

# INSIGHTS:

## READINGS IN SOCIAL PSYCHOLOGY

### *Annotated Table of Contents*

#### What Is Social Psychology?

##### *Introduction*

7pp

SPIN01

<p>Aron, Arthur and Elaine N. Aron SP200</p>	<p><b>What Is Social Psychology?</b> What is social psychology, and what is it all about? Chutzpah, or the courage and the ability to tackle the theoretically difficult and yet social relevant questions.</p>	<p>9pp</p>
<p>NEW! Azar, Beth SP201</p>	<p><b>At the Frontier of Science</b> An exploration into the newest area of research on social behavior: social cognitive neuroscience.</p> <p><i>New Research</i></p>	<p>4pp</p>
<p>Devine, Patricia G. SP002</p>	<p><b>Getting Hooked on Research in Social Psychology: Examples from Eyewitness Identification and Prejudice</b> Social Psychologist Patricia Devine talks about how research is done in social psychology by describing her experiences in two different research areas which have taken her from a bored freshman to an APA award-winning psychologist.</p>	<p>12pp</p>
<p>Forsyth, Donelson R. SP003</p>	<p><b>Social Psychology's Three Little Pigs</b> Theoretical research, applied research or a combination of both? The kind of research that will best advance the field (and keep the big bad wolf away) is discussed through the allegory of the "Three Little Pigs."</p>	<p>2pp</p>
<p>McGuire, William J. SP005</p>	<p><b>The Yin and Yang of Progress in Social Psychology</b> A criticism of the old research paradigm for social psychology with a prescription for a new paradigm to advance the field.</p>	<p>9pp</p>
<p>Morgeson, F. P., M. E. P. Seligman, R. J. Sternberg, S. E. Taylor and C. M. Manning SP004</p>	<p><b>Lessons Learned from a Life in Psychological Science: Implications for Young Scientists</b> Martin E. P. Seligman, a clinical psychologist, Robert J. Sternberg, an experimental psychologist, and Shelley E. Taylor, a social psychologist discuss the development of their own careers and make suggestions to students.</p>	<p>11pp</p>
<p>NEW! Tesser, Abraham and Jinn Jopp Bau SP0201</p>	<p><b>Social Psychology: Who We are and What We Do</b> Who are the most cited researchers and what are they up to? Find out what has been going on in social psychology for the last 10 years.</p>	<p>10pp</p>

#### Research Methods

##### *Introduction*

7pp

SPIN02

<p>American Psychological Association SP007</p>	<p><b>Ethical Principles of Psychologists and Code of Conduct</b> A summary of the principles most applicable to research with human subjects, including informed consent and use of deception, and how ethical violations are handled.</p>	<p>19pp</p>
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	Anderson, Craig A., James J. Lindsay and Brad J. Bushman SP006	<b>Research in the Psychology Laboratory: Truth or Triviality?</b> Examines the question of internal and external validity of social psychological experiments via a meta analysis comparing aggression, helping, leadership and other topics as measured in the field and in the lab.	8pp
NEW!	Azar, Beth SP203	<b>Ethics at the Cost of Research?</b> An examination of how educational efforts might ease potential tensions between ethical review boards and research participants.	4pp
✘	Baumrind, Diana SP009	<b>Some Thoughts on Ethics Research: After Reading Milgram's <i>Behavioral Study of Obedience</i></b> Baumrind questions the ethics of Milgram's obedience to authority studies.  <i>Controversy</i>	4pp
	Levy, D. A. SP013	<b>Deductive and Inductive Reasoning: Two Methods of Inference</b> Both theory-driven and data-driven processes are crucial for social scientists. This selection defines and describes what inductive and deductive reasoning are and includes exercises to improve this critical thinking skills.	3pp
●	Maracek, Jeanne, Michelle Fine and Louise Kidder SP014	<b>Working Between Worlds: Qualitative Methods and Social Psychology</b> Social psychological application of qualitative methods (e.g. content analysis, interviews, etc.) are discussed, described, and advocated for future research.  <i>New Research</i>	8pp
✘	Milgram, Stanley SP012	<b>Interpreting Obedience: Error and Evidence</b> Milgram's reply to Orne and Holland.  <i>Controversy</i>	10pp
✘	Milgram, Stanley SP010	<b>Issues in the Study of Obedience: A Reply to Baumrind</b> Milgram's reply to Baumrind.  <i>Controversy</i>	5pp
	Mills, Judson SP015	<b>A Procedure for Explaining Experiments Involving Deception</b> A step-by-step guide for how to conduct ethical and sensitive post-experimental interviews written for novice experimenters.	7pp
NEW!	Mook, Douglas G. SP202	<b>In Defense of External Invalidity</b> There is far more to research than simply making generalizations; this classic article illustrates the value and necessity of basic research.	9pp
✘	Orne, M. T. and C. C. Holland SP011	<b>On the Ecological Validity of Laboratory Deceptions</b> Orne and Holland question the validity of the Milgram obedience to authority studies in this paper.  <i>Controversy</i>	8pp
	Schwartz, Norman SP016	<b>Self-Reports: How Questions Shape the Answers</b> Self-reports of attitudes and behaviors, a staple of social psychological research, can lead to biased or erroneous results if researchers are not careful in how they design questionnaires.	15pp
●	Smith, Michael A. and Brant Leigh SP017	<b>Virtual Subjects: Using the Internet as an Alternative Source of Subjects and Research Environment</b> The technological revolution in social psychology has led to electronic data collection with a new set of potential benefits and drawbacks.  <i>New Research</i>	12pp


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## History of Social Psychology

