



培文书系·心理学系列



SOCIAL PSYCHOLOGY

社会心理学

第 11 版



[美] Shelley E. Taylor Letitia Anne Peplau David O. Sears 著



北京大学出版社
PEKING UNIVERSITY PRESS

培文书系·心理学系列

SOCIAL PSYCHOLOGY

社会心理学

第11版



[美] Shelley E. Taylor Letitia Anne Peplau David O. Sears 著



北京大学出版社
PEKING UNIVERSITY PRESS

北京市版权局著作权合同登记图字:01-2004-2650号

图书在版编目(CIP)数据

社会心理学(第11版)/(美)泰勒(Taylor, S. E.)等著. —影印本. —北京:北京大学出版社, 2004.7
(心理学系列)

ISBN 7-301-07366-6

I. 社… II. 泰… III. 社会心理学—高等学校—教材—英文 IV. C912.6

中国版本图书馆CIP数据核字(2004)第033878号

English reprint edition copyright © 2004 by PEARSON EDUCATION ASIA LIMITED and PEKING UNIVERSITY PRESS.
Original English language title from Proprietor's edition of the Work.

Original English language title: Social Psychology, Shelley E. Taylor, Letitia Anne Peplau, David O. Sears, Copyright © 2003
ISBN: 013099006X
All Rights Reserved.

Published by arrangement with the original publisher, Pearson Education, Inc., publishing as Prentice Hall, Inc.

This edition is authorized for sale and distribution only in the People's Republic of China (excluding Hong Kong, Macao SARs and Taiwan).

For sale and distribution in the People's Republic of China exclusively (except Hong Kong SAR, Macao SAR and Taiwan).
仅限于中华人民共和国境内(不包括中国香港、澳门特别行政区和中国台湾地区)销售发行。

书 名: 社会心理学(第11版)

著作责任者: [美] Shelley E. Taylor Letitia Anne Peplau David O. Sears 著

责任编辑: 符丹 张慧欣

标准书号: ISBN 7-301-07366-6/C·0266

出版者: 北京大学出版社

地 址: 北京市海淀区中关村北京大学校内 100871

网 址: <http://cbs.pku.edu.cn> 电子信箱: pw@pup.pku.edu.cn

电 话: 邮购部 62752015 发行部 62750672 编辑部 58874097 58874098

印刷者: 山东新华印刷厂临沂厂

发 行 者: 北京大学出版社

经 销 者: 新华书店

850毫米×1168毫米 16开 38.75印张 660千字

2004年7月第1版 2004年7月第1次印刷

定 价: 62.00元

版权所有,翻印必究

本书封面贴有 Pearson Education(培生教育出版集团)激光防伪标签,无标签者不得销售。

出版说明

培文书系心理学英文影印系列旨在面向心理学领域的师生和广大心理科学的从业者和爱好者,推介国外心理学领域的英文原版专著和教材,使我国读者能够接触到原汁原味的第一手资料。

需要重申的是,作者本人的有些观点和结论尚需商榷,有些甚至是不可取的,为此提请读者加以甄别。书中的观点均不代表出版社观点。

北京大学出版社

2004年7月

PREFACE

Social psychology is more useful today than ever before. Whether we want to understand ourselves or the social world around us, social psychology offers valuable insights. Social psychologists study our sense of personal identity, our impressions of other people, our beliefs about world events, the pressures we sometimes feel to conform to social groups, and our search for love and meaningful social relationships. Social psychology also helps us to understand the stories behind today's news headlines on such topics as international terrorism, school violence, sexual harassment, same-sex marriage, and energy conservation. Not surprisingly, teachers, health professionals, lawyers, political analysts, business leaders, and people in many different professions find social psychology valuable in their work. In writing this book, we have tried to present the basic theories and findings of social psychology and to show how social psychological principles are relevant to our daily lives.

