

The Social Animal Elliot Aronson

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[Brain & Behavior](#) - Bob Garrett 2017-10-04

Ignite your students' excitement about behavioral neuroscience with **Brain & Behavior: An Introduction to Behavioral Neuroscience, Fifth Edition** by best-selling author Bob Garrett and new co-author Gerald Hough. Garrett and Hough make the field accessible by inviting students to explore key theories and scientific discoveries using detailed illustrations and immersive examples as their guide. Spotlights on case studies, current events, and research findings help students make connections between the material and their own lives. A study guide, revised artwork, new animations, and an interactive eBook stimulate deep learning and critical thinking. **A Complete Teaching & Learning Package** Contact your rep to request a demo,

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This companion website offers both instructors and students a robust online environment with an impressive array of teaching and learning resources. Learn more. Study Guide The completely revised Study Guide offers students even more opportunities to practice and master the material. Bundle it with the core text for only \$5 more! Learn more.

Age of Propaganda - Anthony R. Pratkanis

2001-03-14

Examines the patterns, motives, and effects of mass persuasion, discussing the history of propaganda, how the message of propaganda is delivered, and counteracting the tactics of mass persuasion.

Night - Elie Wiesel 2006

The Little Book of Psychology - Emily Ralls

2021-10-05

If you want to know your Freud from your Jung and your Milgram from your Maslow, strap in for this whirlwind tour of the highlights of psychology. Including accessible primers on: The early thinkers who contributed to psychological ideas and the birth of modern psychology Famous (and often controversial) experiments and their repercussions What psychology can teach us about memory, language, conformity, reasoning and emotions The ethics of psychological studies Recent developments in the modern fields of

evolutionary and cyber psychology. This illuminating little book will introduce you to the key thinkers, themes and theories you need to know to understand how the study of mind and behavior has sculpted the world we live in and the way we think today.

The Social Animal - David Brooks 2012

From the influential and hugely popular "New York Times" columnist and bestselling author of "Bobos in Paradise" comes a landmark exploration of how human beings and communities succeed.

Explorations in Cognitive Neuropsychology - Alan Parkin 2016-03-23

Cognitive neuropsychology has now established a major place in the teaching of undergraduate psychology degrees and is an important topic of postgraduate research. The subject is also of increasing interest to clinicians because of its links with devising remediation procedures for people with brain injury. *Explorations in Cognitive Neuropsychology* is the first major text to appear on this topic since the late 1980s and thus introduces the reader to a vast amount of research previously unavailable in textbook format. The book is written in a lively and engaging style which nonetheless enables the reader to get a scholarly, in-depth overview of this important field. The coverage of topics is very broad-ranging. It begins with an overview of the subject including issues such as research

strategy and advances in neuroimaging. Following this are chapters on blindsight, agnosia, facial processing impairments, and the rapidly growing area of neglect. The next chapter is devoted to studies of the split brain. Two chapters then cover the enormous developments in devising functional architectures of the language system from the observation of discrete language impairments. Various aspects of memory impairments are then discussed and the book ends with a consideration of frontal lobe functions. At various points the book also covers the contribution of connectionist modelling to cognitive neuropsychology.

Readings About The Social Animal - Joshua Aronson 2011-05-27

Exploring the most important ideas in social psychology, this collection of classic and contemporary readings includes accounts of specific experimental findings as well as more general articles summarising studies on such topics as attraction and aggression. In the new edition, the most significant and proactive articles of earlier editions have been retained, including such classics as Stanley Milgram on obedience and Solomon Asch on conformity. Organised to illustrate the major themes of Elliot Aronson's highly praised book, *The Social Animal*, this acclaimed collection of articles can readily be adapted for use with any introductory social psychology text or even in lieu of a text.

