BRIEF CONTENTS

CHAPTER 1 Introducing Social Psychology 3

CHAPTER 2 Research Methods in Social Psychology 25

PART ONE **Understanding the Person and Life Events 51**

CHAPTER 3 The Self 53

CHAPTER 4 Self-Presentation and Person Perception 93

CHAPTER 5 Thinking About Our Social World 135

PART TWO **Evaluating Our Social World 167**

CHAPTER 6 Attitudes 169

CHAPTER 7 Persuasion 211

CHAPTER 8 Prejudice and Discrimination 251

PART THREE **Understanding Our Place Within the Group 307**

CHAPTER 9 Social Influence 309

CHAPTER 10 Group Behavior 355

PART FOUR **Interacting with Others 397**

CHAPTER 11 Interpersonal Attraction 399

CHAPTER 12 Intimate Relationships 441

CHAPTER 13 Aggression 487

CHAPTER 14 Prosocial Behavior: Helping Others 531

CONTENTS

PREFACE 00

CHAPTER 1

Introducing Social Psychology 3

INTRODUCTION 4

WHAT IS SOCIAL PSYCHOLOGY? 5

Social Psychology Studies How We Are Influenced by Others 5

Social Psychology Is More Than Common Sense 6

Social Psychology Is Studied in Both Psychology and Sociology 7

The History of Social Psychology Reveals Its American Roots 8

ORGANIZING PRINCIPLES OF EXPLANATION IN SOCIAL PSYCHOLOGY 12

The Self Is Shaped by—and Shapes—the Social Environment 12

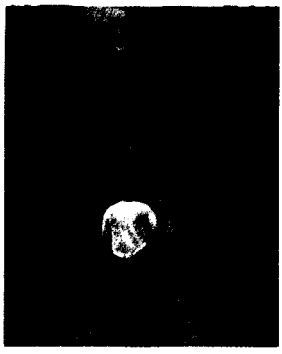
Social Cognition Involves Multiple Cognitive Strategies Shaped by People's Motives and Desires 14

Culture Shapes Social Behavior 15

Evolution Shapes Universal Patterns of Social Behavior 18

Brain Activity Affects and Is Affected By Social Behavior 21

CHAPTER 2



Research Methods in Social Psychology 25

INTRODUCTION 26

CONDUCTING RESEARCH IN SOCIAL PSYCHOLOGY 26

The Research Process Involves a Series of Sequential Steps 26

Description Is the Goal of Observational Research 31

Correlational Research Assesses the Direction and Strength of the Relationship Between Variables 34

Experimental Research Can Determine Cause-Effect Relationships 39

Meta-analysis Is a Statistical Procedure Used to Understand the Outcomes of Many Studies 42

Social Psychologists Are Increasingly Using Emerging Technologies in Their Research 42

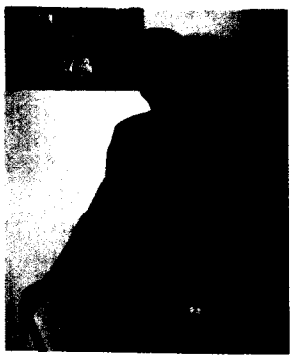
ETHICS IN SOCIAL PSYCHOLOGY 45

All Proposed Social Psychological Studies Must Submit to Ethical Evaluation 46

A Recurring Debate Is Whether Social Psychology Should Be a Value-Free Science 47

PART ONE
UNDERSTANDING THE PERSON AND LIFE EVENTS 51

CHAPTER 3



The Self 53

INTRODUCTION 54

NATURE OF THE SELF 54
- The Self Is a Symbol-Using, Self-Reflective, Social Being 54
- Contemporary Self Theories Are Based on the Insights of George Herbert Mead and William James 56

THE SELF AS BOTH TARGET OF ATTENTION AND ACTIVE AGENT 59
- Self-Awareness Is a Temporary Psychological State 60
- Self-Consciousness Is a Personality Trait 62
- Self-Regulation Is the Self's Most Important Function 65

THE SELF AS A KNOWLEDGE STRUCTURE 67
- Self-Schemas Are the Ingredients of Self-Concept 67
- Gender Identity and Gender Schemas Are Important Aspects of Self-Concept 70
- Culture Shapes the Structure of Self-Concept 71

