



SOCIETY OF AUSTRALASIAN SOCIAL PSYCHOLOGISTS

NEWSLETTER

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EDITORIAL

Welcome to the October 2002 Newsletter of SASP.

We now only have memories of the SASP Conference in Adelaide - a highly successful conference run by Martha Augoustinos, Robert Boeckmann and Rina Onorato which continued to build on the successes of earlier events. The Conference recorded the leaving from Australia of a co-architect and founding member of SASP and the inaugural President of the Society, Margaret Foddy, who has returned to her native Canada. We shall continue to see a lot of Margaret in the years to come, but it was for many a sad moment that someone who has been a regular and frequent attendee at social psychology conferences for more than 25 years will no longer be so regular.

The focus now turns on Kip Williams and Julie Fitness at Macquarie for their turn at organising the conference. We look forward to visiting Sydney in 2003 for what will be a very professional event. More information is included elsewhere in this Newsletter and will be distributed over the coming months via socpsybull.

This Newsletter also contains an obituary of a well known and regarded social psychologist, Michael Argyle. Joe Forgas contributes the obituary of Michael, a person well known to many in this Society personally but also to many many others on account of Michael's prolific writings on many topics within the discipline. Michael's textbooks and popular pieces were for many an early introduction to the discipline of social psychology, and while the discipline has taken a firmer and more methodological straight line than is reflected in Michael's writings, it is beyond doubt that the field would not be what it is in the UK and Australia without the input of

his work. Many people will miss his enthusiasm and energy.

The Editorial Team
Ngairé Donaghue
Mike Innes
Iain Walker
Murdoch University

REPORTS

President's Report

There is little to report from the office of President. Our Treasurer Janine Webb is in the process of developing better and more appropriate statements of income and expenditure than we have had in the past. This is an important stage in the process of our developing a society that is accountable and responsive. Janine is doing an excellent job and all members of the Executive are very much in her debt for shouldering the burden.

At the level of the President I have nothing to report other than to signal an initiative. We as a Society have, I believe, to integrate more with other national societies in Australia (we already have pretty strong links with SPSP in the United States) and perhaps try to some extent with the BPS Social Psychology Section in the UK.

The APS is seeking stronger links with scientific organisations and I think it would be politic and strategic to align ourselves with the Directorate of Science and the Division of Research and Teaching (DRAT) of the APS. As I have been both Director of Science and Chair of DRAT it is somewhat ironic that I wait until now to attempt to do something, but I think that the future of DRAT can benefit from our input, as we can from stronger ties with our colleagues in the

APS. I am going to attempt to persuade my Executive colleagues to attempt to forge links.

The Social Psychology Section of the BPS has a long history as a separate section, with conferences going back to the mid 1960s, and there exist very strong links at the level of individuals and institutions with social psychologists in the UK. We should try to do something more formal at the institutional level of Societies and I will again attempt to get something moving here.

There seems to be little else to report at this time. I wish you a good summer and hope that there will be time for research for most of you in the months coming and the crowded schedule which today comprises the "long vacation" of Australian universities.

Mike Innes
President SASP
University of Adelaide

Post-Graduate Report

Hello all,

As SASP's postgraduate representative, I thought I should put together some sort of post-grad "wrap" for the October newsletter. After seeking suggestions and contributions from all SASP postgrads (and receiving an absolute *torrent* in reply [insert sarcastic voice here]) I have compiled the following.

Adelaide SASP 2002

April 2002 saw the annual SASP conference travel to Adelaide for what has been described by many post-graduates as the best SASP conference for post-graduates in recent years. The post-graduate pre-conference held at Adelaide University was found to be very interesting and informative by all who attended. Kip Williams' presentation on how to get a job when you finish your PhD was particularly well received! (Unfortunately for some, the lack of Virgin Blue morning flights between Perth and Adelaide prevented it being possible to make the morning session. I have, of course, now resigned myself to *never* getting a job!)

The postgrad dinner on the Friday night of the conference was a heap of fun. Cheap pizza and

cheap beer appeared to be a winner with the postgrad population. Given the rather nightmarish, last minute organisation involved in the postgrad dinner in Adelaide, however, we are endeavoring to have the postgrad dinner in Sydney organised *prior* to arrival in Bondi! This should also allow for even more postgrads to have this event penciled into their schedule in advance and hopefully result in an even bigger turn out.

(Note: For those seeking further information on postgrad antics in Adelaide, see the list of 'references' at the end of this article sent to me by some particularly cheeky individuals who shall remain nameless).

Postgrad News

For those of you who don't know yet, there is now a special postgrad page on the SASP website:

(<http://www.psy.mq.edu.au/SASP/pgrad.htm>).

We are trying to put profiles of all SASP postgrads up on the site, but we need *your* help! Currently, 14 postgrads have sent their details to Cassie Govan (cgovan@psy.mq.edu.au) to put up on the site. So if you haven't sent yours in yet, visit the website for the format of the profile and send yours in to Cassie. We will probably use the next conference in Sydney as an opportunity to collect details of as many people as possible....and maybe even take some digital pics to go next to your profiles (when you are least expecting.....).

In other web-based news....we now finally have our own proper self-subscribe, self-unsubscribe email list especially for SASP postgrads. The list, named 'saspgrads', essentially works exactly the same way as socpsybull. Girish Lala (girish.lala@anu.edu.au) was kind enough to set up the mailing list for us - great work Girish! You can sign up to the list, and read more about it by visiting:

http://mailman.anu.edu.au/mailman/listinfo/sasp_grads or by following the links from the SASP postgrads homepage listed above. Hopefully this will make it easier for all postgrads to keep in touch in between conferences and also facilitate organisation of postgrad social events and shared accommodation for future conferences.