As we begin the twenty-first century, we face the challenge of living in an increasingly multicultural society. Television, air travel, and the Internet bring the citizens of the world closer together and make it essential that we take a broader perspective on social life. Social psychologists are increasingly using sociocultural and global perspectives in their research, and we have included the best of this new work in our book. To give these issues the emphasis they deserve, we introduce a sociocultural perspective in Chapter 1. Throughout the text, we present new work on culture and ethnicity.

This new edition of *Social Psychology* has been guided by certain basic principles and goals:

- We believe that social psychology, like any science, is cumulative. As researchers push toward exciting new frontiers, they build on the accumulated knowledge of the field. The new findings of today are best understood as adding to this core body of knowledge. A primary goal in this text is to present the “basics” of the field—the classic theories and findings that form the shared heritage of our discipline.
- We have also been sensitive to important advances in social psychology. Over time, the core of the field has gradually shifted. This changing core is reflected in the eleventh edition. For example, there is more emphasis on social cognition, the self, personal relationships and evolutionary psychology. We have also expanded coverage of the role of emotion and the importance of automatic processes. Throughout the book, we have made every effort to include the most recent research and the most up-to-date theories in social psychology.
- Another goal has been to offer an integrated presentation of the field. As we discuss different topics, we try to keep the main theoretical ideas and traditions of social psychology firmly in view, so that readers can see the underlying conceptual continuities in the field. For example, we introduce social cognition and attribution theories early in the book and then show how these theories have been applied to such topics as the self, attitude change, stereotyping, aggression, and bias against women and minority groups.
- The application of research methods and theories to the understanding of social issues is a major theme in social psychology. Throughout the text, we highlight ways in which social psychology sheds light on everyday experiences and social problems. We conclude the book with a section on “Social Psychology in Action” that explores the most recent social psychological research and theory on health, politics, and the law.
- The success of any text depends ultimately on its ability to communicate clearly to student readers and to spark interest in the field. Our goal has been to present materials simply, without oversimplifying. The text is comprehensive, but not encyclopedic. We have written a textbook for undergraduate students, not a handbook of social psychology for professionals. We have paid special attention to selecting examples that illustrate basic principles in a lively way and to sharing our own personal enthusiasm for the field.

Special Features of the New Edition

In the News

Social psychology helps us to understand world events as they unfold around us. So that students can comprehend the relevance of social psychological principles to current events, each chapter begins with a feature called “In the News” that highlights the social psychological questions raised by a front-page issue. For example, we begin the prejudice chapter by asking what lies behind the intergroup conflicts that led to the terrorist attacks on the World

Trade Center and the Pentagon. In the interpersonal attraction chapter we consider the increasing rates of interethnic dating and marriage. The groups chapter reflects on the appeal of the popular television program, *Survivor*. The health chapter describes how people are increasingly obtaining their information about health and illness from the Internet and considers the risks and benefits of so doing. In the politics chapter, we review some of the political changes that followed the terrorist attacks of September 11, 2001. The law chapter describes a case in which an innocent man, wrongly convicted of rape on the basis of the mistaken identification of the victim, gained his freedom based on the results of DNA testing.

Cultural Perspective

We have made every effort to include the newest multicultural and global perspectives in social psychology throughout the book. To further emphasize these issues, many chapters contain a "Cultural Highlight" that presents outstanding research on culture and human diversity. For example, in the person perception chapter, we compare the social meaning of smiling in the United States, Japan, and Korea. In the chapter on interpersonal attraction, we consider arranged marriages. In the chapter on aggression, we analyze how a historical "culture of honor" may increase certain kinds of violence in the American South. In the politics chapter, we review research on identity issues facing new immigrants to the United States. Research comparing the behavior of people from individualistic cultures and collectivistic cultures is also incorporated throughout the book.

Research Focus

To help students learn to "think like social psychologists," we have included throughout the text detailed discussions of several key research studies, which describe the research process and the decisions researchers make. In addition, many chapters feature a "Research Closeup," that focuses on a topic at the forefront of contemporary social psychology such as the planning fallacy, the measurement of implicit stereotypes, the impact of mood on compliance, the dark side of intimate relationships, the accuracy of gender stereotypes, and the promotion of safer sex behaviors.

