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A

accommodation process Interacting in such a way that, despite conflict, a relationship is maintained and enhanced.

action-based model A model of cognitive dissonancy stating that cognitive discrepancy generates dissonance motivation because the cognitive discrepancy has the potential to interfere with effective unconflicted action.

actor-observer bias An attribution bias showing that we prefer external attributions for our own behavior, especially if outcomes are negative, whereas observers tend to make internal attributions for the same behavior performed by others.

agenda setting The phenomenon involving the news media determining which stories are emphasized in the news.

agentic state In the agentic state, an individual becomes focused on the source of authority, tuning in to the instructions issued.

aggression Any behavior intended to inflict either psychological or physical harm on another organism or object.

aggressive script An internalized representation of an event that leads to increased aggression and the tendency to interpret social interactions aggressively.

altruism Helping behavior motivated purely by the desire to relieve a victim's suffering and not the anticipation of reward.

altruistic personality A cluster of personality traits that predisposes a person to acts of altruism.

applied research Research that has a principal aim to address a real-world problem.

attitude A mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations with which it is related.

attitude structure The fact that attitudes comprise a cognitive, affective, and behavioral component in their basic structure.

attitude survey A self-report method of measuring attitudes that involves a researcher's mailing a questionnaire to a potential respondent, conducting a faceto-face interview, or asking a series of questions on the telephone.

attribution The process of assigning causes of behavior, both your own and that of others.

authoritarian personality A personality dimension characterized by submissive feelings toward authority, rigid and unchangeable beliefs, and a tendency toward prejudicial attitudes.

authoritarianism A personality characteristic that relates to a person's unquestioned acceptance of and respect for authority.

autobiographical memory Memory for information relating to the self that plays a powerful role in recall of events.

automatic processing The idea that because of our limited information processing capacity we construct social impressions without much thought or effort, especially when we lack the motivation for careful assessment or when our initial impressions are confirmed. See also *controlled processing*.

autonomous altruism Selfless altruism that society does not support or might even discourage.

availability heuristic A shortcut used to estimate the frequency or likelihood of an event based on how quickly examples of it come to mind.

aversive racist A person who believes he or she is unprejudiced, but feels uneasy and uncomfortable in the presence of someone from a different racial group.

B

basic research Research that has the principal aim of empirically testing a theory or a model.

behavioral confirmation A tendency for perceivers to behave as if their expectations are correct and the targets then to respond in ways that confirm the perceivers' beliefs.

belief perseverence The tendency for initial impressions to persist despite later conflicting information, accounting for much of the power of first impressions.

Glossary

black-sheep effect The phenomenon in which an attractive in-group member is rated more highly than an attractive member of an out-group, and an unattractive ingroup member is perceived more negatively than an unattractive out-group member.

bystander effect The social phenomenon that helping behavior is less likely to occur as the number of witnesses to an emergency increases.

С

central route processing In the elaboration likelihood model (ELM), information may be processed by effortful, controlled mechanisms involving attention to and understanding and careful processing of the content of a persuasive message.

classical conditioning A form of learning that occurs when a stimulus comes to summon a response that it previously did not evoke to form an attitude.

cognitive dissonance theory A theory of attitude change proposing that if inconsistency exists among our attitudes, or between our attitudes and our behavior, we experience an unpleasant state of arousal called cognitive dissonance, which we will be motivated to reduce or eliminate.

cognitive miser The idea suggesting that because humans have a limited capacity to understand information, we deal only with small amounts of social information and prefer the least effortful means of processing it.

cohesiveness The strength of the relationships that link members of a group together and is essentially what keeps people in a group or causes them to stick together.

collective self The part of our self-concept that comes from our membership in groups.

collective threat The awareness that the poor performance of a member of one's group may be evaluated with a stereotype and may be generalized into a negative judgment of one's entire group.



G-2

communal relationship An interpersonal relationship in which individuals benefit each other in response to each others' needs.

compliance Social influence process that involves modifying behavior after accepting a direct request.

confirmation bias A tendency to engage in a search strategy that confirms rather than disconfirms our hypothesis.

conformity A social influence process that involves modifying behavior in response to real or imagined pressure from others rather than in response to a direct request or order from another.

confounding variable An extraneous variable in an experiment that varies systematically with the independent variable, making it difficult or impossible to establish a causal connection between the independent and dependent variables.

consensus seeking A tendency in groups that leads members to be more concerned with maintaining morale and gaining unanimous agreement than with the quality of the group decision.

consummate love Love that includes all three components: passion, intimacy, and commitment.

contact hypothesis A hypothesis that contact between groups will reduce hostility, which is most effective when members of different groups have equal status and a mutual goal.

control group A group in an experiment comprising participants who do not receive the experimental treatment.

controlled processing An effortful and careful processing of information that occurs when we are motivated to accurately assess information or if our initial impressions or expectations are disconfirmed.

correlation coefficient A statistical technique used to determine the direction and strength of a relationship between two variables.

correlational research Research that measures two or more dependent variables and looks for a relationship between them; causal relationships among variables cannot be established. **correspondent inference** An inference that occurs when we conclude that a person's overt behavior is caused by or corresponds to the person's internal characteristics or beliefs.

counterfactual thinking The tendency to create positive alternatives to a negative outcome that actually occurred, especially when we can easily imagine a more positive outcome.

courageous resistance Selfless behavior involving risk to a helper (and/or family) that is sustained over time, is a product of a deliberative process, and involves a moral calling.

covariation principle The rule that if a response is present when a situation (person, object, or event) is present and absent when that same situation is absent, the situation is presumed to be the cause of the response.

credibility The believability (expertise and trustworthiness) of the communicator of a persuasive message.

culture of honor An evolved culture in the southern and western United States in which violence is more widely accepted and practiced than in the northern and eastern United Stares, where no such culture exists.

D

deindividuation A phenomenon that occurs in large-group (crowd) situations in which individual identity is lost within the anonymity of the large group, perhaps leading to a lowering of inhibitions against negative behaviors.

dependent variable The measure the researcher assesses to determine the influence of the independent variable on the participants' behavior.

diffusion of responsibility An explanation for the bystander effect suggesting that each bystander assumes another person will take responsibility to help.

direct aggression Overt forms of aggression, such as physical aggression (hitting, punching, kicking, etc.) and verbal aggression (name calling, denigration, etc.).

directive leader A leadership style involving a leader who gives less value to participation, emphasizes the need for agreement, and tends to prefer his or her own solution.

discrimination Overt behavior—often negatively directed toward a particular group and often tied to prejudicial attitudes—which involves behaving in different ways toward members of different groups.

distinctiveness theory The theory suggesting that individuals think of themselves in terms of those attributes or dimensions that make them different—rather than in terms of attributes they have in common with others.

distraction-conflict theory A theory of social facilitation suggesting that the presence of others is a source of distraction that leads to conflicts in attention between an audience and a task that affects performance.

door-in-the-face technique (DITF)

A social influence process in which a large request is made before a smaller request, resulting in more compliance to the smaller request than if the smaller request were made alone.

E

ego depletion The loss of self-energy that occurs when a person has to contend with a difficult cognitive or emotional situation.

egoism The idea that helping a person in need occurs to relieve personal distress.

egotistical bias The tendency to present yourself as responsible for success, whether you are or not, and the tendency to believe these positive presentations.

Eichmann's fallacy The belief that evil deeds are done only by evil people.

elaboration likelihood model (ELM)

A cognitive model of persuasion suggesting that a target's attention, involvement, distraction, motivation, self-esteem, education, and intelligence all influence central and/or peripheral reception to a persuasive attempt.

emotional intelligence A person's ability to perceive, use, understand, and manage emotions.

empathy The compassionate understanding of how a person in need feels.

empathy-altruism hypothesis

An explanation suggesting that the arousal of empathy leads to altruistic acts.

empathy-punishment hypothesis

A hypothesis suggesting that helping occurs because individuals are motivated to avoid the guilt or shame brought about by failure to help.

equity theory An interpersonal relationship theory suggesting that we strive to maximize fairness in our social relationships with others; when inequity is perceived, we are motivated to change a relationship.

ethology A theoretical perspective that views behavior within the context of survival and emphasizes the role of instincts and genetic forces.

evaluation apprehension An explanation for social facilitation suggesting that the presence of others will cause arousal only when they can reward or punish the performer.

everyday prejudice Prejudice that comprises recurrent and familiar events considered to be commonplace.

experimental group A group comprising participants who receive the experimental treatment in an experiment.

experimental research Research involving manipulating a variable suspected of influencing behavior to see how that change affects behavior; results show causal relationships among variables.

expertise A component of communicator credibility that refers to the communicator's credentials and stems from the individual's training and knowledge.

explicit attitude An attitude that operates on a conscious level via controlled processing.

explicit self-esteem Self-esteem that arises primarily from the interaction with people in our everyday life.

external attribution The process of assigning the cause of behavior to some situation or event outside a person's control, rather than to some internal characteristic.

extraneous variable Any variable not controlled by the researcher that could affect the results of a study.

F

factorial experiment An experimental design in which two or more independent variables are manipulated, allowing for the establishment of a causal connection between the independent and dependent variables.

false consensus bias The tendency to believe that our own feelings and behavior are shared by everyone else.

field experiment A research setting in which the researcher manipulates one or more independent variables and measures behavior in the participant's natural environment.

field study A descriptive research strategy in which the researcher makes unobtrusive observations of the participants without making direct contact or interfering in any way.

field survey A descriptive research strategy in which the researcher directly approaches participants and asks them questions.

flexible correction model (FCM)

A model stating that individuals using central route processing are influenced by biasing variables, because they are not aware of the potential biasing conditions.

foot-in-the-door technique (FITD)

A social influence process in which a small request is made before a larger request, resulting in more compliance to the larger request than if the larger request were made alone.

four horsemen of the apocalypse Four factors identified as important in relationship dissolution: complainingcriticizing, contempt, defensiveness, and withdrawal from social interaction (stonewalling).

free riders Group members who do not do their share of the work in a group.

frustration-aggression hypothesis

A hypothesis that frustration and aggression are strongly related, suggesting that aggression is always the consequence of frustration and that frustration leads to aggression.

fundamental attribution error The tendency to automatically attribute the causes for another person's behavior to internal rather than situational forces.

G

group An aggregate of individuals who interact with and influence one another.

group norms Expectations concerning the kinds of behaviors required of group members.

group polarization The tendency for individual, prediscussion opinion to become more extreme following group discussion.

groupthink A group-process phenomenon that may lead to faulty decision making by highly cohesive group members more concerned with reaching consensus than with carefully considering alternative courses of action.

Н

heat effect The observation that aggression is more likely when people are hot than when they are cool.

helping behavior Helping partially motivated by personal gain rather than relieving the suffering of a victim.

heritability An indicator of the degree to which genetics accounts for differences among people for any given behavior or characteristic.

heroism Helping that involves significant risk above what is normally expected and serves some socially valued goal.

heuristic and systematic informationprocessing model (HSM) A cognitive model of persuasion suggesting that of the two routes to persuasion, systematic and heuristic, people choose to use heuristics or peripheral cues more often.

heuristics Handy rules of thumb that serve as shortcuts to organizing and perceiving social reality.

hindsight bias Also known as the "I-knew-it-all--along" phenomenon; shows that with the benefit of hindsight, everything looks obvious.

hostile aggression Aggressive behavior stemming from angry or hostile impulses, with a primary goal to inflict injury to some person or object.

hypothalamus A structure in the limbic system of the brain associated with aggressive behavior.

Glossary

hypothesis A tentative and testable statement about the relationship between variables.

L

ideal self The mental representation of what a person would like to be or what a significant other would like him or her to be.

illusion of efficacy The illusion that members of small groups think they are more effective than larger groups, which may not be the case.

illusion of transparency The belief that observers can read our private thoughts and feelings because they somehow leak out.

illusory correlation An error in judgment about the relationship between two variables in which two unrelated events are believed to covary.

implicit attitude An attitude that affects behavior automatically, without conscious thought and below the level of awareness, via automatic processing.

implicit personality theory A common person-schema belief that certain personality traits are linked together and may help us make a quick impression of someone, but there is no guarantee that initial impression will be correct.

implicit self-esteem An efficient system of self-evaluation that is below our conscious awareness.

impression formation The process by which we make judgments about others.

independent variable The variable that the researcher manipulates in an experiment.

indirect aggression Aggression that is social in nature, such as social ostracism and deliberate social exclusion.

individual self The part of the self that refers to our self-knowledge, including our private thoughts and evaluations of who and what we are.

informational social influence Social influence that results from a person responding to information provided by others.

informed consent An ethical research requirement that participants must be informed of the nature of the study, the requirements for participation, any risks or benefits associated with participating in the study, and the right to decline or withdraw from participation with no penalty.

in-group bias The powerful tendency of humans to favor over other groups the group to which they belong.

inoculation theory The theory that if a communicator exposes an audience to a weakened version of an opposing argument, the audience will devise counterarguments to that weakened version and avoid persuasion by stronger arguments later.

instrumental aggression Aggressive behavior stemming from a desire to achieve a goal.

interaction When the effect of one independent variable in a factorial experiment changes over levels of a second, indicating a complex relationship between independent variables.

interactionist view of altruism The view that an individual's altruistic or selfish internal motives interact with situational factors to determine whether a person will help.

internal attribution The process of assigning the cause of behavior to some internal characteristic rather than to outside forces.

interpersonal forgiveness A harmed individual's decreased motivation to retaliate against and a reduced tendency to maintain distance from one's relationship partner, and an increased willingness to express conciliation and goodwill toward the partner.

introspection The act of examining our own thoughts and feelings to understand ourselves, which may yield a somewhat biased picture of our own internal state.

J

just-world hypothesis A hypothesis that we believe people get what they deserve and deserve what they get.

L

latitude of acceptance In social judgment theory, the region of an attitude into which messages that one will accept fall.

latitude of noncommitment In social judgment theory, the region of an attitude into which messages that one will neither accept nor reject fall.

latitude of rejection In social judgment theory, the region of an attitude into which messages that one will reject fall.

legitimacy A group member's feeling of obligation to obey the group's leader.

limerence Occurs when a person anxious for intimacy finds someone who seems able to fulfill all of his or her needs and desires; for limerent lovers, all the happiness one could ever hope for is embodied in the loved one.

loneliness A psychological state that results when we perceive that there is an inadequacy or a deprivation in our social relationships.

Μ

matching principle A principle that applies in romantic relationships, suggesting that individuals become involved with a partner with whom they are closely matched socially and physically.

mere exposure The phenomenon that being exposed to a stimulus increases one's feelings, usually positive, toward that object; repeated exposure can lead to positive attitudes.

metacognition The way we think about thinking, which is primarily optimistic.

modern racism Subtle racial prejudice, expressed in a less open manner than is traditional overt racial prejudice and characterized by an uncertainty in feeling and action toward minorities.

multiple-audience problem In persuasion, the problem that arises when a communicator directs the same message at two different audiences, wishing to communicate different meanings to each.

