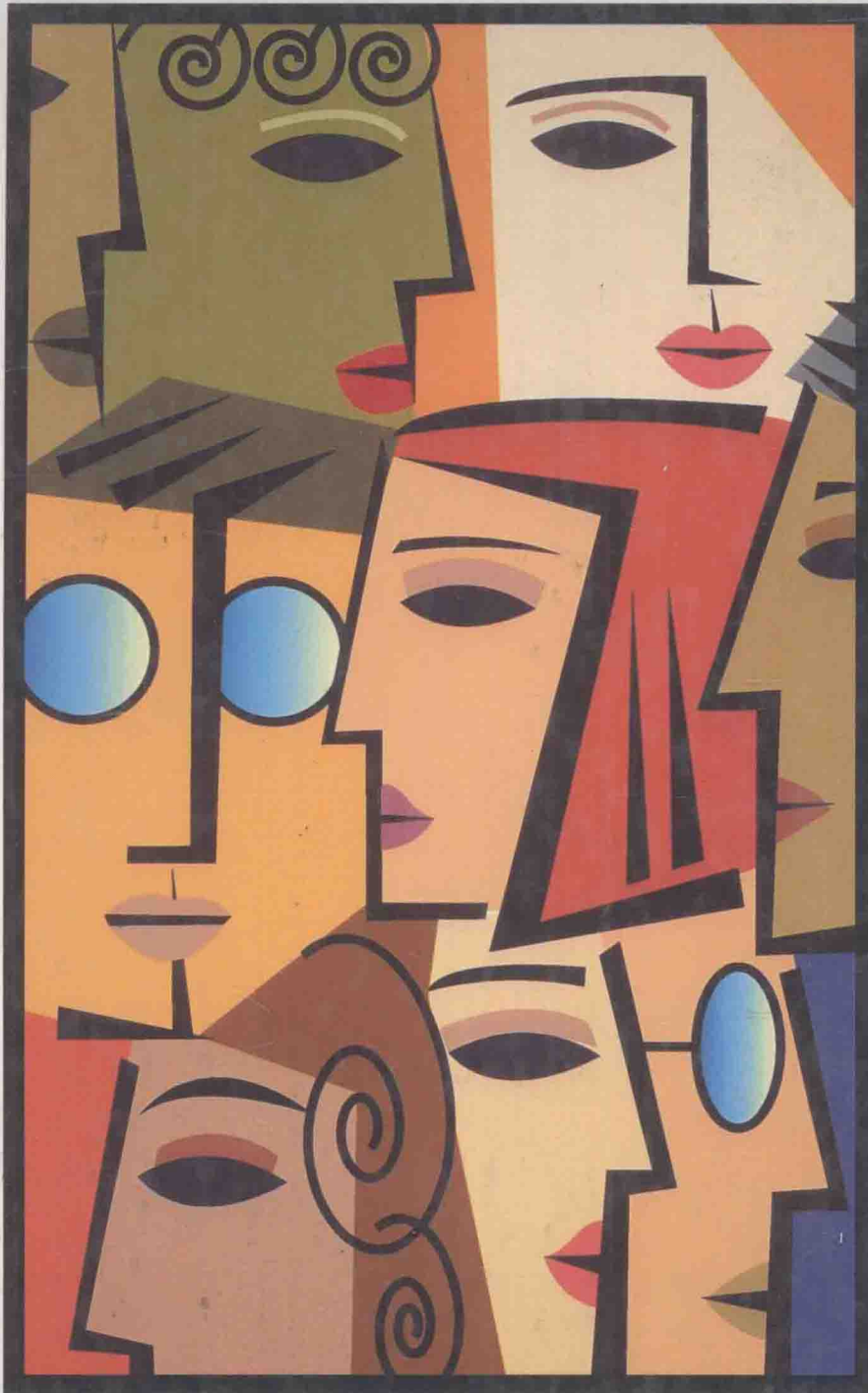


Fourth Edition

SOCIAL PSYCHOLOGY



H. Andrew Michener

John D. DeLamater

SOCIAL PSYCHOLOGY

FOURTH EDITION

H. Andrew Michener

UNIVERSITY OF WISCONSIN—MADISON

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FOURTH EDITION

Preface

About This Book. The fourth edition of *Social Psychology* builds on the strengths of prior editions. Most importantly, the book covers the full range of phenomena of interest to social psychologists. While treating intrapsychic processes in detail, it provides strong coverage of social interaction and group processes and of larger-scale phenomena such as intergroup conflict and social movements.

Our goal in writing this book is, at it has always been, to describe contemporary social psychology and to present the theoretical concepts and research findings that make up this broad field. We have drawn on work by a wide array of social psychologists, including both those with sociological and those with psychological perspectives. This book stresses the impact of social structure and group membership on the social behavior of individuals, but it also covers the intrapsychic processes of cognition, attribution, and learning that underlie social behavior. Throughout the book we have used the results of empirical research—surveys, experiments, and observational studies—to illustrate these processes.

New to This Edition. In developing this edition, we sought not only to keep the reader abreast of changes within the field of social psychology but also to strengthen our presentation of various topics and add research on diversity and differences among racial and ethnic groups. All of the chapters in this edition have been revised and updated. The more important of these changes follow:

- **Chapter 3** (Socialization) has been brought up to date—primarily in its discussion of the effects of day care and divorce. We have included a new section on the interpretive perspective on socialization and supplied new research on the father's involvement in socialization.
- **Chapter 7** (Symbolic Communication and Language) now presents three contemporary perspectives on communication.
- **Chapter 9** (Self-Presentation and Impression Management) covers many of the same topics as before, but we have improved the organization of the material. We have substantially updated **Chapter 10** (Helping and Altruism) and added many new references. We also included a new section on gender differences in helping and improved the coverage of good and bad moods and guilt. We revised **Chapter 11** (Aggression) to reflect the latest research on the effects of violence on television.