Organization

The book is organized to provide a systematic presentation of the material. A beginning chapter on theories and methods is followed by five major sections that progress from individual-level topics to dyads and groups, and then to the specific applications of social psychology.

Part I, on perceiving people and events, provides coverage of new research on social cognition. Here we explore how people think about and make sense of their social world. Chapter 2 presents research on person perception.

Chapter 3 reviews basic principles of social cognition. Chapter 4 applies these basic principles to understanding how we view ourselves.

Part II discusses attitudes and influence. Chapter 5 reviews research and theory on attitude formation and change. This review is followed by an analysis of prejudice and a chapter on processes of social influence that includes discussions of conformity and compliance.

Part III examines social interaction and relationships. A chapter on interpersonal attraction is followed by a chapter on personal relationships that surveys current research in this growing area. We then broaden our focus to study group behavior and the pervasive influence of gender in social life.

Part IV focuses on helping and hurting others. Included are chapters on prosocial behavior and aggression.

Part V, on social psychology in action, presents social psychological perspectives on three applied topics: health, politics, and the law.

We think this sequence will fit well with the teaching preferences of many instructors. However, each chapter is self-contained so the chapters can be covered in any order.

Highlights of New Content

This edition introduces a new chapter on social psychology and the law written by Eugene Borgida and Jennifer Hunt. The chapter describes the important research done by social psychologists on such topics as eyewitness identification, the use of so-called lie detectors, jury decision making, expert testimony and the current debate about recovered memories of childhood abuse.

So that students can see for themselves how social psychologists conduct their research, we have included additional sample items from measures used to assess an array of concepts, including loneliness, the desire for individuality, authoritarianism, implicit stereotypes, and stressful life events.

The many changes throughout this edition reflect new trends in social psychology today. Some highlights of the new material include:

- The social cognition section has been reorganized and now includes extensive coverage of automatic inference and evaluation. The person perception chapter presents new research on the importance of emotion in impression formation. The social cognition chapter has greater coverage of work on dual processing models and mental simulation. Additional coverage of the affective aspects of social cognition includes the role of motivation in cognitive processing.
- The self chapter introduces new work on terror management theory that investigates how people cope with the fear of death. Expanded coverage of self-regulation is also included.

- The attitudes chapter considers when and why people's attitudes toward such issues as the death penalty can change dramatically. New research is presented on the persuasiveness of emotional appeals and the automatic elicitation of attitudes.
- The prejudice chapter gives increased emphasis to research on stereotype threat, implicit stereotyping, and multiculturalism. It also suggests new ways to reduce prejudice using superordinate or crosscutting categories.
- The chapters on interpersonal attraction and personal relationships have been reorganized for greater clarity and coherence. The attraction chapter includes new data on interethnic couples, presents the latest research on adult attachment, and scrutinizes findings on the impact of physical attractiveness. A new section on mate selection includes both social role and evolutionary interpretations.
- The personal relationships chapter provides expanded coverage of cognition in relationships, including "positive illusions," memory bias, resisting tempting alternatives, sacrifice, and forgiveness. Possible male-female differences in intimacy are reviewed.
- The chapter on groups includes new research on culture and crowding and on the impact of supportive audiences on performance.
- The gender chapter presents the latest findings from meta-analyses of sex differences in social behavior and includes a new section on human sexuality.
- The aggression chapter includes expanded coverage of the possible roles of biology, evolution, and culture in aggression. Comprehensive coverage is given to school violence and to intimate violence, including domestic abuse, rape, and sexual harassment.
- The chapter on helping has been reorganized to consider three major types of helping: bystander intervention, volunteerism, and caring for family and friends. New work on mood and helping as well as research on the helpfulness of political liberals versus that of conservatives is reviewed.
- The health psychology chapter presents new evidence that a person's state of mind and social support influence health and illness. The chapter also highlights recent findings on habits that can foster good health.
- The chapter on politics presents new research on ambivalence, the rationality of public opinion, and collective memories. Expanded coverage of gender and religious conflicts in politics is provided. Attention is also given to the role of the media in shaping public opinion, including the effects of attack ads and the media coverage of President Clinton's relationship with Monica Lewinsky.

