

# Preface

It is with great pleasure that we bring you the 9th edition of *Social Psychology*. In the 4 years since the publication of the 8th edition of this book, society has experienced tremendous turmoil and change. We experienced the first worldwide pandemic in 100 years, destructive hurricanes and wildfires associated with climate change, and Russia-Ukraine and Israel-Hamas wars. The US has experienced social upheaval around issues of racism following the death of George Floyd at the hands of a police officer, and a contentious presidential election followed by the January 6th insurrection on the U.S. Capitol. As we watched each event unfold, we tried to make sense of the world by drawing on our professional expertise and skills as social psychologists. We believe that social psychology has great value in helping people make sense of these events and their own lives.

The last 4 years have also brought change for Steve and Deb with this textbook. Steve has embraced retirement after stepping down as a full-time university professor and is enjoying spending more time traveling, watching his grandchildren, and stepping aside to allow Deb take the lead on the revisions to the textbook. Deb, for her part, has enjoyed the opportunity to immerse herself in writing these revisions and hopes to convey her passion for applying social psychology to relevant issues throughout this edition.

Despite these changes, in the new edition we remain committed to continuing the traditions that have made this textbook so useful to students and instructors.

## The Story of Social Psychology

We continue to recognize the importance of having a good story to tell. Fortunately, social psychology is a dynamic science consisting of many fascinating stories. These “scientific stories” form the basis of this text, and our goal as instructors and textbook authors is to emphasize the process of research in social psychology: to engage students in an exploration of how what we know about social psychology has evolved, to put students in the mindset of the social psychologists who have left their mark on the field. Together, we explore the stories behind these classic and contemporary studies.

We also encourage students to tell their own stories and to connect their own lives to the concepts in this course through *Self/Social Connection Exercises*. These exercises contain self-report questionnaires currently being used by researchers in studies that are discussed in the textbook, and students are encouraged to further consider how this text material relates to their own lives. Thus, as students learn about various social psychological theories and relevant research findings, they also learn something about themselves.

## The Self: An Integrated Theme

Social psychology is sometimes described as a scientific discipline consisting of loosely connected research topics with no “grand theory” to connect everything. Although we have no single theory that neatly packages social psychology for our students, we emphasize a core concept in social psychology: the self. Social psychology is the study of how the individual, as a self, interacts with the social world. As selves we become active agents in our social world, not only defining reality but also anticipating the future and often changing our behavior to be in line with the anticipated reality. This essential fact of social living has always been at the heart of this book, and it reflects the orientation of social psychology in the 21st century. We end each chapter with a discussion of how these theories and studies “fit” into our overall understanding of social behavior.

## Emphasizing Social Psychology's Research Basis

Often we hear from instructors that students enter the course assuming that social psychology is “just plain common sense.” It’s a common goal among most social psychology instructors to emphasize that social psychology is research based and relies heavily on the experimental method. With this common goal in mind, we emphasize research methods throughout the book. This includes an in-depth review of the scientific process and research methods commonly used in social psychology (Chapter 2). We discuss the replication crisis in the field, as well as highlight best practices for making scientifically valid conclusions. Throughout the text we have sought to present some of the newest “cutting edge” research findings alongside the classic studies to provide students with an appreciation for the history of the theories and discipline.

## Applications of Social Psychology

In this 9th edition we integrate the newest social psychological research, with an emphasis on understanding important world events and social issues, so that students can better understand the relevance of social psychology in their everyday lives. We updated many of the *Applications* sections at the ends of Chapters 3–12 in order to demonstrate how the theories and research in a particular area of social psychology can be applied to real-world settings. We have also updated the *Critical Thinking* questions that are integrated throughout the chapters and require students to apply theories and concepts covered in that chapter section to answer questions relevant to their lives. The questions, many of which are new, are either inserted in the captions of figures, tables, and photos, or are displayed in prominent critical thinking sidebars. Answers to the former can be found in the chapter, while the end-of-book appendix offers possible answers to the latter.

## Expanding Awareness of the Diversity of Social Experiences

As we revised the textbook, we were mindful that the research we used to update this edition was conducted by researchers who were diverse in their identities, nationalities, and methodological focus, as well as included diverse samples under investigation. We hope this provides a more complete understanding of the social experience of all people. We also revised the textbook to follow the updated American Psychological Association’s guidelines for inclusive writing.

As in previous editions, coverage of diversity issues and cultural analysis is fully integrated within each chapter, rather than treated as a separate boxed insert or separate chapter. Throughout the textbook we consider how people from individualist and collectivist cultures respond to similar social situations, helping students to understand the richness and flexibility of social life.

