

《Social Psychology社会心》

图书基本信息

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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.

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