Contents

	Preface xvii	
1	Understanding Social Behavior	,
	Social Psychology and the Understanding of Social Behavior A Model for Understanding Social Behavior 3 Expanding Lewin's Model 6	
	Social Psychology and Related Fields 8	
	Research in Social Psychology Experimental Research Correlational Research 16 Settings for Social Psychological Research The Role of Theory in Social Psychological Research What Do We Learn from Research in Social Psychology? Ethics and Social Psychological Research 21 Sandy Hook Revisited 24	
2	The Social Self	27
	Self-Concept 29 Self-Knowledge: How Do You Know Thyself? 29 The Self and Memory 32 Religion and the Self 34 The Self: The Influence of Groups and Culture 34	
	Self-Esteem: Evaluating the Self Internal Influences on Self-Esteem 42 Self-Esteem and Stigma 45 Self-Esteem and Cultural Influences 46	

46

What's So Good about High Self-Esteem?

Implicit and Explicit Self-Esteem

Self-Control: How People Regulate Their Behavior Self-Control and Self-Regulation 48 The Cost and Ironic Effects of Self-Control 50
Thinking about Ourselves 51 Self-Serving Cognitions 51 Maintaining Self-Consistency 52
Self-Awareness 53 Self-Knowledge and Self-Awareness 54
Managing Self-Presentations 55 Self-Esteem and Impression Management 55 Self-Monitoring and Impression Management 55 Self-Presentation and Manipulative Strategies 56 Self-Handicapping 56 The Impression We Make on Others 58 The Life of Serena Williams Revisited 60
Social Perception: Understanding Other People 6
Automatic and Controlled Processing Automatic Processing 65 Controlled Processing 71
Impression Formation 71 How Accurate Are Our Impressions? 71 Confidence and Impression Formation 73 The Importance of First Impressions 74 Person Perception: Reading Faces and Catching Liars 76
The Attribution Process: Deciding Why People Act As They Do Heider's Early Work on Attribution 79 Correspondent Inference Theory 80 Covariation Theory 80 Dual-Process Models 82 Intentionality and Attributions 84
Attribution Biases 85 Misattributions 85 The Fundamental Attribution Error 85 The Actor-Observer Bias 87 The False Consensus Bias 88

The Relationship between Schemas and Behavior 90 Shortcuts to Reality: Heuristics 92	
Positive Psychology: Optimism, Cognition, Health, and Life Optimism and Cognition 94 Optimism and Health 94 What Makes Us Happy? 96 Can You Improve Your Level of Optimism? 99 Cognitive Optimism: An Evolutionary Interpretation 99	93
The <i>Vincennes</i> Revisited 100	
Prejudice and Discrimination	105
The Dynamics of Prejudice, Stereotypes, and Discrimination Prejudice 107 Stereotypes 110 Stereotype Accuracy and Malleability 114 Discrimination 117	107
The Persistence and Recurrence of Prejudice and Stereotypes	117
Individual Differences and Prejudice: Personality and Gender The Authoritarian Personality 119 Social Dominance Orientation 121 Openness to New Experience and Agreeableness 122 Other Personality Correlates of Prejudice 123 Gender and Prejudice 123	119
The Social Roots of Prejudice 124 Explicit and Implicit Prejudice 126 Changing Social Norms 129	
The Cognitive Roots of Prejudice: From Categories to Stereotypes 131 Identification with the In-Group 131 The Role of Language in Maintaining Bias 135 System Justification and Prejudice 136 Illusory Correlations 137 The Confirmation Bias 139 The Out-Group Homogeneity Bias 140 The Difference between Prejudiced and Nonprejudiced Individuals 141	

