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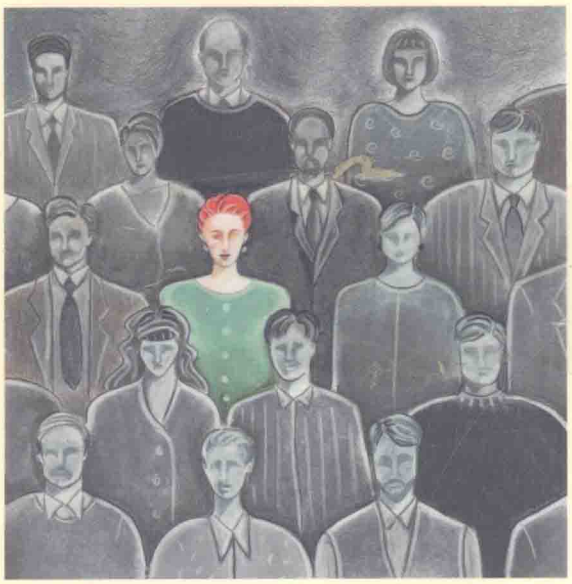

Social Psychology

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【美】戴维·迈尔斯 著
David G.Myers

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社会心理学

第11版，英文版

〔美〕戴维·迈尔斯　著

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Social Psychology

David G. Myers

Hope College
Holland, Michigan

with

Jean M. Twenge
San Diego State University

内容提要

戴维·迈尔斯的《社会心理学》是美国700多所大专院校社会心理学教学所采用的教材，自出版以来深受广大师生和社会心理学爱好者的喜爱，并被翻译成多种语言，有着广泛的影响力。本书是英文第11版。

全书共分四编：社会思维、社会影响、社会关系和应用社会心理学。第1章（社会心理学导论）着重介绍社会心理学的基本概念、重要观点、价值观对心理学的影响、社会心理学研究方法等内容，为读者系统完成后面四编社会心理学的课程奠定了坚实的基础。第一编（2~4章）着重探讨我们如何看待自己和他人。涉及自我概念、自尊、自我控制、自我服务偏差、印象管理、社会信念和判断、态度与行为的相互影响等内容。第二编（5~8章）着重探讨我们如何彼此影响和联系，深刻剖析社会影响的威力。涉及态度与行为的文化根源、社会服从的力量、说服的原理和群体影响等内容。第三编（9~13章）着重探讨我们彼此如何发生联系，分析了人与人之间感受和行为的正负极性：偏见、攻击、吸引与亲密、利他、冲突与和解。第四编（14~16章）着重将前面章节中的理论原理、研究成果应用到现实生活之中，社会心理学的应用其实贯穿全书，但这编系统介绍了社会心理学在临床、司法等领域中的应用，最后还展望了社会心理学与人类可持续发展的未来的关系，尤其探讨了在面临人口增长、过度消费、全球变暖等生态危机时，社会心理学应该发挥的作用。

戴维·迈尔斯充分发挥了其在心理学写作方面无与伦比的才能，将科学的严谨性和人文的宽泛性巧妙地结合，兼具感性和理性，能让读者在愉快的阅读过程中轻松掌握心理学知识。可以说迈尔斯的《社会心理学》甫一问世即成为同类图书的翘楚，即使是抽象严谨的科学知识，都能通过生动的插图、幽默的漫画、睿智的引言、清晰的表格、优美的语言鲜活地展现在读者面前，让知识的学习变成愉快的旅程。每次再版迈尔斯都会向全球心理学的师生们征求意见，以保证本书学术的前沿性、定义的精确性、研究的严谨性、理论的全面性。此外还通过一些专栏启发读者思考，如“聚焦”关注社会心理学历史上的一些经典研究；“研究特写”介绍当前社会心理学的一些重大发现；“研究背后的故事”则能让读者了解这些社会心理学大师们的研究之路。本书适合心理学、社会学等专业的广大师生，同时也适合对社会心理学感兴趣的普通读者。

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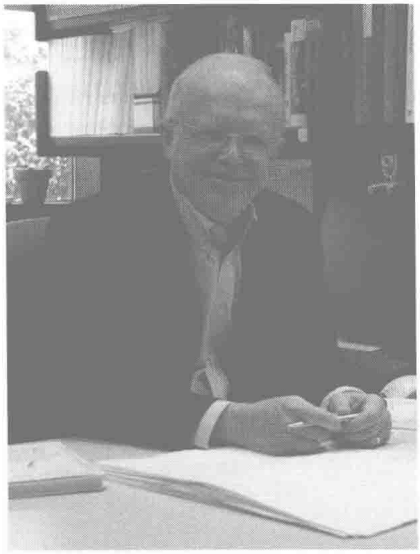
To Jonathan Mueller and Scott Plous

With admiration and gratitude for their enormous and
enduring contributions to the teaching of social psychology
through the Teaching of Psychology Newsletter and
The Social Psychology Network, respectively.

