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# SOCIAL PSYCHOLOGY

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# Social Psychology

## Second Edition

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# Preface

**ABOUT THIS BOOK.** This new edition emerged in an evolutionary fashion and retains many of the distinctive characteristics of the first edition. Most important, the book still covers the whole range of phenomena that are of interest to social psychologists. While treating intrapsychic processes in detail, it provides strong coverage of social interaction and group processes and of large-scale phenomena such as intergroup conflict and social movements.

Our goal in writing this book has 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 the work of all kinds of social psychologists—those with sociological, psychological, and even anthropological perspectives. This book stresses the impact of social structure and group membership on the social behavior of individuals, but at the same time it 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 FEATURES IN THIS EDITION.** In developing this edition, we sought not only to keep the text abreast of changes within the field of social psychology but also to improve and strengthen the presentation of various topics. Thus, a number of new features are included in this edition. (1) This book has a new chapter on research methods (Chapter 2) that provides expanded and improved coverage of this important topic. (2) This edition offers expanded coverage of sex roles. A new chapter (Chapter 16) discusses sex roles and the influence of gender on behavior throughout life. (3) The sequence of chapters in the early part of the book has been reorganized to provide greater flexibility of use. (4) Coverage of major theories has been expanded and the text reworked to highlight important theoretical concepts. (5) Throughout the book, coverage of research studies has been updated to reflect advances in the field, and important new findings are presented throughout.

**CONTENT AND ORGANIZATION.** This edition opens with a chapter on theoretical perspectives in social psychology (Chapter 1) and a chapter on research methods (Chapter 2). These 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 and includes chapters on socialization (Chapter 3), self and identity (Chapter 4), social perception and attribution (Chapter 5), and attitudes (Chapter 6).

Section two is concerned with social interaction, the core of social psychology. Each of these chapters discusses human interaction. They cover such topics as communication (Chapter 7), social influence and persuasion (Chapter 8), self-presentation and impression management (Chapter 9), altruism and aggression (Chapter 10), and interpersonal attraction (Chapter 11).

Section three provides extensive coverage of groups. It includes chapters on group cohesiveness and conformity (Chapter 12), status processes in interaction (Chapter 13), group performance and leadership effectiveness (Chapter 14), and intergroup relations (Chapter 15).



Section four considers the relations between individuals and the wider society. These chapters treat the influence of life course and gender roles (Chapter 16), the impact of social structure on the individual (Chapter 17), deviant behavior (Chapter 18), and collective behavior and social movements (Chapter 19).

**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 will enable instructors to assign chapters in whatever sequence they wish.

Chapters share a similar format. To make the material interesting and accessible to students, each chapter's introductory section poses four to six thought-provoking questions. These questions provide the issues to be 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 is similarly organized.

The text discussion is supplemented by a number of pedagogic aids. Tables are used to emphasize the results of important studies. Figures are used to illustrate important social psychological processes. Photographs dramatize essential ideas from the text. Boxes in each chapter highlight interesting or controversial issues and studies and discuss the applications of social psychological concepts to daily life. Key terms appear in boldface type and are listed alphabetically at the end of each chapter. A glossary of key terms is included at the end of the book.

**ACKNOWLEDGEMENTS.** Many of our colleagues reviewed one or more chapters of the book and provided useful comments and criticisms. We extend thanks to: Robert F. Bales, Harvard University; Philip W. Blumstein, University of Washington; Marilyn B. Brewer, University of California at Los Angeles; Bella DePaulo, University of Virginia; Glen Elder, Jr., University of North Carolina at Chapel Hill; Viktor Gecas, Washington State University; Christine Grella, University of California at Los Angeles; Allen Grimshaw, Indiana University; Elaine Hatfield, University of Hawaii—Manoa; George Homans, Harvard University; 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; Steven Lybrand, University of Wisconsin—Madison; Patricia MacCorquodale, University of Arizona; Armand Mauss, Washington State University; Douglas Maynard, University of Wisconsin—Madison; William McBroom, University of Montana; John McCarthy, Catholic University of America; Kathleen McKinney, Illinois State University; Howard Nixon II, University of Vermont; Pamela Oliver, University of Wisconsin—Madison; James Orcutt, Florida State University; Daniel Perlman, University of Manitoba; Jane Allyn Piliavin, University of Wisconsin—Madison; Michael Ross, University of Waterloo, Ontario; Melvin Seeman, University of California at Los Angeles; Roberta Simmons, University of Minnesota; Sheldon Stryker, Indiana University; Robert Suchner, Northern Illinois University; James Tedeschi, State University of New York—Albany; Elizabeth Thomson, University of Wisconsin—Madison; Mark P. Zanna, University of Waterloo, Ontario; Morris Zelditch, Jr., Stanford University; Louis Zurcher, University of Texas.

Although this book has benefitted greatly from feedback and criticisms from colleagues, the authors accept responsibility for any mistakes that may remain.