On to Bondi 2003....

It would be great to see as many postgrads as possible attending the 2003 Conference in Bondi. In order to encourage this, I am hoping to set up some sort of central, accommodation sharing system that can help ease the financial load. I also feel that it is particularly important to make it easier for those postgrads traveling to the conference alone, or for the first time, to have the opportunity to share accommodation and to meet other postgrads. Watch the 'sasgrads' list for more details regarding this.

A post-grads dinner has been penciled in for the Friday night of the 2003 conference. We will endeavor, once again, to make it a suitably relaxed and cheap venue. I would also like to draw post-grads attention to the fact that the price of the *conference* dinner on the Saturday night is \$20 cheaper for postgrads this year (\$40 rather than the \$60 non-student price). Hopefully lots of us can get along to that one too and show those academics how to party!

Well, I think that is just about enough from me!

Tim Kurz.
SASP postgraduate rep
Murdoch University

References from Adelaide

Lambert, S., Lehmann, S., Clark, A., Orel, M. & Bain, P. (2002) "There's something I should tell you": Cultural false attribution effects in the context of a hot spa setting.

Oldmeadow, J. & Ryan, M. (2002) The importance of self-categorisation, status cues and social identity concerns in understanding implicit and explicit prejudice in interdependent contexts: A 'collaborative' research project.

Halloran, M. & Kurz, T. (2002) Did you say 'Eskimo Joe' already?: The effects of alcohol on auditory processing and memory.

Tanti, C. (2002) You poor thing: Collective empathy and the last paper of the conference syndrome.

Bain, P. (2002) The psychological effects of indie music in performance preparation.

Hornsey, M. (2002) Which television show was that?: Downward social conversation in a small group context.

Clark, A. & Oldmeadow, J. (2002) It'll look good on my CV: Cognitive dissonance when humans behave like sheep.

Virtual Reality Workshop Summary

The first exchange of the SASP-SPSP International Teaching Fellowship occurred May 20-24, 2002, at Macquarie University in Sydney Australia.

Professor James Blascovich and Dr. Andy Beall, of the University of California – Santa Barbara, gave a 5-day workshop on the use of virtual reality technology in social psychology.

Invitations were sent on socpsybull to post-graduate students and academic staff, and 12 participants showed up from Australia, New Zealand, and even the US.

The workshop was intensive—it started each morning at 8:30am and ended around 10:00pm. Mini-lectures were interspersed with hands-on programming, using VRUT, a language developed by Andy Beall.

Lectures included an introduction to virtual reality (or immersive virtual environments), its uses in social psychology and other related areas, programming issues, Blascovich's theory of social influence as it related to immersive virtual environments, issues related to copyright and ownership of VR worlds, and ethics.

Two teams were created to develop their own virtual worlds to be used in research. Team 1 created a "chicken paradigm" virtual world in which the participant walks down a narrow hallway as an on-comer approaches. The program measures if and when the participants steps aside. Waiting till the last second to move aside is a measure of aggression. Team 2 created a virtual ball-toss world (that takes place on a sunny beach in Sydney), for purposes of conducting ostracism research.

Mid-week, Jim gave a Macquarie University Colloquium that attracted wide attention and interest. On the last day, Australia's leading

Science Show sent a reporter to cover the workshop, which aired on national radio.

For a first hand report of the specific activities each day, check out PhD student Cassie Govan's account at:

<http://www.psy.mq.edu.au/staff/kip/virtual.htm>

All in all, it was a very successful inauguration of the SASP-SPSP International Teaching Fellowship, and we look forward to having a fruitful collaboration with SPSP in the future.

The next exchange will be an Australasian social psychologist giving a workshop in the US. Information about submissions can be found at <http://www.spsp.org/sasp.htm>.

Kipling D. Williams
Macquarie University

FORTHCOMING CONFERENCES

SASP 2003

We are happy to announce that the SASP2003 Conference website is up for your perusal. It will, of course, be updated as we go along, so check it often.

Please mark this location in your favourites:
<http://www.psy.mq.edu.au/SASP/2003.htm>

We thank Macquarie University's Department of Psychology for their financial assistance in the creation of this website and Cassie Govan for its completion and maintenance.

Kip Williams & Julie Fitness
Conference Organisers
Macquarie University

AASP 2003 in Manila

Members of the Asian Association of Social Psychology (AASP) would like to thank SASP for the hosting of our joint conference in Melbourne 2001. The organizing committee for AASP's 2003 conference would like to invite SASP members to join us in Manila 2003.

James Liu
Victoria University of Wellington

The Fifth Biennial Conference of Asian Association of Social Psychology will be in Manila, the Philippines, July 29 to August 1, 2003. The conference theme will be "The Application of Social Psychology in Asian Cultures."

The 2003 Manila Conference represents the AASP's continuing efforts to develop and promote social psychological research in Asia. The conference will highlight the rich variety of approaches in studying, practising, and applying social psychology in Asian cultures. The conference shall also provide a venue for surfacing theoretical, methodological, and applied issues that may facilitate or hinder the growth of social psychology in Asia.

