

*Eleventh Edition*

# *The Social Animal*

***Elliot Aronson***

University of California, Santa Cruz

*with Joshua Aronson*

New York University

WORTH PUBLISHERS

# *Contents*

Why I Wrote This Book vii

Acknowledgments xi

1 What Is Social Psychology? 1

2 Conformity 13

3 Mass Communication, Propaganda, and Persuasion 59

4 Social Cognition 113

5 Self-Justification 177

6 Human Aggression 249

7 Prejudice 297

8 Liking, Loving, and Interpersonal Sensitivity 355

9 Social Psychology as a Science 405

Glossary 430

Notes 438

Name Index 486

Subject Index 492