Description
Noted by reviewers as being exceptionally well-written and engaging, this text is intended to help students understand how social psychologists view the world, to teach them to recognize the social determinants of human action, and to make use of social psychology in their daily lives. Without watering down the content, Forsyth writes in a style that is consistently clear and conversational, and effectively integrates social psychology with everyday life. Using research findings as demonstrations and evidence (rather than as an exhaustive review of the literature), Forsyth urges students to look at the world from a social psychologist's perspective. Rather than just presenting theories and findings, Forsyth illustrates the methods that social psychologists use to generate knowledge about social phenomena. In addition, he urges the reader to think critically about traditional explanations for social behavior as well as about the text's explanations.

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social psychology, interactions and relationships, social encounters

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Department
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Comments
Read the introduction to the book by linking to the Read More button above.

Recommended Citation
We have now finished our latest website for Robert Sturdy who is a Member of the European Parliament for the Eastern region in England. The theme was designed around the European and the UK flag with prominent spaces for Youtube videos and streaming content. The site content is being maintained by Ellee Seymour and Robert’s aides in Brussels.

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