

Social Psychology Third Edition

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the book in its third edition has been revised and updated besides rationalising contents to fulfil the needs of the latest syllabus as per the nep the chapters or sections no longer prescribed in the syllabus are omitted making the text concise and more accessible to students this comprehensive book is an earnest endeavour to acquaint the readers with a thorough understanding of all important basic concepts methods and facts of social psychology the exhaustive treatment of the topics in a cogent manner enables the students to grasp the subject in an easy to understand manner logically organised into 16 chapters the book commences with the introduction of social psychology research methods theoretical foundations self and identity social cognitions perception and attribution socialisation social attitude and persuasion and goes on to provide in depth coverage of prejudices and discrimination behaviours in groups social norms and conformity behaviour leadership and social power interpersonal attraction social influence aggression prosocial behaviour along with applications of social psychology the theme of the book incorporates latest concepts and researches especially indian researches and findings thus making the book more understandable and applicable in indian context highlights of the book the text encompasses adequate content of the subject required at the university level as well as for ugc net examination every chapter begins with learning objectives followed by key terms and ends with summary and review questions the text emphasises clarity avoids technical language to enhance its effectiveness objective type questions given at the end of the book test the students understanding of the concepts glossary is provided at the end of the book to provide reference and at a glance understanding target audience b a psychology m a psychology

this definitive work now extensively revised with virtually all new chapters has introduced generations of researchers to the psychological processes that underlie social behavior what sets the book apart is its unique focus on the basic principles that guide theory building and research since work in the field increasingly transcends such boundaries as biological versus cultural or cognitive versus motivational systems the third edition has a new organizational framework leading scholars identify and explain the principles that govern intrapersonal interpersonal intragroup and intergroup processes in chapters that range over multiple levels of analysis the book s concluding section illustrates how social psychology principles come into play in specific contexts including politics organizational life the legal arena sports and negotiation new to this edition most of the book is entirely new stronger emphasis on the contextual factors that influence how and why the basic principles work as they do incorporates up to date findings and promising research programs integrates key advances in such areas as evolutionary theory and neuroscience

the third edition of psychology the science of mind and behaviour provides an authoritative and highly regarded introduction to this fascinating topic although many approaches to the study of psychology are presented in this text the emphasis is on the biopsychosocial model this serves as an underlying commonality to the examination of each topic giving direction to students at the beginning of their studies in this well researched field written by a team of australian and new zealand based academics each a subject matter expert this edition contains updated case studies and a brand new feature in the news presenting interesting topics in psychology additional local and global cases explore cross cultural and indigenous psychology and probing questions encourage students to think critically about cases and to examine the research methods used in real life examples aided by its strong pedagogical framework psychology makes use of cutting edge learning technology and interactive resources to provide a comprehensive learning solution

offering a rigorous and critical coverage this textbook introduces students to the central concepts ideas theories and findings in every major branch of psychology

this authoritative handbook is the reference of choice for researchers and students of personality leading authorities describe the most important theoretical approaches in personality and review the state of the science in five broad content areas biological bases development self and social processes cognitive and motivational processes and emotion adjustment and health within each area chapters present innovative ideas findings research designs and measurement approaches areas of integration and consensus are discussed as are key questions and controversies still facing the field

suitable as a primary text or as a supplement this versatile handbook is ideal for any research oriented psychology course each chapter independently covers a commonly used research method giving instructors the flexibility to tailor the book to meet the needs of their courses chapter outlines concept questions and exercises along with a selected set of answers lists of important terms and concepts and clearly written explanations of basic statistical techniques are among the books many notable features basic guidelines of how to write format and publish research results emphasize a hands on approach to conducting psychological research the third edition includes a new full chapter on literature searches and more information on the internet's role in various facets of research schweigert's clear succinct writing style her focus on the fundamentals of research design and her thorough coverage engage students who are at all levels of exposure to research methods in the end all students will learn to embrace the ethics and process of collecting and presenting useful accurate data

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