Bream Gives Me Hiccups - Jesse Eisenberg

2015-08-31

The wildly inventive debut collection of stories by the Oscar-nominated star of *The Social Network*. "Hilarious . . . It's a hoot" (*People*, *The Best New Books*). Jesse Eisenberg, known for his iconic film roles, his regular pieces in the *New Yorker* and two critically acclaimed plays, proves himself "a deeply original comic voice" in these 28 stories" about the funniness, sadness, and strangeness of everyday life and they really made me laugh" (*Roz Chast*). Moving from contemporary LA to the dorm rooms of an American college to ancient Pompeii, Eisenberg throws the reader into a universe of social misfits, reimagined scenes from history, and ridiculous overreactions; a college freshman forced to live with a roommate is stunned when one of her ramen packets goes missing ("She didn't have 'one' of my ramens. She had a chicken ramen."); Alexander Graham Bell has teething problems with his invention ("I've been calling Mabel all day, she doesn't pick up! Yes, of course I dialed the right number—2!"); and in the title story, a precocious and privileged nine-year-old boy finds himself in the uncomfortable position as an amateur restaurant critic. Featuring illustrations by award-winning cartoonist Jean Jillian, this "alphabet soup of sketches, riffs, and innovations" (*Seattle Times*) explores the various insanities of the modern world, "playfully bringing both familiar and wholly original scenarios to life"

(Marie Claire). A Fall Books Preview Selection by Audible One of the Wall Street Journal's 15 Books to Read This Fall One of USA Today's Weekend Picks for Book Lovers One of People Magazine's Best New Books

The Self - Jonathon Brown 2014-06-03

Although social psychology has been traditionally focused on interpersonal relationships, the cognitive revolution in psychology has had the effect of refocusing some social psychology on intra-psychic processes. This area of psychology has become very popular in recent years, yet there is currently no other textbook available for the study of the self. Republished in its original form by Psychology Press in 2007, this book carefully documents the changing conceptions and the value accorded the self in psychology over time. It further outlines the many alternative conceptions of this increasingly central domain in social psychology. New research and conceptions are juxtaposed with the classic and traditional, providing the reader with a comprehensive introduction to the study of the self.

The Social Animal + Readings About the Social Animal 12th Ed - Elliot Aronson 2019-09-03

The Social Animal - Elliot Aronson 2018-05-01
An entertaining, research-based introduction to modern social psychology. A landmark text that maintains its relevance and unique approach edition after edition, *The Social Animal* offers you

a brief, compelling introduction to modern social psychology. Through vivid narrative, lively presentations of important research, and intriguing examples, Elliot Aronson probes the patterns and motives of human behavior, covering such diverse topics as terrorism, conformity, obedience, politics, race relations, advertising, war, interpersonal attraction, and the power of religious cults. Now with a stronger focus on evolutionary and neuroscientific approaches throughout, this entertaining masterpiece will illuminate the study of human behaviors through real-life scenarios you'll relate to.

The Myth of Repressed Memory - Elizabeth F. Loftus 1996-01-15

Maintains that there is no controlled scientific evidence that memories of trauma may be "recovered" years later.

Undisruptable - Aidan McCullen 2021-03-10

Understand the barriers to change and cultivate a reinvention mindset that will make you impervious to disruption In our world of incessant change, we are all threatened by volatility, uncertainty, complexity, and ambiguity—at the individual and organizational levels. *Undisruptable* will give you a new lens through which to consider change as an opportunity rather than an obstacle. You'll be inspired to consider the big questions of today: What does the future hold? What does the exponential growth of technology mean for the world of work? What does a changing job market

mean for future generations? What do waves of disruption mean for business leaders? Society is evolving at breakneck speed. What does this mean for all of us? Read *Undisruptable* to bridge the chaos and build the resilience you need to move forward. While we cannot see into the future, there are repeatable patterns that we can understand. *Undisruptable* demystifies the principles of change through a blend of analogies, innovation frameworks and exemplars of change such as Fujifilm and Arnold Schwarzenegger. The first step to becoming undisputable is to realize that evolution is a natural part of life, and nature provides many examples. *Undisruptable* will help you to: Understand the principles of change Overcome the barriers to change See change as an opportunity and not an obstacle Utilize simple frameworks and examples to guide you on your transformation By the end of this book, you will have the essential tools and techniques to foster a reinvention mindset that will help you and your organization to become *Undisruptable*. This book is part of a 3-part series. Part 2 looks at the biases and mental obstacles that prevent change. Part 3 examines the best ways to communicate change within an organization. PRAISE FOR UNDISRUPTABLE “Aidan McCullen has lived a fascinating life of major change. In his book, ‘*Undisruptable*’; he brings us a method for making sense of the external world, and an accessible and visual approach to letting go of the past, and

