



Social Psychology

Jeffrey H Goldstein

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Social Psychology: Philosophical and Theoretical Issues deals with the development of ideas, and how these ideas can qualify other findings. The book reviews the philosophical and theoretical issues involved in social psychology such as its goals and its scientific relevance. The text also examines the knowledge of psychology today, especially the content validity as many errors have influenced the historical development of the science. The book then discusses the testing approach to theories through testing hypotheses, manipulating then measuring variables, experimental studies, quasi-experiments, and research on research. The text also explains attitude change, propaganda, and communication, including the cognitive consistency theory or the behaviorist/learning theory, as well as variations of these two theories. The book also addresses the levels of different attractions involving those of strangers, friends, and brief acquaintances. The author cites evidence that attraction between people is heightened when they have the same personality, beliefs, and even some physical characteristics. The text can prove informative for psychiatrists, psychologists, behavioral scientists, and students and professors in psychology, as well as general readers interested in human interaction.

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