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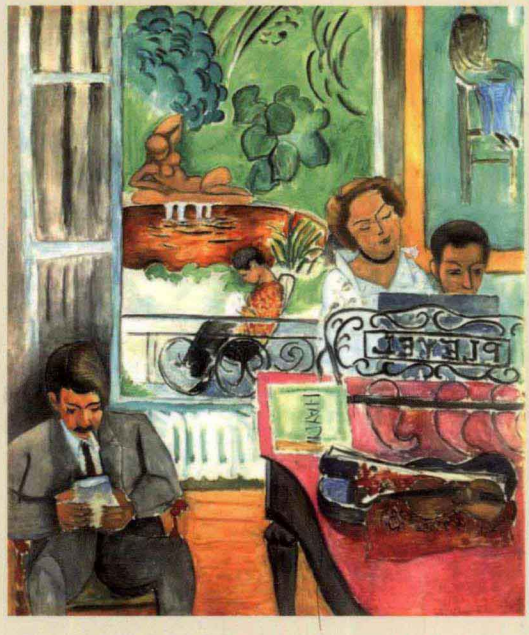
教育部高等学校心理学教学指导委员会推荐用书

社会心理学



Social Psychology

David G.Myers

第9版

【美】戴维·迈尔斯 著

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David G. Myers

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9th edition

social psychology

David G. Myers

Hope College
Holland, Michigan

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Beijing

内容提要

本书是迈尔斯畅销全球的《社会心理学》2008年的第9版英文本的影印版，该书在美国被700多所大学及学院心理系所采用，是这一领域当之无愧的主导教材，已经成为评价其他同类教材的标准。

本书将基础研究与实践应用完美地结合在一起，以富有逻辑性的组织结构引领学生了解人们是如何思索、影响他人并与他人建立联系的。是人们了解自身、了解社会、了解自己与社会之间关系的最佳指导性书籍。

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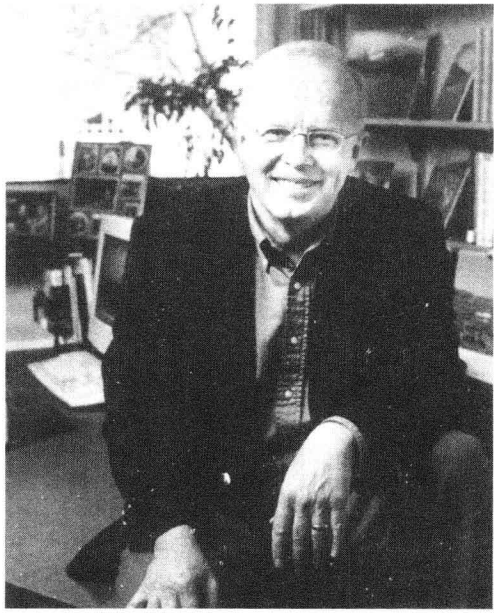
About the Author



Since receiving his Ph.D. from the University of Iowa, David Myers has spent his career at Michigan's Hope College, where he is the John Dirk Werkman 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."

Myers' scientific articles have appeared in some three dozen scientific books and periodicals, including *Science*, the *American Scientist, Psychological Science*, and the *American Psychologist*.

In addition to his scholarly writing and his textbooks, he communicates psychological science to the general public. His writings have appeared in three dozen magazines, from *Today's Education* to *Scientific American*. He also has published general audience books, including *The Pursuit of Happiness* and *Intuition: Its Powers and Perils*.

David Myers 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. Drawing on his own experience, he also has written articles and a book (*A Quiet World*) about hearing loss, and he is advocating a revolution in American hearing-assistance technology (hearingloop.org).

He bikes to work year-round and plays daily pick-up basketball. David and Carol Myers are parents of two sons and a daughter.

