CONTENTS

■ PART I

INTRODUCTION TO A DISCIPLINE



WHAT ARE THE ROOTS OF SOCIAL PSYCHOLOGY?	3
CHAPTER ONE: AN INTRODUCTION TO SOCIAL PSYCHOLOGY PROLOGUE: A VERY PUBLIC BEATING 5	4
▷ LOOKING AHEAD 5	
ORIENTATION TO SOCIAL PSYCHOLOGY	ć
The Boundaries of Social Psychology: Demarcating the Field 8 The Demographics of Social Psychology: The Changing Face of the Discipline 9 The Roots of Social Psychology: A Brief History 11 The Future of Social Psychology: Looking Forward 14	
REVIEW AND RETHINK 16	
RESEARCH IN SOCIAL PSYCHOLOGY Theories and Hypotheses: Framing the Question 17 Experimental Research: Establishing Cause–Effect Relationships 19	17
REVIEW AND RETHINK 24 Correlational Research: Establishing Associations Between Variables 25	
SOCIAL PSYCHOLOGY AT WORK And the Question Is: How Fair Is This Survey? 30 Threats to Research Validity: On the Social Psychology of Doing Research 32	
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Thinking Critically about Social Psychology 35	
REVIEW AND RETHINK 36	
△ LOOKING BACK 36	
KEY TERMS AND CONCEPTS	38
FOR FURTHER RESEARCH AND STUDY EPILOGUE 39	39

■ PART II

SOCIAL COGNITION: PERCEIVING THE SOCIAL WORLD



How do people make sense of their social	
ENVIRONMENT?	41
CHAPTER TWO: SOCIAL COGNITION: PERCEIVING AND UNDERSTANDING INDIVIDUALS PROLOGUE: MESSIAH OR MADMAN? 43	42
▶ Looking Ahead 43	
SOCIAL COGNITION: AN ORIENTATION	44
PERSON PERCEPTION: FORMING IMPRESSIONS OF OTHERS First Impressions: Using People's Outward Appearance to Draw Inferences 46 Cognitive Math: 1 + 1 Doesn't Always Equal 2 47 Order Effects in Person Perception: The First Shall Be Last? 49	46
REVIEW AND RETHINK 51	
ATTRIBUTION: EXPLAINING THE CAUSES OF BEHAVIOR Situation or Disposition? A Central Attributional Dilemma 51 Biases in Attribution: The Fallibility of the Naive Scientist 57	51
SOCIAL PSYCHOLOGY AT WORK Attributions and Asian Academic Excellence 60 REVIEW AND RETHINK 64	
SCHEMAS: ORGANIZING IMPRESSIONS The Value of Schemas: Furnishing a Social Framework for Old and New Information 66 The Biases of Schemas: The Fallibilities of the Cognitive Miser 68 The Motivated Tactician: The Rise and Fall of the Cognitive Miser 71 The Self-Fulfilling Prophecy: Turning Cognition Into Reality 71	64
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Drawing the Right Conclusions from Others' Behavior 74 REVIEW AND RETHINK 74 □ LOOKING BACK 75	
KEY TERMS AND CONCEPTS	76
FOR FURTHER RESEARCH AND STUDY EPILOGUE 77	76
CHAPTER THREE: PREJUDICE, DISCRIMINATION, AND STEREOTYPES: PERCEIVING AND UNDERSTANDING GROUPS PROLOGUE: THE MEAN STREETS OF PREJUDICE 79	78
Delicoking Ahead 79	
THE BASIC PRINCIPLES OF HATRED The Basic Concepts: Distinguishing Prejudice, Stereotypes, and Discrimination 80 Minority Groups: Not Just a Matter of Numbers 81	80
THE ROOTS OF PREJUDICE Social Learning Explanations: The School of Stereotyping 82 Realistic Conflict: The Clash of Competition 83 Social Identity Theory: The Self-Esteem of Group Membership 86	82