- The chapters on groups have been updated and restructured: In **Chapter 13** (Group Cohesion and Conformity), we updated the coverage of cohesion as well as revised and reconceptualized the section on group goals; we also expanded and updated the treatment of minority influence. **Chapter 15** (Group Productivity and Task Performance) contains substantially updated references as well as a new section on idea generation and brainstorming. In **Chapter 16** (Intergroup Conflict), we improved the coverage of stereotypes and biased perception of the out-group as well as the treatment of the impact of intergroup conflict on intragroup processes.
- We revised **Chapter 17** (Life Course and Gender Roles) to improve the content and organization of material. In **Chapter 18** (Social Structure and Personality), the discussion of the effects of roles on physical and mental health has been heavily revised to reflect the latest research.

Content and Organization. We begin this book with a chapter on theoretical perspectives in social psychology followed by a chapter on research methods. These first two chapters provide the groundwork for all that

follows. The remainder of the book is divided into four substantive sections. Section One focuses on individual social behavior. It includes chapters on socialization, self and identity, social perception and cognition, and attitudes. Section Two is concerned with social interaction—the core of social psychology. Each of the chapters in this section discusses how persons interact with others and how they are affected by this interaction. These chapters cover such topics as communication, social influence and persuasion, self-presentation and impression management, helping and altruism, aggression, and interpersonal attraction. Section Three provides extensive coverage of groups. It includes chapters on group cohesion and conformity, group structure and interaction, group productivity and task performance, and intergroup conflict. Section Four considers the relations between individuals and the wider society. These chapters treat the influence of life course and gender roles, the impact of social structure on the individual, deviant behavior, and collective behavior and social movements.

Ease of Use. Because there are many different ways in which an instructor can organize an introductory course in social psychology, each chapter in this book has been written as a self-contained unit. Later chapters do not presume that the student has read earlier ones. This compartmentation enables instructors to assign chapters in whatever sequence they wish.

