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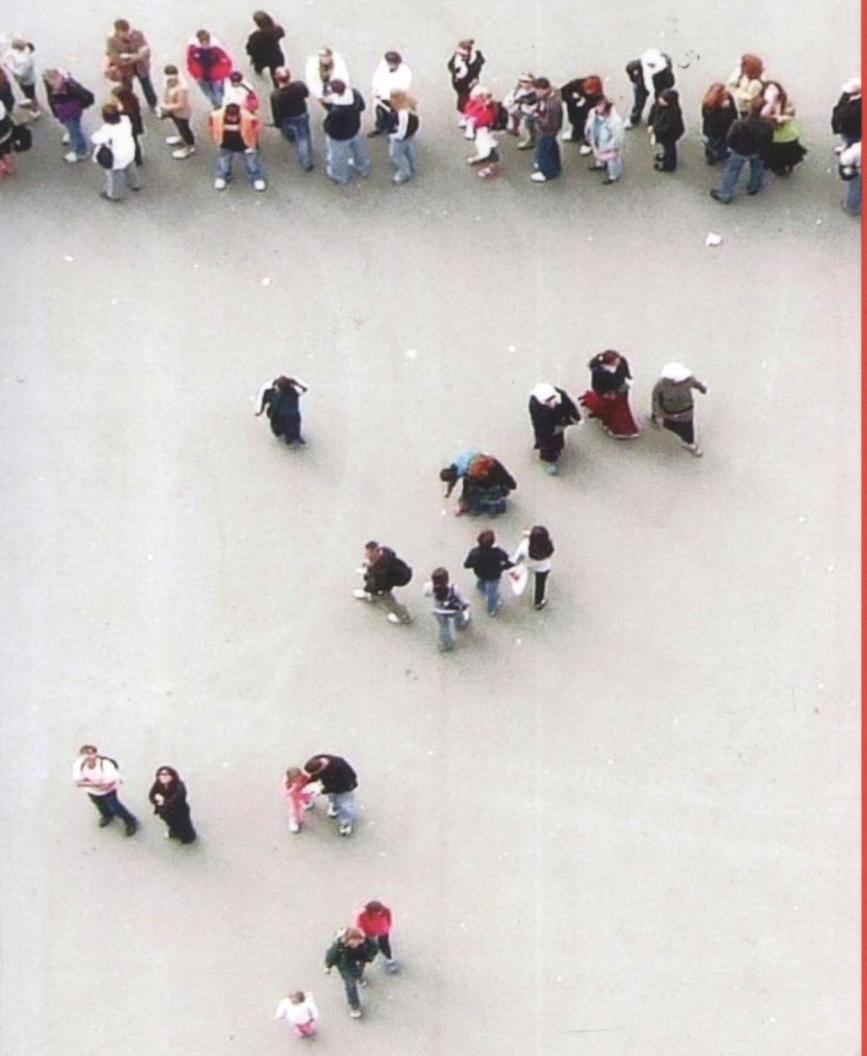

Social Psychology

Saul Kassin
Steven Fein
Hazel Rose Markus

International Edition

SOCIAL PSYCHOLOGY

EIGHTH EDITION

SAUL KASSIN
John Jay College

STEVEN FEIN
Williams College

HAZEL ROSE MARKUS
Stanford University

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SOCIAL PSYCHOLOGY

EIGHTH EDITION

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We dedicate this book to Bob Zajonc,
an inspiration to us all.

Preface

The world of the twenty-first century is both an exciting and tumultuous place right now—more so, it seems, than any time in recent memory. On the one hand, it's never been easier to share information, opinions, pictures, music, and footage of live events as they occur with people from all corners of the world. On the other hand, we are surrounded by deep social and political divisions, ethnic conflict, economic turmoil, and an ever present threat of terrorism and other acts of violence. As Charles Dickens (1859) said in *A Tale of Two Cities,* "It was the best of times, it was the worst of times."

Encircled by its place in science and by current world events, social psychology—its theories, research methods, and basic findings—has never been more relevant or more important. We used to think of social psychology as a discipline that is slow to change. As in other sciences, we thought, knowledge accumulates in small increments, one step at a time. Social psychology has no "critical" experiments, no single study can "prove" a theory, and no single theory can fully explain the complexities of human social behavior. While all this remains true, the process of revising this textbook always shows us how complex, dynamic, and responsive our field can be. As the world around us rapidly changes—socially, politically, technologically, and in other disciplines—so too does social psychology.