REVIEW AND RETHINK 88 The Cognitive Foundations of Prejudice: Viewing the World Through Stereotypes 88	
REVIEW AND RETHINK 93	
RACISM AND SEXISM: THE CONSEQUENCES OF PREJUDICE Racism: Shades of Hatred 94 Sexism: Prejudice and Gender 98	93
■ SOCIAL PSYCHOLOGY AT WORK Hopkins v. Price Waterhouse: Gender Role Stereotyping on Trial 101	•
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Reducing Prejudice and Discrimination 104	
REVIEW AND RETHINK 105	
□ LOOKING BACK 105	
KEY TERMS AND CONCEPTS	107
FOR FURTHER RESEARCH AND STUDY EPILOGUE 107	107
THE SELF	
How does our sense of self influence our social behavior, psychological well-being, and physical health?	109
CHAPTER FOUR: THE SELF: PERCEIVING AND UNDERSTANDING OURSELVES PROLOGUE: WOMAN OF MANY FACES 111	110
► LOOKING AHEAD 111	
DEFINING THE SELF Forming a Self-Concept: Who Am I? 112 Social Comparison: Using Others to Clarify Where We Stand 116 Defining Ourselves Through Our Behavior 118 The Self in a Cultural Context: Squeaky Wheel or Pounded Nail? 120	112
REVIEW AND RETHINK 122	
EVALUATING AND PROTECTING THE SELF Self-Esteem: Rating the Self 123 Self-Evaluation Maintenance: When Others' Success Hurts 124 Self-Awareness: Focusing on the Me in One's Life 125 Misperceptions of the Self: To Thine Own Self Be False 126	122
■ SOCIAL PSYCHOLOGY AT WORK Excuses, Excuses: When Self-Handicapping Helps 129	
REVIEW AND RETHINK 130	
PRESENTING THE SELF TO THE WORLD Self-Monitoring: Keeping Tabs on One's Behavior 131 Self-Presentation: Selling Ourselves to Others 132	130

PART III

■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Making A Good Impression 138

and Actions 135

The Language of Self-Presentation: Maintaining Social Control Through Words

	□ LOOKING BACK 139	
	KEY TERMS AND CONCEPTS	141
	FOR FURTHER RESEARCH AND STUDY EPILOGUE 141	141
	CHAPTER FIVE: WELL-BEING AND HEALTH PSYCHOLOGY: CARING FOR THE SELF PROLOGUE: Spreading the ABC's of HIV 143	142
	PSYCHOLOGICAL WELL-BEING Self-Complexity and Well-Being: The Benefits of Multiple Selves 144 Self-Discrepancy Theory: Matching Real and Ideal 145 Self-Disclosure and Well-Being: To Tell the Truth 146	144
	SOCIAL PSYCHOLOGY AT WORK The Benefits of Confession 146 Attributional Style and Depression: Learning to Be Depressed 147 The Benefits of Illusions: Where Wrong Is Right 150	
	REVIEW AND RETHINK 151	
	Stress AND DISEASE Stress and Coping: Reactions to Threat 152 Stressors: What's Pleasure for You Is Stress for Me 153	151
	THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Coping with Stress 160 Social Psychological Components of Major Illness 161	
	REVIEW AND RETHINK 166	
	PHYSICIANS AND PATIENTS Patient-Physician Communication 167 Compliance with Medical Regimens: Following Doctors' Orders 169 Increasing Compliance with Medical Regimens 170 REVIEW AND RETHINK 173 LOOKING BACK 173	166
	KEY TERMS AND CONCEPTS	174
	FOR FURTHER RESEARCH AND STUDY EPILOGUE 175	175
PART IV	RELATIONSHIPS	
	How do people develop and maintain their relationships with others?	177
	CHAPTER SIX: INTERPERSONAL ATTRACTION: OUR LIKING FOR OTHERS PROLOGUE: THE RUEHL OF FRIENDSHIP 179	178
	Description Descr	

REVIEW AND RETHINK 139

	CONTENTS	X111
AFFILIATION: THE ORIGINS OF ATTRACTION The Need for Affiliation: Reducing Fear and Isolation 181 Attachment: The Roots of Affiliation 182 Loneliness: Alone in a Social World 184		180
SITUATIONAL INFLUENCES ON ATTRACTION Proximity: The Architecture of Attraction 185 Personal Space: Come and Get a Little Bit Closer 186 Familiarity: Growing Accustomed to Your Face 187 REVIEW AND RETHINK 189		185
OTHER PEOPLE'S PERSONAL CHARACTERISTICS Similarity: Do Birds of a Feather Flock Together? 190 Reciprocity of Liking: I Like You Because You Like Me 195 Personal Qualities: Who Do You Like? 195 REVIEW AND RETHINK 197		190
Physical Attractiveness and Liking: Beauty Beats the Beast 198 ■ SOCIAL PSYCHOLOGY AT WORK The Proportions of Beauty 200 Theories of Attraction 203		
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Making Friends 205		
REVIEW AND RETHINK 205 Looking Back 205		
KEY TERMS AND CONCEPTS		207
FOR FURTHER RESEARCH AND STUDY EPILOGUE 207		207
CHAPTER SEVEN: CLOSE RELATIONSHIPS: THE NATURE OF INTIMATE RELATIONS PROLOGUE: ON THE RELATIONSHIP ROAD 209 > LOOKING AHEAD 209		208
BUILDING RELATIONSHIPS Levels of Relatedness 210 Intimacy: Opening up to Others 214 Reciprocity of Self-Disclosure 215 Stages of Relationships 216 Sexuality and Relationships 217		210
REVIEW AND RETHINK 219		
LOVE RELATIONSHIPS Passionate and Companionate Love: Two Terms of Endearment 220 Sternberg's Love Triangle: The Eight Faces of Love 223 The Rainhow of Love 224 Prototypes: Understanding the Concept of Love 225		219
REVIEW AND RETHINK 226		
VARIETIES OF RELATIONSHIPS		227

