

## Attitude Formation Origins Of Attitudes Cybersisman Com

**‘This Volume is everything one would want from a one-volume handbook? - Choice Magazine** In response to market demand, **The SAGE Handbook of Social Psychology: Concise Student Edition** has been published and represents a slimmer (16 chapters in total), more course focused and student-friendly volume. The editors and authors have also updated all references, provided chapter introductions and summaries and a new Preface outlining the benefits of using the Handbook as an upper level teaching resource. It will prove indispensable reading for all upper level and graduate students studying social psychology.

**The Handbook of Attitudes** presents a detailed analysis of attitudes in relation to important psychological constructs - particularly affect, beliefs, and behavior - as well as the processes and individual differences that relate to attitudes, communication, and social influence.

Written by two world-leading academics in the field of attitudes research, is a brand new textbook that gets to the very heart of this fascinating and far-reaching field. Greg Maio and Geoffrey Haddock describe how scientific methods have been used to better understand attitudes and how they change. With the aid of a few helpful metaphors, the text provides readers with a grasp of the fundamental concepts for understanding attitudes and an appreciation of the scientific challenges that lay ahead.

Reflecting the remarkable changes in the world of propaganda due to the increasing use of social media, this updated Seventh Edition provides a systematic introduction to the increasingly complex world of propaganda. Viewing propaganda as a form of communication, the authors help you understand information and persuasion so you can understand the characteristics of propaganda and how it works as a communication process. Providing provocative case studies and fascinating examples of the use of propaganda from ancient times up through the present day, **Propaganda and Persuasion** provides an original model that helps you analyze the instances of propaganda and persuasion you encounter in everyday life. New to the Seventh Edition: New coverage of social media as a disseminator of propaganda offers you an up-to-date perspective. The book’s four case studies have been updated and strengthened to demonstrate their relevance not only to past and contemporary culture, but also to the study of propaganda campaigns. New coverage of how a propaganda case study can be structured to reveal the components of a campaign allows you to compare strengths and weaknesses across different types of campaigns and evaluate the relative success of various propaganda strategies. Updated research on persuasion and expanded coverage of collective memory as it appears in new memorials and monuments enhances the presentation. Current examples of propaganda, especially the ways it is disseminated via the Internet, deepen your understanding. New illustrations and photos add a unique visual dimension that helps you conceptualize methods of persuasion and propaganda.

**Encyclopedia of Human Behavior**

**New Aspects of Human Ethology**

**New Explorations**

**Attitudes, Aptitudes, and Aspirations of American Youth**

**The Handbook of Attitudes, Volume 1: Basic Principles**

**The Psychological and Social Impact of Illness and Disability, 6th Edition**

*Virtually every question in social psychology is currently being shaped by the concepts and methods of implicit social cognition. This tightly edited volume provides the first comprehensive overview of the field. Foremost authorities synthesize the latest findings on how automatic, implicit, and unconscious cognitive processes influence social judgments and behavior. Cutting-edge theories and data are presented in such crucial areas as attitudes, prejudice and stereotyping, self-esteem, self-concepts, close relationships, and morality. Describing state-of-the-art measurement procedures and research designs, the book discusses promising applications in clinical, forensic, and other real-world contexts. Each chapter both sums up what is known and identifies key directions for future research. One of the more characteristic features of contemporary sociology is an increasing interest in theories. More and more theories are being developed in various areas of social investigation; we observe also an increasing number of verificational studies aimed primarily toward the verification of various theories. The essays presented in this volume deal with theories too, but they approach this problem from a methodological perspective. There fore it seems worthwhile in the preface to this volume to make a kind of general declaration about the author's aims and his approach to the subject of his interest, and about his view of the role of methodological reflection in the development of sciences. First let me say what methodology cannot do. It cannot be a substitute for the formulation of substantive theories, nor can it substitute for the empirical studies which confirm or reject such theories. Therefore its impact upon the development of any science, including the social sciences, is only indirect, by its undertaking the analysis of research tools and rules of scientific procedures. It can also propose certain standards for scientific procedures, but the application of these standards is the domain of substantive researchers, and it is the substantive researchers who ultimately develop any science. Nevertheless the potential impact-of methodological reflection, even if only indirect, should not be underestimated.*

