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EXPERIMENTAL SOCIAL PSYCHOLOGY
IN CANADA: A LOOK AT THE SEVENTIES
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ABSTRACT

The experimental literature published by Canadian-based researchers in social psychology for the period of 1970-1979 was examined. The topics of study included attitude change, group processes, aggression, helping behaviour, impression formation, attribution, moral judgment, the social psychology of criminal justice, and discipline related issues. Contributions based on systematic empirical work and/or conceptual insights were noted especially in the areas of attitudes, aggression, moral judgment and the social psychology of criminal justice. Progress was achieved on historically traditional issues, as well as on new areas of concern. Unfortunately programmatic research constituted only a small portion of the reviewed literature. The review of the entire body of experimental literature did not reveal any distinctively Canadian issues but rather those of social psychologists in general.

Experimental social psychology has flourished within the last decade in Canada. After the formative years in the '50s and '60s when new staff appointments and graduate programs were established, the area became a focal one in Canadian research. The phenomena of interest included the historically more traditional topics of social influence (attitude change and group processes) and interpersonal relations (impression formation, aggression, altruism, attribution) and methodology as well as more currently topical areas of moral judgment and criminal justice processes. Empirical concern with these topics produced a considerable amount of research. After examining the research on each of these topics we will discuss discipline-related issues and conclusions.

We reviewed the published work of Canadian based social psychologists in the 1970s. In order to restrict the scope of this review, we considered two factors: topic and methodology. We omitted areas that, although of borderline relevance, were largely outside the domain of experimental social psychology and likely to be topics reviewed separately (e.g., cross-cultural research, bilingualism, sex differences, and ethnic relations). We also did not review areas of social psychology in which the methodology primarily utilized correlational rather than experimentally manipulated variables. We found that even after we excluded such studies, our original version was still too long (122 pages). As a result, we deleted some references to specific empirical reports, referring instead to summaries of that work when possible. In addition, we deleted references to individual studies for which the author(s), although now at a Canadian University or institution, were not in Canada at the time the research was conducted. Consequently, this article cannot be considered as a one-to-one measure of total research output by social psychologists at Canadian universities and institutions.

We have actively avoided criticism of particular research projects, although each section has a brief comment that may occasionally have a flavor of criticism. We believe that criteria (e.g., replication, stimulation for further research, theoretical advances) other than our personal views will be the ultimate judge of quality.

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*These topics conform to those in current bibliographies (e.g., Richardson, Tomarelli & Hendrick, 1978) with constraints introduced by our concern to prevent fragmentation in reporting.

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Attitude Research

Attitude research was relatively active in Canada in the 1970's. However, few individual researchers have attempted programmatic work. Instead, most of the research cited herein seems to reflect the "single shot" approach. The work of Zanna and perhaps Knox and Suedfeld may be exceptions.

Dissonance. Dissonance theory has probably been the dominant perspective in attitude research. Several authors (Higgins, Rhodwalt, & Zanna, 1979; Zanna & Cooper, 1976; Zanna, Higgins, & Taves, 1976) have demonstrated that dissonance is not only arousing, but also aversive. Ross and Shulman (1973) found that increasing the salience of subjects' pre-manipulation attitudes did not reduce the magnitude of the dissonance effect. They argued that dissonance theory is better suited than self-perception theory as an interpretation of the forced-compliance effect on attitudes. Some research has presented problems for strict dissonance interpretations of the relationship between effort and attraction (Barefoot & Strickland, 1976) and counterattitudinal advocacy effects on attitude change (Girod & Strickland, 1974; Holmes & Strickland, 1970) by obtaining results showing inverted U-functions and straight-incentive effects, respectively. Frenkel and Doob (1976) and Knox and Inkster (1968) have conducted field studies with voting and race track betting, respectively, that resulted in data consistent with dissonance predictions. Examination of the selective-exposure hypothesis revealed that selective exposure may be operative for conceptually simple persons (Sandilands, 1974) and repressors (Olson & Zanna, 1979).

