

NEW
EDITION

SOCIAL PSYCHOLOGY

2ND AUSTRALIAN
AND NEW ZEALAND
EDITION

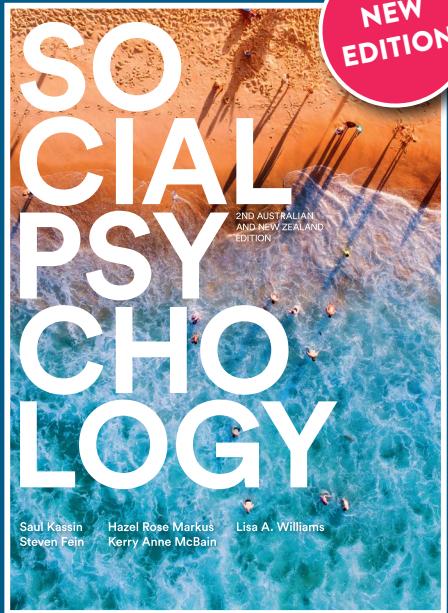
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CENGAGE



A broad, balanced, mainstream look at social psychology



Social Psychology Australian & New Zealand Edition, 2e

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Using a balanced approach, *Social Psychology, 2e* connects social psychology theories, research methods, and basic findings to real-world applications with a current-events emphasis. Coverage of culture and diversity is integrated into every chapter in addition to strong representation throughout of regionally relevant topics such as Indigenous perspectives; environmental psychology and conservation; community psychology; gender identity; and attraction and close relationships (including same-sex marriage in different cultures, gendered behaviours when dating, and updated data on online dating), making this visually engaging textbook useful for all social psychology students.

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Part 1: Introduction

- What is social psychology?

Part 2: Social perception

- The social self
- Perceiving persons
- Stereotypes, prejudice, and discrimination
- Gender identity

Part 3: Social influence

- Attitudes
- Conformity, compliance and obedience
- Group processes

Part 4: Social relations

- Attraction and close relationships
- Helping others
- Aggression and anti-social behaviour

Part 5: Social psychology and real-world applications

- Environmental psychology and conservation
- Community psychology
- Stress, health and wellbeing
- Law
- Business

New to this edition

- Increased coverage of Indigenous perspectives throughout social psychology
- Expanded coverage of gender and sexuality in social psychology with NEW Chapter 5: Gender Identity
- Explore diverse cultural issues, research and practices in relation to social psychology through the greater emphasis on cultural diversity throughout the text, starting in Chapter 1 and in the 'Cultural Diversity' boxes throughout the text
- Exploration of replication failures in social psychology research in the 'Current Scene On ...' boxes throughout the text
- Linkages diagrams at the end of every chapter help students understand relationships between social psychology concepts
- Expanded coverage of leadership in social psychology in Chapter 16: Business

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MindTap for Kassin's *Social Psychology Australian & New Zealand Edition* is full of innovative resources to support critical thinking and help your students move from memorisation to mastery! Includes:

- Kassin's *Social Psychology Australian & New Zealand Edition* eBook
- Mastery Training – activities that utilise distributed practice, so students are empowered to master and retain course concepts in Psychology
- Video activities
- Revision quizzes
- 'Explore the myths and facts' tests
- Psychology Resource Centre

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