Preface

When we set out to write the first edition of *Social Psychology: Theories, Research, and Applications,* 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 five 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 sixth edition of *Social Psychology*: *Theories, Research, and Applications* maintains the basic structure of the fifth. 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 focuses on how social psychology applies to the law, to business, and to health. This edition also marks some changes from the previous edition. Each chapter now has a Social Psychology in Action box (see "Changes to the Sixth Edition") that organizes information relevant to each chapter on applications of social psychological research and theory to applied issues. Another change is that, sadly, Dr. Irwin A.

Horowitz passed away in 2019. His expertise and wit will be missed. Although Dr. Horowitz did not participate in this edition, his past contributions can still be seen throughout this text. Dr. Daniel A. Miller of Purdue University Fort Wayne (Indiana) has joined as the first author of this edition. Dr. Miller brings his expertise in various aspects of social psychology (e.g., stereotyping and prejudice, the psychology of work, and effects of social media) and made significant contributions to each chapter in this book.

Social psychology is important, interesting, relevant to the current world, and exciting. 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 Sixth Edition

Key pedagogical elements from previous editions, such as the chapter-opening vignettes, opening questions, running glossary, focused chapter summaries, lists of key terms keyed to the text pages, and study breaks, have been

retained. The study breaks include a list of key questions to answer on the material just read, offering a chance for students to review the content and providing a break in the text's narrative. One major change is the addition of a Social Psychology in Action box to each chapter. In some cases, the boxes contain expanded and updated material that appeared in the fifth edition. In others, the boxes contain entirely new material. Each box includes a set of questions for students to answer about the content covered. These boxes are as follows:

Chapter 1: Distinguishing Science from Pseudoscience
Chapter 2: The Internet Self
Chapter 3: Body Art and Impressions
Chapter 4: The Disarming of Racism in the U.S. Army
Chapter 5: Toe the Party Line
Chapter 6: Cognitive Dissonance and Cult Membership
Chapter 7: Using the Foot-in-the-Door Technique to Increase Desired Behavior
Chapter 8: Why Group Members Obey Leaders: The Psychology of Legitimacy
Chapter 9: Internet Relationships
Chapter 10: Social Media and Aggression
Chapter 11: When a Good Thing Is Taken Too Far
Chapter 12: What Makes Us Happy?

Additionally, each chapter now concludes with a 10-question quiz for students to test their knowledge of the material in the chapter. Answers are organized in an appendix at the back of the book.

Some major changes to the chapters include the following:

Chapter 1

A new opening vignette focusing on a rescue at Trinidad State Beach in California replaces the Sandy Hook shooting vignette. The section on the scientific method has been updated to include new views from the Next Generation Science Standards, which are summarized in the new Table 1.1. Figure 1.2, depicting the steps of the scientific method, has been deleted. An updated example of experimental research replaces the old one at the beginning of the section on manipulating independent variables. The new section "Can Findings in Social Psychology Be Replicated?" has been added to the section on what we learn from social psychology research. Table 1.2 summarizing the American Psychological Association (APA) code of ethics has been deleted, and a link to the APA Web site on ethics has been added instead.

Chapter 2

We added material on the imposter phenomenon to the section on self-concept, material on optimal distinctiveness theory to the section on distinctiveness theory, and

material on autobiographical memory and mood to the section on autobiographical memory. We added information on the autobiographical memory incongruence effect and added a new figure showing results from an experiment on incongruence (Figure 2.1). The short section on religion and the self has been deleted. We updated the section on the Internet self and organized the material into a Social Psychology in Action box. Material under the heading "Who Am I?" in the fifth edition has been deleted. The section "Culture and the Expression of the Self" has been reorganized, along with the addition of material on the self and the COVID-19 pandemic, as well as material on gays, lesbians, and bisexuals in the military. Information on internalized weight bias has been added to the section on self-esteem and stigma. Material is now included on the relationship between implicit self-esteem and anxiety and depression, as well as research on the relationship between self-esteem, weight, and Internet addiction. Research citations on ego-depletion, dishonesty, and individual differences in trait self-control have also been added.

