



The Science of Social Influence: Advances and Future Progress (Frontiers of Social Psychology)

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The contributions to this volume capture the thrill of current work on social influence, as well as providing a tutorial on the scientific and technical aspects of this research. The volume teaches the student to:

- Learn how to conduct lab, field and case research on social influence through example by leading researchers
- Find out about the latest discoveries including the status of research on social influence tactics, dissonance theory, conformity, and resistance to influence
- Discover how seemingly complex issues such as power, rumors, group and minority influence and norms can be investigated using the scientific method
- Apply knowledge to current influence campaigns to find out what works and what does not.

The Science of Social Influence is the perfect core or complementary text for advanced undergraduate or graduate students in courses such as Attitudes and Attitude Change, Communications, Research Methods and, of course, Social Influence.

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