

Table 1: Clips from Season Two of The Simpsons and Social Psychological Concept Portrayed

Episode title and number	Scene number, title, and description ^a	Concept	Length ^b
Bart Gets an F (7F03)	No. 2: “ <i>Bart, Did You Read the Book?</i> ” Bart has an important test, but keeps finding reasons not to study for it.	Self-handicapping	4 min 47 sec
Simpson and Delilah (7F02)	No. 2: “ <i>Dear God, Give a Bald Guy a Break!</i> ” Homer gets a promotion, and hires a secretary who helps him impress his employers.	Impression management	5 min 30 sec
Two Cars in Every Garage and Three Eyes on Every Fish (7F01)	No. 4: “ <i>I’m Here to Talk About My Little Friend....Blinky</i> ” Mr. Burns runs for governor in order to avoid having to comply with state safety regulations for his nuclear power plant.	Methods of persuasion	4 min 25 sec
*Dead Putting Society (7F08)	No. 2: “ <i>Marge, Beer Me!</i> ” Homer is upset that his neighbor, Ned Flanders, seems to have a better life than he does.	Social comparison theory	3 min 50 sec
*Bart vs. Thanksgiving (7F07)	No. 5: “ <i>Now We Can Blame Him For Everything!</i> ” Lisa tries to figure out why Bart ruined her Thanksgiving centerpiece.	Attributions	3 min 54 sec
*Itchy & Scratchy & Marge (7F09)	No. 2: “ <i>I Told You, My Baby Beat Me Up</i> ” and No. 3: “ <i>Dear Purveyors of Senseless Violence</i> ” After baby Maggie responds aggressively after watching a violent television program, Marge campaigns against the makers of the program.	Television violence and aggression	5 min 28 sec
*Brush with Greatness (7F18)	No. 1: “ <i>Main Title</i> ”; No. 2: “ <i>No One Gains 30 Pounds of Bone!</i> ” A television commercial prompts Bart and Lisa to persuade Homer to take them to a water-themed amusement park. Homer gets stuck in a tube because he is too fat, is publicly humiliated, and vows to lose weight.	Persuasion, the self, prosocial behavior, social influence	5 min 46 sec
*Three Men and a Comic Book (7F21)	No. 4: “ <i>It Smells Like My Grandpa</i> ” and No. 5: “ <i>If you Guys Hadn’t Tied Me, I Could Be Saving the Comic</i> ” Bart and two friends pool their money to buy a collectible comic and then fight over who gets to take it home.	Conflict resolution	7 min 20 sec
Blood Feud (7F22)	No. 1: “ <i>There’s a Human Being Out There with Millions of Dollars Who Needs Our Help</i> ” When Mr. Burns needs blood, it turns out that Bart has the same blood type. Homer and Marge disagree as to whether Bart should expect a reward.	Prosocial behavior and helping	10 min (approx)

^a Scene numbers and titles correspond with those on the DVD (Groening, 2002). Clips are listed in the order in which they appear on the DVD.

^b Clips start at the beginning of the scene. Length is approximate.

* Indicates clip used in the present study.