
Contents

Preface xv

CHAPTER ONE Social Psychology: What It Is and What It Is Not 2

<i>Observation and Theory</i>	5
The First Experiment	5
Study of Ongoing Social Processes	6
The Social Psychology of Research	7
Theory and Application	8
Emphasis on the Individual	10
<i>Constructing a Definition of Social Psychology</i>	10
Level of Analysis	11
A Formal Definition	11
<i>Implicit Theories of Social Psychology</i>	12
Personal Experience Is Not Science	13
Common Sense and Inconsistency	13
The Discovery of Limiting Conditions	14
Counterintuitive Findings: A Study of Obedience	14
<i>Plan of the Book</i>	18
Methodology	19
Social Perception and Cognition	19
Attitudes and the Self	20
Individual Needs and Social Exchange	20
The Social Environment	21

CHAPTER TWO Research Methods I: General Issues and Field Techniques 24

<i>Definitions, Operations, and Replication</i>	27
Defining the Terms	27
The Difficulty of Replicating Findings	28

Empirical Replication	30
Conceptual Replication	31
<i>Validity of the Research Method</i>	34
Internal Validity: Meaningful Differences	34
External Validity: Results That Generalize	34
<i>Reactivity in Social-Psychological Research</i>	36
The Awareness of Being Tested: Demand Characteristics	37
Response Sets	38
How Can Reactivity Be Minimized?	39
<i>Archival Research: History As Social Psychology</i>	39
An Illustration: A Speeding Crackdown	40
Threats to Internal Validity	42
<i>Observational Methods: The Here and Now of Behavior in Public Places</i>	44
Four Observational Techniques	44
Concealed Participant Observation: The Doomsday Believers	45
Natural Experiments	47
Field Experiments	47
Comparisons of Methods	49

CHAPTER THREE **Research Methods II: Laboratory Experiments** 54

<i>Precursors to Experimentation</i>	56
Correlation and Causality	56
Selecting a Hypothesis	57
Falsifiability	59
<i>The Laboratory Experiment</i>	59
Experimental and Control Groups	59
The Factorial Design	60
Operationalization	62
The Pretest	63
Selection of Subjects	64
Running the Experiment	66
Problems in Experimentation	69
<i>Concluding Note: Ethical Conduct of Research in Social Psychology</i>	74
Risks and Benefits	74
Institutional Review	75
Informed Consent	75

CHAPTER FOUR **Elements of Social Perception** 80

<i>Person Perception and Object Perception: A Difference in Degree or a Difference in Kind?</i>	83
Percepts: The Representations of Objects and People	83
Veridicality: Agreement Between Percept and Reality	84

The Lens Model of Perception	85
Comparisons Between Object Perception and Social Perception	87
Social Perception as Categorization	89
<i>Description of the Stimulus in Person Perception</i>	91
The Order of Presentation	92
The Organizing Influence	93
<i>Nonverbal Mediators in Person Perception</i>	94
Kinesic Cues	95
Facial Cues	96
Paralinguistic Cues	102
<i>Accuracy in the Judgment of Others</i>	105
Possible Sources of Accuracy	105
Intelligence and Empathy	106
Early Research on Accuracy	106
Personal Correlates of Accuracy	108
Sending and Receiving Revisited	109
<i>The Stimulus As Person: Self-Presentation</i>	109
A Face and a Line	110
A Mutual Commitment: The Maintenance of Face	110

CHAPTER FIVE **Social Cognition: The Construction of Social Reality** 114

<i>Categorization: The Organization of the Social World</i>	117
Category Formation and Criterial Attributes	117
Social Stereotyping	118
Motivational Explanations of Stereotyping	120
Cognitive Explanations of Stereotyping	125
<i>Social Inference: Searching for the Causes of Behavior</i>	127
Three Stages of Attribution	128
Theories of Attribution	130
Actors and Observers	135
Other Errors in Attribution	137
<i>Combination of Information: Impression Formation</i>	139
Implicit Personality Theory	139
Prototypes: Implicit Personality Theory	
As Categorization	144
Information Integration Theory: Combination of Traits	145
Social Cognition and Behavior	149