- A new chapter on the law, written by Eugene Borgida and Jennifer Hunt, presents the current research applying social psychological theory to legal issues, including eyewitness identification of criminals, the use of so-called lie detectors, the "story model" of jury decision-making, and the impact of race on jury verdicts.

Helping Students to Learn Social Psychology

To enhance the effectiveness of this text, we have kept the clarity and interest level high and have made a particular effort to avoid technical language. Our new design is modern and open, integrating visuals to facilitate easy reading and comprehension.

Each chapter opens with an outline of its main topics and concludes with a point-by-point summary of major concepts and findings. Key terms, which are printed in bold type in the text, are listed at the end of each chapter and are defined in the glossary. Important findings and concepts are illustrated graphically in tables and charts. Each chapter ends with a set of questions that encourage students to consider provocative issues and applications of materials from the text.

Ancillary Materials

The eleventh edition of *Social Psychology* is accompanied by the following teaching and learning tools that constitute a support package of print, video, and multimedia supplements.

Supplements for Instructors

- **Instructor's Resource Manual** (ISBN 0-13-049516-6), prepared by Elissa Wurf of Moravian College and Lafayette College. This IRM is a true "course planner." It includes expanded and updated lecture suggestions, classroom demonstrations and activities, handouts, video resources, and information on how to integrate Prentice Hall's "Classic and Contemporary Videos in Social Psychology" CD-ROM into your course (see description of this CD-ROM under the Student Supplements section below).
- **Test Item File** (ISBN 0-13-049518-2), prepared by Susan Campbell of Middlebury College. This test bank has been revised and expanded to include more than 2,000 questions that offer instructors a wide selection of items. Conceptual, applied, and factual questions are available in multiple choice, short answer, true/false, and essay formats.
- **Prentice Hall Test Manager** (ISBN 0-13-049515-8). One of the best-selling test-generating software programs on the market, *Test Manager* is available in Windows and Macintosh formats, both of which are

included on one CD-ROM. The *Test Manager* includes a gradebook, online network testing, and many tools to help you edit and create tests quickly and easily.

- **PH Color Transparencies for Social Psychology** (ISBN 0-13-060512-3) include figures and tables from this text, as well as from other sources.
- **Powerpoints** provide an active format for presenting concepts from each chapter. The Powerpoint files can be downloaded from the Companion Website.
- **ABC News/Prentice Hall Video for Social Psychology** (ISBN 0-13-081563-2). This video presents feature segments from award-winning ABC News programming, providing a contemporary look at topics such as cultural diversity, gender, prejudice, and relationships.
- **Psychology Central Website** (www.prenhall.com/psychology). This site is password-protected for instructors' use only, and allows you online access to all Prentice Hall Psychology supplements at any time. You'll find a multitude of resources (both text-specific and non-text-specific) for teaching introductory psychology—and many other psychology courses too. From this site, you can download the files for the Instructor's Resource Manual, Test Item File, and Powerpoint presentation for Taylor's eleventh edition of *Social Psychology*. Contact your local sales representative for the user ID and password to access this site.

Supplements for Students

- **Companion Website** (www.prenhall.com/taylor), prepared by Robin Kowalski of Western Carolina University. This free online resource allows students to take practice tests for each chapter, with immediate scoring and feedback. It also offers links to related websites, as well as interactive self-assessments that students can complete to learn more about themselves and their social styles.
- **Practice Tests**, prepared by Robin Kowalski of Western Carolina University. This brief booklet can be packaged free with the text to help students test themselves on key concepts before exams. Each chapter features practice multiple choice and short answer questions with explanations for correct answers.
- **Content Select Research Database**. Prentice Hall and EBSCO, the world leader in online journal subscription management, have developed a customized research database for students of psychology. The database provides unlimited access to the text of dozens of

peer-reviewed psychology publications. Student access codes can be packaged free with this text. To see for yourself how this site works, ask your local Prentice Hall representative for a free instructor access code.