*Social problems in many domains, including health, education, social relationships, and the workplace, have their origins in human behavior. The documented links between behavior and social problems have compelled governments and organizations to prioritize and mobilize efforts to develop effective, evidence-based means to promote adaptive behavior change. In recognition of this impetus, **The Handbook of Behavior Change** provides comprehensive coverage of contemporary theory, research, and practice on behavior change. It summarizes current evidence-based approaches to behavior change in chapters authored by leading theorists, researchers, and practitioners from multiple disciplines, including psychology, sociology, behavioral science, economics, philosophy, and implementation science. It is the go-to resource for researchers, students, practitioners, and policy makers looking for current knowledge on behavior change and guidance on how to develop effective interventions to change behavior.*

*Decades of research have demonstrated that the parent-child dyad and the environment of the family—“which includes all primary caregivers”—are at the foundation of children's well-being and healthy development. From birth, children are learning and rely on parents and the other caregivers in their lives to protect and care for them. The impact of parents may never be greater than during the earliest years of life, when a child's brain is rapidly developing and when nearly all of her or his experiences are created and shaped by parents and the family environment. Parents help children build and refine their knowledge and skills, charting a trajectory for their health and well-being during childhood and beyond. The experience of parenting also impacts parents themselves. For instance, parenting can enrich and give focus to parents' lives; generate stress or calm; and create any number of emotions, including feelings of happiness, sadness, fulfillment, and anger. Parenting of young children today takes place in the context of significant ongoing developments. These include: a rapidly growing body of science on early childhood, increases in funding for programs and services for families, changing demographics of the U.S. population, and greater diversity of family structure. Additionally, parenting is increasingly being shaped by technology and increased access to information about parenting. **Parenting Matters** identifies parenting knowledge, attitudes, and practices associated with positive developmental outcomes in children ages 0-8; universal/preventive and targeted strategies used in a variety of settings that have been effective with parents of young children and that support the identified*

*knowledge, attitudes, and practices; and barriers to and facilitators for parents' use of practices that lead to healthy child outcomes as well as their participation in effective programs and services. This report makes recommendations directed at an array of stakeholders, for promoting the wide-scale adoption of effective programs and services for parents and on areas that warrant further research to inform policy and practice. It is meant to serve as a roadmap for the future of parenting policy, research, and practice in the United States.*

*Ideology, Psychology, and Law*

*Psychological Foundations of Attitudes*

*Propaganda & Persuasion*

*Handbook of Implicit Social Cognition*

*Global perspectives*

*Parenting Matters*

Psychology, focusing on processes that occur inside the individual and Sociology, focusing on social collectives and social institutions, come together in Social Psychology to explore the interface between the two fields. The core concerns of social psychology include the impact of one individual on another; the impact of a group on its individual members; the impact of individuals on the groups in which they participate; the impact of one group on another. This book is a successor to *Social Psychology: Social Perspectives and Sociological Perspectives in Social Psychology*. The current text expands on previous handbooks in social psychology by including recent developments in theory and research and comprehensive coverage of significant theoretical perspectives.

Agency has two meanings in psychology and neuroscience. It can refer to one's capacity to affect the world and act in line with one's goals and desires--this is the objective aspect of agency. But agency can also refer to the subjective experience of controlling one's actions, or how it feels to achieve one's goals or affect the world. This subjective aspect is known as the sense of agency, and it is an important part of what makes us human. Interest in the sense of agency has exploded since the early 2000s, largely because scientists have learned that it can be studied objectively through analyses of human judgment, behavior, and the brain. This book brings together some of the world's leading researchers to give structure to this nascent but rapidly growing field. The contributors address questions such as: What role does agency play in the sense of self? Is agency based on predicting outcomes of actions? And what are the links between agency and motivation? Recent work on the sense of agency has been markedly interdisciplinary. The chapters collected here combine ideas and methods from fields as diverse as engineering, psychology, neurology, neuroscience, and philosophy of mind, making the book a valuable resource for any student or researcher interested in action, volition, and exploring how mind and brain are organized.