CHAPTER SIX **Attitude Organization: The Principle of Cognitive Consistency** 152

<i>Logical Models of Attitude Organization</i>	156
<i>The Syllogistic Model</i>	156
Premises and Conclusions	157

Horizontal Structure	158
Vertical Structure	159
A Complex Attitude	159
Information Processing in Attitude Organization	161
Beliefs and Evaluations	161
The Scaling of an Attitude	162
Tests of the Model	163
The Principle of Cognitive Consistency: Relations Among Attitudes	164
Balance Theory	166
Liking and Unit Formation	166
Degrees of Balance and Imbalance	168
Intrapersonal Balance	169
Balance in a Triad	170
Summary of Balance Theory	172
Congruity Theory	173
Elements of the Theory	173
Resolution of Incongruity: Proportional Change	175
Summary of Congruity Theory	175
Cognitive Dissonance Theory	176
An Alternative to Reinforcement	176
The Formal Theory	179
Comparisons to Balance and Congruity Theories	180
The Magnitude of Dissonance	181
An Example of the Evolution of a Concept	183
Summary of Dissonance Theory	190
CHAPTER SEVEN Attitude Measurement and Change	192
Scales for the Measurement of Attitudes	195
Endorsement Scales: The Equal-Appearing Intervals of Thurstone	195
Summated Agreement: The Likert Scale	198
The Meaning of Attitude Objects: The Semantic Differential	202
General Issues in Attitude Change	205
Real or Apparent Change?	205
The Functions of Attitudes	207
Implications for Attitude Change	209
Sources of Resistance to Attitude Change	209
Resistance Arising from Discrepancy	210
Resistance Arising from Restrictions of Freedom	216
Resistance Arising from Advance Warning	219
Sources of Facilitation	221
Facilitation Arising from the Communication and Its Presentation	222

Facilitations Arising from the Participation of the Recipient	225
Attitudes and Behavior	231
<i>Ethical Issues in Attitude Change</i>	233

CHAPTER EIGHT **The Self** 240

<i>The Social Self: Organization and Interaction</i>	244
The Me	244
The I	246
Role Conflict	247
Symbolic Interactionism	248
<i>The Process of Self-Evaluation</i>	249
Reference Groups	250
Social Comparison Among Individuals	251
Assessment of Emotional States	255
Self-Perception of Attitudes	261
Self-Perception of Motivation	262
<i>The Development of Self-Esteem</i>	264
Successes and Pretensions	264
External Factors Influencing Self-Esteem	266
<i>The Public Self: Mask or Reality?</i>	269
Concealment and Disclosure in Daily Interaction	269
Unusual Situations for the Self	273

xi

Contents

CHAPTER NINE **Reinforcement and Exchange in Social Behavior** 280

<i>Rewards and Social Learning</i>	283
The Principle of Reinforcement	283
Social Learning Theory	285
<i>Exchange Theory</i>	287
The Interaction Matrix	287
Evaluation of Outcomes	290
Correspondence of Outcomes	292
<i>Fairness in Social Exchange</i>	294
Procedural Justice	295
The Principle of Distributive Justice	295
Equity Theory	297
A Further Refinement of Reinforcement	301

CHAPTER TEN **Positive Forms of Social Behavior** 304

<i>Altruism and Helping Behavior</i>	308
<i>The Problem of Definition</i>	308
Motives and Self-Sacrifice	308

