

<<Social Psychology社会心>>

图书基本信息

书名：<<Social Psychology社会心理学>>

13位ISBN编号：9780071212960

10位ISBN编号：0071212965

出版时间：2002-11

出版时间：McGraw-Hill Publishing Co.

作者：Stephen L. Franzoi

页数：609

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Social Psychology社会心>>

内容概要

Personal, relevant, meaningful, and provocative are words faculty and students have used to describe Social Psychology. Franzoi takes the theory and research of social psychology and presents it in a way that students will find insightful, rewarding, relevant, and thought provoking. The analysis of evolutionary and sociocultural forces continues to be highlighted throughout the text, promoting both debate and recognition of common ground between these two perspectives and encouraging students to develop critical thinking skills through the examination of current controversies. This edition also features the introduction of the self as a theme to give students a meaningful context for exploring the key concepts of social psychology. 作者简介：Stephen L. Franzoi is Professor of Psychology at Marquette University in Milwaukee, Wisconsin. He received his B.S. in both psychology and sociology from Western Michigan University and his Ph.D. from the University of California at Davis. He also worked as a postdoctoral fellow in the NIMH-sponsored Self Program at Indiana University and served as the assistant editor of Social Psychology Quarterly. At Marquette University, Professor Franzoi teaches both undergraduate and graduate courses in social psychology. He is an active researcher in the areas of body esteem and self-awareness, and is currently the associate editor of the journal Social Problems. Over the years, Dr. Franzoi has discussed his research in such media outlets as The New York Times, USA Today, National Public Radio, and the Oprah Winfrey Show. Because of his desire to apply social psychological knowledge to real-world problems, Dr. Franzoi regularly provides gender equity and multicultural workshops to schools and organizations, including NAACP-sponsored programs. Stephen and Cheryl Figg are the proud parents of Amelia and Lillian.

<<Social Psychology社会心>>

书籍目录

PREFACE XVFOR THE INSTRUCTOR XXVFOR THE STUDENT XXVIICHAPTER1 Introducing Social Psychology WHAT IS SOCIAL PSYCHOLOGY? Social Psychology Studies How We Are Influenced by Others Social Psychology Is More Than Common Sense Social Psychology Is Studied In Both Psychology and Sociology The History of Social Psychology Reveals Its American Roots ORGANIZING PRINCIPLES OF EXPLANATION IN SOCIAL PSYCHOLOGY The Self Is Shaped by—and Shapes--the Social Environment The "Hot" Versus "Cold" Perspectives Permeate Social Psychological Theory Culture Shapes Social Behavior Evolution Shapes Universal Patterns of Social BehaviorCHAPTER 2 Research Methods in Social Psychology CONDUCTING RESEARCH IN SOCIAL PSYCHOLOGY The Research Process Involves a Series of Sequential Steps Description Is the Goal Of Observational Research Correlational Research Provides Information on the Direction and Strength of the Relationship Between Variables Experimental Research Can Determine Cause—Effect Relationships Meta—analysis IS a Statistical Procedure Used to Understand the Outcomes of Many Studies ETHICS IN SOCIAL PSYCHOLOGY All Proposed Social Psychological Studies Must Submit to Ethical Evaluation A Recurring Debate Is Whether Social Psychology Should Be a *Va Jue*—Free SciencePART ONE Perceiving People and Events CHAPTER 3 The Self CHAPTER 4 Self—Presentation and Social Perception CHAPTER 5 Social Cognition PART TWO Evaluating Our Social World CHAPTER 6 Attitudes CHAPTER 7 Persuasion CHAPTER 8 Prejudice and Discrimination PART THREE Understanding Our Place Within the Group CHAPTER 9 Social Influence CHAPTER 10 Group ProcessesPART FOUR Interacting with Others CHAPTER 11 Interpersonal Attraction CHAPTER 12 Intimate Relationships CHAPTER 13 Aggression CHAPTER 14 Prosocial Behavior : Helping Others GlossaryReferencesCreditsName IndexSubject Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>