In recent decades, research in political psychology has illuminated the psychological processes underlying important political action, both by ordinary citizens and by political leaders. As the world has become increasingly engaged in thinking about politics, this volume reflects exciting new work by political psychologists to understand the psychological processes underlying Americans' political thinking and action. In 13 chapters, world-class scholars present new in-depth work exploring public opinion, social movements, attitudes toward affirmative action, the behavior of political leaders, the impact of the 9/11 attacks, and scientists' statements about global warming and gasoline prices. Also included are studies of attitude strength that compare the causes and consequences of various strength-related constructs. This volume will appeal to a wide range of researchers and students in political psychology and political science, and may be used as a text in upper-level courses requiring a scholarly and contemporary review of major issues in the field.

Why do we think about and interact with other people in the particular ways that we do? Might these thoughts and actions be contemporary products of our long-ago evolutionary past? If so, how might this be, and what are the implications? Research generated by an evolutionary approach to social psychology issues profound insights into self-concept, impression formation, prejudice, group dynamics, helping, aggression, social influence, culture, and every other topic that is fundamental to social psychology. *Evolution and Social Psychology* is the first book to review and discuss this broad range of social psychological phenomena from an evolutionary perspective. It does so with a critical and constructive eye. Readers will emerge with a clear sense of the intellectual challenges, as well as the scientific benefits, of an evolutionarily-informed social psychology. The world-renowned contributors identify new questions, new theories, and new hypotheses—many of which are only now beginning to be tested. Thus, this book not only summarizes the current status of the field, it also sets an agenda for the next generation of research on evolution and social psychology. *Evolution and Social Psychology* is essential reading for evolutionary psychologists and social psychologists alike.

*Attitude Strength*

*Attitude Formation of Allocentric and Idiocentric Individuals*

*Implications for Military Recruitment*

*The Roles of Evidence Quality and Value-relevance*

*Social Psychology*

*The Psychology of Attitudes*

First published in 1935, *The Handbook of Social Psychology* was the first major reference work to cover the field of social psychology. The field has since evolved and expanded tremendously, and in each subsequent edition, *The Handbook of Social Psychology* is still the foremost reference that academics, researchers, and graduate students in psychology turn to for the most current, well-researched, and thorough information covering the field of social psychology. This volume of the Fifth Edition covers the science of social psychology and the social being.

This book provides a needed survey of a truly remarkable number of different theoretical approaches to the related phenomena of attitude and belief change. It focuses on variable

perspective theory which is far more deserving of attention than the present level of research activity.

Rough-and-tumble play provided one of the paradigmatic examples of the application of ethological methods, back in the 1970's. Since then, a modest number of researchers have developed our knowledge of this kind of activity, using a variety of methods, and addressing some quite fundamental questions about age changes, sex differences, nature and function of behaviour. In this chapter I will review work on this topic, mentioning particularly the interest in comparing results from different informants and different methods of investigation. Briefly, rough-and-tumble play (or R&T for short) refers to a cluster of behaviours whose core is rough but playful wrestling and tumbling on the ground; and whose general characteristic is that the behaviours seem to be agonistic but in a non-serious, playful context. The varieties of R&T, and the detailed differences between rough-and-tumble play and real fighting, will be discussed later.

## 2. A BRIEF HISTORY OF RESEARCH ON R&T

In his pioneering work on human play, Groos (1901) described many kinds of rough-and-tumble play. However, R&T was virtually an ignored topic from then until the late 1960's. There was, of course, a flowering of observational research on children in the 1920s and 1930s, especially in North America; but this research had a strong practical orientation, and lacked the cross-species perspective and evolutionary orientation present in Groos' work.

