

# Contents

Preface	ix
About the Authors	xi
<b>PART ONE</b> <i>Introduction</i>	1
<b>CHAPTER 1</b> <i>The Field of Social Psychology</i> by Bernard Seidenberg and Alvin Snadowsky	3
Introduction/Theories of Social Psychology/The Empirical Approach/Summary/ Suggested Readings	
<b>CHAPTER 2</b> <i>The Social Psychology of the Research Situation</i> by Arthur G. Miller	23
Introduction/Portraits of the Human Subject in Psychological Research/The Subject's View of Psychological Research/Deceiving the Experimental Subject/The Role of the Experimenter in Research/Epilogue/Summary/Suggested Readings	
<b>PART TWO</b> <i>Determinants of Social Behavior</i>	49
<b>CHAPTER 3</b> <i>Social Motivation</i> by Alvin L. Atkins and Irma Hilton	51
Introduction/Primary Sources of Motivation/Secondary Sources of Motivation/ Instrumental Responses/Social Goals/Implications for Social Motivation/Summary/ Suggested Readings	
<b>CHAPTER 4</b> <i>Socialization: The Formation of Identity</i> by Karl E. Scheibe	81
Introduction: What Is Socialization?/Some Conceptual Distinctions/Socialization Through Observation/Socialization to National Identity/In Conclusion/Summary/ Suggested Readings	
<b>CHAPTER 5</b> <i>Situational Determinants of Hurting and Helping Behavior</i> by Samuel L. Gaertner	111
Introduction/Hurting and Helping/Instrumental Aggression/Angry Aggression/Helping Behavior/Summary/Suggested Readings	
<b>PART THREE</b> <i>Attitudes and Attitude Change</i>	143
<b>CHAPTER 6</b> <i>Attitudes and the Prediction of Behavior</i> by Robert Brannon	145
Introduction: The Challenge of Attitudes/Attitude Theory/Attitude Measurement/ Attitude and Behavior/Where Do We Go from Here?/Summary/Suggested Readings	

CHAPTER 7 <i>Theories of Attitude Change</i> by Thomas J. Crawford	199
Introduction/The Inductive Approach: Studies of Source, Message, and Audience Effects/The Functions and Structure of Belief Systems/The Dynamics of Change in Belief Systems: Cognitive Consistency Theories/Summary/Suggested Readings	
PART FOUR <i>Interpersonal and Group Processes</i>	237
CHAPTER 8 <i>Person Perception</i> by Teresa Amabile and Albert H. Hastorf	239
Introduction/Perception: Objects and Persons/The Judgment of Nonverbal Behavior/ Impression Formation/Attribution Theory/Future Trends in Person Perception Research/Summary/Suggested Readings	
CHAPTER 9 <i>Interpersonal Attraction</i> by Elaine Walster and G. William Walster	279
Introduction/Interpersonal Attraction: A Definition/The Reinforcement Model of Interpersonal Attraction/Equity Theory/Current Status of Interpersonal Attraction/Theoretical Applications and Future Research Directions/Summary/Suggested Readings	
CHAPTER 10 <i>Interpersonal Influence and Conformity</i> by Richard H. Willis and John M. Levine	309
Introduction/What Is Conformity?/What Are the Alternatives to Conformity?/Why Conformity and Why Deviation?/When Conformity and When Deviation?/ Conformity—Good or Bad/Summary/Suggested Readings	
CHAPTER 11 <i>Power and Bargaining</i> by Dean G. Pruitt	343
Introduction/Forms of Personal Power/Threats and Promises/Influence Through Allies/The Power of the Group/Bargaining/Summary/Suggested Readings	
CHAPTER 12 <i>Group Development and Structure</i> by Dalmas A. Taylor and Bruce Kleinhaus	377
Introduction/Group Formation and Development/Group Structure/Perception of Structure/Summary/Suggested Readings	
CHAPTER 13 <i>Group Processes, Productivity, and Leadership</i> by Bruce Kleinhaus and Dalmas A. Taylor	407
Introduction/Group Processes/Group Performance/Leadership/Summary/Suggested Readings	
PART FIVE <i>Social Issues and Applications</i>	435
CHAPTER 14 <i>Social Movements</i> by Barry McLaughlin	437
Introduction/The Study of Social Movements/Three Contemporary Social Movements/ Conclusion/Summary/Suggested Readings	

CHAPTER 15 <i>Applied Social Psychology</i> by Norman C. Weissberg	463
Introduction/Poverty/The Black-White Thing/Black-White Interactions and Social Change/Summary/Suggested Readings	
References	499
Name Index	543
Subject Index	553