- **Insights into Social Psychology** by Marianne Miserandino, Beaver College. This customizable reader allows instructors to choose from 130 classic and contemporary readings across all of the key topics in social psychology. Unlike traditional readers, students pay only for the readings that the instructor chooses to include. The custom readings book can also be packaged with Taylor's eleventh edition of *Social Psychology* at a discount. Contact your local representative for a list of readings and details on how to order.
- **Sociocultural Perspectives in Social Psychology**, edited by Anne Peplau and Shelley Taylor (ISBN 0-13-241860-6). This paperback book of readings examines the influence of culture and ethnicity in social life. Nineteen articles were chosen to complement the major topics in social psychology and were screened by a panel of undergraduate students for their interest and readability. Pedagogical features of the book include an introduction to each article that highlights key issues and a set of questions about each article designed to stimulate thought or classroom discussion.

Acknowledgments

Special thanks go out to Melissa Dunagan, David Gordon, Steve Gordon, Marilyn Hart, Laura Hernandez, Nina McDowell, and Regan Roby for their invaluable assistance in researching and preparing this manuscript. We are grateful to Prentice Hall for its continuing support, and especially to Stephanie Johnson, Executive Editor; Catherine Fox, Editorial Assistant; and Randy Pettit, our Production Editor. We also appreciate the useful feedback we have received from students who have used this book.

The text has benefited greatly from thoughtful reviews of this and prior editions by:

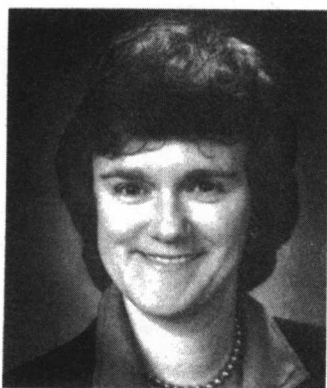
Kelly Anthony, Wesleyan University; Jeff Bryson, San Diego State University; Serena Chen, University of Michigan; Cynthia W. Esqueda, University of Nebraska—Lincoln; Katherine Gannon, Texas Tech University; Norine L. Jalbert, Western Connecticut State University; Joann M. Montepare, Emerson College; Warren Reich, Rutgers University, Newark; Salomon Rettig, Hunter College; Ann Zak, College of St. Rose.

—Shelley Taylor, Letitia Anne Peplau, David O. Sears

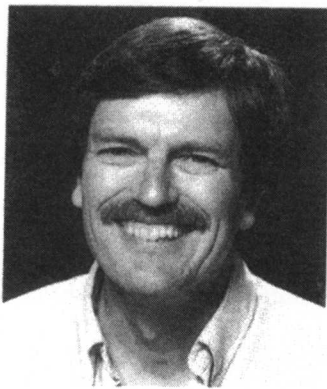
ABOUT THE AUTHORS



SHELLEY E. TAYLOR is professor of psychology at the University of California, Los Angeles. Dr. Taylor received her B.A. in psychology from Connecticut College and her Ph.D. in social psychology from Yale University. She taught at Harvard University until 1979, when she joined the faculty at UCLA. She has won a number of awards for her work, including the Donald Campbell Award for Distinguished Scientific Contribution to Social Psychology, the Outstanding Scientific Contribution Award in Health Psychology, the Distinguished Scientist Award from the American Psychological Association, and the William James Fellow Award from the American Psychological Society. She is currently a consulting editor for the *Journal of Personality and Social Psychology* and has served on the editorial boards of many other journals. Her other books include *Social Cognition* (with Susan T. Fiske), *Health Psychology*, *Positive Illusions* and *The Tending Instinct*. She has published numerous articles and book chapters in social cognition and health psychology.