Chapter 3

We updated the discussion of automatic and controlled processing at the beginning of the chapter. We removed the discussion of priming studies because of the controversies about replication in that literature. We added new information on the effects of a target's well-being on impression formation. We updated the section on tattoos and impression formation and organized the material into a Social Psychology in Action box. We also added a new section on social media and impression formation. The section on detecting deception has new additional material on using pupil dilation to detect deception. The section on intentionality and attribution has been updated to include an example of individuals' perceptions of a passenger with COVID-19 and attributions of responsibility, citing a 2021 study on this topic. Also, a new paragraph on ideology and attributions of responsibility has been added to this section. The section has been renamed "Responsibility and Attribution." We updated several aspects of the section on the fundamental attribution error. We added a study showing that Protestants are more likely to attribute behavior internally than are Catholics. We also added a citation to a study showing that the fundamental attribution error can be reduced by making information on situational factors more easily accessible, especially for people prone to the error. We updated the section on the false-consensus bias, adding a citation to a study showing that prejudiced individuals are more prone to the false-consensus bias than are nonprejudiced individuals. We also added a new section on social media and the false-consensus bias. Finally, we removed the section on

positive psychology and incorporated some of the content from this section into Chapter 12.

Chapter 4

We reordered and updated the opening section on prejudice. We also updated and expanded the discussion of skin tone bias and updated the information on the stereotype content model. We updated the discussion of the shooter bias and added a new figure (Figure 4.4). The section on implicit versus explicit prejudice now includes a discussion about the current issues of validity surrounding implicit measures of prejudice. We updated the section on Right-Wing authoritarianism (RWA) to include a discussion of how labels for same-sex relationships (*homosexual* vs. *gay and lesbian*) affect those high in RWA. We also updated the section and accompanying figure (Figure 4.7) discussing the racial divide between Black and Whites concerning the perception of how fairly Blacks are treated. We moved the discussion of the U.S. Army's attempt to eliminate racial prejudice within its ranks to a Social Psychology in Action box. Finally, we updated the section on stereotype threat.

Chapter 5

We updated the discussion of implicit attitudes and their measurement. We removed detailed discussion of different types of questionnaire items and added information about direct experience and attitudes toward the COVID-19 vaccine. The section on the influence of the mass media has been updated to reflect current shifts from traditional television to streaming and other technology sources. We added a Social Psychology in Action box about how political parties influence attitudes, including updated information on this topic. We also updated the section on social media and attitudes. The section on attitude conviction has been modified to use the term *attitude strength*, which is a much more common term. We also updated the ideology and political polarization section and added a new figure (Figure 5.4) that displays the widening partisan gap in presidential approval. New information has been added on the relationship between social media and political polarization.

Chapter 6

A new vignette replaces the one from the fifth edition. The new vignette focuses on vaccine hesitancy; it discusses historical and current attempts to persuade hesitant populations to receive vaccinations. We added a new section discussing the hedonic contingency model and its predictions about the impact of mood on the processing of persuasive messages, as well as a new section discussing how goals (epistemic or hedonic) can moderate the relationship between personal relevance and elaboration.

We also updated the section on fear appeals in persuasion and included a new figure (Figure 6.3). A new section was added explaining a study (Nyhan et al., 2004) that demonstrates the possible ironic effects of dissonance on attitude change. In this study, when vaccine-hesitant parents were exposed to information that debunked false claims about the measles, mumps, and rubella (MMR) vaccine, the dissonance produced by this information led to more negative attitudes toward the MMR vaccine (rather than less negative). The information about cognitive dissonance and cult membership was incorporated into a Social Psychology in Action box. Finally, we added a new section on reactance and vaccine hesitancy.

Chapter 7

A new vignette replaces the one from the fifth edition. The new, more contemporary vignette focuses on complying with COVID-19 mandates. In the section on explaining conformity, research has been added showing that remaining independent in a conformity situation is more physiologically arousing than conforming. We added research on the nature of the first request in a foot-in-the-door (FITD) situation to the section on factors affecting the FITD effect. The material on using the FITD to increase blood and organ donations has been organized into a Social Psychology in Action box. Finally, new material on the belief in pure evil has been added to the section "Banality of Evil."

