

# Social Psychology Fiske Third Edition

"This authoritative handbook reviews the breadth of current knowledge on the psychological processes that underlie social behavior. Leading investigators identify core principles that have emerged from the study of biological systems, social cognition, goals and strivings, interpersonal interactions, and group and cultural dynamics. State-of-the-science theories, methods, and findings are explained, and important directions for future research are highlighted"--

The Third Edition of this much celebrated textbook continues to focus on the four major and influential perspectives in contemporary social psychology - social cognition, social identity, social representations, and discursive psychology. A foundational chapter presenting an account of these perspectives is then followed by topic-based chapters from the point of view of each perspective in turn, discussing commonalities and divergences across each of them. Key Features of the Third Edition: - Now includes coverage of the social neuroscience paradigm and research on implicit social cognition - Updated pedagogical features and visual material - An extended conclusion covers the ways in which the different approaches of the field intersect as well as a general discussion of the direction in which the field is moving. Social Cognition: An Integrated Introduction is an integrative, holistic textbook that will enhance the reader's understanding of social cognition

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and of each of the topical issues considered. It remains a key textbook for psychology students, particularly those on courses in social psychology and social cognition. This exciting new version of the classic text, *Social Cognition*, describes the increasingly complete link between neuroscience and culture. Highlighting the cutting-edge research in social neuropsychology, mainstream experimental social-cognitive psychology, and cultural psychology, it retains the authors' unique ability to be both scholarly and entertaining. Reader-friendly style and concise summaries combine with the authors' engaging perspectives on this flourishing field. Comprehensive without being overwhelming, this new standard for the field brings with it a new organization reflecting current consensus open issues of the field, and its trajectory into the future.

What a pity it would have been if biologists had refused to accept Darwin's theory of natural selection, which has been essential in helping biologists understand a wide range of phenomena in many animal species. These days, to study any animal species while refusing to consider the evolved adaptive significance of their behavior would be considered pure folly--unless, of course, the species is *homo sapiens*. Graduate students training to study this particular primate species may never take a single course in evolutionary theory, although they may take two undergraduate and up to four graduate courses in statistics. These methodologically sophisticated students then embark on a career studying human aggression, cooperation, mating behavior, family relationships, or altruism with

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little or no understanding of the general evolutionary forces and principles that shaped the behaviors they are investigating. This book hopes to redress that wrong. It is one of the first to apply evolutionary theories to mainstream problems in personality and social psychology that are relevant to a wide range of important social phenomena, many of which have been shaped and molded by natural selection during the course of human evolution. These phenomena include selective biases that people have concerning how and why a variety of activities occur. For example: \* information exchanged during social encounters is initially perceived and interpreted; \* people are romantically attracted to some potential mates but not others; \* people often guard, protect, and work hard at maintaining their closest relationships; \* people form shifting and highly complicated coalitions with kin and close friends; and \* people terminate close, long-standing relationships. Evolutionary Social Psychology begins to disentangle the complex, interwoven patterns of interaction that define our social lives and relationships.

First published in 1935, *The Handbook of Social Psychology* was the first major reference work to cover the field of social psychology. The field has since evolved and expanded tremendously, and in each subsequent edition, *The Handbook of Social Psychology* is still the foremost reference that academics, researchers, and graduate students in psychology turn to for the most current, well-researched, and thorough information covering the field of social psychology. This volume of the Fifth Edition covers the science of social

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psychology and the social being.

How does the situation we're in influence the way we behave and think? Professors Ross and Nisbett eloquently argue that the context we find ourselves in substantially affects our behavior in this timely reissue of one of social psychology's classic textbooks. With a new foreword by Malcolm Gladwell, author of *The Tipping Point*.

Widely regarded as the authoritative reference in the field, this volume comprehensively reviews theory and research on the self. Leading investigators address this essential construct at multiple levels of analysis, from neural pathways to complex social and cultural dynamics. Coverage includes how individuals gain self-awareness, agency, and a sense of identity; self-related motivation and emotion; the role of the self in interpersonal behavior; and self-development across evolutionary time and the lifespan. Connections between self-processes and psychological problems are also addressed. New to This Edition \*Incorporates significant theoretical and empirical advances. \*Nine entirely new chapters. \*Coverage of the social and cognitive neuroscience of self-processes; self-regulation and health; self and emotion; and hypoegetic states, such as mindfulness.