Social judgement. Peterson and Koulack (1969) found that attitude change is greatest for communications that are two and three points removed from the end point of one's latitude of acceptance. Koulack (1970) has also shown that persons holding extreme positions have smaller latitudes of acceptance than do persons holding moderate positions. Abrami (1976) demonstrated that latitudes of acceptance, rejection, and uncertainty are not only influenced by the content of statements, but also by their mode of presentation.

Balance. Gutman and Knox (1972) and Gutman, Knox, and Storm (1974) investigated factors involved in perceived balance between two persons and some third entity. Both studies found that ratings of pleasantness and tension were largely determined by attraction between the two persons rather than by balance among all three elements. Gutman, Knox, and Storm (1974) found developmental differences suggesting that schema for balance may be more firmly established in adults than in children.

Attitude behaviour relationships. Calder and Ross' (1973) module on the problems relating attitudes to behaviour highlights the import of recent attempts to show that attitudes predict behaviour when individuals have formed their attitudes from direct behavourial experience (Fazio, Zanna, & Cooper, 1978; Fazio & Zanna, 1978a, 1978b). Norman (1975) has also examined the attitude-behaviour relationship and found that intra-attitudinal consistency (affective-cognitive congruence) increases the likelihood of attitude-behaviour consistency. Schlegel and his colleagues have used attitudes to predict adolescent alcohol use (Schlegel, Crawford, & Sanborn, 1977), and recidivism in stop-smoking programs (Schlegel & Kunetsky, 1977).

Exposure frequency. Perlman and Oskamp (1971) found that manipulating the frequency of exposure to an attitude object has different effects depending on the prior attitude; previously neutral or positive stimuli yield increased positive affect with increased exposure frequency whereas previously-negative stimuli have shown the reverse tendency. Janisse (1970) has shown that the use of auditory input aids to visual input in enhancing the effects of repeated exposure to a stimulus. Suedfeld, Rank, and Borrie (1975) found that moderate frequency of exposure to pictures of a speaker had the greater impact than did high exposure on ratings of persuasiveness of, and agreement with, the speaker.

Persuasive communications. Dutton (1973) has examined the "maverick effect" wherein a person who abandons a career subsequently argues in line with that career's official position. This maverick effect increases communicator credibility and enhances persuasibility by reducing the communication recipient's perception of external control over the behaviour of the speaker (e.g., professional role...
onstraints). Norman (1976) examined the separate effects of attractive versus expert sources of a communication and found that expertise requires strong supportive arguments in order to be effective whereas attractiveness effects are relatively independent of strength of supportive arguments.

Suedfeld and his colleagues examined the effects of sensory deprivation on subsequent receptivity to persuasive communication attempts (Tetlock & Suedfeld, 1976; Suedfeld & Borrie, 1978). This research has shown that sensory deprivation induces instability in the belief systems that underlie existing attitude structures, which in turn, increases the persuasive impact of subsequent incoming information.

Carment and Foster (1969) found that self-produced arguments in subjects' essays are related to prior attitudes and that manipulations of the order of argument productions (i.e., pro then con or vice versa) affect not only the number of pro and con arguments generated, but also affect subsequent opinions. Rule and Rehill (1970) found that distraction increases persuasion.

Measurement issues. In studying the relationship between positivity of affect and pupil dilation, Janisse (1974) indicated that pupil dilation is related to intensity but not directionality of affect. Fisher (1977) has devised a three-component definition of attitudes and examined the validity of the separate measures (complexity, positiveness, and orientation) in two attitude-change experiments.

Group Processes

With the possible exception of research on intergroup biases, most of the subareas of research on group biases appear to have waned as the decade came to a close. Much of the work, however, was relatively programmatic, owing largely to the contributions of Endler and Vidmar (across areas), Fischer (choice-shift area), and Dion (intergroup biases area).

Choice shift. Vidmar (1970) varied group composition and showed that leadership, diffusion of responsibility, and familiarization with arguments are inadequate explanations of the phenomenon of groups making riskier decisions than individuals. Studies by Ferguson and Vidmar (1971) and Vidmar (1974) have shown that some conditions lead to groups becoming more cautious than individuals. Rule and Evans (1971) found that the mere presence of others does not produce choice shifts in groups and that familiarization with the arguments favoring risk versus caution is also inadequate as an explanation. Haley and Rule (1971) manipulated group composition and found that low risk takers shifted more toward moderate risk takers than did high risk takers. Boulanger and Fischer (1971) found that randomly-assigned leaders exert a disproportionate influence on group decisions. Fischer and Burdeny (1974) demonstrated that a majority exerts an influence on group decisions that is disproportionate to its size. Fisher, McDowell, and Boulanger (1976) found that the initial position of individuals accounts for more variance in group decisions than does the ratio of risk to caution arguments. Knox and Safford (1976) investigated the wagers of individuals versus groups at race tracks and found groups to be more cautious.

