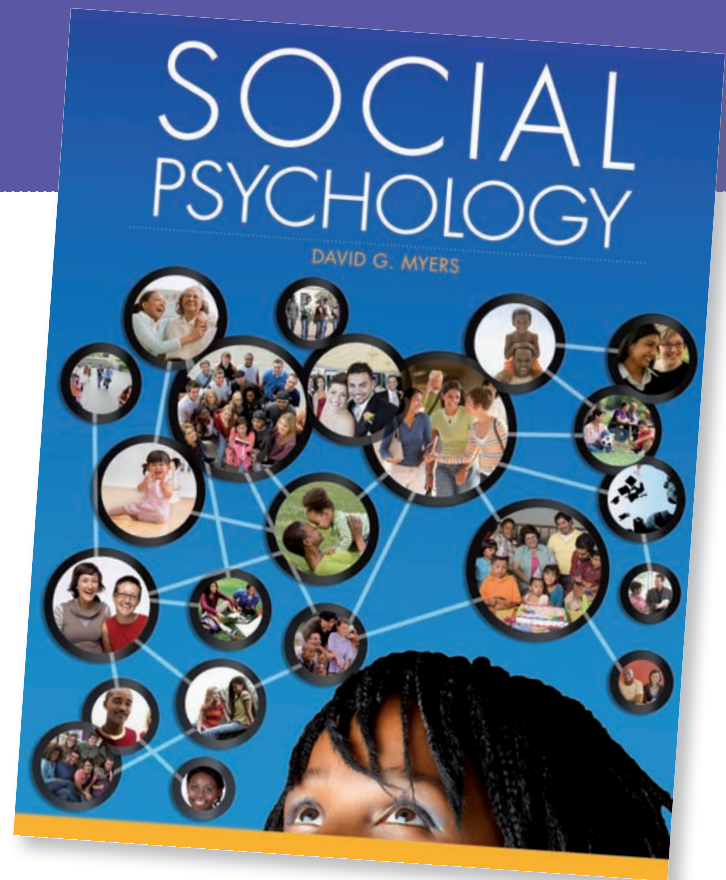


Preface

Social Psychology explores the human world around us. Written in the tradition of the liberal arts, *Social Psychology's* style allows any student to access the rich teachings of this young and exciting science. Whether students are interested in business, teaching, law, psychology, or other areas that invite exploring our social world, the text is accessible and easy to understand. In *Social Psychology*, students find scientific explorations of love and hate, conformity and independence, prejudice and helping, persuasion and self-determination.

Social psychology is about people. This text never loses sight of that idea, focusing on humanly significant issues and opening each chapter with a vignette that relates the theme of the chapter to the human experience. However, the cutting edge of social psychological research is at the forefront as well, with **726 new or updated citations** since the last edition. The "Research Close-Up" feature remains a mainstay in this edition as well, offering comprehensive looks at current research in the social psychology field around the world.





Much about human behavior remains a mystery, yet social psychology can offer insight into many questions we have about ourselves and the world we live in, such as:

- How does our thinking—both conscious and unconscious—drive our behavior?
- What is self-esteem? Is there such a thing as too much self-esteem?
- How do the people around us influence our behavior?
- What leads people sometimes to hurt and sometimes to help one another?
- What kindles social conflict, and how can we transform closed fists into helping hands?

Answering such questions is this book's mission—to investigate them, to expand self-understanding, and to reveal the social forces at work. After reading this book and thinking critically about everyday behaviors, students will better understand themselves and the world in which they work, play, and love.

