

# Contents

	Introduction	ix
	<i>What is social psychology?</i>	
	<i>A brief history of social psychology</i>	
	<i>The aim of this book</i>	
	<i>Summary</i>	
1	Doing research in social psychology	1
	<i>The scientific method</i>	
	<i>Experimental methods</i>	
	<i>Non-experimental methods</i>	
	<i>Types of validity</i>	
	<i>Ethics</i>	
	<i>Summary</i>	
2	The Self	19
	<i>Understanding the Self</i>	
	<i>Self-knowledge</i>	
	<i>Self-esteem</i>	
	<i>The effect of culture on identity</i>	
	<i>Self-regulation</i>	
	<i>Summary</i>	
3	Attributions	39
	<i>Heider's (1958) naïve scientist theory</i>	
	<i>Jones and Davis (1965) theory of correspondent inference</i>	
	<i>Kelley's (1967) co-variation model</i>	
	<i>Biases in attributions</i>	
	<i>Summary</i>	
4	Social cognition	55
	<i>Social categorization</i>	
	<i>Cognitive heuristics</i>	
	<i>Why do we fall prey to judgemental heuristics?</i>	
	<i>Can we quash stereotypes once they are activated?</i>	
	<i>Summary</i>	
5	Interpersonal attraction: liking and loving	73
	<i>Why are relationships important?</i>	
	<i>Factors affecting friendship formation and liking</i>	
	<i>Theories of relationship formation and maintenance</i>	



Love  
The breakdown of relationships  
Summary

**6 Social influence: conformity and obedience 91**

Conformity  
Obedience  
Summary

**7 Attitudes and persuasion 109**

What is an attitude?  
Differing aspects of an attitude  
Measuring attitudes  
Do attitudes predict behaviour?  
Changing attitudes – persuasion  
Summary

**8 Prosocial behaviour 131**

Defining and studying prosocial behaviour  
Approaches to explain why people help  
The cognitive model of helping behaviour  
The bystander-calculus model  
Individual differences in helping behaviour  
Applying the research  
Summary

**9 Aggression 153**

Defining and measuring aggression  
Biological explanations for aggression  
Social learning explanations for aggression  
Mediating factors in aggression  
The role of the media  
Reducing aggression  
Summary

**10 An introduction to groups 175**

What is a group?  
Why do individuals join a group?  
Forming a group  
Joining an existing group  
Group cohesiveness  
Group norms  
Group roles  
Summary



<b>11</b>	<b>Group processes</b>	<b>193</b>
	<i>Audience effects and social facilitation</i>	
	<i>Steiner's task taxonomy</i>	
	<i>Social loafing</i>	
	<i>Group decision making</i>	
	<i>Groupthink</i>	
	<i>Summary</i>	
<b>12</b>	<b>Leadership</b>	<b>215</b>
	<i>Defining leadership</i>	
	<i>Leadership as power</i>	
	<i>Characteristics of a leader</i>	
	<i>Behavioural styles of a leader</i>	
	<i>Situational effects on leadership</i>	
	<i>Contingency theories of leadership</i>	
	<i>Leadership emergence theories</i>	
	<i>Summary</i>	
<b>13</b>	<b>Prejudice</b>	<b>237</b>
	<i>What is prejudice?</i>	
	<i>Specific types of prejudice: racism</i>	
	<i>Measuring prejudice</i>	
	<i>Individual personality traits</i>	
	<i>and prejudice</i>	
	<i>Intergroup explanations of prejudice</i>	
	<i>Reducing prejudice</i>	
	<i>Summary</i>	
<b>14</b>	<b>Intergroup relations</b>	<b>255</b>
	<i>Investigating intergroup conflict</i>	
	<i>The minimal group paradigm</i>	
	<i>Causes and explanations of intergroup conflict</i>	
	<i>Improving intergroup relations</i>	
	<i>Summary</i>	
<b>15</b>	<b>Social psychology in action</b>	<b>271</b>
	<i>The legal system</i>	
	<i>Health</i>	
	<i>Everyday life</i>	
	<b>Answers</b>	<b>277</b>
	<b>References</b>	<b>280</b>
	<b>Index</b>	<b>284</b>