The conference will feature invited addresses by the following prominent psychologists who are leaders in the study and application of psychology in Asian cultures: Dr. Toshei Yamagishi (Hokkaido University), Dr. Kwok Leung (City University of Hong Kong), Dr. Sang-Chin Choi (Chung-Ang University, Korea), Dr. Chang Weining Chu (National University of Singapore), Dr. Sarlito Wirawan Sarwono (University of Indonesia), and Dr. Noraini Noor (International Islamic University, Malaysia). AASP President-Elect Dr. Kwang-Kuo Hwang (National Taiwan University) will deliver the Presidential Address.

The conference will serve as a venue for sharing research on the various fields and aspects of social psychological phenomena. There will be oral paper presentations, symposia, and poster presentations in a wide range of fields in basic and applied social psychology, and also other subfields of psychology that deal with the social dimension of the human experience. The official language of the conference will be English.

The conference will be jointly hosted by three universities in Metro Manila: the Ateneo de Manila University (ADMU), De La Salle University-Manila (DLSU), and the University of the Philippines, Diliman (UP).

The call for abstracts can be found in the Conference website and the deadline for submission of abstracts is on January 30, 2003. For more information on the AASP 2003 Conference in Manila please check the conference website at URL:

<http://www.dlsu.edu.ph/conferences/aasp> or send e-mail to Dr. Allan B. I. Bernardo at bernardoa@dlsu.edu.ph or aasp@dlsu.edu.ph.

Notice of social dilemmas meeting in Sweden in August, 2003

The International Social Dilemmas Conference is held every two years and brings together researchers from Psychology, Sociology, Economics, Political Science and sometimes Philosophy and even the FBI. People interested in attending this meeting in Sweden, August 2003 should contact Mathias Gustafson (Mathias.Gustafsson@psy.gu.se).

Margaret Foddy
Carleton University
Canada

CONFERENCE REPORTS

Society of Experimental Social Psychology (SESP), Columbus Ohio, October 10-12

Usually there are a lot of Australians at SESP--this year it was Kip Williams (quintessential Australian) and Yoshi Kashima (ditto) and Margaret Foddy (ditto, yet worse, because expat). However, I think I can safely say that we kept up the Australian reputation for good and innovative talks.

There was some discussion at SESP about the relationship to SPSP, it seems for now that SESP will continue independently, perhaps returning to its more informal format. Most members are also members of SPSP, so there will no doubt be ongoing discussion, and perhaps some integration of administrative functions such as mailouts.

The award for distinguished contribution to social psychology went to Tom Pettigrew this year, a very deserving recipient and popular choice. He gave a typical Tom Pettigrew acceptance speech--short, to the point, self-effacing but sharp at the same time. There were many sessions including talks with cross-cultural themes, and there seems to be more interest in studying groups and social structure and less intense focus on social cognition.

The meeting was held in a very odd manufactured retail suburb, but people had fun bowling in a psychedelic bowling alley, and listening to American comedians who had trouble working out how Kip Williams could have walked to the venue from Sydney.

Margaret Foddy
Carleton University
Canada

14th Conference of the International Society for Humor Studies

Bertinoro, Italy, 3rd – 7th July 2002

This meeting was held in a beautiful mountaintop castle, which is the summer school of the University of Bologna. I found myself to be the only Australian among the 150 or so delegates. As a multi-disciplinary conference, there were many papers on humour from a performance point of view, some on how well or otherwise humour travels across cultures, some on humour in art and literature, others on jokes as a cultural phenomenon, including joking responses to September 11, 2001.

However, there were some psychologists there, including Sven Svebak from Norway, who made me green with envy, since he'd managed to get some questions into the Norwegian part of a population health study, and so had a sample of 65,220! Although his questions were rather simplistic given limited space allowed, he did support the finding that humour correlated positively with subjective health and negatively with prevalence of various illnesses.

A person I was pleased to meet was Professor Rod Martin from the University of Western Ontario, who has published widely in the area of humour, and was presenting a recently validated instrument on humour styles. One reason I was pleased to meet him was that I was interested in his opinion of the sort of work my students and I have been doing, and I was relieved to find that our work was as good as anyone's and better than many!

One of the keynote addresses was by Victor Raskin, Professor of Linguistics and English at Purdue University. He called for more multidisciplinary, and provoked some intense debate by arguing that an area of research like humour would be invisible in our individual

disciplines, while being more visible if more research was multidisciplinary. The discussion itself illustrated an often distressing lack of understanding of the intellectual frameworks, expectations, and methodologies that other researchers bring from their own areas, and showed why so little multidisciplinary work is actually done.

In spite of occasionally feeling like a stranger in a strange land, the conference was an enlightening experience.

Bruce Findlay
Swinburne University.

ICLASP 8

The 8th International Conference on Language and Social Psychology was held in July in Hong Kong. This is the biennial conference of the International Association for Language and Social Psychology, and it is on its way around the world, from a start in Bristol, England in 1979 (no, it wasn't biennial then). This year, the conference was organised by Sik-Hung Ng, late of Victoria University Wellington and now at the City University of Hong Kong, and his band of colleagues and students. SASP was also well-represented at this conference, with keynotes by Pat Noller, Mike Hogg, and Cindy Gallois (don't ask me how this happened) and Australasian paper and symposium presenters in every stream. We also got to see the SASP diaspora, including Ng, Scott Reid, and more. Hong Kong proved a fascinating and amazingly lively place, with social psychology on the rise, as keynotes by on cross-cultural social and social cognition by Terry Au and C.Y. Chiu from Hong Kong University showed. The range of the field was also represented in the keynotes by Teun van Dijk on knowledge and Mary Lee Hummert on intergenerational communication. The next ICLASP is in 2004 at Pennsylvania State University – Jon Nussbaum, in Communication there, has more information. If you are a LASP person and would like to hear more about IALSP, contact Cindy Gallois or Bernadette Watson at UQ, or visit their web site www.ialsp.org.

