CONTENTS

Preface		
1.	Observing and Understanding Human Interaction	1
	Some Observable Forms of Interaction	3
	Communication as Common to All Forms of Interaction Interaction as Mediating between Individual and Group	10
	Properties	12
Part	One: INDIVIDUALS' ATTITUDES	17.
2.	The Organization of Psychological Activities	19
	The Nature of Motivation	20
	The Acquiring of Motives	23
	Complex Motivation and the Organization of Psychological	27
	Processes Attitudes	40
	Overview	45
	Overview	40
3.	The Nature of Attitudes	47
	Some Formal Properties of Attitudes	48
	Attitudes and Overt Behavior	67
	Influence of Attitudes on Other Psychological Processes	73
	Overview	78
4.	Attitude Change	80
	The Primary Conditions for Attitude Change	82
	Attitude Properties and Attitude Change	89
	Persuasion and Attitude Change	94
	Strategies of Attitude Change: An Overview	110
5.	The Organization and Stability of Attitudes	115
	The Stable Single Attitude	118
	Attitude Organization	121
		ix

x - CONTENTS

	The Inclusive Principle of Balance	129
	Attitude Organization and the Resistance of Attitudes to	
	Change	136
	Focal Objects of Attitude Organization	138
	The Outcomes of Imbalance	149
	Overview	152
Par	t Two: PROCESSES OF INTERACTION	155
6.	Interpersonal Perception	157
	Psychological Processes in Interpersonal Perception	158
	Accuracy in Interpersonal Perception	168
	Reciprocal Perception by Interacting Persons	182
7.	Communicative Behavior	185
	The Nature of Messages	186
	Psychological Processes in Message Sending	190
	Psychological Processes in Message Receiving	204
	Interpersonal Processes	211
	Overview	219
8.	The Formation of Group Norms	221
	Consensual and Shared Attitudes within Groups	222
	The Nature of Group Norms	228
	Group Norms and the Sharing Process	242
	Imperfect Sharing of Norms	250
	Overview	254
9.	Interpersonal Response	256
	Interpersonal Sequences That Are Dependable	257
	Interpersonal Adaptation	264
	Predominantly Unilateral Influence	273
	Reciprocal Influence: Group Processes	281
	Overview	286
Part	Three: GROUP STRUCTURES AND PROPERTIES	289
10.	Structures of Interpersonal Relationships	292
	Classifications of Interpersonal Attitudes	295
	Bases of Attraction: Properties Attributed to Others	298
	Dyadic Attraction as a Basis for Group Structure	302
	Subgroup Structuring of Attraction Relationships	309
	Overview	321

		CONTENTS -	xi
11.	Role Relationships		322
	Social Positions and Role Prescriptions		324
	Positional Distance and Role Relationships		336
	Groups as Multidimensional Systems of Roles		346
	Overview		356
12.	Group Properties		357
	Group Size		359
	Structural Differentiation and Integration		364
	Attitudinal Uniformity		373
	Cohesiveness		380
	Group Properties as Related to Interaction: Over		386
Par	t Four: INTERACTION IN GROUP SETTINGS		391
-			
13.	The state of the s		393
	Gains and Pains in Role Prescriptions Role Conflict		394
			404 417
	The Minimizing of Role Conflict Overview		426
14.	Intergroup Conflict		428
	Personal and Shared Bases of Prejudice		430
	Hostility between Groups		444
	The Reduction of Group Conflict		451
	Overview		461
15.	Achieving Group Goals		463
	Interaction Processes in Group Problem Solving		164
	Leadership Roles in Goal Achievement		473
	Group Cohesiveness and Goal Achievement		486
	Overview: Interaction at Work	4	492
API	PENDIXES AND REFERENCES		495
A:	The Measurement of Attitudes	2	196
A:	Attitude Items and Attitude Scales: Early Efforts		196
	General Characteristics of Measurement		500
	Other Approaches to Attitude Measurement		519

535
553
561
575
577
581