While social psychology has made fundamental contributions to the understanding of basic principles that underlie social behavior, these principles themselves--including expectancies, goals, explanations, arousal, social influence, interdependence, social conflict, persuasion, and social standards--have never

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been directly reviewed in a comprehensive manner. Filling a significant gap in the literature, this authoritative reference and text illuminates the essential processes, mechanisms, and structures at different levels of analysis--biological, cognitive, motivational, interpersonal, and group/cultural--to provide access to the central principles that guide social psychological investigation. Formatted for easy reference and comparison, each chapter describes alternative conceptualizations of a particular principle and reviews research supporting (and failing to support) these different perspectives. Covering all the significant theories and research programs, the empirical literature is surveyed not for the traditional function of providing comprehensive reviews of content areas, but for its relevance to broad conceptual issues. This enables readers to get a better idea of the "big picture" concerning various social psychological principles, facilitating their ability to keep track of conceptual trends and developments in social psychology. An essential tool for all social psychologists, as well as professionals in related fields, this authoritative handbook also serves as an invaluable text for advanced classes in social psychology.

How do people make sense of each other? How do people make sense of themselves? Social cognition attempts to explain the most fundamental of questions. It looks at why other people are not simply 'objects' to be perceived and how the social world provides dramatic and complex perspectives on the Self and Others. The subtitle of this book 'From Brains to Culture' reflects the journey that Social Cognition has been on since it first emerged as a dynamic

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and forward-looking field of research within social psychology. Structured in four clear parts, *Social Cognition: From Brains to Culture* begins with a clear outline of the basic concepts before moving into more topical sections: understanding individual selves and others, followed by making sense of society. The authors finish by looking beyond cognition to affect and behaviour. Challenging and rigorous, yet strikingly accessible, this book is essential reading for all students of social psychology from undergraduate to post-graduate and beyond.

The social world is complicated and our minds are limited, so we take shortcuts. We have to make quick decisions - this person is dangerous, this one is not. The shortcuts we take mostly work well enough, because, after all, we survive. But some are deeply unjust, including racial or social class categories or other unfair stereotypes. This book will help your students understand how these shortcuts work, why they exist, and how they are changing. There are examples in each chapter which\* Show applications in the real world to help with their understanding\* Highlight significant pieces of research to help them demonstrate knowledge of a wide range of sources\* Explain researching in social cognition to improve their skills and give ideas for their own research. Visit [study.sagepub.com/fiskeandtaylor4e](http://study.sagepub.com/fiskeandtaylor4e) for more.

"The fifth edition of this highly successful text, *An Introduction to Social Psychology* has been fully revised and updated. Accessibility for students has been improved, including better illustrations, greater use of colour and a more approachable format, as well as a wealth of online resources. Combining its traditional academic rigour with a contemporary level of cohesion, accessibility, pedagogy and instructor support, the fifth edition of *An Introduction to Social Psychology* provides the definitive treatment of social psychology"--

The 7th edition of this best-selling social psychology text by

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Graham Vaughan and Michael Hogg, *Social Psychology*, retains the structure and approach of the previous edition but has been revised to reflect the changes in the field, with the material thoroughly updated throughout. *Social Psychology 7e* continues to capture the scope and detail of contemporary social psychology as an international scientific enterprise and at the same time deals with the subject in a way that is relevant to university teaching and social psychology research in Australia and New Zealand.

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.

Rather, they work together.

