



Social Psychology

FIFTH EDITION

DAVID G. MYERS

F I F T H E D I T T O N

Social Psychology

David G. Myers

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Social Psychology

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Social Psychology

ABOUT THE AUTHOR

David G. Myers is the John Dirk Werkman Professor of Psychology at Michigan's Hope College, where he has taught for 28 years and been voted "Outstanding Professor" by students. Myers' love of teaching psychology is evident in his writing for the lay public. He has written for many magazines, including *Scientific American* and *Today's Education*, and has authored or co-authored ten books, most recently, *The Pursuit of Happiness: Who Is Happy—and Why* (Avon Books, 1993) and *Exploring Social Psychology* (McGraw-Hill, 1994).

Also an award-winning researcher, Dr. Myers received the Gordon Allport Prize from Division 9 of the American Psychological Association for his work on group polarization. His scientific articles have appeared in more than two dozen journals, including *Science*, *American Scientist*, *Psychological Bulletin*, and *Psychological Science*. He has served his discipline as consulting editor to the *Journal of Experimental Social Psychology* and the *Journal of Personality and Social Psychology*.

In his spare time he has chaired his city's Human Relations Commission, helped found a Community Action center that assists poverty-level families, and spoken to numerous collegiate and religious groups. David and Carol Myers are parents of two grown sons and a daughter in college.

P R E F A C E

In all of recorded history, human social behavior has been scientifically studied for just one century—our century. Considering that we have barely begun, the results are gratifying. 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: Will people act differently if we can first persuade them to adopt new attitudes? If so, how can we best persuade them? 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 such questions expands our self-understanding and sensitizes us to the social forces at 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 social psychology as an investigative reporter might, by providing an up-to-date summary of important social phenomena, and of how scientists uncover and explain such phenomena. It would be reasonably comprehensive, yet would also stimulate students' *thinking*—their readiness to inquire, to analyze, to relate principles to everyday happenings.

How does one select material for inclusion in a “reasonably comprehensive” introduction to the discipline? I have sought to present theories and findings that are neither too esoteric for the typical undergraduate nor better suited to other courses, such as developmental and personality psychology. I have chosen instead to emphasize material that casts social psychology in the intellectual tradition of the liberal arts. By the teaching of great literature, philosophy, and science, liberal education seeks to expand our thinking and awareness and to liberate us from the confines of the present. Social psychology can contribute to these goals. Many undergraduate social psychology students are not psychology majors; virtually all will enter other professions. By focusing on humanly significant issues, one can present the fundamental content that pre-professional psychology students need in ways that are stimulating and useful to all students.

The book opens with a single chapter that introduces our methods of inquiry. The chapter also warns students how findings can seem obvious—once you know them—and how social psychologists' own values permeate the discipline. 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* (Part Three) to one another.

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

Part Two explores *social influence*. By appreciating the cultural sources of our attitudes, and by learning the nature of conformity, persuasion, and group influence, we can better recognize subtle social forces at work upon us.

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 altruism, and concludes by exploring the dynamics of conflict and peacemaking.

Applications of social psychology are both interwoven throughout every chapter and highlighted with the applied chapter that concludes each section. One such chapter, “Social Cognition and Human Well-Being,” includes material on social psychology’s contribution to the study of health.

This edition, like its predecessors, has a multicultural emphasis that can be seen in the thoroughly revised treatment of cultural influences in Chapter 6 and throughout the book in the inclusion of research from various cultural settings. The book’s focus remains the fundamental principles of social thinking, social influence, and social relations as revealed by careful empirical research. But these principles are more and more illustrated transnationally, thereby broadening our awareness of the whole human family.

The book is again thoroughly updated, with 600 new citations. This fifth edition offers expanded coverage of

- the self—in the new Chapter 2 on “The Self in a Social World,”
- evolutionary psychology—in a heavily revised Chapter 6, now titled, “Gender, Genes, and Culture,” and
- close relationships—in the retitled Chapter 13, “Attraction and Intimacy.”

There are also fresh “Behind the Scenes” personal reflections by selected investigators, and a fresh pedagogical strategy that breaks chapters into digestible modules: typically three or four major sections begin with previews and end with section summaries that highlight the 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 bright four-color design complements the text revisions and enhances the impact of the photos and figures. As before, definitions of key terms appear both in the margins and in the end-of-book Glossary.

Social Psychology, fifth edition, is accompanied by a comprehensive teaching-learning package. Martin Bolt’s acclaimed *Teacher’s Resource Manual* contains a wealth of classroom ideas, including dozens of ready-to-use demonstrations. For many students, the most helpful supplement to this text will be Bolt’s *Study Guide*, which provides chapter objectives, chapter reviews, practice tests, and ideas and resources for papers. For this edition, Bolt has also prepared an extensive new test-item file of basic knowledge and application items.

