

SOCIAL PSYCHOLOGY

TENTH
EDITION



ROBERT A. BARON
DONN BYRNE

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social psychology

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TENTH EDITION

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Dedication

To my daughter Jessica who is truly one of the lights of my life, and to her husband Ted, who has greatly enriched our small family by joining it! And to my parents, Ruth and Bernard, whose confidence in me has always been a major “plus” in my life.

—RAB

To Karen who taught me that love is lovelier with both feet on the ground.

—DB



Social psychology has moved to the very central core of modern psychology from its once remote peripheral position, because it now illuminates the mind of individual functioning and enriches the soul of our society. Through rigorous laboratory and field research, social psychologists have demonstrated that to fully understand behavior it is necessary to recognize how context, content, and culture matter. We have demonstrated the power of situational variables in transforming behavior in ways not predictable from simply understanding what is “inside” the individual, such as inherited and learned dispositions. Those social situations are not the external stimulus variables of the radical behaviorists but shared construals of reality, subjective constructions that we create and pass along to others. At times people are less rational and more rationalizing than they believe they are, and human intuition is often quite fallible, as social psychological theorists and researchers have also shown. Unlike other domains of psychology that focus solely on the individual as the unit of analysis, social psychologists explore behavior in its social context, in patterns of interpersonal relationships and group dynamics. By searching for how people and situations interact to generate significant thoughts, feelings, and actions, social psychologists help weave the richest tapestry of human nature. But we go further in both stretching the boundaries of psychology—from brain processes to cultural mechanisms—as well as in translating the wisdom of our research into practical applications. Social psychologists virtually run Psychology’s Store, the one that “gives psychology away to the public,” for free and in ways ordinary people can best appreciate and use in their lives.

In celebrating the 30th anniversary of this remarkable text by Robert Baron and Donn Byrne, I, and my social psychological colleagues, congratulate them both for enriching our field through their original research and inspiring writing. Their collective body of research has informed us about some of the most basic aspects of interpersonal behavior—sex and aggression—why people are attracted to each other and why they hurt one another. They have made vital contributions to theory, as in Byrne’s ideas on attachment theory and style, and to applying social psychology, as in Baron’s field work on reducing conflict in organizations and building cooperation in work settings. They are also in the “export business” by bringing social psychological perspectives and methodology to other fields, notably Baron’s bridge-building with the business domain of entrepreneurship. In these and other ways, Robert Baron and Donn Byrne typify what is best in social psychological research, its adventurous curiosity, its openness to new vistas, its asking big questions and answering with creative methods, and all the while with an eye toward making a difference in the “real world.”

They have also made a major contribution to education by collaborating in the creation and systematic renewal of this successful text over the past three decades. I think the secret of their success is their ability to entertain readers while they

educate them, to tell gripping stories with meaningful messages, and to constantly add new songs and dance steps to their inviting repertoire.

What comes through to student readers is the clear, personal voice of master teachers sharing their passion for this domain of knowledge. Baron and Byrne talk directly to their readers, never down to them or over their heads. Their personalities and unique styles are evident in the examples that abundantly extend principles and abstract concepts. Unlike some text authors whose audience-vision is other experts they want to impress, Baron and Byrne always have in perfect sight the target audience of young scholars embarking on a psychological journey.

Another ingredient to their success is the synergy between the authors' teaching and writing. Both are gifted teachers who are constantly learning from their class interactions, trying out examples, demonstrations, and new explanations that, if they work in class, find a home in their text. Similarly, the classroom provides a testing ground for sampling ideas and modes of story telling developed in early drafts of the text. It is the Yin and Yang of teacher-author who blend both tasks into a holistic way of being an educator and professional writer. And, because good teachers constantly reinvent their courses, these authors pursue perfection in their trade by constantly changing much in each new revision. Keep the best, jettison the rest, seems to be the motto as they sail on to ever new waters.

The greatest difficulty most text authors face with each revision is how to balance adding the stream of new information while presenting the basic foundation of their field which demands retaining the oldies but goodies classics. Baron and Byrne have become the class balancing act among all psychology textbook authors by seamlessly incorporating the best of the new with the tested and true of the past. Every edition has been distinguished by new features, such as *Beyond the Headlines*, that enable students to discover how social psychology helps understand current topics reported in the media. This new 10th edition features an overview of "Thirty Years of Progress" that promises to delight the authors' colleagues as much as their student readers.

