xvii	PREFACE
2	CHAPTER 1 Introducing Social Psychology
36	CHAPTER 2 Conducting Research in Social Psychology
66	CHAPTER 3 The Self
110	CHAPTER 4 Social Cognition and Person Perception
158	CHAPTER 5 Attitudes and Persuasion
210	CHAPTER 6 Stereotyping, Prejudice, and Discrimination
270	CHAPTER 7 Social Influence
324	CHAPTER 8 Group Behavior
372	CHAPTER 9 Interpersonal Attraction
416	CHAPTER 10 Intimate Relationships
472	CHAPTER 11 Aggression
522	CHAPTER 12 Prosocial Behavior: Helping Others
570	APPENDIX
587	GLOSSARY
597	REFERENCES

NAME INDEX

SUBJECT INDEX

677

693

Table of Contents

PREF	ACE	xvii
	TER 1 ducing Social Psychology	
1.1	WHAT IS SOCIAL PSYCHOLOGY?	4
1.1a	Social Psychologists Study How We Are Influenced by Others.	5
1.1b	Social Psychology Is More Than Common Sense.	6
1.1c	Social Psychologists Study How Social Reality Is Created (and Re-created).	6
1.1d	Social Psychology Is Studied in Both Psychology and Sociology.	10
1.1e	Social Psychology Has Both European and American Roots.	11
1.2	ORGANIZING CONCEPTS AND PERSPECTIVES IN SOCIAL PSYCHOLOGY	16
1.2a	The Self Is Shaped by—and Shapes—the Social Environment.	16
1.2b	Our Social Thinking Can Be Automatic or Deliberate.	18
1.2c	Culture Shapes Social Behavior.	20
1.2d	Evolution Shapes Universal Patterns of Social Behavior.	25
1.2e	Brain Activity Affects and Is Affected by Social Behavior.	28
1.2f	Positive Psychology Is an Emerging Perspective in Social Psychology.	30
som	e milestones in the field	
of so	ocial psychology	31
Key T		34
Webs		34

CHAPTER 2

Conducting R	kesearch i	in Social	Psychology
---------------------	------------	-----------	-------------------

2.1	THE GOALS AND PROCESS OF RESEARCH	39
2.1a	Two Research Goals Focus on Acquiring and Applying Knowledge.	39
2.1b	The Research Process Involves a Series of Steps.	40
2.1c	Meta-Analysis Examines the Outcomes of Many Studies.	47
2.1d	The Scientific Method Is Self-Correcting.	47
2.2	COMMON SCIENTIFIC METHODS	50
2.2a	Description Is the Goal of Observational Research.	50
2.2b	Correlational Research Involves Assessing the Relationship Between Variables.	53
2.2c	Experimental Research Can Determine Cause-Effect Relationships.	56
2.3	THE PROMISE AND CAUTION IN USING EMERGING TECHNOLOGIES	59
2.3a	Social Psychologists Are Increasingly Using New Technologies.	59
2.3b	The Study of Actual Behavior Is Declining in Social Psychology.	63
Key 1	Cerms	64
Webs	ites	65
СНАР	TER 3	
The S	Self	
3.1	THE SELF AS BOTH ACTIVE AGENT AND OBJECT OF ATTENTION	69
3.1a	James and Mead Shaped Contemporary SelfTheories.	69
3.1b	Self-Awareness Is Reflective Thinking.	70
3.1c	Self-Regulation Is the Self's Most Important Function.	76
3.2	THE SELF AS A SOCIAL CONSTRUCTION	81
3.2a	Cultural Beliefs About Self-Group Relationships Shape Self-Concept.	81
3.2b	Gender Beliefs Shape Self-Concept.	86

