Preface p. xi
An Open Letter to the Reader p. xiii
Introduction: Reflections on The Research Process p. 1
Research in Social Psychology as a Leap of Faith p. 3
On Baseball and Failure p. 10
Conformity and Obedience p. 15
Opinions and Social Pressure p. 17
Behavioral Study of Obedience p. 27
"From Jerusalem to Jericho": A Study of Situational and Dispositional Variables in Helping Behavior p. 41
A Focus Theory of Normative Conduct: Recycling the Concept of Norms to Reduce Littering in Public Places p. 56
Making Sense of the Nonsensical: An Analysis of Jonestown p. 80
Mass Communication, Propaganda, and Persuasion p. 99
Effects of Varying the Recommendations in a Fear-Arousing Communication p. 101
Attribution Versus Persuasion as a Means for Modifying Behavior p. 112
The Impact of Mass Violence on U.S. Homicides p. 132
Social Cognition p. 147
Contrast Effects and Judgments of Physical Attractiveness: When Beauty Becomes a Social Problem p. 149
The Effect of Attitude on the Recall of Personal Histories p. 164
The Peculiar Longevity of Things Not So Bad p. 176
Videotape and the Attribution Process: Reversing Actors’ and Observers’ Points of View p. 189
Strangers to Ourselves: Discovering the Adaptive Unconscious p. 206
Self-Theories of Intelligence p. 217
Self-Justification p. 233
Dissonance, Hypocrisy, and the Self-Concept p. 235
Compliance Without Pressure: The Foot-in-the-Door Technique p. 253
Reducing Weight by Reducing Dissonance: The Role of Effort Justification in Inducing Weight Loss p. 265
Dishonest Behavior as a Function of Differential Levels of Induced Self-Esteem p. 279
Using Cognitive Dissonance to Encourage Water Conservation p. 291
A Self-Affirmation Intervention to Reduce the Racial Achievement Gap p. 304
Human Aggression p. 317
The Effects of Observing Violence p. 319
Does Venting Anger Feed or Extinguish the Flame? Catharsis, Rumination, Distraction, Anger, and Aggressive Responding p. 331
Peacetime Casualties: The Effects of War on the Violent Behavior of Noncombatants p. 345
Deindividuation and Anger-Mediated Interracial Aggression: Unmasking Regressive Racism p. 357
Predictors of Naturalistic Sexual Aggression p. 373
Prejudice p. 395
The Nonverbal Mediation of Self-Fulfilling Prophecies in Interracial Interaction p. 397
The Effect of Stereotype Threat on the Standardized Test Performance of College Students p. 410
Experiments in Group Conflict p. 423
Jigsaw Groups and the Desegregated Classroom: In Pursuit of Common Goals p. 433
Branch Rickey, Jackie Robinson, and the Social Psychology of Affirmative Action p. 344
Prejudice as Self-Image Maintenance: Affirming the Self Through Derogating Others p. 453
Liking, Loving, and Interpersonal Sensitivity p. 483
"Playing Hard to Get": Understanding an Elusive Phenomenon p. 485
The Search for a Romantic Partner: The Effects of Self-Esteem and Physical Attractiveness on Romantic Behavior p. 498
Social Perception and Interpersonal Behavior: On the Self-Fulfilling Nature of Social Stereotypes p. 507
Some Evidence for Heightened Sexual Attraction Under Conditions of High Anxiety p. 523
Cognitive, Interpersonal, and Behavioral Effects of Social Exclusion: How People Respond to Rejection p. 537
Name Index p. 555
Subject Index p. 567
Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.