"The Israel Lobby," by John J. Mearsheimer of the University of Chicago and Stephen M. Walt of Harvard's John F. Kennedy School of Government, was one of the most controversial articles in recent memory. Originally published in the London Review of Books in March 2006, it provoked both howls of outrage and cheers of gratitude for challenging what had been a taboo issue in America: the impact of the Israel lobby on U.S. foreign policy. Now in a work of major importance, Mearsheimer and Walt deepen and expand their argument and confront recent developments in Lebanon and Iran. They describe the remarkable level of material and diplomatic support that the United States provides to Israel and argues that this support cannot be fully explained on either strategic or moral grounds. This exceptional relationship is due largely to the political influence of a loose coalition of individuals and organizations that actively work to shape U.S. foreign policy in a pro-Israel direction. Mearsheimer and Walt provocatively contend that the lobby has a far-reaching impact on America's posture throughout the Middle East—in Iraq, Iran, Lebanon, and toward the Israeli-Palestinian conflict—and the policies it has encouraged are in neither America's national interest nor Israel's long-term interest. The lobby's influence also affects America's relationship with important allies and increases dangers that all states face from global jihadist terror. Writing in The New York Review of Books, Michael Massing declared, "Not since Foreign Affairs magazine published Samuel Huntington's 'The Clash of Civilizations?' in 1993 has an academic essay detonated with such force." The publication of The Israel Lobby and U.S. Foreign Policy is certain to widen the debate and to be one of the most talked-about books in foreign policy.

A Cross-cultural Experiment of Country-of-origin Advertising

Handbook of Social Psychology

Handbook of the History of Social Psychology

The Psychology of Attitudes and Attitude Change

Contemporary Sociological Theory

Origins of Attitude Certainty and Their Impact on Resistance to Persuasion

This collection, published in 1988, brings an innovative perspective to research in social cognition. It assembles fifteen chapters by many leading scholars in the field, which together provide an innovative and integrative analysis of the phenomenon of human knowledge. Three themes dominate the book. The first concerns the nature of knowledge and the way it differs from cognition. The second concerns the issue of generality versus specificity in conceptions of social knowledge. Finally, the third theme concerns the fundamental question of knowledge validity. The volume as a whole refreshingly broadens the scope of social psychological inquiry and opens up exciting areas of study.

The Encyclopedia of Human Behavior, Second Edition is an award-winning three-volume reference on human action and reaction, and the thoughts, feelings, and physiological functions behind those actions. Presented alphabetically by title, 300 articles probe both enduring and exciting new topics in physiological psychology, perception, personality, abnormal and clinical psychology, cognition and learning, social psychology, developmental psychology, language, and applied contexts. Written by leading scientists in these disciplines, every article has been peer-reviewed to establish clarity, accuracy, and comprehensiveness. The most comprehensive reference source to provide both depth and breadth to the study of human behavior, the encyclopedia will again be a much-used reference source. This set appeals to public, corporate, university and college libraries, libraries in two-year colleges, and some secondary schools. Carefully

crafted, well written, and thoroughly indexed, the encyclopedia helps users—whether they are students just beginning formal study of the broad field or specialists in a branch of psychology—understand the field and how and why humans behave as we do. Named a 2013 Outstanding Academic Title by the American Library Association's Choice publication Concise entries (ten pages on average) provide foundational knowledge of the field Each article features suggested further readings, a list of related websites, a 5-10 word glossary and a definition paragraph, and cross-references to related articles in the encyclopedia Newly expanded editorial board and a host of international contributors from the United States, Australia, Belgium, Canada, France, Germany, Ireland, Israel, Japan, Sweden, and the United Kingdom

This volume will provide an authoritative, state of the art overview of the field of intergroup processes. The volume is divided into nine major sections on cognition, motivation, emotion, communication and social influence, changing intergroup relations, social comparison, self-identity, methods and applications. Provides an authoritative, state of the art overview of the field of intergroup processes. Divided into nine major sections on cognition, motivation, emotion, communication and social influence, changing intergroup relations, social comparison, self-identity, methods and applications. Written by leading researchers in the field. Referenced throughout and include post-chapter annotated bibliographies so readers can access original research articles in order to further their study. Now available in full text online via xreferplus, the award-winning reference library on the web from xrefer. For more information, visit [www.xreferplus.com](http://www.xreferplus.com)

