

Preface

As anyone who teaches or takes college courses knows, textbook prices have “gone through the roof” in recent years, causing resentment throughout academia. In an attempt to resolve this problem, I have formed a partnership with BVT Publishing to offer my social psychology text at a substantially lower price than virtually all other comparable texts, with no reduction in quality. I am confident you will be very happy with our final product.

Regarding this course of study, one of the most important lessons I have learned as a teacher is that you should always have 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 my goal as an instructor and a textbook author 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 mind-set of the social psychologists who have left their mark on the field. Together, we explore the stories behind these classic and contemporary studies.

As a textbook author, I’ve learned that the text, too, must have its own story—one that resonates with students and instructors alike and helps tie all of the various theories and concepts together. In this seventh edition, I continue to emphasize a central theme—one that has worked well for me and my students—that I believe is essential to how we think about social psychology, and one that will encourage students to think about their own stories as they explore the concepts in this course.

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, I end the analysis of the topic areas in each chapter with a discussion of how these particular theories and studies “fit” into our overall understanding of social behavior. Throughout the text I 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 twenty-first century.

To that end, the theme of the self is reflected in this text through the following:

- In Chapter 1, a section titled “The self is shaped by—and shapes—the social environment” introduces this central theme.
- The central theme of the self is integrated through the discussion of key concepts, including the following examples: Chapter 3’s extensive examination of various self-related theories; Chapter 4’s discussion of how self-esteem and self-regulation influence the hindsight bias and thought suppression; Chapter 5’s look at the role of the self in attitude formation and persuasion; Chapter 6’s analysis of reducing prejudice through self-regulation;

Chapter 7's discussion of compliance and self-consistency; Chapter 8's coverage of reduced self-awareness and deindividuation; Chapter 9's research on gender differences in body esteem; Chapter 10's analysis of the self-inclusionary process of intimacy; Chapter 11's look at the self-regulation of aggressive thoughts; and Chapter 12's research on how giving and receiving help can affect self-esteem.

- Beginning with Chapter 3's analysis of the self, each chapter concludes with a "Big Picture" summary. These summaries discuss how we, as self-reflective creatures, can use the social psychological knowledge covered in the chapter to understand and actively shape our social world.

EMPHASIZING SOCIAL PSYCHOLOGY'S RESEARCH BASIS

Often I 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, I emphasize research methods throughout the book in the following ways:

- Chapter 2, "Conducting Research in Social Psychology," expands on the introductory chapter's distinction between the scientific process and everyday thinking. This chapter explores the process of conducting research, diverse scientific methods and research strategies, emerging new scientific methodologies and measuring instruments, and includes comprehensive coverage of survey construction, meta-analysis, and ethical issues.
- Each chapter contains newly published research on social behavior and in-depth descriptions and critiques of selected studies.
- "Applications" sections at the end of Chapters 3–12 demonstrate how the theories and research in a particular area of social psychology can be applied to real-world settings and to your life.

TEXT ORGANIZATION CHAPTER BY CHAPTER

Revising a textbook is like renovating a building. The goal is to retain those designs and features that are essential in maintaining the integrity and attractiveness of the original product, while enhancing and updating the contents so that it will continue to serve a useful function. Just as successful architects base their renovations on the feedback of those who actually live in the buildings being restored, I have substantially based my "renovations" of this seventh edition on the opinions expressed by professors and students who used the sixth edition. For those of you who "inhabited" previous editions, I think you will find many familiar features among the new additions. The primary goal of this updating process was to make the seventh edition of *Social Psychology* an even better structure for teaching and learning.

The seventh edition offers the following familiar features:

- Critical thinking questions encourage students to examine their own social surroundings while they simultaneously digest social psychological theories and research. These questions often invite students to guess a study's hypotheses or results, or to provide an alternative interpretation of findings.

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.

