BRIEF CONTENTS

1	Introducing Social Psychology 2
2	Research Methods 28
3	Self-Perception and Self-Presentation 62
4	Social Perception 110
5	Social Cognition 144
6	Attitude Formation and Change 180
7	Persuasion 216
8	Social Influence: Norms, Conformity, Compliance, and Obedience 248
9	Group Influence: The Impact of Group Processes 288
10	Stereotypes, Prejudice, and Discrimination 330
11	Aggression 376
12	Interpersonal Attraction and Close Relationships 412
13	Altruism and Prosocial Behavior 460
GLOSSARY 502 REFERENCES 508	

NAME INDEX 563

SUBJECT INDEX 579

CONTENTS

1 Introducing Social Psychology 2

WHAT IS SOCIAL PSYCHOLOGY? 4

How We Think about Ourselves 4

How We Think, Feel, and Act in the Social World 6

How Our Attitudes and Behaviors Shape the Social World 7

HOW HAS SOCIAL PSYCHOLOGY EVOLVED OVER TIME? 8

Behaviorism 8

Gestalt Psychology 9

Historical Events 9

IS SOCIAL PSYCHOLOGY REALLY JUST COMMON SENSE? 11

The "I Knew It All Along" Problem 11

Use of Scientific Method 12

Research Focus on Gender: Understanding Gender Differences in Sexual Behavior 13

Emphasis on Critical Thinking 13

HOW IS SOCIAL PSYCHOLOGY CONNECTED TO OTHER FIELDS? 15

Links to Fields within Psychology 15

Links to Other Fields 16

Research Focus on Neuroscience: How Rejection Looks in the Brain 17

HOW DOES SOCIAL PSYCHOLOGY APPLY ACROSS **CULTURES** AND SUBCULTURES? 19

Individualistic versus Collectivistic Cultures 19

The Impact of Culture 22

The Impact of Subculture 23

2 Research Methods 28

HOW DO RESEARCHERS IN SOCIAL PSYCHOLOGY TEST THEIR IDEAS? 30

Form a Question 30

Search the Literature 31

Health
connections
Why College Students Drink
Less Than You Think They
Do 7

Media
connections
The Growing Use of
Web-based Experiments

Environment
CONNECTIONS
The Hazards of Hot
Weather 35

Health

connections

Evaluating Abstinence-only

Sex Education 45

CONNECTIONS
The Challenges of Studying
Drinking and Driving 55

Form a Hypothesis 31

Create an Operational Definition 32

Collect and Analyze Data 32

Propose and/or Revise a Theory 33

WHAT ARE THE TYPES OF CORRELATIONAL RESEARCH METHODS? 33

Observational/Naturalistic Methods 34

Self-Report or Survey Methods 37

Research Focus on Neuroscience: Facial Movements as a Measure of Discrimination 43

HOW DO YOU CONDUCT EXPERIMENTAL RESEARCH? 44

Experimental Methods 44

Internal Validity 46

External Validity 49

What Is the Best Approach? 52

WHAT ARE THE ETHICAL ISSUES INVOLVED IN CONDUCTING RESEARCH IN SOCIAL PSYCHOLOGY? 53

Review by an Institutional Review Board 53

Provide Informed Consent 54

Protect Confidentiality 55

Provide Debriefing 56

HOW DOES **CULTURE** INFLUENCE RESEARCH FINDINGS? 57

The Impact of Question Order 57

The Impact of Question Wording 58

The Impact of Language 58

3 Self-Perception and Self-Presentation 62

Business connections Does Giving Bonuses Enhance or Undermine Motivation? 72

Media
connections
What Happens When Barbies
Get Smaller and GI Joes Get

Bigger? 76

Health
connections
The Downside of Too Much
Optimism 85

HOW DO PERSONAL FACTORS INFLUENCE THE SELF-CONCEPT? 64

Thinking about Your Thoughts 64

Focusing on Self-Awareness 66

Regulating the Self 67

Research Focus on Neuroscience: Different Parts of the Brain Make Different Types of Decisions 67