Objective Altruism	309
Altruism and Reinforcement	310
<i>Objective Altruism in Nonemergency Situations</i>	311
The Effects of Norms	311
Effects of the Situation	314
Effects of Internal States	316
Personal Responsibility for Helpful Action	319
<i>Objective Altruism in Emergencies</i>	320
The Failure to Act	320
Diffusion of Responsibility	321
A Decision Process Model of Intervention	323
Bystander Intervention As Objective Altruism	326
<i>Interpersonal Attraction</i>	327
An Attitude of Favorability	327
The Measurement of Attraction	328
Friendship Choice	328
Attitude Scaling Approaches	330
Some Antecedents of Attraction	332
Propinquity	333
Similarity	335
Suffering	338
Personal Qualities of the Stimulus Person	339
Arousal and Attraction	341
 CHAPTER ELEVEN	
Competition and Aggression	346
The Definition of Competition	349
Experimental Methods for the Study of Competition	351
The Prisoner's Dilemma	351
Communication and Power in Bargaining	356
Socially Relevant Science	359
Achievement Motivation and Competition	359
Measurement of Achievement Needs	360
Perceiving the Causes of Success and Failure	365
Achievement Motivation in Women: Fear of Success?	367
The Definition of Aggression	369
Instigation and Maintenance of Aggression	371
Theories of Internal Instigation	372
Theories of External Instigation	374
Combinatorial Theories	376
Theory and Practice: The Issue of Televised Violence	379
A Concluding Comment	382
 CHAPTER TWELVE	
Social Influence	386
An Overview of Power and Influence	389
Field Theory: A Representation of Influence	390
Sources of Social Power	392

Counterforces to Social Influence	394
Compliance or Acceptance?	396
<i>The Influence of One Individual Over Another</i>	399
Machiavellianism: Influence As an Interpersonal Style	399
Direct Influence: Obedience to Authority	401
<i>Group Influence Over the Individual</i>	405
Conformity	405
Group Informational Social Influence	406
A Step Toward Normative Influence	408
<i>Social Influence and Social Change</i>	411
The Readiness to Accept Influence	411
Contingency in Interaction	412
Active Minorities and Social Change	414

CHAPTER THIRTEEN **The Individual and the Group** 418

<i>Communication Within the Group</i>	421
The Structure of Communication	421
The Nature of Communication	425
<i>Group Leadership</i>	428
Leader Characteristics	428
A Model of Leadership Effectiveness	430
<i>Group Decision Processes</i>	434
Attraction to the Group	434
Group Cohesiveness	436
Pressures Toward Uniformity of Opinion	437
The Development of Groupthink	439
Choice Shifts in Group Discussion	441
Once Again, the Importance of the Individual	444

CHAPTER FOURTEEN **The Environment and Social Behavior** 450

<i>Principles of Environmental Psychology</i>	452
Situations and Persons	452
The Importance of Cognition	453
Research and Theory	454
Dimensions of a Place	455
A Multidisciplinary and Systems Approach	455
<i>Descriptions of the Physical Environment</i>	456
The Choice of Units of Analysis	456
Settings for Behavior	457
Setting and Behavior: A Theory of Manning	458
<i>The Individual and Environmental Behavior</i>	461
Personal Space	461
Environmental Cognition	464

<i>Person-Environment Interaction</i>	466
Access to the Self	467
The College Dormitory	470
The Problem of Crowding	473
Persons, Situations, and Processes	476

Glossary	479
----------	-----

References	499
------------	-----

Author Index	553
--------------	-----

Subject Index	565
---------------	-----

Subject Index

Page references for glossary terms are in italics.

- Acceptance
 in attitude change, 206–7, 251
 latitude of, 211–12
 in social influence, 396–98
- Accuracy
 differential, 107
 vs. distortion in self-perception,
 243, 251, 255, 269–70
 personal correlates of, 106, 108
- Achievement motivation, 359–69
 attributional model of, 365–67
 and independence training, 364
 measurement of, 360–62
 and persistence in tasks, 363–64
 resultant, 362
 in women, 367–69
- Actor/observer differences in
 attribution, 136–37
- Affective component of attitude,
 154–55, 157, 162
- Aggression, 369, 370–83
 catharsis hypothesis, 380–81
 excitation transfer theory of,
 376–78, 381
 and frustration, 370, 374–75, 381
 instinctive theories of, 369–70,
 372–74
 and sexual arousal, 377–78
 social learning theory of, 378–83
 televised violence and, 372, 379–82
- Altruism, 308–9
 compared to helping behavior,
 308–9
 objective, 309–27
 and reinforcement, 308, 310–11
- Archival methods, 39, 40–43, 50–51
 index numbers, 40–41
 selective deposit, 42, 43, 57
 selective sampling, 40
 selective survival, 43, 57
- Artifacts, 33–34, 74, 184, 187. *See*
 also Internal validity;
 Reactivity
- Asymmetric contingency, 413–14
- Associative bond, 173–74
- Assumed desirability, 132, 133
- Attitude, 154. *See also* Attitude
 change; Attitude models
 components of, 154–55, 162, 204
 horizontal structure of, 158, 159,
 161, 163, 194, 205
 vertical structure of, 159, 161, 194,
 205
- Attitude-behavior correlation, 176,
 194, 231–33
- Attitude change
 ethical issues in, 233–35
 facilitation of, 221–31
 inoculation against, 219–21
 public compliance vs. private
 acceptance, 205–7
 resistance to, 209–21
- Attitude measurement, 195–205
 Likert scales, 198–202
 semantic differential method, 202–4
 and social judgment, 213

