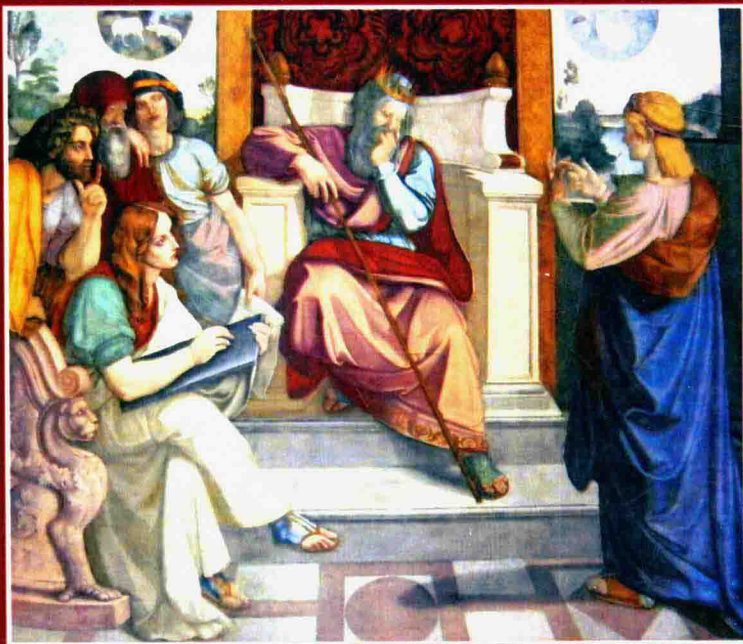


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Social Psychology and Politics



Edited by
JOSEPH P. FORGAS,
KLAUS FIEDLER,
AND WILLIAM D. CRANO



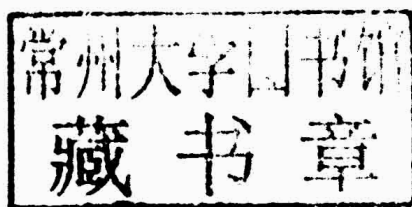
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Social Psychology and Politics

'This is a terrific collection of papers by an impressive group that includes many of the most creative and exciting scholars working on psychology and politics. The book offers a fascinating assortment of viewpoints and topics on issues that are fundamental to our society and civilization. It offers a tremendous overview of the field, both for the novice seeking an introduction to this important area of work and for the expert wanting an up-to-date reference.'

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'The application of social psychology to political phenomena illuminates the forces that mold voting patterns in democracies, allow dictatorships to hold populations hostage, and incite terrorism and political violence. This volume presents cutting edge contributions by leading theorists and investigators that demonstrate how critical the social psychological level of analysis is to the understanding of political events that shape the course of world history. A truly essential volume that highlights the nexus between macro level political phenomena and the fundamental features of our psyche.'

*Arie W. Kruglanski, Distinguished University Professor,
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Social psychology and politics are intricately related, and understanding how humans manage power and govern themselves is one of the key issues in psychology. This volume surveys the latest theoretical and empirical work on the social psychology of politics, featuring cutting-edge research from a stellar group of international researchers.

It is organized into four main sections that deal with political attitudes and values; political communication and impressions; social cognitive processes in political decisions; and the politics of identity and intergroup behavior. The book explores such exciting questions as how do political attitudes and values develop and change? What role do emotions and moral values play in political behavior? How do political communication and the media influence voters? How are

political decisions made, and why do democracies sometimes fail? What is the role of social identity and intergroup perceptions in the political process?

Thus, this book reviews and integrates the role of various psychological processes in political behavior. It provides essential reading for students, teachers, researchers and practitioners interested in all areas related to power, social influence and political behavior.

Joseph P. Forgas is Scientia Professor of Psychology at the University of New South Wales, Sydney. He received his D.Phil. degree from the University of Oxford, and a D.Sc degree also from Oxford. His research investigates affective influences on social cognition, motivation and behavior. He has published 26 books and over 200 journal articles and book chapters. In recognition of his scientific contribution, he received the Order of Australia in 2012, as well as the APS's Distinguished Scientific contribution Award, the Humboldt Research Prize, a Rockefeller Fellowship and is Fellow of the Academy of Social Sciences in Australia, the Association for Psychological Science, Society of Personality and Social Psychology and the Hungarian Academy of Sciences.

Klaus Fiedler is Professor of Social Psychology at the University of Heidelberg. He is a Fellow of the Association of Psychological Science and of the Society for Personality and Social Psychology, a member of the German National Academy of Science Leopoldina, and he has received several prestigious awards, such as the Leibniz-Award and a generous personal grant in the Reinhard-Koselleck program of the Deutsche Forschungsgemeinschaft. Klaus Fiedler has been an Executive Board member of the European Association of Social Psychology. He published various monographs and edited volumes in his major areas of research: language and social cognition, judgment and decision making, stereotyping, and on the interplay of cognitive and ecological processes. Klaus Fiedler has served as an Editorial Board member of various international journals, as an Associate Editor of several journals including *Psychological Review* and *Journal of Experimental Social Psychology*. Currently, he is an Associate Editor of the *Journal of Experimental Psychology: General*.

