

## Attitudes And Opinions Oskamp

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Attitudes and opinions are crucial aspects of people's lives, and they influence the affairs of groups, organizations, and nations. They are the general area that has been most studied by social psychologists over the years, and yet they often receive skimpy coverage in psychology textbooks.

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The changing demography of the workforce presents challenges and opportunities to individuals and to the organizations of which they are a part. This volume examines how diversity in organizations affords benefits such as a broader talent pool, but at the same time can lead to tension, misunderstanding and, at times, outright hostility.

A valuable contribution to the burgeoning field of health psychology, *The Social Psychology of Health* addresses current issues involving psychosocial mediators of health status and health promotion programmes -- the two major features of health psychology. The chapters, based on presentations at the

This volume of the *Applied Social Psychology Annuals* is designed to promote closer integration of social psychology and organizational psychology. Each chapter presents an applied approach to the social psychological aspects of organizational issues. The contributors consider key issues such as organizational change and resistance to change, member participation and the relationship between organizational and non-organizational behaviour. A more informal style was adopted than is common in the psychological literature, so that this volume will be of interest and value to applied social scientists in general.

Taking both social and clinical psychological perspectives, this volume examines pressing community problems such as homelessness, racism, delinquency, alcoholism, violence, unemployment and workplace health. The contributors, leaders in community and social psychology, present the results of their empirical research into these problems.

During the past two decades, the study of how gender influences social life has moved from the outskirts to the centre of psychology. Some of psychology's most cherished assumptions have been challenged and feminist scholars proposed alternative views of human development, research methods, cognitive functioning, family life and communication. These challenges have invigorated many areas of psychology. Distinctive in its emphasis on applied issues that have practical importance in the lives of women and men, this volume presents current knowledge about key gender issues and sheds light on problems and controversies. Specific issues explored include: gender differences in emotion; desire for control; attitudes towards leader

In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the *Encyclopedia of Survey Research Methods* presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint.

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