

# Handbook of Research on Applied Social Psychology in Multiculturalism

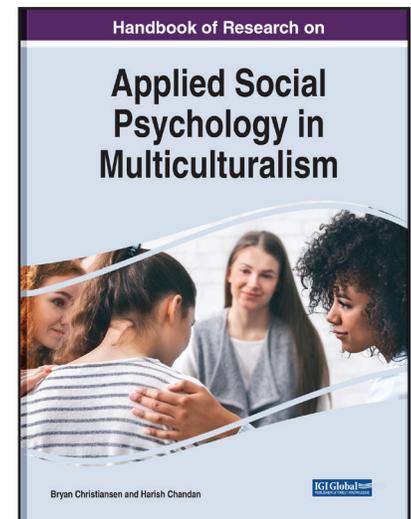
Part of the Advances in Psychology, Mental Health, and Behavioral Studies Book Series

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## Description:

Social psychology is the scientific study of how the thoughts, feelings, and behaviors of individuals are influenced by the actual, imagined, and implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method, while the terms thoughts, feelings, and behaviors refer to the psychological variables that can be measured in humans. Moreover, the notion that the presence of others may be imagined or implied suggests that humans are malleable to social influences even when alone, such as when watching videos or quietly appreciating art. In such situations, people can be influenced to follow internalized cultural norms. Social psychology deals with social influence, social perception, and social interaction.

The **Handbook of Research on Applied Social Psychology in Multiculturalism** explores social psychology within the context of multiculturalism and the way society deals with cultural diversity at national and community levels. It will cover major topics of social psychology such as group behavior, social perception, leadership, non-verbal behavior, conformity, aggression, and prejudice. This book will deal with social psychology with a direct focus on how different cultures can coexist peacefully by preserving, respecting, and even encouraging cultural diversity, along with a focus on the psychology that is hindering these efforts. This book is essential for researchers in social psychology and the social sciences, activists, psychologists, practitioners, researchers, academicians, and students interested in how social psychology interacts with multiculturalism.



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## Topics Covered:

Attitudes and Attitude Change  
Conformity  
Diversity and Inclusivity  
Gender  
Group Behavior

Leadership  
Multiculturalism  
Prejudice and Discrimination  
Race  
Social Behaviors

Social Influence  
Social Psychology  
Violence and Aggression

**Subject:** Social Sciences and Humanities

**Classification:** Handbook of Research

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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