actor–observer effect  The tendency to make dispositional attributions for behavior is more evident when we explain other people’s behavior than when we explain our own behavior.

affiliation  The desire to seek the company of others.

aggression  Behavior intended to physically or psychologically harm another person.

altruism  The act of helping others without regard to whether one will derive any sort of personal benefit.

anchoring and adjustment heuristic  A tendency to make judgments by beginning with an initial estimate (an anchor) and then adjusting this estimate to reach a final decision.

applied research  Research undertaken to solve some problem or achieve some practical benefit.

approach–approach conflict  Conflict between two equally pleasant alternatives.

approach–avoidance conflict  Conflict involving a single choice that has both positive (approach) and negative (avoidance) properties.

associationism  A philosophical doctrine maintaining that complex ideas are the sum of smaller, more elemental ideas joined together.

assortative mating  A tendency for two people who are married to be similar to each other on a variety of physical and psychological variables.

attitudes  Evaluative reactions to people, issues, or objects.

augmenting principle  When making attributions, people tend to decide that behavior must be due to a dispositional cause when a person behaves in a manner that is inconsistent with the requirements of the situation.

availability heuristic  The tendency to make a decision on the basis of information that readily comes to mind.

aversive racism  A genuine desire to be nonprejudiced accompanied by negative feelings toward outgroup members.

avoidance–avoidance conflict  Conflict between two equally unpleasant alternatives.

balance theory  A social psychological theory that asserts that people strive to maintain cognitive balance in their interpersonal relationships. Balance is maintained when people are associated with things they like and disassociated with things they don’t like.

base-rate fallacy  A tendency to make likelihood judgments based on representativeness rather than on sample prevalence.

basic research  Research undertaken to understand a phenomenon.

behavioral confirmation effect  The result that occurs when our expectations about another person lead us to act in ways that confirm our expectations.

behaviorism  A school of psychological thought characterized by three assumptions: (1) psychologists should study only directly observable behavior, (2) thoughts do not influence behavior, and (3) sensory pleasure is reinforcing.

belief in a just world  The tendency to blame people for their misfortunes because of the belief that good things happen to good people, and bad things happen to bad people.

belief perseverance effect  The tendency for people to cling to their beliefs even after they learn that the evidence underlying these beliefs is flawed.

beneficent sexism  The belief that women are pure creatures who should be pampered, protected, and placed on a pedestal.

better-than-most effect  The tendency of most people to think they have more positive (and fewer negative) qualities than do most other people.

bottom-up processing  The act of basing judgments on data rather than on inference.

bullying  A persistent pattern of behavior in which one person intentionally abuses another by means of verbal taunts or acts of teasing, physical assaults, deliberate exclusion from social activities, or attempts to sabotage his or her social relationships by spreading malicious gossip and rumors.

bystander effect  The tendency for the presence of other people to inhibit helping.

catharsis hypothesis  Hypothesis that states that aggressive needs can be satisfied by exhibiting or witnessing aggression.

cathexis  In Freudian theory, psychological energy invested in a desired object.

causal attributions  The explanations we make for the events we observe.

central route to attitude change  Process that occurs when people are motivated and able to think carefully about a message.