EVALUATING THE SELF 76
- Self-Esteem Develops During Middle Childhood and Is Most Stable During Young Adulthood 76
- Self-Esteem Differences Shape Responses to Positive and Negative Events 78
- There Is a Dark Side to High Self-Esteem 81

THE SELF AS A SOCIAL BEING 82
- Social Identities Establish "What" and "Where" We Are as Social Beings 83
- In Social Relationships, Self-Esteem Is Maintained Through Social Reflection and Social Comparison 86

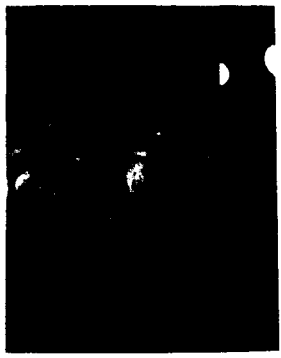
FEATURED STUDY
Adaptive Self-Regulation of Unattainable Goals 89

APPLICATIONS
Do You Engage in Binge Drinking or Eating to Escape from Yourself? 90

THE BIG PICTURE 91

CHAPTER 4

Self-Presentation and Person Perception 93



INTRODUCTION 94

SOCIAL INTERACTION AS "THEATER" 95

Self-Presentations Are Either Consciously or Automatically Constructed and Monitored 96

Embarrassment and Excuse Making Commonly Follow Failed Self-Presentations 99

High Self-Monitors Are Social Chameleons 102

IMPRESSION FORMATION 105

Our Impressions of Others Are Shaped by Their Nonverbal Behavior 105

Culture and Personality Influence the Expression and Use of Nonverbal Cues 109

We Form Personality Impressions with the Help of Traits 111

Our Personality Judgments Are Most Influenced by Negative and Early-Presented Information 113

MAKING ATTRIBUTIONS 115

We Rely upon Particular Information When Explaining People's Actions 115

Correspondent Inference Theory Assumes That People Prefer Making Dispositional Attributions 117

The Covariation Model Explains Attributions Derived from Multiple Observational Points 119

BIASES IN ATTRIBUTION 121

The Fundamental Attribution Error Is the Tendency to Make Dispositional Attributions for Others' Actions 121

Actors Give More Weight to External Factors Than Do Observers 124

Self-Serving Attributions Enhance and Protect Self-Esteem 126

FEATURED STUDY

Maintaining Lies: The Multiple-Audience Problem 130

APPLICATIONS

How Good Are You at Detecting Lies? 131

THE BIG PICTURE 133

CHAPTER 5

Thinking About Our Social World 135

INTRODUCTION 136

HOW DO WE THINK? 136

We Process Information Serially and "in Parallel" 136

We Rely On Effortful and Effortless Thinking 137

Suppressing Thoughts Can Sometimes Backfire 138

HOW DO WE ORGANIZE AND MAKE SENSE OF SOCIAL INFORMATION? 139

We Are Categorizing Creatures 139

Schemas Are Theories of How the Social World Operates 141

Schemas Affect What Information We Notice and Later Remember 142

Schemas can be Situationally or Chronically Activated 144

WHAT SHORTCUTS STRETCH OUR COGNITIVE RESOURCES? 146

The Representativeness Heuristic Helps Us Categorize 146

The Availability Heuristic Bases Judgment on Ease of Recall 147

The Anchoring and Adjustment Heuristic Helps Us Make Estimations 148

Heuristic Thinking Is Not (Generally) "Stupid Thinking" 149

WHAT ARE SOME WAYS OF THINKING ABOUT THE PAST? 150

Simulating Past Events Can Alter Our Social Judgments 150

The Hindsight Bias Is Fueled by Our Desire for Sense Making 151

Counterfactual Thinking Is Most Likely Following Negative and Unexpected Events 153

HOW DO EXPECTATIONS SHAPE OUR SOCIAL THINKING? 154

We Expect That Others Have Similar Views as Us 154

We Expect To Find Confirmation For Our Beliefs 155

Our Expectations Can Become Self-Fulfilling Prophecies 156

Expecting a "Just World" Fosters Comfort and Blame 159

Expecting Failure Breeds Helplessness 160

FEATURED STUDY
Does Unrealistic Optimism Change Following a Negative Experience? 161