- Attitude measurement (*cont.*)
 Thurstone scales, 195-98
 unlimited response languages in, 216
- Attitude models
 balance theory, 166-73
 cognitive dissonance theory, 176-90
 congruity theory, 173-76
 information-processing, 161-64
 syllogistic, 156-61, 164
- Attraction, 327-42
 antecedents of, 332-41
 and arousal, 341-42
 attitude measurement of, 330-31
 and complementarity, 337-38
 sociometric measurement of, 328-30
 and similarity, 335-37
- Attractiveness. *See* Physical attractiveness
- Attribution processes, 128-38
 biases in, 136-38
 and emotions, 259-61
 stages of, 128-29, 136
 theories of, 130-38
- Attributional criteria, 134-35
- Attributions
 of actors compared to observers, 136-37
 and achievement motivation, 365-67
 defensive, 138
 for success and failure, 137-38, 267-68
- Averaging model of impression formation, 145-49
- Balance theory of attitude, 166-73, 180-81
 degrees of balance, 168-69
 determination of balance, 167-68, 171-72
 p-o-x triads in, 170-72
 relations in, 167-73
 resolution of imbalance, 169-70, 172
- Balanced replication, 187-88
- Bargaining
 and communication, 356-58
 in Prisoner's Dilemma, 351-56
 strategies, 355-56
- Behavior setting, 457-58, 466
- Behavioral component of an attitude, 154-55, 157
- Behavioral intention, 162
- Behaviorism, 284-85
- Belief, 157-64
 premise, 157-61
 strength, 162
 zero-order, 160
- Blacks
 prejudice against, 120-26
 stereotyping of, 117-21
- Bystander intervention. *See* Intervention in emergencies
- Categorization, 89, 117, 125-26, 128 137, 144-45
 differentiation in, 145
 richness in, 145
 and stereotyping, 117
- Catharsis hypothesis, 380-81
- Central traits, 93-94, 146
- Choice dilemma task, 441-42
- Choice shifts, 441-44
 choice dilemmas task, 441-42
 value of risk, 443-44
 persuasive arguments theory of, 444
- Classical conditioning of attitudes, 226
- Cognitive component of an attitude, 154-55, 157
- Cognitive dissonance theory, 176-90, 297, 299, 307
 elements of the theory, 179-80
 magnitude of dissonance, 181
 resolution of dissonance, 182-83
- Cognitive evaluation theory of motivation, 263
- Cognitive labeling theory, 256-259, 262, 341-43, 376. *See also* Social comparison theory
- Cognitive maps, 464-66
 images of cities, 464-65
 individual differences in, 466
- Cognitive schema, 127. *See also* Self-schema
- Cohesiveness of group, 436-39
 and groupthink, 439-41
 and pressure toward uniformity of opinion, 437-39

