

Social Psychology



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著者:Brehm, Sharon S.

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The most up-to-date account of social psychology, this text introduces key concepts through balanced coverage of classic studies, contemporary research, and current social issues. The authors bring vivid examples to reflect social psychology concepts in real life. The use of current events, social issues, and evocative photographs makes the text more compelling to students by helping them relate concepts to their own lives and to see the world through the eyes of a social psychologist. Increased coverage of cross-cultural research and sociocultural perspectives includes studies of sexual orientation, ostracism, Milgram in the 21st century, and social relations over the Internet. These viewpoints are examined through topics such as the social self, personal and group perception of attitudes, conformity and obedience, interpersonal behavior, and group influences. Icons in the text reference video footage available on the new Houghton Mifflin Social Psych in Film DVD/VHS (for instructors) and video stills on the student CD-ROM. Coverage of the use of social neuroscience techniques includes brain imaging techniques to explore social psychology questions.

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