

Social Cognition: Impact on Social Psychology



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Social cognition emerged as a dynamic new field in psychology in the late 1970s. Now, 15 years later, top researchers in this discipline are taking stock: How has social cognition affected social psychology as a whole? In what ways has social cognition proved a catalyst for new theory, methodology, and controversy? Such discussions are present in **Social Cognition: Its Impact on Social Psychology**. Each chapter in this much anticipated book provides a summary of psychology prior to the adoption of social cognition as a systemic approach, and further discusses how this approach has changed the face of social psychology today. Discussions include coverage of research in impression formation, attribution, person perception, the self, attitudes, persuasion, conformity, stereotyping, and intergroup relations.

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