?A rich intellectual feast for the reader and for the field, one that represents both theories and data that have emerged from around the world? - Kay Deaux, Distinguished Professor of Psychology and Women's Studies, City University, New York `The time is ripe for this unique integration of the formerly disparate major approaches to social psychological issues. I highly recommend this readable and exciting review of social cognition topics. The core principles of the social cognition, social identity, social representations, and discursive approaches are clearly outlined in such a way that students will truly engage with the theories? - Nyla R Branscombe, Professor of Psychology, University of Kansas

With a new structure, the Second Edition of this critically acclaimed textbook represents a much more `integrated? and pedagogically developed account of its predecessor. The authors examine the different theoretical and methodological accomplishments of the field by focusing on the four major and influential perspectives which have currency in social

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psychology today - social cognition, social identity, social representations and discursive psychology. A foundational chapter presenting an account of these perspectives is then followed by topic-based chapters from the point of view of each perspective in turn, discussing commonalities and divergences across each of them. Key features of Second Edition: - cross-referencing throughout the text - especially to the foundational chapter - key terms in bold which refer to a glossary at the back of the textbook - extensive pedagogical features: textboxes illustrating key studies, effective summaries and further readings in every chapter.

Social psychology is a flourishing discipline. It explores the most essential questions of the human psyche (e.g., Why do people help or harm others? How do influence professionals get us to do what they want, and how can we inoculate ourselves against their sometimes-insidious persuasion tactics? Why do social relationships exert such powerful effects on people's physical health?), and it does so with clever, ingenuitive research methods. This edited volume is a textbook for advanced social psychology courses. Its primary target audience is first-year graduate students (MA or PhD) in social psychlogy, although it is also appropriate for upper-level undergraduate courses in social psychology and for doctoral students in disciplines connecting to social psychology (e.g., marketing, organizational behavior). The authors of the chapters are world-renowned leaders on their topic, and they have written these chapters to be engaging and accessible to students who are just learning the discipline. After reading this book, you will be able to understand almost any journal article or conference presentation in any field of social psychology. You will be able to converse competently with most social psychologists in their primary research domain, a use skill that is relevant not only in daily life but also when interviewing for a faculty



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position. And, most importantly, you will be equipped with the background knowledge to forge ahead more confidently with your own research.

`I think this is a wonderful book. The social psychological theories are exceptionally well presented for practical use. Anyone studying social psychology will find this book extremely relevant and accessible' - Gerjo Kok, Professor of Applied Psychology, Department of Work and Social Psychology, Maastricht University` This is a highly readable book dealing with an exciting topic, applied social psychology, which is at the heart of many urgent problems of the new millennium. It is well suited for curing the disease of those who still believe there is an opposition between fundamental and applied research, between theories and practice. The major asset of this volume lies in the originality and strength of the PATH concept -- from problem definition, over analysis, and test, to helping. I like the idea to implement and institutionalize this framework in teaching and in education' - Klaus Fiedler, University of Heidelberg

Introducing a new methodological approach for doing applied psychology, the PATH model, this book offers a simple, systematic, step-by-step, easy-to-use methodology for applying primarily social psychological theory to a wide range of social problems, from tackling crime and prejudice to fostering environmental conservation and team performance. It helps and guides students to define a problem, conduct a theory-based analysis, develop an explanatory model, set up and execute a research project to test the model, and develop an intervention. Applying Social Psychology is a

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highly practical text, which can be used by introductory and advanced level students who want to learn how to analyze practical problems and develop solutions for these problems based upon social psychological theory and research. Written in an engaging and accessible way, this book offers: 1. A new methodological model put forward by the authors (PATH model); 2. Real world case studies; 3. End of chapter exercises; 4. Interviews with leading social psychologists; 5. Glossary of key theories and concepts in social psychology; 6. Recommended further reading.

This definitive work--now extensively revised with many all-new chapters--has introduced generations of researchers to the psychological processes that underlie social behavior. What sets the book apart is its unique focus on the basic principles that guide theory building and research. Since work in the field increasingly transcends such boundaries as biological versus cultural or cognitive versus motivational systems, the third edition has a new organizational framework. Leading scholars identify and explain the principles that govern intrapersonal, interpersonal, intragroup, and intergroup processes, in chapters that range over multiple levels of analysis. The book's concluding section illustrates how social psychology principles come into play in specific contexts, including politics, organizational life, the legal arena, sports, and negotiation. New to This Edition

\*Many new authors and updated chapter topics.

\*Stronger emphasis on the contextual factors that influence how and why the basic principles work as they do. \*Incorporates up-to-date findings and promising

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research programs. \*Integrates key advances in such areas as evolutionary theory and neuroscience.