Glossary

Ν

naive realism The belief that we see the world objectively while others see it in a biased way.

need for affiliation A motivation that underlies our desire to establish and maintain rewarding interpersonal relationships.

need for cognition (NC) An individual difference dimension in persuasion concerning the degree to which individuals prefer effortful processing of information.

need for intimacy A motivation for close and affectionate relationships.

negative correlation The direction of a correlation in which the value of one variable increases whereas the value of a second decreases.

nonrational actor A view that humans are not always rational in their behavior and their behavior can be inconsistent with their attitudes.

norm An unwritten social rule existing either on a wide cultural level or on a smaller, situation-specific level that suggests what is appropriate behavior in a situation.

norm of reciprocity A social norm stating that you should help those who help you and should not injure those who help you.

normative altruism Altruism that society supports and encourages.

normative social influence Social influence in which a person changes behavior in response to pressure to conform to a norm.

0

obedience A social influence process involving modification of behavior in response to a command from an authority figure.

observational learning Attitude formation learned through watching what people do and whether they are rewarded or punished and then imitating that behavior.

operant conditioning A method by which attitudes are acquired by rewarding a person for a given attitude in the hopes it will be maintained or strengthened. **ostracism** The widespread and universal behavior of excluding or ignoring other individuals or groups.

ought self The mental representation of what a person believes he or she should be.

out-group homogeneity bias The predisposition to see members of an out-group as having similar characteristics or being all alike.

Ρ

participative leader A leadership style characterized by a leader who shares power with the other members of the group and includes them in the decision making.

peripheral route processing In the elaboration likelihood model (ELM), information may be processed using cues peripheral or marginal to the content message.

personal attributes An aspect of the selfconcept involving the attributes we believe we have.

persuasion A form of social influence that involves changing others' thoughts, attitudes, or behaviors by applying rational and emotional arguments to convince them to adopt your position.

physical attractiveness bias The tendency to confer a number of psychological and social advantages to physically attractive individuals.

physical proximity effect The fact that we are more likely to form a relationship with someone who is physically close to us; proximity affects interpersonal attraction, mostly at the beginning of a relationship.

pluralistic ignorance An explanation suggesting that an individual who is uncertain about what to do in an emergency situation notes how others are reacting; if others act as though no emergency exists, the bystander will not intervene to help the victim.

positive correlation The direction of a correlation in which the values of two variables increase or decrease in the same direction.

positive illusions Beliefs that include unrealistically optimistic notions about individuals' ability to handle a threat and create a positive outcome. **postdecision dissonance** Cognitive dissonance that is aroused after you have chosen between two equally attractive, mutually exclusive alternatives.

prejudice A biased attitude, positive or negative, based on insufficient information and directed at a group, which leads to prejudgment of members of that group.

primacy effect The observation that information encountered early in the impression formation process plays a powerful role in our eventual impression of an individual.

primary compensation A method by targets of prejudice that reduces threats posed by using coping strategies that allow the targets of prejudice to achieve their goals.

process loss The loss of group efficiency that results from increased group size and generally leads to a decrement in productivity.

propaganda A deliberate attempt to persuade people, by any available media, to think in a manner desired by the source.

psychological reactance A psychological state that results when individuals feel that their freedom of action is threatened because other people are forcing them to do or say things, making them less prone to social influence attempts.

R

random assignment A method of assigning participants to groups in an experiment that involves each participant's having an equal chance of being in the experimental or control group.

reflected appraisal A source of social information involving our view of how other people react to us.

relational aggression A form of aggression having direct and indirect components involving the use of social ostracism and rejection (indirect aggression) and direct confrontation (direct aggression).

representativeness heuristic A rule used to judge the probability of an event or a person falling into a category based on how representative it or the person is of the category. **righteous rescuer** The designation bestowed by Israel on non-Jews who helped save Jews from the Nazis during World War II.

role strain The discomfort one feels in an obedience situation that causes a person to question the legitimacy of the authority figure and weakens the agentic state.

romantic love Love involving strong emotion and having the components of passion and intimacy but not commitment.

S

sanctioned aggression Aggressive behavior that society accepts or encourages.

schema A set of organized cognitions that help us interpret, evaluate, and remember a wide range of social stimuli, including events, persons, and ourselves.

scientific method A method of developing scientific explanations involving four steps: identifying a phenomenon to study, developing a testable research hypothesis, designing a research study, and carrying out the research study.

secondary compensation A method of handling prejudice involving attempts to change one's mode of thinking about situations to psychologically protect oneself against the outcomes of prejudice.

secret love Love in which individuals have strong passion for one another but cannot or will not make those feelings publicly known, increasing the attraction of a relationship.

self-affirmation theory A theory that individuals may not try to reduce dissonance if they can maintain (affirm) their self-concept by showing they are morally adequate in other ways.

self-categorization theory A theory suggesting people need to reduce uncertainty about whether their perceptions of the world are "correct" and seek affirmation of their beliefs from fellow group members.

self-disclosure The ability and willingness to share intimate areas of one's life with another person in a relationship.

self-esteem An individual's evaluation of the self, which can be positive or negative.

self-evaluation maintenance (SEM) theory A theory explaining how the behavior of other people affects how you feel about yourself, especially when they perform some behavior that is important to your self-conception.

self-fulfilling prophecy A tendency to expect ourselves to behave in ways that lead to confirmation of our original expectation.

self-handicapping Self-defeating behavior engaged in when you are uncertain about your success or failure at a task to protect your self-esteem in the face of failure.

self-identity theory (SIT) A theory proposing that a number of factors predict one group's reaction to competing groups and concerning what may arise from identification with a social category.

self-perception theory A theory suggesting that we learn about our motivations by evaluating our own behavior, useful especially in the area of attitude change.

self-regulation A critical control mechanism used by individuals to match behavior to internal standards of the self or to the expectations of others.

self-schemas Self-conceptions that guide us in ordering and directing our behavior involving how we represent our thoughts and feelings about our experiences in a particular area of life.

self-serving bias Our tendency to attribute positive outcomes of our own behavior to internal, dispositional factors and negative outcomes to external, situational forces.

self-verification A method of supporting and confirming your self-identity.

sexual self-schema How we think about the sexual aspects of the self, derived from past sexual knowledge and experience, and which guides future sexual activity.

similarity effect The fact that we are more likely to form a relationship with a similar than a dissimilar other.

sinister attribution error The tendency for certain people to overattribute lack of trustworthiness to others.

sleeper effect A phenomenon of persuasion that occurs when a communication has more impact on attitude change after a long delay than when it is first heard.

social anxiety Anxiety tied to interpersonal relationships that occurs because of an individual's anticipation of negative encounters with others.

social category relationship

A relationship in which bystanders assume that the parties involved belong together in some way.

social cognition The general process we use to make sense out of social events, which may or may not include other people.

social comparison process A source of social knowledge involving how we compare our reactions, abilities, and attributes to others.

social compensation The tendency to work harder in a group to make up for the weaknesses of others in the group when the task is important and motivation to perform is high.

social dominance orientation Desire to have one's in-group in a position of dominance or superiority to out-groups. High social dominance orientation is correlated with higher levels of prejudice.

social exchange theory A theory of how relationships are evaluated, suggesting that people make assessments according to the rewards (positive things derived from a relationship) and costs (negative things derived from a relationship).

social facilitation The performanceenhancing effect of others on behavior; generally, simple, well-learned behavior is facilitated by the presence of others.

social identity theory An assumption that we all need to have a positive self-concept, part of which is conferred on us through identification with certain groups. **social impact theory** A theory stating that social influence is a function of the combination of the strength, immediacy, and number of influence sources.

social information-processing view of aggression A view stating that how a person processes social information mediates aggression.

social inhibition The performancedetracting effect of an audience or coactors on behavior; generally, complex, not-well-learned behaviors are inhibited by the presence of others.

social-interactional model A model suggesting that antisocial behavior arises early in life and is the result of poor parenting, leading a child to develop conduct problems that affect peer relations and academic performance.

social judgment theory An attitude theory suggesting that the degree of personal involvement with an issue determines how a target of persuasion will judge an attempt at persuasion.

social learning theory A theory that social behavior is acquired through direct reinforcement or punishment of behavior and observational learning.

social loafing The performance-inhibiting effect of working in a group that involves relaxing individual effort based on the belief that others will take up the slack.

social penetration theory A theory that relationships vary in breadth, the extent of interaction, and depth, suggesting they progress in an orderly fashion from slight and superficial contact to greater and deeper involvement.

social perception The social processes by which we come to comprehend the behavior, words, and actions, of other people.

social psychology The scientific study of how individuals think about, interact with, and influence each other.

sociobiology A theoretical perspective that views social behavior as helping groups of organisms within a species survive.

spotlight effect A phenomenon occurring when we overestimate the ability of others to read our overt behavior, how we act and dress, suggesting that we think others notice and pay attention to whatever we do.

stereotype A set of beliefs, positive or negative, about the characteristics or attributes of a group, resulting in rigid and overgeneralized images of members of that group.

stereotype threat The condition that exists when a person is asked to perform a task for which there is a negative stereotype attached to the person's group and performs poorly because the task is threatening.

symbolic aggression Aggressive behavior that interferes with a victim's advancement toward a goal.

T

theory A set of interrelated propositions concerning the causes for a social behavior that helps organize research results, make predictions about the influence of certain variables, and give direction to future social research.

theory of planned behavior A theory that explains attitude-behavior relationships, focusing on the relationship between the strength of our behavioral intentions and our performance of them.

threat to self-esteem model A model explaining the reactions of victims to receiving help, suggesting that they might refuse help because accepting it is a threat to their self-esteem.

transactive memory systems Systems within groups that are sets of individual memories that allow group members to learn about each other's expertise and to assign memory tasks on that basis.

triangular theory of love A theory suggesting that love is comprised of three components—passion, intimacy, and commitment—each of which is conceptualized as a leg of a triangle that can vary.

true partner effect The phenomenon whereby an individual's tendency to conform with a majority position is reduced if there is one other person who supports the nonconforming individual's position.

trustworthiness A component of communicator credibility that involves our assessment of the communicator's motives for delivering the message.

U

ultimate attribution error The tendency to give in-group, but not out-group, members the benefit of the doubt for negative behaviors.

unobtrusive measure A method of assessing attitudes such that the individuals whose attitudes you are measuring are not aware of your interest in them.

unrequited love Love expressed by one person that is rejected and not returned by the other.

V

value A concept closely related to an attitude that is a standard of what is desirable for one's actions.

W

working model Mental representations of what an individual expects to happen in close relationships.

Y

Yale communication model A model of the persuasion process that stresses the role of the communicator (source of a message), the nature of the message, the audience, and the channel of communication.

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Maas, A., West, S. G., & Cialdi

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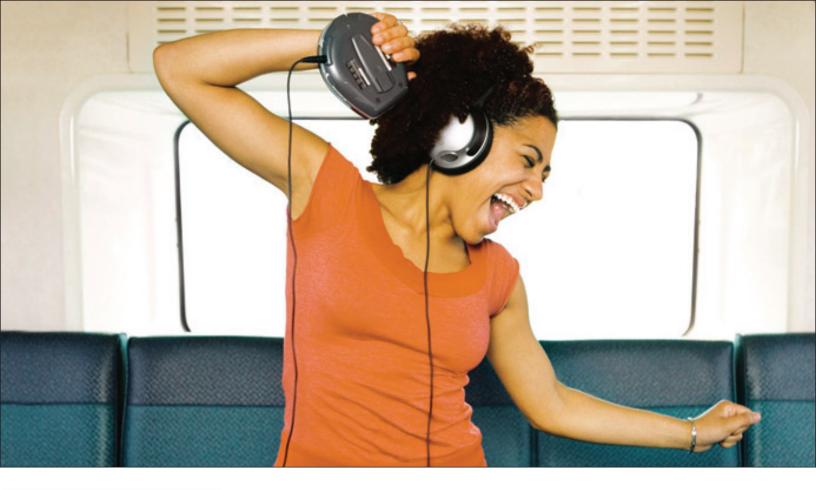
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Name Index

A

Aarts, H., 66 Abbot, A. S., 299 Abbott, B. B., 9, 10 Abelson, R. P., 175 Abrahams, D., 330 Abrams, D., 293 Acker, M., 322 Adesso, V. J., 368 Adorno, T. W., 114 Agocha, V. B., 338 Aiken, G., 103 Aikwa, A., 442 Ainsworth, M. D., 324 Ajzen, I., 158, 174, 176 Akimoto, S. A., 87 Akrami, N., 116, 117 Alaphillippe, D., 443 Albarracin, D., 190 Albert, D. J., 365, 366 Aldrich, A., 309 Alfieri, T., 78, 79 Allard, L. M., 325 Allen, J., 323, 323, 442 Allen, J. L., 405 Allik, J., 45 Allison, S. T., 144 Allport, G., 125, 135, 136, 142, 144, 145, 157-158 Alpass, F. M., 319 Altermatt, T. W., 298 Altman, A., 442 Altman, I., 339 Amabile, T., 81 American Psychological Association (APA), 22, 23 Amodio, D. M., 330 Andersen, B. L., 38, 39 Anderson, C. A., 167, 168, 169 Anderson, D. E., 72 Ansell, E., 320 Ansfield, M. E., 64, 72 Arbuthnot, J., 247 Archer, J., 359, 360, 385 Arendt, H., 258 Arnabile, T., 131 Arndt, J., 46 Aron, A., 268, 323, 326 Aron, E. N., 268, 323, 326 Aronson, E., 4, 145, 216 Aronson, J., 136 Aronson, V., 330 Arriaga, P., 387 Arrington, L. J., 104 Asakawa, K., 92 Ascani, K., 250, 251, 253 Asch, S., 235-237, 240, 242, 243, 245

Asher, T., 250 Ashmore, R. D., 330 Aspinwall, L. G., 91 Assad, J. M., 368 Asuncion, A. G., 144

