

Applied social psychology: understanding and addressing social and practical problems

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20450625&lokasi=lokal>

Abstrak

"This is an introduction to the field of applied social psychology which looks at the nature of social psychological theory and how it is used to enhance our understanding of social and practical issues. The book begins with separate chapters that define the field, examine social psychological theory, review research methods, and consider the design and evaluation of interventions. Subsequent content chapters focus on the application of social psychological theory and knowledge to such areas as counseling, sports, media, health, education, organizations, criminal justice, community, environment, and diversity."-- Publisher.