As always, we had two main goals for this revision. Our first was to present the most important and exciting perspectives in the field as a whole. To communicate the depth of social psychology, we have self-consciously expanded our coverage to include recent developments in social neuroscience and cultural influences, and in other ways that we will soon describe. Second, we want this book to serve as a good teacher outside the classroom. While speaking the student's language, we always want to connect social psychology to current events in politics, sports, business, law, entertainment, uses of the Internet, and other life domains.

What's New in This Edition

As in the past, we have tried to capture some subtle but important shifts within the field so that the reader can feel the pulse of social psychology *today* in each and every page of this textbook.

The Content

Comprehensive, Up-to-Date Scholarship Like its predecessors, the eighth edition offers a broad, balanced, mainstream look at social psychology. Thus, it includes detailed descriptions of classic studies from social psychology's historical warehouse as well as the latest research findings from hundreds of new references. In particular, we draw your attention to the following topics, which are either new to this edition or have received expanded coverage:

- Introduction to social neuroscience and brain-imaging research (Chapter 1)
- Introduction to cultural perspectives in social psychology (Chapter 1)
- The challenges of doing research across cultures (Chapter 2)
- Limitations of self report and its alternatives (Chapter 2)

- Cultural differences in dialecticism (Chapter 3)
- Self-regulation and its aftereffects (Chapter 3)
- Costs and benefits of self-esteem and its pursuit (Chapter 3)
- Mind perception (Chapter 4)
- Recent research on human lie detection (Chapter 4)
- Implicit racism and other forms of implicit prejudice (Chapter 5)
- Evolutionary perspectives on intergroup perception biases (Chapter 5)
- Social neuroscience perspectives on intergroup perception biases (Chapter 5)
- Cultural influences on social identity (Chapter 5)
- Self regulation of prejudice (Chapter 5)
- Stereotype threat effects in nonacademic domains (Chapter 5)
- Political attitudes and the "political brain" (Chapter 6)
- Links between implicit attitudes and behavior (Chapter 6)
- Perceptual consequences of cognitive dissonance (Chapter 6)
- Imitation in nonhumans and infants (Chapter 7)
- Obedience in the twenty-first century (Chapter 7)
- fMRI images of conformity and exclusion (Chapter 7)
- Cultural influences on group cohesiveness (Chapter 8)
- Group dynamics in the economic collapse of 2008–09 (Chapter 8)
- The under use of expertise in groups (Chapter 8)
- Group dynamics challenges posed by "virtual teams" (Chapter 8)
- The associative link between the color red and sexual attraction (Chapter 9)
- The speed dating phenomenon and research paradigm (Chapter 9)
- Cultural influences on romantic love (Chapter 9)
- Longitudinal effects of having children on marital satisfaction (Chapter 9)
- Intergroup biases in helping behavior (Chapter 10)
- Biological and evolutionary approaches to helping (Chapter 10)
- Empathy and helping among animals and human infants (Chapter 10)
- The role of self esteem and narcissism in aggression (Chapter 11)
- Social neuroscience perspectives on aggression and its control (Chapter 11)
- Effects of social rejection and ostracism on aggression (Chapter 11)
- Race effects in jury selection and decision making (Chapter 12)
- New issues and debate over the Stanford Prison Experiment (Chapter 12)
- Cultural perspectives on law and justice (Chapter 12)
- Multicultural vs. colorblind workplace effects on minority employees (Chapter 13)
- The symbolic power of money (Chapter 13)
- The American Psychological Association's recent national survey of stress in America (Chapter 14)
- Cultural differences in social support seeking as a means of coping (Chapter 14)
- Positive emotions as the building blocks of emotion-focused coping (Chapter 14)

As this nonexhaustive list shows, this eighth edition contains a good deal of new material. In particular, you will see that we have zeroed in on developments within four important domains: social neuroscience, implicit processes, evolutionary theory, and cultural perspectives. Across chapters, as always, we have also made it a point to illustrate the relevance of social psychology to current events and to ask students to stop and reflect on their commonsense conceptions.

