

theory and problems of social psychology

4998

CONTENTS

PREFACE.....	vii
--------------	-----

PART ONE. BASIC PRINCIPLES

CHAPTER I. THE FIELD AND PROBLEMS OF SOCIAL PSYCHOLOGY....	3
--	---

Two Aspects of Social Psychology. Social psychology as a basic science. Applications of social psychology. *Three Levels of Social Analysis.* Individual and group levels of analysis. Group dynamics. The institutional approach. The three levels illustrated. Complementary relations of the three levels of analysis. *The Plan of the Book.* Part I: Analysis in terms of principles of motivation, perception, and learning. Part II: Social processes. Part III: Applications to contemporary social problems. *Summary.*

CHAPTER II. THE DYNAMICS OF BEHAVIOR.....	29
---	----

Proposition I: Motivation and Molar Behavior. Unit of analysis. The initiating bases of molar behavior. *Proposition II: Sources of Dynamics of Molar Behavior.* The immediate psychological field. General comments. *Proposition III: Tensions as Instabilities in the Psychological Field.* The effects of tensions. The variability of needs and demands. Ascertaining needs and demands. *Proposition IV: Frustration Reactions.* Sources of frustration. Consequences of frustration. Facilitative and disruptive effects of high tension. *Proposition V: Fixation of Tension-Reduction Modes.* Individual differences in goals and in tension reduction. *Proposition VI: Trend toward Higher Levels of Psychological Field.* Equilibrium. "Higher" levels of stable organization. *Summary.*

CHAPTER III. PERCEIVING THE WORLD.....	76
--	----

Basic Problems in Perception and Cognition for the Social Psychologist. The problem of description. The problem of laws. *Two Major Determinants of Perception.* Structural factors. Functional factors. Interrelationship between structural and functional factors. *Proposition I: Organized Nature of Cognitive Field.* "Simple" perception. The strange and bizarre. Forming an impression of a personality. General comments. *Proposition II: Functional Selectivity of Perception.* Functional selectivity and dynamics of behavior. Functional selectivity and culture. Functional selectivity and structural factors. General comments. *Proposition III: Whole-Part Relationships.* Illustrations from simple visual perception. Perceiving traits of individuals and of groups. Frames of reference. *Proposition IV: Determinants of a Common Structure.* Proximity and similarity. Perceiving cause and effect. General comments. *Summary.*

CHAPTER IV. REORGANIZING OUR PERCEPTIONS..... 110

Change in Behavior and Cognitive Reorganization. Principles of cognitive reorganization. *Proposition I: Blocked Goals and Reorganization.* The nature of the reorganization. General comments. *Proposition II: The Reorganization Process.* Process and continuity in cognitive reorganization. Relationship among cognitive organizations in the reorganization process. *Proposition III: Changes over Time.* Retention, forgetting, and cognitive reorganization. Relation between the original structure and the process of reorganization. Dynamics of behavior and selective memory. Intervening events and cognitive reorganization. *Proposition IV: Rate of Cognitive Reorganization.* Differentiation and isolation of the cognitive field. Factors that determine differentiation and isolation. General comments. *Summary.*

PART TWO. SOCIAL PROCESSES

CHAPTER V. BELIEFS AND ATTITUDES OF MEN..... 149

Beliefs and Attitudes Defined. Beliefs. Attitudes. *The Functional Significance of Beliefs and Attitudes.* Beliefs and attitudes and the search for meaning. Beliefs and attitudes in the service of other needs. General comments. *Judgments.* Judgments, beliefs, and attitudes. *Characteristics of Beliefs and Attitudes.* The objects of beliefs and attitudes. The structure of beliefs and attitudes. Strength and importance of beliefs and attitudes. Verifiability of beliefs and attitudes. Beliefs, attitudes, and "facts." *Summary.*

CHAPTER VI. DEVELOPMENT AND CHANGE OF BELIEFS AND ATTITUDES..... 175

Cultural Determinants. Cultural and psychological factors. General comments. *Functional Determinants.* Beliefs, attitudes, and specific personality traits. Beliefs, attitudes, and general personality pattern. *"Facts" and the Development of Beliefs and Attitudes.* Sources of facts. Appearance and reality. General comments. *Self-Preservation of Beliefs and Attitudes.* Selectivity in perception and memory. Cognitive constancy. Withdrawal. Social support. General comments. *How to Change Beliefs and Attitudes.* Objectives in the control of beliefs and attitudes. The problem of diagnosis. Problems in programs of action. Two major programmatic guides. *Summary.*

CHAPTER VII. THE MEASUREMENT OF BELIEFS AND ATTITUDES... 205

Theory of Belief and Attitude Measurement. General considerations. The measurement of individual beliefs and attitudes. Measurable attributes of beliefs and attitudes. Types of measurement of beliefs and attitudes. *Measurement by Scales.* Criteria for the selection of scale items. The Thurstone method of scale construction. The Likert method. The Guttman method. The Bogardus social distance scale. The rank-order scale. The method of paired comparisons. Problems in the interpretation and use of scales. The refinement of scales. *Measurement by Ratings.* Sources of data for ratings. Self-ratings of beliefs and attitudes.

Types of rating scales. *"Indirect" Methods of Measuring Beliefs and Attitudes.* *The Measurement of Various Characteristics of Beliefs and Attitudes.* Kind, content, clarity, and specificity. Strength. Importance. Verifiability. *The Reliability and Validity of Measurement of Beliefs and Attitudes.* Reliability. Validity. Summary.

