

SOCIETY FOR PERSONALITY AND SOCIAL PSYCHOLOGY

Dialogue

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ROY F. BAUMEISTER &
DIANNE M. TICE, EDITORS

News From the Toronto Meeting

The Executive Committee of the Society for Personality and Social Psychology (SPSP) met on August 8 at the APA convention in Toronto. Although the participants were packed in too small a room and sitting on uncomfortable chairs, they went on for many hours and scrupulously took good care of the Society's business. Bob Cialdini, president of SPSP, kept the discussion on track and the mood upbeat.

The recent election went smoothly, although only 27% of eligible voters took part. Gifford Weary won in a very close decision over Gerald Clore. It was noted that the frequent closeness of SPSP elections means that it is worth while for every interested individual to vote.

BUDGET

The frugality of recent years has paid off well. SPSP is in good financial shape. It will be comfortably in the black this year, and its cash reserves have been rebuilt to the target figure (about one year's operating budget) that is based on conventional wisdom about similar organizations.

A main reason for SPSP's fiscal health is the continuing success of PSPB. Royalties from the journal continue to flow into SPSP's coffers. PSPB is a financial success as well as an intellectual one. If PSPB becomes a comparable success, SPSP will become one of the strongest organizations of its type, and it will be able to do a great deal for the field. Some leaders of SPSP point

to SPSSI (Society for the Psychological Study of Social Issues) as a model for the successful, active organization that they would like SPSP to be.

The main budgetary concern in the short run is the new journal PSPR. SPSP will have to begin subsidizing it soon, according to our contract with Erlbaum Publishers. The faster and higher the subscription rate rises, the less SPSP will end up having to pay. All members are urged to inform their libraries about the importance of adopting PSPR.

The international expansion of SPSP has brought some costs. Overseas mailings, such as for Dialogue, are expensive, and foreign membership dues do not contain a surcharge sufficient to cover

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SPSP News

Cont'd

the added mailing expenses. This is not a large problem, though.

MEMBERSHIP

This year's figures show a slight drop in membership as compared with the last three years, each of which registered an increase over the previous year. The Executive Committee discussed the decline with some concern. Attempts to follow up with members who had dropped out indicated a variety of responses, many indicating that the withdrawal had been merely an accident (e.g., forgot to send in the dues).

Inevitably some people leave because they have left the field or ceased to be actively interested in it, and some say that they belong to too many organizations and wish to drop several of the ones less relevant to their own work. In the past several years, such routine turnover has been more than compensated by the inflow of new members. The 1996 decline may thus be seen as a slowing of new memberships.

The 6% drop in total membership as compared with last year (2841 members instead of 3024) should therefore probably not be seen as a sign of a new trend beginning but rather as an end of the trend of steadily expanding membership that has characterized SPSP throughout the 1990s. Apparently SPSP may be approaching the natural limit of its membership.

PSPB

The Personality and Social Psychology Bulletin continues to flourish. It is gaining recognition as a leading outlet for the best research in the field. The rate of citation of articles in PSPB has risen to sixth out of 31 journals (see separate story) and seems likely to move up

even more. The editorial board is now operating smoothly.

The manuscript flow has increased for several years but declined slightly this year, although midsummer data are problematic and unstable because many authors write their papers over the summer. The rejection rate saw a rise from 77% up to 84% during the first half of 1996, but editor Jack Dovidio does not think this represents anything beyond random fluctuation. The long-term norm is a rejection rate around 78%.

Meanwhile, the number of submissions is slightly down. Total submissions had ballooned to 202 during the first six months of 1994 and 225 in 1995, but it was only 185 during the first half of 1996. This too may represent only a small fluctuation rather than a trend.

One consequence, however, of the drop in submissions and rise in rejection rate is that the publication lag has come down. At its worst, which was the December 1995 issue, articles were in press for an average of 20 months, but it has now come down to around 10 months. (The long publication delay may be responsible for the recent dip in submissions, because some authors might not want to have their work wait so long after its acceptance to have it appear in print.) The 10 month lag is very respectable. If it were to continue to drop, however, there would be a problem, because journal production takes about 6 months at a minimum. The lag came down because in each recent month more articles were published in the journal than were newly accepted into the queue. In any case, this seems to be a good time to submit papers to PSPB.

Jack Dovidio's term as editor of PSPB is past the halfway point, and SPSP is now actively searching for his replacement. Several nominations have been received and other possible candidates

(who have not been formally nominated) were discussed. The new editor will be chosen at the winter 1997 meeting. If you wish to be nominated or to nominate someone for the editorship of PSPB, you should do so now. Contact Jim Olson at the University of Western Ontario; he is chairing the search and will be chair of the SPSP Publications Committee (replacing Jennifer Campbell) at the end of this year.