'This Volume is everything one would want from a one-volume handbook' - Choice Magazine In response to market demand, The SAGE Handbook of Social Psychology: Concise Student Edition has been published and represents a slimmer (16 chapters in total), more course focused and student-friendly volume. The editors and authors have also updated all references, provided chapter introductions and summaries and a new Preface outlining the benefits of using the Handbook as an upper level teaching resource. It will prove indispensable reading for all upper level and graduate students studying social psychology.

Despite the central place that the study of attitudes has long held in social psychological research, the last decade or so has been relatively quiet as far as the development of attitude theory has been concerned. If one looks back to the Yale studies on communication and persuasion in the 1950s, followed by the massive literature derived from cognitive dissonance theory and its alternatives, there may be a temptation to think that the well of researchable questions has run almost dry. The purpose of this book is to convince the reader that this is not the case. On the contrary, a new look at the concept of attitude offers the prospect of as rich and varied a range of questions as ever before. The term "new look" is an old one in social psychology. It was used 30 to 40 years ago as the designation for the school of thought which held that "basic" psychological processes such as perception, cognition, learning, and

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memory could be influenced by attitudes, motives, and values. There are still lessons to be learned from that period, and the new "new look" that is now emerging incorporates some of these same themes, albeit in the context of changing issues and emphases.

Advances in Experimental Social Psychology continues to be one of the most sought after and most often cited series in this field. Containing contributions of major empirical and theoretical interest, this series represents the best and the brightest in new research, theory, and practice in social psychology. This serial is part of the Social Sciences package on Science Direct. Visit [www.info.sciencedirect.com](http://www.info.sciencedirect.com) for more information.

Advances Experimental Social Psychology is available online on ScienceDirect — full-text online of volumes 32 onwards. Elsevier book series on ScienceDirect gives multiple users throughout an institution simultaneous online access to an important compliment to primary research. Digital delivery ensures users reliable, 24-hour access to the latest peer-reviewed content. The Elsevier book series are compiled and written by the most highly regarded authors in their fields and are selected from across the globe using Elsevier's extensive researcher network. For more information about the Elsevier Book Series on ScienceDirect Program, please visit:

<http://www.info.sciencedirect.com/bookseries/>  
Social Beings: Core Motives in Social Psychology, 3rd Edition provides psychologists with a cutting-edge approach on evolutionary and cross-cultural psychology. The book addresses research on three different levels: brain function and cognition, individual and situations,

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and groups and cultures. The second edition has been updated to present contemporary research in social psychology. It also discusses increasingly important issues in the field including emotion science and the impact of neuroscience on social and personality psychology. The Third Edition retains the previous editions' features and adds the most up-to-date literature.

Beyond Common Sense addresses the many important and controversial issues that arise from the use of psychological and social science in the courtroom. Each chapter identifies areas of scientific agreement and disagreement, and discusses how psychological science advances our understanding of human behavior beyond common sense. Features original chapters written by some of the leading experts in the field of psychology and law including Elizabeth Loftus, Saul Kassin, Faye Crosby, Alice Eagly, Gary Wells, Louise Fitzgerald, Craig Anderson, and Phoebe Ellsworth The 14 issues addressed include eyewitness identification, gender stereotypes, repressed memories, Affirmative Action and the death penalty Commentaries written by leading social science and law scholars discuss key legal and scientific themes that emerge from the science chapters and illustrate how psychological science is or can be used in the courts

This edited text is written by some of the most visible, productive scholars and instructors in each of the areas the text covers. The book was designed to capture the excitement and vitality of this ongoing, open-ended area of research.

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The first comprehensive textbook on political psychology, this user-friendly volume explores the psychological origins of political behavior. Using psychological concepts to explain types of political behavior, the authors introduce a broad range of theories and cases of political activity to illustrate the behavior. The book examines many patterns of political behaviors including leadership, group behavior, voting, race, ethnicity, nationalism, political extremism, terrorism, war, and genocide. Text boxes highlight current and historical events to help students see the connection between the world around them and the concepts they are learning. Examples highlight a variety of research methodologies used in the discipline such as experimentation and content analysis. The "Political Being" is used throughout to remind the reader of the psychological theories and concepts to be explored in each chapter. Introduction to Political Psychology explores some of the most horrific things people do to one another for political purposes, as well as how to prevent and resolve conflict, and how to recover from it. The goal is to help the reader understand the enormous complexity of human behavior and the significant role political psychology can play in improving the human condition. Designed for upper division courses on political psychology or political behavior, this volume also contains material of interest to those in the policymaking community.

