commonly create feelings of loneliness. One study found that nearly three-quarters of freshman felt lonely in their first few weeks of college (Cutrona, 1982). The loss of a close personal relationship also evokes loneliness, sometimes leading to depression, despair, and social withdrawal (Peplau & Perlman, 1982). Finally, social exclusion can trigger loneliness. People feel lonely when they feel left out of a group, ignored, or ostracized (Leary, Springer, Negel, Ansell, & Evans, 1998). For example, finding out that your friends went out for dinner without inviting you is apt to make you feel rejected and lonely.

Even small affronts can create hurt feelings (Buckley, Winkel, & Leary, 2004; Zadro, Williams, & Richardson, 2004). K. D. Williams, Cheung, and Choi (2000) led some computer users to feel left out of a game played over the Internet. Those who were excluded felt worse than those who weren’t. A follow-up study found that the emotional pain brought about by this form of exclusion produced measurable neurological consequences similar to those that accompany physical pain (Eisenberger, Lieberman, & Williams, 2003). Apparently, the phrase *hurt feelings* is more than merely metaphorical (MacDonald & Leary, 2005).

For most people, loneliness is a painful but manageable emotion. It comes and goes with the ebb and flow of social life. Other people suffer from chronic feelings of loneliness and report being lonely nearly all the time. In these cases, loneliness occurs along with other personality factors that combine to create a negative, self-defeating pattern (C. A. Anderson & Harvey, 1988; Cacioppo et al., 2000; Russell, Peplau, & Cutrona, 1980). Figure 11.3 shows that the pattern starts with shyness. Shyness, which can begin in early childhood, is characterized by feeling anxious, awkward, and uncomfortable in social situations (Bruch, Gorsky, Collins, & Berger, 1989; Jones, Briggs, & Smith, 1986). This anxiety has two negative interpersonal consequences. First, it leads shy people to avoid social situations, thereby decreasing the quantity of their social contacts. Second, shyness undermines the quality of social interactions, as shy people tend to avoid intimacy through their body language (they fail to make eye contact with their interaction partners); their behavior (they fidget, lack expressiveness, and smile infrequently); and their conversation patterns (they talk less and are less self-disclosing) (DePaulo, Epstein, & LeMay, 1990; Garcia, Stinson, Ickes, Bissonnette, & Briggs, 1991; Meleshko & Alden, 1993). In