

Brief Contents

- 1** Introducing Social Psychology 21
 - 2** Methodology: How Social Psychologists Do Research 43
 - 3** Social Cognition: How We Think About the Social World 71
 - 4** Social Perception: How We Come to Understand Other People 104
 - 5** The Self: Understanding Ourselves in a Social Context 139
 - 6** The Need to Justify Our Actions: The Costs and Benefits of Dissonance Reduction 177
 - 7** Attitudes and Attitude Change: Influencing Thoughts and Feelings 208
 - 8** Conformity: Influencing Behavior 246
 - 9** Group Processes: Influence in Social Groups 289
 - 10** Interpersonal Attraction: From First Impressions to Close Relationships 323
 - 11** Prosocial Behavior: Why Do People Help? 364
 - 12** Aggression: Why Do We Hurt Other People? Can We Prevent It? 395
 - 13** Prejudice: Causes, Consequences, and Cures 433
- Social Psychology in Action 1** Using Social Psychology to Achieve a Sustainable and Happy Future 475
- Social Psychology in Action 2** Social Psychology and Health 496
- Social Psychology in Action 3** Social Psychology and the Law 516



1813206

Contents

Preface	11	Ethical Issues in Social Psychology	65
About the Authors	17	Summary 68 • Test Yourself 69	
Special Tips for Students	19		
1 Introducing Social Psychology	21	3 Social Cognition: How We Think About the Social World	71
Defining Social Psychology	23	On Automatic Pilot: Low-Effort Thinking	73
TRY IT! How Do Certain People Affect Your Values?	23	People as Everyday Theorists: Automatic Thinking with Schemas	74
Social Psychology, Philosophy, Science, and Common Sense	24	Which Schemas Do We Use? Accessibility and Priming	76
How Social Psychology Differs from Its Closest Cousins	26	Making Our Schemas Come True: The Self-Fulfilling Prophecy	78
TRY IT! Social Situations and Behaviors	27	Types of Automatic Thinking	81
The Power of the Situation	29	Automatic Goal Pursuit	82
The Importance of Explanation	30	Automatic Decision Making	83
The Importance of Interpretation	32	Automatic Thinking and Metaphors About the Body and the Mind	84
Where Construals Come From: Basic Human Motives	35	Mental Strategies and Shortcuts: Judgmental Heuristics	85
The Self-Esteem Motive: The Need to Feel Good About Ourselves	36	HOW EASILY DOES IT COME TO MIND? THE AVAILABILITY HEURISTIC • HOW SIMILAR IS A TO P? THE REPRESENTATIVENESS HEURISTIC	
SUFFERING AND SELF-JUSTIFICATION		TRY IT! Reasoning Quiz	89
The Social Cognition Motive: The Need to Be Accurate	37	PERSONALTY TESTS AND THE REPRESENTATIVENESS HEURISTIC	
EXPECTATIONS ABOUT THE SOCIAL WORLD		Cultural Differences in Social Cognition	90
Summary 40 • Test Yourself 41		Cultural Determinants of Schemas	90
		Holistic versus Analytic Thinking	91
2 Methodology: How Social Psychologists Do Research	43	Controlled Social Cognition: High-Effort Thinking	93
Social Psychology: An Empirical Science	44	Controlled Thinking and Free Will	93
TRY IT! Social Psychology Quiz: What's Your Prediction?	45	TRY IT! Can You Predict Your (or Your Friend's) Future?	96
Formulating Hypotheses and Theories	45	Mentally Undoing the Past: Counterfactual Reasoning	96
INSPIRATION FROM EARLIER THEORIES AND RESEARCH • HYPOTHESES BASED ON PERSONAL OBSERVATIONS		Improving Human Thinking	97
Research Designs	47	TRY IT! How Well Do You Reason?	98
The Observational Method: Describing Social Behavior	48	Watson Revisited	99
ETHNOGRAPHY • ARCHIVAL ANALYSIS • LIMITS OF THE OBSERVATIONAL METHOD		Summary 100 • Test Yourself 102	
The Correlational Method: Predicting Social Behavior	50		
SURVEYS • LIMITS OF THE CORRELATIONAL METHOD: CORRELATION DOES NOT EQUAL CAUSATION		4 Social Perception: How We Come to Understand Other People	104
TRY IT! Correlation and Causation: Knowing the Difference	53	Nonverbal Communication	106
The Experimental Method: Answering Causal Questions	54	TRY IT! Using Your Voice as a Nonverbal Cue	107
INDEPENDENT AND DEPENDENT VARIABLES • INTERNAL VALIDITY IN EXPERIMENTS • EXTERNAL VALIDITY IN EXPERIMENTS • FIELD EXPERIMENTS • REPLICATIONS AND META-ANALYSIS • BASIC VERSUS APPLIED RESEARCH		Facial Expressions of Emotion	107
New Frontiers in Social Psychological Research	62	EVOLUTION AND FACIAL EXPRESSIONS • WHY IS DECODING SOMETIMES DIFFICULT?	
Culture and Social Psychology	63	Culture and the Channels of Nonverbal Communication	110
The Evolutionary Approach	63	First Impressions: Quick but Long-Lasting	113
Social Neuroscience	64	The Lingering Influence of Initial Impressions	114
		Using First Impressions and Nonverbal Communication to Our Advantage	115