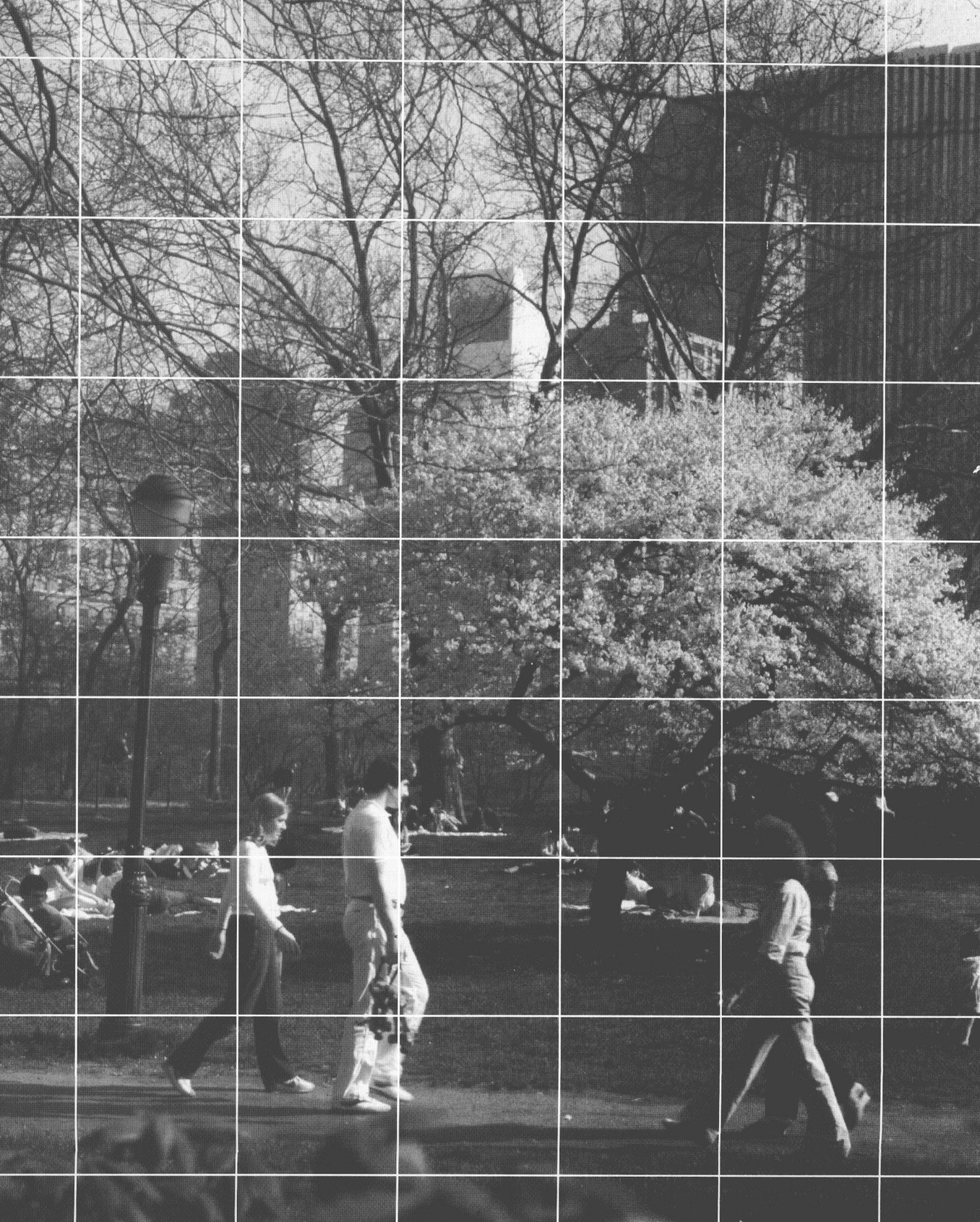
We express thanks to the many students who used the first edition and who provided us with feedback about the book. We have used this feedback to improve the presentation, pace, and style of the new edition.

We extend thanks to Mary Rasmussen for her secretarial assistance in developing the manuscript for this edition.

We also express thanks to the many professionals at Harcourt Brace Jovanovich who contributed to the process of turning the manuscript into a book. Marcus Boggs, executive editor, has been a continuing source of support. Rick Roehrich, associate editor for the social sciences, worked directly with us in preparing the second edition. Martha Berlin, through her diligent work as manuscript editor, significantly improved the book's clarity and conciseness. Linda Miller and Stacy Simpson developed the design and artwork. Sarah Randall and Joan Harlan kept everything moving in the right direction. Our appreciation to them all.

Last, we express our gratitude to those who are close to us. They endured our absence when we were working long hours, listened to our complaints, provided helpful advice when asked, and shared our joy as we made progress on the book.

*H. Andrew Michener  
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■ **Introduction**

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A Formal Definition of Social Psychology  
Relation to Other Fields

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Role Theory  
Reinforcement Theory  
Cognitive Theory  
Symbolic Interactionist Theory  
A Comparison of Perspectives

■ **Is Social Psychology a Science?**

Characteristics of Science  
Social Psychology as a Science

# 1

## chapter

# Introduction to Social Psychology