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978-0-521-18424-3 - Social Judgments: Implicit and Explicit Processes

Edited by Joseph P. Forgas, Kipling D. Williams and William Von Hippel

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Social Judgments

Implicit and Explicit Processes

Social judgments are critically important in everyday life. It is through social judgments that a shared sense of reality is created and maintained, and coordinated interaction becomes possible. The objective of this book is to provide an informative, scholarly, yet readable overview of recent advances in judgmental research and to offer a closer integration between implicit, subconscious and explicit, conscious judgmental mechanisms. The chapters draw on the latest research on social cognition, evolutionary psychology, neuropsychology, and personality dynamics to achieve this objective. The contributions offer important new insights into the way everyday judgmental processes operate, and they are organized into three sections dealing with (1) fundamental influences on judgmental processes, (2) the role of cognitive and intrapsychic mechanisms in social judgments, and (3) the role of social and interpersonal variables in judgments. The book is written in a readable yet scholarly style, and researchers, practitioners, and students at both the undergraduate and graduate levels should find it an engaging overview of the field.

Joseph P. Forgas is Scientia Professor of Psychology at the University of New South Wales, Sydney, Australia.

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The Sydney Symposium of Social Psychology series

This book is Volume 5 in the Sydney Symposium of Social Psychology series. The aim of the *Sydney Symposia of Social Psychology* is to provide new, integrative insights into key areas of contemporary research. Held every year at the University of New South Wales, Sydney, the symposia deal with important integrative themes in social psychology, and the invited participants are leading researchers from around the world. For further details see the Web site at www.sydney Symposium.unsw.edu.au

Previous books in the Sydney Symposium of Social Psychology series:

SSSP 1. FEELING AND THINKING: THE ROLE OF AFFECT IN SOCIAL COGNITION (Edited by Joseph P. Forgas). Contributors: Robert Zajonc (*Stanford*), Jim Blascovich and Wendy Mendes (*UC Santa Barbara*), Craig Smith and Leslie Kirby (*Vanderbilt*), Eric Eich and Dawn Macauley (*UBC*), Len Berkowitz et al. (*Wisconsin*), Leonard Martin (*Georgia*), Dan Gilbert (*Harvard*), Herbert Bless (*Mannheim*), Klaus Fiedler (*Heidelberg*), Joseph P. Forgas (*UNSW*), Carolin Showers (*Wisconsin*), Tony Greenwald, Marzu Banaji et al. (*U. Washington/Yale*), Mark Leary (*Wake Forest*), Paula Niedenthal and Jamin Halberstadt (*Indiana*). Cambridge University Press, New York, 2000; ISBN 0-521-64223-X (hardback), 0-521-01189-2 (paperback).

SSSP 2. THE SOCIAL MIND: COGNITIVE AND MOTIVATIONAL ASPECTS OF INTERPERSONAL BEHAVIOR (Edited by Joseph P. Forgas, Kipling D. Williams, and Ladd Wheeler). Contributors: Bill and Claire McGuire (*Yale*), Susan Andersen (*NYU*), Roy Baumeister (*Case Western*), Joel Cooper (*Princeton*), Bill Crano (*Claremont*), Garth Fletcher (*Canterbury*), Joseph P. Forgas (*UNSW*), Pascal Huguet (*Clermont*), Mike Hogg (*Queensland*), Martin Kaplan (*N. Illinois*), Norb Kerr (*Michigan State*), John Nezelek (*William & Mary*), Fred Rhodewalt (*Utah*), Astrid Schuetz (*Chemnitz*), Constantine Sedikides (*Southampton*), Jeffrey Simpson (*Texas A&M*), Richard Sorrentino (*Western Ontario*), Dianne Tice (*Case Western*), Kip Williams and Ladd Wheeler (*UNSW*). Cambridge University Press, New York, 2001; ISBN 0-521-77092-0 (hardback).