Members of the Publications Committee met with representatives of Sage Publications to discuss the possibility of allowing educational institutions to copy articles for free for educational purposes. The hope was that this would encourage professors to use more PSPB articles in their courses. This was decided to be impractical for several reasons. Publishers believe that the long-term trend for all scientific journals is toward fewer private subscriptions, and so the profitability of journals needs to be maintained. Otherwise, journals will begin to lose money and will have to be terminated. Sage was willing to reduce the copyright fee but not eliminate it. It was pointed out that SPSP also receives some revenues from copyright fees.

Members of the Executive Committee pointed out that the main deterrent to using PSPB articles in courses is not the fee but rather the process of securing permission, which in the past has sometimes involved delays and uncertainties as well as the red tape involved. Sage has implemented a vigorous effort to remedy this. They promise that all requests will be processed within 48 hours, and moreover all requests have been approved so far. They agreed to SPSP's request to set up a copyright permission procedure on the Internet. This will make the process even more convenient. A professor wishing to use a particular article will be able to contact the Sage website via e-

mail and receive essentially immediate approval. Dialogue will report when this becomes available.

PSPR

The Personality and Social Psychology Review will commence publishing in 1997. The first issue has been filled, and editor Marilynn Brewer and her staff are actively processing manuscripts for subsequent issues. The procedures for reviewing have worked quite well.

Two areas of concern remain. The first is that the quantity of submissions is still lower than what is needed to fill the journal with good quality manuscripts. This problem is common to new journals that have not yet published their first issue, because authors may fail to think of submitting a manuscript to a journal that they have never seen. It is hoped that the publication of the first issue in 1997 will prove a salient encouragement for new submissions. Meanwhile, the need to fill the 1997 journal means that this is probably an auspicious time to submit theory and review manuscripts. The editors may be willing and able to spend a little more time working with authors than would be possible if the journal were already flooded with submissions.

The other area of concern is how far and fast the subscription tally will rise. The institutional subscription cost is quite a bit lower than what most journals charge, and PSPR is likely to be important enough to make libraries want to have it. Still, if it fails to attract a sufficient number of library subscriptions during the next few years, SPSP will face difficult budgetary pressures. In contrast, if it repeats the success of PSPB, it will be a valuable addition to the field as well as a major financial asset for the Society.

CONVENTIONS

Melanie Trost and Mark Schaller organized the APA convention and

were praised for their successful efforts. Likewise, Bob Cialdini and Mark Zanna were praised for the job they did putting together the APS preconference. John Lydon, of McGill University, will be program chair for the 1997 APA convention.

The APA convention was a particularly important one because of the experiment of compressing the science program into 3 days. Bob Cialdini, president of SPSP, expressed some trepidation about how the experiment would turn out. He thought it especially important that APA conduct a good survey to evaluate the success or failure of this experiment, as a guide to future years.

Nonsystematic impressions collected by the Dialogue editor indicate that the 3-day format had both advantages and disadvantages. One did not hear as much of the common complaints of previous years, such as that the convention is too long and that attendees might have no chance to meet because they were there for different parts of it. Also, the new arrangement solved the common past complaint that one had been scheduled to speak on both Friday and Tuesday and hence was forced to spend the intervening days at the convention. One did hear new complaints, such as that it was difficult to attend all the desired sessions.

Two worrisome but seemingly fixable problems were noted. One was that many publishers seemed unaware of the new procedure, and so they were disappointed at the low turnout at their exhibits for science and academic books on the first day. They were surprised to hear that the low turnout was simply because scientists were not scheduled to arrive until the third day. This could be remedied by a more concerted effort to let exhibitors know when the science community will be there. It may also be desirable to ask exhibitors to stay longer at the convention, so as to

overlap more with the scientific part of the program.

The other problem was that compressing the sessions into a 3-day period meant attending consecutive sessions which were sometimes in different locations, and traveling between the various presentation sites (the main hotels and the Convention Centre) caused delays that made people miss parts of what they wanted to hear. This might be ameliorated by compressing the program spatially as well as temporally, so that (for example) the entire Division 8 program is presented at the same place.

APA seems willing to do whatever we and other science divisions want. It seems unlikely that any single solution will please everyone. Essentially, Division 8 has a strong program of personality and social psychology research presentations that can be effectively covered in an energetic 3 days or spread out more casually over 5 days.

If you have any thoughts, opinions, ideas, or preferences regarding the APA convention format, please send them in, because APA wants to have input for making decisions about future convention formats. You may contact Melanie Trost (this year's program chair) at Arizona State U; or contact Virginia Holt at APA in Washington; or Alice Eagly (chair of the Board of Scientific Affairs) at Northwestern U.

