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Mastering Social Psychology

By Robert A. Baron, Donn R. Byrne, Nyla R. Branscombe



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Finally, a briefer version of one of the best-selling books in social psychology, for those who prefer less detail. Baron and Byrne set the standard with their original book, and new co-author Nyla Branscombe has brought freshness and new insights with her expertise in topics such as prejudice, the self, gender and group processes. The briefer version retains all the hallmarks of the original: up-to-date coverage of the quickly evolving area of social psychology--balanced in its coverage of fundamentals with current research--and written in a lively, engaging style.



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Mastering Social Psychology By Robert A. Baron, Donn R. Byrne, Nyla R. Branscombe Bibliography

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Editorial Review

From the Back Cover

Robert Baron and Donn Byrne's text sets the standard for the social psychology course—and continues to offer the most up-to-date research and fresh insights to help students take social psychology out of the classroom and apply it to their lives. Nyla Branscombe recently joined the renowned author team, bringing her expertise in areas such as prejudice, the self, group processes, and gender.

Now this best-selling text is available in a briefer paperback format for those who prefer not to cover topics in as much detail. The popular student-interest and helpful study features from the comprehensive version are also included in this new format.

- ***The Science of Social Psychology: Making Sense of Common Sense*** sections show how the findings of social psychology have reversed or refined some common sense ideas.
- ***Ideas to Take with You—and Use!*** sections at the end of every chapter highlight important concepts that are relevant to students' daily lives.
- ***Connections*** tables at the end of every chapter help explain the relationships between topics in the field of social psychology.
- ***Critical Thinking*** questions follow the “Connections” tables.
- ***Key Points*** at the end of every major section help students review what they have read.
- ***Key terms*** are bolded within the text to help students find definitions.
- ***Summary and Review of Key Points*** sections at the end of chapters help students assess what they have read.

About the Author

Robert A. Baron is Professor of Psychology and Wellington Professor of Management at Rensselaer Polytechnic Institute. He received his Ph.D. from the University of Iowa in 1968. Professor Baron has held faculty appointments at Purdue University, the University of Minnesota, the University of Texas, the University of South Carolina, and Princeton University. In 1982 he was a Visiting Fellow at Oxford University. From 1979 to 1981 he served as a Program Director at the National Science Foundation (Washington, DC). He has been a Fellow of the American Psychological Association and is also a Fellow of the American Psychological Society. In 2001, he was appointed an Invited Senior Research Fellow by the French government, and held this post at the Université des Sciences Sociales at Toulouse, France.

Professor Baron has published more than one hundred articles in professional journals and thirty-five chapters in edited volumes. He is the author or coauthor of forty-two books, including *Behavior in Organizations* (8th ed.), *Psychology: From Science to Practice*, and *Entrepreneurship: A Process Perspective*. Professor Baron holds three U.S. patents based on his research, and served as president of his own company (Innovative Environmental Products, Inc.) from 1992 to 2000. Professor Baron's current research focuses mainly on the social and cognitive factors that influence entrepreneurs' success, and on various forms of workplace aggression.

Donn Byrne holds the rank of Distinguished Professor of Psychology at the University at Albany, State University of New York. He received his Ph.D. in 1958 from Stanford University and has held academic positions at the California State University

at San Francisco, the University of Texas, and Purdue University, as well as visiting professorships at the University of Hawaii and Stanford University. He was elected president of the Midwestern Psychological Association and of the Society for the Scientific Study of Sexuality. He headed the personality program at Texas, the social-personality programs at Purdue and at Albany, and was chair of the psychology department at Albany. Professor Byrne is a Fellow of the American Psychological Association and a Charter Fellow of the American Psychological Society.

During his career, Professor Byrne has published over 150 articles in professional journals, and twenty-nine of them have been republished in books of readings. He has authored or coauthored thirty-six chapters in edited volumes, and fourteen books, including *Psychology: An Introduction to a Behavioral Science* (four editions plus translations in Spanish, Portuguese, and Chinese), *An Introduction to Personality* (three editions), *The Attraction Paradigm*, and *Exploring Human Sexuality*.

He has served on the editorial boards of fourteen professional journals, and has directed the doctoral work of fifty-two Ph.D. students. He was invited to deliver a G. Stanley Hall lecture at the 1981 meeting of the American Psychological Association in Los Angeles and a state of the science address at the 1981 meeting of the Society for the Scientific Study of Sexuality in New York City. He was invited to testify at Attorney General Meese's Commission on Obscenity and Pornography in Houston in 1986 and to participate in Surgeon General Koop's Workshop on Pornography and Health in 1986 in Arlington, Virginia. He received the Excellence in Research Award from the University at Albany in 1987 and the Distinguished Scientific Achievement Award from the Society for the Scientific Study of Sexuality in 1989. In 2002, he participated in a Festschrift honoring his scientific contributions at the University of Connecticut organized by his graduate students (past and present) from Texas, Purdue, and Albany. He delivered the William Griffitt Memorial Lecture at Kansas State University in 2004. Professor Byrne's current research focuses on the determinants of interpersonal attraction, adult attachment styles, and sexually coercive behavior.

Nyla R. Branscombe is Professor of Psychology at University of Kansas. She received her B.A. from York University in Toronto in 1980, a M.A. from the University of Western Ontario in 1982, and her Ph.D. from Purdue University in 1986. Professor Branscombe held a postdoctoral appointment at the University of Illinois at Urbana—Champaign in 1987. In 1993 she was a Visiting Fellow at Free University of Amsterdam. She served as Associate Editor of *Personality and Social Psychology Bulletin* for three years, and presently serves as Associate Editor of *Group Processes and Intergroup Relations*.

Professor Branscombe has published more than eighty articles and chapters in professional journals and edited volumes. In 1999, she was a recipient of the Otto Kleinberg prize for research on Intercultural and International Relations from the Society for the Psychological Study of Social Issues. In 2004, she coedited the volume, *Collective Guilt: International Perspectives*. Professor Branscombe's current research focuses primarily on two main issues: the psychology of privileged groups, in particular when and why they may feel guilt about their advantages, and the psychology of disadvantaged groups, especially how they cope with prejudice and discrimination.

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