For the first time in the history of social psychology, we have a handbook on the history of social psychology. In it, leading luminaries in the field present their take on how research in their own domains has unfolded, on the scientists whose impact shaped the research agendas in the different areas of social psychology, and on events, institutions and publications that were pivotal in determining the field's history. Social psychology's numerous subfields now boast a rich historical heritage of their own, which demands special attention. The Handbook recounts the intriguing and often surprising lessons that the tale of social psychology's remarkable ascendance has to offer. The historical diversity is the hallmark of the present handbook reflecting each of this field's domains unique evolution. Collectively, the contributions put a conceptual mirror to our field and weave the intricate tapestry of people, dynamics and events whose workings combined to produce what the vibrant discipline of social psychology is today. They allow the contemporary student, scholar and instructor to explore the historical development of this important field, provide insight into its enduring aims and allow them to transcend the vicissitudes of the zeitgeist and fads of the moment. The Handbook of the History of Social Psychology provides an essential resource for any social psychologist's collection.

Antecedents and Consequences

Fourth Edition

Evolution and Social Psychology

Attitudes and Attitude Change

Understanding and Prediction

Concise Student Edition

*Social psychologists have long recognized the possibility that attitudes might differ from one another in terms of their strength, but only recently had the profound implications of this view been explored. Yet because investigators in the area were pursuing interesting but independent programs of research exploring different aspects of strength, there was little articulation of assumptions underlying the work, and little effort to establish a common research agenda. The goals of this book are to highlight these assumptions, to review the discoveries this work has produced, and to suggest directions for future work in the area. The chapter authors include individuals who have made significant contributions to the published literature and represent a diversity of perspectives on the topic. In addition to providing an overview of the broad area of attitude strength, particular chapters deal in depth with specific features of attitudes related to strength and integrate the diverse bodies of relevant theory and empirical evidence. The book will be of interest to graduate students initiating work on attitudes as well as to longstanding scholars in the field. Because of the many potential directions for application of work on attitude strength to amelioration of social problems, the book will be valuable to scholars in various applied disciplines such as political science, marketing, sociology, public opinion, and others studying attitudinal phenomena.*

*First published in 1982. Routledge is an imprint of Taylor & Francis, an informa company.*

*The international nature of the sport industry requires a global approach to sport marketing practices. Organisations need to develop a good understanding of the laws, regulations, values and norms of the countries and cultures in which they operate. This book brings together world-leading sport marketing scholars from 11 countries to address the most important global, regional, national, and community marketing issues in sport today. Presenting the latest cutting-edge research from countries including India, China, the UK and the USA, it includes case studies on successful marketing strategies in sports ranging from football and hockey to baseball and motor racing. The book combines both qualitative and quantitative studies to explore key topics such as: sport marketing in a globalized marketplace corporate social responsibility and sponsorship in sporting events the Olympic brand image and its values sport consumer behaviour and customer satisfaction new digital marketing channels. Contemporary Sport Marketing: Global perspectives is vital reading for all students and scholars of sport marketing, sport business and sport management, as well as for any professional working in the sport industry.*

*The purpose of the current study was to explore the formation and consequences of attitude certainty based on good or poor evidence and having varying degrees of value-relevance. Specifically, it was proposed that attitudes would be held with high attitude certainty when value-relevant, regardless of the quality of evidence by which the attitude was first formed. However, if the attitude is not value-relevant, certainty would be greater for attitudes based on good, as opposed to poor, evidence. The consequences of attitude certainty, formed from good versus poor evidence at varying levels of value-relevance, were also explored by testing how well such attitudes resist persuasion, as well as the favorability of thoughts in response to a persuasive message. Both consequences were expected to be greatest when value-relevance was low and the initial evidence relevant to the attitude during formation was poor. The results showed that the predictions were only partly supported by the data. Although the value-relevance manipulation affected attitude certainty in the direction expected, the interaction between value-relevance and evidence quality only emerged for the thought favorability index data and not the attitude certainty and attitude change data. Limitations of the current study and future directions are discussed.*

*Attitudes And Persuasion*

*A Theory of Cognitive Dissonance*

*Fifty Years after Allport*

*Focus on Psychology: A Guide to Mastering Peter Gray's Psychology*

*The Handbook of Behavior Change*

*The Handbook of Attitudes*

This is the only truly comprehensive advanced level textbook in the past 20 years designed for courses in the psychology of attitudes and related studies in attitude measurement, social cognition. Written by two of the most distinguished scholars in the field, its comprehensive coverage of classic and modern research and theory is unsurpassed.