HELP!

SPSP needs your help in securing library adoptions for its new journal, the Personality and Social Psychology Review. Please clip the note on p. 5 and send it, along with a personal note, to your library. Thank!

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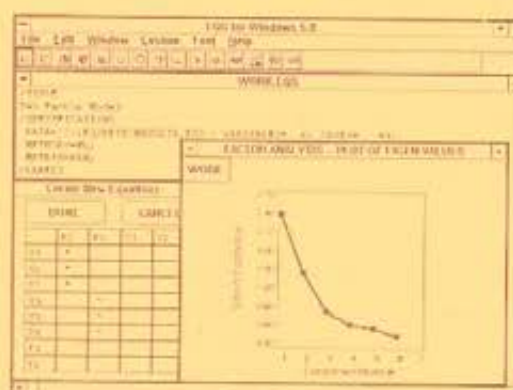
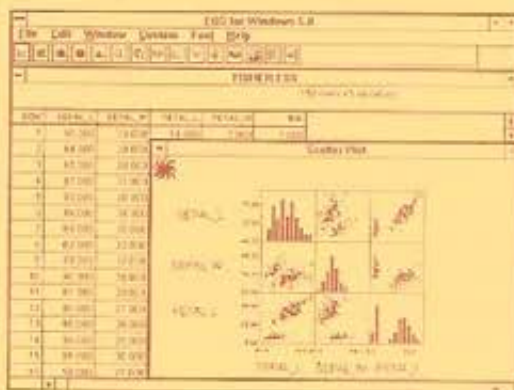
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Give SPSP to Your Students

Memberships in SPSP make a great holiday gift for students. Why not consider giving your students a gift that will reward them many times over in the year to come: a student membership in SPSP? Just send their names and addresses to the SPSP office, along with a check for \$18 for each student membership. If you request, we will send a suitable holiday card informing the student of your gift. The address is Harry Reis, Dept of Psychology, U of Rochester, Rochester NY 14627.

Advertise in Dialogue!!

Dialogue is the official newsletter of the Society for Personality and Social Psychology, Inc., the world's largest association of personality and social psychologists. It is published twice per year with a circulation of over 3,100, and many copies are read by more than one person. Accordingly, advertising in Dialogue is one of the most cost-effective and handy ways to reach a very broad audience of personality and social psychologists.

Full-page ads in Dialogue cost \$350. Half page ads cost \$200. Brief ads such as job opening announcements can also be run in the Announcements section; they cost \$1 per word, with a \$50 minimum.

To advertise in Dialogue, contact the Executive Officer of SPSP, Harry Reis, at the Dept. of Psychology, Univ. of Rochester, Rochester NY 14627. Ads must be received at the editorial office by the deadline of October 1 or March 15. The editorial office address is R. Baumeister, Dept. of Psychology, Case Western Reserve Univ., Cleveland OH 44106-7123.

TO: Library serials development personnel
FROM: The Society for Personality and Social Psychology

The Society for Personality and Social Psychology is a scientific association of 3,100 personality and social psychologists. We recognize that funds for new serials acquisitions are currently very limited at most institutional libraries. However, beginning in January 1997 we will publish a quarterly journal, Personality and Social Psychology Review, that merits your special consideration for even those limited funds, owing to a unique combination of factors:

- The Review will serve as the companion journal to the Personality and Social Psychology Bulletin, which our Society has published with great success for 20 years. Starting in 1997 the two journals will split types of submissions so that the Bulletin will focus entirely on empirical reports, while the new Review will focus entirely on theoretical papers and literature reviews.
- Despite the fact that our surveys showed a strong need and desire for a journal in our field like the Review, no other journal presently provides a comparable outlet.
- The editorial board of the Review is extremely distinguished, consisting of Dr. Marilynn Brewer of Ohio State University, Dr. Norbert Kerr of Michigan State University, and Dr. Nancy Cantor of the University of Michigan — each of whom has served as an editor for other, highly respected journals in our discipline. The 24 editors who have agreed to serve as consulting editors are among the most renowned personality and social psychologists working today.
- The publishing house we have selected, Lawrence Erlbaum Associates, has a reputation in our discipline for stability, high standards, and vision.

We hope you will agree that the prospects for the usefulness and long-term viability of this new journal are exceptionally high and that you will reserve funds for a start-up subscription. For further subscription information, please contact our publishing partner Lawrence Erlbaum Associates, c/o Nancy Seitz, 10 Industrial Ave., Mahwah, NJ 07430; (201) 236 9500 ext. 132; fax: (201) 236 0072; e-mail NSEITZ@ERLBAUM.COM.

