Social Psychology and Evaluation

Description

by Melvin M. Mark PhD (Editor), Stewart I. Donaldson PhD (Editor), Bernadette Campbell PhD (Editor) Guilford Press, May 2011. Available on Google Books. Tweet

Book burb â??This compelling work brings together leading social psychologists and evaluators to explore the intersection of these two fields and how their theory, practices, and research findings can enhance each other. An ideal professional reference or student text, the book examines how social psychological knowledge can serve as the basis for theory-driven evaluation; facilitate more effective partnerships with stakeholders and policymakers; and help evaluators ask more effective questions about behavior. Also identified are ways in which real-world evaluation findings can identify gaps in social psychological theory and test and improve the validity of social psychological findingsâ??for example, in the areas of cooperation, competition, and intergroup relations. The volume includes a useful glossary of both fieldsâ?? terms and offers practical suggestions for fostering cross-fertilization in research, graduate training, and employment opportunities. Each chapter features introductory and concluding comments from the editors.â?•

Category

1. Books

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1. bias
2. psychology

Date
18/10/2026
Date Created
13/01/2012
Author
admin