APPLICATIONS
How Do You Explain Negative Events in Your Life? 162

THE BIG PICTURE 164

PART TWO
EVALUATING OUR SOCIAL WORLD 167

CHAPTER 6

Attitudes 169

INTRODUCTION 170

THE NATURE OF ATTITUDES 171
- Attitudes Are Positive or Negative Evaluations of Objects 171
- People Differ in Their Need to Evaluate 172
- Implicit Attitudes May Underlie Explicit Attitudes 174
- Values Can Shape Attitudes and Behavior 175

HOW ARE ATTITUDES FORMED AND MAINTAINED? 177
- Mere Exposure Can Lead to Positive Attitudes 177
- Attitudes Can Form Through Classical Conditioning 179
- Reinforcement and Punishment Can Shape Attitudes 181
- Self-Perception Theory Contends That Behavior Causes Attitudes 182
- Attitudes Are Influenced by Changes in Facial Expression, Head Movement, and Body Posture 183
- The Functional Approach Asserts That Attitudes Are Formed to Satisfy Current Needs 185

WHEN DO ATTITUDES PREDICT BEHAVIOR? 188
- Several Factors Determine the Attitude-Behavior Relationship 188
- The Theory of Planned Behavior Asserts That Attitudes Influence Behavior by Shaping Intentions 191

IS COGNITIVE CONSISTENCY AN IMPORTANT ASPECT OF ATTITUDES? 194
- Cognitive Dissonance Theory Asserts That Rationalization Shapes Attitudes 195
- Cognitive Consistency Is Not a Universal Motive 201

Several Theories Have Challenged Cognitive Dissonance Theory 202

FEATURED STUDY

Group Membership and Assumed Attitude Similarity 206

APPLICATIONS

How Do Reference Groups Shape Your Social and Political Attitudes? 207

THE BIG PICTURE 209

CHAPTER 7

Persuasion 211

INTRODUCTION 212

HOW HAVE VIEWS OF PERSUASION CHANGED? 213

The Message-Learning Approach Identified What Strengthens and Weakens a Persuasive Message 213

The Cognitive-Response Approach Seeks to Identify What Makes People Think About Persuasive Arguments 213

SOURCE VARIABLES: WHO IS COMMUNICATING? 216

Low Credibility Is a Discounting Cue 216

Attractiveness Enhances Persuasiveness 218

MESSAGE VARIABLES: WHAT IS THE CONTENT? 219

Vividness Can Bolster Evidence, but Sometimes It Undermines Persuasion 220

Fear Appeals Facilitate Persuasion if Certain Conditions Are Met 221

Humor Increases Attention to a Message, but It May Interfere with Message Processing 222

Two-Sided Messages Inoculate Audiences Against Opposing Views Better Than One-Sided Messages 224

Repeating a Message Increases Its Persuasive Power 226

CHANNEL VARIABLES: HOW IS THE MESSAGE TRANSMITTED? 227

Rapid Speech Can Benefit Peripheral-Route Persuasion Yet Often Hinders Central-Route Processing 227

Powerful Speech Is Generally More Persuasive Than Powerless Speech 228

AUDIENCE VARIABLES: TO WHOM IS THE MESSAGE DELIVERED? 230
Good Moods Generally Foster, but Sometimes Hinder, Persuasion 230
Degree of Message Elaboration Is Shaped Both by Issue and Impression Involvement 231
Individual Differences Affect Susceptibility to Persuasion 232

THE ROLE OF THE SELF IN PERSUASION 239
Self-Generated Persuasion Is Very Effective 239
We Can Develop Attitude Certainty By Actively Trying to Counterargue 241
Employing Subtle Labels Can Nudge People into Attitude and Behavior Change 242

FEATURED STUDY
Subliminal Priming and Persuasion 245

APPLICATIONS
Can You Be Persuaded by Subliminal Messages? 247

THE BIG PICTURE 249

CHAPTER 8

Prejudice and Discrimination 251

INTRODUCTION 252

WHAT DO WE MEAN BY PREJUDICE AND DISCRIMINATION? 252
Prejudice Is an Attitude and Discrimination Is an Action 254
Prejudice Can Be Either Explicit or Implicit 255
There Are Three Basic Forms of Prejudice 256
Certain Groups Are More Acceptable Prejudice Targets Than Others 257