(Please note that should monies come available this year, Erlbaum Associates has agreed to offer charter subscriptions at a significant discount to libraries that enter their subscriptions before the end of 1996.)

Teaching Personality Traits: A Class Activity

by Stephen J. Dollinger

While large classes may be a researcher's ideal (i.e., for large subject pools), they are far from ideal for the instructor who values an interactive learning process. Unfortunately, an era of academic downsizing necessitates innovations in teaching larger classes. My purpose in this note is to describe a teaching activity that affords the interest value of interaction combined with the fun of accounting for the controversial or quirky behavior of one's peers. In brief, I offer my students an extra-credit personality survey each semester, then devise a structured interaction later in the term in which students attempt to predict traits from behaviors or values, that is, the correlations emerging from the class's own responses.

This activity follows my coverage of the five-factor model (FFM) of personality. It requires two major preparations. First, an early class meeting, known as Research Day, is devoted to administration of a survey for extra credit. The questionnaire packet includes a range of background items, a values survey, opinions on local and national controversies, and behavior-checklist items (all used as criterion measures), personality scale sample items (used as advance organizers for later lectures), and one full personality scale measuring the FFM (e.g., Costa & McCrae, 1992, NEO-FFI; Saucier, 1994). Second, I determine which of the set of expected Trait by Criterion correlations actually emerged from the data set. For example, the behavior-checklist item "ever threw a party for 20 or more people" always correlates with extraversion, whereas the Rokeach value "cheerful" routinely correlates with agreeableness. The items "ever pulled an all-nighter to complete a college assignment" and "ever cheated on a

test" routinely correlate negatively with the FFM trait of conscientiousness. The discussion-provoking items "ever tried marijuana" and "ever dated a person of a different race" correlate with openness, and so on. From such correlates I prepare a handout listing about 20 behaviors or values (rows) with the big-five traits (columns).

The activity begins by asking the class (N=150+) to form small groups and to discuss each behavior in turn to identify which trait(s) correlate with it. (They are told to expect just one or sometimes two such correlates per behavior.) Thus, the groups are to infer personality traits from knowledge of their classmates' (and their own) behavior. During class discussions, my TA and I visit most groups, clarifying directions and offering encouragement. With little guidance, the class virtually runs itself and discussion must be cut short to reveal the results before time runs out.

What students learn. The questionnaire items serve to preview later lectures and can illustrate concepts (e.g., logically vs. empirically derived scales). The activity has been useful for illustrating what has been taught about the FFM. Students routinely feel that their understanding (and readiness for the next exam) is enhanced. Potentially, students also learn about the contingent nature of empirical research and the possibility of Type I and Type II errors (e.g., when I note how some unexpected results compare with those of other semesters).

What I learn. Some groups' predictions lead to class discussion in their own right and lead to the choice of new items in subsequent semesters. For example, despite the data from their own

and previous classes, one group argued that conscientiousness should have been a positive predictor of "all-nighters" because it showed the effort to succeed—unconscientious students wouldn't have cared if their work was late or incomplete! It is gratifying that students enjoy and get excited by this activity, sometimes urging me to devise further exercises. From my perspective, the best part of the activity is that it gives students an experience of the excitement of learning whether your research predictions "came out significant!"

SPSP Officers 1996

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Ethics, Archives, Stats, Tests, Funds, & Friends

Representatives of APA visited the Executive Committee of SPSP and Division 8 meeting in Toronto. These representatives included Bill Howell and Virginia Holt from the Science Directorate, and Alice Eagly from the Board of Scientific Affairs (BSA). The Committee also heard a report from Sharon Brehm, our representative to APA Council. There are several interesting and significant developments regarding science in APA. Overall, relations between the APA and the scientific psychology establishment are probably the warmest they have been in years.

The current controversy about significance testing in psychological research is heating up. The BSA has appointed a Task Force chaired by Robert Rosenthal of Harvard to discuss the issue and make recommendations. At the extreme, it is conceivable that journals will forget about whether p is less than .05 and concentrate instead on effect sizes.

Another issue of concern to BSA is archiving of data. Other research fields routinely archive their data, so they remain available to further researchers. In psychology, vague recommendations that researchers keep their data for 5 years have not proven terribly successful, and many incidents occur in which a researcher requests another researcher's data and is told that they are not readily available. (A common response, for example, is that that study was run by a graduate student who kept the data but who is now gone.) Data archives might facilitate large-scale work that seeks to combine information across multiple studies.