Social Neuroscience The first domain concerns social neuroscience and the fMRI brain-imaging studies that are poised to enlighten our understanding of the human social experience. Social neuroscience has not fully arrived, and researchers are still raising questions about how to interpret the newly observed links between brain activity and self-referential thoughts, social perceptions, motives, emotions, and behavior. While we acknowledge the current limitations, we also want to provide students with a glimpse of this exciting new fusion of social psychology and neuroscience.

Implicit Processes We have expanded coverage and integrated the increasingly developed distinction between implicit and explicit processes. In matters relating to the unconscious, psychology owes a debt of gratitude to Freud. After some resistance, social psychologists have also come to realize the importance of the conscious-unconscious distinction when it comes to self-esteem, priming, stereotyping, prejudice, attitudes, ambivalence, social influence, and other core topics. Hence, we describe recent work involving the Implicit Association Test, or IAT, and the ongoing debate about what it measures, what it means, and what behaviors it predicts.

Evolutionary Theory We continue in this edition to represent various evolutionary perspectives on human nature, at the heart of which is the notion that we humans, like other species, have an ancestral past that predisposes us, albeit flexibly, to behave in ways that are adapted to promote survival and reproduction. Evolutionary psychologists today seek to explain a wide range of social phenomena—such as snap judgments in social perception, prejudice, helping, aggression, beauty, mate selection, and romantic jealousy. To some extent, this perspective is still controversial. To another extent, it has become part of the mainstream, with respected journals filled with studies and critiques of evolutionary psychology. This edition fully integrates the approach, its findings, and its limitations with the rest of social psychology.

Cultural Perspectives On the heels of our highly expanded coverage of the last edition, we have continued in this edition not only to cover but to fully integrate current research on cultural influences in social behavior. Social psychologists have long been fascinated by similarity and difference—among cultural groups and between racial and ethnic groups within cultures. As the people of the world have come into closer contact, researchers have broadened their scope from the situational snapshot to a fuller account of people in their cultural milieu. Cultural phenomena, once marginalized, are now fully integrated into social psychology. As in our previous edition, every chapter now contains one, two, or three sections on the role of culture. These sections appear within the body of the text and are richly accompanied by photographs, not boxed or set apart.

As social psychology is now a truly international discipline, this book also includes many new citations to research conducted throughout Europe, Asia, Australia, and other parts of the world. We believe that the study of human diversity—from the perspectives of researchers who themselves are a diverse lot—can help students become better informed about social relations as well as about ethics and values.

Connections with Current Events To cover social psychology is one thing; to use its principles to explain events in the real world is quite another. The events of 9/11 changed the world. In different ways not yet fully discernible, so did the more recent and severe economic recession and the U.S. presidential election of Barack Obama. More than ever, we remain convinced that connecting theory to real life is the single

best way to heighten student interest and involvement. Over the years, teachers and students alike have told us how much they value the "newsy" features of our book.

The eighth edition, like other editions, is committed to making social psychology *relevant.* Almost every page includes a passage, a quote, a figure, a table, a photo, or a cartoon that refers to people, places, events, social trends, and issues that are prominent in contemporary culture. The reader will find stories about the purported racism, sexism, and ageism in the 2008 presidential election; the torture controversy; Bernie Madoff's elaborate Ponzi scheme; speed dating; Michael Phelps and his historic performance in the Beijing Olympics; the war in Afghanistan; the near economic collapse and its aftermath; the popular TV show *American Idol*; ongoing political debates over health care reform, immigration policy, and gay marriage; the fatal shooting at the Holocaust Museum in Washington, D.C.; the story of a New York City security guard who jumped in front of an oncoming train to save a man lying on the tracks; the controversial police arrest of African American Harvard professor Henry Louis Gates; the 2009 election and massive protests in Iran; and Facebook, Twitter, and other social networking sites.

As in our last edition, you will also find—in the margins—various quotations, song lyrics, public opinion poll results, "factoids," and website addresses. These high-interest items are designed to further illustrate the connectedness of social psychology to a world that extends beyond the borders of a college campus.

