

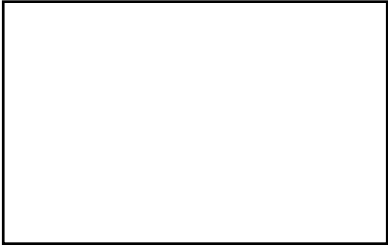
## REVIEWS

*“This is a rich assortment of contributions to mapping the history of social psychology and an essential contribution to the field’s capacity to understand itself. Sometimes it seems that social psychology lurches from one topic and fad to another. In this book, one can appreciate how the scientific study of social life has moved steadily forward, accumulating and refining methods and building toward a profound understanding of human interaction. This wonderful book will be deeply enlightening to anyone interested in social psychology, from beginning students to advanced scholars.”* - **Roy F. Baumeister, Ph.D., Florida State University, USA**

*“An intimate knowledge of history is essential for the progress of any science, and is especially so for a field like social psychology. Yet we have long lacked a comprehensive volume covering the history of our field. This landmark book fills an important gap in the literature. The chapters, written by a stellar group of international contributors, offer a detailed review of the history of our discipline that is encyclopaedic and scholarly, yet highly readable and even entertaining. The coverage is comprehensive, covering all the major research domains of social psychology. I am sure that this seminal book will become an essential reference work for anybody teaching and doing research in social psychology, and should be required reading for all undergraduate and graduate students in the field for many years to come.”* - **Joseph Paul Forgas, Ph.D., Scientia Professor of Psychology, University of New South Wales, Australia**

*“The greatest asset of this volume is that the authors are themselves social psychologists who identify with the discipline and participated to its amazing growth. Consequently, the chapters provide more than just historical background data. They afford a treasure trove of meta-theoretical insights, conveying deeper understanding of theories and research paradigms than can be gained from journals and textbooks. Scientists and students who have not yet discovered the historical perspective may become converts through this remarkable handbook.”* - **Klaus Fiedler, Ph.D., Ruprecht-Karls-Universität Heidelberg, Germany**

**Handbook of the History of Social Psychology**  
Arie W. Kruglanski and Wolfgang Stroebe, Eds.



**Psychology Press**

Taylor & Francis Group

c/o CMFS

31 Sycamore Road

Clifton, New Jersey 07012

RETURN SERVICE REQUEST-  
ED

# Handbook of the History of Social Psychology

Edited by

**Arie W. Kruglanski**  
**Wolfgang Stroebe**

PRSRRT STD  
U.S. Postage  
PAID  
Mayne, N.J.  
Permit No. 1104

# Handbook of the History of Social Psychology

Edited by Arie W. Kruglanski, University of Maryland  
Wolfgang Stroebe, Utrecht University

For the first time in the history of social psychology, we have a handbook on the history of social psychology. In it, leading luminaries in the field present their take on how research in their own domains has unfolded, on the scientists whose impact shaped the research agendas in the different areas of social psychology, and on events, institutions and publications that were pivotal in determining the field's history.

Social psychology's numerous subfields now boast a rich historical heritage of their own, which demands special attention. The Handbook recounts the intriguing and often surprising lessons that the tale of social psychology's remarkable ascendance has to offer. The historical diversity is the hallmark of the present handbook reflecting each of this field's domains unique evolution.

Collectively, the contributions put a conceptual mirror to our field and weave the intricate tapestry of people, dynamics and events whose workings combined to produce what the vibrant discipline of social psychology is today. They allow the contemporary student, scholar and instructor to explore the historical development of this important field, provide insight into its enduring aims and allow them to transcend the vicissitudes of the zeitgeist and fads of the moment.

The *Handbook of the History of Social Psychology* provides an essential resource for any social psychologist's collection.

## Handbook of the History of Social Psychology

Edited by  
Arie W. Kruglanski  
Wolfgang Stroebe

November 2011 - 544 pp.  
978-1-84872-868-4  
Hardback - \$120.00

[www.socialpsychologyarena.com](http://www.socialpsychologyarena.com)

## TABLE OF CONTENTS

Preface.