ICA

The 52nd annual conference of the International Communication Association was held in late July in Seoul, Korea, just in time to buy up the "Be the Reds" t-shirts from the Football World Cup (interesting slogan). This was ICA's first foray into Asia, and the Korean organising committee pulled out all the stops, including a keynote by President Kim Dae-Jung and a wonderful Korea culture night. SASP was well-represented at this conference, particularly in organisational and interpersonal communication. Seoul itself was an unforgettable experience – this is a city of 15 million people, and it never closes (some of us may be too decrepit to appreciate this aspect of Korean life fully, but there you go). Next ICA is late May, 2003, in San Diego; for details, see their web site www.icahdq.org.

Cindy Gallois
University of Queensland

EAESP Summer School Review

The European Association of Experimental Social Psychology runs a two-week Summer School in Europe every two years. Five postgrads from Australia, three from the ANU and two from La Trobe University, attended the 2002 Summer School in Marburg, Germany, which was hosted by Phillips University. Girish Lala, Ruth Wright, Anna-Maria Bliuc, Melissa Lehmann and Julian Oldmeadow travelled to Germany to join 60 other postgraduate students from around the world for the two-week event.

Workshops at the Summer School centred around five themes in social psychology - Attitudes and Habits, Aggression, Affirmative Action, Social Identity in Organisations and Social Dominance Theory. Between ten and fifteen students participated in each of the five streams under the tutelage of senior academics, working closely together discussing issues, developing research questions, and designing and conducting empirical studies. Lunch and dinner were accompanied by talks from eminent academics such as Tom Pettigrew and Klaus Fiedler, and evenings were spent socialising at local bars and pubs. On the whole the Summer School was a great success. I personally found it to be a very challenging, inspiring, educational and fun experience. Many contacts were made

and friendships struck that will hopefully be maintained throughout the future careers of those who attended.

One of the aims of the Summer School is to provide post-graduate students in the early stages of their careers the opportunity to form networks with other post-grads and senior academics from around the world, a particularly important process for those living in the relatively isolated Asia-Pacific region. It also functions to expose students to the range and standard of research being conducted at the post-grad level, much of which was being or has been published in leading journals. Finally, the Summer School provides the opportunity to explore unfamiliar research areas and to participate in a collaborative process of research development. Each of these functions is highly valuable at the post-graduate level but unfortunately the opportunities for Australian students to attend such schools are limited due to the infrequency of the events, the restricted intakes and the prohibitive costs of travelling to Europe. It would be fantastic to see some equivalent event organised locally to provide these valuable functions and opportunities for more post-grads from Australia, New Zealand, and our local Asia-Pacific region. In the meantime though I would highly recommend that post-grads in their first or second years of candidature consider applying for the 2004 Summer School. Check the EAESP web page for details - www.eaesp.org

Julian Oldmeadow
La Trobe University

Tenth Brisbane Symposium on Social Identity Brisbane, Australia. August 17, 2002.

This year's Brisbane Symposium on Social Identity, the Tenth in the series that first started in 1992, was held on August 17. BSSI is a key activity of the Centre for Research on Group Processes (CRGP). The conference organisers were Alicia Svensson and Michael Hogg – Brendan McAuliffe and Blake McKimmie were our powerpoint saviours.

The venue was Customs House, the University of Queensland's downtown riverside location - allowing people to come and go by CityCat and to gain sustenance at the many bars, cafe's and restaurants overlooking the Brisbane river and

the Storey Bridge. Some people also went shopping for warm clothing in the Queen Street Mall.

There was a varied group of 47 delegates: 31 from a variety of departments at UQ, and the remainder from Griffith University, QUT, USQ, ANU, UNSW, Macquarie, Swinburne, Newcastle, and Birmingham (UK). There were eight presentations. The speakers were Bill von Hippel (UNSW), Mark Rubin (Newcastle), Richard Crisp (Birmingham, UK), Kate Reynolds (ANU), and Joanne Smith, Jackie Wellen, Geoff MacDonald, and Winnifred Louis (all UQ). There was no specific theme this year, though talks raised issues to do with basic cognitive processes, emotions, and the relationship between what people think and what people say they think or actually do.

The traditional conference party was held at Michael Hogg's house, where we observed the established tradition of eating sushi, pizza and timtams - washed down with oceans of wine and beer.

For further information about this BSSI, future BSSIs, and other CRGP activities please contact Michael Hogg or Alicia Svensson, or go to the CRGP web site:

<http://www.psy.uq.edu.au/research/CRGP>

Michael Hogg and Alicia Svensson
University of Queensland
m.hogg@psy.uq.edu.au
a.svensson@psy.uq.edu.au

NEWS OF MEMBERS

A short note from the deep white north.

Well, it is not white yet but coming soon. Hallowe'en and falling leaves are the thing right now. As SASP members may know, I have moved to a joint appointment in sociology and psychology, with one aim to see if the two social psychologies can talk to each other. So far, I think I am a culture shock for my sociology and psychology students alike, but both groups are now collecting data and writing more words than they ever thought they had in them. I am enjoying not being subject to APS accreditation or any other form of accreditation, but this also entails much more variable preparedness of the students. I have a nice big lab but nothing to put

in it as yet, and am part of a group called the HOTlab (human oriented technology lab) which is a whizz bang lab and fun to work in. You just tap a big screen and your power point slides change, and you write on the big screen and it is like a huge palmtop (for those who have them, it takes some time to master the scribbly writing but it beats chalk dust, for those who can recall what chalk is). Multiple cameras can monitor all the rooms, and the computers have a camera on top of them that can relay your face to some or all of the other rooms. The director of the HOTlab hails from Telstra in Melbourne....