In collaboration with Martin Bolt, McGraw-Hill also now offers a videodisc of classic social psychology experiments. These 4- to 8-minute clips (also available on videotape) are drawn from social psychology archives and arranged to complement the text. A second videodisc (or videotape), edited and produced by Philip Zimbardo and Allen Funt, offers 3- to 5-minute clips from the original Candid Camera shows. These too follow the text organization and can enrich and stimulate class discussion. Information on how to obtain the supplements is available from local McGraw-Hill representatives.

■ 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.

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

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This fifth edition additionally benefited from cover-to-cover reviews offering countless constructive suggestions, by Galen V. Bodenhausen, Michigan State University; David Buss, University of Michigan; Cynthia Crown, Xavier University; Mary Alice Gordon, Southern Methodist University; Allen Hart, University of Iowa; Marjorie Krebs, Gannon University; Robert D. Ridge, Brigham Young University; Richard A. Smith, University of Kentucky; Sheldon Solomon, Skidmore College; Ann L. Weber, University of North Carolina, Asheville; and Daniel M. Wegner, University of Virginia. I am indebted to each of these colleagues.

Hope College, Michigan, and the University of St. Andrews, Scotland, have been wonderfully supportive of these successive editions. Both the people and the environment provided by these two institutions have helped make the gestation of *Social Psychology* a pleasure. At Hope College, poet-essayist Jack Ridl helped shape the voice you will hear in these pages, and Kathy Adamski has

again contributed here good cheer along with her secretarial excellence. Phyllis and Rick Vandervelde assisted the extensive recrafting of this new edition by preparing each of the successive drafts with their usual skill and efficiency. Ntsiki Sisulu and MaryLee Pikey assisted with essential library research and proofreading. MaryLee Pikey also painstakingly created the name index and page-referenced bibliography.

Were it not for the inspiration of Nelson Black of McGraw-Hill, it never would have occurred to me to write a textbook. Alison Meersschaert guided and encouraged the formative first edition. Editor Jeannine Ciliotta gently nurtured this new edition, suggesting numerous revisions and offering countless ideas and editorial touches along the way. And James Belser has patiently guided the process of converting each of the editions from manuscript into finished book.

To all in this supporting cast, I am indebted. Working with all these people has made the creation of this book a stimulating, gratifying experience.

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CONTENTS IN BRIEF

	PREFACE	xix
CHAPTER 1	INTRODUCING SOCIAL PSYCHOLOGY	1
PART I	■ SOCIAL THINKING	35
CHAPTER 2	THE SELF IN A SOCIAL WORLD	37
CHAPTER 3	SOCIAL BELIEFS AND JUDGMENTS	73
CHAPTER 4	BEHAVIOR AND ATTITUDES	123
CHAPTER 5	SOCIAL COGNITION AND HUMAN WELL-BEING	163
PART II	■ SOCIAL INFLUENCE	191
CHAPTER 6	GENDER, GENES, AND CULTURE	193
CHAPTER 7	CONFORMITY	231
CHAPTER 8	PERSUASION	271
CHAPTER 9	GROUP INFLUENCE	313
CHAPTER 10	SOCIAL PSYCHOLOGY IN COURT	355
PART III	■ SOCIAL RELATIONS	387
CHAPTER 11	PREJUDICE: DISLIKING OTHERS	389
CHAPTER 12	AGGRESSION: HURTING OTHERS	435
CHAPTER 13	ATTRACTION AND INTIMACY	477
CHAPTER 14	ALTRUISM: HELPING OTHERS	525
CHAPTER 15	CONFLICT AND PEACEMAKING	567
	GLOSSARY	605
	REFERENCES	609
	ACKNOWLEDGMENTS	683
	INDEXES	687

C O N T E N T S

PREFACE

xix

CHAPTER 1 INTRODUCING SOCIAL PSYCHOLOGY 1

SOCIAL PSYCHOLOGY AND RELATED DISCIPLINES 4

Social Psychology and Sociology 4

Social Psychology and Personality Psychology 5

Levels of Explanation 5

SOCIAL PSYCHOLOGY AND HUMAN VALUES 7

Obvious Ways in which Values Enter 8

Not-So-Obvious Ways in which Values Enter 8

Science has subjective aspects 8 / Psychological concepts contain hidden values 10 / There is no bridge from "is" to "ought" 11

I KNEW IT ALL ALONG: IS SOCIAL PSYCHOLOGY SIMPLY COMMON SENSE? 13

HOW WE DO SOCIAL PSYCHOLOGY 18

Correlational Research: Detecting Natural Associations 19

Correlation versus causation 20 / Survey research 21

Experimental Research: Searching for Cause and Effect 25

Control: Manipulating variables 25 / Random assignment: The great equalizer 27 / The ethics of experimentation 28