### Introduction

7pp

SPIN03

- Aron, Arthur and Elaine N. **Social Psychologists Reflect on Their History** 7pp  
 Aron  
 SP018 Provides a description and brief history of the field of social psychology as told through reminiscences of key figures in the field.
- Berscheid, Ellen **A Glance Back at a Quarter Century of Social Psychology** 11pp  
 SP019 One of social psychology's top researchers looks back at the recent past history of social psychology.
- Fiske, Susan T. and **Let Social Psychology Be Faddish or, at Least, Heterogeneous** 7pp  
 Jacques-Philippe Leyens  
 SP020 The history of social psychology is reviewed and organized around the two dimensions of the social context vs. individual subjectivity.
- Kunkel, James H. **Kurt Lewin: On the Train to Boston** 11pp  
 SP021 Meet Kurt Lewin, who many consider to be the founder of social psychology, in this fictionalized account based on Lewin's writings and biography.
-  Triplett, Norman **The Dynamogenic Factors in Pacemaking and Competition** 5pp  
 SP022 Considered by many to be social psychology's very first experiment, this classic study demonstrates social facilitation effects.  
*Historic Milestone*


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## Social Cognition

### Introduction

7pp

SPIN04

- NEW! Bargh, John A., **Attractiveness of the Underling: An Automatic Power → Sex Association and Its Consequences for Sexual Harassment and Aggression** 16pp  
 Paula Raymond,  
 John B. Pryor  
 and Fritz Strack  
 SP238 Current research in social cognition suggests that men who automatically link power with sex are more likely to harass or coerce women than men who do not have this tendency.
- NEW! Dawes, Robyn M., **Clinical Versus Actuarial Judgment** 9pp  
 David Faust and  
 Paul E. Meehl  
 SP206 This classic article describes the difference between clinical and actuarial methods in making judgments and argues that, despite our intuitions, using the actuarial method is superior.
- NEW!  Epley, Nicholas, **What Every Skeptic Should Know About Subliminal Persuasion** 7pp  
 Kenneth Savitski  
 and Robert A.  
 Kachelski  
 SP207 The article presents some new research on subliminal persuasion and evaluates its influence on social cognition and attitude change.  
*New Research*  
*The ABC's of Attitudes and Persuasion*
- NEW! Gilbert, Daniel T. **How Mental Systems Believe** 14pp  
 SP208 Is there a difference between understanding and believing? Research summarized in this article supports the idea that seeing—or comprehending—is believing.

- NEW!** Greenwald, Anthony G., Debbie E. McGhee and Jordan L.K. Schwartz  
SP239      **Measuring Individual Differences in Implicit Cognition: The Implicit Association Test**      19pp  
A difference in participants' reaction times to cognitive association tasks may indicate the presence of an implicit—or unconscious—attitude.
-  Hastorf, Albert H. and Hadley Cantril  
SP025      **They Saw a Game: A Case Study**      6pp  
What one team sees as an unfortunate accident the other team sees as planned sabotage. Did they see the same game? What is clear is that people's attitudes colored their perceptions of the game that day.  
*From Theory to Application*
- Keltner, Dacher, Phoebe C. Ellsworth and Kari Edwards  
SP026      **Beyond Simple Pessimism: Effects of Sadness and Anger on Social Perception**      17pp  
Anger and sadness don't just affect general perceptions; these emotions also affect judgments of causality to the person vs. to the situation.
- McKean, Kevin  
SP032      **Decisions, Decisions**      9pp  
The decision process is fraught with problems: framing effects, regression to the mean, sampling errors, representativeness, availability, probability errors, risk aversion, and vividness of losses all make our so-called rational decisions dead wrong.
- Nisbett, Richard E. and Timothy D. Wilson  
SP027      **Telling More than We Can Know: Verbal Reports on Mental Processes**      12pp  
More than we realize people are surprisingly out of touch with their own cognitive processes.
- Schacter, Daniel L.  
SP035      **The Seven Sins of Memory: Insights from Psychology and Cognitive Neuroscience**      20pp  
Evidence from cognitive, clinical, social, and neuroscience psychology suggests that memory, while often reliable, is also quite fallible in these 7 ways.
- Schkade, David A. and Daniel Kahneman  
SP036      **Does Living in California Make People Happy?: A Focused Illusion in Judgements of Life Satisfaction**      9pp  
It's all a focusing illusion: people living in California are no more happier than people living in the Midwest, however, everybody thinks they are happier.
- NEW!** Wegner, Daniel M., Matthew Ansfield and Daniel Pilloff  
SP209      **The Putt and the Pendulum: Ironic Effects of the Mental Control of Action**      6pp  
Just how much control over our actions and thoughts do we have? Evidence suggests that often there is less than we think, especially when it comes to monitoring processes and avoiding errors.
- Wilson, Paul R.  
SP028      **Perceptual Distortion of Height as a Function of Ascribed Academic Status**      4pp  
Five groups of subjects differed in their estimations of a man's height depending on how he was introduced: student, demonstrator, lecturer, senior lecturer, or professor.
- NEW!** Wilson, Timothy D., Douglas J. Lisle, Jonathan W. Schooler, Sara D. Hodges, Kristen J. Klaaren and Suzanne J. LaFleur  
SP210      **Introspecting About Reasons Can Reduce Post-Choice Satisfaction**      9pp  
Evidence suggests that thinking about our preferences may inadvertently lead us to make decisions further from our true preferences.



