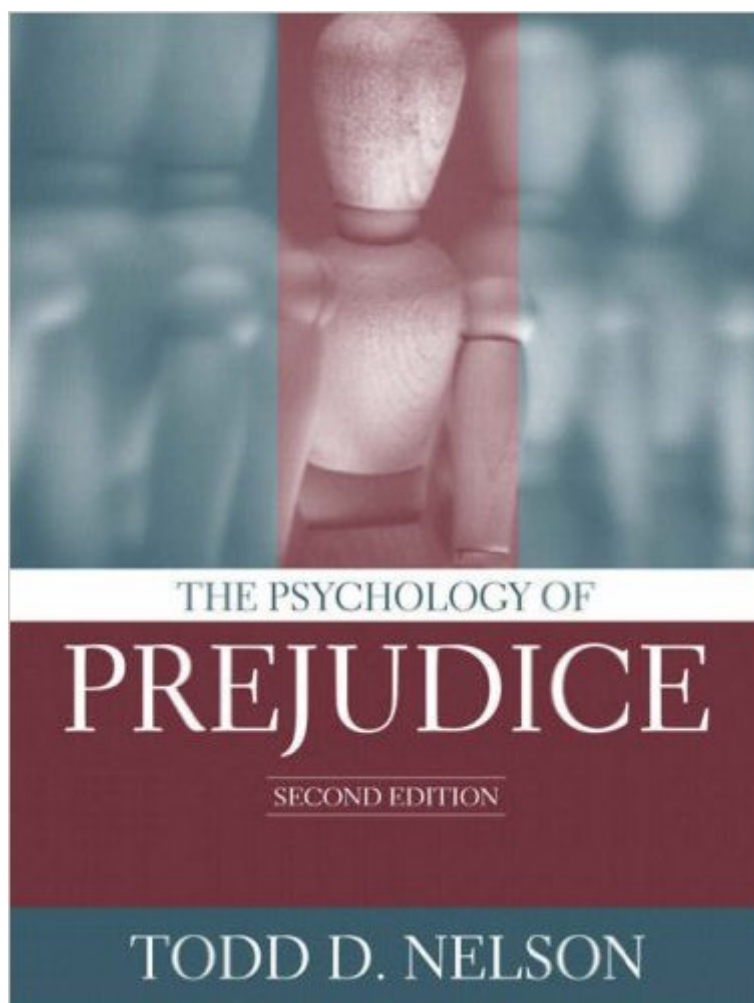


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# The Psychology Of Prejudice (2nd Edition)



## Synopsis

This comprehensive, research-based text examines the major theories of prejudice and stereotyping through an engaging narrative that reads like a well-crafted story rather than an empty series of statistics. Though the focus of this book is on empirical studies, author Todd D. Nelson has synthesized the data and presented it in a way that will excite readers. His goals were two-fold: To create a strong central text (as opposed to a simple collection of readings) for professors teaching a course in prejudice, and also to facilitate student interest in the subject. The Psychology of Prejudice is intended to stimulate critical thinking about what causes, maintains, and reduces prejudice and stereotyping, while also relaying the historical background on the birth of research on stereotypes.

## Book Information

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Average Customer Review: 4.1 out of 5 starsÂ Â See all reviewsÂ (9 customer reviews)

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## Customer Reviews

After taking an introductory course in social psychology, I became interested in the topic of prejudice and stereotyping. I have since looked into several books on stereotyping, but I often found that they were either too basic, too in depth on one particular aspect of stereotyping, or were way over my head. Then I stumbled upon this little book (only about 250 pages) and finally found one that was wide in its scope, well grounded in good scientific research, but still very readable. While this book is kind of a quick read, it is dense with interesting theories and studies and it ended up answering a lot of my questions about how stereotyping works, why they are so prevalent and how people can work to change them. Along the way it also whet my interests in many of the other aspects of prejudice

and stereotyping. This book is actually part of what helped me to make the decision to become a social psychologist. The only thing I could say against this book is that it is, in certain sections, necessarily technical, but if the reader has had some basic undergraduate psychology courses those sections are more challenging than frustrating. I would highly recommend it to anyone who's interested in the topic.

You know how some general education textbooks are just overbearing? Ever had a class that you just felt was just information overload and was unnecessary? Well, this book is completely the opposite- I can skim through this book easily and find what I need to know. It's great for reference if you ever decide to keep the book.- The book just gives you enough so that you wouldn't be drowning in a bunch of psychology terms that made no sense.- There are some interesting cases that allows you to see the application to real life situations Neat book. Gotta love it when a textbook is student-friendly

This book is a very easy read. It is among one of the few textbooks that I actually don't mind reading.

One of the most interesting textbooks I've ever been assigned to read for a college course. It provides a lot of insight, and explanations, for prejudices and bigotry we see and experience in the world every day. Recommended for academic or leisurely literary consumption.

Boring read. Hard to get into or relate to.

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