

Social Psychology Aronson 8th Edition Online

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Social Psychology: Pearson New International Edition PDF eBook - Elliot Aronson 2013-08-27
Were you looking for the book with access to MyPsychLab? This product is the book alone, and does NOT come with access to MyPsychLab. Buy the book and access card package to save money on this resource. Research made relevant through a storytelling approach. This renowned text maintains its acclaimed storytelling approach, teaching the science of psychology through an engaging narrative that makes research relevant to students. Drawing upon their extensive experience as researchers and teachers, Elliot Aronson, Tim Wilson, and Robin Akert present the classic research that has driven the field and introduce cutting-edge research that is the future of social psychology. Significantly updated to reflect advances in the discipline, the 8th edition provides a firm foundation for students to build their understanding of this rigorous science in a way that engages and fascinates. A better teaching and learning experience This program will provide a better teaching and learning experience- for you and your students. Here's how: Personalize Learning - The new MyPsychLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking - The authors emphasize this rigorous science through research examples that encourage students to think twice about their preconceived notions of what social psychology is - and isn't. Engage Students - Through real-life vignettes, which open each story chapter, and "mini-stories" throughout each chapter, the eighth edition provokes student interest by focusing on real-life examples. Explore Research - The authors present a balance between the latest findings in the field with classic research in social psychology. Noting that some older studies deserve their status as classics and are important cornerstones to the discipline, this text encourages students to experience the continuity and depth of the field versus regarding it as a collection of studies published in the past few years. Support Instructors - This program provides instructors with unbeatable resources, including state-of-the-art PowerPoints embedded with videos, the NEW MyPsychLab with ABC's What Would You Do videos, an easy to use Instructor's Manual, a robust test bank, and an online test generator (MyTest).

Virtual Social Identity and Consumer Behavior - Natalie T. Wood 2014-12-18
The creation and expression of identity (or of multiple identities) in immersive computer-mediated environments (CMEs) is rapidly transforming consumer behavior. The various social networking and gaming sites have millions of registered users worldwide, and major corporations are beginning to attempt to reach and entice the growing flood of consumers occupying these virtual worlds. Despite this huge potential, however, experts know very little about the best way to talk to consumers in these online environments. How will well-established research findings from the offline world transfer to CMEs? That's where "Virtual Social Identity and Consumer Behavior" comes in. Written by two of the leading experts in the field, it presents cutting-edge academic research on virtual social identity, explores consumer behavior in virtual worlds, and offers important implications for marketers interested in working in these environments. The book provides special insight into the largest and fastest growing group of users - kids and teens. There is no better source for understanding the impact of virtual social identities on consumers, consumer behavior, and electronic commerce.

The Social Animal - Joshua Aronson 2018-06-01

This landmark textbook maintains its relevance and unique approach edition after edition. The Social

Animal offers a brief, compelling introduction to modern social psychology. Through a vivid narrative, lively presentations of important research, and intriguing examples, Elliot Aronson - aided on this edition by his eminent son Joshua Aronson - probes the patterns and motives of human behaviour. The book covers diverse and important topics including terrorism, conformity, obedience, politics, race relations, advertising, war, interpersonal attraction, and the power of religious cults. This is essential reading for anyone studying Social Psychology.

Essential Social Psychology - Richard J. Crisp 2020-03-30

From aggression to altruism, prejudice to persuasion, Essential Social Psychology 4e introduces students to the classic studies, the controversial debates and innovative research that define social psychology today. It gives students what they need to know about the key areas of social psychology whilst also demonstrating its relevance to current, real world events. New to this edition: Coverage of social neuroscience Inclusion of evolutionary psychology 'Back to the Real World' boxes which situate academic findings in the real life context of the world around you Online there are resources for students which create a complete learning experience to help students build confidence and apply their knowledge successfully in assignments and exams. You'll also find teaching materials to help every week which can be easily incorporated into your VLE.

