

Preface

The first edition of *Social Psychology and Everyday Life* began with an historical account (which is inserted below) written for the book by Professor James Ritchie, a scholar during the period from the 1950s to the early 2000s. We have retained the account in this preface to the second edition so that readers can appreciate the sense of history that is central to the approach to social psychology that has been extended in this iteration of *Social Psychology and Everyday Life*:

It is 1960 and the South of the United States is seething with the consequences of racial desegregation. Following the stand by Rosa Parks in Alabama to refuse to sit in the segregated back of a rural bus, challenges were arising wherever racial discrimination was practiced. The rhetoric of Martin Luther King and Malcolm X was shaking the South and school desegregation was not far ahead. The challenges in the courts were out on the streets and change was inevitable and hard.

I was at Harvard at the time. Why Harvard? Why not! I was beginning a career in social and cultural psychology. Harvard was loaded with repute and with names, and I wanted to meet the real people whose books I had read. Social psychology was on its great modern wave. Gordon Allport was there. His book, *The Nature of Prejudice* had joined Theodor Adorno's *Authoritarian Personality*, Kurt Lewin's *Resolving Social Conflicts* and many others, had shaken the bounded limits of orthodox psychology and captured the excitement of the times. Notably, these were voices calling for a psychology that spoke to the issues of the day, calling for political, social and indeed personal commitment.

How could psychologists possibly ignore this? Well, many, even at Harvard, did, but not Allport's students. They issued the challenge and for several weeks ran training seminars in nonviolent action and organized buses to drive down over weekends to Selma and other places in the Deep South, where they staged sit-ins in segregated bars. They knew that they would be confronted by angry citizens, moved on by the police, subjected to hostility and terror, but they went. The risk of getting your head bashed in was real.

This was the psychology of action that Kurt Lewin had called for in his book twelve years before. The alternative campus excitements of dropping acid with Timothy Leary at Palfrey House or of teaching rats to press bars or pigeons to peck with Skinner at Memorial Hall could not compete with a psychology of the real. Even the clinicians were entering the arena of social understandings because the real client, beyond the individual, was society, and mental health could never be achieved unless social change supported personal change.

Social issues moved to the centre of the discipline, where they remain.

[This extract is used with permission from Jane and Jenny Ritchie].

Professor Ritchie's first-hand account raises a number of issues central to this book. Like James Ritchie, we also view social psychology as an applied area of the human sciences that attempts to meet the needs of people in society. James Ritchie describes a situation in which

a group of psychologists are responding to events in the world and acting in an overtly political manner to help shape the direction of a society. He was present when psychology rediscovered its conscience. James was also someone who worked across Anglo-American and indigenous approaches to social psychology in New Zealand. He championed the importance of groups such as Māori seeing themselves and their own psychologies included in the discipline and associated research and action.

Social psychology has developed substantially over the last decade since the first edition of *Social Psychology and Everyday Life* was published, and these changes are reflected in the second edition. What remains is the centrality of efforts by social psychologists to develop knowledge of, and involve themselves in, events in the world (O'Doherty & Hodgetts, 2019). Social psychologists have a long history of being influenced by, responding to, and influencing events in society and corresponding social issues. Early examples of such links are explored in Chapter 2, such as Kurt Lewin fleeing persecution in Nazi Germany and subsequently advocating the need for psychological work to resolve social conflicts (Farr, 1991). For us as authors of this book, an engaged approach to social psychology that draws on our own lived experiences is reflected in Linda's and Neil's efforts to champion indigenous rights. It is also evident in Chris's work with immigrant groups and Stuart and Darrin's efforts to address issues of poverty by promoting social justice at work, as well as Darrin's and Otilie's efforts to improve the lives of homeless people.

Drawing on the orientation outlined by James Ritchie, we have embraced the need for diverse voices in our discipline, and we advocate social psychologies that offer realistic assessments of key issues facing societies in the twenty-first century. While it is necessary to offer critical perspectives on issues such as poverty and health inequalities, we also need to formulate realistic responses and an agenda for action. The engaged and relational approaches to social psychology that feature in this book draw on a wide range of perspectives and concepts including critical humanism, the interconnected self, ubuntu, altruism, *gemeinschaftsgefühl* and the conduct of everyday life. The common thread across diverse approaches to action in this book is the dignity of all human beings and the inseparability of the human experience from the wider context and collective processes. Across the various thematic chapters of this book, we offer insights into how social psychologists respond to some of the pressing social psychological issues of our times. This includes notions of change at local and societal levels, which we frame as action initiatives that require direct 'responses' by scholars to addressing social issues.

In producing this second edition, we have extended the boxed features to include Key Concept and Research Examples in order to support student learning. The Key Concept boxes unpack important concepts in the discipline. The Research Examples highlight the significant contributions that social psychological research has made in areas such as challenging prejudice and improving health. We have also included a 'Tour of the Book' that introduces the chapter scenarios, review exercises and box features.

The second edition is also the product of our experiences in teaching with this textbook in undergraduate social psychology courses as well as feedback from 15 anonymous reviewers, other teachers who taught from the first edition and our students. In considering input from these sources, it was decided to retain the overall orientation and structure from the first edition with a couple of notable changes. First, we have retained and updated the first two chapters. Hence, Chapter 1 offers an introduction to the book, but also incorporates the explanations of everyday life that was covered in Chapter 3 of the 2010 edition. Chapter 2 then

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sets out the historical context for the development of pluralistic social psychology today. Chapter 3 now covers indigenous psychologies.

We decided to reverse the order of the knowledge and indigenous chapters so that students come out of Chapter 2 (which includes a section on plurality in the discipline), and go straight into the chapter on indigenous psychologies (Chapter 3), to further showcase diversity in the discipline. This then leads into Chapter 4 on pro-social behaviour and critical humanism (Chapter 10 in the first edition). We wanted to introduce pro-social notions of human flourishing, community strengths and positive human potential earlier in the book. This textbook presents some challenging and somewhat negative material around prejudice, hardship and illness that can be hard going for students. Often students are better prepared to cope with such material after having been exposed to the more positive content on altruism and how community development can buffer people from material and psychosocial hardships. Engaging with issues around strengths-based, humanistic and positive social psychologies earlier in the book (Chapter 4) reflects the importance we give in the second edition to not only documenting and responding to problems, but also working with communities to strengthen social support structures and positive growth both within groups and across intergroup relations.

Chapter 8 titled ‘Work and livelihoods’, is a new and important addition to the second edition, reflecting the subject’s growing prominence in the discipline. Moreover, labour participation rates are increasing, which reflects that people are spending a high proportion of their everyday lives in various work and organizational settings. This chapter acts as a bridge between the focus on immigration in Chapter 7 and health and illness in Chapter 9. Stuart Carr has joined the writing team for the second edition due to his extensive knowledge of applied social psychology and his global recognition in the area of work psychology.

In producing the second edition, we retain a respectful view of different approaches to social psychology, including experimental and critical subfields. We have done more to deepen our engagements with various approaches to social psychology globally and to apply relevant insights to real world examples where possible. Throughout the revised chapters, we have also worked to include more diverse sources including scholars from contexts such as the Global South and minority figures who have been written out of Anglo-American accounts of social psychology. Our intent in writing the second edition was to offer a modest step towards embracing the diversity, plurality and engaged orientation of social psychology as an increasingly global discipline today. We hope that the second edition becomes part of an ongoing dialogue towards developing more contextualised, inclusive and responsive social psychologies that advance the human condition and address the opportunities and challenges of the twenty-first century.