HOW DOES STEREOTYPING CAUSE PREJUDICE AND DISCRIMINATION? 261
Outgroup Members Are Perceived as Being "All Alike" 262
Stereotypes Are Beliefs About Social Groups 262
Stereotypes Are Often Based on Illusory Correlations 264
Physical Appearance Cues Often Activate Stereotypes 266
Stereotype Subcategories Foster the Retention of Global Stereotypes 268
Stereotypical Thinking Is More Characteristic of the Powerful 269

Stigmatized Groups Respond to Negative Stereotypes with Opposition and Anxiety 270

WHAT MOTIVES AND SOCIAL FACTORS SHAPE PREJUDICE AND DISCRIMINATION? 274

We Automatically Favor Ingroup Members over Outgroup Members 275

Intergroup Competition Can Lead to Prejudice 276

Prejudice Can Serve as a Justification for Oppression 280

Authoritarianism Is Associated with Hostility toward Outgroups 281

THE SOCIAL PSYCHOLOGY OF RACISM AND SEXISM 285

Modern-Day Racism Is More Ambivalent Than Openly Hostile 285

Sexism Has Both a Hostile and a Benevolent Component 289

CAN WE REDUCE PREJUDICE AND DISCRIMINATION? 294

Social Scientists Differ on Whether Stereotyped Thinking Can Be Changed 294

The Contact Hypothesis Identifies Four Conditions That Can Reduce Intergroup Conflict 297

FEATURED STUDY

Intergroup Contact, Friendship, and Prejudice Reduction 300

APPLICATIONS

How Can Our Schools Both Reduce Intergroup Conflict and Promote Academic Achievement? 302

THE BIG PICTURE 304

PART THREE

UNDERSTANDING OUR PLACE WITHIN THE GROUP 307

CHAPTER 9

Social Influence 309

INTRODUCTION 310

WHAT IS SOCIAL INFLUENCE? 311

Three Behavioral Consequences of Social Influence Are Conformity, Compliance, and Obedience 312

People With Social Power Are More Likely to Initiate Action 313

CLASSIC AND CONTEMPORARY CONFORMITY RESEARCH 314

Sherif's Norm Development Research Analyzed Conformity to an Ambiguous Reality 314
Specific Situations Can Automatically Activate Specific Social Norms 316
Asch's Line Judgment Research Analyzed Conformity to a Unanimous Majority 318
Conformity Can Be Caused by Both Normative and Informational Influence 320
Schachter's "Johnny Rocco" Study Investigated the Rejection of the Nonconformist 321

WHAT FACTORS INFLUENCE CONFORMITY? 323

Situational Factors Impact Conformity 323
Personal Factors Influence Conformity 325
Individualists and Collectivists Differ in Their Conformity Patterns 327
Under Certain Conditions, the Minority Can Influence the Majority 328
Conformity Is Sometimes Automatically Activated 331

COMPLIANCE 332

Three Factors That Foster Compliance Are Positive Moods, Reciprocity, and Giving Reasons 332
Various Two-Step Compliance Strategies Are Effective for Different Reasons 335

OBEDIENCE 339

Milgram's Research Suggests That Obeying Destructive Commands Is More the Rule Than the Exception 339
Orders to Inflict Psychological Harm on Victims Are Also Likely to Be Obeyed 343
Observing Others Defy Authority Greatly Reduces Obedience 345

TOWARD A UNIFIED UNDERSTANDING OF SOCIAL INFLUENCE 346

Social Impact Theory States That Influence Is Determined by People's Number, Strength, and Immediacy 346