welcoming the future with a mindset of permanent reinvention. It is a timely, thoughtful book, well worth reading.” – Dee Hock, founder and CEO Emeritus of VISA and author of *One from Many: VISA and the Rise of Chaordic Organization* “As the poet Paul Valery said, ‘the future is not what is used to be’. Organizations across the board must come to grips with permanent reinvention as their needed way of being. Aidan McCullen’s gifted storytelling will inspire you and get you on your way to permanent reinvention.” – Mark Johnson, co-founder Innosight and author *Lead from the Future* “This book teaches the mindset—the lens of clarity—that we all must develop in order to be undisruptable in a future of chilling disruption.” – Bob Johansen author *Full-Spectrum Thinking*, Distinguished Fellow, Institute for the Future “The snake may slough off its tail, but there’s nothing to be sloughed off with this book. Former professional rugby player Aidan McCullen knows how not to be defeated by victory. He knows how to disrupt himself. He knows what it means to be *Undisruptable*.” – Whitney Johnson, author of *Disrupt Yourself* “Aidan McCullen shows us how to embrace a mindset of permanent reinvention. By reading this book, you will learn how to shed o **Self-theories** - Carol S. Dweck 2013-12-16 This innovative text sheds light on how people work -- why they sometimes function well and, at other times, behave in ways that are self-

defeating or destructive. The author presents her groundbreaking research on adaptive and maladaptive cognitive-motivational patterns and shows: * How these patterns originate in people's self-theories * Their consequences for the person -- for achievement, social relationships, and emotional well-being * Their consequences for society, from issues of human potential to stereotyping and intergroup relations * The experiences that create them This outstanding text is a must-read for researchers in social psychology, child development, and education, and is appropriate for both graduate and senior undergraduate students in these areas.

The Animal Game - Daniel E. Bender 2016-11-07
Tracing the global trade and trafficking in animals that supplied U.S. zoos, Daniel Bender shows how Americans learned to view faraway places through the lens of exotic creatures on display. He recounts the public's conflicted relationship with zoos, decried as prisons by activists even as they remain popular centers of education and preservation.

The Social Animal - Elliot Aronson 1976

Cooperation in the Classroom - Elliot Aronson
2011

The jigsaw classroom is a cooperative learning technique with a three-decade track record of successfully reducing racial conflict and increasing positive educational outcomes. Not

only does it open the door to warmer, closer friendships within and across ethnic boundaries, it has also proved effective at raising the self-esteem of students while improving their performance and increasing their liking for school and their enthusiasm about learning. The jigsaw technique was first developed in the early 1970s by psychologist Elliot Aronson and his students at the University of Texas and the University of California. Since then, hundreds of schools have used the jigsaw classroom with great success.

With a new foreword by Joshua Aronson.

Sociology Essentials - Robyn Goldstein Fuchs
2013-01-01

REA's Essentials provide quick and easy access to critical information in a variety of different fields, ranging from the most basic to the most advanced. As its name implies, these concise, comprehensive study guides summarize the essentials of the field covered. Essentials are helpful when preparing for exams, doing homework and will remain a lasting reference source for students, teachers, and professionals. Sociology reviews sociological perspectives, methods of research, socialization and self-formation, cultures, society, theories of societies, social structure and the social process, social groups and organizations, deviance, law and crime, the family, social stratification, gender and sexuality, ethnicity and race, aging and the elderly, health care, collective behavior, social

movements and social change.

The Animal Estate - Harriet Ritvo 1987

Harriet Ritvo gives us a vivid picture of how animals figured in English thinking during the nineteenth century and, by extension, how they served as metaphors for human psychological needs and sociopolitical aspirations.

The Social Animal - Elliot Aronson 1997-05-01

The Art of Choosing - Sheena Iyengar 2010-04-01

Every day we make choices. Coke or Pepsi? Save or spend? Stay or go? Whether mundane or life-altering, these choices define us and shape our lives. Sheena Iyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or bound by culture? Why do we sometimes choose against our best interests? How much control do we really have over what we choose? Sheena Iyengar's award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural forces, technological revolution, and interconnected commerce, our decisions have far-reaching consequences. Use *The Art of Choosing* as your companion and guide for the many challenges ahead.

A Theory of Cognitive Dissonance - Leon Festinger 1962

Originally published: Evanston, Ill.: Row, Peterson, c1957.

Animal City - Andrew A. Robichaud 2019

American urbanites once lived alongside livestock and beasts of burden. But as cities grew, human-animal relationships changed. The city became a place for pets, not slaughterhouses or working animals. Andrew Robichaud traces the far-reaching consequences of this shift—for urban landscapes, animal- and child-welfare laws, and environmental justice.