Social Psychology (Fifth Edition) - Tom Gilovich 2018-09-01

A critical thinking approach emphasizing science and applications An award-winning author team challenges students to think critically about the concepts, controversies, and applications of social psychology using abundant tools, both in text and online. (NEW) infographics examine important topics like social class, social media effects, and research methodology. InQuizitive online assessment reinforces fundamental concepts, and PowerPoints, test questions, and (NEW) Concept Videos, will help you create the best course materials in the shortest amount of time. Please note that this version of the ebook does not include access to any media or print supplements that are sold packaged with the printed book.

Social Psychology, 9th Edition - Elliot Aronson

The Indian adaptation of the 9th edition of this book on social psychology provides broad insights in to the culture, traditions and contexts of Indian society while explaining the various concepts of social behavior. The strength of this adapted edition is to actively engage the students by including real-life examples in Indian context along with the empirical Indian researches which are comparable with the vast in-depth scientific study of the various social psychological concepts. Features1. The book includes Indian case studies, data and researches so as to bring clarity about the causes, consequences and control of different social problems in the Indian scenario 2. To facilitate better learning and understanding, the book contains review questions, 'Try It!' exercises and knowledge testing through multiple-choice questions 3. These are retained in the adaptation with a few modifications in the Indian context. Last but not the least, this adaptation book is a dynamic introduction to the science, relevance and applications of social psychology in the Indian context 4.

Social Psychology - Elliot Aronson 2013

Research made relevant through a storytelling approach. This renowned text maintains its acclaimed storytelling approach, teaching the science of psychology through an engaging narrative that makes research relevant to students. Drawing upon their extensive experience as researchers and teachers, Elliot

Aronson, Tim Wilson, and Robin Akert present the classic research that has driven the field and introduce cutting-edge research that is the future of social psychology. Significantly updated to reflect advances in the discipline, the 8th edition provides a firm foundation for students to build their understanding of this rigorous science in a way that engages and fascinates. A better teaching and learning experience This program will provide a better teaching and learning experience— for you and your students. Here's how: Personalize Learning — The new MyPsychLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking — The authors emphasize this rigorous science through research examples that encourage students to think twice about their preconceived notions of what social psychology is - and isn't. Engage Students — Through real-life vignettes, which open each story chapter, and “mini-stories” throughout each chapter, the eighth edition provokes student interest by focusing on real-life examples. Explore Research — The authors present a balance between the latest findings in the field with classic research in social psychology. Noting that some older studies deserve their status as classics and are important cornerstones to the discipline, this text encourages students to experience the continuity and depth of the field versus regarding it as a collection of studies published in the past few years. Support Instructors — This program provides instructors with unbeatable resources, including state-of-the-art PowerPoints embedded with videos, the NEW MyPsychLab with ABC's What Would You Do videos, an easy to use Instructor's Manual, a robust test bank, and an online test generator (MyTest). All of these materials may be packaged with the text upon request. Note: MyPsychLab does not come automatically packaged with this text. To purchase MyPsychLab, please visit www.mypsychlab.com or you can purchase a ValuePack of the text + MyPsychLab (at no additional cost). ValuePack ISBN-10: 020591201X / ValuePack ISBN-13: 9780205912018.

The Discovery of Society - Randall Collins 1978

This classic text explores the lives and ideas of the social thinkers who have shaped and continue to forge traditions in sociology. Focusing on the great names in the field, it weaves biographical and conceptual details into a tapestry of the history of social thought of the 19th and 20th centuries. Written in a narrative style that is accessible and exciting, this text is an excellent supplement for courses in social/sociological theory, the history of social thought, the history of sociology, and introduction to sociology..

Social Psychology, Global Edition - Nyla R. Branscombe 2016-12-14

For courses in Social Psychology Social Psychology, Fourteenth Edition retains the hallmark of its past success: up-to-date coverage of the quickly evolving subject matter written in a lively manner that has been embraced by thousands of students around the world. Authors Nyla Branscombe and Robert Baron--both respected scholars with decades of undergraduate teaching experience--generate student excitement by revealing the connections between theory and real-world experiences. The Fourteenth Edition offers updated content to engage students, as well as new "What Research Tells Us About..." sections in each chapter that illustrate how research findings help answer important questions about social life.