About the Author

Since receiving his Ph.D. from the University of Iowa, David G. Myers has spent his career at Michigan's Hope College, where he is Professor of Psychology and has taught dozens of social-psychology sections. Hope College students have invited him to be their commencement speaker and voted him "outstanding professor."

With support from National Science Foundation grants, Myers' scientific articles have appeared in some three dozen scientific books and periodicals, including *Science*, the *American Scientist*, *Psychological Science*, and the *American Psychologist*.



He also communicates psychological science to the general public. His writings have appeared in four dozen magazines, from *Today's Education* to *Scientific American*. His 17 books include *The Pursuit of Happiness* and *Intuition: Its Powers and Perils*.

Myers' research and writings have been recognized by the Gordon Allport Prize, by an "honored scientist" award from the Federation of Associations in the Brain and Behavioral Sciences, and by the Award for Distinguished Service on Behalf of Personality-Social Psychology.

He has chaired his city's Human Relations Commission, helped found a thriving assistance center for families in poverty, and spoken to hundreds of college and community groups. In recognition of his efforts to transform the way America provides assistive listening for people with hearing loss (see hearingloop.org), he received the 2011 American Academy of Audiology Presidential Award.

He bikes to work year-round and plays pickup basketball. David and Carol Myers are parents of two sons and a daughter, and have one granddaughter.

GUIDE TO CULTURE

Text coverage of culture focuses on the following topics:

Asserting uniqueness: pp. 220–222
Biology and culture: pp. 180–182
Close relationships and happiness: p. 549
Cognition and self-concept: pp. 40–44
Collectivism: p. 40
  Interdependent self: p. 40
Conformity: pp. 188, 217–219, 223, 532
Counterfactual thinking: p. 96
"Cultural racism": pp. 413–414
Culture change and world violence: pp. 389–390
Culture of peace: p. 609
Definition of *culture*: pp. 11, 154
Diversity: pp. 154–156
Divorce: p. 424
Evolutionary psychology: pp. 174–176
Excess of freedom: p. 59
Fundamental attribution error, role of in study of cultural differences: pp. 107–108
Gender: pp. 162, 177–183
Generalizing from laboratory to life: p. 28
Group and superordinate identities: pp. 509–510
Guilt: p. 444
Immigration, children's preference for new culture's language and norms: p. 179
Independence versus connectedness: p. 164
Individualism: p. 40
  Growing individualism within cultures: pp. 40–41
  Independent self: p. 40
Influence of human nature and cultural diversity: pp. 152–162
Norms: pp. 156–159
Observational learning of aggression: pp. 364–365
Perceived injustice: p. 490
Physical anonymity: p. 279
Physical attractiveness: p. 408
Reciprocity norm: p. 447
Self: pp. 40–45
  Self-esteem: pp. 43–44
  Self-inflation: p. 39
  Self-serving bias: p. 62
Similarity: pp. 159–162
Social influence: pp. 7–8
Social loafing: pp. 274–275
Social-responsibility norm: p. 448
Stereotypes: pp. 309–310
Striving for wealth = lower well-being: p. 601
"System justification": p. 343
Tragedy of the Commons: p. 485
Values in psychology: p. 10
Variations in love: pp. 422–423

Feature coverage of culture can be found in the following boxes:

Focus On: The Cultural Animal: p. 155
The Inside Story: Hazel Markus and Shinobu Kitayama on Cultural Psychology: p. 45
The Inside Story: James Jones on Cultural Diversity: p. 414
Research Close-Up: Passing Encounters, East and West: p. 158

GUIDE TO TECHNOLOGY AND SOCIAL MEDIA

Text coverage of technology and social technology focuses on the following topics:

