



Elements of Social Psychology

By B Kuppuswamy

Konark Publication, New Delhi, 2008. Soft cover. Book Condition: New. 218pp. This edition has been thoroughly revised and updated. The book describes the basic principles of social Psychology and their application to social behaviour. It delineates the characteristics of social learning, social perception, personal perception, social Motivation and examines in detail not only the Socialization process but also the factors involved in the emergence of self. Dealing with the group processes, The Author analyses the processes of conformity and Deviation giving illustrations from the contemporary society. He outlines a tentative theory of crowd behaviour with the help of the latest studies in crowd formulation. The author also discusses the problems of social change and shows how a fundamental change in attitudes towards War is necessary so that the developing Nations may get the time to build up their Economy and their society.

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