Applied Social Psychology - Jamie A. Gruman 2016-09-08

This student-friendly introduction to the field focuses on understanding social and practical problems and developing intervention strategies to address them. Offering a balance of theory, research, and application, the updated Third Edition includes the latest research, as well as new, detailed examples of qualitative research throughout.

Social Psychology - David G. Myers 2019

Revised edition of the authors' Social psychology, [2016]

Stereotype Threat - Toni Schmader 2012

Why do various racial, ethnic, religious, and gender groups differ in academic and job performance? Standard explanations for these disparities typically invoke either biological or socialization perspectives. The research summarized in this book, however, suggests that subtle reminders of cultural stereotypes play a critical yet underappreciated role in interfering with intellectual performance and in creating an illusion of group differences in ability.

The Social Animal - Elliot Aronson 1973

Newly revised and up-to-date, this edition of "The Social Animal" is 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.

The Dynamics of Persuasion - Richard M. Perloff 2020-07-14

Now in its seventh edition, this essential text continues to provide students with a comprehensive yet accessible overview of the study and practice of persuasive communication. Attuned to the swift changes in the world of persuasion in the twenty-first century, this book covers how theories and research illuminate and adapt to our present digital era, with continued attention to ethical implications and today's big topics. This new edition features updated definitions of key terms in the field as they relate to present-day practice; an integration of persuasion theories and the ubiquity of online influence; new examples and cases to illustrate persuasive communication's approach to health campaigns, attitudes, communicator appeals, dissonance, and ethics; and a thorough reflection of the most current scholarship in the field. The Dynamics of Persuasion, Seventh Edition provides a solid foundation for undergraduate students in communication studies and psychology to grasp the key concepts and practices of persuasive communication today. The book is complemented by online resources for both instructors and students, including an instructor's manual, lecture slides, sample test questions, and links to relevant articles and videos illustrating concepts presented in the text. Please visit www.routledge.com/cw/perloff.

Research Integrity - Lee Jussim 2022

"Scientific discoveries often build on - and are inspired by - previous discoveries. If the scientific enterprise were a tower of blocks, each piece representing a scientific finding, scientific progress might entail making the tower bigger and better block by block, discovery by discovery. Rather than strong wooden blocks, imagine the blocks, or scientific findings, can take on shape based on scientific accuracy. The most accurate pieces are the strongest and sturdiest, while the least accurate are soft and pliable. Building a tower of the scientific enterprise with a large number of inaccurate blocks will cause the tower to start to wobble, lean over, and potentially collapse, as more and more blocks are placed upon weak and faulty pieces"--

Walden Two - B. F. Skinner 2005-07-15

A reprint of the 1976 Macmillan edition. This fictional outline of a modern utopia has been a center of controversy ever since its publication in 1948. Set in the United States, it pictures a society in which human problems are solved by a scientific technology of human conduct.

Online Consumer Psychology - Curtis P. Haugtvedt 2005-03-23

Addresses many of the issues created by the Internet and goes beyond the topic of advertising and the web to include topics such as customization, site design, word of mouth processes, and the study of consumer decision making while online.

Relational Sociology - Pierpaolo Donati 2010-07-12

'Simultaneous invention' has become commonplace in the natural sciences, but is still virtually unknown within the sphere of social science. The convergence of two highly compatible versions of Critical Realism from two independent sources is a striking exception. Pierpaolo Donati's Relational Sociology develops 'upwards' from sociology into a Realist meta-theory, unlike Roy Baskhar's philosophy of science that works 'downwards' and 'underlabours' for the social sciences. This book systematically introduces Donati's Relational Sociology to an English readership for the first time since he began to advance his approach thirty years ago. In this eagerly awaited book, Pierpaolo Donati shifts the focus of sociological theory onto the relational order at all levels. He argues that society is constituted by the relations people create with one another, their emergent properties and powers, and internal and external causal effects. Relational Sociology provides a distinctive variant upon the Realist theoretical conspectus, especially because of its ability to account for social integration. It will stimulate debate amongst realists themselves and, of course, with the adversaries of realism. It is a valuable new resource for students of social theory and practising social theorists.