So, bravo, Bob and Donn, for a masterful job so well done over all these years of making our field of social psychology so appetizing to the next generation of our students. May you continue to feed them with the abundance and elegance we have come to expect of your magical collaboration.

—Philip G. Zimbardo, Ph.D.
STANFORD UNIVERSITY

REFLECTIONS ON THE 10TH EDITION: OBSERVING—
AND PARTICIPATING IN—THIRTY YEARS OF PROGRESS

Thirty years—that's a long, long time. But it is precisely how long we have been writing this book. When we began, in 1972, the world was a very different place. Nixon was president but "Watergate" was still an unknown word to most Americans. Personal computers were twelve years or so in the future, and cellular phones, CDs, and Palm Pilots—electronic marvels we now take for granted—existed largely in the realm of science fiction. Fashions, too, were very different: mini-skirts and "hot pants" were all the rage for women, while long sideburns, extra-wide ties, and widely flaring bell-bottoms were definitely "in" for men.

Social psychology, too, was very different. Some of the topics included in the table of contents for the first edition are still present in this, the 10th edition: topics such as aggression, attraction, and attitudes. But many other topics now central to social psychology were not included: for example, social cognition, the role of gender and cultural diversity, long-term relationships, and the self. Further, the methods used by social psychologists in their research have changed too, so that today, they are more sophisticated and effective than ever before.

One thing that has not changed, though, is our concept of what this book should be. When we began working on the first edition we felt very strongly that it should reflect modern social psychology as it exists today. We have never altered this belief, so over the years, and through succeeding editions, this book has also changed to keep pace with the rapid progress of our field. Very few books survive into a tenth edition, and fewer still remain popular through this long period. Yet, we are proud to say that this text has remained the most widely read throughout these years. In fact, it has been used by almost 2 million students to date.

We attribute this longevity to three major factors. First, we do indeed make strong efforts to keep up, to reflect the latest findings and theories in social psychology. Second, we *listen to our colleagues*. When they send us their comments about an existing edition and make recommendations for improving it, we pay careful attention and often make the changes they suggest. Third, and equally important, we are not simply observers and recorders of progress in social psychology—we have both continued to participate in it. True, the specific topics we study in our own research have changed. For instance, Robert Baron now investigates the causes and effects of workplace aggression rather than aggression generally, and he also focuses on identifying the cognitive and social factors that influence entrepreneurs' success. Donn Byrne is now concentrating on the effects of adult attachment patterns on interpersonal interactions rather than initial reactions to strangers and also he focuses on the factors determining coercive sexuality. But although the specific content of our research has changed, the research itself remains firmly tied to the mainstream of social psychology. This, in turn, helps us to understand the research of other social psychologists and assists us in reaching our primary goal: making this book a very broad, readable, and (we hope!) thought-provoking overview of social psychology as it exists today.

Changes Designed to Keep the 10th Edition Truly Fresh

So what have we done to make the new 10th edition fresh in content and a true reflection of recent developments in our field? Several things. First, as always, we have thoroughly updated each chapter. As a result, you will find literally hundreds of new references from 2000 and 2001 in its pages. Further, within chapters, we have included dozens of new topics to take account of emerging lines of research and important advances. Here are just a few of these new topics:

Chapter 1: Increased coverage of evolutionary psychology, including evolved psychological mechanisms.

Chapter 2: Using nonverbal cues to recognize deception; regulatory focus theory.

Chapter 3: The negativity bias; the bracing for loss phenomenon.

Chapter 4: Attitude ambivalence; dissonance as a source of negative affect.

Chapter 5: New findings on the sexual self-schema; new observational data about how parents talk differently to their sons and daughters about a “male” topic such as science.

Chapter 6: Implicit prejudice and stereotypes; hostile versus benevolent sexism.

Chapter 7: Increased coverage of the biological aspects of interpersonal attraction; new findings dealing with the attractiveness of composite faces.