The new handbook on APA ethical principles is in the final stages of preparation. This may alter the way researchers can conduct their activities. There is con-

cern that the special requirements of personality and social psychology research (such as deception) may not have been fully appreciated in the drafting of the document, and wittingly or unwittingly the new guidelines could spell further bureaucratic trouble for aspiring researchers in our field.

Such a problem in fact is currently emerging with regard to psychological testing. Responding to the various pressures of medical institutions, insurance companies, and state laws for protecting health care patients, APA recently fielded a proposal to restrict the administration of psychological tests such that only licensed psychologists could give them. Undoubtedly this rule would improve the lot of licensed therapists working in hospitals and managed-care facilities, because insurance companies would have to pay for the fully licensed expertise of such individuals (as opposed to, say, hiring some less qualified and less educated person to hand out the questionnaire). Obviously, however, this might present serious difficulties for research psychologists, most of whom do not bother getting licensed, and many of whom rely on graduate students or other research assistants to administer tests. If the extreme version of this rule is accepted, it would be a violation of professional ethics to give a self-esteem scale in one's own class or experiment without being a licensed psychologist. Even a less extreme version that exempted university classrooms and labs might still cause difficulties for research psychologists seeking to collect data in health care settings.

On the positive side, the insurance company and managed care situation seems to be working in other ways to the benefit of scientists. According to one analysis

presented at the SPSP Executive Committee meeting in 1996, insurance companies are questioning whether a Ph.D. in psychology is necessary for many of the services that are provided. They sometimes find that a master's level therapist could do the same work, and even if they consent to allow the PhD clinician to do the work they insist on paying only at the master's level of compensation. In view of such pressures, the Ph.D. clinicians are looking for ways to justify their more expensive participation, and the greater mastery of scientific research findings in psychology is an important one. For this reason, even the most purely clinical factions within APA are starting to think that their interests include the promotion of scientific research in psychology. Hence the phase of antagonism between scientific and clinical interests within APA may be fading into the past.

One recent success concerns the Army Research Institute. This Institute has put \$20-30 million into social and behavioral research. It was scheduled to be eliminated from the budget, but the efforts of APA's Science Directorate saved it in a decision that they described as "a close call."

A sadder development discussed at the Executive Committee meeting is that it now appears likely that Bill Howell will leave the Science Directorate late in 1997. He has been an effective force for promoting psychological science, and in particular he has been a strong and influential friend of personality/social psychology. The very early announcement of his departure is one further sign of his efforts to do the best for the field, because it will allow maximum time to find a good replacement.

Announcements

MURRAY AWARD. The Henry R. Murray Award, established in 1978, is made annually to recognize and encourage those working in the tradition of "personology" pioneered by Professor Murray. The awardee receives \$1,000 and is asked to present an address at the meeting of APA or APS the following year. Edwin Shneidman is the most recent winner.

The Murray tradition is characterized as follows: receptiveness to the value of bringing together a variety of disciplines, theoretical viewpoints, and research techniques; use of conceptual tools that lend themselves to integration of the tough and tender in personality research; a theoretical outlook that recognizes the intrapsychic structure and the thematic unity of individual lives in the midst of phenotypic diversity; interest in imagination and biography, literature, and myth as psychological data; interest in the biological, social, and cultural contexts of personality; and a style of intellectual leadership that has contributed an outstanding work exhibiting several of these characteristics.

Nominations should include a description of the specific work that provides the basis for the nomination, and the nominee's vita. Nominations should be sent no later than May 1, 1997 to Bert Cohler, The Committee on Human Development, U of Chicago, 5730 South Woodlawn Ave, Chicago IL 60637.

SELF CONFERENCE. The second Rutgers Symposium on Self and Social Identity will be held Friday and Saturday, April 25-26, 1997, on the Douglass campus of Rutgers U in New Brunswick, NJ, on the topic "Self, Social Identity, and Physical Health: Interdisciplinary Explorations." Early registration is encouraged; no fee. Contact Richard Ashmore, Dept. of

Psych., Rutgers, 908 445 2635, Ashmore@RCI.Rutgers.Edu.

INTERNATIONAL CONGRESS. Papers can now be submitted for the 24th International Congress of Psychology in San Francisco, August 9-14, 1998, hosted by APA on behalf of the International Association of Applied Psychology. Individual and group presentations on many applied topics related to social psychology and human factors. To get a copy of the call, contact Congress Secretariat, APA Office of International Affairs, 750 First St., NE, Washington DC 20002-4242; fax 202 336 5956; e-mail icap@apa.org.

SHYNESS. An International Conference on Shyness and Self-Consciousness will be held July 14-18, 1997, Cardiff, Wales, UK. For info contact Dr Ray Crozier, School of Education, U of Wales Cardiff, 21 Senghennydd Road, Cardiff CF2 4YG, Wales, UK. Tel (0)122874208, fax (0) 122874160. crozier@cardiff.ac.uk or <http://www.cf.ac.uk/uwcc/educt/crozier/shyness.htm>.

