Brief Contents

CHAPTER 1	Introducing Social Psychology 1
CHAPTER 2	Methodology: How Social Psychologists Do Research 22
CHAPTER 3	Social Cognition: How We Think about the Social World 50
CHAPTER 4	Social Perception: How We Come to Understand Other People 82
CHAPTER 5	The Self: Understanding Ourselves in a Social Context 116
CHAPTER 6	The Need to Justify Our Actions: The Costs and Benefits of Dissonance Reduction 148
CHAPTER 7	Attitudes and Attitude Change: Influencing Thoughts and Feelings 176
CHAPTER 8	Conformity: Influencing Behavior 210
CHAPTER 9	Group Processes: Influence in Social Groups 252
CHAPTER 10	Interpersonal Attraction: From First Impressions to Close Relationships 286
CHAPTER 11	Prosocial Behavior: Why Do People Help? 322
CHAPTER 12	Aggression: Why Do We Hurt Other People? Can We Prevent It? 350
CHAPTER 13	Prejudice: Causes and Cures 386
	OLOGY IN ACTION 1 Making a Difference with Social Psychology: nable Future 426
SOCIAL PSYCHO	OLOGY IN ACTION 2 Social Psychology and Health 446

SOCIAL PSYCHOLOGY IN ACTION 3 Social Psychology and the Law 472