Examining Your Behavior 69

Research Focus on Gender: Gender Differences in Self-Definition 70

Interpreting Your Motivation 71

HOW DO SOCIAL FACTORS INFLUENCE THE SELF-CONCEPT? 74

Social Comparison Theory 74

The Two-Factor Theory of Emotion 77

HOW DO PEOPLE MAINTAIN A POSITIVE SELF-CONCEPT? 80

Self-Serving Biases 80

Self-Serving Beliefs 83

Self-Serving Comparisons 86

Self-Serving Behavior 88

The Downside of Overly Positive Self-Views 89

HOW DO PEOPLE PRESENT THEMSELVES TO OTHERS? 90

Self-Promotion 91

Ingratiation 92

Self-Verification 93

The Good—and Bad—News About Self-Presentation 95

HOW DOES **CULTURE** INFLUENCE SELF-PERCEPTION AND SELF-PRESENTATION? 97

Factors Influencing the Self-Concept 97

Self-Perception of Motivation 101

Strategies for Maintaining a Positive Self-Concept 101

Strategies of Self-Presentation 104

4 Social Perception 110

HOW DO WE THINK ABOUT WHY OTHER PEOPLE DO WHAT THEY DO? 112

Attribution Theory 112

Correspondent Inference Theory 113

Covariation Theory 114

Research Focus on Gender: Gender Differences in Attribution 116

WHAT TYPES OF ERRORS DO WE MAKE IN THINKING ABOUT OTHER PEOPLE? 117

Fundamental Attribution Error 117

Actor-observer Effect 119

WHY DO WE MAKE ERRORS WHEN WE THINK ABOUT OTHER PEOPLE? 122

Salience 122

Lack of Cognitive Capacity 124

Beliefs about Others' Abilities and Motivations 126

Self-Knowledge 127

Final Thoughts on Attribution Errors 128

Law
connections
The Impact of Feedback on
Eyewitness Confidence 86

Health
CONNECTIONS
The Role of Attributions in Prejudice Against
Obesity 118

Business
connections
Why Disserving Attributions
Can Be a Good Idea 120

Law
connections
The Impact of Salience on
Perceived Guilt 124

Education
CONNECTIONS
Why Focusing on Effort Over
Ability Is a Good Idea 127

HOW DO WE FORM IMPRESSIONS OF PEOPLE BASED ON NONVERBAL BEHAVIOR? 128

Communicating in Nonverbal Ways 130

Research Focus on Neuroscience: The Special Processing of Eye Contact 130

Detecting Deception 131

HOW DOES **CULTURE** INFLUENCE SOCIAL PERCEPTION? 133

Types of Attributions 134

Factors Influencing Attributions 135

Expression of Emotion 137

5 Social Cognition 144

CONNECTIONS The Power of Reconstructive Memory 158

Business connections The Impact of Mood on Economic Decisions 163

Health connections The Power of Belief 165

Education connections The Overwhelming Power of Teacher's Expectations 171

HOW CAN SHORTCUTS LEAD TO ERRORS IN THINKING ABOUT THE WORLD? 146

Intuition 146

Availability 147

Representativeness 150

Base-Rate Fallacy 150

Anchoring and Adjustment 151

Counterfactual Thinking 152

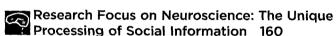
HOW DOES PRESENTATION INFLUENCE HOW WE THINK ABOUT THE WORLD? 155

