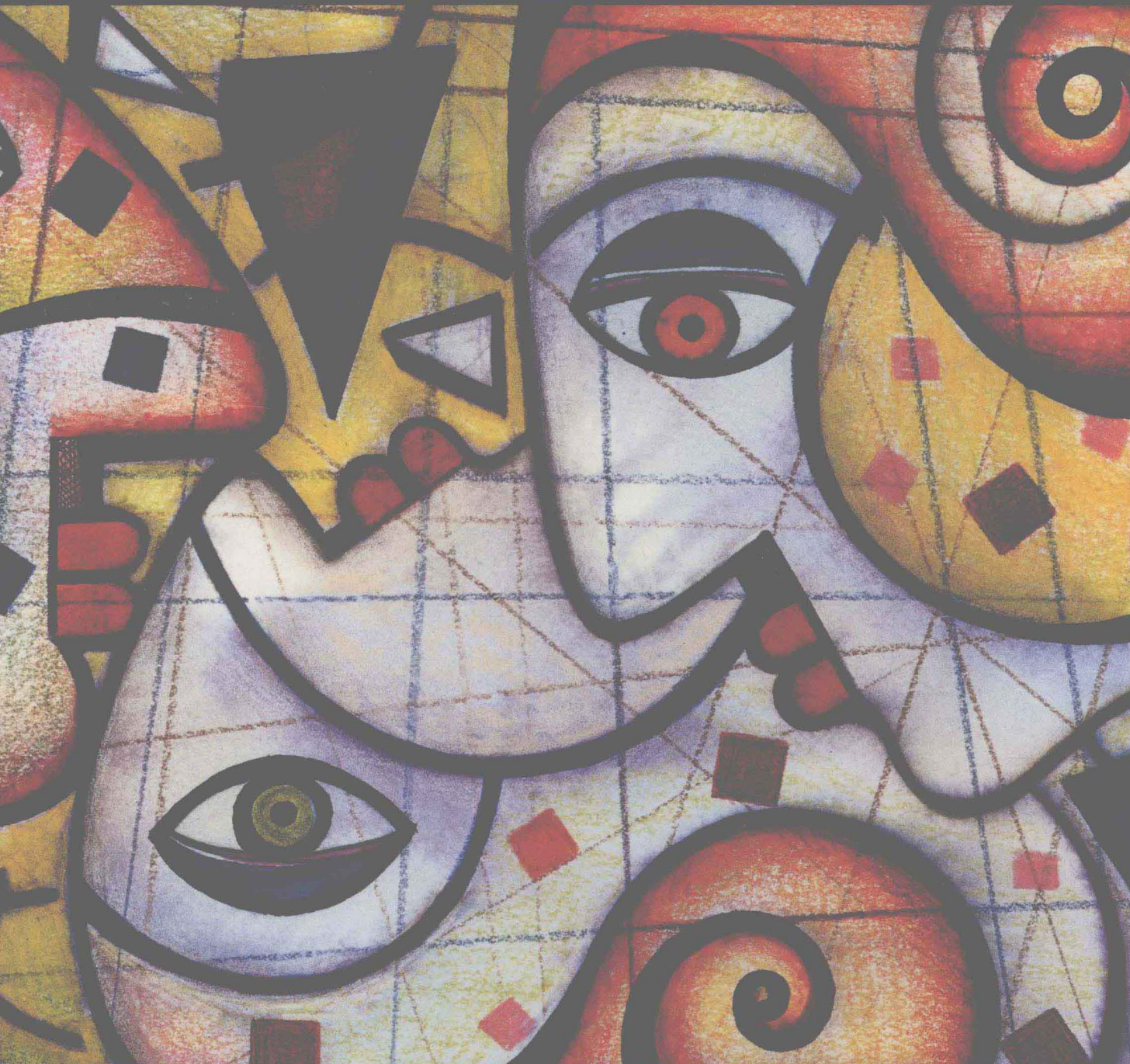


TENTH EDITION

SOCIAL PSYCHOLOGY



TAYLOR ♦ PEPLAU ♦ SEARS

SOCIAL PSYCHOLOGY

Tenth Edition

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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 racism, AIDS, TV violence, sexual harassment, religious cults, 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 report the latest cross-cultural studies and 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 the important changes taking place in contemporary social psychology. One illustration is our emphasis on sociocultural perspectives and cross-cultural research. Over time, the core of the field has gradually shifted. There is more emphasis today on social cognition, the self, personal relationships, and evolutionary psychology. This changing core is reflected in the tenth edition. 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 used to understand 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 and politics.
- 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 TENTH 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 concludes with a feature called IN THE NEWS that analyzes a front page issue from the standpoint of social psychology. In Chapter 8, Interpersonal Attraction, we examine whether the increasing use of e-mail and the Internet builds social connections or makes people feel more socially isolated. In Chapter 13, Aggression, we investigate why date rape occurs and what can be done to reduce its frequency. In Chapter 14, Social Psychology and Health, we ask whether drugs should be used to change one's lifestyle, noting the enormous number of people who use such drugs as Prozac and Viagra.

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 Chapter 3, Person Perception, we compare the social meaning of smiling in the United States, Japan, and Korea. In Chapter 8, Interpersonal Attraction, we consider the cultural context of romantic love. In Chapter 13, Aggression, we analyze how a historical “culture of honor” may increase certain kinds of violence in the American South. 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, social cognition in close relationships, the common-knowledge effect in group decision making, and the use of meta-analysis.

Organization

The book is organized to provide a systematic presentation of the material. A beginning chapter on theory 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, Perceiving People and Events, provides coverage of new research on social cognition. Social cognition addresses how people think about and make sense of the social world. Chapter 2 introduces basic principles of social cognition. Chapters 3 and 4 apply these basic principles to understanding how we see others, how we view ourselves, and how we interpret the meaning of behavior.

Part II discusses attitudes and influence. Chapter 5 reviews research and theory on attitude formation and attitude change. This 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 one on personal relationships that surveys recent 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, Social Psychology in Action, presents social psychological perspectives on two applied topics: health and politics. We think this sequence will fit well with the teaching preferences of many instructors. However, each chapter is self-contained, and the chapters can be covered in any order.