序

在美国，如果一本教科书能够占到5%以上的市场份额的话，这本书就堪称经典教材。戴维·迈尔斯的这本书在过去十多年中占了将近30%的市场份额（社会心理学类书籍），可以想象这是一本非常优秀的社会心理学教材。

社会心理学的主要特点在于它研究的问题是我们很多人都感兴趣的问题，也就是说，它一定是一门涉及面很广泛的学科。这本教科书是少数几本真正把各个学科的相关论述与社会心理科学的有关理论和发现结合起来的论著，即使是没有心理学背景的读者也会发现这本书的内容和描述引人入胜、发人深省。

社会心理学的另外一个特点是其科学方法和研究思维的严谨性。比起其他由社会学家和科普专家所著的同类书籍来，这本书的材料基本上都是建立在实验社会心理学基础之上的，也就是说，它的每一个观点都是有很严格的证据支持的，这种言而有据的表达风格也是本书在美国心理学的教学人员中备受欢迎的原因之一。

本书还有一个与其他教科书不一样的地方，那就是它丰富多彩的插图和插话，由此可以看出作者对本书所下的工夫是很深的，反映出一位老学者对自己专业的热爱和专注。因此，美国心理学会于2003年授予他终身成就奖，以表彰他在社会心理学教学当中的突出贡献。

我从1994年开始在美国密歇根大学和加州大学教授社会心理学，一直使用的就是这本教科书，我很高兴向国内的同行推荐这本书。我相信我们的读者在读过这本书以后也会和我一样对这本书产生浓厚的兴趣。

彭凯平

美国加州大学伯克利分校心理学教授

Preface

In all of recorded history, human social behavior has been studied scientifically for barely more than one century. Considering that we have just begun, the results are gratifying. What a feast of ideas social psychology offers! Using a great variety of 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 those 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 have chosen to *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 thinking and awareness and to liberate us from the confines of the present. Social psychology contributes to those goals. By focusing on humanly significant issues, I aim to offer the core content to preprofessional psychology students in ways that also are stimulating to all students. And with this edition's new 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.

Organization

The book opens with a chapter introducing social psychological methods of inquiry. The chapter also alerts students to how findings can seem obvious—once you know them—and how social psychologists' own values permeate the discipline. "Social Psychology's Big Ideas" introduces the book's overarching themes of how we construct our social reality, social intuition, social influences, personal attitudes and dispositions, biological behavior, and applications to everyday life. The intent is to give students just enough to prepare them for what follows.

The book then unfolds around its definition of social psychology: the scientific study of how people *think about* (Part One), *influence* (Part Two), and *relate to* (Part Three) one another, and the *application* of the principles of social psychology in everyday life (Part Four).

Part One examines *social thinking*—how we view ourselves and others. It assesses the accuracy of our impressions, intuitions, and explanations.

Part Two explores *social influence*—the subtle social forces that are continually at work upon us. It explores the cultural sources of our attitudes and the nature of conformity, persuasion, and group influence.

Part Three considers the attitudinal and behavioral manifestations of both negative and positive *social relations*. It flows from prejudice to aggression, and from attraction to helping, and concludes by exploring the dynamics of conflict and peacemaking.

Part Four examines how the concepts learned in earlier chapters are *applied in society*. Applications of social psychology are woven throughout every chapter in the book, but they are the focus of Chapter 14 (Social Psychology in the Clinic), Chapter 15 (Social Psychology in Court), and Chapter 16 (Social Psychology and the Sustainable Future).

This edition, like its predecessors, has a multicultural emphasis that stands out in the discussion of cultural influences in Chapter 5 and is integrated throughout the text in the presentation of research from various cultural settings. All authors are creatures of their cultures, and I am no exception. Yet by reading the world's social psychology literature, by corresponding with researchers worldwide, and by traveling abroad, I have sought to present the *world* of social psychology to a worldwide student audience. The book's focus remains *the fundamental principles of social thinking, social influence, and social relations as revealed by careful empirical research*. But hoping to broaden our awareness of the whole human family, I aim to offer a world-based social psychology for students wherever they are.

To simplify each chapter's organization, I have used just three or four main headings per chapter. Each main section begins with a preview and ends with a bulleted summary highlighting its organization and key concepts.

Believing with Thoreau that "anything living is easily and naturally expressed in popular language," I have sought, paragraph by paragraph, to craft the most engaging and effective book possible. A lively, contemporary design complements the text revisions and enhances the impact of the photos and figures. Definitions of boldface key terms appear both in the margins and in the Glossary; the Glossary also provides definitions of the terms that are italicized in the text and, with the addition of page numbers, serves as the subject index.