Conformity. Studies by Endler and his colleagues have suggested that peers play a stronger role in conformity than do authorities (Endler & Morino, 1972). that manipulations of perceived competence affect conformity behaviour (Geller, Endler, & Wiesenthal, 1973), and that manipulations of perceived competence may generalize to induce conformity on relatively unrelated tasks (Endler, Coward, & Wiesenthal, 1975; Wiesenthal, Endler, Coward, & Edwards, 1976). Bragg and Allen (1972) varied types and degrees of social support to show that interpersonal factors (e.g., fear of isolation) are not crucial to enhancing nonconformity responses. Finally, a recent review by Wiesenthal and Associates (1978) of seven years of conformity research suggests that earlier criticisms of that research (e.g., overreliance on ANOVA designs, neglect of field settings, etc.) have had little effect on altering the basic conformity paradigm.

Intergroup biases. Dion (1973a) manipulated the perceived similarity of ingroup members and found an increased use of cooperative strategies within groups but not between groups as a function of increased similarity. Dion argues that cognitive differentiation of ingroup from outgroup is sufficient for eliciting intergroup biases. Dion (1979) recently summarized many of his other studies in a publication addressing the questions of
whether ingroup cohesion increases conflict between groups and whether conflict between groups increases ingroup cohesion. Kouklick (1977) investigated the effect of an outgroup's treatment of an ingroup member's evaluation of the leader. Kouklick found that positive treatment enhances perceptions of the leader's effectiveness.

Negotiation and bargaining. Vidmar (1971) found that negotiators whose role was designated as a representative of one of the sides in a negotiation setting had detrimental effects on negotiation success whereas negotiators designated as mediators served to improve the negotiation process. [Also see Vidmar & McGrath, 1970.] Knox and Douglas (1971) have investigated the effects of incentive level on cooperation strategies in the prisoner's dilemma game. They have found that higher levels of incentive increased variance in game strategies via making some subjects more cooperative and some subjects less cooperative. A study by Alcock and Mansell (1977) suggests that feedback that the other person is cooperating in a mixed-motive game serves to increase cooperation only for those who were initially cooperative.

Social comparison and facilitation. Evans's research suggests that the mere opportunity for comparison can improve performance (Evans, 1974). Moreover, social facilitation and rivalry are indistinguishable on measures of performance but potentially distinguishable on measures of tonic heart rate (Evans, 1971).

Aggression

The major contributions yielded by the work in this area were primarily conceptual. An attributional approach to aggressive phenomena was developed by Rule and her colleagues. Moreover, a challenge to the eliciting cues hypothesis was provided by Doob and his colleagues' results.

The theoretical work on aggression has been based on the internal validity of research provided by laboratory experiments. The external validity of the ideas needs to be established by field studies in the future.

Frustration. Several studies (Rule & Percival, 1971; Rule, Dyck & Nesdale, 1978; Russell & Drewry, 1976) have supported the hypothesis that frustration leads to human aggression. Despite this support, several qualifications have been noted. First, insult is a potent determinant of aggression (Fischer & Rule, 1967; Fischer, 1975). Insult can be construed as a goal blocking if a goal blocking construct were extended to include threats to self esteem (a conceptual extension that broadens the construct considerably). Second, the frustration must be perceived as intentionally produced by the agent of frustration. Rule (1974) extended the frustration aggression hypothesis by developing an attributional perspective. Rule and her colleagues demonstrated that a frustrating event that was personally rather than situationally caused leads to greater retaliation (Dyck & Rule, 1978; Nesdale, Rule, & Hill, 1978).