Employing a lively and accessible writing style, author Daniel W. Barrett integrates up-to-date coverage of social psychology's core theories, concepts, and research with a discussion of emerging developments in the field—including social neuroscience and the social psychology of happiness, religion, and sustainability. Social Psychology: Core Concepts and Emerging Trends presents engaging examples, Applying Social Psychology sections, and a wealth of pedagogical features to help readers cultivate a deep understanding of the

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causes of social behavior.

The SAGE Handbook of Social Cognition is a landmark volume. Edited by two of the field's most eminent academics and supported by a distinguished global advisory board, the 56 authors - each an expert in their own chapter topic - provide authoritative and thought-provoking overviews of this fascinating territory of research. Not since the early 1990s has a Handbook been published in this field, now, Fiske and Macrae have provided a timely and seminal benchmark; a state of the art overview that will benefit advanced students and academics not just within social psychology but beyond these borders too. Following an introductory look at the 'uniqueness of social cognition', the Handbook goes on to explore basic and underlying processes of social cognition, from implicit social cognition and consciousness and meta-cognition to judgment and decision-making. Also, the wide-ranging applications of social cognition research in 'the real world' from the burgeoning and relatively recent fields of social cognitive development and social cognitive aging to the social cognition of relationships are investigated. Finally, there is a critical and exciting exploration of the future directions in this field. The SAGE Handbook of Social Cognition will be an indispensable volume for any advanced student or academic wanting or needing to understand the landscape of social cognition research in the 21st century. 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

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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.

An insightful examination of why we compare ourselves to those above and below us. The United States was founded on the principle of equal opportunity for all, and this ethos continues to inform the nation's collective identity. In reality, however, absolute equality is elusive. The gap between rich and poor has widened in recent decades, and the United States has the highest level of economic inequality of any developed country. Social class and other differences in status reverberate throughout American life, and prejudice based on another's perceived status persists among individuals and groups. In *Envy Up, Scorn Down*, noted social psychologist Susan Fiske examines the psychological underpinnings of interpersonal and intergroup comparisons, exploring why we compare ourselves to those both above and below us and analyzing the social consequences of such comparisons in day-to-day life. What motivates individuals, groups, and cultures to envy the status of some and scorn the status of others? Who experiences envy and scorn most? *Envy Up, Scorn Down* marshals a wealth of recent



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psychological studies as well as findings based on years of Fiske's own research to address such questions. She shows that both envy and scorn have distinctive biological, emotional, cognitive, and behavioral characteristics. And though we are all "wired" for comparison, some individuals are more vulnerable to these motives than others. Dominant personalities, for example, express envy toward high-status groups such as the wealthy and well-educated, and insecurity can lead others to scorn those perceived to have lower status, such as women, minorities, or the disabled. Fiske shows that one's race or ethnicity, gender, and education all correlate with perceived status. Regardless of whether one is accorded higher or lower status, however, all groups rank their members, and all societies rank the various groups within them. We rate each group as either friend or foe, able or unable, and accordingly assign them the traits of warmth or competence. The majority of groups in the United States are ranked either warm or competent but not both, with extreme exceptions: the homeless or the very poor are considered neither warm nor competent. Societies across the globe view older people as warm but incompetent. Conversely, the very rich are generally considered cold but highly competent. *Envy Up, Scorn Down* explores the nuances of status hierarchies and their consequences and shows that such prejudice in its most virulent form dehumanizes and can lead to devastating outcomes—from the scornful neglect of the homeless to the envious anger historically directed at Tutsis in Rwanda or Jews in Europe. Individuals, groups, and even cultures will always make comparisons between and among themselves. *Envy Up, Scorn Down* is an accessible and insightful examination of drives we all share and the prejudice that can accompany comparison. The book deftly shows that understanding envy and scorn—and seeking to mitigate their effects—can prove invaluable to our lives, our relationships,

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and our society.