В

Baarda, B., 386 Bachorowski, J., 368 Back, K. W., 327 Badaway, A., 367 Baguma, P., 334 Bailey, J., 122 Bailey, N., 337 Baker, J., 118 Baker, R. L., 380 Bakshi, A., 362 Ball-Rokeach, S., 159 Balls, P., 443 Banaji, M. R., 33,108, 110, 163 Bandura, A., 166, 375 Banse, R., 125 Bargh, J. A., 48, 64, 65, 66, 67, 87 Barkow, J. H., 127 Barnett, R., 418 Baron, A. S., 110 Baron, R., 214, 241, 288, 431 Baron, R. A., 385 Barrett, L. E., 317 Bartell, P. A., 418 Bartholomew, K., 326 Bartholow, B. D., 168 Bartlett, M. Y., 420 Bassili, J. N., 238 Batson, C. D., 403-405, 406, 407, 408, 418, 436 Bauer, M., 91 Baumeister, R. E., 45, 48, 49, 63-64, 90, 127, 215, 256, 293, 294, 317, 320, 322, 323, 349, 417 Baumgardner, A. H., 52 Baumgardner, M. H., 190 Baumrind, D., 268 Baxter, K., 167 Becker, S. W., 427, 434 Bee, H., 392 Beers, M., 41 Bell, M. L., 360 Bem, D. J., 31, 217, 249 Ben Hamida, S., 337 Ben Zeev, T., 138-139 Benson, J. E., 79 Benson, P. L., 421, 424 Bergeron, N., 381 Berglas, S., 54, 55 Berkowitz, L., 42, 240, 371, 421, 438, 442 Berndt, T. J., 350 Bernieri, F. J., 66, 70, 84

Berreby, D., 335 Berry, D., 331 Berscheid, E., 53, 87, 322, 331, 340, 341, 342, 348 Bettencourt, B. A., 361 Betz, A. L., 33, 165 Bickman, L., 240, 263, 418 Bierhoff, H-W., 405 Biernat, M., 341 Biggs, E., 87 Billig, M., 125, 292 Birani-Nasaraladen, D., 393 Bissonette, V., 330 Bitton, D., 104 Blaine, B. E., 34 Blanchard, D. C., 371 Blanchard, E. A., 146 Blanchard, R. J., 371 Blanchflower, D. G., 92 Blank, A., 177 Blascovich, J., 307 Blass, T., 266 Bless, H., 139 Block, A., 207 Block, L., 207 Blumberg, S. J., 93 Bodenhausen, G. V., 124, 125, 146 Boggs, L. W., 104 Boh. L., 298 Bonnanno, G. A., 43 Bonner, B. L., 298 Bordens, K. S., 9, 10, 19, 117 Bordia, P., 330 Borello, G. M., 320 Bornstein, R. E., 164,327 Bos, M. W., 64, 65 Boster, F. J., 442 Bourgeois, M., 201 Bourough, H. W., 425 Bowdle, B. E, 382 Brackin, A., 319 Bradley, S. D., 387 Bradshaw, D., 324 Brannen, C., 318 Brannon, J., 285 Bratslavsky, E., 317, 322, 349 Brazier, G., 423 Breakefield, X. O., 7 Breckler, S. J., 158 Brehm, J. W., 210, 212, 219, 237, 238 Brehm, S. S., 219, 238, 323, 349 Brewer, M. B., 124, 144, 292 Brickman, P., 432 Bridgstock, R., 335, 336 Briggs, S. R., 330 Brolly, L., 302 Bromley, S., 425

Brown, D. L., 409 Brown, J. D., 285 Brown, R., 125, 258 Brown, R. P., 138 Brown, S. L., 408 Brownell, K. D., 333, 334 Brownstein, R. J., 253 Brumbaugh, C. C., 324 Brunner, H. H., 7 Bryan, J. H., 432 Bryant, F. B., 372 Bryne, D., 330 Buchanan, J., 357 Buckser, A., 429 Buehler, R., 33, 34 Bundy, R., 292 Burger, J. M., 253 Burger, J. M., 250 Burgess, M., 318 Burgoon, M., 250 Burleson, M. H., 319 Burnett, A., 316 Burnstein, E., 234, 307 Burt, M., 389 Bush, M., 256 Bushman, B. J., 366 Buss, D., 330, 333, 336, 337 Buunk, B., 290, 336, 337 Byrd, J., 124 Byrd, W., 393 Byrne, D., 329

С

Cacioppo, J. T., 195, 199, 200, 204, 207, 208, 319 Calder, B., 249, 258 Caldwell, N. D., 34 Callero, P. L., 434 Calley, W., 257 Campbell, D. T., 162 Campbell, J., 238 Campbell, J. T., 234, 241 Campbell, W. K., 45, 49 Cantrill, J. G., 249 Caporael, L. R., 284, 292 Cardador, J. M., 386 Cardenas, R. A., 331 Carducci, B. J., 250 Carli, L. L., 242, 329 Carlo, G., 360, 361 Carlsmith, J. M., 210 Carlson, D., 61 Carlson, N. R., 365 Carlston, D. E., 125 Carnegie Commission on Higher Education, 204-205 Carniero, P., 387 Carothers, L. E., 380 Carr, C., 138, 390 Carrere, S., 343 Carroll, J., 29-30, 57 Carver, C. S., 38, 51 Casey, R. J., 331 Cassidy, C., 423 Castro, M. A. C., 442

Caverly, J., 186, 200, 226 Chaiken, S., 80, 188, 208 Chak, K., 321 Chan, D. K-S., 328 Chang, E. C., 92 Chanowitz, B., 177 Chapman, L. L., 130 Charlton, K., 72 Chartrand, T. L., 48, 64, 66 Check, J., 389 Chen. H., 77 Cheng, G. H-L., 328 Cheong, J., 368 Chermack, S., 379 Chesner, S. P., 417 Choo, P., 91 Chory-Assad, R. M., 386 Christenfeld, N., 337 Christensen, C., 299 Christensen, P. N., 320, 336 Christiansen, K., 365 Chrvala, C., 243 Cialdini, R. B., 126, 250, 251, 253, 254, 253, 407-408 Ciarocco, N. J., 294 Clark, D. M., 319 Clark, M. S., 342-343, 440 Clark, N. T., 245 Clark, R. D., 417 Clary, E. G., 428 Clement, D., 243 Clore, G. L., 330 Coan, J., 343 Cohen, A. R., 210 Cohen, D., 35, 381, 382-384 Cohen, G., 171 Cohen, G. L., 140 Cohen, L, 135, 142 Cohen, S., 78 Cole, J. D., 362 Coleman, L. T., 142 Colangelo, A., 172 Collins, J. E., 325 Collins, M. A., 331 Collins, R. L., 42, 206 Colvin, C. R., 56 Conger, R. D., 343 Conley, R., 349 Conner, R., 365-366 Connors, B., 73, 74 Conway, L. G., 239 Cook, S. W., 147 Cooley, C. H., 30 Cooper, H., 72 Cooper, H. M., 366, 368 Cooper, J., 171, 213, 214 Cooper, M. L., 338 Corley, R., 170, 428 Correll, J., 109, 205 Cote, S., 41 Cottrell, N. B., 105, 287 Cousins, N., 36 Covell, K., 389 Coyne, S. M., 385 Cramer, R. E., 418

Crandall, C. S., 334 Crano, W. D., 210 Creason, C. R, 250, 253 Crockenberg, S., 378 Crocker, J., 45, 142 Crohan, S. E., 346 Crosby, E., 425 Crott, H., 298 Crowley, M., 421 Crutchfield, R. S., 239 Crystal, D. S., 243 Csikszentmihalyi, M., 317 Cunningham, J. A., 210 Cunningham, M., 249 Cyranowski, J. M., 38, 39

D

Darley, J. M., 130, 198, 410, 413-414, 418, 439 Darrow, C., 185-186, 187, 189, 197, 226 Davison, W., 165 Davis, E. B., 168 Davis, J. H., 296, 304 Davis, J. M., 66 Davis, K., 74 Davis, M., 73, 74 Davis, M. H., 322 De La Ronde, C., 50, 51, 344 de Man, A., 390 De Raad, B., 381 Dean, K. E., 390 DeBarvshe, B. D., 377 Deelstra, J. T., 443 Defries, J. C., 170 DeHart, T., 46 Deiong, M., 334 Deiong, W., 249 Dekel, S., 43 DeLamater, J., 283 Delgado, J. M. R., 364 DeSantis, A. D., 218 Demaine, L. J., 250 Dempsey, C. B., 250 Denrell, J., 70-71 DePaulo, B. M., 56, 72, 73, 439, 441 Derlega, V. J., 8 Dershowitz, A., 120 Desforges, D., 145 DeSteno, D., 420 Deuser, P. S., 250 Deutsch. M., 233 Devine, P. G., 71 Devine, P., 134 Dewey, 174 Diamond, L. M., 322, 323 Diaz, C. R. 372 Diener, C., 91 Diener, E., 37, 91 Diener, M., 37 Dijkstra, P., 336, 337 Dijkstrerhuis, A., 64, 65, 66 Dillard, C. L., 273 Dillard, J. P., 250 Dimitri, S., 324 Ding, V. J., 334 Dion, K. K., 331

Dion, K. L., 135 DiTommaso, E., 318 Dodge, K. A., 362, 392 Doll, J., 176 Dollard, J., 370 Doms, M., 243 Donnelly, D., 388 Donnerstein, E., 122, 388, 389 Donnerstein, M., 122, 388 Doob, L., 370 Doucet, N., 424 Douglass, F., 118 Dovidio, J. F., 108, 121, 128, 132, 147, 148, 405, 408, 425 Downey, K. T., 44 Dozier, J. B., 438 Dragna, M., 418 Drickamer, L. C., 362 Drigotas, S., 343, 344 Duarte, S., 117 Duck, J., 293 Duck, S. W., 323, 329, 349 Dugoni, B. L., 386 Dunbar, E., 114 Dunbar, R. L. M., 114 Dunn, D. S., 31, 178 Dunn, E., 65, 115 Dunning, D., 94 Durvasula, R., 322 Dutta, R., 331 Dweck, C., 111 Dyck, R. J., 372

E

Eagly, A. H., 173, 174, 189, 197, 205, 208, 242, 300, 301, 330, 360, 361, 421, 427, 434 Early, S., 403-404 Earn, B. M., 135 Eccles, J. S., 86 Eden, D., 302 Edwards, J. A., 69 Edwards, S. B., 364 Edwards, S. L., 319 Eibach, R., 34 Eichmann, A., 257–258 Eisenberg, N., 17, 403, 432, 433 Eisenstadt, D., 122 Eitzen, D. S., 128 Ekehammar, B., 116, 117 Ekman, P., 71, 72, 198 Elder, G. H., Jr., 343 Eliot, A. D., 50 Elkin, R. A., 210 Elliot, A. J., 134 Elliot, J. M., 437 Ellis, A.L., 306 Elms, A., 259, 260 Engels, R., 379 Engleberg, E., 208 Enzo, E., 322 Epps, J., 392 Eron, L. D., 369, 374, 379, 385 Ervin, C. R., 329 Eshleman, A., 34 Eslea, M., 385

Espindle, D., 39 Esses, V. M., 136 Esteves, F., 387 Etcoff, N. L., 72 Eubanks, J., 167 Evans, D., 423 Evans, D. C., 331 Evans, K., 320 Evans, R., 388

F Fabrigar, L. R., 205-206 Fagin Jones, S., 428 Fairey, P. J., 234, 241 Fairfield, M., 55 Farley, S. D., 175 Farrell, B., 367 Faulkner, S., 293 Fazio, R. H., 31, 176, 178, 188, 213 Fehr. B., 349 Fein, S., 138-139 Feist, J., 285 Femina, D., 380 Ferguson, T. J., 385 Feshbach, S., 359 Festinger, L., 30, 188, 209, 210, 216, 237, 242, 253, 285, 327 Fiebert, M. S., 349 Fiedler, F. W., 300, 302 Figueredo, A. J., 382 Filip, J. C., 319 Filkins, J., 298 Fincham, F. D., 347 Fink, M. I., 425 Finkelstein, M. A., 419 Fireman, B., 271 Fischer, G. W., 132 Fischer, P., 416 Fischoff, B., 20 Fishbaugh, L., 243 Fishbein, H., 118 Fishbein, M., 174 Fisher, J. D., 439, 441, 442, 443, 444 Fiske, A. P., 87 Fiske, S. T., 50, 63, 83, 84 Fitzgerald, S., 315 Flament, C., 292 Flanagan, T. J., 361 Flanagin, A. J., 191 Fleming, A., 155, 156 Fleming, J. H., 198 Flohr, H., 63, 127, 128 Flynn, F., 117 Flynn, J. P., 364 Foa, E. B., 319 Fonda, H., 243, 246 Ford, C. F., 325 Forde, D. R., 360 Forehand, R., 392 Forgas, J. P., 82, 291, 293 ForsterLee, L., 201, 302 Forsyth, D., 282, 284 Foss, R. D., 250 Foster-Fishman, P. G., 300 Frable, D. E. S., 44

Fraley, R. C., 324 Francis, L., 301 Frank, M. J., 72 Franklin, J., 319 Franks, B., 185, 200 Franks, J., 185 Franz, T. M., 300 Fraser, J., 388 Fraser, S. C., 248 Freedman, J. L., 210, 248, 386 French, J. R. P., Jr., 301 Frenkel-Brunswik, E., 114 Frey, D., 82, 416 Friedman, M., 47 Frieze, I. H., 324 Fritch, A., 329 Fritzsche, B. A., 419 Fulker, D. W., 170 Fuller, D. O., 349 Fultz, J., 404, 408, 418 Funder, D. C., 56 Furnham, A., 82, 334 Furr, J. M., 319

G

Gabriel, S., 37 Gadow, K. D., 386 Gaertner, L., 35, 35-36 Gaertner, S. L., 424, 425 Galillard, A. W. K., 290 Galinsky, A. D., 300 Gallois, C., 330 Gamson, W. A., 271 Gangestad, S. W., 331, 335 Ganley, O., 329 Garcia, J., 140 Garcia, S., 16, 330, 414 Garcia-Martinez, J. M. A., 325 Gardikiotis, A., 245 Gardner, W., 37 Garrison, W. L., 185 Gary, J., 165 Gavanski, I., 89 Gavazzi, S. M., 379 Gawronski, B., 125, 163 Geen, R. G., 287 Geffner, M. M., 263 Geffner, R., 264-265 Gehrig, L., 93 Gelles, R. J., 378 Genovese, K., 410-411, 413, 414 George, C., 380 Gerard, H. B., 30 Gergen, K. J., 442 Gerow, J., 117 Gerrard, H., 233 Gershoff, E. T., 378 Gerskovich, I., 33 Giancola, P. R., 368 Gibbons, F. X., 48, 52 Gibson, E., 119 Giesel, M., 298 Giesler, R. B., 50 Gilardi, E. E., 91 Gilbert, D. S., 82