Contents

Causal Attribution: Answering the “Why” Question	117		
The Nature of the Attribution Process	117		
TRY IT! <i>What Do People Really Think?</i>	118		
The “Overshooting” Model of Attribution	119		
Fundamental Attribution Error: People	121		
Personality Psychologists	121		
THE FORCE OF PLAY TOYRAE: A BOND OF THE FUNDAMENTAL ATTRIBUTION ERROR • THE “COUSIN” ATTRIBUTION ERRORS	122		
Self-Serving Attributions	126		
The “Bias Blind Spot”	128		
Culture and Social Perception	129		
Holistic versus Analytic Thinking	130		
SOCIAL-PSYCHOLOGICAL EVIDENCE	130		
Cultural Differences in the Fundamental Attribution Error	131		
Culture and Other Attributional Biases	133		
Summary 135 • Test Yourself 137			
5 The Self: Understanding Ourselves in a Social Context	139		
The Origins and Nature of the Self-Concept	140		
Cultural Influences on the Self-Concept	142		
TRY IT! <i>A Measure of Independence and Interdependence</i>	143		
Functions of the Self	144		
Knowing Ourselves Through Introspection	145		
Focusing on the Self: Self-Awareness Theory	145		
TRY IT! <i>Measure Your Private Self- Consciousness</i>	147		
Judging Why We Feel the Way We Do: Telling More Than We Can Know	147		
The Consequences of Introspecting About Reasons	148		
Knowing Ourselves by Observing Our Own Behavior	150		
Intrinsic versus Extrinsic Motivation	151		
Mindsets and Motivation	154		
Understanding Our Emotions: The Two-Factor Theory of Emotion	154		
Finding the Wrong Cause: Misattribution of Arousal	157		
Using Other People to Know Ourselves	159		
Knowing Ourselves by Comparing Ourselves to Others	160		
Knowing Ourselves by Adopting Other People’s Views	161		
Knowing Our Future Feelings by Consulting Other People	163		
Self-Control: The Executive Function of the Self	164		
Impression Management: All the World’s a Stage	166		
Ingratiation and Self-Handicapping	167		
Climbing: Impression Management	169		
Summary 170	170		
6 The Need to Justify Our Actions: The Costs and Benefits of Dissonance Reduction	177		
The Theory of Cognitive Dissonance	178		
When Cognitions Conflict	178		
WHY WE OVERSTATED THE PAIN OF DISAPPOINTMENT	178		
Dissonance and the Self-Concept	182		
Decisions, Decisions, Decisions	183		
DEFENDING OUR BELIEFS AND BELIEVES • THE PERFORMANCE OF THE DECISION	183		
TRY IT! <i>The Advantage of Finality</i>	185		
CREATING THE ILLUSION OF IRREVOCABILITY • THE DECISION TO BEHAVE IMMORALLY	185		
Dissonance, Culture, and the Brain	187		
DISSONANCE IN THE BRAIN • DISSONANCE ACHORS CULTURES	187		
Self-Justification in Everyday Life	189		
The Justification of Effort	189		
TRY IT! <i>Justifying What You’ve Done</i>	191		
External versus Internal Justification	191		
COUNTERATTITUDINAL ADVOCACY	191		
Punishment and Self-Persuasion	193		
THE LASTING EFFECTS OF SELF-PERSUASION • NOT JUST TANGIBLE REWARDS OR PUNISHMENTS	193		
The Hypocrisy Paradigm	196		
Justifying Good Deeds and Harmful Acts	197		
THE BEN FRANKLIN EFFECT: JUSTIFYING ACTS OF KINDNESS	197		
TRY IT! <i>The Internal Consequences of Doing Good</i>	199		
DEHUMANIZING THE ENEMY: JUSTIFYING CRUELTY	199		
Some Final Thoughts on Dissonance: Learning from Our Mistakes	201		
POLITICS AND SELF-JUSTIFICATION • OVERCOMING DISSONANCE	201		
Summary 205 • Test Yourself 206			
7 Attitudes and Attitude Change: Influencing Thoughts and Feelings	2		
The Nature and Origin of Attitudes			
Where Do Attitudes Come From?			
COGNITIVELY BASED ATTITUDES • AFFECTIVELY BASED ATTITUDES			
TRY IT! <i>Affective and Cognitive Bases of Attitudes</i>			
BEHAVIORALLY BASED ATTITUDES			
Explicit versus Implicit Attitudes			
When Do Attitudes Predict Behavior?			
Predicting Spontaneous Behaviors			
Predicting Deliberative Behaviors			
SPECIFIC ATTITUDES • SUBJECTIVE NORMS • PERCEIVED BEHAVIORAL CONTROL			
How Do Attitudes Change?			
Changing Attitudes by Changing Behavior: Cognitive Dissonance Theory Revisited			