Hallmark features

Adopters of previous editions will find in the ninth edition many of the same features they have come to appreciate. These include

- **Part openers:** Each of the book's four parts opens with an introduction describing the chapters in that part, and posing key questions that those chapters will address.
- **Chapter outlines:** Now presented in vertical format to facilitate understanding the sequence of ideas, the main headings in each chapter appear on the chapter opening page.
- **Margin quotations:** Drawn from a wide range of historical and contemporary sources, these quotations emphasize the book's liberal arts theme by linking social psychology with literature, drama, statecraft, religion, sports, science, and popular culture.
- **The Inside Story:** Formerly called "The Story Behind the Research," these first-person essays provide students with insights into what motivated various social psychologists to study certain questions and phenomena. For example, Chapter 4 offers a new "Inside Story" essay by Mahzarin R. Banaji on her journey from being a secretarial assistant in India to being a Harvard professor.
- **Focus On:** This feature gives students an in-depth exploration of a topic presented in the text. For example, Chapter 5 offers a new "Focus On" feature on how humans harness the power of culture to make life better, drawing from Roy Baumeister's 2005 book, *The Cultural Animal*.

- **Summing Up:** Now presented in bulleted format to facilitate chunking of information, these summaries conclude each major section of the chapter and serve as a review and study aid.
- **Postscript:** Formerly called "Personal Postscript," this chapter-ending vignette contributes thought-provoking questions and insights into the topics covered in the chapter. For example, the Postscript to Chapter 8 (Group Influence) explores the question "Are Groups Bad for Us?" To streamline chapter-ending pedagogy and promote media integration, the "What Do You Think?" feature that concluded the previous edition's Postscripts is now provided on the accompanying Online Learning Center.
- **Making the Social Connection:** This chapter-ending feature links concepts covered in the chapter with video segments provided on the *SocialSense* CD that is packaged free with each new copy of the book. For example, Chapter 12 (Helping) features a video interview with John Darley about the bystander effect, in which the presence of others inhibits helping.

What's new in the ninth edition

An author's work in preparing new editions is not so much making words march up the screen; it is reading one's discipline and identifying its most important, applicable, and readily communicated new fruits. In addition, it is collaborating with editors and reviewers to determine which of the book's characteristics and features to preserve and which ones to modify, and creating new features that will maximize the book's effectiveness. The results of this work for the ninth edition include:

- **Current research:** A thorough updating, with more than 400 new citations and abundant new examples, keeps the text on the cutting edge.
- **Research Close-Up:** New to the ninth edition, this feature offers in-depth looks at scientific explorations of fascinating questions as varied as "When do people yawn?" and how pedestrians in different cultures interact. The "Research Close-Ups" provide students with a detailed understanding of how social psychologists use various research methods—from laboratory studies, Internet experiments, and creating virtual realities to naturalistic observation and the harvesting of archival data—to explore puzzling questions and reveal important insights. For example, Chapter 2's "Research Close-Up" explores Daniel Wegner and colleagues' experiments on the illusion of conscious will. Chapter 4's "Research Close-Up" presents work by Brad Bushman and Angelica Bonacci on how attitudes toward Arab Americans influence behavior toward them. And Chapter 13 gives students an in-depth look at studies by Jacquie Vorauer, Nicole Shelton, and Jennifer Richeson on how misperceptions can preclude interracial friendships.
- **Improved summaries:** To enhance clarity and promote chunking of material, the "Summing Up" that concludes each chapter's major section is now in bulleted format.
- **Fine-tuned writing:** Supported by my engaged and skilled editor, Elsa Peterson, I have revisited every sentence and paragraph to ensure that they present a logical flow of ideas and support the chapter's learning objectives. Our goal has been to make this new edition of *Social Psychology* the clearest and most effective learning tool of any edition so far.
- **Shorter length:** Just as the brain matures not only by growing new connections but also by selectively pruning ones no longer needed, so does this book. Even with the new "Research Close-Up" feature and new content, the ninth edition is about 10 percent shorter than its predecessor.

Ninth edition chapter-by-chapter revisions

Chapter 1 Introducing Social Psychology

- Expanded discussion of how social psychology differs from and relates to other disciplines.
- New discussion of social neuroscience.
- New examples of how values differ across cultures.
- New Hurricane Katrina example of hindsight bias.
- More rigorous presentation of statistical methods (e.g., correlation versus causation).
- New example of the effects of framing a question different ways.

Chapter 2 The Self in a Social World

- Opening section is now better integrated into the chapter content with a title ("Spotlights and Illusions") and a summary.
- New "Research Close-Up" on Savitsky and Gilovich's (2003) research on the "illusion of transparency" in public speaking.
- New example of social identity (minority identity phenomenon), using a survey of Scots and British.
- New "Research Close-Up" on Wegner, Sparrow, and Winerman's (2004) experiment asking the question "Could people be induced to sense themselves raising someone else's hand?"
- For more logical flow of information, the "Self-Esteem" section now precedes the "Perceived Self-Control" section.
- Expanded discussion of the "dark side" of self-esteem.