Gilbert, D. T., 78, 79, 93, 94, 107, 177 Gilbert, S. J., 267 Gill, M. J., 70, Gillis, J. S., 66, 70 Gilovich, T., 56, 85, 198, 199 Ginsburg, G. P., 307 Giuliano, T., 422 Givertz, M., 319 Glassman, R. B., 409 Gleicher, F., 192, 193 Glick, P., 53 Glomb, T. M., 330 Goebbels, J., 223-225 Goeckner, D. J., 368 Gokee-Larose, J., 334 Goei. R., 442 Goethals, G. R., 85 Goldman, M., 249, 250, 252, 431, 439 Goldman, R., 204 Goldstein, B., 359 Goleman, D., 119, 162, 409, 432 Gollwitzer, P. M., 90 Golub, A., 393 Gonzalez, A. S., 349 Goodall, J., 17-18 Goranson, R. E., 442 Gore, K. Y., 425 Gorman-Smith, D., 376 Gosselin, P., 71 Gottman, J. M., 343, 346 Gough, H. G., 115 Gouldner, A. W., 252, 440 Gracek, S., 321 Graetz, K., 35, 35-36 Graham, S., 422 Grahe, J. E., 66 Greenberg, M. A., 46 Greene, D., 84 Greenwald, A. G., 32, 33, 35,160, 163, 190, 199 Grewal, D., 41 Grich, J., 325 Grieve, P. G., 126, 127 Griffiths, R. J., 111 Griswell, M. L., 180 Gross, A., 440 Gross, J. J., 67 Gross, M., 264-265 Gross, P. H., 130 Gross, R., 263 Grote, N. K., 342-343 Groth, A. N., 388, 389 Grove, J., 162 Grube, J. W., 159 Gruder, C. L., 189, 421 Gschwender, T., 163 Guadango, R. E., 250 Gueguen, N., 251 Guichard, A., 325 Guiliano, T. A., 79 Guillen, A., 382 Guimond, S., 117 Gunderson, J., 329 Guo, S. Z., 167 Gurtman, M. B., 128

Gylje, M., 116 н Hale, M., 115 Hale, W. W., 379 Hallam, J. R., 53 Hamilton, D. L., 130 Hamilton, L., 270 Hansen, C. H., 130 Hansen, R. D., 130 Harari, H., 416, 417 Harari, O., 416, 417 Harber, K., 41 Harden, C., 108 Hardin, C. D., 172 Hargreaves, D. J., 420 Haridakis, P. M., 386 Harkins, S. G., 290, 290, 291 Harmon-Jones, E., 219 Harris, C. R., 337 Harris, L. J., 331 Harris, M., 243 Harris, M. B., 333 Harris, P. R., 205 Harris, V.A., 75 Harrop, J. W., 378 Hartner, S., 162 Harvey, C. B., 167 Harvey, J. H., 84 Haslam, S. A., 126, 292 Haselton, M. G., 95 Hass, R. G., 119, 122 Hastie, R., 305, 306 Hatch, E. C., 298 Hatfield, E., 329, 341 Hatfield, E. H., 188, 320, 329, 341 Haugtvedt, C. P., 194 Haugtvedt, C. R., 208 Hay, J., 341 Haves, T. C., 382 Hays, R. B., 340 Hawkley, L. C., 319 Hazan, C., 324 Hazlett, S., 55 Heath. L., 386 Heaton, A. W., 52 Hebb, D. O., 8 Hebl, M. R., 333, 334 Heider, E., 74–75, 82 Heine, S., 47 Heingartner, A., 286 Heinhold, W. D., 418 Heinrich, L., 258-259 Helman, L., 61 Hemingway, E., 315 Hendrick, C., 320, 349 Hendrick, S. S., 320 Henningsen, D. D., 300 Henry, K. L., 386 Herbozo, S., 334 Herbst, K. C., 208 Herman, E. M., 286 Hess, R. D., 166 Hess, R., 223

Hessling, R., 48 Hewstone, M., 111, 245, 292, 293 Higgens, E. T., 46, 86 Hill, C. A., 329 Hill, C. T., 342 Hilton, J. L., 198 Hines, D. A., 363 Hippler, F., 223, 224 Hirsch, C., 319 Hitler, A., 223-225, 429 Hixon, G. J., 79, 107 Hixon, J. G., 50, 51, 179 Hoaken, P., 368 Hobman, E. V., 330 Hodges, S., 179 Hodgins, H. S., 335 Hoeksema-van Orden, C. Y. D., 290 Hoey, S., 44 Hoffman, C., 298 Hoffman, K., 331 Hoffman, M. L., 409 Hofstede, M., 381 Hogg, M. A., 126, 127, 171, 293 Hollander, E. P., 285 Hollbach, S., 125 Hollingshead, A. D., 296, 297 Holmes, J. G., 345 Hood, W. E., 144 Hoover, C., 56 Hoover, J. E., 29 Hornick, J., 249 Horowitz, I. A., 19, 201, 302 Horowitz, M. L., 326 Hoshino-Browne, E., 212, 213 House, P., 84 Hovland, C. L., 186-187, 189, 192, 195, 197 Howard, A., 108 Howard, D., 201 Howell, L., 322 Huang, L., 243 Huesmann, L. R., 369, 373, 376, 379, 385, 388 Humphries, S. A., 372 Huneke, D. K., 433 Hunter, J. E., 250 Huppert, J. D., 319 Huston, T. L., 345 Hyde, J. S., 361 Hymowitz, C., 155 Hyers, L., 135, 142

L

Ickes, W., 325, 330 Ike, B. W., 130 Insel, P. M., 366 Inzlicht, M., 138–139 Irwin, C. J., 127 Isaac, J. L, 142 Isen, A., 419 Isenberg, D. J., 244 Israeli Cancer Society (ICA), 249 Isaacowitz, D. M. 90 Itchak, B., 443

J

Jackson, T., 329 Jacobson, L., 69, 86 Janis, I. L, 187, 195, 305, 307, 308-309 Jenkins, V. Y., 331 John, O., 130 Johnson, B. T., 108, 205 Johnson, C., 108 Johnson, G., 424 Johnson, R. N., 362 Johnson, T. E., 372 Jones, E. E., 30, 51, 54, 55, 63, 75, 76, 77, 85 Jones, J., 215 Jones, W. H., 8 Jordan, C. H., 46 Josephs, R. A., 138 Josephson, W., L, 385 Jourard, S. M., 340 Jowett, G. S., 167, 222 Judd, C. M., 107, 109, 133 Julian, T. W., 379 Jussim, L., 62, 86, 165

Κ

Kahneman, D., 88, 89 Kaiser, C. R., 143 Kaiser, M. K., 174, 177 Kaiser Family Foundation, 167 Kalven, H., 244 Kambara, T., 371 Kameda, T., 305, 306 Kamzan, M., 418 Kanjorski, J., 136 Kanki, B., 245 Kaplan, M., 239 Kaplan, M. E, 234 Kaprio, J., 364 Karabenick, S. A., 421, 424 Karau, S. J., 290, 291, 300 Kashy, D., 72, 320 Kasser, T., 366 Kassin, S. M., 201 Katz, L., 119 Katzev, R. D., 253 Kaukiainan, A., 360 Kawachi, I., 91 Kawakami, K., 147, 148 Kayson, W. A., 425 Keating, C. F., 360 Keating, J. P., 408 Keillor, G., 49, 90 Keller, S. E., 139 Kelley, H. H., 76, 187, 195, 339, 340 Kelloway, E. K., 301 Kelman, H. C., 189, 270 Kemelgor, B., 442 Kemeny, M. E., 91 Kemmelmeier, M., 116 Kendall, P. C., 392, 393 Kennedy, J. F, 302, 307 Kennedy, P. H., 9 Kenny, D. A., 56 Kerr, N. L, 241, 290, 291, 292, 296, 302, 304, 306

Kessler, T., 125, 143 Ketelaar, T., 5 Kiang, L., 138 Kieffer, S. C., 55 Kilham, W., 264, 265 King, G., 393 King, L. A., 69 King, M. L., Jr., 259 Kiousis, S., 169 Kitayama, S., 37, 212 Kite, M. E., 117-118 Klar, Y., 91 Klein, S. B., 33 Kleinsmith, J., 366 Klink, A., 143 Klohnen, E. C., 344 Knee, C. R., 55 Knee, R., 343 Knievel, E. M., 297 Knussmann, R., 365 Knutson, B., 92 Kogan, N., 307 Kojetin, B. A., 198 Kolata, G., 334 Koresh, D., 189, 215 Korth. B., 421 Kowalski, R. M., 318 Kraft, D., 31, 65, 178 Kray, L. J., 300, 301 Kremmer, I. E., 372 Kreutzer, J. S., 367 Krishan, L., 440 Krishnan, K. R. R., 360 Krismer, K., 210 Kristiansen, C. M., 159 Krosnick, I. A., 166, 176 Kruger, I., 94, 198, 199 Krueger, J. I., 45 Kruglanski, A. W., 242, 286 Kubica, M., 384 Kubzansky, L., 91 Kuhnen, C., 92 Kumkale, G. T., 190 Kunda, Z., 32, 64 Kuttschreuter, M., 386

L

Lackie, L., 390 LaFrance, M., 136 Lage, E., 244, 247 Lagerspetz, K. M., 385 Laible, D. I., 360 Lamberth, J., 329 Lamm, H., 306, 307 Lane, I. D., 324 Lang, A., 387 Lang, A. R., 368 Lang, S., 381 Lange, I. E., 107, 134 Langer, E., 177 Langlois, I. H., 331 LaPiere, R. T., 173 Larsen, K., 243 Larsen, R. I., 5

Larson, J. R., Jr., 299-300 Latane, B., 246-247, 290, 291, 410, 413-415 Lau, M. A., 367 Laughlin, P. R., 296, 297, 298, 306 Laurenceau, I. P., 317 Law, I. C., 379 Lawson, R. G., 194 Le, H., 163 Leary, M., 319 Leary, M. R., 293, 319 Leck, K., 336 LeDoux, I., 67 Lee, A., 37 Lee, A. T., 297 Lee. M. R., 382 Lee, S. Y., 331 Lefkowitz, K., 374 Lehman, D. R., 47 Lehmen, D. R., 372 Leippe, M. R., 158, 190, 210, 215, 219 Lemarquand, D., 367 Lench, H. C., 303 Leonard, K., 326 Leonard, K. E., 366, 368 Leopold, N., Jr., 185-186, 187, 190, 200, 226 Lepper, M., 212 Lerner, J. S., 43 Lerner, R. M., 421, 424 Lester, D., 118 LeSure-Lester, G. E., 393 Leung, L., 325 Leveille, E., 212 Levenson, R. W., 346 Leventhal, G., 442 Leventhal, H., 192 Levi, A., 50 Levin, S., 116, 144 Levine, I. M., 284, 286, 302 Levine, M., 423, 424 Levine, S., 365-366 Levinger, G., 339 Levinson, D. L., 114 Levy, S., 111 Lewin, K., 3-4, 5 Lewis, B. P., 408 Lewis, D. O., 380 Lewis, L. D., 413 Liberman, A., 208 Libby, L., 34 Lichtenstein, M., 124 Liebert, R. M., 385 Lifton, R., 270 Lilly, T., 146 Lincoln, A., 118 Lind, E. A., 302 Lindsay, J. J., 72 Lindsey, S., 160 Linville, P. W., 40, 132 Linz, D., 388, 389 Lipkus, I., 345 Lippmann, W., 107 Lips, H., 105 Lisle, D. J., 31, 178 Litchblau, E., 123

Litman, C., 378 Loeb, R., 185, 186, 187, 190, 200, 226 Loftus, J., 33 Logan, G. A., 63 Lombardo, M., 140 Long, N., 392 Longo, L C., 330 Lonsway, K., 389 Lopes, P. N., 41 Lorenz, K., 362 Lorge, I., 296 Lott, L., 425 Lovely, R., 380 Lowe, C.A., 305 Lowery, B. S., 172 Lucas, R E., 92 Luce, C., 408 Luginbuhl, J., 55 Lundh, L. G., 320 Lykken, D., 91 Lynn, A. R., 165 Lytton, H., 360 Lyubomirsky, S., 34, 92, 93

Μ

Maass, A., 140 Mackie, D. M., 144, 201 Macrae, C. N., 66, 71, 107, 124, 196 Mae, L., 125 Maggioni, O., 267 Magnusson, D., 374 Magnusson, J., 422 Maguire, K., 361 Main, M., 380 Major, B., 132, 142 Makhijani, M. G., 330 Malamuth, N. M., 373, 376, 388, 389, 390 Malle, B., 79, 80, 179 Malone, P. S., 82 Malvo, L. B., 357-358, 393-394 Manilow, B., 56 Manis, M., 111 Mann, L., 162, 264, 265, 266, 295 Mann, R. W., 84 Mantell, D. M., 266 Mares, M.-L., 386 Mark, M. M., 372 Markman, H., 346 Markus, H., 32, 37, 38 Markus, H. R., 212 Markus, K. A., 73, 74 Marlatt, G. A., 368 Marques, J. M., 293 Martin, B., 245 Martin, J. D., 357 Mason, M. F., 71 Mathiak, K., 387 Matsuda, N., 243 Matsumoto, H., 37 Matthews, K. A., 319 Matthews, M., 421 Mayseless, O., 242 McAdams, D. P., 317, 349 McAndrew, F. T., 366 McArthur, L. Z., 77, 331

McAuliffe, C., 281 McCall, C. G., 250, 253 McCarthy, B., 49 McCauley, C., 285, 307, 308 McConahay, J. C., 121 McCoy, M. C., 305 McDevitt, N., 169 McDonald, A., 282 McDowell, N. K., 43 McFarland, C., 33, 34, 89, 414 McGhee, D. E., 160 McGinnies, E., 77 McGregor, I., 345 McGuire, C. V., 31, 32 McGuire, W. J., 31, 32, 195,196 McHan, E., 375 McKay, N., 389 McKenry, P. C., 379 McKimmie, B., 191, 192 McKinney, A., 359 McManus, J. A., 164 McMaster, M. R., 418 McMullen, P., 440 McNeill, P., 382 McNeill, W. H., 9 McNulty, S. E., 57, 79 Mead, M., 281 Mealey, L., 336 Mednick, B. R, 380 Medvec, V. H., 56 Meeus, W., 266, 379 Mendelsohn, G. A., 343 Messe, L. A., 291 Metcalfe, J., 90 Metzger, M. J., 191 Meyers-Levy, J., 207 Miceli, M. P., 438 Michelangelo, 343 Mickler, S., 238 Midlarsky, E., 428, 432 Mikulincer, M., 326 Milgram, S. L., 22, 162, 240, 243, 259-269 Millar, M. G., 253 Miller, C., 143, 239 Miller, C. E., 234, 306 Miller, C. T., 44, 143, 424 Miller, D. T., 89, 414 Miller, G., 338 Miller, H., 357 Miller, M. L., 300 Miller, N., 144, 241, 361, 370 Miller, N. E., 371 Miller, P. A., 403 Miller, T. Q., 386 Mills, J., 216, 440 Milne, A. B., 107, 196 Mineka, S., 337 Mirabile, R. R., 172 Mischel, W., 63 Miyake, K., 335 Modigliana, A., 267 Moise-Titus, J., 385 Molcan, J. R, 386 Mondale, W., 176, 177 Monetoliva, A., 325