The third qualification pertaining to eliciting cues has been equivocal in its interpretation. In accord with existing theories, it has been found that the extent to which frustration leads to aggression depends upon the presence of certain aggressive cues, such as weapons (Fischer, Kelm, & Rose, 1969), or observing aggressive sports (Arms, Russell, & Sandilands, 1980). Some research undermines this qualification on methodological and conceptual grounds. Doob and his colleagues have shown that general arousal, rather than aggressive cues per se may account for the data when strong aggressive cues are present (Doob & Clime, 1972; Doob & Kirshenbaum, 1973).

The catharsis notion, that expression of aggression reduces subsequent aggression, has received little support. Despite this fact, Doob and his colleagues (Doob & Wood, 1972; Konecni & Doob, 1972) have found that angered persons are less physically aggressive after expressing aggression.

Arousal and anger. Considerable research has focused on the combined effect of provocation and other sources of arousal on aggression (Palamar & Rule, 1979). In reviews of the multiple sources of arousal studies, Rule and Nesdale (1976a) concluded that general arousal can increase or decrease the effect of anger on aggression depending on whether the arousal is attributed to the source of the arousal or to an alternate source of arousal. For example, Younger and Doob (1978) found that provoked people were less aggressive when they could attribute their arousal to an arousing pill. According to Rule, Ferguson, and Nesdale (1979) the relative salience of cues associated with one rather than the other source of arousal accounts for source
identification, labeling and subsequent aggressive or nonaggressive responses.

One assumption in the foregoing analysis is that anger mediates the relation between investigating conditions and aggression. In contrast to formulations arguing that anger is an unnecessary construct, Rule (1974) has argued that anger influences aggression when the response is directed specifically toward injuring the target. She and her colleagues substantiated this idea by showing that anger increased hostile but decreased prosocial aggression whereas non-anger increased prosocial but decreased hostile aggression, especially when subjects focused attention upon themselves (Rule, Nesdaile, & Dyck, 1976).

Helping

Research on helping behaviour has been formulated around the notion that factors activating altruistic values and norms increase helping. Since Krebs’ review (1970) many studies have enhanced our knowledge of the determinants of helping. As will be illustrated by our review, the research lacks theoretical integration and requires some parametric studies to clarify inconsistent findings. On the other hand, the amount and outcome of field research on helping supports the external validity of the ideas.

Recipient. Several studies have shown that characteristics of the recipient, as indicated by physical disability (Pancer, Adams, Mollard, Solbert & Tamman, 1979; Schneider, 1973) or by psychological factors (Dutton, 1973b; Enzle & Harvey, 1979; Harvey & Enzle, 1977) leads to more helping and intervention in an emergency (Ross, 1970; Ross & Braband, 1973). Exceptions to this generalization (Pancer et al., 1979) have been observed, however, and studies by Miller (1977a, 1977b, Miller & Smith, 1977) have provided evidence that threats to a belief in a just world reduce help giving.

Benefactor. Characteristics of the benefactor also affect helping (Enzle & Lowe, 1976). Helping increases as children grow older (Grant et al., 1976; Rushton & Wiener, 1975; Green & Schneider, 1974) and is greater for internally than for externally controlled persons (Ubbink & Sadava, 1974). Although Schneider and Mockus (1974) failed to show urban-rural differences in helping, Rushton (1978) found that helpful responses to solicited requests decreased with increasing urban density.

Situation. A wide range of situational factors that affect helping has been investigated. Letters marked confidential were returned more quickly than were messages not so marked (Barefoot & Strickland, 1977). Donors were more generous when they believed that a recipient was aware versus unaware of a third party request on behalf of the recipient and when they believed that the requester would monitor their compliance (Enzle & Harvey, 1977). People maintained greater distance from (a) a table set up for a donation than one that was not (b) from a seated female rather than no one and (c) from a handicapped rather than a nonhandicapped person (Pancer, McMullen, Kabatoff, Johnson & Pond, 1979).

Television. Rushton’s (1979) review of television and film effects on prosocial behaviour documents the positive relation between the two variables. Results on the long-term impact of a variety of modelling factors, however, are inconsistent (Rushton & Teachman, 1978; Grusec, Kuczynski, Rushton & Signitis, 1978; Rushton, 1975; Grusec, Iaas-Kortsans & Simutis, 1978). Similarly, results on the effectiveness of actual donation rather than the extortion to donate are inconsistent (Grusec, 1972; Grusec & Skubiski, 1970). The mixed results in this area may reflect age and sex differences among participants (Begin, 1978).

