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Social Psychology

NINTH EDITION



ROBERT A. BARON ■ DONN BYRNE

Ninth Edition

Social Psychology

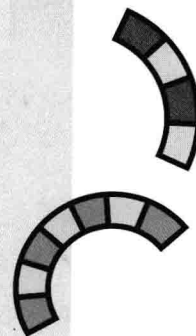


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Dedication

*To my brothers Richard and Randy, with whom I shared my formative years.
And to the memory of members of my family who were kind to me many
times in many different ways: my grandparents, Edna and Max, Jennie and
Hy; my Aunt Anne, and my Uncle Eli.*

RAB

And to my brother's four offspring

My niece

Rebecca Byrne McCurdy—Coarsegold, California

My nephews

Phil Byrne—Wareham, Massachusetts

Deven Byrne—Fresno, California

Mike Byrne—Cobb, California

DB

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Preface

A Note to Our Readers

WHY YOU SHOULD TAKE SOCIAL PSYCHOLOGY WITH YOU WHEN THE COURSE IS OVER

We (Robert Baron and Donn Byrne) grew up in different states, have very different family backgrounds, and took our first courses in social psychology in different decades. Yet we both had the same reaction to this experience: “Wow!” we remember thinking, “This field is not only interesting—it’s *useful*—something we can use in the future.”

Several decades have passed since we first had those thoughts, but we remain convinced that they are true. We continue to believe, perhaps more strongly than ever, that social psychology is much more than merely a set of interesting findings and ingenious research methods. In addition it also *offers a unique and valuable way of looking at the social world and a set of basic principles that everyone can—and probably should—use in their own lives.*

That idea forms a basic theme for this new edition. As in the past, we’ve tried to describe the findings of social psychology in as accurate and up-to-date a manner as possible. But, we have also tried to accomplish something else—to maximize the chances that you, our readers, will indeed take social psychology with you and use it in the years ahead. How have we tried to accomplish this goal? Primarily by building several new features into the book.

NEW FEATURES RELATING TO THE THEME OF “TAKING SOCIAL PSYCHOLOGY WITH YOU”

Here is a brief overview of the new features we just mentioned:

- *Beyond the Headlines: As Social Psychologists See It.* These special sections, which appear in every chapter, take an actual newspaper headline and examine it from the perspective of social psychology. They illustrate how social psychologists think, and how the principles of our field can be applied to virtually *any* aspect of human social behavior. The topics of these *Beyond the Headlines* sections:
 - Body Language in the Courtroom (Chapter 2)
 - Do Safety Devices Save Lives? Don’t Bet on It! (Chapter 3)
 - When Personal Health and Looking Sexy Collide, Guess Which Wins? (Chapter 4)

- Does Gender Discrimination Still Occur in the Workplace? (Chapter 5)
 - Can a Lecture Be Sexually Harassing? (Chapter 6)
 - Can Classroom Seating Assignments Affect One's Life? (Chapter 7)
 - Romance in the Workplace (Chapter 8)
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 - Ordinary People Sometimes Do Extraordinary Things (Chapter 10)
 - Murder of the Truly Defenseless: When Mothers Go Berserk (Chapter 11)
 - How To Start a Conflict When There Is None (Chapter 12)
 - What Are the Effects of Vitamin C? (Chapter 13)
- *Ideas to Take with You.* One of these special features occurs in each chapter; each 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. They include:
- Why Correlation Doesn't Equal Causation (Chapter 1)
 - Minimizing the Impact of Attributional Errors (Chapter 2)
 - Common Errors in Social Cognition (Chapter 3)
 - Resisting Persuasion: Some Useful Steps (Chapter 4)
 - Dealing with Negative Self-Perceptions (Chapter 5)
 - Techniques for Reducing Prejudice (Chapter 6)
 - How to Encourage Others to Like You (Chapter 7)
 - All You Need Is Love? (Chapter 8)
 - Tactics for Gaining Compliance (Chapter 9)
 - Being a Responsive Bystander (Chapter 10)
 - Causes of Human Aggression (Chapter 11)
 - Maximizing Your Own Performance and Minimizing Social Loafing by Others (Chapter 12)
 - Don't Rush to Judgment (Chapter 13)

A ADDITIONAL SPECIAL FEATURES: REFLECTING RECENT TRENDS

Additional features of this book are designed to reflect important current trends in social psychology:

1. *Growing interest in cultural and ethnic diversity.* This current theme in the field is reflected in special sections titled *Social Diversity: A Critical Analysis*. These sections present information concerning differences between ethnic groups within a given society or differences across various cultures, and are designed to reflect a growing interest in such issues among social psychologists. The topics they cover include:

- Cultural Differences in the Self-Serving Bias (Chapter 2)
- Culture and the Appraisal of Emotions (Chapter 3)
- Is Dissonance Culture-Bound? Evidence from a Cross-National Study (Chapter 4)
- Cultural Influences on the Self: The Effects of Individualism versus Collectivism (Chapter 5)

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