Altruistic behavior in use of the Internet, chat rooms, e-mail: pp. 129, 459
Anonymity helps create diversity of opinions while using classroom clickers: p. 211
Computer-operated recorders help quantify social behaviors for researchers: p. 7
"Cyber-ostracism": pp. 395–396
Deindividuation and anonymity on the Internet: p. 278
Depersonalization and abuse on discussion boards: p. 199
Desegregation experiment with e-mails: p. 497
Does increased time online create isolation?: pp. 431–432
Does time online strengthen social relationships?: pp. 40, 431–432
False consensus effect on Facebook: p. 66
Group polarization on the Internet: pp. 284–285
  "Cyberbalkanization": p. 432
Group problem solving:
  Electronic brainstorming: p. 296
  Using Google: p. 296
Happiness and materialism: p. 597
Human progress and technology: p. 155
Internet conspiracy groups can foster paranoia: p. 256
Media influences on aggression: Television: pp. 373–379
  TV's effects on behavior: pp. 374–377
  TV's effects on thinking: pp. 377–379
Media modeling of prosocial behavior: pp. 475–476
Natural group size, Facebook friends: p. 487
Need to belong shown in texting, cell phone subscriptions, social networking: p. 394
Norm formation online: p. 190
Normative influence in social networking sites: p. 288
Online bullying: p. 354
Online dating:
  Increased disclosure and liking: p. 431
  Personal advertisements on the Internet, asset matching: p. 405
  Self-presentation on Facebook: p. 407
  Similarity: p. 411
  Speed dating: p. 404
Online gaming and social rejection: p. 213
Online implicit attitude testing: p. 122
  Prejudice: pp. 310–311
Online interaction of today's generation may cause lack of interpersonal skills: p. 54
Online investing and the illusion of control: p. 97
Persuasion:
  Comparing media: Which is more persuasive?: p. 247
  "Viral marketing": p. 245
Pornography on the Internet: pp. 370–372
  Aggression against women: pp. 371–372
  Media awareness education: p. 373
Recognizing correlational and experimental research: p. 25 Table 1.1
Self-presentation on social networking sites: pp. 72, 406
Sexual exploitation on the Internet: p. 432
Texting: pp. 394, 431
Video games:
  Increased violence and aggression: pp. 379–383
  Prosocial video games increase helping and cooperation: p. 382
Women preferred as friends on social networking sites: p. 430
Women spend more time on phone, texting, e-mailing, and social networking: p. 164
Workplace/professional networks aid participation and self-disclosure: p. 431

Feature coverage of technology and social media can be found in the following boxes:

Research Close-Up: Experimenting with a Virtual Social Reality: p. 235
The Inside Story: Craig Anderson on Video Game Violence: p. 383
Focus On: Does the Internet Create Intimacy or Isolation?: pp. 431–432

A Letter from the Author

We humans have a very long history, but social psychology has a very short one—barely more than one century. Considering that we have just begun, the results are gratifying. What a feast of ideas social psychology offers! Using varied research methods, we have amassed significant insights into belief and illusion, love and hate, conformity and independence.

Much about human behavior remains a mystery, yet social psychology can now offer partial answers to many intriguing questions:

- How does our thinking—both conscious and unconscious—drive our behavior?
- What leads people sometimes to hurt and sometimes to help one another?
- What kindles social conflict, and how can we transform closed fists into helping hands?

Answering these and many other questions—my mission in the pages that lie ahead—expands our self-understanding and sensitizes us to the social forces that work upon us.

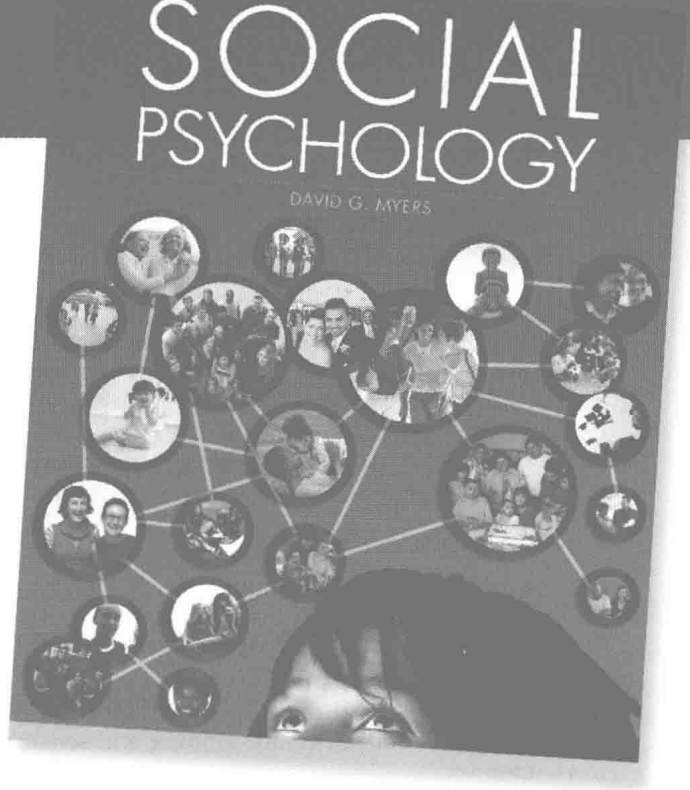
When first invited to write this book, I envisioned a text that would be at once solidly scientific and warmly human, factually rigorous and intellectually provocative. It would reveal important social phenomena, as well as how scientists discover and explain such phenomena. It would also *stimulate students' thinking*—their motivation to inquire, to analyze, to relate principles to everyday happenings.

