This volume on intraindividual processes is one of a set of four handbooks in the social psychology field and covers social cognition, attitudes, and attribution theory. The handbook includes contributions by academics and researchers from around the world to ensure a truly international perspective. After outlining a set of integrative perspectives: evolutionary and cultural, developmental, and methodological, it goes on to provide an in-depth treatment of current research on social cognition and social motivation. The handbook concludes with chapters devoted to research on applying cognitive and motivational principles. Fully referenced chapters and bibliographies allow easy access to further study.