	Table of Contents	vii
3.2c	Social Identities Establish "What" and "Where" We Are as Social Beings.	87
3.3	PRESENTING THE SELF TO OTHERS	89
3.3a	Self-Presentations Are Either Consciously or Automatically Constructed.	89
3.3b	Self-Presentation Strategies Differ in Their Goals.	91
3.4	EVALUATING THE SELF	97
3.4a	Self-Esteem Influences How We Approach and Respond to Life Challenges.	97
3.4b	Self-Enhancement and Self-Verification Motives Conflict in Low Self-Esteem Persons.	98
3.4c	There Is a Dark Side to High Self-Esteem.	100
3.4d	In Relationships, Self-Esteem Is Maintained Through Social Reflection and Social Comparison.	102
Appli	cations	105
The F	Big Picture	107
Key 1	Cerms	108
Webs	ites	108
	TER 4	
Socia	l Cognition and Person Perception	
4.1	HOW DOES AUTOMATIC THINKING HELP US MAKE SENSE OF SOCIAL INFORMATION?	113
4.1a	We Are Categorizing Creatures.	113
4.1b	Schemas Affect What Information We Notice and Later Remember.	114
4.1c	Schemas Can Be Situationally or Chronically Activated.	116
4.1d	Heuristics Are Timesaving Mental Shortcuts.	119
4.2	HOW DOES DELIBERATE THINKING HELP US MAKE SENSE OF PAST EVENTS?	124
4.2a	The Hindsight Bias Is Fueled by Our Desire for Sense Making.	124
4.2b	Counterfactual Thinking Likely Follows Negative and Unexpected Events.	125
4.2c	Suppressing Thoughts Can Sometimes Backfire.	126
4.3	HOW DO WE FORM IMPRESSIONS OF OTHERS?	128
4.3a	The Nonverbal Behaviors of Others Shape Our Impressions of Them.	128

viii	Table of Contents

4.3b	Culture and Gender Influence the Expression of Nonverbal Cues.	133
4.3c	Our Brains Are Wired for Gossip.	134
4.3d	Most of Us Are Poor Deception Detectors.	136
4.3e	We Develop Implicit Personality Theories Based on Central Traits.	138
4.3f	We Often Seek Information to Confirm Our First Impressions.	140
4.4	HOW DO WE CONSTRUCT CAUSAL EXPLANATIONS FOR EVENTS?	141
4.4a	We Rely Upon Particular Information When Explaining People's Actions.	141
4.4b	The Covariation Model Explains Attributions Based on Three Types of Information.	142
4.4c	There Are Biases in the Attribution Process.	144
4.4d	Making Attributions Involves Both	144
7.70	Automatic and Deliberate Thinking.	150
Appli	cations	152
The B	sig Picture	155
Key T	'erms	156
Websi	ites	156
СНАР	TER 5	
	ides and Persuasion	
5.1	THE NATURE OF ATTITUDES	160
5.1a	Attitudes Are Positive or	
E 41.	Negative Evaluations of Objects.	161
5.1b	Implicit Attitudes May Underlie Explicit Attitudes.	162
5.1c	Reference Groups Shape Attitudes.	164
5.2	HOW DOES AUTOMATIC THINKING SHAPE ATTITUDES AND BEHAVIOR?	166
5.2a	Mere Exposure Can Lead to Positive Attitudes.	166
5.2b	Attitudes Can FormThrough Classical Conditioning.	168
5.2c	Reinforcement and Punishment Can Shape Attitudes.	170
5.2d	Nonverbal Behavior Can Shape Attitudes.	171
5.3	HOW DOES DELIBERATE THINKING SHAPE ATTITUDES AND BEHAVIOR?	174
5.3a	Self-Justification Can Shape Attitudes.	174
5.3b	Cognitive Consistency Is Not a Universal Motive.	182

	Table of Contents	ix
5.3c	Self-PerceptionTheory ContendsThat Behavior Causes Attitudes.	184
5.3d	The Theory of Planned Behavior Explains "Thought-Through" Actions.	186
5.4	THE NATURE OF PERSUASION	189
5.4a	Persuasion Can OccurThrough Both Effortful and Effortless Thinking.	189
5.4b	Persuader Credibility and Attractiveness Can Affect Persuasion.	192
5.4c	Rapid Speech Discourages Central-Route Processing.	195
5.4d	Emotions Can Motivate, Enhance, or Hinder Persuasion.	196
5.4e	Two-Sided Messages Inoculate Audiences Against Opposing Views.	199
5.4f	Resisting Strong Arguments Creates Greater Attitude Certainty.	201
Appli	cations	205
The B	sig Picture	208
Key T	erms	209
Websi	tes	209
CHAP:	TER 6	
Stere	otyping, Prejudice, and Discrimination	
6.1	WHAT ARE THE COMPONENTS OF INTERGROUP CONFLICT?	213
6.1a	Stereotypes Are Beliefs About Social Groups.	214
6.1b	Prejudice Is an Attitude and Discrimination Is an Action.	218
6.1c	There Are Three Basic Forms of Prejudice.	220
6.2	WHO ARE COMMON TARGETS OF INTOLERANCE?	222
6.2a	Race-Based Appearance Cues Can Trigger Discrimination.	223
6.2b	Modern Racism Is More Ambivalent than Openly Hostile.	227
6.2c	Sexism Has Both a Hostile and a Benevolent Component.	231

6.2d Intolerance Based on Weight, Sexual Orientation, and

Stigmatized Groups Can Experience StereotypeThreat.

