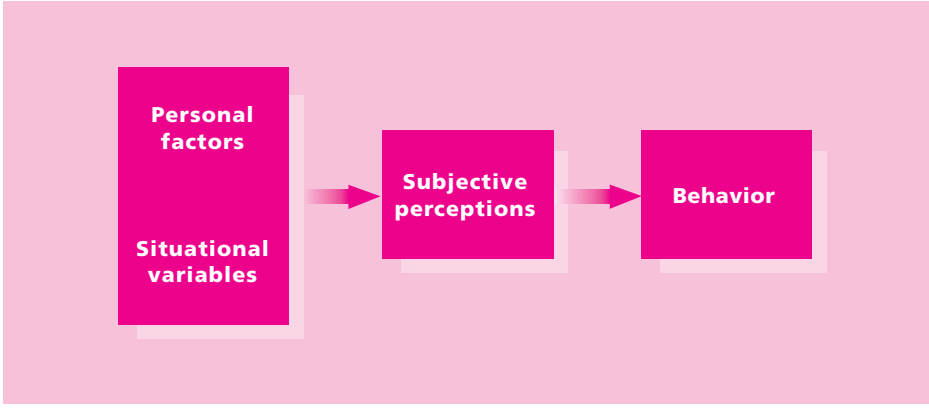

FIGURE 1.1

The Social Psychological Approach to Understanding Social Behavior

The figure shows that (1) personal factors and situational variables combine to influence subjective perceptions and (2) subjective perceptions influence behavior.