THE CHRONIC AND PERSISTENT EFFECTS OF PERSUASION • THE MOTIVATION TO ARGUE ATTENTION TO THE ARGUMENTS • THE AFTER-EFFECTS OF PERSUASION • THE ATTITUDE-BEHAVIOR LINK- LASTING ATTITUDE CHANGE		Using a Revised the “Boomerang” List Other Factors of Social Influence	
Motion and Attitude Change	225	Obedience to Authority	276
FEAR-AROUSING COMMERCIALS • BEHAVIOR AS A HEURISTIC • EFFECTS OF DIFFERENT TYPES OF ATTITUDES		The Role of Normative Social Influence	277
Attitude Change and the Body	227	The Role of Informational Social Influence	281
the Power of Advertising	230	Other Reasons Why We Obey	281
How Advertising Works	231	CONFORMING TO A SOCIAL NORM • THE POWER OF SOCIAL IDENTIFICATION	
Subliminal Advertising: A Form of Mind Control?	232	The Obedience Studies: Then and Now	283
DEBUNKING THE CLAIMS ABOUT SUBLIMINAL ADVERTISING • LABORATORY EVIDENCE FOR SUBLIMINAL INFLUENCE		THE MORALITY OF A BETTER JOB	
TRY IT! Consumer Brand Attitudes	235	Summary 286 • Test Yourself 287	
Advertising, Stereotypes, and Culture	235		
GENDER STEREOTYPES AND EXPECTATIONS • CULTURE AND ADVERTISING			
Resisting Persuasive Messages	239	9 Group Processes: Influence in Social Groups	289
Attitude Inoculation	239	What Is a Group?	290
Being Alert to Product Placement	239	Why Do People Join Groups?	290
Resisting Peer Pressure	240	The Composition and Functions of Groups	291
When Persuasion Attempts Backfire: Resistance Theory	241	GROUP COHESION • GROUP BELONGING • GROUP COMMITMENT • GROUP IDENTIFICATION	
Summary 243 • Test Yourself 244		Individual Behavior in a Group Setting	295
		Social Facilitation: When the Presence of Others Energizes Us	296
		SINGLE VERSUS DIFFICULT TASKS • AROUSAL AND THE DOMINANT RESPONSE • WHY THE PRESENCE OF OTHERS CAUSES AROUSAL	
8 Conformity: Influencing Behavior	246	Social Loafing: When the Presence of Others Relaxes Us	299
Conformity: When and Why	248	Gender and Cultural Differences in Social Loafing: Who Slacks Off the Most?	299
Informational Social Influence: The Need to Know What’s “Right”	250	Deindividuation: Getting Lost in the Crowd	301
The Importance of Being Accurate	250	DEINDIVIDUATION MAKES PEOPLE FEEL LESS ACCOUNTABLE • DEINDIVIDUATION IN THE REAL WORLD • OBEDIENCE TO GROUP DECISIONS • DEINDIVIDUATION ONLINE	
When Informational Conformity Backfires	251	Group Decisions: Are Two (or More) Heads Better Than One?	303
When Will People Conform to Informational Social Influence?	253	Process Loss: When Group Interactions Inhibit Good Problem Solving	304
WHEN THE SITUATION IS AMBIGUOUS • WHEN THE SITUATION IS A CRISIS • WHEN OTHER PEOPLE ARE EXPERTS		FAILURE TO SHARE UNIQUE INFORMATION • GROUPTHINK: MANY HEADS, ONE BRAIN	
Normative Social Influence: The Need to Be Accepted	256	Group Polarization: Going to Extremes	307
Conformity and Social Approval: The Asch Line-Judgment Studies	258	Leadership in Groups	309
The Importance of Being Accurate, Revisited	261	LEADERSHIP AND FORMALITY • LEADERSHIP STYLES • THE RIGHT PERSON IN THE RIGHT SITUATION • GENDER AND LEADERSHIP • THE FUTURE AND LEADERSHIP	
The Consequences of Persisting Normative Social Influence	263	Conflict and Cooperation	317
TRY IT! Unveiling Normative Social Influence by Breaking the Rules	264	Social Dilemmas	317
When Will People Conform to Normative Social Influence?	264	TRY IT! The Prisoner’s Dilemma	319
WHEN THE GROUP GROWS LARGER • WHEN THE GROUP IS IMPORTANT • WHEN ONE HAS NO ALLIES IN THE GROUP • WHEN THE GROUP’S CULTURE IS COLLECTIVISTIC		INCREASING COOPERATION IN THE PRISONER’S DILEMMA	
Minority Influence: When the Few Influence the Many	268	Using Threats to Resolve Conflict	320
Strategies for Using Social Influence	269	EFFECTS OF COMMERCIALS	
The Role of Injunctive and Descriptive Norms	270	Negotiation and Bargaining	321
		Summary 320 • Test Yourself 321	