WHAT SHAPES PREJUDICE AND DISCRIMINATION?

236

240

244

244

247

Mental Illness Is Often Accepted.

6.3b Intergroup Competition Can Lead to Prejudice.

6.3a Ingroup Members Are Favored over Outgroup Members.

6.2e

6.3

6.3c	Prejudice Can Serve as a Justification for Oppression.	250
6.3d	Authoritarianism Is Associated with	
	HostilityToward Outgroups.	254
6.4	CAN WE REDUCE INTERGROUP BIAS AND INTOLERANCE?	050
6.4a		258
0.4a	Prejudice and Discrimination Can Be Reduced by Monitoring Stereotyped Thinking.	258
6.4b	Targets of Prejudice Can Become Agents of Positive Social Change.	261
6.4c	The Contact Hypothesis Identifies Social Conditions That Reduce Intergroup Conflict.	261
Applio	cations	266
The B	ig Picture	268
Key To	erms	269
Websi	tes	269
CHAPT	TER 7	
	Influence	
7.1	WHAT IS SOCIAL INFLUENCE?	272
7 .1a	Conformity, Compliance, and Obedience Are Different Types of Social Influence.	273
7.1b	People with Social Power Are	275
71110	More Likely to Initiate Action.	274
7.2	CLASSIC AND CONTEMPORARY CONFORMITY RESEARCH	275
7.2 a	Sherif Analyzed Conformity to an Ambiguous Reality.	275
7.2b	Social Norms Are Often Automatically Activated.	279
7.2c	Asch Analyzed Conformity to a Unanimous Majority.	280
7.2 d	Normative and Informational Influence	
70-	Shape Conformity.	283
7.2e	Schachter Investigated the Rejection of the Nonconformist.	285
7.3		
7.3 7.3a	WHAT FACTORS INFLUENCE CONFORMITY?	287
7.3a 7.3b	Situational Factors Impact Conformity.	288
7.3c	Personal Factors Influence Conformity. Cultures Differ in Their Conformity Patterns.	290 292
7.3d	The Minority Can Influence the Majority.	292
		233
7.4	COMPLIANCE	297
7.4 a	Manipulating Moods and Invoking Norms Foster Compliance.	298

7.4b	Two-Step Strategies Are Effective Compliance Traps.	300
7.4c	Intense Social Influence Can Lead to Unusual Compliance.	304
7.5	OBEDIENCE	307
7.5a	Milgram Discovered That Destructive Obedience Is Common.	307
7.5b	Recent Studies Partially Replicated Milgram's Original Findings.	311
7.5c	Observing Others Defying Authority Greatly Reduces Obedience.	313
7.6	TOWARD A UNIFIED UNDERSTANDING OF SOCIAL INFLUENCE	314
7.6a	Social ImpactTheory Explains Influence Strength.	315
Appli	cations	318
The E	Big Picture	320
Key 1	Terms	322
Webs	ites	322
CHAP	TER 8	
Grou	p Behavior	
8.1	THE NATURE OF GROUPS	326
8.1a	Groups Accomplish Instrumental Tasks	
8.1b	and Satisfy Socio-emotional Needs. There Are Five Phases to Group Membership.	327 328
8.1c	Group Structure Develops Quickly	320
0.10	and Changes Slowly.	330
8.1d	Group Success Fosters Social Identification.	332
8.1e	Groups Differ in Their Social Cohesiveness.	333
8.2	GROUP INFLUENCE ON INDIVIDUAL BEHAVIOR	336
8.2a	The Presence of Others Can Energize Us.	336
8.2b	The Presence of Others Can Hide Us.	339
8.2c	Being Both Energized and Hidden Can Lower Our Inhibitions.	342
8.3	DECISION MAKING IN GROUPS	346
8.3a	Group Decision Making Occurs in Stages and Follows Various Rules.	347
8.3b	Group Discussion Enhances Majority Opinions.	349
8.3c	Consensus Seeking Overrides Critical Analysis in Groupthink.	352

