



## **Attitudes, Behavior, and Social Context: The Role of Norms and Group Membership (Applied Social Research Series)**

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The reasons why people do not always act in accord with their attitudes has been the focus of much social psychological research, as have the factors that account for why people change their attitudes and are persuaded by such influences as the media. There is strong support for the view that attitude-behavior consistency and persuasion cannot be well understood without reference to the wider social context in which we live. Although attitudes are held by individuals, they are social products to the extent that they are influenced by social norms and the expectations of others. This book brings together an international group of researchers discussing private and public selves and their interaction through attitudes and behavior. The effects of the social context on attitude-behavior relations and persuasion is the central theme of this book, which--in its combination of theoretical exposition, critique, and empirical research--should be of interest to both basic and applied social psychologists.



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