Chapter 8

We updated the opening of the chapter vignette, incorporating Dr. Miller's memories of the event as a child. We also added new information about how increased social isolation as a result of the COVID-19 pandemic has had a negative impact on people's mental health. The section on ostracism has been updated to include a discussion of the effects of ostracism on the ostracizers. We added a section discussing the social identity model of deindividuation and its relationship with the deindividuation theory. We also added a section on the contextual antecedents of transactive memory systems. The section on the hidden profile paradigm was updated. The section titled "Why Group Members Obey Leaders: The Psychology of Legitimacy" was incorporated into a Social Psychology in Action box. The section on group polarization was updated to include a discussion of group polarization with respect to the elaboration likelihood model.

Chapter 9

We added material on the negative aspects of the implicit and explicit need for affiliation in the section on the need for affiliation. Material has been added on the relational mobility of one's heritage culture and loneliness experi-

ences among migrant students. The section on Internet friendships has been organized and updated into a Social Psychology in Action box for this chapter. Material was added to the section on the limits of the similarity effect on the role of diversity in the formation of diverse friendships. Material was also added to the section on accommodation for relationship conflict and the relationship between hope and accommodation. We also added information on gender differences in friendship transgression and forgiveness in the section on friendship.

Chapter 10

A new vignette focusing on a contemporary act of aggression replaces the old vignette. The new vignette centers on a mass shooting that occurred in 2021 at the Valley Transportation Authority in California. We added new research on gender differences in brain functioning relating to gender differences in aggression. The sections on genetics and aggression and alcohol and aggression were updated with new research. A more recent study is cited (Zapolski et al., 2018) to support the role of perceived injustice and aggression in the frustration-aggression section. New material and research were added to the section on the relationship between physical punishment and aggression. We added material on the relationship between watching pornography and coercive sexual aggression in women, as well as a Social Psychology in Action box containing new material on social media and aggression.

Chapter 11

The previous edition's section on pathological altruism has been expanded and set off in a Social Psychology in Action box. Figure 11.2 has been updated to better reflect the processes involved in the five-stage model of helping. Material has been added to the section on modeling and helping behavior and the effects of prosocial modeling on young children. A reference was added concerning a meta-analysis of the prosocial modeling literature showing a moderate effect of modeling on helping. In the section on gratitude, material was added on the effects on helping of making gratitude mindful. We added research to the section on heroism that raises questions about what should be relevant when designating behavior as heroic when it is performed by people in roles where risk is expected (e.g., doctors and nurses during the pandemic). The section on the decision model for seeking help has been deleted.

Chapter 12

The section on weapon focus was updated to include research on novelty versus threat of weapon presence. Also, a study was added showing that for Black suspects, the weapon focus effect is weaker than for White suspects.

The material on the explanations for the own-race effect has been updated to include information on perceptual expertise and processing in visual working memory. Research has been added to the section on confessions and how people perceive the appropriateness of coercive and psychologically manipulative tactics. A new introduction was added to the section on industrial/organizational psychology. New information about the Internet and employee recruitment and screening practices was added, as well as a new section on bona fide occupational qualifications and their relationship to adverse impact. U.S. health statistics were updated, and a new figure was added. New material on the relationship between sleep, stress, and health was added. Material about optimism and health, as well as positive emotions as a preventative measure, was deleted from Chapter 3, updated, and added to this chapter. A new section on what contributes to happiness was added as a Social Psychology in Action box.

A Note on APA Style

As we have gone through multiple editions of *Social Psychology: Theories, Research, and Applications*, there have been numerous changes in APA style, which we use as our major guide for this book. Many of these changes have been to the format of citations and references. We have followed the seventh edition of the APA manual for in-text citations. This means all multiple-authorship citations now use the "et al." convention. In the reference section, we have used a hybrid of the new APA format and older formats. Issue numbers and DOI numbers are not included in our reference section. To modify old references to include these features would have been a daunting task. The exclusion of these features does not significantly hinder the ability of a reader to find the original sources cited in the book.

Online and in Print

Student Options: Print and Online Versions

This sixth edition of *Social Psychology: Theories, Research, and Applications* 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.

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- *Quizlet Study Set*—Quizlet is an easy-to-use online learning tool built from all the key terms from the textbook. Students can turbo charge their studying via digital flashcards and other types of study apps, including tests and games. Students are able to listen to audio, as well as create their own flashcards. Quizlet is a cross-platform application and can be used on a desktop, tablet, or smartphone.

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