Ethics approval here is similar to that in Australia, and grant writing is similar both in format and constancy. I am looking forward to results from some studies with students, because my overall sense is that Canadians are more like Australians than Americans, except that they are MUCH MORE POLITE. My sociology students declined an offer to study an ethnic identity variable because they claimed that people don't like to raise such issues, although the population here in Ottawa is as diverse as in Melbourne. Ottawa is supposed to be bilingual in French and English, but my experience is that the French speak French and English, and the English speak English. A form of bilingualism to be sure.

I don't think there is an organisation in Canada like SASP, in part because there are many regional social psychology groups in the US. However, since we know that the SPSP-SASP exchange includes Canada, I am looking forward to sponsoring a visitor here.

The website for the Sydney SASP conference is so gorgeous I think I may come along!

Margaret Foddy
Carleton University
Canada

Cindy Gallois is now Director of the Centre for Social Research in Communication at UQ, and **Madeleine Brabant** is a post-doctoral research fellow there. Among the Centre's objectives is to bring together the people at UQ and elsewhere who work in communication, and who are presently separated by departmental and university boundaries. For more information, see the Centre web site www.csrcomm.uq.edu.au, or contact Cindy.

NOTICES

Julie Fitness (Macquarie University) has taken over from Patrick Heaven as Secretary of SASP.

BOOKS BY MEMBERS

Craig McGarty, Vincent Yzerbyt, and Russell Spears (Eds). *Stereotypes as explanations: The formation of meaningful beliefs about social groups*. Cambridge: Cambridge University Press.

Contents

1. Social, cultural, and cognitive factors in stereotype formation Craig McGarty, Vincent Y. Yzerbyt & Russell Spears
2. Stereotype formation as category formation. Craig McGarty
3. Subjective essentialism and the emergence of stereotypes. Vincent Yzerbyt & Steve Rocher
4. The role of theories in the formation of stereotype content. Patricia M. Brown & John C. Turner
5. Illusory correlation and stereotype formation: Making sense of group differences and cognitive biases. Mariette Berndsen, Russell Spears, Joop van der Pligt, & Craig McGarty
6. Dependence and the formation of stereotyped beliefs about groups: From interpersonal to intergroup perception. Olivier Corneille & Vincent Yzerbyt
7. Four degrees of stereotype formation: Differentiation by any means necessary. Russell Spears
8. From personal pictures in the head to collective tools in the world: How shared stereotypes allow groups to represent and change social reality. S. Alexander Haslam, John C. Turner, Penelope J. Oakes, Katherine J. Reynolds, & Bertjan Doosje
9. Conclusion: Stereotypes are selective, variable and contested explanations. Craig McGarty, Vincent Y. Yzerbyt & Russell Spears

Mike Smithson. *Confidence Intervals*. Sage.

I've just finished proofreading the galley for my monograph, titled "Confidence Intervals," which will be No. 140 in the Sage Quantitative Applications in Social Sciences Series (the little green books). It's due out late this year (but official publication date will be 2003).

OBITUARIES

Michael Argyle: an obituary

By Joseph Forgas, UNSW

Michael Argyle, of Oxford University and Oxford Brookes University, and Fellow of Wolfson College, Oxford, was perhaps the most influential and productive social psychologist of his generation in Britain. He died recently at the age of 77. He blacked out during one of his regular swimming sessions, suffered a series of complications, and died after several weeks in intensive care. Michael has been a frequent visitor to Australia, and he had many friends, colleagues and acquaintances among the social psychology fraternity here. He spent several sabbatical leaves in Adelaide and in Sydney, and was a frequent visitor at our conferences. He received an honorary doctorate from the University of Adelaide, and many Australian social psychologists have spent formative periods at his laboratory at Oxford.

Michael made a pioneering contribution to a number of areas of social psychology, and published more than 20 books and 200 articles. He wrote best-selling books on topics as varied as the social psychology of work, leisure, religion, happiness and personal relationships. He tended to get bored with an area after about 5-10 years, and he was keen to explore the next 'new thing'. He was an amazingly well-organised, hard-working and prolific researcher, who made an important contribution to each of the research areas he worked in. He firmly believed in the importance of social psychology and the contribution it can make to human welfare, and his research was always oriented towards improving the human condition, and helping people to live their lives better.

His early and perhaps still most influential work at Oxford in the 1960's looked at interpersonal

behaviour and nonverbal communication phenomena in particular. One of his best-selling early books was 'Interpersonal behaviour' published in 1967, which pioneered a social skills view of social interaction. He was instrumental in setting up social skills training and therapy programs in Britain and internationally as a means of helping people with various problems of social living.

His next project in the 1970's focused on the study of social situations and person-situation interaction phenomena. Next, in the 80's he turned to the study of personal relationships, and became one of the pioneers of this then emerging field. Consistent with his positive and optimistic outlook on life, his objective was to explore what makes successful relationships work, in order to help people to achieve more satisfying and rewarding social lives. His contribution to relationship research was recognized by a special award by the International society for the study of Personal Relationships.