Table of Contents

хi

Table of	Contents
----------	----------

	-	-
v		
^		

8.4	LEADERSHIP	355
8.4a	A Leader Is an Influence Agent.	355
8.4b	Transformational Leaders Inspire Followers.	356
8.4c	The Contingency Model Is an Interactionist View of Leadership.	357
8.4d	Gender and Culture Can Influence Leadership Style.	360
8.5	GROUP INTERESTS VERSUS INDIVIDUAL INTERESTS	362
8.5a	Social Dilemmas Occur When Short-Term and Long-Term Interests Conflict.	363
8.5b	Cooperation Is Necessary to Resolve Social Dilemmas.	364
Applic	eations	368
The B	ig Picture	370
Key To	erms	371
Websi	tes	371
СНАРТ	TER 9	
Interp	personal Attraction	
0.1	DEL ONOMONECO MEEDO	
9.1 9.1a	BELONGINGNESS NEEDS Two Reasons for Affiliation Are	375
3. Ia	Comparison and Exchange.	375
9.1b	Our Evolutionary Heritage and Biology	
	Influence Our Belongingness Needs.	377
9.1c	Socialization Shapes Our Belongingness Needs.	378
9.2	CHARACTERISTICS OF THE SITUATION AND ATTRACTION	380
9.2a	Close Proximity Fosters Liking.	380
9.2b	Our Affiliation Desires Increase with Anxiety.	382
9.3	CHARACTERISTICS OF OTHERS AND ATTRACTION	387
9.3a	We Are Drawn Toward the Physically Attractive.	388
9.3b	There Are Gender-Based Attractiveness Standards.	391
9.3c	Gender-Based Attractiveness Standards Shape Body Esteem.	395
9.3d	Social Comparison Influences Attractiveness Judgments.	398
9.3e	Birds of a Feather Really Do FlockTogether.	400
9.3f	We LikeThose Who Like Us.	402
9.4	WHEN SOCIAL INTERACTION BECOMES PROBLEMATIC	403
9.4a	Social Anxiety Can Keep Us Isolated from Others.	403
9.4b	Loneliness Is the Consequence of Social Isolation.	405

	Table of Contents	xiii
Appli	cations	410
	The Big Picture	
	Key Terms	
Websi		414
	TER 10 ate Relationships	
10.1	WHAT IS INTIMACY?	419
10.1a	Intimacy Involves Including Another in Your Self-Concept.	419
10.2	PARENT-CHILD ATTACHMENT AND LATER ADULT RELATIONSHIPS	422
10.2a	Attachment Is an Inborn, Adaptive Response.	423
	Attachment Styles Influence Romantic Relationships.	424
10.3	FRIENDSHIP	429
10.3a	Self-Disclosure Shapes Friendship Development and Maintenance.	429
10.3b	Gender Differences Exist in Heterosexual Friendships.	431
10.3c	Cross-Sex Heterosexual Friendships Gravitate to an "Intimacy Mean."	436
10.3d	Friends-with-Benefits Relationships Pose Unique Challenges and Dangers.	437
10.3e	Gender Differences Disappear in Same-Sex Homosexual Friendships.	438
10.3f	Important Barriers to Long-Distance Friendships Are Falling.	439
10.4	ROMANTIC RELATIONSHIPS	440
10.4 a	Culture Shapes How We Think About Romantic Love.	440
10.4b	Online Romance and Speed Dating Follow Similar Rules to Face-to-Face Romance.	443
10.4c	Passionate Love Can BeTriggered by Excitation Transfer.	445
10.4d	Companionate Love Is More Stable and Enduring Than Passionate Love.	450
10.4e	Women and Men May Differ in Their Experience of Love.	451
10.5	WILL LOVE ENDURE?	454
10.5a	Social Disapproval of One's Partner Harms Relationship Stability.	454

