An Overview

Key Readings in Social Psychology of Health
Despite the fact that people increasingly appreciate the risk of melanoma
driving while intoxicated.

Phone while driving increases the risk of traffic accidents to the same extent as
in the unlikely event of an emergency, however, merely talking on a cellular
people purchase cellular car telephones in order to be able to call for help

Gain all back. And more.

better when they do so. Yet, most of the people who lose weight by dieting will
most jokers know it is healthy to stay thin and fit — and believe they look

achieve a screening mammogram actually do so.

controversial. Nonetheless, in a typical year, about half of the women who should
alternative for treatment and may even save lives (although this is still

The early detection of breast cancer allows women to have many more
time they had sex.

use a condom. Yet, the majority of college students did not use a condom the last
of sexually transmitted diseases, such as HIV/AIDS. If one is sexually active, is to
most college students know that the only effective way to stop the spread

Following examples:

of healthy behaviors easy, or so one might think. Such is not the case, however. Consider the
people want to live long, healthy lives. This universal motive should make the promotion

AN OVERVIEW

Key Readings in Social Psychology

Social Psychology of Health
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Because behavior at a given moment may be driven through diverse motives, it is the value associated by other people and people's assessments of the relative costs and benefits associated with a distinguishing themselves from others, conform to others expectations, or increase their acceptance, they will act in the service of goals such as to maximize immediate pleasure, minimize effort. People may often act based on a desire to maximize their "expected utility." There are times when I6 different goals that many shape people's behavioral choices (Mecurine, 1991). Although Yale University Professor William Mecurine has proposed that there are at least the choices they make.

analyzes of objective costs and benefits, what are the principles that people rely on to motivate immediate circumstances. Given that people's behavior is not necessarily guided by a rational costs, but the specific costs and benefits that come to mind can change depending upon and benefits associated with the behavior – that is, people act in maximizing benefits and minimize psychological have assumed that people's behavior is guided by a rational analysis of the costs psychology directs people's decisions to adopt a particular pattern of behavior. Traditionally, social We think you get the idea. Maybe motivating people to stay healthy is not so easy. What brown – actually report feeling better.

taking a placebo medication with dramatic side effects – e.g., it runs their urine sometimes terminate cancer because they believe it is ineffective. Individuals Cancer patients undergoing chemotherapy who have few side effects health and vitality.

associated with running at the beach or saloon, tanned skin is considered a sign of
prevention behaviors such as regular physical exercise and screenings such as mammography and Pap testing.

Prevention behaviors such as regular physical exercise and screenings such as mammography and Pap testing, could expect dramatic reductions in disease morbidity if individuals engaged reliably in heart disease in the population (from Taylor, 1990; see also Margaritza, 1984). Moreover, we know disease as well as lower incidences of stroke, some cancers, diabetes, and other kinds of mortality and morbidity. If the entire population can smoking, there would be a 25-70% reduction in cancer deaths and 350,000 fewer heart attacks each year. A 10% weight loss behavior. If is change in behavior that is likely to be the most efficient way of reducing disease.

Health promotion and disease prevention objectives depend heavily on modifying human behavior. Understanding and modifying health behavior is likely to be complicated. Moreover, health promotion and disease prevention objectives depend heavily on modifying human behavior. The prevention of new vaccines. So is the effort to change behavior worth it? A government the formulation of new vaccines. So, is the effort to change behavior worth it? A government attribute to advances in the pharmacological science -- the isolation of new antibiotics and antivirals, most public health officials believe that the next big improvement in our nation’s health will be moment basis.

Understanding these immune cost-benefit ratios regarding health-related behavior on a moment-by-moment basis.

Influence these immune cost-benefit ratios regarding health-related behavior on a moment-by-moment basis.

Purpose of this volume is to present articles that explore the social psychological factors that may change from moment to moment and from situation to situation, and one of the major particular outcome regardless of its value. Consequently, when appears to be a cost of a benefit underlying person’s behavior can influence the likelihood that someone would consider a different goals are associated with a unique set of ideas and concerns, the specific goal that key readings in social psychology. 4
In this volume, the articles in the first section focus on how people organize and store in
behavior.