central traits  Traits capable of completely altering the impression we
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form of another person, such as a
person’s warmth.
classical conditioning A process of
learning in which two stimuli
become associated through similarity
or temporal contiguity.
cognitive dissonance An aversive
state of arousal that arises when
two or more cognitions are inco-
sistent with one another.
cognitive heuristics Efficient
problem-solving strategies that gen-
erally yield accurate solutions but
 can produce judgmental errors.
cognitive response theory Theory
that states that all attitude change
occurs as a result of the thoughts a
person has while receiving a
persuasive appeal.
communs dilemma A social dilemma
in which individuals must decide
how much of a shared commodity
 to use.
communal relationships Relationships in which members pledge to be responsive to one an-
other’s needs without keeping track
of whether their own costs match
their benefits.
companionate love A deep, abiding
attachment, characterized by feel-
ings of caring, affection, and
respect.
comparison level (CL) In Kelley and
Thibaut’s (1978) interdependence
model, the minimum outcome level
one finds satisfactory.
comparison level of alternatives
(CL-alt) In Kelley and Thibaut’s
(1978) interdependence model, the
outcome level one believes one
could obtain in alternative relation-
ships.
compliance A change in behavior in
response to a direct request.
confronate In an experiment, an ac-
complice of the experimenter who
pretends to be a regular participant.
confound An uncontrolled variable
that affects our dependent vari-
 able. Also called a confounding
variable.
contingency theory of leadership Theory that states that leadership
effectiveness depends on the match
between leadership style and situa-
tional control.
correlational research Research un-
ter taken to discover the association
between two or more naturally
 occurring variables.
correspondence bias See fundamen-
tal attribution error.
correspondent inference An attribution
for behavior to a corresponding disposition.
counterfactual thinking A tendency
to believe that a different outcome
would have occurred if different
events had taken place.
culture Socially constructed and so-
cially transmitted confederation of
beliefs, values, goals, norms, traditions, and institutions.
defensive pessimism The fear that
one is apt to fail despite a strong
history of success.
defindividuation A diminished state
of self-awareness that can arise
when individuals become part of a
group.
modified characteristics A belief in
an experimental setting that lead par-
ticipants to believe a particular be-
behavior is expected or demanded.
dependent variable In an experiment,
the variable the experimenter mea-
sures.
diffusion-of-responsibility effect The belief that we don’t need to help in
an emergency because other people
will do so.
discounting principle When making
attributions, people tend to discount
the role of a dispositional factor
when an obvious situational cause
is present.
dispositional attribution The tenden-
cy to attribute behavior to an
enduring, inherent personal quality,
such as a person’s character, per-
sonality, or ability.
double-blind study A study in which
neither the participant nor the
experimenter knows which condi-
tion the participant is in.
drive An internal need that stimulates
an organism to act.
esoism A philosophical doctrine that
maintains that people always act
out of self-interest.
emotional theories of attitude forma-
tion Theories that assume that
emotions are primary in the forma-
tion of attitudes and that attitudes
arise independent of beliefs.
empathy The capacity to take the per-
spective of another person.
empiricism A philosophical school of
thought that maintains that truth
is acquired through sensory ex-
perience.
equity theory A social exchange the-
ory that asserts that people seek and
are most satisfied with an interper-
sonal relationship when their own
benefits/costs ratio equals their
partner’s benefits/costs ratio.
evaluation apprehension Participants’ concern about being
evaluated or judged during an experi-
ment.
exchange relationships Relationships in which members give with an
expectation that they will receive a
comparable benefit in the near
future.
excitation transfer theory Theory
that states that arousal generated
from one stimulus can “spill over”
and intensify an emotional reaction
to a different stimulus.
experimental research Research un-
ter taken to discover whether one
variable causes another.
experimenter expectancy effects A process by which experimenters
unwittingly lead participants to
confirm the experimenters’ hy-
pothesis.
explicit attitudes Consciously access-
able attitudes that can be misrepre-
sented by self-report.
expressiveness The ability to effec-
tively send nonverbal messages.
**extended self**  Objects, people, and groups that are part of the self-concept.

**external validity**  A standard for evaluating research. Research has high external validity if the findings can be generalized to other participants in other situations.

**false-consensus effect**  The tendency to believe that our opinions and shortcomings are relatively common.

**false-uniqueness effect**  The tendency to believe that our strengths and virtues are rare and distinctive.

**field setting**  Any naturally occurring environment in which scientists conduct research.

**forewarning effects**  People who learn that a person is going to attempt to persuade them are better able to resist attitude change, provided that they are allowed to generate counterarguments before persuasion begins.

**frustration-aggression hypothesis**  Hypothesis that states that frustration always produces aggression and aggression is always the result of frustration.

**fundamental attribution error**  When making attributions, the tendency to underestimate the importance of situational causes and overestimate the importance of dispositional ones. Also called correspondence bias.