### Part 1: Introduction.

*A.W. Kruglanski, W. Stroebe*, The Making of Social Psychology. *J. Morawski*, The Importance of History to Social Psychology.

### Part 2: Approaches.

*D. Hilton*, The Emergence of Cognitive Social Psychology: A Historical Analysis. *M.S. North, S.T. Fiske*, A History of Social Cognition. *D.T. Kenrick, A.B. Cohen*, A History of Evolutionary Social Psychology. *J.T. Cacioppo, G.G. Berntson, J. Decety*, A History of Social Neuroscience. *K.J. Gergen*, The Social Dimension of Social Psychology: A Historical Analysis. *W.D. Crano, A. Lac*, The Evolution of Research Methodologies in Social Psychology: A Historical Analysis.

### Part 3: Domains of Inquiry.

*A.S.R. Manstead*, A History of Affect and Emotion Research in Social Psychology. *E.T. Higgins*, Motivation Science in Social Psychology: A Tale of Two Histories. *J.R. Eiser*, A History of Social Judgment Research. *C.D. Batson*, A History of Prosocial Behavior Research. *L. Berkowitz*, A History of Social Psychological Research on Aggression. *P. Briñol, R.E. Petty*, A History of Attitudes and Persuasion Research. *R. Prislin, W.D. Crano*, A History of Social Influence Research. *P.A.M. Van Lange*, A History of Interdependence: Theory and Research. *H.T. Reis*, A History of Relationship Research in Social Psychology. *J.M. Levine, R.L. Moreland*, A History of Small Group Research. *J.F. Dovidio, A.-K. Newheiser, J.-P. Leyens*, A History of Intergroup Relations Research. *D.G. Pruitt*, A History of Social Conflict and Negotiation Research. *T.R. Tyler*, A History of Justice and Morality Research. *M. Biernat, K. Deaux*, A History of Social Psychological Research on Gender. *Y. Kashima, M.J. Gelfand*, A History of Culture in Psychology.

ORDER TODAY

**Mail:** Taylor & Francis Group, 7625 Empire Drive, Florence, KY 41042, USA.

**US:** 1-800-634-7064, Mon-Fri, 8am-5:00pm, EST

**Fax Toll Free:** 1-800-248-4724

**Email:** [orders@taylorandfrancis.com](mailto:orders@taylorandfrancis.com)

**Canada:** Call Toll Free 800-665-1148, [sales@ib.ca](mailto:sales@ib.ca)

**Latin America:** Ethan E. Atkin, tel. +1 802-223-6565  
[eatkin@cranburyinternational.com](mailto:eatkin@cranburyinternational.com)

[www.socialpsychologyarena.com](http://www.socialpsychologyarena.com)

## Review this chapter online

Go to: [www.psypress.com/9781848728684](http://www.psypress.com/9781848728684) to review a sample chapter! Just click on the "Download sample chapter" area located on the right hand side of the webpage.

### 3 The emergence of cognitive social psychology: A historical analysis

Denis Hilton

In this chapter, I tell the story of how cognitive social psychology came to take the form it did after the Second World War. This "cognitive" social psychology emerged in the 1930s in opposition to other approaches to social psychology, notably those grounded in behaviorism, psychoanalysis, and sociology. It is also distinct from the "social cognitive" movement that began in the 1970s, drawing on concepts and methods developed in the "cognitive revolution" that overtook psychology in the 1950s (see North and Fiske, this volume). My focus will be on the underlying scientific paradigms (Kahn, 1970) that conditioned this earlier cognitive approach to social psychology. I will note their institutional support, and illustrate their key features by descriptions of prominent practitioners and key publications. In the first part I examine the disciplinary evolutions that led to a particular definition of the social mind. In the second part I describe the emergence of a Gestalt approach to social psychology before the Second World War. In the third part I show how Gestalt theory and other nonbehaviorist approaches addressed social perception and impression formation. In the fourth part I describe how the institutions and dominant methodological practices of social psychology had changed by the end of the war. In the fifth part I analyze the effect of these changes on the rise and fall of cognitive consistency theory from the 1950s to the 1970s. In the sixth part I further show how the assumptions of systematic psychology influenced the development of attribution theory, which rose to prominence in the 1960s and 1970s, and which has since remained active (with revisions). In the final part I address the question of what these research programmes have contributed, and (with the benefit of hindsight) what errors there may have been in the way the original research has been represented to later generations of social psychologists.

