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Social Psychology 7th Edition

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Houghton Mifflin Company, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Note: Each chapter concludes with a Review and Key Terms. 1. Introduction What Is Social Psychology? From Past to Present: A Brief History of Social Psychology Social Psychology in a New Century 2. Doing Social Psychology Research Why Should You Learn About Research Methods? Developing Ideas: Beginning the Research Process Refining Ideas: Defining and Measuring Social Psychological Variables Testing Ideas: Research Designs Ethics and Values in Social Psychology 3. The Social Self The Self-Concept Self-Esteem Self-Presentation Epilogue: The Multifaceted Self 4. Perceiving Persons Observation: The Elements of Social Perception Attribution: From Elements to Dispositions Integration: From Dispositions to Impressions Confirmation Biases: From Impressions to Reality Social Perception: The Bottom Line 5. Stereotypes, Prejudice, and Discrimination Stereotypes How Stereotypes Survive and Self-Perpetuate Prejudice Sexism Racism A Threat in the Air: Effects on the Targets of Stereotypes and Prejudice Reducing Stereotypes, Prejudice, and Discrimination 6. Attitudes The Study of Attitudes Persuasion by Communication Persuasion by Our Own Actions Changing Attitudes 7. Conformity Social Influence as "Automatic" Conformity Compliance Obedience The Continuum of Social Influence 8. Group Processes Outline Individuals in Groups: The Presence of...



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