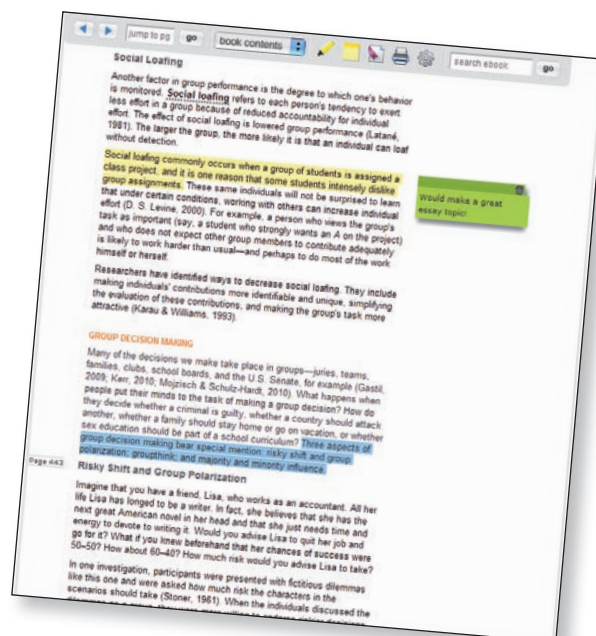


Social Psychology is available to instructors and students in traditional print format as well as online within McGraw-Hill's *Connect Social Psychology*, an integrated assignment and assessment platform. *Connect Social Psychology's* online tools make managing assignments easier for instructors—and make learning and studying more motivating and efficient for students.



LearnSmart This powerful learning system helps students assess their knowledge of course content through a series of adaptive questions, intelligently pinpointing concepts the student does not understand and mapping out a personalized study plan for success.

Integrated e-book An e-book allows students to review *Social Psychology* anytime and anywhere. They can highlight, take notes, and quickly search for key terms and phrases.



reports

section performance

There are no reportable assignment submissions yet.

report types

assignment results

See student scores in high, medium and low ranges.

student performance

Quickly review an individual student's performance.

assignment statistics

Mean, highest, lowest scores on each assignment.

item analysis

How your students scored on each assignment item.

category analysis

Performance based on item category criteria you choose.

Real-time reports These printable, exportable reports show how well each student (or section) is performing on each course segment. Instructors can use this feature to spot problem areas before they crop up on an exam.

The screenshot shows an online assessment interface with the following elements:

- Navigation: "prev", "Questions # 19 - 22 (of 58)", "next", "save & exit", "submit assignment".
- Question 19: "value: 10 points", "Note: this question will not be automatically graded. It will be sent to your instructor for review." The question text is: "If you were tasked with creating a program in order to improve teens' self-concept, where would you target your resources? What sort of program would you create?" There is a text input field and a "references" link.
- Question 20: "value: 10 points", "Which of the following was NOT listed in the video as an influence on the teens' self-concept?" The options are: "media sources", "peers", "opposite sex", "people on the street". There are "check my work" and "references" links.
- Question 21: "value: 10 points", "Compared to the influence of the family, friends were considered". The option is: "an unknown influence on self-esteem". There is a "references" link.

Assignable and assessable activities Instructors can easily deliver assignments and tests online, and students can practice skills that fulfill learning objectives at their own pace and on their own schedule.



What Else Is New in *Social Psychology*, Eleventh Edition?

Building on prior editions, this eleventh edition combines scientific rigor with an accessible voice.

The text is updated throughout, with more than 700 new citations. From cover to cover, Myers introduces social psychology's big ideas and applies them to everyday life by helping students think critically about their own and others' social behavior.

Esteemed San Diego State University psychologist Jean M. Twenge has provided a fresh perspective as she led the revision of Chapter 2 ("The Self in a Social World") and Chapter 10 ("Aggression: Hurting Others").

All major chapter topics are now introduced by a main heading framed as a question, such as "How Well Do Our Attitudes Predict Our Behavior?" New Learning Objectives paired with these questions, and with online assessment materials, identify at least one section take-away, such as "State the extent to which, and under what conditions, our inner attitudes drive our outward actions."

Coverage of culture and social media technology has been enhanced, with guides to this coverage on pages xiii–xiv.

Chapter-by-Chapter Changes

Chapter 1 Introducing Social Psychology

- New and updated coverage of how social behavior is biologically rooted
- New material on how values enter social psychology

Chapter 2 The Self in a Social World

- New material on growing individualism within cultures
- New content on neuroscience
- New information on culture and cognition
- Enhanced coverage of people's ability to predict their own behavior and feelings
- Added research on motivation and self-esteem
- New material on narcissism and "collective narcissism"
- Enhanced coverage of self-serving bias in marriages
- Additional material on unrealistic optimism
- Fresh coverage of the false consensus effect on Facebook
- Added examples of the false uniqueness effect among college students

Chapter 3 Social Beliefs and Judgments

- New introduction covering "motivated reasoning" in politics
- New key term: "embodied emotion," with research examples