FEATURED STUDY

Falsely Accepting Guilt 349

APPLICATIONS

Could You Be Pressured to Falsely Confess to a Crime? 350

THE BIG PICTURE 351

CHAPTER 10

Group Behavior 355

INTRODUCTION 356

THE NATURE OF GROUPS 356

Groups Differ in Their Social Cohesiveness 357

Group Structure Develops Quickly and Changes Slowly 359

There Are Five Phases to Group Membership 360

Groups Accomplish Instrumental Tasks and Satisfy Socioemotional Needs 363

GROUP INFLUENCE ON INDIVIDUAL BEHAVIOR 364

Social Facilitation Enhances Easy Tasks and Inhibits Difficult Tasks 364

Social Loafing Occurs When Our Individual Output Becomes "Lost in the Crowd" 367

Deindividuation Involves the Loss of Individual Identity 370

DECISION MAKING IN GROUPS 374

Group Decision Making Occurs in Stages and Involves Various Decision Rules 374

Group Discussion Enhances the Initial Attitudes of People Who Already Agree 376

Groupthink Occurs When Consensus-Seeking Overrides Critical Analysis 379

LEADERSHIP 382

A Leader Is an Influence Agent 382

Transformational Leaders Take Heroic and Unconventional Actions 382

The Contingency Model Highlights Personal and Situational Factors in Leader Effectiveness 383

Gender and Culture Can Influence Leadership Style 385

GROUP INTERESTS VERSUS INDIVIDUAL INTERESTS 387

Social Dilemmas Occur When Short-Term and Long-Term Interests Conflict 388

Cooperation Is Necessary to Resolve Social Dilemmas 390

FEATURED STUDY

Group Decision Rules in Civil Juries 392

APPLICATIONS

How Do Juries Make Decisions? 393

THE BIG PICTURE 395

PART FOUR
INTERACTING WITH OTHERS 397

CHAPTER 11

Interpersonal Attraction 399

INTRODUCTION 400

AFFILIATION NEEDS 400

Two Reasons for Affiliation Are Comparison and Exchange 401

Many Factors Influence Our Affiliation Desires 402

CHARACTERISTICS OF THE SITUATION AND ATTRACTION 406

Close Proximity Fosters Liking 406

Familiarity Breeds Liking 406

Our Affiliation Desires Increase with Anxiety 408

CHARACTERISTICS OF OTHERS AND ATTRACTION 412

We Are Drawn Toward the Physically Attractive 412

There Are Both Cultural Differences and Similarities in Attractiveness Standards 414

Other People's Physical Appearance Influences Perceptions of Our Own Attractiveness 421

Birds of a Feather Really Do Flock Together 422

We Are Also Attracted to "Complementary" Others 426

We Like Those Who Like Us 428

WHEN SOCIAL INTERACTION BECOMES PROBLEMATIC 430

Social Anxiety Can Keep Us Isolated from Others 430

Loneliness Is the Consequence of Social Isolation 431

FEATURED STUDY

Alleviation of Speech Anxiety 435

APPLICATIONS

How Can Social Skills Training Improve Your Life? 436

THE BIG PICTURE 438

CHAPTER 12

Intimate Relationships 441

INTRODUCTION 442

WHAT IS INTIMACY? 443

Intimacy Involves Including Another in Your Self-Concept 443

PARENT-CHILD ATTACHMENT AND LATER ADULT RELATIONSHIPS 446

Attachment is an Inborn Adaptive Response 446

Children Develop Different Attachment Styles 447

Childhood Attachment Styles Influence Adult Romantic Relationships 448

FRIENDSHIP 451

Self-Disclosure Shapes Friendship Development and Maintenance 451

Gender Differences Exist in Heterosexual Friendships 454

Cross-Sex Heterosexual Friendships Gravitate to an "Intimacy Mean" 457

Gender Differences Disappear in Same-Sex Homosexual Friendships 458

ROMANTIC RELATIONSHIPS 459

Culture Shapes How We Think About Romantic Love 460

Social Scientists Initially Identified Many Types of Romantic Love 462

Passionate Love Can Be Triggered by Excitation Transfer 463

Companionate Love Is More Stable and Enduring Than Passionate Love 468

Women and Men May Differ in Their Experience of Love 468

WILL LOVE ENDURE? 471

Partners Are Satisfied When the Ratio Between Their Rewards and Costs Are Similar 471

Self-Esteem Can Both Facilitate and Undermine Romantic Love 472

Perceiving Partners in the Best Possible Light Leads to Satisfying Relationships 473