I cast social psychology in the intellectual tradition of the liberal arts. By the teaching of great literature, philosophy, and science, liberal arts education seeks to expand our awareness and to liberate us from the confines of the present. Social psychology contributes to these goals. By focusing on humanly significant issues, I aim to offer the core content to pre-professional psychology students in ways that also are stimulating to all students. And with close-up looks at how the game is played—at the varied research tools that expose the secrets of our social nature—I hope to enable students to think smarter.

To assist the teaching and learning of social psychology is a great privilege, but also a responsibility. So please never hesitate to let me know how we are doing, and what we can do better.

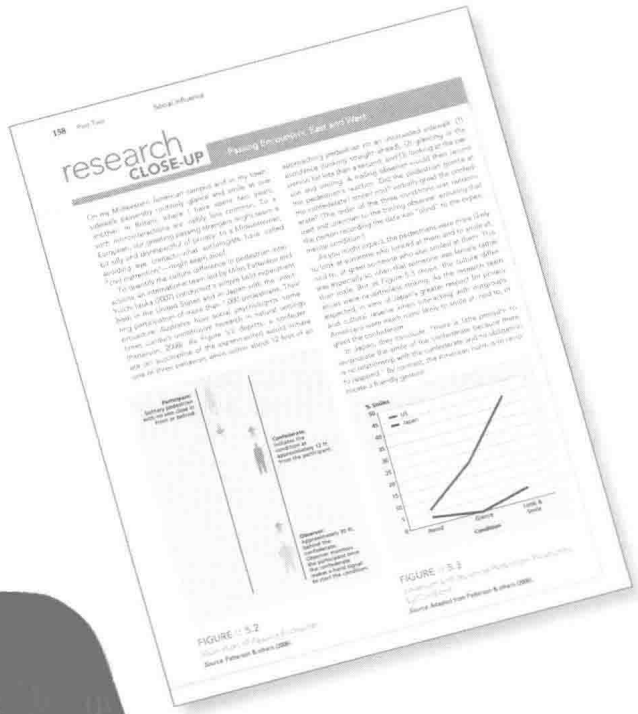
David G. Myers
Hope College
www.davidmyers.org

Preface



Social Psychology explores the human world around us. Written in the tradition of the liberal arts, *Social Psychology*'s style allows any student to access the rich teachings of this young and exciting science. Whether students are interested in business, teaching, law, psychology, or other areas that invite exploring our social world, the text is accessible and easy to understand. In *Social Psychology*, students find scientific explorations of love and hate, conformity and independence, prejudice and helping, persuasion and self-determination.

Social psychology is about people. This text never loses sight of that idea, focusing on humanly significant issues and opening each chapter with a vignette that relates the theme of the chapter to the human experience. However, the cutting edge of social psychological research is at the forefront as well, with **726 new or updated citations** since the last edition. The "Research Close-Up" feature remains a mainstay in this edition as well, offering comprehensive looks at current research in the social psychology field around the world.


