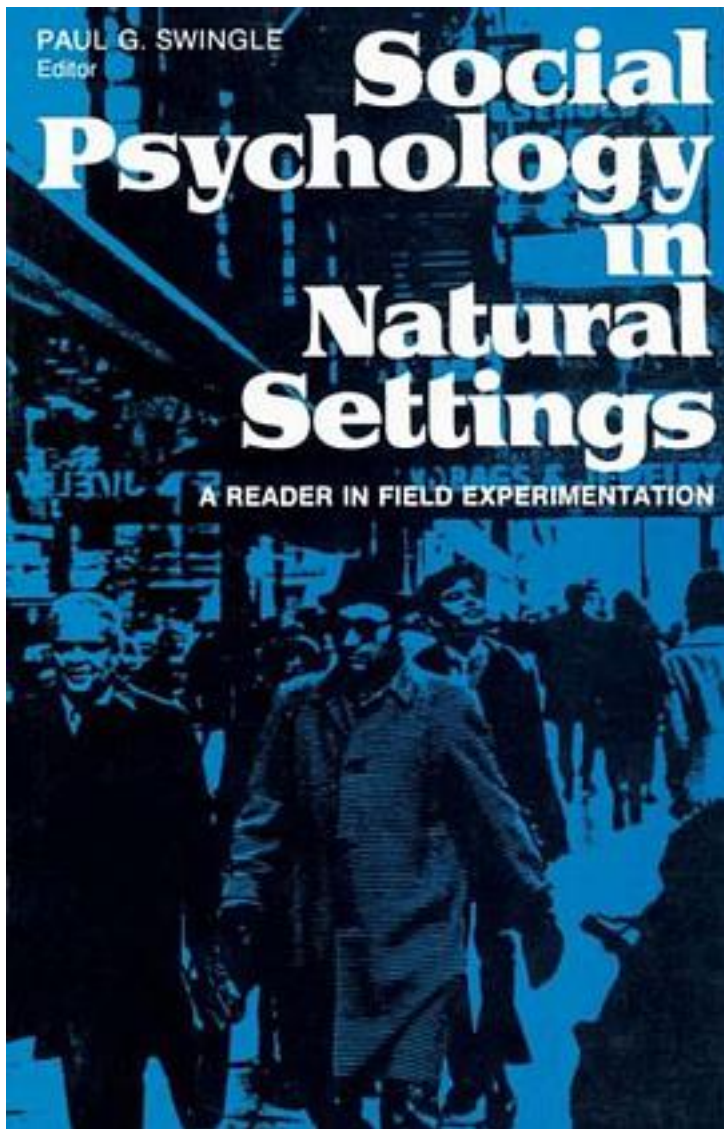


Social Psychology in Natural Settings



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The study of human behavior in actual social settings is an extraordinarily complex area of research. Social behavior, unlike the controlled conditions of the laboratory, is affected by an enormous number of variables and environments. Researchers, therefore, are faced with the task of designing adequate experiments that have the sophisticated controls necessary to increase the experimenter's confidence that a relationship between a particular stimulus in a social environment and a particular social response actually exists. This distinctive supplementary text for social psychology courses gives students a real feeling for the possibilities of experimentation outside the laboratory.

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