**gambler’s fallacy**  The tendency to believe that random events are self-correcting.

**graduated and reciprocated initiative in tension reduction** (GRIT)  A strategy for resolving a mixed-motive dilemma, in which one party announces its intention to cooperate and then behaves cooperatively. If exploited, the party temporarily retaliates, then resumes cooperative behavior.

**group polarization effect**  A tendency for group decisions to be more extreme than the decisions of individuals.

**group**  An interdependent collection of individuals who interact and possess a shared identity.

**group selection**  Mechanism operating as part of natural selection whereby groups with helpful individuals were more apt to survive, and those who helped were rewarded by being allowed to mate more freely.

**groupthink**  A group decision-making style characterized by a tendency to value group harmony more than effective decision making.

**halo effect**  The belief that positive traits go together in people.

**hedonism**  A philosophical doctrine maintaining that sensory pleasure is the goal of life.

**helping**  A prosocial behavior intended to alleviate another person’s distress.

**hindsight bias**  A bias that occurs when people overestimate the probability that a known outcome would occur.

**hostile aggression**  Reactive aggression, fueled by anger, whose ultimate aim is to inflict injury on another person.

**hostile attribution bias**  A tendency to assume that provocation is intentional.

**hostile sexism**  The belief that women are incompetent, overly emotional, and manipulative.

**hostility**  The propensity for an individual to become angry and act aggressively.

**hypothesis**  An educated guess about how two or more variables are related.

**identity influence**  Conformity motivated by a desire to think of ourselves as being a certain kind of person.

**idiocyncrasy credits**  Interpersonal credits a minority gains by going along with the majority.

**illusion of control**  A bias that occurs when people overestimate the covariation between their actions and environmental outcomes.

**illusory correlation**  A bias that occurs when people overestimate the correlation between two (or more) variables.

**implicit attitudes**  Unconscious attitudes that are measured indirectly rather than by self-report.

**implicit personality theory**  A schema that represents the pairing of two or more personality traits.

**independent variable**  In an experiment the variable the experimenter manipulates or varies.

**informational influence**  Conformity motivated by a desire to hold correct opinions and do the right thing.

**ingroup favoritism**  A tendency to treat and evaluate ingroup members more favorably than outgroup members.

**inoculation effects**  People who hear a two-sided message are more resistant to persuasion than those who hear a one-sided message.

**instrumental aggression**  Proactive aggression in which aggression is a means to an end.

**instrumental conditioning**  A process of learning in which a response is joined to a stimulus because the response has meet with prior reinforcement. Also called instrumental learning.

**interaction**  A statistical effect that occurs when the effect of one independent variable changes at different levels of another independent variable.

**internal validity**  A standard for evaluating research. Research has high internal validity if it has clearly established that our independent variable (x) caused our dependent variable (y).

**introspection**  A personal process in which we learn about ourselves by accessing and analyzing our thoughts and feelings.

**introspectionism**  A school of psychological thought devoted to identifying the smallest elements of conscious experience.
investments  In Rusbult’s (1980, 1983) investment model, tangible and intangible things one has put into a relationship that would be lost if the relationship were dissolved.

kin selection  An egoistic form of helping in which people help their kin in order to pass along their genes to the next generation.

laboratory  A research setting where the experimenter has control over the kind of events that occur and the sequence in which they occur.

law of effect  A principle of learning that maintains that behavior is guided by its previous consequences. Behaviors that have met with prior reinforcement persist, and those that have not persist.

leadership  A reciprocal relationship in which an individual exerts social influence over cooperating individuals to promote the attainment of group goals.

learned helplessness  A state of passivity and resignation that arises when people (and animals) believe they have no control over what happens to them.

loneliness  A distressing emotional state caused by a lack of meaningful interpersonal relationships.

main effect  A statistical effect that occurs when a single independent variable affects a dependent variable.

mechanism  An assumption that thoughts play no role in guiding behavior.

mere exposure effect  The fact that the more often we are exposed to a neutral stimulus, the more we like it.

