

CONTENTS

| | |
|----------------|-----------|
| PREFACE | 13 |
|----------------|-----------|

| | |
|--------------------|----------|
| CHAPTER ONE | 1 |
|--------------------|----------|

SOCIAL PSYCHOLOGY: ACCOUNTING FOR SOCIAL BEHAVIOR

| | |
|--|----|
| What Kind of Explanation? | 2 |
| Observation and Theory | 11 |
| Constructing a Definition of Social Psychology | 16 |
| Plan of the Book | 18 |
| Suggested Additional Readings | 23 |

| | |
|--------------------|-----------|
| CHAPTER TWO | 24 |
|--------------------|-----------|

THEORY AND METHOD

| | |
|--|----|
| Assumptions of Social Psychology | 27 |
| Definitions, Operations, and Replication | 35 |
| Validity of the Research Method | 39 |
| Reactivity in Social Psychological Research | 41 |
| Archival Methods: History as Social Psychology | 46 |
| Observational Methods: Behavior in Public Places | 51 |
| Precursors to Laboratory Experimentation | 57 |
| The Laboratory Experiment | 59 |

| | |
|-------------------------------|----|
| Comparisons Among Methods | 62 |
| Summary | 68 |
| Suggested Additional Readings | 69 |

CHAPTER THREE**70**

ELEMENTS OF SOCIAL PERCEPTION

| | |
|--|-----|
| Person Perception and Object Perception: A Difference in Degree or a Difference in Kind? | 73 |
| Description of the Stimulus in Person Perception | 81 |
| Nonverbal Mediators in Person Perception | 84 |
| Accuracy in the Judgment of Others | 99 |
| The Stimulus as Person: Self-Presentation | 103 |
| Summary | 106 |
| Suggested Additional Readings | 107 |

CHAPTER FOUR**108**

SOCIAL COGNITION: CONSTRUCTION OF SOCIAL REALITY

| | |
|--|-----|
| Gathering Information | 111 |
| Categorization: The Organization of the Social World | 117 |
| Social Inference: Searching for Causes of Behavior | 125 |
| Combination of Information: Impression Formation | 140 |
| Summary | 147 |
| Suggested Additional Readings | 149 |

CHAPTER FIVE**150**

ATTITUDE ORGANIZATION AND COGNITIVE CONSISTENCY**THE PROBABIOLOGICAL MODELS OF ATTITUDE ORGANIZATION** 154

| | |
|----------------------------------|-----|
| The Syllogistic Model | 156 |
| The Information-Processing Model | 160 |

THE PRINCIPLE OF COGNITIVE CONSISTENCY 163

| | |
|------------------------------------|-----|
| Cognitive Consistency | 163 |
| Relations Among Cognitive Elements | 164 |
| Balance Theory | 165 |
| Congruity Theory | 171 |
| Cognitive Dissonance Theory | 174 |
| Summary | 187 |
| Suggested Additional Readings | 189 |

PERSUASION AND ATTITUDE CHANGE

- The Attitude of Racism 193
General Issues in Attitude Change 198
Sources of Resistance to Attitude Change 205
Sources of Facilitation 215
Ethical Issues in Attitude Change 226
Summary 228
Suggested Additional Readings 229

CHAPTER SEVEN

230

THE SELF

- The Self as Content and Process 234
The Process of Self-Evaluation 240
The Development of Self-Esteem 255
The Public Self: Mask or Reality? 260
Summary 271
Suggested Additional Readings 273

CHAPTER EIGHT

274

REINFORCEMENT AND FAIRNESS IN SOCIAL EXCHANGE

- Rewards and Social Learning 277
Exchange Theory 281
Fairness in Social Exchange 290
Summary 300
Suggested Additional Readings 301

CHAPTER NINE

302

POSITIVE FORMS OF SOCIAL BEHAVIOR

- ALTRUISM AND HELPING BEHAVIOR 306**
The Problem of Definition 306
Objective Altruism in Nonemergency Situations 309
Objective Altruism in Emergencies 317
- INTERPERSONAL ATTRACTION 325**
An Attitude of Favorability 325
Emotion and Commitment 327

| | |
|--------------------------------|-----|
| The Measurement of Attraction | 328 |
| Some Antecedents of Attraction | 332 |
| Summary | 345 |
| Suggested Additional Readings | 347 |

CHAPTER TEN

348

COMPETITION AND AGGRESSION

| | |
|---|-----|
| Experimental Methods for the Study of Competition | 353 |
| Achievement Motivation and Competition | 362 |
| The Definition of Aggression | 373 |
| Instigation and Maintenance of Aggression | 376 |
| Summary | 388 |
| Suggested Additional Readings | 389 |

CHAPTER ELEVEN

390

SOCIAL INFLUENCE

| | |
|--|-----|
| An Overview of Power and Influence | 393 |
| The Influence of One Individual Over Another | 403 |
| Group Influence Over the Individual | 412 |
| Social Influence and Social Change | 418 |
| Summary | 424 |
| Suggested Additional Readings | 425 |

CHAPTER TWELVE

426

THE INDIVIDUAL AND THE GROUP

| | |
|--------------------------------|-----|
| Communication Within the Group | 429 |
| Group Leadership | 437 |
| Group Decision Processes | 443 |
| Summary | 459 |
| Suggested Additional Readings | 461 |

CHAPTER THIRTEEN

462

THE ENVIRONMENT AND SOCIAL BEHAVIOR

| | |
|---|-----|
| Principles of Environmental Psychology | 464 |
| Descriptions of the Physical Environment | 468 |
| The Individual and Environmental Behavior | 472 |
| Person-Environment Interaction | 478 |
| Summary | 489 |
| Suggested Additional Readings | 490 |

SOCIAL PSYCHOLOGY AND CRIMINAL JUSTICE

- Individual Guilt and Attribution Processes 500
- The Maintenance of Justice 505
- Achieving Due Process 512
- The System of Criminal Justice 522
- The Person and the Social System 533
- Summary 534
- Suggested Additional Readings 535

METHODOLOGICAL APPENDIX:**RESEARCH PROCEDURES IN SOCIAL PSYCHOLOGY****536**

- Measurement and Design 538
- Discovering Cognitive Structures 553
- Analysis of Interpersonal Behavior 567

GLOSSARY**580****REFERENCES****599****AUTHOR INDEX****623****SUBJECT INDEX****631**