By the late 1980s he turned to the study of the psychology of happiness and well-being. His best-selling book on this topic not only reviewed the burgeoning literature on positive psychology, but also contained well-researched advice on how to live a more happy and satisfying life. In-between these projects, he also published extremely well researched and readable books on such topics as the psychology of religion, and the psychology of work and leisure, books that were again characterized by a combination of extensive research, a sound theoretical base and useful applied and practical conclusions.

Michael was a devout empiricist: he firmly believed in the empirical method, and the world of facts, and he was extremely optimistic about the role that empirical social psychology can play in contributing to human progress and well-being. He had no time for the various armchair criticisms of empirical social psychology that first started to infest our discipline in the 1970s, and got a new lease of life, particularly in Britain, with the more recent spread of various post-modernist, deconstructionist, discourse analytical and 'critical' versions of social psychology. It was perhaps his misfortune to be a leading British social psychologist at a time when British social psychology was in decline internationally, and under ill-informed attack domestically. Being an eternal optimist, he was confident that these ill-conceived attacks on

empirical social psychology were bound to fail. Fortunately, it looks like time will prove him right.

Michael Argyle was born in Nottingham in 1925, and was educated at Nottingham High School for Boys and Emmanuel College, Cambridge. His parents died when he was 11, and he was raised by relatives. This unhappy experience left him eternally curious about issues that later characterized his research: social interaction, relationships, happiness. He joined the RAF during the war, and trained as a navigator in Canada, and also worked as a fireman in London. He met his wife, Sonia in 1949 while in Cambridge and they had four children together.

Michael Argyle was appointed University Lecturer in social psychology at Oxford in 1952. He spent all his academic career there, advancing to Reader, and was acting head of the Oxford department for several years. He was a founding Fellow of Wolfson College in 1965, and was its Vice-Regent from 1989 to 1991. On his retirement he became Emeritus Professor at Oxford Brookes University. He made an important contribution to the British Psychological Society, helped to establish and later edit the *British Journal of Social and Clinical Psychology*, and chaired the social section of the British Psychological Society. After his retirement, he continued to write and publish at the same prolific rate as before. His wife, Sonia died three years ago. Michael remarried, to Gillian, and they had a very happy few years together.

His personality was a defining influence on the atmosphere of the social psychology group at Oxford. He attracted numerous students from all over the world, and he was willing to supervise in a broad range of areas, making Oxford one of the most eclectic and stimulating academic environments one could hope for. Michael Argyle also had many enduring personal qualities that left a deep impression on all who knew him. Michael was an extremely kind, gentle and supportive person who had a unique and self-deprecating sense of humor. Those of us who worked with him or visited Oxford for any length of time were all touched by his personality, and were influenced by his ideas and his encyclopaedic knowledge of the discipline. He was an excellent and often very funny lecturer and public speaker. His talks were always punctuated by loud laughter, and he

could improvise an amusing talk on almost any topic at short notice. He was an avid devotee of Scottish country dancing as a recreation, and would tell anyone who would listen about the huge contribution to happiness and well-being that can be derived from vigorous physical activity accompanied by music and good social companionship.

He was also a deeply religious man with Anglican High Church inclinations. This made his stay in the very Low Church Anglican lodgings at Moore College in Sydney during one of his sabbatical leaves here a source of countless amusing anecdotes. His good humour and ability to see the ridiculous in the many pretensions and affectations that characterise academic life in general, and Oxford in particular was one of his most endearing features. He had a somewhat eccentric, but always kind and supportive personal style. He once stated that 'playing the goat' was one his favourite pastimes; promptly, his associates, students and friends published a hilariously funny small book entitled 'The psychology of playing the goat' in his honour and to celebrate his 25th graduate student in 1981. This book deserves to be a collectors item in years to come...

Michael Argyle deserves to be remembered not only for his many ground-breaking contributions to our discipline, but also for his kindness, good humour and larger-than-life personality. He has touched the lives of all who knew him, anecdotes will continue to circulate about him, and he will be sorely missed by all of us. This, in the last analysis, is the most enduring monument any of us can hope for.

PRESIDENTIAL ADDRESS, 2002

This is an abbreviated version of the Presidential Address delivered by Professor Mike Innes to the Annual Meeting of the Society of Australasian Social Psychologists at the Stamford Plaza Hotel, Adelaide on Sunday the 28th April, 2002. Conference organised by the Departments of Psychology, University of Adelaide and Flinders University.

From Presence to Mere Presence and Virtual Presence: Social Psychology in Three Centuries

J M Innes
Murdoch University

Nowhere in the statutes of the Society is there anything about a Presidential Address. The organisers of the SASP Conference in Perth in 2000 thought that it would be a good idea to initiate such an address and this will be the second in the new tradition following on the inaugural address by Professor Graham Vaughan.

The question arises as to what do you do in a Presidential Address. One can, as did Graham Vaughan, look retrospectively at a career of research spanning several decades. Another tack, which I have adopted, is to examine a particular thematic topic in social psychology, one with which I myself have been associated with over the years.

The theme chosen is that associated with “social facilitation”. This can be used to address several things in the development of social psychology. The first is the importance of the studies of a social phenomenon itself. This is essentially the process of conducting “normal” science in the Kuhnian sense. The second is the role that that study takes in the serving of the identity of social psychologists and the third is the place it plays in the establishment and identity of the discipline of social psychology as a social institution.