Essentials of Social Psychology - Shubhra Mangal 2022-08-30

Essentials of Social Psychology: An Indian Perspective offers a comprehensive introduction to social

psychology with a focus on the cultural and social fabric of Indian society. Split into five sections, the book covers the nature, scope, history and methods of social psychology; individual level processes; interpersonal level processes; social processes; group processes; and social issues. The authors, S.K. Mangal and Shubhra Mangal, address the latest research trends, and offer a varied insight into a range of topics including social influence, social exchange processes, group dynamics, aggression, prejudice and attitudes. The book also examines topical themes and includes two chapters on social issues facing contemporary Indian society. While highlighting significant Indian research contributions and including examples and case studies from an Indian context, this book goes on to examine the discipline in the context of the socio-psychological background of this subcontinent. Complex concepts are clearly explained and the book aids student learning through useful pedagogical features such as assessment questions, case studies, chapter summaries and boxed key points. Covering all the core topics within social psychology, this is an essential textbook for graduate or undergraduate courses in social psychology, social work, social neuroscience, community medicine or public health. In addition, it's also a useful introduction for those taking the Psychology option for the Indian and Provincial Civil Services and other competitive examinations.

Exploring Social Psychology - David G Myers 2015

Program Evaluation for Social Workers - Richard M. Grinnell 2016

Revised edition of Program evaluation for social workers, 2012.

Psychology: The Science of Mind and Behaviour 8th Edition - Richard Gross 2020-07-27

Build a solid foundation for students to develop the skills and knowledge they need to progress with the updated edition of Richard Gross's best-selling introduction to Psychology. This 8th edition of Psychology: The Science of Mind and Behaviour is the essential guide to studying Psychology, helping over half a million students during its 30 years of publication. - Easily access psychological theories and research with user-friendly content and useful features including summaries, critical discussion and research updates. - Develop evaluative skills, with new evaluation boxes, encouraging students to put classic and contemporary studies into context. - Consolidate understanding by identifying common misconceptions. - Stay up to date with revised content and the latest psychological research. - Understand the research process with updated contributions from leading Psychologists including Elizabeth Loftus, Alex Haslam and David Canter.

Psychology: Modules for Active Learning - Dennis Coon 2016-12-05

PSYCHOLOGY: MODULES FOR ACTIVE LEARNING is a best-selling text by renowned author and educator Dennis Coon and co-authors John O. Mitterer and Tanya Martini. This fourteenth edition continues to combine the highly effective SQ4R (Survey, Question, Read, Recite, Reflect, Review) active learning system, an engaging style, appealing visuals, and detailed coverage of core topics and cutting-edge research in one remarkable, comprehensive text. Fully updated, the new edition builds on the proven modular format and on the teaching and learning tools integrated throughout the text. While the text provides a broad overview of essential psychology topics ideal for introductory courses, its modular design also readily supports more specialized curricula, allowing instructors to use the self-contained instructional units in any combination and order. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Social and Applied Psychology - Michael A. Hogg 2013

Social Psychology, Books a la Carte Edition - Douglas T. Kenrick 2009-10-05

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.

Social Psychology in Action - Kai Sassenberg 2019-07-01

This timely and applied textbook brings together leading scientists to illustrate how key theories and concepts in social psychology help to predict and explain behavior, and can be successfully applied to benefit social and practical problems. It focuses on robust theories and models known for their successful applications and covers a diverse range of settings—spanning classroom interventions, health behavior, financial decision making, climate change and much more. Each chapter comprises of a theoretical section to define the key concepts and summarize the theory, providing evidence for its reliability and limitations from basic research, as well as an application section that summarizes research in an applied context and provides details about a particular study including the respective application setting. The textbook expertly shows how theory can make meaningful predictions for real world contexts, and isn't afraid to explain the potential hurdles and pitfalls when applying a theory and its underlying set of concepts in a certain context. Crucially, this format moves towards theory testing in applied contexts, enabling a closer examination of why and under what circumstances interventions may be successful in obtaining a desired behavioral or psychological end-state. Among the topics explored: Mindset theory of action phases and if-then planning Quality of motivation in self-determination theory The focus theory of normative conduct Social identity theory and intergroup contact theory Intergroup forgiveness Social Psychology in Action is a critical resource for advanced undergraduate and graduate students in social and cultural psychology, as well as students of behavioral economics seeking to develop a deeper understanding of major theories and applications of the fields. Practitioners working in the areas of organizational behavior and management, health communication, social work, and educational science and pedagogy will also find the volume pertinent to their work.