Schemas

89

Origins of Schemas

Assimilating New Information into a Schema

The Consequences of Being a Target of Prejudice Ways Prejudice Can Be Expressed 142 Prejudice-Based Jokes 143 Stereotype Threat 144 Collective Threat 147 Expecting to Be a Target of Prejudice 148	142
Coping with Prejudice 149 Raising the Value of a Stigmatized Group 149 Making In-Group Comparisons 149 Anticipating and Confronting Prejudice 150 Compensating for Prejudice 150	
Reducing Prejudice 151 Contact between Groups 151 Personalizing Out-Group Members 154 Reducing the Expression of Prejudice through Social Norms Reducing Prejudice Through Training 155 A Success Story: The Disarming of Racism in the U.S. Army The Mormon Experience Revisited 158	154 157
Attitudes	163
What Are Attitudes? 165 Allport's Definition of Attitudes 165 Attitude Structures 166 Attitudes as an Expression of Values 166 Explicit and Implicit Attitudes 167	
How Are Attitudes Measured? 169 The Attitude Survey 169 Behavioral Measures 170 Cognitive Measures: The Implicit Association Test (IAT) 17	70
How Are Attitudes Formed? 171 Mere Exposure 171 Direct Personal Experience 172 Operant and Evaluative Conditioning 173 Observational Learning 174 The Effect of the Mass Media 174 The Heritability Factor 178 The Importance of Groups and Networks 179 Social Networks 180	

The Nonrational Actor 185
Ideology and How We Feel About Those Who Think Differently from Us 187
Ideology 188 Ideology and Political Polarization 188 Ideology as Motivated Social Cognition 189 Does Ideology Predict Behavior? 189
IDA Tarbell Revisited 192
Persuasion and Attitude Change
The Persuasion Process 196
The Yale Communication Model 197 The Communicator 197 Communicator Efficacy and Persuasion 200 The Message and the Audience 202 The Cognitive Approach to Persuasion The Elaboration Likelihood Model 210 The Effect of Mood on Processing 212 The Effect of Personal Relevance on Processing 215
The Impact of Attitude Accessibility on Elaboration 216 Do Vivid Messages Persuade Better Than Nonvivid Messages? 216 The Need for Cognition and Affect 219 The Heuristic Model of Persuasion 220
Cognitive Dissonance Theory: A Model of Self-Persuasion Cognitive Dissonance Theory 220 Does Inconsistency Lead to Cognitive Dissonance? 221 Alternatives to Cognitive Dissonance Theory 230
Persuading the Masses Through Propaganda Propaganda: A Definition 233 Characteristics of Propaganda 234 The Aims of Propaganda 235 Propaganda Techniques 236 Hitler's Rise to Power 236 The Leopold and Loeb Case Revisited 239

182

184

181

Attitudes and Behavior

Theory of Planned Behavior

The Importance of Conviction

An Early Study of Attitudes and Behavior

Conformity: Going Along with the Crowd Informational and Normative Social Influence 245 Social Norms: The Key to Conformity 247 Classic Studies in Conformity 248 How Does Social Influence Bring About Conformity? 249
Different Forms of Conformity 252 Factors That Affect Conformity 253
Minority Influence 258 Can a Minority Influence the Majority? 258 Majority and Minority Influence: Two Processes or One? 260
Foot-in-the-Door Technique 262 Door-in-the-Face Technique 266 Compliance Techniques: Summing Up 268 Obedience 269
Defining Obedience 270 Destructive Obedience and the Social Psychology of Evil 270 Milgram's Experiments on Obedience 275 The Role of Gender in Obedience 280 Obedience or Aggression? 280 Obedience Across Culture, Situation, and Time 281 Reevaluating Milgram's Findings 283 Critiques of Milgram's Research 284
Disobedience 285 Breaking with Authority 286 Reassessing the Legitimacy of the Authority 287 Strength in Numbers 288