Impression Formation

Perhaps the most systematic contributions to the impression formation literature came from Lerner, his colleagues, and others who have dealt with the “just world” framework. Interpersonal attraction research, however, has shown no evidence of a systematic framework. Finally, research on trait combinations, while more focussed in its goal, has used a somewhat stilted paradigm. Research on self impressions has shown some programmatic activity owing largely to Dion and his colleagues.

Blame and deservingness. Lerner has conducted many studies on the derogation of sufferers, largely operating from a framework that assumes that many people have strong beliefs in a “just world” (reviewed in Lerner, Miller, & Hofmes, 1976). The question regarding an observer’s reactions to victim suffering has been shown to depend, however, on such factors as fate similarity (Sorrentino & Bou-
tiller, 1975) and individual difference variables such as professed religiosity (Sorrentino & Hardy, 1974) and authoritarianism (Sorrentino, Hancock, & Fung, 1979).

Interpersonal attraction. Dutton and Arrowood (1971) examined the effects of content agreement (agreement between speaker and recipient on the content of the message) and form (agreement between the speaker and recipient on the form or adequacy of the message) on liking for the speaker. Their results indicated that content agreement was a more important determinant of liking when the speaker was espousing his/her own position, otherwise form agreement was more important. Dutton (1972) manipulated the stability (certainty or clarity) of subjects' self images and found that the positivity hypothesis (i.e., liking those who positively evaluate oneself) best explains the reciprocation effect when the self image is unstable whereas congruence (i.e., agreement between evaluator and recipient of evaluation) holds when self image is stable. Dutton (1973a) has also shown that a speaker-subject's conversion of an audience toward the speaker's espoused position increases the speaker's liking for the audience only to the extent that the conversion can be attributed to the speaker's self-devised arguments. Higgins and Rholes (1978) found that having subjects modify a message about a stimulus person to suit a listener affected the subjects' evaluations about the stimulus person and recall for the originally-presented information. Graham and Perry (1976) showed that low self-esteem females rated attractive females involved in a transgression lower than did high self-esteem females whereas no difference occurred when rating unattractive females. Polly, Hackett, and Bycio (1979) found that smokers were rated less attractive than nonsmokers by nonsmoking subjects whereas the reverse occurred for smoking subjects.

Trait combinations. Zanna and Hamilton (1977) have data suggesting that "shifts in meaning" occur as a function of a trait descriptor being placed among certain other traits as a description of a person. Higgins and Rholes (1978) showed that a person's previous categorization of a stimulus person can affect later judgments of a stimulus person via both constructive and reconstructive memory processes.

Self impressions. Dion has conducted a number of studies directed at self impressions, especially the effects of being a target of prejudice. Most of this research is summarized by Dion, Earn, and Yee, (1978). In general, Dion's studies show an increased negativity in self evaluations as a function of being a target of prejudice, although there are notable reversals of this effect (e.g., Dion & Miller, 1973).

Other. Olson, Barefoot, and Strickland (1976) found that overt surveillance (i.e., target is described as being aware of the surveillance) resulted in more negative judgments of the surveillance target than did covert surveillance. Maki, Thorngate, and McCointock (1979) had subjects observe then predict the choices of a preprogrammed "chooser" in a series of decomposed games. They found that observers were better able to detect and predict a competitive than a prosocial pattern. Miller and Holmes (1975) examined the impact of game structure on expectations of players finding differences due to competitive and cooperative orientation.

Attribution

Attribution has become a major focus of research for social psychologists in Canada, but it is a relative "late comer" in the decade. Little attribution research was published in Canada prior to 1975 and about two-thirds of the published works have appeared since 1977. There is a notable paucity of research on the effects of attributions on behaviour.