Choosing a Partner: The Search for the Right Person 227

	The Course of Marriage: Love Is Not Enough 230 Cohabitation: The ABCs of POSSLQs 232 Staying Single: I Want to Be Alone 233	
	ENDING RELATIONSHIPS The Roots of Divorce 234	233
	■ SOCIAL PSYCHOLOGY AT WORK Asking the Right Questions: Predicting Which Relationships Are Doomed to Failure 234 The Stages of a Deteriorating Relationship 236	
	■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Fighting the Good Fight 238	
	REVIEW AND RETHINK 238 .	
	Key Terms and Concepts	240
	FOR FURTHER RESEARCH AND STUDY EPILOGUE 241	241
ART_V	HELPING AND HURTING OTHERS	
	WHAT ARE THE SOURCES AND CONSEQUENCES OF KINDNESS AND CRUELTY?	243
	CHAPTER EIGHT: PROSOCIAL BEHAVIOR AND AGGRESSION: HELPING AND HURTING PROLOGUE: SUBWAY SAMARITAN 245 LOOKING AHEAD 245	244
	PROSOCIAL BEHAVIOR AND ALTRUISM Dealing With Emergencies: Would You Help a Stranger in Distress? 246 Altruism: Disregarding the Rewards and Costs of Helping 250 Empathy: The Heart of Altruism 252 Attributions, Emotions, and Mood: the Feelings of Helping 254 Norms and Helping: Standards of Aid 256 REVIEW AND RETHINK 259	246
	AGGRESSION Defining Aggression: An Elusive Concept 259 The Roots of Aggression 261	259
	■ SOCIAL PSYCHOLOGY AT WORK The Biological Basis of Aggression: Are Aggression and Hormones Linked? 264 REVIEW AND RETHINK 267 The Frustration-Aggression Link 267 Facets of the Social Environment That Lead to Aggression 269	
	■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Dealing with Anger 272	
	REVIEW AND RETHINK 272	
	■ Looking Back 273	
	Key Terms and Concepts	274
	FOR FURTHER RESEARCH AND STUDY	275

EPILOGUE 275

CHAPTER NINE: PROMOTING SOCIALLY RESPONSIBLE BEHAVIOR: INCREASING HELPING AND REDUCING AGGRESSION PROLOGUE: HIDDEN VIOLENCE 277	276
▷ Looking Ahead 277	
AGGRESSION IN EVERYDAY LIFE Media Aggression: Visions of Violence 279 Family Violence: At Home with Aggression 286 Rape: A Crime of Aggression 289	278
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Reducing the Risk of Date Rape 291	
REVIEW AND RETHINK 292	
REDUCING AGGRESSION Catharsis and Punishment 292 Social Learning Approaches to Controlling Aggression 294	292
SOCIETY AND AGGRESSION: RIOTS, TERRORISM, AND WAR Mobs and Rioting: Collective Violence 296 Terrorist Violence: The Weapon of Fear 297 War and Peace 299	295
REVIEW AND RETHINK 301	
INCREASING PROSOCIAL BEHAVIOR Rewarding Prosocial Behavior 302 Modeling and Helping 303	302
 SOCIAL PSYCHOLOGY AT WORK Getting a Helper's High 304 Teaching Moral Behavior: Do As I Say, Not (Necessarily) As I Do 305 Values Clarification and Moral Reasoning: Instruction in Morality 306 	
REVIEW AND RETHINK 307	
□ LOOKING BACK 307 □	
KEY TERMS AND CONCEPTS	309
FOR FURTHER RESEARCH AND STUDY EPILOGUE 309	309

■ PART VI FORMULATING PERSPECTIVES ON THE WORLD



How are attitudes formed, maintained,	
AND MODIFIED?	311
CHAPTER TEN: ATTITUDES: APPRAISING OUR SOCIAL WORLD PROLOGUE: CLASSIC COKE 313	312
▷ Looking Ahead 313	
THE ABC'S OF ATTITUDES	314
Defining Attitudes: Formulating an Approach 314	
Reconciling the Approaches 316	
THE ORIGINS AND FUNCTIONS OF ATTITUDES	317