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## Person Perception

### Introduction

6pp

SPIN05

-  Asch, Solomon E.  
SP023 **Forming Impressions of Personality** 9pp  
The addition of the word “warm” or “cold” to a personality description changes the impression people form about a person.  
*Historic Milestone*
- Gilovich, Thomas  
SP030 **The Anatomy of Questionable and Erroneous Beliefs** 3pp  
It’s not the things we don’t know that get us into trouble but the things we know that aren’t so.
- Gilovich, Thomas and  
Kenneth Savitsky  
SP029 **Like Goes with Like: The Role of Representativeness in Erroneous and Pseudoscientific Beliefs** 7pp  
The representativeness heuristic underlies many erroneous beliefs from astrology and handwriting analysis to medical beliefs and psychoanalysis.
- NEW! Madon, Stephanie, Max  
Guyl, Kathy Aboufadel,  
Eulices Montiel, Alison  
Smith, Polly Palumbo and  
Lee Jussim  
SP211 **Ethnic and National Stereotypes: The Princeton Trilogy Revisited and Revised** 11pp  
Just how much have racial stereotypes changed since 1933? This study provides evidence for the change in content and negativity of ethnic and national stereotypes over time.  
*Prejudice*
-  Medvec, Victor H.,  
Thomas Gilovich and  
Scott F. Madley  
SP031 **When Less Is More: Counterfactual Thinking and Satisfaction Among Olympic Medalists** 9pp  
Olympic medalists’ thoughts about what might have been make bronze winners happier but silver winners not as happy.  
*From Theory to Application*
-  Morris, Michael W. and  
Kaiping Peng  
SP033 **Culture and Cause: American and Chinese Attributions for Social and Physical Events** 14pp  
How fundamental is the fundamental attribution error? The “fundamental” part about people’s attributions may be the influence of culture on how we think about and process social information.  
*Our Diverse World*
- Ross, Lee and Richard E.  
Nisbett  
SP034 **Situation Construal and the Fundamental Attribution Error** 8pp  
People’s tendencies to commit the Fundamental Attribution Error and to construe their social world are described in this excerpt.
-  Schoeneman, Thomas J.  
and Daniel E. Rubanowitz  
SP037 **Attributions in the Advice Columns: Actors and Observers, Causes and Reasons** 3pp  
The actor-observer difference is vividly illustrated by this analysis of letters to Ann Landers and Dear Abby.  
*From Theory to Application*

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## The Self

### Introduction

8pp

SPIN06

- NEW! Baumeister, Roy F.  
SP212 **Self-Concept, Self-Esteem, and Identity** 9pp  
This excerpt describes self-esteem: What it is, where it comes from, how to maintain it. Also included is a short questionnaire to measure your own level of self-esteem.

- Cialdini, Robert B., Richard J. Borden, Avril Thorne, Marcus R. Walker, Stephen Freeman and Lloyd R. Sloan  
SP038 **Basking in Reflected Glory: Three (Football) Field Studies** 7pp  
When the college's football team wins, more students wear college gear on Monday morning than if the team loses. Read about this and other methods we use to enhance our public image.
-  James, William  
SP039 **The Consciousness of Self** 7pp  
The first American psychologist discusses aspects of self including the material Self, the social Self, the spiritual Self, the pure Ego, and self-esteem.  
*Historic Milestone*
- NEW!  Kanagawa, Chic, Susan E. Cross and Hazel Rose Markus  
SP213 **"Who am I?" The Cultural Psychology of the Conceptual Self** 12pp  
Japanese and American college students have different self-concepts depending on the situation: in a group, with a faculty member, with a peer, and alone.  
*Our Diverse World*
- Markus, Hazel Rose and Shinobu Kitayama  
SP040 **Culture and the Self: Implications for Cognition, Emotion, and Motivation** 14pp  
Individuals living in different cultures – collectivist or individualistic – have very different self-concepts which lead to differences in cognition, emotion, motivation, and social interactions.  
*Our Diverse World*
- NEW! Markus, Hazel Rose and Paula Nurius  
SP214 **Possible Selves** 10pp  
There's more to our selves than what we are. Evidence suggests that we are also what we might become, what we would like to become, and what we are afraid of becoming—all aspects of our possible selves.
-  Rhee, Erin, James S. Uleman, Hoon K. Lee and Robert J. Roman  
SP041 **Spontaneous Self-Descriptions and Ethnic Identities in Individualistic and Collectivistic Cultures** 8pp  
The Twenty Statements Test was used to measure self-concepts of college students in New York and Seoul. Differences in self-concepts are related to the collectivist or individualistic nature of one's culture.  
*New Research*
-  Rowatt, Wade C., Michael R. Cunningham and Perri B. Druen  
SP042 **Deception to Get a Date** 9pp  
Sure we all want to look good. Read about how high self-monitors use self-presentational strategies more than low self-monitors to get a date.  
*From Theory to Application*
- Snyder, Mark  
SP043 **The Many Me's of the Self-Monitor** 6pp  
The concept of self-monitoring and how high and low self-monitors differ in how they approach the social world are summarized in this article.  
*Social Cognition*
- NEW! Tesser, Abraham  
SP215 **On the Plasticity of Self-Defense** 4pp  
Provides evidence that various social psychological processes including reduction of cognitive dissonance, self-affirmation, and social comparison are all effective ways of regulating self-esteem.
- Tice, Dianne M. and Roy F. Baumeister  
SP044 **Longitudinal Study of Procrastination, Performance, Stress, and Health: The Costs and Benefits of Dawdling** 7pp  
Do procrastinators really work better under pressure? Not without costs – including health and grades – they don't!

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## The ABC'S of Attitudes and Persuasion

### Introduction



8pp

SPIN07


### Affect



- Dutton, Donald G. and Arthur P. Aron  
SP045
- Some Evidence for Heightened Sexual Attraction Under Conditions of High Anxiety** 8pp  
Is it love or merely misattribution? Here is the famous Capilano Canyon Bridge study that set hearts pounding.  
*Attraction and Relationships*
-  Ekman, Paul, et al.  
SP046
- Universals and Cultural Differences in the Judgments of Facial Expressions of Emotion** 8pp  
Evidence is found for universals in the expression and understanding of six basic emotions.  
*Historic Milestone*  
*Person Perception*
- NEW!  Schachter, Stanley and Jerome E. Singer  
SP216
- Cognitive, Social, and Physiological Determinants of Emotional States** 16pp  
This experiment was the first to test the two-factor theory of emotion and led to an understanding of how emotions can be misattributed.  
*Historic Milestone*

