



Contents

About the Editors xi
Acknowledgments xiii

Introduction to the History of Social Comparison 1
Hart Blanton and Diederik A. Stapel

P A R T 1
Festinger 11

READING 1
Informal Social Communication 19
Leon Festinger

READING 2
A Theory of Social Comparison Processes 29
Leon Festinger

P A R T 2
Comparison Motives: Classic Statements 45

READING 3
Social Comparison Theory: *An Attributional Approach* 51
George R. Goethals and John M. Darley

READING 4

Pleasure and Pain in Social Comparison 67

Philip Brickman and Ronnie Janoff Bulman

READING 5

Social Comparison Activity Under Threat: Downward Evaluation and Upward Contacts 95

Shelley E. Taylor and Marci Lobel

READING 6

Toward a Self-Evaluation Maintenance Model of Social Behavior 105

Abraham Tesser

P A R T 3

Threats and Inspiration 121

READING 7

The Affective Consequences of Social Comparison: Either Direction Has Its Ups and Downs 127

Bram P. Buunk *et al.*

READING 8

Superstars and Me: Predicting the Impact of Role Models on the Self 145

Penelope Lockwood and Ziva Kunda

READING 9

The Person Who Outperforms Me Is a Genius: Maintaining Perceived Competence in Upward Social Comparison 165

Mark D. Alicke *et al.*

READING 10

From Top Dog to Bottom Half: Social Comparison Strategies in Response to Poor Performance 179

Frederick X. Gibbons, Camilla Persson Benbow, and Meg Gerrard

P A R T 4**Breakdowns in Comparison 201****READING 11****Unrealistic Optimism About Future Life Events 205**

Neil D. Weinstein

READING 12**Objective Standards Are Not Enough: Affective, Self-Evaluative,
and Behavioral Responses to Social Comparison Information 221**

William M. Klein

READING 13**Myopic Social Prediction and the Solo Comparison Effect 241**

Don A. Moore and Tai Gyu Kim

READING 14**Exposing Pluralistic Ignorance to Reduce Alcohol Use Among
College Students 263**

Christine M. Schroeder and Deborah A. Prentice

P A R T 5**Implications in Everyday Life 283****READING 15****How High Is Up? Calibrating Social Comparison in the Real World 287**

T. A. Nosanchuck and Bonnie H. Erickson

READING 16**Big-Fish–Little-Pond Effect on Academic Self-Concept:
A Cross-Cultural (26-Country) Test of the Negative Effects
of Academically Selective Schools 299**

Herbert W. Marsh and Kit-Tai Hau

READING 17**Social Comparisons of Income in One's Community: Evidence
From National Surveys of Income and Happiness 317**

Michael R. Hagerty

READING 18

Power Moves: Complementarity in Dominant and Submissive
Nonverbal Behavior 331

Larissa Z. Tiedens and Alison R. Fragale

P A R T 6

Social Identity and Reference Group Comparisons 349

READING 19

The Social Identity Theory of Intergroup Behavior 355

Henri Tajfel and John C. Turner

READING 20

Particularistic and Universalistic Evaluation in the Social Comparison
Process 375

Dale T. Miller, William Turnbull, and Cathy McFarland

READING 21

Social Contagion of Binge Eating 391

Christian S. Crandall

READING 22

Social Comparisons and Pay Evaluations: Preferences for
Same-Sex and Same-Job Wage Comparisons 407

Brenda Major and Blythe Forcey

READING 23

Social Identity versus Reference Frame Comparisons: The Moderating
Role of Stereotype Endorsement 417

Hart Blanton, Charlene Christie, and Maureen Dye

P A R T 7

Social Cognition 437

READING 24

When Comparisons Arise 443

Daniel T. Gilbert, R. Brian Giesler, and Kathryn A. Morris

READING 25

I, We, and the Effects of Others on Me: How Self-Construal Level
Moderates Social Comparison Effects 459

Diederik A. Stapel and Willem Koomen

READING 26

The “Relative Self”: Informational and Judgmental Consequences
of Comparative Self-Evaluation 485

Thomas Mussweiler and Fritz Strack

Appendix: How to Read a Journal Article in Social Psychology 511

Christian H. Jordan and Mark P. Zanna

Author Index 521

Subject Index 533