research CLOSE-UP

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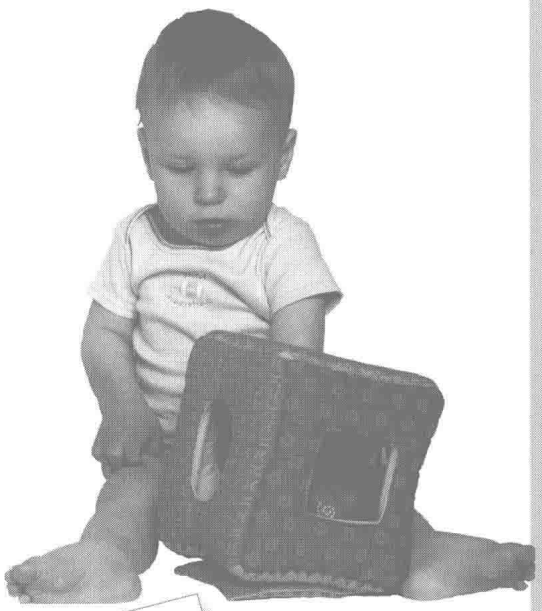
Much about human behavior remains a mystery, yet social psychology can offer insight into many questions we have about ourselves and the world we live in, such as:

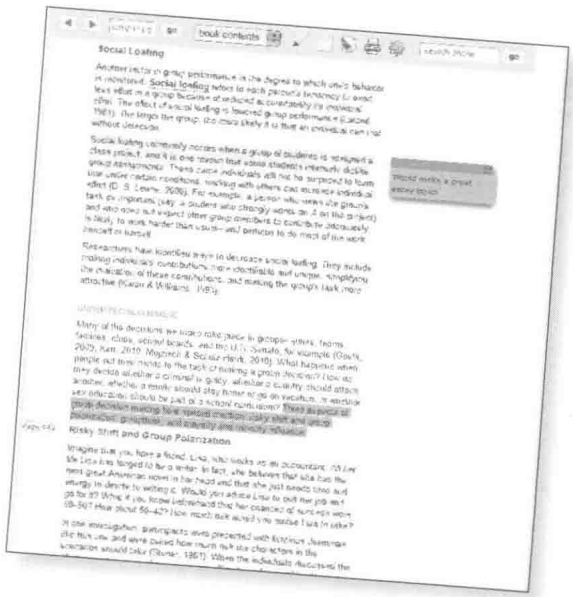
- How does our thinking—both conscious and unconscious—drive our behavior?
- What is self-esteem? Is there such a thing as too much self-esteem?
- How do the people around us influence our behavior?
- What leads people sometimes to hurt and sometimes to help one another?
- What kindles social conflict, and how can we transform closed fists into helping hands?

Answering such questions is this book's mission—to investigate them, to expand self-understanding, and to reveal the social forces at work. After reading this book and thinking critically about everyday behaviors, students will better understand themselves and the world in which they work, play, and love.

