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disapproval, favorability and unfavorability, or, as Bem (1970) suggests, likes and dislikes (e.g. enjoying chocolate ice cream, or endorsing the values of a particular ...

Social psychology - Wikipedia

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Applied Social Psychology: Understanding and Managing ...

Social Psychology Applied Social psychologists study how social influence, social perception and social interaction influence individual and group behavior. Some social psychologists focus on conducting research on human behavior.

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Social Psychology Examines Interpersonal Relationships

1. Defining the Field of Applied Social Psychology - Frank W. Schneider, Jamie A. Gruman, and Larry M. Coutts Social Psychology Defining Social Psychology Social Psychology as a Science Applied Social Psychology Applied Social

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