- Communication
 - in beginning, 356-58
 - implicit, 358
 - networks, 421-24
 - nonverbal, 94-96
 - persuasive, 221-25
 - structure within a group, 421-25
- Comparison function, of reference group, 250, 398
- Comparison level, 290-92, 294, 392
- Comparison level for alternatives, 290-92, 294, 392, 395
- Competition, 294, 349, 350, 351
 - and achievement motivation, 359-60
 - experimental study of, 350-59
 - in society, 382-83
- Complementarity, 337-39
- Compliance, 206
 - in attitude change, 206-7, 251
 - forced (*see* Forced compliance)
 - in social influence, 396-97, 398
- Conceptual replication, 31-33
- Conformity, 405-6, 408-11
- Congruity theory of attitude, 173-76, 180-81
 - bonds in, 173
 - elements of, 173-75
 - resolution of incongruity, 175
- Consensus
 - in conformity, 409-10
 - as a criterion in attribution, 134-35
 - false, in groupthink, 439-40
- Consistency
 - as a criterion in attribution, 134-35
 - theories of attitude organization, 164-90
- Constructive process, 86, 87, 89, 97
- Contingency in interaction, 412-14
- Contingency model, of leadership, 430-33
- Correlation
 - coefficient, 140-41
 - inferring causality from, 56-57, 433
- Correspondence
 - of inference, 131, 132, 133
 - of outcomes, 292, 293, 294, 349-50, 357, 395-96
- Counterattitudinal advocacy, 178, 187, 189, 299
- Covariation principle, 133-35
- Credibility of communicator, 222-24
- Crime rates in U. S., 348
- Criterial attribute, 90, 91, 117, 155, 157
- Crowding, 473-76
 - and aggression, 476
 - antecedents of, 475
 - and density, 473-74
 - loss of control in, 474
 - social consequences of, 476
- Cue trait, 142
- Dating, 331, 340-42
- Debriefing, 75, 235
- Deception, 17, 38, 65, 69-70, 75, 76, 187, 234, 235, 318
- Defensive attribution, 138
- Deindividuation, 274-77
- Density, social, 373-74, 473-74
- Demand characteristics, 8, 38
- Dependent variable, 58, 63, 67, 70
- Descriptive adjectives, 92-94, 143, 146-48
- Destructive obedience, 14-18, 69, 76, 130, 403-4
- Dialect, as a social perception cue, 102-3
- Dimensions
 - attributional, 133-34
 - of facial emotion, 98-99
 - of a place, 455
- Displacement, 124, 372
- Dissociative bond, 173-74
- Distal stimulus, 85-87
- Distinctiveness
 - as a criterion in attribution, 134-35
 - of self, 266-67
- Distributive justice, 295, 296, 297, 301
- Double-bind hypothesis, 96
- Dyadic effect, in self disclosure, 272
- Effect dependence, 122
- Emergencies
 - characteristics of, 323-24
 - intervention in, 320-26
- Emergent leadership, 428
- Emotion, 255-61
 - central theory of, 256
 - cognitive labeling theory, 256-259, 262