Highlights of New Content

This edition provides streamlined coverage that combines two previous chapters on person perception and attribution. Research on the environment is now found in several chapters, including those on attraction and groups. The result is a somewhat shorter, more focused presentation of social psychology.

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

- The social cognition section has been reorganized and shortened. Research and theory on causal attribution are now included in the chapter on person perception.
- Up-to-date coverage of research on social cognition includes new work on unconscious processes in social inference and on dual processing models. Also included is recent work on mental simulation, the role of motivation in cognitive processing, and the importance of emotion in impression formation.
- The self chapter highlights the role of culture and provides expanded coverage of the motives that drive self-perception and self-regulation.
- The attitudes chapter has been streamlined to highlight the most central points. Attention is given to how people decide on an attitude position when they agree with both sides of the issue.
- The prejudice chapter gives increased emphasis to research on implicit stereotyping, stereotype threat, and social dominance theory. It also suggests new ways to reduce prejudice, such as changing children’s socialization or using superordinate and cross-cutting categories.
- The attraction chapter features a revised organization of materials and detailed coverage of new work on adult attachment.
- The personal relations chapter adds materials on social cognition in relationships, including “positive illusions” about romantic relationships and bias in memories about relationship events.
- The chapter on groups gives increased emphasis to social dilemmas and introduces research on transactive memory in groups.
- The gender chapter presents the latest findings from meta-analyses of sex differences in social behavior, discusses new research on images of women and men in the media, and

considers cross-cultural influences on sex differences in aggression.

- The aggression chapter includes expanded coverage of the possible roles of biology, evolution, and culture in aggression. Comprehensive coverage is given to intimate violence, including domestic abuse, rape, date rape, and sexual harassment.
- The chapter on helping presents new research on people who volunteer to help persons with AIDS and updates the controversy about the empathy-helping link.
- The health psychology chapter highlights recent findings on good health habits and shows how the health behaviors of college students predict their health decades later in adulthood and old age.
- The chapter on politics provides expanded coverage of the role of the media in shaping public opinion, including the importance of the media in agenda setting and framing issues.

