

# Brief Contents

Preface xvii

## CHAPTERS

- 1 The Mission and the Method 2**
- 2 Culture and Nature 34**
- 3 The Self 68**
- 4 Choices and Actions: The Self in Control 114**
- 5 Social Cognition 148**
- 6 Emotion and Affect 186**
- 7 Attitudes, Beliefs, and Consistency 230**
- 8 Social Influence and Persuasion 258**
- 9 Prosocial Behavior: Doing What's Best for Others 290**
- 10 Aggression and Antisocial Behavior 330**
- 11 Interpersonal Attraction and Rejection 370**
- 12 Close Relationships: Passion, Intimacy, and Sexuality 404**
- 13 Prejudice and Intergroup Relations 450**
- 14 Groups 494**

## APPLICATION MODULES

- A Applying Social Psychology to Consumer Behavior A1**
- B Applying Social Psychology to Health B1**
- C Industrial and Organizational Psychology:  
Applying Social Psychology to the Workplace C1**
- D Applying Social Psychology to Law D1**
- E Applying Social Psychology to the Environment E1**

Glossary G-1

Endnotes EN-1

References R-1

Name Index N-1

Subject Index S-1