

# Contents

## SECTION I. BIOLOGICAL SYSTEM

1. The Evolutionary Psychology of Human Social Strategies 3  
*David M. Buss*
2. Psychoneuroendocrinology of Social Behavior 39  
*Dolf Zillmann and Martin Zillmann*
3. Social Neuroscience: Principles of Psychophysiological Arousal and Response 72  
*John T. Cacioppo, Gary G. Berntson, and Stephen L. Crites, Jr.*
4. Social Psychosomatics 102  
*Kathryn P. Davison and James W. Pennebaker*

## SECTION II. COGNITIVE SYSTEM

5. Knowledge Activation: Accessibility, Applicability, and Salience 133  
*E. Tory Higgins*
6. Automaticity in Social Psychology 169  
*John A. Bargh*
7. Principles of Mental Representation 184  
*Donal E. Carlston and Eliot R. Smith*
8. Expectancies 211  
*James M. Olson, Neal J. Roese, and Mark P. Zanna*
9. Social Hypothesis Testing: Cognitive and Motivational Mechanisms 239  
*Yaacov Trope and Akiva Liberman*
10. Explanations: Processes and Consequences 271  
*Craig A. Anderson, Douglas S. Krull, and Bernard Weiner*
11. The Social Psychology of Decision Making 297  
*Icek Ajzen*

## SECTION III. PERSONAL MOTIVATIONAL SYSTEM

12. Principles of Self-Regulation: The Nature of Willpower and Self-Control 329  
*Walter Mischel, Nancy Cantor, and Scott Feldman*
13. Goal Effects on Action and Cognition 361  
*Peter M. Gollwitzer and Gordon B. Moskowitz*

<b>14.</b> The Psychology of Evaluation	400
<i>Abraham Tesser and Leonard Martin</i>	
<b>15.</b> Feelings and Phenomenal Experiences	433
<i>Norbert Schwarz and Gerald L. Clore</i>	
<b>16.</b> Mental Control	466
<i>Daniel M. Wegner and Richard M. Wenzlaff</i>	
<b>17.</b> Motivated Social Cognition: Principles of the Interface	493
<i>Arie W. Kruglanski</i>	
<b>SECTION IV. INTERPERSONAL SYSTEM</b>	
<b>18.</b> Attachment and Intimacy: Component Processes	523
<i>Harry T. Reis and Brian C. Patrick</i>	
<b>19.</b> Interdependence Processes	564
<i>Caryl E. Rusbult and Paul A. M. Van Lange</i>	
<b>20.</b> The Social Psychology of Social Support	597
<i>Wolfgang Stroebe and Margaret Stroebe</i>	
<b>21.</b> Conflict in Close Relationships	622
<i>John G. Holmes and Sandra L. Murray</i>	
<b>22.</b> Social Psychological Models of Interpersonal Communication	655
<i>Robert M. Krauss and Susan R. Fussell</i>	
<b>23.</b> Principles of Persuasion	702
<i>Shelly Chaiken, Wendy Wood, and Alice H. Eagly</i>	
<b>SECTION V. GROUP AND CULTURAL SYSTEM</b>	
<b>24.</b> Conflict in Groups	745
<i>John M. Levine and Leigh Thompson</i>	
<b>25.</b> Social Identification	777
<i>Kay Deaux</i>	
<b>26.</b> The Construction of Social Norms and Standards	799
<i>Dale T. Miller and Deborah A. Prentice</i>	
<b>27.</b> Social Transitions: Windows into Social Psychological Processes	830
<i>Diane N. Ruble and Edward Seidman</i>	
<b>28.</b> Culture and Basic Psychological Principles	857
<i>Hazel Rose Markus, Shinobu Kitayama, and Rachel J. Heiman</i>	
<b>AUTHOR INDEX</b>	<b>915</b>
<b>SUBJECT INDEX</b>	<b>939</b>