Community Psychology - John Moritsugu 2015-07-22

Community Psychology, 5/e focuses on the prevention of problems, the promotion of well-being, empowerment of members within a community, the appreciation of diversity, and an ecological model for the understanding of human behavior. Attention is paid to both "classic" early writings and the most recent journal articles and reviews by today's practitioners and researchers. Historical and alternative methods of effecting social change are explored in this book, with the overall theme that the environment is as important as the individual in it. This text is available in a variety of formats - digital and print. Learning Goals Upon completing this book, readers will be able to: Understand the historical and contemporary principles of community psychology. Apply theory and research to social services, mental health, health, legal, and public health systems

Statistical Methods for Psychology - David C. Howell 2012-01-01

STATISTICAL METHODS FOR PSYCHOLOGY surveys the statistical techniques commonly used in the behavioral and social sciences, particularly psychology and education. To help students gain a better understanding of the specific statistical hypothesis tests that are covered throughout the text, author David Howell emphasizes conceptual understanding. This Eighth Edition continues to focus students on two key themes that are the cornerstones of this book's success: the importance of looking at the data before beginning a hypothesis test, and the importance of knowing the relationship between the statistical test in use and the theoretical questions being asked by the experiment. New and expanded topics--reflecting the evolving realm of statistical methods--include effect size, meta-analysis, and treatment of missing data. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Rising Water - Marc Aronson 2019-03-19

The incredible true story of the twelve boys trapped with their coach in a flooded cave in Thailand and their inspiring rescue. On June 23, 2018, twelve members of the Wild Boars soccer team and their coach were exploring the Tham Luang cave complex in northern Thailand when disaster struck. A rainy season downpour flooded the tunnels, trapping them as they took shelter on a shelf of the dark cave. Eight days of searching yielded no signs of life, but on July 2 they were discovered by two British divers. The boys and their coach were eventually rescued in an international operation that took three days. What could have been a terrible tragedy became an amazing story of survival. Award-winning author Marc Aronson brings us the backstory behind how this astounding rescue took place. Rising Water highlights the creative thinking and technology that made a successful mission possible by examining the physical, environmental,

and psychological factors surrounding the rescue. From the brave Thai Navy SEAL who lost his life while placing oxygen tanks along the passageways of the cave, to the British divers that ultimately swam the boys to safety, to the bravery of the boys and their coach, this is the breathtaking rescue that captivated the entire world.

Experiencing the Lifespan - Janet Belsky 2009-10-23

This book explores the lifespan by combining research with a practicing psychologist's understanding of human development from infancy to old age.

Social Psychology - John DeLamater 2018-08-15

This fully revised and updated edition of Social Psychology is an engaging exploration of the question, "what makes us who we are?" presented in a new, streamlined fashion. Grounded in the latest research, Social Psychology explains the methods by which social psychologists investigate human behavior in a social context and the theoretical perspectives that ground the discipline. Each chapter is designed to be a self-contained unit for ease of use in any classroom. This edition features new boxes providing research updates and "test yourself" opportunities, a focus on critical thinking skills, and an increased emphasis on diverse populations and their experiences.