Social Facilitation Studies

Social facilitation research is a particular topic under the rubric of social influence and group performance. The question posed is, how are people influenced in work tasks by the presence of other people. This apparently simple topic,

addressed in one form by Norman Triplett and reported in 1898, taken as a paradigm for behaviouristically directed experimental social psychology by Floyd Allport in the 1920s, also exemplifies a fundamental issue in the understanding of social behaviour.

The question is put: What is it about the presence of others that causes or mediates a change in behaviour, compared to the behaviour of the person alone? From a human perspective, the study of “social facilitation” is actually concerned with the fundamental questions of what it is to be human.

So we can look at the tradition of social psychological experimentation and examine the intrinsic drivers of research—what are the variables that can be manipulated to eventuate change in behaviour and what are the theoretically important processes that mediate those effects. This is essentially the question of what directs “normal” science in the Kuhnian sense in social psychology? But the question of what it is that creates the human-ness that is recognised by the actor in the setting leads us to examine more fundamental issues of humanity, recognising that we can construe humanity in many ways and this leads us to the examination of personal and social identity.

Social Psychologists as Reflectors on Their Discipline

The second question concerns our understanding of what we do as social psychologists. How do we reflect upon the process of doing our research and why do we do certain things the way we do? Many will think of social facilitation research as a somewhat isolated area of experimental research with little relevance to anyone outside the small coterie of researchers in the field. There was a review of the work up to the 1950s by Kelley and Thibaut in the 1954 Handbook of Social Psychology but Moscovici did not refer to it at all in the 1968 edition. A partial effect of this was the marginalisation of the research for all but a small number of experimentalists.

Examination of the paradigm of social facilitation research, however, leads us to see many implications of how we do social psychological research and what are the implications of such research for our understanding of social behaviour. This in turn may lead us to a post-Kuhnian analysis of the

education of social psychologists and for a need for us to address theory and method in our research.

The Social Contexts of Social Psychological Research

The third point refers to the social history of social facilitation research. The original research identified in this tradition can be stated as occurring in 1898. So it is possible to link explicitly research in an area of social psychology in three centuries, the 19th, 20th and 21st. It is also possible to link the importance of 1898 as an iconic year, to link the research in that year with other social phenomena and in a sense link the aesthetic of social psychological research with the aesthetic of social behaviour more generally.

Social Facilitation Research: The Influence of “Presence”

In the American Journal of Psychology in 1898 Norman Triplett published a paper on the motivation processes in inter-personal competition. As such it could be seen as establishing a paradigm for a general form of social influence: the study of the effect of an audience or co-actor on the behaviour of a person compared with the behaviour of the actor when alone.

Research in the early years of the 20th century, associated with the name of Floyd Allport, summarised by Dashiell in the 1935 Handbook of Social Psychology edited by Murchison was concerned with how co-workers could facilitate or in some case inhibit the productivity of workers. While the research was theoretically focussed, particularly within a behaviourist tradition, it was also politically oriented. Captured by the industrial psychology movement, particularly in the sense that Allport was supervised by the scion of early industrial psychology in America, Hugo Munsterburg, the early research can be seen as a focus for an early economic psychology.

The early work was difficult to organise as research findings gave apparently conflicting results with audiences/co-workers sometime inhibiting and sometimes facilitating output. In 1965 Robert Zajonc published a paper in Science which did three things:

- (a) It organised the results of research so that one could see the conditions under which facilitation reliably occurred and when facilitation occurred.
- (b) Zajonc also postulated a form of drive mechanism that altered the structure of responses within the target actor, hence explaining the effects. The postulated mechanism was a classic drive formulation in the tradition of Clark L. Hull.
- (c) Zajonc went further and suggested that this drive mechanism could be engendered by something other than reinforcement, incentive or anxiety. He suggested that the mere presence of a con-specific was sufficient for the effect to occur.

The 1965 paper stimulated a plethora of studies. Experiments empirically substantiated the generalisation made by Zajonc in 1965. The presence of an audience was shown to change the slope of the emission of responses previously acquired by the actor, or was shown to inhibit the learning of new responses or facilitate the production of previously well acquired responses in line with earlier research in the Hull paradigm. This work addressed the first two parts identified above.

The third part, concerned with the mechanism of drive mediating the effect was more controversial. Some studies showed that heightening anxiety on the actor exacerbated the effect of an audience. But this did not address the key feature of Zajonc’s proposal, which was that an effect could occur when anxiety was not present.

Cottrell’s experiment where an audience unable to witness the performance of an actor doing a task demonstrated no audience induced effect suggested that Zajonc was incorrect in the proposal of a mere presence effect. But research by Markus and by Guerin suggested that where there was little or no possibility of “evaluation apprehension” there was still a predicted effect of audience presence. An a key experiment by Zajonc and co-workers demonstrated reliable audience effects under controlled conditions in cockroaches where absolutely no evaluation anxiety could be postulated to exist.

Social Facilitation Research as a Paradigm for Social Psychological Research

What are the key elements to draw from this research? Basically the research was concerned to show that the presence of a con-specific could change the ways in which an actor responded to a task without that actor being consciously aware that the audience was present. Essentially the research was attempting to demonstrate the effects of a stimulus presented outside of awareness upon performance.

What does such an analysis show us? It demonstrates I believe that research in the 1960s and 1970s was showing that the social presence of others, outside of conscious awareness could affect how information was processed and how responses were organised mediated by neural/physiological changes in the organism. In essence all of the elements of "social cognitive neuroscience" were being identified and examined decades before the explicit formulation of the existence of such a paradigm by Ochsner and Lieberman in their paper in the American Psychologist in 2001. Advances in technology, both in computer technology to allow more precise presentation of stimuli and in psychophysiological measurement to demonstrate clear discrimination between the effects of different social conditions, have accelerated the possible understanding of the processes at work, but the paradigm was available in full form three decades ago.