Chapter 3 Social Beliefs and Judgments

- The chapter is reorganized so that Perceiving comes first, since perceiving is logically the first step in forming beliefs and making judgments.
- New introduction featuring Hurricane Katrina example.
- New example of commonsense attribution discussing Oppenheimer's (2004) research on name recognition.
- Major new section on priming.
- Expanded coverage of belief perseverance.
- New example of overconfidence with David Dunning's (2005) research.
- Expanded discussion of the availability heuristic using examples of air versus car travel after 9/11 and Hurricanes Katrina and Rita.
- New "Research Close-Up" on the Damasio and Shiv (2005) experiment on myopic loss aversion.

Chapter 4 Behavior and Attitudes

- Major new introductory section on measuring expressed attitudes with the *implicit association test (IAT)* and with a false lie detector.
- New "Inside Story" essay on Mahzarin Banaji's and Tony Greenwald's work with the IAT.
- New "Research Close-Up" including two new figures, on research by Brad Bushman and Angelica Bonacci (2004) on how attitudes toward Arab Americans influence behavior toward them.

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Chapter 5 Genes, Culture, and Gender

- New "Focus On" box discussing how humans harness the power of culture to make life better, quoting Roy Baumeister's 2005 book, *The Cultural Animal*.
- New coverage of nation-to-nation differences in people's scores on Big Five traits.
- New research on the differences between men's and women's performance in the stock market.
- New studies on the effects of testosterone on fetal development.
- New "Focus On" box discussing the controversy between evolution and intelligent design.
- Updated numbers on women in medical and law school, and Census Bureau findings on who does what percentage of the housework.
- The section "Social Roles" is moved to Chapter 6 to serve as an example of predictors of conformity.

Chapter 6 Conformity and Obedience

- This chapter is now titled Conformity and Obedience to more clearly indicate chapter coverage (previous title was Conformity).
- New "Research Close-Up" including a new figure, on Robert Provine's (2005) research on why people yawn.
- New research on how mimicry inclines others to like the person mimicking them.
- New coverage of "the Werther effect" (copycat suicides) and its nineteenth-century roots.
- New Holocaust example of abusers' emotional distance from the victim.
- New example of group influence in the heroic efforts of the firefighters who rushed into the World Trade Center on 9/11.
- New research on what the brain does when people experience an Asch-type conformity experiment.
- The section "Social Roles" was moved from Chapter 5 (Genes, Culture, and Gender) into this chapter to serve as an example of predictors of conformity.
- Expanded discussion of the Abu Ghraib prison abuse scandal.

Chapter 7 Persuasion

- New studies assessing the long-term impact of abstinence education and HIV-prevention interventions on sexual behavior.
- New discussion of modern selling strategies that harness the power of word-of-mouth personal influence.
- Recent National Opinion Research Center data showing that Americans who reached age 16 during the 1960s have been a more-liberal-than-average group.
- New discussion of persuasion as applied to terrorists, who are usually young men at the transition between adolescence and adulthood who come under the influence of authoritative communicators who indoctrinate them.

Chapter 8 Group Influence

- Expanded discussion of how polarization occurs in communities.
- More examples of group problem solving, such as weather forecasting, game shows, and Google.

- New discussion of transformational leadership as a type of minority influence.
- New "Focus On" box citing leadership in speaking out against the U.S. government's sending people of Japanese descent to internment camps.

Chapter 9 Prejudice: Disliking Others

- Updated and revised with chapter co-author Steven Spencer.
- 2006 statistics showing American anti-Muslim feeling reaching its highest level yet.
- New section on prejudice as an example of our *dual attitude system*; includes research confirming that prejudiced and stereotypic evaluations can occur outside people's awareness.
- New research on the areas of the brain that are involved in automatic and consciously controlled stereotyping.
- New discussion of terror management theory.
- The eigth edition's "Gender Attitudes" subheading is changed to "Sexism: Benevolent and Hostile," and a new subheading added, "Gender Discrimination," discussing new research on stereotypes about men.
- Expanded discussion about the authoritarian personality.
- New research on how categorization influences memories.