Attitudes are evaluations of people, places, things, and ideas. They help us to navigate through a complex world. They provide guidance for decisions about which products to buy, how to travel to work, or where to go on vacation. They color our perceptions of others. Carefully crafted interventions can change attitudes and behavior. Yet, attitudes, beliefs, and behavior are often formed and changed in casual social exchanges. The mere perception that other people favor something, say, rich people, may be sufficient to make another person favor it. People's own actions also influence their attitudes, such that they adjust to be more supportive of the actions. People's belief systems even change to align with and support their preferences, which at its extreme is a form of denial for which people lack awareness. These two volumes provide authoritative, critical surveys of theory and research about attitudes, beliefs, persuasion, and behavior from key authors in these areas. The first volume covers theoretical notions about attitudes, the beliefs and behaviors to which they are linked, and the degree to which they are held outside of awareness. It also discusses motivational and cultural determinants of attitudes, influences of attitudes on behavior, and communication and persuasion. The second volume covers applications to measurement, behavior prediction, and interventions in the areas of cancer, HIV, substance use, diet, and exercise, as well as in politics, intergroup relations, aggression, migrations, advertising, accounting, education, and the environment.

The comprehensive study guide helps drive home concepts through active, participatory learning. The study guide is designed to be used in tandem with the reading of each textbook chapter, and its contents are linked to Psychology, Fifth Edition's marginal Focus Questions. Each chapter consists of a concise overview of the corresponding textbook chapter, a comprehensive series of questions that follows the flow of the text section by section, and two self-tests consisting of multiple-choice and essay questions with answers. With this guide, students will deepen their learning, following an approach to study that is thorough and thoughtful.

Concerning frameworks; Some congruences between economic and sociological; The value system; Institutionalization and change; Transformation of social, political, and cultural orders in modernization; Aspects of any relationship; On role systems; Concerning models; Toward a macrosociology; The two models of society; The environmental of a political systems; Mathematical aspects of general systems analysis; Management conflict and sociometric structure; Concerning concreteness; The theoretical basis of data program; Open systems for growth and development; Social integration, social rank, and processes of interection.

Contemporary Sport Marketing

Blackwell Handbook of Social Psychology

The Nature and Origins of Mass Opinion

Essays in the Methodology of Social and Behavioural Theories

Cognitive Responses in Persuasion

Attitudes - cognitive representations of our evaluation of ourselves, other people, things, actions, events, ideas - and attitude change have been a central concern in social psychology since the discipline began. People can - and do - have attitudes on an infinite range of things but what are attitudes, how do we form them and how can they be modified? This book provides the student with a comprehensive and accessible introduction to the basic issues in the psychological study of attitudes. Drawing on research from Europe and the USA it presents up-to-date coverage of the key issues that will be encountered in this area, including attitude formation and change, functions of attitudes, attitude measurement, attitudes as temporary constructs, persuasion processes and prediction of behaviour from attitudes.

Psychological Foundations of Attitudes presents various approaches and theories about attitudes. The book opens with a chapter on the development of attitude theory from 1930 to 1950. This is followed by separate chapters on the principles of the attitude-reinforcer-discriminative system; a systematic test of a learning theory analysis of interpersonal attraction; a "spread of effect" in attitude formation; Hullian learning theory; and possible origins of learned attitudinal cognitions. Subsequent chapters deal with mechanisms through which attitudes can function as both independent and dependent variables in the attitude-behavior link; and the problem of how people go about applying a summary label to their attitudes and the reciprocal effects that rating has on the content of attitude. The final chapters discuss a commodity theory that relates selective social communication to value formation; the freedoms there are in regard to attitudes; attitude change occasioned by actions which are discrepant from one's previously existing attitudes or values; and the conflict-theory approach to attitude change.