Chapter 8: New evidence supporting the evolutionary underpinnings of the need to form relationships; data indicating that secure attachment is associated with relationship satisfaction.

Chapter 9: The persistence of social norms; extreme forms of social influence, including intense indoctrination.

Chapter 10: Information on the biological underpinnings of empathy; new conceptualization of the six basic functions served by volunteer work.

Chapter 11: Displaced aggression and trivial triggering provocations; bullying.

Chapter 12: The discontinuity effect; the status quo bias.

Chapter 13: Effects of verbal misconduct by prosecutors on juror decisions; the evolutionary basis of overeating; self-evaluations in job satisfaction; the role of the Big Five Dimensions of personality in leadership.

Second, to call attention to major advances in social psychology during the past three decades, we have included a new special feature entitled **Social Psychology: Thirty Years of Progress**. This feature compares research being conducted thirty years ago, when we were writing the first edition of this text, to modern research on the same or similar topics being conducted today. In this way, we can highlight the ways in which social psychological research has added to our understanding of important aspects of social behavior and social thought. Here is a list of these features:

Chapter 2: From Cognitive Algebra to Motivated Processing

Chapter 3: The Effects of Being in a Good Mood on Social Behavior and Social Cognition: From “The Warm Glow of Success” to the Effects of Mood on Heuristic Thinking

Chapter 4: Studying the Attitude–Behavior Link



Chapter 5: *The Gender Revolution in Social Psychology*

Chapter 6: *Hard Economic Times and Violence against Minority Groups: From Lynchings in the South to Hate Crimes in New York*

Chapter 7: *Similarity, Dissimilarity, or Both?*

Chapter 8: *The Importance of Adult Attachment Style in Interpersonal Behavior*

Chapter 9: *The Persistence of Social Norms: From the Autokinetic Phenomenon to the “Culture of Honor”*

Chapter 10: *The Study of Prosocial Behavior Began with a Murder*

Chapter 11: *Studying Heat and Aggression: From the Laboratory to Police Records of Assaults*

Chapter 12: *From Drive to Attentional Focus: How Does the Presence of Others Influence Task Performance?*

Chapter 13: *Understanding the Dimensions—and Limits—of Leadership Style: From Autocratic and Democratic Leaders to Charisma*

What Remains the Same?

While we have made many changes, our basic approach to writing the book remains the same: we have tried very hard to produce a text that accurately reflects the nature and content of modern social psychology but at the same time is highly readable and useful for students. To attain this goal, we have retained several special features of previous editions:

- **Beyond the Headlines**, which appears in every chapter, takes an actual newspaper headline and examines it from the perspective of social psychology. This feature illustrates how social psychologists think and how the principles of our field can be applied to virtually any aspect of human social behavior. While the idea behind this feature remains much the same, the content is all new to this edition.
- **Ideas to Take with You—And Use!** appears at the end of each chapter and is designed to highlight important concepts you should remember—and use—long after this course is over. In our view, you will definitely find these principles helpful in many contexts in the years ahead.
- **Special Icons in the Margin** to mark sections of the text dealing with Diversity and the Evolutionary Perspective.
- **Other Features Designed to Make the Book More Useful:** Each chapter begins with an outline that provides you with a “road map” that points out the major sections within the chapter. Within the text itself, key terms are printed in dark type like **this** and are followed by a definition. These key terms are also defined in a running glossary in the margins, as well as in a glossary at the end of the book. To help you understand what you have read, each major section is followed by a list of Key Points, a brief summary of major



concepts and findings. We believe that reviewing this section carefully will be an important aid to your studying.

All figures and tables are designed to be clear and simple, and most contain special labels and notes the purpose of which is to help you understand their meaning.

Supplementary Materials

All good texts should be supported by a complete package of supplementary material, both for the students and for the instructor. This book provides ample aid for both.

■ FOR THE INSTRUCTOR:

Instructor's Resource Manual (IRM)

George E. Schreer of Manhattanville College has once again crafted a rich collection of material that will aid any instructor, seasoned or new, in creating a vibrant classroom experience. Each chapter begins with a valuable grid correlating the text to every print and media supplement available. In addition, the Instructor's Resource Manual contains a wealth of activities, handouts, and numerous teaching aids.