10 Interpersonal Attraction: From First Impressions to Close Relationships	323		
What Predicts Attraction?	325		
The Person Next Door: The Proximity Effect	326		
TRY IT! Mapping the Effect of Proximity in Your Life	326		
Similarity	328		
OPINIONS AND PERSONALITY • INTERESTS AND EXPERIENCES • APPEARANCE • GENETICS • SOME FINAL COMMENTS ABOUT SIMILARITY			
Reciprocal Liking	330		
Physical Attractiveness	331		
WHAT IS ATTRACTIVE? • CULTURAL STANDARDS OF BEAUTY • THE POWER OF FAMILIARITY • ASSUMPTIONS ABOUT ATTRACTIVE PEOPLE			
Evolution and Mate Selection	336		
EVOLUTION AND SEX DIFFERENCES • ALTERNATE PERSPECTIVES ON SEX DIFFERENCES			
Making Connections in the Age of Technology	340		
Attraction 2.0: Mate Preference in an Online Era	341		
The Promise and Pitfalls of Online Dating	343		
Love and Close Relationships	345		
Defining Love: Companionship and Passion	345		
TRY IT! Passionate Love Scale	347		
Culture and Love	347		
Attachment Styles in Intimate Relationships	349		
This Is Your Brain . . . in Love	351		
Theories of Relationship Satisfaction: Social Exchange and Equity	352		
SOCIAL EXCHANGE THEORY • EQUITY THEORY			
Ending Intimate Relationships	358		
The Process of Breaking Up	358		
The Experience of Breaking Up	359		
Summary 361 • Test Yourself 362			
11 Prosocial Behavior: Why Do People Help?	364		
Basic Motives Underlying Prosocial Behavior: Why Do People Help?	365		
Evolutionary Psychology: Instincts and Genes	366		
KIN SELECTION • THE RECIPROCITY NORM			
TRY IT! The Dictator Game	367		
GROUP SELECTION			
Social Exchange: The Costs and Rewards of Helping	368		
Empathy and Altruism: The Pure Motive for Helping	369		
Personal Qualities and Prosocial Behavior: Why Do Some People Help More Than Others?	373		
Individual Differences: The Altruistic Personality	374		
TRY IT! Empathic Concern	374		
Gender Differences in Prosocial Behavior	375		
Cultural Differences in Prosocial Behavior	375		
Religion and Prosocial Behavior	377		
The Effects of Mood on Prosocial Behavior	377		
EFFECTS OF POSITIVE MOODS: FEEL GOOD, DO GOOD • FEEL BAD, DO GOOD			
Situational Determinants of Prosocial Behavior: When Will People Help?	379		
Environment: Rural versus Urban	379		
Residential Mobility	380		
The Number of Bystanders: The Bystander Effect	381		
NOTICING AN EVENT • INTERPRETING THE EVENT AS AN EMERGENCY • ASSUMING RESPONSIBILITY • KNOWING HOW TO HELP • DECIDING TO IMPLEMENT THE HELP			
Effects of the Media: Video Games and Music Lyrics	386		
How Can Helping Be Increased?	388		
Increasing the Likelihood That Bystanders Will Intervene	388		
Increasing Volunteerism	390		
Positive Psychology, Human Virtues, and Prosocial Behavior	391		
Summary 392 • Test Yourself 393			
12 Aggression: Why Do We Hurt Other People? Can We Prevent It?	395		
Is Aggression Innate, Learned, or Optional?	396		
The Evolutionary View	397		
AGGRESSION IN OTHER ANIMALS			
Culture and Aggression	398		
CHANGES IN AGGRESSION ACROSS TIME AND CULTURES • CULTURES OF HONOR			
Gender and Aggression	401		
PHYSICAL AGGRESSION • RELATIONAL AGGRESSION			
TRY IT! Do Women and Men Differ in Their Responses?	403		
Learning to Behave Aggressively	403		
Some Physiological Influences	405		
THE EFFECTS OF ALCOHOL • THE EFFECTS OF PAIN AND HEAT			
Social Situations and Aggression	407		
Frustration and Aggression	408		
Provocation and Reciprocation	409		
TRY IT! Insults and Aggression	410		
Weapons as Aggressive Cues	410		
Putting the Elements Together: The Case of Sexual Assault	411		
MOTIVATIONS FOR RAPE • SEXUAL SCRIPTS AND THE PROBLEM OF CONSENT • PUTTING THE ELEMENTS TOGETHER			
Violence and the Media	414		
Studying the Effects of Media Violence	414		
EXPERIMENTAL STUDIES • LONGITUDINAL STUDIES			
The Problem of Determining Cause and Effect	417		