The Human Legacy - Leon Festinger 1983-07-18

For more than a million years, man's utter dependence on technology has been producing a host of intricate problems. For example, we steadily reduce the need for human labor while finding ways to increase life expectancy. We mass produce the automobile without grasping the harsh effects it leaves on the environment. *The Human Legacy* concerns the evolution and development of man—physically, socially, psychologically—into the latest version of the species we see around us today. The author paints an intriguing picture of man, living in complex societies and trying to solve the unanticipated consequences of action.

Speaking Up Without Freaking Out - Matthew Abrahams 2010

Improving Academic Achievement - Joshua Aronson 2002-04-15

In this book, authors discuss research and theory on the social psychological forces that shape academic achievement. A key focus is to show

how psychological principles can be used to foster achievement and make schooling a more enjoyable process. Topics are highly relevant to both social and educational psychology, with discussions of core concepts such as intelligence, motivation, self-esteem and self-concept, expectations and attributions, prejudice, and interpersonal and intergroup relations.

Investigating the Social Animal - Laura Valvatne
1980-03-01

Encyclopedia of Social Psychology - Roy F. Baumeister 2007-08-29

"The set offers clear descriptions of commonly used and sometimes misunderstood terms, e.g., cultural differences, authoritarian personality, and neuroticism. The field has expanded since publication of *The Blackwell Encyclopedia of Social Psychology*, ed. by A. Manstead and M. Hewstone et al. (CH, Jan 1996, 33-2457), and this work is a valuable response to that. Summing Up: Recommended. All levels." —CHOICE Not long ago, social psychology was a small field consisting of creative, energetic researchers bent on trying to study a few vexing problems in normal adult human behavior with rigorous scientific methods. In a few short decades, the field has blossomed into a major intellectual force, with thousands of researchers worldwide exploring a stunningly diverse set of fascinating phenomena with an impressive arsenal of

research methods and ever more carefully honed theories. The *Encyclopedia of Social Psychology* is designed as a road map to this rapidly growing and important field and provides individuals with a simple, clear, jargon-free introduction. These two volumes include more than 600 entries chosen by a diverse team of experts to comprise an exhaustive list of the most important concepts. Entries provide brief, clear, and readable explanations to the vast number of ideas and concepts that make up the intellectual and scientific content in the area of social psychology. Key Features Provides background to each concept, explains what researchers are now doing with it, and discusses where it stands in relation to other concepts in the field Translates jargon into plain, clear, everyday language rather than speaking in the secret language of the discipline Offers contributions from prominent, well-respected researchers extending over the many subfields of social psychology that collectively have a truly amazing span of expertise Key Themes Action Control Antisocial Behaviors Attitude Culture Emotions Evolution Groups Health History Influence Interpersonal Relationships Judgment and Decision Making Methods Personality Prejudice Problem Behaviors Prosocial Behaviors Self Social Cognition Subdisciplines The *Encyclopedia of Social Psychology* is the first resource to present students, researchers, scholars, and practitioners

with state-of-the-art research and ready-to-use facts from this fascinating field. It is a must have resource for all academic libraries.

Mistakes Were Made (but Not by Me) - Carol Tavis 2013

Why do people dodge responsibility when things fall apart? Why the parade of public figures unable to own up when they make mistakes? Why the endless marital quarrels over who is right? Why can we see hypocrisy in others but not in ourselves? Are we all liars? Or do we really believe the stories we tell? Renowned social psychologists Carol Tavis and Elliot Aronson take a compelling look into how the brain is wired for self-justification. When we make mistakes, we must calm the cognitive dissonance that jars our feelings of self-worth. And so we create fictions that absolve us of responsibility.

The Social Psychology of Telecommunications - John Short 1976

Readings about The Social Animal - Joshua Aronson 2019-09-03

Exploring the key ideas in social psychology, this collection of classic and contemporary readings includes accounts of specific experimental findings as well as more general articles summarizing studies on such topics as attraction, prejudice, and aggression. The new edition adds 15 new readings while retaining a number of classics by leading psychological thinkers such as

Stanley Milgram on obedience and Solomon Asch on conformity. Readings makes the perfect companion for the Aronson's highly praised book, The Social Animal as it follows the same major themes. The Reader can also be used with any introductory social psychology text or even in lieu of a text. Using both The Social Animal textbook and the reader is a unique and engaging combination for understanding social psychology and its research.

