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Zlatan Križan and Frederick X. Gibbons  
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## COMMUNAL FUNCTIONS OF SOCIAL COMPARISON

The extent to which we see ourselves as similar or different from others in our lives plays a key role in getting along and participating in social life. This volume identifies research relevant to such communal functions of social comparisons and summarizes and organizes this research within a single, coherent conceptual framework. The volume provides an important addition to current thinking about social comparison, which has often neglected communal and affiliative functions. Whereas human desire to compare with others has traditionally been viewed as motivated by self-centered needs such as self-evaluation, self-enhancement, and self-improvement, this book presents an eclectic cross section of research that illuminates connective, cooperative, and participatory functions of social comparisons. In this vein, the book aims both to expose research on currently neglected functions of social comparisons and to motivate a broader theoretical integration of social comparison processes.

Zlatan Križan is Associate Professor of Psychology at Iowa State University, where he directs the Self and Social Perception Laboratory and conducts work on basic motivational, emotional, and personality processes. He was born in Rijeka, Croatia, and completed his doctoral work in personality and social psychology at the University of Iowa in 2007.

Frederick X. Gibbons is Professor of Psychology at the University of Connecticut and Research Affiliate at the Center for Health Intervention and Prevention. He previously served on the faculties of Iowa State University (where he was Distinguished Professor of Psychology) and Dartmouth College. Dr. Gibbons is a health-social psychologist, whose research focuses on psychosocial factors related to health status and health behavior.

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ZLATAN KRIŽAN

*Iowa State University*

FREDERICK X. GIBBONS

*University of Connecticut*



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## Contributors

**Hart Blanton**

Department of Psychology  
University of Connecticut  
hart.blanton@uconn.edu

**Peter J. Burke**

Social Psychology Research Laboratory (SPYRL)  
University of California  
peter.burke@ucr.edu

**Edward Burkley**

Department of Psychology  
Oklahoma State University  
ed.burkley@okstate.edu

**Melissa Burkley**

Department of Psychology  
Oklahoma State University  
Melissa.burkley@okstate.edu

**Armand Chatard**

Université de Poitiers  
Le Centre de Recherches sur la  
Cognition et l'Apprentissage,  
La Maison des Sciences de  
l'Homme (CeRCA/MSHS)  
armand.chatard@univ-poitiers.fr

**Julie Juola Exline**

Department of Psychology  
Case Western Reserve University  
jaj20@case.edu

**Amber M. Gaffney**

Department of Behavioral and Organizational Sciences  
Claremont Graduate University  
Amber.gaffney@cgu.edu

**Frederick X. Gibbons**

Department of Psychology  
University of Connecticut  
rick.gibbons@uconn.edu

**Serge Guimond**

Université Blaise Pascal  
Laboratoire de Psychologie Sociale et Cognitive  
Serge.Guimond@univ-bpclermont.fr

**Michael A. Hogg**

Department of Behavioral and Organizational Sciences  
Claremont Graduate University  
Michael.hogg@cgu.edu

**Heejung S. Kim**

Department of Psychological and Brain Sciences  
University of California, Santa Barbara  
heejung.kim@psych.ucsb.edu

**Deborah M. Ko**

Department of Psychology  
Chinese University Hong Kong  
ko.deborah.m@gmail.com

**Zlatan Križan**

Department of Psychology  
Iowa State University  
zkrizan@iastate.edu

**Kenneth D. Locke**

Department of Psychology and Communication Studies  
University of Idaho  
klocke@uidaho.edu

*List of contributors*

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**Penelope Lockwood**

Department of Psychology  
University of Toronto  
lockwood@psych.utoronto.ca

**Rebecca T. Pinkus**

School of Social Sciences and Psychology  
University of Western Sydney  
r.pinkus@uws.edu.au

**Joni Y. Sasaki**

Department of Psychology  
York University  
jsasaki@yorku.ca

**Richard H. Smith**

Department of Psychology  
University of Kentucky  
richard.h.smith@uky.edu

**Jan E. Stets**

Social Psychology Research Laboratory (SPYRL)  
University of California  
jan.stets@ucr.edu

**Anne L. Zell**

Department of Psychology  
Augustana College  
Anne.zell@augie.edu

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