Preface

When we set out to write the first edition of *Social Psychology*, our goal was to provide teachers and students with a book that covered the important research and theoretical areas in social psychology in a concise fashion. Through the next four editions, and in this most current edition, our goal has not changed. In this new edition of the book, we continue to present the field of social psychology in a clear, concise way with an emphasis on the science of the field. We have also continued our tradition of showing how research and theory in social psychology can help students understand events that affect their lives. We have drawn parallels between what social psychology has to offer and events that have occurred in the past and current events. We hope that students will come away from their reading of this book and their course in social psychology with a better understanding of their immediate social world and the wider world around them.

Social psychology is a diverse field, and any attempt to present a totally comprehensive overview of all of its content area would be difficult to execute in a single volume or course. Instead, we take the approach of presenting students with information concerning three questions:

1. What is social psychology?
2. What do we know about social psychological phenomena?
3. How do we know what we know about social psychological phenomena?

This fifth edition of *Social Psychology* maintains the basic structure of the fourth. Chapters 1–11 cover the core topics in social psychology. Each of these chapters has been updated to include citations to new research, and many new topics are explored. Chapter 12, newly added to the fourth edition, focuses on how social psychology applies to the law, to business, and to health.

Social psychology is important, interesting, relevant to the current world, and exciting. This is truly the golden age of social psychology, with many bright, energetic people doing so much interesting work. We hope to communicate to this generation of social psychology students the excitement that we felt as budding social psychologists when we first learned about Milgram's obedience research or Darley and Latané's bystander intervention research. Intrigued by the results of such studies, we began to wonder how they could be applied to real-life situations that confront each of us daily. In this edition, we communicate the excitement of the field so that new students will be as intrigued with social psychological research and theory as we are.

Most social psychology texts approach the field from the perspective of research and theory, using examples from everyday life as illustrations of social psychological phenomena. This approach often leaves students without a full appreciation of the applications of social psychology. By applications, we mean not only the usual applied social psychology topics that are interesting in their own right, but also the theory and research of social psychology that can be used to understand the complexities of cultural, historical, and current events. Social psychology can help us understand how we, as individuals, fit in with the wider social environment. Students will come away from this text with a sense that they are truly social creatures, subject to the influence of the social and physical environment.

Changes to the Fifth Edition

Key pedagogical elements from previous editions, such as the chapter-opening vignettes, opening questions, running glossary, focused chapter summaries, and lists of key terms keyed to the text pages, have been retained. For the fifth edition, we have added a new pedagogical feature. Each chapter includes several "Study Breaks," which include a list of key questions to answer on material just read. These study breaks allow students to review what they just read and provide a break in the text's narrative. We have also added several pictures to each chapter to liven up the presentation and reinforce key points made in the text. We have also largely replaced the term "homosexual" with the term "same-sex orientation" because of the pejorative meaning attached to the term "homosexual".

Some major changes to the chapters include the following:

Chapter 1

Chapter 1 remains largely unchanged from the fourth edition. The discussion of the interaction between the situation and personality has been updated to include more information on this topic.

Chapter 2

The original opening vignette has been replaced with a new one focusing on the life of tennis star Serena Williams. A number of topics have been updated to include new information and research. For example, new information has been added to the section on sexual self-schemas, social stigma and self-esteem, emotions and self-esteem, self-handicapping and performance, and the spotlight effect.

Chapter 3

A number of sections have been updated with new research. For example, new information on a dual-systems model of conscious and nonconscious information processing has been added to the section on nonconscious processing. Information discussing thin-slice impressions has been added to the section on the importance of first impressions. New information has been added on the relationship between optimism and recovery from trauma to include a discussion of this relationship with war veterans. New research is discussed on the impact of winning the lottery on happiness.

Chapter 4

New information has been added to the section on the different forms of prejudice, focusing on the consequences of being labeled as a racist. We added a new section reviewing the issues of stereotype accuracy and malleability. This section includes information relating to the controversial issue of stereotype accuracy. New information has been added to clarify the relationship between discrimination and prejudice, showing how discrimination can exist in the absence of underlying prejudice. The section on political ideology has been updated to include new research on the search for prejudice on the left side of the political spectrum. New information has been added to the section on the social roots of prejudice concerning the persistence of prejudice and racial differences in how controversial issues are perceived. Information was also added on how a doctor's diagnosis can be affected by subtle prejudices. New research is discussed on how prejudices are expressed in different social contexts.

