

1. Record Nr.	UNINA9910465464903321
Titolo	Six degrees of social influence : science, application, and the psychology of Robert Cialdini // edited by Douglas T. Kenrick, Noah J. Goldstein, Sanford L. Braver
Pubbl/distr/stampa	Oxford, [England] ; ; New York, New York : , : Oxford University Press, , 2012 ©2012
ISBN	0-19-025591-9 1-283-42773-7 9786613427731 0-19-987668-1
Descrizione fisica	1 online resource (206 p.)
Disciplina	153.852092
Soggetti	Persuasion (Psychology) Influence (Psychology) Social influence Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Contributors; Introduction: Full Cycle Social Influence; 1. Six Degrees of Bob Cialdini and Five Principles of Scientific Influence; 2. Underestimating One's Influence in Help-Seeking; 3. The Path of Least Resistance; 4. Fluency and Social Influence: Lessons from Judgment and Decision-Making; 5. A Multiprocess Approach to Social Influence; 6. Basking in Reflected Glory and Compliance with Requests from People Like Us; 7. Social Norms: A How-To (and How-Not-To) Guide; 8. Evolution, Social Influence, and Sex Ratio; 9. Designed for Social Influence 10. Social Influence on Reproductive Behavior in Humans and Other Species 11. Egoism or Altruism? Hard-Nosed Experiments and Deep Philosophical Questions; 12. Basic, Applied, and Full-Cycle Social Psychology: Enhancing Causal Generalization and Impact; 13. Behavioral Change Cialdini-Style; 14. Collective Full-Cycle Social

Sommario/riassunto

Over the course of the last four decades, Robert Cialdini's work has helped spark an intellectual revolution in which social psychological ideas have become increasingly influential. The concepts presented in his book, *Influence: The Psychology of Persuasion*, have spread well beyond the geographic boundaries of North America and beyond the field of academic social psychology into the areas of business, health, and politics. In this book, leading authors, who represent many different countries and disciplines, explore new developments and the widespread impact of Cialdini's work in research are