- Coverage of diversity and cultural analysis is fully integrated in each chapter, rather than treated as a separate boxed insert or separate chapter. As in previous editions, I seek to foster a sense of inclusion for all readers. For example, in the discussion of social behavior in a cross-cultural context, the particular aspect of culture highlighted is individualism versus collectivism. Why? Throughout much of the history of American social psychology, the concept of individualism has been an influential, yet unexamined, force directing our analysis of social life. Today that is no longer the case. As the study of social psychology has become a cross-cultural endeavor, some of the basic assumptions about the relationship between the individual and the group have been questioned. This text discusses how people from individualist and collectivist cultures respond to similar social situations, helping students to understand the richness and flexibility of social life.
- The evolutionary perspective illuminates how a universal pattern of social behavior might have developed. One of the benefits of cross-cultural research is that it allows us to not only identify those aspects of social behavior that vary from one culture to the next but also to identify social behaviors that are not culturally constrained. When a universal social behavior is identified, discussion turns to how this pattern of behavior may have evolved. Throughout the text I examine how evolutionary forces might have left us with certain behavioral capacities, while also recognizing that current social and environmental forces encourage or discourage the actual development and use of these capacities.
- Social neuroscience uses the latest cutting-edge technology to study the relationship between neural processes of the brain and social processes. This “window into the brain” provides another layer of knowledge in our understanding of social interaction.
- More than twenty Self/Social Connection Exercises contain self-report questionnaires currently being used by researchers. The results of studies employing them are also part of the text material. In these exercises, students are encouraged to 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.
- Bulleted end-of-section summaries provide a concise presentation to better facilitate students’ studying. The bulleted summaries in the sixth edition were well received and have been retained in the new edition.

CHAPTER-BY-CHAPTER CHANGES

Chapter 1

Introducing Social Psychology

- Expanded coverage of cultural trends related to increased self-focus

Chapter 2

Conducting Research in Social Psychology

- New chapter-opening story
- Streamlined coverage of steps in the research process and correlational research
- New coverage of how cultural values can shape people's responses to survey items

Chapter 3

The Self

- New chapter-opening story
- Expanded coverage and reorganization of self-regulation research and theory
- Reorganized coverage of the self as a social construction
- New coverage of research on the intersection of social neuroscience and self processes
- Streamlined coverage of self-presentation strategies
- Reorganized coverage and new research on self-esteem processes

Chapter 4

Social Cognition and Person Perception

- Reorganized discussion of schemas and heuristics
- Expanded coverage of counterfactual thinking
- Streamlined coverage of attribution theories and expanded coverage of cultural influences

Chapter 5

Attitudes and Persuasion

- New research on the facial feedback hypothesis
- New research on the theory of planned behavior

Chapter 6

Stereotyping, Prejudice, and Discrimination

- New research on racial biases in perceiving angry faces
- Expanded coverage of African-Americans' perceptions of unfairness in the criminal justice system
- New research on weight prejudice
- New section on mental illness prejudice

Chapter 7

Social Influence

- New research on the automatic activation of conformity
- New section on intense social influence and compliance
- New Applications section on how the Internet influences voting behavior

Chapter 8

Group Behavior

- Revised coverage of the nature of groups
- Expanded coverage of female leadership

Chapter 9

Interpersonal Attraction

- New discussion of the need to belong
- New discussion of female attractiveness standards

Chapter 10

Intimate Relationships

- New chapter-opening story
- Revised discussion on the psychology of intimacy
- New research on collectivist versus individualist views of romantic love
- Expanded coverage of how social disapproval impacts romantic relationships
- New section on how being playful benefits romantic relationships

Chapter 11

Aggression

- New chapter-opening story
- Expanded coverage of the evolutionary basis of aggression
- New research on violence in video games
- New section on copycat violence
- Expanded coverage of sexual violence

Chapter 12

Prosocial Behavior: Helping Others

- New research on the decline of empathy among young adults
- New section on prosocial video games and helping
- New section on how being helpful benefits personal well-being

SUPPLEMENTS AND RESOURCES

Instructors Supplements

A **complete teaching package is available** for instructors who adopt this book. This package includes an online lab, instructor's manual, test bank, course management software, and PowerPoint® slides.

