



Handbook of implicit social cognition : measurement, theory, and applications /

Gawronski, Bertram

Payne, B. Keith

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Monografía

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 res

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