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 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 new feature, a set of questions that encourage students to consider provocative issues and applications of materials from the text.

ANCILLARY MATERIALS

For instructors who want to provide students with well-chosen primary source materials, we recommend a paperback book of readings that is coordinated with this text

Sociocultural Perspectives in Social Psychology, edited by Anne Peplau and Shelley Taylor (ISBN 0-13-241860-6). This book of readings examines the influence of culture and ethnicity in social life. A carefully selected set of 19 articles by leading researchers analyzes a wide range of topics, including cultural differences in the nature of the self, the impact of token status on problem solving, perceptions of social responsibilities in different cultural contexts, advertising appeals in individualistic and collectivistic societies, cultural universals and differences in emotion, biculturalism, and potential cultural pitfalls of international negotiations. Articles were selected to complement the major topics in the

social psychology text 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. To assist instructors and students who want to pursue these topics in greater depth, the book provides an extensive listing of sociocultural resources in social psychology. These include relevant journals, major handbooks, and recent professional books, as well as selected videos, commercial films, biographies, novels, and anthologies.

Social Psychology, 10th edition, is accompanied by the following teaching and learning tools that constitute a support package of computer, video, and print supplements.

Supplements for Instructors

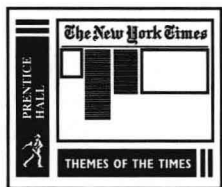
- **INSTRUCTOR'S RESOURCE MANUAL**, prepared by Alan Swinkels of St. Edward's University (ISBN 0-13-021970-3). This IRM has been redesigned and expanded to be a true "course planner." It includes a helpful chapter opening page that integrates all Prentice Hall resources applying to that chapter in one spot. It also features expanded and updated Lecture Suggestions, Demonstrations and Activities, Video Resources, and more.
- **TEST ITEM FILE**, prepared by Susan Campbell of Middlebury College (ISBN 0-13-021976-2). This test bank has been revised and expanded and includes 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 CUSTOM TESTING** (ISBN Windows Prentice Hall Test Manager 0-13-021979-7; Macintosh PH Custom Test 0-13-021978-9). This computerized version of the Test Item File offers a two-track design for constructing tests: EasyTest for novice users and FullTest for more advanced users. In addition, Prentice Hall Custom Testing offers a rich selection of features such as On-Line Testing and Electronic Gradebook.
- **"800-NUMBER" TELEPHONE TEST PREPARATION SERVICE**. Instructors can call a special toll-free number and select up to 200 questions from the Test Item File. The test (with an alternative version, if requested) and answer key are mailed within 48 hours, ready for duplication.
- **HANDOUT AND TRANSPARENCY MASTERS**, 10th ed., prepared by Alan Swinkels of St. Edward's University (ISBN 0-13-025580-7). This is a set of questionnaires, activities, and visual aids for stimulating classroom discussion.
- **ABCNEWS** ABC NEWS/PRENTICE HALL VIDEO LIBRARY FOR SOCIAL PSYCHOLOGY (ISBN 0-13-081563-2).

This customized supplement presents feature segments from award-winning ABC News programming, providing a contemporary look at topics such as cultural diversity, gender, prejudice, and relationships.

- **WORLD WIDE WEB.** In keeping with recent advances in technology, Prentice Hall has established a Web site with a multitude of resources. Please visit our site at: <http://www.prenhall.com/taylor>.

Supplements for Student

- **STUDY GUIDE**, prepared by Robin Kowalski of Western Carolina University (ISBN 0-13-021975-4). This useful guide has been expanded and is coordinated chapter-by-chapter with the textbook. Each chapter features learning objectives, a detailed study outline, practice Multiple Choice questions with explanations for correct answers, and practice Short Answer/Essay questions with suggestions for responses.



THE NEW YORK TIMES PROGRAM. The *New York Times* and Prentice Hall are sponsoring a Themes of the Times program designed to enhance student access to current information in the class-

room. Through this program, the core subject matter provided in the text is supplemented by a collection of time-sensitive articles from one of the world's most distinguished newspapers, the *New York Times*. These articles demonstrate the vital, ongoing connection between what is learned in the classroom and what is happening in the world around us.

