SOCIAL PSYCHOLOGY, 10th edition

CHAPTER 1: Introducing Social Psychology

What is social psychology?
Social psychology's big ideas
Social psychology and human values
I knew it all along: Is social psychology simply common sense?
Research methods: How we do social psychology

Postscript: Why I wrote this book

PART ONE: SOCIAL THINKING

CHAPTER 2: The Self in a Social World

Spotlights and Illusions
Self-concept: Who am I?
Self-esteem
Perceived self-control
Self-serving bias
Self-presentation

Postscript: Twin truths—The perils of pride, the powers of positive thinking

CHAPTER 3: Social Beliefs and Judgments

Perceiving our social worlds
Judging our social world
Explaining our social world
Expectations of our social world

Conclusions

Postscript: Reflecting on illusory thinking

CHAPTER 4: Behavior and Attitudes

How well do our attitudes predict our behavior?
When does our behavior affect our attitudes?
Why does our behavior affect our attitudes?

Postscript: Changing ourselves through action

PART TWO: SOCIAL INFLUENCE

CHAPTER 5: Genes, Culture, and Gender

How are we influenced by human nature and cultural diversity?

How are gender similarities and differences explained?

Evolution and gender: Doing what comes naturally?

Culture and gender: Doing as the culture says?

What can we conclude about genes, culture, and gender?

Postscript: Should we view ourselves as products or architects of our social worlds?

CHAPTER 6: Conformity and Obedience

What is conformity?

What are the classic conformity and obedience studies?

What predicts conformity?

Why conform?

Who conforms?

Do we ever want to be different?

Postscript: On being an individual within community

CHAPTER 7: Persuasion

What paths lead to persuasion?

What are the elements of persuasion?

Extreme persuasion: How do cults indoctrinate?

How can persuasion be resisted?

Postscript: Being open but not naïve

CHAPTER 8: Group Influence

What is a group?

Social facilitation: How are we affected by the presence of others?

Social loafing: Do individuals exert less effort in a group?

Deindividuation: When do people lose their sense of self in groups?

Group polarization: Do groups intensify our opinions?

Groupthink: Do groups hinder or assist good decisions?

The influence of the minority: How do individuals influence the group?

Postscript: Are groups bad for us?
PART THREE: SOCIAL RELATIONS

CHAPTER 9: Prejudice: Disliking others
What is the nature and power of prejudice?
What are the social sources of prejudice?
What are the motivational sources of prejudice?
What are the cognitive sources of prejudice?
What are the consequences of prejudice?
Postscript: Can we reduce prejudice?

CHAPTER 10: Aggression: Hurting Others
What is aggression?
What are some theories of aggression?
What are some influences on aggression?
How can aggression be reduced?
Postscript: Reforming a violent culture

CHAPTER 11: Attraction and Intimacy: Liking and Loving Others
What leads to friendship and attraction?
What is love?
What enables close relationships?
How do relationships end?
Postscript: Making love

CHAPTER 12: Helping
Why do we help?
When will we help?
Who will help?
How can we increase helping?
Postscript: Taking social psychology into life

CHAPTER 13: Conflict and Peacemaking
What creates conflict?
How can peace be achieved?
Postscript: The conflict between individual and communal rights

PART FOUR: APPLYING SOCIAL PSYCHOLOGY

CHAPTER 14: Social Psychology in the Clinic
What influences the accuracy of clinical judgments?
What cognitive processes accompany behavior problems?
What are some social-psychological approaches to treatment?
How do social relationships support health and well-being?
Postscript: Enhancing happiness

CHAPTER 15: Social Psychology in Court
How reliable is eyewitness testimony?
What other factors influence juror judgments?
What influences the individual juror?
How do group influences affect juries?
Postscript: Thinking smart with psychological science

CHAPTER 16: Social Psychology and the Sustainable Future
An environmental call to action
Enabling sustainable living
The social psychology of materialism and wealth
Postscript: How does one live responsibly in the modern world?

Epilogue