

Download Advances In Experimental Social Psychology Volume 34

Universals in the Content and Structure of Values ...

This chapter addresses the universals in the content and structure of values, concentrating on the theoretical advances and empirical tests in 20 countries, and its four basic issues: substantive contents of human values; identification of comprehensive set of values; extent to which the meaning of particular values was equivalent for different groups of people; and how the relations among ...

Social psychology

Social psychology is the scientific study of how people's thoughts, feelings and behaviors are influenced by the actual, imagined or implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method. The terms thoughts, feelings and behavior refer to psychological variables that can be measured in humans.

The Elaboration Likelihood Model of Persuasion

This chapter outlines the two basic routes to persuasion. One route is based on the thoughtful consideration of arguments central to the issue, whereas the other is based on the affective associations or simple inferences tied to peripheral cues in the persuasion context.

Academic References

This is the reference page for academic references for persuasion-related topics.

Psychology

Psychology is the science of behavior and mind (not to be confused with neuroscience, which studies the neural underpinnings of psychological phenomena ex. neural circuits). Psychology includes the study of conscious and unconscious phenomena, as well as feeling and thought. It is an academic discipline of immense scope. Psychologists seek an understanding of the emergent properties of brains ...

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Cognitive Dissonance and Consumer Behavior: a Review of ...

Advances in Consumer Research Volume 2, 1975 Pages 21-32. COGNITIVE DISSONANCE AND

CONSUMER BEHAVIOR: A REVIEW OF THE EVIDENCE. William H. Cummings, University of Iowa. M. Venkatesan, University of Iowa [William H. Cummings is a doctoral student in social psychology and M. Venkatesan is Professor of Business Administration at the College of Business Administration.

Jonathan Haidt

My research falls into six major areas, all related to morality. Please click on one to see an overview and representative publications. 1) Moral Psychology (particularly intuitionism and the social intuitionist model) 2) Business, and business ethics (a social psychological approach) 3) Political psychology (particularly the moral foundations of ideology)

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