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Prentice Hall and the *New York Times* are proud to co-sponsor Themes of the Times. We hope it will make the reading of both textbooks and newspapers a more dynamic, involving process.

- **PSYCHOLOGY ON THE INTERNET: A STUDENT'S GUIDE** (ISBN 0-13-022074-4). Tap into World Wide Web sites in the area of psychology with the help of this innovative new guide from Prentice Hall! Designed to add a new dimension to your learning experience, this valuable guide will also help you navigate your journey through cyberspace. Revolutionary and resourceful, it makes surfing the net simple—so get connected now and ride the wave of information's future!

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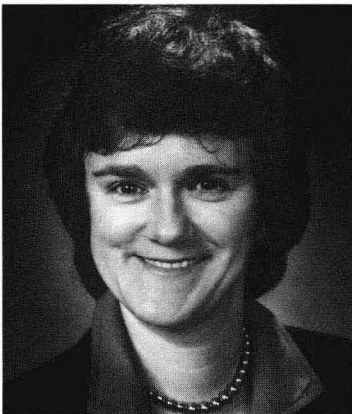
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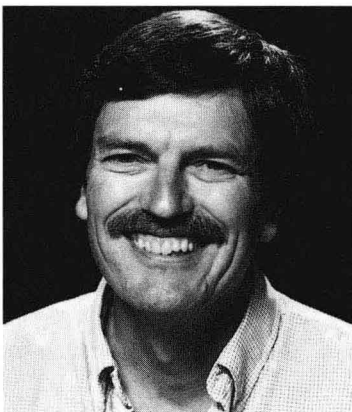
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SOCIAL PSYCHOLOGY

THEORIES AND METHODS IN SOCIAL PSYCHOLOGY



FOCUS OF THIS CHAPTER

- ◆ The Social Psychological Approach
- ◆ Historical Roots of Social Psychology
- ◆ Theories in Social Psychology
- ◆ Research Methods in Social Psychology
- ◆ Research Ethics

 **RESEARCH CLOSEUP**
Meta-Analysis in Social Psychology

 **CULTURAL HIGHLIGHT**
America's Diverse Population

Social psychologists use scientific methods to study how we perceive people and social events, how we influence others, and the nature of human relationships. In reading this book, you will learn that some social psychologists study perceptions and attitudes: how people view themselves and each other, how they interpret people's behavior, and how their attitudes form and change. Other social psychologists focus on interactions among people, including friendship and altruism, prejudice and aggression, and conformity and power. Social psychologists also study how people act in groups, and how groups affect their members. We can define **social psychology** as the scientific study of how people think about, influence, and relate to others. Social psychological principles help us understand a variety of important issues, including ways to promote healthier lifestyles, the influence of the media on public attitudes, and strategies for resolving international conflict. ■

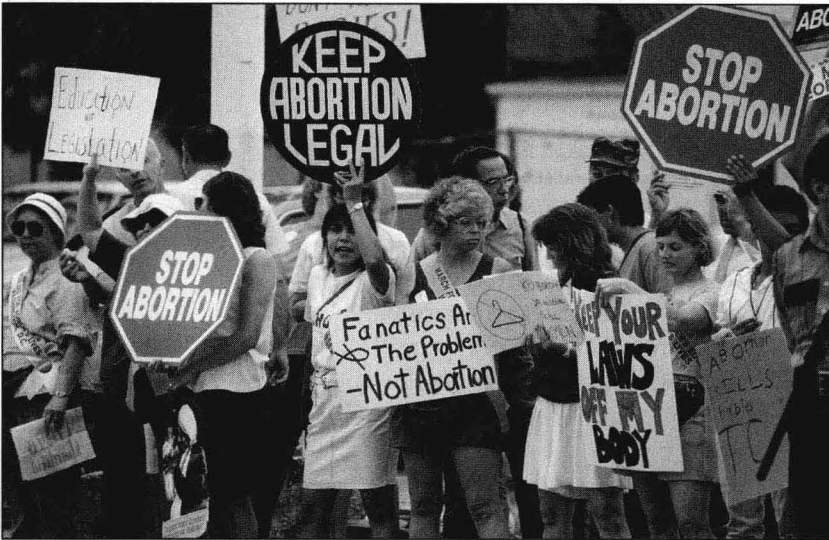
THE SOCIAL PSYCHOLOGICAL APPROACH

Of course, many scholarly fields study social behavior. What is unique about social psychology is its approach. The social psychological approach differs from disciplines that study large-scale societal processes and from those that focus on the individual. Let's compare these three approaches or levels of analysis using the specific example of violent crime in big cities.