The Jury Room Revisited

295

Group Processes What Is a Group? 297

Characteristics of Groups 297 What Holds a Group Together? 298

How and Why Do Groups Form? 298

Meeting Basic Needs 298 Roles in Groups 299

The Effects of an Audience on Performance 300 Group Performance: Conditions That Decrease or Increase Motivation of Group Members 303
Groups, Self-Identity, and Intergroup Relationships 307 The Power of Groups to Punish: Social Ostracism 308 Deindividuation and Anonymity: The Power of Groups to Do Violence 311
Group Performance 312 Individual Decisions and Group Decisions 312 The Harder the Problem, the Better the Group 314 The Effect of Leadership Style on Group Decision Making 317
Factors That Affect the Decision-Making Ability of a Group Group Composition 319 Group Size 321
The Dynamics of Group Decision Making: Decision Rules, Group Polarization, and Groupthink 322 Group Decisions: How Groups Blend Individual Choices 323 Group Polarization 323 Groupthink 324
The Challenger Explosion Revisited 326
The Challenger Explosion Revisited 326 Interpersonal Attraction and Close Relationships 3
Interpersonal Attraction and Close Relationships 3 The Roots of Interpersonal Attraction and Close Relationships 333
Interpersonal Attraction and Close Relationships 3 The Roots of Interpersonal Attraction and Close Relationships 333 Affiliation and Intimacy 333 Loneliness and Social Anxiety 334 Loneliness 334

375
93 396

Viewing Sexual Violence: The Impact on Aggression The Impact of Sexually Violent Material on Attitudes 410 Man Proport of Sexual Aggression Production of Characteristics 411
Men Prone to Sexual Aggression: Psychological Characteristics 411 Reducing Aggression 413 Reducing Aggression in the Family 413 Reducing Aggression with Cognitive Intervention and Therapy 413
The Beltway Sniper Case Revisited 415
Prosocial Behavior and Altruism
Why Do People Help? 421 Empathy: Helping in Order to Relieve Another's Suffering 422 Empathy and Egoism: Two Paths to Helping 422 Pathological Empathy and Altruism 426 Biological Explanations: Helping in Order to Preserve Our Own Genes 427
Helping in Emergencies: A Five-Stage Decision Model Stage 1: Noticing the Situation 430 Stage 2: Labeling the Situation as an Emergency 430 Stage 3: Assuming Responsibility to Help: The Bystander Effect 431 Stage 4: Deciding How to Help 437 Stage 5: Implementing the Decision to Help 437
Increasing the Chances of Receiving Help 445
Courageous Resistance and Heroism 446 Explaining Courageous Resistance and Heroism: The Role of Personality 448 Righteous Rescuers in Nazi-Occupied Europe 450 A Synthesis: Situational and Personality Factors in Altruism 455
Altruistic Behavior from the Perspective of the Recipient Seeking Help from Others 460 Reacting to Help When It Is Given 462
Irene Opdyke Revisited 465

12 Applying Social Psychology: Law, Business, and Health

by Amber Garcia 469

Social Psychology and the Law:	
The Wrongful Conviction of Ronald Cotton	469

Eyewitness Testimony 470

Eyewitness Accuracy: Why Are Eyewitnesses Often Wrong? 471

Weapon Focus 471

Emotional Experience of the Eyewitness 472

Eyewitness Memory 473

The Misinformation Effect 474

The Jury's Use of Eyewitness Testimony 475

Can Eyewitness Testimony Be Improved? Educating Jurors about Eyewitness

Testimony 476

Juries: Group Processes in Action 477

Conformity Pressure as a Function of Jury Size 478

Arriving at a Decision 478

Social Influence in the Jury Room 478

The Effect of Deliberation on Individual Opinion 479

Intergroup Bias in Court 479

Confessions: Are They Always What They Seem? 480

Summary of This Section 481

The Social Psychology of Work:

Industrial Organizational Psychology 482

Personnel Selection 482

Performance Appraisals 484

Motivation at Work 485

Organizational Citizenship Behaviors 487

Social Psychology and Health 488

Perceived Stress and Health 489

Coping with Stress 492

Glossary G-1

References R-1

Name Index I-1

Subject Index I-17