Cross-Cultural Psychology - Eric B. Shiraev 2016-08-12

Written in a conversational style that transforms complex ideas into accessible ones, this international best-seller provides an interdisciplinary review of the theories and research in cross-cultural psychology. The book's unique critical thinking framework, including Critical Thinking boxes, helps to develop analytical skills. Exercises interspersed throughout promote active learning and encourage class discussion. Case in Point sections review controversial issues and opinions about behavior in different cultural contexts. Cross-Cultural Sensitivity boxes underscore the importance of empathy in communication. Numerous applications better prepare students for working in various multicultural contexts such as teaching, counseling, health care, and social work. The dynamic author team brings a diverse set of experiences in writing this book. Eric Shiraev was raised in the former Soviet Union and David Levy is from Southern California. Sensation, perception, consciousness, intelligence, human development, emotion, motivation, social perception, interaction, psychological disorders, and applied topics are explored from cross-cultural perspectives. New to the 6th Edition: Over 200 recent references, particularly on studies of non-western regions such as the Middle East, Africa, Asia, & Latin America as well as the US and Europe. New chapter on personality and the self with an emphasis on gender identity. New or revised chapter opening vignettes that draw upon current events. More examples related to the experiences of international students in the US and indigenous people. Many more figures and tables that appeal to visual learners. New research on gender, race, religious beliefs, parenting styles, sexual orientation, ethnic identity and stereotypes, conflict resolution, immigration, intelligence, physical abuse, states of consciousness, DSM-5, cultural customs, evolutionary psychology, treatment of psychological disorders, and acculturation. Revised methodology chapter with more attention to issues related specifically to cross-cultural research and more on qualitative and mixed methods. A companion website at www.routledge.com/9781138668386 where instructors will find a test bank containing multiple choice, true and false, short answer, and essay questions and answers for each chapter, and a complete set of tables and figures from the text; and students will find chapter outlines, flashcards of key terms, and links to further resources and the authors' Facebook page. Intended as a text for courses on cross-cultural psychology, multicultural psychology, cultural psychology, cultural diversity, and the psychology of ethnic groups and a resource for practitioners, researchers, and educators who work in multicultural environments.

Research in Psychology - Kerri A. Goodwin 2016-12-01

An approachable, coherent, and important text, *Research in Psychology: Methods and Design*, 8th Edition continues to provide its readers with a clear, concise look at psychological science, experimental methods, and correlational research in this newly updated version. Rounded out with helpful learning aids, step-by-step instructions, and detailed examples of real research studies makes the material easy to read and student-friendly.

Drugs Across the Spectrum - Raymond Goldberg 2013-01-01

DRUGS ACROSS THE SPECTRUM encourages you to examine the motivation for drug use, social

implications of drug use, legal ramifications, and factors affecting how drugs interact with the human body. It provides a look at the history and culture surrounding drug use and abuse, key information regarding specific types of drugs, and a review of drug treatment, education, and prevention approaches and programs. Utilizing active learning features like Fact or Fiction and Thinking Critically questions, Goldberg offers an engaging book that helps readers personally understand the issues of drugs in society. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Online-Marketing - Julia Erbe 2000-01-03

Inhaltsangabe:Abstract: In the 1990s, people are being more and more confronted with the rapid developments in the information and communication technology sector. Computers seem to be indispensable not only in professional areas of life, but also in educational and private contexts. The Internet, which started as a small network of students, academics, and researchers, has developed into a global network, linking millions of people in countries all over the world. This enormous increase in information flow which is facilitated by Internet services, such as the World Wide Web (WWW), electronic mail (e-mail) or Usenet news appears to have an influence on communication processes and on the way in which we use language. The fact that the new media are becoming more and more popular has also been realised by marketing specialists. Due to the large number of users and the enormous growth potential of the Internet, the sector of electronic commerce is booming. The formerly anti-commercial values of the original Internet community seem to have drastically changed. Today, electronic commerce is a rapidly growing area, and numerous companies are beginning to position themselves on the information superhighway in terms of providing hardware, software, information content or services. Because of the fact that the Internet presents a fundamentally different environment for marketing activities than traditional media, conventional marketing communications need to be transformed in order to meet the requirements of such an information-intensive medium. On the Internet, the search for and the acquisition of relevant information, for example, takes up a great deal of time, since there is no general index of all existing Internet sites and services. As a consequence, companies have to find other ways of drawing the users attention to their offers. One means of achieving that goal might be the distribution of commercial e-mails. Commercial e-mails can be classified as a form of advertising, which is considered to be a type of persuasive discourse. Due to the fact that advertisers are supposed to be striving to alter behaviour, awareness, knowledge, and attitudes in a way that would be beneficial to them, advertising is informative only on the surface. Therefore, no more distinction between informative and persuasive advertising is made. Accordingly, commercial e-mails are expected to have a persuasive intent which is assumed to be mirrored in a number of [...]