mere presence hypothesis  Hypothesis that states that the mere presence of others creates arousal sufficient to enhance performance at easy tasks and impair performance at difficult tasks.

message learning approach  An approach to studying persuasion developed by the Yale Communication and Attitude Program that emphasizes that attitudes are verbal habits and are changed through incentives.

meta-analysis  A statistical technique used to combine the results of many independent studies.

minimal group paradigm  A procedure for testing social identity theory, in which group membership is arbitrary and participants never have any contact with one another.

negative correlation  When increases in one variable are accompanied by decreases in another variable.

negotiation  The process by which two or more interdependent parties attempt to resolve conflicting preferences.

nonverbal communication  Communication that occurs through facial expressions, kinesic cues, paralinguistic cues, and proxemic cues.

nonverbal leakage  The revelation of deception through behaviors that are difficult to control (e.g., auditory cues such as speech hesitations, vocal pitch, and speech errors).

normative influence  Conformity motivated by a desire to win the approval of others (or avoid their disapproval).

norms  See social norms.

obedience  Compliance to the dictates of an authority figure.

outcome level (OL)  In Kelley and Thibaut’s (1978) interdependence model, the relative balance of benefits and costs that one obtains in a relationship.

outgroup homogeneity bias  A tendency to underestimate the variability among outgroup members.

participants  Individuals who participate in psychological research.

passionate love  An intense emotional state, involving sexual desire, feelings of ecstasy, and perhaps anguish.

perceptiveness  The ability to accurately read nonverbal messages.

peripheral route to attitude change  Process that occurs when people are either unmotivated or unable to think about the merits of a message. The attitude change is due to factors unrelated to the perceived merits of the message.

personal distress  An egoistic emotional reaction to another person’s state of need, characterized by feelings of alarm, discomfort, and uneasiness.

personality  Enduring, consistent, and characteristic patterns of thinking, feeling, and behaving that originate within an individual.

phenomenology  A school of psychological thought that maintains that people’s behavior is guided by the world as it appears to them.

pluralistic ignorance  A social psychological phenomenon that occurs when people misread other people’s behaviors and assume their own thoughts and feelings are unique.

pornography  Sexually explicit material intended to cause erotic arousal.

positive correlation  When increases in one variable are accompanied by increases in another variable.

positivism  A methodological doctrine that asserts that an idea if true only if it can be observed to be true by multiple, objective observers.

Prägnanz  A German word that refers to the act of perceiving so as to achieve maximum clarity.

prejudice  A negative attitude directed toward a group and its members.

prejudiced feelings  Negative feelings toward a group and its members.

primacy effect  Effect that occurs when recent experiences activate a schema.
prisoner's dilemma A mixed-motives dilemma in which everyone is better off cooperating, but cooperating with a competitive partner brings personal disaster.

projection The unconscious tendency to assume that other people possess the undesirable qualities we fear that we possess.

proximity effect The tendency to feel emotionally close to those who are physically near.

psychological reactance An aversive psychological state that arises when people perceive that their freedom of choice is restricted. People respond to this state by reasserting their freedom, leading to an increased desire for the forbidden object.

public goods dilemma A social dilemma in which individuals must decide how much of their own resources they will donate to a public project.

racism A particular form of prejudice based solely on race.

random assignment Used in an experiment, random assignment to conditions ensures that each subject has an equal chance of being assigned to any of the various experimental conditions.

random sampling A process used to select participants in a study. A sample is random only when each member of a population has an equal chance of being selected to participate.

rape myths Prevalent attitudes and beliefs about the nature of rape that serve to justify and excuse male sexual aggression against women.

rationalism A philosophical school of thought that maintains that truth is acquired through logic and reasoning.

reactive devaluation effect A tendency for a negotiator to believe that concessions offered by the opposition are unfairly disadvantageous to the negotiator's own side.

realistic group conflict theory Theory that states that prejudice arises when groups compete for scarce resources.

reciprocal “altruism” An egoistic form of helping in which people who helped others were more apt to receive help and thereby pass their genes on to the next generation.