Chapter 5

The material on the effects of violent media on attitudes has been deleted from Chapter 5 and reorganized within Chapter 10 (Aggression). The section on the role of social networks in the formation of attitudes has been expanded to include a discussion on the role of social media. The largest change to Chapter 5 is the addition of new sections on ideology. The existing section on Naïve Realism has been reorganized to include a discussion of ideology. Included in this new section are discussions of the definition of ideology, political polarization, ideology as motivated social cognition, and the relationship between ideology and behavior.

Chapter 6

The section on communicator credibility has been expanded to include material on communicator certainty and efficacy. The discussion of cognitive dissonance theory has been updated to include an expanded treatment of the arousal of negative affect and dissonance and the idea of vicarious dissonance.

Chapter 7

The section on the role of norms in conformity has been expanded to include information on culture and norms. The section on how social influence brings about conformity has been updated to include information on how the make-up of a majority affects conformity. A new section is now included on different forms of conformity. In the section on historical and cultural factors in conformity, new research has been added concerning regional differences in the U.S. and conformity. The discussion on minority influence has been updated to include the roles of convergent and divergent thinking. New material has been added to the section on evil and obedience, covering Zimbardo's Lucifer Effect. A reference to a new study supporting and expanding on Milgram's findings has been added to the section on obedience over culture, situation, and time.

Chapter 8

The idea of the mere presence of others has been clarified in the section on the role of arousal in social facilitation and inhibition. The section on the power of groups to punish now opens with a short vignette of the experience of Cadet James Pelosi, who was ostracized at West Point. New research has been added concerning the relationship between gender and leadership showing how leader gender interacts with group composition to affect group performance. The section on race and group performance has been updated with new research on the topic.

Chapter 9

New information has been added to the section on affiliation and intimacy on implicit and explicit affiliation systems. The section on culture and loneliness has been expanded. Information on the relationship between intimacy, passion and commitment, and relationship satisfaction has been added. Research supporting the role of proximity in initial relationship formation has been added to the beginning of the section on the proximity effect to support the importance of proximity. New material has been added to the end of the section on similarity and attraction, highlighting the differences between laboratory findings and real-life relationships concerning the strength of the similarity effect. The section on dating scripts has been updated to include a discussion of the relationship between dating scripts and gender-role stereotypes. New material has also been added to the sections on accommodation processes, forgiveness, and love in the lab. We have also

added a discussion of cross-sex and cross-orientation friendships in the section on friendships.

Chapter 10

The definition of relational aggression has been clarified. New material on bullying has been added to the end of the section on defining aggression. New information on appetitive aggression has been added to the section on gender and aggression. A reference to a study on how gang territories evolve has been added to the section on ethology and aggression. New material has been added to the section on alcohol and aggression showing how alcohol can enhance a person's prejudices and interracial aggression. A study has been added showing how alcohol affects the amygdala and the processing of emotional information. New material has been added to the section on displaced aggression, discussing triggered displaced aggression. New material has been added clarifying the relationship between perceived injustice and aggression. Reference to a study on factors that mediate the relationship between child abuse and aggression has been added. New material has been added showing how culture mediates the relationship between threatened family honor and aggression. New material has also been added on the relationship between watching reality TV and aggression. The material excised from Chapter 5 on violent video games and attitudes is now included in the section on the effects of playing violent video games and aggression. Research on the relationship between avatar gender in a video game and aggression has been clarified. New references have been added showing how losing a video game relates to aggression and how young men incorporate pornographic behaviors into their own sexual behaviors. Information on how school interventions can help reduce aggression has been added as well.

Chapter 11

The section on why people help has been expanded to include research on one's motivation for helping and the duration of helping. A new short section on pathological altruism has been added to the empathy-altruism section. New information has been added to the section on the biological roots of altruism covering the role of sexual selection in altruism. A new example of the difficulties in recognizing an emergency has been added to reinforce this point. References to studies showing how the presence of bystanders to an emergency alters brain functioning, how bystanders can have a positive effect on helping, how bystanders respond to rape, and roles assumed by bystanders have been added. Research on the role of time pressure on the race-helping relationship has also been added. New material has been added to the section on heroism showing how heroes and nonheroes differ with respect to fast and slow thinking. New material has also been added on the role of culture on help seeking.

