



Baron and Byrne

Social Psychology

Understanding Human Interaction
Fifth Edition

SOCIAL PSYCHOLOGY: Understanding Human Interaction 5th Edition

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PREFACE: SIXTEEN YEARS OF FOLLOWING THE "TWO PERCENT RULE"; Or, Why Edison Was Right

THE FIFTH edition — zounds, how time flies! More than sixteen years have elapsed since we sat down to plan, and then prepare, the original version of this text. To say that these years have been turbulent is a definite understatement. Oil crises and oil gluts, wild swings in the political pendulum, economic recessions and recoveries — the world around us has been anything but placid during this period. Social psychology, too, has changed dramatically, as new topics, theories, and approaches have risen to the fore. Despite all this change, though, here we are again, back for yet another try at summarizing the knowledge base of social psychology, and transmitting its appeal and excitement to our students. While neither of us enjoys counting the intervening years (!), we do take great pride in the longevity and popularity of our text. According to reports from our publisher, it has been chosen by more of our colleagues and has been read by more students (perhaps twice as many), as any other text in the history of social psychology. We feel that the fifth edition — a true milestone for any book — is an appropriate point at which to express our appreciation for this support and to offer our views about why, precisely, *Social Psychology: Understanding Human Interaction* has enjoyed such continued acceptance. Briefly, we feel that two factors are most important in this respect.

The first of these derives from a somewhat surprising source: Thomas Edison, inventor of the electric light, phonograph, and many other useful items. When asked to account for his impressive record of accomplishments, Edison remarked that success consists of "ninety-

eight percent perspiration and two percent inspiration." Call us Type As, but we firmly endorse this formula: there is no substitute for hard work. Consistent with this view, we have tried with each edition to "do our homework"—to read the latest journals, to examine the latest books, and to ask our colleagues for their newest ideas and publication pre-prints. The result, we feel, has been well worth the effort: a text that reflects modern social psychology broadly, accurately, and in an up-to-date manner. Of course, we have also tried, in each edition, for that extra two percent—new features, new ideas, and shifts in organization that we hope will enhance our ability to communicate with readers. While making such efforts, though, our attention has never wandered from Edison's basic principle.

The second factor in the continuing success of our text is closely related to the first. It concerns our approach to each new edition. In revising this book, we have never assumed that what's already present is somehow sacred and should remain unchanged. On the contrary, we proceed from the viewpoint that almost everything can (and perhaps should!) be improved. Thus, instead of retaining existing content and merely adding something new to reflect recent developments, we've followed a radically different process—one in which large sections and even entire chapters are thoroughly rewritten. This has certainly added to our "perspiration quotient," but, again, in our view it has been effort well spent.

These, then, seem to be the factors responsible for the widespread and (for us) gratifying acceptance of our text. Have we followed them once more in this new edition? Our answer is "You bet!" This time, too, we've made many major changes, and—as in the past—virtually all these changes reflect one or both of the principles outlined above. The most important of these modifications are summarized below.

Changes in content: The specifics

Once again, we've tried to reflect what's new in social psychology. Thus, we've thoroughly up-dated virtually every section of the text. The result: over 38 percent of the references are from 1984, 1985, and 1986. In addition, we've added dozens of new topics not considered in the previous edition in order to cover new lines of investigation and important new findings. A small sampling of these new topics includes:

practical applications of attribution theory	negative effects of tokenism
fallacies and biases in social judgment	racial slurs as activators of negative racial schemata
choking under pressure	mindlessness and prejudice
action identification	status and sex role stereotypes
cognitive response analysis of persuasion	the social influence (SIM) model
elaboration likelihood model	maintaining relationships
	dealing with terrorists
	effects of pollution on behavior

self-monitoring behavior	biased sampling of information in
aggression in close relationships	group discussions
alcohol and aggression	differences in the pay expectations of
effects of repeated exposure to pornography	males and females
effects of framing on bargaining	reactions to Three-Mile Island
comparable worth	psychoneuroimmunology
biased sampling of information	societal barriers to female need for
minority influence	achievement

Changes in content: Two shifts in emphasis

In addition to the specific changes mentioned above, two more general shifts in content have been undertaken to represent corresponding changes in the focus of social psychology. These involve (1) greater emphasis on the cognitive bases of social behavior, and (2) more attention to the practical application of social psychological knowledge.