### Behavior

- Bem, Daryl J.  
SP139
- Self-Perception: An Alternative Interpretation of Cognitive Dissonance Phenomena** 7pp  
Stunningly elegant in its simplicity and impact, read the evidence for Bem's Self-Perception theory and his reinterpretation of the cognitive dissonance experiments.
- Helweg-Larsen, Marie and Barry E. Collin  
SP049
- A Social Psychological Perspective on the Role of Knowledge about AIDS in AIDS Prevention** 4pp  
The elaboration likelihood model of attitude change, the theory of planned behavior, and cognitive dissonance theory all suggest that education will work to change attitudes and behavior. So why do people engage in risky behavior despite holding positive?
-  LaPiere, Richard T.  
SP050
- Attitudes vs. Actions** 6pp  
This is the classic study which showed that behaviors and attitudes often do not match. Hotel and restaurant owners who said "No" when asked via telephone if they would serve Asians, warmly greeted an Asian couple who later visited their establishments.  
*Historic Milestone*
-  Stone, Jeff, Elliot Aronson, A. Lauren Crain, Matthew P. Winslow and Carrie B. Fried  
SP051
- Inducing Hypocrisy as a Means of Encouraging Young Adults to Use Condoms** 11pp  
Hypocrisy, as a result of cognitive dissonance, is used for AIDS prevention by shaming people into acting in line with their publicly proclaimed safe-sex attitudes.  
*From Theory to Application*

### Cognition

-  Festinger, Leon  
SP053
- An Introduction to the Theory of Cognitive Dissonance** 8pp  
Read the original statement of the theory of cognitive dissonance in Festinger's own words.  
*Historic Milestone*

-  Festinger, Leon and James M. Carlsmith  
SP052 **Cognitive Consequences of Forced Compliance** 7pp  
Research participants are paid either \$1 or \$20 to tell the next participant that a very boring experiment was actually quite interesting. Which participant liked the boring experiment more? The answer will surprise you.  
*Historic Milestone*
- NEW!  Festinger, Leon, Henry W. Riecken and Stanley Schachter  
SP217 **When Prophecy Fails** 10pp  
Read excerpts from this classic participant-observer study to see how Mrs. Keech and her fellow doomsday believers resolved their dissonance when the end of the world did not materialize.  
*Historic Milestone*

### Persuasion

-  Azar, Beth  
SP054 **Antismoking Ads that Curb Teen Smoking** 3pp  
Psychologists try to counter cigarette advertisements with ads of their own to prevent teen smoking by changing attitudes about what is normative.  
*From Theory to Application*
- NEW!  Bushman, Brad J. and Colleen M. Phillips  
SP218 **If the Television Program Bleeds, Memory for the Advertisement Recedes** 5pp  
Current research reviewed here suggests that violence on television interferes with the effectiveness of advertisements and suggests that, despite popular belief, sponsoring violent programming may not be profitable for advertisers.  
*Controversy*  
*Agression*
- Elliot, Stuart  
SP055 **Unselling the Cigarette: Reversing the Old Message, Ad Agencies Switch Sides** 3pp  
The newest thing to hit Madison Avenue are advertising campaigns designed to promote *not*-smoking.
-  Han, Sang-Pil and Sharon Shavitt  
SP056 **Persuasion and Culture: Advertising Appeals in Individualistic and Collectivistic Societies** 14pp  
How does advertising differ in different countries? Collectivist cultures, like Korea, use very different strategies than do individualistic cultures like the United States.  
*Our Diverse World*
- Petty, Richard E. and John T. Cacioppo  
SP057 **The Elaboration Likelihood Model of Persuasion** 7pp  
Presents an overview of the elaboration likelihood model of attitude change.
-  Pratkanis, Anthony and Elliot Aronson  
SP058 **Propaganda in the Third Reich: A Case for Uncertainty** 5pp  
This excerpt discusses how propaganda and other persuasion tactics were used as weapons by both sides during World War II.  
*From Theory to Application*
- Savan, Leslie  
SP059 **Decoding the New MTV-Speak** 2pp  
Pokes fun at advertisers and advertising and questions the audience and purpose of advertising.

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**Social Influence**
*Introduction*

5pp

SPIN08


Cohen, Andrew  
SP062

**“From the Very First, the Things That Were Me, That Comprised My Very Soul, Began to Die”** 2pp  
A former fraternity member reflects on the social forces that led him to endure the dangerous and dehumanizing pledging experience.

 Sommer, Robert, Marcia Wynes and Garland Brinkley  
SP060

**Social Facilitation Effects in Shopping Behavior** 6pp  
Will people spend more time in the store and buy more when shopping with others than when shopping alone? This field study tests social facilitation theory in the real world.  
*From Theory to Application*

Conformity

 Asch, Solomon E.†  
SP061

**Opinions and Social Pressure** 5pp  
The classic line-length experiment on conformity.  
*Historic Milestone*

DeAngelis, Tori  
SP063

**Perceptions Influence Student Drinking** 2pp  
New research finds that substance abusers misperceive the social norm.

Mitchell, Mary  
SP064


**Ms. Demeanor: Rules Can Irritate, but They Serve a Purpose** 1p  
This syndicated columnist helps kids understand the social purpose rules serves.

Prentice, Deborah A. and Dale T. Miller  
SP065

**Pluralistic Ignorance and Alcohol Use on Campus: Some Consequences of Misperceiving the Social Norm** 9pp  
College students believe that their peers are more comfortable with campus alcohol practices. The results of this misperception of the social norm include becoming more accepting of drinking or feeling alienated from the campus social scene.


NEW! Rosenhan, D.L.  
SP219

**On Being Sane in Insane Places** 11pp  
In this classic study, the author faked symptoms in order to be admitted into a mental hospital but once there acted "normal"—and reports on how what is normal or abnormal depends upon the situation.

 Zimbardo, Philip G.  
SP066

**Transforming Experimental Research into Advocacy for Social Change** 19pp  
The classic Prison Study is described including how the results can be applied to prison reform.  
*Historic Milestone*  
*Social Psychology Applied: Law*

Obedience

 Gibson, Janice and Miko Haritos-Fatouros  
SP067


**Education of a Torturer** 5pp  
A discussion of how principles of social influence have been used to make ordinary people inflict pain in the name of obedience.  
*From Theory to Application*

Milgram, Stanley  
SP069


**The Dilemma of Obedience** 5pp  
Stanley Milgram discusses the problem of obedience, the roots of obedience, and everyday obedience in this excerpt from his book.