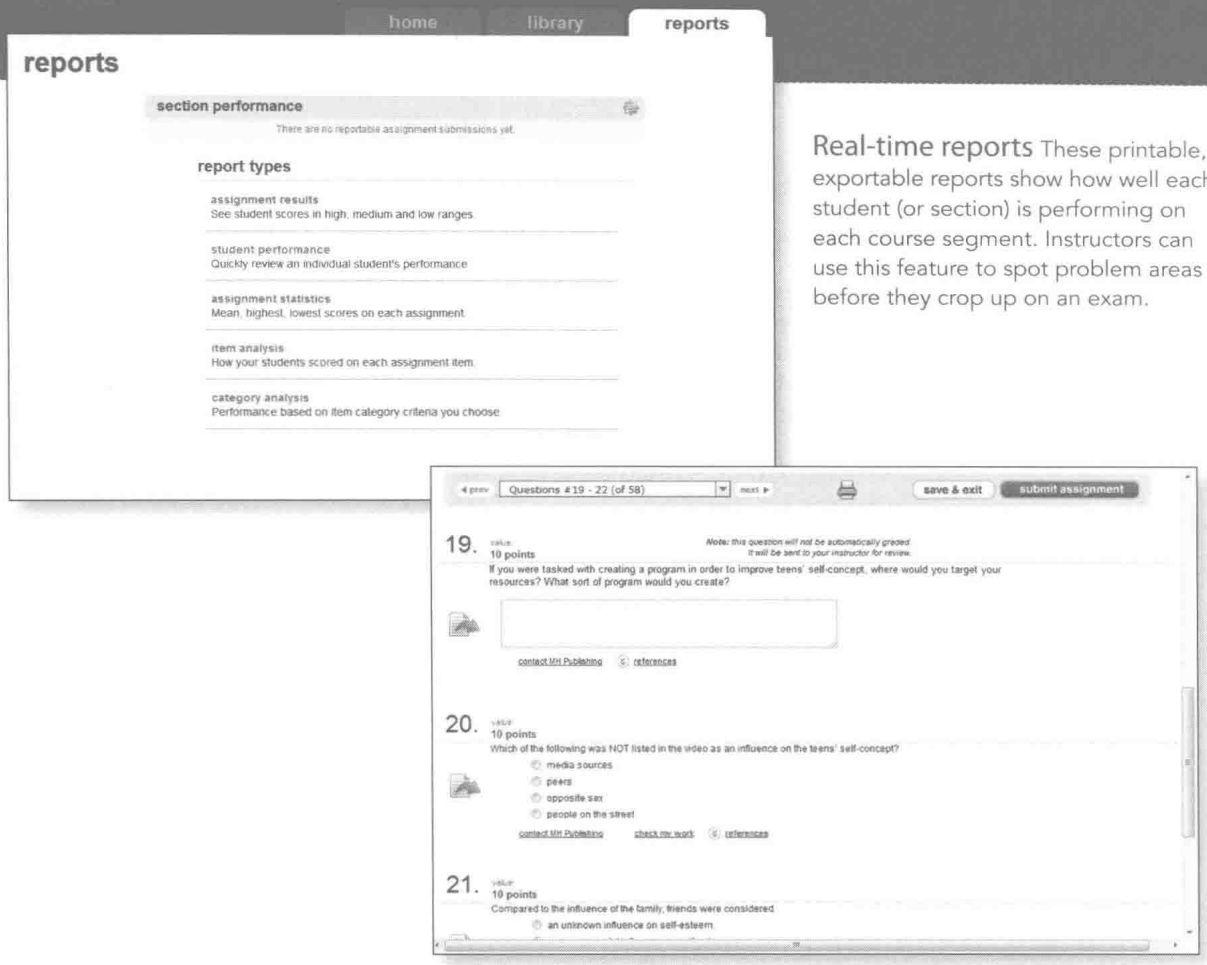


Social Psychology is available to instructors and students in traditional print format as well as online within McGraw-Hill's *Connect Social Psychology*, an integrated assignment and assessment platform. *Connect Social Psychology*'s online tools make managing assignments easier for instructors—and make learning and studying more motivating and efficient for students.

LearnSmart This powerful learning system helps students assess their knowledge of course content through a series of adaptive questions, intelligently pinpointing concepts the student does not understand and mapping out a personalized study plan for success.



Integrated e-book An e-book allows students to review *Social Psychology* anytime and anywhere. They can highlight, take notes, and quickly search for key terms and phrases.



Real-time reports These printable, exportable reports show how well each student (or section) is performing on each course segment. Instructors can use this feature to spot problem areas before they crop up on an exam.

Assignable and assessable activities Instructors can easily deliver assignments and tests online, and students can practice skills that fulfill learning objectives at their own pace and on their own schedule.

What Else Is New in *Social Psychology*, Eleventh Edition?

Building on prior editions, this eleventh edition combines scientific rigor with an accessible voice.

The text is updated throughout, with more than 700 new citations. From cover to cover, Myers introduces social psychology's big ideas and applies them to everyday life by helping students think critically about their own and others' social behavior.

Esteemed San Diego State University psychologist Jean M. Twenge has provided a fresh perspective as she led the revision of Chapter 2 ("The Self in a Social World") and Chapter 10 ("Aggression: Hurting Others").

All major chapter topics are now introduced by a main heading framed as a question, such as "How Well Do Our Attitudes Predict Our Behavior?" New Learning Objectives paired with these questions, and with online assessment materials, identify at least one section take-away, such as "State the extent to which, and under what conditions, our inner attitudes drive our outward actions."

Coverage of culture and social media technology has been enhanced, with guides to this coverage on pages xiii–xiv.