The *societal level* of analysis is used by sociologists, economists, political scientists, and other social scientists. These scholars attempt to understand general patterns of social behavior, such as homicide rates, voting behavior, or consumer spending. According to this viewpoint, social behavior can be explained by such forces as economic hard times, class conflicts, clashes between competing ethnic groups, regional crop failures, governmental policies, or technological change. The goal of societal analysis is to identify links between broad social forces and general patterns of social behavior. To study violence in urban areas, social scientists might identify relationships between rates of violent crime and such factors as poverty, immigration, or the industrialization of a society.

The *individual level* of analysis is typically used by clinical and personality psychologists, who explain behavior in terms of a person's unique life history and psychological characteristics. According to this viewpoint, personality traits and motives can explain why individuals behave as they do, and why two people may react quite differently to the same situation. Emphasis is given to individual differences in childhood experiences, in ability and motivation, and in personality or psychological adjustment. The individual approach explains violent crime in terms of the unique histories and characteristics of the criminal. For example, of all the bank tellers in Chicago, why does one individual go berserk and shoot five of his co-workers? To understand such behavior, the psychologist using the individual approach would consider the personality and background of the person. Was the bank teller depressed or suffering from paranoid delusions or using drugs? What kind of life had the bank teller led? For example, was he physically abused as a child?

Social psychologists adopt a different level of analysis—the *interpersonal level*. Social psychologists typically focus on a person's current social situation. That social situation includes the other people in the environment, their attitudes and behaviors, and their relationship to the individual. To understand violent crime, social psychologists might consider what kinds of interpersonal situations create feelings of anger that may increase violent behavior. One social psychological explanation is that frustrating situations make people angry and increase their tendency to act aggressively. This is called the **frustration-aggression hypothesis**. It predicts that when people are blocked from achieving a desired



These demonstrators hold strong and opposite views about whether or not abortion should be legal. What individual, interpersonal, or societal factors might explain which viewpoint a person supports?

goal, they feel frustrated and angry and they are more likely to lash out. This effect of frustration is one explanation for violent crime.

The frustration-aggression hypothesis can also explain how large-scale economic and societal factors create situations that lead to violence and crime. For instance, people who are poor and crowded into urban slums are frustrated: They cannot get good jobs, find affordable housing, provide a safe environment for their children, and so on. This frustration may produce anger, which can be the direct cause of violent crime. The frustration-aggression hypothesis focuses on the immediate social situation, the feelings and thoughts such situations produce in people of many different backgrounds, and the effects of those subjective reactions on behavior.

Each of these three approaches (societal, individual, and interpersonal) is worthwhile and indeed essential if we are to understand

complex social behavior fully. There is, of course, considerable overlap among disciplines in the kinds of studies that are done. A single question—What causes violent crime?—can be answered in many different ways. This book introduces you to the social psychological perspective on human behavior.

HISTORICAL ROOTS OF SOCIAL PSYCHOLOGY

In the early 1900s, three major theoretical perspectives were developed by pioneering psychologists, each of which has left a mark on contemporary social psychology.

Sigmund Freud, the founder of **psychoanalytic theory**, was fascinated by the rich mental life of the human animal. Freud proposed that behavior is motivated from within by powerful internal drives and impulses such as sexuality and aggression. He also believed that adult behavior is shaped by unresolved psychological conflicts that can be traced to childhood experiences in the family. Psychoanalytic theorists seek to understand the inner forces, both conscious and unconscious, that energize and direct behavior.