BVTLab	An online lab is available for this textbook at www.BVTLab.com , as described in the <i>BVTLab</i> section below.
Instructor's Manual	The instructor's manual helps first-time instructors develop the course, while offering seasoned instructors a new perspective on the material. Each section of the instructor's manual coincides with a chapter in the textbook. The user-friendly format begins by providing learning objectives and detailed outlines for each chapter. Then, the manual presents lecture discussions, class activities and supplemental discussion questions.
Test Bank	An extensive test bank is available to instructors in both hard copy and electronic form. Each chapter has, at minimum, 100 multiple choice, 25 true/false, 20 short answer, and 5 essay questions. Each question is ranked by difficulty and style and referenced to the appropriate section of the text to make test creation quick and easy.
Course Management Software	BVT's course management software, Respondus, allows for the creation of tests and quizzes that can be downloaded directly into a wide variety of course management environments such as Blackboard, WebCT, Desire2Learn, ANGEL, E-Learning, eCollege, Canvas, Moodle, and others.
PowerPoint Slides	A set of PowerPoint slides includes about forty slides per chapter, comprising a chapter overview, learning objectives, slides covering all key topics, key figures and charts, as well as summary and conclusion slides.

Student Resources

Student resources are available for this textbook at www.BVTLab.com. These resources are geared toward students needing additional assistance, as well as those seeking complete mastery of the content. The following resources are available:

Study Guide	For each chapter, the study guide includes a chapter summary, learning objectives, key terms, and a generous set of review questions (essay, multiple choice, true or false, and fill in the blank) referenced to the subsections of the chapter.
Practice Questions	Students can work through hundreds of practice questions online. Questions are graded instantly for immediate feedback.
Flashcards	<i>BVTLab</i> includes sets of flashcards that reinforce the key terms and concepts from each chapter.
Chapter Summaries	A convenient and concise chapter summary is available as a study aid.
PowerPoint Slides	All instructor PowerPoints are available for convenient lecture preparation and for students to view online for a study recap.

BVTLab

BVTLab is an affordable online lab for instructors and their students. It includes an online classroom with a grade book and chat room, a homework grading system, extensive test banks for quizzes and exams, and a host of student study resources.

Course Setup	BVTLab has an easy-to-use, intuitive interface that allows instructors to quickly set up their courses and grade books, and to replicate them from section to section and semester to semester.
Grade Book	Using an assigned passcode, students register for the grade book, which automatically grades and records all homework, quizzes, and tests.
Chat Room	Instructors can post discussion threads to a class forum and then monitor and moderate student replies.
Student Resources	All student resources for this textbook are available in BVTLab in digital form.
eBook	Students who have purchased a product that includes an eBook can download the eBook from a link in the lab. A web-based eBook is also available within the lab for easy reference during online classes, homework, and study sessions.

Customization

BVT's Custom Publishing Division can help you modify this book's content to satisfy your specific instructional needs. The following are examples of 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, etc.
- Incorporation of student worksheets into the textbook

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

ACKNOWLEDGMENTS

Many people have provided invaluable assistance and understanding while I was revising this text. I first want to thank my family, not only for supporting my writing efforts and forgiving my memory lapses during this time, but also providing me with wonderful examples of social psychological principles that I used throughout the text.

I also wish to thank the students in my social psychology courses at Marquette University, who are the first to be exposed to my new stories of the social psychological enterprise. In addition, I thank those students using my book at other colleges and universities who wrote me letters and emails concerning their reactions to what they read. The encouragement, enthusiasm, and criticism of all these students have made revising the book much easier.

