



Experiments With People: Revelations From Social Psychology

Robert P. Abelson, Kurt P. Frey, Aiden P. Gregg

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Experiments With People showcases 28 intriguing studies that have significantly advanced our understanding of human thought and social behavior. These studies, mostly laboratory experiments, shed light on the irrationality of everyday thinking, the cruelty and indifference of 'ordinary' people, the operation of the unconscious mind, and the intimate bond between the self and others. This book tells the inside story of how social psychological research gets done and why it matters.

Each chapter focuses on the details and implications of a single study, but cites related research and real-life examples. All chapters are self-contained, allowing them to be read in any order. Each chapter is divided into:

- *Background--provides the rationale for the study;
- *What They Did--outlines the design and procedure used;
- *What They Found--summarizes the results obtained;
- *So What?--articulates the significance of those results;
- *Afterthoughts--explores the broader issues raised by the study; and
- *Revelation--encapsulates the 'take-home message' of each chapter.

This paperback is ideal as a main or supplementary text for courses in social psychology, introductory psychology, or research design.

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