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Social Psychology, 12e
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Connecting Social Psychology to the world around us. Social Psychology introduces students to the science of us; how our thoughts, feelings, and behaviors are influenced by the world we live in. In this edition, esteemed author David Myers is joined by respected psychology professor and generational differences researcher Jean Twenge in presenting an integrated learning program designed for today's students. The new edition integrates SmartBook, a personalized learning program, offering students the insight they need to study smarter and improve classroom results.

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Adopting a multicultural approach, this text guides readers in the study of social thinking, social influence, and social relations. It emphasises social psychology's applications to both work and life, and uses vignettes to emphasise the relevance of social psychology research.

This book is organized to provide a systematic presentation of the material. A beginning chapter on theories and methods is followed by five major sections that progress from individual-level topics to dyads and groups, and then to the specific applications of social psychology. Part 1, on perceiving people and events, provides coverage of new research on social cognition. Here [the authors] provides coverage of new research on social cognition. Here, [the authors] explore how people think about and make sense of their social world ... Part 2 discusses attitudes and influence ... Part 3 examines social interaction and relationships.-Pref.

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Reflecting your students and their world. How many of the students in your Social Psychology course are Psychology majors? Business? Sociology? Education? In the 10th edition of Social Psychology, David Myers once again weaves an inviting and compelling narrative that speaks to ALL of your students regardless of background or intended major. Through examples and applications as well as marginal

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quotations from across the breadth of the liberal arts and sciences, Myers draws students into the field of social psychology. At the same time, Myers is also in tune with the ever-changing state of social psychology research. Boasting over 650 new citations in the 10th edition, Social Psychology is as current as it is captivating. Research Close-Up and Inside Story features throughout the book provide deeper exposure to key research and researchers. Marginal quotations, examples and applications throughout each chapter, and the concluding "Applying Social Psychology" chapters all ensure that regardless of your students' interests and future plans, Social Psychology will engage them. This 10th edition also features the contributions of Jean Twenge, author of Generation Me and The Narcissism Epidemic, further bolstering the direct connection to today's students.

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This special edition of Social Psychology, Twelfth Edition, is tailored to the second-year BA social psychology course of the University of Mumbai. Baron/Byrne/Branscombe's Social Psychology is a classic text that has motivated students to take social psychology out of the classroom and into their lives for over four decades. The twelfth edition retains the hallmark of its own past success: up-to-date coverage of the quickly evolving subject matter written in a lively manner that has been embraced by hundreds of thousands of students around the world. This book continues to balance its coverage of fundamentals with current research. Gopa Bhardwaj, Professor of Psychology at the University of Delhi, has added extensive and

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interesting material relevant for social psychology courses in Indian universities. Thus, this special edition has international standard text that is, moreover, contextualized to the needs of Indian students. * Companion Site * Post Review * View User Reviews * View Published Reviews

This introductory level text provides the most balanced coverage of basic topics, research and theories of any social psychology text in the market. Written from the perspective that theories and principles of social psychology are based on accumulated knowledge, it draws examples from everyday life and shows how social psychology principles are relevant to our personal experiences and to current social issues.*Emphasis on social cognition, the self, personal relationships and evolutionary psychology - Reflects current research and up-to-date theories in social psychology*The latest research findings on - Unconscious processing, mental stimulation, meta-analysis of sex differences, aggression, media and politics*Increased coverage of - Motives that drive self-perception and self-regulation, cognitive approaches to prejudice and stereotyping*Includes the newest multicultural and global research throughout the text*Five part

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