- Emotion (*cont.*)
 misattribution of, 259–61
 peripheral theory of, 255–56
 Empathy, 106
 Empirical replication, 30–31, 33
 Environmental force, 131
 Equity theory, 297–301
 exploitation, 300–301
 overpayment, 299–300
 restoration of, 298, 316–17
 underpayment, 298–99
 Ethics in research, 17, 19, 36, 46, 50,
 66, 74–76, 276–77. *See also*
 Deception
 debriefing, 75, 235
 informed consent, 75
 Evaluation apprehension, 8, 71, 184,
 201
 Evaluation
 in congruity theory, 174
 in information-processing theory,
 161–64
 self, 249–63
 Evaluative premise, 157–61
 Exchange theory, 287–94, 332
 comparison level, 290–92, 294
 comparison level for alternatives,
 290–92, 294
 correspondence of outcomes,
 292–94
 goodness of outcomes, 289–91
 Excitation transfer theory, 376–78,
 381
 Experimental realism, 69, 74, 76, 276,
 277
 Experimenter expectancy, 8, 71, 72
 External validity, 34, 43, 50–51, 70,
 454
 Extrinsic motivation, *vs.* intrinsic,
 262–63
 Facial cues, 95–101
 decoding of, 97–98
 display rules, 101
 encoding of, 97–98, 100–101, 109
 recognition of, 98–99
 Factor analysis, 100, 143, 144, 204
 Factorial design, 60, 61, 73
 False consensus, in groupthink,
 439–40
 Falsifiability, 59
 Fear of success, 367–69
 Field research, 6
 Field theory, 390–92
 forces, 390–92, 435
 life space, 390
 Foot-in-the-door technique, 228–30
 Forced choice scale, 400
 Forced compliance, 176, 177, 178,
 228, 234, 235
 Friendship
 and attitude similarity, 335–37
 measurement of, 328–31
 Frustration
 -aggression hypothesis, 124
 and reactance, 217–18
 Gestalt, 85, 136
 Group decision processes, 435–47
 Group discussion
 and attitude change, 230–31
 and choice shifts, 441–44
 and groupthink, 439–41
 Group locomotion, 425
 Group maintenance, 425, 427–28
 Group structure
 and communication, 421–25
 social-emotional roles, 427–28, 434,
 435
 task roles, 427–28, 435–36, 437
 Groupthink
 false consensus in, 439–40
 reduction of, 441
 Hawthorne effect, 8
 Helping behavior, 308–27. *See also*
 Objective altruism
 Horizontal structure of an attitude,
 158, 159, 161, 163, 194, 205
 Hydraulic models of aggression,
 372–74
 Hypothetical construct, 5
 I, the, 246
 Ideal self, 265
 Identification, 206
 in attitude change, 206–7, 251
 in social influence, 393, 398
 Implicit personality theory, 139–44
 correlational methods, 139–42

factors in, 143–44
 peer nomination method, 143
 trait implication method, 142–43
 Implicit theory of social psychology,
 12, 13, 14, 18, 21
 limitations of, 16, 28
 Impression formation, 145–48
 central traits in, 146
 information integration theory of,
 145–48
 primacy in, 148
 recency in, 148
 Incentive theory, 184–85, 307
 Independent variable, 59
 Index numbers, 40–41
 Inequity. *See* Equity theory
 Information dependence, 122
 Information integration theory, 145,
 146–48
 Information-processing model of
 attitude, 161–64
 behavioral intention, 162, 232–33
 belief strength, 162
 Informational social influence,
 396–98, 406–8
 Informed consent, 39
 Inoculation against counterpropa-
 ganda, 219, 220–21
 Instinct and aggression, 369–70
 Insufficient justification, 178, 184,
 299, 307
 Intention
 in attribution, 128–29, 131
 behavioral, 162, 232–33
 unconscious, 129
 Interaction matrix, 287–89
 Interaction Process Analysis, 426–27
 Internal-External Locus of Control
 scale, 138
 Internal validity, 34, 42, 50–51, 69,
 454
 Internalization, 206
 in attitude change, 206–7
 in social influence, 398
 Intervention in emergencies, 320–26
 definition of emergency, 323–24
 model of process, 323–26
 Intrinsic motivation, vs. extrinsic,
 262–63
 Item analysis, 199
 Just world, need to believe in, 138

Justice
 distributive, 295–97
 procedural, 295
 Kinesic cues, 95–96
 Labeling of emotional states. *See*
 Cognitive labeling theory
 Latitude
 of acceptance, 211–12
 of noncommitment, 211–212
 of rejection, 211–12
 Law of attraction, 335, 336–37
 Law of Effect, 283
 Leadership, 428–34
 behavior, 429–30
 contingency model of, 430–33
 emergent, 428
 and personality traits, 428–29
 Learned helplessness, 472
 Lens model of perception, 85–89
 constructive process, 86, 87, 89, 97
 distal stimulus, 85, 86, 88
 mediation, 85–88
 ambiguous, 88
 synonymous, 88
 proximal stimulus, 85
 Level of aspiration, 264
 Life space, 390
 Likert scale, 198–202, 203, 205
 construction of, 199–200
 disadvantages of, 202
 Liking. *See* Attraction
 Looking-glass self, 248–249
 Machiavellianism, 399–400, 401, 411
 Manipulations in experiment
 checks on, 64
 kinds of, 67–68
 Manning theory, 458–60
 overmanning, 458
 undermanning, 458
 Matching principle, 340
 Me, the, 244–46
 Mediation, in perception, 85–88
 ambiguous, 88, 371
 synonymous, 88, 371
 Mere exposure, 227–28, 334
 Minority influence, 414–15, 439
 Mixed motive game, 293, 351–53, 356