CHAPTER VIII. PUBLIC OPINION RESEARCH..... 273

Development of Large-scale Methods of Measurement. Reliance on single questions. *Types of Questions.* The poll question. The open-end question. Comparison of the poll and the open-end question. *Problems of Interviewing.* Functions of the interviewer. Training of the interviewer. Reliability of interviewing. International applicability of the interviewing method. *Sampling.* The necessity for sampling. Definition of the population. Representativeness of the sample. Methods of sampling. Size of sample. *Problems of Analysis.* Coding and tabulating. Analysis. *The Steps in a Public Opinion Survey.* *Social Significance of Public Opinion Research.* Public information. Democratic leadership. Government administration. Dangers in public opinion research. Summary.

CHAPTER IX. PERSUASION THROUGH PROPAGANDA..... 316

Language—The Major Tool of Propaganda. *Patterns of Speech.* Individual language patterns. Cultural speech patterns. *Speech, Words, and Meaning.* Invariant meanings of words. Variable meanings of words. Words as objects in the real world. General comments. *Propaganda—Some General Considerations.* Propaganda and education. Conscious and unconscious propaganda. Propaganda and suggestion. *Propaganda—Some Experimental Investigations.* The trait of suggestibility. Prestige suggestion. Other instances of suggestion. Propaganda and its special techniques. *Propaganda Prophylaxis.* Experimental data. *"Principles" of Propaganda.* Guides for the propagandist. Summary.

CHAPTER X. THE STRUCTURE AND FUNCTION OF SOCIAL GROUPS.. 366

Definitions and General Considerations. Psychological groups and social organizations. *Group Structure.* Size of groups. Individual roles within groups. Group relations. Sociometric method. Relationships among social organizations. *A Functional Analysis of Groups.* The functions of groups and the needs of its members. Group functions and membership loyalty. General comments. *Groups and Belief Systems.* Group beliefs and group functions. *Groups and Common Action Patterns.* Action patterns and functional significance. *Group Dynamics.* Stable and unstable groups. External determinants of group change. General comments. Summary.

CHAPTER XI. GROUP MORALE AND LEADERSHIP..... 404

Group Morale. Criteria of high and low morale. Determinants of morale. Positive vs. negative morale determinants. *Group Leadership.* Functions of the leader. Types of leadership. Leadership training. How leadership develops. The characteristics of leaders. Summary.

CHAPTER XII. RACIAL PREJUDICE IN THE UNITED STATES..... 443

General Considerations. The problem of diagnosis. *The Functional Character of Racial Prejudice.* Racial prejudice and pathological personality systems. Racial prejudice in support of aggression induced by frustration of various needs. Racial prejudice and culturally disapproved behavior. Racial prejudice in the service of repressed tensions. Racial prejudice in the service of meaning in ambiguous crisis situations. Racial prejudice, self-regard, and conformity. General comments. *The Environmental Supports for Racial Prejudice.* Objective events. Beliefs and attitudes of others. Ambiguity of objects and events. General comments. *Teaching Racial Prejudice.* The role of "teacher." Teaching techniques. Learning patterns. Teaching "prejudice-prone" needs. General comments. *Summary.*

CHAPTER XIII. CONTROLLING RACIAL PREJUDICE..... 499

General Considerations. Plan of this chapter. *Changing Racial Prejudice through Motivational Control.* Eliminating repressed, frustrated, and socially unacceptable need structures. General comments. *Controlling the Perceptions Involved in Racial Prejudice.* Changing the objective qualities of minority-group members. Changing context and emphasis of observable qualities of people. *Controlling Racial Prejudice through Education.* Education through the schools. Education through community programs. Controlling racial prejudice through mass publicity programs. *Summary.*

CHAPTER XIV. INDUSTRIAL CONFLICT..... 531

The Sociological Background. The nature of capitalism. Social change and social insecurity. General comments. *Industrial Conflict and Motives of People.* Needs of the worker. Tensions as a function of on-the-job situations. Tensions and frustrations indirectly related to the job. General comments. Frustration reactions and industrial conflict. Management and industrial conflict. General comments. *Industrial Conflict and Beliefs of People.* How labor and management perceive industrial conflict. Channeling dissatisfactions. Industrial conflict and the public. General comments. *Reducing Industrial Conflict.* Reducing tensions deriving from technological development. Reducing tensions resulting from interpersonal relationships on the job. Reducing tensions resulting from inadequate wages. Reducing off-the-job tensions and providing substitute paths and goals. Increasing mutual understanding. *Summary.*

CHAPTER XV. INTERNATIONAL TENSIONS..... 575

General Considerations. *International Tensions among Nations.* Nations as organizations of people. Extra national groupings of people. Organization among nations. Dynamic interaction and international tensions. Tensions and change of international structure. *International Tensions and the Individual.* Needs and international tensions. Beliefs and attitudes and international tensions. *Obstacles to International Unity.* High level of frustration the world over.

CONTENTS

xv

Supports for distorted beliefs about others. Dominant role of national leaders and special interests. The dependence of international relations on national politics. The lack of certain prerequisites for international unity. Basic ideological conflicts. *A Program for Reducing International Tensions*. Preliminary considerations. Ten steps in a program for peace. A United Nations Institute of the Human Sciences. The leverage of atomic energy for peace. *Summary*.

NAME INDEX..... 623

SUBJECT INDEX..... 629