More emphasis on the "cognitive side" of social psychology. In recent years, interest in social cognition and related topics has continued and perhaps even increased. To reflect this fact, we've devoted more attention to the cognitive foundations of social psychology throughout this edition. This can be seen most clearly in chapters 3 (Social Cognition) and 4 (Attitudes), which have been extensively revised, but it is also reflected in many other chapters. We feel that this shift in emphasis (which, is, of course, *evolutionary* rather than *revolutionary* in nature) helps us capture the orientation and flavor of modern social psychology in a timely and accurate manner.

More attention to the application of social psychological knowledge. In recent years, social psychologists have become increasingly concerned with the task of applying their knowledge to practical issues and topics. This trend, too, is reflected in our new edition. Throughout the text, we call attention to practical implications of the findings and principles of our field, and to concrete examples of the use of this knowledge in a wide variety of applied settings. Again, we feel that this shift in emphasis is appropriate and that it mirrors developments in social psychology itself.

Changes in special features

We feel that in the late 1980s social psychology can be proud of its record of accomplishments: it has gathered an impressive body of basic knowledge about social behavior and social processes, and it is continuing to do so at an accelerating rate. To reflect this conviction, we have included two new types of special insert labeled, respectively, **Focus on Research: Classic Contributions** and **Focus on Research: The Cutting Edge**.

Focus on Research: Classic Contributions. As the title suggests, inserts of this type describe investigations that are generally viewed as "classics" in social psychology. These are included to help put the development of our field in historical context, and to counter the impression among some students that social psychology was invented only last year, and began serious research just last week!

Focus on Research: The Cutting Edge. To balance the picture, we also present another set of inserts that report studies and findings that seem to fall along the boundary of current progress in social psychology — at its "cutting edge," so to speak. We feel these types of special features will provide readers with a balanced overview of research in our field — one which has been adding significantly to human knowledge for several decades, and which continues to do so in impressive ways at present.

On the Applied Side. A third type of insert, designed to highlight the practical implications and applications of social psychological knowledge, has been retained. While the title is the same as in previous editions, all inserts of this type are new.

We should add that, as in the previous edition, all inserts are carefully cited in the text so that readers will know just when each is to be read, and how each relates to other text materials.

Changes in ancillary materials

Ancillary materials, too, have been improved. The Instructor's Manual has been expanded, and now includes many new exercises and suggestions for enhancing class discussion. The Study Guide includes a wider range of questions (e.g., matching, definitions, completion), and the answers for all self-tests are cross-referenced to their location in the text. Finally, a computerized testbank containing 1,500 multiple-choice items is available. All items in this testbank are categorized by type and difficulty level. Together, this package of materials should help make the tasks of teaching social psychology — and mastering it — even more pleasurable than in the past.

Inclusion of "major contributors to social psychology"

Progress in social psychology, like progress in any other any branch of science, rests primarily on the insight and inspiration of individual researchers. To reflect this fact, the book endsheets (the pages inside the front and back covers) present a new feature: photos of many key contributors to our field. These individuals, who were chosen through feedback provided by several hundred colleagues, are grouped according to the area of their contributions. (Many have contributed to several areas of the study, so this placement is somewhat arbitrary.) We regret that space limitations prevent us from including more individuals whose work we

also admire. Together, though, the persons shown do represent a broad sample of the scientists whose work has helped make social psychology what it is today.

ACKNOWLEDGEMENTS:

Some Words of Thanks

IN PREPARING this "silver" edition of our text, we have been assisted by many hard-working, talented people. While we can't possibly hope to thank all of them here, we'd like to express our sincere appreciation to a few whose help has been most valuable.

First, our heartfelt thanks to Roy F. Baumeister, Kathryn Kelley, and Jerry M. Suls, who assisted us by preparing drafts of several chapters (chapters 3, 4, 12, and 13). Their expertise, skill, and enthusiasm were major "pluses" for the project, and we gratefully acknowledge these esteemed colleagues here.