- Modeling, 315-16
- Motivation
 - achievement, 359-69
 - extrinsic vs. intrinsic, 262-63
 - from inconsistency, 182-83
 - from inequity, 316-17
 - from reactance, 217-19
- Multidimensional scaling, 151, 424, 425
- Mundane realism, 70, 74
- Mutual contingency, 413-414, 415

- Natural experiment, 58
- Need for achievement, 360-63
- Need to believe in a just world, 138
- Noncommon effects, 132, 133
- Nonverbal communication, 94-96
- Nonverbal leakage, 96
- Non-zero sum game, 350
- Normative function, of reference group, 250, 398
- Normative social influence, 397-98, 408-10
- Norms 311-14
 - personal, 319-21
 - reciprocity, 311-13
 - social responsibility, 313-16
 - transmission, 407-8

- Obedience
 - to authority, 401-3
 - destructive, 14-18, 69, 76, 130, 403-4
- Objective altruism, 309-27
- Objective self-awareness, 273-74
- Observational methods, 45-49, 50-51
 - concealed participant, 45, 76
 - field experiments, 47-49, 51, 58
 - participant, 45, 46
 - simple, 45
- Operational definition, 30-31, 62-63
- Oversufficient justification, 189, 262-63, 299

- Paralinguistic cues, 102-4
 - dialect, 102
 - speaker-state signal, 103
 - voice pitch and rate, 104
- Percept, 87

- Personal force, 131
- Personal reference scales, 215-16
- Personal responsibility, 130, 138
- Personal space, 461-63
 - culture and personality influences on, 462-63
 - proxemics, 461
 - invasions of, 463
- Personality
 - implicit theories of, 139-49
 - of leaders, 428-29, 430-31
- Persuasive arguments theory, of choice shifts, 444
- Physical attractiveness, 268-69, 339-40, 392
- Polarization
 - in balance theory, 170
 - in congruity theory, 175
- Power, 389
 - in bargaining, 356
 - bases of, 392-94
 - and threat, 357-58
 - usable, 394-96
- p-o-x triad, 170-72
- Prejudice, 120-26
 - competition in, 123-24
 - emotion in, 121-22
 - socialization of, 122-23, 125
- Prestige suggestion, 210
- Pretest, 63-64
- Primacy effect, 92-93
- Prior entry effect, 90-91, 118, 127
- Prisoner's Dilemma Game, 351
 - strategies in, 355-56
 - structure of, 353
 - verbal description of, 352
- Privacy, 467-72
 - in college dormitories, 470-72
 - as dynamic process, 468-70
 - functions of, 468
 - types of, 467
- Procedural justice, 295
- Prototypes, 144-45
- Proxemics, 461
- Proximal stimulus, 85-87
- Pseudocontingency, 413-14

- Racial stereotyping, 119-21
- Random assignment, 66-67
- Reactance theory, 217-19
- Reactive contingency, 413-414

Reactivity, 36–39
 Real self, 265
 Realism in experiments, 69–70
 experimental, 69, 74, 76
 mundane, 70, 74
 Reciprocity norm, 311–12
 Reference groups, 250–51, 261,
 397–98, 434
 comparison function of, 250, 398
 normative function of, 250, 398
 Reinforcement, 177, 178, 184,
 283–85, 293, 301, 306, 308–10,
 341, 378
 and altruism, 310–11
 hedonistic calculus, 283
 intermittent, 286
 Law of Effect, 283
 vicarious, 286, 378
 Relative centrality, 423
 Relative deprivation, 295–296, 301
 Replication, 28, 30–33
 conceptual, 31–33
 empirical, 30–31, 33
 Representativeness, of subjects, 35
 Response sets, 38, 74, 120
 acquiescence, 38
 social desirability, 38, 201
 Response trait, 142
 Resultant achievement motivation,
 362
 Risky shift. *See* Choice shift
 Role conflict, 247–48

