Identity in Modern Society: A Social Psychological Perspective

Bernd Simon

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DESCRIPTION

This book is a social psychological inquiry into identity in modern society.

- Starts from the social psychological premise that identity results from interaction in the social world.
- Reviews and integrates the most influential strands of contemporary social psychology research on identity.
- Brings together North American and European perspectives on social psychology.
- Incorporates insights from philosophy, cognitive neuroscience, psychology, cultural studies, anthropology and sociology.
- Places social identity research in a variety of real-life social contexts.
ABOUT THE AUTHOR

Bernd Simon is Professor of Social Psychology and Evaluation Research and Chair and Director of the Institute of Psychology at Christian-Albrechts University in Kiel, Germany.

FEATURES

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