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About the Editors

Joseph P. Forgas received his DPhil and subsequently a DSc from the University of Oxford. He is currently Scientia Professor of Psychology at the University of New South Wales, Sydney, Australia. He has also spent various periods of time working at the Universities of Giessen, Heidelberg, Stanford, Mannheim, and Oxford. His enduring interest is in studying the role of cognitive and affective processes in interpersonal behavior. His current project investigates how mood states can influence everyday social judgments and social interaction strategies. He has published some 14 books and more than 130 articles and chapters in this area. He has been elected Fellow of the Academy of Social Science in Australia, the American Psychological Society, and the Society of Personality and Social Psychology, and he is recipient of the Alexander von Humboldt Research Prize (Germany) and a Special Investigator Award from the Australian Research Council.

Kipling D. Williams received his BS at the University of Washington. He then received his MA and PhD in social psychology at The Ohio State University. There he began his collaboration with Bibb Latané and Stephen Harkins, working on the causes and consequences of social loafing. Before coming to Macquarie University, Professor Williams taught at Drake University, the University of Washington, Purdue University, the University of Toledo, and the University of New South Wales. His recent research focus is on ostracism – being excluded and ignored, on which his book *Ostracism – The Power of Silence* was published in 2001. He also has interests in psychology and law, including research on the tactic of stealing thunder, eyewitness accuracy, and the impact of crime heinousness on jury verdicts.

William von Hippel received his BA from Yale University and his PhD from the University of Michigan. He taught at The Ohio State University for 11 years prior to coming to the University of New South Wales in 2001.

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About the Editors

He has published some 30 papers and is currently Associate Editor of *Psychological Science* and *Personality and Social Psychology Bulletin*. His main research areas include stereotyping and prejudice, the self-concept, information processing styles, and social cognitive aging. His most recent work focuses on the cognitive underpinnings and consequences of stereotyping and prejudice, and he is currently investigating the role of inhibitory decline in the increased tendency to rely on stereotypes among elderly adults.

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Preface

Social judgments are critically important in everyday life. To be human is to be social, and to be social requires a sophisticated ability to perceive, interpret, and predict the behavior of others. Social judgments are thus a key prerequisite for coordinated social life, and the ability to deal with complex social information is one of the most demanding cognitive tasks we undertake. It is through social judgments that a shared sense of reality is created and maintained, and sophisticated and coordinated interaction becomes possible. Social psychologists have traditionally relied on either mechanistic arithmetic models or constructive Gestalt principles to understand judgmental processes. More recently, the ascendant social cognition paradigm has highlighted the cognitive, information processing mechanisms that underlie many judgments. It is increasingly recognized, however, that not all judgments can be explained in terms of explicit information processing strategies. Many judgments are performed as the result of far more rapid, automatic, subconscious, and implicit judgmental processes.

These two judgmental systems, fast, “deep,” primary processing and more elaborate systematic processing, frequently interact in determining a particular judgmental outcome. The main objective of this book is to provide an informative, scholarly, yet readable overview of recent advances in judgmental research and to offer a closer integration between implicit, subconscious and explicit, conscious judgmental mechanisms. The chapters included here argue that a proper understanding of social judgments requires a dynamic, interactive conceptualization that simultaneously focuses on both the cognitive, information processing strategies used and the more fundamental subconscious mechanisms that inform judgments. In other words, the book proposes a new, expanded conceptualization of social judgments that seeks to draw on the latest developments in research on social cognition, evolutionary psychology, neuropsychology, and personality dynamics. Given recent advances in these fields, we believe that this is a particularly fortuitous time to seek such an integration.

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Preface

The chapters offer important new insights into the way everyday judgmental processes operate and address a variety of intriguing questions, such as: Are there evolutionary differences between the judgmental strategies of men and women? Can we identify brain structures linked to particular judgmental processes? How do early attachment experiences and personality dynamics shape judgmental strategies and the development of self-knowledge? How can we best model the fundamental cognitive processes involved in judgments, and what role do observed contingencies, contextual information, and affective states play in judgmental outcomes? What role do social comparison strategies, social goals, and other social variables such as social exclusion play in judgments? What sorts of strategies are likely to be most effective in reducing stereotyping in judgments?