Chapter 4 Behavior and Attitudes

- Updated coverage of Implicit Association Test
- Revised material on self-justification and cognitive dissonance
- Updated information on minimization of dissonance through selective exposure
- New explanation of facial feedback effect

Chapter 5 Genes, Culture, and Gender

- New material on “How We Are Influenced by Human Nature” and “Cultural Diversity”
- Report on new research on strengths of cultural norms
- New information on assigning gender
- New research on friendship and social dominance
- Added material on mating and the effects of monthly fertility
- New section on evolutionary psychologists predicting that gender generates jealousy
- Updated material on the “culture cycle”
- New material on the new field of “epigenetics”

Chapter 6 Conformity and Obedience

- Added coverage on neuroscience of compliance and acceptance, including a discussion of how Asch’s procedure became the standard for hundreds of later experiments
- New material on Milgram and the power of the situation, on cohesion as a factor in predicting conformity, and on cultural conformity in relation to cultural differences
- Inclusion of new functional magnetic resonance imaging studies identifying neural activity associated with normative influence

Chapter 7 Persuasion

- New chapter opener on the powers of persuasion
- Updated coverage of the effects of arousing fear and persuasion
- Introduction of terms “gain-framed” and “loss-framed” messages in persuasion
- New explanations and current examples for “Elements of Persuasion”

Chapter 8 Group Influence

- Updated statistics for percentage of home games won in Table 8.1
- New examples of the phenomenon of deindividuation
- New discussion about polarization within the United States
- Added material on group polarization on the Internet

Chapter 9 Prejudice: Disliking Others

- Added coverage on recent prejudice against Muslims and reciprocation toward Westerners
- New examples of stereotyping
- New discussion about how critics of the Implicit Association Test discourage using it to label individuals
- Updated and new coverage of gender discrimination in number of girl or boy babies born in some Asian countries
- Expanded discussion of how social inequalities breed prejudice and mistrust
- New figure illustrating how in-group biases influence perceptions

Chapter 10 Aggression: Hurting Others

- New discussion on bullying
- Expanded coverage of “instinct theory” with new examples
- Newly treated and enhanced coverage of biochemical influences on aggression

- New section on poor diet as an influence on aggression
- Added “culture of violence” section
- Expanded section, “Media Influences: Pornography and Sexual Violence”
- New section on Stephen Pinker’s evidence for a decrease in world violence
- Enhanced coverage of Internet and aggression
- Discussion of desensitization and TV’s cognitive effects expanded
- First-time coverage—TV as a time drain
- Expanded discussion on whether playing video games causes aggression

Chapter 11 Attraction and Intimacy: Liking and Loving Others

- Updated chapter opener with more discussion of ostracism
- Treatment of avoidant attachment for the first time in this text
- Many updated topics—for instance, ostracism as pain, implicit egotism phenomenon, attractiveness, likeness begetting liking, attachment styles, theory of love, evolution and attraction

Chapter 12 Helping

- New chapter opener
- New material on evolutionary psychology with respect to helping behavior
- New coverage of “genuine altruism”
- Expanded coverage of “gender norms” related to helping behavior

Chapter 13 Conflict and Peacemaking

- Coverage of the use of Facebook integrated throughout
- Newer studies that confirm the correlation between contact with and positive attitudes toward others
- New material on whether desegregation improves racial attitudes
- Updated studies that confirm the correlation between contact and positive attitudes
- New material on trust as a biological phenomenon
- New treatment in area of neuropsychology: “Schadenfreude”

Chapter 14 Social Psychology in the Clinic

- Expanded discussion of clinicians’ clinical versus statistical prediction
- New coverage of loneliness
- New treatment of stress and illness

Chapter 15 Social Psychology in Court

- Updated coverage of accuracy of eyewitnesses
- New discussion of what causes false confessions

Chapter 16 Social Psychology and the Sustainable Future

- New chapter opener
- Coverage of “Psychology and Climate Change,” includes topical coverage of psychological effects of climate change and public opinion about climate change
- New coverage of “Enabling Sustainable Living” through new technologies, reducing consumption, incentives, feedback, and social identity
- Enhanced coverage of “The Social Psychology of Materialism and Wealth”