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\* Content and availability of readings subject to change \*

-  **Milgram, Stanley** **Some Conditions of Obedience and Disobedience to Authority** 13pp  
 SP008 One of the early summaries of the classic obedience to authority studies including discussion of some variations.  
*Historic Milestone*
- Pratkanis, Anthony and** **How to Become a Cult Leader** 5pp  
 Elliot Aronson Seven tactics of social influence are described which can cause groups to become so dependent upon their leader and so focused on the group that they cease to think as individuals.  
 SP070

### Compliance

-  **Cialdini, R. B.** **Reciprocation: The Old Give and Take . . . and Take** 15pp  
 SP071 Why are free samples such a staple for advertisers? Read how the norm of reciprocity, including reciprocal concessions, can be used as a technique to get people to comply with requests.  
*From Theory to Application*

### Group Influences

-  **Dennis, Alan R. and** **Computer Brainstorms: More Heads Are Better Than One** 8pp  
 Joseph S. Valacich What is the impact of technology on the group process? While brainstorming is only effective under certain conditions, using e-mail to communicate may foster the conditions which lead to productive group decision-making.  
 SP072  
*New Research*
- Janis, Irving** **Groupthink** 7pp  
 SP074 How social influence can sometimes cause groups to make disastrous decisions.
- Latané, Bibb** **The Psychology of Social Impact** 8pp  
 SP075 Social impact theory can explain bystander behavior, group size effects on conformity, and many other social phenomenon.
-  **Lewin, Kurt** **Group Decision and Social Change** 11pp  
 SP140 The power of social influence in the form of group discussion is used to convince homemakers to cook organ meats during World War I and to change the social behavior of other groups.  
*Historic Milestone*  
*History of Social Psychology*  
*The ABC's of Attitudes and Persuasion*
-  **Moorehead, Gregory,** **Group Decision Fiascos Continue: Space Shuttle Challenger and a Revised** 7pp  
 Richard Ference and **Groupthink Framework**  
 Chris P. Neck Analyzes the antecedent conditions of groupthink that may have led to the Challenger disaster and suggests modifications to Janis' theory of groupthink.  
 SP076  
*From Theory to Application*

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## Attraction & Relationships

*Introduction* 10pp  
 SPIN09

- Baumeister, Roy F., Sara** **Unrequited Love: On Heartbreak, Anger, Guilt, Scriptlessness and Humiliation** 13pp  
 R. Wotman and Arlene Is it truly better to have loved and lost than to never have loved at all? Not if you are the one being pursued. An analysis of accounts from both would-be-lovers and from rejectors yield surprising differences and insights into unrequited love.  
 M. Stillwell  
 SP077

- NEW!** Clark, Margaret S. and Judson Mills SP221 **Interpersonal Attraction in Exchange and Communal Relationships** 11pp  
This selection explores the difference between exchange and communal relationships and how doing favors impacts each relationship.
-  Cunningham, Michael R., Alan R. Roberts, Anita P. Barbee, Perri B. Druen and Cheng-Huan Wu SP079 **“Their Ideas of Beauty Are, on the Whole, the Same as Ours”:** Consistency and Variability in the Cross-Cultural Perception of Female Physical Attractiveness 17pp  
Asian, Hispanic, White American, and Black American students tend to agree on what makes for an attractive female face. Within this consistency, however, there are differences in preferences of specific features among cultures.  
*Our Diverse World*
- Cutrona, Carolyn SP080 **Transition to College: Loneliness and the Process of Social Adjustment** 11pp  
Who is lonely and why? Read about how changing attributions can change loneliness and help students cope with college life.
-  Dion, Karen L., Ellen Berscheid and Elaine Walster SP081 **What Is Beautiful Is Good** 5pp  
Is beauty only skin deep? Or are beautiful people also nice? Read about the “what is beautiful is good” stereotype in this classic article.  
*Historic Milestone*
- Edwards, Randall SP082 **New Tools Help Gauge Marital Success** 3pp  
Successful marriages hinge on the ability of partners to handle conflict well.
- Narayan, Shoba SP084 **Lessons from an Arranged Marriage** 4pp  
One young woman’s view of the potential benefits of an arranged marriage.
- NEW!** Rusbult, Caryl E. SP237 **A Longitudinal Test of the Investment Model: The Development (and Deterioration) of Satisfaction and Commitment in Heterosexual Involvements** 16pp  
Why do some relationships survive the rough spots while others don’t? The answer may be in how dependent and committed people are to their relationships.
- Snyder, Mark, Elizabeth D. Tanke and Ellen Berscheid SP085 **Social Perception and Interpersonal Behavior: On the Self-Fulfilling Nature of Social Stereotypes** 9pp  
Men who believed they were talking with a physically attractive woman perceived her to be more warm and friendly . . . as did judges who only heard the woman’s end of the conversation without information on her attractiveness.  
*Social Cognition*
- Sternberg, Robert J. SP086 **Triangulating Love** 10pp  
What is love? Robert J. Sternberg describes his triangular theory of love.


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## Prejudice

### *Introduction*

SPIN10

8pp

-  Aronson, Elliot and Diane Bridgeman SP088 **Jigsaw Groups and the Desegregated Classroom: In Pursuit of Common Goals** 6pp  
The jigsaw technique is described in this article as Anglo-, Hispanic-, and Black-American kids learn their lessons and how to get along better in this field study.  
*From Theory to Application*  
*Conflict & Peacemaking*
- Burnette, Erin SP089 **Talking Openly about Race Thwarts Racism in Children** 2pp  
Several psychologists are developing programs to prevent racism in children.