10.5b	People Are Happiest with Romantic Equity.	455
10.5c	Self-Esteem Can Both Facilitate and Undermine Romantic Love.	456
10.5d	Romantic Happiness Is Based on Both Positive Illusions and Accurate Judgments.	457
10.5e	Being Playful Fosters Relationship Satisfaction.	459
10.5f	Social Support Predicts Relationship Satisfaction.	460
10.5g	We Are Meaner to Those We Love Than We Are to Strangers.	461
10.5h	People Use Different Strategies to Cope with a Troubled Relationship.	463
10.5i	Romantic Breakups Often Cause Emotional Distress.	465
Applio	cations	467
The B	ig Picture	470
Key T	erms	471
Websi	tes	471
CHAP'	TER 11	
Aggre	ssion	
11.1	WHAT IS AGGRESSION?	474
11.1a	Aggression Is Intentional Harm.	475
11.1b	Instrumental and Hostile Aggression Have Different Goals.	475
11.1c	Gender and Personality Moderate the Expression of Aggression.	477
11.1d	Intergroup Aggression Is Often More Extreme Than Interpersonal Aggression.	480
11.2	THE BIOLOGY OF AGGRESSION	482
11.2a	Evolution Shaped Our Aggressive Behavior Patterns.	482
11.2b	Biological Factors Influence Aggressive Behavior.	484
11.3	AGGRESSION AS A REACTION TO NEGATIVE AFFECT	486
11.3a	The Frustration-Aggression Hypothesis Asserts That Frustration Triggers Aggression.	487
11.3b	Unpleasant Situations Can Activate AggressiveThoughts and Associations.	489
11.3c	Alcohol Consumption Increases the	
	Likelihood of Aggression.	494

11.4	LEARNING AGGRESSIVE BEHAVIOR	496
11.4a	Social LearningTheory Emphasizes the Shaping of	
	Aggressive Behavior.	496
	Media and Video Violence Foster Aggressive Behavior.	499
	Media Coverage Can Encourage Copycat Violence.	503
	Cultures of Honor Encourage Male Violence.	504
11.5	SEXUAL AGGRESSION	506
l1.5a	Pornography Promotes the "Rape Myth" and May Increase Violence Against Women.	507
11.5b	Culture-Based Sexual Scripts Make Acquaintance Rape More Likely.	512
11.6	REDUCING AGGRESSION	514
11.6a	Punishment Can Both Decrease and Increase Aggression.	514
11.6b	Inducing Incompatible Responses Can	
	Inhibit Aggression.	515
11.6c	Teaching Nonaggressive Responses to	E1E
Annlic	Provocation Can Control Aggression. eations	515 518
	ig Picture	519
Key To		520
Websi		520
VCD51		320
CHAPT	TER 12	
Proso	cial Behavior: Helping Others	
12.1	WHY DO WE HELP?	525
12.1a	There Are Two Basic Forms of Helping.	525
12.1b	Helping Is Consistent with Evolutionary Theory.	527
	Social Norms Define the Rules of Helping Others.	529
12.1d	Political and Social Class Differences Shape Willingness to Help.	530
12.1e	Individualists and Collectivists Differ in Their Helping Tendencies.	531
12.1f	Gender and Personality Influence Helping Responses.	533
12.1g	Learning to Be a Helper Involves Both Observation and Direct Reinforcement.	536
12.1h	Being Helpful Can Benefit Personal Well-Being.	541

Table of Contents

χv

xvi Table of Contents

12.2	WHEN DO WE HELP?	542
12.2a	Bystander Intervention Involves a Series of Decisions.	542
12.2b	Outcome and Information Dependence Produce the Audience Inhibition Effect.	545
12.2c	Diffusion of Responsibility Increases with the Number of Bystanders.	548
12.2d	Bystander Intervention Is Shaped by Arousal and Cost-Reward Assessments.	551
12.2e	Positive and Negative Moods Can Either Increase or Decrease Helping.	553
12.2f	The Empathy-Altruism Hypothesis Contends That Empathy Produces Altruistic Motivation.	555
	WHOM DO WE HELP?	559
	We Tend to Help Similar Others. We Help Deserving Others,	559
	but We Also Blame Victims.	561
	ARE THERE HIDDEN COSTS FOR HELP RECIPIENTS?	563
	Being Unable to Reciprocate Help Can Create Stress.	563
	Receiving Help CanThreaten Self-Esteem. eations	564 566
	ig Picture	567
Key To	erms	568
Websi	tes	568
A DDEA	INIV	F70
APPENDIX		570
GLOSSARY		587
REFERENCES		597
NAME INDEX		677
SUBJECT INDEX		693