Contrast Effect 156

Framing 156

HOW DO WE FORM IMPRESSIONS OF PEOPLE? 159

The Ease of Impression Formation 159



Beliefs about How Traits Fit Together 162

Research Focus on Gender: The Impact of Gender Stereotypes 162

The Impact of Mood 163

HOW DO BELIEFS CREATE REALITY? 164

People See What They Expect to See 165

People Maintain Beliefs Over Time 168

HOW DOES **CULTURE** INFLUENCE SOCIAL COGNITION? 173

Cognitive Errors 173

Beliefs about Traits 174

Attitude Formation and Change 180

HOW DO WE FORM ATTITUDES? 182

Research Focus on Neuroscience: The Power of Negative Information 182

Classical Conditioning 183

Operant Conditioning 186

Research Focus on Gender: Gender Differences in Attitudes Toward Politics 186

Observational Learning/Modeling 186

How Much Do Attitudes Matter? 189

WHEN DO ATTITUDES PREDICT BEHAVIOR? 190

Strength 190

Accessibility 191

Specificity 192

Social Norms 192

Why (and When) Attitudes Do Matter 195

WHEN DOES ENGAGING IN A BEHAVIOR LEAD TO ATTITUDE CHANGE? 195

Cognitive Dissonance Theory 196

Revisions to Dissonance Theory 202

WHAT ARE ALTERNATIVES TO COGNITIVE DISSONANCE THEORY? 206

Self-Perception Theory 206

Impression Management Theory 207

Self-Affirmation Theory 207

Which Theory Is Right? 209

HOW DOES CULTURE IMPACT ATTITUDE FORMATION AND CHANGE? 209

Attitudes 209

Cognitive Dissonance 210

Persuasion

HOW DO WE PROCESS PERSUASIVE MESSAGES?

Routes to Persuasion 218

Factors That Influence Type of Processing Used 219

Which Route Is More Effective? 222

WHAT FACTORS INFLUENCE PERSUASION? 223

Source: Who Delivers the Message? 223

Media CONNECTIONS The Dangerous Impact

of Media Images of Smoking and Alcohol Use 188

Health CONNECTIONS **Using Cognitive Dissonance** Can Lead to Changes in Health Behavior 199

Environment CONNECTIONS Using Cognitive Dissonance to Increase Water Conservation 201

Education CONNECTIONS **Using Self-Affirmation** Can Increase Academic Achievement 208

Environment CONNECTIONS How Persuasive Messages Increase Recycling 222

Law CONNECTIONS The Benefits of "Stealing the Thunder" 227 Health
connections
Why Having Wrinkles Is
Worse Than Dying 234

Business
CONNECTIONS
How Waiters and Waitresses
Can Increase Tips 235

Content of the Message 226

Audience 229

Research Focus on Gender: The Impact of Gender on Persuasion 229

HOW CAN SUBTLE FACTORS INFLUENCE PERSUASION? 232

The Impact of Emotional Appeals 232

Research Focus on Neuroscience: The Influence of Emotion in the Ballot Box 236

The Impact of Subliminal Messages 236

HOW CAN YOU RESIST PERSUASION? 238

Forewarning 239

Reactance 239

Inoculation 240

Attitude Importance 240

HOW DOES CULTURE IMPACT PERSUASION? 242

Types of Persuasive Messages Used 243

The Effectiveness of Different Persuasive Messages 243

8 Social Influence: Norms, Conformity, Compliance, and Obedience 248

HOW DO SOCIAL NORMS INFLUENCE BEHAVIOR? 250

The Power of Social Norms 250

Errors in Perceiving Social Norms 252

The Pressure to Conform to Social Norms 253

WHAT FACTORS LEAD TO CONFORMITY? 256

Why We Conform 256

Factors That Increase Conformity 258

Research Focus on Gender: Do Women Conform More Than Men? 260

The Power of Minority Influence 262

The Benefits of Conformity 263

WHAT FACTORS LEAD TO COMPLIANCE? 264

Reciprocity 265

Consistency and Commitment 266

Scarcity 267

The Serious Consequences of Compliance 268

HOW DO SOCIAL PRESSURES INFLUENCE OBEDIENCE? 270

Factors That Increase Obedience 271

Ethical Issues 276

Real-World Examples of Obedience 277

Strategies for Resisting Obedience 280

Health
CONNECTIONS
Why Misperceiving the
Thinness Norm Can Lead to
Eating Disorders 254

Media
connections
Why Publicizing Suicides
May Be a Bad Idea 259

Environment

connections

Why Conformity Can

Decrease Littering 263

Law
connections
The Impact of Compliance
on False Identifications and
False Confessions 269