Using an engaging narrative, this textbook demonstrates how social processes are inherently interconnected by uniquely applying underlying and unifying principles throughout the text. With its comprehensive coverage of classic and contemporary research—illustrated with real-world examples from many disciplines, including medicine, law, and education—Social Psychology 4th Edition connects theory and application, providing undergraduate students with a deeper and more holistic understanding of the factors that influence social behaviors. New to the 4th Edition: Each chapter now features 1-2 "culture" boxes, focusing on cross-cultural research on social psychological phenomena. Each chapter now features 1-2 "hot topic" boxes, where we highlight cutting edge and emerging findings. Many references updated throughout, with over 700 new references. A more comprehensive and user-friendly set of online supplementary resources will accompany the new edition. New co-author Heather Claypool of Miami University of Ohio.

This 1992 book explains how people acquire political information from elites and the mass media and convert it into political preferences.

Supporting Parents of Children Ages 0-8

The Sense of Agency

2nd Edition

The SAGE Handbook of Social Psychology

The Social Psychology of Knowledge

Measurement, Theory, and Applications

*Psychological Foundations of Attitudes Academic Press*

***Recruiting an all-volunteer military is a formidable task. To successfully enlist one eligible recruit, the Army must contact approximately 120 young***

people. The National Research Council explores the various factors that will determine whether the military can realistically expect to recruit an adequate fighting force-one that will meet its upcoming needs. It also assesses the military's expected manpower needs and projects the numbers of youth who are likely to be available over the next 20 years to meet these needs. With clearly written text and useful graphics, *Attitudes, Aptitudes, and Aspirations of American Youth* offers an overview of important issues for military recruiters, touching on a number of important topics including: sex and race, education and aptitude, physical and moral attributes, and military life and working conditions. In addition, the book looks at how a potential recruit would approach the decision to enlist, considering personal, family, and social values, and the options for other employment or college. Building on the need to increase young Americans' propensity to enlist, this book offers useful recommendations for increasing educational opportunities while in the service and for developing advertising strategies that include concepts of patriotism and duty to country. Of primary value to military policymakers, recruitment officers, and analysts, *Attitudes, Aptitudes, and Aspirations of American Youth* will also interest social scientists and policy makers interested in youth trends.

**Print+CourseSmart**

Formally, the law purports to be based solely in reasoned analysis, devoid of ideological bias or unconscious influences. Judges claim to act as umpires applying the rules, not making them. As most legal scholars understand, however, the impression that the legal system projects is largely an illusion. Over the last decade or so, political scientists and legal academics have begun studying the linkages between ideologies, on one hand, and legal principles and policy outcomes on the other. This book is the first to bring many of the world's experts on those topics together to examine the sometimes unsettling interactions between psychology, ideology, and law.

**Handbook of Social Psychology, Volume 1**

**The Concise Corsini Encyclopedia of Psychology and Behavioral Science**

**Political Psychology**

**The Israel Lobby and U.S. Foreign Policy**

**Intergroup Processes**

**Classic And Contemporary Approaches**

Edited by high caliber experts, and contributed to by quality researchers and practitioners in psychology and related fields. Includes over 500 topical entries Each entry features suggested readings and extensive cross-referencing Accessible to students and general readers Edited by two outstanding scholars and clinicians

*On the Nature of Prejudice* commemorates the fiftieth anniversary of the publication of Gordon Allport's classic work on prejudice and discrimination by examining the current state of knowledge in the field. A distinguished collection of international scholars considers Allport's impact on the field, reviews recent developments, and identifies promising directions for future investigation. Organized around Allport's central themes, this book provides a state-of-the-art, comprehensive view of where the field has been, where it is now, and where it is going.

Originally published: Evanston, Ill.: Row, Peterson, c1957.

**The Handbook of Social Psychology**

**On the Nature of Prejudice**