-  Clark, Kenneth B. and Marnie P. Clark SP090 **Racial Identification and Preference in Negro Children** 8pp  
This classic study first identified potential identity problems as a result of growing up under conditions of prejudice: black children rated white dolls as better than black dolls.  
*Historic Milestone*
- NEW!  Dovidio, John F. SP223 **On the Nature of Contemporary Prejudice: The Third Wave** 12pp  
Does prejudice reflect pathology or is it an unwanted result of normal cognitive processing? Past research has reflected both of these ideas, but John Dovidio's research suggests that prejudice is more complex and multidimensional than psychologists thought.  
*Controversy*
-  Dovidio, John F. and Samuel L. Gaertner SP092 **Reducing Prejudice: Combating Intergroup Bias** 5pp  
How we categorize our social groups determine who we will welcome as one of "us" and who we will treat with prejudice.  
*New Research*
-  Monteith, Margo J., Jeffery W. Sherman and Patricia G. Devine SP145 **Suppression as a Stereotype Control Strategy** 20pp  
A theoretical analysis of why stereotype suppression is not an effective at reducing stereotypes but that other kinds of cognitive strategies—such as those used by people low in prejudice—can work to reduce stereotype activation.  
*New Research*  
*Social Cognition*
-  Sherif, Muzafer† SP093 **Experiments in Group Conflict** 6pp  
Sherif dared to run a summer camp for a boys creating — and resolving — intergroup conflicts at the Robber's Cave State Park in Oklahoma.  
*Historic Milestone*  
*Conflict & Peacemaking*
- Solomon, Joshua SP094 **Reliving "Black Like Me": My Own Journey into the Heart of Race-Conscious America** 4pp  
After reading John Howard Griffin's original narrative of growing up black in the American south, a young white man takes a drug to make his skin darker and faces the reality of prejudice first hand.
- NEW! Steele, Claude M. and Joshua Aronson SP224 **Stereotype Threat and the Intellectual Test Performance of African Americans** 18pp  
Steele and Aronson explore the vulnerability that members of ability-stigmatized groups feel when confronted with confirming a negative stereotype about their group.
- NEW! Wittenbrink, Bernd, Charles M. Judd and Bernadette Park SP225 **Evidence for Racial Prejudice at the Implicit Level and Its Relationship With Questionnaire Measures** 16pp  
Evidence suggests that racial stereotypes can be both consciously and unconsciously activated.  
*Social Cognition*
- Word, Carl O., Mark P. Zanna and Joel Cooper SP097 **The Nonverbal Mediation of Self-Fulfilling Prophecies in Interracial Interaction** 8pp  
Treat somebody with disdain during the job interview – don't make eye contact, sit far away from them, spend less time with them – and they will appear less qualified for the job, regardless of their race, to naive observers.

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\* Content and availability of readings subject to change \*

## Aggression

### Introduction

8pp

SPIN11

- |   |  |  |      |
|---|--|--|------|
|    | <b>American Psychological Association</b><br>SP098   | <b>The Seville Statement on Violence</b><br>An international committee of 20 scholars drafted this statement, grounded in research, to counteract the notion that war and violence are biologically inherent in humans.<br><br><i>Our Diverse World</i>  | 3pp  |
|    | <b>American Psychological Association and the American Academy of Pediatrics</b><br>SP099                | <b>Raising Children to Resist Violence: What You Can Do</b><br>This brochure is designed to help parents work within the family, school, and community to prevent and reduce youth violence.<br><br><i>From Theory to Application</i>  | 5pp  |
|    | <b>Bushman, Brad J., Roy F. Baumeister and Angela D. Stack</b><br>SP100                                  | <b>Catharsis, Aggression, and Persuasive Influence: Self-Fulfilling or Self-Defeating Prophecies?</b><br>Despite widespread belief, there is no evidence that catharsis reduces aggression, in fact, belief in catharsis actually works to increase aggression.<br><br><i>New Research</i>   | 12pp |
|   | <b>Buss, Arnold H. and Mark Perry</b><br>SP101   | <b>The Aggression Questionnaire</b><br>How and when are people aggressive? This questionnaire can help measure people's attitudes towards aggression.  | 10pp |
|   | <b>Einstein, Albert and Sigmund Freud</b><br>SP102   | <b>Why War?</b><br>Two great minds of the 20th century – Albert Einstein and Sigmund Freud – debate why humans make war. While both suggest aggression is due to instinct, they also suggest that the antidote can come from our inherent social nature.<br><br><i>Historic Milestone</i>  | 8pp  |
| NEW!  | <b>Gilbert, Susan</b><br>SP226   | <b>No One Left to Hate: Averting Columbines</b><br>Interview with social psychologist Elliot Aronson author of "Nobody Left to Hate: Teaching Compassion After Columbine" in which he argues that cooperation taught using the jigsaw technique can be an antidote to prejudice and violence.<br><br><i>Prejudice</i><br><i>Conflict &amp; Peacemaking</i>             | 3pp  |
|   | <b>Huesmann, L. Rowell, Leonard D. Eron, Rosemary Klein, Patrick Brice and Paulette Fischer</b><br>SP103 | <b>Mitigating the Imitation of Aggressive Behaviors by Changing Children's Attitudes about Media Violence</b><br>The effect of television violence on children can be reduced through interventions that teach children that portrayals of violence on TV are not realistic, they are less acceptable in real life, and that one should not act like the people on TV. | 11pp |
|  | <b>Lore, Richard K. and Lori A. Schultz</b><br>SP104   | <b>Control of Human Aggression: A Comparative Perspective</b><br>A comparison of aggressiveness in humans and animals suggests that humans are not unique in their aggressiveness. However, in both animals and humans violence is always an optional strategy, and therefore it can be controlled in humans.<br><br><i>Controversy</i>                                | 11pp |
|   | <b>Nemecek, Sasha†</b><br>SP105  | <b>Forestalling Violence</b><br>Violence is on the rise in American schools. What can be done about it?  | 2pp  |

