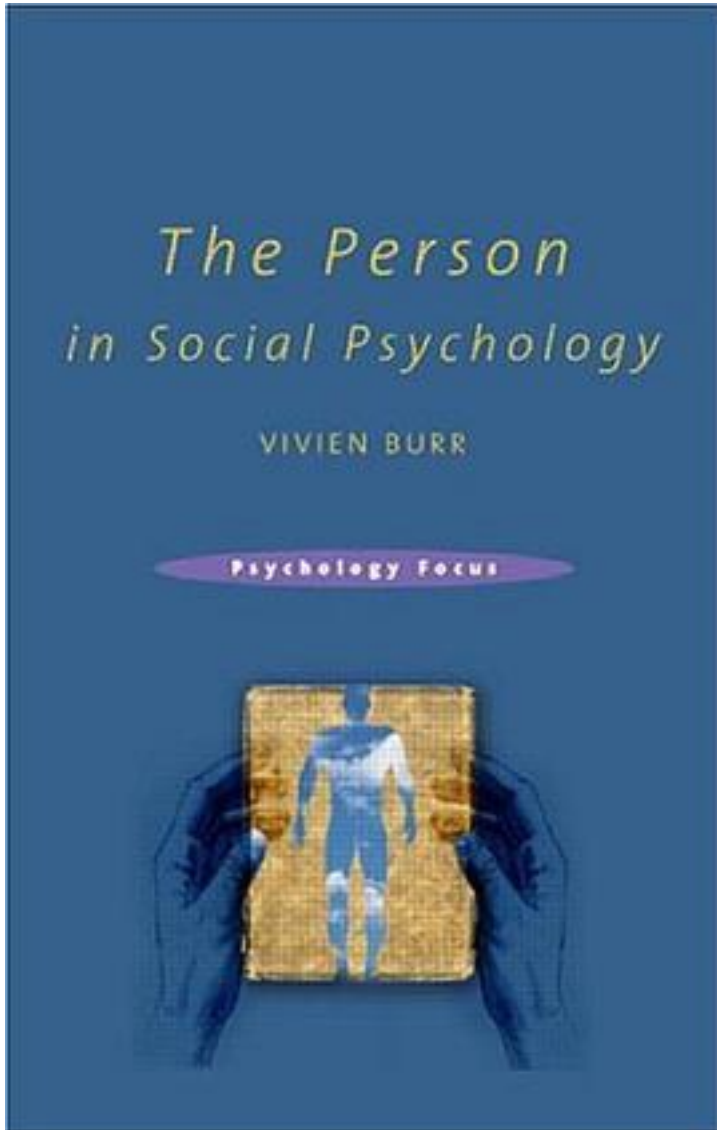


The Person in Social Psychology (Psychology Focus)



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Traditional social psychology assumes that the person has an already-existing nature that then becomes subject to the influence of social environment. The Person in Social Psychology challenges this model, drawing on theories from micro-sociology and contemporary European social psychology to suggest a more "social" re-framing of the person. In this book Vivien Burr has provided a radical new agenda for students of social psychology and sociology. She argues for an understanding of the person, where the social world is not a set of variables that affect a pre-existing individual, but is instead the arena where the person becomes formed.

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