Social Psychology and Common Sense In an earlier edition, we introduced a feature that we remain excited about. Building on a discussion in Chapter 1 about the links (and lack thereof) between social psychology and common sense, each substantive chapter opens with *Putting Common Sense to the Test,* a set of true-false questions designed to assess the student's intuitive beliefs about material later contained in that chapter. Some examples: "Sometimes the harder you try to control a thought, feeling, or behavior, the less likely you are to succeed," "People often come to like what they suffer for," "Opposites attract," and "Groups are less likely than individuals to invest more in a project that is failing." The answers to these questions are revealed in a marginal box after the topic is presented in the text. These answers are then explained at the end of each chapter. We think that students will find this exercise engaging. It will also enable them, as they read, to check their intuitive beliefs against the findings of social psychology and to notice the discrepancies that exist.

The Organization

Of all the challenges faced by teachers and textbooks, perhaps the greatest is to put information together in a way that is accurate and easy to understand. A strong organizational framework helps in meeting this challenge. There is nothing worse for a student than having to wade through a "laundry list" of studies whose interconnections remain a profound mystery. A strong structure thus facilitates the development of conceptual understanding.

But the tail should not wag the dog. Since organizational structure is a means to an end, not an end in itself, we wanted to keep it simple and unobtrusive. Look through the Table of Contents, and you will see that we present social psychology in five major parts—a heuristic structure that instructors and students have found sensible and easy to follow. The book opens with two *Introduction* chapters on the history, subject matter, and research methods of social psychology (Part I). As before, we then move to an intraindividual focus on *Social Perception* (Part II), shift outward to *Social Influence* (Part III) and *Social Relations* (Part IV), and conclude with *Applying Social Psychology* (Part V). We realize that some instructors like to reshuffle the deck to develop a chap-

ter order that better fits their own approach. There is no problem in doing this. Each chapter stands on its own and does not require that others be read first.

The Presentation

Even when the content of a textbook is accurate and up-to-date, and even when its organization is sound, there is still the matter of presentation. As the "teacher outside the classroom," a good textbook should facilitate learning. Thus, every chapter contains the following pedagogical features:

- A narrative preview, chapter outline, and common-sense quiz (beginning with Chapter 3).
- Key terms highlighted in the text, defined in the margin, listed at the end of the chapter, and reprinted in an alphabetized glossary at the end of the book. Both the list and the glossary provide page numbers for easy location of each term.
- Numerous bar graphs, line graphs, tables, sketches, photographs, flowcharts, and cartoons that illustrate, extend, enhance, and enliven material in the text. Some of these depict classic images and studies from social psychology's history; others, new to the eighth edition, are contemporary and often "newsy."
- At the end of each chapter, a comprehensive bulleted review summarizing the major sections and points.

Teaching and Learning Support Package

For the Instructor

Instructor's Resource Manual with Test Bank This manual contains learning objectives, detailed chapter outlines, discussion ideas, classroom activities, handouts, and audiovisual resource suggestions. The classroom exercises feature a unique and popular "What If This Bombs?" section that offers tips for making the most of every activity—even if it does not work. The test bank portion features an extensive set of multiple-choice questions and essay questions with sample answers. Three types of objective questions are provided—factual, conceptual, and applied—and all answers are keyed to learning objectives and text pages.

PowerLecture with JoinIn and ExamView This one-stop lecture and class preparation tool contains ready-to-use PowerPoint slides enabling you to assemble, edit, publish, and present custom lectures for your course. PowerLecture lets you bring together text-specific lecture outlines and art from the eighth edition along with videos or your own materials, culminating in a powerful, personalized, media-enhanced presentation. PowerLecture also includes the JoinIn Student Response System that lets you pose book-specific questions and display students' answers seamlessly within the PowerPoint slides of your own lecture. The ExamView assessment and tutorial system is also available, which guides you step by step through the process of creating tests.

Book Companion Website This dynamic website gives students access to a variety of study tools, practice activities, web quizzes by chapter, and more to encourage review and test preparation. To visit the companion website, go to www.cengage.com/psychology/kassin.

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Revealing Psychology This feature provides a series of social psychology video segments that are informative, engaging, and fun. Hidden cameras reveal people's surprising and amusing reactions when social forces conspire against them. How do you behave when people invade your personal space? Do you help a person who lies sprawled on a busy street? How often do you lie in a ten-minute conversation? These real-world vignettes reveal human foibles and at the same time dramatically illustrate underlying psychological principles. They are available to instructors on DVD for classroom presentation.