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\* Content and availability of readings subject to change \*




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## Helping

### Introduction

5pp

SPIN12

- |   |   |   |      |
|---|---|---|------|
|   | Associated Press<br>SP138   | <b>Grandmothers Sit on Thief until Cops Arrive</b><br>Altruism in action!   | 1p   |
| NEW!  | Clary, E. Gil and Mark<br>Snyder<br>SP227   | <b>The Motivations to Volunteer: Theoretical and Practical Considerations</b><br>A summary of at least six personal and social functions that volunteering serves.  | 5pp  |
|  | Kohn, Alfie<br>SP106  | <b>Empathy and Altruism in Everyday Life</b><br>Why do people help others? Experiments on egoism and altruism are discussed and weighed.<br><br><i>Controversy</i>  | 6pp  |
|  | Latané, Bibb and John M.<br>Darley<br>SP107                                       | <b>Bystander “Apathy”</b><br>Here is a summary of the classic studies that first identified the situational factors, rather than apathy, that make it less likely that bystanders will help.<br><br><i>Historic Milestone</i>                 | 13pp |
|  | Latané, Bibb and John M.<br>Darley<br>SP108                                       | <b>When Will People Help in a Crisis?</b><br>Here is a summary of the classic studies that first identified the situational factors, rather than apathy, that make it less likely that bystanders will help.<br><br><i>Historic Milestone</i> | 6pp  |
|   | Levine, Robert V., Todd S.<br>Martinez, Gary Brase and<br>Kerry Sorenson<br>SP110 | <b>Helping in 36 U.S. Cities</b><br>Are city-dwellers really more cold and callous than their country cousins? Read about this large field study that tested various helping behaviors in 36 different cities.                                | 13pp |
|   | Oliner, Samuel P. and Pearl<br>M. Oliner<br>SP111                                 | <b>The Altruistic Personality</b><br>An analysis of people who helped Jews during the Holocaust and people who did not help reveals attitudes and beliefs that make up the personality of an altruistic person.                               | 7pp  |


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## Gender

### Introduction

7pp

SPIN13

- |   |                         |   |      |
|---|-------------------------|---|------|
|   | Bem, Sandra L.<br>SP144 | <b>Feminist Childrearing Revisited</b><br>Psychologist Sandra Bem’s children, Jeremy and Emily, reflect on what it was like to be raised in an unconventional non-gendered way.   | 10pp |
|  | Bem, Sandra L.<br>SP112 | <b>The Measurement of Psychological Androgyny</b><br>Why can’t a person have both traditionally masculine and traditionally feminine traits? To back up this argument, Bem presents the Bem Sex Role Inventory and describes the research that led to its development.<br><br><i>Historic Milestone</i> | 7pp  |
|   | Bem, Sandra L.<br>SP141 | <b>Toward Utopia: Eradicating Gender Polarization</b><br>Describes how gender polarization restricts human potential and perpetuates male power in society.   | 3pp  |

- Craig, R. Stephen  
SP114      **The Effect of Television Day Part on Gender Portrayals in Television Commercials: A Content Analysis**      8pp  
To a surprising extent the portrayal of each gender differs according to the sex of the likely audience across daytime (when mostly women watch), weekend afternoon sportscasts (mostly men), and evening prime time shows (both men and women).
- NEW! Cohn, Lawrence D. and  
Nancy E. Adler  
SP228      **Female and Male Perceptions of Ideal Body Shapes**      6pp  
Using body silhouettes, both college men and women misjudged the figures that others find ideal.  
*The ABC's of Attitudes and Persuasion*  
*Social Influence: Conformity*
- NEW! Deutsch, Francine M.  
SP229      **Equally Shared Parenting**      4pp  
Suggests that an unconventional view of work and family may lead to innovative solutions in overcoming gender bias.
- ✎ Kerr, Barbara  
SP115      **When Dreams Differ: Male-Female Relations on Campuses**      4pp  
Despite changes in gender role expectations, men and women's descriptions of the "The Perfect Future Day Fantasy" reveals that dating and relationship expectations have not caught up with these social changes leading to problems between men.  
*Controversy*
- Lavine, Howard, Donna  
Sweeney and Stephen H.  
Wagner  
SP116      **Depicting Women as Sex Objects in Television Advertising: Effects on Body Dissatisfaction**      10pp  
Read why watching TV commercials may cause women and men to feel worse about themselves.  
*New Research*
- Tavris, Carol  
SP117      **The Universal Male**      5pp  
Are women inferior to men? Are women superior to men? Are women the same as men? Tavris argues that these myths have led to the mismeasure of women's – and men's – physical and mental health.

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## Conflict & Peacemaking

### *Introduction*

6pp

SPIN14

- Deutsch, Morton  
SP131      **Constructive Conflict Management for the World Today**      11pp  
Discusses the sociopsychological factors of conflicts and the potential roles of industry, education, the media, religion, government – and psychology – in the prevention and resolution of conflicts.  
*From Theory to Application*
- ✎ Deutsch, Morton and  
Robert M. Krauss  
SP132      **The Effect of Threat upon Interpersonal Bargaining**      9pp  
How well does bargaining proceed under conditions of mutual threat, no threat or unilateral threat? This classic study of bargaining uses a simulated "trucking game" to explore this question.  
*Historical Milestone*
- NEW! Etzioni, Amitai  
SP231      **Kennedy's Russian Experiment**      4pp  
Can just one side initiate peace in a conflict? Read about how president Kennedy tried his intuitive version of the powerful GRIT technique on the Soviets with positive results.
- Keltner, David and Robert  
J. Robinson  
SP134      **Extremism, Power, and the Imagined Basis of Social Conflict**      6pp  
Discusses how conflicts are intensified and perpetuated by the common bias in which parties view their opponents as more extreme in their views than they really are.