The classic Handbook of Social Psychology has been the standard professional reference for the field of social psychology for many years. Now available in a new edition, Volume 2 of this internationally acclaimed work brings readers up to date with new chapters on social neuroscience, mind perception, morality, and social stratification. The editors have structured Volume 2 in a way that highlights the many levels of analysis used by contemporary psychologists. All academics, graduate students, and professional social psychologists will want to own a copy of this landmark work. Social Beings: Core Motives in Social Psychology, 3rd Edition provides psychologists with a cutting-edge approach on evolutionary and cross-cultural psychology. The book addresses research on three different levels: brain function and cognition, individual and situations, and groups and cultures. The second edition has been updated to present contemporary research in social psychology. It also discusses increasingly important issues in the field including emotion science and the impact of neuroscience on social and personality psychology. The Third Edition retains the previous editions' features and adds the most up-to-date literature. This is designed to be a clear and readable introduction to social psychology for A-level students, for those studying psychology as a supplement to other applied courses, and for those requiring an overview of the major concerns and issues in this subject.; The book aims to integrate the traditional material, such as conformity, attitudes and prejudice, with some of the more recent insights into social life, such as the study of discourse, relationships, social identity and social representations. This work also incorporates themes and concerns which have emerged in social psychology, including problems of ethnocentrism and identity, ethical issues, and the challenges to conventional methodology represented by

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some recent areas of research.

**Social Beings** Core Motives in Social Psychology Wiley

This revised edition of a now classic text includes a new introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Ron Becker, Elana Levine, Darrell Newton and Pamela Wilson on the theme of 'Structuralism and Semiotics, Fiske-Style'. Both underline the continuing relevance of this foundational text in communication studies. How can we study communication? What are the main theories and methods of approach? This classic text provides a lucid, accessible introduction to the main authorities in the field of communication studies, aimed at students coming to the subject for the first time. It outlines a range of methods of analysing examples of communication, and describes the theories underpinning them. Thus armed, the reader will be able to tease out the latent cultural meanings in such apparently simple communications as news photos or popular TV programmes, and to see them with new eyes.

In the World Library of Psychologists series, international experts present career-long collections of what they judge to be their finest pieces—extracts from books, key articles, salient research findings, and their major practical theoretical contributions.

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Susan T. Fiske has an international reputation as an eminent scholar and pioneer in the field of social cognition. Throughout her distinguished career, she has investigated how people make sense of other people, using shortcuts that reveal prejudices and stereotypes. Her research in particular addresses how these biases are encouraged or discouraged by social relationships, such as cooperation, competition, and power. In 2013, she was elected to the National Academy of Sciences, and, in 2011, to the British Academy. She has also won several scientific honours, including the Guggenheim Fellowship, the APA Distinguished Scientific Contributions Award, the APS William James Fellow Award, as well as the European Federation of Psychologists' Associations Wundt-James Award and honorary degrees in Belgium, the Netherlands, Spain, and Switzerland. This collection of selected publications illustrates the foundations of modern social cognition research and its development in the late twentieth and early twenty-first century. In a specially written introductory chapter, Fiske traces the key advances in social cognition throughout her career, and so this book will be invaluable reading for students and researchers in social cognition, person perception, and intergroup bias.

Advances in Experimental Social Psychology, Volume 65 in the Advances in Experimental Social Psychology series, is the premier outlet for reviews

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of mature, high-impact research programs in social psychology. Contributions to the series provide defining pieces of established research programs, reviewing and integrating thematically related findings by individual scholars or research groups. Topics discussed in Volume 65 include Cross-Group Friendship, Construal of Power, Political Ideology and Social Categorization, Disgust and Social Judgment, and Effects of Testosterone on Close Relationships. Provides one of the most cited series in the field of experimental social psychology Contains contributions of major empirical and theoretical interest Represents the best and brightest in new research, theory and practice in social psychology

Meticulously researched, and featuring in-depth analyses of companies such as Hershey's, Zappos, Amazon and Chobani, a customer loyalty expert and social psychiatrist reveals the driving forces behind the choices we make and the brands we support.

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