



Social Influence (Open Learning Units in Social Psychology)

Michael Argyle

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Following the A-level psychology syllabus, this textbook takes an interactive approach to the subject of social psychology. There are open questions, self-assessment questions and "Something to Try" activities, all designed to encourage students to discuss and review the topics covered as they work through the unit. Additionally, there are suggestions for experimental projects and essays, and this pack comes with accompanying teacher's notes. In his discussion of social influence, Argyle covers the following topics: social interaction (verbal and non-verbal communication); conformity; obedience and persuasion; leadership; crowds and collective behaviour (studying crowds, explanations of crowd behaviour, race riots, football crowds, and religious crowds).

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