- NEW!** **Kemmelmeier, Markus and David G. Winter** **SP233** **Putting Threat Into Perspective: Experimental Studies on Perceptual Distortion in International Conflict** **15pp**  
Viewing the speeches of Bill Clinton and Saddam Hussein from the 1996 Gulf Crisis from either the point of view of a historian or a military officer changes one's perception of a threat.  
*Social Cognition*
- Marter, Marilyn** **SP142** **Arabs and Jews Join to Make a Saucy Line** **2pp**  
Profitable partnerships and steady jobs give former enemies a vested interest in peace.
- Sleek, Scott** **SP143** **Psychologists Build a Culture of Peace** **3pp**  
As truces are brokered in Bosnia, the Middle East, and Northern Ireland, psychologists offer help to make the peace last.
-  **Triandis, Harry C., Richard Brislin and Harry H. Hui** **SP136** **Cross-Cultural Training Across the Individualism-Collectivism Divide** **6pp**  
A practical guide for how to bridge the differences between individualistic and collectivistic cultures.  
*Our Diverse World*
-  **White, Ralph K.** **SP137** **Why the Serbs Fought: Motives and Misperceptions** **11pp**  
Principles of conflict resolution, such as motivation and misperceptions of the enemy, are applied to understanding the recent war in Bosnia.  
*From Theory to Application*

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## Social Psychology Applied

### *Introduction*

11pp

SPIN15



### The Social Environment

- Elmstahl, Sölve, Lena Annerstedt and Owe Ahlund** **SP118** **How Should a Group Living Unit for Demented Elderly Be Designed to Decrease Psychiatric Symptoms?** **6pp**  
This study followed patients before, 6 months after, and 1 year after admission to group living units of two different designs and discovered aspects of design that lessened negative symptoms.
- NEW!** **Evans, Gary W. and Janetta Mitchell McCoy** **SP234** **When Buildings Don't Work: The Role of Architecture in Human Health** **10pp**  
How do buildings affect our physical and mental health? This article identifies architectural dimensions that may inadvertently stress a building's occupants
-  **Festinger, Leon, Stanley Schachter and Kurt Back** **SP119** **Social Pressures in Informal Groups: A Study of a Housing Community** **11pp**  
This classic study looked at how the physical layout of a married student apartment house affected friendships and interaction patterns among the residents.  
*Historic Milestone*  
*Attraction & Relationships*
- Sommer, Robert and Franklin D. Becker** **SP120** **Territorial Defense and the Good Neighbor** **6pp**  
The results of a survey and field experiments demonstrate that people claim public space as their own using aspects of the situation (walls, doors, physical barriers), personal items (sandwich, sweater, books, newspaper) and even their neighbors.
-  **Yates, Suzanne M. and Elliot Aronson** **SP121** **A Social Psychological Perspective on Energy Conservation in Residential Buildings** **10pp**  
Using principles of social cognition and attitude change, a home energy audit can be re-designed to prompt greater conservation efforts on the part of homeowners.  
*From Theory to Application*

Law

-  Fiske, Susan T., Donald N. Bersoff, Eugene Borgida, Kay Deaux and Madeline E. Heilman  
SP122
- Social Science Research on Trial: Use of Sex Stereotyping Research in *Price Waterhouse v. Hopkins*** 14pp  
Read about how social science research was used as evidence in the gender discrimination case of Ann Hopkins against her employer Price Waterhouse.  
*From Theory to Application*  
*Social Cognition*  
*Gender*
-  Kassin, Saul M.  
SP123
- The Psychology of Confession Evidence** 14pp  
A discussion of current police interrogation methods and studies of experiments on false confessions demonstrate that confessions obtained under psychological coercion may be as invalid as confessions obtained by force.  
*Controversy*
- NEW! Kassin, Saul M., V. Anne Tubb, Harmon M. Hosch and Amita Memon  
SP235
- On the "General Acceptance" of Eyewitness Testimony Research** 13pp  
This study summarizes the psychological phenomenon (e.g. wording of questions, lineup instructions, attitudes and expectations, race bias, accuracy- confidence correlation, etc.) on which researchers can provide expert testimony to facilitate the legal process.
-  Miller, D. W.  
SP146
- Looking Askance at Eyewitness Testimony** 4pp  
New research on memory, eyewitness testimony, and lineup identification suggests that our faith in eyewitness testimony is misplaced.  
*New Research*
- Loftus, Elizabeth F.†  
SP124
- Creating False Memories** 6pp  
Just how reliable is eyewitness testimony? Researcher Elizabeth Loftus discusses how false memories can occur.  
*Social Cognition*

Health

- NEW! Azar, Beth  
 SP236
- A New Stress Paradigm for Women** 3pp  
New research by Shelley Taylor and her colleagues suggests that women respond to stressful situations with a "tend-and-befriend" strategy while men utilize the traditional "fight-or-flight" tactic.  
*New Research*
- Leary, Mark R. and Jody L. Jones  
SP147
- The Social Psychology of Tanning and Sunscreen Use: Self-Presentational Motives as a Predictor of Health Risk** 9pp  
A social psychological approach to a major public health issue. In addition to knowledge of skin cancer risk and the benefits of sunscreen, wanting to look good predicts who is likely to actually use sunscreen.
-  Lee, Yuch-Ting and Martin E. P. Seligman  
SP127
- Are Americans More Optimistic Than the Chinese?** 10pp  
In accord with cultural values, American students are more optimistic than Chinese students. However optimists of both cultures had higher confidence, persistence, and better health than pessimists.  
*Our Diverse World*  
*Social Cognition*

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•	Taylor, Shelley SP128	<b>Social Cognition and Health</b> Data from cancer patients illustrates that attribution theory, psychological control, social comparison theory and theories of victimization can be applied to understanding the healing process. <i>From Theory to Application</i>	8pp
	Trotter, Robert J. SP130	<b>Stop Blaming Yourself: How You Explain Unfortunate Events to Yourself May Influence Your Achievements as well as Your Health</b> Optimistic and Pessimistic Exploratory Styles and their impact on achievement and health are described.	6pp