## Chapter-by-Chapter Changes

### Chapter 1: Introducing Social Psychology

- Updated chapter-opening story
- Expanded coverage of cultural trends related to thought and behaviors

### Chapter 2: Conducting Research in Social Psychology

- New chapter-opening story on scientific skepticism and importance of understanding the research process
- Increased coverage on the importance of representative samples and problems of research focusing solely on WEIRD (Western, Educated, Industrialized, Rich, and Developed) cultures

- New studies to illustrate various research methods, many of which focus on studying topics of social importance relevant to college students' lives

### Chapter 3: The Self

- New chapter-opening story on social media's impact on one's sense of self
- New *Self/Social Connection Exercise*: "What Is Your Social Media Use?"
- Increased discussion of individualism and collectivism and cultural differences in the development of self-awareness
- Updated discussion of self-regulation theories
- Updated discussion of gender identity development

### Chapter 4: Social Cognition and Person Perception

- New chapter-opening story to highlight social cognition as related to the COVID-19 pandemic
- New research on how people made sense of their world (social cognition) during the pandemic is integrated throughout the chapter
- Updated discussion of gender schemas

### Chapter 5: Attitudes and Persuasion

- New research on attitudes and persuasion, as related to current events including environmental concerns, COVID-19, fake news/disinformation, and health-related behaviors
- Substantially revised section "Speech, Pace, and Tone Indicate Speaker Confidence and Increase Persuasion."

### Chapter 6: Stereotyping, Prejudice, and Discrimination

- Updated discussion of institutional discrimination
- Updated discussion of modern racism theories
- Integration of research on prejudice based on gender identity
- Updated section on weight-based bias
- New *Self/Social Connection Exercise*: "What Is Your Prejudice Confrontation Style?"
- Substantially revised and updated chapter application

### Chapter 7: Social Influence

- Updated integration of current social events throughout the chapter
- New research on compliance techniques

**Chapter 8: Group Behavior**

- New discussion of current events and group process
- New research on social status and groups
- Updated review of research on gender differences in leadership
- Chapter application was revised to include review of the role of jury diversity in deliberations

**Chapter 9: Interpersonal Attraction**

- New chapter-opening story focusing on formation of relationships
- Updated section on evolutionary heritage and biology influence on belongingness needs
- Updated research on gender and mate selection
- Updated discussion of body esteem and the impact of social media on body image
- Updated section on loneliness to include new research and discussion of the COVID-19 pandemic

**Chapter 10: Intimate Relationships**

- New chapter-opening story focusing on the importance of relationships in our lives
- New *Self/Social Connection Exercise*: “Do You Feel Socially Connected to Other People?”
- Revised discussion of attachment
- Revised the section on gender and friendships and other-sex friendships
- Updated research on online dating and its impact on romantic relationships

**Chapter 11: Aggression**

- Updated section on personality and aggression
- Updated section on the media and violence
- New research on teaching nonaggressive behavior

**Chapter 12: Prosocial Behavior: Helping Others**

- Updated the section on gender differences and helping
- Updated research and expanded section on being helpful and personal well-being
- Updated the research on the good mood effect
- Updated the chapter application on how social psychological knowledge can enhance prosocial behavior

# Supplements and Resources

## Instructor Supplements

A complete teaching package is available for instructors who adopt this book. This package includes a customizable interactive eBook (LABBOOK™), online lab, instructor's manual, test bank, PowerPoint™ slides, LMS integration, and LMS test bank files. Instructors can also take advantage of Inclusive Access and Instant Access to save students money and make sure every student has easy access to the required materials.