Social Psych in Film DVD This DVD, with closed captioning, contains over 25 clips from popular films and classic experiments that illustrate key concepts in social psychology. Clips from films like *Apollo 13, Schindler's List, Snow Falling on Cedars, In the Name of the Father,* and many others are combined with overviews and discussion questions to help bring psychology alive for students and to demonstrate its relevance to contemporary life and culture.

ABC Video: Social Psychology, Volumes I & II ABC Videos feature short, high-interest clips from current news events as well as historic raw footage going back 40 years. Perfect for discussion starters or to enrich your lectures and spark interest in the material in the text, these brief videos provide students with a new lens through which to view the past and present, one that will greatly enhance their knowledge and understanding of significant events and open up to them new dimensions in learning. Clips are drawn from such programs as *World News Tonight, Good Morning America, This Week, PrimeTime Live, 20/20,* and *Nightline,* as well as numerous ABC News specials and material from the Associated Press Television News and British Movietone News collections.

Research in Action, Volumes I & II *Research in Action* features the work of research psychologists to give students an opportunity to learn about cutting-edge research—not just who is doing it, but also how it is done, and how and where the results are being used. By taking students into the laboratories of both established and up-and-coming researchers, and by showing research results being applied outside of the laboratory, these videos offer insight into both the research process and the many ways in which real people's lives are affected by research in the fields of psychology and neuroscience.

For the Student

Readings in Social Psychology: The Art and Science of Research, Fifth Edition This item contains original articles, each with a brief introduction, and questions to stimulate critical thinking about "doing" social psychology. The articles represent some of the most creative and accessible research, both classic and contemporary, on topics of interest to students.

Study Guide This print *Study Guide* facilitates student learning through the use of a chapter outline, learning objectives, a review of key terms and concepts, multiple-choice questions with explanations for why the correct answer is the best choice, and a practice essay questions with sample answers.

Book Companion Website This outstanding site features chapter outlines, flashcards, tutorial quizzes, and more to help you succeed in your social psychology course. To access the site, go to www.cengage.com/psychology/kassin.

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Saul Kassin
Steven Fein
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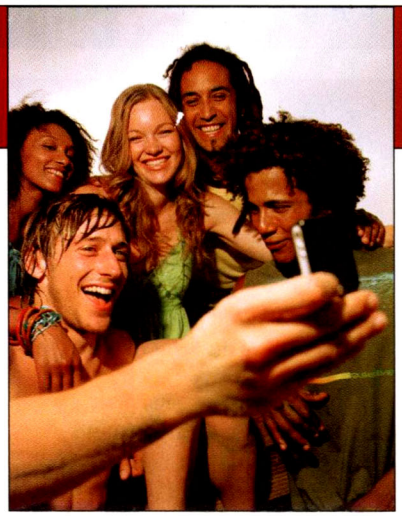

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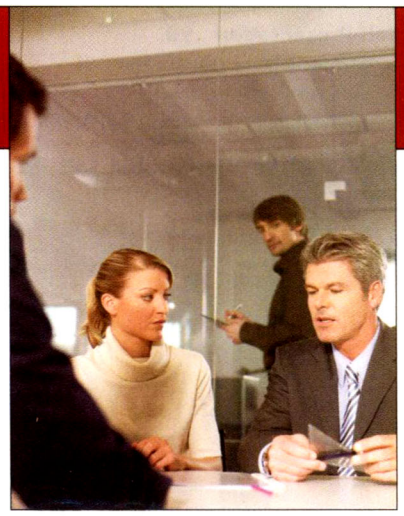

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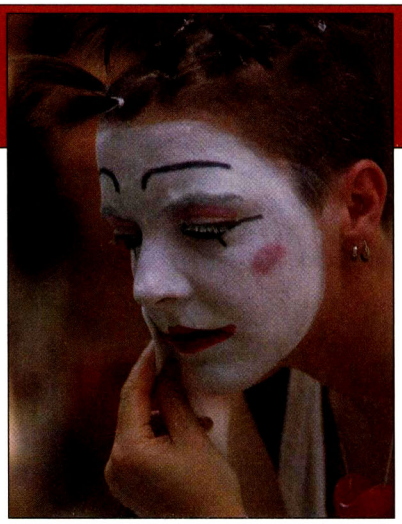

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