How to Decrease Aggression 419
 Does Punishing Aggression Reduce Aggression? 419
 USING PUNISHMENT ON VIOLENT ADULTS
 Catharsis and Aggression 421
 THE EFFECTS OF AGGRESSIVE ACTS ON SUBSEQUENT AGGRESSION • BLAMING THE VICTIM OF OUR AGGRESSION
 What Are We Supposed to Do with Our Anger? 423
 VENTING VERSUS SELF-AWARENESS
TRY IT! Controlling Your Anger 424
 TRAINING IN COMMUNICATION AND PROBLEM-SOLVING SKILLS • COUNTERING DEHUMANIZATION BY BUILDING EMPATHY
 Disrupting the Rejection-Rage Cycle 426
 Summary 428 • Test Yourself 431

13 Prejudice: Causes, Consequences, and Cures 433

Defining Prejudice 434
 The Cognitive Component: Stereotypes 435
 FROM CATEGORIES TO STEREOTYPES
TRY IT! Stereotypes and Aggression 437
 WHAT'S WRONG WITH POSITIVE STEREOTYPES? • STEREOTYPES OF GENDER
 The Affective Component: Emotions 440
TRY IT! Identifying Your Prejudices 441
 The Behavioral Component: Discrimination 441
 RACIAL DISCRIMINATION • GENDER DISCRIMINATION • THE ACTIVATION OF PREJUDICE
Detecting Hidden Prejudices 447
 Ways of Identifying Suppressed Prejudices 447
 Ways of Identifying Implicit Prejudices 448
The Effects of Prejudice on the Victim 450
 The Self-Fulfilling Prophecy 450
 Stereotype Threat 451
Causes of Prejudice 454
 Pressures to Conform: Normative Rules 454
 Social Identity Theory: Us versus Them 456
 ETHNOCENTRISM • IN-GROUP BIAS • OUT-GROUP HOMOGENEITY • BLAMING THE VICTIM • JUSTIFYING FEELINGS OF ENTITLEMENT AND SUPERIORITY
 Realistic Conflict Theory 460
 ECONOMIC AND POLITICAL COMPETITION
Reducing Prejudice 462
 The Contact Hypothesis 463
 When Contact Reduces Prejudice 465
 WHERE DESEGREGATION WENT WRONG
 Cooperation and Interdependence: The Jigsaw Classroom 467
 WHY DOES JIGSAW WORK?
TRY IT! Jigsaw-Type Group Study 469
 THE GRADUAL SPREAD OF COOPERATIVE AND INTERDEPENDENT LEARNING
 Summary 471 • Test Yourself 473

Social Psychology in Action 1
 Using Social Psychology to Achieve a Sustainable and Happy Future 475

Applied Research in Social Psychology 478
 Capitalizing on the Experimental Method 479