Naturally, no single book could possibly include everything that is interesting and exciting in contemporary social judgment research. In selecting and inviting our contributors, we aimed to achieve a comprehensive and representative coverage, but, of course, we cannot claim to have fully sampled all of the relevant areas. The chapters are arranged into three parts dealing with (1) fundamental influences on judgmental processes, (2) the role of cognitive and intrapsychic mechanisms in social judgments, and (3) the role of social and interpersonal variables in judgments. The first, introductory chapter presents a historical overview of judgment research and outlines the case for a more comprehensive and integrative conceptualization of the field (Forgas, Williams, & von Hippel).

The chapters in Part I demonstrate the role of evolutionary influences (Haselton & Buss), neuropsychological mechanisms (Lieberman; Zárate & Stoeberl), and dynamic personality variables (Shaver & Mikulincer; Funder) in social judgments. In Part II, Kruglanski et al. propose an integrative unimodel of judgmental processes, Fiedler and Freytag look at the role of pseudocontingencies in producing judgmental errors, and Bless et al. discuss how contextual variables can induce assimilation or contrast effects. The influence of affective states in judgmental outcomes is considered (Forgas & East; Stapel), and the role of attitude-related processing differences in judgments is discussed (von Hippel et al.). In Part III, contributors look at the use of social comparison strategies (Suls et al.) and the effects of automatic goal pursuit on judgments (Chartrand & Jefferis). The judgmental consequences of social exclusion or ostracism are discussed by Williams et al., and the way various explicit strategies may influence the spontaneous, implicit use of stereotypes in social judgments is also considered (Galinsky et al.; Johnston & Miles). The final, integrative chapter by Marilynn Brewer identifies common themes across the chapters and offers a comprehensive theoretical analysis of the chapters presented here.

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**THE GENESIS OF THIS BOOK: THE SYDNEY SYMPOSIUM
OF SOCIAL PSYCHOLOGY SERIES**

This book is the fifth volume in the Sydney Symposium of Social Psychology series, held every year at the University of New South Wales, Sydney. Perhaps a few words are in order about the origins of this volume and the Sydney Symposium of Social Psychology series in general. First, we should emphasize that this is not simply an edited book in the usual sense. The objective of the Sydney Symposia is to provide new, integrative understanding in important areas of social psychology by inviting leading researchers in a particular field to a 3-day residential symposium in Sydney. This symposium has received generous financial support from the University of New South Wales as well as Macquarie University, allowing the careful selection and funding of a small group of leading researchers as contributors. Draft papers by all contributors are prepared and circulated well in advance of the symposium and are placed on a dedicated Web site. Thus, participants had an opportunity to review and revise their papers in the light of everyone else's draft contribution even before they arrived in Sydney.

The critical part of the preparation of this book has been the intensive 3-day face-to-face meeting between all invited contributors. Sydney Symposia are characterized by open, free-ranging, intensive, and critical discussion among all participants, with the objective of exploring points of integration and contrast among the proposed papers. A further revision of each chapter was prepared soon after the symposium, incorporating many of the shared points that emerged in our discussions. Thanks to these collaborative procedures, the book does not simply consist of a set of chapters prepared in isolation. Rather, this Sydney Symposium volume represents a collaborative effort by a leading group of international researchers intent on producing a comprehensive and up-to-date review of research on the social self. We hope that the published papers will succeed in conveying some of the sense of fun and excitement we all shared during the symposium. For more information on the Sydney Symposium series and details of our past and future projects, please see our website www.sydney Symposium.unsw.edu.au.

Four previous volumes of the Sydney Symposium series have been published. The first, *Feeling and Thinking: The Role of Affect in Social Cognition*, was edited by Joseph Forgas and published by Cambridge University Press, New York (2000). This book explored the role that affective states play in social cognition and social behavior, with contributions by Robert Zajonc, Jim Blascovich, Craig Smith, Eric Eich, Len Berkowitz, Leonard Martin, Daniel Gilbert, Herbert Bless, Klaus Fiedler, Joseph Forgas, Carolin Showers, Tony Greenwald, Mahzarin Banaji, Mark Leary, Paula Niedenthal, and Jamin Halberstadt, among others. The second

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volume, *The Social Mind: Cognitive and Motivational Aspects of Interpersonal Behavior*, was also published by Cambridge University Press (2001) and featured chapters by William McGuire and Claire McGuire, Susan Andersen, Roy Baumeister, Joel Cooper, Bill Crano, Garth Fletcher, Joseph Forgas, Pascal Huguet, Michael Hogg, Martin Kaplan, Norb Kerr, John Nezlek, Fred Rhodewalt, Astrid Schuetz, Constantine Sedikides, Jeffrey Simpson, Richard Sorrentino, Dianne Tice, Kip Williams, Ladd Wheeler, and others.