The Scientist and the Humanist - Marti Hope Gonzales 2011-01-07

Elliot Aronson is among the 100 most influential psychologists of the 20th Century. He is best known for his theorizing and research on cognitive dissonance theory -- one of the most provocative and enduring theories in contemporary psychology -- and for his design of the "jigsaw classroom," an applied method of reducing conflict and prejudice in multiethnic schools. Throughout his illustrious career, he has championed the application of social-psychological theory and methods for solving such pressing social problems as prejudice, energy efficiency, conflict and miscommunication in relationships, and the reasons why many people justify their mistakes rather than learn from them. Aronson is the only psychologist in the history of the American Psychological Association to have won all three of its top awards: for research, teaching, and writing. In this Festschrift,

friends, colleagues, and former students write with warmth, clarity, and humor about Aronson's enduring influence on the field of social psychology and on their own professional lives as researchers, writers, and teachers. Topics covered include contemporary research on cognitive dissonance theory; the changing face of experimentation in social psychology; and applied research on energy policy, education, the legal system, intergroup conflict, and prejudice and discrimination.

Life: A User's Manual - Julian Baggini 2022-01-25

How should I live? What is my purpose? Can I find happiness? Ever felt as though life would be simpler if it came with an instruction manual? There are no easy answers to the big questions. And life does not follow a straight path from A to B. Since the beginning of time, people have asked questions about how they should live and, from Ancient Greece to Japan, philosophers have attempted to solve these questions for us. The timeless wisdom that they offer can help us to find our own path. In this insightful, engaging book, renowned existential psychotherapist and philosophical counsellor Antonia Macaro and bestselling philosopher Julian Baggini cover topics such as bereavement, luck, free will and relationships, and guide us through what the greatest thinkers to ever walk the earth have to say on these subjects, from the Stoics to Sartre. Discover advice from the world's greatest thinkers

on questions like: Is there a right way to grieve? What is free will? How can we learn from past mistakes? Do we make our own luck?

The Social Animal - David Brooks 2012-01-03

#1 NEW YORK TIMES BESTSELLER With unequalled insight and brio, New York Times columnist David Brooks has long explored and explained the way we live. Now Brooks turns to the building blocks of human flourishing in a multilayered, profoundly illuminating work grounded in everyday life. This is the story of how success happens, told through the lives of one composite American couple, Harold and Erica. Drawing on a wealth of current research from numerous disciplines, Brooks takes Harold and Erica from infancy to old age, illustrating a fundamental new understanding of human nature along the way: The unconscious mind, it turns out, is not a dark, vestigial place, but a creative one, where most of the brain's work gets done. This is the realm where character is formed and where our most important life decisions are made—the natural habitat of *The Social Animal*. Brooks reveals the deeply social aspect of our minds and exposes the bias in modern culture that overemphasizes rationalism, individualism, and IQ. He demolishes conventional definitions of success and looks toward a culture based on trust and humility. *The Social Animal* is a moving intellectual adventure, a story of achievement and a defense of progress. It is an essential book for

our time—one that will have broad social impact and will change the way we see ourselves and the world.

Nobody Left to Hate - Elliot Aronson 2001-07-01

On April 20, 1999, the halls of Columbine High School in Littleton, Colorado, reverberated with the sound of gunshots as two students, highly armed and consumed with rage, killed thirteen students and seriously injured twenty-three before turning the guns on themselves. It was the worst school massacre in our nation's history. Can we prevent a tragedy like this from happening again? In Elliot Aronson's *Nobody Left to Hate*, one of our nation's leading social psychologists argues that the negative atmosphere in our schools--the exclusion, taunting, humiliation, and bullying--played a major role in triggering the pathological behavior of the shooters. At the very least, such an atmosphere makes schools an unpleasant experience for most normal students. But it doesn't have to be. *Nobody Left to Hate* offers concise, practical, and easy-to-apply strategies for creating a more supportive, stimulating, and compassionate environment in our schools. Based on decades of scientific research and classroom testing, these strategies explain how students can be taught to control their own impulses, how to respect others, and how to resolve conflicts amicably. In addition, they show teachers how to structure classes to promote cooperation, rather than competition, without

sacrificing academics. On the contrary, education is greatly enhanced. For parents, teachers, or anyone concerned with what is happening in our schools, *Nobody Left to Hate* provides a simple and effective plan of action that will make their children's school not only a safe place, but a more humane place of learning.