LETITIA ANNE PEPLAU is professor of psychology at the University of California, Los Angeles. Dr. Peplau received her B.A. in psychology from Brown University and her Ph.D. in social psychology from Harvard University. Since 1973, she has taught at UCLA, where she has served as chair of the social psychology program and acting codirector of the Center for the Study of Women. She was elected president of the International Society for the Study of Personal Relationships and received the Distinguished Scientific Achievement Award from the Society for the Scientific Study of Sexuality. Her other books include *Loneliness: A Sourcebook of Current Theory, Research, and Therapy* (edited with Daniel Perlman), *Close Relationships* (with Harold H. Kelley et al.), and *Gender, Culture, and Ethnicity* (edited with Rose Veniegas et al.) She has published numerous articles and book chapters on such topics as loneliness, friendship, gender roles in heterosexual dating and marriage, the relationships of lesbians and gay men, and the development of sexual orientation.



DAVID O. SEARS is professor of psychology and political science, former dean of social sciences, and current director of the Institute for Social Science Research at the University of California, Los Angeles. Dr. Sears received his B.A. in history from Stanford University and his Ph.D. in psychology from Yale University. Since 1962, he has taught at UCLA. In 1991, he was elected Fellow of the American Academy of Arts and Sciences; in 1992, president of the Society for the Advancement of Socio-Economics; and in 1994, president of the International Society of Political Psychology. His other books include *Public Opinion* (with Robert E. Lane), *The Politics of Violence: The New Urban Blacks and the Watts Riot* (with John B. McConahay), *Tax Revolt: Something for Nothing in California* (with Jack Citrin), *Political Cognition* (edited with Richard R. Lau), and *Racialized Politics: The Debate About Racism in America* (edited with Jim Sidanius and Lawrence Bobo). He has published articles and book chapters on a wide variety of topics, including attitude change, mass communications, ghetto riots, political socialization, voting behavior, racism in politics, and the politics of multiculturalism.

简明目录

第 1 章 社会心理学的理论与方法	1
第 1 部分 对人类和事件的认识	
第 2 章 个体知觉:印象的形成	32
第 3 章 社会认知:理解社会	66
第 4 章 自我:认识自我	98
第 2 部分 态度与社会影响	
第 5 章 态度及态度的改变	132
第 6 章 偏见	168
第 7 章 社会影响	204
第 3 部分 社会互动与社会关系	
第 8 章 人际吸引	230
第 9 章 人际关系	262
第 10 章 群体中的行为	296
第 11 章 性别比较	334
第 4 部分 助人行为与有害行为	
第 12 章 助人行为	370
第 13 章 攻击	402
第 5 部分 社会心理学的运用	
第 14 章 社会心理学与健康	438
第 15 章 社会心理学与政治	464
第 16 章 社会心理学与法律	496
术语表	515
参考文献	529
照片索引	564
人名索引	565
主题索引	579

CONTENTS

1	THEORIES AND METHODS IN SOCIAL PSYCHOLOGY	2
	IN THE NEWS Cell Phone Etiquette	2
	The Social Psychological Approach	3
	Historical Roots of Social Psychology	5
	Theories in Social Psychology	6
	Research Methods in Social Psychology	14
	Cultural Highlight America's Diverse Population	17
	Research Closeup Meta-Analysis in Social Psychology	27
	Research Ethics	27

PART ONE PERCEIVING PEOPLE AND EVENTS

2	PERSON PERCEPTION: FORMING IMPRESSIONS OF OTHERS	32
	IN THE NEWS President Performs Ceremonial Duties	32
	What Information Do We Use?	34
	Integrating Impressions	39
	Motivated Person Perception	43
	Attributing the Causes of Behavior	47
	Accuracy of Judgments	54
	Nonverbal Communication	57
	Cultural Highlight A Smile Is a Smile Is a Smile?	60
	The Problem of Deception	61
3	SOCIAL COGNITION: UNDERSTANDING THE SOCIAL WORLD	66
	IN THE NEWS The Nuns' Stories	66
	Social Inference	68
	Emotion and Inference	73
	Research Closeup "I'll Get It Done by Friday": The Planning Fallacy in Action	77
	Schemas	80
	Schematic Processing	81
	Mental Shortcuts: Using Cognitive Heuristics	84
	Which Schemas Are Used?	88

