Foreword

To the Reader

To the Reader: Introduction to the Third Edition

Research and Ethics in Social Psychology p. 1
An Intelligent Consumer's Guide to Research p. 2
Point of Interest: A Key to Scientific Research Literature p. 8
Point of Interest: Unobtrusive Measures: Nonreactive Research in the Social Sciences p. 9

Point of Interest: Unobtrusive Holmes p. 10
Some Thoughts on Ethics of Research: After Reading Milgram's "Behavioral Study of Obedience" p. 11
Issues in the Study of Obedience: A Reply to Baumrind p. 14
Attitudes and Behavior p. 29
The Effects of Involvement on Responses to Argument Quantity and Quality: Central and Peripheral Routes to Persuasion p. 30
Focusing on Practical Applications of Principles of Attitude and Behavior Change p. 37
Point of Interest: Superselling p. 42
When Prophecy Fails p. 43
Research Highlight: Dissonance Theory and Water Conservation p. 48
Social Cognition p. 53
Point of Interest: The Eye of the Umpire p. 54
Social Roles, Social Control, and Biases in Social-Perception Processes p. 54
Research Highlight: Thinking Too Much p. 59
On The Psychology of Prediction p. 60
The Self and Others p. 73
When Belief Creates Reality: The Self-Fulfilling Impact of First Impressions on Social Interaction p. 74
Research Highlight: When Failure Elevates Self-Esteem p. 77
The Actor and the Observer: Divergent Perceptions of the Causes of Behavior p. 78
Point of Interest: Attributions in Couples' Therapy p. 84
Gender Roles p. 89
The Influence of Differential Socialization on the Personality Development of Males and Females p. 90
Point of Interest: Doonesbury p. 95
Detecting and Labeling Prejudice: Do Female Perpetrators Go Undetected? p. 95
Point of Interest: You just don't understand p. 101
Research Highlight: Androgyny p. 102
Conformity p. 117
Point of Interest: Conformity and Nonconformity in Advertising p. 118
Effects of Group Pressure upon the Modification and Distortion of Judgments p. 119
Research Highlight: Personal Dissent and Social Pressure to Conform p. 124
Creative Problem Solving as a Result of Majority versus Minority Influence p. 125
Group Processes p. 135
Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.