

Contents

I. Background, History, and Overview

Editors' Introductory Comments to Chapter 1	3
1. The Past, the Present, and Possible Futures of Social Psychology and Evaluation	4
Melvin M. Mark, Stewart I. Donaldson, and Bernadette Campbell	
Social Psychology, and Evaluation, Defined	6
A Brief and Selective History	8
The Present	13
Alternative Futures for the Social Psychology–Evaluation Intersection	17
Appendix 1.1. Overview of Selected Methods and Concepts	20
Notes	24
References	25
Editors' Concluding Comments to Chapter 1	28

II. Social Psychological Theories as Global Guides to Program Design and Program Evaluation

Editors' Introductory Comments to Chapter 2	31
2. The Social and Policy Impact of Social Cognitive Theory	33
Albert Bandura	
Health Promotion Systems Founded on Self-Regulation Principles	37
Macrosocial Applications Addressing Urgent Global Problems	49
Sociocognitive Model for Effecting Societywide Changes	51
Elements of Enabling Serials	53
Global Applications	55
Concluding Remarks	65
Acknowledgments	66
References	66
Editors' Concluding Comments to Chapter 2	71

Editors' Introductory Comments to Chapter 3	72
3. Behavioral Interventions: Design and Evaluation Guided by the Theory of Planned Behavior	74
Icek Ajzen	
The Theory of Planned Behavior	75
The Cognitive Foundation of Behavior	76
Constructing a Standard TPB Questionnaire	78
Understanding Prevailing Behavior Patterns	81
Background Factors	83
Behavioral Interventions	85
Targeting an Intervention	85
Deliberation versus Implementation	89
Intervention Strategies	90
Evaluating Effectiveness of Behavioral Interventions	94
Summary and Conclusions	96
Notes	96
Recommended Readings	97
References	97
Editors' Concluding Comments to Chapter 3	101
Editors' Introductory Comments to Chapter 4	102
4. Using Program Theory to Link Social Psychology and Program Evaluation	104
Manuel Riemer and Leonard Bickman	
A Personal Voyage from Social Psychology, to Evaluation, and Back to Social Psychological Theory	105
Basic Psychological Research and the Real World	107
The Change Model	108
The Action Model	123
The Evaluation	130
Summary	131
Acknowledgment	131
Recommended Readings	132
References	133
Editors' Concluding Comments to Chapter 4	139
Editors' Introductory Comments to Chapter 5	140
5. Theory-Driven Evaluation Science and Applied Social Psychology: Exploring the Intersection	141
Stewart I. Donaldson and William D. Crano	
Contemporary Evaluation Practice	142
Evaluation Theory	143
Theory-Driven Evaluation Science	145
Applied Social Psychology	147

A Sobering Example: D.A.R.E., an Idea That Deserved to Be Right but Wasn't	149
Using Program Theory-Driven Evaluation Science to Advance Applied Social Psychology	151
Using Methods of Social Psychology to Improve Theory-Driven Evaluation Science	154
Concluding Comment	157
References	157

Editors' Concluding Comments to Chapter 5	161
-------------------------------------------	-----

III. Implications of Social Psychological Theory and Research for Meeting the Challenges of Evaluation Practice

Editors' Introductory Comments to Chapter 6	165
---------------------------------------------	-----

6. Planning the Future and Assessing the Past: Temporal 166

Biases and Debiasing in Program Evaluation

Lawrence J. Sanna, A. T. Panter, Taya R. Cohen, and Lindsay A. Kennedy

Temporal Biases and Program Evaluation 167

Summary 179

Acknowledgments 183

Recommended Readings 183

References 183

Editors' Concluding Comments to Chapter 6	187
-------------------------------------------	-----

Editors' Introductory Comments to Chapter 7	188
---------------------------------------------	-----

7. The Social Psychology of Stakeholder Processes: 189

Group Processes and Interpersonal Relations

R. Scott Tindale and Emil J. Posavac

Group Polarization 191

Shared Information and Cognitions 193

Motivation and Trust in Groups 197

Concluding Remarks 201

Acknowledgment 202

References 202

Editors' Concluding Comments to Chapter 7	208
-------------------------------------------	-----

Editors' Introductory Comments to Chapter 8	210
---------------------------------------------	-----