When Are Schemas Used?	92
Schemas in Action	93

4 THE SELF: LEARNING ABOUT THE SELF 98

IN THE NEWS Do Academy Award Winners Live Longer than Losers?	98
What Is the Self?	99
Where Does Self-Knowledge Come From?	101
Cultural Highlight Motivation and the Self	109
Aspects of Self-Knowledge	110
Self-Regulation	112
Motivation and the Self	116
Social Comparison Theory	122
Self-Presentation	125
Culture and the Self: A Comment	129

PART TWO ATTITUDES AND INFLUENCE

5 ATTITUDES AND ATTITUDE CHANGE 132

IN THE NEWS Changing Attitudes Toward the Death Penalty	132
Defining Attitude	133
Theories of Attitudes	135
Cultural Highlight Culture and Persuasion	143
Persuasion	146
Attitude Change over Time	158
Attitudes and Behavior	159

6 PREJUDICE 168

IN THE NEWS International Terrorism	168
Components of Group Antagonism	170
Learning Prejudice	175
Motives for Prejudice	178
Cognitive Bases of Prejudice	182
Social Identity	187
The Changing Face of Prejudice	190
Cultural Highlight Measuring Implicit Stereotypes	196
Reducing Prejudice	197

7 SOCIAL INFLUENCE 204

IN THE NEWS Everybody's Doing It	204
Conformity	205
Cultural Highlight Culture and Conformity	210
Compliance	215
Research Closeup Mood and Compliance	216
Obedience to Authority	224

PART THREE SOCIAL INTERACTION AND RELATIONSHIPS

- 8 INTERPERSONAL ATTRACTION 230**
- IN THE NEWS** Interethnic Couples on the Rise 230
- Social Needs 231
- Proximity: Liking Those Nearby 237
- Familiarity: Liking Those We See Often 239
- Similarity: Liking People like Us 241
- Desirable Personal Attributes: Warmth and Competence 244
- Physical Attractiveness 246
- Mate Selection 248
- Research Closeup** Does the Internet Build Social Connections or Increase Social Isolation? 249
- Love 250
- Cultural Highlight** Arranged Marriages 252
- Adult Romantic Attachment 258
- 9 PERSONAL RELATIONSHIPS 262**
- IN THE NEWS** What's Happening to the American Family? 262
- Interdependence Theory 263
- Self-Disclosure 270
- Intimacy 276
- The Balance of Power 278
- Conflict 281
- Research Closeup** The Dark Side of Relationships 283
- Satisfaction and Commitment 283
- Maintaining a Committed Relationship: Thoughts and Behaviors That Make a Difference 287
- 10 BEHAVIOR IN GROUPS 296**
- IN THE NEWS** Survivors in Front of the TV Camera 296
- Behavior in the Presence of Others 297
- Research Closeup** Does a Supportive Audience Improve Performance? 299
- Basic Features of Groups 308
- Group Performance 311
- Group Decision Making 314
- Group Interaction: Competition versus Cooperation 320
- Leadership 327
- 11 GENDER 334**
- IN THE NEWS** The New Minority on Campus: Men 334
- Gender as a Social Category 335
- Gender in the Eye of the Beholder 336
- Research Closeup** How Accurate Are Gender Stereotypes? 343
- Gender and the Self 347
- Theoretical Perspectives on Gender 352
- Comparing the Social Behavior of Women and Men 357
- Changing Roles for Women and Men 363