Test Bank and Computerized Test Bank

Eric Miller of Kent State University–East Liverpool Campus has developed a lengthy Test Bank, which is also available on a dual platform CD-ROM. Many of the items have been classroom tested. More than 1,500 multiple-choice questions are available on the Test Bank, in addition to numerous true/false, short-answer, and longer essay questions.

Transparency Package

Over 70 full-color transparencies taken from the text are available from your Allyn & Bacon sales representative upon adoption of the book.

Video

A custom videotape, featuring interviews with leaders in the field, is available upon adoption of the text.

PowerPoint Presentation

Created by the author of the Instructor's Resource Manual, this dynamic presentation includes highlights and figures from the text. As a bonus, an electronic copy of the Instructor's Resource Manual has been added to the CD-ROM (for Windows users only). It is available free to adopters of the book.

CourseCompass

Allyn & Bacon's Course Management Systems combine premium online content with enhanced class management tools such as quizzing and grading, syllabus building, and results reporting. To learn more, visit www.abinteractive.com.

■ FOR THE STUDENT:

GradeAid Study Manual

This pedagogically advanced study guide asks students to create a valuable review manual as they read. Each chapter features brief exercises, the answers to

which can be found directly in the text and should be filled in as the student is absorbing the material. Several practice tests accompany each chapter; to prepare for them, the student must simply review the exercises they have completed. Written by Test Bank author Eric Miller, this guide aids students in synthesizing the material they are learning, in addition to helping them prepare for their exams.

Companion Website

A Companion Website was designed to accompany this 10th edition. Available on this free site is an online study guide which includes learning objectives, summaries, and web links. Interactive activities and multiple-choice questions help students test their mastery of each chapter's content. Visit www.ablongman.com/baronbyrne for a preview.

Some Concluding Comments

In closing, we would like to ask, once again, for your help. As was true of past editions, we have spared no effort to make this new one the best ever. While human beings can imagine perfection, however, they always fall far short of it. So, we realize that there is always room for improvement. In this respect, we sincerely request your input. If there is something you feel can be improved, please let us know. Write, call, fax, or e-mail us at the addresses below. We will be genuinely glad to receive your input and—even more important—we will definitely listen! Thanks in advance for your help.

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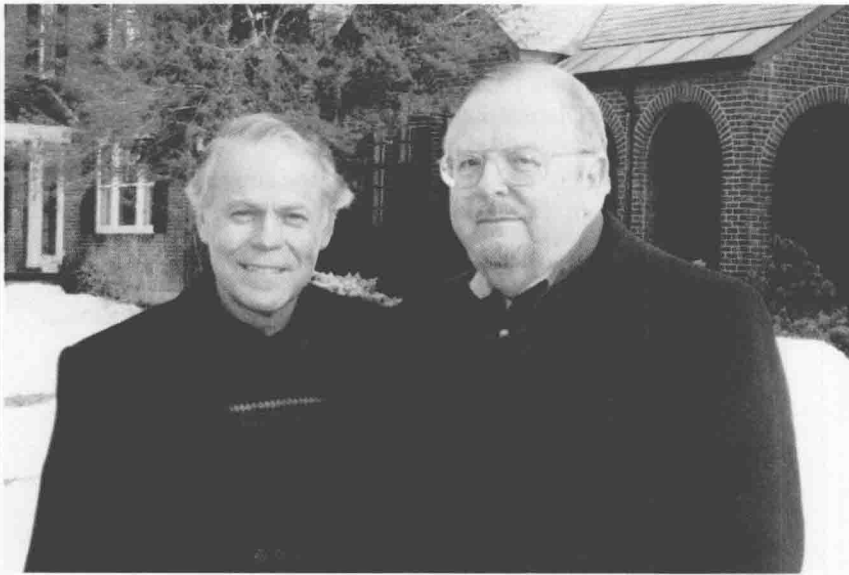
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To all of these truly outstanding people, and to many others, too, our warmest personal regards and thanks.