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Fifth (and appropriately so, given that this is the *fifth* edition!), some warm words of thanks to our good friend, editor, and one-man support group, Bill Barke. It wouldn't be half as much fun without you!

Sixth, we wish to express our appreciation to Alicia Reilly for her invaluable aid in pulling the entire "package" for the fifth edition together.

And last, but certainly not least, our thanks, once again, to Gene F. Smith and Bem P. Allen for preparing an excellent set of ancillaries to accompany our text (a comprehensive instructor's manual, an extensive test bank, and a very helpful study guide).

To all of these outstanding people, and to many others as well, our warmest personal "Thank You!"

A CONCLUDING COMMENT and Yet Another Request for Help

It is our hope that you, our colleagues and readers, will find the fifth edition changes to be helpful ones. Looking back, we can honestly say that, once again, we have followed Edison's rule and have spared no effort in preparing this new edition. Yet we are equally certain that now, as in the past, there is still room for improvement. We would appreciate it greatly, therefore, if you would share your reactions with us. We *do* pay close attention to such feedback and always find it helpful. So please don't hesitate — send us your comments and suggestions whenever you can, and as often as you wish. In this respect, the more the better!

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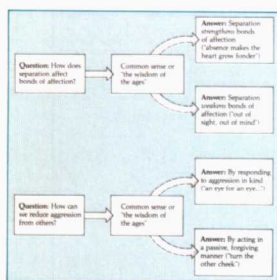
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SOCIAL PSYCHOLOGY:
Understanding Human
Interaction
5th Edition

CHAPTER 1



SOCIAL PSYCHOLOGY: A Working Definition

Social psychology is scientific in orientation • Social psychology focuses on the behavior of individuals • Social psychology seeks to comprehend the causes of social behavior • Social psychology: Summing up

SOCIAL PSYCHOLOGY: A Capsule Memoir

The early years: Social psychology emerges • Decades of Growth: The 1940s, 1950s, and 1960s • The 1970s, 1980s, and beyond: Where we are and where we're going

ADDING TO WHAT WE KNOW: Research Methods in Social Psychology

The experimental method: Knowledge through intervention • The correlational method: Knowledge through systematic observation • Theory: Essential guide to research • The quest for knowledge and the rights of individuals: In search of an appropriate balance

USING THIS BOOK: A Displaced Preface

SPECIAL INSERTS

ON THE APPLIED SIDE — Understanding social behavior: Why, ultimately, it's essential

FOCUS ON RESEARCH: The Cutting Edge — Values: What role should they play in social research?

UNDERSTANDING SOCIAL BEHAVIOR: An Introduction

It's a beautiful, bright summer day, and four friends—Julie Frank, Tom Bell, Sue Pilkowski, and Lou Santini—are on their way to the beach. Tom's at the wheel, but everyone is so busy laughing, talking, and having a good time that no one pays much attention to his driving. During a momentary pause in the conversation, though, Julie notices a strange fact: they are being passed by more than half of the other vehicles on the road.

"Hey, Tom, have you gone to sleep?" she asks with a smile. "Even the campers are passing us!"

"I'm doing 58," Tom answers at once. "That ought to be fast enough."

"Fast enough!" Lou replies, shaking his head. "Heck *nobody* drives that slowly any more. The state troopers don't even look at you until you break 65."

"Maybe so," Tom answers. "But I promised my Dad I'd stay pretty close to 55, and I don't like to go back on my word."

"Just listen to him, people," Lou continues, "Mr. Goodbar himself!"

"Yeah, Tom," Julie chimes in, "speed up, why don't you. We don't want to miss all the fun. I always go 65 at least. Last week I drove down to the beach with Bill Thompson. We made it in under two hours, so he must have averaged over 70. Speed up!"

"Right, look alive, man!" Sue comments with a giggle. "You're not *that* old yet! No one pays any attention to that 55 speed limit anymore. Get with it."

"OK, OK," Tom answers, a note of reluctance still in his voice,