183 Summary 183
Anderson's Approach 149	,
Differential Weighting of Information 150	
Attribution Processes in Person Perception 154	Persuasion and Attitude
Correspondent Inference Theory 155	Change 187
The Fundamental Attribution Error 157	Changed Attitudes Can Change Behavior 188
Attributions of Actors and Observers 158	Routes to Attitude Change 188
Effect of Salience on Person Perception 160	The Role of Thoughts in Attitude Change 189
Summary 161	People Do Not Always Think: The Importance of Involvement 189
-/-	Differences between the Broadcast and the Print Media 190
Attitudes and Action 165	Active Thinkers: Cognitive Responses as Mediators of Persuasion 193
Importance of Attitudes 166	Communicator's Credibility and Cognitive Responses 194
Inconsistencies between Attitudes and	Feelings and Attitude Change 195
Behavior 166 Attitudes Do Matter—Sometimes 166	Pleasant Feelings Smooth the Way 195
Definition of Attitude 168	Cognitive Dissonance and Attitude
Types of Definitions 168	Change 195
Attitude as Feeling 168	Deviating from One's Attitudes 195
Attitudes and Opinions 168	Attitude-Discrepant Communications 196
Operation of Attitudes 169	Nonobvious Results: Persuasiveness of the Unattractive Communicator 197
Reasoned Reactions 169	Dissonance and Decisions 197
Expected Benefits 169	Involuntary Processes in Attitude Formation
The Fishbein-Ajzen Theory of Reasoned	and Change 199
Action 170 Activating Intentions 172	Associative Factors in Attitude Development and
Affective Reactions 173	Change 199 More Exposure and the Effects of
Feeling-Driven Behavior 173	Repetition 200
Cognitive Consistency 173	Resistance to Persuasion 201
Balance Theory 175	Indications of Resistance 201
Amount of Thought 177	Selective Exposure 201
Dissonance Theory 177	To Be Forewarned Is to Be Forearmed 203
When Attitudes Predict Behavior 178	Reactance and Threats to One's Freedom 203
A Classic Failure 178	Reactance Theory 203
Activate the Attitude 178	Implications: Don't Push Too Hard 205
Sufficiently Strong Feelings 178	Summary 205





Other Investigations 235

Summary 237

The Development of Liking 240 Rewards and Liking 241

Liking Those Who Benefit Us 241 Qualities of Likable People 242 Cooperation, Competition, and Rewards 243 Liking Those Who Like Us 244 Attitude Similarity and Liking 245 Correlational Evidence 245 Experiments on Attitude Similarity 247 The Benefits of Attitude Agreement 248 Dissimilarity Can Produce Dislike 248 Similarity on Social Characteristics 249 Nonthoughtful Influences 252 Mere Exposure 252 Familiarity 252 Effects of Social Contact 253 Limitations of Social Contact 256 The Complex Effects of Racial Desegregation 256 Factors Limiting the Benefits of Social Contacts 257 Associations with Pleasant Events 258 Physical Attractiveness 258 Effects of Physical Attractiveness 259 Personal Relationships 260 Close Relationships 260

Characteristics of Close Relationships 260
Friendships 261
Love 263
The Role of Feelings in Love 263

The Development of Love 266

Proximity and Contact 266
The Role of Physical Attractiveness 266
A Satisfying Relationship 269

Summary 270



239

Group Dynamics

273

Individuals and Group Members 274
What a Group Is 274
Individual Reactions to Others 276
Social Facilitation 276
Social Loafing 278

Groups Are Different from Mere Aggregations 280	Frustration and Aggression 310
Categorizations into Groups 280	The Frustration-Aggression Hypothesis 310 Definition of Frustration 310
Within-Group Influence 280	The Relation between Frustration and
ngroup-Outgroup Relations 281	Aggression 311
Effects of the Ingroup-Outgroup Distinction 281	Factors Affecting the Likelihood That Frustration Will Lead to Open Aggression 313
Automatic Cognitive Processes in Group	Aversively Generated Aggression 315
Relations 282	Frustrations as Aversive Events 315
Favoring the Ingroup over the Outgroup 283	Reactions to Aversive Events 315
Group Characteristics 285	Research on Aversively Generated Aggression 316
Group Cohesiveness 285 Sources of Cohesiveness 285	Other Evidence Regarding the Negative Effects of Aversive Stimulation 317
Consequences of Cohesiveness 286 Group Structure: Differentiation among the	Attributions, Perceived Intentions, and Unpleasantness 318
Members 288	Some Implications: Some Effects of Aversive Events on Violent Crimes 319
Status in the Group 289	Involuntary Effects of Environmental
Communication Channels in the Group 290	Stimuli 320
_eadership 292	Associations with Aversive Conditions 320
Gaining Leadership Status 292	Associations with Aggression: The Weapon's
Effective Leadership Behavior 294	Effect 322
Leadership Roles 295	Cognitive Processes in Aggressive
Effects of Leadership Roles 295 Situational Conditions and Leader	Behavior 324
Effectiveness 295	How Understanding Affects Aggression 324
Group Performance 297	Understanding the Arousing Incident 324
Performance 297	Consistency with Self-conceptions 325
Status Barriers 298	The Benefits of Aggression 326
Social Pressures 299	Some Unreasoned Effects of Positive Reinforcements 330
Summary 301	Lessening and Controlling Aggression 331
Jannay 551	Lessening Aggressive Inclinations 331 Control of Aggression 332
	Summary 335
19	