PART FOUR HELPING AND HURTING OTHERS

12 HELPING BEHAVIOR 370

- IN THE NEWS** Strangers Lend a Helping Hand 370
 Defining Altruism and Prosocial Behavior 371
 Theoretical Perspectives on Helping 372
Cultural Highlight Helping Norms in India and the United States 375
 The Helper: Who Is Most Likely to Help? 383
Research Closeup Bleeding-Heart Liberals and Heartless Conservatives 387
 Bystander Intervention: Helping Strangers in Need 389
 Volunteerism: Making a Commitment to Help 394
 Caregiving: Helping Family and Friends 396
 The Experience of Receiving Help 397

13 AGGRESSION 402

- IN THE NEWS** Does Violence Sell? 402
 Origins of Aggression 404
 Definition of Aggression 405
 Sources of Anger 405
 Aggressive Behavior 407
Cultural Highlight Culture of Honor: Why the American South is Violent 415
 Reduction of Aggressive Behavior 416
 Media Violence 422
 Intimate Violence 429

PART FIVE SOCIAL PSYCHOLOGY IN ACTION

14 SOCIAL PSYCHOLOGY AND HEALTH 438

- IN THE NEWS** Health on the Internet 438
 Health Behaviors 440
Research Closeup Safe Sex 444
 Stress and Illness 445
 Coping with Stressful Events 448
Cultural Highlight Changing Health Behaviors by Using the Social Environment 455
 Symptoms, Illness, and Treatment 457
 Social Psychological Perspectives on Chronic Illness 461

15 SOCIAL PSYCHOLOGY AND POLITICS 464

- IN THE NEWS** The Political Effects of the Terrorist Attacks on the United States 464
 Public Opinion and Voting 465
 Political Socialization 472
 Group Conflict 475
Cultural Highlight Becoming Political in America 476
 The Mass Media and Political Persuasion 480

A New Look at the Media 487
International Conflict 490

16 SOCIAL PSYCHOLOGY AND THE LAW 496

(Written by Eugene Borgida and Jennifer Hunt)

IN THE NEWS DNA Test Frees Man Falsely Convicted of Rape 496

What Is Social Psychology and Law 497

Eyewitness Identification and Testimony 497

Research Closeup The Recovered Memory Debate 503

Criminal Defendants 504

Juries 508

Expert Testimony 511

Glossary 515

References 529

Photo Credits 564

Name Index 565

Subject Index 579

SPECIAL FEATURES



Cultural Highlight

CHAPTER

1	AMERICA'S DIVERSE POPULATION	17
2	A SMILE IS A SMILE IS A SMILE?	60
4	MOTIVATION AND THE SELF	109
5	CULTURE AND PERSUASION	143
6	MEASURING IMPLICIT STEREOTYPES	196
7	CULTURE AND CONFORMITY	210
8	ARRANGED MARRIAGES	252
12	HELPING NORMS IN INDIA AND THE UNITED STATES	375
13	CULTURAL OF HONOR: WHY THE AMERICAN SOUTH IS VIOLENT	415
14	CHANGING HEALTH BEHAVIORS BY USING THE SOCIAL ENVIRONMENT	455
15	BECOMING POLITICAL IN AMERICA	476



Research Closeup

CHAPTER

1	META-ANALYSIS IN SOCIAL PSYCHOLOGY	27
3	"I'LL GET IT DONE BY FRIDAY": THE PLANNING FALLACY IN ACTION	77
7	MOOD AND COMPLIANCE	216
8	DOES THE INTERNET BUILD SOCIAL CONNECTIONS OR INCREASE SOCIAL ISOLATION?	249
9	THE DARK SIDE OF RELATIONSHIPS	283
10	DOES A SUPPORTIVE AUDIENCE IMPROVE PERFORMANCE?	299
11	HOW ACCURATE ARE GENDER STEREOTYPES?	343
12	BLEEDING-HEART LIBERALS AND HEARTLESS CONSERVATIVES	387
14	SAFE SEX	444
16	THE RECOVERED MEMORY DEBATE	503

Social Psychology

ELEVENTH EDITION