Chapter 10 Aggression: Hurting Others

- New introductory example citing genocide in Darfur as a current example of aggression.
- New research on displaced aggression.
- Expanded discussion of TV viewing and behavior, and a new bulleted list of follow-up studies correlating TV viewing habits with later aggression.
- New section on social scripts and TV viewing.
- New coverage of research on realism, engagement, and impact in today's virtual-reality games.
- New "Research Close-Up" on a 2004 experiment by aggression researchers Bruce Meier and Verlin Hinsz using hot sauce to see whether groups or individuals respond more aggressively to provocation.

Chapter 11 Attraction and Intimacy: Liking and Loving Others

- Introduction cites new research on ostracism.
- New research in the "Focus On: Liking Things Associated with Oneself" box.
- More recent studies added to the section "Do Birds of a Feather Flock Together?" reporting on how we appreciate others who think as we think; how similar attitudes and values help bring newlywed couples together and predict their satisfaction; and a psychologist-founded Internet dating site.
- New figure showing how looks alone can influence the outcome of political races.
- New table introducing Bartholomew–Horowitz's (1991) influential two-factor model of attachment.
- New figure on National Opinion Research Center surveys of marriage.

Chapter 12 Helping

- "Inside Story" box featuring psychologist Dennis Krebs's autobiographical account of his journey from adolescent drug use and prison time to altruism researcher.

- New model of people's explanations of a predicament and their resulting sympathy.
- New examples of altruism citing a corporation and anonymous donors.
- New "Research Close-Up" box on 2005 research by Levine, Prosser, Evans, and Reicher, involving Manchester United football fans and their rival Liverpool fans.
- New section ("Learning by Doing") on Ervin Staub's (2005) studies with children showing that helping increases future helping.

Chapter 13 Conflict and Peacemaking

- New discussion of research on "natural group size" among hunter-gatherer societies.
- Expanded discussion of mirror-image perceptions, using the example of intensified perceptions of evil between Palestinians and Israelis.
- New "Research Close-Up" on Ralph K. White's research on how misperceptions feed war.
- New "Research Close-Up" on studies by Jacquie Vorauer on the illusion of transparency in relationships.
- Updated discussion of desegregation and racial attitudes citing many new research studies.
- Expanded discussion of the debate over the ideals of multiculturalism versus assimilation, with examples of positions taken by the Department of Canadian Heritage, Britain's Commission for Racial Equality, and the Rwandan government.

Chapter 14 Social Psychology in the Clinic

- Expanded discussion of how married people tend to live healthier, longer lives than their unmarried counterparts, citing National Center for Health Statistics findings.
- New research on how most evidence indicates that poverty can cause ill health, and that *feeling* poor, relative to one's surroundings, can prove toxic.
- New coverage of a correlation between intelligence and health.

Chapter 15 Social Psychology in Court

- New section on how strong emotions may corrupt eyewitness memories.
- New research on *imagination inflation*.
- New discussion of research analyzing 640 eyewitness viewings of police lineups.
- New "Research Close-Up" including a new table, on findings by Cass Sunstein, David Schkade, and Lisa Ellman (2004) on group polarization in a natural court setting.

Chapter 16 Social Psychology and the Sustainable Future

- New figures are included with updated statistics on
  - how human demand for land, timber, fish, and fuels is exceeding the earth's regenerative capacity
  - the UK's "shared principles of sustainable development"
  - the UCLA/American Council on Education's survey of entering collegians on what matters more to them: being very well-off financially or developing a meaningful philosophy of life

  - whether economic growth has advanced human morale
  - the enduring impact of significant positive and negative life events on people's sense of well-being
- New "Focus On" box giving the personal account of a South African student.
- New "Research Close-Up" box titled "Measuring National Well-Being" reports on Ed Diener's "Guidelines for National Indicators of Subjective Well-Being and Ill-Being."

In appreciation

Although only one person's name appears on this book's cover, the truth is that a whole community of scholars has invested itself in it. Although none of these people should be held responsible for what I have written—nor do any of them fully agree with everything said—their suggestions made this a better book than it could otherwise have been.

A special "thank you" goes to Steven Spencer, University of Waterloo, for his contribution to Chapter 9 (Prejudice). Drawing on his extensive knowledge of stereotyping and prejudice, Professor Spencer updated and revised this chapter.

This new edition still retains many of the improvements contributed by consultants and reviewers on the first eight editions. To the following esteemed colleagues I therefore remain indebted:

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