

Social psychology

McGraw-Hill - Social Psychology



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Modern researchers are interested in a variety of phenomena, but attribution, social cognition, and self-concept are perhaps the greatest areas of growth. For example, you are likely to behave much differently when you are around a group of close friends than you would around a group of colleagues or supervisors from work. Social-learning theory argues that theories of human behaviour must be built on observable events and processes, and reject unobservable mentalistic concepts and processes such as the id, ego, repression, and so on.

A List of Influential Social Psychology Theories You Ought to Know

Perhaps you remember a time when you helped friends move all their furniture into a new home, even though you would have preferred to be doing something more beneficial for yourself, such as studying or relaxing.

Social Psychology Examines Interpersonal Relationships

Attitudes Social psychologists are interested in finding ways to apply their research to improve the lives of individuals and benefit communities and society as a whole. To do this, the researchers showed a set of photographs of faces of young men and women to several assistants who were.

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Some of the people in the photos were Caucasian, some were African-American, and some were Maasai, a tribe of traditional people from Kenya. Researchers are especially interested in social attitudes people hold about categories of people, such as the elderly, military veterans, or people with mental disabilities. These are intimacy, defined through feelings such as closeness, bonding and attachment.

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