 ASSESSING THE EFFECTIVENESS OF INTERVENTIONS • POTENTIAL RISKS OF SOCIAL INTERVENTIONS
 Social Psychology to the Rescue 481
Using Social Psychology to Achieve a Sustainable Future 481
 Conveying and Changing Social Norms 482
TRY IT! Reducing Littering with Descriptive Norms 483
 Keeping Track of Consumption 484
 Introducing a Little Competitiveness 485
 Inducing Hypocrisy 485
 Removing Small Barriers to Achieve Big Changes 487
Happiness and a Sustainable Lifestyle 489
 What Makes People Happy? 489
 SATISFYING RELATIONSHIPS • FLOW: BECOMING ENGAGED IN SOMETHING YOU ENJOY • ACCUMULATE EXPERIENCES, NOT THINGS • HELPING OTHERS
TRY IT! Applying the Research to Your Own Life 492
 Do People Know What Makes Them Happy? 492
 Summary 493 • Test Yourself 494

Social Psychology in Action 2
 Social Psychology and Health 496

Stress and Human Health 497
 Resilience 498
 Effects of Negative Life Events 499
TRY IT! The College Life Stress Inventory 500
 LIMITS OF STRESS INVENTORIES
 Perceived Stress and Health 501
 Feeling in Charge: The Importance of Perceived Control 502
 INCREASING PERCEIVED CONTROL IN NURSING HOMES • DISEASE, CONTROL, AND WELL-BEING
Coping with Stress 506
 Gender Differences in Coping with Stress 507
 Social Support: Getting Help from Others 507
TRY IT! Social Support! 508
 Reframing: Finding Meaning in Traumatic Events 509
Prevention: Promoting Healthier Behavior 511
 Summary 513 • Test Yourself 514

Social Psychology in Action 3

Social Psychology and the Law	516	Glossary	536
Eyewitness Testimony	518	References	542
Why Are Eyewitnesses Often Wrong?	518	Credits	587
ACQUISITION • STORAGE • RETRIEVAL		Name Index	593
Judging Whether Eyewitnesses Are Mistaken	523	Subject Index	608
RESPONDING QUICKLY • THE PROBLEM WITH VERBALIZATION • POST-IDENTIFICATION FEEDBACK		Answer Key	619
TRY IT! The Accuracy of Eyewitness Testimony	526		
The Recovered Memory Debate	526		
Juries: Group Processes in Action	529		
How Jurors Process Information During the Trial	529		
Confessions: Are They Always What They Seem?	530		
Deliberations in the Jury Room	532		
Summary 533 • Test Yourself 534			