HOW DOES CULTURE IMPACT SOCIAL INFLUENCE? 281

Conformity 281
Compliance 282

Obedience 284

9 Group Influence: The Impact of Group Processes 288

HOW DO GROUPS INFLUENCE BEHAVIOR? 290

Social Facilitation 290

Social Loafing 294

Deindividuation 295

Cohesion 297

HOW DOES THE GROUP PROCESS INFLUENCE DECISION MAKING? 299

Group Polarization 299

Groupthink 301

The Power of Leadership 305

Research Focus on Gender: How Are Women as Leaders? 306

HOW DO GROUPS HANDLE CONFLICT? 307

Factors Leading to Conflict 307

Strategies for Resolving Conflict 310

Conflict Resolution in the Real World 314

HOW DO GROUPS HANDLE SOCIAL DILEMMAS? 315

Types of Social Dilemmas 316

Solutions to Social Dilemmas 318

Research Focus on Neuroscience: How Cooperation Looks in the Brain 321

HOW DOES CULTURE IMPACT GROUP INFLUENCE? 323

Social Loafing 323

Conflict 324

Social Dilemmas 325

10 Stereotypes, Prejudice, and Discrimination 330

HOW DO SOCIAL PSYCHOLOGICAL FACTORS CONTRIBUTE TO STEREOTYPING AND PREJUDICE? 332

Social Learning 332

Social Categorization 334

Realistic Group Conflict Theory 337

Law
connections
The Dynamics of Jury
Deliberation 301

Education
CONNECTIONS
The Power of the Jigsaw
Classroom 311

Business
CONNECTIONS
Using Mediation and
Arbitration to Resolve
Conflict 313

Health
CONNECTIONS
Why Not Vaccinating Your
Child Can Be Good for
You, but Bad for the
Community 319

CONNECTIONS
The Hazards of Cross-Race Identification 336

Education

connections

Reducing the Effects of
Stereotype Threats in the
Classroom 351

Health
connections
The Impact of Racism on
Physical Health 353

Business
CONNECTIONS
Examining the Effects
of Affirmative Action
Policies 362

Social Identity Theory: The Role of Self-Esteem 338

Cognitive Biases 340

Research Focus on Gender: The Hazardous Impact of Stereotypes on Women's Achievement in the Workplace 344

Assessing Stereotypes 345

WHAT ARE THE CONSEQUENCES OF BEING STEREOTYPED? 347

Self-fulfilling Prophecy 348

Stereotype Threat 349

Reduced Psychological Well-Being 352

Reverse Discrimination 354

The Hazards of Positive Stereotypes 355

IS STEREOTYPING INEVITABLE? 357

Stereotypes Are Activated Automatically 358

Research Focus on Neuroscience: How the Brain Responds to In-Group and Out-Group Faces 358

Stereotypes Are Hard to Suppress 360

Disconfirming Evidence Is Ignored 360

Subtle Discrimination Persists 361

HOW CAN SOCIAL AND COGNITIVE INTERVENTIONS HELP OVERCOME STEREOTYPES? 363

Increase Contact 363

Provide Training and Education 365

Be Motivated to Avoid Stereotyping 366

HOW DOES **CULTURE** INFLUENCE PREJUDICE AND STEREOTYPES? 369

Reliance on Cognitive Biases 369

Types of Stereotypes 370

11 Aggression 376

HOW DO BIOLOGICAL FACTORS INFLUENCE AGGRESSION? 378

Instinct and Evolutionary Theories 378

Genetics 380

Hormones 382

Research Focus on Gender: Explaining Gender Differences in Aggressive Behavior 383