Monin, B., 171 Montano, D. E., 165 Monteith, M. J., 134 Montiero, M., 387 Montgomery, B. M., 346 Moore, J., 281-282 Moreland, R. L., 284, 285, 302 Morf, C., 55 Moriarty, T., 426 Morris, K., 195, 207 Morrison, B., 412 Morrow-Howell, N., 425 Moscovici, S., 238, 244, 245, 247, 306 Moskos, C., 148 Moskowitz, G. D., 109, 414 Mowrer, O., 370 Moyer, K. E., 359 Much, N. C., 30 Mugny, G., 244, 245 Muhammad, J. A., 357-358, 393-394 Muhlenbruck, L., 72 Munuera, J. L., 208 Muir, G., 389 Mullen, B., 50, 51, 296 Mullen, E., 423 Mullen, J., 301 Mullin, B. A., 126 Mummendey, A., 126, 143, 292, 293 Muraven, M., 49 Murdoch, D. D., 367 Murnen, S. K., 330 Mussen, P., 432, 433 Myatt, C. R, 367, 368 Myers, D. G., 306, 307 Myrdal, G., 128

N

Nadler, A., 439, 443 Naffrechoux, M., 244 Nagasaka, T., 329 Nagoshi, C., 368 Napper, L., 205 Neale, M. A., 206-207 Nebergall, R. E., 197 Negel, N., 320 Neimeyer, G. J., 33, 38 Nelon, M., 7 Nelson, D., 329 Nelson, T. D., 105 Nelson, T. E., 111 Nemeth, C., 244, 245, 246 Neto, F., 318 Nettle, D., 95 Neuberg, S. L, 105, 134, 145, 146, 408 Neville, S., 319 Newcomb, T. M., 329 Newsweek, 132 Newton, C. J., 192 Nezlek, J., 349 Nichols, K. A., 319 Nisbett, R. E., 5, 36, 37, 131, 132, 268, 381 Nolen-Hoeksema, S., 34 Noor, F., 331 Norasakkunit, V., 37 Nordgren, L. F., 64, 65

North, A. C., 420 Northcraft, G. B., 206–207 Norton, M. I., 171 Norwood, M., 165 Nosek, B. A., 163 Notarius, C., 346 Novak, R. J., 297

0

Oakes, P. J., 126, 292 O'Connell, R. L. 9 O'Donnell, V., 167, 222 Ohbuchi, K., 371 Oliner, P. M., 429, 430, 431, 432, 433, 434, 437, 438 Oliner, S. P., 429, 430, 431, 432, 433, 434, 437, 438 Oliver, P. V., 56 Ollila, L., 167 Olson, J. M., 89 Olson, K., 331 Omoto, A. M., 10, 11, 12, 322, 406, 423 Ong, L. P., 378 Opdyke, I. G., 401-403, 437, 438 O'Ouin. K., 418 Orban, L., 393 Orenstein, L., 428 Osherow, N., 216 Oskamp, S., 161, 164, 165, 166, 170, 173, 220 Ostrove, J. M., 360 O'Sullivan, M. O., 71 Oswald, A. J., 92 Oswald, P., 13-14 Ozawa, M., 425

P

Packel, E. W., 409 Paez. D., 293 Paleari, F. G., 347 Palmer, T., 55 Papageorgis, D., 196 Park, B., 107, 109, 133 Park, L., 30 Park, Y., 243 Parke, L. E., 45 Parks, R., 269 Partridge, B. E., 104 Patterson, G. R., 377, 391 Paulhus, D. L., 162 Payne, D., 389 Pearson, N. A., 360 Pelham, B., 46, 47, 52 Pennebaker, J. W., 19, 68 Penner, L. A., 419 Pennington, N., 306 Penrod, S., 306, 388, 389 Penton-Voak, L., 335 Peplau, L. A., 318, 342 Pepler, D. J., 393 Pepper, S., 349 Peracchio, L., 207 Perdue, C. W., 128 Perlman, D., 165, 318 Perot, R., 162 Perret, D. L., 335

Perrin, S., 243 Perry, R. P., 422 Peruche, B. M., 110 Peterson, J. B., 367 Petrovic, D. M., 365, 366 Pettigrew, T. E., 119, 133, 145, 146 Pettit, G. S., 362 Petty, R. E., 160, 192, 195, 199, 200, 201, 202-203, 204, 205-206, 207, 208, 253, 290 Peukert, D., 273 Pfau. M., 196 Pfiefer, J. R., 418 Phillips, D. P., 386 Piazza, T., 122 Piecuch, B., 439 Pierce-Otay, A., 329 Pietromonaco, P. R., 317 Pihl, R. O., 367, 368 Piliavin, I. M., 419 Piliavin, J. A., 419 Pilloff, D., 64 Pinel, E. C., 93 Pinker, S., 284 Piorkowski, R., 33 Pitkanen, T., 374 Plant, E. A., 71, 110 Platt, L., 44 Plog, A., 33 Plomin, R., 170 Podolski, C.-L., 385 Pollozek, F., 416 Polly, G., 381 Polo, M., 33 Postmes, T., 297 Powell, C., 149 Powell, M. C., 440 Prager, K., 349 Pratkanis, A. R., 4, 35, 190 Pratto, E., 130, 146 Prentice-Dunn, S., 295 Price, P. C., 304 Priester, J. R., 205-206 Pritchard, R. D., 305 Prosser, A., 423 Pruitt, D. G., 442 Pryor, J. B., 180 Pulkkinen, L., 364, 374 Punam, A. K., 207 Pyszczynski, T., 46

Q

Quadflieg, S., 71 Quattrone, G. A., 133 Quigley, B. M., 367, 368 Quinn, D. M., 137 Quinn, K. A., 71

R

Raaijmakers, Q., 265 Rabbie, J. M., 144, 146 Raffaelli, M., 360 Raghunathan, R., 201, 202 Rajecki, D. W., 157, 164, 176, 190 Ramsey, E., 377 Rapee, R. M., 319 Rareshide, M. B., 33, 38 Ratner, R. K., 208 Raven, B. H., 301 Rawlins, W. K., 349, 350 Raynaud-Maintier, C., 443 Rea, M., 322 Reagan, R., 155, 176, 177, 188 Reddy, M. E., 201 Reed, L., 231-233, 234, 246 Reeder, G. D., 50, 179, 180 Regalia, C., 347 Regan, D. T., 252 Regan, P., 332, 338 Reicher, S., 423 Reid, D. B., 162 Reinisch, J. M., 360 Reis, H., 349 Reis-Bergan, G. M., 48 Reiss, M. J., 362 Rempel, J. K., 158 Rennicke, C., 43 Reno, J., 189 Reynolds, K. J., 126 Rhodewalt, E. T., 55 Richards, J. M., 67 Richardson, D. R., 372 Richardson, R., 293 Richeson, J. A., 141 Richman, S. A., 91 Richman, S. A., 201 Riecken, H. W., 216 Riesner-Danner, L. A., 331 Riordan, C. A., 50 Rittle, R. M., 288 Ritterfield, U., 387 Rizzo, N., 122 Rochat, F., 267 Rock, L., 85 Rockefeller, J. D., 155, 156, 165 Rodafinos, A., 253 Rodin, J., 419 Roese, N. J., 89 Rogers, H., 156 Rogers, R. W., 193, 295 Roggman, L. A., 331 Rohmann, E., 405 Rohsenow, D. J., 368 Rokach, A., 318 Rokeach, M., 160, 159 Romatowski, J. A., 167 Romer, D., 421, 434 Romney, D. M., 360 Ronan, K. R., 392 Ronis, D. L., 174, 177 Roosevelt, F. D., 174, 181 Roosevelt, T., 155 Ropers, H., 7 Rose, R. J., 364 Rosenbaum, M., 330 Rosenthal, R., 86 Roskos-Ewoldsen, D., 130, 188 Ross, D., 375 Ross, L., 4, 36, 37, 81, 84, 92, 93, 131, 132, 268 Ross, S. A., 375 Roth, W. T., 366

Name Index

Rothman, A. J., 108 Rotondo, J., 345 Rottman, L., 330 Rubin, M., 292, 293 Rubin, Z., 342, 348 Rueter, M. A., 343 Rugemer, E., 401-403 Ruiz, S., 208 Rule, B. G., 372, 385 Rusbult, C. E., 343, 345, 346 Ruvulo, A., 345 Ryan, K., 136 Rychman, R. M., 333 Rytina, S., 271

S

Sacks, O., 72 Sagarin, B. J., 408 Sage, R. M., 43 Salmivalli, C., 360 Salovev, P., 41, 132 Salvarani, G., 403-404 Salvatore, J., 141 Salz, E., 412 Sambolec, E., 291 Sampson, R. J., 380 Sanbonmatsu, D. M., 87 Sanders, S. A., 360 Sanderson, E., 407 Sanford, R. N., 114 Sassenberg, K., 109 Saucier, D. A., 424 Saudino, K. J., 363 Savitsky, K., 56, 198, 199 Saxe, L., 425 Schachter, S., 80-81, 216, 286, 327 Schaller, M., 130 Schaller, N., 239 Schavio, S. R., 327 Shechtman, Z., 393 Scheier, M. F., 38 Scheir, M. F., 51, 91 Scher, S. J., 213, 215 Scheufele, D. A., 169 Schiffenbauer, A., 327 Schimel, J., 46 Schindler, 146 Schlenker, B. R., 30, 53 Schmidt, G., 422 Schmitt, D. P., 45, 163 Schnedler, R., 421 Schneider, B. H., 381, 387 Schneider, H. G., 367 Schneider, S. G., 91 Schoen, R., 329 Schoenrade, P.A., 404 Schooler, T., 160 Schopler, J., 421 Schroeder, D. A., 405 Schuller, R A., 165, 191, 192 Schulz-Hardt, S., 298, 299 Schumann, D. W., 201 Schwartz, J.-L. K., 160 Schwartz, N., 162, 382 Schwartz, R. D., 162

Schwartz, S. H., 438 Schweder, R. A., 30 Scott, W. A., 166, 392 Scrooge, E., 251

Sears, R., 370 Sechrist, L., 162 Sedikides, C., 35-36, 50 Seever, M., 249 Segal, M., 285, 307 Segal, M. W., 327 Segrin, C., 319 Seibold, D. R., 249 Sekerak, G. I., 288 Senchak, M., 326 Senders, P. S., 417 Sentis, K. 234 Sestir, M A., 168 Shah, I., 47 Shackelford, T. P., 337 Shakespeare, W., 29, 131 Shanab, M. E., 265, 266 Shannon, L., 33 Shapiro, E. G., 440, 441 Shapiro, P., 126 Shaver, K. G., 85 Shaver, P., 324, 325 Shaw, I. L., 425 Shaw, I. M., 392 Sheffey, S., 298 Shelton, N. J., 141 Shepard, M. W., 359 Shepherd, I. W., 196 Shepperd, I. A., 291 Sherif, C. W., 144, 197 Sherif, M., 144, 197, 235, 239, 244 Sherman, S. L., 43 Shin, M., 387 Shotland, R. L., 418 Showers, C., 48, 330 Shultz, T., 212 Shuntich, R. I., 367 Sibicky, M., 132 Sicilia, M., 208 Sidanius, J., 144 Sideridus, G. D., 253 Sigall, H., 52 Silver, R. C., 298 Silvera, D. H., 70 Silvia, P. J., 48 Sim, T. N., 378 Simmons, S. F., 421 Simmons, C. H., 421 Simon, L., 316 Simonton, D. K., 90, 303 Simpson, I. A., 325, 336 Sinclair, H. C., 115, 144, 172, 324 Singer, I. E., 80-81 Sistrunk, F., 243 Sivacek, I., 210 Sjoberg, L., 208 Skinner, B. F., 217 Skowronski, I. I., 33 Slovic, P., 20, 88 Slovik, L. F., 345 Smeaton, G., 330

Smith, B., 115 Smith, C. M., 298 Smith, H. L., 92 Smith, K. D., 408 Smith, M., 367 Snibbe, A. C., 212 Sniderman, P. M., 122 Snoek, I. D., 339 Snow, C. P., 231 Snowden, F. M., Jr., 113 Snyder, C R, 53 Snyder, M., 10, 11, 12, 86, 87, 249, 322, 406 Soffin, S., 111 Solomon, H., 46, 296 Sommer, K., 63-64, 294 Sommers, 303 Soraci, S., 53 Spears, R., 297 Speilberg, S., 132 Spencer, C., 243 Spencer, S. J., 46, 137 Sperling, M., 320 Spivey, C. B., 295 Sprafkin, J., 386 Sprecher, S., 341, 343 Springer, C., 320 Stalder, D., 214-215 Stangor, C., 86 Stasser, G., 296, 299, 306 Stasson, M. D., 175 Stattin, H., 374 Staub, E., 432, 434 Steele, C. M., 136, 218 Steffen, V. J., 360 Steil, J. M., 341 Stein, G., 315-316, 335, 338, 339, 350 Steiner, I. D., 304 Steinmetz, J. L., 81, 131 Stein-Seroussi, A., 50, 57 Sternberg, R., 302, 320 Sternberg, R. J., 321, 339, 348, 350 Sternthal, B., 249 Stewart, G., 299 Stillman, J. A., 334 Stillwell, A, M., 323 Stinson, L., 330 Stitka, L., 423 Stitt, C. L., 133 Stone, A. A., 393 Stone, O., 2 Storms, M., D., 84 Stotland, E., 408 Strathman, A. J., 201 Straus, M., 378 Stroessner, S., 111 Sturmer, S., 10, 11, 12, 406, 423 Suarez, E. C., 360 Sukhodolsky, D. G., 393 Sulthana, P., 372 Suzuki, T., 212 Swaim, R. C., 386 Swann, W. B., Jr., 50-51, 52, 57, 70, 86, 179, 344 Swanson, C., 343 Swedlund, M., 245 Swim, J., 135, 143