Chapters share a standard format. To make the material interesting and accessible to students, each chapter's introductory section poses four to six focal questions. These questions establish the issues discussed in the chapter. The remainder of the chapter consists of four to six major sections, each addressing one of these issues. A summary at the end of each chapter reviews the key points. Thus, each chapter poses several key questions about a topic and then considers these questions in a framework that enables students to easily learn the major ideas.

In addition, the text includes several learning aids. Tables emphasize the results of important studies. Figures illustrate important social psychological processes. Photographs dramatize essential ideas from the text. Boxes in each chapter highlight interesting or controversial issues and studies as well as discuss the applications of social psychological concepts in daily life. Key terms appear in boldface type and are listed alphabetically at the end of each chapter. A glossary of key terms appears at the end of the book.

Acknowledgments. We extend thanks to reviewers for the fourth edition, including: Peter Burke, Washington State University; Donna Eder, Indiana University; Nancy Eisenberg, Arizona State University; Doug Maynard, Indiana University; Clark McPhail, University of Illinois; Norman Miller, University of Southern California; Diane Shinberg, University of Wisconsin—Madison; Richard Tessler, University of Massachusetts; Steve Wray, Averett College.

Throughout the writing of the various editions of this book, many colleagues have reviewed chapters and provided useful comments and criticisms. We express sincere appreciation to these reviewers of the previous editions: Robert F. Bales, Harvard University; Philip W. Blumstein, University of Washington; Marilyn B. Brewer, University of California at Los Angeles; Peter L. Callero, Western Oregon State College; Bella DePaulo, University of Virginia; Glen Elder, Jr., University of North Carolina at Chapel Hill; Gregory Elliott, Brown University; Richard B. Felson, State University of New York—Albany; John H. Fleming, University of Minnesota; Jim Fultz, Northern Illinois University; Viktor Gecas, Washington State University; Russell G. Geen, University of Missouri; Christine Grella, University of California at Los Angeles; Allen Grimshaw, Indiana University; Elaine Hatfield, University of Hawaii—Manoa; George Homans, Harvard University; Judy Howard, University of Washington; Michael Inbar, Hebrew University of Jerusalem; Dale Jaffe, University of Wisconsin—Milwaukee; Edward Jones, Princeton University; Lewis Killian, University of Massachusetts; Melvin Kohn, National Institute of Mental Health and Johns Hopkins University; Robert Krauss, Columbia University; Marianne LaFrance, Boston College; Robert H. Lee, University of Wisconsin—Madison; David Lundgren, University of Cincinnati; Steven Lybrand, University of Wisconsin-Madison; Patricia MacCorquodale, University of Arizona;

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We express appreciation and thanks to our colleague, Shalom H. Schwartz, co-author of the first and second editions of this book, for his many contributions. We also thank the many students who used the previous editions and who provided us with feedback about the book; we have used this feedback to improve the presentation, pace, and style of the new edition.

Finally, we express thanks to the many professionals at Harcourt Brace in Fort Worth, Texas, who contributed to the process of turning the manuscript into a book. John Matthews, Senior Developmental Editor, provided information and advice early in the process. Janie Pierce-Bratcher, Developmental Editor, worked directly with us throughout the process of preparing the fourth edition; her helpfulness and upbeat attitude are gratefully acknowledged. Angela Urquhart and Michele Tomiak, Senior Project Editors, oversaw the transformation of manuscript into printed pages. Copyeditor Anne Lesser significantly improved the text's lucidity and conciseness. Susan G. Holtz, Photo Editor, worked diligently to find illustrative photographs. Senior Art Director David Day developed the book's design, format, and artwork. Our appreciation to them all.

While this book benefits greatly from feedback and criticisms, the authors accept responsibility for any errors that may remain.

H. Andrew Michener
John D. DeLamater

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