Observer attribution. Several researchers have examined the role of plausible facility and/or inhibitory environmental factors for a target person's behaviour on an observer's tendency to reduce attributions of freedom (Pancer, 1977) or motives (Enzle & Harvey, 1977) to the target person. Similarly, studies by Karniol and Ross (1976, 1979) have examined age trends in the extent to which children reduce attributions to personal factors of a target person when plausible external causes are present. Karniol and Ross have shown that young children tend to not show reductions in personal attributions toward an actor as a function of the presence of external plausible causes of the actor's behaviour.

Wells and Harvey (1978) have shown that informational factors about how widely shared a behaviour is in the general population may
reduce personal attributions to a target person who engages in such behaviours. Karaz and Perlman (1975) have also shown the role of informational factors in attribution by showing that observers increase their "personal" attributions when they perceive consistency in a target's behaviour. In this case, Karaz and Perlman's targets were race horses.

Contrary to some earlier empirical reports and theoretical speculations, Enzle and Hansen (1976) have shown that visual contact with a target person does not necessarily increase personal attributions to the target person. Miller, Norman, and Wright (1978) have obtained experimental evidence to suggest that an observer's "need for effective control" of other people enhances the observer's tendencies to make dispositional (e.g., trait) attributions for the behaviour of those people. An important study by Enzle and Schopflocher (1978) suggests that attributions on the part of observers may not automatically follow from observing behaviour. Specifically, they found that the posing of attribution questions on the part of the experimenter changed the evaluations (e.g., liking) for the target person.

Finally, a study by Greenberg and Strickland (1973) replicated the classic work on attributions toward moving geometric figures, this time using dispositional attributions of the observers rather than causal attributions as the dependent measure.

Self attribution. Enzle and J. Ross (1978), M. Ross (1975, 1976) and Karniol and M. Ross (1977) have examined the effects of manipulated extrinsic rewards for a task and examined self attributions of interest for the task. Enzle's research has explored the expectancies of and criteria for the contingencies whereas M. Ross' research has explored the salience of the contingencies.

Miller and Ross (1975) argued that an information-processing perspective could account for self-serving biases results in self attribution. Miller (1976) later designed a study that could not be explained by such motivational mechanisms. Pancer (1978) as well as Gilmor and Reid (1979) have studied students' attributions to success and failure in university courses and found evidence consistent with motivational biases. Sicoly and Ross (1977) have also found evidence for self-serving biases.

Ross and Sicoly (1979) conducted a series of studies designed to examine people's attributions of responsibility for a joint product. People attribute more responsibility to themselves for a joint product than is warranted and many of the demonstrations of this bias do not appear to be self serving.

Actor-observer differences. Miller and Norman (1975) conducted one of the first studies to obtain a reversal of the well-known actor-observer difference wherein observers attribute an actor's behaviour to dispositional factors but an actor attributes his/her own behaviour to external situational factors. Wells, Petty, Harkins, Kagehiro, and Harvey (1977) found that when actors and observers anticipated discussing and possibly having to defend their attributions, the actor-observer differences were eliminated. In Buss's critique of work (1978) on actors and observers, he argued that causes and reasons are logically distinct explanations for behaviour and that such a distinction has misled attribution researchers in their quest for understanding actor-observer differences.

Moral Judgment

Empirical work on moral judgment represents the development of a relatively new area. The need for conceptual clarification is apparent in this rapidly expanding area. While this need has been highlighted by two reviews (Harvey & Rule, 1978; Vidmar & Crinklaw, 1973), their analyses await documentation.

Type of information. Several studies have examined the relative impact of intent and consequences of a transgression on observers' moral judgments. Although Rule and Nespale (1976b) reviewed work showing that younger children evaluate an aggressor more negatively for severe rather than mild outcomes, several studies have shown that very young children as well as adults consider mitigating circumstances and intent of an aggressor in evaluating the act. These results have shown not only that younger children are responsive to intent information, but that a lenient attitude toward some forms of aggression developed at early ages may later be reflected in tolerance for other forms of aggression. In their analysis of attitudes toward violence and war crimes, Suedfeld and Epstein (1973) found individual and role differences in tolerance for aggression.
Some qualifications exist for the age-intent conclusions. Chandler, Greenspan and Barenboim (1973) showed that younger children may be more responsive to intent when the stimulus material is visual rather than verbal. Libby and Garrett (1974) reported that although fifth graders discriminated among differing intentions in terms of fairness, they did not reward accordingly. Hill and Enzle (1977) found that young children used intentions to judge bad behaviour at a younger age than they did good behaviours. Moreover, there was more generalization to other stories for children previously exposed to good intention stories than those for children previously exposed to bad-intention stories.