8. Attitudes, Persuasion, and Social Influence: 212

Applying Social Psychology to Increase Evaluation Use

Monique A. Fleming

Attitudes, Persuasion, and Social Influence 214

Thoughtful and Nonthoughtful Attitude Change Processes 215

Use of Argument Quality and Thought Listings in Uncovering Attitude Change Processes	223
Objective versus Biased Thinking	227
Remaining Questions and Methods for Future Research	230
Summary	232
Notes	234
Recommended Readings	235
References	236
Editors' Concluding Comments to Chapter 8	242
Editors' Introductory Comments to Chapter 9	243
9. Asking Questions about Behavior: Self-Reports in Evaluation Research	244
Norbert Schwarz and Daphna Oyserman	
Understanding the Question	245
Recalling Relevant Information	249
Inference and Estimation	252
Reporting the Answer: Confidentiality and Self-Presentation	258
What to Do?	259
Acknowledgment	260
References	261
Editors' Concluding Comments to Chapter 9	264
IV. Evaluation—Social Psychology Links in Important Areas of Practice: The Present and Promise of Evaluation Contributing to Social Psychology	
Editors' Introductory Comments to Chapter 10	267
10. What Social Psychologists Can Learn from Evaluations of Environmental Interventions	269
Robert B. Cialdini, Noah J. Goldstein, and Vladas Griskevicius	
Lesson 1: People Underestimate the Power of Fundamental Social Influence	270
Lesson 2: Having Research Accepted by an Organization Often Requires That the Researchers First Be Accepted by the Organization	278
Notes	282
References	282
Editors' Concluding Comments to Chapter 10	284
Editors' Introductory Comments to Chapter 11	286
11. Social Interdependence and Program Evaluation	288
David W. Johnson, Roger T. Johnson, and Laurie Stevahn	
Theory, Research, Practice	289
Social Interdependence Theory	290

Nature of Cooperative Learning	296
Amount and Characteristics of Research on Social Interdependence	298
Contributions of Evaluation Studies to Social Interdependence Theory	301
Integrative Negotiations and Peer Mediation	307
Meta-Analysis for Program and Policy Evaluations	310
Social Interdependence Theory and Program/Policy Evaluation	311
Summary	313
References	314

Editors' Concluding Comments to Chapter 11	318
--------------------------------------------	-----

Editors' Introductory Comments to Chapter 12	320
----------------------------------------------	-----

12. On Being Basic and Applied at the Same Time:	321
--------------------------------------------------	-----

Intersections between Social and Health Psychology

Blair T. Johnson, Natalie L. Dove, and Marcella H. Boynton

A Bit of Social Psychological History	322
Behavior as Crucial to Health	323
Why Knowledge Flows Slowly from Health Research to Social Psychology	328
What Should Social Psychology Learn from Health Behavior Change Research?	329
Are Basic and Applied Goals at Odds?	333
Conclusion	336
Acknowledgments	336
References	336

Editors' Concluding Comments to Chapter 12	342
--------------------------------------------	-----

V. Expanding the Intersection between Social Psychology and Evaluation

Editors' Introductory Comments to Chapter 13	345
----------------------------------------------	-----

13. Where the Rubber Hits the Road: The Development of Usable	346
---------------------------------------------------------------	-----

Middle-Range Evaluation Theory

Bernadette Campbell and April L. McGrath

What Is Middle-Range Theory?	348
Contemporary Evaluation Theory: Some Context	349
Social Psychology and Evaluation: Natural Partners	350
Keeping the "Evaluation" in Middle-Range Evaluation Theory	351
Middle-Range Evaluation Theory: Sketching Out Theoretical Subassemblies	352
Adopting a Middle-Range Frame of Mind: Benefits and Challenges	361
Summary	365
References	366

Editors' Concluding Comments to Chapter 13	372
--------------------------------------------	-----

14. Building a Better Future	373
Melvin M. Mark, Stewart I. Donaldson, and Bernadette Campbell	
A Completely Unique Relationship? No.	374
Plan for the Chapter	375
Program Theory from Social Psychology: New Directions	375
Social Psychology and the Practice Challenges of Evaluation	381
Professional Matters	383
Conclusion	385
References	385
Author Index	389
Subject Index	401
About the Editors	417
Contributors	419