Psychological Ownership and Consumer Behavior - Joann Peck 2018-05-02

This pathbreaking volume expands on the construct of psychological ownership, placing it in the contexts of both individual consumer behavior and the wider decision-making of consumer populations. An individual's feeling of ownership toward a target represents the perception that something is "mine!", and is highly relevant to buying and relating to specific goods, economic and health decision-making and, especially salient given today's privacy concerns, psychological ownership of digital content and personal data. Experts analyze the social conditions and cognitive processes concerning shared consumer experiences and psychological ownership. Contributors also discuss possibilities for socially responsible forms of psychological ownership using examples from environmental causes, and the behavioral mechanisms involved when psychological ownership becomes problematic, as in cases of hoarding. Included among the topics: Evidence from young children suggesting that even legal ownership is fundamentally psychological. Ownership, the extended self, and the extended object. Psychological ownership in financial decisions. The intersection of ownership and design. Can consumers perceive collective psychological ownership of an organization? Whose experience is it, anyway? Psychological ownership and enjoyment of shared experiences. Psychological ownership as a facilitator of sustainable behaviors including stewardship. Future research avenues in psychological ownership. *Psychological Ownership and Consumer Behavior* pinpoints research topics and real-world issues that will define the field in the coming years. It will be especially useful in graduate classes in marketing, consumer behavior, policy interventions, and business

psychology.

Handbook of the History of Social Psychology - Arie W. Kruglanski 2012-10-12

For the first time in the history of social psychology, we have a handbook on the history of social psychology. In it, leading luminaries in the field present their take on how research in their own domains has unfolded, on the scientists whose impact shaped the research agendas in the different areas of social psychology, and on events, institutions and publications that were pivotal in determining the field's history. Social psychology's numerous subfields now boast a rich historical heritage of their own, which demands special attention. The Handbook recounts the intriguing and often surprising lessons that the tale of social psychology's remarkable ascendance has to offer. The historical diversity is the hallmark of the present handbook reflecting each of this field's domains unique evolution. Collectively, the contributions put a conceptual mirror to our field and weave the intricate tapestry of people, dynamics and events whose workings combined to produce what the vibrant discipline of social psychology is today. They allow the contemporary student, scholar and instructor to explore the historical development of this important field, provide insight into its enduring aims and allow them to transcend the vicissitudes of the zeitgeist and fads of the moment. The Handbook of the History of Social Psychology provides an essential resource for any social psychologist's collection.

Psychology: Australia and New Zealand with Online Study Tools 12 Months - Douglas A. Bernstein 2017-09-18

Psychology 2ed will support you to develop the skills and knowledge needed for your career in psychology and within the professional discipline of psychology. This book will be an invaluable study resource during your introductory psychology course and it will be a helpful reference throughout your studies and your future career in psychology. Psychology 2ed provides you with local ideas and examples within the context of psychology as an international discipline. Rich cultural and indigenous coverage is integrated throughout the book to help your understanding. To support your learning online study tools with revision quizzes, games and additional content have been developed with this book.

Introduction to Psychology: Gateways to Mind and Behavior - Dennis Coon 2021-02-04

Welcome to the world of psychology--and a journey through the gateways to mind and behavior. Led by authors who get rave reviews from students and instructors alike, Gateways 16e addresses a number of student needs, including explicit sections that help connect each chapter to important employability skills that are relevant to a wide variety of career paths. New guided notes provide note-taking support for students who are new to college-level textbooks, helping them to extract key information from the text while learning important note-taking skills. Cutting edge research and world events such as Covid-19 and the Black Lives Matter movement have been woven throughout the text in the same conversational style that students have come to appreciate. Experience the fun of discovering Psychology with INTRODUCTION TO PSYCHOLOGY: GATEWAYS TO MIND AND BEHAVIOR, 16th Edition. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.