Explaining and Predicting: Using Theories 29

Generalizing From Laboratory to Life 31

FOR FURTHER READING 32

PART I ■ SOCIAL THINKING 35

CHAPTER 2 THE SELF IN A SOCIAL WORLD 37

SELF-CONCEPT 38

Self-Knowledge 40

Explaining our behavior 41 / Predicting our behavior 41 /

The wisdom and delusions of self-analysis 42

Self and Culture 44

SELF-EFFICACY 46

Locus of Control 47

Learned Helplessness versus Self-Determination 48

Collective Efficacy	50
SELF-SERVING BIAS	52
Explanations for Positive and Negative Events	53
Can We All Be Better Than Average?	54
Unrealistic Optimism	56
False Consensus and Uniqueness	57
<i>Other Self-Serving Tendencies</i>	58
Self-Esteem Motivation	60
Reflections on Self-Efficacy and Self-Serving Bias	61
<i>The self-serving bias as adaptive</i>	62
<i>Self-serving bias as maladaptive</i>	62
SELF-PRESENTATION	66
False Modesty	66
Self-Handicapping	67
Impression Management	68
FOR FURTHER READING	70
CHAPTER 3 SOCIAL BELIEFS AND JUDGMENTS	73
<hr/>	
EXPLAINING OTHERS	74
Attributing Causality: To the Person or the Situation?	74
<i>Inferring traits</i>	77
<i>Commonsense attributions</i>	78
<i>Information integration</i>	78
Why We Study Attribution Errors	79
The Fundamental Attribution Error	80
<i>The fundamental attribution error in everyday life</i>	81
<i>Why do we make the attribution error?</i>	83
How Fundamental Is the Fundamental Attribution Error?	86
JUDGING OTHERS	88
Intuition: Our Potential for Inner Knowing	89
<i>The powers of intuition</i>	89
<i>The limits of intuition</i>	90
Constructing Interpretations and Memories	91
<i>Perceiving and interpreting events</i>	91
<i>Belief perseverance</i>	94
<i>Constructing memories</i>	96
Judgmental Overconfidence	100
<i>Remedies for overconfidence</i>	103
Heuristics	103
<i>Representativeness heuristic</i>	103
<i>Ignoring base-rate information</i>	104
<i>The availability heuristic</i>	105
Illusory Thinking	107
<i>Illusory correlation</i>	107
<i>Illusion of control</i>	108
Mood and Judgment	111
SELF-FULFILLING BELIEFS	113
Teacher Expectations and Student Performance	114
Getting from Others What We Expect	116
CONCLUSIONS	118
FOR FURTHER READING	121
CHAPTER 4 BEHAVIOR AND ATTITUDES	123
<hr/>	
DO ATTITUDES DETERMINE BEHAVIOR?	125
Are We All Hypocrites?	125

When Do Attitudes Predict Behavior?	126
<i>Minimizing social influences on expressed attitudes</i> 127 / <i>Minimizing other influences on behavior</i> 127 / <i>Examining attitudes specific to the behavior</i> 128 / <i>Maximizing attitude potency</i> 129 / <i>Some conclusions</i> 130	
DOES BEHAVIOR DETERMINE ATTITUDES?	131
Role Playing	132
Saying Becomes Believing	134
The Foot-in-the-Door Phenomenon	136
Evil Acts and Attitudes	139
Interracial Behavior and Racial Attitudes	140
Social Movements	141
Reflections on the Evidence	142
WHY DO ACTIONS AFFECT ATTITUDES?	143
Self-Presentation: Impression Management	144
Self-Justification: Cognitive Dissonance	145
<i>Insufficient justification</i> 146 / <i>Dissonance after decisions</i> 149	
Self-Perception	150
<i>Overjustification and intrinsic motivations</i> 153	
Comparing the Theories	156
<i>Dissonance as arousal</i> 157 / <i>Self-perceiving when not self-contradicting</i> 160	
FOR FURTHER READING	161
CHAPTER 5 SOCIAL COGNITION AND HUMAN WELL-BEING	163
<hr/>	
MAKING CLINICAL JUDGMENTS	164
Illusory Correlations	164
Hindsight and Overconfidence	165
Self-Confirming Diagnoses	167
Clinical versus Statistical Prediction	168
Implications	170
SOCIAL COGNITION IN PROBLEM BEHAVIORS	172
Social Cognition and Depression	173
<i>Distortion or realism?</i> 173 / <i>Is negative thinking a cause or a result of depression?</i> 174	
Social Cognition and Loneliness	177
Social Cognition and Social Anxiety	178
Social Cognition and Physical Illness	180
<i>Health psychology</i> 180 / <i>Optimism and health</i> 182	
SOCIAL-PSYCHOLOGICAL APPROACHES TO TREATMENT	185
Inducing Internal Change through External Behavior	185
Breaking Vicious Cycles	186
<i>Social skills training</i> 186 / <i>Explanatory style therapy</i> 188	
Maintaining Change through Internal Attributions for Success	188
FOR FURTHER READING	189