Paradigm Advance in Psychology

These developments in the articulation of a paradigm of research raise interesting issues about the factors which drive the development of insights into social phenomena. The development of the Kuhnian tradition, post 1962, into how science develops has emphasised the role of conceptual revolutions in our understanding of phenomena. A more recent view has proposed the importance of technological advances which may precede revolution. Peter Galison in his 197 text, Image and logic, postulates the role of tools, not concepts, in the process of scientific discovery. Things, devices, measurement techniques, ways of manipulating variables, these may be the means of understanding processes. So the availability of tools to measure subtle bodily changes, unobservable to previous generations of social psychologists, and tools to ensure the

precognitive presentation of stimuli can drive our understanding of "presence" and so our understanding of the effects of audiences upon performance. The parallel redefinition of Kuhnian paradigms to reflect the needs of practice, experience, "tacit Knowledge" (Polanyi, 1958) reflect the new understanding of scientific revolution and the way of training in science which in turn educate out understanding of the practice and education in social psychology.

Virtual Presence

The measurement of the direct and indirect effects of "presence" leads us to explore what we mean by the term. Are there necessary and sufficient conditions of social presence for influences to occur? Are some people present while others are not? What does it mean for a human being to be present in the company of others? If we think back to the issues that engage thought when we look at the concept of an "android", a creature that superficially appears human but which is artificial (as portrayed, for example in the Ridley Scott film of the early 1980s, Blade Runner), we can ask whether we can detect non-human presence and differentiate that from the detection of human presence.

By asking these kinds of questions we are lead into asking about the nature of "virtual presence". Can we create in a "virtual" reality an environment whereby our behaviour is influenced socially by the representation of human-ness which is indistinguishable from true human presence to influence our actions?

Many people today live in a world of virtual reality, engaging in interaction electronically and many are prepared to seek emotional and sexual satisfaction through computer-mediated communication. The psychological sequelae of such interaction is an issue for debate and study, as exemplified by the 2002 issue recently of the Journal of Social Issues.

Adam Proll and I have been concerned with issues such as the nature of social influence in internet environments for many years, looking at the analysis of conformity and obedience processes in virtual reality. Reliably we have found that much of social behaviour in virtual electronic chat rooms follows rules that exist in physical reality. While conformity pressures

may be minimised in cyberspace there is plenty of evidence that obedience to authority persists in such environments.

The issues at play are profound. In the fields of cultural and literary studies the matters of the influence of electronic interaction have been debated long and hard. Escobar (1996) has stated, for example, that the electronic media can become instruments for the reconstruction of identities. Social psychologists on the other hand are more likely to be of the opinion that fundamental changes in the nature of social and personal life are not effected by electronic interaction (Tyler, 2002). People will avail themselves of new tools to enhance their lives, but those lives are not fundamentally changed by the tools.

But in talking about the nature of presence and how human presence in its many forms can affect human experience and action we may be asking a somewhat different question. We are not asking about the equivalence of different modes of explicit, intentional social influence upon human behaviour. We are asking about the possibility that human action is influenced implicitly, unconsciously, tacitly. We are not asking what does affect human behaviour but what can affect behaviour. What are the capabilities of the human mind exposed to a variety of new stimuli rather than what the mind may more commonly do?

Here we may have the contrast between the empirically driven agenda of social psychology and the more theoretically driven agenda of cultural studies. Cultural studies seek what may be possible, what may lead to change. Social psychology looks more at what is. Studies in virtual reality and virtual culture may need to look not at explicit modes of social influence such as conformity, obedience and social comparison. It may need to look at presence and the role that virtual presence may play in evoking change in human social behaviour.

This consideration leads to the final point of this talk. What can we learn from the virtual study of mere presence that will illuminate our study of social psychological phenomena in the future?

I have for many years been interested in the influences of other media upon the directions of research in social psychology. In particular I have analysed the role of the American film

genre film noir in illuminating the nature of institutional experimental social psychology. Films produced circa 1942 to 1958, such as *Double Indemnity* and *Sunset Boulevard*, showed striking resemblances in their representation of human nature to the representations in experimental social psychology in the 1950s and 1960s. The analysis shows at the very least a symbiosis between the broad culture and the comprehension of the individual researchers or collectives of researchers in the guidance of experimental social psychology. A reflection upon the themata, implicit and explicit, of our culture can aid us in understanding what we study, why we study it and how we study it. This is akin to a social psychology of the aesthetic, a social psychology of the appreciation of form and not only of content.

It may be that we need to expand our horizons in exploring the media and the customs around us. We cannot concentrate on film noir; we need to look at contemporary media—techno noir, neo-noir, future noir to analyse the themata which educate our metaphors to understand virtual reality and cyberspace.

Conclusions

A consideration of a topic of social psychological investigation in three centuries shows us:

- A continuity in the importance of social presence in the determination of human experience and conduct
- The understanding of presence becomes more fundamental and abstract, revealing increasing subtleties of influence and intricacy of mechanism
- The representations of humanity in the media and in the electronic environments help to move our understanding of the essentials of humanity so that we may better grasp through an intermix of experimentation and cultural analysis what may be some of the fundamental features of human nature.

And that would seem a most appropriate topic for the continued study by social psychologists of the nature of human social interaction and its outcomes.