THE ORIGINS AND FUNCTIONS OF ATTITUDES	317
Classical Conditioning of Attitudes: Turning Saddam Hussein into Hitler 317	
Operant Conditioning: In Praise of Attitudes 318	
Attitude Acquisition: Why Bother? 319	
TAKING THE MEASURE OF ATTITUDES	320
Direct Measurement of Attitudes 320	
Covert Measure of Attitudes 322	
REVIEW AND RETHINK 324	
THE CONSISTENCY OF ATTITUDES	324
Cognitive Consistency and Attitudes 325	•
Cognitive Dissonance Theory 326	
Alternatives to Cognitive Dissonance Theory: Is Dissonance the Right Route to Attitude	
Change? 329	
REVIEW AND RETHINK 333	
ATTITUDES AND BEHAVIOR: WHAT ARE THE LINKS?	333
The Right Answer to the Wrong Question 334	
When Attitudes and Behavior Are Linked 335	
SOCIAL PSYCHOLOGY AT WORK	
Private Attitudes and Public Standards: How Misperceptions of Others' Attitudes Lead	
to Pluralistic Ignorance 337	
Attitudes Without Awareness: When Rationality Stumbles 338	
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Evaluating Attitude Surveys 339	
REVIEW AND RETHINK 340	
· · · · · · · · · · · · · · · · · · ·	
KEY TERMS AND CONCEPTS	341
FOR FURTHER RESEARCH AND STUDY	342
EPILOGUE 342	
CHAPTER ELEVEN: PERSUASION: CHANGING ATTITUDES	344
Prologue: The Smoking Camel 345	
Description Descr	
CENTRAL OR PERIPHERAL?: PURSUING THE ROUTE TO PERSUASION	346
The Elaboration Likelihood Model: Two Paths to Persuasion 346	
The Ideal Route to Enduring Attitude Change 348	
THE MESSAGE SOURCE: THE ROOTS OF PERSUASION	349
Communicator Credibility: Expertise and Trustworthiness 349	5 -7
Communicator Attractiveness and Likability 353	
REVIEW AND RETHINK 353	
THE MESSAGE: CRAFTING THE COMMUNICATION	354
The Amount and Type of Information 354)) '4
Point and Counterpoint: One or Both Sides of the Coin? 355	
Repeating the Message 355	
Fear Appeals: Raising the Stakes 356	

393

SOCIAL PSYCHOLOGY AT WORK	
Should Advertising Be Happy or Sad? It Depends on the Context 358	
THE TARGET OF PERSUASION: RECEIVING THE MESSAGE The Need for Cognition 359 Moods: Happy to Be Persuaded? 361	359
REVIEW AND RETHINK 362	
Persuasion in the Marketplace Persuasive Advertising: Changing Consumers' Collective Minds 364 Advertising Messages: Relating Consumers and Products 365 The Appeal of Advertising: Hard Sell, Soft Sell 366 Psychographics: The Demography of Advertising 370 Culture and Consumers 372	362
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Resisting the Powers of Persuasion 373	
REVIEW AND RETHINK 374	
□ LOOKING BACK 374	
Key Terms and Concepts	376
FOR FURTHER RESEARCH AND STUDY EPILOGUE 376	376
SOCIAL INFLUENCE	
WHY AND HOW ARE PEOPLE SUSCEPTIBLE TO THE INFLUENCE OF OTHERS?	379
CHAPTER TWELVE: CONFORMITY, COMPLIANCE, AND OBEDIENCE: FOLLOWING THE LEAD OF OTHERS PROLOGUE: ONLY FOLLOWING ORDERS: GENOCIDE IN THE '90s 381	380
▷ LOOKING AHEAD 381	
Conformity	382
Normative and Informational Social Pressure 384 Factors Producing Conformity: The Fine Points of Accommodating to a Group 385 The Mathematics of Conformity: The Opposition Doesn't Always Count 385 Social Support: Discovering a Partner in Disunity 386	Q
Gender and Cultural Differences in Conformity 387 Individual Influence over the Group: When One Can Overcome Many 389	
inarviunai infineme wet ine Group: w nen One Can Gretome Many 309	

PART VII

COMPLIANCE
The Foot-in-the-Door Technique: Asking for a Little to Gain a Lot 394
The Door-in-the-Face Technique: Asking for a Lot to Get a Little 395
The That's-Not-All Technique: Discounter's Delight 396
The Low-Ball: Start Small, Finish Big 397