#### Defining the social mind

*The decline of sociological and psychoanalytic approaches*  
The intellectual landscape discovered by graduate students in social psychology returning from the Second World War must seem hardly recognizable to today's graduate students. The contemporary eye finds itself looking on a lost world when thumbing through Lindzey's (1954) *Handbook of Social Psychology*. After a first part comprising Allport's chapter on

the "long past and short history" of social psychology, the second part presents five "contemporary systematic positions" which reflected more general "systems" in psychology (e.g., Chaplin and Krawiec, 1948). These macrotheoretical perspectives may be thought of as "paradigms" in the sense of Kuhn (1970). I give the list as presented by Deutsch and Krauss (1965), with names of illustrative practitioners in parentheses:

- 1 the approach of Gestalt psychology (Asch, Heider)
- 2 field theory in social psychology (Lewin, Festinger)
- 3 the reinforcement theorists (Miller & Dollard, Yale Communication Project, Bandura, Thibaut, & Kelley)
- 4 psychoanalytic theory (Bion, Bowlby, Erikson, McClelland, Parsons)
- 5 role theory (Mead, Merton, Goffman)

Historians of psychology have chronicled "the disappearance of the social in American social psychology" (Greenwood, 2003), and a clear manifestation of this trend is the decline of "sociological" social psychology from the late 1960s onwards. While the ratio of textbooks from social psychology written by psychologists and sociologists was approximately equal from 1949 to 1964, psychologists wrote three times as many textbooks as sociologists in the period 1973-80 (Jones, 1985), and the overall volume of production increased threefold. Role theory was extensively presented in social psychology textbooks primarily written by sociologists (e.g., Newcomb, Turner and Converse, 1965) but has largely disappeared from textbooks written by psychologists. It is now rare to see psychologists taking advantage of sociological theories in formulating their theories, in the manner of French and Raven's (1959) use of Weber in their theory of social power.

While there were attempts in the postwar years to build interdisciplinary programs in psychology, sociology, and anthropology at major universities such as Harvard and Michigan, these had disappeared under the strain of disciplinary rivalry by the 1970s (Jackson, 1988). Of course psychology alone was not responsible for this, as some sociologists, following Durkheim's lead, deliberately sought to vacillate psychological explanations for behavior. For example, "institutionalists" believed that the facts of group structure (rules, roles, norms, culture, etc.) were independent of individuals, who were insensational and replaceable. The fracturing of an integrated

46 Hilton

social science approach to social psychology can also be seen through the increasing specialization of journals along disciplinary lines. Social psychologists used to publish their work alongside sociologists in *Human Relations* (e.g., Festinger, 1954), a practice that has since lapsed. In addition, clinical and social psychologists went their separate ways. *Journal of Abnormal and Social Psychology* divided into social psychology (e.g., Janis' work on four apparitions in persuasion and groupthink), few vestiges of psychoanalytic thinking now remain in mainstream experimental social psychology. What influence there is of psychoanalytic thinking in contemporary social psychology has mostly come in through the back door, such as Bowlby's attachment theory of relationship style which has been brought in via developmental psychology.