The third Sydney Symposium volume, *Social Influence: Direct and Indirect Processes*, edited by Joseph Forgas and Kip Williams, was published by Psychology Press (2001), with contributions by Bob Cialdini, Bibb Latané, Martin Bourgeois, Mark Schaller, Ap Disjksterhuis, Jim Tedeschi, Richard Petty, Joseph Forgas, Herbert Bless, Fritz Strack, Sik Hung Ng, Kip Williams, Charles Stangor, Debbie Terry, Michael Hogg, Stephen Harkins, John Turner, Barbara David, Russell Spears, and others. The fourth, most recent volume, edited by Joseph Forgas, Kip Williams, and William von Hippel, was entitled *The Social Self: Cognitive, Interpersonal and Intergroup Perspectives* (published by Psychology Press, 2002) and featured contributions by Eliot Smith, Tom Gilovich, Monica Biernat, Joseph Forgas, Ed Hirt, Fred Rhodewalt, Mark Leary, Roy Baumeister, Dianne Tice, Bertram Malle, William Ickes, Marianne LaFrance, Yoshi Kashima, Marilyn Brewer, Sabine Otten, Chris Crandall, Diane Mackie, Joel Cooper, Michael Hogg, Steve Wright, Art Aron, and Constantine Sedikides.

Given its comprehensive coverage, this book should be useful both as a basic reference book and as an informative textbook to be used in advanced courses dealing with social judgments. The main target audience for this volume comprises researchers, students, and professionals in all areas of the social and behavioral sciences, such as social, cognitive, clinical, counseling, personality, organizational, and applied psychology, as well as sociology, communication studies, and cognitive science. The book is written in a readable yet scholarly style, and students at both the undergraduate and graduate levels should find it an engaging overview of the field and thus useful as a textbook in courses dealing with the self. The book should also be of particular interest to people working in applied areas where using and understanding judgmental processes is important, such as clinical, counseling, educational, forensic, marketing, advertising and organizational psychology, and health psychology.

We want to express our thanks to the people and organizations who helped to make the Sydney Symposium of Social Psychology, and this fifth volume in particular, a reality. Producing a complex multiauthored book such as this is a lengthy and sometimes challenging task. We have been very fortunate to work with such an excellent and cooperative group of contributors.

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Our first thanks must go to them. Because of their help and professionalism, we were able to finish this project on schedule. Past friendships have not frayed, and we are all still on speaking terms; indeed, we hope that working together on this book has been as positive an experience for them as it has been for us.

The idea of organizing the Sydney Symposia owes much to discussions with and encouragement by Kevin McConkey, and subsequent support by Chris Fell, Sally Andrews, Peter Lovibond, and numerous others at the University of New South Wales. We want to express our gratitude to Philip Laughlin and the production team at Cambridge University Press, who have been consistently helpful, efficient, and supportive throughout all the stages of producing this book. Our colleagues at the School of Psychology at the University of New South Wales and at Macquarie University, Simon Laham, Rebekah East, Norman Chan, Cassandra Govan, Bradley Hill, Karen Lau, Vee Scott, Vera Thomson, and others, have helped with advice, support, and sheer hard work to share the burden of preparing and organizing the symposium and the ensuing book. We also wish to acknowledge the financial support of the Australian Research Council, the University of New South Wales, and Macquarie University – support that was, of course, essential to get this project off the ground. Most of all, we are grateful for the love and support of our families, who have put up with us during the many months of work that went into producing this book.

Joseph Forgas, Kipling Williams, and William von Hippel
Sydney, August 2002