

# CONTENTS

|   |            |
|---|------------|
| 1. Introduction: Social Psychology, International Affairs,<br>and Public Policy<br>STUART OSKAMP  | 7          |
| <b>PART I: WAR-PEACE ISSUES</b>   | <b>19</b>  |
| 2. Toward the Cause of Peace: What Can Psychology Contribute?<br>B. F. SKINNER  | 21         |
| 3. Behavior Analysis, the Nuclear Arms Race,<br>and the Peace Movement<br>JOHN A. NEVIN   | 27         |
| 4. Ten Psychological Contributions to the Prevention of Nuclear War<br>RALPH K. WHITE   | 45         |
| 5. International Crisis Management in the Nuclear Age<br>IRVING L. JANIS  | 63         |
| 6. Mediation of International Conflict<br>PETER J. CARNEVALE  | 87         |
| 7. Attitudes Toward Nuclear Armament Policies: An Example<br>of Social Research in Behalf of Social Advocacy<br>SEYMOUR FESHBACH, ELIZABETH KANDEL,<br>and FRANK HAIST              | 107        |
| 8. The Media and Nuclear War: Fallout from TV's <i>The Day After</i><br>STUART OSKAMP, JEANNE C. KING, SHAWN M. BURN,<br>ALISON M. KONRAD, JOHN A. POLLARD,<br>and MICHAEL A. WHITE | 127        |
| <b>PART II: RELATED INTERNATIONAL AND<br/>NATIONAL ISSUES</b>   | <b>159</b> |
| 9. The Social Psychology of U.S. Presidential Effectiveness<br>LAWRENCE S. WRIGHTSMAN   | 161        |
| 10. Social Psychological Aspects of Political Terrorism<br>ARIEL MERARI and NEHEMIA FRIEDLAND   | 185        |
| 11. Implications of Post-Traumatic Stress for Social Psychology<br>LAURA M. DAVIDSON and ANDREW BAUM  | 207        |

|  |     |
|--|-----|
| 12. The Cognitive Side of Conflict: From Theory to Resolution of Policy Disputes                       |     |
| KENNETH R. HAMMOND and JANET GRASSIA   | 233 |
| 13. Technology Assessment and Congressional Use of Social Psychology: Making Complexity Understandable |     |
| LEONARD SAXE and DENISE DOUGHERTY  | 255 |
| 14. Influencing Social Policy in the Public Interest   |     |
| PAUL R. KIMMEL   | 281 |
| Author Index   | 299 |
| Subject Index  | 306 |
| About the Authors  | 310 |