Dion (1972) has shown that physically attractive transgressors were evaluated less harshly than unattractive ones. Nesdale and Rule (1974) found similar effects for transgressors varying in personal attractiveness, but only when the observer did not have to give reasons for the judgment.

Conceptual issues. In a review of the literature on moral evaluation, Ross and Di Tocco (1975) used the constructs of blame and causal responsibility interchangeably. Rule and Nesdale (1976a) argued, however, that the two types of responsibility (causality vs. culpability) should be distinguished and that failure to make a distinction may account for inconsistency in the literature on attribution of responsibility for an accident (reviewed by Vidmar & Crinklaw, 1974). In accord with this idea, Harvey and Rule (1978) found that moral evaluations (e.g., praise-blame, right-wrong) and causal responsibility (e.g., responsible, not responsible, personal-situational cause) represented distinct dimensions in a factor analytic study.

Nonverbal Behaviour

Research on this topic has a very narrow scope of inquiry. Because it has focused exclusively on gaze it is difficult to fit the work within major issues in the general area of nonverbal behaviour.

In several studies eye gaze has been examined as an independent and/or dependent variable. Coutts and Schneider (1975) found that amount of interpersonal visual contact declined as a function of increasing proximity of dyads in a waiting room. Although Schneider and Hansvick (1977) demonstrated that more
Doob's research in jury processes has led to empirical evidence questioning the advisability of allowing jurors to hear either information on suspect's previous criminal record or pre-trial custody information (Doob & Kirshenbaum, 1972; Hans & Doob, 1976; Koz & Doob, 1975). Lussier, Perlman, and Breen (1977) found that attributions of personal causation and recommended punishment for drug offenders were significantly affected by the personal attitudes of psychiatric nursing students who were asked to make such judgments.

Eyewitness memory processes. Yarmey has conducted many studies on facial recognition performance; these are summarized in a well-written book that integrates literature in social psychology, perception and memory (Yarmey, 1979). Using staged crimes, Wells has shown that subsequent identifications of the "criminal" from a lineup or picture array produces little or no relationship between confidence of the witnesses and witness accuracy (Leippe, Wells, and Ostrom, 1978; Wells, Lindsay, & Ferguson, 1979). Wells et al. cross examined witnesses to staged crimes and found that subject-jurors could not distinguish between witnesses who made accurate versus false identifications. Doob and Kirshenbaum (1973) and Wells, Leippe, and Ostrom (1979) have examined the structural characteristics of police lineups. The data suggest that bias in lineup structure can be empirically estimated. Aside from its relevance for theories of choice, lineup research has viable application potential because of its controllability in actual criminal cases (Wells, 1978).

Adair (1973) has reviewed the social psychology of the psychological experiment in a clear, well-written book. deCarufel (1976) examined the impact of experimentation on society, role playing and computers. Johnson (1973) discussed the use of volunteers and its attendant problems of generalizing.

**Discipline Issues**

As seen in this section, it could be argued that Canadian based social psychologists were at least as self-evaluative as their American counterparts. Canadian social psychologists have surveyed their own productivity relative to each other and relative to Americans as well as questioning the future of social psychology in general. Questions about the health and direction of social psychology have been raised by several Canadian-based scholars. Berry (1979) has argued that social psychology has suffered from not giving full consideration to the cultural group and its ecological setting. Thorngate (1976a) has argued that social psychology has given too little consideration to analyses of habitual responses or types of processes that reduce mental effort in our redundant, everyday activities. Thorngate (1976b) has also suggested that both context free and context-dependent models of human behaviour are necessary for progress in social psychology. Strickland. Aboud. Gergen. Tajfel. and Jahoda (1976) addressed the question of whether or not there is a power structure in social psychology and Strickland. Aboud. Gergen. Jahoda. and Tajfel (1976) discussed the likelihood and desirability of a grand theory in social psychology. Brooks and Johnson (1978) examined the issue of social psychology's tendency to "swing" back and forth between a group process versus individualistic description of collectives and concluded that both have led to similar perspectives revolving around the concept of conformity. Sadava (1978) argued that the books and periodicals available to Canadians is overwhelmingly American and that the examples, studies, models, and perspectives are only partially relevant to Canadian students.