A second major theory, **behaviorism**, offered a very different perspective on human experience. As developed by Ivan Pavlov, John B. Watson, B. F. Skinner, and others, behaviorism focused on the observable behavior of humans and other animals. Behaviorists were not interested in subjective thoughts and feelings; they preferred to study what they could observe and measure directly, that is, overt behavior. Behaviorists examined ways in which the environment shapes the behavior of animals, and they proposed that current behavior is the result of past learning. Behaviorists identified a series of principles to explain the specific processes through which this all-important learning occurs. Although much of their research was conducted with rats and pigeons, behaviorists believed that the same principles applied to humans.

The perspective of **gestalt psychology** was developed by Wolfgang Kohler, Kurt Koffka, Kurt Lewin, and other European psychologists who immigrated to the United States in the 1930s. Their focus was on the way individuals perceive and understand objects, events, and people. In their view, people perceive situations or events not as made up of many discrete elements but rather as “dynamic wholes.” Think about your best friend. When you last saw her, did you perceive her as a collection of arms, legs, fingers, and other features? Probably not. More likely, you perceived her as a total unit that integrates the relationships among her various body parts into the familiar “whole” or person you know and like. This emphasis

on perceiving the environment as a whole that is more than the sum of its parts is known as gestalt psychology, from the German word for “shape” or “form.”

Each of these three important theories arose from the work of a few charismatic individuals who inspired a fierce sense of loyalty to their ideas and, often, an equally fierce rejection of other viewpoints. These pioneers modeled their theories on those of the physical sciences. Their goal was to explain and predict all human behavior, and they wanted theories as detailed, universal, and complete as, for example, atomic theory in physics. Many of these theories were applied to the analysis of social behavior. The idea of developing general theories is important, but in the long run the problems that are studied by social psychologists have proven to be too complex to be explained by any one general theory.

Even so, social psychological approaches to a wide variety of different problems have been guided by a few basic ideas that are easily traced back to the general theories of the past. In contemporary social psychology, the legacy of psychoanalytic theory can be seen most clearly in the analysis of motivation and emotion in social life. Social psychologists recognize that behavior is influenced by personal motives and by the emotional reactions individuals have to situations and other people. The legacy of behaviorism is a continuing concern with how learning shapes social behavior. Social psychologists are interested, for example, in how we learn to be helpful or to obey authority or to espouse conservative political views. Finally, the legacy of gestalt psychology is found in the current emphasis on social cognition, the study of how we perceive and understand our social world. Basic gestalt principles have been greatly expanded in recent years, as discussed in Chapter 2.

THEORIES IN SOCIAL PSYCHOLOGY

In the following sections, we introduce some of the major contemporary theories in social psychology. These sections are not intended to be comprehensive or detailed. Rather, we want to convey the essence and particularly the contrasts among these theories, so that we can refer to them in later chapters. To permit a clear comparison of the theories, we will apply each approach to the specific problem of understanding violent crime.

Consider this situation: At 3 A.M. one morning, a police officer sees a high school dropout, Larry, coming out of the rear door of a liquor store with a bag full of money. The store, like everything else in the neighborhood, has long been closed for the night. The officer yells at Larry to stop and put his hands up. Larry turns, pulls a pistol from his pocket, and shoots the officer, wounding him in the leg. Larry is later apprehended and ultimately sent to jail. The statistics predict that Larry's stay in jail will not be productive or happy; it will be costly for society, and the chances of his committing further crimes are fairly high. We will refer to Larry as we describe major contemporary theories in social psychology.

Motivational Theories

One general approach focuses on the individual's own needs or motives. Both everyday experience and social psychological research provide many examples of the ways in which our needs influence our perceptions, attitudes, and behavior. For example, to enhance our self-esteem and satisfy a need to feel good about ourselves, we may blame others for our failures and take personal credit only for successes.

The Freudian, or psychoanalytic, view of human motivation emphasizes the importance of a few powerful inborn impulses or drives, especially those that are associated with sexuality and aggression. In contrast, social psychologists consider a much more diverse range of human needs and desires. Social psychologists also emphasize ways in which specific situations and social relationships can create and arouse needs and motives. For example, the experience of moving away from home to go to college often creates feelings of loneliness among young adults. Geographical moves disrupt established social networks and sources of companionship, and they arouse unmet needs for intimacy and a sense of “belonging.” The desire to create a new group of friends at college may lead new students to join clubs, go to