William D. Crano is the Oskamp Professor of Psychology at Claremont Graduate University, where he has taught since 1998. Previously, he was Professor and Chair of the Department of Communication at the University of Arizona, and also served as Professor on the faculties of Michigan State University and Texas A&M University. He also has served as liaison scientist for the U.S. Office of Naval Research (London), as NATO Senior Scientist at the University of Southampton (UK), and as a Fulbright Senior Scholar at the Universidade Rio Grande do Sul (Brazil). His basic research has been focused on the development of models of attitude development and attitude change, which he has used in his applied research on drug prevention in adolescents. He has published 18 books, and more than 200 papers and book chapters. His recent books include *Warring with Words* (with Hanne and Mio), and the third edition of *Principles and Methods of Social Research* (with Brewer and Lac).



The Sydney Symposium of Social Psychology

This book is Volume 17 in the *Sydney Symposium of Social Psychology* series. The aim of the Sydney Symposia of Social Psychology is to provide new, integrative insights into key areas of contemporary research. Held every year at the University of New South Wales, Sydney, each symposium deals with an important integrative theme in social psychology, and the invited participants are leading researchers in the field from around the world. Each contribution is extensively discussed during the symposium and is subsequently thoroughly revised into book chapters that are published in the volumes in this series. For further details see the website at www.sydneysymposium.unsw.edu.au

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1

The Social Psychology of Politics

Homo Politicus Revisited

JOSEPH P. FORGAS, KLAUS FIEDLER, AND
WILLIAM D. CRANO

Social psychology and politics are intricately related. Ever since Plato's *Republic*, written over two thousand years ago, one of the main concerns of social philosophy and later empirical social science was to understand how human beings manage power and how they govern themselves. Indeed, the role of politics in our lives has become ever more dominant since the emergence of complex mass societies in the last few hundred years. Whereas governance and the exercise of power were based on presumed divine rights and preordained notions of power and privilege throughout most of human history, the philosophy of the Enlightenment and the momentous changes in the eighteenth century resulted in a dramatically different view.

For the last three hundred years, based on the philosophical arguments of Kant, Locke, Hobbes and Hume, political life in most Western societies has been based on the revolutionary assumption that the source of all sovereignty and power is ultimately derived from the people who are governed. Consequently, the way popular will and preferences are to be transformed and delegated into effective government has become one of the most complex and intriguing questions of social psychology. This volume seeks to present some of the most recent cutting-edge psychological research and thinking on this perennial topic from a group of distinguished international researchers.

For social psychology, the study of political behavior has of course also been one of the core issues ever since the inception of our discipline. All political actions involve social psychological processes, and any understanding of

the management of power in social units and even whole societies is predicated on our understanding of the social psychology of interpersonal behavior. The remarkable capacity of human beings to establish and manage ever more complex forms of social organization provides ultimate evidence for our highly developed ability of social organization.

The book is organized into four main parts. After this general introductory chapter by the editors (Forgas, Fiedler, and Crano), Part I will consider the fundamental processes and theories that apply to our understanding of *political attitudes and values* (chapters by Crano and Lyrantzis; Ginges; Skitka, Morgan, and Wisneski; Krosnick and MacInnis; and Jussim, Crawford, Anglin, and Stevens). Part II looks at the role of *social communication, impression formation and impression management* in the political process (chapters by Catellani and Bertolotti; Landau and Keefer; Wänke, Pizarro and Inbar; and Frank, Matsumoto, and Hwang). Part III will turn to perhaps the most complex domain of political psychology: the operation of *social cognitive processes in political decision-making and the functioning of democracies* (chapters by Fiedler, Hofferbert, Woellert, Krüger, and Koch; Vallacher; van Lange, Pratto, and Zeineddine; and Forgas, Kelemen, and László). Finally, Part IV will turn to examining the role of *intergroup behavior, social identity and social change* in political processes (chapters by Dovidio, Saguy, Ufkes, Scheepers, and Gaertner; Hogg; Sears; Reynolds, Batalha, Subasic, and Jones). This introductory chapter in particular will discuss the history and background of the social psychology of politics, introduce the major themes covered in the book, and highlight the links between the various chapters.

SOCIAL PSYCHOLOGY AND POLITICS

Explaining the roots, features and consequences of the way human beings manage power and govern themselves has been a defining concern for writers and philosophers since antiquity. Many of the great thinkers over the centuries have addressed this topic, including Plato, Machiavelli, Locke, Hobbes, Spinoza, and Swift. In psychology, all the venerated grand theorists of our discipline commented on the role of psychology in political processes including James, Freud, McDougal, Skinner, Lorenz, and many others.

The integration of empirical social psychology with analyses of the political process is a signal feature of this volume. Indeed, both social psychology and political science can benefit if we bear in mind Campbell's (1969; Campbell & Overman, 1988) "experimenting society" approach. A key message of these chapters is that as social psychologists, we must broaden our sometimes myopic vision to encompass the world beyond the confines of our laboratories. The political realm is typically studied more on the streets than in the lab, and this is as it should be.

Social psychologists can learn an important lesson from political science and political psychology in this regard, because if our theories do not work on the street, the fact that they work in our laboratories is largely irrelevant. The