Chapter 12

The section on weapon focus has been expanded to include research showing that who holds a weapon matters. Material has been added to the section on eyewitness memory to explore the idea that an eyewitness must recall binding factors as well as specific details involved in a crime and the effects of post-memory warnings on eyewitnesses memory. The section on the confidence-accuracy issue has been updated to include new research on this issue. New material has been added concerning just what eyewitnesses know about the factors affecting eyewitness identification and memory. The section on social influence in the jury room has been expanded to include information on informational social influence and gender differences in using emotional information. The section on intergroup bias in court has been updated to include research on the generality of the bias and how the bias affects how other cues are used. References to research on how sleep deprivation affects false confessions and how false confessions affect alibi witnesses have been added to the section on confessions. The discussion of employee recruitment has been expanded to include information on how job seeker experience affects how job advertisements are perceived. New material is included on how the gender of a supervisor affects expectations and perceptions of job performance appraisals and how culture relates to the impact of worker motivation. New information on coping self-efficacy and managing trauma has been added to the section on self-efficacy beliefs. New material on negative mood regulation expectancies has been added to the section on positive mood and coping with stress. The material on the application of the theory of planned behavior to healthy behavior has been updated.

Online and in Print

Student Options: Print and Online Versions

This fifth edition of *Social Psychology* is available in multiple versions: online, in PDF, and in print as either a paperback or loose-leaf text. The content of each version is identical.

The most affordable version is the online book, with upgrade options including the online version bundled with a print version. What's nice about the print version is that it offers you the freedom of being unplugged—away from your computer. The people at Academic Media Solutions recognize that it's difficult to read from a screen at length and that most of us read much faster from a piece of paper. The print options are particularly useful when you have extended print passages to read.

The online edition allows you to take full advantage of embedded digital features, including search and notes. Use the search feature to locate and jump to discussions anywhere in the book. Use the notes feature to add personal comments or annotations. You can move out of the book to follow Web links. You can navigate within and between

chapters using a clickable table of contents. These features allow you to work at your own pace and in your own style as you read and surf your way through the material. (See "Harnessing the Online Version" for more tips on working with the online version.)

Harnessing the Online Version

The online version of *Social Psychology,* 5e, offers the following features to facilitate learning and to make using the book an easy, enjoyable experience:

- *Easy-to-navigate/clickable table of contents*—You can surf through the book quickly by clicking on chapter headings, or first- or second-level section headings. And the Table of Contents can be accessed from anywhere in the book.

- *Key terms search*—Type in a term, and a search engine will return every instance of that term in the book; then jump directly to the selection of your choice with one click.

- *Notes and highlighting*—The online version includes study apps such as notes and highlighting. Each of these apps can be found in the tools icon embedded in the Academic Media Solutions/Textbook Media's online eBook reading platform (http://www.academicmediasolutions.com).

- *Upgrades*—The online version includes the ability to purchase additional study apps and functionality that enhance the learning experience.

Instructor Supplements

In addition to its student-friendly features and pedagogy, the variety of student formats available, and the uniquely affordable pricing options that are designed to provide students with a flexibility that fits any budget and/or learning style, *Social Psychology,* 5e, comes with the following teaching and learning aids:

- *Test Item File*—An extensive set of multiple-choice, short answer, and essay questions for every chapter for creating original quizzes and exams.

- *Instructor's Manual*—An enhanced version of the book offering assistance in preparing lectures, identifying learning objectives, developing essay exams and assignments, and constructing course syllabi.

- *PowerPoint Presentations*—Key points in each chapter are illustrated in a set of PowerPoint files designed to assist with instruction.

- *Online Video Labs*—A collection of high-quality video segments, organized by chapter and accessed via the web, which illustrate key topics and issues. Instructors

are provided with suggested answers for each worksheet (for questions not based on student opinion).

Student Supplements and Upgrades (Additional Purchase Required)

- *Lecture Guide*—This printable lecture guide is designed for student use and is available as an in-class resource or study tool. Note: Instructors can request the PowerPoint version of these slides to use as developed or to customize.

- *StudyUpGrade (Interactive Online Study Guide)*—Students can turbo-charge their online version of *Social Psychology,* 5e, with a unique study tool designed to "up your grade." StudyUpGrade is a software package that layers self-scoring quizzes and flash cards into the online version. This inexpensive upgrade helps you improve your grades through the use of interactive content that's built into each chapter. Features include self-scoring multiple-choice quizzes, key concept reviews with fill-in-the-blank prompts, and e-flash cards comprised of key term definitions. For more on this helpful study tool, check out the flash demo at the Academic Media Solutions or Textbook Media websites.

- *Study Guide*—A printable version of the online study guide is available via downloadable PDF chapters for easy self-printing and review.

- *Online Video Labs*—A collection of high-quality, dynamic, and sometimes humorous video segments (contemporary and classic) produced by a variety of media, academic, and entertainment sources, accessed via the web. Organized by chapter, the video segments illustrate key topics/issues discussed in the chapters. Each video segment is accompanied by a student worksheet that consists of a series of discussion questions that help students connect the themes presented in the video segment with key topics discussed in the specific chapter.

Acknowledgments