Switzer, R., 317 Sykes, C. J., 122 Szmajke, A., 384 Szymanski, R., 290

T

Tajfel, H., 13, 125, 127, 128, 146, 292 Tal, I. R., 382 Tan, T. K., 297 Tanke, E. D., 87 Tantleff-Dunn, S., 334 Tarbell, E., 155 Tarbell, L., 155-157, 158, 181 Tarnow, E., 255 Tarrent, M., 420 Taylor, D., 339 Taylor, K. M., 220, 291 Taylor, L. A., 291 Taylor, R. B., 317 Taylor, S. E., 43, 63, 83, 84, 91, 206, 285 Taylor, S. P., 367 Teachman, B. A., 334 Tec, N., 403, 428, 429, 431, 432, 433 Teger, A, I., 413 Telaak, K., 197 Tellegren, A., 91 Tennen, H., 46 Tennov, D., 323 Terry, D., J., 191, 192, 293 Tesser, A., 42, 158, 170, 238 Testa, M., 141 Testone, C., 147 Tetlock, P. E., 50, 122 Thein, R. D., 87 Thibaut, J. W., 340 Thomas, C., 136 Thomas, L. S., 298 Thompson, B., 320 Thompson, C. P., 33 Thompson, M., 418 Thompson, S., 206 Thompson, S. C., 206 Thornhill, R., 331, 336 Tice, D. M., 49, 127, 215, 320, 417 Time, 130 Tindale, R. S., 291, 298 Tobiasen, M. A., 425 Toklas, A. B., 315-316, 338, 339, 350 Tolan, P., 376 Tonnesmann, W., 127 Torney, J. V., 166 Tornstam, L., 318 Townsend, G. C., 336 Traupmann, J., 329, 341, 342 Trebek, A., 81 Trepanier, M. L., 167 Triandis, H. C., 332 Triplett, N., 289 Trivedi, P., 34 Trivers, R., 336 Trope, Y., 78, 79, 201, 202 Tropp, L. R., 145, 146 Truman, H., 174 Tsang, J., 420 Tulloch, W. E., 201

Turchin, J. M., 333, 334 Turnbull, W., 89 Turner, J. C., 126, 292 Tversky, A., 88, 89 Twenge, J. M., 168 Tybout, A. M., 249 Tykocinsky, O., 47 Tyler, R B., 128 Tyler, T. R., 165, 301 Tziner, A., 302

U

Ureno, O., 322 Utne, M., 341

V

Vallortigara, G., 360 Van Avermaet, E., 243 van Baaren, R. B., 64, 65 van Boven, L., 198, 199 van den Bos, K., 302 Van Der Valk, I., 379 van Kamp, S., 147, 148 Van Laar, C., 144 van Oost, B. A.,7 Van Oudenhoven, J. P., 381 van Rooijen, L., 243 Vandello, J., 35 Vanderplas, M., 419 VanDeusen, K. M., 390 VanderStoep, S. W., 296, 297 Vangelisti, A. L., 345 Vaughn, K., 219 Vaughn, L. A., 146 Vedantam, S., 164 Verette, J., 345 Vessey, S. H., 362 Vierikko, E., 364 Viken. R., 364 Vinokur, A., 307 Visser, P. S., 172 Vissing, Y. M., 378 Vlaander, G. P. J., 243 Voelkl. K., 141 Vohs, K. D., 45, 256 von dem Bach-Zelewski, E., 270 von Hippel, W., 69, 291, 293 Vonk, R., 74 Vorus, N., 73, 74 Vucevic, A., 253

W

Wack, D. L., 288
Wackenhut, J., 119
Wadden, T. A., 333
Walbek, N., 432
Walder, L. O., 374
Wallach, M. A., 307
Wallenberg, R., 434
Walsh, M. L., 365, 366
Walster, E., 331
Walster, G. W., 188, 320, 329, 341, 342
Walters, S. B., 73, 74
Walton, M. D., 379, 421
Wang, S. S., 333

Ward, L. M., 85 Watson, M. D., 305 Watson, P. W., 335 Wayner, M., 247 Weary, G., 69, 84 Weaver, K., 414 Webb, E. J., 162 Webb, W., 56 Webster, D. M., 286 Weeks, J. L., 405 Wegener, D. T., 194, 202-203, 205-206 Wegner, D. M., 49, 64, 67, 68, 296, 324 Weigold, M. E., 53 Weinberg, A., 155, 186, 187, 189, 197 Weinberg, L., 155 Weiner, B., 50, 422, 423 Weisman, A. D., 112-113 Weismann, M., 155 Welch, E. T., 330 Wells, B. E., 168 Wells, G. L., 70, 89 Weltman, K., 341 Wenzel, M., 126, 292, 293 West, S. G., 421 Westeman, K. E., 360 Wheatley, T. P., 64, 93 Wheeler, D., 65 Wheeler, L., 349 Whitcher-Algana, S., 4, 439 White, P. H., 202-203 White, R. V., 416 Whitley, B. E., Jr., 117 Whitney, G. A., 345, 421 Whitton, S., 343 Wicker, A. W., 172 Wicklund, R. A., 51 Widom, C., 380, 391 Wiegman, O., 386 Wieselquist, I., 343 Wiggins, E. C, 158 Wilder, D. A., 126, 132 Wilford, J. N., 113 Wilke, H. A. M., 302 Williams, C. J., 176 Williams, E., 422 Williams, K., 162, 294 Williams, K. B., 252 Williams, K. D., 251, 252, 290, 291, 293, 294, 295 Williams, W. M., 302 Williamson, G. M., 440 Wilson, E. O., 363, 409 Wilson, J. P., 435 Wilson, M. G., 206-207 Wilson, T. D., 31, 93, 160, 178 Wilson, T., 65 Winquist, J. R., 300 Wittenbrink, B., 109 Wohl, M. J. A., 180 Woike, B., 33 Wolf, S., 244, 245 Wong, M., 317 Wood, C., 20 Wood, J. V., 206 Wood, W., 165, 188, 243, 303 Woodard, E., 386

Name Index

Woodzicka, J. A., 136 Wooldredge, J., 329 Wooten, E., 66 Word, L. E., 417 Worth, L. T., 144, 201 Wortman, C., 341 Wotman, S., 323 Wright, K. S., 349 Wright, P. H., 349 Wrightsman, L. S., 162 Wu, X., 169 Wyer, R. S., 111, 124

Х

Xu, J., 108, 334

Y

Yahya, K. A., 265 Yakimovich, D., 412 Yantis, S., 165 Yates, B. T., 77 Yeager, C, 380

Z

Zaccaro, S. J., 305 Zaccia, C., 367 Zachary, 305 Zadro, L., 293, 294, 295 Zajonc, R. B., 164, 288, 327 Zakrisson, I., 116 Zander, A., 297 Zanna, M. P., 46, 158, 159, 205 Zarbatany, L., 349 Zavalloni, M., 306 Zebrowitz, L. A., 331, 332 Zeisel, H., 244 Zelli, A., 379 Zimbardo, P. G., 90, 158, 215, 219, 256, 295 Zucker, G., 423 Zuckerman, M., 55, 84, 335 Zuwerink, J. R., 134

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Subject Index

A

Abuse, child, aggression and, 380 Acceptance, latitude of, in social judgment theory, 197 Accommodation process, 346 Action, distortion of, conformity and, 237 Actor-observer attribution bias, 83-84 Actual self, 46 Adams, Samuel, 222 Administrative obedience, 266 Affiliation, need for, 317 Affiliative groups, 283 African Americans prejudice against, 118-122 racism and, 120-122 Agentic state, 269 Aggression, 357-394 alcohol and, 366-369 biological explanation for, 361-369 child abuse/neglect and, 380 culture and, 381-384 definition of, 358 displaced, 370 ethological theory of, 362 factors contributing to, 361 family disruption and, 380-381 family in development of, 377-379 frustration-aggression hypothesis and, 369-373 gender differences in, 360-361 hormonal influences on, 365-366 hostile, 358-359 instrumental, 359 intent and, 371-372 levels of, 358-359 obedience or, 265 parenting style and, 377-379 perceived injustice and inequity and, 372 physiology of, 364-369 reducing, 391-393 role modeling and, 379 sanctioned, 359 sexual, men prone to, psychological characteristics of, 390-391 social information-processing view of, 392-393 social-interactional model and, 377-379 socialization of, 374-375 social learning explanation of, 373-388 social learning theory and, 374-375 sociobiology and, 362-363 symbolic, 359 television and, 385-386 types of, 358-359 viewing sexual violence and, 388-391 See also Violence

Aggressive behavior in adolescents, 8 culture and, 381-384 role modeling of, 379 Aggressive script, 376 Alcohol, aggression and, 366-369 Alloparenting, 409 Alternative explanation, 13 Altruism, 401–444 autonomous, 429 biological explanations of, 408-410 child-rearing style and, 432-433 cognitive development and, 433 definition of, 403 development of, 433-434 egoism and, 404-406 empathy-altruism hypothesis and, 404 empathy and, 404-406 interactionist view of, 434-436 kin, 409 motivation for, 403-404 normative, 429 recipient of, 439-444 reciprocal, 409 Altruistic personality, 429 Altruistic Personality Project, 430 American Requiem, An (Carroll), 30 American Revolution, and propaganda, 221-222 Anonymity, group violence and, 295–296 Anthropology, social psychology and, 7-8 Antilocution, prejudice and, 136 Anxiety social, 319-320 stranger, 8 Applied research, 19 Arousal model, of social facilitation, 286, 287 Asch paradigm, 235-236 Attachment styles, adult love relationships and, 324-326 Attitude(s), 155-181 accessibility of, message elaboration and, 205-206 Allport's model of, 157-161 behavior and, 172-179 importance of conviction and, 175-177 mindless behavior in everyday life and, 177-178 nonrational actor and, 177-178 theory of planned behavior and, 174-175 change in, cognitive dissonance and, 209-210 dual model of, 159 explicit, 160-161 as expression of values, 159-160

formation of, 164-172 classical conditioning in, 166 direct personal experience in, 165 groups and networks and, 170-171 heritability factor in, 169-170 mass media in, 167-169 mere exposure in, 164-165 observational learning in, 166-167 operant conditioning in, 165-166 social networks and, 172 textbooks in, 167-168 implicit, 160-161 measurement of, 161-164 attitude survey in, 161–162 behavioral measures in, 162-163 cognitive measures in, 163-164 Implicit Association Test (IAT), 163-164 naïve realism and, 179-180 sexually violent material and, 388-391 structure of, 158 Attitude survey, 161-162 potential biases in, 162 Attractiveness, physical dimensions of, 331-333 in interpersonal attraction, 330-338 Attributional complexity, 214 Attribution processes, dissonance and, 214-215 Attribution(s), 74-84 biases in, 81-84 actor-observer, 83-84 false consensus, 84 fundamental attribution error as. 81-83 discriminatory stereotypes and, 131-132 reasons for/correction of, 83 misattributions as, 80-81 sinister attribution error as, 95 ultimate attribution error as, 133 correspondent inference theory of, 74, 75-76 covariation theory of, 76-77 definition of. 75 dual-process models of, 78-79 external, 75 Heider's early work on, 74-75 internal, 75 misdirected, 80-81 person, 76 situational, 76 Audience(s) effects on performance, 286-288 fitting message to, 195 inoculating of, against message, 195-196 multiple, persuasion of, 197-199 view of, discrepancy of message from, 196-197

Automatic processing, 63 Authoritarianism, gender and, 117-118 Authoritarian personality, 114-116 Authority breaking with, 269-270 legitimacy of, reassessing, 270-271 Autobiographical memory, 32-33 emotions and, 33-34 Autokinetic effect, 235 Automaticity behavior and, 65-66 emotions and, 66-68 in social perception, 63-64 Autonomous altruism, 429 Availability heuristics, 88 Aversive racists, 121 Avoidance, prejudice as, 135

В

Bandwagon effect, 273 Base-rate data, definition of, 89 Base-rate fallacy, definition of, 89 Basic research, 19 Beauty, evolutionary psychology and, 335 Behavior(s) attitudes and, 172-179. See also Attitude(s), behavior and in attitude structures, 158 group influence on, 286-292 helping. See Helping behavior mindless, in everyday life, 177-178 planned, theory of, 174-175 prosocial, in reducing aggression, 392 schemas and, 85-87 social, 1-24. See also Social behavior Behavior, changing, smoking and, 217-219 Behavioral confirmation, 86 Behavioral control, perceived, behavioral intention and, 174 Belief perseverance, in impression-formation process, 85 Beltway sniper case, 357-358, 393-394 Bias(es) attribution, 81-84 egotistical, 53 hindsight, 20 self-serving, 49 confirmation, 87-88 stereotypes and, 132 and the IAT, 163-164 in-group, 125-128 biological perspective on, 127-128 language in maintaining, 128–132 out-group homogeneity, 132-134 in persuasion process, 201 physical attractiveness, 333-335 physique and, 333-335 potential, in attitude survey, 162 Biological explanations, of altruism, 408-410 Biological perspective, on in-group bias, 127-128 Biology, social psychology and, 7-8 Black sheep effect, 293 Bonds, Barry, versus Babe Ruth, 163 Books, in attitude formation, 167-168

Boston Massacre, and propaganda, 221–222 Brain mechanisms, of aggression, 364–365 Branch Davidians attack on, 189, 215 membership in, dissonance theory and, 215–217 Brown v. Board of Education, school integration and, 119 Byrd, James, hate crime against, 124 Bystander effect, 413–418

С

Calley, William, 257 Carroll, James, 29-30, 57 Catholic Church, and propaganda, 221 Caverly, Judge, 185-186, 226 Central route processing, in message elaboration, 200 mood and, 201-203 Challenger tragedy, 281-282, 308-309 Chameleon effect, 66 Child abuse/neglect, aggression and, 380 Child-rearing style, altruism as function of, 432-433 Classical conditioning, in attitude formation, 166 Cognition(s) in attitude structures, 158 need for, 207-208 social, definition of, 5 Cognitive approach, to persuasion, 199-208 attitude accessibility and elaboration in, 205-206 effect of mood on processing in, 201-203 effect of personal relevance on processing in, 204–205 elaboration likelihood model in, 199-201 heuristic model of persuasion in, 208 need for cognition in, 207-208 vividness of message in, 206-207 Cognitive development, altruism as function of, 433 Cognitive dissonance theory, 209-217 alternatives to, 217-220 attitude change and, 209-210 attribution processes and, 214-215 cult membership and, 215-217 free choice and, 210-211 lessons of, 215 postdecision dissonance and, 211-213 responsibility and, 213-214 reverse incentive effect and, 210 Cognitive intervention, in reducing aggression, 392-393 Cognitive narrowing, obedience and, 270 Cognitive optimism, happiness and, 90-92 Cohesiveness, of groups definition of, 284 group decision-making ability and, 304-305 interpersonal, 305 task-based, 305 Collective self, 35-36