Defining Aggression 307

Aggression 308

Influences on Unreasoned Aggression
Instinct Notions of Aggression 308

Two Concepts of an Instinctive Drive toward

Evaluation of Aggressive Instinct Concepts 309 An Alternative Concept of Instincts 309 Helpfulness and Altruism 339

The Importance of the Situation 341

Modern Life and Indifference 341

Why Help Is Given 342

The Other's Need 345 Interpretation of the Situation 345 Bystander's Influence 345 Emotion Arousal and Empathy 349 Arousal as a Spur to Action 349 Empathy 349 Social Norms and Personal Ideals 352 Social Norms Prescribing Help 352 The Reciprocity Norm 353 The Social Responsibility Norm 354 Personal Values and Self-Conceptions 358 Personal Ideals 358 Self-Conceptions and Self-Consistency 358	Altruism 381 Empathy 382 Aggression 383 Factors Influencing Sex Differences 384 Sex Roles and Aggression 384 Origins of Sex Differences in Aggression 385 Work 386 Achievement Motivation and Fear of Success 386 Leadership 388 Characteristics of Workers 389 Social Cognitions about Gender 390 Categorization on the Basis of Sex 390
Self-Awareness and Self-Concern 358 Personal Responsibility 360 One's Responsibility to Aid Others 361 The Diffusion of Responsibility 362	Sex Stereotypes 392 Evaluations of Males and Females 393 Attributions for Males and Females 394 Summary 395
Costs and Feelings 363 The Costs of Helpfulness 363 Types of Costs 363 Reactance as a Cost of Helping 365 Effects of Feelings on Helpfulness 366	Part Four APPLYING SOCIAL PSYCHOLOGY 399
Guilt-Edged Helpfulness 366 Mood and Magnanimity 369 Summary 371	The Environment and Social Behavior 401
A M	Vernon L. Allen Behavior-Environment Processes 403
Sex Differences and Similarities 375	Behavior-Environment Processes 403 Personal Space 403 Territoriality 406 Crowding 407
Margaret Matlin Interpersonal Communication 376 Facial Expression 376 Eye Contact 377 Personal Space 377 Touch 378 Talking Patterns 378 Individual Differences in Communication	Privacy 411 Interrelations among Processes 413 Architecture, Design, and Social Interaction 413 Interior Design and the Micro-Environment 414 Residences 414 Institutions 417
Persuasion and Influence 379 Influencing Others 379 Being Influenced by Others 380 Helping and Altruism 381	Architectural Determinism 418 The City 419 Cognitive Maps 419 Prosocial Behavior 422

Crime and Vandalism 422 Information Overload 424	The Basic Questions in Health Psychology 450
	Conceptual Issues in Health Psychology 451
Summary 426	Health Behavior 452 The Need for Health Behavior Research 452 Change in Providence and Incidence of
	Changes in Prevalence and Incidence of Disease 452
Social Psychology and Trial by Jury 429	Approaches to Prevention 454 Biomedical Approaches to Prevention 454
Charlan Jeanne Nemeth	Behavioral Approaches to Prevention 454
Historical Background and Place in the Community 430	Risk Factors 454 Changing Risk Factors 457 Responses to Warnings of Danger 458
History of Jury Trials 430 Cross-Section of the Community 431	Large-Scale Interventions 460 Community-Wide Interventions: The Stanford 3
Jury Selection 431 Operation of Jury Selection Procedures 432	Community-Wide Interventions: The Stantord Community Program 460 The School Model 462
Sex Differences 433 Other Demographic Variables: Race, Age,	Smoking as a Social Psychological Process 463
Politics, Education 434 Predictions from Personality and Attitudes 434 The Cradibility of the Factor Eventities	Why People Smoke 463 Designing Interventions for Smokers' Needs 464
The Credibility of the Facts: Eyewitness Testimony 438	Illness Behavior 465
The Unreliability of the Eyewitness 438 The Interrogation Process 440 Improving Eyewitness Reports 441	Components of an Illness Episode 465 Stages of Illness Behavior 465
The Jury as a Group 442	Illness Representation and Illness Behavior 466 Coping and Adaptation to Illness 468
Conformity to Majority Opinion 442 Influence of the Minority 442	Emotional Response to Illness and Its Treatment 468
Acting Confidently in Choice of Seat 443 The Influencial Minority: The Case of	Cognitive Representation of Illness and Coping 468
Choa ++3 Procedural Changes in Our Jury System 444	Automatic Representations of Illness and Involuntary Reactions 470
Allowing for Smaller Juries 444 Allowing for Unaninimity 445	Long-Term Adaptation to Chronic Illness 471 Compliance with Medical Regimens 472

Empirical Research on Nonunanimity 445 Community Confidence 446

Behavioral Approaches to Compliance 473
Cognitive (Self-Regulation) Approaches to
Compliance 473

Summary 475

449

References 477 Name Index 522 Subject Index 530



Summary 446

Howard Leventhal