HOW DO SOCIAL PSYCHOLOGICAL FACTORS INFLUENCE AGGRESSION? 385

Frustration-Aggression Theory 386

Cognitive-Neoassociation Theory 389

Excitation Transfer Theory 391

Health
connections
The Link Between Alcohol
Use and Aggression 384

Business
connections
The Dangers of Sexual
Harassment 389

Media
connections
The Hazards of Violent
Pornography 399

Education
CONNECTIONS
The Problem of Bullying 402

XXXVIII CONTENTS

Social Learning Theory 392

General Aggression Model 393

HOW DOES THE MEDIA INFLUENCE AGGRESSION? 395

Models Aggression 395

Primes Aggressive Thoughts and Feelings 396

Creates Physiological Arousal 397

Reduces Reactions to Aggression 398

Research Focus on Neuroscience: The Impact of Violent Media on the Brain 398

HOW CAN WE REDUCE AGGRESSION? 400

Punishing Aggressive Behavior 401

Modeling Nonaggressive Responses 401

Training in Communication and Problem-Solving Skills 401

Increasing Empathy 403

HOW DOES CULTURE INFLUENCE AGGRESSION? 404

Prevalence of Aggression 404

Prevalence of Domestic Violence 405

Subcultural Differences in Aggression: The Culture of Honor 406

12 Interpersonal Attraction and Close Relationships 412

WHAT PREDICTS INTERPERSONAL ATTRACTION? 414

Physical Attractiveness 414

Research Focus on Gender: How Different Are Men and Women in Sex-Related Behaviors? 418

Relationship Factors 421

Situational Factors 422

Predictors of Attraction in Friendship 425

WHAT IS LOVE? 428

Passionate-Companionate Love 428

Triangular Theory 429

Love Styles 430

Why Does Love Matter? 431

WHAT PREDICTS RELATIONSHIP SATISFACTION? 433

Social Exchange Theory 433

Attachment Styles 436

Research Focus on Neuroscience: The Impact of Attachment Styles on Suppressing Negative Thoughts 438

Positive Illusions 439

Strategies for Increasing Relationship Satisfaction 441

Law
connections
Why Beautiful People Spend
Less Time in Jail 416

Media
connections
Does the Internet Facilitate
Intimacy or Inhibit It? 427

Health
CONNECTIONS
Why We Get By With a Little
Help from Our Friends (and
Pets) 432

Business
connections
The Impact of Culture
on Workplace
Relationships 456

WHAT ARE COMMON PROBLEMS IN CLOSE RELATIONSHIPS? 442

Conflict 442

Jealousy 445

Loneliness 447

Relationship Dissolution 450

HOW DOES **CULTURE** INFLUENCE INTERPERSONAL ATTRACTION AND CLOSE RELATIONSHIPS? 452

Defining Beauty 452

The Nature of Love 453

The Nature of Friendships 455

13 Altruism and Prosocial Behavior 460

Health connections The Amazing Generosity of

The Amazing Generosity of Living Organ Donors 465

Education CONNECTIONS What Are the Consequences

what Are the Consequences of Requiring Volunteerism? 476

Media connections Does Watching Sesame

Street Lead to Prosocial Behavior? 479

Law connections The Impact of Similarity of Race on Guilt 493

HOW DO PERSONAL FACTORS INFLUENCE HELPING? 462

Evolutionary Factors 462

Research Focus on Gender: Are Men or Women More Helpful? 464

Personality 465

Religion 467

HOW DO SITUATIONAL FACTORS INFLUENCE HELPING? 468

Decision-Making Process Model 468

Arousal/Cost-Reward Model 473

Mood 476

Modeling 478

Environmental Factors 478

DOES PURE ALTRUISM EXIST? 481

Empathy-Altruism Hypothesis 481

Research Focus on Neuroscience: How Perspective-Taking Looks in the Brain 482

Negative-State Relief Hypothesis 485

Comparing the Models 487

Predicting Long-Term Helping 488

WHO GETS HELP WHEN THEY ARE IN NEED? 489

Person Factors 489

Social Norms 491

Relationship Factors 492

The Downside of Receiving Help 494

HOW DOES CULTURE INFLUENCE HELPING? 495

Frequency of Helping 496

Norms for Helping 496

Motivations for Helping 498

GLOSSARY 502

REFERENCES 508

NAME INDEX 563

SUBJECT INDEX 579