reciprocity principle A tendency to like others who like us.

reflected appraisal model A model that describes the process of how we learn about ourselves by imagining how we appear in other people's eyes.

regression to the mean A statistical phenomenon in which extreme events tend to be followed by less extreme ones.

relationship superiority bias A tendency to assume that one's own romantic relationship is better than other people's.

relative deprivation The perception that one is relatively deprived in comparison with other people.

representativeness heuristic A tendency to believe that the probability of an occurrence depends on how well it matches our beliefs about what should occur.

repression In Freudian theory, an active force that keeps painful thoughts from gaining conscious awareness.

scapegoating Blaming other people inappropriately for one's own negative outcomes.

schemas Hypothetical cognitive structures that influence the way we process information.

self-concept People's ideas about who they are and what they are like.

self-efficacy beliefs Beliefs related to one's own ability to perform some action.

self-enhancement motive A universal desire to enhance feelings of self-worth and feel good about oneself.

self-perception theory Theory that maintains that we learn about ourselves by passively observing our own behavior.

self-presentation Any behavior intended to create, modify, or maintain an impression of ourselves in the minds of others.

self-reference effect The tendency of people to easily remember information that they have related to themselves.

self-serving attribution bias Bias that arises when people make dispositional attributions for their success but situational attributions for their failure.

sexism A form of prejudice based solely on gender.

simulation heuristic The tendency to judge the probability of a future event on the ease with which it can be imagined.

situational attribution An attribution to any factor that isn't dispositional—see dispositional attribution.

situational variable Any factor that provides the context for an event or experience.

sleeper effect The tendency for the persuasive impact of a low-credibility source to increase over time.

social comparison theory Theory that maintains that we learn about ourselves by comparing ourselves with other people.

social dilemma A situation in which two or more interdependent individuals face a conflict between maximizing their own interests or sacrificing their interests for the group's benefit.

social exchange theory A theory of interpersonal relationships that holds that people have certain goods they bring to the interpersonal marketplace and that they strive to get as much in return for these goods as they can.

social facilitation theory Theory that states that the mere presence of others creates arousal that enhances performance on easy tasks but impairs performance on difficult tasks.
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social identity theory  Theory that states that people strive to feel good about themselves, and one way they satisfy this goal is by believing that their group is superior to other groups.
social influence  The process by which people affect the thoughts, feelings, and behavior of others.
social judgment theory  Theory that states that a person's attitude serves as an anchor against which other attitude positions are compared.
social loafing  The tendency of people to exert less effort when working with others than when working alone.
social norms  Unwritten rules of social conduct.
social perception  The study of how we form impressions of other people and how those impressions affect the way we act toward them.
social psychology  The scientific study of how people perceive, affect, and relate to one another.
social role theory  The theory that gender differences in social roles underlie gender differences in social status and behavior.
social support  Our involvement in social activities and our perception that we can count on others for help.
stereotype threat  The threat that arises when one fears being judged by a negative stereotype.
stereotypes  Schemas and beliefs about the qualities that characterize members of a social group.
stress-buffering effect  The tendency for people who enjoy high levels of social support to be better able to withstand stress than people with low levels of social support.
subjective well-being  People's assessments of their own happiness and life satisfaction.
sublimation  Aggression released in socially acceptable ways.
symbolic prejudice  Prejudice directed toward any group that is viewed as violating one's values or worldview.
sympathy  An other-directed emotional reaction to another person's state of need, characterized by feelings of concern, compassion, and tenderness.
theories  General principles that explain why two or more variables are related.
top-down processing  The act of using prior knowledge to guide interpretation of perceptual data.
two-factor theory of emotion  A theory that maintains that emotional experience is comprised of two factors: physiological arousal and a cognitive label.
values  Broad, abstract ideals that (unlike attitudes) lack a specific referent.
volunteerism  Long-term planned helping that usually takes place in an organizational setting.

“what is beautiful is good”

stereotype  The belief that physically attractive people have pleasing personalities.