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Exploring Social Psychology

David Myers

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This brief, modular introduction to social psychology offers streamlined focus on issues such as belief and illusion, prejudice and diversity, and love and hate. The brevity of each of the book's 31 stand-alone modules makes this the perfect text for covering the core concepts in the field. By introducing social psychology in an essay format and by writing in a voice that is both solidly scientific and warmly human, *Exploring Social Psychology* is able to reveal social psychology as an investigative reporter might, by providing a current summary of important social phenomena, by showing how social psychologists uncover and explain such phenomena, and by reflecting on their human significance. The new edition includes discussion of the Hurricane Katrina aftermath as an illustration of hindsight bias and availability heuristic, the Iraq War and belief perseverance, and terrorism and group polarization.

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