



Social Psychology: Goals in Interaction (4th Edition)

Douglas T. Kenrick, Steven L. Neuberg, Robert B. Cialdini

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***Social Psychology: Goals in Interaction* explores how social behavior is goal-directed and a result of interactions between the person and the situation.**

In addition to an overhauled design in the 4e, *Social Psychology: Goals in Interaction* has two elements that continue to set it apart from other social psychology textbooks.

A unique integrated approach to social behavior: Rather than providing a laundry list of unconnected facts and theories, the authors organize each chapter around the two broad questions: (1) what are the goals that underlie the behavior in question? (2) what factors in the person and the situation connect to each goal? The book thus presents the discipline as a coherent framework for understanding human behavior. The new subtitle, “Goals in Interaction” underscores this integrated approach to understanding behavior.

Opening mysteries: Each chapter begins with a mystery of social behavior, designed not only to grab student interest, but also to organize the ensuing discussion of scientific research: Why would a poor black washerwoman give away her hard-earned life-savings? What psychological forces led the Dalai Lama, the most exalted personage in Tibet, to forge a lifelong friendship with a foreign vagabond openly scorned by Tibetan peasants? Why would a boy falsely confess to murdering his own mother?

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