■ About the Authors

Robert A. Baron is Professor of Psychology and Wellington Professor of Management at Rensselaer Polytechnic Institute. He received his Ph.D. degree from the University of Iowa in 1968. Professor Baron has held faculty appointments at Purdue University, the University of Minnesota, University of Texas, University of South Carolina, and Princeton University. In 1982 he was a Visiting Fellow at Oxford University. From 1979 to 1981 he served as a Program Director at the National Science Foundation in Washington, D.C. He has been a Fellow of the American Psychological Association and is also a Fellow of the American Psychological Society. In 2001, he was appointed an Invited Senior Research Fellow by the French government and held this post at the Université des Sciences Sociales at Toulouse, France.

Professor Baron has published more than ninety-five articles in professional journals and twenty-seven chapters in edited volumes. He is the author or co-author of thirty-eight books, including *Behavior in Organizations* (8th ed.), *Human Aggression* (2nd ed.), *Understanding Human Relations* (4th ed.), and *Psychology* (5th ed.). Textbooks by Professor Baron have been used by more than 3 million students in colleges and universities throughout the world.



Robert A. Baron (*left*)
and Donn Byrne

Professor Baron served as a member of the Board of Directors of the Albany Symphony Orchestra (1993–1996) and as President of Innovative Environmental Products, Inc., a company engaged in the design of equipment for enhancing the physical environment of work settings and living spaces (e.g., air filtration, noise control, etc.). He holds three U.S. patents.

Professor Baron's research currently focuses primarily on social and cognitive factors in entrepreneurship, workplace aggression and violence, and impact of the physical environment (e.g., lighting, air quality, temperature) on social behavior and task performance.

Donn Byrne holds the rank of Distinguished Professor of Psychology at the University at Albany, State University of New York, and also heads the Social-Personality program there. He received his Ph.D. degree in 1958 from Stanford University and has held academic positions at the California State University at San Francisco, the University of Texas, and Purdue University as well as visiting professorships at the University of Hawaii and Stanford University. He has been President of the Midwestern Psychological Association and of the Society for the Scientific Study of Sexuality, as well as the Chair of the Department of Psychology at Albany. Professor Byrne is a Fellow of the American Psychological Association, the Society for Personality and Social Psychology, and the Society for the Scientific Study of Sexuality. He is also a Charter Fellow of the American Psychological Society.

Professor Byrne has published over 150 articles in professional journals, and twenty-seven of those have been republished in books of readings. He has authored or co-authored thirty-three chapters in edited volumes and fourteen books, including *Psychology: An Introduction to Behavioral Sciences* (four editions plus translations in Spanish, Portuguese, and Chinese), *An Introduction to Personality* (three editions), *The Attraction Paradigm*, and *Exploring Human Sexuality*.

He has served on the Editorial Boards of numerous professional journals, and has directed the doctoral work of forty-five Ph.D.'s as well as that of six current graduate students at Albany. He was invited to deliver a G. Stanley Hall lecture at the 1981 meeting of the American Psychological Association in Los Angeles and a State of the Science Address at the 1981 meeting of the Society for the Scientific Study of Sexuality in New York City. He was invited to testify at Attorney General Meese's Commission on Obscenity and Pornography in Houston in 1986 and to participate in Surgeon General Koop's Workshop on Pornography and Health in 1986. Professor Byrne received the Excellence in Research Award from the University at Albany in 1987 and the Distinguished Scientific Achievement Award from the Society for the Scientific Study of Sexuality in 1989.

Professor Byrne's current research focuses on the effects of adult attachment style on interpersonal behavior, the effects of proclivity for legitimized aggression on sexual coercion and other aggressive acts, and the determinants of interpersonal attraction and sexual attraction.

USING RESEARCH NAVIGATOR WITH

social psychology

TENTH EDITION

BY ROBERT A. BARON AND DONN BYRNE

■ Using Research Navigator



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- **Search the New York Times Search by Subject Archive** by keyword or multiple keywords for full-text articles that appeared the previous year in the *New York Times*.
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- **Applied research activities and projects.** These suggestions provide more practice using the databases in Research Navigator, and move students beyond the book to library and field research. Activities also appear in the Student Resources and Activities section of this text.