

Social Psychology (Fourth Edition)

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A dynamic introduction to the science, relevance, and excitement of today's social psychology.

Written by four award-winning teachers and researchers who represent the breadth and depth of the field, *Social Psychology, Fourth Edition*, encourages students to become critical thinkers about the research, theories, and applications of social psychology. The new formative, adaptive learning tool, InQuizitive, keeps students learning and interacting with content in a variety of ways to improve student comprehension.

Thomas Gilovich

is Professor of Psychology and Co-Director of the Center for Behavioral Economics and Decision Research at Cornell University. He has taught social psychology for 33 years and is the recipient of the Russell Distinguished Teaching Award at Cornell. His research focuses on how people evaluate the evidence of their everyday experience to make judgments, form beliefs, and decide on courses of action. He is a member of the American Academy of Arts and Sciences and a fellow of the American Psychological Society, the American Psychological Association, the Society for Personality and Social Psychology, the Society of Experimental Social Psychology, and the Committee for Skeptical Inquiry.

Dacher Keltner

is Professor of Psychology and the Director of the Greater Good Science Center at the University of California, Berkeley. He has taught social psychology for the past 21 years and is the recipient of the Distinguished Teaching Award for Letters and Sciences. His research focuses on the prosocial emotions (such as love, sympathy, and gratitude), morality, and power. Other awards include the Western Psychological Association's award for outstanding contribution to research, the Positive Psychology Prize for excellence in research, and the Distinguished Mentoring Award at UC Berkeley. He is a fellow of the American Psychological Association, the American Psychological Society, and the Society for Personality and Social Psychology. In 2008, the *Utne Reader* listed Dacher as one of the 50 visionaries changing the world.

Serena Chen

is Professor of Psychology and the Marian E. and Daniel E. Koshland, Jr. Distinguished Chair for Innovative Teaching and Research at the University of California, Berkeley. She has taught social psychology for the past 18 years and is the recipient of the Distinguished Teaching Award from Berkeley's Social Science Division. Her research focuses on the impact of close relationships on the self and identity, and on the intrapersonal and interpersonal consequences of social power. She is a fellow of the Society of Personality and Social Psychology and is the recipient of the Early Career Award from the International Society for Self and Identity. The American Psychological Society also identified her as a Rising Star.

Richard E. Nisbett

is Theodore M. Newcomb Distinguished University Professor of Psychology at the University of Michigan and Research Professor at Michigan's Institute for Social Research. He has taught courses in social psychology, cultural psychology, cognitive psychology, and evolutionary psychology. His research focuses on how people from different cultures think, perceive, feel, and act in different ways. He is the recipient of the Distinguished Scientific Contribution Award of the American Psychological Association and the William James Fellow Award of the American Psychological Society and is a member of the National Academy of Sciences and the American Academy of Arts and Sciences.

Other Books

Principles of Research in Behavioral Science. This book provides a comprehensive overview of research methods in the behavioral sciences, focusing primarily on the conceptual issues inherent in conducting research. It covers topics that are often omitted from other texts, including measurement issues, correlational research, qualitative research, and integrative literature reviews. The book also includes discussions of diversity issues as they related to behavioral science research. New to this edition are chapter boxes that focus on applied issues related to each chapter topic. Throughout the book, readable examples and informative tables and figures are provided. The authors also take a contemporary approach to topics such as research ethics, replication research, and data collection (including internet research).

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