CONTENTS

	Series Foreword Introduction	v vi
Chapter 1:	The Development of Social Psychology What Is Social Psychology? The Development of Social Psychology Plan of This Book	! ! 2 5
PART ONE:	SOCIAL BEHAVIOR	7
Chapter 2:	Behavior in the Presence of Others Some Conflicting Experimental Findings Presence of Others as Source of Arousal	10 10 13
Chapter 3:	Coaction Coaction Effects in Learning Performance Social Support	16 16 24
Chapter 4:	Learning from Experience of Others Imitation and Vicarious Learning Conformity	29 29 37
Chapter 5:	Social Reinforcement A Case of Tantrum Control Social Reinforcement and Imitation	41 41 48
PART TWO: SOCIAL INTERACTION		51
Chapter 6:	Communication Communication and Social Life Behavior of the Communicator Behavior of the Receiver	54 54 58 60
Chapter 7:	Cooperation, Competition, and Conflict Cooperation in the Minimal Social Situation The Choice to Cooperate or to Compete Conflict, Competition, and Their Consequences	67 67 72 79
PART THREE: GROUP PROCESSES		
Chapter 8:	Social Uniformities and Social Differentiation Social Uniformities	84 84

viii / CONTENTS

85 92
99
99
104
109
117
119