REVIEW AND RETHINK 393

■ SOCIAL PSYCHOLOGY AT WORK

On-the-Job Influence: Bottom-up, Lateral, and Top-down Compliance Tactics 398

Avoiding Compliance by Just Saying No 399	
REVIEW AND RETHINK 400	
OBEDIENCE Obedience to Authority: Only Following Orders 401 Obedience to Authority: The Milgram Studies 403	400
REVIEW AND RETHINK 407	
■ LOOKING BACK 407	
KEY TERMS AND CONCEPTS	408
FOR FURTHER RESEARCH AND STUDY EPILOGUE 409	409
CHAPTER THIRTEEN: LAW AND ORDER: THE LEGAL SYSTEM AND POLITICS	410
PROLOGUE: MURDER IN THE FIRST DEGREE? 411	
Looking Ahead 411	
THE LAW AND THE COURTROOM The Defendant 412	412
The Judge 413	
The Jury 415	
REVIEW AND RETHINK 418	
■ Social Psychology at Work Recollections in the Courtroom 420	
The Social Psychology of Criminal Behavior 422	
■ THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Making Criminal Trials Fairer 425	
REVIEW AND RETHINK 425	
POLITICS, LEADERSHIP, AND POWER	426
Great Person Approaches to Leadership: Leaders Are Born, Not Made 426	
Situational Approaches to Leadership: Under the Right Circumstances, Anyone Can Be President 428	
Interactional Approaches to Leadership: Person + Situation = Leadership 430	
Gender and Cultural Patterns in Leadership 433	
Choosing a Leader: The Politics of Voter Choice 435	
The Nature of Power 436 The Hazards of Power 437	
REVIEW AND RETHINK 438	
Key Terms and Concepts	440
FOR FURTHER RESEARCH AND STUDY	441

PART VIII THE SOCIAL CONTEXT OF SOCIETY



CHAPTER FOURTEEN: GROUPS: JOINING WITH OTHERS PROLOGUE: THE CHALLENGER EXPLODES 445 LOOKING AHEAD 445 WHAT MAKES A GROUP A GROUP? Defining Characteristics of Groups 447 The Structure of Groups 448	444 446 453
WHAT MAKES A GROUP A GROUP? Defining Characteristics of Groups 447	-10
Defining Characteristics of Groups 447	-10
• •	45 3
REVIEW AND RETHINK 452	453
BEHAVIOR IN GROUPS: THE BENEFITS AND COSTS OF MEMBERSHIP Social Facilitation 453 Social Loafing 456	
THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Reducing Social Loafing 458	
REVIEW AND RETHINK 458	
GROUP PROBLEM SOLVING AND DECISION MAKING The Process of Group Decision Making: Joining Forces in Groups 459 The Quality of Group Decision Making: Are Many Heads Better Than One? 462	459
SOCIAL PSYCHOLOGY AT WORK Grouptbink: When Goups Go Wrong 467	
REVIEW AND RETHINK 468	
■ LOOKING BACK 469	
Key Terms and Concepts	470
FOR FURTHER RESEARCH AND STUDY EPILOGUE 471	470
CHAPTER FIFTEEN: ORGANIZATIONS, CULTURE, AND THE SOCIAL WORLD: LIVING IN SOCIETY	472
Prologue: Japan Comes to the United States 473 > Looking Ahead 473	
	474
ORGANIZATIONS: GROUPS AT WORK How Organizations Operate: The Rules of the Game 474	474
 SOCIAL PSYCHOLOGY AT WORK Where East Meets West: Blending Japanese and U.S. Approaches to Organizations 477 The Culture of Organizations 478 Organizational Socialization 479 	
THE INFORMED CONSUMER OF SOCIAL PSYCHOLOGY Socializing Yourself: Easing Your Path into a New Organization 483 Organizational Communication: Working Through Channels 484 REVIEW AND RETHINK 484	

CULTURE: SOCIAL PSYCHOLOGY AND SOCIETY Individualism versus Collectivism: Does the Individual or the Group Prevail? 486	485
Interpersonal Relationships in a Cultural Context 488	
REVIEW AND RETHINK 492	
Competition and Aggression: A Uniquely American Way of Life? 492	
Promoting World Peace: Toward a Just World 495	
REVIEW AND RETHINK 497	
◆ Looking Back 498	
KEY TERMS AND CONCEPTS	499
FOR FURTHER RESEARCH AND STUDY EPILOGUE 500	499
II III JUU	
GLOSSARY	501
REFERENCES	511
PHOTO ACKNOWLEDGMENTS	551
INDEX	553