Several studies have assessed the impact of Canadian graduate departments on measures of scientific productivity such as publications and citations. Endler (1979) analyzed citation and publication counts, revealing the 25 most
cited Canadian-based scholars in psychology. Endler, Rushton, and Roediger’s (1978) analysis of 1975 revealed that Canada had 9 departments in the top 50 graduate programs in psychology on at least one of the following measures: (a) total citations, including University of Toronto, McGill University, University of Western Ontario, University of Waterloo, York University; (b) median number of citations per department member, including University of Toronto, McGill University, University of Western Ontario, University of Waterloo, McMaster University; (c) total number of publications, including University of British Columbia, University of Toronto, University of Manitoba, University of Western Ontario, McGill University, University of Alberta; and (d) mean number of publications per staff member, including: University of Alberta, University of Toronto, University of British Columbia. Perlman (1979) analyzed social psychology textbook citations and found that, of the 201 most cited scholars, seven were teaching at Canadian universities (R. Walters, M. Lerner, M. Zanna, A. N. Doob, R. Goranson, I. Silverman).

Conclusions

During the last decade of research, Canadian-based researchers have made solid contributions to the literature on traditional topics, such as social influence and interpersonal relations. Within these areas, the studies have accrued empirical information that add to the existing data from American and Western European research. Some areas have benefited from new theoretical perspectives and/or programmatic lines of research (such as dissonance, attribution and attitude change, the role of arousal and catharsis on aggression, the relation between attribution and aggression, etc.).

New topics were explored in this period of time. These included moral judgment and criminal justice, areas that reflect current social concerns. Because these new areas have focussed on questions of basic social psychological processes posed within contemporary issues, it is likely that these topics will be focal ones in the next few years. Although discussions at a recent CPA Symposium (Perlman, Note 1) have suggested a shift toward more applied research, we expect any such shift to maintain a close relationship to, or even a nesting within, traditional content areas. Attitude research, for example, is likely to focus on the attitude-behavior consistency issue because of its relevance to behavioral prediction and program evaluation. Research on group processes may show a greater focus on issues of negotiation and bargaining because of contemporary concerns with political and religious forces and labor unions. Research on aggression may sharpen its focus on issues of rape, child abuse, and aggression against the elderly. Research on attribution, impression formation, and moral judgment may show a greater focus on factors that influence judicial decision making. Thus, while we may expect certain social forces to increase our concerns with applied social psychology, we anticipate that such concerns will be met via the traditional areas of social psychology, hopefully with little or no sacrifice to basic theory and research.

Finally, we note that our review found little that was particularly "Canadian" about experimental social psychology in Canada. Perhaps this is partly due to the fact that we did not include non-experimental social psychology since one could surely consider the bilingualism research to be somewhat unique to Canada. Among the experimental areas that we reviewed, however, it appears to be neither Canadian, American, nor anything else, other than social psychology.
RESUME
Un examen de la littérature expérimentale en psychologie sociale publiée durant les années 1970-80 par les chercheurs au Canada est présenté. Les sujets d’étude incluent le changement des attitudes, les processus de groupe, l’agression, l’altruisme, la formation des impressions, l’attribution, le jugement moral, la psychologie sociale de la justice criminelle et les problèmes touchant cette discipline. On constate qu’il y a eu des contributions basées sur des études empiriques systématiques et/ou sur des intuitions conceptuelles plus spécialement dans les domaines des attitudes, de l’agression, du jugement moral et de la psychologie sociale de la justice criminelle. Des progrès ont été enregistrés au niveau de certains débats traditionnels ainsi qu’au niveau des nouveaux domaines d’intérêt courants. Malheureusement, la recherche thématique n’occupe qu’une petite place dans la littérature recensée. La recension de toute la littérature expérimentale n’a révélé aucun débat spécifiquement canadien mais plutôt des questions d’intérêt général pour les psychosociologues.

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