Partners Who Can "Read" Each Other's Thoughts and Feelings are Happier 474

Social Support Predicts Relationship Satisfaction 475

We Are Meaner to Those We Love Than We Are to Strangers 476

People Use Different Strategies to Cope with a Troubled Relationship 477
Romantic Breakups Often Cause Emotional Distress 478

FEATURED STUDY
Mate Poaching Across Cultures 480

APPLICATIONS
What Causes Jealousy and How Can You Cope with It? 481

THE BIG PICTURE 483

CHAPTER 13

Aggression 487

INTRODUCTION 488

WHAT IS AGGRESSION? 488
Social Psychologists Define Aggression as "Intentional Harm" 488
A Distinction Has Traditionally Been Made Between "Instrumental" and "Hostile" Aggression 489
Gender and Personality Moderate the Expression of Aggression 491
Delegitimizing Outgroups Promotes and Justifies Aggression 494

THE BIOLOGY OF AGGRESSION 495
Evolution Shaped Our Aggressive Behavior Patterns 495
Biological Factors Influence Aggressive Behavior 496

AGGRESSION AS A REACTION TO NEGATIVE AFFECT 498
The Frustration-Aggression Hypothesis Asserts That Aggression Is Always the Product of Frustration 498
The Cognitive-Neoassociationist Model Explains Our Initial Reaction to Provocation 500
Alcohol Consumption Increases the Likelihood of Aggression 504
Excitation Transfer Can Intensify Hostility-Based Aggression 505

LEARNING AGGRESSIVE BEHAVIOR 506
Social Learning Theory Emphasizes the Acquisition and Maintenance of Aggressive Behavior 506
Media and Video Violence Fosters Aggressive Behavior 509
The "Culture of Honor" Encourages Male Violence 512

SEXUAL AGGRESSION 513
Pornography Promotes a Belief in the "Rape Myth" and May Increase Male Violence Against Women 513
Culture-Based Sexual Scripts Make Acquaintance Rape More Likely 518
Sexual Jealousy Often Leads to Intimate Violence 519

REDUCING AGGRESSION 522
Punishment Can Both Decrease and Increase Aggression 522
Inducing Incompatible Responses Can Inhibit Aggression 523
Teaching Nonaggressive Responses to Provocation Can Effectively Control Aggression 524

FEATURED STUDY
Sexually Aggressive Men's Cognitive Associations About Women, Sex, Hostility, and Power 526

APPLICATIONS
How Can Acquaintance Rape Be Prevented? 527

THE BIG PICTURE 528

CHAPTER 14

Prosocial Behavior: Helping Others 531

INTRODUCTION 532

WHAT IS PROSOCIAL BEHAVIOR? 532
Prosocial Action Is Voluntary and Benefits Others 532
Gender Influences Helping 533

WHY DO WE HELP? 535
Helping Is Consistent with Evolutionary Theory 535
Social Norms Define the Rules of Helping Others 537
Learning to Be a Helper Involves Both Observation and Direct Reinforcement 539

WHEN DO WE HELP? 543
Bystander Intervention Involves a Series of Decisions 544

Outcome and Information Dependence Produce the Audience Inhibition Effect 547
Diffusion of Responsibility Increases with the Number of Bystanders 549
Bystander Intervention Is Also Shaped by Emotional Arousal and Cost-Reward Assessments 551
Positive and Negative Moods Can Either Increase or Decrease Helping 553

DOES TRUE ALTRUISM REALLY EXIST? 557
The Empathy-Altruism Hypothesis Contends That Empathy Produces Altruistic Motivation 557
There Are Individual Differences in Empathic Responding 559

WHOM DO WE HELP? 561
We Tend to Help Similar Others 561
We Help Deserving Others, but We Also Blame Victims 562

ARE THERE HIDDEN COSTS FOR HELP RECIPIENTS? 563
Being Unable to Reciprocate Help Can Create Stress 563
Receiving Help Can Threaten Self-Esteem 564

FEATURED STUDY
Can Imagining the Presence of Others Induce the Bystander Effect? 566

APPLICATIONS
Can Social Psychological Knowledge Enhance Prosocial Behavior? 567

THE BIG PICTURE 568

Appendix A-1

Glossary G-1

References R-1

Credits C-1

Name Index N-1

Subject Index S-1