Chapter-by-Chapter Changes

Chapter 1 Introducing Social Psychology

- New and updated coverage of how social behavior is biologically rooted
- New material on how values enter social psychology

Chapter 2 The Self in a Social World

- New material on growing individualism within cultures
- New content on neuroscience
- New information on culture and cognition
- Enhanced coverage of people's ability to predict their own behavior and feelings
- Added research on motivation and self-esteem
- New material on narcissism and "collective narcissism"
- Enhanced coverage of self-serving bias in marriages
- Additional material on unrealistic optimism
- Fresh coverage of the false consensus effect on Facebook
- Added examples of the false uniqueness effect among college students

Chapter 3 Social Beliefs and Judgments

- New introduction covering "motivated reasoning" in politics
- New key term: "embodied emotion," with research examples

Chapter 4 Behavior and Attitudes

- Updated coverage of Implicit Association Test
- Revised material on self-justification and cognitive dissonance
- Updated information on minimization of dissonance through selective exposure
- New explanation of facial feedback effect

Chapter 5 Genes, Culture, and Gender

- New material on "How We Are Influenced by Human Nature" and "Cultural Diversity"
- Report on new research on strengths of cultural norms
- New information on assigning gender
- New research on friendship and social dominance
- Added material on mating and the effects of monthly fertility
- New section on evolutionary psychologists predicting that gender generates jealousy
- Updated material on the "culture cycle"
- New material on the new field of "epigenetics"

Chapter 6 Conformity and Obedience

- Added coverage on neuroscience of compliance and acceptance, including a discussion of how Asch's procedure became the standard for hundreds of later experiments
- New material on Milgram and the power of the situation, on cohesion as a factor in predicting conformity, and on cultural conformity in relation to cultural differences
- Inclusion of new functional magnetic resonance imaging studies identifying neural activity associated with normative influence

Chapter 7 Persuasion

- New chapter opener on the powers of persuasion
- Updated coverage of the effects of arousing fear and persuasion
- Introduction of terms "gain-framed" and "loss-framed" messages in persuasion
- New explanations and current examples for "Elements of Persuasion"

Chapter 8 Group Influence

- Updated statistics for percentage of home games won in Table 8.1
- New examples of the phenomenon of deindividuation
- New discussion about polarization within the United States
- Added material on group polarization on the Internet

Chapter 9 Prejudice: Disliking Others

- Added coverage on recent prejudice against Muslims and reciprocation toward Westerners
- New examples of stereotyping
- New discussion about how critics of the Implicit Association Test discourage using it to label individuals
- Updated and new coverage of gender discrimination in number of girl or boy babies born in some Asian countries
- Expanded discussion of how social inequalities breed prejudice and mistrust
- New figure illustrating how in-group biases influence perceptions

Chapter 10 Aggression: Hurting Others

- New discussion on bullying
- Expanded coverage of "instinct theory" with new examples
- Newly treated and enhanced coverage of biochemical influences on aggression

- New section on poor diet as an influence on aggression
- Added "culture of violence" section
- Expanded section, "Media Influences: Pornography and Sexual Violence"
- New section on Stephen Pinker's evidence for a decrease in world violence
- Enhanced coverage of Internet and aggression
- Discussion of desensitization and TV's cognitive effects expanded
- First-time coverage—TV as a time drain
- Expanded discussion on whether playing video games causes aggression

Chapter 11 Attraction and Intimacy: Liking and Loving Others

- Updated chapter opener with more discussion of ostracism
- Treatment of avoidant attachment for the first time in this text
- Many updated topics—for instance, ostracism as pain, implicit egotism phenomenon, attractiveness, likeness begetting liking, attachment styles, theory of love, evolution and attraction

Chapter 12 Helping

- New chapter opener
- New material on evolutionary psychology with respect to helping behavior
- New coverage of "genuine altruism"
- Expanded coverage of "gender norms" related to helping behavior

Chapter 13 Conflict and Peacemaking

- Coverage of the use of Facebook integrated throughout
- Newer studies that confirm the correlation between contact with and positive attitudes toward others
- New material on whether desegregation improves racial attitudes
- Updated studies that confirm the correlation between contact and positive attitudes
- New material on trust as a biological phenomenon
- New treatment in area of neuropsychology: "Schadenfreude"

Chapter 14 Social Psychology in the Clinic

- Expanded discussion of clinicians' clinical versus statistical prediction
- New coverage of loneliness
- New treatment of stress and illness

Chapter 15 Social Psychology in Court

- Updated coverage of accuracy of eyewitnesses
- New discussion of what causes false confessions

Chapter 16 Social Psychology and the Sustainable Future

- New chapter opener
- Coverage of "Psychology and Climate Change," includes topical coverage of psychological effects of climate change and public opinion about climate change
- New coverage of "Enabling Sustainable Living" through new technologies, reducing consumption, incentives, feedback, and social identity
- Enhanced coverage of "The Social Psychology of Materialism and Wealth"

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