My appreciation also goes to the many Internet-user members of the Society of Personality and Social Psychology (SPSP) who graciously responded to my requests for reprints and preprints of recent scientific articles describing advances in our understanding of social behavior. Their responses greatly aided me in preparing a seventh edition of *Social Psychology* that includes exciting new research and theoretical developments. Listed below are some of these individuals:

Andrea Abele-Brehm, *University of Erlangen*
Rainer Banse, *Universität Bonn*
Verónica Benet-Martínez, *University of California, Davis*
Amara Brook, *Santa Clara University*
Edward Burkley, *Oklahoma State University*
Kathy Cernelley, *University of Southampton*
Zeynep Cemalcilar, *Koc University, Istanbul, Turkey*
Roxane Cohen Silver, *University of California, Irvine*
Jaime C. Confer, *University of Texas*
Katherine S. Corker, *Kenyon College*
Ilan Dar-Nimrod, *University of Rochester Medical Center*
Martin Day, *University of Waterloo*
Joseph P. Forgas, *University of South Wales*
Bertram Gawronski, *The University of Western Ontario*
Michael J. Gill, *Lehigh University*
Sam Gosling, *University of Texas at Austin*
Adam Hahn, *The University of Western Ontario*
Gordon Hodson, *Brock University*
Yuen J. Huo, *University of California, Los Angeles*
Hans IJzerman, *Tilburg University*
Keiko Ishii, *Kobe University*
Marc T. Kiviniemi, *University at Buffalo, SUNY*
Erika Koch, *St. Francis Xavier University*
Regina Krieglmeier, *University of Wuerzburg*
Spike W. S. Lee, *University of Toronto*
Justin J. Lehmiller, *Colorado State University*
Edward Lemay, *University of New Hampshire*

Sonja Lyubomirsky, *University of California, Riverside*
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Michelle R. Nario-Redmond, *Hiram College*
Bradley M. Okdie, *The Ohio State University at Newark*
Ulrich Orth, *University of Basel*
Debra Oswald, *Marquette University*
Susannah Paletz, *University of Pittsburgh*
Miles L. Patterson, *University of Missouri-St. Louis*
Carin Perilloux, *University of Texas at Austin*
John V. Petrocelli, *Wake Forest University*
Angela G. Pirlott, *University of Wisconsin-Eau*
Claire Mariana A. Preciado, *University of California, Los Angeles*
Bastiaan Rutjens, *University of Amsterdam*
Norbert Schwarz, *University of Michigan*
Phillip R. Shaver, *University of California, Davis*
James A. Shepperd, *University of Florida, Gainesville*
Donna Shestowsky, *University of California, Davis*
Steven J Stanton, *Duke University*
Weylin Sternglanz, *Nova Southeastern University*
Wolfgang Stroebe, *Utrecht University*
Kate Sweeny, *University of California, Riverside*
Jordan Troisi, *Widener University*
Michelle vanDellen, *University of Georgia*
Leigh Ann Vaughn, *Ithaca College*
Kathleen Vohs, *University of Minnesota*
T. Joel Wade, *Bucknell University*
Carol L. Wilson, *Penn State Erie*

Finally, I would like to thank Richard Schofield, Director of Business Development at BVT, for all his logistical support throughout this revision process. Equally important was the work of my editor, Anne Schofield, who regularly suggested ways to improve this current revision, while also gently correcting my snafus; she made the copy-editing process fun and informative. I was also extremely fortunate to work with Business Development Manager Shannon Conley, Designer/Typesetter Esther Scannell, Typesetter Rhonda Minnema, and Proofreader Tara Joffe. Finally, I want to thank Amanda Crocker for her work on the ancillary development in this edition.

A SPECIAL NOTE TO INSTRUCTORS AND STUDENTS

Whenever I teach a course in psychology, I learn a lot from my students and fellow instructors about how to make the course better. I would like to have a similar opportunity to learn from you how I can improve this textbook. Your feedback about what you like or do not like about the book is important to me. To make it easy for you to provide this feedback, my school address, telephone number, and e-mail address are listed below. I will personally respond to all comments and questions.

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