Commitment, love and, 321 Committee of Correspondence, 222 Communal relationships, 342-343 Communicator credibility of, limits on, 189-191 in Yale communication model, 187-192 credibility of, 187-191 expertise of, 188 trustworthiness of, 188 Communists, and propaganda, 221 Comparison downward, 285 social, need for, groups satisfying, 285 Compensation primary, 143 secondary, 143 social, in groups, 290-292 Complementarity, in interpersonal attraction, 329 Compliance, 247-254 door-in-the-face technique of, 251-253 foot-in-the-door technique of, 247-250 low-ball technique of, 253-254 Conditioning classical, in attitude formation, 166 operant, in attitude formation, 165-166 Confidence, impression formation and, 70 Confirmation, behavioral, 86 Confirmation bias, 87-88 stereotypes and, 132 Conflict avoiding couple, 348 Conflict in relationships, 345-347 Conformity, 233-243 in Asch experiments, 237-238 Asch paradigm and, 236-237 classic studies in, 235-238 cultural differences in, 243 definition of, 233 factors affecting, 239-243 gender and, 242-243 historical differences in, 243 minority influence in, 243-247 nature of task and, 239-240 paths to, 237-238 pressures for, groupthink and, 309 size of majority and, 240-241 social influence and, 238-239 true partner and, 241-242 Confounding variable, 13 definition of, 13 Consensus information, 76-77 Consistency information, 76-77 Consonance constraint satisfaction model, 212 Consummate love, 323 Contact hypothesis, on reducing prejudice, 144-146 Context of question, attitude survey bias and, 162 Control group, definition of, 12 Controlled processing, 63, 68 Conviction, importance of, 175-177 Correlation(s) illusory, stereotypes and, 128-131 negative, definition of, 16 positive, definition of, 16 Correlational research, 15-16 definition of, 10 Correlation coefficient, 15-16

Correspondent inference theory, of attribution, 75–76 Counterfactual thinking, 89 Covariation theory, of attribution, 76–77 Credibility, of communicator, 187–191 limits on, 189–191 Cult membership, cognitive dissonance and, 215–217 Cultural differences, in conformity, 243 Culture of honor, violence and, 381–384 influence of, on self-concept, 35–37 influence of, on self esteem, 45 obedience and, 266 violent behavior and, 381–384

D

Darrow, Clarence credibility and, 187, 189 discrepancy and, 196-197 persuasive skills of, 185-186, 226 Deception, detection of, 71-74 Decision making, group, 296-309 dynamics of, 305-309 factors affecting, 302-305 group cohesiveness and, 305 group composition and, 302-303 group size and, 304 individual decision making versus, 296-297 leadership style and, 300-302 racial effects and, 303 Decision rule, 305-306 Defensive ostracism, 294 Deindividuation, 295-296 Dependence, paranoid social cognition and, 95 Dependent variable, 11 Destructive obedience, 255, 256-259 Devaluation, relational, 320 Differentness, paranoid social cognition and, 95 Diffusion of responsibility, bystander effect and, 414 Directive leaders, 300 Discrimination, 112-114 definition of, 112 prejudice and, 135 self-categorization theory and, 126. See also Prejudice; Racism; Sexism; Stereotype(s) Disinhibition, observational learning and, 375 Disobedience, 269-273 breaking with authority and, 269-270 group's effect on, 271-273 role strain and, 269-270 social climate and, 273 See also Obedience Displaced aggression, 370 Distinctiveness, paranoid social cognition and, 95 Distinctiveness information, 76-77 Distinctiveness theory, 32 Distraction-conflict effect, on social facilitation, 288 Divorce aggression and, 380-381 predicting, 347-348

Door-in-the-face technique, of compliance, 251–253 Douglass, Frederick, 118 Downward comparison, 285

E

Ectomorphs, 333 Ego depletion, definition of, 49 Egoism, empathy versus, 404-406 Egotistical bias, 53 Eichmann, Adolph, 256-259 Eichmann's fallacy, 257-258 Elaboration likelihood model, 199-201 Emancipation Proclamation, 118 Emotional empathy, becoming rescuer and, 431 Emotions autobiographical memory and, 33-34 automaticity and, 66-68 Empathic accuracy, 325 Empathic joy, 408 Empathy definition of, 403 egoism versus, 404-406 emotional, becoming rescuer and, 431 Empathy-altruism hypothesis, 404 challenging, 407-408 Empathy-punishment hypothesis, 407-408 Endomorphs, 333 Enlightenment effect, 266 Entity theories, of implicit stereotypes, 111 Equity theory, 341-342 Ethics, social psychological research and, 21-22, 23 Ethological theory, of aggression, 362 Evaluation apprehension, social facilitation/ inhibition and, 286, 287, 288 Evil banality of, 257-258 responsibility for, 258-259 Evolutionary psychology, beauty and, 335 Exchange theories, 340-342 Experience, direct personal, in attitude formation, 165 Experiment(s) evaluating, 14-15 factorial, 13-14 field, 17-18 Experimental group, definition of, 12 Experimental research, 10-15 definition of, 10 equivalence of groups in, 11-13 manipulating variables in, 12-13 Expertise, of communicator, 188 Explicit attitudes, 160-161 Explicit self-esteem, 46 Exposure, mere, in attitude formation, 164-165 Extermination, prejudice and, 135 Extraneous variable(s) controlling, 12-13 definition of, 12

F

Facilitation, social, 286, 287, 288 Factorial experiment, 13 False consensus attribution bias, 84 Family disruption of, aggression and, 380-381 reducing aggression in, 391-393 Fear effectiveness of message and, 192-194 protection/motivation explanation of, 193 Field experiment, 17-18 Field research, 17-18 Field study, 17 Field survey, 18 Fixation time, attractiveness and, 332 Flexible correction model (FCM), 202 Foot-in-the-door technique, of compliance, 247-250 definition of, 247 hypotheses explaining, 249-250 limits of, 251 Four horsemen of the apocalypse, relationship dissolution and, 347-348 Free choice, in dissonance theory, 210-211 Free riders, in group, 290 Friendships, 348-350 gender differences in, 349 over life cycle, 349-350 Frustration-aggression link, 369-373 components of, 370 factors mediating, 371-373 Fundamental attribution error, 81-83 discriminatory stereotypes and, 131-132 reasons for/correction of, 83

G

Gender aggression and, 360-361 authoritarianism and, 114-116 conformity and, 242-243 friendships and, 349 obedience and, 264-265 prejudice and, 117-118 rescue and, 434 Gender roles, in children's books, attitude formation and, 167-168 Genetic explanation, of altruism, 408-410 Genocide, 114, 125 Genovese, Kitty, death of, 410-411 Goebbels, Josef, 223-225 Group(s), 281-309 affiliative, 283 attitude formation and, 170-171 characteristics of, 283 cohesiveness of, 284 group decision-making ability and, 304-305 composition of, group decision-making ability and, 302-303 control, definition of, 12 decision making by, 396-297. See also Decision making, group definition of. 283 deviates in. 286 equivalence of, 11-12 experimental, definition of, 12 formation of, 284-286 functional quality of, problem difficulty and. 298-300

Subject Index

influence on behavior, 286-292 instrumental. 283 in meeting basic needs, 284-285 members of, obeying leaders, 301-302 newcomers in, 285 obedience and, 264 participation in, performance and, 288-292 enhanced, 289 free rides and, 290 social loafing and, 290 polarization of, 306-307 punishment by, 293-294 racial composition, effects of, 303 roles in, 285-286 self-identity and, 292-296 size of, group decision-making ability and, 304 social, identification with, 292-293 transactive memory systems of, 296 use of information by, 298-300 violence by, 295-296 Group norms, 283 Groupthink, 307-309 conditions favoring, 308 definition of, 307 symptoms of, 308-309

Η

Happiness cognitive optimism and, 90-92 future, effects of distressing and joyful events on, 93-94 incompetence and, 94-95 Heider, Fritz, on attribution, 74-75 Heinrich, Ingo, 258-259 Help increasing the chance of receiving, 426 receiving, reaction to, 441-444 seeking, 439-441 decision model for, 439-440 decision on, factors influencing, 440-441 Helping behavior altruistic, 401-444. See also Altruism biological explanation of, 408-410 egoism and, 404-406 in emergencies, 410-426 empathy-altruism hypothesis of, 404 five-stage decision model of, 410-426 applied to long-term helping, 437-439 long-term, 437-439 mood and, 419-420 in nonemergencies, 426-437 race and, 424-425 recipient of, 426 rewards and costs of, 418-419 sexual orientation and, 425-426 Heritability factor, in attitude formation, 169-170 Heterosexism, 146-147 Heuristic and systematic information-processing model, 208

Heuristics availability, 88 judgmental, stereotypes as, 111 representativeness, 89-90 Hill, D., 1–2 Hindsight bias, 20 Hippler, Fritz, 223 Historical differences, in conformity, 243 History, social psychology and, 7-9 Hitler, A., and rise to power, 223-224 Homophobia, gender and, 117-118 Hoover, J. Edgar, 29 Hormonal influences, on aggression, 365-366 Hostile aggression, 358-359 Hypothalamus, in aggression, 364 Hypothesis, definition of, 10

I

Ideal self, 46 Ignorance, pluralistic, bystander effect and, 414 lllusion(s) of efficacy, in small groups, 304 of invulnerability groupthink and, 308 positive, 91 of unanimity, groupthink and, 309 Illusory correlations, stereotypes and, 128-131 Imagine-other perspective, on empathy, 404 Imagine-self perspective, on empathy, 404 Implicit Association Test (IAT), 163-164 Implicit attitudes, 160 Implicit personality theory, 85-86 Implicit self-esteem, 46 Impression(s) on others, awareness of, 56-57 of others on us, 69-71 accuracy of, 69 constructing, 84-87 first impressions in, 84-85 heuristics in. 88-90 schemas in, 85-87 formation of, confidence and, 70 Impression management, 53-54 self-esteem and, 53 self-monitoring and, 53-54 Incompetence, happiness and, 94-95 Incremental theories, of implicit stereotypes, 111 Independence, paths to, 237-238 Independent variable, 12 Individual characteristics, in social behavior, 5 Individual self, 35-37 Inequity, perceived, aggression and, 372 Information, group use of, 298-300 Informational social influence, 233-234 Information-processing strategies for selfserving bias, 50 Informed consent, 22 In-group bias, 125-128 biological perspective on, 127-128 language in maintaining, 128-132 Inhibition, social, 286 Injustice, perceived, aggression and, 372 Inoculation theory, 195 Instrumental aggression, 359

Instrumental groups, 283 Instrumental values, 159 Intellective issue, social influence on, 239 Interaction, defined, 14 Interactionist view, of altruism, 434-436 Internet relationships, 327-329 Interpersonal aggression, 357-394. See also Aggression Interpersonal attraction determinants of, 327-338 need for affiliation and, 317 need for intimacy and, 317 roots of, 317 Intimacy love and, 320-321 need for, 317 Intimate relationships. See Love; Relationships, close Introspection, in self-knowledge, 30-31 Invulnerability, illusion of groupthink and, 308

J

Jews righteous rescuers and, 429–430 five-stage decision model applied to, 437–439 Irene Opdyke and, 401–403, 444 stereotypes about, 131–132 Judgment, distortion of, conformity and, 237 Judgmental heuristics, stereotypes as, 111 Judgmental issue, social influence on, 239 Just-world hypothesis, helping behavior and, 421

Κ

Kennedy, John F., assassination of, 259 Kin altruism, 409 King, Martin Luther, Jr. murder of, 259 Rosa Parks and, 269 Knowledge, organizing, 37–38 Kohler effect, 291 Kohler motivation gain, 291 Koresh, David, 189, 215–217 Ku Klux Klan, deindividuation and, 295

L

Laboratory research, 16-17 Language, in maintaining in-group bias, 128-132 Latitude of acceptance in social judgment theory, 197 Latitude of noncommitment in social judgment theory, 197 Latitude of rejection in social judgment theory, 197 Law of primacy, 194 Leadership style, group decision making and, 300-302 Learning, observational aggression and, 374-375 in attitude formation, 166-167 Legitimacy, psychology of, 301 Leopold, Nathan, Jr., 185-186, 187, 226

Lewin, Kurt, social behavior model of, 3-5 expanding, 5-7 Life cycle, friendships over, 349-350 Likert scale, 161 Limerence, 323 Lincoln, Abraham, 118 Lithuanian disobedience, 271 Loafing, social, group participation and, 290 Loeb, Richard, 185-186, 187, 226 Loneliness, 318-320 Lost-letter technique, in attitude assessment, 162-163 Love close relationships and, 320-324 consummate, 323 in lab. 347-348 secret, 324 triangular theory of, 320-322 types of, 322-324 unrequited, 323-324 Low-ball technique, of compliance, 253-254

M

Majority minority influence on, 244-245 size of, conformity and, 240-241 Majority and minority influence, in conformity, 244-245 Majority rule, 305-306 Malvo, Lee Boyd, 357-358, 393-394 Marriages, kinds of, 347-348 Mass media, in attitude formation, 167-169 Matching principle, in interpersonal attraction, 329 Mate how to attract, 336-338 selection of, 335-336 McAuliffe, Christa, 281–282 Media, mass, in attitude formation, 167-169 Memorial Bridge (Carroll), 30 Memories in self-concept, 32-33 Merchant of Venice, play, 131 Mere exposure, in attitude formation, 164-165 Mere exposure effect, 327 Mesomorphs, 333 Message(s) anti-smoking campaign, 192 conflicting, about obedience, 263-264 discrepancy of, from audience views, 196-197 effectiveness of, 192-194 elaboration of, attitude accessibility and, 205-206 fitting of, to audience, 195 inoculating audience against, 195-196 one-sided versus two-sided, 195 processing of mood and, 201-203 personal relevance and, 204-205 timing of, 194 vivid versus nonvivid, persuasiveness of, 206-207

Metacognition, 90 Michelangelo phenomenon, 343 Milgram, Stanley obedience experiments of, 259-261 obedience studies of authority figure presence and legitimacy in. 263 cognitive narrowing in, 263 conflicting messages in, 263-264 critiques of, 267-269 findings of, reevaluating, 267 group effects in, 264 participant's perspective on, 259-260 power of situation in, 263 predicted behavior in, 260-261 proximity of victim in, 261-263 results of, 263-264 situational determinants in, 261-264 Mindguards, self-appointed, emergence of, groupthink and, 309 Minority influence, in conformity, 243-247 Misattributions, 80-81 Mood helping and, 419 processing of message and, 201-203 Morgan Stanley Dean Witter and Company, 1 Mormons, prejudice and, 103-104 Motivation, normocentric, 429 Motivational strategy for self-serving bias, 49-50 Muhammad, John Allen, 357-358, 393-394 Multiple audience model, 197-199 My Lai massacre, 257