ACADEMIC WOMEN. Success stories and cautionary tales, up to 1000 words, concerning the experiences of women in academe are sought for a book. Creative tactics and clever approaches to resolving difficult situations are esp. sought. Anonymous or identified. The hope is to facilitate women's climb into the tenured ranks. Send to Lynn Collins, Division of Applied Psych and Quant. Methods, U of Baltimor, 1420 North Charles St., Baltimore MD 21201, LCOLLINS@ubmail.ubalt.edu.

LEADERSHIP. A special issue of the Leadership Quarterly will be devoted to all aspects of political leadership. Send 5 APA-style copies to Dean Keith Simonton, Dept of Psych., U of California, Davis CA 95616-8686, by Feb. 1, 1997.

MURRAY CENTER. Funds are available for postdoctoral research and dissertations using the Center's data resources which feature American women's lives over time. Contact Murray Research Center, Radcliffe College, 10 Garden St., Cambridge MA 02138. Phone 617 495 8140.

GROUPS PRIZE. Division 49 (Groups) of APA offers a prize for the best dissertation on small groups. Submit 5-page summary of 1996 dissertation to Richard Moreland, Dept of Psych U of Pittsburgh (15260) by March 31, 1997. The 1995 prize went to Dr. Mary Waller at U of Texas (now at U of Wisconsin) for "Multitasking in Work Groups."

APA FELLOWSHIPS. 3-5 postdoctoral psychologists will be chosen for APA Congressional Fellowships, which involves one year working as special legislative assistants. One position is targeted for AIDS/HIV issues, and another is for work with gifted children. APA also has a fellowship for a special assistant to work in the National Institutes of Health Director's office. Deadline is Dec. 2. Contact Brian Smedley (202) 336 6066 or Patricia Kobor (202) 336 5933.

CONSUMER PSYCHOLOGY. The Society for Consumer Psychology focuses on psychology, marketing, advertising, communication, consumer behavior, and related areas and seeks to bring basic and applied researchers together. Membership costs \$35 per year (students, \$20) and includes newsletter and *Journal of Consumer Psychology*. Contact Michael Lynn, 607 255 8271, WML3@Cornell.edu.

INTERNET VOLUNTEER. A volunteer is sought to serve as manager for a proposed personality/social psychology e-mail-based listserver group, which will allow

participants to initiate discussions of substantive matters (e.g., interpreting recently published findings). Most universities already have the computer capabilities to operate a listserver group. The manager should expect to spend between 15 min and 4 hrs per week. Contact Alan Reifman: reifman@ria.org.

COMMUNICATION RESEARCH.

Communication Yearbook publishes state-of-the art literature reviews on communication scholarship. Submissions must be received by March 3, 1997. Contact Michael E. Roloff, Editor, Dept of Communication Studies, 23 Harris Hall, Northwestern U, Evanston IL 60208.

POLITICAL PSYCH. summer institute at Ohio State Jun 23-July 18, 1997. Contact M. Hermann, Mershon Center, Ohio State U, 1501 Neil Ave, Columbus OH 43210. OR wituski.1@osu.edu.

APA Holds Undergrad Summer Program

by Virginia Holt

What is an intense week of psychological science worth to a talented undergraduate? Plenty, if you read the comments of the 59 freshmen and sophomores who attended APA's Summer Science Institute this past summer. Through special funding from its Council of Representatives, APA was able to organize the institutes to encourage these exceptional students to consider scientific psychology as a career.

Aside from enjoying the experience, many students told us that the Summer Institute had a strong positive effect on their views of psychological science. It also helped them form and change their plans for graduate study. The students were a highly qualified

group chosen from 350 applicants.

Funding will permit at least one more Institute session in the summer of 1997. It will be led by Ludy Benjamin. Five national faculty will make lecture and active learning presentations. Faculty from Johns Hopkins U, the 1997 site, will work with students in their laboratories. If you know of undergraduates who would benefit from this program, please suggest that they apply. They should have completed Introductory Psychology or equivalent. For info, contact the APA Science Directorate at 202 336 6000, or check the APA website at <http://www.apa.org/science/stu.html>.

