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"This is a book I (David) secretly wanted to write. I have long believed that what is wrong with all psychology textbooks (including those I have written) is their overlong chapters. Few can read a 40-page chapter in a single sitting without their eyes glazing and their mind wandering. So why not organize the discipline into digestible chunks-say forty 15-page chapters rather than fifteen 40-page chapters-that a student could read in a sitting, with a sense of completion? Thus, when McGraw-Hill psychology editor Chris Rogers first suggested that I abbreviate and restructure my 15-chapter, 600-page Social Psychology into a series of crisply written 10-page modules, I said "Eureka!" At last a publisher willing to break convention by packaging the material in a form ideally suited to students' attention spans. By presenting concepts and findings in smaller bites, we also hoped not to overload students' capacities to absorb new information. And, by keeping Exploring Social Psychology slim, we sought to enable instructors to supplement it with other reading"--

For every major content section, longtime author Richard Straub has divided each module by major topic; each section includes a Preview (objectives that require short answers) and "Stepping Through the Section" (which include detailed, fill-in-the-blank questions). The Study Guide also includes self-tests, critical-thinking exercises, vocabulary and language activities, Internet activities, and crossword puzzles.

Exploring Social Change provides a compelling analysis of theories that explain social change, innovation, social movements, and revolution, and concludes with reflections about how individuals do and should live in an uncertain and rapidly changing world. Written in a personal and clear manner, the authors provide definitions of key terms and analysis of theories and ideas from the study of social change. The seventh edition includes updated examples reflecting the social changes that have occurred in the world around us, including new discussions on the environmental and social landscapes, as well as updated methods and discussions that reflect that changing field of social change study.

Adopting a multicultural approach, this text guides readers in the study of social thinking, social influence, and social relations. It emphasises social psychology's applications to both work and life, and uses vignettes to emphasise the relevance of social psychology research.

In this edition, the author once again weaves an inviting and compelling narrative that speaks to ALL of your students regardless of background or intended major. And with Connect Social Psychology and LearnSmart, students are able to create a personalized learning plan helping them be more

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efficient and effective learners. With LearnSmart, students know what they know and master what they don't know and faculty are able to move to more indepth classroom discussions. Through examples and applications as well as marginal quotations from across the breadth of the liberal arts and sciences, Myers draws students into the field of social psychology. At the same time, Myers is also in tune with the ever-changing state of social psychology research. Research Close-Up and Inside Story features throughout the book provide deeper exposure to key research and researchers. Marginal quotations, examples and applications throughout each chapter, and the concluding Applying Social Psychology chapters all ensure that regardless of your students' interests and future plans, Social Psychology will engage them.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Reveals social behavior motives, and bridges the person and the social situation. A unique integrated approach to social behavior, Social Psychology, 6/e invite readers to consider the interplay of influences inside and outside the person in social situations. The authors emphasizes how social psychology is an important discipline, connecting different areas of psychology (e.g., clinical, organizational, and neuroscience) as well as other behavioral sciences (e.g., anthropology, biology, economics, medicine, and law). Organized around the two broad questions - "What purposes does this behavior serve for an individual?" and "Which factors lead an individual to use this behavior to achieve those goals?" - each chapter considers factors in the person, in the situation, and in their interaction, to form an understanding of human behavior. REVEL from Pearson is an immersive learning experience designed for the way today's student read, think, and learn. REVEL modernizes familiar and respected course content with dynamic media interactives and assessments, and empowers educators to increase engagement in the course, better connecting with students. The result is increased student engagement and improved learning. REVEL for Kenrick Social Psychology, 6/e will be available for Fall 2014 classes. Teaching and Learning Experience This program will provide a better teaching and learning experience- for you and your students. It: Immersive Learning Experiences with REVEL: REVEL delivers immersive learning experiences designed for the way today's students read, think, and learn. Explore Research: Students can explore research around the world with new Original Research Videos. Investigation questions further encourage students to analyze the material in each chapter. Demonstrates Practically: Several features throughout the book help readers connect abstract ideas to real-life situations. Improves Learning: Effective pedagogy features promote students' learning. For examples, Quick Quiz Self-tests in each chapter allows students to test their understanding of the material. Support Instructors: Video embedded PowerPoints, MyTest, clicker questions, and an instructor's manual provide instructors with extensive materials to supplement the text.

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