#### The scientific study of the social mind: Experimentation or a "second" psychology?

With the gradual evacuation of sociology, anthropology, and clinical perspectives from social psychology came the increasing adoption of the privileged methods of mainstream psychology, in particular experimentation. The belief that human behavior could be studied experimentally had long widespread root in the scientific community by the early twentieth century, and the acceptance of the experimental technique brought a means of resolution to the question of whether the "group mind" could be studied scientifically. The solution adopted by experimental social psychologists to this problem was the "methodological individualism" proposed by Floyd Allport in America and Walther Moede in Germany (Danziger, 2000). Psychologists came to adopt Floyd Allport's (1924) views that groups and institutions are "sets of ideals, thoughts and habits repeated in each individual mind and existing only in these minds." As examples, Allport (1925) demonstrated experimentally that the mere presence of others influenced both performance (social facilitation effects) and judgment of others and the harshness of weights (normalization effects). These and similar studies (Sherif, 1936) provided a means of subjecting "group mind" to experimental analysis, and as Lewin (1951) noted, "he takes himself believing in the existence of a social entity is probably most effectively broken by handling this entity experimentally."

Nevertheless, not everyone accepted that the laboratory experiment is the only scientific way to study the social mind. For many philosophers such as Comte and Mill this problem presented itself in terms of how to develop a "second psychology" that goes beyond the study of individual experience to include the social in the science of mental life (Cahan and White, 1992). For a time, anthropology and psychology worked hand in hand. The groundbreaking Cambridge University expedition to the Torres Strait in 1898 included three members whose primary professional identity was as psychologists (McDougal, Myers,

and Rivers; the others were the ethnographers Haddon and Seligman along with the oceanic linguist Ray) Back in continental Europe, Ward's solution was two-pronged. He founded the first laboratory of experimental psychology in Leipzig (1879) to study mental processes, but he also privileged hermeneutic methods in his work on *Hilferpsychologie* (inherited from Humboldt and Herder) which might roughly be translated into modern terms as "cultural psychology." He devoted 20 years of his long life to this nonexperimental project, which in parts resembled modern linguistics, anthropology and cultural studies (Farr, 1996). Sitting in the audience for Ward's lectures in 1908-9 was the young Bronislaw Malinowski, who never completed his projected dissertation on *Hilferpsychologie* but instead went on to revolutionize ethnology (Vining, 2004). Malinowski nevertheless retained his interest in psychology, reading the treatise written by Ward's student, Hugo Münsterberg, when with his friends in Melbourne between his field trips to Papua New Guinea from 1914 to 1918.

Münsterberg was to take a chair of psychology at Harvard in 1914. However, the tension between the "first" and "second" psychologies led the psychology department at Harvard to split in 1946. The hard-line experimentalists stayed in the reduced psychology department and studied low-level perceptual and learning processes, while the others founded the Department of Social Relations, which included social psychology, clinical psychology, and anthropology.

#### What the social mind came not to be

A look at the short-lived Department of Social Relations gives an idea of what a less exclusively experimental approach to cognitive social psychology might have looked like. It included luminaries such as Jerome Bruner and George Miller, who went on to found Harvard's Center for Cognitive Studies in 1960. The leading social psychologist was Roger Brown (1925-1997), whose 1965 textbook *Social Psychology* has a magnificent breadth of sweep. An impression of Brown's style can be gauged from the second chapter, which followed an introductory chapter reviewing social behavior in animals. In this chapter on language and social structure, Brown reviewed his own work with Albert Gilman (a professor of English at neighboring Boston University, and Brown's "partner" in domestic life). This work focused on processes of address, tracing the use of *tu* (I-form, 2nd person singular) and *vous* (V-form, 2nd person plural) in French, and their equivalents in languages such as German (*Du* and *Sie*), Italian (*tu* and *Lei*) and Shakespearean English (*thou* and *ye*). Brown also analyzed the analogues use of the first name (e.g., *Denis*) rather than the title and last name (e.g., *Dr. Hilton*) to mark similar distinctions of social status and distance between speakers in modern English. Giving *vous* to one's superiors and *tu* to one's inferiors is a general pattern in continental Europe, which may be due to the common Roman heritage of French, German, Italian, and Spanish speakers. These groups may have taken over use of the I and V forms from their former Roman rulers, who used the V