This practical text introduces students to all the principal data collection methods and data analyses used in social psychology. Each chapter describes a particular method and shows how it can be applied to a research question. Methods presented include conducting surveys, constructing questionnaires, facilitating focus groups, running interviews, and using archival recordings. Both qualitative and quantitative methods of analysis are detailed where appropriate. Topics used to illustrate these methods include identity processes, attribution, stereotyping, attitude change, social influence, communication, and group dynamics. Throughout, step-by-step exercises for students and notes for course leaders support the teaching and learning process.

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