Social Constructionism - Vivien Burr 2015-04-21

Now in its third edition, this successful book introduces students to the area of social science theory and research known as social constructionism. Using a variety of examples from everyday experience and from existing research in areas such as personality, sexuality and health, it clearly explains the basic theoretical assumptions of social constructionism. Key debates, such as the nature and status of knowledge, truth, reality and the self are given in-depth analysis in an accessible style. Drawing on a range of empirical studies, the book clearly defines the various different approaches to social constructionist research and explores the theoretical and practical issues involved. While the text is broadly sympathetic to social constructionism, it also adopts a critical perspective to the material, addressing its weaknesses and, in the final chapter, subjecting the theory itself to a more extensive critique. New to this edition: Extended coverage of the relationship between 'mainstream' psychology and social constructionism and how the two fields can

engage with each other. An exploration of the rise and popularity of neuroscience and the challenge it poses to social constructionism. New material on the field of psychosocial studies. Updated coverage of existing key issues such as age and sexuality, and inclusion of more recently emerging issues (e.g. status and role of affect). Updated discussion of key social constructionist contributors, with revised references. Updated chapter on research methods, including more on narrative and critical narrative analysis, and personal construct methods. The third edition of Social Constructionism extends and updates the material covered in previous editions and will be an invaluable and informative resource for undergraduate and postgraduate students across the social and behavioural sciences.

Buddha's Brain - Rick Hanson 2011-07-13

Jesus, Moses, Mohammed, Gandhi, and the Buddha all had brains built essentially like anyone else's, yet they were able to harness their thoughts and shape their patterns of thinking in ways that changed history. With new breakthroughs in modern neuroscience and the wisdom of thousands of years of contemplative practice, it is possible for us to shape our own thoughts in a similar way for greater happiness, love, compassion, and wisdom. Buddha's Brain joins the forces of modern neuroscience with ancient contemplative teachings to show readers how they can work toward greater emotional well-

being, healthier relationships, more effective actions, and deepened religious and spiritual understanding. This book will explain how the core elements of both psychological well-being and religious or spiritual life--virtue, mindfulness, and wisdom--are based in the core functions of the brain: regulating, learning, and valuing. Readers will also learn practical ways to apply this information, as the book offers many exercises they can do to tap the unused potential of the brain and rewire it over time for greater peace and well-being.

The Act of Living - Frank Tallis 2020-07-07

Life and its meaning is a mystery almost impossible to solve, but what can the leading theories teach us about the search for purpose? For most of us, the major questions of life continue to perplex: Who am I? Why am I here? How should I live? In the late nineteenth century, a class of thinkers emerged who made solving these problems central to their work. They understood that human questions demand human answers and that without understanding what it means to be human, there are no answers. Through the biographies and theories of luminaries ranging from Sigmund Freud to Erich Fromm, Frank Tallis show us how to think about companionship and parenting, identity and aging, and much more. Accessible yet erudite, The Act of Living is essential reading for anyone seeking answers to life's biggest questions.

Achilles in Vietnam - Jonathan Shay 2010-05-11

An original and groundbreaking book that examines the psychological devastation of war by comparing the soldiers of Homer's Iliad with Vietnam veterans suffering from post-traumatic stress disorder. In this moving, dazzlingly creative book, Dr. Shay examines the psychological devastation of war by comparing the soldiers of Homer's Iliad with Vietnam veterans suffering from post-traumatic stress disorder. A classic of war literature that has as much relevance as ever in the wake of the wars in Iraq and Afghanistan, it is a "transcendent literary adventure" (The New York Times) and "clearly one of the most original and most important scholarly works to have emerged from the Vietnam War" (Tim O'Brien, author of *The Things They Carried*).

The Science of Social Influence - Anthony R. Pratkanis 2011-02-25

The contributions to this volume capture the thrill

of current work on social influence, as well as providing a tutorial on the scientific and technical aspects of this research. The volume teaches the student to: Learn how to conduct lab, field and case research on social influence through example by leading researchers Find out about the latest discoveries including the status of research on social influence tactics, dissonance theory, conformity, and resistance to influence Discover how seemingly complex issues such as power, rumors, group and minority influence and norms can be investigated using the scientific method Apply knowledge to current influence campaigns to find out what works and what does not. *The Science of Social Influence* is the perfect core or complementary text for advanced undergraduate or graduate students in courses such as Attitudes and Attitude Change, Communications, Research Methods and, of course, Social Influence.