PERSPECTIVES ON SOCIAL BEHAVIOR

by Elliott McGinnies

DO YOUR PSYCHOLOGY MAJORS AND GRADUATE STUDENTS KNOW ABOUT the role of anger in **aggression**; the relationships between homelessness, welfare, dependency, and *learned helplessness*; the origins of **beliefs** and how they reinforce attitudes; why cognitive consistency theories and reinforcement theory make different predictions about beliefs and attitude change; the role of **conformity** in crowds, mobs, and everyday behavior; social control of **deviancy** and the dispute over legalizing psychoactive drugs; how behavior relates to **ecology**; the relevance to psychology of the concepts of causality, determinism, and **free will**; how **gender** differences and the concept of *androgeny* relate to a "battle of the sexes"; why, despite **helping**, we often blame the victims of misfortune; altruism and sociobiology; how **intelligence** is measured—the social implications of group and individual differences in IQ; how both perception and attribution are basically matters of **judgment**; how nonverbal communication, or **kinesics**, is important in social influence; how **leadership** style influences decision-making and *groupthink*; the distinction between **mental health** and mental illness; the cultural relativity of social **norms**—equity and the matching principle; research on **obedience** and the notion of *principled disobedience*; how attitudes are measured and how they react to **persuasion**; how research in social psychology depends on **questionnaires**; what **role playing** and the witches of Salem have in common; what, if any, linkage exists between **sexuality**, pornography, and violence; the extent to which **television** shapes social values and influences behavior; the concept of **utility** in games, strategies, and decision-making; the differences between cognitive and behavioral approaches to the study of **verbal behavior**; **war** as both a psychological lure and a failure of conflict resolution; the roots of **xenophobia** and prejudice; social implications of the sometimes difficult transition from **youth to aging**—the "graying of America"; the *Zeitgeist* in the development of modern social psychology?

These and many other issues are addressed in this 358 page, soft-cover book of concise and readable essays that scan theory and research on social behavior from World War II to the present. Order from **Gardner Press, Box 32266, Palm Beach Gardens, FL 33420**. The discounted price of \$24.00 includes postage and handling. Phone (561) 775-9457; Fax (561) 627-6191.

WHAT WOULD KURT THINK?

In 1996 SPSP held a preconference at APS on the theme of Lewinian Synthesis in Modern Personality and Social Psychology. A highlight was a panel discussion on "What would Lewin think about the field today?" The participants were now-eminent psychologists (Jack Block, Morton Deutsch, Miriam Lewin, Albert Pepitone, and Alvin Zander) who had early contact with Lewin. Fortunately, the session, moderated by Lee Ross, was videotaped. In it we learn: which developments in the field Lewin would favor and disfavor; how the Lewinian conception of theory differs from current conceptions; whether he is vulnerable to the criticism that he became a bourgeois supporter of the establishment upon his arrival in the US; whether his work would ever be published in JPSP and even whether—and why—the name is properly pronounced Loowin or Levine (the surprising answer to this last question validates his reputation as the practical theorist).

The taped session, standing as a unique piece of oral history of our field, would profit every personality/social psychology program that owned it—as it could be shown to succeeding generations of incoming students, serving as an important source of (otherwise disappearing) information about the roots of our discipline. It can be ordered from the Society, using the coupon below.

••••• Yes! Please send me ____ copies of the Lewin video @ \$25 each!

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Journal Impact Rankings

A document circulated at the recent Executive Committee meeting contained valuable information about the status of PSPB and other major journals in the field. This document was compiled by the Social Sciences Citation Index, and it ranked 31 journals in social psychology according to citation impact. The index of impact is based on the number of citations to all articles in the journal divided by the number of articles, so it is in a sense a measure of how often the average article in a given journal is cited. Authors may wish to consider this information in deciding where to submit a manuscript so as to have more impact.

Given how the index is constructed, several considerations should be noted. First, it is not clear whether the journal causes the articles to be cited or vice versa. Whether the same article would reap different citation rates depending on where it is published is unclear, and in particular how big that effect is for any given article is unclear. Second, the highest impact ratings are achieved by having a small number of articles that get heavily cited. Some lower-ranking journals may publish some articles that do achieve a high impact, but this may be diluted if the journal publishes other articles that are largely ignored. Third, older and established outlets may have an advantage.

The following rankings are

based on 1994. The Dialogue reporter believes, but cannot guarantee, that this means that all articles ever published in a given journal are counted if they were cited in any journal during 1994.

The top rated journal was *Advances in Experimental Social Psychology*, which in fact scored far ahead of all the others. Some Executive Committee members noted that *Advances* is not really a journal. Still, it apparently is quite effective at publishing articles that have a large, lasting impact.

JPSP was second, and *Journal of Personality* ranked third, followed after a gap by *Social Psychology Quarterly* and the *Journal of Experimental Social Psychology*. PSPB came in sixth, close behind JESP. Because PSPB is relatively new and has only recently risen in its quality and prestige, this seemed a satisfactory ranking. The Executive Committee expressed the hope and expectation that PSPB will improve even further over the next few years.