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| <b>LAB BOOK<br/>(eBook with<br/>online lab)</b>     | An interactive eBook is available for this textbook on our LABBOOK platform (at <a href="http://www.BVTLabBook.com">www.BVTLabBook.com</a> ). This platform offers a full teaching lab at no extra cost. The lab allows instructors to set up auto-graded homework and quizzes, and export the gradebook to their LMS. It also provides an attendance feature, communications tools, and a student engagement report that indicates how much each student is reading the book and using the study resources. |
| <b>Content<br/>Creation &amp;<br/>Customization</b> | LABBOOK allows instructors to add or modify the content in any chapter. Students who use the "join code" provided will see the instructor's customized version of the textbook (for the same price as the base LABBOOK). Instructors can also share their curated YouTube videos, as well as in-book notes and highlights with their students.                                                                                                                                                               |
| <b>Instructor's<br/>Manual</b>                      | The instructor's manual helps first-time instructors develop their course, while also offering seasoned instructors a new perspective on the materials. The user-friendly format begins by providing a chapter summary, learning objectives, key terms, and detailed outline for each chapter, followed by lecture discussion topics, class activities, and multimedia resources.                                                                                                                            |
| <b>Test Banks</b>                                   | Separate exam banks, quiz banks, and homework banks are available to instructors in electronic form. Each chapter (for each bank) has approximately fifty multiple-choice, fifteen true/false, fifteen short-answer, and five essay questions ranked by difficulty and style. Each question is referenced to the appropriate section of the text to make test and assignment creation quick and easy.                                                                                                        |
| <b>PowerPoint<br/>Slides</b>                        | The available PowerPoint slides typically include about forty slides per chapter, comprising a chapter overview, learning objectives, slides covering all key topics, key figures and charts, and summary and conclusion slides.                                                                                                                                                                                                                                                                             |
| <b>LMS<br/>Integration</b>                          | BVT offers basic integration with Learning Management Systems (LMSs), providing single-sign-on links (often called LTI links) from Blackboard, Canvas, Moodle (or any other LMS) directly into our LABBOOK platform. Gradebooks from LABBOOK can be imported into most LMSs. Some campuses also allow full gradebook integration—your BVT textbook specialist will help you explore this option.                                                                                                             |
| <b>LMS Test Bank<br/>Files</b>                      | The chapter test banks are available as Blackboard files, QTI files (for Canvas), and Respondus files (for other LMSs) so they can easily be imported into a wide variety of course management systems.                                                                                                                                                                                                                                                                                                      |
| <b>Inclusive<br/>Access</b>                         | With Inclusive Access (sometimes called "First Day"), students get automatic access to the LABBOOK from within the LMS, and can purchase it at a discounted price (or opt out if they prefer). Inclusive Access is available at the campus level (usually involving the bookstore), and not all campuses are yet set up to offer this.                                                                                                                                                                       |
| <b>Instant Access</b>                               | If you are not using Inclusive Access (see above), BVT can provide you with an Instant Access code to share with your students, giving free LABBOOK access for the first two weeks of class, along with a 10%-off coupon good for use on our online student store. Your BVT textbook specialist will help you set this up.                                                                                                                                                                                   |

## Student Resources

Student resources are available for this textbook on BVT's LAB BOOK platform. LAB BOOK is a web-based eBook platform designed for PCs, MACs, tablets, and smartphones. The various student resources are geared toward students needing additional assistance, as well as those seeking complete mastery of the content. The following resources are available:

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| <b>LAB BOOK<br/>(interactive<br/>eBook)</b> | The LAB BOOK platform provides students with an interactive online eBook, incorporating multimedia (videos, etc.), links to vetted websites, and study tools, such as highlighting and margin notes. As an added study resource, comprehension questions are sprinkled throughout each chapter so students can make sure they are on track. |
| <b>Practice<br/>Questions</b>               | Students can work through hundreds of practice questions, arranged chapter by chapter within the LAB BOOK. Questions are multiple choice in format and are graded instantly for immediate feedback.                                                                                                                                         |
| <b>Flashcards</b>                           | LAB BOOK includes sets of flashcards that reinforce the key terms and concepts from each chapter.                                                                                                                                                                                                                                           |
| <b>PowerPoint<br/>Slides</b>                | For a study recap, students can view all of the instructor PowerPoint slides within the LAB BOOK (without needing PowerPoint software).                                                                                                                                                                                                     |
| <b>Chapter<br/>Summaries</b>                | Summaries are available for each chapter on the LAB BOOK, so students can easily brush up on the key points for quizzes and exams.                                                                                                                                                                                                          |

## Customization

If you need a customized printed version of this textbook for your course or campus, BVT's Custom Publishing Division can help you modify this book's content to satisfy your specific instructional needs. The following are examples of full customization:

- Rearrangement of chapters to follow the order of your syllabus
- Deletion of chapters not covered in your course
- Addition of paragraphs, sections, or chapters you or your colleagues have written for this course
- Editing of the existing content, down to the word level
- Customization of the accompanying student resources and online lab
- Addition of handouts, lecture notes, syllabus, and so forth
- Incorporation of student worksheets into the textbook

All of these customizations will be professionally typeset to produce a seamless textbook of the highest quality (in print and electronic form), with an updated table of contents and index to reflect the customized content.

You can also perform your own customizations directly on the LAB BOOK platform, and share those customizations with your students via a "join code"; however, in that case there will be no accompanying print copy.