PART II ■ SOCIAL INFLUENCE 191

CHAPTER 6 GENDER, GENES, AND CULTURE 193

GENDER SIMILARITIES AND DIFFERENCES 195

Independence versus Connectedness	196
Social Dominance	198
Aggression	200
Sexuality	200
EVOLUTION AND BEHAVIOR	201
Universal Norms	202
The Evolution of the Sexes: Doing What Comes Naturally	204
<i>Gender and mating preferences</i> 205 / <i>Gender and hormones</i> 207 /	
<i>Reflections on evolutionary psychology</i> 208	
CULTURE AND BEHAVIOR	211
Individualism versus Collectivism	212
<i>Self-concept</i> 214 / <i>Child rearing</i> 215 / <i>Social relations</i> 215	
Social Roles	218
<i>High- and low-status roles</i> 220 / <i>Role reversal</i> 220	
Gender Roles	221
<i>Gender roles vary with culture</i> 223 / <i>Gender roles vary over time</i> 224	
CONCLUSIONS	225
Biology and Culture	225
The Great Lesson of Social Psychology	226

CHAPTER 7 CONFORMITY **231**

CLASSIC STUDIES	234
Sherif's Studies of Norm Formation	235
Asch's Studies of Group Pressure	236
Milgram's Obedience Experiments	240
What Breeds Obedience?	243
<i>Emotional distance of the victim</i> 243 / <i>Closeness and legitimacy of the</i>	
<i>authority</i> 244 / <i>Institutional authority</i> 246 / <i>The liberating effects of group</i>	
<i>influence</i> 246	
Reflections on the Classic Studies	246
<i>Behavior and attitudes</i> 247 / <i>The power of the situation</i> 249 /	
<i>The fundamental attribution error</i> 251	
WHEN DO PEOPLE CONFORM?	253
Group Size	253
Unanimity	254
Cohesion	255
Status	256
Public Response	256
No Prior Commitment	256
WHY CONFORM?	258
WHO CONFORMS?	260
Gender	260
Personality	261
Culture	264
RESISTING SOCIAL PRESSURE	265
Reactance	265
Asserting Uniqueness	267
FOR FURTHER READING	269

CHAPTER 8 PERSUASION	271
<hr/>	
TWO ROUTES TO PERSUASION	274
THE ELEMENTS OF PERSUASION	276
Who Says? The Effect of the Communicator	276
<i>Credibility 277 / Attractiveness 280</i>	
What Is Said? The Content of the Message	280
<i>Reason versus emotion 281 / Discrepancy 284 / One-sided versus two-sided appeals 285 / Primacy versus recency 286</i>	
How Is It Said? The Channel of Communication	287
<i>Active experience or passive reception? 287 / Personal versus media influence 289</i>	
To Whom Is It Said? The Audience	292
<i>How old are they? 292 / What are they thinking? 293</i>	
CASE STUDIES IN PERSUASION	297
Cult Indoctrination	297
<i>Attitudes follow behavior 299 / Persuasive elements 300 / Group effects 302</i>	
Persuasion in Counseling and Psychotherapy	303
RESISTING PERSUASION: ATTITUDE INOCULATION	305
Strengthening Personal Commitment	305
<i>Challenging beliefs 305 / Developing counterarguments 306</i>	
Case Studies: Large-Scale Inoculation Programs	306
<i>Inoculating children against peer pressure to smoke 306 / Inoculating children against influence of advertising 307</i>	
Implications	308
FOR FURTHER READING	310
CHAPTER 9 GROUP INFLUENCE	313
<hr/>	
WHAT IS A GROUP?	314
SOCIAL FACILITATION	315
The Presence of Others	315
Crowding: The Presence of Many Others	319
Why Are We Aroused in the Presence of Others?	319
<i>Evaluation apprehension 319 / Driven by distraction 320 / Mere presence 320</i>	
SOCIAL LOAFING	322
Many Hands Make Light Work	322
Social Loafing in Everyday Life	324
DEINDIVIDUATION	326
Doing Together What We Would Not Do Alone	327
<i>Group size 327 / Physical anonymity 328 / Arousing and distracting activities 330</i>	
Diminished Self-Awareness	331
GROUP POLARIZATION	331
The Case of the "Risky Shift"	332
Do Groups Intensify Opinions?	333
<i>Experiments on group polarization 333 / Naturally occurring group polarization 334</i>	
Explaining Polarization	335
<i>Informational influence 336 / Normative influence 337</i>	