 Salience, 125–26, 137, 266
 Selective deposit, 42, 43, 57
 Selective sampling, 40
 Selective survival, 43, 57
 Self, 242
 constituents of, 244–46
 looking-glass, 248–49
 multiple social, 245–47
 Self-concept, 266–69
 negation, 267
 spontaneous, 266–67
 Self-disclosure, 271–72, 469
 Self-esteem, 255, 257, 264–69
 development of, 266
 factors influencing, 266–69
 ideal self, 265
 level of aspiration, 264
 Self-monitoring, 270
 Self-perception theory, 185, 260–63,
 307
 of attitudes, 185–89, 261–62, 299
 of motivation, 262–63
 Self-presentation, 109–10, 270–71,
 469
 Self-schema, 244, 319
 Semantic differential, 202–4
 in attitude measurement, 205–7
 construction of, 203
 disadvantages of, 204
 factors in, 203–4
 in implicit personality theory, 140
 Sex differences
 in achievement motivation, 367–69
 in competition, 355
 in encoding, 100
 and self-esteem, 267–68
 Sleeper effect, 222–25
 Social comparison theory, 251–55,
 261, 262, 265, 295–96, 406–7,
 434, 435
 and emotion, 257–58
 and helping behavior, 323, 325, 326
 objective versus social comparison,
 252–53
 similarity of others, 253–54
 unidirectional drive upward, 254–55,
 265, 295
 Social cognition, 116
 Social exchange. *See* Exchange theory
 Social facilitation, 6
 Social influence, 391
 counterforces to, 394
 informational, 396–98, 406–8
 normative, 397–98, 408–10
 and social change, 411–12
 Social judgment theory, 210–16
 assimilation/contrast, 212–13
 and attitude change, 213
 latitudes in, 211–12
 Social learning theory, 285–87, 314,
 341, 378–83
 imitation in, 285–86
 Social reality, 437
 Social responsibility norm, 313–14
 Sociometric method, 328–30, 425, 436,
 438–39
 Speaker state signal, 103
 Spontaneous self-concept, 266–67
 Stereotyping, 90, 91, 117–21

- Stereotyping (*cont.*)
 checklist measure of, 118
 racial, 119-21
- Subjects
 experience in research, 8, 17,
 37-38, 44, 48, 71, 276, 322,
 359
 representativeness of, 35
 selection of, 64-66
- Sublimation, 372
- Success
 and achievement, 365-67
 attributions for, 267-68
 fear of, 367-69
- Syllogistic model of attitude, 156-61,
 164. *See also* Horizontal
 structure; Vertical structure
 belief premise, 157
 evaluative premise, 157
- Symbolic interactionism, 248-49, 262
- Taking the role of the other, 248-49
- Television, and aggression, 379-82
- Test Anxiety Questionnaire, 360-61
- Thanatos, 372
- Thematic Apperception Test, 360-61
- Thurstone scale, 195-98, 200-201,
 203, 205
 construction of, 196-97
 disadvantages of, 197-98
- Time series analysis, 41
- Trucking game, 356-58
- Twenty Statements Test, 94, 267
- Uniformity of opinion, 437-40
 false consensus, 439-40
 rejection of deviates, 437-38
- Unit-formation, 166-73
 degrees of, 172
 denial of, 166-67
- Unlimited response language, 216
- Unobtrusive measures, 39
- Usable power, 395-96
- Validity, 34
 external, 34, 43, 50-51, 70, 454
 internal, 34, 42, 50-51, 69, 454
- Vector, in field theory, 390-92
- Veridicality, 84-85, 89, 97
- Vertical structure of an attitude, 159,
 161, 194, 205
- Victim blame, 124-25, 138
- Violence
 crimes of, in U. S., 348
 and deindividuation, 274-75
 televised, effects on behavior,
 379-82
- War, attitudes toward, 196-203
- Z-scores, 362
- Zeibarnick effect, 5
- Zero-order belief, 160
- Zero-sum game, 293, 350. *See also*
 Mixed-motive game