Ν

Naïve realism, attitudes and, 179-180 Nazis obedience and, 270 propaganda and, 221, 224-225 righteous rescuers and, 429-430 role strain and, 269-270 Need for affiliation, 317 for intimacy, 317 Negative correlation, 16 Neglect, child, aggression and, 380 Networks and groups, attitude formation and, 170-171 social, attitude formation and, 172 Noncommitment, latitude of, in social judgment theory, 197 Nonrational actor, in attitude-behavior relationship, 177-178 resolving rational actor with, 179 Norm(s)definition of, 234 group, 283 of reciprocity, 254 social changing, 122-123 as key to conformity, 234-235 reducing expression of prejudice through, 146-147 subjective, behavioral intention and, 174 Normative altruism, 429 Normative social influence, 233–234 Normocentric motivation, 429

0

Obedience, 254-269 administrative, 266 aggression or, 265 conflicting messages about, 263-264 culture and, 266 definition of. 255 destructive, 255, 256-259 gender and, 264-265 Milgram's experiments on, 259-261 situation and, 266 time and, 266 See also Disobedience Obesity, stereotypes about, 333-335 Observational learning aggression and, 374-375 in attitude formation. 166 Opdyke, Irene Gut, 401-403, 444 Operant conditioning, in attitude formation, 165-166 Optimism, cognitive, happiness and, 90-92 Ostracism, social, 293-295 Ought self, 46 Out-group homogeneity bias, 132-134 Out-groups, personalizing members of, in reducing prejudice, 146

P

Paranoid social cognition, 95 Parenting aggressive, 377-379 in reducing aggression, 391-393 Parks, Rosa, 269 Participative leaders, 300 Passion, love and, 320 Perceived behavioral control, behavioral intention and, 174 Perception' distortion of, conformity and, 237 social, 61-96. See also Social perception definition of, 5 Perceptual contrast hypothesis, of foot-in-thedoor effect, 249-250 Performance audience effects on, 286-288 group participation and, 288-292 enhanced performance and, 289 free rides and, 290 social loafing and, 290 Peripheral route processing, in message elaboration, 200-201 mood and, 201-203 Personal attributes, self-concept and, 31-32 Personal experience, direct, in attitude formation, 165 Personality altruistic, 429 authoritarian, 114-116 becoming rescuer and, 431 prejudice and, 114-117

I-16

Subject Index

Personality psychology, aggressiveness and, 8-9 Person attribution, 76 Persuasion, 185-226 cognitive approach to, 199-208. See also Cognitive approach, to persuasion cognitive dissonance theory of, 209-217 elaboration likelihood model of, 199-201 group polarization from, 306-307 heuristic model of, 208 of masses, 220-225 through propaganda, 220-225 of multiple audiences, 197-199 vividness of message and, 206-207 Yale model of, 186–197. See also Yale communication model Phrasing, attitude survey bias and, 162 Physical attack, prejudice as, 135 Physical attractiveness dimensions of, 331-333 in interpersonal attraction, 330-338 Physical proximity effect, 327-329 Physiology, of aggression, 364-369 Physique, attractiveness bias and, 333-335 Planned behavior, theory of, 174-175 Pluralistic ignorance, bystander effect and, 414 Polarization, group, 306-307 Positive correlation, 16 Positive illusions, 91 Postdecision dissonance, 211-213 Prejudice, 103-149 against African Americans, 118-120 authoritarianism and, 114-116 cognitive roots of, 123-135 color, historical view of, 113-114 coping with, 141-144 definition of, 104 dynamics of, 104-111 everyday, 135 gender and, 117-118 against Jews, 131-132 jokes based on, 136 against Mormons, 103-104 persistence and recurrence of, 112-114 personality and, 114-117 reducing, 144-149 contact between groups in, 144-146 personalizing out-group members in, 146 reducing expression of, through social norms, 146-147 social roots of, 118-123 stereotypes and, 106-111 target of, consequences of being, 135-141 ways to express, 135 See also Discrimination; Racism; Sexism; Stereotype(s) Primacy effect in impression-formation process, 85 of message, 194 Process loss, group size and, 304 Propaganda, 220–225 aims of, 221–222 American Revolution and, 221-222

Catholic Church and, 221 characteristics of, 220-221 Communists and, 221 definition of, 220 Hitler's rise to power and, 223-224 in Nazi Germany, 221, 224-225 techniques of, 222-223 Prosocial behavior, in reducing aggression, 392 Protection/motivation explanation of fear, 193 Psychological field, in Lewin's model of social behavior. 3–4 Psychological reactance, 219-220 independence and, 237-238 Psychology evolutionary, beauty and, 335 of legitimacy, 301 social. See Social psychology social psychology and, 7-9 Punishment, by group, 293-295 Punitive ostracism, 294

Q

Question format, attitude survey bias and, 162

R

Race, helping behavior and, 424-425 Racism aversive, 121 changing social norms and, 122-123 definition of, 105 modern, 120-122 symbolic, 121 in U.S. Army, disarming, 148-149 See also Discrimination; Prejudice; Stereotype(s) Random assignment, 12 Rape, myths about, 389-390 Rating scale, 162 Rationalization groupthink and, 308 self-affirmation theory and, 218-219 Reactance, psychological, 219-220 independence and, 237-238 Reagan, Ronald, trustworthiness and, 188 Rebound effect, 67 Recency effect, of message, 194 Reciprocal altruism, 409 Reciprocity, norm of, 254 Reed, Leroy, 231-232 Reinforcement, vicarious, observational learning and, 375 Rejection, latitude of, in social judgment theory, 197 Relational devaluation, 320 Relational model, of legitimacy, 301 Relationships close, 315-350 attachment styles and, 324-326 communal, 342-343 development of, 339-340 dissolution of, predicting, 347-348 dynamics of, 338-350 evaluating, 340-343 formation of, 324-326

friendships as, 348-350 Internet and, 327-329 kinds of, 347-348 love and, 320-324 over time, 343 responses of, to conflict, 345-347 roots of, 317 sculpting, 343-345 working model of, 324-325 inequity in, 442 Relative deprivation theory, 143 Relevance, personal, message processing and, 204-205 Religion, influence on self, 34-35 Reno, Janet, credibility and, 189 Representativeness heuristic, 89-90 Representative sample, 12 for attitude survey, 161-162 Rescorla, Rick, 1-2, 22, 24 Rescuer becoming personality factors in, 431-432 situational factors in, 430-431 gender and, 434 righteous, 429-430 five-stage decision model applied to, 437-439 Research, social psychological, 9-22, 23 correlational, 15-16 ethics and, 21-22, 23 exceptions and, 20-21 experimental, 10-14. See also Experimental research field, 17-18 hindsight bias in, 20 laboratory, 17 lessons from, 20-21 settings for, 16-18 theory in, 18-19 Responsibility, diffusion of, bystander effect and. 414 Revere, Paul, 221-222 Reverse incentive effect, in dissonance theory, 210 Righteous rescuers, 429-430 five-stage decision model applied to, 437-439 Role strain, disobedience and, 269-270 Rugemer, Eduard, 401-403

S

Sanctioned aggression, 359 Scapegoating, 115 Schema(s) aggressive, 376 behavior and, 85–87 definition of, 38, 85 origins of, 85–86 *Schindler's List*, film, 146 Scientific method, definition of, 10 Secret love, 324 Self actual, 46 collective, 35–36

cultural influences on, 36-37 enhancing, 49-51 group influences on, 35-36 ideal, 46 individual. 35–36 ought, 46 religious influence on, 34-35 social, 29-57. See also Social self Self-affirmation theory, rationalization and, 218-219 Self-awareness, 51-52 self-knowledge and, 52 Self-categorization theory, discrimination and, 126-127 Self-censorship, groupthink and, 309 Self-concept, 30-40 definition of, 30 influence of culture on, 35-37 memories and, 32-33 personal attributes and, 31-32 Self-consistency, maintaining, 50-51 Self-control, cost and ironic effects of, 48-49 Self-defense, as sanctioned aggression, 359 Self-disclosure, in relationship development, 340 Self-esteem, 40-46 cultural influences on, 45 definition of, 40 explicit, 46 high, benefits of, 45-46 implicit, 46 impression management and, 53 internal influences on, 41-46 maintaining, in interactions with others, 42-43 receiving help and, 442-444 self-regulation and, 46-48 stigma and, 44 Self-focus, 51-52 Self-fulfilling prophecy, 86 Self-handicapping, 54–55 in academics, 55-56 Self-identity groups and, 292-296 identification with social group and, 292-293 Self-identity theory, 292-293 Self-knowledge self-awareness and, 52 social influences on, 35-37 sources of, 30-31 Self-monitoring, impression management and, 53 - 54Self-other oneness hypothesis, 407-408 Self-perception theory, 217 Self-presentation(s) managing, 53-56 manipulative strategies and, 54 Self-regulation, self-esteem and, 46-48 Self-schema, 38–40 definition of, 38 sexuality and, 38-40 Self-serving cognitions, 49-51 Self-verification, 50 September 11, 2001, terrorist attacks of, 1-2, 43

Sexism in children's books, attitude formation and, 167-168 definition of, 105. See also Discrimination; Prejudice; Stereotype(s) Sexuality, self-schemas and, 38-40 Sexual orientation, helping behavior and, 425-426 Sexual violence, viewing, impact on aggression, 389-390 Shepard, Matthew Wayne, murder of, 359 Similarity, interpersonal attraction and, 329-330 Single-process model in majority and minority influence, 246-247 Sinister attribution error, 95 Situational attribution, 76 Situational factors, in becoming rescuer, 430-431 Sleeper effect, 189-191 Smith, Benjamin, 115 Smoking, and behavior change, 217-219 Social anxiety, 319-320 Social behavior Lewin's model of, 3-5 expanding, 5-7 understanding, 1-24 model for, 3-5 social psychology and, 3-7 Social cognition definition of, 5 paranoid, 95 Social comparison group polarization from, 306-307 need for, groups satisfying, 285 Social comparison process, 236 in self-knowledge, 30-31 Social compensation, in groups, 290-292 Social exchange theory, 340-341 Social facilitation, 286, 288 Social group, identification with, 292-293 Social identity theory, stereotypes and, 126 Social impact theory, 246-247 Social influence(s) conformity and, 238-239 informational, 233-234 normative, 233-234 on self-knowledge, 35-37 Social information-processing view of aggression, 392 Social inhibition, 286 Social-interactional model, of aggression, 377-379 Social networks, attitude formation and, 172 Socialization, of aggression, 374-375 Social judgment theory, 197 Social learning explanation, of aggression, 373-388 Social learning theory, aggression and, 374-375 Social loafing, group participation and, 290 Social norms changing, 122-123 reducing expression of prejudice through, 146-147

Social ostracism, 293-294 Social penetration theory, 339 Social perception, 61-96 automaticity in, 63-64 definition of, 5 Social psychology definition of, 2 fields related to, 7-9 research in, 9-22, 23. See also Research, social psychological understanding social behavior and, 3-7 Social self, 29-67 Social situation, 4 Social standing, uncertainty about, paranoid social cognition and, 95 Social world, our view of, 90-95 Sociobiology, aggression and, 362-363 Sociology, social psychology and, 8 Stein, Gertrude, 315-316, 350 Stereotype(s) confirmation bias and, 132 definition of, 106 of enemy, groupthink and, 309 explicit, 108-110 illusory correlations and, 128-131 implicit, 108-110 persistence and recurrence of, 112-114 prejudice and, 104-106 of prejudiced and nonprejudiced individuals, 134-135 social identity theory and, 126 threat based on, 136-140 See also Discrimination; Prejudice Stigma, self-esteem and, 44 Stranger anxiety, 8 Subjective norms, behavioral intention and, 174 Superordinate goal, 145 Symbolic aggression, 359 Symbolic racism, 121

Т

Tarbell, Ida, 155-156, 159, 165, 181 Television in attitude formation, 167-169 in teaching aggression, 385-386 Terminal values, 159 Terrorist attack, World Trade Center, 1-2 Testosterone, aggression and, 365-366 Textbooks, in attitude formation, 167–168 Theory definition of. 18 of planned behavior, 174-175 research process and, 18 in social psychological research, 18-19 Thinking about thinking, 90-95 counterfactual, 89 Threat, stereotype-based, 136-140 Tiananmen Square incident, 271 Toklas, Alice, 315-316, 350 Transactional leaders, 301 Transactive memory systems, of groups, 296 Transformative leaders, 301 Triangular theory, of love, 320-322 True partner effect, 241

Subject Index

Trustworthiness, of communicator, 188 *Twelve Angry Men*, film, 243, 246 Two-process model, in majority and minority influence, 245–246

U

Ultimate attribution error, 133 Unanimity, illusion of, groupthink and, 309 Unanimity rule, 305–306 Unobtrusive measures, in attitude assessment, 162–163 Unrequited love, 323–324

V

Validating couple, 348 Value(s) attitudes as expression of, 159–160 definition of, 159 instrumental, 159 terminal, 159 Variable(s) confounding, 12-13 definition of, 13 in experimental research dependent, 11 independent, 11 manipulating, 10-11 extraneous controlling, 12-13 definition of, 12 Vicarious reinforcement, observational learning and, 375 Vietnam War, 29-30 Vincennes incident, 61-62, 88, 96 Violence culture and, 381-384 group, 295-296 sexual, viewing of, impact on aggression, 389-390 on television aggression and, 385-386 in attitude formation, 167 See also Aggression Volatile couple, 348

W

Wake Island, film, 229
War, as sanctioned aggression, 359
Watergate, 259
Wording, attitude survey bias and, 162
Working model, of close relationships, 324–325
World Trade Center, attacks on, 1–2, 43

Х

Xenophobia, 127

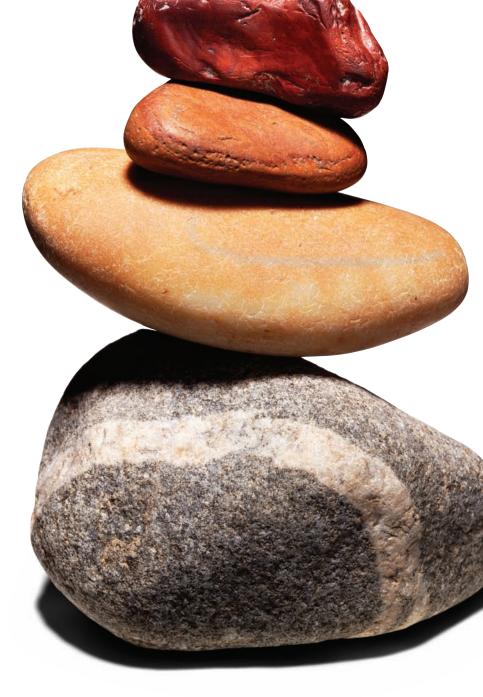
Y

Yale communication model, 186–197 audience in, 192–197 communicator in, 187–192 message in, 192–197 social judgment theory and, 197

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