The *European Journal of Personality* was seventh, and the *European Journal of Social Psychology* was eighth. *Personality and Individual Differences* came next, and the *Journal of Social and Clinical Psychology* rounded out the top ten. Other interesting features of the rankings included the following. The *Journal of Social and Personal Relationships* was the highest of the crop of new "relationship" journals, at number 14. The *Hispanic Journal of Behavioral Science*, number 15, came in ahead of such seeming stalwarts as *Social Cognition* (16), the *Journal of Applied Social Psychology* (17), and *Basic and Applied Social Psychology* (25). *Journal for the Theory of Social Behaviour*, seemingly a potential competitor for the new PSPR, ranked 27th out of 31, which suggests that there is a need for a new theory journal such as PSPR that will have an impact on the field.

Should We Abandon $p < .05$?

Recent symposia and a special APA Task Force are debating whether to call for an end to significance testing in psychological research. Clearly this could produce a major change in the research and publication process. The most common suggestion is to replace significance testing with effect sizes. The reasoning is that significance can be achieved even for trivially small effects if one uses large sample sizes. Some critics contend that almost any hypothesis can be "proven" true with a sufficiently large sample.

Meanwhile, though, we see problems with using effect sizes as the measure of research success. An experiment is an artificial situation in which most extraneous variables and factors have been eliminated. Effect sizes of laboratory experiments are therefore not inherently meaningful. Moreover, the precision of laboratory measures is quite variable, and effect sizes may depend on the quality of the measures more than on the power of the causal connection.

Hence if one experiment produces a larger effect than another, it is not reasonable to assume that it is more important, more powerful, or otherwise more publishable. The larger size may simply reflect a more artificial (and hence uncontaminated) laboratory setup or a more sensitive measure.

Traditionally, laboratory experiments have been understood as dichotomous undertakings: They are intended to establish merely whether a causal relationship exists or not. Questions about the size and strength of the relationship represent a fundamental change in the nature and purpose of an experiment, and it is necessary to ask whether experiments can do those things in a meaningful fashion. We think experiments are much better at determining

whether the relationship exists than in delineating the size and strength of that relationship.

And yet, and yet, the traditional solution of significance testing is indeed flawed. After all, p -levels have always been on a continuum, and the continuous results were translated into dichotomous conclusions by virtue of the artificial, procrustean convention of drawing a line at .05. (Even there, researchers have tried to wriggle around that convention by proclaiming their .07 results as "marginally significant" and acting as if their .001 findings were somehow better than the .05 ones.) The possibility of inflating p -levels by increasing the sample size is also a perennial temptation—and one that is likely to become stronger as the march of scientific progress uses up the big discoveries and new researchers have to rely on more subtle, inherently elusive and weak effects to make their careers.

The traditional approach insisted on keeping sample sizes small, presumably to ensure that effects would be meaningfully large. This does not seem likely to be workable. We have yet to see a reviewer criticize a manuscript for having too large a sample.

Perhaps the optimal solution would be adopt some combination of significance testing and effect sizes. The traditional system of insisting on $n=10$ per cell implicitly required that effect sizes be large enough in order to yield significance. Perhaps we should make that explicit. A minimum effect size could be specified to serve like the .05 significance level. An experiment would then be judged as having succeeded in establishing a meaningful causal relationship only if it met both criteria, namely significance better than .05 and effect size above this minimum.

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Contributions are welcome and may include announcements, news, opinions, research and teaching tips, letters, comments, and humor. Responses to previous columns are welcome. All material is subject to editing, esp. for brevity. Send material to the editors, R. Baumeister & D. Tice, Dept. of Psychology, 10900 Euclid Ave., Cleveland OH 44106-7123.

Deadlines are March 15 and October 1. Paid advertisements are accepted (see separate announcement). Contact Harry Reis, Dept. of Psychology, U. of Rochester, Rochester NY 14627.

Classroom Tips

Hands Back on the Chalk!

In a timely update of its Guidelines for Teaching Psychology, the American Psychological Association recently alerted instructors of the passing of a culturally significant fad. Musicians and other entertainers have now ceased grabbing their crotches during their performances, and APA suggests that instructors should likewise desist. Today's students are more likely to react to such gestures with puzzled looks and test anxiety than with the approving smiles of recent years. APA did indicate, however, that the proposed moratorium pertains strictly to educational lectures and does not apply to APA symposia, where crotch-grabbing has been hugely popular and is regarded by many leading researchers as an indispensable way of accentuating their statistically significant findings.



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WHAT OUR STUDENTS ARE THINKING WHILE WE LECTURE



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