behavior with the goal of demonstrating how one can capitalize on them to motivate desired
focus on identifying and explaining the complex social psychological determinants of health
human psyche and how they appear to motivate self-destruction, we bring to you articles that
health behavior and attempts to modify it. Instead of complaining about the shortcomings of the
collection of articles selected for this volume is to examine the social psychological basis of
whether or label them as rational or irrational, but to understand them. The purpose of the
The phenomenon with which we opened this chapter are paradoxes. The question is not
Small changes in individual health behavior family and produce large benefits for a society.
priorities -- depending on your political views, education, mass transportation, or foreign aid.
to changes in individual behavior would free up countless dollars that could be spent on other
the burden to society can be unacceptable. Even a small reduction in medical costs attributable
assume the personal risk of engaging in unhealthy practices, when aggregated in the population,
person is welcome to choose his or her own position. Although individuals may be willing to
and change people’s health behavior? Why not adopt a live-and-let-live attitude in which each
and carry extra poundage. In the face of these difficulties, why spend energy trying to understand
definition of obesity and concerted media campaigns that make salient the health risks of
problems, and the weight of the average American increases annually, despite changes in the
been lost, violence in our schools has escalated despite the proliferation of conflict resolution
intractable problem. Many efforts to change behavior have failed. The “war on drugs” has failed.
Nonetheless, encouraging people to modify their behavior has proven to be an especially
Key Readings in Social Psychology
motives to appear consistent and not hypocritical be capitalized upon to motivate people to
social psychological approaches to health behavior change were less, for instance, how can
modification of health behavior lead on. These contributors present work in which we deal with
these issues to explain the process of the book, we present articles that address the
complaint: By the time we get to the sixth section of the book, we present articles that address the
problems themselves with the warm fabric of social relationships above. Involvement is longer than those who
project themselves. Social support is the warm fabric of social relationships above. Involvement is longer than those who
damage (in direct and indirect ways, and the contributors address why individuals able to
not take unnecessary risks. Social support may be health-enhancing (and sometimes health
friends and family members can both inspire us to engage in such behaviors and motivate us
how social relationships can have health consequences of various sorts. Relationships with
social support is the theme of the fifth section of the book, and here the contributors look

behaviors.

norms and social comparison processes in organizing thinking about health and in motivating
psychological approach to health behavior as these authors seek to appreciate the role of social
influence of alcohol. The fourth section presents key readings that are central to the social
interactions, and studies of dehydration of factors related to whether the receiver of the information is under the
people understand incoming health information factors such as whether the information itself is

The third section of the book contains articles that explore the factors that influence how
in behavior, for the first time not used in preventive relapse?
healthy or unhealthy practice. Why are interventions that effectively help people initiate a change
whether there are stages in how individuals approach in opportunity to engage in or modify a
between attitudes about health and susceptibility to health behavior, with a particular eye toward
memory information about health and illness. The second section focuses on the links

Key Readings in Social Psychology
that facilitation of inhibiting behavior. Moreover, we believe that understanding why a health behavior change are contingent on the identification of the social psychological processes chances of changing their behavior, we believe that the likelihood of significant advances in committed to the goal of developing interventions and technologies that maximize people's themselves -- the person who smokes rather than smoking behavior per se. Although we are process that underlie people's behavioral practices rather than the specific behavioral practices In adopting this mode of analysis, many of the authors focus on the social psychological that may underlie people's health practices.

context of other social behaviors of the individual and considers the diverse set of human needs situational affordances. Moreover, a social psychological approach places health behavior in the system, and these behaviors are motivated by the interaction of individual dispositions and be understood in the context of an individual's perceptions, construals, and resulting belief they consider the person as an active constructor of his or her reality. Health behavior can only uniquely social psychological perspectives. With this mindset, how they are phenomenologicals -- throughout this volume, we have selected articles from investigators who adopt a example, make them more likely to take care of themselves or ignore obvious risks?

Particular nuances of health habits. Does the positive world-view of cock-eyed optimists, for humanistic experiences and whether these affective aspects of personality can be linked reliably to psychological such as negative affectivity, hostility, optimism, and the willingness to confront especially effective?

Key readings in Social Psychology
the importance of their content as well as their readability. We think you will find them
encouraging you simply to plunge right in to the articles that follow here. They were selected for
the Handbook of Social Psychology (Salette, Kohneman & Rodin, 1997). However, we
all of the issues raised by the contributors, we recommend that you take a look at our chapter in
review this enormous field systematically. Of course, if you would like a thorough background to
psychology of health and illness, more about our work every day. We have not tried to
we hope that this introductory essay creates in you the same excitement about the social
the individual and improvement of society.

a general set of determinants of health and risky behaviors that can be shaped to the advantage of
behaviors and diseases and look „up” toward theoretical models, all with an eye toward off-line
decisions-making? From this vantage point, our contributors tend to look „down” an individual
how do people compare their own health to others, what social norms guide behavioral
how do they regulate their exposure to health information – and social influence processes
analyses is one focused on social cognitive processes — how do people think about their health,
behaviors, or even around specific theoretical models. Rather, we feel the most useful level of
studied accounts for our decision not to organize this book around diseases, or particular health
This focus on processes that generalize beyond the health domain in which they were first
this procedure can be integrated into interventions across health domains.
in a smoking cessation program increase the likelihood of cessation – raises the probability that
particular intervention technique is effective – for example, why does setting a group quit date
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References

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